

# ***Permanent Station Naming: Stride BRT S1, S2, S3 Lines***

*Rider Experience and Operations Committee*

*9/23/2024*

# *Why we are here*

## *Today's Goal*

- Adopt permanent names for Stride BRT stations

## *Agenda*

- Overview of updated station naming policy
- Present shortlist and final name recommendations

# *Updated Naming Policy Overview*

# Station Naming Policy Update (R2021-14)

**Priorities for potential names. Bus Rapid Transit station names should be chosen in this order:**

1. Transit facility where the station is located
2. Street or intersection where the station is located

## **Additional Criteria**

- Prioritize wayfinding = geography
- Regional names useful for end-of-line stations
- Process = Internal → Public → Board Action
- Renaming guidance – 10 yr. min and/or with expansion

**Station names must be considered based on their adherence to the following principles:**

- Avoid redundancy
- Be appropriate
- Be accessible
- Be intuitive
- Be easily implemented
- Reflect geography: avoid corporate and honorific names
- Be brief and easy to remember: 1-3 word / 26-character limit

***I-405 BRT:  
S1/S2 Permanent Station Names***

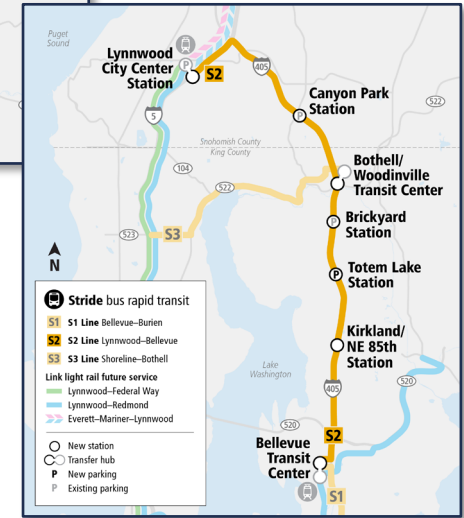
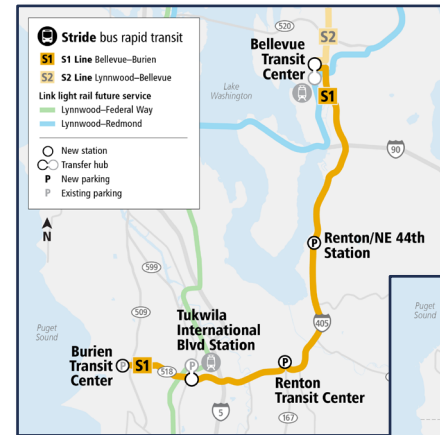
# S1/S2 – Recommended Permanent Names

## S1 Line: Burien - Bellevue

- Burien Transit Center
- Tukwila International Blvd Station
- Renton Transit Center\*
- Renton / NE 44th Station\*
- Bellevue Transit Center

## S2 Line: Bellevue - Lynnwood

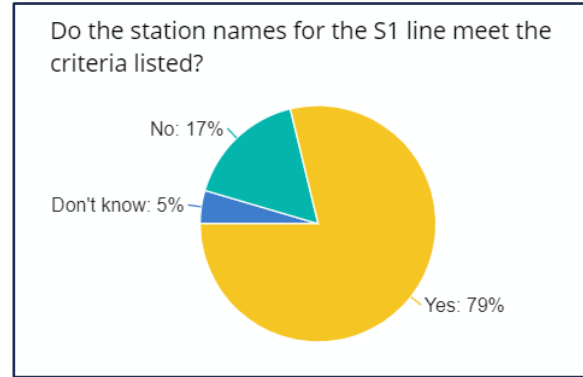
- Bellevue Transit Center
- Kirkland / NE 85th Station\*
- Totem Lake Station
- Brickyard Station
- Bothell / Woodinville Transit Center\*
- Canyon Park Station
- Lynnwood City Center Station



