



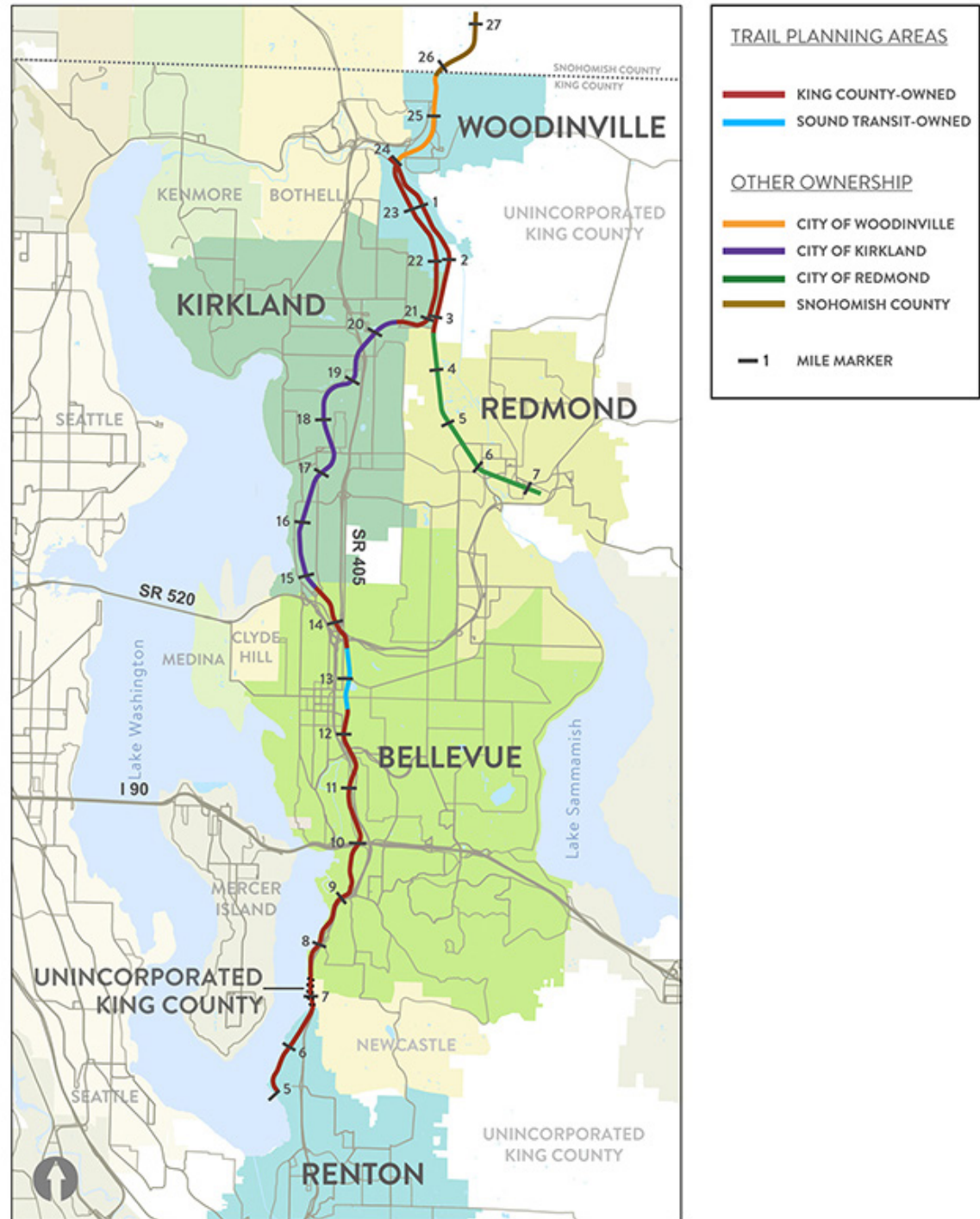
## Eastside Rail Corridor: BRANDING UPDATE



City Council Study Session  
January 28, 2019



# Eastside Rail Corridor: ROUTE + OWNERSHIP



# Success IS a brand that

COMMUNICATES WHAT THE ERC IS TODAY

CRYSTALLIZES THE VISION FOR ITS FUTURE

IS INCLUSIVE TO ALL

INSPIRES CURRENT USERS

GALVANIZES NEW USERS

CAPTURES THE IDEA OF MULTI-MODALITY

INSTILLS PRIDE

ENDURES OVER THE (VERY) LONG-TERM

HAS A NESTED CONNECTION TO THE RTS

WORKS WELL WITH THE CURRENT NAMES: CKC AND RCC AND ALL THE INDIVIDUAL

TRAIL SEGMENT NAMES



# NAMING THE ERC



# LISTENING :

## Stakeholder interviews

For immigrants—who may be more comfortable biking than driving—the trail system can help get them where they need to go. It's a lifeline.

