



Express Lanes Campaign



COLORADO
Department of Transportation



Research

- 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.

Based on these findings, HPTE concluded that having two different campaigns works best to address the two main areas of focus – to educate the public about Express Lanes (“Did you know?”) and to highlight the specific benefits of Express Lanes (“When it matters most”).

“Did You Know” Campaign

Safety campaign for I-25 North and US 36

OVERVIEW

- Different from the “When it matters most” campaign we did last year
- Will focus on the first component: public education. Our goal is to create a “how to” guide on using Express Lanes properly and safely.
- We’ll highlight the rules:
 - Stay within speed limits
 - Don’t cross in and out of solid white lines
 - Enter/exit at the designated Express Lanes entrees and exits
 - Will target I-25 North (mostly) and US 36 (a little)

THE PROBLEM

People weaving in and out of the Express Lanes and not using the designated entrees and exists to the Express Lanes, as well as speeding.

SOLUTION

- To highlight the rules of using Express Lanes in a fun way
- To show how to use Express Lanes, e.g. enter/exit at the designated entrees and exits, don’t speed, remind that Express Lanes are not autobahn tracks.

“Did You Know” Campaign

Fall safety campaign for I-25 North and US 36

TARGET AUDIENCE

Primary:

Commuters on I-25 North and US 36, truckers, bus drivers, ride-booking services

Secondary:

Elected officials

Partners

GOALS

Our primary goals:

- To show how to use Express Lanes, e.g. enter/exit at the designated entrees and exits, don't speed, remind that Express Lanes are not autobahn tracks.
- Decreased number of violations.

Secondary goals:

- More people using Express Lanes, higher traffic to the Express Lanes website, more Switchable HOV Transponders and sticker passes distributed compared to last year.

“Did You Know” Campaign

Timeline: 9/16 - 11/3

Audio

- Traffic radio
- Streaming (Pandora)

