



Colorado Transportation Investment Office Memorandum

To: CTIO Board of Directors

From: Tim Hoover, Deputy Director of Communications, CDOT

Date: November 20, 2024

Subject: Safety and Toll Enforcement Program (STEP) Communications Update

Purpose:

To provide an update to the CTIO Board of Directors on communications and outreach efforts about the Safety and Toll Enforcement Program (STEP) program and the start of civil penalty enforcement on the I-25 South Gap, Central 70, and US 36 corridors.

Requested Action:

No action is requested at this time. This item is informational only, and the materials presented are intended to provide an overview of communications efforts for the next rollout of the STEP and planned education efforts for 2025.

2025 STEP Education and Outreach:

Education and outreach about the STEP program will continue in 2025 to educate drivers about the program and continue to drive down civil penalties incurred in Express Lanes. The outreach will include media partnerships, paid media, and earned media.

Additional outreach will include partnering with organizations that share common stakeholders with CTIO and Express Lanes. These efforts will focus on sharing information for each organization to distribute to its constituents through newsletters, in-person interactions, printed educational materials, social media, and websites. Further information on the specifics of the various outreach efforts is included in Attachment A.

Attachments

- **Attachment A:** STEP Communications Update

Next Steps:

Staff will return next month with a budget amendment to reflect an updated communications budget for the outlined STEP communications and outreach plan for 2025.