



COLORADO
**Transportation
Investment Office**

June Communications Update

2025 Results

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

June - December 2025 Outreach

A look back at 2025

Market-Wide Enforcement



Earned Media

- **178,161,106 impressions**
 - Radio
 - Online
 - Broadcast television
 - Social media

Paid Media - **106,377,388 impressions**

- Ski resorts
- Billboards
- Traffic radio
- Rockies in-stadium ads
- Targeted digital ads (English/Spanish)
- Prime video
- Disney streaming (English/Spanish)
- Audio & podcast streaming (English/Spanish)
- Broadcast partnerships and paid interviews
- Print media partnerships

Grassroots Communication Efforts

- DEN Rental Cars
 - Delivered approximately 5,000 tear-off cards with information on STEP
 - Attended multiple monthly meetings with DEN rental car leadership to share information on STEP and the process for handling fines
- Driving Schools
 - Shared STEP and Express Lanes materials with 25+ driving schools across the state
 - Delivered 3,000 tear-off cards to Mountain State Drivers Education locations in northern Colorado
- CSU Fort Collins
 - Delivered 1,500 tear-off cards for distribution at new student orientations and ‘Welcome Week’
- Entered into paid partnerships with:
 - Colorado Ski Country USA
 - Colorado High School Activities Association (CHSAA)
 - Colorado State University

Additional Outreach

- Social Media Influencer Campaigns
 - Worked with 15 different influencers
 - Resulted in **2.3 million** total campaign views
- Text Alert Marketing Campaigns
 - **936 contacts** signed up in 2025 - we are currently at 967
 - Ran ads with i70things, two local newspapers, My Mountain Town website and four local Facebook groups
- Video Production
 - The team developed and published five animated videos about Express Lane rules
 - Resulted in **5.9k** total views in 2025
- Targeted Central 70 Outreach
 - Distributed **50,000** postcards via direct mail
 - Passed out **more than 200** tear-off cards during Montbello drive-through food pantries
 - Ran ads with Front Porch and Denver Urban Spectrum

Total Impressions

Total 2025 outreach impressions

478.9 Million Impressions
across all platforms

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

Earned Media



- Combined earned media reach from two press releases: **23,391,131 impressions**
 - Radio
 - Online
 - Broadcast television
 - Social media
- Distributed toolkit of stakeholder materials to more than **1,700** contacts across Colorado.

