



DATE: October 14, 2015
TO: High Performance Transportation Enterprise Board
FROM: Megan Castle, Communications Office
SUBJECT: I-70 Mountain Express Lane Toll Rate Public Outreach Summary

Purpose

At the August HPTE Board meeting, staff presented a tolling schedule range and operations plan to the Board for consideration as well as a schedule of public outreach to be completed on those topics. This memo contains details on HPTE's outreach events for the I-70 Mountain Express Lane.

Action

Informational only - no action is required.

Background

CDOT and HPTE hosted two public meetings on the I-70 Mountain Express Lane proposed toll rates and operations in September 2015. The meetings included a telephone town hall (TTH) on Sept. 21, and a public meeting held in Idaho Springs on Sept. 29.

Details

About the meetings:

Sept. 21 Telephone Town Hall (TTH):

- The TTH hosted 10,120 inbound callers, including 70 who called in
- Outbound calls were made to Front Range communities and counties along the I-70 Mountain Corridor
- 31 questions answered live and 22 voicemails received with questions or comments following the live call

On Monday, Sept. 21, 2015, Peter Kozinski (OMPD), Megan Castle (HPTE/CDOT), Tim Mauck (Clear Creek County Commissioner), Stephen Harelson (CDOT Project team), Shannon Gifford (HPTE Board and CDOT Transportation Commission member) facilitated a telephone town hall with residents in the Front Range and along the I-70 Mountain Corridor to provide an overview of how to use Mountain Express Lane, discuss the proposed toll rates schedule, take comments and answer questions.

Telephone Town Hall Participation

Approximately 10,050 households participated with 70 participating as "inbound" callers. These in-bound callers used a 1-800 number that was publicized in all public notifications of the event.

The average minutes spent on the telephone town hall by participants was 11 minutes, and the peak level participation was 1,102 persons. Also during the telephone town hall, listeners were notified of the upcoming meeting occurring the following week (Sept. 29 in Idaho Springs).

Questions and Comments

The panel responded to 31 questions during the 60-minute telephone town hall. Another 22 participants left questions and comments via voicemail recording at the conclusion of the town hall.

The most frequent questions and comments presented live during the call, via email and in voicemail messages related to the following topics: hours of use, tolling rates, operations and how to use the lanes.

Interactive Survey Questions

The telephone town hall also included the following four live survey questions and the results:

Q1: "Do you currently have an ExpressToll account and pass?"

Responses: Yes: 22%; No: 71%; Planning to get one: 7%

Q2: “Which are the most important questions you have about the I-70 Mountain Express Lane?”

Responses:	Price of the toll charged to use the Express Lane:	20%
	If you will always have a free alternative:	38%
	Travel time between the mountains and Denver:	20%
	How will the I-70 Mountain Express Lane work:	22%

Q3: “To cover the cost of processing a License Plate Toll option for Express Lanes users who don’t have an ExpressToll pass, CDOT will charge a License Plate Toll fee. What kind of LPT fee should be charged?”

Responses:	Should be charged a flat fee:	26%
	Should be charged a percentage of the toll:	30%
	Should be another method:	15%
	No opinion:	29%

Q4: “Did you know you can save money on tolls if you have an ExpressToll Pass? How do you think you can get one?”

Responses:	Visit the E-470 Office:	5%
	Request one by phone:	5%
	Order online:	22%
	Pick up at local store:	3%
	All of the above:	66%

At the Sept. 29 public meeting in Idaho Springs, there were 77 registering attendees. Informational boards on the project, proposed toll rate schedule and the operations and use of the lane were staffed by CDOT and HPTE to answer questions and take public input and comments. Welcome remarks were provided by Clear Creek County Commissioner Tim Mauck, Idaho Springs Mayor Mark Hillman, as well as HPTE and CDOT program and project staff.

Along with the boards, the I-70 Mountain Express Lane Tolling Fact Sheet was provided at the event and on the HPTE website prior to the event. Following the event, HPTE will post the following to its website: Sept. 29 Meeting Boards; I-70 Mountain Express Lane Tolling Fact Sheet as well as the Sept. 21 TTH Audio File and Q&A from both public meetings.

Key Benefits

HPTE’s outreach at the public events was helpful in educating the public on CDOT and HPTE’s first mountain express lane and the first based upon recreational travel; not commuter. The events allowed CDOT and HPTE to reach thousands of residents along the corridor, directly and/or through media coverage.

At the events, CDOT, HPTE and its partners were able to answer questions, provide explanations and information regarding:

- Operations, hours and usage
- The rationale to provide a toll range and the proposed toll schedule for this recreational peak period express lane
- How to get a Pass: Instructions on how to get a pass and set up an ExpressToll account, even on-site at the Broomfield meeting
- Construction impacts to the locally affected community.

