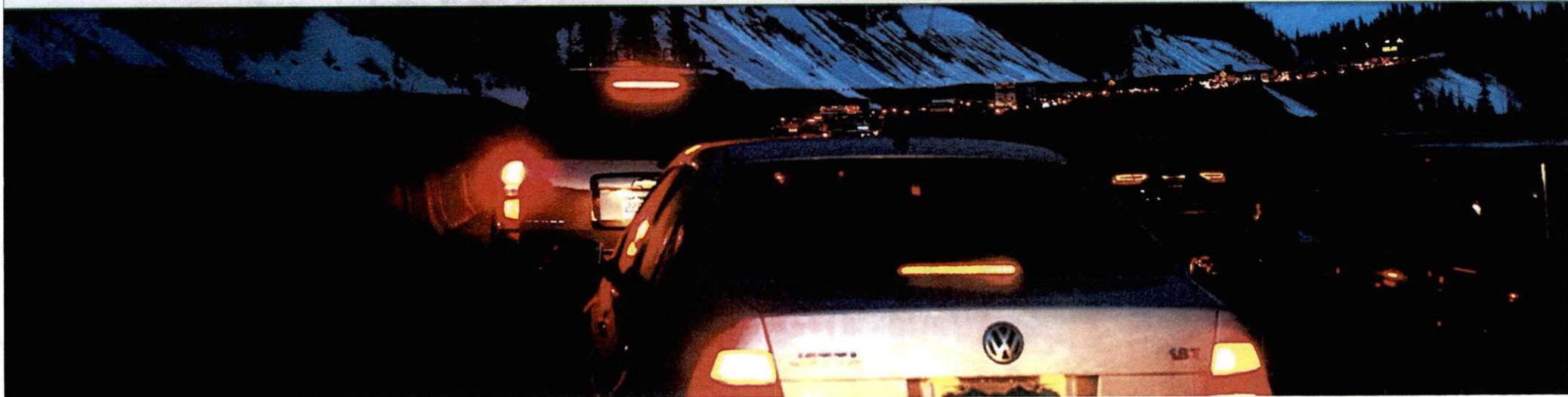




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CO General Assembly TLRC Briefing, July 7, 2015



AGENDA

1. US 36 Phase I completion & opening
2. US 36 Phase II
3. I-70 East
4. I-25 North
5. I-70 Mountain Express Lanes



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US 36 Express Lanes Phase I

- Grand opening June 22. Testing period for Tolling/HOV technology; Tolling commences July 22 for US 36 and I-25 Express Lanes
- Education campaign divided into two parts: Grassroots and Paid Media
 - Focused on “How to Use” and Choice
 - Call to action: “Get a Pass”





Express Lanes Education Campaign

I. Grassroots campaign

- Community presentations, earned media, social media
- Campaign Partners: Plenary Roads Denver, RTD, US 36 Commuting Solutions, ExpressToll/E-470, Northwest Parkway, DRCOG, US 36 corridor cities and counties
- Campaign Areas of Emphasis: ExpressToll passes, carpooling, tolling rates, Bus Rapid Transit, Bikeway, understanding “Active Traffic Management” technology

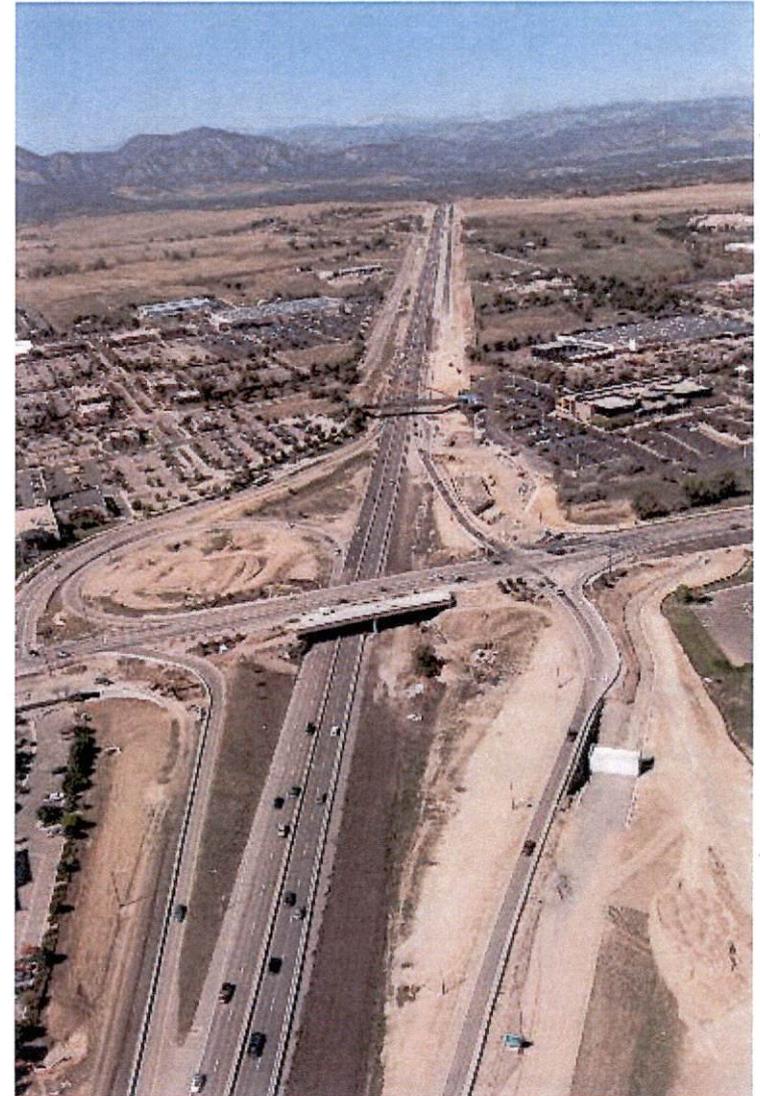
II. Paid Media Buy

- Television spots, Radio ads, Online ads, Out-of-Home, RTD bus sides, elevator display ads in office buildings, gas pump toppers
- Paid media began in June and runs through mid-August



