



COLORADO
**Transportation
Investment Office**

Communications Update

Quarterly - May 2025

Media & Advertising Update

What have we been up to?

2025 STEP Campaign

Paid Media to Date



Newspapers and Digital Ads:

Grand Junction, Colorado Springs, Greeley, Longmont, Boulder, Fort Collins, Loveland, Broomfield, Denver (Denver Post, Westword, 5280)



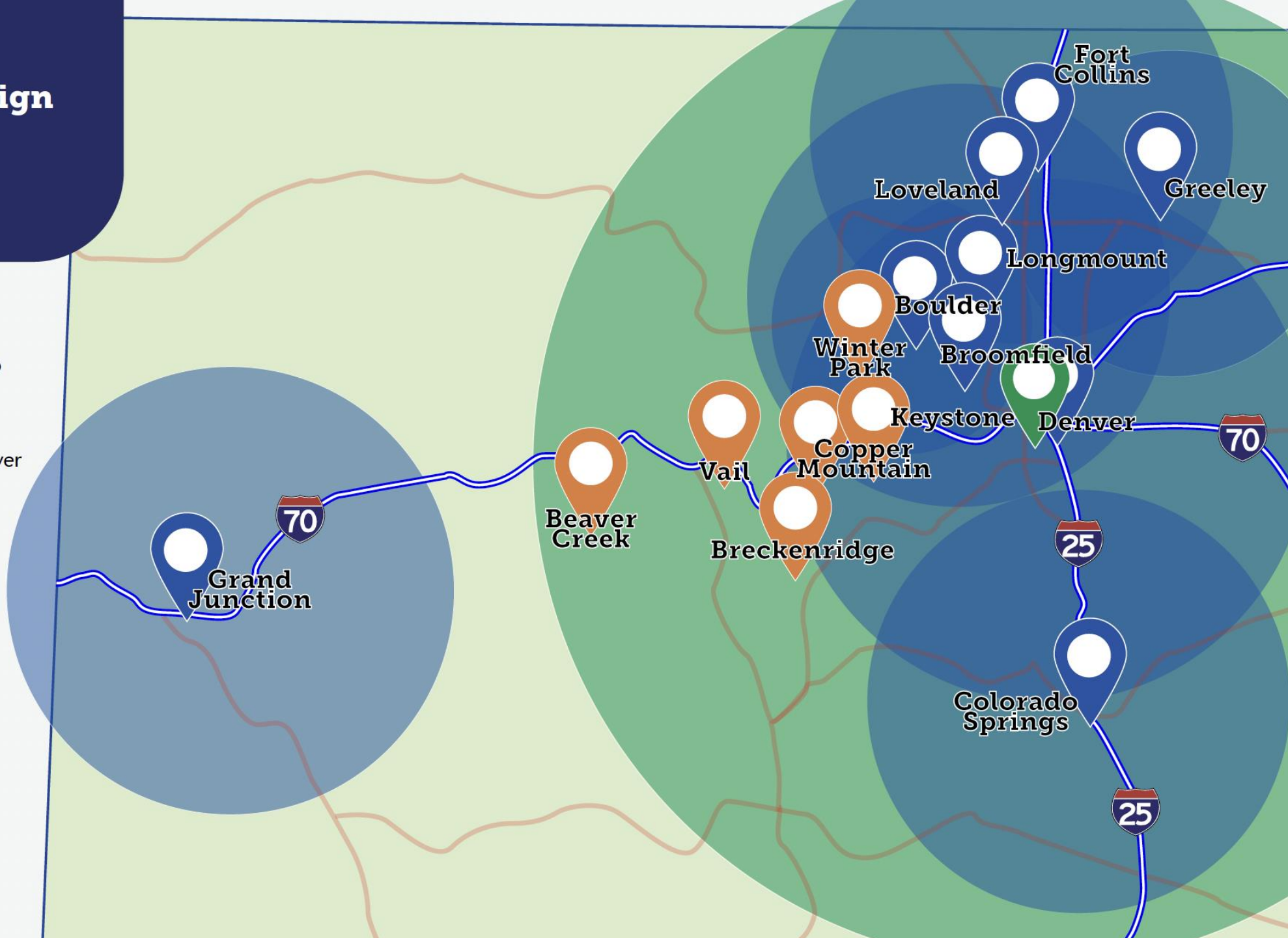
Television:

Altitude Sports, KCNC, KDVR, KUSA, KMGH



Ski Resorts:

