



COLORADO

Transportation
Investment Office

Communications Update

2023 CTIO Board Retreat

Central 70 Tolling Go-Live

Earned Media Outreach

- The CTIO team will distribute a press release the week of tolling go-live to inform local media of the upcoming change.
 - Follow-up pitching to English and Spanish media will offer interview opportunities and additional information.
 - Earned media outreach will focus on how motorists can use the lanes safely and save money with ExpressToll. The tolling equity program will be a secondary message for relevant audiences.



Paid Media Placements

- Paid ads will target specific markets in both English and Spanish. Ad placements will include:
 - **Digital banner ads** on search engines, media sites, ad-funded websites, etc.
 - **Traffic radio ads** designed to reach motorists actively driving and looking for traffic updates.
 - **Streaming audio ads** on Pandora and Spotify to reach younger motorists when they are behind the wheel.



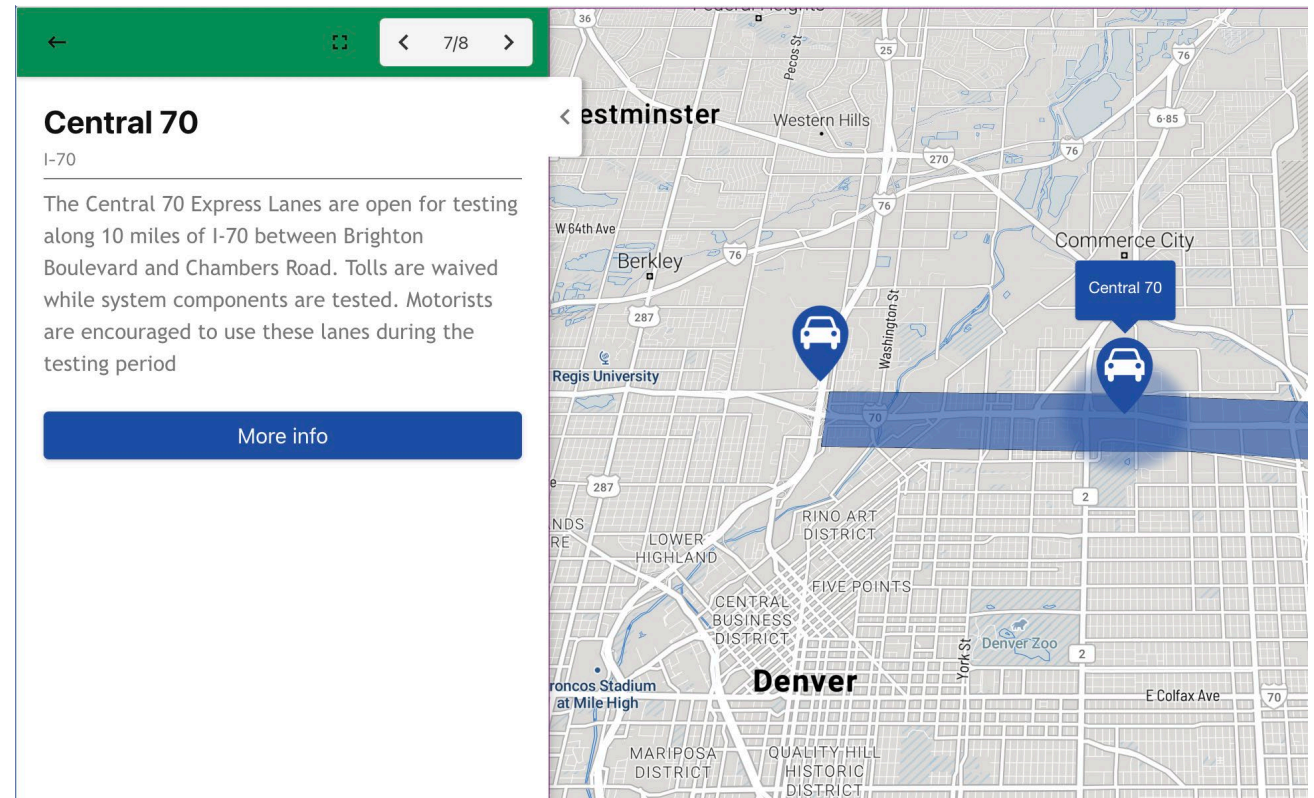
Shared Media Communications

- CTIO will work with partner agencies, municipalities, key stakeholders and businesses on the Central 70 corridor to share timely updates and information about tolling with their constituents. Outreach materials will include:
 - A bilingual flyer on the Central 70 Express Lanes that can be easily shared and posted via print, email or web.
 - Information on the tolling equity program and how residents can sign up.
 - Social media posts and graphics to share through their channels.
 - Short-form content to share through newsletters and on websites with links to the Express Lanes website for additional information.
 - Basic FAQs to answer questions and address concerns from customers and residents.

