

## Administrative Item (A) 11-21-2019

Washington Metropolitan Area Transit Authority

### Board Action/Information Summary

☒ Action ☐ Information

MEAD Number:  
202139

Resolution:  
☒ Yes ☐ No

#### TITLE:

One-Time Exception to Station Naming Policy

#### PRESENTATION SUMMARY:

This is an administrative item for a one-time exception to Metro's Station Naming Policy to allow a Fortune Global 500 Company to sponsor and rename the new Innovation Center Metro station on the Dulles Corridor.

#### PURPOSE:

To obtain Board approval for a one-time exception to Metro's Station Naming Policy and authorize the General Manager and Chief Executive Officer (GM/CEO) or designee to negotiate and execute a corporate naming agreement with a **Fortune Global 500 Company** to sponsor and rename the new Innovation Center Metro station.

#### DESCRIPTION:

Metro's Station Naming Policy (P/I 4.1/4) establishes procedures for naming stations. Metro is currently considering amending this policy to permit corporate sponsored naming of Metro stations and other assets. However, a unique and time-sensitive opportunity has arisen where a **Fortune Global 500 Company**, currently in negotiations to lease headquarters adjacent to the new Innovation Center Metro station, has expressed interest in being the corporate sponsor for this new station. Taking advantage of this opportunity would allow WMATA to assess the market potential of corporate sponsorship of Metro's stations and assets to increase non-farebox revenue to help keep Metrorail and Metrobus fares affordable.

#### Key Highlights:

- This is a unique and time-sensitive opportunity since this **Fortune Global 500 company** is currently negotiating a long-term lease adjacent to the new station.
- This opportunity will allow Metro to assess the market potential of corporate sponsorship of Metro's stations and assets with the goal of increasing non-farebox revenues to help keep Metro fares affordable.

#### Background and History:

Metro's Station Naming Policy (P/I 4.1/4) establishes procedures for naming stations and requires Metro to maintain the station names that have been adopted by the Board of Directors.

**Discussion:**

**A Fortune Global 500 Company** ("Corporate Sponsor") has expressed interest in sponsoring and renaming the new Innovation Center Metro station. This is a unique and time-sensitive opportunity while the Corporate Sponsor is negotiating a North American headquarters long-term lease adjacent to the new Innovation Center Metro station. The Corporate Sponsor plans to use its North America headquarters as a gateway for its international visitors and local employees visiting its North America headquarters, with many of these visitors and employees using Dulles International Airport and the Dulles Airport Metro Station. The Board is currently considering amending Metro's Station Naming Policy to permit corporate sponsored naming of Metro stations and other assets. Therefore, Metro seeks Board approval of a one-time exception to Metro's Station Naming Policy to allow Metro to negotiate and execute a corporate naming agreement with Corporate Sponsor to rename Innovation Center Metro station.

**FUNDING IMPACT:**

No funding impact but rather a revenue opportunity

**TIMELINE:**

Anticipated actions after presentation: Negotiating and executing a corporate naming agreement with Corporate Sponsor to rename Innovation Center Station to Corporate Sponsor Station.

**RECOMMENDATION:**

The Board approve this one-time exception to Metro's Station Naming Policy for the General Manager and Chief Executive Officer or his designee to immediately negotiate and execute a corporate naming agreement with Corporate Sponsor to rename Innovation Center Station to Corporate Sponsor Station.

SUBJECT: CORPORATE-SPONSORED METRO STATION NAME

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

WHEREAS, A Fortune Global 500 Company ("Corporate Sponsor") has expressed an interest in being a corporate sponsor and renaming the Innovation Center Metro station to Corporate Sponsor station; and

WHEREAS, This is a unique and time-sensitive opportunity while Corporate Sponsor is negotiating a North America headquarters long-term lease adjacent to the new Innovation Center Metro station; and

WHEREAS, Corporate Sponsor intends to use its North America headquarters as a gateway for its international visitors and local employees visiting its North America headquarters and other North American facilities, with many of these visitors and employees using Dulles International Airport and the Dulles Airport Metro station; and

WHEREAS, The Board is currently considering amending Metro's Station Naming Policy (P/I 4.1/4) to permit corporate-sponsored naming of Metro stations and other assets; and

WHEREAS, The Board recognizes the need to maximize the value of Metro's capital investments and assets while ensuring that Metro riders can safely and effectively navigate the Metro system; and

WHEREAS, The Board believes that permitting corporate-sponsored naming of Metro stations and other assets will demonstrate a market opportunity that supports additional non-farebox revenues that will help Metro keep Metrorail and Metrobus fares affordable;

NOW, THEREFORE, be it

*RESOLVED*, That the Board approves this one-time exception to Metro's Station Naming Policy and authorizes the General Manager and Chief Executive Officer or his designee to negotiate and execute a corporate naming agreement with Corporate Sponsor to rename Innovation Center Metro station to Corporate Sponsor station; and be it finally

*RESOLVED*, That in order to negotiate and execute the corporate naming agreement with Corporate Sponsor prior to the opening of the new Metro station, this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,



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Patricia Y. Lee  
General Counsel

WMATA File Structure No.:  
20.9.2 Rail Station Names

PROPOSED