Breckenridge, Vail, Beaver Creek, Copper Mountain, Keystone, Winter Park



Direct Media Sponsorships

Accepted media proposals from:

- KDVR/Fox31
 - Collaboration with Out There Colorado
- KUSA/9News
 - 8-week sponsorship campaign
- KMGH/Denver7
 - 4 seasonal campaigns - 16 weeks total
- CBS 4
 - Road Trip Ready sponsorship and Colorado Review collaboration

Interview tapings with:

- CBS 4
 - Colorado Review
- Denver 7
 - Mile High Living
- Fox 31
 - Great Day Colorado

Out of Home and Digital Advertising

Ski Resorts

- Ads ran on chairlifts at Breckenridge, Vail, Beaver Creek, Copper Mountain, Keystone and Winter Park

Altitude TV

- Ads ran during Nuggets and Avalanche Games in March and April

Television

- Ads ran on KCNC, KDVR, KUSA, KMGH in late April and early May

Digital Ads

- Ads ran in April and May and targeted drivers by geography and behavior

Print Advertising Update

Campaigns with 13 different print outlets began in late March and are running through the end of the year.

These campaigns are a mix of print and digital assets.

- Print impressions to date
 - 339,461
- Digital impressions to date
 - 262,512

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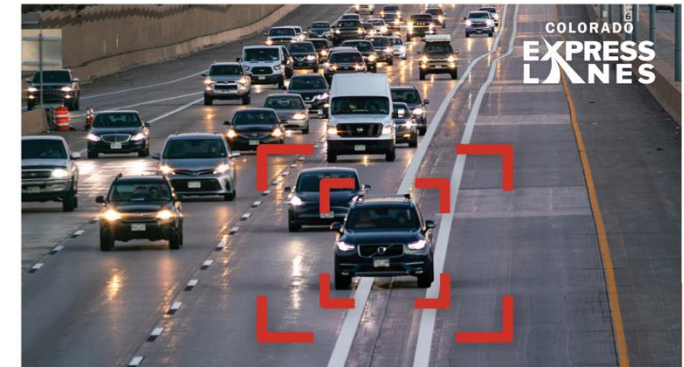
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Englewood Parkway in the Englewood Civic Center.
For more information, visit englewoodarts.org/
performances.



**Cross the line,
pay the fine**

**Enter and exit through
the dashed lines only**

**Learn more at
www.ColoradoExpressLanes.com**

department at accounting@coloradocommunitymedia.com

Columnists & Guest Commentaries

Columnist opinions are not
necessarily those of the
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We welcome letters to the editor.
Please include your full name,
address and the best number to
reach you by telephone.

Email letters to
letters@coloradocommunitymedia.com

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CORRECTIONS

Colorado Trust for Local
News asks readers to make
us aware of mistakes we
may have made.

Email linda@cotln.org if
you notice a possible error
you would like us to take a
look at.

Plans for the Remainder of 2025

2025 STEP Campaign

Paid Media

May-Dec. 2025



Newspapers and Digital Ads:

Grand Junction, Colorado Springs, Greeley, Longmont, Boulder, Fort Collins, Loveland, Broomfield, Denver Metro (Denver Post, Westword, 5280), Montbello Neighborhoods (Front Porch and Denver Urban Spectrum)



Television:

Altitude Sports, KCNC, KDVR, KUSA, KMGH



Billboards:

I-25 at Hwy 36,
I-25 north of Exit 172 (I-25 S Gap)



Out of Home:

