



COLORADO
**Transportation
Investment Office**

Communications Update

June 15, 2022

Westbound I-70 Mountain Express Lane Tolling Outreach

Outreach tactics include:

- Paid media campaign, June 27 - July 24
- Press release
- Social media on CDOT's channels
- Updates to the VMS signs
- Distribution of tolling materials to corridor stakeholders
- Website updates



Statewide Safety Campaign

Media Buy: May 23 - June 27

Digital, radio and video ads focus on:

- No speeding
- No weaving
- No crossing the solid lines



Coming Soon

- Plans for the remainder of 2022 include:
 - Video series development to highlight safety and how to use Express Lanes
 - Promotion campaign for C-470 Express Lanes
 - Education campaign on the new Express Lanes rules and enforcement
 - I-25 South Gap tolling campaign (tentative)

