

Washington Metropolitan Area Transit Authority
Board Action/Information Summary

Action Information

MEAD
Number:
201738

Resolution:
 Yes No

TITLE:

Station Name Change Proposals

PRESENTATION SUMMARY:

Overview of the Metro System Station Names Policy, and recommendations on the adoption of secondary names for the Smithsonian and Foggy Bottom Metrorail Stations

PURPOSE:

To obtain Board action on secondary name proposals submitted for the Smithsonian and Foggy Bottom Metrorail Stations.

DESCRIPTION:

Key Highlights:

- As was the case with the first phase of the Silver Line, station signage and maps will be updated with the introduction of new service, presenting an opportunity to review current station names
- Following notification to the Board and jurisdictions, two proposals were received, both from the District Department of Transportation (DDOT) requesting the addition of secondary names to existing stations
- In compliance with the Metro System Station Names Policy, the DDOT proposals include letters of support from community groups; however, both proposals exceed the policy's 19-character limit for station names.
- Per policy, WMATA conducted a customer survey to test name efficacy. The survey found 54 percent of customers support the proposed Smithsonian station name change to include a secondary name of National Mall, and 26 percent of customers support the proposed Foggy Bottom—GWU station name change to include a secondary name of Kennedy Center.

Background and History:

Station names are guided by a Board-approved policy. Under the Metro System Station Names Policy (P/I 4.1/4), station name changes (or new names) are to be submitted by jurisdictions to the Metro Board for approval. The submissions must include community support and a funding commitment for any signage and map changes.

Major tenets of the Metro System Station Names Policy include the following:

- Jurisdictions are to complete outreach in their communities to determine potential station names. Names are then formally submitted to the WMATA staff to conduct required customer research of the potential names;
- Names should identify the station locations by geographical features or centers of activity, provided that landmarks 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.
- WMATA is to complete research amongst the Authority's regionwide customer base.

In May 2011, the Board reviewed and updated the Metro System Station Names Policy to:

Higher Education/Universities:

- Grandfather all existing higher education/universities
- Limit future names to main campuses within ½ 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

Discussion:

In advance of Silver Line Phase II launch, Metro is preparing for systemwide signage changes. Beginning last summer, notices went to the Board and jurisdictions that station name changes could be considered as part of the signage change-outs. The signage changes must be finalized by April 30, 2016, in order to meet all deadlines and avoid delay penalties and change order costs.

Two proposals were submitted, both by the District Department of Transportation (DDOT), to add secondary names to two Metrorail stations currently in the system. Under the proposals, the current Smithsonian Metrorail Station name would be changed to include a secondary name of National Mall. And, Foggy Bottom-GWU Metrorail Station would be changed to include a secondary name of Kennedy Center.

DDOT staff completed the required community outreach, and received letters of support for the Smithsonian Metrorail Station secondary name addition of National Mall from Advisory Neighborhood Commission 6D, the National Park Service, and the Smithsonian Institute.

DDOT also received letters of support for the Foggy Bottom-GWU Metrorail Station secondary name addition of Kennedy Center from Advisory Neighborhood Commission 2A and the John F. Kennedy Center for the Performing Arts. These efforts fulfilled the community outreach requirement of the policy.

Following its own community outreach, DDOT submitted the following name changes (adding secondary names) to WMATA for customer testing:

- Smithsonian (primary); National Mall (secondary)
- Foggy Bottom-GWU (primary); Kennedy Center (secondary)

Consistent with the policy, WMATA conducted an online survey that was

completed by 1,608 members of Amplify, WMATA's online panel that is representative of Metro's regional customer base. Respondents were asked to rate the potential station names in meeting each of the following Metro System Station Names 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*
- And, to determine customers' **overall preference** for the revised names

The results of the survey found that the current station name of Smithsonian is appealing, easy to remember and unique. Customers said the proposed secondary station name addition of National Mall is slightly more descriptive and clearly conveys where someone is in the region. Overall, more than half of customers (54%) support changing the name from Smithsonian to Smithsonian as the primary name, with National Mall as the secondary name.

The proposal adding "National Mall" as a secondary name for Smithsonian station has been considered perviously, in June 2012, and was not adopted at that time. It was noted then that multiple Metrorail stations serve the National Mall, including Federal Triangle, L'Enfant Plaza, Union Station, Judiciary Square and Metro Center stations. For many special events on the Mall, the Smithsonian station may be closed due to its location falling within established security perimeters or to avoid overcrowding.

