



MEMO TO: Parks and Human Services Committee of the Whole

FROM: Jeff Aken, Senior Park Planner

DATE: October 1, 2019

SUBJECT: Eastside Rail Corridor Funding Commission & Branding

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

II. RECOMMENDATION

Brief the Parks and Human Services Committee on the Eastrail Partners launch and business plan along with the Eastrail Branding Launch.

III. DEPARTMENT CONTACTS

Carrie Hite	Director Parks and Recreation	425-556-2326
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Jeff Aken	Senior Park Planner	425-556-2328

IV. DESCRIPTION/BACKGROUND

The Eastrail, formerly known as the Eastside Rail Corridor or ERC, is 42-mile long corridor stretching from Renton to Woodinville and south again along the Redmond Spur. It includes the Redmond Central Connector and the Cross-Kirkland-Corridor. It is envisioned as a corridor for trail, transit and utilities.

The Eastrail reached key milestones on two major initiatives in early 2019 and is moving forward on implementing recommendations stemming from the initiatives. The two milestones were the creation and launch of the Eastrail brand and the Funding Commission report, which presented recommendations that the Eastrail be connected, constructed and completed and a non-profit entity be developed to advocate and raise funds for completing the Eastrail.

Funding Commission:

The non-profit entity that is forming to cultivate, activate and organize private sector and non-governmental support for the development of the corridors is the Eastrail Partners.

Branding:

The Eastrail Regional Advisory Council (RAC) launched the brand on July 20, 2019 at Signals on the Redmond Central Connector. City Council President Birney (who represents Redmond on the RAC) welcomed attendees to Redmond and highlighted the work the City has done on the Redmond Central Connector. In addition, a new Eastrail website, map and stickers were showcased.

A. Analysis

Funding Commission: The RAC at their July 12th, 2019 meeting agreed to a cost share in support of Eastrail Partners. King County, Snohomish County, Bellevue, Kirkland, Redmond, Renton, Woodinville, Puget Sound Energy and Sound Transit have agreed in principal to a one-time cost share in support of Eastrail partners. Redmond's cost share based on ownership and mileage is \$6,300 and will be executed by a service agreement and invoiced by the Eastrail Partners. The Eastrail Partners business plan includes the following items to be completed by August 31, 2020:

- Recruit and onboard a staff lead
- Develop a financial tracking and reporting schedule
- Develop a communications and stakeholder engagement plan, collateral and implement the plan
- Develop an organizational funding/execution plan.
- Secure an exemplary corporate sponsorship and joint venture for the Eastrail.

Branding: The Eastrail logo was approved in April and the initial launch, with help from the consultant ICON, happened on July 20th, 2019. ICON has developed content for a website landing page, messaging assets and outreach materials. These materials are being funded by a cost-sharing arrangement amongst all the partners. Redmond's share is \$2,061 and the materials developed will be used for multiple events over the next year.

Funding for both initiatives will come from the Parks and Recreation Department General Fund budget.

V. TIME CONSTRAINTS

Eastrail partners is seeking funding in October to launch and begin hiring and executing on the proposed workplan.

VI. LIST OF ATTACHMENTS

A: Eastrail Partnership Final Business Plan