



# Town of Johnstown

## **TOWN COUNCIL WORK SESSION**

**450 S. Parish, Johnstown, CO**

**Monday, June 27, 2022 at 6:00 PM**

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*MISSION STATEMENT: Enhancing the quality of life of our residents, businesses, and visitors through community focused leadership.*

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## **AGENDA**

### **CALL TO ORDER**

### **AGENDA ITEMS**

- [1.](#) Input and Collaboration on Regional Transportation solutions - Larimer County
- [2.](#) Downtown Branding & Wayfinding Project: Town Council Kick-Off

### **ADJOURN**

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## **AMERICANS WITH DISABILITIES ACT NOTICE**

**In accordance with the Americans with Disabilities Act, persons who need accommodation in order to attend or participate in this meeting should contact Town Hall at (970) 587-4664 within 48 hours prior to the meeting in order to request such assistance.**

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# Town of Johnstown

## TOWN COUNCIL WORK SESSION COMMUNICATIONS

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**AGENDA DATE:** June 27, 2022

**SUBJECT:** Larimer County seeks input on regional transportation solutions.

**ATTACHMENTS:** Presentation

**PRESENTED BY:** Jenny Young, FHU - Mark Peterson, Larimer County - Laurie Kadrich, Larimer County

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### AGENDA ITEM DESCRIPTION:

Larimer County seeks input from the Johnstown Town Council on your desire to collaborate and cooperate on regional transportation solutions. The communities of Larimer County are strongly interconnected, and a safe and reliable regional transportation network is needed to support our communities' travel needs. Although there is transportation funding legislation at both the state and federal levels, significant gaps remain in the ability to meet the regional transportation needs in our county.

The City/Town Managers of all communities in Larimer County expressed support for advancing discussions around regional transportation solutions, starting with meetings with each elected body in the county. We seek to understand the relative importance of regional transportation to your community and to know what approaches you are interested in pursuing to address regional transportation solutions. We hope to learn about the "must haves" and the "deal breakers" for your community to coordinate on regional transportation.

Larimer County initiated and funded a planning effort in 2018 to explore funding opportunities for regional transportation. The effort terminated with an unsuccessful sales tax ballot measure in 2019. The County recognizes two notable detractors from the success of that initiative:

1. Transportation was bundled with county facilities on the ballot question, which was a mistake. It led to voter confusion and the perception that the sales tax was too ambitious.
2. The 2018/2019 effort involved collaboration at the technical and policy levels through a Technical Advisory Committee (TAC) and a Regional Task Force (RTF). The TAC included a staff representative from each community in Larimer County, while the RTF

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included an elected official representative from each community. This structure did not enable broad discussion and support from the elected bodies throughout the County, resulting in mixed support for the ballot question.

As we renew the conversation around regional transportation, the County wishes to learn from these missteps and explore alternative approaches to achieve mutually beneficial solutions. We look forward to hearing your ideas and collaborating with you. Your input will be combined with that of the other elected bodies across the county to determine whether there are shared interests in potential next steps.

***Reviewed and Approved for Presentation,***



Town Manager



# Regional Transportation Solutions

Discussion with Johnstown Town Council

June 27, 2022



# Mission Statement

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A cohesive and collaborative strategy is needed to identify solutions for regional transportation needs

## Meeting Purpose

Assess and inspire your community's desire to collaborate and cooperate on regional transportation solutions

# AGENDA

1. Defining Regional Transportation
2. Regional travel snapshot
3. Current funding environment
4. Interactive polling and discussion

# Regional Transportation Solutions

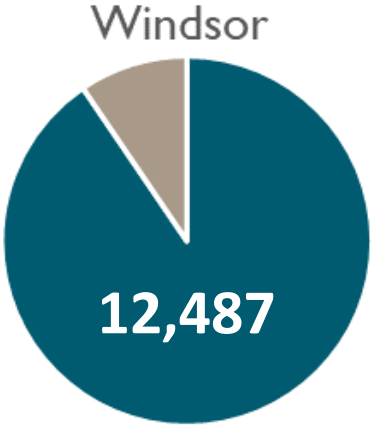
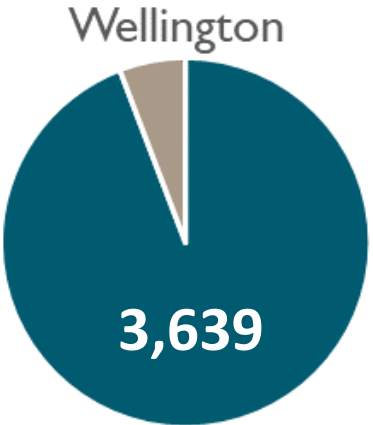
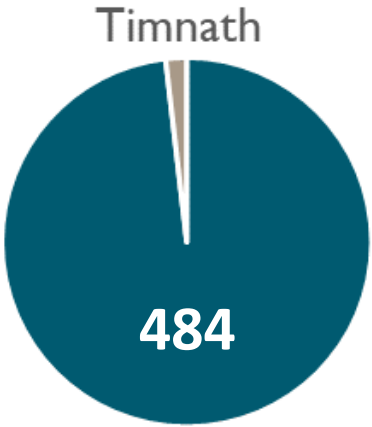
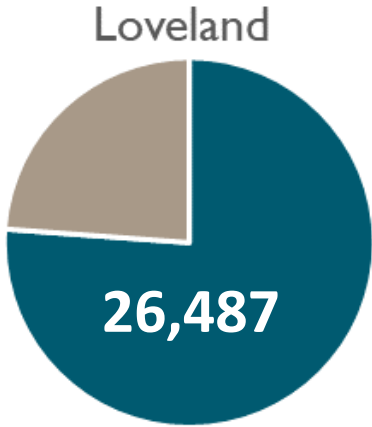
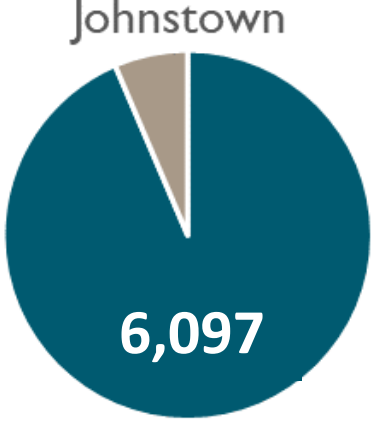
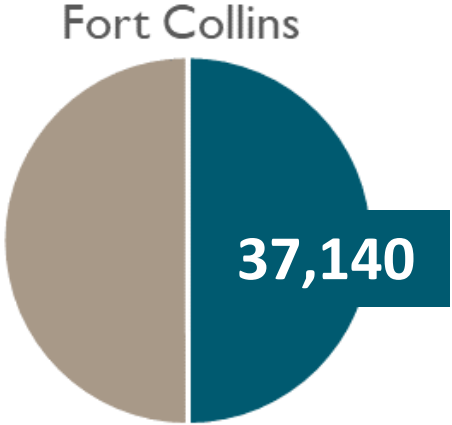
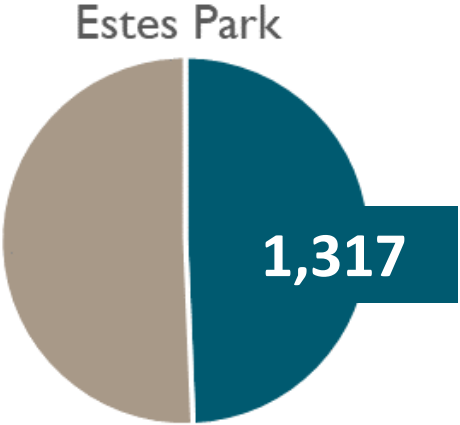
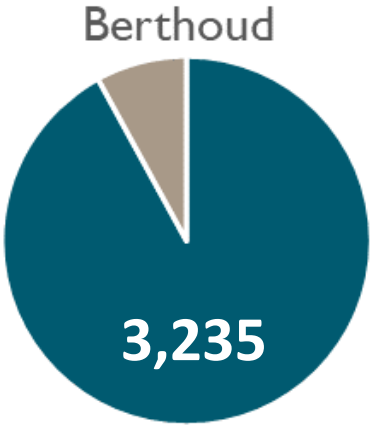
Improving mobility for people, goods and services using any travel mode (driving, riding transit, bicycling, walking, etc.) between communities and across our region.

# REGIONAL Travel Snapshot

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# A mobile and interconnected region...

