



MEMO TO: Parks and Human Services Committee of the Whole

FROM: Jeff Aken, Senior Park Planner

DATE: December 4, 2018

SUBJECT: Eastside Rail Corridor Branding Effort

I. PURPOSE ☐ For Info Only ☒ Potential Agenda Item ☐ Scheduled for Council Action

II. RECOMMENDATION
Inform committee on the process to rename the Eastside Rail Corridor (ERC) and share potential names for feedback.

III. DEPARTMENT CONTACTS
Rachel Van Winkle, Director Parks and Recreation; 425-556-2334
Carolyn Hope, Park Planning & Cultural Arts Manager; 425-556-2313
Jeff Aken, Senior Park Planner; 425-556-2328

IV. DESCRIPTION/BACKGROUND

On June 6, 2017, the Draft Eastside Rail Corridor Regional Branding Strategy was approved by the Regional Advisory Council (RAC), of which Council President Birney serves. On September 19, 2017, City Council received the final proposed ERC Regional Branding Strategy and subsequently authorized up to \$6,000 for Redmond's portion of the ERC Regional Branding Strategy.

The goals of the branding effort were to communicate the planned uses of the corridor, complement and preserve the jurisdictions' respective and shared visions and existing brands (such as the Cross-Kirkland-Corridor and the Redmond Central Connector), and engage the public to build momentum and excitement for the ERC.

A. Analysis

All RAC members (Cities of Bellevue, Redmond, Renton, Woodinville, Kirkland and the Eastside Greenway Alliance, King County, Sound Transit and Puget Sound Energy) agreed to the ERC Branding Strategy and committed to their portion of the funding through a Memorandum of Understanding (MOU) in November of 2017.

In early 2018, the initial ERC branding consultant search was unsuccessful in attracting viable branding consulting firms. Shortly after, King County proposed to bundle the ERC Branding Strategy with a branding strategy for the Regional Trails System (RTS). At their April 5, 2018 meeting, the RAC agreed to bundle the two branding strategies into one contract.

The budget, agreed to by all members of the RAC, would remain unchanged. The second search process was successful and ICON, out of Atlanta was selected as the consultant and started work in mid-August. ICON has done branding for the Atlanta Beltline Trail and has a robust portfolio.

In order to develop the brand statement and potential names, the consultant has performed a variety of outreach to understand the corridor and develop the brand. This work has included:

- An online poll with over 1,200 responses, with approximately 80 from Redmond.
- Individual interviews with RAC members, including Council President Birney
- Intercept surveys on Sammamish River Trail and Redmond Central Connector
- Survey Monkey poll to all King County Library card holders
- Intercept surveys in places where people were not on a trail (non-users)

In addition, an additional poll, open from November 17-30, was circulated by RAC members to gain targeted feedback from communities along the corridor and raise awareness about the branding effort that was underway.

B. Next Steps A special meeting of the ERC RAC is scheduled for November 29, 2018. At this meeting the following will occur:

- The Brand DNA, the rationale for the brand, will be presented to the RAC
- A minimum of two brand names, with a recommended name will be presented to the RAC with opportunity to discuss.
- RAC members will have an opportunity to vet the brand before deciding on the ERC name at the next RAC meeting on January 25, 2019.
- After deciding the brand name, a logo and additional materials will be developed.
 - Including how brands like the Redmond Central Connector and Cross Kirkland Corridor will be nested under the brand.

C. Service/Delivery: The branding effort will help trail users understand the scope of the regional partnership along the ERC and build a broad base of public and corporate support for the continued development of the corridor.

D. Fiscal Note: The City already committed to the cost of this work, \$6,000. Future costs are undetermined at this time, but costs may occur to update wayfinding signage.

V. TIME CONSTRAINTS

Once the names are proposed, staff would like to update the Parks and Trails Commission on December 6th, to provide Council President Birney with the opportunity to receive feedback prior to the January RAC Meeting.

VI. LIST OF ATTACHMENTS

None.