



COLORADO

Transportation  
Investment Office

# Central 70 Toll Commencement

Communications Overview

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# Audiences

Our target audiences are broken down into three categories:

- **Basic** - when will the Express Lanes begin tolling, who can use them and how can drivers sign up for an ExpressToll account.
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- **Moderate** - all of the above plus answers to common FAQs about using the lanes, tolling and a mention of the tolling equity program.
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- **Detailed** - all of the above plus information on how to sign up for the tolling equity program for GES residents and FAQs on what the tolling equity program is, why it is in place and who benefits from the program.

## TARGET AUDIENCES

Audience members	Time to inform	Tactics used	Information level
Motorists, including commuters, recreational travelers, ride-share on I-70 and commercial vehicle operators.	– Two weeks prior to tolling.	– Telephone town hall, media outreach, social media, website updates, e-blasts, paid media placements, shared media outreach, VMS signs.	Basic
Elected officials.	– Two weeks prior to tolling.	– Direct outreach.	Detailed
Media.	– The week of tolling start.	– Press release, interviews.	Moderate
Partner agencies, commercial contacts and law enforcement.	– Two weeks prior to tolling.	– Partner toolkit.	Moderate
Key corridor stakeholders and community members.	– Two weeks prior to tolling.	– Partner toolkit, delivery of flyers.	Detailed
Internal audiences, including staff, CTIO board, etc.	– Two weeks prior to tolling.	– Partner toolkit.	Detailed

# Key Messages

- Tolling will begin Feb. 28, 2023.
- Express Lanes are a choice:
  - Use them for a faster trip by paying a toll.
  - Free if there are three or more in your vehicle and you are using a Switchable HOV Transponder.
  - Free if you're riding a motorcycle.
  - General purpose lanes always free.
- Overhead signs will indicate current toll prices. The price you see when you enter the lane is the price you will pay if you have an ExpressToll pass.
- With an ExpressToll pass, tolls will range, depending on traffic congestion. License plate fees will apply should a driver not have a pass.

# Key Messages

- Qualifying residents in the Globeville and Elyria-Swansea neighborhoods can receive a free ExpressToll pass and toll credit through the Central 70 tolling equity program.
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- ExpressToll passes are the easiest and the most cost-efficient way to use the lanes, allow for paperless bills and avoid license plate toll fees.
- An ExpressToll pass can save a driver 40% over to a license plate toll. Visit [expresslanes.codot.gov](https://expresslanes.codot.gov) for more information and visit [expresstoll.com](https://expresstoll.com) to set up an account and get a pass.

# Earned Media

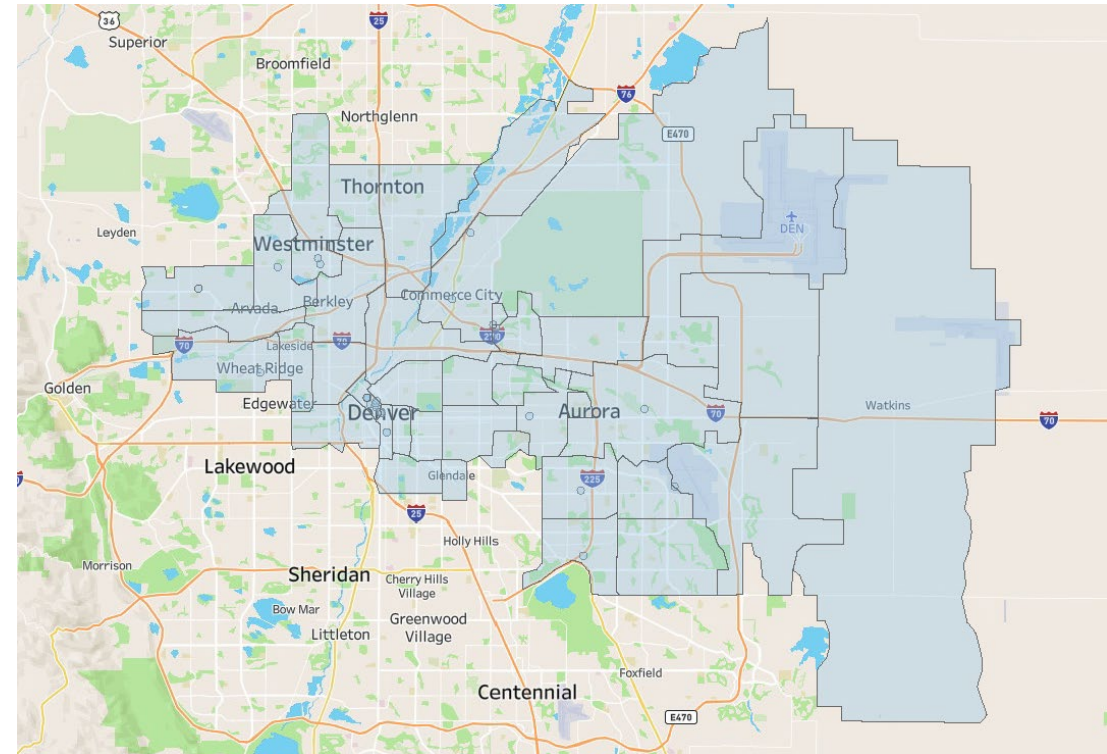
- The CTIO team will distribute a press release the week of tolling to inform local media sources of the upcoming change.
  - Follow-up pitching to Spanish media in particular will offer interview opportunities and additional information about the tolling equity program.
  - The tolling equity program will be included in earned media outreach during this time as a portion of the tolling start, but the primary message will be delivered statewide and therefore focus on how motorists can use the lanes safely and save money with ExpressToll.