The survey also found that customers overwhelmingly said the current Foggy Bottom-GWU Metrorail station name is relevant, brief, unique and evocative. A clear majority of Metro customers preferred the current name to the proposed station name change to add the secondary name. Only one in four customers support changing the name from Foggy Bottom-GWU to Foggy Bottom-GWU as the primary name with Kennedy Center as the secondary name. This station name change proposal has not been previously considered.

FUNDING IMPACT:

No funding impact because, per Metro's station name policy, the District of

Columbia has committed to cover costs related to station name changes that are beyond the Silver Line signage plan.

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

TIMELINE:

Previous Actions	2011: Board revisions to Metro System Station Names Policy
Anticipated actions after presentation	2016: Metro begins systemwide signage changes for Silver Line phase

RECOMMENDATION:

- Based on strong support from the community and customer preference, staff recommends Board approval of the Smithsonian Metrorail Station name change to include National Mall as a secondary name.
- Staff does not recommend Board approval of the proposed name change for Foggy Bottom—GWU Metrorail Station, because three out of four customers prefer the current station name without the addition of the proposed secondary name, and the proposed name exceeds the 19-character limit of the Metro System Station Name Policy.



Washington Metropolitan Area Transit Authority

Station Name Change Proposals

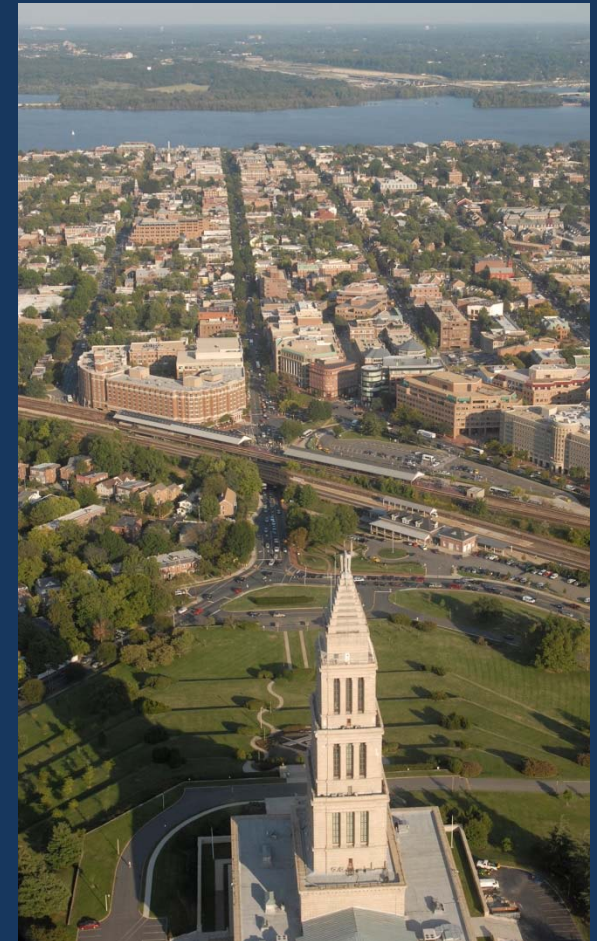
Customer Service, Security, and Planning Committee

April 14, 2016



Metro System Station Names Policy: History

- Preparations for Silver Line opening
 - Thorough policy review in 2011 and 2012
- 2011 review recommended:
 - Reinforcement of current policy
 - Exact a cost estimate process
 - Require customer input and testing
- 2012 review recommended:
 - Grandfather existing names
 - Retain current policy on institutions/landmarks
 - Require a 1/2 mile radius of higher education/universities

