



**Customer Service and Operations Committee**

**Board Action Item III-A**

**April 9, 2015**

**Approval Silver Line Station Names**

Washington Metropolitan Area Transit Authority  
**Board Action/Information Summary**

Action  Information

MEAD Number:  
201444

Resolution:  
 Yes  No

**TITLE:**

Loudoun County Silver Line Station Names

**PRESENTATION SUMMARY:**

Review of WMATA Station naming policy, steps to identify station names, and provide name recommendations for Silver Line Phase 2 Loudoun County stations

**PURPOSE:**

To obtain Board approval of Loudoun County station names for the Silver Line.

**DESCRIPTION:**

**Key Highlights:**

- Loudoun County conducted community outreach to determine names for the Route 606 and Route 772 station locations. Efforts were compliant with WMATA's Station Naming Policy.
- Loudoun County submitted three names for the Route 606 station (Loudoun Gateway, Loudoun East, and Broad Run) and one name for Route 772 station (Ashburn)
- WMATA conducted a regionally representative scientific online panel survey with residents within its service area to test name efficacy. This effort was in compliance with WMATA's Station Naming Policy.
- Loudoun East and Loudoun Gateway were the most preferred for the Route 606 station. They received identical rankings on likeability.
- Ashburn was the most preferred for Route 772. Respondents not liking the name were provided space for suggestions. No suggested name received more than two mentions.
- Loudoun County is recommending the name Loudoun Gateway for the Route 606 station and Ashburn for the Route 772 station.

**Background and History:**

In preparation for the launch of Silver Line service to Dulles Airport, Customer Service, Communications and Marketing conducted a thorough review of WMATA's Station Naming Policy in May 2011. Recommendations to the Board at the time were to:

- Reinforce existing criteria outlined in the policy with all new station names
- Incorporate the process for cost estimates instead of listing an approximate cost, since costs can vary widely
- Require Metro customer input, testing and feedback
- Preclude commercial naming rights
- Update roles and responsibilities for Metro departments

These recommendations were followed up on in July, 2012 for final approval of WMATA's Station Naming Policy. After extensive outreach to other transit agencies and commercial entities as well as customer research with respect to station name policies, the following recommendations were incorporated into WMATA's Station Naming Policy:

- Higher Education/Universities:
  - Revise policy to grandfather all existing higher education/universities
  - Revise policy to limit future names to main campuses within one-half mile
- Institutions/Landmarks:
  - Retain current policy
  - Grandfather all existing institutions/landmarks
  - Encourage landmarks on neighborhood and interactive maps
- Hospitals:
  - Retain current practices
- Commercial Naming Rights:
  - Continue current practice of not selling commercial naming rights
  - Promote station domination and other opportunities to grow revenue outside of changing station names

Resultant of these Board Actions is the current WMATA Station Naming Policy. Under WMATA's Station Naming Policy, proposed station name changes or new names are to come to the Metro Board for approval from the jurisdictions. Major tenets of the station naming policy include the following:

- Names should identify the station locations by geographical features or centers of activity, provided that landmark names are within one-half mile of the station (walking distance)
- Names should be distinctive and evoke imagery in the mind of the patron
- Each station name should be no longer than 19 characters (including spaces and punctuation), except for transfer station names, which should be no longer than 13 characters

Jurisdictional research should be conducted prior to determining potential station

names. Names are then to be formally submitted to WMATA and corroborated by independent WMATA customer research.

### **Discussion:**

Loudoun County has proposed new names for two of the Silver Line stations in its jurisdiction. While a total of three stations are located in Loudoun County only two are eligible for public naming determination. The third station at Dulles Airport will be named Washington Dulles International Airport, per an act of Congress (PL 98-510; October 19, 1984).

Loudoun County staff conducted two public engagement meetings and hosted an online survey responded to by 2,500 Loudoun County residents. These efforts fulfilled the community outreach requirement of the policy. Following its own community outreach, Loudoun submitted three names to WMATA for consumer testing to replace the placeholder name of Route 606: Broad Run, Loudoun Gateway and Loudoun East.