# Initial Survey Results: Shortlist meets Criteria

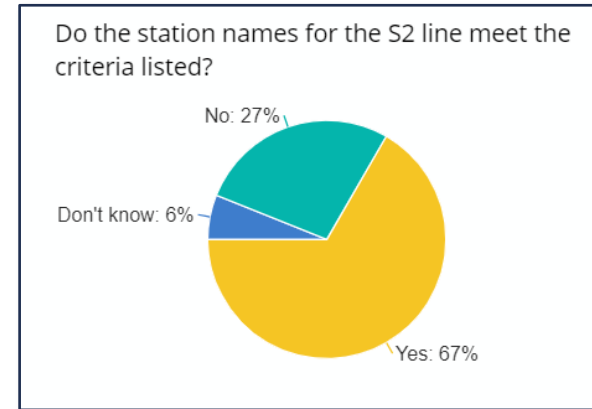
## S1 Line: Bellevue - Burien

- Burien Transit Center
- Tukwila International Blvd Station
- **South Renton Transit Center**
- **NE 44th Station**
- Bellevue Transit Center



## S2 Line: Lynnwood - Bellevue

- Bellevue Transit Center
- **NE 85th Station**
- Totem Lake Station\*
- Brickyard Station
- **I-405 / SR 522 Transit Center\***
- Canyon Park Station
- Lynnwood City Center



# S1 Station Names – Outreach Evaluation Summary

Shortlisted Permanent Name	Name Category: TC or Street	Avoids redundancy	Appropriate	Accessible	Intuitive	Easily implemented	Reflects geography	Brief and easy to remember	Public feedback	City feedback
All other S1 stations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
South Renton Transit Center	✓	-	✓	✓	✓	✓	✓	✓	-	-
Renton Transit Center*	✓	✓	✓	✓	✓	✓	✓	✓	-	✓
NE 44 <sup>th</sup> Station	✓	✓	✓	✓	✓	✓	-	✓	-	-
Renton / NE 44 <sup>th</sup> Station*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Key



Meets criteria / Positive response



Partially meets criteria / Mixed Response



Doesn't meet criteria / Negative response



# S2 Station Names – Outreach Evaluation Summary

Shortlisted Permanent Name	Name Category: TC or Street	Avoids redundancy	Appropriate	Accessible	Intuitive	Easily implemented	Reflects geography	Brief and easy to remember	Public feedback	City feedback
All other S2 stations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Kirkland / NE 85th Station*	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
NE 85th Station	✓	✓	✓	✓	✓	✓	-	✓	-	-
Bothell / Woodinville Transit Center*	✓	✓	✓	✓	✓	✓	✓	-	✓	✓
North Creek Transit Center	✓	✓	✓	✓	✓	✓	-	✓	✓	✓

Key



Meets criteria / Positive response



Partially meets criteria / Mixed Response



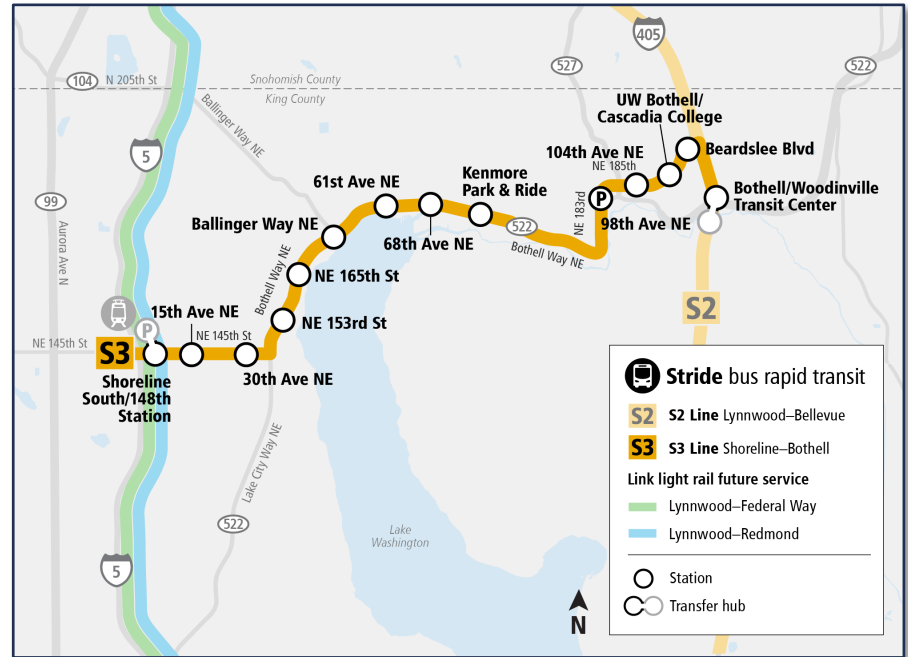
Doesn't meet criteria / Negative response