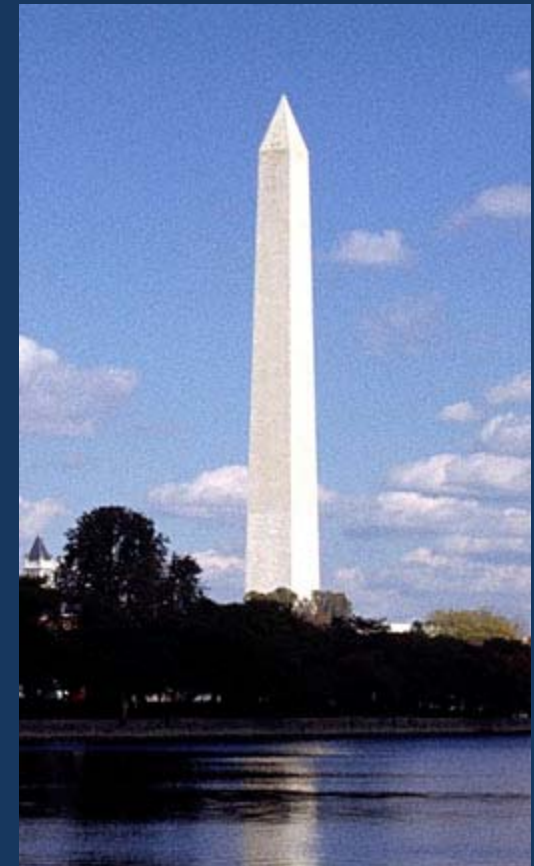


King Street Station



Metro System Station Names Policy

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





Station Names Under Consideration





Station Naming Proposals: Public Outreach and Research

- Letters of Support
 - Local Advisory Neighborhood Commissions
 - The Kennedy Center
 - National Park Service
- Addition of secondary names
 - Smithsonian (primary)
National Mall (secondary)
 - Foggy Bottom—GWU (primary)
Kennedy Center (secondary)
- Amplify customer community assessed the proposed names





Station Naming Proposals: Metro Survey Results

	Smithsonian		Foggy Bottom-GWU	
	Current	Proposed	Current	Proposed
Support Change	--	54%	--	26%
Relevance	68%	78%	64%	41%
Brevity	96%	71%	73%	34%
Uniqueness	94%	82%	87%	69%
Evocation	76%	73%	57%	38%



Recommendations

- Staff recommends Board approval of the following name change:
 - Smithsonian (primary)
National Mall (secondary)
- Staff does not recommend Board approval of the following name change:
 - Foggy Bottom—GWU (primary)
Kennedy Center (secondary)



POLICY/INSTRUCTION: 4.1/4

METRO SYSTEM STATION NAMES

SUPERSEDES: 4.1/3

**APPLICABLE TO: Local Jurisdictions and Metro Employees
Responsible for Station Name Changes**

1.00 PURPOSE

The purpose of this Policy/Instruction (P/I) is to provide the procedure for establishing and changing station names, and set forth the responsibility in updating the list of adopted station names, as shown in Attachment A. The procedure shall be consistent with other relevant Washington Metropolitan Area Transit Authority (Metro) policies, rules, and regulations.

2.00 SCOPE

This P/I applies to the naming of all Metrorail stations.

3.00 RESPONSIBILITY

- 3.01 It is the responsibility of the Assistant General Manager of Customer Service, Communications and Marketing (CSCM) to maintain, publish and distribute the listing of station names as adopted by the Board of Directors.
- 3.02 The Department of Transit Infrastructure and Engineering Services is responsible for designing the graphics for re-named stations and other tasks listed in Section 4.00.
- 3.03 The Board of Directors shall approve all station names.
- 3.04 The jurisdiction(s) submitting new station names or name changes shall be responsible for all costs associated with a new station name or station name change (based on actual expenses incurred beyond expenses resulting from planned system-wide changes).

4.00 POLICIES AND PROCEDURES

- 4.01 It is the policy of Metro to maintain a current listing of station names which have been adopted by the Board of Directors.
- 4.02 New names or name changes shall be submitted by the jurisdiction(s) within which the station is located, along with the funding commitment to pay for the new name or change, to the Metro Board of Directors, who formally approves new station names and station name changes. Community input and support activities are also the responsibility of the submitting jurisdiction(s).
- 4.03 The primary criterion in the adoption of station names shall be that the names identify the station locations by geographical features or centers of activity, provided that landmark names are within one-half mile of the station. Selected geographical names may be derived from those of cities, communities, neighborhoods, squares, circles, Metro-intersecting streets, etc. Names describing centers of activity may be derived from stadiums, parks, hospitals, airports, depots, shopping centers, galleries, museums, government installations, etc. Station names may also

APPROVED BY	DATE APPROVED	CLASS	LEAD	DATE OF LAST REVIEW	PAGE
A P P R O V E D by General Manager and Chief Executive Officer Richard R. Sarles	9/26/2012	Design, Construction & Real Estate	CSCM	9/26/12	1 of 3



POLICY/INSTRUCTION: 4.1/4	METRO SYSTEM STATION NAMES
SUPERSEDES: 4.1/3	APPLICABLE TO: Local Jurisdictions and Metro Employees Responsible for Station Name Changes

be derived from schools that are accredited colleges, universities or major community colleges that offer associate, undergraduate, graduate or doctoral degrees with enrollment of at least 5,000, that have significant classroom presence at a particular location within one-half mile of a Metro station and on which the majority of the full-time enrollment attends classes.