Coors Field



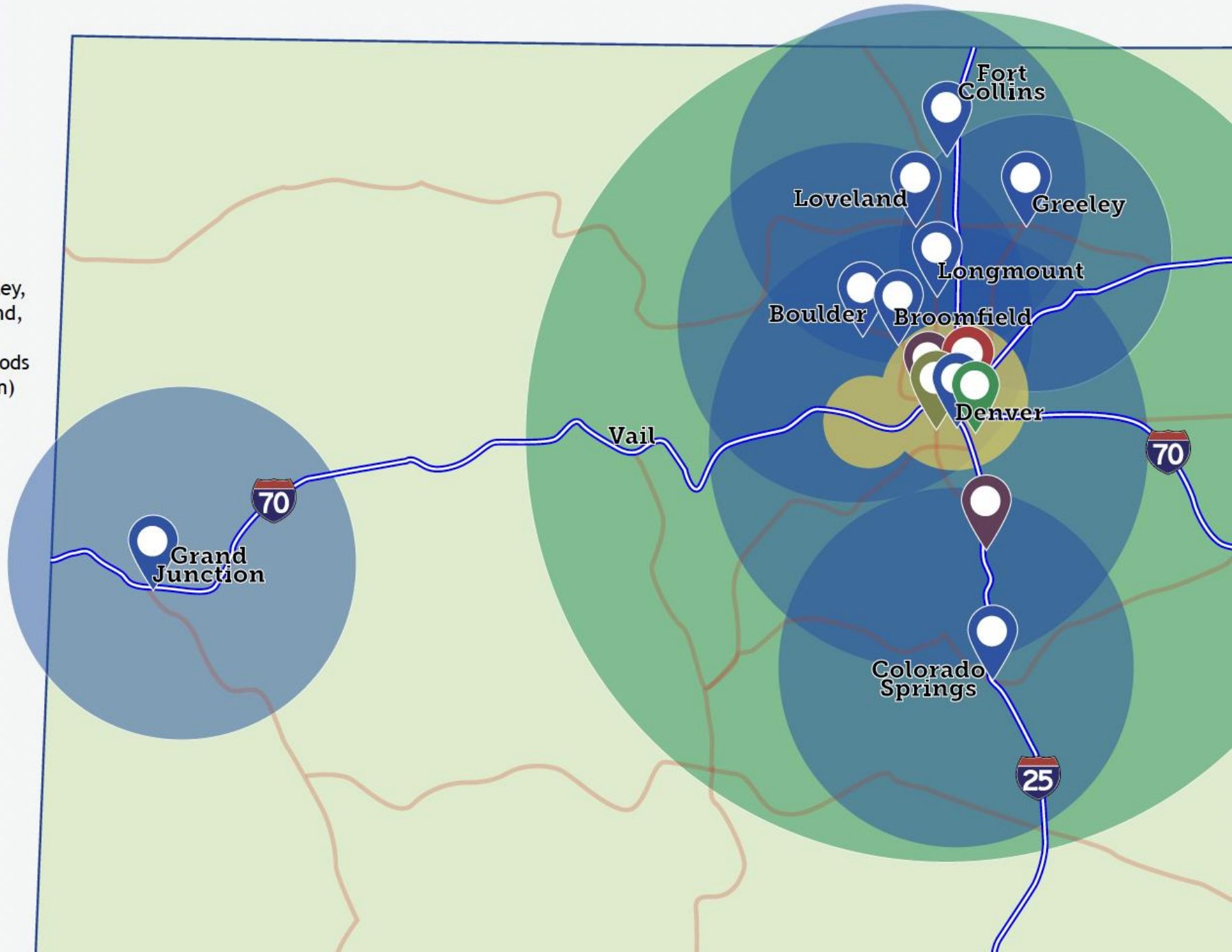
Gas Station TVs:

Denver Metro,
I-70 from Idaho Springs to Empire



Traffic Radio:

Denver Metro,
I-70 from Idaho Springs to Empire



Text Alerts

I-70 Mountain Corridor Text Alert Service

- 492 signed up to receive texts
- Q1 progress:
- Outreach plan developed
 - Joint text alert press release distributed
 - Joint text alert banner placed in the Georgetown Visitor Center

Next steps:

- Expected launch date in early June



Partnerships

Grassroots Partnerships

- Reached out to all and met with the majority of TMOs in the state
 - Many were aware of the program and eager to help share STEP messaging
- Distributed tear-off pads to 11 different rental car agencies at DEN
 - Over 5,000 flyers
- Met with PIOs from CSU and Loveland PD
 - Discussed STEP and the future of tolling & STEP enforcement on north I-25

