## FAIRFAX COUNTY SILVER LINE STATION NAMES: STAFF RECOMMENDATIONS, SURVEY RESULTS, AND SUPPORTING INFORMATION Nick Perfili, Dulles Rail Project Planner Fairfax County Department of Transportation April 10, 2012

## BACKGROUND

On March 29, 2011, the Board of Supervisors endorsed recommended names for the Fairfax County Silver Line stations. These names were reviewed by staff from the Washington Metropolitan Area Transit Authority (WMATA). WMATA staff informed the County that all but two of the proposed station names (Tysons I&II and Reston Town Center) were repetitive, confusing, or not distinctive enough to assist in way-finding and travel on Metrorail ("Tysons," "Tysons," "Tysons," "Tysons," "Reston," "Reston;" "Herndon–Reston," "Herndon"). WMATA's staff recommendation was based in part on customer research that included both riders and non-riders of the Metrorail system. Ultimately, the WMATA Board of Directors rejected the station names submitted by Fairfax County.

As a result of the WMATA Board action and Supervisor Hudgins' July 26, 2011, Board Matter, Fairfax County Department of Transportation (FCDOT) staff, in partnership with WMATA staff, worked to engage the public on Silver Line station names that fit WMATA's Station Naming Policy. The policy states station names should be:

- <u>Relevant</u>: Identify station locations by geographical features, centers of activity or be derived from the names of cities, communities, neighborhoods or landmarks within one-half mile (walking distance) of the station;
- <u>Brief</u>: Limited to 19 characters with spaces and punctuation, including both primary and secondary names;
- <u>Unique</u>: Distinctive and not easily confused with other station names; and
- <u>Evocative</u>: Evoke imagery in the mind of the patron.

FCDOT and WMATA staff developed a survey administered online through the wmata.com website. A total of 16,231 survey responses were received. From those responses, approximately 47 percent, or 7,628 surveys, were from participants indicating they lived in Fairfax County. In addition, Fairfax County Department of Transportation staff discussed the station names with the public at four Dulles Rail community meetings and during an Ask Fairfax! online discussion in March 2012.

Staff determined through public feedback, discussion, and survey results that brief and non-repetitive names are more popular and would better assist Metrorail passengers find their way

on the Metrorail system. All proposed station names are within the 19 character limit and are not repetitive. Staff recommended names:

Planning Name	Previously Recommended Name	Staff Recommended Name
Tysons East	Tysons–McLean	McLean
Tysons Central 123	Tysons I&II	Tysons Corner
Tysons Central 7	Tysons Central	Greensboro Park
Tysons West	Tysons–Spring Hill Road	Spring Hill
Wiehle Avenue	Reston–Wiehle Avenue	Wiehle–Reston East
Reston Parkway	Reston Town Center	Reston Town Center
Herndon-Monroe	Herndon–Reston West	Herndon
Route 28	Herndon–Dulles East	Innovation

Each proposed station name connotes an existing community, existing or future center of activity, or major street name within one-half mile, or walking distance, of the station.

## **\* PUBLIC COMMENT AND CUSTOMER RESEARCH**

FCDOT received input from the public and project stakeholders related to Silver Line station names. In addition, WMATA staff performed customer research on the Silver Line station names previously recommended by the Board of Supervisors. Recorded public comments in addition to the vast majority of informal comments discussed at the public meetings, indicate station names should be unique and not include the repeated use of the same name multiple times. Particularly unpopular among members of the public was the repeated use of the "Tysons," "Reston," and "Herndon" names. Recorded comments are included in Appendix 4.

WMATA's customer research on the previously proposed Silver Line station names indicated the public was unable to visualize a general location for most of the proposed station names. Participants were provided a list of the eight proposed station names for the Silver Line and instructed to indicate whether or not the names conveyed a general sense of where each station would be located. With the exception of the Tysons I&II and Reston Town Center stations, riders across the metropolitan area struggled with the exercise. Riders commented that part of the confusion is related to the repetitive use of "Tysons," "Reston," and "Herndon" in the proposed names. Many associated any reference to the Dulles name to be the Metrorail station at Washington Dulles International Airport. A customer research summary is included in Appendix 3.

## **STATION NAMES THROUGHOUT THE METRORAIL SYSTEM**

The City of Alexandria, the Alexandria portion of Fairfax County and Montgomery County, Maryland provide examples of unique, brief, and relevant Metrorail station names in a large area with the same city, designated place, or ZIP code name:

Existing Blue and Yellow line stations within the city of Alexandria or the Alexandria portion of Fairfax County include,

- Braddock Road
- Eisenhower Avenue

- Huntington
- King Street

• Van Dorn Street

Montgomery County's Red Line stations, with the exception of Friendship Heights, are located in the Bethesda, Rockville, or Silver Spring areas. Existing Red Line stations within the Bethesda portion of Montgomery County include,

- Bethesda
- Grosvenor

Existing Red Line stations within the Rockville portion of Montgomery County include,

- Rockville (within the Rockville corp. limits)
- Twinbrook

Medical Center

• White Flint

• Shady Grove

• Winte Time

Existing Red Line stations within the Silver Spring portion of Montgomery County include,

- Forest Glen
- Glenmont

- Silver Spring
- Wheaton

## Montgomery County: ZIP Codes by Place Name



Map courtesy of Montgomery County Planning Department

Note that while the above referenced stations share city, unincorporated area, or ZIP code names, the "place" name is not prefixed or appended to each station name.

## **\*** STATION NAME RECOMMENDATIONS AND SURVEY RESULTS

A total of 16,231 Fairfax County Silver Line Station Names Survey responses were received. WMATA staff indicated the number of survey responses is the largest response to a survey in Metro's history. The station names survey moved ahead of the number of responses for the Metrorail system map redesign survey held in 2011.

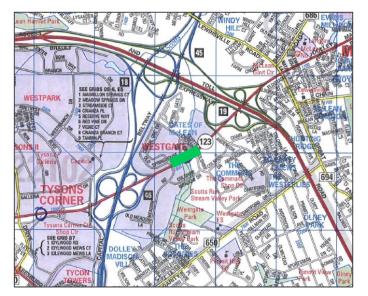
The station names survey was structured to allow results to be sorted by jurisdiction and ZIP code. The table below outlines results from participants indicating they live in Fairfax County and results from participants indicating a Herndon, Reston, or McLean, Vienna, or Falls Church ZIP codes that is part of the Tysons Corner area.

