

Motion No. M2025-04

Adopting Station Name for NE 130th Infill Station Project

| Meeting: | Date: | Type of action: | Staff contact: |
|---|-----------|--------------------|--|
| Rider Experience and Operations Committee | 1/16/2025 | Recommend to Board | Russ Arnold, Acting Service Delivery Deputy CEO |
| Board | 1/23/2025 | Final action | Harry Demarest, Asset Management Executive Director Candace Toth, Wayfinding & Signage Deputy Director |

Proposed action

Adopts the permanent station name for the NE 130th Infill Station, located in north Seattle on the Lynnwood Link Extension.

Key features summary

- Agency staff met with staff from the City of Seattle to discuss the station naming process.
- The proposed permanent station names were evaluated by Sound Transit staff based on Sound Transit's Station, Line and Facility Naming Policy, updated in October 2021 via Resolution No. R2021-14, established by the Board.
- Sound Transit distributed a survey for the public to assess the short list of names against the station naming criteria and provide suggestions, which was shared online and through in-person intercept outreach at nearby light rail stations on the 1 Line.
- "Pinehurst Station" and "Pinehurst / 130th Station" both ranked highly in the community survey results. "Pinehurst Station" received the most first place rankings and highest rating against criteria, and "Pinehurst / 130th Station" received a higher overall weighted score. "Pinehurst / Haller Lake Station" and "North Seattle / 130th Station" both received less support.
- Among these options, "Pinehurst Station" was evaluated as the most compliant with the Policy. The "Pinehurst Station" name avoids redundancy and was favored due to its brevity.
- "Pinehurst / 130th Station" was favored as a runner-up to provide added wayfinding context, however it is long/not brief and street names may not be as relevant for those commuting from other cities. Additionally, now that Sound Transit has rolled out station codes to assist with wayfinding, there is some concern about causing confusion between the street name and 3-digit station code.
- A decision on the permanent station name must be made by the Board in January to avoid delays in programming SCADA and signage fabrication and installation for the project team.

Background

In 2016, as part of the ST3 plan, the voters approved the addition of a light rail station to the Lynnwood Link Extension at NE 130th Street. The new station will serve a growing residential neighborhood between the Northgate and Shoreline South / 148th stations. The NE 130th St Infill Project is a new elevated light rail station on the 1 Line located in north Seattle along I-5 on the west side of 5th Ave NE

at NE 130th St. The project also includes bus stops at the 130th/5th Ave intersection, improved pedestrian and bicycle connections, a dedicated paratransit drop off area, and a passenger vehicle drop off area. The project began Final Design in April 2020 and is currently planning to open for service in Q2 2026.

The Board originally adopted the Station, Line and Facility Naming Policy in February 2012 which established a process, timeframe, and criteria for naming facilities. In October 2021, the Board updated the agency station naming policy, via Resolution No. R2021-14, to ensure stations and facility names remain relevant, allow for future system expansion, and most importantly, embrace best practice to help reduce rider confusion and help passengers find their way within the system.

The policy states that station names must be considered based on their adherence to the following principles:

- Avoid redundancy: Be distinct from names of existing stations including those owned by the agency and those owned by other transit agencies, unless stations are co-located.
- Be appropriate: Utilize language that is appropriate throughout communities within the service area.
- Be accessible: Comply with the Americans with Disabilities Act and have positive or neutral impacts to passengers with disabilities.
- Be intuitive: Be easy to understand and use for all passengers, including passengers with limited English proficiency.
- Be easily implemented: Work well throughout the passenger experience (e.g., audio, visual and tactile experiences).
- Reflect geography: Avoid corporate names, honorific naming and commercial references.
- Be brief and easy to remember: Be three words or less, 26 characters or less, easy to read and memorable

The station name evaluation process includes three phases: 1) internally identify and evaluate potential names based on defined criteria; 2) receive input from the public, local jurisdictions, and the Sound Transit Board; and 3) approval by the Board.

In addition, the policy identifies that the names should be chosen in this order:

- 1) city,
- 2) neighborhood,
- 3) landmark; and
- 4) street or combination of a city or neighborhood name with a minor street or landmark.

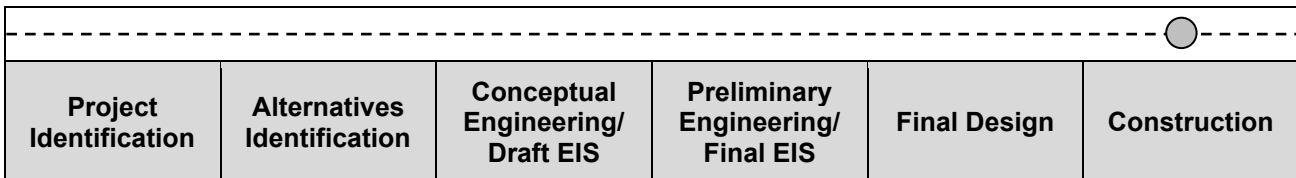
Policy Evaluation

An internal committee comprised of staff from the NE 130th Infill Station project, Government and Community Relations, Passenger Experience and Community Engagement evaluated the shortlist of names against the criteria listed in the policy. Based on this evaluation, as well as considering public and jurisdictional input, the station names most compliant with the policy are:

| Shortlisted Permanent Name | Name Category: Neighborhood or Combo | Avoids redundancy | Appropriate | Accessible | Intuitive | Easily implemented | Reflects geography | Brief / easy to remember | Public feedback |
|----------------------------|--------------------------------------|-------------------|-------------|------------|-----------|--------------------|--------------------|--------------------------|-----------------|
| Pinehurst | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Pinehurst / 130th | ✓ | - | ✓ | ✓ | ✓ | ✓ | ✓ | ✗ | ✓ |
| Pinehurst / Haller Lake | ✓ | ✓ | - | ✓ | - | ✓ | - | ✗ | - |
| North Seattle / 130th | ✓ | ✗ | - | ✓ | - | ✓ | ✗ | ✗ | - |

| Key | |
|-----|----------------------------------|
| ✓ | Compliant / Positive results |
| - | Neutral / Mixed results |
| ✗ | Not Compliant / Negative results |

Project status



Projected completion date for Final Desing/Construction: Q2 2026

Project scope, schedule and budget summary are located on the [Sound Transit website](#).

