



COLORADO

**Transportation
Investment Office**

Communications Update

Safety Enforcement & Central 70 Tolling Campaigns

Safety Enforcement Program

Initial Campaign Results

Campaign Launch

The goal of communications for the Safety Enforcement Program is to inform the public of the forthcoming civil penalties and give motorists the information they need to follow the Express Lane rules.



Safety is the primary purpose of this program.



Target audiences include both local residents and regional visitors.



The **grace period** has been leveraged to help inform the public and get the media talking about the program well in advance.

Outreach Overview



Earned Media



Stakeholder Outreach



Influencer Partnerships



Paid Advertising



Social Media Posts



VMS Messages



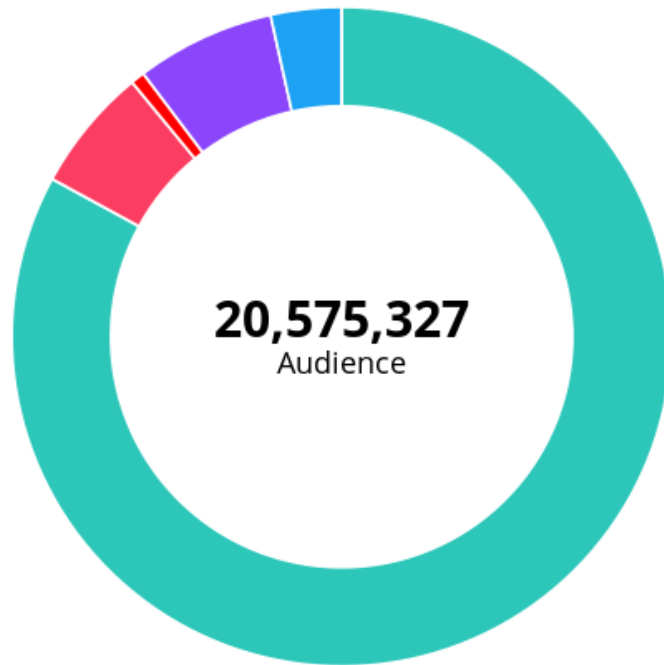
Website Updates



Legislator Notifications

Earned Media Results Overview

Audience by Media Type
Powered by Critical Mention



Mentions: 180

Impressions: 20,575,327

Top three media types:

1. Online/Print: 17,006,961 (82.9%)
2. TV: 1,254,456 (6.1%)
3. Radio: 1,402,045 (6.8%)

● Online + Print ● TV ● YouTube ● Radio ● Twitter ● Podcasts

As of July 11, 2023

Earned Media: TV Coverage



Television Coverage

- Included a variety of neutral to positive stories and interviews detailing the rules and consequences of the Safety Enforcement Program.
- Outlets: 9News, 2 Prime News, FOX 31, Denver 7 and more.

Earned Media: Online/Print Coverage

“Drivers who weave in and out of the Interstate 70 mountain express lanes or use them when they're closed soon will receive the first \$75 fines as the state begins using cameras to target unsafe driving in its expanding toll-lane network.”

- Denver Post

Online/Print Coverage

- Included a number of neutral stories detailing types of violations and their consequences.
- Outlets: Vail Daily, Denver Post, Longmont Daily Times, Boulder Daily News, The Summit Daily News, Lamar Ledger, and more.

Earned Media: Radio Coverage

“New technology will help catch those who violate express lane rules along the I-70 mountain corridor [...] they believe it will save lives and make the road safer for everyone.”

- ABC News Radio 94.1FM

Radio Coverage

- Included a variety of neutral stories with details of the SEP and interviews with CTIO staff.
- Stations: ABC News Radio, KVOR-AM, KRDO 105.5, CBS News Radio, NPR Northern Colorado, and more.