Consistent with the policy, WMATA conducted an independent regionally representative scientific online panel survey with 904 residents within its service area. Respondents were asked to rate the potential station names in meeting each of the following naming policy criteria:

- **Relevance:** *Describes the location well*
- **Brevity:** *Easy to remember*
- **Uniqueness:** *Not easily confused with other station names*
- **Evocation:** *Appealing; Clearly conveys where you are when you reach the station*
- **Likeability:** *Overall of the name*

The results of the survey found Broad Run to be the least preferred name on all attributes. Loudoun Gateway and Loudoun East were rated nearly identically on brevity, uniqueness, evocation and overall likeability for Route 606.

For the Route 772 placeholder name, Ashburn was the only name submitted, and it received high marks on all attributes from WMATA's customers. Respondents that did not rate Ashburn highly in overall likeability were allowed to provide an alternative name. A total of 84 names were suggested. No suggestion was mentioned more than two times.

Following the results of the survey, the Loudoun County Board of Supervisors voted on March 18, 2015 to recommend Ashburn and Loudoun Gateway as station names for the Loudoun portion of the Silver Line to the Washington Metropolitan Area Transit Authority's Board of Directors. Metro staff conducted additional analysis of the proposed station names for consistency with the current station naming policy.

### **FUNDING IMPACT:**

There is no impact on funding. The naming of the Loudoun County stations will assist in the preparation of Silver Line Phase 2 service by providing consistent points of reference across all agencies involved.

Project Manager:	Lynn Bowersox
Project Department/Office:	Customer Service, Communications and Marketing

**TIMELINE:**

<b>Previous Actions</b>	None
<b>Anticipated actions after presentation</b>	Board to accept recommendation for Loudoun County Silver Line station names

**RECOMMENDATION:**

Board approval of the following Loudoun County Silver Line station names, which comply with all requirements of Metro’s Station Naming Policy:

- Loudoun Gateway
- Ashburn



Washington Metropolitan Area Transit Authority

# Phase 2 - Silver Line Station Names

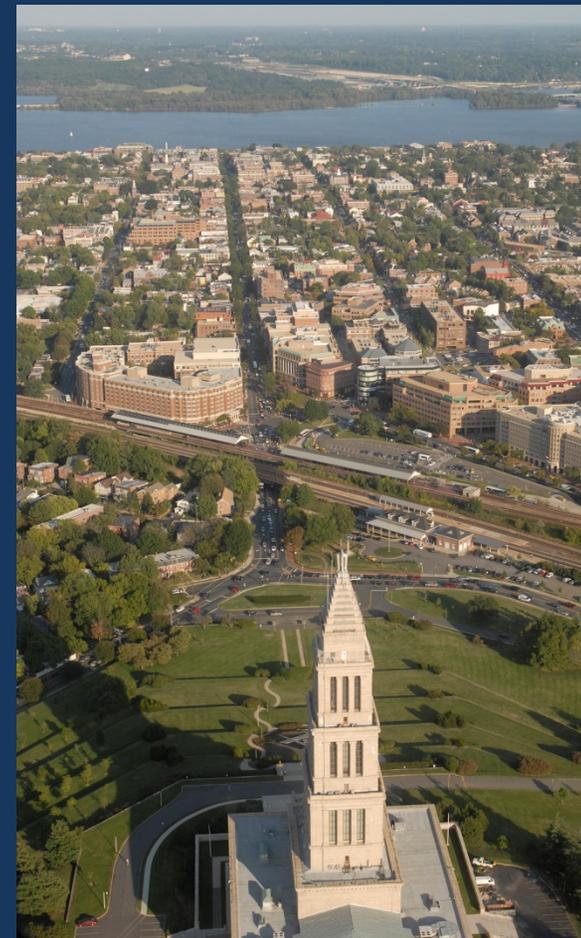
Customer Service and Operations Committee

April 9, 2015



# A Brief History of Metro's Station Name Policy

- Preparations for Silver Line opening
  - Thorough review of policy in 2011 and 2012
- 2011 review recommended
  - Reinforcement of current policy
  - Exact cost estimate process
  - Require customer input and testing
- 2012 review recommended
  - Grandfather existing names
  - Retain current policy on institutions/landmarks
  - Require a ½ mile radius of Higher education/Universities