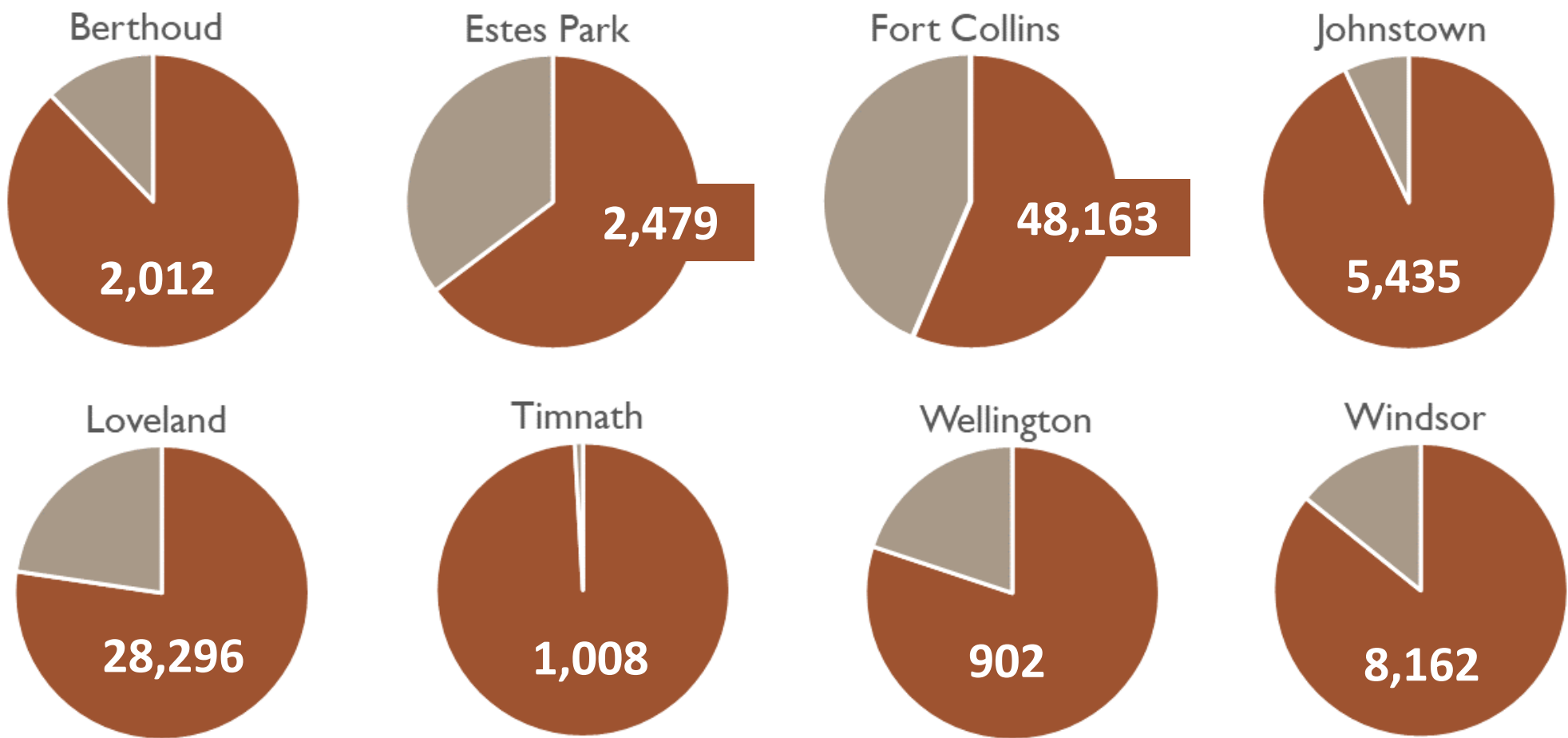
*Employed residents who commute elsewhere for work*



Source: U.S. Census Longitudinal Employer-Household Dynamics, 2019

# A mobile and interconnected region...

*Employees who arrive from elsewhere*

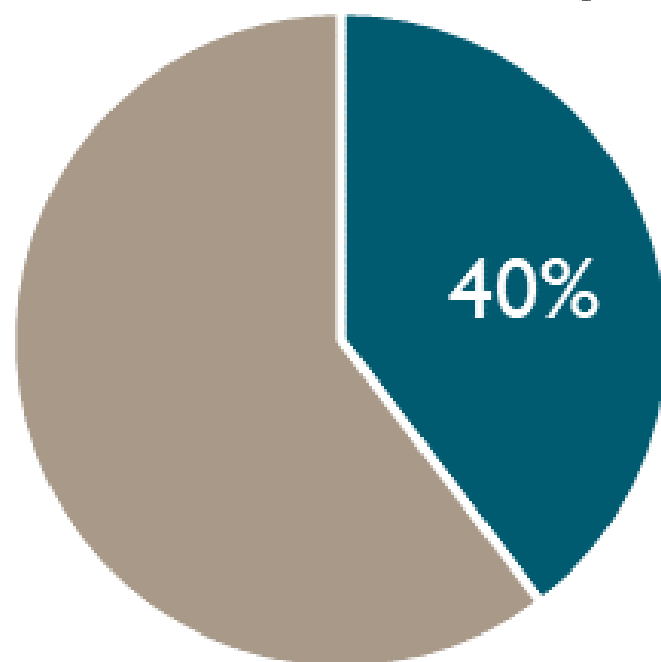


Source: U.S. Census Longitudinal Employer-Household Dynamics, 2019



# Countywide Travel Patterns

Larimer County



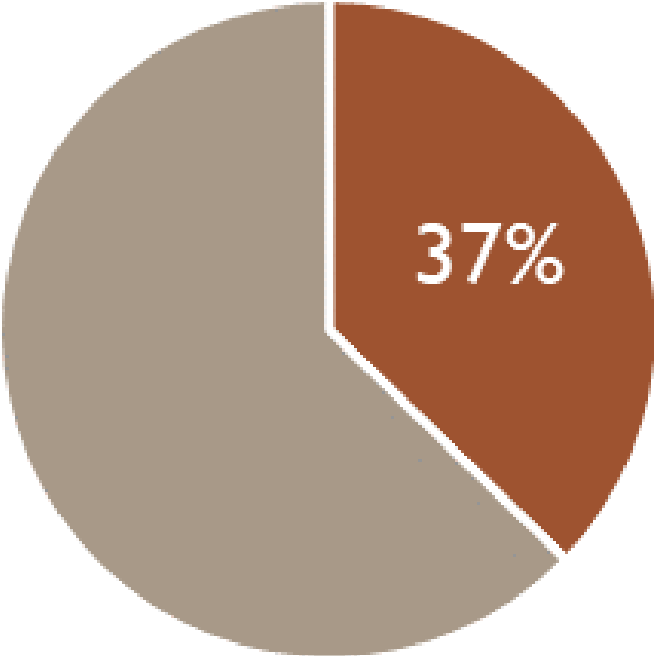
*Percent of employed residents who commute elsewhere for work*

	Count	Share
Larimer County	95,431	60.4%
Weld County	14,611	9.2%
Boulder County	10,641	6.7%
Denver County	8,232	5.2%
Adams County	5,483	3.5%
Arapahoe County	4,863	3.1%
Jefferson County	4,626	2.9%
El Paso County	2,781	1.8%
Douglas County	1,968	1.2%
Laramie County (WY)	1,088	0.7%
All Other Locations	8,368	5.3%
<b>Total</b>	<b>158,092</b>	<b>100.0%</b>

Source: U.S. Census Longitudinal Employer-Household Dynamics, 2019

# Countywide Travel Patterns

Larimer County



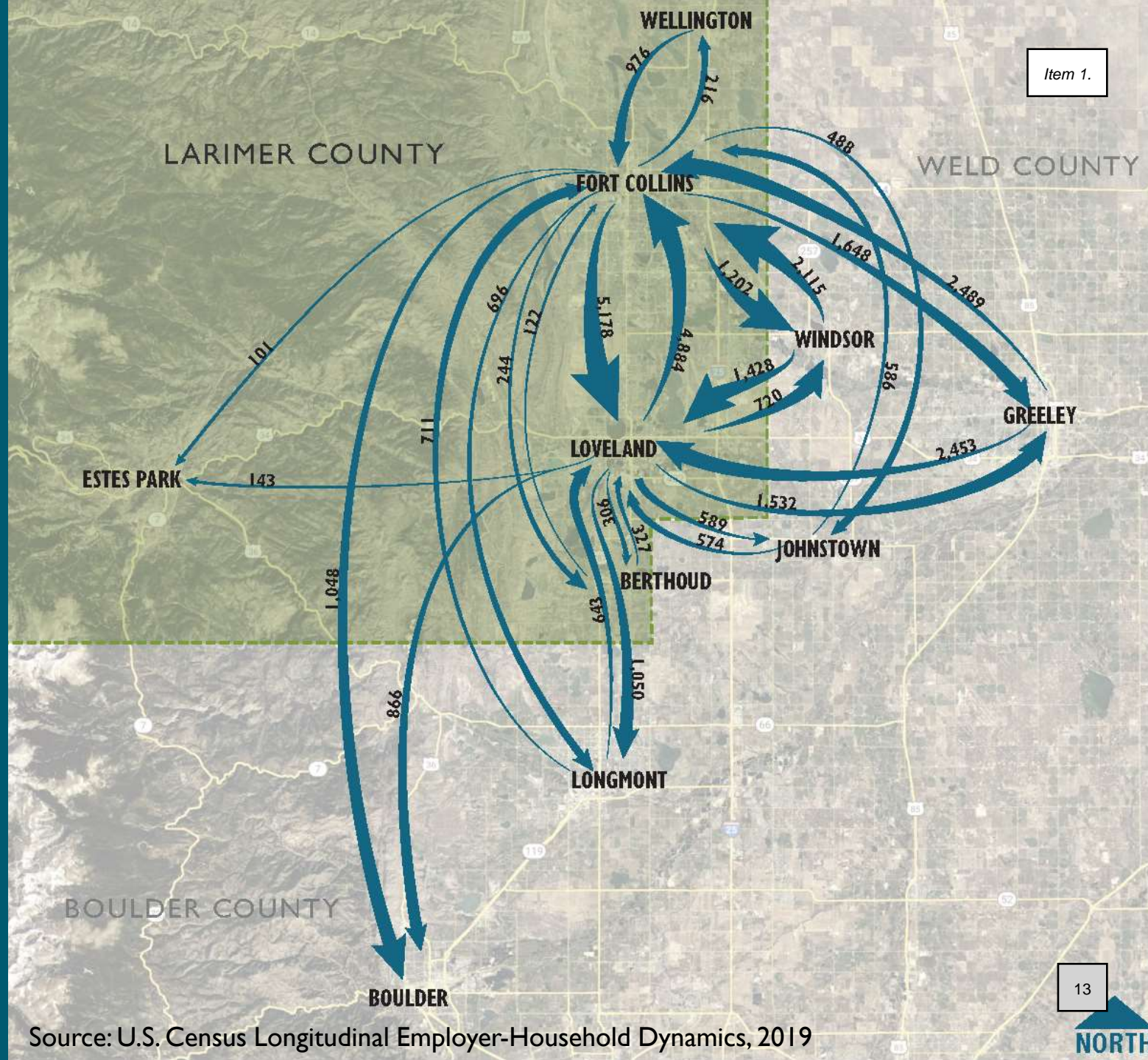
*Percent of employees who arrive from elsewhere*