Paid Media

Paid Media Tactics

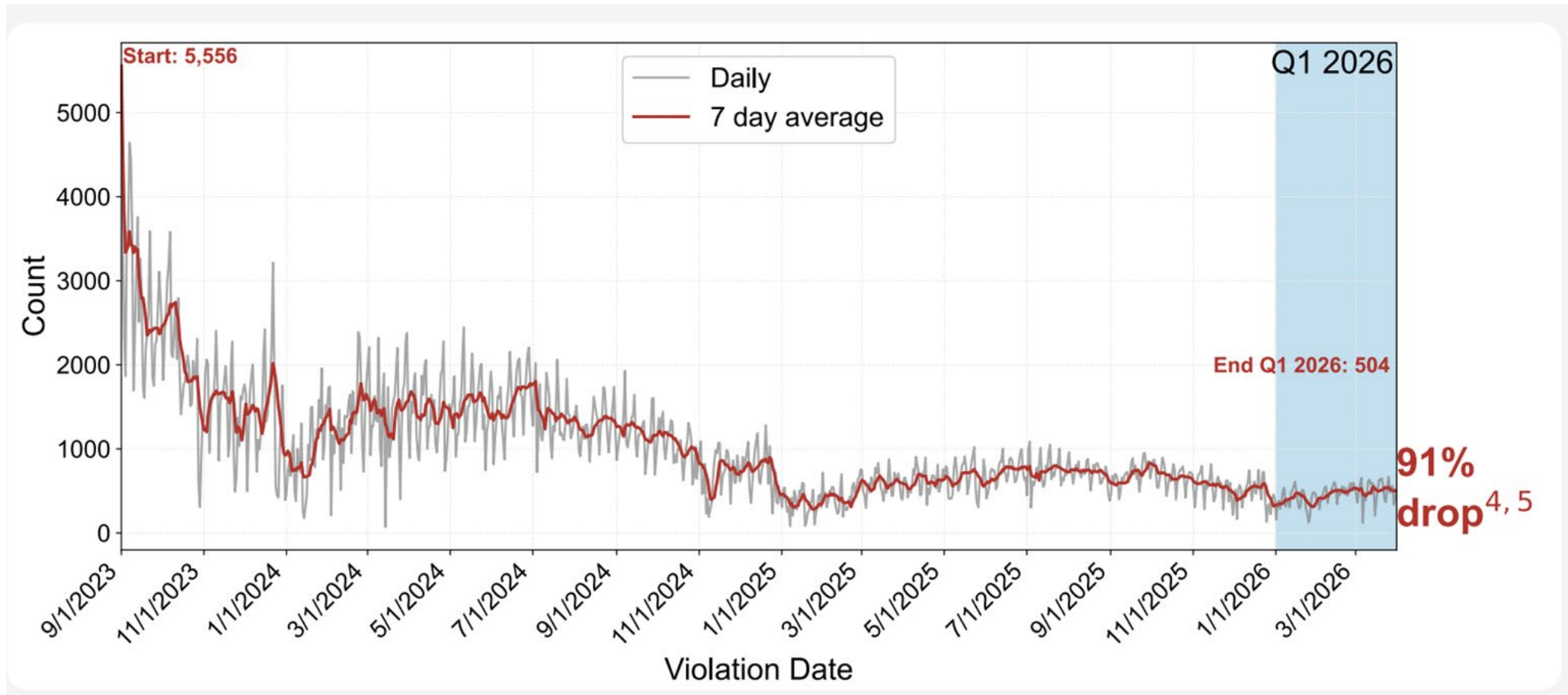
- Traffic radio targeting northern Colorado
- Out of Home
 - Loveland Transit bus ads
 - Five billboards in northern Colorado, on or near I-25
- Digital Streaming
 - DisneyXP, Premion, Spotify, Podcasts, Pandora and Unidos (Spanish)
- Display Online
 - Thayer programmatic ad serving and Pulpo (Spanish)
- Influencer partnerships with Out There Colorado, I-70 Things, This is NoCO, Life in NoCo, CSU Student Media and more
- Digital pillars, campus dining hall cards and campus bus ads with Colorado State University.

Total Estimated Impressions: 16.3 Million



Q1 2026 STEP Quarterly Report Update

Daily Mailed Violations (7 Day Average)



June - December 2026 Outreach

Multi-Year Goal



The majority of drivers on Colorado highways will be aware of the Express Lane rules and will not commit violations out of ignorance.

2026 Media Plan Framework

Spring	Summer	Fall	Winter
Ski Resort Ads Linear TV Gas Station TV Billboards Digital Streaming Online Ads	Gas Station TV Billboards Digital Streaming Online Ads	Gas Station TV Billboards Digital Streaming Online Ads	Linear TV: Altitude Sports Billboards Digital Streaming

Tactics - Paid Media

Linear TV

- Spot TV
- Altitude

Out-of-Home

- Gas Station TV
- 6 digital billboards

Digital Streaming

- Premion
- Netflix
- Amazon Prime
- Pulpo

Online Ads

- TripAdvisor
- Colorado.com



Geotargeted Ads

- Denver 7-county metro
- Larimer County
- Weld & El Paso counties

Social Media Influencers

- I70things
- Patrick James Garrett



Print Media

- Denver Post
- Colorado Springs Gazette
- Grand Junction Sentinel

Tactics - Grassroots

CDOT Social Media

- Quarterly program reminders

Engagement with New Drivers

- Incorporating Express Lanes material into driving school curriculum

Engagement with New Residents

- Partner with major universities, real estate groups and resource providers working with immigrants moving to Colorado

Engagement with Tourists

- Continue to work with rental car companies, ski resorts and visitor centers

Text Alert Promotions

- Influencer and print ads along with grassroots outreach to increase text subscribers.

Questions?