

Next stop: naming new stations.

STATION NAMING

Fact Sheet

Metro Station Naming Policy

Stations will be named with maximum benefit and convenience of the transit system user in mind. Naming will provide customers with travel information in a simple, straightforward and unified way to assist patrons in successfully navigating the transit system and correspondingly, the region. Station names will reflect the following principles:

- > **Transit system context:** names will reflect the property's location, relative to the entire transit system, and not duplicated elsewhere.
- > **Property area:** provide specific information about the property's location relative to the surrounding area.
- > **Neighborhood identity:** acknowledge the communities and neighborhoods serviced by the stations and stops.
- > **Simplicity:** names will be short, easily recognizable and fit for signage and mapping.

The station naming process will include the following steps:

- > Initial station names will be identified during the project planning process primarily based on geographic location.
- > When a project is approved by the Board to process into the preliminary engineering phase, a formal naming process will be initiated.
- > Staff will solicit input from cities, communities and other stakeholders on preferred station names based on the Board-adopted naming criteria.
- > The resulting station names will be reviewed by a focus group comprised of both transit system users and non-users for general public recognizability.
- > Staff will return to the appropriate Board committee and then to the full Board for adoption of the final set of official station names.
- > The adopted official station names will then be included in any final engineering documents and other agency materials.