Fiscal information

There is no financial impact for this action.

Disadvantaged and small business participation

Not Applicable to this action.

Public involvement

The Station, Line and Facility Naming Policy requires public and stakeholder input be received during the station naming process. To meet this requirement, public meetings and materials included discussion of potential names and collection of public feedback. Based on this feedback

along with input from the community and partner jurisdictions, Sound Transit extended the station naming public involvement process to include:

- Sound Transit staff created a comprehensive list of station name options and vetted the options for adherence with Sound Transit’s station naming policy.
- Four station naming “pop up” events took place in November 2024 at Link stations directly north and south of the future NE 130th Infill Station to answer general questions about the project and encourage transit riders to participate in the station naming process survey.
 - Outreach at each pop-up event was conducted in English, with additional support in Spanish.
 - Outreach teams interacted with approximately 800 people, resulting in 254 survey responses from members of the public engaged by our outreach team during these four events.
- Executed online surveys Nov-Dec 2024 in nine languages which received over 2,300 responses, where participants ranked their preferences of a short list of names and provided suggestions and comments. The surveys were promoted through Sound Transit’s website, project email lists, shared through agency partners, paid social media ads, and via local community-based organizations. Sound Transit staff conducted in-person outreach at nearby light rail stations and shared the survey with about 800 local riders. The NE 130th project email list serv reached 6,018 subscribers and the general Lynnwood link email list serv reached 4,270 subscribers. The paid social media campaign reached over 45,000 accounts and resulted in 892 clicks. Sound Transit received the following feedback on the list of names that participants of the survey (both online and in-person) were asked to rate.
 - In the survey participants were asked to rate how well the proposed names aligned with Sound Transit’s station naming policy as well as rank names in terms of preference.
 - For this station “Pinehurst Station” was evaluated as the most compliant with the Policy and received the most rankings as the community’s top name preference during engagement rounds in Nov-Dec of 2024. The “Pinehurst Station” name avoids redundancy, was favored due to its brevity, and is most compliant with our policy. This station name received the most top-ranked votes, and was rated the highest in terms of meeting the policy criteria by survey participants.
 - “Pinehurst / 130th Station” was favored as a runner-up to provide added wayfinding context, however it did not rank well in terms of brevity, and street names may not be as relevant for those commuting from other cities. Additionally now that Sound Transit has rolled out station codes to assist with wayfinding, there is some concern about causing confusion between the street name and 3-digit station code. This station name had the highest overall weighted score due to the number of first and second place ratings, however it did not receive the most top-ranked votes, and was a runner up in terms of meeting policy criteria.
 - Overall, the “Pinehurst” and “Pinehurst / 130th” station names received the most support among all respondents. Though “Pinehurst” ranked higher with those living in the area, there were no significant differences between these two leading names based on respondent’s relationship to the area (i.e., 51% of respondents living in the area, 25% of respondents working/visiting the area, or 24% of respondents having no affiliation with the area).
 - “Pinehurst / Haller Lake Station” received mixed results in terms of reflecting the

- geography and was also deemed long/did not rank well in terms of brevity.
- “North Seattle / 130th” received mixed and negative results in terms of reflecting the geography with participants concerned it was too general, referenced too large an area, and could be redundant with Northgate Station. It was also deemed long/did not rank well in terms of brevity, received the most bottom ranked votes, and there is some concern about redundancy between the street name and 3-digit station code.
- All project communications about potential permanent station names identified the Sound Transit Board as the final authority in determining permanent station names

Time constraints

Approval by the Board in January is required to implement the approved station name into the station SCADA systems, design documents and contracts. A one-month delay would create a significant impact for the project schedule due to the lead times of permanent signage fabrication and the permanent name being required for the SCADA system, and safety certification process during construction.

Prior Board/Committee actions

Resolution No. R2021-14: Adopted a Station, Line and Facility Naming Policy and superseded Resolution No. R2012-02.

Environmental review – KH 12/23/24

Legal review – DLM 1/8/2025



Motion No. M2025-04

A motion of the Board of the Central Puget Sound Regional Transit Authority adopting the permanent station name for the NE 130th Infill Station, located in north Seattle on the Lynnwood Link Extension.

Background

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| Pinehurst / Haller Lake | ✓ | ✓ | - | ✓ | - | ✓ | - | ✗ | - |
| North Seattle / 130th | ✓ | ✗ | - | ✓ | - | ✓ | ✗ | ✗ | - |

| Key | |
|-----|----------------------------------|
| ✓ | Compliant / Positive results |
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Motion

It is hereby moved by the Board of the Central Puget Sound Regional Transit Authority that Pinehurst Station be adopted as the permanent station name for the NE 130th Infill Station, located in north Seattle on the Lynnwood Link Extension.

APPROVED by the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on January 23, 2025.



Dave Somers
Board Chair

Attest:



Kathryn Flores
Board Administrator