East Link Name Modifications: Bel-Red & Spring District

Rider Experience and Operations Committee

10/05/23

Why we are here

Today's Action

- Recommend Change
  Bel-Red / 130th Station to BelRed Station
  Spring District / 120th Station to Spring District Station

How we got here

- Board adopted Updated Station, Line & Facility Naming Policy Resolution No. R2021-14 in Q4 2021
- Unique opportunity to leverage current work to align all East Link names with updated policy for East Link Starter Line.

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Permanent Naming Status

Names Adopted in Prior Board Actions

- East Link—2015 (Old policy)

    Redmond Technology Center modified to Redmond Technology—2018

- Lynnwood Link—2017 (Old policy)

    Shoreline South / 145th modified to Shoreline South / 148th—2020

    University Street renamed to Symphony Station—2021

- Updated Station Line & Facility Naming Policy—2021
- Federal Way Link—2022 (New policy)
- Downtown Redmond Link—2022 (New policy)

Outstanding Names for Board Action

- **2 East Link name modifications to REO/Board—Oct**
- Stride BRT stations to REO/Board—Nov/Dec
- NE 130th Infill Station—Sept Engagement kick-off (to REO/Board next year)

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Recommendation: Modify 2 East Link Names

Align with updated naming policy

To "BelRed" from Bel-Red / 130th

To "Spring District" from Spring District / 120th

- Embraces wayfinding/best practice
- City of Bellevue submitted support for modifications
- Brief, easy to remember
- Neighborhoods vs streets

Cost Impacts

- Minimal cost if incorporated into East Link Starter Line
- No impact to back-of-house codes

Updated Naming Policy Criteria

1. City, >1 per city use next category
2. **Neighborhood**
3. Landmark
4. Combo or Street
   - Reduce limit from 30 to 26 characters
   - New 1-3 word limit

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Thank you.

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