# Paid Media

- **Paid media:** Use paid media channels to target specific markets directly in both English and Spanish. Strategies include:
  - **Geotargeting:** Reaching audiences based on their proximity to the corridor or to connecting corridors.
  - **Behavioral targeting:** Reaching audiences based on their patterns and behaviors (i.e., commuters, delivery services, rideshare drivers who frequent the corridor, etc.)
  - **Contextual targeting:** Reaching audiences who are looking for traffic information, directions, weather impacts, etc., along the corridor.



# Paid Media

- Each targeting strategy will be used to reach audiences through a diverse range of channels that include but are not limited to:
  - Digital banner ads on search engines, media sites, ad-funded websites, etc.
  - Traffic radio ads designed to reach motorists who are actively driving and looking for traffic updates.
  - Streaming audio ads on Pandora and Spotify to reach motorists who may not listen to traditional radio when behind the wheel.





# Shared Media

A shared media approach allows CTIO to spread the Central 70 tolling campaign message further through pre-existing stakeholder relationships from the project team. A toolkit will be developed in both English and Spanish for partners to use and distribute. It will include:

- A flyer on the Central 70 Express Lanes that can be easily shared and posted.
- Information on the tolling equity program and how residents can sign up.
- Social media posts and graphics to share on their own 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.

# Shared Media

In addition, previously established stakeholders along the corridor will be hand-delivered the Central 70 Express Lanes flyer to post in their organization or activity center. This includes all organizations on the project stakeholder list and encompasses multiple businesses and partners in the GES community.



Vehicles with one to two people pay a toll to use the Express Lanes with an ExpressToll account or through a License Plate Toll.



Vehicles with three or more people must have an ExpressToll account and Switchable HOV transponder to use the lanes for free.



Motorcyclists can use the Express Lanes for free without a pass.



Bus and other transit can travel in the Express Lanes.

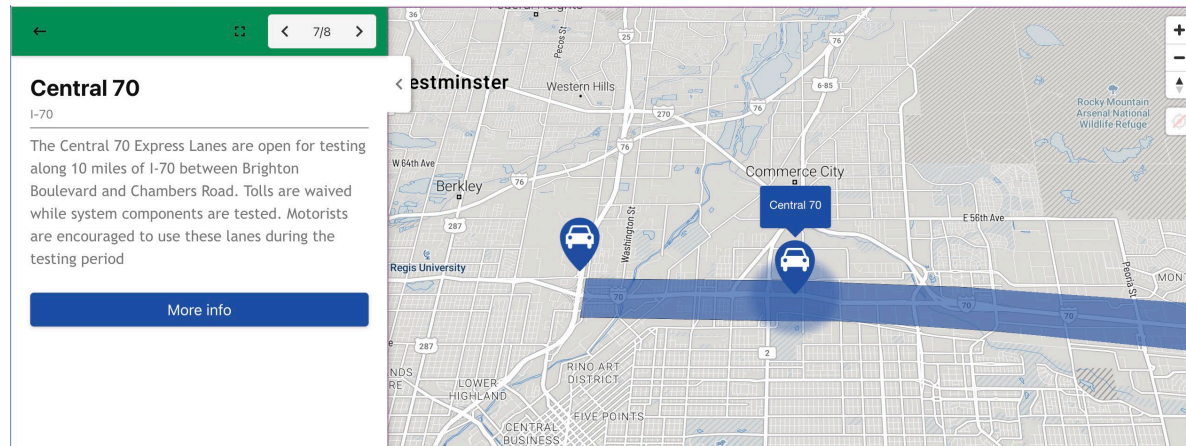
# Owned Media

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

- **Telephone Town Hall**
  - Panelists will include project team members who can speak to tolling, the project itself, the tolling equity program and the impacts on the community. Attendees will be able to participate in both English and Spanish.
- **VMS Signs**
  - The CDOT VMS signs along the Central 70 corridor provide a robust and direct communication channel to roadway users. These will be used as a countdown to tolling, starting at least one week in advance.
- **CDOT's social media channels.**
  - The CDOT and Central 70 project social media pages on Facebook, Instagram and Twitter will all be used to inform motorists about the upcoming tolling start and address common questions and concerns.

# Owned Media

- **The Express Lanes and Central 70 project webpages.**
  - Both the Express Lanes and Central 70 project webpages will be updated to note that tolling has begun on the Central 70 corridor.
  - The board-approved toll rates will be included on the Central 70 Express Lanes webpage for transparency and easy links will direct users to the ExpressToll website to get a pass.
- **Central 70 e-blast**
  - Tolling information in the weekly Central 70 e-blast will leverage pre-existing contact lists with stakeholders who have already expressed interest in receiving updates on the project.



# Timeline

## January 2023

- Develop all materials listed above.
- Purchase media buy placements.
- Plan the telephone town hall.

## February 2023

- Two weeks prior to the start of tolling:
  - Launch VMS messages to notify drivers tolling will begin Feb. 28.
  - Launch paid media campaign.
  - Update Express Lanes webpages with information about tolling start.
  - Include tolling start in the weekly Central 70 e-blast.
  - Distribute partner toolkit and flyers.

- One week prior to 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:
  - Update webpages.
  - Continue messaging via social media and VMS.
  - Hold media interviews, as needed.



Questions?