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

I. Gunbarrel Microtransit Service Summary:

Boulder Chamber Transportation Connections (BCTC) is coordinating the 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

To develop and lead the implementation of a 10-month marketing and outreach plan for the new Gunbarrel microtransit on-demand service.

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:

Note: The brand development components of this project are outlined in a separate Branding 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.

We are seeking guidance and expertise in the following areas:

- Development of a comprehensive marketing campaign plan and activity schedule in collaboration with BCTC staff for the duration of the 10-month campaign, with flexibility for adjustments as needed for maximum impact
- Development of public information for the Gunbarrel microtransit service, e.g. brochures, flyers, postcard mailers, service area maps, etc.
- Creative design and graphic design
- Copywriting
- Webpage updates (webpage design will be completed as part of our branding project)
- Develop and lead implementation on 10-month marketing plan, to include social media / digital marketing strategy and implementation
- Staff support for BCTC public engagement activities with the campaign

Note: BCTC and Chamber staff will have the lead role in carrying out in-person marketing and outreach events such as, kick-off/ribbon cutting event, outreach to businesses and

community groups, tabling at events, etc., which will be planned in coordination with the marketing consultant.

We anticipate the Gunbarrel microtransit service will be launched in September 2025. We intend to initiate our marketing campaign 2-3 weeks prior to the start of service. Major marketing efforts will occur during the first 3 months of service, followed by continued and on-going marketing efforts through 5/31/26. The full duration of this marketing effort is anticipated to span ~August 2025 – May 2026 (10 months).

The project partners (BCTC, Boulder County, and City of Boulder) will continue marketing the service beyond 6/1/26 via collaborative, on-going marketing efforts.

V. Deliverables:

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

- Marketing campaign for the duration of the 10-month campaign, with flexibility for adjustments as needed for maximum impact
- Key messages and graphics to be used in social media, digital marketing (including, but not limited to, MailChimp and GrowthZone emails), and print campaigns
- Social media video-based ads
- Engaging and simple to understand service area map
- Brochures and other collateral which include clear instructions on how to utilize the service
- Ongoing marketing materials and messages which include rider and business profiles/spotlights
- Marketing and outreach materials may also be requested in Spanish

VI. Budget: Not to exceed \$50,000

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 marketing 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 Marketing Quote” in the email subject line.