

Project Sponsor: Boulder County

Project Title: CO 119 Branding & Wayfinding Signage

Project Phases: Study

Background/ Project Justification:

In partnership with the City of Boulder, City of Longmont, Boulder County and the RTD, Commuting Solutions will implement the next steps recommended in the SH 119 First and Final Mile Study to create a brand identity for SH 119 Bus Rapid Transit stations and service/corridor bikeway and wayfinding next steps.

This project will develop an overarching BRT brand vision for the future planned BRT corridors in the Northwest Area: SH 119, SH 7, US 287 and the other NAMS corridors. The project will initiate a stakeholder process which consists of Boulder, Longmont, Boulder County, RTD, Commuting Solutions and CDOT. These stakeholders will collaborate in a process to develop a unique brand identity for the SH 119 BRT corridor and design wayfinding signage for the BRT and bikeway planned in the corridor. The project will create a public engagement process that is inclusive of multi-ethnic, community perspectives to obtain input to the brand identity. The project will define the core brand attributes (fonts, layout, colors, graphics and messaging typology) to inform a visual identity and locations where the brand will be utilized, such as BRT vehicle wrap design, wayfinding, stations, and materials. The project will result in construction-ready wayfinding plans and signs that are ready for the local governments to fabricate and install.

Project Description:

The Northwest metro region has a number of existing (US 36) and planned BRT corridors (SH 119, CO 7 and SH 287, etc.). This project will include a regional visioning session with the Northwest Mayors & Commissioners Coalition (MCC) staff, RTD and CDOT to develop an overarching regional BRT brand that can frame individual corridor branding efforts moving forward. A regional BRT brand supports operational flexibility and increases BRT corridor recognition for customers. In addition, this project will develop a unique BRT brand and wayfinding of signage for the SH 119 corridor.

- Develop CO 119 corridor brand and identity for Bus Rapid Transit, the Commuter Bikeway, and related improvements.
- Develop menu of signage options to be used on and adjacent to the corridor (wayfinding kiosks, station-area signage, directional signage, etc.)
- Develop signage plan for signs to be installed outside of the CO 119 right-of way, but within 1 mile of the corridor (signage plans within CO 119 right of way will be developed as part of infrastructure projects along the “trunk”).
- We will use the recommendations in the [CO 119 First and Final Mile Study](#) as a starting point for developing the wayfinding and branding plan.

Funding Breakdown in \$1,000s (by program year) ¹				
	FY 2023	FY 2024	FY 2025	Total
DRCOG Requested Funds	\$315	\$	\$	\$315
CDOT or RTD Supplied Funds ²	\$	\$	\$	\$
Local Funds (Funding from sources other than DRCOG, CDOT, or RTD)	\$35	\$	\$	\$35
Total Funding	\$350	\$	\$	\$350

Project Location/ Map:

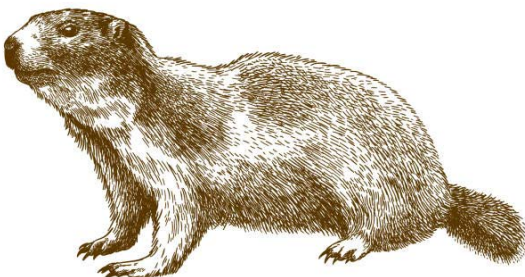
- Within 1 mile of CO 119 Corridor, from Foothills Pkwy to Hover St

Visuals/ Images:

- Branding developed for the US 36 corridor:



Without this grant we may end up with something silly for this corridor’s brand and identity, such as:



Prairie Dog Flyer

Bus routes on the CO 119 corridor: PDF-1, PDF-2, etc.