	All Results	Fairfax County	Herndon	Reston	Vienna	McLean	Falls Church
Survey	16,231	7,629	1,708	1,040	295	334	170
Responses	100%	47%	10%	6%	2%	2%	1%
ZIP Codes	-	-	20170 20171 20172	20190 20191 20194 20195	22181 22182 22183	22101 22102	22043

## STATION ONE

Address: 1824 Dolley Madison Blvd, McLean Planning Name: **Tysons East** Previous Board Recommended Name: **Tysons–McLean** Staff Recommendation: **McLean** 

Name	All Results	Fairfax County	Herndon	Reston	Vienna	McLean	Falls Church
McLean	36%	37%	40%	36%	39%	45%	36%
Scotts Run	10%	6%	3%	5%	6%	8%	8%
McLean-Scotts Run	19%	17%	15%	16%	16%	12%	15%
Tysons-McLean	30%	35%	39%	38%	34%	28%	34%
Other	5%	5%	2%	5%	5%	7%	8%





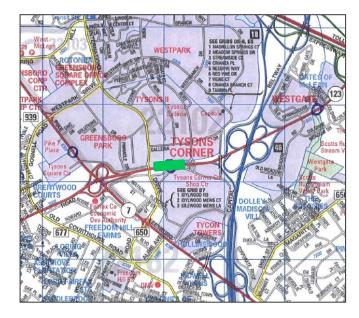
Based on the station's location, discussion with members of the public, and survey results, staff recommends the name McLean for this station. To fit with the requirement in WMATA's Station Naming Policy that names need to be unique and to respond to public opposition regarding the repeated use of station names, staff feels it is not appropriate to prefix or append "Tysons" to the McLean name as previously recommended.

Staff feels McLean Station is relevant, brief and unique.

## STATION TWO

Address: 1943 Chain Bridge Rd, Tysons Corner Planning Name: **Tysons Central 123** Previous Board Recommended Name: **Tysons I&II** Staff Recommendation: **Tysons Corner** 

Name	All Results	Fairfax County	Herndon	Reston	Vienna	McLean	Falls Church
Tysons	8%	7%	8%	5%	4%	8%	9%
Tysons Corner	65%	59%	58%	59%	53%	57%	60%
Tysons I&II	19%	25%	30%	28%	28%	22%	18%
Other	8%	9%	5%	8%	15%	13%	13%





Based on the results of the survey, public comment, and the popularity of the existing shopping centers throughout the metropolitan region, staff recommends the name "Tysons Corner" for this station. From the majority of public comment at the community meetings and during the online chat, and as reflected in the survey results, the activity and retail centers are important to what the public considers when thinking of today's Tysons area. This station, along with station six at Reston Town Center, had the clearest direction from the public on naming. The indication

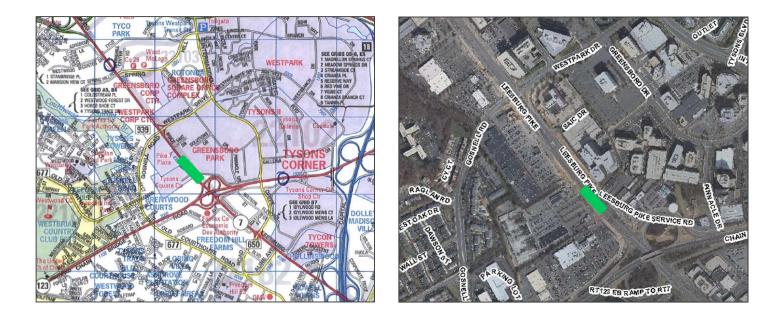
is this station should be the station that includes the "Tysons" name. In addition, the majority of the "other" names specified as part of the survey included the Tysons name.

Staff feels **Tysons Corner Station** is relevant, brief, unique, and evocative.

## STATION THREE

Address: 8305 Leesburg Pike, Tysons Corner Planning Name: **Tysons Central 7** Previous Board Recommended Name: **Tysons Central** Staff Recommendation: **Greensboro Park** 

Name	All Results	Fairfax County	Herndon	Reston	Vienna	McLean	Falls Church
Greensboro Park	22%	17%	15%	15%	14%	17%	18%
Westpark Drive	29%	30%	29%	28%	23%	28%	33%
Tysons Central	37%	40%	47%	48%	38%	36%	33%
Other	13%	13%	9%	12%	24%	18%	15%



The "Tysons Central" name was relatively popular among survey respondents on its own but the survey results show clear support for another option. Results for station three included the greatest number of "other" specified names. The "Tysons" designation, as previously noted, is most popular at station two, recommended as Tysons Corner Station. Public comment received and WMATA's policy calling for unique names gives staff concern about repeating the Tysons name. Having two stations in a row that include the name "Tysons" on the same Metrorail line may cause confusion among riders, be deemed as problematic by WMATA staff, was confusing to riders and non-riders as part of previous customer research, and is not popular with the public. Repeated name use is the primary reason WMATA's Board of Directors rejected the previously recommended station names. Anecdotally, members of the public indicated they are

not sure what or where "Tysons Central" is and in many cases assumed this is station two adjacent to Chain Bridge Road (Route 123) near the existing shopping centers.

Westpark Drive or Westpark are brief names, but only somewhat relevant and not unique. The Westpark area of Tysons is approximately one mile north near Jones Branch Drive. The existing Westpark Transit Station, with Fairfax Connector, Metrobus and commuter bus service, sits at the intersection of International Drive, Spring Hill Road, and Jones Branch Drive. Westpark Drive is a relatively long street and a large part of the business community along Westpark Drive is not within walking distance of this station. The new Capital Beltway High Occupancy Toll Lanes exit that will connect I-495 to the bridge over Chain Bridge Road is noted as the "Westpark Connector," all of which is closer to station two (Tysons Corner Station).

Greensboro Park is a place immediately north of the station encompassing the business community bounded, roughly, by Leesburg Pike (Route 7), Westpark Drive, Chain Bridge Road, and International Drive. This is well within the one-half mile walking distance required under WMATA's Station Naming Policy. Greensboro Drive bisects the area and is approximately onequarter mile from the station. The Greensboro Park name is unique and can be developed into a name for the future mixed-use activity center planned for both sides of the station as this portion of Tysons transforms from auto-centric office parks and strip shopping centers into a more urbanized environment.

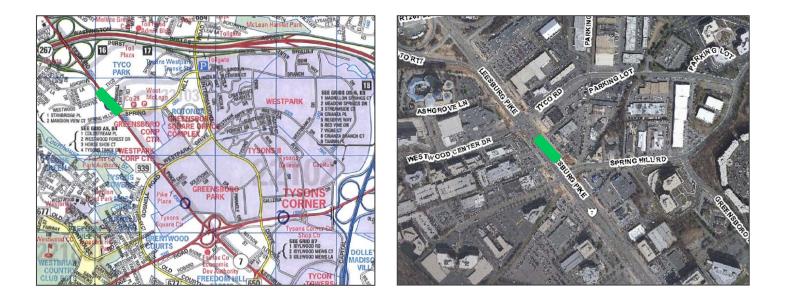
The most popular other names specified as part of the survey included Chain Bridge Road, Leesburg Pike (the name of Route 7 through Fairfax County), a combination of Greensboro Park and Westpark, and "Tysons –" with another designation, such as Greensboro Park, Westpark, Center, etc... appended to the name. Staff does not recommend the common "other" designations as Chain Bridge Road and Leesburg Pike are long roads that serve many areas of the County, the Greensboro/Westpark combinations are not unique and over the 19 character limit, and any name prefixed or appended with Tysons is not unique, not popular with the public, and did not test well as part of WMATA's customer research.

Staff feels **Greensboro Park Station** is relevant, brief, and unique and offers an opportunity to provide a unique name for this area of Tysons.