Stakeholder Outreach

Distributed key messaging and materials to over 300 I-70 Mountain Corridor stakeholders, including:

- PIOs
- Local government and community leaders
- Ski resorts
- E-470
- Recreation and tourism groups
- Local businesses
- Local emergency services
- Rideshare companies
- Motorcycle clubs

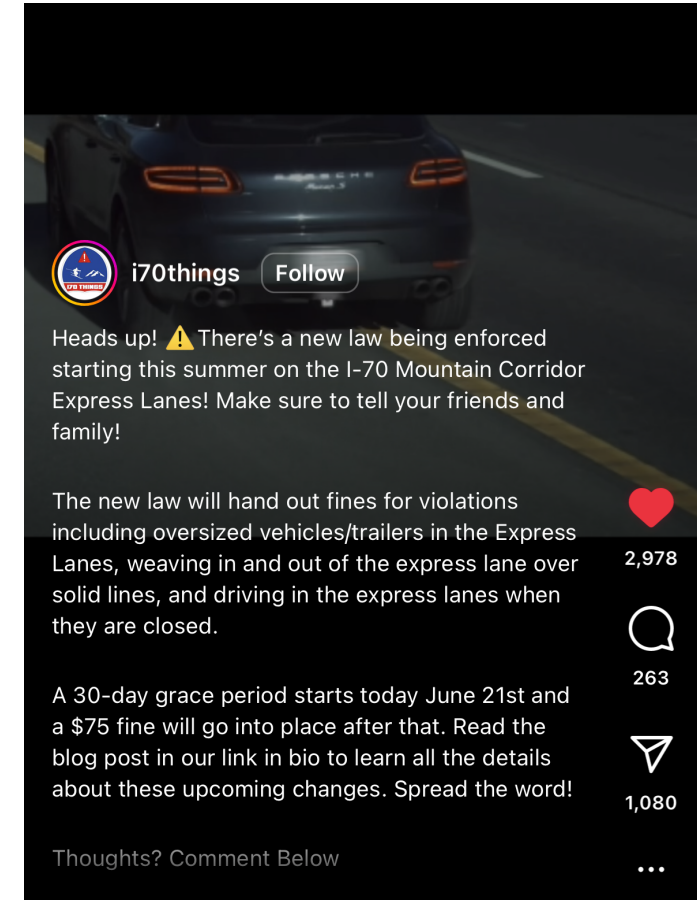
Total stakeholders reached: 391

Influencer Partnerships

Partnered with three prominent social media & online influencers to further messaging to target audiences:

- Instagram influencer, i70Things
 - Reach: 270,000 people
- Travel blogger, Blue Mountain Belle
 - Reach: 782,000 people
- Travel blog & podcast, Hashtag Colorado Life
 - Reach: 120,000 people

Total influencer reach: 1,172,000



i70Things Instagram Post

Paid Media Placements



Paid media advertising is running in a staggered flight that began June 21 and will continue through Sept. 9:

- Targeted Pandora & Spotify banners
 - Projected reach: 1,047,500 people
- Targeted online ads
 - Projected reach: 1,950,000 people
- Billboard
 - Projected reach: 2,080,722 people

Total projected impressions: 5,078,222



Social Media Posts

Scheduled eight social media posts throughout the grace period and into the first few weeks of enforcement on CDOT's channels.

- Facebook reach: 206,000
- Instagram reach: 19,400
- Twitter reach: 269,400

Total potential organic reach: 494,800

 Colorado Department of Transportation (CDOT)
@ColoradoDOT

#CDOT #News: The Express Lanes safety enforcement program begins TODAY on the I-70 Mountain Corridor. Drivers violating Express Lane rules will be issued a warning this month with fines going into effect July 21.

Stay informed at [codot.gov/programs/expresslanes](https://www.codot.gov/programs/expresslanes)

#KnowBeforeYouGo



 Colorado Department of Transportation • Follow
June 28 at 12:00 PM · 🌐

Heading to the mountains? Check the overhead signs before entering the I-70 mountain Express Lanes — if they're closed, leave room for emergency vehicles and stay in your lane!

The safety enforcement program is underway — drivers using the closed lanes will be issued a warning this month with fines going into effect July 21. Stay informed at <https://www.codot.gov/programs/expresslanes>.

#KnowBeforeYouGo



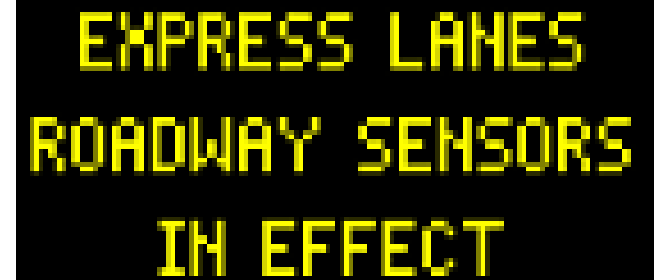
EXPRESS LANE
ExpressToll TOLL TO
6 CLOSED
EXPRESS LANE
SURCHARGE FOR
ExpressToll

👍👍 53 37 comments 8 shares

The photo shows a highway with a large overhead sign that reads 'EXPRESS LANE ExpressToll TOLL TO 6 CLOSED'. A smaller sign below it says 'EXPRESS LANE SURCHARGE FOR ExpressToll'. A truck and a car are visible on the road.