Owned Media Platforms

The owned media strategy includes all avenues owned and managed by CTIO and CDOT. The channels and tactics for this campaign include:

- Telephone Town Hall.
- VMS Signs.
- CDOT's social media channels.
- The Express Lanes and Central 70 project webpages.



Timeline

Two weeks before the start of tolling:

- Launch VMS messages with a countdown on the corridor.
- Start running paid media placements.
- Update the Express Lanes web pages.
- Distribute partner toolkits and flyers.

One week before the start of tolling:

- Hold telephone town hall.
- Distribute press release and begin pitching to English and Spanish media.
- Schedule social media posts on all CDOT channels.

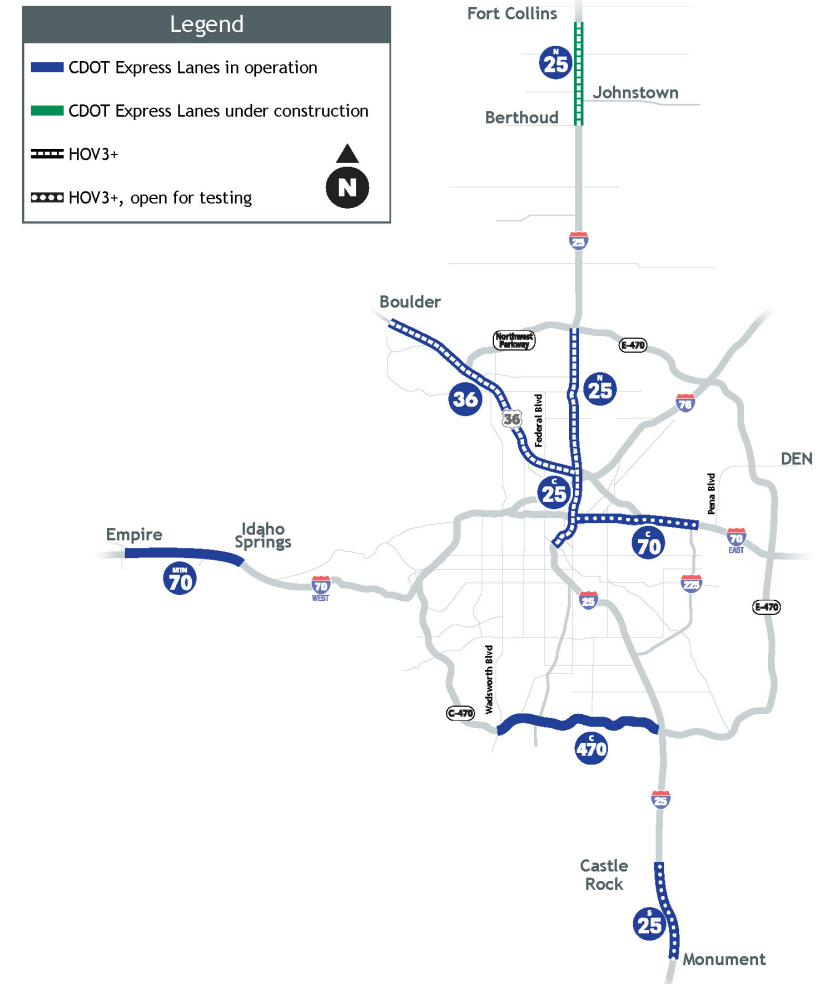
Day of tolling start:

- Continue messaging via social media and VMS.
- Hold media interviews as needed.

Updated Express Lanes Logo

A Growing System

With the national growth of Express Lane systems in the United States, CTIO is taking steps to brand our Express Lanes network as the Colorado Express Lanes. This protects CTIO from potential copyright concerns from other states and helps roadway users immediately associate our materials with Colorado.



Updated Logo



Coming Soon

Safety Enforcement Program Launch

The safety enforcement program is expected to launch this summer. The communications team will conduct widespread outreach to eliminate surprises and prepare roadway users for the new civil penalty structure. Outreach methods will include:

- Extensive engagement with statewide media outlets.
- Paid advertising placements before and during the program launch.
- Partnerships with social media influencers.
- Distribution of materials to partner organizations.
- Updates to the Express Lanes website.
- Social media posts through CDOT's channels.

Thank you!