It really is a connector, for everyone.

So much different ambiance—from the wine country of Woodenville to the farms to very urban sections.

Connecting people to their community, to neighbors, to friends, to coffee shops, to farmers, to their jobs, to natural areas.

An amazing amenity that actually improves life here.

A big piece of our downtown (Redmond).

It's a placemaker.

An important link

A fulcrum

A hub

A wonderful trails and transit opportunity

Finally, North-South transportation will be a reality

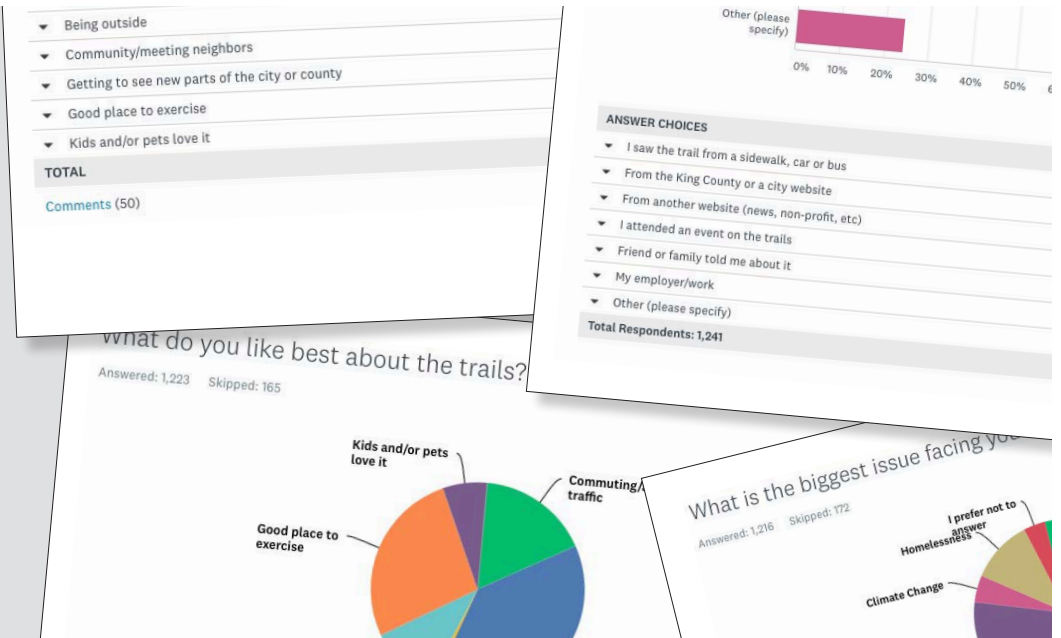
A promise to the future

# Survey data

10 DAY EMAIL SURVEY

400 RESPONSES

ALL EASTSIDE CITIES REPRESENTED



## Why do you use the ERC?

80% for exercise

76% to enjoy the great outdoors

40% to explore new places

26% for commuting

# Why don't you use the ERC?

**36%** say they don't know where it is

**35%** say it's not convenient

"The gravel trail is bad for biking."

# What colors do you associate with being on the ERC?

**85%** green

**79%** blue

Brown, gold, yellow

Names

**EASTRAIL**

**EASTWAY**

**THE E**

**THE 425**



# THE EASTRAIL SAYS:

- CONTRACTION OF RAIL AND TRAIL
- HISTORY, PRESENT, FUTURE
- UNIFIED BUT NOT MONOLITHIC
- SIMPLE, MEMORABLE

*CROSS-KIRKLAND CORRIDOR ON THE EASTRAIL*  
*REDMOND CENTRAL CONNECTOR ON THE EASTRAIL*

“LET’S HOP ON THE EASTRAIL TO GET COFFEE.”

[GOEASTRAIL.COM/ORG](http://GOEASTRAIL.COM/ORG)



Thank you