



# Express Lanes Campaign



**COLORADO**  
Department of  
Transportation



# Research

## National

### National Review of Public Opinion for Tolling (2008)

#### The study:

- Analyzed public opinion on Express Lanes and road pricing
- Findings are based on polls, surveys or focus groups that captured public opinion

#### Takeaways:

**The public wants to see the value.** When a concrete benefit is linked to the idea of tolling or charging for road usage (e.g., reducing congestion on a specific highly congested facility) as opposed to tolling in the abstract, public support is higher. It is important to articulate benefits as they pertain to individuals, to communities, and to society as a whole.

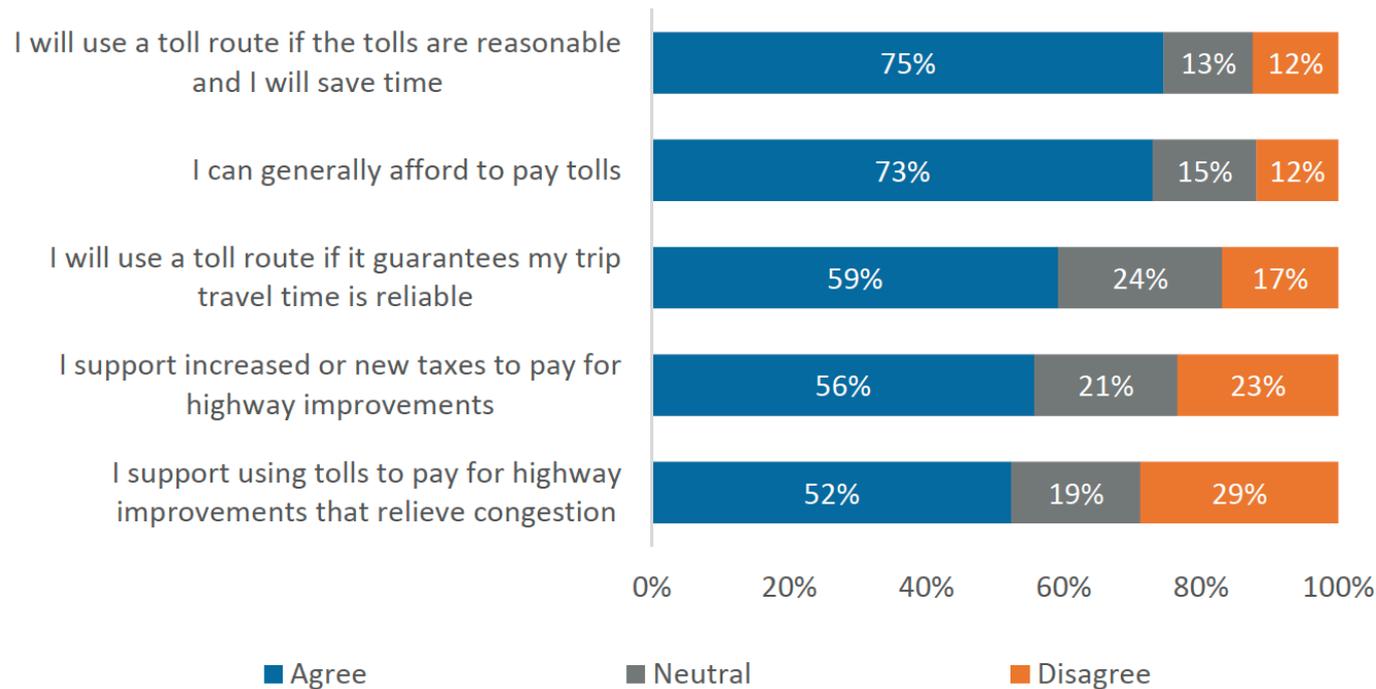
**The public wants to react to tangible and specific examples.**

# Research

## Local

### I-25 SOUTH GAP EXPRESS LANES STATED PREFERENCE TRAVEL STUDY 2018

#### Attitude about tolling



# Research

## Local

- In February 2018, HPTE hosted four focus groups in the Denver metro area
  - Four different geographic areas, levels of education, Express Lanes usage, gender, age and occupation
  - Three main takeaways
    - People are still confused about how to use them and the rules and tools needed for Express Lanes, so they can be apprehensive to try.
    - People who have Express Lanes in their area and use them regularly are quicker to understand and articulate their benefit.
    - Most people can see the value in Express Lanes when it benefits them directly, but not all the time. They can see the value in situations where they really need to save time personally.

