



COLORADO
Transportation
Investment Office

February Communications Update

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

Colorado State University Partnership

I-25: Berthoud to Fort Collins Tolling Start and STEP Rollout

Campaign Timeline

- **March 23 - April 7**
 - Message: Tolls will begin April 7
- **April 7 - May 7**
 - Message: Tolling is live and STEP will begin May 7
- **May 7 - May 21**
 - Message: Express Lanes Safety and Toll Enforcement Program is active

Tolling Start & STEP Rollout I-25: Berthoud to Fort Collins

Earned and Owned Media Tactics

- Press releases
 - One to alert drivers to the start of tolls and the beginning of the 30-day grace period
 - One to alert drivers to the start of STEP
- Stakeholder Outreach
 - Stakeholder Toolkit
 - Includes drafted resources about tolling and STEP start
 - Distribution to over 850 stakeholders across Colorado
 - Direct outreach to elected officials
- Social posts on CDOT's channels
- Website updates

Tolling Start & STEP Rollout I-25: Berthoud to Fort Collins

Paid Media Tactics

Three flights - one for tolling start, one for toll active and STEP start, one for STEP active.

- Traffic radio targeting northern Colorado
- Out of Home
 - Loveland Transit bus ads
 - Five billboards in northern Colorado, on or near I-25
- Digital Streaming
 - DisneyXP, Premion, Spotify, Podcasts, Pandora and Unidos (Spanish)
- Display Online
 - Thayer programmatic, ad serving and Pulpo (Spanish)

Total Estimated Impressions: 18.3 Million

Colorado State University Advertising Partnership

Digital Pillars



- Initial 4-week run began Jan. 26. Will repeat for I-25 campaign.
- 6 digital pillars with 1,700 6-second daily spots.

Campus Bus Ads



- 4-week run began Jan. 26. Will repeat for I-25 campaign.
- 4 on-campus buses run every 10 minutes on weekdays and every 20 minutes on Saturdays.

Dining Hall Table Cards



- 2-week run began Feb. 9. Will repeat for I-25 campaign.
- 490 table cards at 4 different dining halls across CSU's campus
 - 100 cards - Braiden Dining Center
 - 100 cards - Durrell Dining Center
 - 120 cards - Ram's Horn Dining Center
 - 170 cards - The Foundry Dining Center

Questions?