



**COLORADO**

Department of  
Transportation

A photograph showing a traffic jam on a snowy mountain road at night. The scene is illuminated by the red and yellow taillights of several cars, including a prominent white Volkswagen Jetta in the foreground. The road is flanked by snow-covered mountains and evergreen trees under a dark blue sky.

**HPTE Board Update  
Express Lanes Education  
March 18, 2015**



## Region-wide Express Lanes

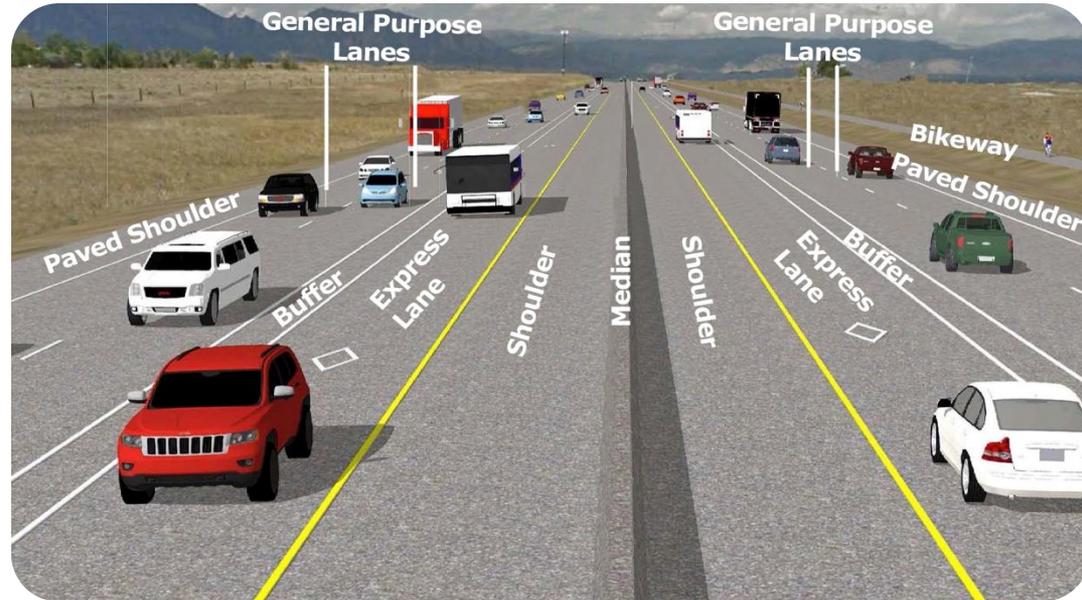
- US 36
- I-25 North
- I-70 West, in the mountains
- Potentially on:
  - I-70 East
  - C-470





## US 36 Express Lanes

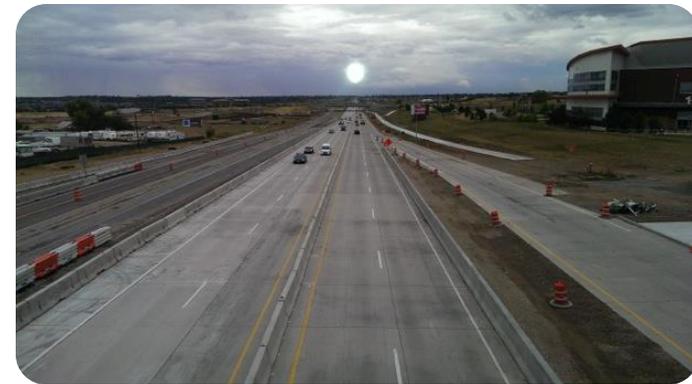
- Phase 1 (Federal Boulevard to 88<sup>th</sup> Street in Louisville/ Superior) opens summer 2015
- Phase 2 (to Table Mesa Drive) opens early 2016





## US 36 Express Lanes (cont.)

- Phase 1
  - 80% complete
  - Eastbound permanent pavement complete
  - Major bridge reconstruction complete
  - Working on westbound permanent pavement, bikeway, signage installation
- Phase 2
  - 40% complete
  - Working on paving, bridge widening, drainage
  - Diverging Diamond Interchange (DDI) to open later this year





## I-25 North Express Lanes

- One lane in each direction between US 36 and 120th Avenue
- Opening early 2016
- Use of Lane:
  - Same as US 36 - HOV or tolled vehicles
  - Motorcycles (free with ExpressToll account and Pass)
  - Must have an ExpressToll account and pass
  - Trucks (paying surcharge)



## I-70 West

- One eastbound lane between Empire and Idaho Springs
- Opening late-2015
- Only open during Peak Travel Times
- Use of Lane:
  - Only tolled with an ExpressToll account and pass
  - HOV/Carpool option
  - Motorcyclists (free with ExpressToll account and pass)
  - Trucks (paying surcharge)



## Education Campaign

- Focused on “How to Use”
- Education needed on new and different elements:
  - Passes
  - Carpooling
  - Toll Rates
  - BRT
  - DDI
  - Bikeway
  - Bus on Shoulder
  - ATM





## Education Campaign (cont.)

- Campaign to educate motorists on:
  - US 36 (Phase 1 and 2)
  - I-25 North
  - I-70 West
- US 36 Phase 2 more targeted advertising in Boulder and surrounding areas



## Creative

- INSERT WHEN/IF APPROVED



## Paid Advertising

- Paid advertising budget will be determined once a budget is finalized
- Budget spread through various media outlets for each of the four projects:
  - Spot Television/Cable - \$ 288,000-\$350,000
  - Radio - \$161,000-\$375,000
  - Out of Home (billboards, buses, etc.) - \$118,350-\$240,000
  - Online - \$75,000-\$85,000
  - Print - \$55,000-\$75,000
- US 36 Phase 2 more targeted advertising in Boulder and surrounding areas



## Potential Viewership

- Total 96-1.1 million impressions (with \$1.1 million budget)
  - Spot Television/Cable - 29-45 million
  - Radio - 18-50 million
  - Out of Home - 42-93 million
  - Online - 6-9 million
  - Print - about 1 million



## Campaign Schedule

- **Grassroots Education** - starting now on all projects
  - Community presentations
  - Website launch
  - Educational video launch
  - Attendance at summer festivals
  - Public meetings/telephone town halls
- **Paid Advertising** - begin about one month prior to opening, and extends a couple weeks after opening (if budget allows)
- **Project Timelines**
  - Phase 1 US 36 Lanes Open: summer 2015
  - I-70 West Express Lanes Open: late-2015
  - I-25 North Express Lanes Open: early 2016
  - Phase 2 US 36 Lanes Open: early 2016



## Campaign Partners

- RTD
- 36 Commuting Solutions
- ExpressToll/E-470
- Northwest Parkway
- DRCOG
- Ames Granite Joint Venture
- Plenary Roads Denver
- Cities & Counties





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**Questions?**