	Count	Share
Larimer County	95,431	62.8%
Weld County	23,845	15.7%
Boulder County	4,845	3.2%
Jefferson County	3,937	2.6%
Adams County	3,714	2.4%
Arapahoe County	3,429	2.3%
Denver County	3,234	2.1%
El Paso County	2,813	1.8%
Douglas County	1,751	1.2%
Laramie County (WY)	1,059	0.7%
All Other Locations	8,021	5.3%
<b>Total</b>	<b>152,066</b>	<b>100.0%</b>

Source: U.S. Census Longitudinal Employer-Household Dynamics, 2019

What does all that movement look like?

Daily commuting trips





Some of which  
occurs by public  
transportation

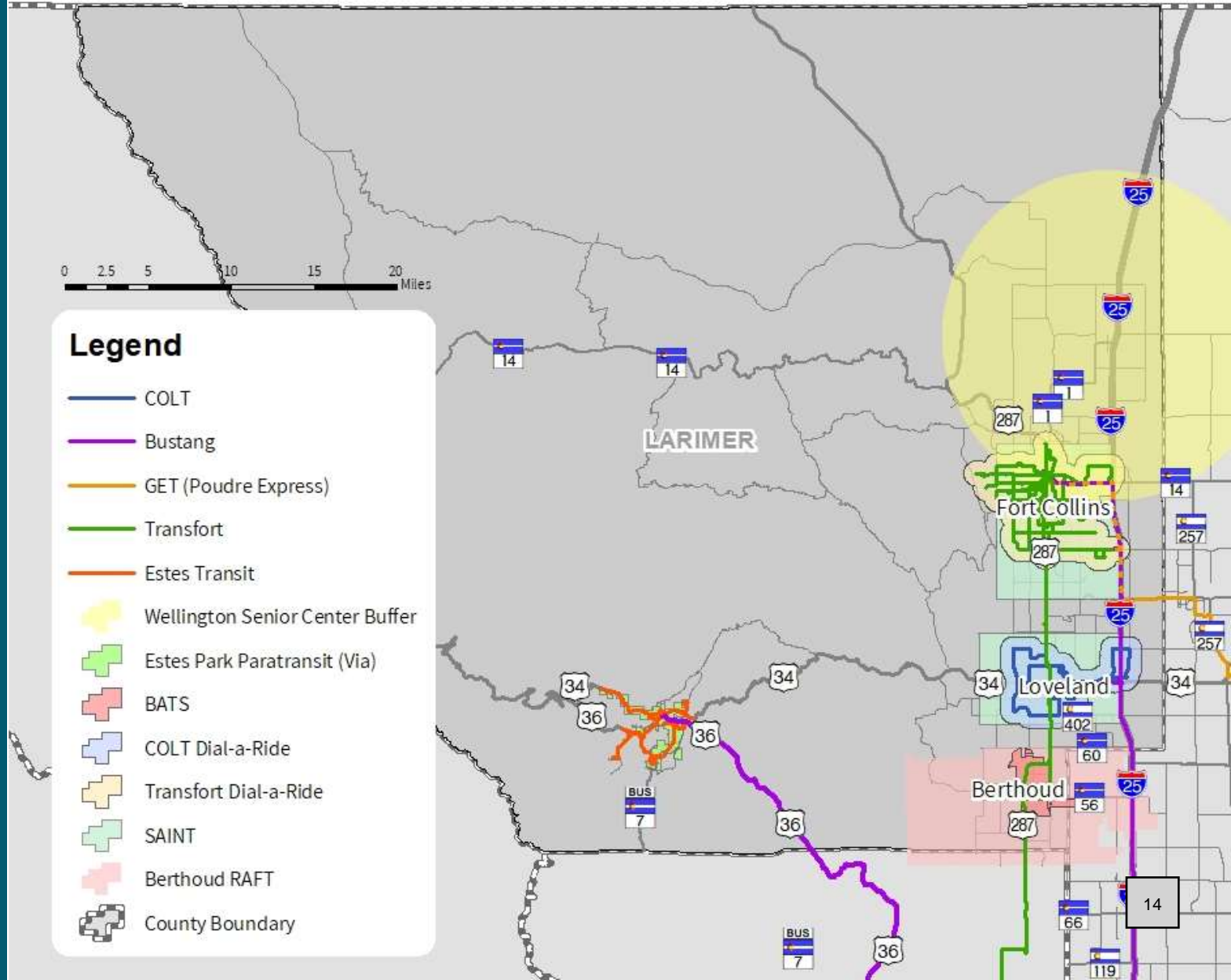


North Front Range  
Metropolitan  
Planning  
Organization

## Larimer County Transit and Demand Response Services

Item 1.

Sources: CDOT, NFRMPO



Each community has a **unique transportation story** and priorities; all communities generate **regional travel**

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# CURRENT

## Transportation Funding Environment

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- \$5 Billion in transportation funding for Colorado
- Partial distribution via Highway Users Tax Fund (HUTF)
  - Approximately \$50 million over 10 years
- Emphasis on Greenhouse Gas (GHG) emissions reduction
  - Regionally Significant projects subject to GHG mitigation requirements
- Uncertainty about new gas and registration fees

# STATE FUNDING

## Senate Bill 21-260 (SB 260)

- \$1.2 Trillion legislation
- 10-year federal infrastructure investment strategy
- New and continuing grant opportunities
- Emphasis on projects with regional impact
- Expected trend in awarding multimodal projects, transit, trails, complete streets and resiliency projects; focus on equity

# FEDERAL FUNDING

## Infrastructure Investment and Jobs Act (IIJA)

# Public Perception: Transportation is funded!

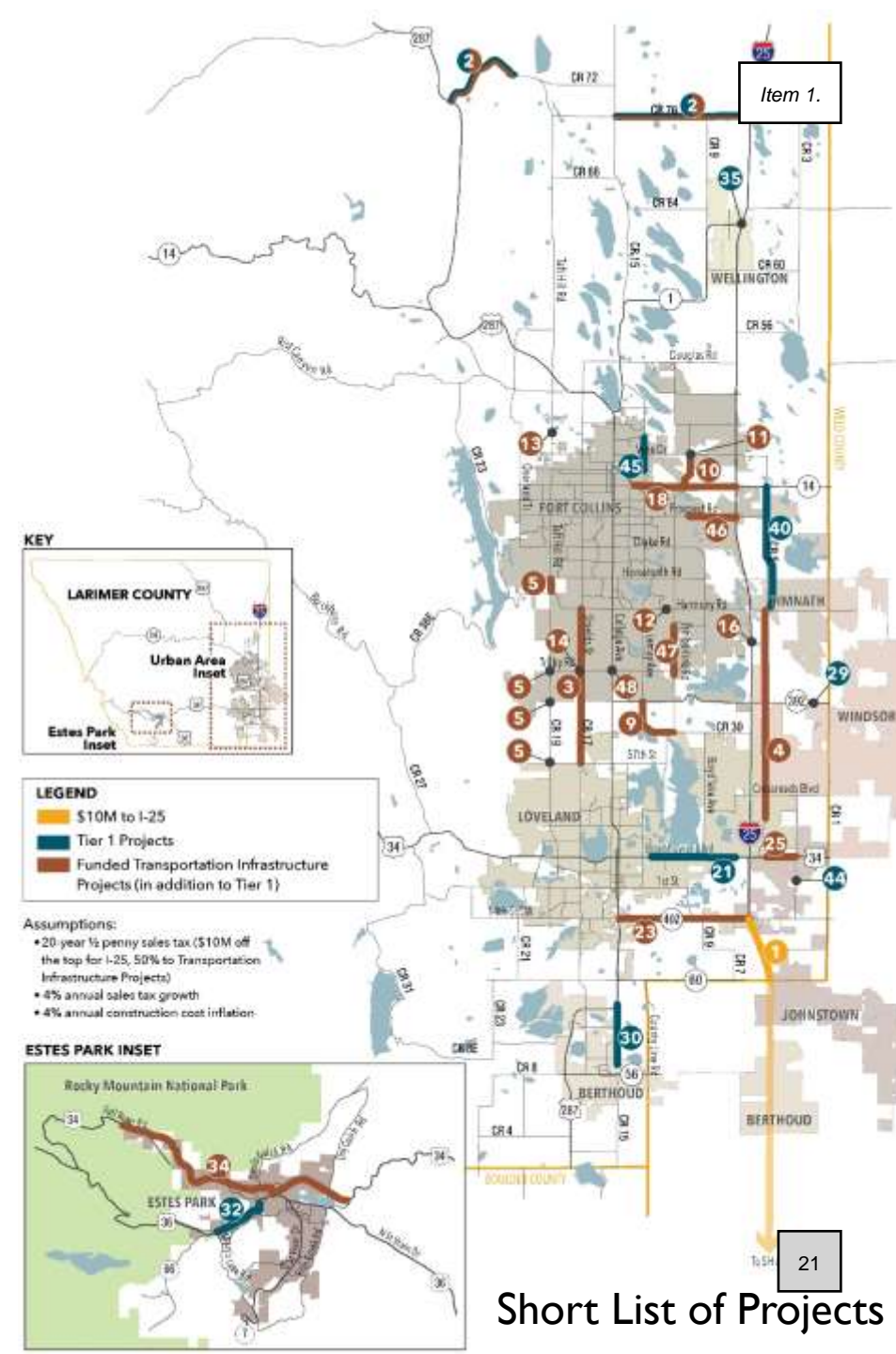
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# NOTABLE Funding Gaps and Considerations

