

Attachment A

Eastrail Fiber RFP

King County, in collaboration with trail owners and RAC members are working on a draft RFP for future fiber optic connectivity along the trail. The RFP will be flexible in order to capture a variety of potential partnerships for a future collaboration. Parks and TIS staff have been working with King County on the development of the RFP to ensure it fits future trail and technology priorities. The RFP should be released in early 2021.

Equity and Inclusion

A small sub-group of Eastrail staff members has been discussing opportunities to work on equity and inclusion and are meeting approximately twice a month. The group is working to compile organizations and groups that we could partner with to build relationships and possible Eastrail engagement. The group is working out draft goals to shape the scope of this effort.

Wayfinding

Covid-era budgets have postponed this project, but background work and scoping has been underway to develop a wayfinding plan that incorporates the new Eastrail Branding, nested brands such as the Redmond Central Connector and creates a welcoming environment. The potential scope would need to ensure it meets regional wayfinding standards, jurisdictional flexibility and inclusiveness. The Eastrail staff team is also discussing how art may be included in the wayfinding efforts.

Art Plan

Kick-off discussions, hosted by Redmond, around the potential for integrated art along the Eastrail. While Redmond has an Arts plan, this is a chance to share the success we've had in regard to integrated art and how this can continue on the Eastrail at trailheads, events, pop-up art and other tactics that make the Eastrail more than just a trail.

Federal Outreach

Experience the Eastrail outreach event to the Federal Delegation was hosted on August 14th. The Eastrail was highlighted in a short video and four projects along the corridor were called out. These included the Totem Lake Connector, NE 8th Bridge, Wilburton Trestle and the I90 Steel bridge.

REI Co-op and Facebook Make \$2 Million Investment in the Eastrail

On September 15th REI Co-op and Facebook announced they will each contribute \$1M in capital funds for the Eastrail. [Read the Press Release.](#)

"This is exactly the collaboration and public-private partnerships we work to create," said Katherine Hollis, Executive Director of [Eastrail Partners](#). "REI and Facebook understand the impact the Eastrail will have in creating active transportation options for their employees and communities of Lake Washington's Eastside."

Eastrail Partners

See attached mid-year update.

Eastrail Partners Mid-Year Update to the Eastrail Regional Advisory Committee

July 2020

This summary reports on the Eastrail Partners Service Agreement in two areas: how Eastrail Partners is catalyzing the efforts towards a fully connected Eastrail, and how we are furthering the maturity of Eastrail Partners as an organization.

Catalyzing the Eastrail

Building Relationships

A primary focus for the first few months of our organization was on building relationships: with RAC entities, other organizations invested in this effort, and businesses along the corridor. While in-person meetings and time on the trail together has not been a possibility in the time of Covid19, we have made connections, learned about governmental entities' priorities and approaches to this effort, and shared the vision for the corridor with the private sector through many video chats and phone calls.

In all of this, it is apparent that the Eastrail effort is more needed than ever: the importance of greenspace and close-to-home recreation was magnified during stay home orders. How the Eastrail connects the diverse communities of the Eastside and can increase equity through accessibility (to employment centers and to transit) is an important piece to our region implementing solutions to social justice.

Funding, Communications, and Engagement

With renewed focus on transportation and infrastructure efforts at the Federal level in 2020, Eastrail Partners (EP) is advocating for federal funding for trail infrastructure projects. In partnership with PST members, we have built out communications that succinctly demonstrate the corridor's regional impact and connections, including creating a compelling video and organizing the August 14th "Experiencing the Eastrail" virtual event for federal legislative offices. Much of the content created for this will be able to be used in other ways going forward.

EP has also been tracking federal legislation related to infrastructure funding and communicating regularly with legislative offices.

We have had promising conversations with many companies along the corridor who expressed enthusiasm for the effort and connection to their work and employees. EP is partnering with King County Parks staff to create a range of options for corporate sponsorships of the trail.

We have a summer internship project to create a plan and structure to increase web presence and social media communications on the Eastrail effort.

EP is also bringing together interested and available RAC Principles Staff Team (PST) to focus on community engagement in the time of Covid19, with a specific focus on how we can more intentionally and overtly build equity and inclusion into our work.

Eastrail Partners

In January 2020, Eastrail Partners launched with an exemplary board, key professional management, and sound operating practices. Katherine Hollis has been on board as executive director since the end of January.

The EP board has several operating committees to ensure the success of our shared work:

- The Executive Committee is responsible for organizational oversight and planning.
- An ad hoc Governance Committee is enacting board recruitment to fill our remaining board seats, with a primary focus on improving diverse representation along the corridor.
- The Advocacy and Planning Committee focuses on advocating for trail projects, governmental funding, and engagement.
- A Communications and Fundraising committee will implement our fundraising plan to ensure funding for EP as an organization going forward. EP's website is set to launch in the next few weeks.

Eastrail Partners' September 2020 board retreat will focus on strategic planning and further define long-range goals going forward.

The executive director partners with the PST on the agenda for twice-monthly meetings, to share updates and to garner feedback and input on our work and approach.

Planning for What Comes Next

The impacts of the Covid19 pandemic have created unforeseen risk and issues for the Eastrail effort in terms of budgets, larger economic impacts, relationship building and community engagement. EP is approaching these issues by focusing on how the Eastrail is part of the solution. The benefits of the Eastrail are needed now more than ever. The importance of greenspace and close-to-home recreation was magnified during stay home orders. How the Eastrail connects the diverse communities of the Eastside and can increase equity through accessibility to employment centers and to transit is an important piece to our region implementing solutions to social justice. As outlined sections above, we are focusing on best positioning this effort for the possibility new opportunity with federal infrastructure funding.

We are engaging in national collaborations around greenspaces, trails, and equity, to learn how efforts in other regions are grappling with similar issues and impacts.

EP's focus for this third quarter of 2020 is in three areas: advocacy, fundraising, and board recruitment. Thank you to RAC councilmembers and other electeds who are lending their voice to this, and staff who are lending time to planning the August 14th "Experiencing the Eastrail" Event. We will also focus on engaging state leadership in this effort, and continue to build both private sector and community engagement and communications in the time of Covid19.