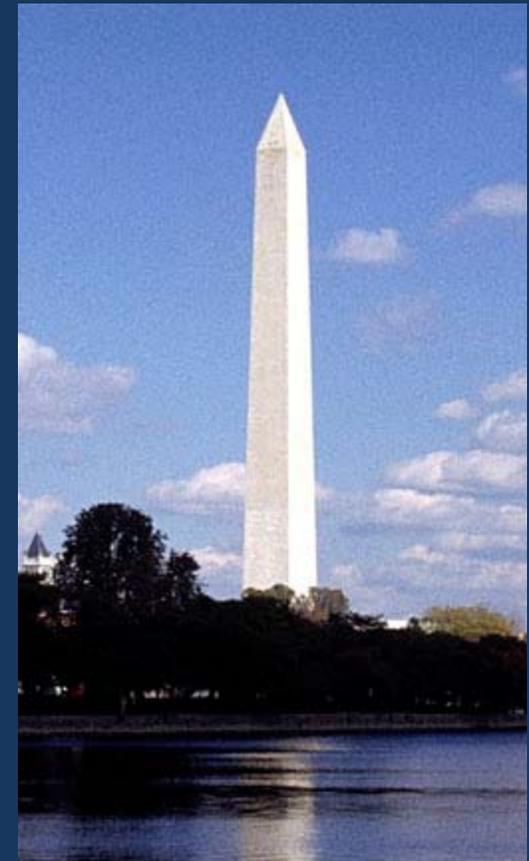


King Street Station



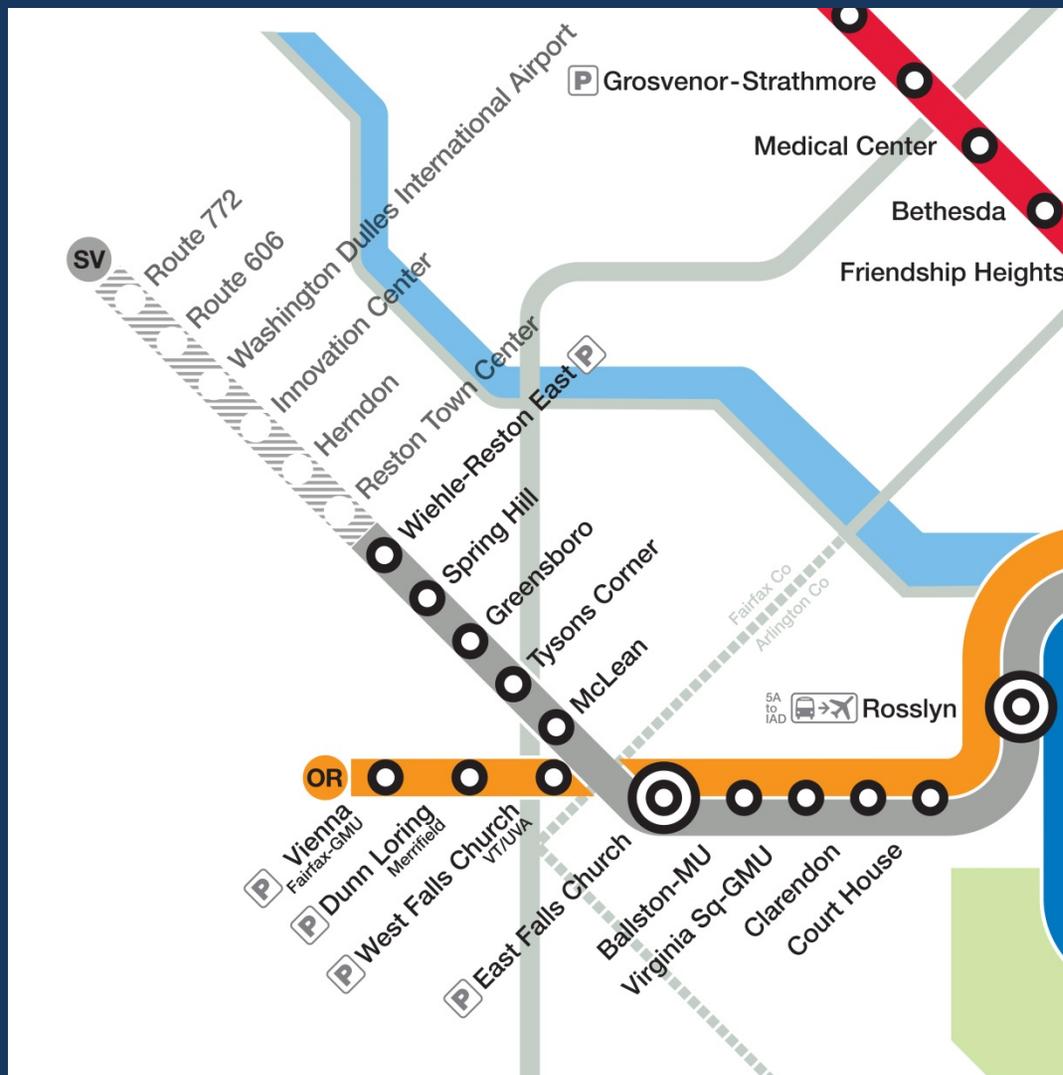
# Metro's Station Name Policy

- Names give sense of place
- Names are brief – 19 characters/13 characters for transfer stations
  - Same limitations for primary/secondary names
- Landmarks are within walking distance
- Jurisdictions:
  - Complete community input
  - Submit names
  - Provide funding commitment
- Customer research conducted by Metro





# Silver Line Station Names





# Silver Line Station-Naming Public Outreach and Research

- Public engagement meetings
- Online Survey of 2,500 Loudoun residents
- Route 606 Station Names
  - Broad Run
  - Loudoun East
  - Loudoun Gateway
- Route 772 Station Names
  - Ashburn
- Metro conducted an independent study





# Metro Survey Results and Recommendations

	606 Station			772 Station
	Broad Run	Loudoun Gateway	Loudoun East	Ashburn
Likeability	<b>38%</b>	<b>55%</b>	<b>58%</b>	<b>73%</b>
Relevance	33%	50%	58%	67%
Brevity	54%	65%	66%	80%
Uniqueness	53%	66%	61%	76%
Evocation	38%	53%	54%	69%



## Recommendation

Approve the fully-compliant Loudoun County Silver Line station names as submitted to Metro:

- Loudoun Gateway
- Ashburn

SUBJECT: LOUDOUN COUNTY SILVER LINE STATION NAMES

RESOLUTION  
OF THE  
BOARD OF DIRECTORS  
OF THE  
WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

