Customer Service and Operations Committee

Board Action Item II-A

October 27, 2011

Station Name Changes

Washington Metropolitan Area Transit Authority

Board Action/Information Summary

◉ Action ○ Information	MEAD Number: 101657	Resolution: ◉ Yes ○ No

TITLE:

Station Name Changes for June 2012 Map

PURPOSE:

To obtain Board approval of station name changes for the June 2012 system map.

DESCRIPTION:

As part of the communications planning for the Blue/Yellow Realignment, work was initiated to revise the system map and also to review station names which are a critical element of system wayfinding. Following a review of the station name policy launched early this year in July, the Board voted to reaffirm and amend the policy. Under the policy, proposed station name changes or new names are to come to the Metro Board for approval from the jurisdictions, along with a funding commitment to change the name throughout the system on station signage, maps and so forth. In the event of system-wide changes, the policy allows for jurisdictions to fund only the actual expenses incurred above and beyond the costs already being incurred as a result of the changes.

Other 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); selected geographical names may be derived from those of cities, communities, neighborhoods, squares, circles, Metro-intersecting streets, etc.
- 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 numbers or letters.
- 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.

To date, Metro has received seven station name change proposals. One of the

names has since been withdrawn by the District of Columbia. The following is a list of the remaining proposed changes, policy compliance issues and customer research results.

- New York Ave-NoMa
  Gallaudet U
  - Over character limit (28); no direct funding commitment - possible 3rd party; community support activity underway; unfavorable customer reviews

- Forest Glen-Holy Cross Hospital
  - Over character limit (31); no direct funding commitment - 3rd party commitment; community support activity not conducted recently; commercial naming rights issue; mixed customer reviews

- Smithsonian
  The National Mall
  - Over character limit (28); no direct funding commitment - possible 3rd party; community support activity complete; favorable customer reviews

- Waterfront-Arena Stage
  - Over character limit (22); no direct funding commitment - possible 3rd party; community support activity complete; commercial naming rights issue; mixed customer reviews

- Navy Yard-Ballpark
  - Meets character limit; no direct funding commitment; community support activity complete; favorable customer reviews

- King St-Old Town
  - Meets all policy tenets; mixed customer reviews

Additionally, a primary/secondary naming approach was adopted to grandfather existing names that exceed the 19-character limit. Moving forward, any future primary/secondary names will also be limited to a total of 19 characters, including spaces and punctuation. Based on both the station naming policy and customer research, Metro has compiled a list of existing station names that are being converted to the primary/secondary listing on the June 2012 map.

FUNDING IMPACT:

Funding for station name changes beyond the scope of planned system map changes is committed by the requesting jurisdictions.

Project Manager:	Barbara J. Richardson
Project Department/Office:	Customer Service, Communications and Marketing

RECOMMENDATION:

Approval of the following fully-compliant station name changes for the June 2012 map as indicated below:

Current Name	Proposed Name	Recommendation
King Street	King St/Old Town	King Street Old Town
Waterfront-SEU	Waterfront-Arena Stage	Waterfront
Forest Glen	Forest Glen-Holy Cross Hospital	Use universal hospital symbol (H) instead of Holy Cross Hospital

Metro recommends the following name change be adopted once all policy criteria are met:

Current Name	Proposed Name	Recommendation
Navy Yard	Navy Yard-Ballpark	Navy Yard Ballpark

Washington Metropolitan Area Transit Authority

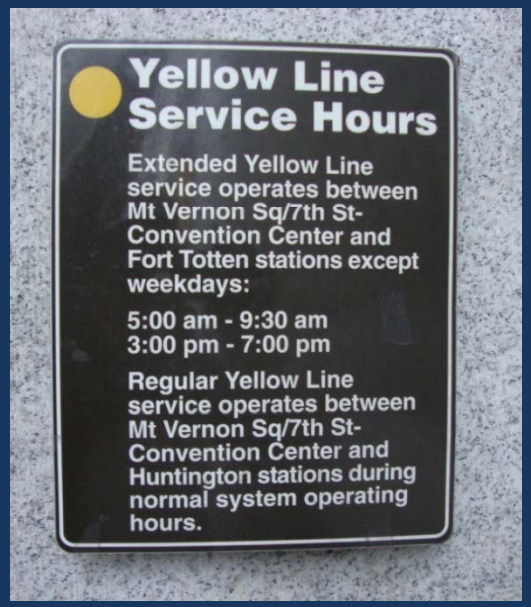
Station Name Changes

Customer Service and Operations Committee

October 27, 2011

Purpose

- To obtain Board approval of recommended station name changes



http://www.youtube.com/watch?v=yjHAGx1fTPI

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
- No commercial naming rights