- Increasing construction costs
- Federal Infrastructure Bill is grant heavy; competitive, local match requirements
- Non “Regionally Significant” projects (as defined in SB 260 and CDOT Rulemaking)
- Shift in focus to multimodal and transit projects reduces ability to fund capacity projects
- Uncertainty about how greenhouse gas rulemaking will be applied

# Local Funding Attempt

- Technical Advisory Committee and Regional Task Force formed in 2018
- Compiled regional transportation infrastructure projects (\$547M in needs)
- Evaluated and ranked infrastructure projects and developed strategy for project “short list”
- Identified eligibility criteria for transit
- Unsuccessful Half Penny sales tax ballot question in 2019



# KEY TAKEAWAYS

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- Identifying the right mix of projects that works for all communities and resonates with the public is challenging
- Message was not getting back to City Councils, community leaders
- Municipalities should have “skin in the game” – Council involvement and monetary contribution to planning effort
- Bundling transportation with facilities was a mistake



# Interactive Polling

Go to [www.menti.com](https://www.menti.com)

# What are the critical issues for your community that impact regional transportation? Please rank these issues:

- 1st Congestion on regional corridors
- 2nd Jobs/housing balance
- 3rd Cost of living/affordable housing
- 4th Tourism
- 5th Lack of public transit options

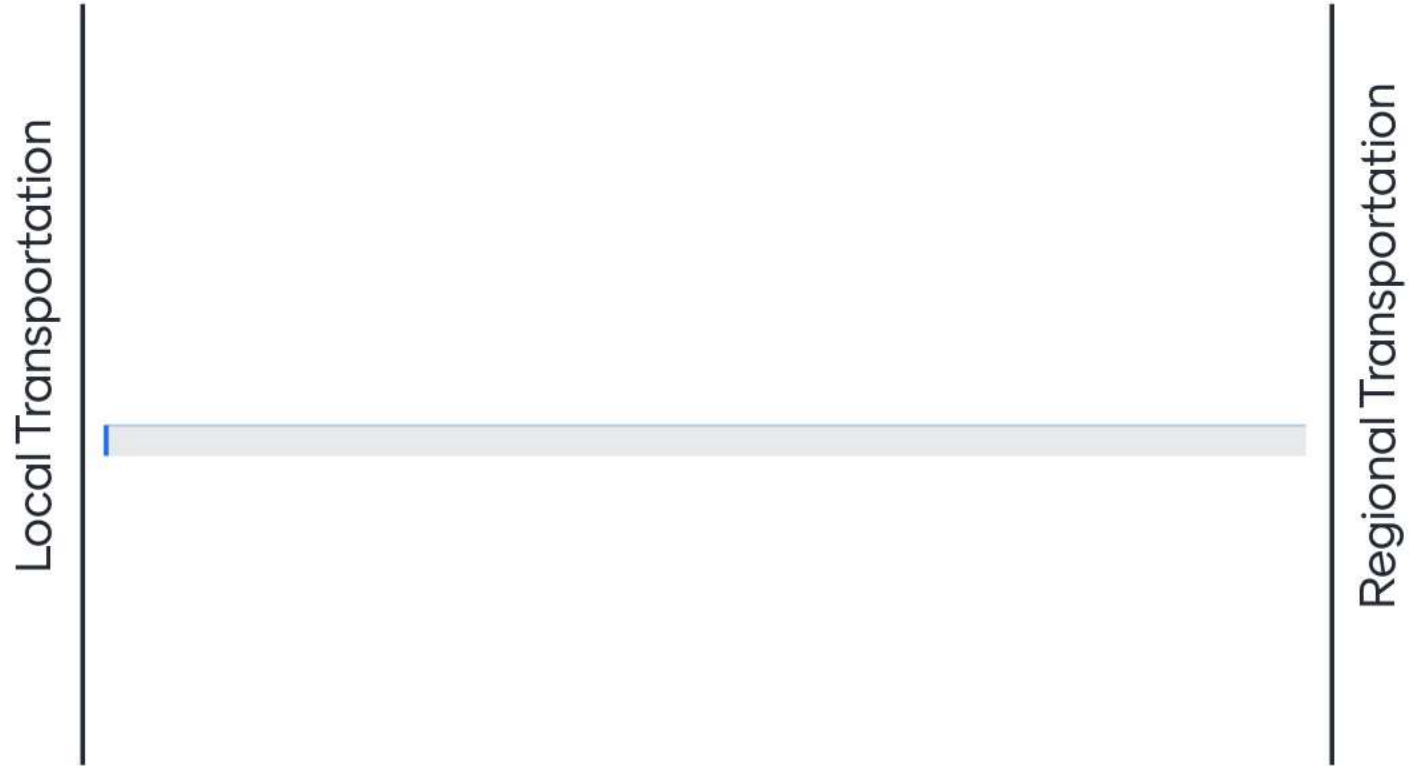
# How important is regional transportation compared to other topics in your community?



- A top priority
- A moderate priority
- A low priority
- Not a priority



# How important is it to address regional transportation needs compared to local transportation needs within your community?

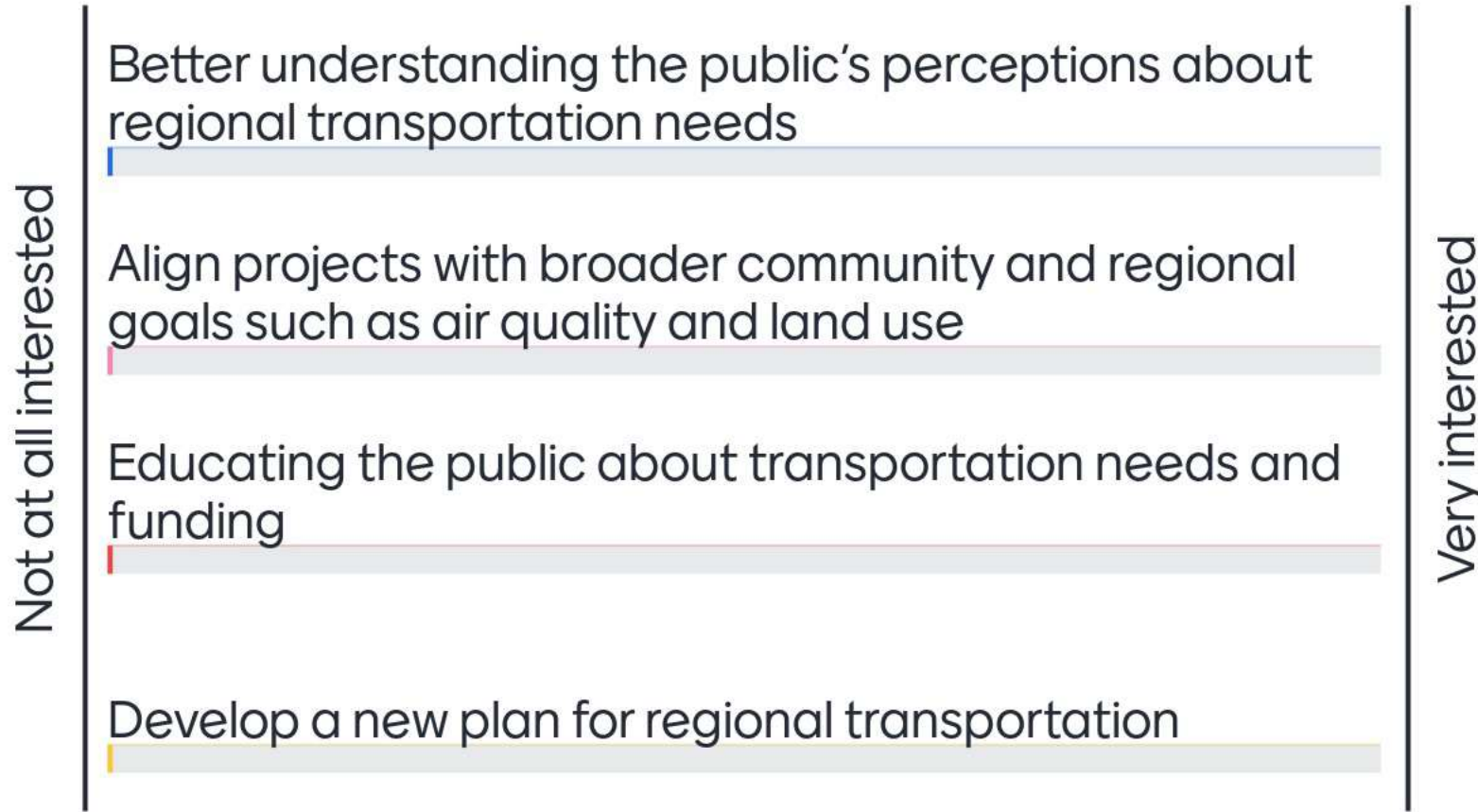


# What is your level of interest in coordinating and cooperating on regional transportation solutions with other communities in Larimer County?