VMS Messages

Posted VMS messages on permanent and temporary signs along the I-70 Mountain Express Lane corridor throughout the grace period and the first several weeks of the enforcement reminding drivers to follow the rules or risk being fined for their misbehavior.



EXPRESS LANES
ROADWAY SENSORS
IN EFFECT



NO MOUNTAIN
IN THE CLOSED
EXPRESS LANE

Website and Legislator Updates

In addition to public promotion of the program, CTIO also updated the expresslanes.codot.gov website to include information about the safety enforcement program and distributed program information and outreach plans to key legislators.



Safety

[Home](#) | [Programs](#) | [Express Lanes](#) | Express Lanes Safety Enforcement Program

Express Lanes Safety Enforcement Program

What is an Express Lanes Safety Enforcement Program?

The Express Lanes Safety Enforcement Program is managed by the Colorado Transportation Investment Office (CTIO), the government-owned business within CDOT that oversees Colorado's Express Lanes. The program encourages safe driving on CTIO's network of Express Lanes by using sophisticated roadside technology to enforce Express Lane rules. Violators identified by this technology will be issued a civil penalty via mail based on the registered address of the vehicle's license plate. Violations not paid within 20 days of issuance will increase to a \$150 civil penalty.



Express Lanes Safety Enforcement Program

In 2022, the state legislature passed a new bill that requires the Colorado Transportation Investment Office (CTIO), a government-owned business within the Colorado Department of Transportation, to use advanced roadside technology to enforce safety violations on the I-70 Mountain Express Lanes. Violators identified by this technology will be issued a civil penalty via mail based on the registered address of the vehicle's license plate. The purpose of this enforcement is, most importantly, to keep all roadway users safe.

Enforcement Details — Rules

JUNE 21

Enforcement will begin on June 21, with a month-long grace period during which drivers will receive warnings in the mail when they have been recorded committing a violation.

Violations committed on or after July 21 will result in a \$75 civil penalty. If not paid within 20 days, the penalty will increase to \$150.

- Drivers cannot drive in the Express Lane when signage indicates that it is closed in all cases except in an emergency or as an authorized emergency vehicle.
- A driver cannot weave in and out of the Express Lanes and general-purpose lanes over the solid yellow line. This constitutes a failure to adhere to Express Lane rules and failure to pay a toll.
- Due to the narrow nature of the Mountain Express Lanes, no vehicle with more than two axles or exceeding 25 feet in length can travel in the Express Lanes at any time.

Next Steps

With the start of civil penalties this week, we will continue our campaign with:

