

**BOARD OF SUPERVISORS  
BUSINESS MEETING  
ACTION ITEM**

**SUBJECT:** Silver Line Stations Name Selection

**ELECTION DISTRICT:** Broad Run and Dulles

**CRITICAL ACTION DATE:** March 18,2015

**STAFF CONTACTS:** Alan Winn, Transportation and Capital Infrastructure  
Joe Kroboth, Transportation and Capital Infrastructure  
Charles Yudd, County Administration

**PURPOSE:** This item presents to the Board of Supervisors (Board) the station name preferences for the Silver Line Route 606 and Route 772 metro stations resulting from the customer research study, and seeks to obtain Board approval of final station names for the stations that will go before the Washington Metropolitan Area Transit Authority (WMATA) Board of Directors for their consideration and approval.

**RECOMMENDATION:** Staff recommends that the Board select ASHBURN for the Route 772 Metro Station, and LOUDOUN GATEWAY for the Route 606 Metro Station, based on the preferences identified in the customer research study.

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**BACKGROUND:** On October 1, 2014, the Board voted (8-0-1, Clarke absent) to approve a final list of potential Route 606 and 772 Silver Line station names from which the public would select their station name preferences. In addition, the public was provided the option to write in station names other than those contained in the Board approved list.

On December 3, 2014, the Board voted (6-2-1, Letourneau and York opposed; Higgins absent) to direct staff to forward BROAD RUN, LOUDOUN EAST, and LOUDOUN GATEWAY as the public's preferred names for the Route 606 Metro Station; ASHBURN as the public's preferred name for the Route 772 Station; and any additional names as discussed at the December 3, 2014 Business Meeting, to WMATA for additional customer market testing.

On February 24, 2015, Loudoun County staff met with WMATA staff to be briefed on the results of WMATA's customer market testing for the Route 606 and 772 Silver Line Stations. The following information was conveyed by WMATA staff at this briefing:

### **WMATA Market Research**

WMATA, using the services of a market survey consultant, conducted a regional online panel survey with 904 residents within its service area participating. Thirty-three percent (33%) of respondents were Virginia residents. Similar percentages represented Maryland and the District of Columbia (DC). Twenty-seven percent (27%) of survey participants had used the Silver Line at some point since it opened. Only 12 percent (12%) were non-riders, meaning they had never previously used Metrorail or Metrobus service.

Consistent with WMATA's Board approved station naming policy, respondents were asked to rate the potential station names relative to the following attributes:

- a. **Relevance:** Describes the location well;
- b. **Brevity:** Easy to remember;
- c. **Uniqueness:** Not easily confused with other station names;
- d. **Evocation:** Appealing; clearly conveys where you are when you reach the station; and
- e. Overall **Likeability** of the name.

### **RESULTS**

#### **A. ROUTE 772 STATION – ASHBURN MOST PREFERRED**

1. The Ashburn name received the highest ratings of all Loudoun station names tested.
2. Ashburn was highly rated on overall likeability, evocation, brevity, uniqueness, and relevance.
3. Ashburn received its highest ratings in brevity and uniqueness.
4. Respondents that did not rate Ashburn highly in overall likeability were allowed to provide an alternative name for the Route 772 station:
  - a. 84 alternative names were suggested
  - b. There was very little overlap in the alternative names, so results cannot be quantified (i.e., no suggestion was mentioned more than two times).

#### **B. ROUTE 606 STATION – LOUDOUN EAST AND LOUDOUN GATEWAY NAMES WERE CLOSELY FAVORED**

1. The Broad Run name was the least preferred on all attributes by the majority of respondents.
2. Respondents had a tougher time choosing between the Loudoun East and Loudoun Gateway names. The two names were rated nearly identically on brevity, uniqueness, evocation, and overall likeability.
3. Loudoun East was given the slight edge over Loudoun Gateway in the relevance attribute. WMATA staff indicated this rating was not surprising given "East" is "directional" and; therefore, less open to interpretation than "Gateway."