***SR 522 BRT:  
S3 Permanent Station Names***

# S3 – Recommended Permanent Names

## S3 Line: Shoreline - Bothell

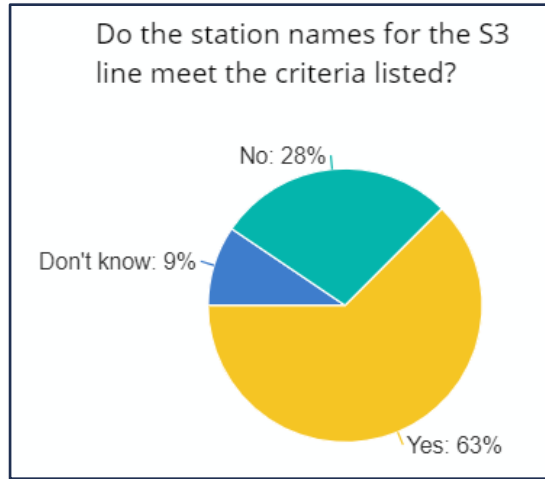
- Shoreline South / 148<sup>th</sup> Station
- 15<sup>th</sup> Ave NE Station
- 30<sup>th</sup> Ave NE Station
- NE 153<sup>rd</sup> St Station
- 165<sup>th</sup> St Station
- Ballinger Way Station
- 61<sup>st</sup> Ave NE Station
- 68<sup>th</sup> Ave NE Station
- Kenmore Park & Ride
- 98<sup>th</sup> Ave NE Station
- 104<sup>th</sup> Ave NE Station
- UW Bothell / Cascadia College Station
- Beardslee Blvd Station
- Bothell / Woodinville Transit Center



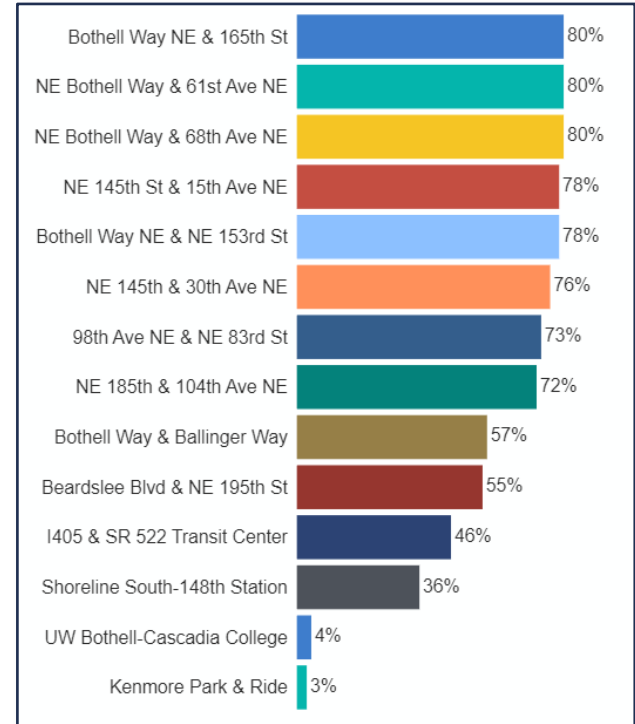
# Initial Survey Results: Names too long

## S3 Line: Shoreline – Bothell

- Main criticism: not brief / easy to remember, overall name length an issue
- **Result:** Switched from intersection to cross street names for Outreach



## Breakdown of 28% who said “No”



# S3 Station Names – Outreach Evaluation Summary

Shortlisted Permanent Name	Name Category: TC or Street	Avoids redundancy	Appropriate	Accessible	Intuitive	Easily implemented	Reflects geography	Brief and easy to remember	Public feedback	City feedback
S3 Cross Street Names	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



*Thank you.*



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