

R2023-10-05

**Resolution Renaming the Salt Lake
City Frequent Transit Network Routes as
“Go Routes”**



Frequent Transit Network (FTN) Branding



Where did this idea come from?

- UTA and Salt Lake City entered into an Interlocal Agreement (ILA) in 2019 in order to...

“fund the incremental costs associated with the addition of Transit Improvements and for building out infrastructure on City-sponsored routes to increase coverage and ridership, particularly in the City’s downtown core for under-served areas, specifically the West side and other under-served areas of the City.”



What is included with this ILA?

“The City shall have the right to construct new bus stops with respect to the Frequent Transit Network (FTN) Routes...and may include additional functional and artistic amenities with respect to the bus stops.”



- Since the signing of the ILA, Salt Lake City has built ADA accessible pads for the FTN routes within the City owned right-of-way
- UTA will provide the shelters, benches, trash cans etc.



Where have we been and where are we today?

- 2019 - UTA and Salt Lake City unveiled the first stop constructed under the ILA
- 2020 - Salt Lake City hired a firm to develop concepts with artistic and a recognizable and amenities of the FTN routes
- 2022 - UTA Planning & Engagement work with the City to vet concepts
- 2023 - UTA and Salt Lake City in collaboration select a final design package for a prototype stop to display the proposed moniker



Route 9 first stop unveiling 900 S & 200 W



Agenda Item 8.b.



What does the new moniker look like?

- “Frequent Transit Network” or “FTN Routes” are considered too technical
- UTA and Salt Lake City in collaboration choose ‘Go Route’ as the new name for these routes
- The logo was designed using UTA’s branding design guidelines
- The Go Route stop-watch icon communicates speed, highlighting the benefit of the frequency of the routes



UTA  GO ROUTE

UTA  FRONT RUNNER

UTA  TRAX

UTA  STREETCAR

UTA  RIDESHARE

UTA  VANPOOL

UTA  PARATRANSIT



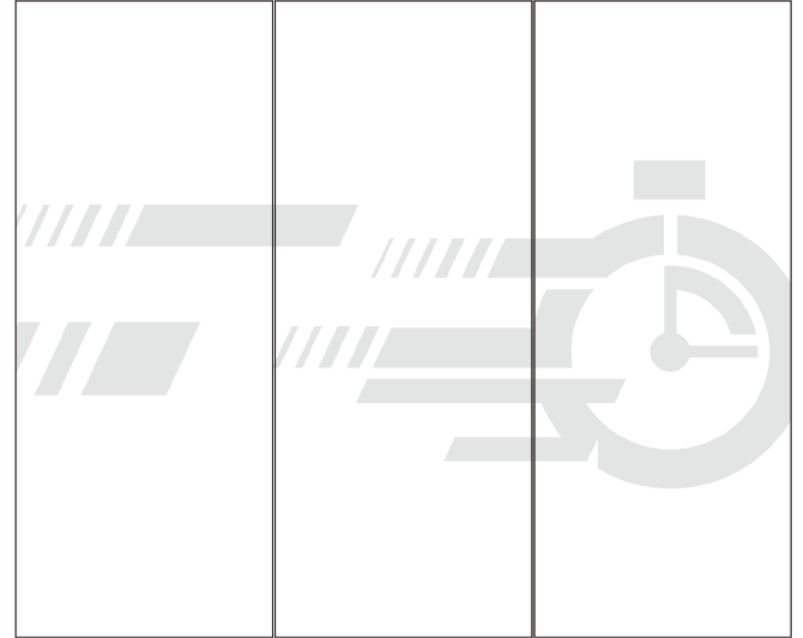
What does the new moniker look like?

- The package also uses the UTA 'Green', which is used in association with 15-minute routes in the UTA system
- The amenity package associated with the 'Go Routes' is intended to be recognizable yet cohesive with the UTA brand and can be rolled out to other cities



What does the new moniker look like?

- In Salt Lake City, the prototype and any future stops will include additional amenities paid for by the City



Questions & Discussion



Recommended Action

(by roll call)

Motion to approve R2023-10-05
Resolution Renaming the Salt Lake
City Frequent Transit Network Routes as
“Go Routes,” as presented