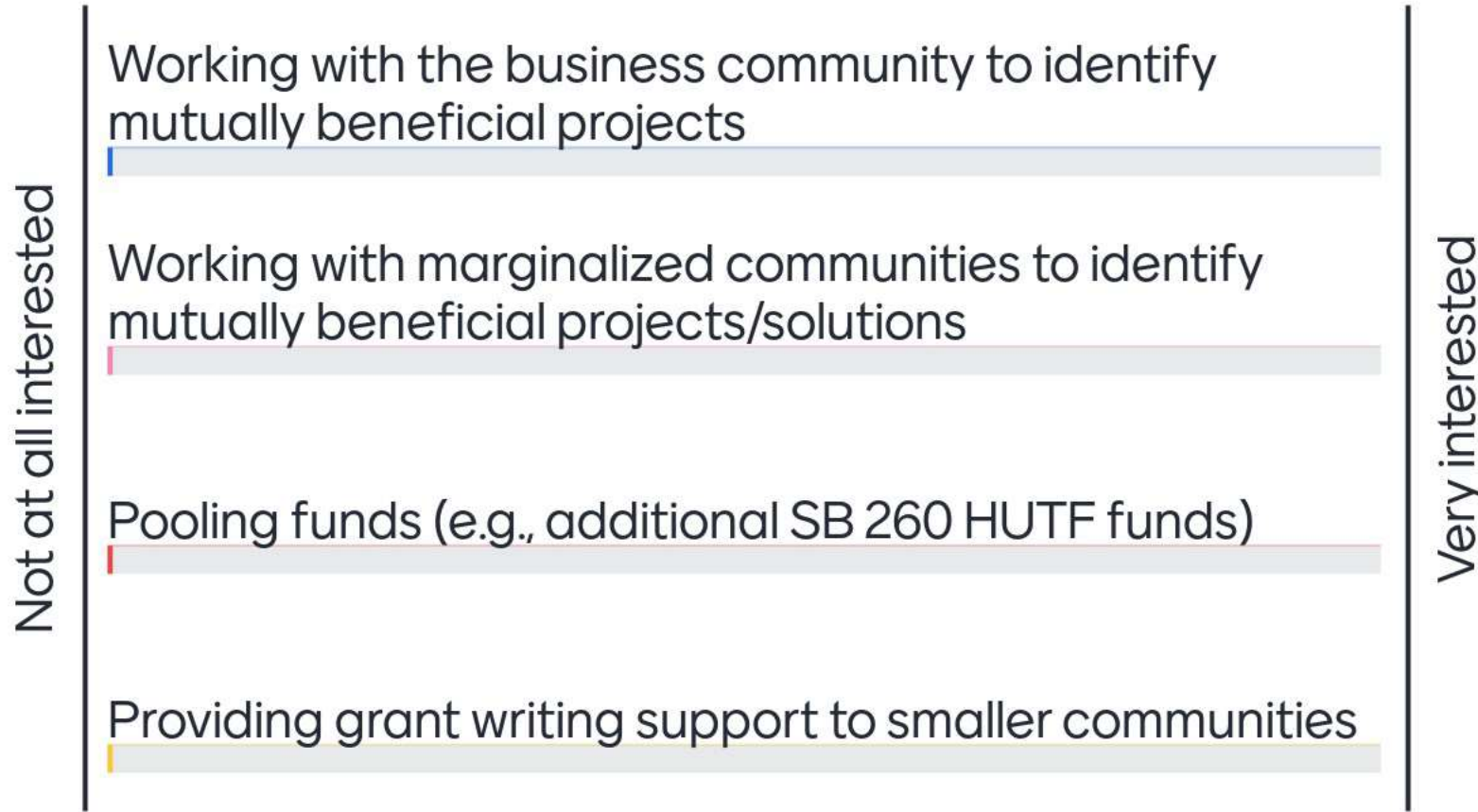
- A top priority
- A moderate priority
- A low priority
- Not a priority

# What approaches are you interested in exploring to address regional transportation needs?





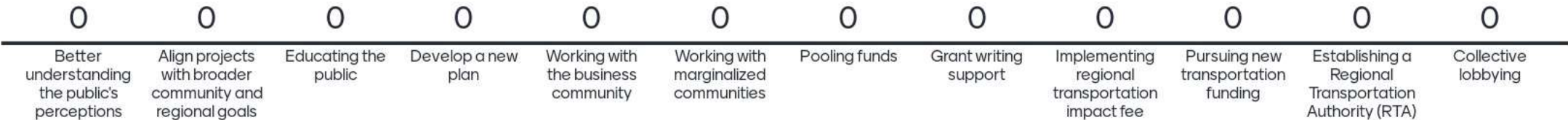
# What approaches are you interested in exploring to address regional transportation needs?



# What approaches are you interested in exploring to address regional transportation needs?



Out of all the options presented in the previous questions, which three are most important to you?



# What resources is your community willing to contribute? Select all that apply

0	0	0
Funding for the planning effort (up to \$25,000)	Staff resources (e.g., of TAC member)	Active participation from leadership and elected officials

# Should there be consideration for expanding the "region" beyond Larimer County?



If so, what is the geographic extent of the "region"?

What are the “must haves” for your community to coordinate on regional transportation solutions?

DISCUSSION

What are the “deal breakers” that would prevent your community from coordinating on regional transportation solutions?

DISCUSSION



Thank you!



# Town of Johnstown

## TOWN COUNCIL WORK SESSION COMMUNICATIONS

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**AGENDA DATE:** June 27, 2022

**SUBJECT:** Downtown Johnstown Branding & Wayfinding Project

**ACTION PROPOSED:** Provide feedback regarding the project

**ATTACHMENTS:** 1. Downtown Johnstown Branding & Wayfinding Presentation

**PRESENTED BY:** Sarah Crosthwaite, Economic Development Manager  
Kristin Cypher, Project Manager with Michael Baker International

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### AGENDA ITEM DESCRIPTION:

Enclosed is the Downtown Johnstown Branding & Wayfinding presentation put together by Kristin Cypher from Michael Baker International. For reference Town Council awarded the contract to Michael Baker International on May 2, 2022 for a total budget amount not to exceed \$113,000. At the end of the project the following outcomes are expected:

- Development of a brand identity for the downtown corridor
- Town wayfinding signage master plan (*only includes identification of signage location and type, no design*)
- Design and implementation plan of wayfinding signage in the downtown corridor (*includes identification of signage location, type, and design*)
- Bid and fabricator support for the downtown wayfinding

Staff had a soft launch regarding this project on June 4, 2022 during the Johnstown BBQ Day and received general positive feedback on the project's goals. Staff also launched the project webpage, community wide-survey, and emailed the downtown businesses notifying them of the project launch and how to get involved. Staff is now working with Kristin to begin putting together a social media campaign, and outreach plan to ensure community-wide awareness, participation and feedback. This project is expected to be completed within 12 months. Below are the links to the webpage and survey:

- Project webpage: <https://johnstown.colorado.gov/DowntownIdentity>
- Community wide-survey: <https://www.surveymonkey.com/r/DowntownIdentity>

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Part of this project also includes engagement from the Town Council by gathering your feedback regarding project expectations, downtown identity, and general comments/concerns. Kristin will go over the presentation that is enclosed and we encourage you to ask questions and provide feedback throughout.

*Reviewed and Approved for Presentation,*

A handwritten signature in blue ink, appearing to be 'W. J. C.', is written over a horizontal line.

