

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

<input checked="" type="radio"/> Action <input type="radio"/> Information	MEAD Number: 102363	Resolution: <input checked="" type="radio"/> Yes <input type="radio"/> No
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**TITLE:**

Fairfax County Silver Line Station Names

**PURPOSE:**

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

**DESCRIPTION:**

Fairfax County has proposed new names for the Silver Line stations in its jurisdiction. Under Metro'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; and
- 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.

Fairfax County Department of Transportation staff discussed the proposed station names with the public at four Dulles Rail community meetings and during an Ask Fairfax! online discussion in March. These efforts fulfill the community outreach requirement of the policy.

In addition to the community outreach, Metro worked with Fairfax County on customer research, which is also a requirement of the station naming policy. On February 21, Metro, in partnership with Fairfax County, launched an online survey to gather public input on station names for the Fairfax County portion of the new Silver Line. The survey closed a month later on March 21.

In total, over 16,200 respondents completed the survey of which 47% self-identified as being from Fairfax County. In response to the first question about

awareness of the Silver Line, 94% of respondents said they were either somewhat or very aware of the construction project underway.

Respondents were then asked their opinions on proposed station names for the eight Silver Line stations in Fairfax County. They had the option of writing in names of their choice or selecting from a list of proposed names for each station. Fairfax County and Metro staff worked together to develop the list of names placed on the survey, which also included the names originally submitted last year by the Fairfax County Board of Supervisors.

Following the results of the survey, the Fairfax County Board voted on April 10, 2012 to recommend station names for the Fairfax 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 funding impact to Metro. The naming of the Fairfax County stations will assist in the preparation of Silver Line service by providing consistent points of reference across all agencies involved.

**RECOMMENDATION:**

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

- McLean
- Tysons Corner
- Greensboro
- Spring Hill
- Wiehle-Reston East
- Reston Town Center
- Herndon
- Innovation Center

**SUBJECT: FAIRFAX COUNTY SILVER LINE STATION NAMES**

**2012-11**  
RESOLUTION  
OF THE  
BOARD OF DIRECTORS  
OF THE  
WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

WHEREAS, Staff presented the proposed Silver Line station names at the April 12, 2012, Customer Service and Operations Committee along with a review of the proposed names for consistency with the station name policy, Fairfax County community outreach efforts, customer research results on the proposed names, and staff recommendations; and

WHEREAS, In accordance with Metro's station naming policy, Fairfax County Department of Transportation staff completed community outreach, including discussing the station names with the public at four Dulles Rail community meetings and during an *Ask Fairfax!* online discussion in March 2012; and

WHEREAS, In accordance with Metro's station naming policy and in partnership with Fairfax County, Metro conducted an online customer research survey on the proposed station names that attracted more than 16,200 respondents; and

WHEREAS, The Fairfax County Board of Supervisors met on Tuesday, April 10, 2012, and approved the proposed station names for consideration by the Washington Metropolitan Area Transit Authority Board of Directors; now, therefore be it

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

- McLean
- Tysons Corner
- Greensboro
- Spring Hill
- Wiehle-Reston East
- Reston Town Center
- Herndon
- Innovation Center; and be it finally

**Motioned by Mr. Downs, seconded by Mr. Dyke**

**Ayes: 8 - Mrs. Hudgins, Mr. Downs, Mr. Downey, Mr. Nichols, Mr. Dyke, Ms. Bowser, Mr. Acosta and Mr. Barnes**

*RESOLVED*, That this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,



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Carol B. O'Keeffe  
General Counsel