



COLORADO  
**Transportation  
Investment Office**

# Public Education Campaign

March 2025 Update

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# I-70 Mountain Corridor Text Alert Service

**Purpose:** Encourage various stakeholder groups to sign up for the I-70 Express Lanes text alert notifications to be notified of unexpected Express Lane closures and delays.

**Message:** Due to weather, traffic conditions and nearby construction, the Mountain Express Lanes may close unexpectedly or face delays in opening. Real-time text notifications are the most effective way to deliver timely updates to stakeholders who use the Express Lanes on a regular basis.

**Sign up:** The best way to stay informed on the I-70 Mountain Express Lanes is by signing up for text alerts! Sign up by texting 'xpresslanes' to 21000.



# Media & Advertising

# Direct Media Sponsorships

Reviewing media proposals from:

- KDVR/Fox31
  - Estimated impressions: 7.8 million impressions over six months.
- KUSA/9News
  - Estimated impressions: 4.8 million impressions over eight weeks.
- KMGH/Denver7
  - Estimated impressions: 4.4 million impressions over four, four-week flights.



# Print Advertising

Campaigns with 13 different print outlets to begin as soon as late March

- Prairie Mountain Media
  - Daily Camera
  - Broomfield Enterprise
  - Colorado Hometown
  - Greeley Tribune
  - Longmont Times-Call
  - Loveland Herald-Reporter
- Colorado Community Media
- Grand Junction Sentinel

THE DENVER POST

5280

The Gazette  
gazette.com


Westword®

Coloradoan.

# Influencer Partnerships

- I70things - 460K followers
- Colorado Mountain Towns - 283K followers
- Denver Dog guide - 131K followers
- Colorado Kid Adventures - 87.7K followers
- Patrick Jakes Garrett - 72.3K followers
- The Colorado Gal - 44.6K followers
- Colorado Checklist - 27.4K followers
- Heyitsiyanaaaa - 17.3K followers



coloradomountaintowns  Following ▾ Message +👤 ...

808 posts    279K followers    3,410 following

**Jade Sharrer | Colorado Mountain Towns**  
Your guide to hiking, camping, skiing, stays, dining & outdoor recommendations in Colorado + beyond 🏔️  
📍 Colorado  
✉️ coloradomountaintowns@gmail.com  
🔗 [trovatrip.com/trip/europe/iceland/iceland-with-jade-sharrer-oct-2025](https://trovatrip.com/trip/europe/iceland/iceland-with-jade-sharrer-oct-2025) + 3

Followed by ridebustang, amariehjaz + 13 more



coloradokidadventures  Follow Message

988 posts    85.3K followers    1,929 following

**Abbie Dzara**  
📷 coloradokidadventures

Digital creator  
🏔️ Travel, Adventure, Family.  
🏠 Indoor and Outdoor finds.  
👨‍👩‍👧‍👦 Follow to get to know our little family.  
📍 Colorado  
Email for Collabs!  
🔗 [direct.me/coloradokidadventures](https://direct.me/coloradokidadventures)



# Grassroots Partnerships

- Rental Car Services
- Colorado Driving Schools
- Ski Industry
- Tourism & Welcome Centers



# Creative Production



# Creative Production Updates

- Educational Collateral
- Advertising Creative
- Videos



**Express Lane Safety and Toll Enforcement**  
Enforced by Cameras and Roadside Sensors



**No Weaving**  
Do not enter or exit Express Lanes outside authorized access zones.  
**Why?** This “weaving” behavior is a safety hazard that frequently causes crashes, as Express Lanes regularly have speed differentials compared to general purpose lanes.



**No Oversized Vehicles**  
No oversized vehicles (more than two axles, 25 feet or longer, or trailers) in the I-70 Mountain Express Lanes from Idaho Springs to Empire.  
**Why?** The I-70 Mountain Express Lanes are narrower than standard highway lanes and not safe for oversized vehicles.



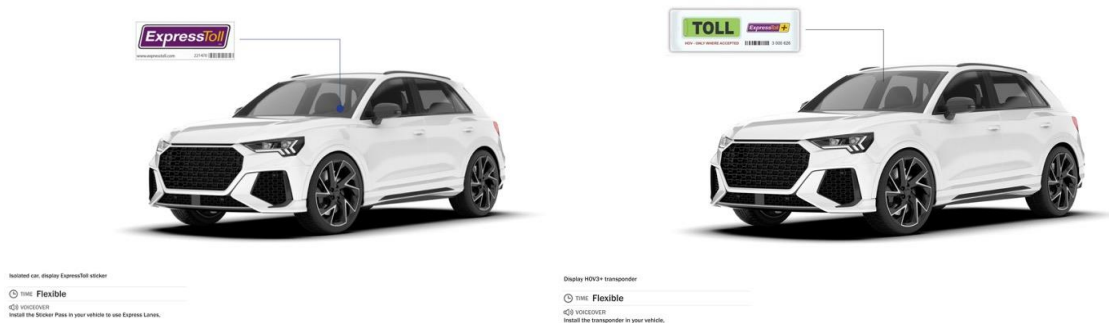
**Only Use When Open**  
No using the I-70 Mountain Express Lanes from Idaho Springs to Empire outside operating hours.  
**Why?** When the I-70 Mountain Express Lanes are closed, they act as shoulders for emergency responders and disabled vehicles.



**Cross the line,  
pay the fine.**  
Safety and Toll Enforcement  
is in effect on all active  
Colorado Express Lanes.

# Video Production

- Express Lanes Striping (complete)
- In production:
  - How To Use Express Lanes (General)
  - How To Use Express Lanes (HOV3+)



# Website

# Website Updates

New landing page design ready for implementation.



## Understanding & Using Express Lanes



What Are  
Express Lanes?



How do you use  
Express Lanes?



Express Lanes  
Safety Enforcement



Get a Pass!

Thank you!