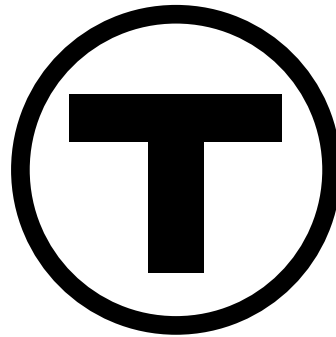


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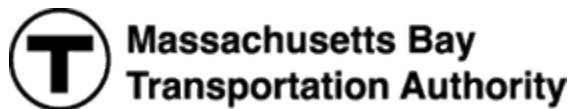
***MBTA  
Station***



***Naming Policy***

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Policy on the Naming of MBTA Stations



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# Policy on the Naming of MBTA Stations

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## I. Intent

The intent of this document is to state the MBTA's principles for selecting names for any new or existing stations. It is not the intent of this policy to rename existing stations that do not conform to these guidelines, but to provide guidance if another impetus or occasion to rename an existing station, or name a new station, arises. Some existing MBTA station names may be inconsistent with the naming guidelines outlined below.

## II. Background

The names of stations are essential aspects of the MBTA's identity. As integral parts of the neighborhoods and communities they serve, station names usually reference important local geographies, orienting riders within the fabric of the city.

Currently, MBTA stations names mostly fall into one of several broad categories:

1. Streets or Squares – e.g. Park Street, Massachusetts Avenue, Central Square
2. Neighborhoods or districts – e.g. North Quincy, Chinatown, Newton Centre
3. Municipality names – e.g. Braintree, Lynn, Franklin
4. Universities, institutions, and nearby attractions – e.g. JFK/UMass, Airport, Wonderland
5. Historic Figures – e.g. Quincy Adams
6. Compound names – e.g. Kendall/MIT, Charles/MGH, Anderson/Woburn – often referencing a nearby institution or a named transit center.

Through these guidelines the MBTA seeks to clarify the process and standards through which a station name is changed. Though there are myriad reasons why a station name may change, the most common example is when the name of nearby geography changes, which creates inconsistency between the station and local area.

This policy establishes guidelines for how stations are named in order to ensure that they retain their identity in the urban environment while also providing flexibility for future partnerships.

### III. Naming or Renaming Stations – Guidelines

When an occasion for naming or renaming a station arises, the MBTA will use the guidelines below to choose or evaluate the new name for the station. Station names should:

1. **Privilege Local Geography:** MBTA station names should be clearly related to the immediate area surrounding the station.
  - a. Urban Transit Service (heavy and light rail lines, bus routes) should privilege nearby streets, squares, or neighborhoods.
  - b. Commuter Rail should privilege municipality names or other prominent local geography. If there is more than one MBTA station in a municipality (either rapid transit or commuter rail), names can reference the neighborhood or district or nearby streets. (e.g. In Newton: Auburndale, West Newton, Newtonville)
2. **Be simple:** Compound names should be avoided.
3. **Be brief:** The length of station names should consider space constraints on station maps and system signage, and should account for customers with disabilities or limited English proficiency.

The length of station names should also be considered when making station announcements to avoid confusing customers with names that can be confused with other parts of speech in an announcement, or are too long for customers or visitors to retain.

While there is no strict rule, most names on the MBTA system are 1-2 words.

4. **Avoid individuals, institutions, or private entities:** Stations should not reference individuals, institutions, or other private entities, unless these entities provide compensation in exchange for this reference. Compensation can be financial or in-kind.
5. **Be polite:** Station names should not be in any way obscene, vulgar, or offensive, and must comply with the MBTA's advertising policy.
6. **Be distinct:** Station names should be distinct from one another and avoid words and phrases that are similar to or already included as part of other station names.

## **IV. Naming or Renaming Stations - Process**

1. A Station Naming Committee will be comprised of representatives from the following MBTA departments:
  - 1.1. External Affairs
  - 1.2. Customer Experience
  - 1.3. Wayfinding
  - 1.4. System-Wide Accessibility
  - 1.5. Commercial Strategy
  
2. For New Stations:
  - 2.1. Proposed names will be discussed by the Station Naming Committee in conformance with the Guidelines above.
  - 2.2. The Station Naming Committee will provide a recommendation to the General Manager for final approval.
  
3. For Existing Stations:
  - 3.1. Proposed names will be discussed by the Station Naming Committee in conformance with the Guidelines above.
  - 3.2. The Station Naming Committee will consider whether the benefits to MBTA customers outweigh the costs of changing an existing station name, taking into account:
    - 3.2.1.1. The cost of and responsibility for changing physical signage (production, installation, and communications costs).
    - 3.2.1.2. Customer education and outreach required for the new station name.
    - 3.2.1.3. Any stakeholder and public feedback received on potential station names.
    - 3.2.1.4. Value provided through the renaming to the MBTA and its customers.
    - 3.2.1.5. If applicable, value provided to potential naming rights partners (impressions, brand value), and whether compensation proposed to the MBTA and its customers is commensurate.
  - 3.3. The Station Naming Committee will provide a recommendation to the General Manager for final approval.
  
4. Where applicable or appropriate, station naming shall consider financial partnerships with third-party organizations. While revenue opportunities should not violate the above guidelines, nothing in this policy prevents consideration of financial partnerships.