WHEREAS, In accordance with Metro's Station Naming Policy, Loudoun County conducted community outreach, including a public engagement meeting and online surveys that attracted more than 2,500 responses to name the Silver Line Stations currently referred to as Route 606 and Route 772 stations; and

WHEREAS, Following its community outreach efforts, Loudoun County submitted three names – Broad Run, Loudoun Gateway and Loudoun East – to the Washington Metropolitan Area Transit Authority (WMATA) for Route 606, and submitted one name – Ashburn – to replace Route 772; and

WHEREAS, In accordance with Metro's Station Naming Policy, WMATA conducted an independent, regionally-representative, scientific online survey of 904 residents within the relevant stations' service areas to test the names submitted by Loudoun County; and

WHEREAS, Based on the results of Metro's survey, the Loudoun County Board of Supervisors has recommended Loudoun Gateway as the station name for the Route 606 station and Ashburn as the station name for the Route 707 station; now, therefore be it

*RESOLVED*, That the Board of Directors approves the following Loudoun County Silver Line station names:

- Loudoun Gateway (formerly Route 606); and
- Ashburn (formerly Route 772); and be it finally

*RESOLVED*, That this Resolution shall be effective thirty days after adoption by the WMATA Board of Directors.

Reviewed as to form and legal sufficiency,



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Mark R. Pohl  
Acting General Counsel

WMATA File Structure No.:  
20.9.2 Rail Station Names

PROPOSED