Town Manager

*The Community That Cares*

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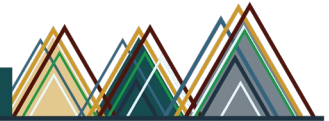
# Downtown Johnstown Branding & Wayfinding Town Council Work Session

June 27, 2022

**Kristin Cypher**

Michael Baker International

This is  
**Downtown  
Johnstown**



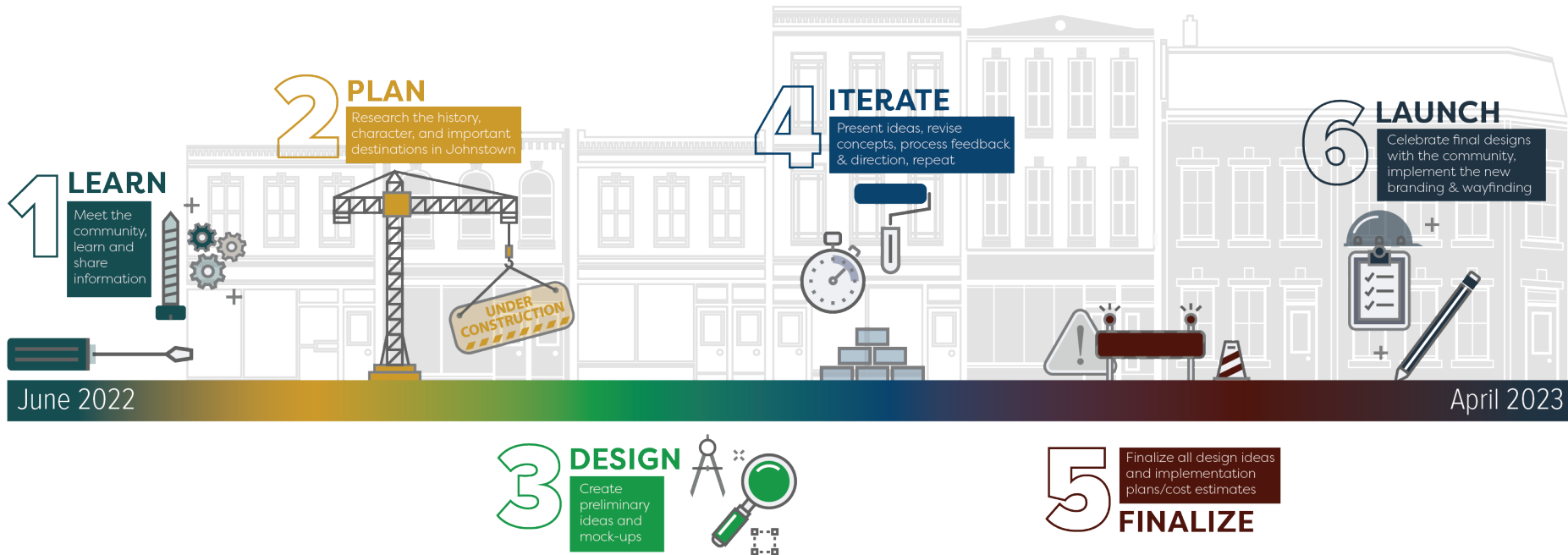
Branding & Wayfinding Plan



# This is Downtown Johnstown.

Item 2.

## Creating a New Downtown Branding & Wayfinding Plan



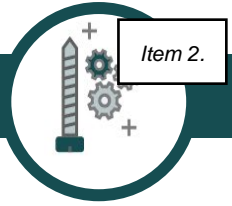
## The Downtown Johnstown Brand Will:

**Help the  
Downtown tell its  
story & celebrate  
its history and  
character**

**Connect the  
Downtown to  
prospects,  
businesses &  
opportunities**

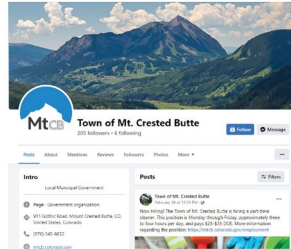
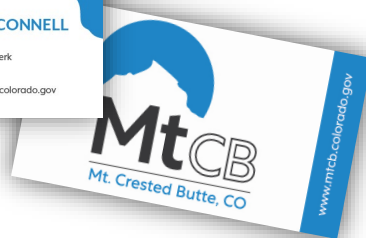
**Connect  
members of the  
community to  
each other**

## Step 1: Learn

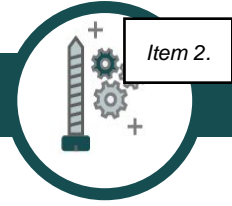


### Goals of the Branding Project





Destination  
(D - 12)

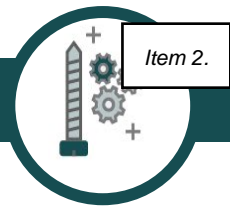
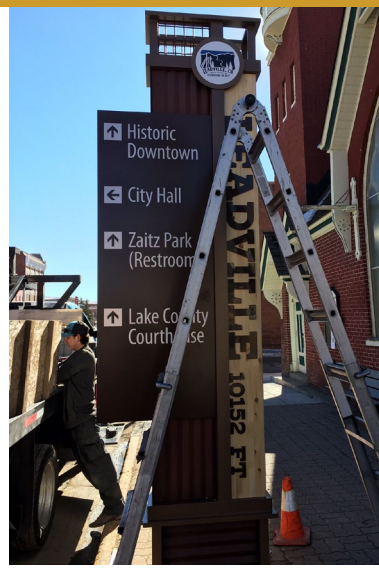


## Step 1: Learn

What is a Community Brand?

What is the purpose of a  
Downtown Johnstown Brand?

- ✓ Identity Package
- ✓ Marketing Materials
- ✓ Marketing Plan



## Step 1: Learn

What is Wayfinding?

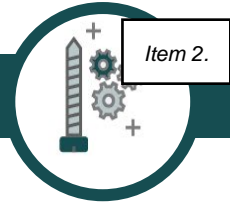
Why does Johnstown need community Wayfinding?

- ✓ Wayfinding Designs
- ✓ Signage Location & Messaging Plan
- ✓ Implementation Plan (including cost estimates/phasing)





## Step 1: Learn

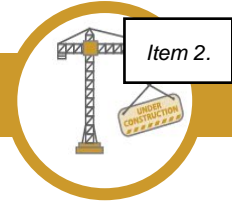


What is Wayfinding?

Why does Johnstown need community Wayfinding?

- ✓ Wayfinding Designs
- ✓ Signage Location & Messaging Plan
- ✓ Implementation Plan (including cost estimates/phasing)





## Step 2: Plan

Understand Johnstown's story, character, assets & destinations

- ✓ Asset Inventory
- ✓ Competitor Communities
- ✓ Document Review
- ✓ Stakeholder Interviews
- ✓ Community Survey(s)

# Community Asset Plan

Identifying your community assets starts with thinking a little about what makes up the heart of your place. The following questions will help you start to think about who you are as a community, and the places where your community heart shine (as well as the places that need a little help). **Think about this as describing your community as a superhero: What is your superpower? What is your origin story? What is your greatest weakness? Who is your greatest nemesis? What is your origin story?**

When thinking about asset locations, keep the following three categories in mind:

- **Areas for Redevelopment** - places where you'd like your community to grow
- **Areas for Activation** - places in your community you'd like to make more vibrant or useful, or have more people experience
- **Areas for Preservation** - sacred places in your community that you would be heartbroken to lose (these can be landscapes and cultural assets, too)

<b>PASSION</b> What is our community passionate about? 1. 2. 3. 4. 5.	<b>Location</b> Where in your community can you see these passions? 1. 2. 3. 4. 5.
<b>BEST AT</b> What do you do best? Your greatest strengths? 1. 2. 3. 4. 5.	<b>Location</b> What are your favorite community places? 1. 2. 3. 4. 5.
<b>ENGINE</b> What drives your community engine? 1. 2. 3. 4. 5.	<b>Location</b> Where is your community success on display? 1. 2. 3. 4. 5.
<b>TRIBE IN</b> Who are the people that love your community? 1. 2. 3. 4. 5.	<b>Location</b> Where do the people who love your community go to hang out? 1. 2. 3. 4. 5.

**How Can I Gather My Community Assets?**

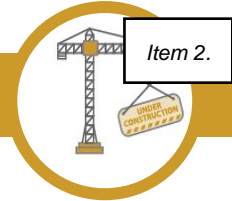
There are several ways you can gather information for the above categories. This is great "homework" to assign to the people who will be meeting to create your Activation Plan.

- **Online Survey** - You can use a community or small-group survey to answer these questions. This is great "homework" to assign to the people who will be meeting to create your Activation Plan.
- **Online Polling Questions** - Create individual polling questions for each category, and use them as rapid-fire icebreaker questions before you begin your Activation Plan exercise.
- **In-Person or Virtual Sticky Notes** - If meeting in person, provide sticky note colors for each category, and allow meeting participants 1 minute to write down as many ideas for each category as possible, and then have table teams combine their sticky notes into common themes. You can do the same thing by using Microsoft Whiteboard (or similar) and using its sticky note features to record and categorize group ideas.

**A Note About Mapping**  
 When you're locating places on a map, you can print out wall or table maps for in-person events, or use an online mapping program (Google Earth) to have meeting participants add locations to the map as part of their "homework" before the meeting.

**Next Step: Community Activation Plan!**  
 After working through your community assets, you're ready to think about how to take the insights you've gained about your community character and the places in your community, and use them to help activate your community spaces in ways that are meaningful, sensitive, and align with who you are as a special place.

Use the "Community Activation Plan" Worksheet concepts to outline your activation ideas and concepts!



