

## Colorado Transportation Investment Office Memorandum

**To:** CTIO Board of Directors

**From:** Tim Hoover, Deputy Director of Communications, CDOT

**Date:** February 18, 2026

**Subject:** February Communications Update - I-25: Berthoud to Fort Collins Tolling and STEP Rollout and Colorado State University Partnership

**Purpose:**

To provide an update to the CTIO Board of Directors on outreach plans for the start of tolling and Safety and Toll Enforcement on the I-25, Berthoud to Fort Collins Express Lanes and to highlight an ongoing advertising partnership with Colorado State University.

**Requested Action:**

No action is requested at this time. This item is informational only, and the materials presented are intended to provide an update on the communication team's plans for future and ongoing outreach efforts.

**I-25: Berthoud to Fort Collins Tolling and STEP**

- Campaign Timeline
  - Tolling and 30-day warning period start: April 7
  - STEP start: May 7
- Earned and Owned Media Tactics
  - Press releases
  - Stakeholder outreach
  - Website and social media updates
- Paid Media Tactics
  - Traffic Radio
  - Out of Home
  - Digital Streaming
  - Display Online

**Colorado State University Ongoing Advertising Partnership**

- Digital Pillars
- Bus Ads
- Dining Hall Table Cards