4. As a final measure, respondents ranked the 3 potential station names from least to most favorite. Loudoun East and Loudoun Gateway received identical rankings.
  - a. Rankings varied by jurisdiction, however. DC residents ranked Loudoun East highest. In contrast, Maryland and Virginia residents ranked Loudoun Gateway as their top station name choice.

Table 1 - Potential Station Name Survey Response Ratings Relating to WMATA Station Naming Attributes:

Policy Area	606 Station			772 Station
	Broad Run	Loudoun Gateway	Loudoun East	Ashburn
Relevance	33%	50%	58%	67%
Brevity	54%	65%	66%	80%
Uniqueness	53%	66%	61%	76%
Evocation	38%	53%	54%	69%
Likeability	38%	55%	58%	73%

**RECOMMENDATIONS:**

**For Route 772 Silver Line Station name,** staff recommends “ASHBURN.” Both the Loudoun and WMATA survey results overwhelming identified “ASHBURN” as being the clear favorite.

**For Route 606 Silver Line Station name,** staff recommends “LOUDOUN GATEWAY.” Broad Run, Loudoun East, and Loudoun Gateway scored equally in the Loudoun County survey, while Broad Run was the least preferred station name in the WMATA survey. Loudoun staff recommends that the Board eliminate BROAD RUN from consideration.

“LOUDOUN EAST” and “LOUDOUN GATEWAY” scored similarly in the Loudoun County and WMATA surveys. WMATA staff indicated that since both names comply with the WMATA station naming policy, the Loudoun Board can exercise discretion in recommending either name for the 606 Silver Line Station.

Based on discussion between Loudoun and WMATA staff, there was general agreement that “LOUDOUN EAST” did not convey a destination or a place. Conversely, staff agreed that “LOUDOUN GATEWAY” did convey a distinct destination and connotes a sense of place. Staff is aware that there might be private developments in Loudoun that use a form of the name “Loudoun Gateway” in their designation or marketing; however, none of these are proximate to the Route 606 Metro station. Staff does not believe this would cause an issue with choosing this name for the station.

**Steps Moving Forward:** Following a motion by the Board of the preferred names for the Route 772 and 606 Silver Line Stations, a letter will be sent, under the signature of the Chairman of the Loudoun Board of Supervisors, to the WMATA General Manager requesting that Loudoun's preferred station names be supported for adoption by the WMATA Board.

WMATA staff will prepare report for their next regularly scheduled business meeting following receipt of the Loudoun Board selection. The letter from the Loudoun Board of Supervisors, recommending specific station names will be part of the WMATA Board packet. As part of the February 24, 2015 discussion with WMATA, Loudoun staff understands that WMATA staff's recommendation will support the Loudoun Board's recommendation. Upon WMATA Board approval, the Loudoun County Board will receive written notification of the WMATA's formal Board action.

**ISSUES:** There are no identified issues for naming the Silver Line stations in Loudoun County.

**FISCAL IMPACT:** There is no fiscal impact to Loudoun County associated with this Board Action Item. Subsequent station name activities and associated costs, such as preparation of station name pylons at Metrorail stations, preparation of new Metrorail system maps to incorporate Phase 2 Silver Line station names, and labeling of communication equipment at the WMATA Operations Control Center, will be borne by the Phase 2 Project budget.

**DRAFT MOTIONS:**

1. I move that the Board of Supervisors **approve** "ASHBURN" as the preferred Route 772 Metro Station name and "LOUDOUN GATEWAY" as the preferred Route 606 Metro Station name and forward these station names to the Washington Metropolitan Area Transit Authority's (WMATA) General Manager and Board of Directors with a recommendation of approval.

OR

2. I move that the Board of Supervisors **approve** "ASHBURN" as the preferred Route 772 Metro Station name and "LOUDOUN EAST" as the preferred Route 606 Metro Station name and forward these station names to the Washington Metropolitan Area Transit Authority's (WMATA) General Manager and Board of Directors with a recommendation of approval.

