



Washington Metropolitan Area Transit Authority

**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

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by General Manager and Chief Executive Officer Richard R. Sarles

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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.

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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)

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