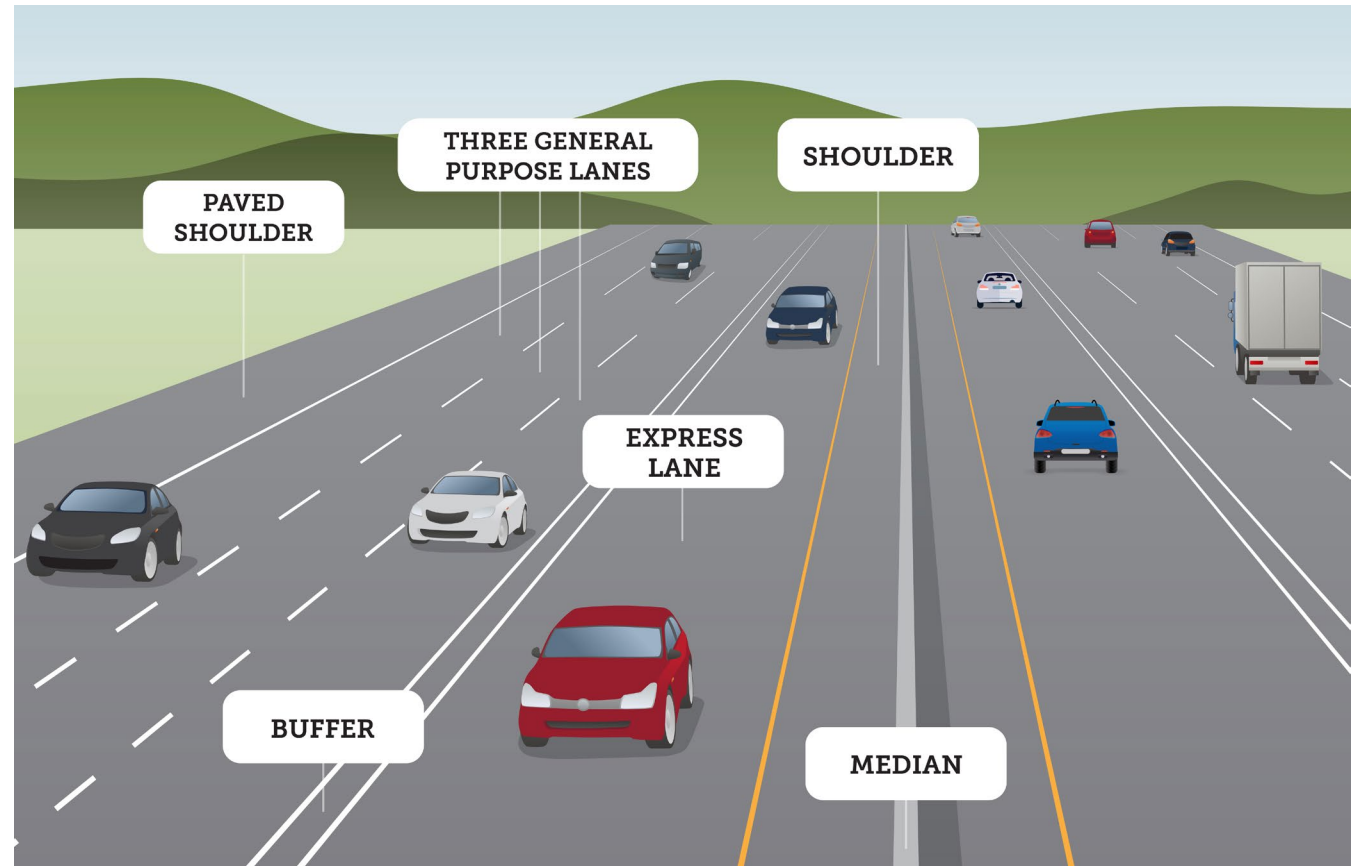
- Distribution of a second press release highlighting the number of warnings issued during the grace period.
- Follow up with all stakeholders to reinforce campaign messaging.
- Installation of additional portable VMS on the Mountain Express Lane corridor to notify motorists in real-time.
- Ongoing paid advertising, social media and influencer partner posts.

Central 70 Tolling Campaign

Early Results

Outreach Overview

The Central 70 tolling campaign focused on leveraging existing communications channels, earned media resources and paid advertising to get the word out about the tolling start.