## **STATION FOUR**

Address: 1576 Spring Hill Road, Tysons Corner Planning Name: **Tysons West** Previous Board Recommended Name: **Tysons–Spring Hill Road** Staff Recommendation: **Spring Hill** 

Name	All Results	Fairfax County	Herndon	Reston	Vienna	McLean	Falls Church
Spring Hill	33%	29%	25%	28%	26%	37%	36%
Spring Hill Road	34%	29%	29%	26%	26%	25%	26%
Tysons-Spring Hill Road	28%	35%	42%	41%	37%	29%	30%
Other	5%	6%	4%	6%	12%	9%	8%



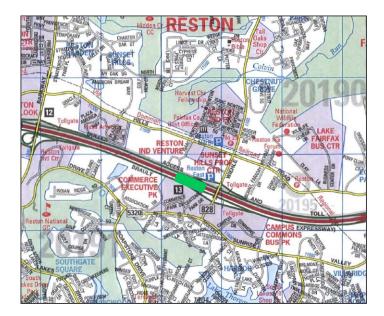
When combined, the survey results demonstrate the public's desire to have the name of this station as "Spring Hill" or "Spring Hill Road" without the Tysons name prefixed or appended to the name. This fits WMATA's Station Naming Policy for unique names. Staff is not recommending the use of "Road" in this case to better connote a neighborhood and help transform this area into a new, recognizable activity center in the western portion of Tysons.

Staff feels **Spring Hill Station** is relevant, brief, and unique.

## **STATION FIVE**

Address: 1862 Wiehle Avenue, Reston Planning Name: **Wiehle Avenue** Previous Board Recommended Name: **Reston–Wiehle Avenue** Staff Recommendation: **Wiehle–Reston East** 

Name	All Results	Fairfax County	Herndon	Reston	Vienna	McLean	Falls Church
Wiehle	13%	11%	10%	10%	12%	13%	10%
Wiehle Avenue	31%	26%	21%	20%	28%	32%	33%
Reston–Wiehle Avenue	51%	59%	66%	64%	58%	50%	56%
Other	5%	4%	3%	6%	2%	5%	1%





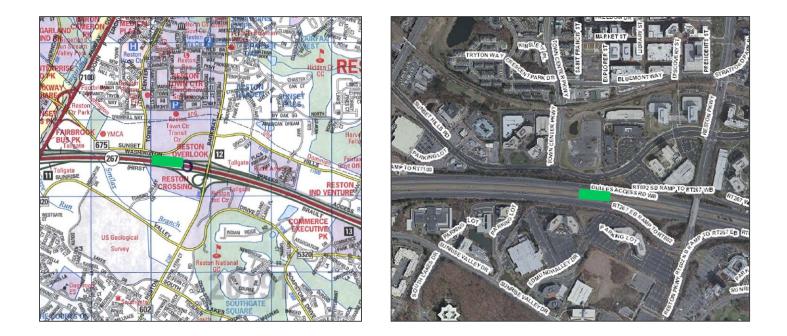
Wiehle Avenue is recognizable and a popular thoroughfare in the eastern portion of Reston. The Wiehle name recognizes a former town and its founder, Dr. Max Wiehle, and is a name already associated with transit in the community. Station five is being constructed adjacent to the site of the former Reston East – Wiehle Avenue Park and Ride, now being redeveloped into a mixed-use activity center. The former park and ride served as a popular Fairfax Connector transit hub and will reopen with an enclosed transit center as part of the development. Survey results generally reflected the importance of including the Reston East name along with the main north-south thoroughfare in this area. At station six, the next Metrorail station to the west, over 70 percent of survey responses indicate "Reston" is most associated in the minds of the public with Reston Town Center for Metrorail station names. To meet WMATA's Station Naming Policy and to recognize a relevant point of access to, from, and within Reston, staff recommends bringing together the "Wiehle" and "Reston East" names for this station.

Staff feels **Wiehle–Reston East Station** is relevant, brief, and unique. Placing the Wiehle name at the front of the station name mitigates concerns related to Reston being used as the first word recommended for the name of station six, Reston Town Center Station. Staff is proposing "Reston East" appended to the Wiehle name at this station and "Reston Town Center" at station six. Popular use of existing Metrorail stations names in the region indicates it is likely the public will generally refer to the station as "the Wiehle Metro," or similar.

## STATION SIX

Planning Name: **Reston Parkway** Previous Board Recommended Name: **Reston Town Center** Staff Recommendation: **Reston Town Center** 

Name	All Results	Fairfax County	Herndon	Reston	Vienna	McLean	Falls Church
Reston	16%	11%	11%	6%	10%	18%	12%
Reston Parkway	12%	10%	8%	9%	11%	11%	13%
Reston Town Center	72%	78%	80%	84%	78%	70%	75%
Other	1%	1%	1%	1%	1%	1%	0%



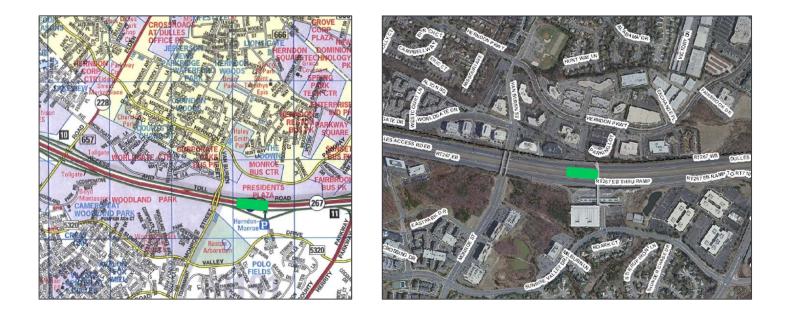
Based on the results of the survey, public comment, and regional familiarity, staff recommends the name Reston Town Center for this station. The Reston Town Center name carried the most support of any of the proposed station names in the survey. Popular among over 70 percent of survey participants (with greater than 80 percent support from participants indicating a Reston or Herndon ZIP code) and strongly supported by the pubic attending the public meetings, staff feels Reston Town Center fits WMATA's station naming policy. Reston Town Center is within one-half mile to the north of this station. The name is relevant and popular, 18 characters in length, and strongly evokes the town center and surrounding community.

Staff feels **Reston Town Center Station** is relevant, brief, unique, and evocative.

## **STATION SEVEN**

Planning Name: **Herndon–Monroe** Previous Board Recommended Name: **Herndon–Reston West** Staff Recommendation: **Herndon** 

Name	All Results	Fairfax County	Herndon	Reston	Vienna	McLean	Falls Church
Herndon	42%	40%	52%	21%	41%	55%	41%
Herndon-Monroe	38%	37%	38%	45%	31%	21%	34%
Herndon–Reston West	18%	18%	7%	23%	25%	22%	23%
Other	3%	4%	2%	10%	3%	2%	1%



Staff concurs with the majority of survey participants and comments received from the public with recommending the name Herndon for station seven. Sitting at the southern Herndon town limits in the median of the Dulles Toll Road, "Herndon" is relevant, brief, and unique. While the western portion of Reston is to the south, staff feels that a repeated use of the Reston name could cause confusion among Metrorail passengers and was strongly opposed by the public at the community meetings and in WMATA's customer research. WMATA staff, in part, indicated names previously recommended for the Silver Line were too repetitive and caused confusion among riders and non-riders.