- 4.04 The names should be distinctive and evoke imagery in the mind of the patron, i.e., graphic, colorful, or euphonious names are preferable to mechanical names such as street number or letters.
- 4.05 It is desirable for station names to be relatively brief. Each station name shall be no longer than 19 characters (including spaces and punctuation), except for transfer station names, which should be no longer than 13 characters. Names within these limits are more compatible with established Metro graphic standards for station signs and system maps.
- 4.06 A primary/secondary naming approach is established to grandfather existing names that exceed the 19-character limit. Any future primary/secondary names will be a total of 19 characters, including spaces and punctuation. The 19-character limit is the total number of characters to be used for both lines combined, not the individual lines. The procedure for new station names and station name changes is as follows:
 - (a) After having completed community outreach, jurisdictions shall submit proposals for new station names and changes and a funding commitment to CSCM for evaluation of adherence to this P/I and compatibility with graphics within stations with regard to length of name.
 - (b) CSCM, working with the jurisdictions, will also incorporate a maximum 120-day customer research process to solicit feedback from customers about the proposed new station name or change.
 - (c) The Office of Marketing, in conjunction with the Office of Plant Maintenance, shall establish the cost data (based on actual expenses incurred beyond expenses resulting from planned system-wide changes), timing, and other comments to the proposing jurisdiction.
 - (d) After reviewing the results of the customer research, the local jurisdiction(s) proposing the new station name or station name change shall decide whether or not to move forward with the proposal.
 - (e) If the jurisdiction(s) decides to move forward with a proposal, Metro staff will then bring the proposal, research findings, and staff recommendation to the Metro Board of Directors for action.

APPROVED BY	DATE APPROVED	CLASS	LEAD	DATE OF LAST REVIEW	PAGE
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POLICY/INSTRUCTION: 4.1/4

METRO SYSTEM STATION NAMES

SUPERSEDES: 4.1/3

**APPLICABLE TO: Local Jurisdictions and Metro Employees
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5.00 ENFORCEMENT

CSCM will enforce the tenets of this P/I.

6.00 EXCEPTIONS

There are no exceptions to this P/I. Existing names as of August 2011 will be grandfathered in with the primary/secondary naming convention. All schools, higher education/universities and institution/landmarks that are part of existing station names as of July 2012 are grandfathered.

7.00 RELATED POLICIES, REGULATIONS & RESOLUTIONS

The list of Board Resolutions that apply to this P/I as of July 2012 is contained in Attachment C.

8.00 LIST OF APPENDICES, ATTACHMENTS OR FORMS

- 8.01 Adopted Station Names (Attachment A)
- 8.02 District of Columbia Metrorail Station Name Change Request Procedures (Attachment B)
- 8.03 List of Applicable Board Resolutions (Attachment C)

APPROVED BY	DATE APPROVED	CLASS	LEAD	DATE OF LAST REVIEW	PAGE
A P P R O V E D by General Manager and Chief Executive Officer Richard R. Sarles	9/26/2012	Design, Construction & Real Estate	CSCM	9/26/12	3 of 3

SUBJECT: SMITHSONIAN METRORAIL STATION NAME CHANGE

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

WHEREAS, The District Department of Transportation proposes changing the station name of the Smithsonian Metrorail Station in the District of Columbia to add "National Mall" as the secondary name for clarification of location, and has committed the funding required for the name change; and

WHEREAS, In accordance with the Metro System Station Names Policy, the District of Columbia conducted community outreach efforts, regarding changing the name of the Smithsonian Metrorail Station to include National Mall as the secondary name, and received letters of support for the name change from Advisory Neighborhood Commission 6D, the Smithsonian Institution and the United States Department of Interior, National Park Service; and

WHEREAS, In accordance with the Metro System Station Names Policy, the Washington Metropolitan Area Transit Authority (WMATA) conducted an online survey of 1,608 members of Amplify, WMATA's online customer panel, to test the name submitted by the District Department of Transportation, which determined that the majority of customers support changing the name of the Smithsonian Metrorail Station to add National Mall as the secondary name; and

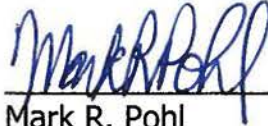
WHEREAS, Staff acknowledges that the proposed name change would exceed the 19-character limit established by the Metro System Station Names Policy, but recommends approval of the proposed name change because it is preferred by customers; now, therefore be it

RESOLVED, That the Board of Directors approves the following station name change for the Smithsonian Metrorail Station:

- Smithsonian (primary), National Mall (secondary); and be it finally

RESOLVED, That this Resolution shall be effective 30 days after adoption in accordance with § 8(b) of the WMATA Compact.

Reviewed as to form and legal sufficiency,



Mark R. Pohl
Acting General Counsel

WMATA File Structure No:
20.9.2 Rail Station Names

PROPOSED