# Campaign

## Two campaigns:

- Did you know - highlights the rules
  - Educate drivers on how to use the Express Lanes in order to eliminate the fear in using them
- When you need it most - talks about Express Lanes benefits
  - Encourage people to try Express Lanes and highlight the specific benefits that they are always a choice and can be a reliable tool when you really need it

# Campaign

## Not every day, but when it matters most

September- October 2018

- Digital banner ads, traffic radio, bus posters, social media
- Grassroots
  - Social media
  - Partners
  - PIOs

What we are looking to achieve within this campaign:

- Make the story memorable
- Make the situations compelling
- Make Express Lanes relatable

As we all know, once you use and experience the benefits of HPTE's Express Lanes, the more it will become our everyday!

Events:

- Back to school
- Football season

# Campaign

## Daycare

The road to daycare should be easy.



I-70 MTN US36 I-25 CENTRAL I-25 NORTH 7:00am

Toll Rate: \$1.30

Time Saved: 15 Min

**EXPRESS LANES**  
expresslanes.codot.gov

Express Lanes. When it matters most.



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# Campaign

## First date

Being late for a first date is a red flag.



I-70 MTN US36 7:00pm I-25 CENTRAL I-25 NORTH

Toll Rate: \$3.30

Time Saved: 20 Min

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expresslanes.codot.gov

# Campaign

## Standalone

Not driverless.  
Just less  
driving time.

I-70 MTN US36 I-25 CENTRAL I-25 NORTH 7:00am

Toll Rate: \$1.30

Time Saved:  
15 Min

**EXPRESS LINES**

[expresslanes.codot.gov](http://expresslanes.codot.gov)

Express Lanes.  
When it  
matters most.

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# Campaign

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## Traffic radio

- Utilizes live-read scripts adjacent to traffic reports
- Incorporates 17 stations in the market for broad reach capability
- Bonus coverage on four Fort Collins stations
- 2-week flight (9/10-9/23)
- 32 GRPs (A25-54)
- 832,451 impressions

## Bus ads (Flatiron Flyer)

- Covers US 36 almost exclusively
- High profile panels
- 4-week flight (9/17-10/14)
- Four bus panels
- 3,673,320 impressions

## Digital Bulletin

- High profile panel in the heart of the I-25 North corridor
- I-25 south of 104<sup>th</sup> Avenue
- 8 second message rotation
- 4-week flight (9/17-10/14)
- 1,728,000 impressions