Staff feels Herndon Station is relevant, brief, and unique.

## STATION EIGHT

Planning Name: **Route 28** Previous Board Recommended Name: **Herndon–Dulles East** Staff Recommendation: **Innovation** 

Name	All Results	Fairfax County	Herndon	Reston	Vienna	McLean	Falls Church
Innovation	12%	11%	10%	10%	10%	13%	12%
Coppermine	21%	13%	7%	9%	14%	15%	22%
Route 28	15%	17%	17%	22%	21%	18%	13%
Floris	7%	8%	13%	7%	3%	5%	4%
Herndon–Dulles East	33%	37%	40%	39%	35%	36%	33%
Other	13%	13%	11%	13%	17%	13%	17%





Responses for station eight included a high quantity of "other" potential station names specified in the survey. Many of the business centers and neighborhoods in the areas along Innovation Avenue, Rock Hill Road, and Sunrise Valley Drive begin with the "Dulles" name.

To fit with WMATA's station naming criteria, staff does not recommend using Dulles or Herndon in this station name. The public, through comments and discussion, was especially critical of using "Dulles" as part of any station name except for the station at Washington Dulles International Airport.

While the Coppermine, Floris, and Route 28 names are brief and unique, they are not relevant to the station area. Coppermine and Floris both refer to communities more than one-half mile south of the station. Coppermine Road and Floris Elementary School, near the intersection of Centreville and West Ox roads, are both beyond what is considered walking distance of the station. Route 28 is a freeway-like north-south artery connecting Manassas and Sterling via Centreville, Westfields, and Dulles Airport. As such, the Route 28 name is unlikely to connote a neighborhood or activity center specific to Fairfax County's portion of the Dulles Corridor.

Innovation Avenue, on the other hand, is immediately north of the station and is named at the interchange from Route 28 leading to the Commonwealth's Center for Innovative Technology (CIT) campus. Staff feels Innovation, or Innovation Center, is relevant to the immediate areas north and south of the station and can effectively describe the neighborhood and future activity center. Of the approximate 1,900 "other" responses provided for this station, about 500, or just over 25 percent, referenced "Innovation," "Innovation Center," "Innovation Avenue," or used "CIT" as an acronym in the station name. Names with Innovation or CIT were generally popular with the public, are relevant to the station location, brief, and evoke the image of the CIT campus – the CIT building being a recognizable image to travelers on the Dulles Toll Road, Dulles International Airport Access Highway, and surrounding roads.

While station eight is in the western area of the Herndon portion of Fairfax County, staff feels that a repeated use of the Herndon name could cause confusion among Metrorail passengers

and was opposed by the public at the community meetings. WMATA staff, in part, indicated names previously recommended for the Silver Line were rejected because the repeated use of station names caused confusion among riders and non-riders alike.

Staff feels **Innovation Station** is relevant, brief, unique, evocative, and provides for an opportunity to define a new activity center in the Dulles Corridor.

## ✤ APPENDICIES

Appendix 1:	Fairfax County Department of Transportation and Washington
	Metropolitan Area Transit Authority Station Name Coordination

- Appendix 2: Survey and Public Information Session Notice
- **Appendix 3:** Customer Research Summary
- Appendix 4: Recorded Public Comments
- **Appendix 5:** Herndon, Reston, and Tysons Corner Area ZIP Codes
- Appendix 6: Survey Instrument

## **APPENDIX 1:**

## FAIRFAX COUNTY DEPARTMENT OF TRANSPORTATION (FCDOT) AND WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY (WMATA) STATION NAME COORDINATION



December 19, 2011

Mark G. Canale Dulles Rail Project Manager Fairfax County Department of Transportation 4050 Legato Road, Suite 400 Fairfax, VA 22033-2895

Dear Mr. Canale:

I am writing to bring to your attention a schedule concern regarding Silver Line station names. Earlier this year, the Fairfax County Board of Supervisors submitted a list of proposed station names to Metro for Board approval. As part of the approval process, customer research and testing was completed.

Customers and non-riders alike told us that all but two of the proposed station names were confusing and not distinctive enough to assist them in wayfinding and travel on Metro. During its deliberation on station names this summer, the Metro Board did not approve the Silver Line names submitted by Fairfax County.

At this time, it is critical that we begin working together to create a new list of proposed Silver Line station names to research with customers. Silver Line names will need to be submitted to the Metropolitan Washington Airports Authority (MWAA) by May 2012, assuming a December 2013 service start date for the Dulles extension. As a result, the following approvals are required to ensure we meet this deadline:

Washington Metropolitan Area Transit Authority

600 Fifth Street, NW Washington, DC 20001 202/962-1234

www.metroopensdoors.com

- April 2012 Metro Board approves Fairfax County's proposed station names; and
- May 2012 Metro submits Silver Line names to MWAA.

In order to meet the above schedule, we must immediately begin partnering on developing alternative station names. Metro has already begun work on suggestions for new names based on previous customer and non-rider feedback to ensure that we do not miss these critical deadlines. If you have proposals you would like to be a part of the required research and testing phase, please contact me at brichardson@wmata.com 202-962-2500.

A District of Columbia, Maryland and Virginia Transit Partnership Mr. Canale Page 2

Thank you for your immediate attention to this matter. We look forward to working with you on this very crucial work of the Silver Line project.

Sincerely,

rchardson

Barbara Richardson Assistant General Manager Customer Service, Communications and Marketing

cc: Catherine Hudgins, Metro Board Chair Todd Wigglesworth, Fairfax County

# County of Fairfax, Virginia



To protect and enrich the quality of life for the people, neighborhoods and diverse communities of Fairfax County

January 13, 2012

Barbara Richardson Assistant General Manager Customer Service, Communications & Marketing Washington Area Metropolitan Transit Authority 600 Fifth Street, NW Washington, DC 20001

Dear Ms. Richardson:

I am writing in response to your letter December 19, 2011 and follow on e-mail from January 5, 2012 regarding the creation of a new list of proposed Silver Line names and the schedule for Metro Board approval. In addition we accept your offer to have the Washington Metropolitan Area Transit Authority (WMATA) coordinate the public outreach for the Silver Line station names. Fairfax County will stay fully involved in this process and stands ready to assist in this effort.

The County has reviewed materials submitted to our Department, and requests copies of the work related to the customer research and testing, as noted in your letter. The information we currently have available summarizes the WMATA's findings, but does not provide specific detail about customer reaction to each of the Silver Line station names, other than noting in general that the station names are confusing and not distinctive enough.

Enclosed with this letter is an outline of Silver Line station names you may wish to consider as part of the station naming process and for customer testing. The list of names includes the existing planning name (Tysons Central 7, for example), station name approved by the Fairfax County Board of Supervisors (Tysons Central), and alternate names (Greensboro Park) that considered local place names, local streets or major landmarks.

The enclosed proposed list of names has not been endorsed by the Fairfax County Board of Supervisors, but rather is a list meant to assist in the station naming and public outreach process.