Outdoor

- Digital bulletins (billboards)
- Bus side panels

Online display

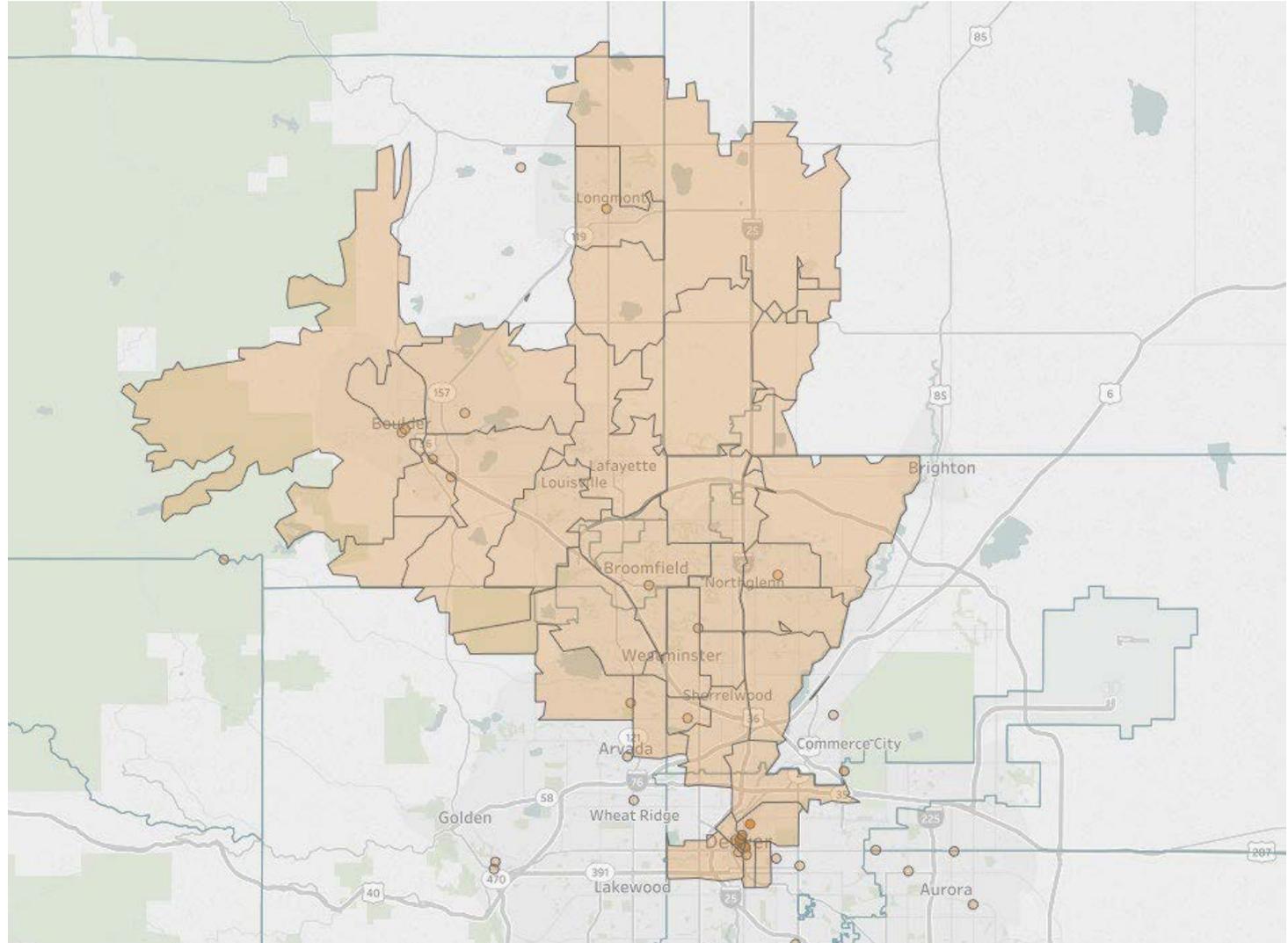
- Streaming audio (Pandora)
- Banners



“Did You Know” Campaign

Programmatic

- Geotargeted to zip codes along I-25 North and US 36
- Served to users on all device types (desktop/laptop, mobile, tablet)
- Multiple targeting strategies
 - Behavioral (commuters, carpooling)
 - Contextual (Navigation/travel/transportation apps, traffic sites and pages)
 - Geofarming (use virtual boundaries to target users who have traveled along I-25 North and US 36)



“Did You Know” Campaign

Traffic radio and Pandora

Pandora:

Heading north on I-25? Take the Express Lanes for a trip that's FAST, not FURIOUS. It's easy! Just watch your speed, don't weave in and out, and don't cross solid lines. Want to learn more? Tap now or visit expresslanes-dot-c-o-d-o-t-dot-gov.

Traffic radio:

Spot 1 | 15 seconds

Heading up the I-25 North way? Do it the express way. It's easy! Just enter and exit Express Lanes through the dotted lines, watch your speed and don't use the lane as a passing lane. We want everyone to get home on time and in one piece! Learn more at expresslanes-dot-CODOT-dot-gov.

Spot 2 | 15 seconds

Don't go home the hard way — go home the express way! It's easier than you think — just enter and exit Express Lanes through the dotted lines, watch your speed, and don't use the lane as a passing lane. Now you can commute like a pro! Learn more at expresslanes-dot-CODOT-dot-gov.

Spot 3 | 10 seconds

Head up I-25 North the *express way*. It's easy! Enter and exit Express Lanes through the dotted lines, watch your speed and no weaving. Learn more at expresslanes-dot-CODOT-dot-gov.

“Did You Know” Campaign



“Did You Know” Campaign

CRUISE. DON'T ABUSE. EXPRESS LINES

No speeding. No weaving. No crossing solid lines.

expresslanes.codot.gov

“Did You Know” Campaign

A graphic for an Express Lanes campaign. It features a dark asphalt background with a yellow dashed line at the top and two white dashed lines at the bottom. On the left, a small orange car is shown from a top-down perspective. The main text is in large, white, distressed font. The Express Lanes logo is on the right. At the bottom, there are two lines of smaller white text.

EXPRESS LANE, NOT A PASSING LANE. **EXPRESS LINES**

No speeding. No weaving. No crossing solid lines. Learn more at expresslanes.codot.gov

“Did You Know” Campaign

Online banner with animation sequence



Results

How we will measure the effectiveness:

- Decreased number of violations
- Increased traffic to the website
- Number of transponders sold in September and October compared to last year
- Number of ExpressToll transactions and Express Lanes users

Thank you