# Campaign

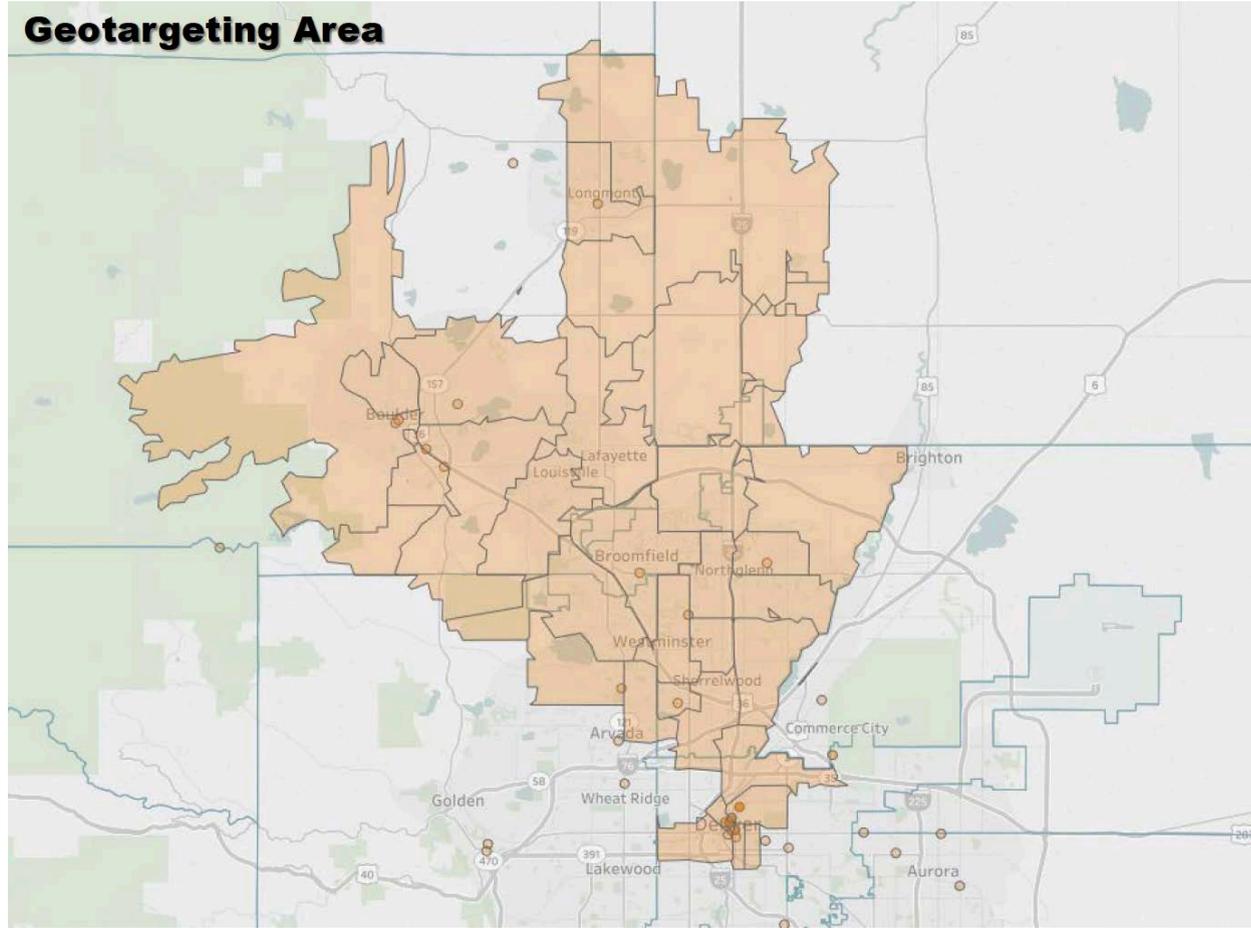
Not every day, but when it matters most

Online ads

- Geotargeted to zip codes along US 36 and I-25 North corridors
- Served to users on all device types (desktop/laptop, mobile, tablet)
- Multiple targeting strategies
  - Behavioral
    - Commuters
    - Carpoolers
  - Contextual
    - Navigation/travel/transportation apps
    - Traffic sites and pages
  - Geofarming
    - Use virtual boundaries to target users who have traveled along US 36 and I-25 North
    - Technology identifies mobile devices, then extends connection to other household devices
- Standard banners
- 6-week flight (9/10-10/21)
- 550,000 impressions

# Campaign

Not every day, but when it matters most



# Campaign

## Traffic radio

### 15 seconds:

#### **First date:**

It might be ok on the second or third date, but not the first date. Because being late for a 1st date is a red flag. Don't be late, take the Express Lanes. When it matters most. Get more info at [Express Lanes dot C-O-D-O-T dot gov](http://ExpressLanes.dot.C-O-D-O-T.gov)

#### **Daycare:**

Every parent with a little one knows that getting out the door is hard enough. So once you're on the road to daycare, it should be a breeze... if you take the Express Lanes... When it matters most. Get more info at [Express Lanes dot C-O-D-O-T dot gov](http://ExpressLanes.dot.C-O-D-O-T.gov)

### 10 seconds:

#### **Football:**

Football fans, you know that tailgating should happen at the stadium—NOT on a backed up highway. That's why football fans rely on Express Lanes... when it matters most. Learn more at [Express Lanes dot C-O-D-O-T dot gov](http://ExpressLanes.dot.C-O-D-O-T.gov)

# Results

How we will measure the effectiveness:

- Number of transponders sold from September through October
- Number of ExpressToll transactions
- Number of images processed by the Image Processing Center
- Increased traffic to the website