Fairfax County Department of Transportation 4050 Legato Road, Suite 400 Fairfax, VA 22033-2895 Phone: (703) 877-5600 TTY: 711 Fax: (703) 877-5723 www.fairfaxcounty.gov/fcdot



Nick Perfili will be your point of contact on this matter. Should you have additional questions or wish to discuss this matter further, please contact me at 703-877-5688 or Nick Perfili at 703-877-5685 at your convenience.

Sincerely, a

Mark Canale Project Manager Dulles Corridor Metrorail Project Fairfax County Department of Transportation

Enclosure

MC/np

cc: Nick Perfili – FCDOT Todd Wigglesworth – FCDOT Tom Biesiadny – FCDOT

### TYSONS EAST

## \*\*CHARACTER COUNT\*\* 000000001111111111

## 1234567890123456789

PLANNING NAME: BOARD RECOMMENDATION: OTHER NAMES:

TYSONS EAST TYSONS-McLEAN SCOTTS RUN-McLEAN SCOTTS RUN SCOTTS CROSSING COLSHIRE McLEAN

### TYSONS CENTRAL 123

### 000000001111111111 1234567890123456789

BOARD RECOMMENDATION: TYSONS I&II OTHER NAMES:

PLANNING NAME: TYSONS CENTRAL 123 TYSONS I & II TYSONS CENTER TYSONS BOULEVARD TYSONS CORNER TYSONS MARKET INTERNATIONAL DRIVE

### TYSONS CENTRAL 7

BOARD RECEOMMENDATION: TYSONS CENTRAL

### 000000001111111111 1234567890123456789

PLANNING NAME: TYSONS CENTRAL 7 OTHER NAMES: GREENSBORO PARK WESTPARK GOSNELL

### TYSONS WEST

000000001111111111 1234567890123456789

PLANNING NAME: OTHER NAMES: SPRING HILL

TYSONS WEST BOARD RECOMMENDATION: TYSONS-SPRING HILL ROAD SPRING HILL ROAD

### WIEHLE AVENUE

### 00000000111111111 1234567890123456789

BOARD RECOMMENDATION: RESTON-WIEHLE AVENUE

PLANNING NAME: WIEHLE AVENUE OTHER NAMES: WIEHLE AVENUE RESTON-WIEHLE AVE RESTON EAST-WIEHLE

### **RESTON PARKWAY**

### 000000001111111111

## 1234567890123456789

	PLANNING	NAME:	RESTON	PARKWAY	
BOARD	RECOMMEND	DATION:	RESTON	TOWN CENTER	
	OTHER	NAMES:	RESTON		
			RESTON	CENTER	

### HERNDON-MONROE

### 0000000011111111111 1234567890123456789

PLANNING NAME: HERNDON-MONROE BOARD RECEOMMENDATION: HERNDON-RESTON WEST

OTHER NAMES: HERNDON-MONROE ST HERNDON HERNDON-WORLDGATE

## **ROUTE 28**

### 00000000111111111 1234567890123456789

PLANNING NAME: ROUTE 28 BOARD RECOMMENDATION: OTHER NAMES:

HERNDON-DULLES EAST ROCK HILL-CIT ROCK HILL INNOVATION AVENUE INNOVATION COPPERMINE

**APPENDIX 2:** 

## SURVEY AND PUBLIC INFORMATION SESSION NOTICE

## Perfili, Nicholas E.

From: Sent: Subject: DOT Info Friday, March 02, 2012 9:17 AM News Release: Information Sessions Scheduled to Discuss Dulles Rail Phase 2, Silver Line Station Names in Fairfax County

Fairfax County Department of Transportation 4050 Legato Road, Suite 400 Fairfax, VA 22033 FCDOT Contact: Ellen Kamilakis, Communications Specialist 703-877-5606, TTY 711, Fax 703-877-5638 Pager: 703-324-NEWS (6397) (non-business hours) FCDOTinfo@fairfaxcounty.gov www.fairfaxcounty.gov/fcdot March 2, 2012 12/003

## Information Sessions Scheduled to Discuss Dulles Rail Phase 2, Silver Line Station Names in Fairfax County

The Fairfax County Department of Transportation (FCDOT) will hold four public meetings and one Ask Fairfax! online discussion to inform the public about Phase 2 of the Dulles Corridor Metrorail Project. The sessions will provide information related to Phase 2 project cost, financing, physical layout and Silver Line station names. Participants will be able to complete the online Fairfax County Silver Line Station Names Survey in person at the four public meetings. Also, the Board of Supervisors will hold a public hearing to receive public comment on the Phase 2 project.

Members of the public can provide their feedback in the following ways:

- Attend one of the four public meetings
- Participate in the Ask Fairfax! online discussion
- Submit comments online at www.fairfaxcounty.gov/fcdot/dullesmetro until 5 p.m. on Friday, March 16
- Complete the Fairfax County Silver Line Station Names Survey at <u>www.wmata.com/silversurvey</u>
- Register to speak at the Board of Supervisors public hearing

The feedback session schedule is:

- Ask Fairfax! online discussion: Friday, March 9 at 11 a.m. www.fairfaxcounty.gov/news/askfairfax
- Public Meeting: Monday, March 12 at 6:30 p.m. South County Center: 8350 Richmond Highway, Alexandria Community Room 221A/B Transit: Fairfax Connector Route 171 and Metrobus REX
- Public Meeting: Wednesday, March 14 at 6:30 p.m. Hutchison Elementary School: 13209 Parcher Avenue, Herndon Cafeteria Transit: Fairfax Connector Route 950
- Public Meeting: Thursday, March 15 at 6:30 p.m.
  Westgate Elementary School: 7500 Magarity Road, Falls Church Cafeteria Transit: Metrobus 3T
- **Public Meeting:** Monday, March 19 at 7 p.m. Fairfax County Government Center: 12000 Government Center Parkway, Fairfax Conference Rooms 9/10

Transit: Fairfax Connector routes 605, 621 and 623

 Board of Supervisors' Public Hearing: Tuesday, March 20 at 5 p.m. (Does not cover the topic of Silver Line station names) Fairfax County Government Center: 12000 Government Center Parkway, Fairfax Board Auditorium Register to speak: <u>www.fairfaxcounty.gov/bosclerk/speaker\_bos.htm</u> Transit: Fairfax Connector routes 605, 621 and 623

For information about Dulles Rail Phase 2 or to submit online comments, visit www.fairfaxcounty.gov/fcdot/dullesmetro.

For information about this news item, call Ellen Kamilakis at 703-877-5606, TTY 711.

Fairfax County is committed to nondiscrimination on the basis of disability in all county programs, services and activities. Reasonable accommodations will be provided upon request. For accommodations, call the Department of Transportation, 703-877-5600, TTY 711, by March 7, 2012.

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Metro - About Metro - News - Metro and Fairfax County launch survey for new Silver Line stati... Page 1 of 1

### News Release

For immediate release: February 21, 2012

C SHARE # 9 4 .... PRINT

# Metro and Fairfax County launch survey for new Silver Line station names

Metro, in partnership with Fairfax County, today launched an online survey to collect public input on station names for the new Silver Line, which will extend Metrorail service to Dulles International Airport and Loudoun County through the Tysons Corner, Reston, and Herndon areas of Fairfax County, Virginia.