## Step 2: Plan

Understand Johnstown's story, character, assets & destinations

- ✓ Asset Inventory
- ✓ Competitor Communities
- ✓ Document Review
- ✓ Stakeholder Interviews
- ✓ Community Survey(s)

1

## Visit the Project Website!

[johnstown.colorado.gov/  
DowntownIdentity](https://johnstown.colorado.gov/DowntownIdentity)



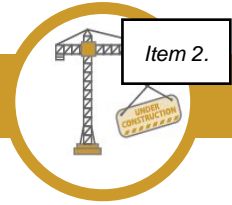
2

## Take the Survey!

[surveymonkey.com/r/  
DowntownIdentity](https://surveymonkey.com/r/DowntownIdentity)



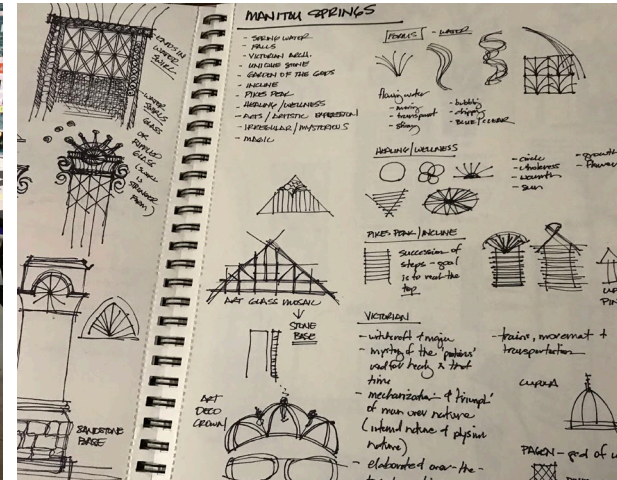
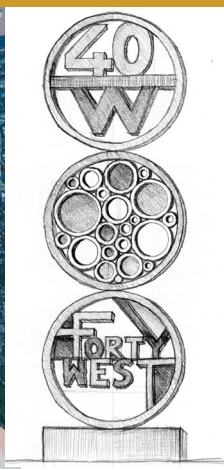
## Step 2: Plan



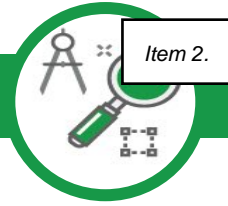
Understand Johnstown's story, character, assets & destinations

- ✓ Asset Inventory
- ✓ Competitor Communities
- ✓ Document Review
- ✓ Stakeholder Interviews
- ✓ Community Survey





## Step 3: Design

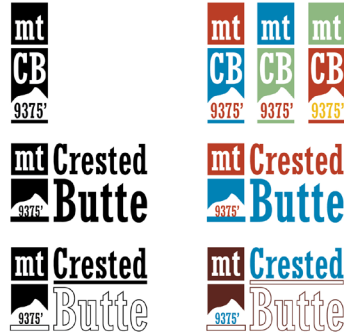


Create preliminary ideas & concept mock-ups

- ✓ Sketch/mockette concept evolution from community conversations/feedback
- ✓ Preliminary logo & tagline
- ✓ Preliminary wayfinding designs



Logo Option 1



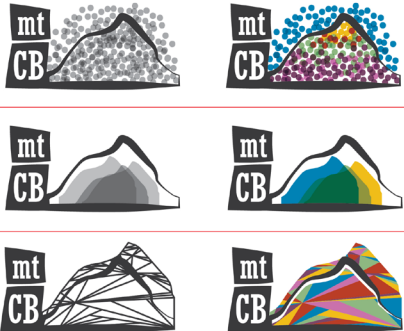
Logo Option 4



Logo Option 2

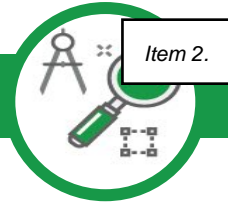


Logo Option 5



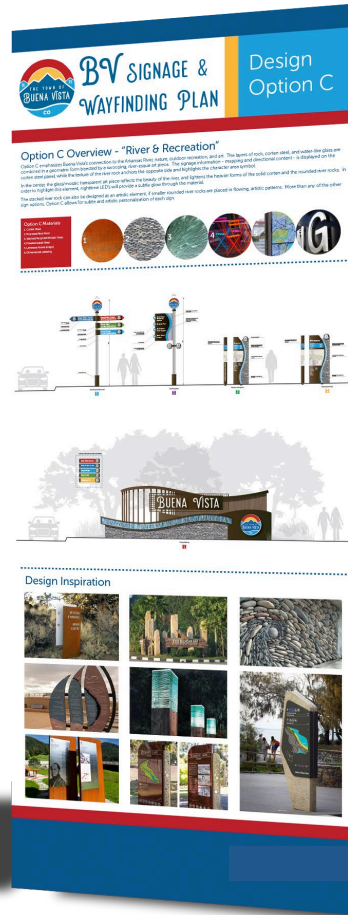
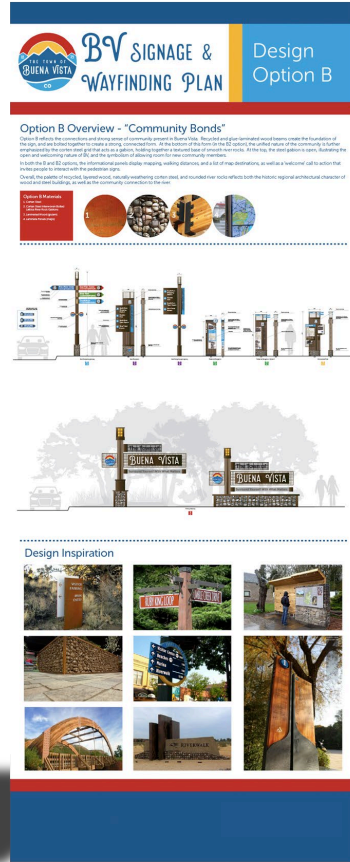
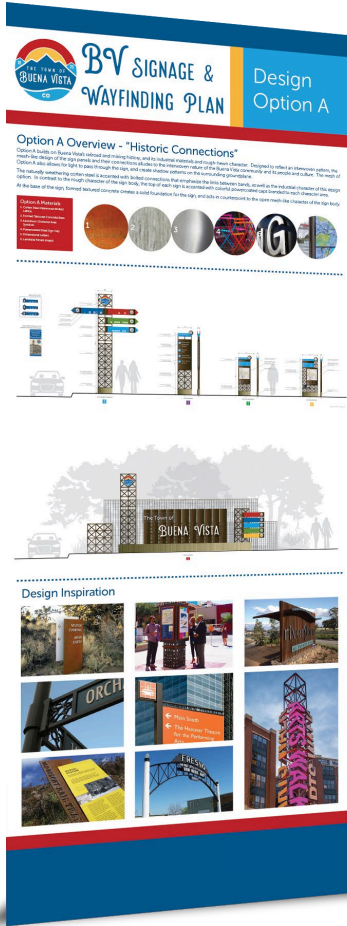
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## Step 3: Design

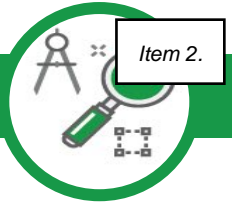


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## Step 3: Design

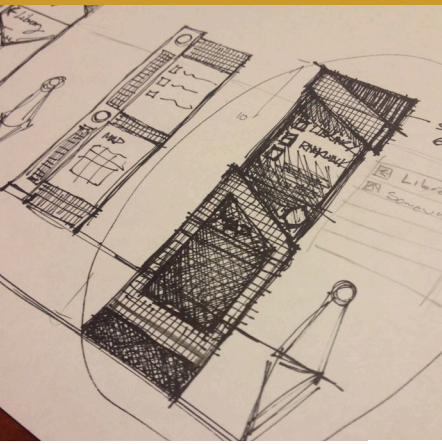


Item 2.

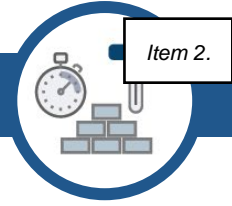
Create preliminary ideas & concept mock-ups

- ✓ Sketch/mockette concept evolution from community conversations/feedback
- ✓ Preliminary logo & tagline
- ✓ Preliminary wayfinding designs



