



Signature Report

Motion 15531

Proposed No. 2019-0398.1

Sponsors Balducci, Dunn and Lambert

1 A MOTION naming the Eastside Rail Corridor "Eastrail."

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

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

40 WHEREAS, Eastrail is a multiuse corridor intended to welcome and serve diverse
41 populations throughout the Eastside, including those that have historically had
42 disproportionately limited access to parks, trails and open space, and have experienced

43 other social injustices. King County is committed to engaging these populations to
44 ensure that Eastrail is accessible to all people, and

45 WHEREAS, the segments of the ERC with the established identities "Cross
46 Kirkland Corridor" and "Redmond Central Connector" will retain those identities at the
47 discretion of the city of Kirkland and the city of Redmond, respectively. Those identities
48 will be nested within the Eastrail brand;

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

50 The Eastside Rail Corridor is hereby named Eastrail in accordance with the name
51 change adopted by members of the Eastside Rail Corridor regional advisory council on
52 January 25, 2019. No rights, liabilities or obligations relating to the corridor are modified
53 or cancelled by this name change, and all references to the former name may be

54 understood to refer to the same corridor under its new name of Eastrail, which continues
55 as a corridor of regional significance.

56

Motion 15531 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

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Rod Dembowski, Chair

ATTEST:

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

Melani Pedroza, Clerk of the Council

Attachments: None