The survey—available at wmata.com/silversurvey will remain open until 5 p.m. on Wednesday, March 21, and includes proposed station names for the eight Silver Line stations in Fairfax County. Phase 1 of the Silver Line, currently under construction, includes five new stations that are expected to be named this summer. Customers taking the survey are also asked about their opinion on station names for three Fairfax County stations in Phase 2.

The primary purpose of a station name is to help customers plan their trips. Through previous research, Metro customers have indicated that station names help them locate destinations. Long lasting names in Metro's system have typically included the names of towns, streets, neighborhoods, and landmarks that have withstood the test of time. Metro has a policy that requires that names be:

- Relevant: Identify station locations by geographical features, centers of activity or be derived from the names of cities, communities, neighborhoods or landmarks within one-half mile (or walking distance) of the station;
- Brief: Limited to 19 characters with spaces and punctuation, including both primary and secondary names;
- Unique: Distinctive and not easily confused with other station names
- Evocative: Evoke imagery in the mind of the patron

Through the survey, which is available in English and Spanish, Metro hopes to identify station names that resonate with riders and provide assistance for customers planning their trips. Survey respondents have the option of writing in names of their choice or selecting from a list of proposed name for each station. The final names for the station must be approved by the Metro Board of Directors after formal submission by the Fairfax County Board of Supervisors.

» Take the survey

News release issued at 8:15 am, February 21, 2012.

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## METROPOLITAN WASHINGTON AIRPORTS AUTHORITY WWW.MWAA.COM

February 28, 2012

CONTACT: Marcia McAllister T: 703-572-0506 C: 571-730-9117 <u>Marcia.Mcallister@Dullesmetro.com</u>

# DULLES CORRIDOR METRORAIL PROJECT You Can Help Name the Silver Line Stations

So you want to have a say in what the Metrorail stations along the new Silver Line will be named?

Here's your chance.

Metro, in partnership with Fairfax County, is conducting an online survey to collect public input on station names for the new Silver Line, which will extend Metrorail service to Dulles International Airport and Loudoun County through the Tysons Corner, Reston, and Herndon areas of Fairfax County.

The survey-available at <u>www.wmata.com/silversurvey</u> will remain open until 5 p.m. on Wednesday, March 21, and includes proposed station names for the eight Silver Line stations in Fairfax County. Phase 1 of the Silver Line, currently under construction, includes five new stations that are expected to be named this summer. Customers taking the survey are also asked about their opinion on station names for three Fairfax County stations in Phase 2.

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• **Evocative:** Evoke imagery in the mind of the patron.

Through the survey, which is available in English and Spanish, Metro hopes to identify station names that resonate with riders and provide assistance for customers planning their trips. Survey respondents have the option of writing in names of their choice or selecting from a list of proposed names for each station. The final names for the stations must be approved by the Metro Board of Directors after formal submission by the Fairfax County Board of Supervisors.

For construction-related emergencies including noise, please use the project HOTLINE at **877-585-6789**. For further information about the project, please visit our project website at <u>www.dullesmetro.com</u> or call 703-572-0506.

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Dulles Corridor Metrorail Project | DCMP | Metropolitan Washington Airports Authority | Vienna | VA | 22182

**APPENDIX 3:** 

CUSTOMER RESEARCH SUMMARY

## CUSTOMER RESEARCH – COORDINATED BY WMATA

- Riders were provided a list of the eight proposed station names for Fairfax County's portion of the Silver Line, phases 1 and 2 and instructed to indicate whether or not the names conveyed a general sense of where each station would be located.
- With the exception of the Tysons I&II and Reston Town Center station names, Metrorail riders struggled with the exercise.
- Participants were unable to visualize the general location of six of the station names:
  - o Tysons McLean
  - o Tysons Central
  - Tysons Spring Hill Road
  - Reston Wiehle Avenue
  - Herndon Reston West
  - Herndon Dulles East
- Riders noted confusion related to the repeated use of "Tysons," "Reston," and "Herndon" in the proposed station names:
  - "How about just McLean? I can't stand that four stations start with Tysons and then two start with Herndon."
  - o "I go to Tysons all the time and I have no idea where Tysons Central is."
  - "I don't understand why there are so many that start with Tysons. I think that would be very confusing."
  - "It's confusing. It reads Tysons, Tysons, Tysons, Tysons, Reston, Reston, Herndon, Herndon."
- Participants associated use of the "Dulles" name with Dulles Airport:
  - o "If it's not the airport, don't say Dulles."
  - o "I assume that's the airport, right?" (for station eight/the Route 28 station)
- Riders were able to visualize the location of the following two stations:
  - Tysons I&II (participants recommended "Tysons Corner Station" to avoid confusion)
    - "It would say Tysons Corner Mall or Tysons Corner."
  - Reston Town Center
    - "That's pretty clear."
    - "It's clear."

