

Colorado Transportation Investment Office Memorandum

To: CTIO Board of Directors

From: Tim Hoover, Deputy Director of Communications, CDOT

Date: June 5, 2026

Subject: June Communications Update - 2025 Results, I-25: Berthoud to Fort Collins Tolling and STEP Rollout Update and June - December Outreach

Purpose

To provide an update to the CTIO Board of Directors on outreach results from 2025, preliminary results for tolling and Safety and Toll Enforcement Program on the I-25, Berthoud to Fort Collins Express Lanes and to provide an update on outreach plans for the remainder of 2026.

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.

Details

The attached presentation will cover the following topics:

- **I-25: Berthoud to Fort Collins Tolling Start and STEP Rollout**
 - Campaign Timeline
 - Earned and Owned Media Tactics
 - Paid Media Tactics
- **Q1 STEP Quarterly Report Update**
- **June - December Outreach**
 - Goals
 - Media Plan Framework
 - Paid Media and Grassroots Tactics

Attachments

Attachment A: Communications Update Presentation