



**Signature Report**

**Motion 15530**

**Proposed No.** 2019-0397.1

**Sponsors** Balducci, Dunn and Lambert

1           A MOTION renaming the Eastside Rail Corridor regional  
2           advisory council "the Eastrail regional advisory council."

3           WHEREAS, on July 20, 2005, King County enacted Ordinance 15233,  
4           authorizing the Eastside Rail Corridor acquisition project for the preservation of  
5           transportation right-of-way in eastside King County cities and unincorporated areas, and

6           WHEREAS, on December 17, 2007, the county executive, the Port of Seattle and  
7           the BNSF Railway Company entered into a memorandum of understanding laying the  
8           groundwork for the Eastside Rail Corridor ("the ERC"). The ERC was first defined by  
9           the council through this memorandum of understanding executed under Ordinance 15995  
10          as the coupling of the Woodinville Subdivision and Redmond Spur, a corridor vital to the  
11          economic future of King County and six separate Eastside jurisdictions, and

12          WHEREAS, the ERC is comprised of approximately forty-two miles of corridor  
13          owned and managed by King County, Snohomish County, the cities of Kirkland,  
14          Woodinville and Redmond, the Central Puget Sound Regional Transit Authority (Sound  
15          Transit) and Puget Sound Energy, and

16          WHEREAS, the council established the Eastside Rail Corridor regional advisory  
17          council ("the ERC RAC") on December 10, 2012, under Motion 13801, and

18          WHEREAS, in 2013, the ERC RAC "Creating Connections" report recommended  
19          that a strategy be developed to brand the entire corridor, and

20 WHEREAS, the council approved a memorandum of understanding, Motion  
21 14922, on August 14, 2017, to restructure the ERC RAC to include additional  
22 jurisdictions and stakeholders as members as well as to expand its scope of work to align  
23 with the 2013 "Creating Connections " report and the 2016 work plan adopted by the  
24 ERC RAC. In accordance with Motion 14922, the ERC RAC serves as a venue for  
25 coordinating efforts of member jurisdictions to advance common goals such as  
26 advocating for the funding and implementation of Trail Master Plan improvements and  
27 collaborating to develop a brand identity for the corridor, compatible with existing  
28 identities in several ERC RAC member jurisdictions, and

29 WHEREAS, on August 24, 2018, the ERC RAC entered into a contract with a  
30 consulting firm to begin the process of branding the ERC, and

31 WHEREAS, after a robust public outreach process, four potential names were  
32 proposed by the consulting firm. The public provided input on these four names through  
33 an online survey that received one thousand eight hundred sixty-three responses. A series  
34 of stakeholder meetings and focus groups were then held to solicit feedback on potential  
35 logos and taglines for the brand, and

36 WHEREAS, following a deliberative process, on January 25, 2019, the ERC RAC  
37 unanimously adopted "Eastrail" as the new name for the ERC and on April 5, 2019, it  
38 adopted a corresponding logo to use for signage to unify and promote the corridor, as  
39 well as the tagline "Let's Connect" for use in communications about the Eastrail;

40 NOW, THEREFORE, BE IT MOVED by the Council of King County:

41 The Eastside Rail Corridor regional advisory council is hereby renamed the  
42 Eastrail regional advisory council in accordance with the name change adopted by

43 members of the Eastside Rail Corridor regional advisory council on January 25, 2019.  
44 No rights, liabilities or obligations relating to the advisory council are modified or  
45 cancelled by this name change, and all references to the former name may be understood  
46 to refer to the same council.  
47

Motion 15530 was introduced on 9/25/2019 and passed by the Metropolitan King  
County Council on 10/9/2019, by the following vote:

Yes: 9 - Mr. von Reichbauer, Mr. Gossett, Ms. Lambert, Mr. Dunn,  
Mr. McDermott, Mr. Dembowski, Mr. Upthegrove, Ms. Kohl-Welles  
and Ms. Balducci



KING COUNTY COUNCIL  
KING COUNTY, WASHINGTON

A handwritten signature in black ink, appearing to read "Rod Dembowski", written over a horizontal line.

Rod Dembowski, Chair

ATTEST:

A handwritten signature in blue ink, appearing to read "Melani Pedroza", written over a horizontal line.

Melani Pedroza, Clerk of the Council

**Attachments:** None