**APPENDIX 4:** 

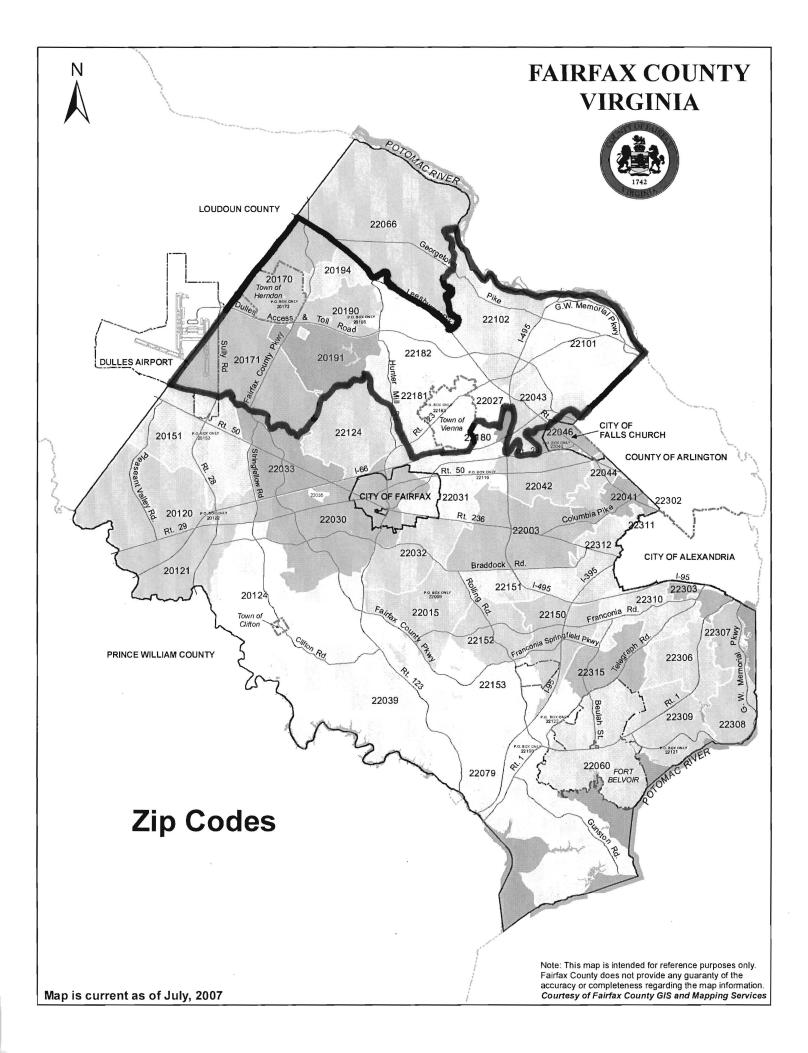
**RECORDED PUBLIC COMMENTS** 

Date	Comment
03/02/12	My only comment about this project is that the station near the Herndon-Monroe parking structure be called HERNDON. Herndon is where the stop is located. It is a real town - not a subdivision or special tax district. Reston has two stops that have the word Reston and part of the probable station name - a third Reston name is not needed and it may confuse visitors. The Vienna station is named Vienna - not Fair Oaks, - Herndon is the location of the stop.
03/09/12	Please do not call the new Metro stations the same names like was proposed back last summer. Those names were confusing with them all having the name Tysons or Herndon depending on the location. For Metro, I like shorter, simpler names. No one calls "Vienna" Vienna-Fairfax. No one calls "West Falls Church" West Falls Church VT-UVA. Thank you for your taking comments and doing a survey.
03/09/12	Why are there three proposed Silver Line station names with 'Reston' in them? That is totally confusing to customers. Most citizens think of destination 'Reston' as the Reston Town Center. That particular station does not open until Phase II. If passengers get off at the Herndon/Monroe station, or the Wiehle Avenue station, looking for Reston Town Center because 'Reston' is in the station name, it will be an awful experience. The Herndon/Monroe Park & Ride station should be named Herndon, or Herndon/Oak Hill, or Herndon/Floris. But certainly it should not have 'Reston' in the name.
03/09/12	Can you give an indication on where the names for the 4 Tysons stations are headed? I like any of the suggested names over the 4 names previously approved. Those names were all the same. I liked the names suggested on the survey.
03/09/12	When will final station names be selected? While I respect my elected officials, their recommendations are simply awful. Why does Tysons need to be in the name of four stations and Reston in three? Talk about confusing! Is there any chance that the names will be changed based on the results of the current survey?
03/10/12	I just got done taking the survey about the station names and I felt I had to comment. I moved here twelve years ago, and only occasionally take the train, but to this day, each time I go to take the metro, I have to look up whether I want the East Falls Church or the West Falls Church station. These names may be extremely descriptive of the stations' locations, but they do not help me, the rider, in the least. It is too easy to make a mistake. I was appalled to see that three stations prospectively have Tysons in their names, and that two have Reston and two have Dulles. Please make the names entirely unique so there is no question where a rider will be getting off or on. I think it is less important to be geographically and/or politically accurate than to have distinctive names. This is especially true since the line will be going to Dulles Airport and there may be many occasional riders like me.
03/12/12	Since some commuters need to change to the Silver Line at the East Falls Church Station, the names of an East Falls Church and a West Falls Church Station is unfortunate and potentially confusing. Some mitigation should be considered.

- 03/20/12 The new Metro stations should enhance the sense of place in existing communities and should serve residents and passengers alike. Suggested name: Floris Frying Pan Park Station.
- 03/22/12 I'd like to minimize use of "Tysons" to reduce confusion for tourists. I would also like to keep the names as close to what the areas are currently called, which would reduce confusion for residents. Here are my recommendations:

Placeholder name -> my proposal Tysons East -> McLean Tysons Central 123 -> Tysons Corner Tysons Central 7 -> Westpark Dr Tysons West -> Spring Hill Rd Wiehle Avenue -> Wiehle Ave Reston Parkway -> Reston Town Center Herndon-Monroe -> Herndon-Monroe Route 28 -> Innovation Center (or just Innovation) **APPENDIX 5:** 

HERNDON, RESTON, AND TYSONS CORNER AREA ZIP CODES



**APPENDIX 6:** 

SURVEY INSTRUMENT



English

### Default Question Block

### INTRODUCTION

Construction is now underway to extend Metrorail to Dulles International Airport and Loudoun County through the Tysons Corner, Reston, and Herndon areas of Fairfax County, Virginia. Phase 1 of the Silver Line will provide service between Stadium-Armory and Wiehle Avenue in Reston. Phase 2 of the line Silver Line is proposed to extend Metrorail from Reston to Herndon, Dulles International Airport, and into Loudoun County.

Metro and Fairfax County would like your opinion on proposed names for the eight Silver Line stations in Fairfax County. The names marked with an asterisk have been previously endorsed by the Fairfax County Board of Supervisors to Metro's Board of Directors.

To get started, please tell us your level of awareness about the future Silver Line Metrorail project:

Unaware O O O O O Very Awa
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### PURPOSE OF STATION NAMES

The primary purpose of a station name is to help customers plan their trips and navigate the system and region. Through our research, Metro customers have told us that station names help them locate destinations.

Long lasting names in Metro's system that have withstood the test of time have typically included the names of towns, streets, neighborhoods, and landmarks. Accordingly, Metro has a policy that requires that names be:

**Relevant**: Identify station locations by geographical features, centers of activity or be derived from the names of cities, communities, neighborhoods or landmarks within one-half mile (or walking distance) of the station;

Brief: Limited to 19 characters with spaces and punctuation, including both primary and secondary names;

Unique: Distinctive and not easily confused with other station names; and

Evocative: Evoke imagery in the mind of the patron.

### SILVER LINE CORRIDOR

Please indicate below your general level of familiarity with the location of the station areas:

	Unfamiliar				Very Familiar
Tysons Corner	0	0	0	0	0
Reston	0	0	0	0	0
Herndon	0	0	0	0	0
Dulles Airport	0	C	0	0	0

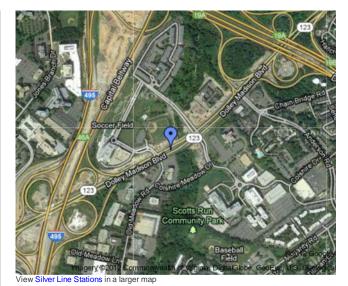
## **Silver Line Phase 1 Stations**

#### STATION 1

This station will be located adjacent to Route 123 within the McLean ZIP code and is the closest station to McLean. The site is approximately one mile from Fairfax County's McLean Government Center and two miles from central McLean.

The Scotts Run stream runs through the Metrorail station area, which is adjacent to both Scotts Crossing Road and Scotts Run Stream Valley Park.

### Which name do you prefer for this station?



NOTE: \* denotes Fairfax County Board of Supervisors' recommended name

- O McLean
- C Scotts Run
- O McLean-Scotts Run
- C Tysons-McLean\*
- O Other (please specify)

### **STATION 2**

This station will be closest to the shopping area commonly referred to as "Tysons Corner." When built, the station will provide access to two major shopping destinations in Tysons Corner: Tysons Corner Center and Tysons Galleria. The station will be located across Route 123 (Chain Bridge Road) from Tysons Corner Center and across Galleria Drive from the Tysons Galleria.