**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.

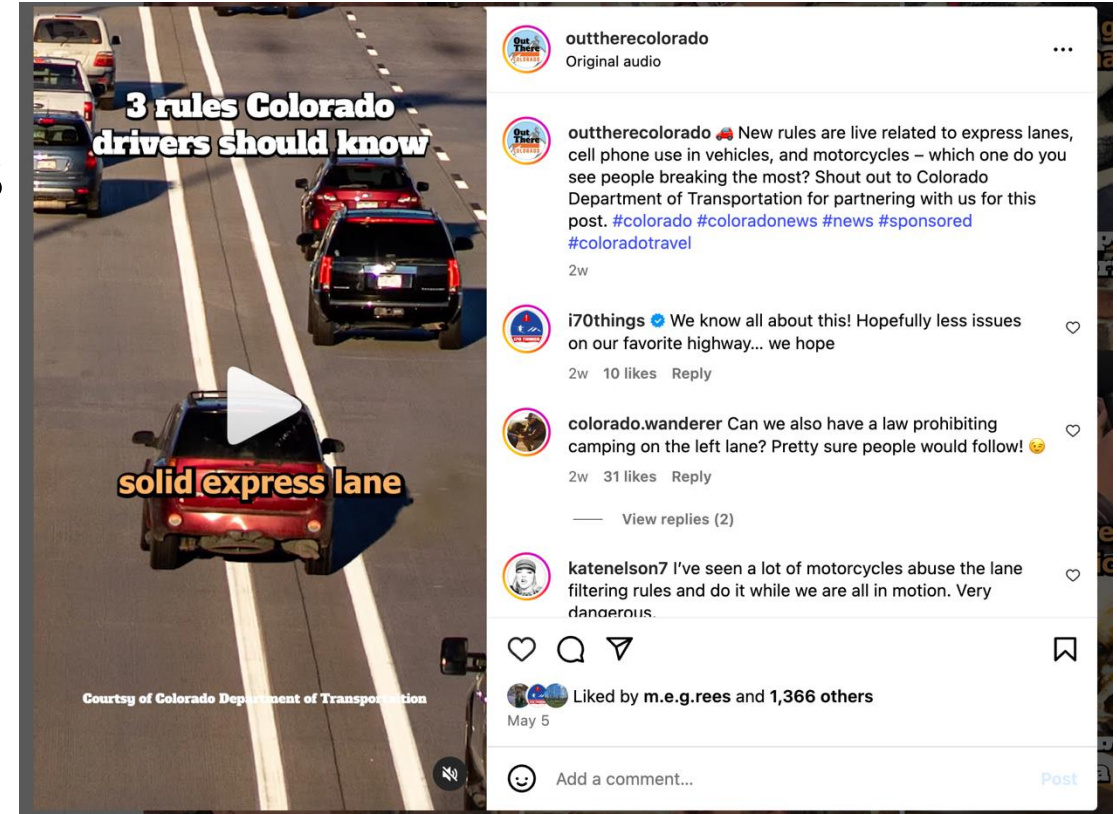
**Only Use When Open**
No using the I-70 Mountain Express Lanes from Idaho Springs to Empire outside operating hours.
Why? When the I-70 Mountain Express Lanes are closed, they act as shoulders for emergency responders and disabled vehicles.

**COLORADO EXPRESS LANES**
CTIO
COLORADO
Transportation
Investment Office

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

Influencer Partnerships & Impressions

- I70things - 460K followers
 - 872,093 views across all platforms
- Colorado Mountain Towns - 283K followers
 - 56,712 views across all platforms
- Little Rad Adventure - 110K followers
 - 31,473 views across all platforms
- Out There Colorado - 227K followers
 - 80,122 views across all platforms



Additional Central 70 Outreach

- Print & Digital
 - Entered into campaigns with Front Porch and Denver Urban Spectrum
 - Podcast sponsorship included in the DUS campaign
- Radio
 - Expanded campaign to begin in June with ads running on three additional stations in the following zip codes: 80239, 80238, 80249, 80205 and 80207
- Community Organizations
 - Met with Montbello Organizing committee and discussing advertising campaign in their monthly newsletter and on social platforms

- Direct Mail
 - Bilingual mailers to go out by mid-June



In an effort to increase safety on Colorado roads, the Colorado Transportation Investment Office (CTIO), a government-owned business within the Colorado Department of Transportation, is using advanced roadside technology to enforce safety violations along Express Lane corridors.

\$75
Civil Penalty

Drivers who violate the Express Lane rules will receive a \$75 civil penalty. If not paid within 20 days, the penalty will increase to \$150.

Express Lane Rules

- No weaving – crossing over the solid line is dangerous. Enter and exit the Express Lanes through designated points only.
- No oversized vehicles on the I-70 Express Lanes between Idaho Springs and Empire.
- Only use the Express Lanes when they are open



For more information, please visit:
ColoradoExpressLanes.com

Creative Production

Video Production

- Express Lanes Striping (complete)
- In final stages of development:
 - How To Use Express Lanes (General)
 - How To Use Express Lanes (HOV3+)
- In pre-production:
 - Mountain Express Lanes
 - Aiming for a July release date



Website

Website Updates

New landing page design was implemented in March!



Understanding & Using Express Lanes



What Are
Express Lanes?



How do you use
Express Lanes?



Express Lanes
Safety Enforcement



Get a Pass!

Thank you!