



HPTE Strategic Communications

FY2022



Strategic Communication Goals, Strategies and Objectives

Goals

1. To raise awareness of how to safely use Express Lanes
2. To increase the number of people getting passes and their understanding that they save money when they get a pass
3. To increase the awareness of the benefits of Express Lanes
4. To inform the public of the progress of HPTE, new Express Lanes and Express Lanes under construction

Strategies

1. Make use of existing communication avenues such as the Express Lanes webpages and CDOT social media channels to maximize outreach effectiveness
2. Release timely updates and milestones through earned media outreach
3. Gather feedback from roadway users to better understand opinions and knowledge of Express Lanes
4. Utilize paid media channels to target specific markets
5. Define HPTE as leading innovative transportation solutions in Colorado

Objectives

1. To receive at least 150,000 page views on expreslanes.codot.gov by June 30, 2022.
2. To garner at least 60 million earned media impressions as a result of outreach regarding Express Lanes construction, safety and usage by June 30, 2022.
3. To reach at least 8 million people with safety, benefits and usage information through social media channels managed by CDOT and partner organizations such as E-470 by June 30, 2022.
4. To increase ExpressToll penetration rates in all Express Lanes by 10% in FY2022.

Objectives (cont.)

5. To develop a baseline understanding of how different audiences around the state view Express Lanes by June 30, 2022.
6. To earn at least 20 million impressions as a result of paid media outreach by June 30, 2022.
7. To rename HPTE to the Colorado Transportation Investment Office by June 30, 2022.

Tactics and Timeline

Tactics

1. Safety, education and Express Lanes opening campaigns
2. Express Lanes survey
3. Express Lanes videos
4. Media outreach
5. Social media
6. Express Lanes website refresh
7. Renaming

HPTE FY2022 Communications Timeline

 Activity Duration  Live Paid Media Campaign

ACTIVITY

July 1 August 2 September 3 October 4 November 5 December 6 January 7 February 8 March 9 April 10 May 11 June 12

Social Media

Media Outreach (as needed)

I-70 WB MEXL Testing Campaign

Website Refresh

Survey

Renaming

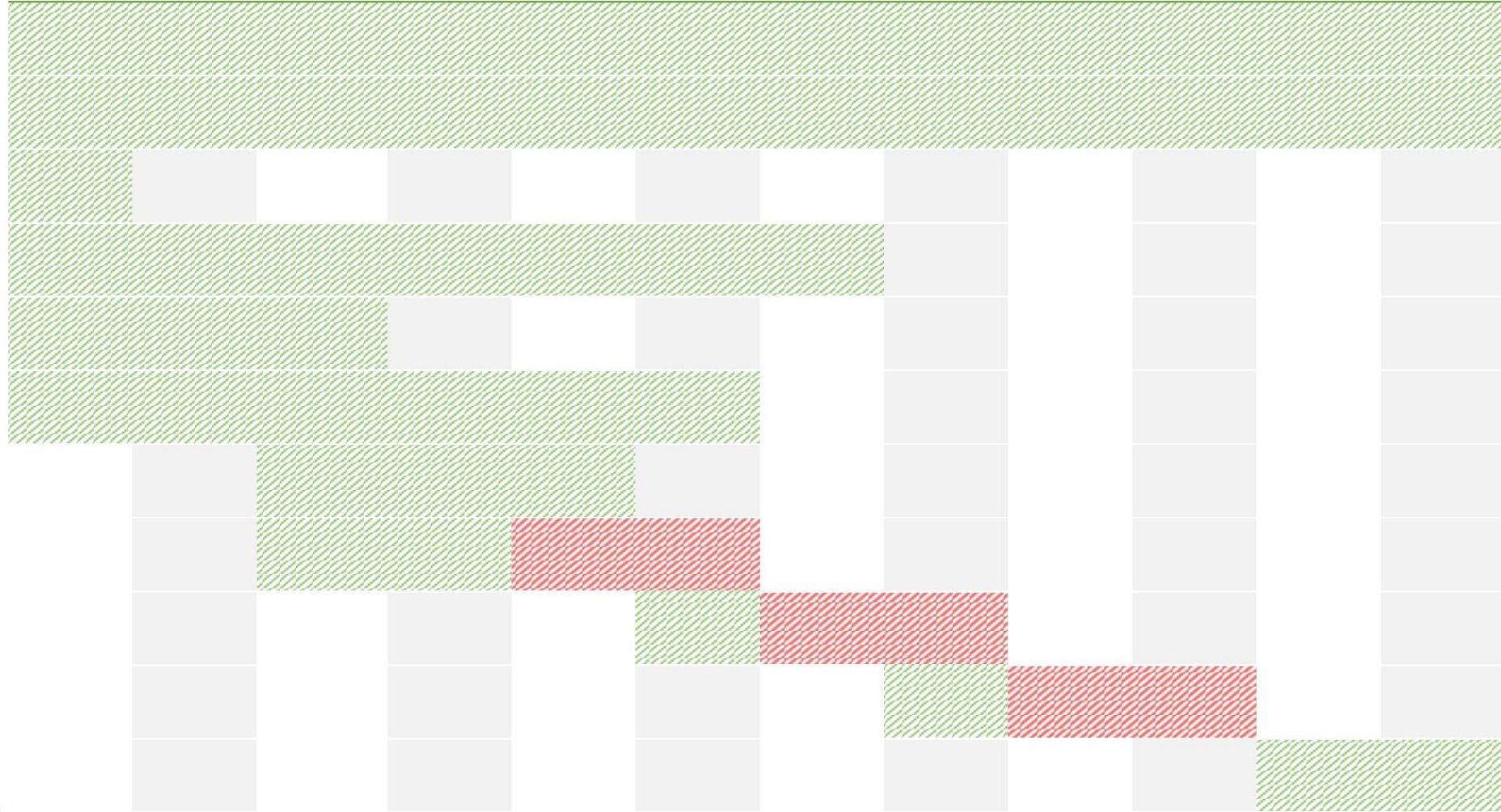
Videos

Fall Education Campaign (Safety)

I-70 WB MEXL Tolling Campaign

Spring Education Campaign (Safety & Dynamic Tolling)

I-25 South Gap Testing Campaign



Questions?