### What name do you prefer for this station?



View Silver Line Stations in a larger map

NOTE: \* denotes Fairfax County Board of Supervisors' recommended name

- C Tysons
- O Tysons Corner
- C Tysons I&II\*
- O Other (please specify)

### **STATION 3**

This station will be in the median of Leesburg Pike and is the closest station to the original Tysons crossroads, the intersection of

Route 7 (Leesburg Pike) and Route 123 (Chain Bridge Road). Greensboro Park is a large business/office park adjacent to the station area. Other nearby streets include Westpark Drive and Gosnell Road.

Approximately one mile north of this future station is the existing West\*Park Transit Center, a bus transit station and Connector Store fare sales office.

### What name do you prefer for this station?



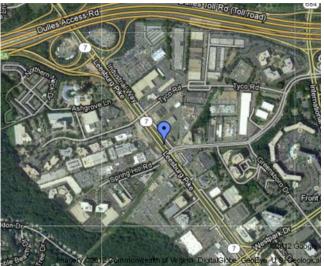
NOTE: \* denotes Fairfax County Board of Supervisors' recommended name

- C Greensboro Park
- O Westpark Drive
- O Tysons Central\*
- O Other (please specify)

### **STATION 4**

This station will be located above the median of Leesburg Pike, between Spring Hill Road and Tyco Road along Route 7 (Leesburg Pike). A new mixed-use development is planned along Spring Hill Road adjacent to the station area.

### What name do you prefer for this station?



View Silver Line Stations in a larger map

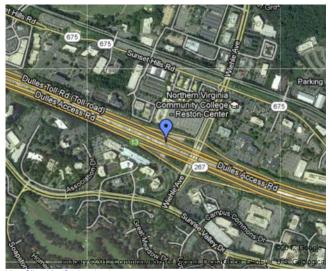
NOTE: \* denotes Fairfax County Board of Supervisors' recommended name

- O Spring Hill
- O Spring Hill Road
- C Tysons-Spring Hill Road\*

### **STATION 5**

This station will be located in the median of the Dulles Toll Road near the southern terminus of Wiehle Avenue where it intersects with the Dulles Airport Access/Toll Road. Wiehle Avenue was named for Dr. Max Wiehle, founder of the town of Wiehle, Virginia which is now part of Reston. The station is being constructed in the median of the Dulles Toll Road with a bus and pedestrian plaza being built on the former site of the Reston East - Wiehle Avenue Park and Ride, commonly referred to as "the Wiehle park and ride" within the community. The park and ride is closed temporarily to make room for mixed use development at this station.

### What name do you prefer for this station?



View Silver Line Stations in a larger map

NOTE: \* denotes Fairfax County Board of Supervisors' recommended name

- O Wiehle
- O Wiehle Avenue
- C Reston-Wiehle Avenue\*
- O Other (please specify)

## **Silver Line Phase 2 Stations**

### **STATION 6**

The station will be located in the median of the Dulles Toll Road adjacent to Reston Parkway and is roughly one-half mile from Reston Town Center. It is also one-third mile from the current Reston Town Center Transit Center, which includes Fairfax Connector bus service and a Connector Store.

### What name do you prefer for this station?



View Silver Line Stations in a larger map

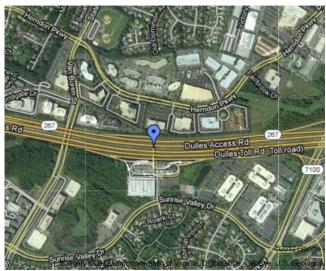
NOTE: \* denotes Fairfax County Board of Supervisors' recommended name

- C Reston
- C Reston Parkway
- C Reston Town Center\*
- O Other (please specify)

### **STATION 7**

The station will be adjacent to the Town of Herndon and is on the western edge of Reston. It will be constucted in the median of the Dulles Toll Road at the existing Herndon-Monroe Street Park and Ride -- commonly known in the community as "Herndon-Monroe" -- which includes Fairfax Connector and Metrobus service as well as a Connector Store.

### What name do you prefer for this station?



View Silver Line Stations in a larger map

NOTE: \* denotes Fairfax County Board of Supervisors' recommended name

- C Herndon
- C Herndon-Monroe
- C Herndon-Reston West\*
- O Other (please specify)

### **STATION 8**

This station will be located in the median of the Dulles Toll Road adjacent to the Commonwealth of Virginia's Center for Innovative Technology (CIT), located on Rock Hill Road. CIT was created by the Commonwealth General Assembly in 1984 as a private, nonprofit corporation to enhance the research and development capability of Virginia's major research universities in partnership

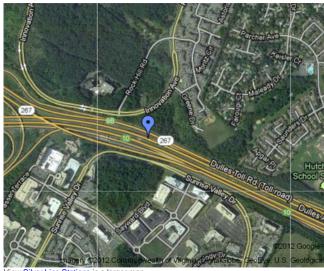
### with industry.

The station area is near the site of a former copper mine; hence the name of Coppermine Road to the south of the station and the nearby Coppermine Crossing neighborhood.

The community of Floris is south of the station site.

Other nearby roads include Innovation Avenue to the north and Sunrise Valley Drive to the south. It is noted that the Silver line is currently slated to extend to Dulles International Airport and it is expected that the Dulles Airport station will include the name "Dulles."

### What name do you prefer for this station?



/iew Silver Line Stations in a larger map

NOTE: \* denotes Fairfax County Board of Supervisors' recommended name

- C Innovation
- C Coppermine
- C Route 28
- C Floris
- C Herndon-Dulles East\*
- O Other (please specify)

### Where do you live?

- O District of Columbia
- O Arlington County
- C City of Alexandria
- C City of Fairfax
- O Fairfax County
- C City of Falls Church
- C Prince George's County
- C Montgomery County
- C Loudoun County
- O Other, Metro DC Area
- O Other, Non-Metro DC Area

### What is your Zip Code?

### How old are you?

O 18 - 24

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25 - 29
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- O 30 34
- O 35 44
- O 45 54
- O 55 64
- O 65 or older

### What is your gender?

- C Male
- C Female

### Are you of Latin or Hispanic Origin?

- O Yes
- O No

### What is your race?

- C White/Caucasian
- C Black/African American
- C Asian/Pacific Islander
- O Native American
- C Other

### What is your household's annual income range?

C Less than \$10,000	○ \$50,000 - \$74,999
<u>C</u> \$10,000 - \$14,999	○ \$75,000 - \$99,999
○ \$15,000 - \$24,999	○ \$100,000 - \$149,999
○ \$25,000 - \$34,999	○ \$150,000 - \$199,999
○ \$35,000 - \$49,999	C \$200,000 or more

### What is the highest level of education you have completed?

- C Less than High School
- C High school graduate
- C Technical/Business school graduate
- C Some college
- C Four year college degree
- C Some post-graduate work
- O Post-graduate/Professional Degree

THANK YOU for taking time out of your day to assist with the Silver Line Station naming process. Visit the official Dulles Corridor Metrorail Project website, www.dullesmetro.com, for more information about the Silver Line.