

# *Updating Sound Transit's Station, Line & Facility Naming Policy*

*Executive Committee*

*10/7/21*

# *Why we are here*

## *Today's Action*

- Recommend the Board adopt an updated Station, Line and Facility Naming Policy that supersedes Resolution No. R2012-02

## *How we got here*

- University St rename was proposed
- Lessons Learned team was stood up – updating the Station Naming Policy was an action item

# *Agenda*

- Line naming
- Station Naming Policy Update
- Policy Schedule

# Rider experience



← 1 Airport & Federal Way  
2 Downtown Redmond

1 Airport & Federal Way Due 10m

“Now arriving: 1-Line to Federal Way”

Point of Interest EXIT →

Lynnwood City



# New line names launch for NGL

1 N S T

2021: 1 Line with Northgate Link opening, and new convention for Sounder and T Link.

## 1 1 Line



## N N Line

## S Line S

## T T Line



2041

# Station Names used for end-of-line route naming

*A simple regional strategy is:*

- Assumed, e.g.
  - ① Ballard–Tacoma
  - ③ Everett—West Seattle
- Best practice
- Prioritizes wayfinding & how passengers use our system
- Updated policy is explicit



***Station, Line &  
Facility Naming Policy***

# ***Scope – Policy Update & Procedure***

***Policy:*** Public-facing station name & process for choosing it

- Station Names – all modes
  - Embrace best-practice, prioritize wayfinding
    - 9 Peer agencies reviewed
  - Clarify role of public input
  - Address Corporate Naming & Memorial Naming
  - Naming of non-station facilities
  - Station Renaming
  - Incorporate adopted Line Names

***Procedure:*** Internal process, next step if policy adopted

# Policy: What's staying the same?

## Line Name + End-of-Line Destination

- Line name changed from color to alphanumeric
- Station naming affects full line name
  - ③ Everett–West Seattle
    - Policy applies to Early Planning Names

## Process – 3 Phases

- Internal process > Public process > Board action

## Corporate Naming

- Not allowed for permanent names of stations & lines
- May be covered in future policies: sponsorship, non-station facilities, etc. not prohibited

## Existing Criteria

- Reflect nature of environment:
- Be brief
- Comply with ADA
- Avoid commercial references
- Avoid similar names or words

# Policy Update: Changes & Benefits

## *Additional criteria*

- Clearer guidance, prioritize wayfinding = geography
- Regional names useful for end-of-line destinations
- >1 station / city, use neighborhood

## *New Criteria*

1. City
2. Neighborhood
3. Landmark
4. Combo or Street
  - Reduce limit from 30 to 26 characters
  - New 1-3 word limit

# *Policy Update Continued: Changes & Benefits*

## *Timing – process starts earlier*

- Immediately after Board selects Project to be Built

## *Renaming guidance*

- Prioritize synching with system expansion
- 10 year min recommendation
- Applicable requestor requirements

## *Memorial Naming*

- Not to be used for permanent names of stations & lines
- Best for learned locations

# *Policy Schedule*

## **July-August**

- Internal briefings: SESD, Executive Leadership
- External briefings: TAC

## **September**

- Sub-area briefings

## **October**

- Executive Committee 10/7: Station Naming Policy
- Rider Experience and Operations 10/7: University Street Rename
- Board decision 10/28: Station Naming Policy & University Street Rename

*Thank you.*



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