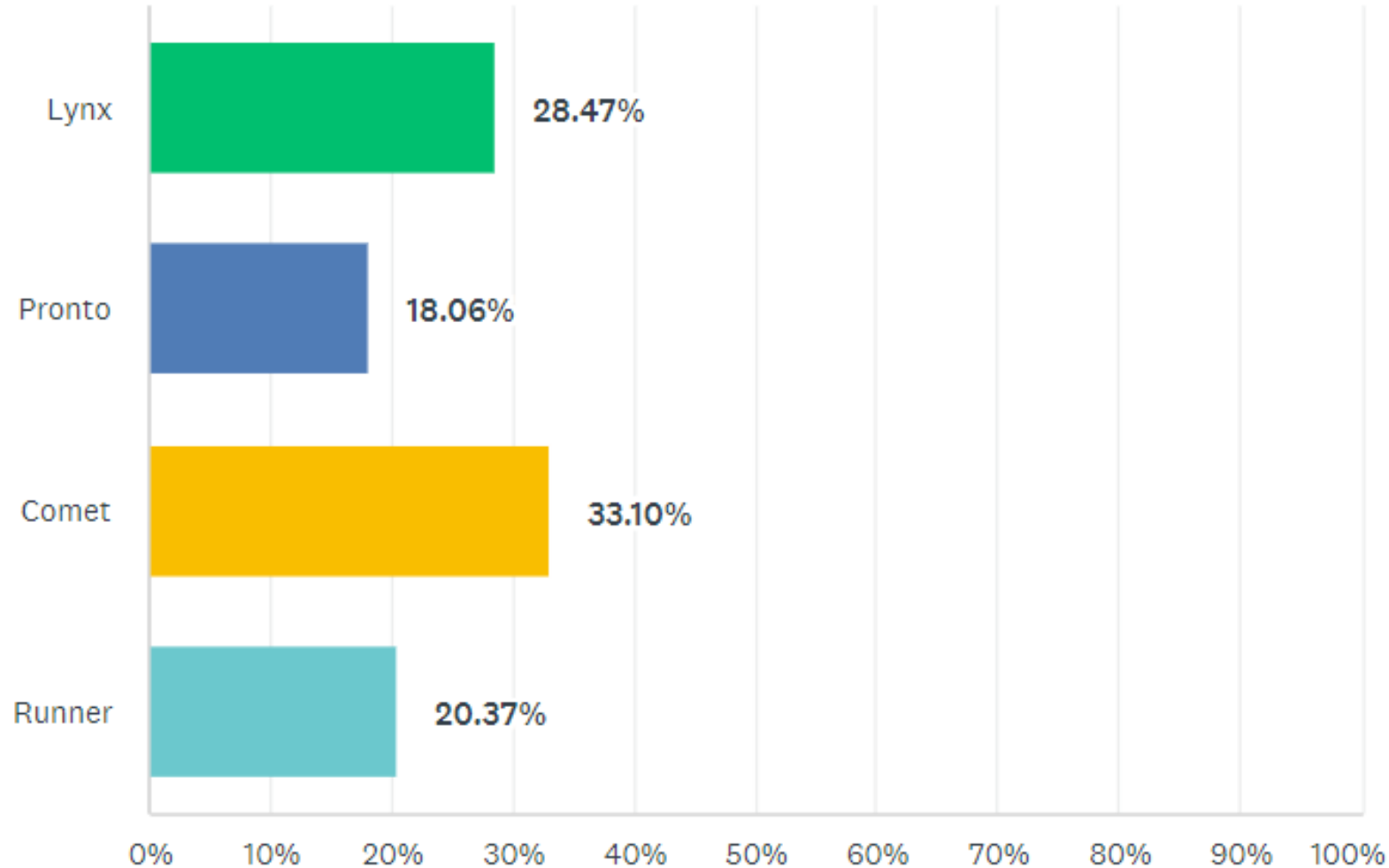


Branding & Naming Survey Results

Q: Which of the four BRT names do you like best?



- 432 survey responses received
- The survey was available from February 15 to March 4, 2022

Branding & Naming Survey Results

Q: Why is this name your preferred choice?

Lynx

- It's natural, a very Colorado theme in my opinion
- Native Colorado animal
- Lynx are very cool cats
- Great animal...fast and sleek
- Fun play on the name of a local critter and communicating that this project links things together
- It links you to the places you want to go
- Short, one syllable – and the structure of the word looks cool
- Sounds modern and efficient

Comet

- Alliteration.
- CC is a nice acronym
- It's unique and catchy
- The Colfax Comet has a great ring to it!
- Denotes beauty and a flash of light...as in “quick-as-a-flash”
- Fast and easy to say “I’m going to catch the comet downtown”
- Distinctive, memorable and best fits with Colfax
- Reference to 50s culture
- Fits with quirky nature of Colfax; fun retro name

Pronto

- Está en español.
- It's a Spanish word but also makes sense for transit
- It says it all and it's language friendly
- It's the prettiest word to say. Conjures an image of speed
- It speaks to the speed and promptness
- Because it means “on time”
- It fits all of the criteria and it's fun and fabulous. Pronto BRT, Where You Want to Be!

Runner

- Colfax Marathon
- Feels active – like our state
- I like the connection to health with Denver and the perception of being a healthy city.
- Running is motion – transportation is motion
- It's a cool name. “I’m gonna catch the runner” – sounds cool.
- Many people use the 15/15L to run errands, to run back and forth to and from downtown