Outreach Overview



Earned
Media



Stakeholder
Outreach



Paid
Advertising



Social Media
Posts



VMS
Messages



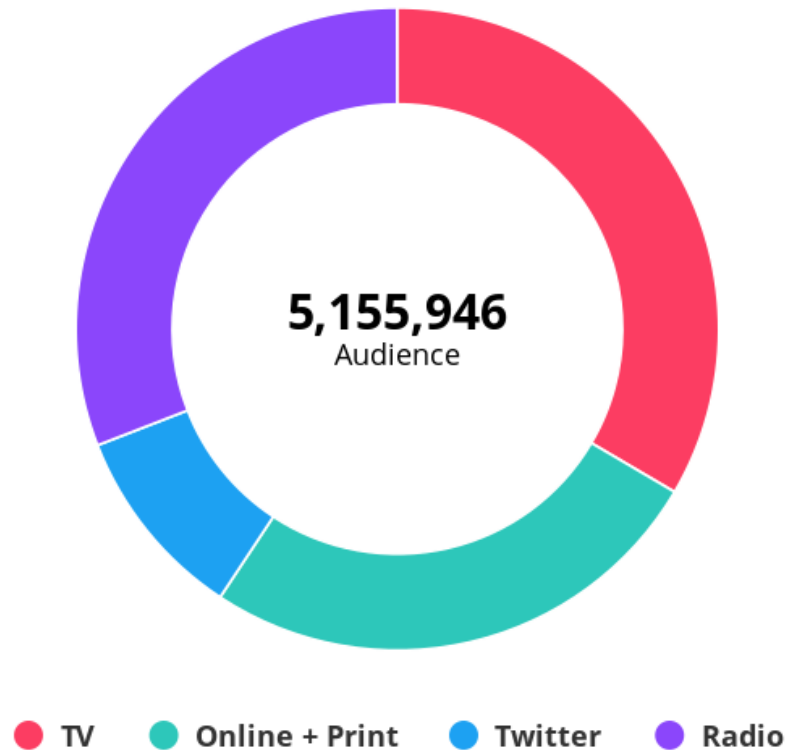
Website
Updates



Telephone
Town Hall

Earned Media Results Overview

Audience by Media Type
Powered by Critical Mention



Mentions: 160

Impressions: 5,155,946

Top three Media Types:

1. TV: 1,725,324
2. Online/Print: 1,331,857
3. Radio: 1,592,179

As of July 11, 2023

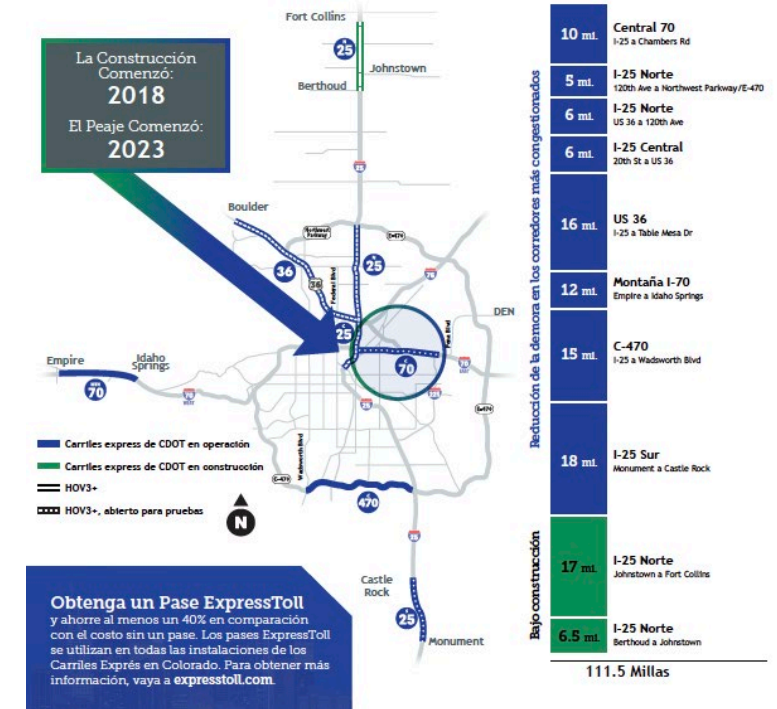
Shared Media: Stakeholder Outreach

Central 70 Corridor Stakeholders

Shared a Central 70 tolling campaign toolkit with corridor stakeholders to further the reach of our messaging. Materials included:

- Fact sheets in English and Spanish.
- Content suggestions for social media and newsletters.
- Links to information about the tolling equity program.

Total stakeholders: 59



Paid Media Placements

Paid media advertising began July 5 and will continue through Aug. 2:

- Targeted Pandora & Spotify ads
 - Projected reach: 970,000 people
- Targeted Spanish radio ads
 - Projected reach: 680,000 people
- Targeted online ads in English and Spanish
 - Projected reach: 1,200,000 people

Total projected impressions: 2,810,000



Social Media Posts

Seven posts were scheduled leading up to and immediately following the start of tolling on CDOT's channels and the Central 70 project pages:

- Facebook reach: 206,000
- Instagram reach: 19,400
- Twitter reach: 269,400
- Central 70 English Facebook reach: 5,200
- Central 70 Spanish Facebook reach: 1,900

Total potential organic reach:
501,900



Website and VMS

- In addition to direct public outreach, VMS messages on the Central 70 corridor conducted a countdown to the start of tolling beginning seven days prior. Updates were also made to the Express Lanes webpages to highlight the change.

Central 70

 I-25 to Chambers Road

 Open

[**More Information on Central 70
Express Lanes**](#)

Telephone Town Hall

- On June 29, CTIO hosted a telephone town hall in partnership with the Central 70 project team. Panelists discussed why the Express Lanes were built, how they work and how motorists can use them. 70,000 phone numbers were called for the event near the Central 70 project and the surrounding commuter corridors.

2,278 members
of the public
attended the
meeting.

16 live questions
from
participants
were recorded.

Thank you!