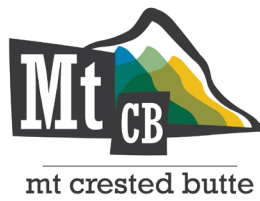


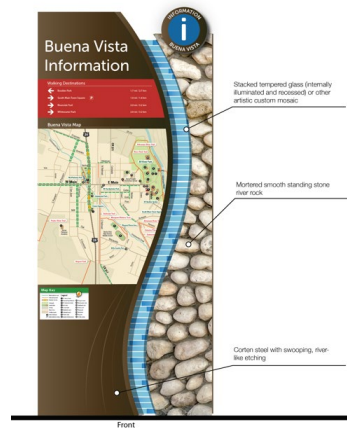
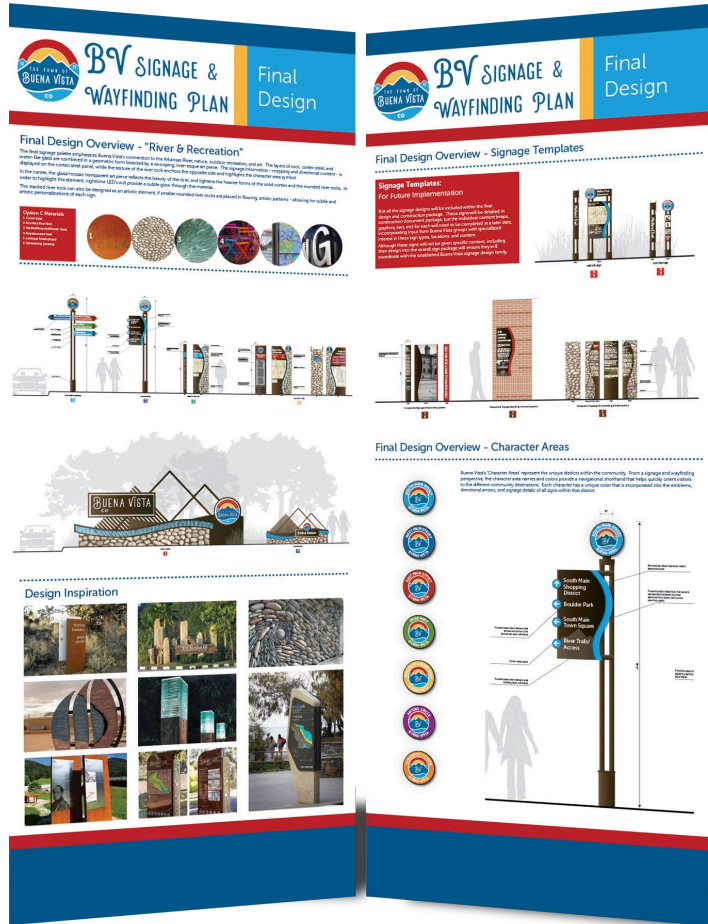
## Step 4: Iterate



Present ideas, revised concepts, process feedback & direction....repeat

- ✓ Refine to final designs
- ✓ Consider costs & preliminary install/implementation



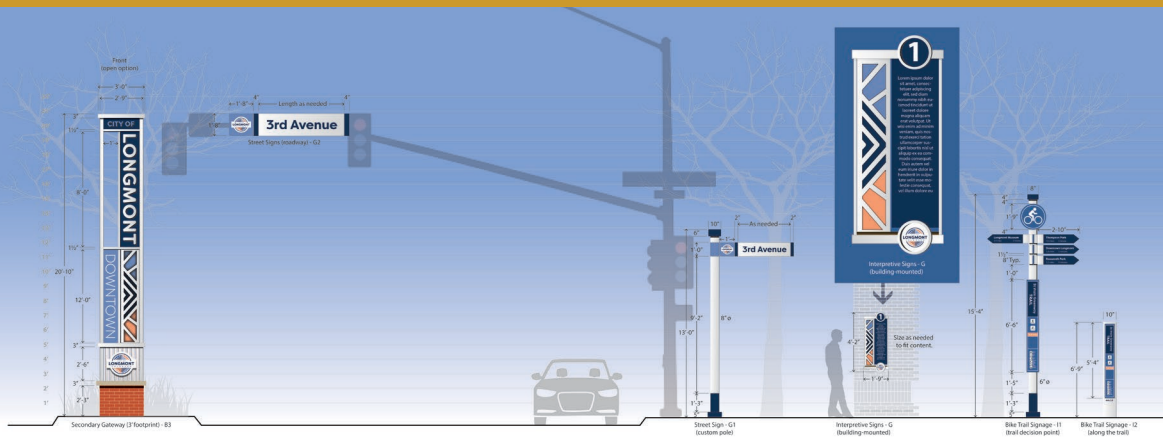


## Step 5: Finalize

Item 2.

Finalize all design ideas and implementation plans, including cost estimates and project phasing/rollout

- ✓ Downtown brand integration into final signage package
- ✓ Installed elements dimensioned & engineered



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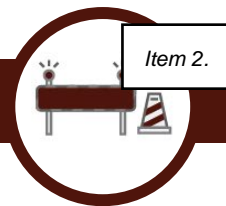
Sign Type	Descriptions	Quantity	Cost Each	Sign Cost Total	Install Each	Install Cost Total	Total Cost
<b>Exterior Signage</b>							
Trail Directionals - TD-11	Exterior Signage as Designed by MBI	11.00	9,575.00	\$ 105,325.00	\$ 3,200.00	\$ 35,200.00	\$ 140,525.00
Auto Directionals - AD-20	Bus/Stop Auto Directionals - 25'	20.00	24,500.00	\$ 490,000.00	\$ 6,000.00	\$ 120,000.00	\$ 610,000.00
Pedestrian Direct PD-7	Exterior Signage as Designed by MBI	7.00	16,500.00	\$ 115,500.00	\$ 3,600.00	\$ 25,200.00	\$ 140,700.00
Base Area Signs - IS-2	Info Station	2.00	30,000.00	\$ 60,000.00	\$ 9,000.00	\$ 18,000.00	\$ 78,000.00
Trail System Ent - TSE-3	Exterior Signage as Designed by MBI	3.00	14,500.00	\$ 43,500.00	\$ 3,600.00	\$ 10,800.00	\$ 54,300.00
Pedestrian Direct - PDM-6	With Map	6.00	21,500.00	\$ 147,000.00	\$ 6,500.00	\$ 39,000.00	\$ 168,000.00
Street Name Signs - SN-12	(2 Street Names per sign)	17.00	2,500.00	\$ 42,500.00	\$ 400.00	\$ 6,800.00	\$ 49,300.00
Destination Signs - DB-8	Building Mounted in Wood Façade	8.00	6,500.00	\$ 52,000.00	\$ 850.00	\$ 6,800.00	\$ 58,800.00
Destination Signs - D-12	Freestanding - (1/2 in Soft Areas 1/2 hardscape)	12.00	18,500.00	\$ 222,000.00	\$ 3,600.00	\$ 43,200.00	\$ 265,200.00
Bus Stop - BS-9	Soft Surface Areas	9.00	2,500.00	\$ 22,500.00	\$ 400.00	\$ 3,600.00	\$ 26,100.00
Transit Stop Side Panel	Added as a side panel to replace one (1) plexi panel on existing bus stop shelters	8.00	800.00	\$ 6,400.00	\$ 300.00	\$ 2,400.00	\$ 8,800.00
<b>Subtotals</b>				<b>1,306,725.00</b>		<b>311,000.00</b>	<b>1,599,725.00</b>

<b>TOTALS - PHASE 1</b>							
Total Sign Cost							\$ 644,900.00
Permit / Permit Fees/ Engineering							\$ 9,500.00
Mobilization							\$ 9,000.00
Shop Drawings/PM/Install Coordination							\$ 22,000.00
Mt. Crested Butte (Tax Exempt)							\$ -
<b>PHASE 1 TOTAL</b>							<b>\$ 685,400.00</b>

<b>Phase 1 Signage</b>							
Auto Directionals - AD-20	Bus/Stop Auto Directionals - 25'	20.00	24,500.00	\$ 490,000.00	\$ 6,000.00	\$ 120,000.00	\$ 610,000.00
Bus Stop - BS-9	Soft Surface Areas	9.00	2,500.00	\$ 22,500.00	\$ 400.00	\$ 3,600.00	\$ 26,100.00
Transit Stop Side Panel	Added as a side panel to replace one (1) plexi panel on existing bus stop shelters	8.00	800.00	\$ 6,400.00	\$ 300.00	\$ 2,400.00	\$ 8,800.00
<b>PHASE 1 SIGNAGE TOTAL</b>							<b>\$ 644,900.00</b>

Signage Types	Total Phase 1 Signage	Mt. CB Quantities	DDA Quantities	DDA Install Costs
Auto Directionals (AD)	20	6	14 (70%)	\$427,000.00
Bus Stop (BS)	9	7	2 (22%)	\$5,800.00
Transit Stop Side Panel	8	5	3 (38%)	\$3,300.00
<b>TOTAL</b>				<b>\$436,100.00</b>

## Step 5: Finalize

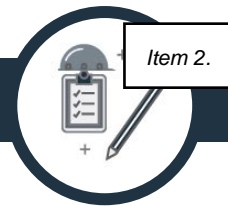


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## Step 6: Launch



Celebrate the final designs with the Johnstown community, implement the new branding & wayfinding

- ✓ Recommended implementation based on Town & community priorities and goals



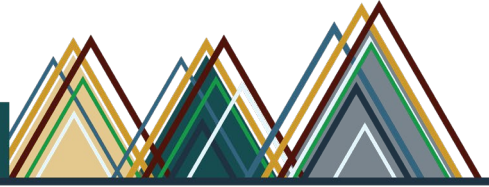
## Final Deliverables

What will this project produce?

- ✓ Downtown Brand Identity Package
- ✓ Downtown Brand Marketing & Implementation Plan
- ✓ Wayfinding Designs
- ✓ Wayfinding Implementation Plan



This is  
**Downtown  
Johnstown**



Branding & Wayfinding Plan

# Questions & Feedback/ Direction

Item 2.

## Downtown Johnstown Branding & Wayfinding Town Council Work Session

June 27, 2022

**Kristin Cypher**

Michael Baker International

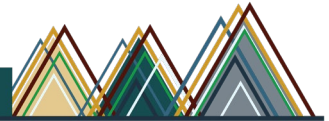
# Downtown Johnstown Branding & Wayfinding Town Council Work Session

June 27, 2022

**Kristin Cypher**

Michael Baker International

This is  
**Downtown  
Johnstown**



Branding & Wayfinding Plan