Proposed Station Names

Proposed Name	Policy Issues	Customer Research
New York Ave-NoMa Gallaudet U	• Over character limit (28), but shorter than current name • No direct funding commitment; Possible 3rd party • Community support activity underway	• Unfavorable reviews for 'NoMa'
Forest Glen-Holy Cross Hospital	• Over character limit (31) • No direct funding commitment; 3rd party commitment • Community support activity not conducted recently • Commercial naming rights issue	• Mixed reviews
Smithsonian The National Mall	• Over character limit (28) • No direct funding commitment; Possible 3rd party • Community support activity complete	• Favorable reviews

Proposed Station Names (continued)

Proposed Name	Policy Issues	Customer Research
Waterfront-Arena Stage	• Over character limit (22) • No direct funding commitment; Possible 3rd party • Community support activity complete • Commercial naming rights issue	• Mixed reviews
Navy Yard-Ballpark	• Meets character limit • No direct funding commitment • Community support activity complete	• Favorable reviews
King St-Old Town	• Meets character limit • Funding committed from jurisdiction • Community support activity complete	• Mixed reviews

Recommendations

Board approval of fully-compliant station name changes for June 2012 map:

Existing Name	Proposed Name	Recommendation
King Street	King St-Old Town	King Street (primary) Old Town
Waterfront-SEU	Waterfront-Arena Stage	Waterfront
Forest Glen	Forest Glen-Holy Cross Hospital	Use universal hospital symbol (H) instead of Holy Cross Hospital

Adopt the following name change once all policy criteria are met:

- Navy Yard
  Ballpark

Appendix A: Primary/Secondary Names

- Addison Road
  Seat Pleasant
- Archives
  Navy Mem'l-Penn Quarter
- Dunn Loring
  Merrifield
- Gallery Place
  Chinatown
- Georgia Ave
  Petworth
- Ronald Reagan Washington National Airport
- Mt. Vernon Sq
  7th Street-Convention Center
- New York Ave
  Florida Ave-Gallaudet U
- U Street
  African-Amer Civil War Memorial/Cardozo
- Vienna
  Fairfax-GMU
- West Falls Church
  VT/UVA
- Woodley Park
  Zoo/Adams Morgan

SUBJECT: STATION NAME CHANGES

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

WHEREAS, On July 21, 2011, the Board of Directors reaffirmed and amended the station name policy, including an endorsement of the primary/secondary station name display approach and requiring the completion of customer research on proposed names; and

WHEREAS, The General Manager and Chief Executive Officer informed the Board of Directors that any station name changes that will appear on the 2012 Metrorail system map should be submitted by September 2011; and

WHEREAS, The City of Alexandria requested that the "King Street" Metrorail station be renamed to "King St-Old Town"; and

WHEREAS, Southeastern University is no longer in existence and thus "SEU" should be removed from the "Waterfront" station name; and

WHEREAS, Staff presented the proposed station name changes at the October 13, 2011 Customer Service and Operations Committee and included a review of the proposed changes for consistency with the station name policy, results from customer research on the proposed name changes, and staff recommendations; and

WHEREAS, Staff recommends changing "King Street" to "King Street" (primary), "Old Town" (secondary); and removing "SEU" from the "Waterfront" station name; and

WHEREAS, The full cost to the Authority to change the name of the "King Street" station above and beyond the costs resulting from the Blue/Yellow service realignment costs will be borne by the City of Alexandria; and

WHEREAS, "SEU" will be removed from "Waterfront-SEU" on the Metro map starting with the June 2012 version and it will be removed from station signage in the future as other Authority work requires signage changes; now, therefore be it

PROPOSED

RESOLVED, That the Board of Directors approves the following station name changes:

- "King Street" to "King Street Old Town"
- "Waterfront-SEU" to "Waterfront"; and be it finally

RESOLVED, That this Resolution shall be effective immediately.

Reviewed as to form and legal sufficiency,

Carol B. O'Keeffe
General Counsel

PROPOSED