These public meetings followed HPTE’s protocol on toll rates and approval process. The meetings were helpful in reaching and providing information to the general public, elected officials, stakeholders and media, as well as to provide their feedback to the HPTE Board prior to action taken on tolls.

Next Steps

The I-70 Mountain Express Lane will open by the end of the year. If the HPTE Board takes action to approve the tolling schedule proposed, it will be communicated to the public, stakeholders, elected officials and media, including, when known, the date that tolling shall commence. The tolling information will be part of the CDOT Express Lanes education campaign and efforts.



DATE: October 14, 2015
TO: High Performance Transportation Enterprise Board
FROM: Megan Castle, Communications Office
SUBJECT: US 36 Express Lanes Phase 2 and Special Events Proposed Toll Rates Public Outreach Summary

Purpose

At the August HPTE Board meeting, Plenary Roads Denver (PRD) presented a proposed tolling schedule for US 36 Phase 2 and Special Events to the Board for consideration. Staff recommended public outreach to be completed on those topics in conjunction with PRD. This memo contains details on HPTE and PRD's telephone town hall outreach for the proposed toll schedules.

Action

Informational only - no action required.

Background

CDOT, HPTE and PRD hosted a telephone town hall on the proposed toll schedules on October 1, 2015.

Details

About the Oct. 1, Telephone Town Hall (TTH):

- The TTH hosted 4,965 inbound callers, including 35 who called in
- Outbound calls made to communities along the US 36 Express Lanes corridor, from Boulder to Denver
- 25 questions answered live and 18 voicemails received with questions or comments following the live call

On Thursday, Oct. 1, 2015, Megan Castle (HPTE/CDOT), Superior Mayor Clint Folsom, Shannon Gifford (HPTE Board and Transportation Commission member) and Terry Ostrom (PRD) facilitated a telephone town hall with residents in communities along the US 36 Express Lanes corridor, from Boulder to Denver in the Front Range to discuss the proposed toll rates schedule, take comments and answer questions.

Telephone Town Hall Participation

Approximately 4,965 households participated with 35 participating as "inbound" callers. These in-bound callers used a 1-800 number that was publicized in all public notifications of the event.

The average minutes spent on the telephone town hall by participants was 12 minutes, and the peak level participation was 735 persons.

Questions and Comments

The panel responded to 25 questions during the 60-minute telephone town hall. Another 18 participants left questions and comments via voicemail recording at the conclusion of the town hall.

The most frequent questions and comments presented live during the call, via email and in voicemail messages related to the following topics: tolling rates, HOV 2+/3+, special event rates, and how to use the lanes.

Interactive Survey Questions

The telephone town hall also included the following four live survey questions and the results:

Q1: "How will you use US 36?"

Responses:	Use Express lanes most of the time:	3%
	Carpool in the Express Lanes:	6%
	Use RTD's new BRT service:	8%
	General purpose lanes only:	82%

Q2: "How often would you use the Express Lanes, and pay a toll, to get to a concert, event or football game?"

Responses:	Pay a toll to get to every special event:	1%
	Use them sometimes, depending on the event:	9%
	Use them rarely, only if traffic was really bad:	33%
	Never pay a toll and use the Express Lanes for special event	57%

Q3: "Where do you think you can get an ExpressToll pass or switchable transponder?"

Responses:	Visit the E-470 Office:	4%
	Request one by phone:	6%
	Order online:	22%
	Pick up at local store	6%
	All of the above:	63%

Q4: "What do you see as the biggest benefit to using the Express Lane?"

Responses:	Save time:	14%
	Offer choice:	5%
	Free up traffic in the general purpose lane:	9%
	All of the above:	32%
	None of the above:	40%

Key Benefits

The outreach for the telephone town hall was helpful in educating the public on the US 36 Express Lanes Phase 2 and Special Events proposed toll rates. The TTH format allowed CDOT, HPTE and PRD to reach thousands of residents along the corridor, directly and/or through media coverage.

At the events, CDOT, HPTE, PRD were able to answer questions, provide explanations and information regarding:

- Special events definition, usage and toll prices
- The rationale to provide a toll price
- HOV 2+/3+ questions
- How to get a Pass: Instructions on how to get a pass and set up an ExpressToll account
- Construction impacts to the locally affected community.

These public meetings followed HPTE's protocol on toll rates and approval process. The meeting was helpful in reaching and providing information to the general public, electeds, stakeholders and media, as well as to provide their feedback to the HPTE Board prior to action taken on tolls.

Next Steps

The US 36 Express Lanes will open in early 2016. If the HPTE Board should take action to approve the tolling schedule proposed, this will be communicated to the public, stakeholders, elected officials and media, including, when known, the date that tolling shall commence. The tolling information will be part of the CDOT Express Lanes education campaign and efforts.