

**R2023-12-03**

**Resolution Approving the Naming of the  
Midvalley Bus Rapid Transit System as  
the Midvalley Express “MVX”**



# MidValley Express “MVX”

- Community engagement for naming was not recommended for the new Bus Rapid Transit (BRT) line to keep alignment and maintain consistency with other Enhanced Bus/BRT routes (e.g., Ogden Express / OGX)
  - Other opportunities for stakeholders (art and amenities)
- MVX should be considered the name for the BRT project from West Valley Central to Murray Central
- Design and look will align with other Enhanced Buses/Bus Rapid Transit(BRT), (e.g., Ogden Express / OGX)
- This naming convention provides:
  - Consistency
  - Geographically relevant context in the name
  - Inclusive name to represent the service spanning three cities
  - Adherence to the UTA Brand, Style, and Customer Information Guidelines



# Recommended Action

## (by roll call)

Motion to approve R2023-12-03 Resolution Approving the Naming of the Midvalley Bus Rapid Transit System as the Midvalley Express “MVX”, as presented

