
Request for Quote
Transit Branding Services for
Gunbarrel On-demand Microtransit Service
May 22, 2025

I. Gunbarrel Microtransit Service Summary:

Boulder Chamber Transportation Connections (BCTC) is coordinating a branding and marketing campaign for a new on-demand, microtransit service in Gunbarrel scheduled for launch in fall 2025. The Gunbarrel microtransit service will provide free demand-response microtransit service in a 4.4-square mile zone of the Gunbarrel area in Boulder and unincorporated Boulder County, with connections to RTD local route #205-28th Street/Gunbarrel and regional route BOLT-Boulder/Longmont, along with Highway 119 bus-rapid-transit (BRT) service which is scheduled to begin in mid-2027. The Gunbarrel microtransit service will provide a critical local transit connection in a sizable employment and housing area that has experienced significant reductions in fixed-route bus transit services (due to the pandemic and RTD's resource/driver constraints) and is better-suited for demand-response microtransit services.

Additional project partners and key stakeholders involved with this project include Boulder County, the City of Boulder, and RTD.

II. Project Purpose & Brand Guidelines

To develop the brand and branding guides that will be used for the Gunbarrel microtransit service.

This project will be part of Boulder County's broader transit initiatives, which include the **RIDE Longmont** and **Ride Free Lafayette** on-demand, flex transit services. As part of this branding project, Boulder County, BCTC and the City of Boulder seek guidance as to how best to retain and incorporate these existing transit service brands while developing a strong and distinguished global Boulder County transit brand that can encompass all of these, and future, additional services.

Boulder County is currently considering naming the Gunbarrel service "RIDE Gunbarrel," and using the "RIDE Longmont" branding as a basis for developing a global brand. As part of this project, we are seeking guidance to solidify the choice of the "RIDE XXX" name

concept, and whether to create a “RIDE Boulder” or “RIDE Boulder County” brand, which would encompass all transit services administered by Boulder County.

In addition to ensuring the microtransit brand is consistent and inclusive with existing Boulder County transit services, we wish to make this brand cohesive with RTD’s “Flatiron Flyer” branding, which will be used for the future “Diagonal Flyer” BRT service as well.

III. Target Audience

The Gunbarrel microtransit service will primarily serve the 11,500 residents and 9,800 employees who live and work in the Gunbarrel area, along with visitors to the area. It is anticipated that many of the microtransit service users will also use other connecting transit services provided by RTD such as the current regional BOLT route, the future CO 119 Diagonal Flyer BRT service, and the existing local 205 route.

The anticipated user demographics include essential and shift workers who are employed at numerous manufacturing, production, and service sector firms in the Gunbarrel area, which includes the Gunbarrel Tech Center. Some of the major employers in the area include Celestial Seasonings, Lockheed Martin, Northrop Grumman, QUALCOMM, Medtronic, Avery Brewing, Namaste Solar, Gunbarrel Square Shopping Center, King Soopers, Hampton Inn, BCH Urgent Care Center, and Heatherwood Elementary School.

Additionally, demographic analysis of the ~11,500 Gunbarrel residents indicates 17% of the population being non-white Hispanic or Latino and 11% living within 150% of the poverty level. An estimated 8% of the population has a disability, and 14% of the population is over the age of 65. There are also many middle and high school students in the area who rely on connections to local and regional RTD routes to get to Boulder High and other local public and private schools.

IV. Project Scope & Timeline:

We are seeking guidance and expertise in the following areas:

- Naming and development of global Boulder County transit brand and Gunbarrel specific service.
- Development of logo/visual mark for global brand and Gunbarrel specific brand, as appropriate.
- Vehicle wrap design for Gunbarrel specific service (vehicle type TBD as project progresses).

- Webpage design, which will be housed on Boulder County’s website.

We anticipate the Gunbarrel microtransit service will be launched in September 2025.

Given this launch date all branding work will likely need to be completed by August 2025, to ensure a minimum of 30-days for fabrication and installation of vehicle wraps.

Note: Most of the marketing components of this project are outlined in a separate Marketing RFQ. Prospective consultants are encouraged to review that RFQ for additional project context and are encouraged to submit a separate quote for that project if interested.

V. Deliverables:

Include, but are not limited to, design, copyright, and development of:

- Global and Gunbarrel-specific transit service name
- Visual mark/Logo
- Style guide to include key branding concepts, key messages & tagline, the usage of the logo, typography, colors, and supplemental graphics
- Design of vehicle wrap (does not include fabrication and installation of wrap)
- Webpage (which will incorporate additional Boulder County transit services as requested)

VI. Budget: Not to exceed \$25,000

Quote should include cost detail for individual tasks as appropriate.

VII. Quote Submission:

In addition to providing an overall project proposal and suggested approach, consultant should include schedule of deliverables and cost detail for specific project tasks, as well as relevant examples of similar prior branding work.

Quotes should not exceed 5 pages total and should be submitted via email to:

karen.worminghaus@boulderchamber.com on or before 5pm MDT, on June 6, 2025.

Please include “Gunbarrel Microtransit Branding Quote” in the email subject line.