US 36 Phase II

- Community outreach on Phase II toll rates -Fall 2015
- Project opens - early 2016
- Partnership with Plenary Roads Denver accelerated this project by 20 years





I-70 East

- Reconstruction and one Express Lane in each direction between I-25 and Tower Road
- Procurement:
 - RFQ: 5 teams responded
 - Town Halls- Summer 2015
 - RFP first draft: Fall 2015
 - Final EIS early 2016 / Record-of-Decision mid-2016
 - Goal to select a private partner: End of 2016
 - Construction scheduled to begin in 2017
- Upcoming legislator tour

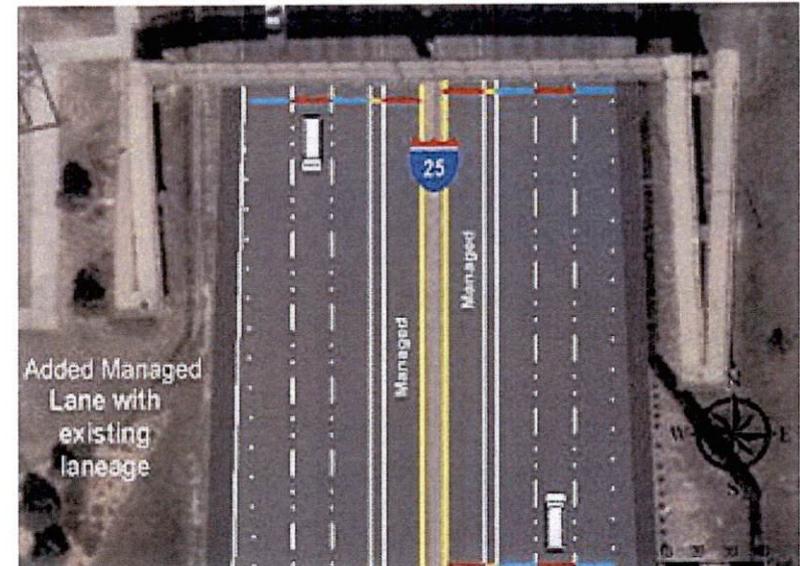


P3 Procurement and public information available at www.ColoradoHPTE.com



North I-25

- One HOV Express Lane each direction between US 36 and 120th Avenue
- Opening early 2016
- HPTE analysis: Project does not yet fit a P3 model
- CDOT will continue on projects that extend Express Lanes from 120th to E-470/SH 7 - pending funding availability





I-70 Mountain Express Lanes

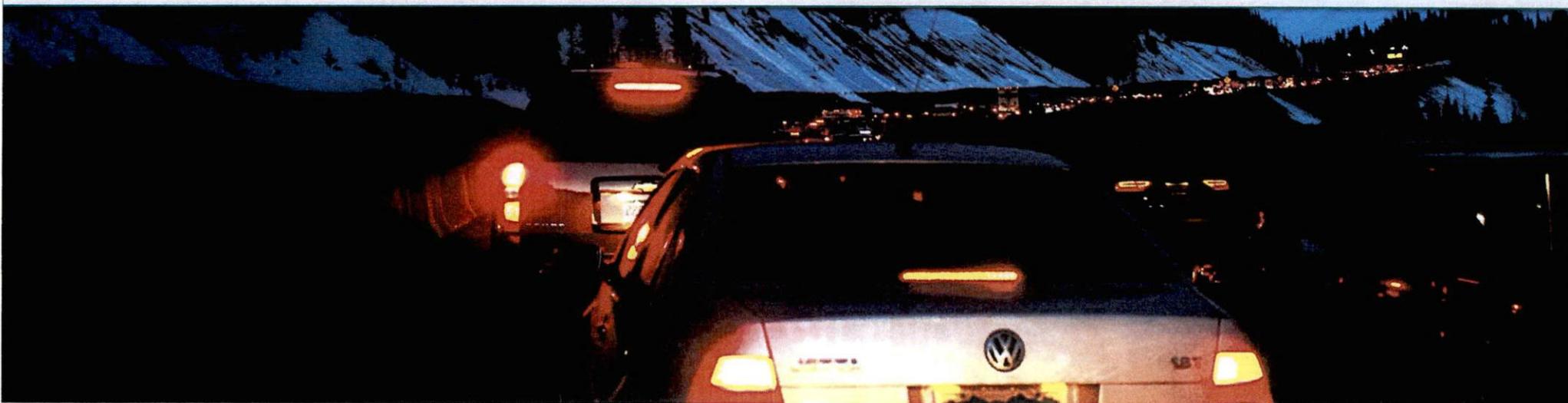
- Scheduled to open for 2015 ski season
- Adds third travel lane only at peak travel periods
- 13-miles of Eastbound I-70 within CDOT's existing right of way
- Tolls priced to keep traffic moving
- Provides drivers with the choice of a more reliable travel lane
- Public outreach and education campaign to support how to use the lane





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Questions?