OR

3. I move an alternate motion.

**ATTACHMENT:**

1. WMATA Market survey material

## ATTACHMENT 1

### LOUDOUN STATIONS NAMING STUDY—INFORMATION SHEET

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Loudoun County officials in early 2014 worked with WMATA staff to develop names consistent with WMATA's Board approved station naming policy. In the fall of 2014, the Loudoun County Board approved a final list of potential Route 606 and 772 station names from which the public would select their preferred station name. Public engagement activities included hosting a link to an online survey. Approximately 2,500 surveys were completed.

Potential station names preferred for the Route 606 station included Broad Run, Loudoun East and Loudoun Gateway. Ashburn received the overwhelming support as the potential name for the Route 772 station. In December 2014, the Loudoun County Board of Directors sent WMATA the preferred names for further testing.

WMATA conducted a regionally representative online panel survey with 904 residents within its service area. Thirty three percent (33%) of respondents were Virginia residents. Twenty seven percent (27%) of riders had used the Silver line at some point since it opened. Only 12% were non-riders—they indicated they have never used Metrorail or Metrobus service.

Consistent with WMATA's Board approved station naming policy, respondents were asked to rate the potential station names in each of the following areas (see APPENDIX for question information):

- **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, the overall likeability of the name

### ROUTE 606 STATION - LOUDOUN EAST AND LOUDOUN GATEWAY NAMES WERE THE CLEAR FAVORITES; TOO CLOSE TO CALL

- The Broad Run name was the least preferred on all attributes.
- Respondents had a tougher time choosing between the Loudoun East and Loudoun Gateway names. The two names were rated nearly identically on brevity, uniqueness, evocation and overall likeability.
- Loudoun East was given the slight edge over Loudoun Gateway in the relevance attribute. Though, this is not surprising given "East" is slightly more directional and therefore less open to interpretation than "Gateway."
- As a final measure, respondents ranked the three names from least to most favorite. Loudoun East and Loudoun Gateway received identical average rankings.
  - Rankings varied by jurisdiction. DC residents ranked the Loudoun East the highest. Maryland and Virginia residents ranked the Loudoun Gateway as the top name.

## ROUTE 772 STATION – ASHBURN STILL MOST PREFERRED

- The Ashburn name received the highest ratings of all Loudoun station names tested.
- Ashburn name performed well. It was highly rated on overall likeability, evocation, brevity, uniqueness, and relevance attributes.
- Ashburn received its highest ratings in brevity and uniqueness.
- Respondents that did not rate Ashburn highly in overall likeability were allowed to provide an alternative name for the route 772 station.
  - 84 alternative names were suggested.
  - There was very little overlap in the alternative names, so results cannot be quantified (i.e., no suggestion was mentioned more than 2 times).

The following table details the percentage rating station names positively in station naming policy areas.

