



COLORADO  
Transportation  
Investment Office

# Safety and Toll Enforcement Program Communication Update

November 20, 2024

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# Safety and Toll Enforcement Program Timing

**Dec. 1**

## Grace Period Begins

Warnings sent to violators on Central 70, I-25 South Gap and US 36

**Jan. 1**

## Enforcement Begins

Fines start at \$75 and increase to \$150 if not paid within 20 days

### Press Release Distribution Dates:

- Nov. 21 - ahead of the grace period.
- Dec. 26 - ahead of the civil penalty start date.

### VMS Messaging (Portable and Overhead):

- Dec. 1 - Jan. 31

# Paid Media Timing

Traffic radio

Run time: Dec. 9-22 and Jan. 9-19

Digital ads  
(English and Spanish)

Run time: Dec. 9 - Jan. 19

A-line commuter rail wrap  
and billboards on I-25  
South Gap and US 36

Run time: Dec. 9 - Jan. 19

Linear TV (local stations and  
Nuggets and Avalanche games) and  
Streaming (Hulu and Prime Video)

Run time: Dec. 9 - Jan. 12

# 2025 STEP Education and Outreach

# Overview and Traditional Advertising

Quarterly educational outreach pushes will include the following:



Billboards



Stakeholder Outreach



Influencer Partnerships



TV ads



Streaming



VMS Messages



Digital ads



Legislator Notifications

# Media Partnership Advertising

## Frequent online and TV advertising with:

- 9News.
- Fox 31.
- Denver 7.
- CBS 4.

## Every other month print advertising with:

- Denver Post.
- The Gazette.
- The Daily Camera.
- Broomfield Enterprise.
- Colorado Hometown.
- Greeley Tribune.
- Longmont Times-Call.
- Loveland Herald-Reporter.
- The Coloradoan.
- Colorado Community Media.
- Grand Junction Sentinel.
- 5280.
- WestWord.

# Additional Outreach

## Partnership with the Colorado Tourism Office

- Content in industry newsletters.
- Welcome and visitor center collaboration.
- Inclusion in the Colorado Visitor Guide.

## Grassroots outreach with:

- Tourism offices.
- Local municipalities.
- Rental car companies.
- Insurance companies.
- Driving schools.
- DMVs.
- Car dealerships.
- Ski resorts.
- Motorcycle clubs.