	606 Station			772 Station
Policy Area	Broad Run	Loudoun Gateway	Loudoun East	Ashburn
Relevance	33%	50%	58%	67%
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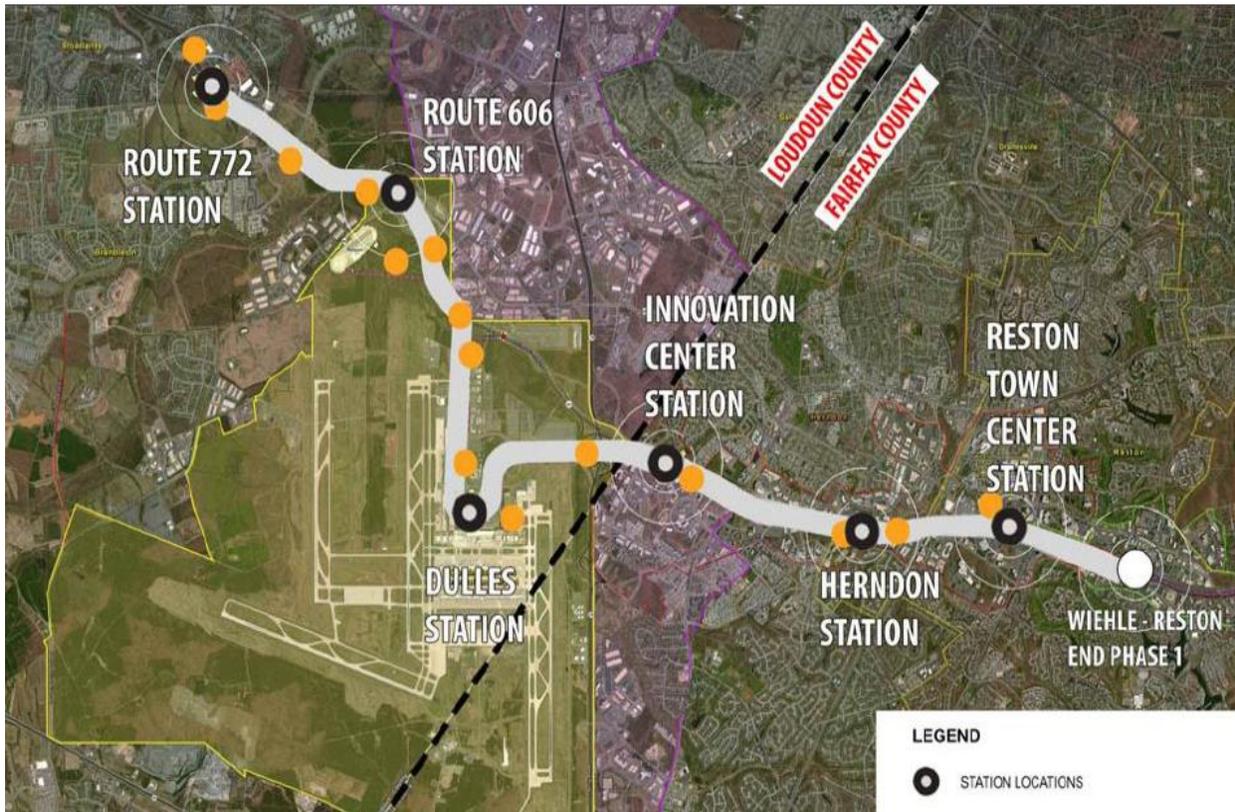
## APPENDIX – Question Wording

Prior to answering the following questions respondents were read a brief introduction and shown the following map to help orient them geographically.

### Introduction

As you may know, Metrorail's Silver Line has recently opened and runs through the Tyson's Corner area and out the Dulles Toll Road to Wiehle Avenue in Reston. By 2018, the Silver Line will extend to Dulles Airport and to two other stations beyond the airport into Loudoun County, Virginia. One station will be located at Route 606 on the Greenway Toll Road in Loudoun County. The other station will be located at Route 772 on the Greenway Toll Road in Loudoun County.

Please look at the attached map developed by the Dulles Metro project to see where the two Loudoun County stations will be located.



For each pair of descriptors below, please check the number that best matches your perception of <"INSERT STATION NAME"> as a name for the <INSERT LOCATION> station. (RANDOMIZE LIST)

Policy Measure	Attribute	Positive			--	Negative			Attribute
Evocation	Appealing	7	6	5	4	3	2	1	Not appealing
Brevity	Easy to remember	7	6	5	4	3	2	1	Not easy to remember
Uniqueness	Not easily confused with other station names	7	6	5	4	3	2	1	Easily confused with other station names
Evocation	Clearly conveys where you are when you reach the station	7	6	5	4	3	2	1	Does not clearly convey where you are when you reach the station
Relevance	Describes the location well	7	6	5	4	3	2	1	Does not describe the location well

The name <"INSERT STATION NAME"> is being considered for the <INSERT LOCATION> station in Loudoun County. Please evaluate name <"INSERT STATION NAME"> overall.

		Most Liked		Least Liked					
<b>Measure</b>	<b>Station Name</b>				Don't know				
Likeability	INSERT STATION NAME	7	6	5	4	3	2	1	8