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**DRCOG Update HOV3+
Nov. 16, 2016**



Region-wide CDOT Express Lanes

- US 36
- Central & North I-25
- I-70 Mountain
- Coming Soon:
 - C-470, N I-25 from Johnstown to Fort Collins
- Potentially on Central 70
- ExpressToll pass works for all CDOT's Express Lanes; and the Northwest Parkway and E-470 toll roads

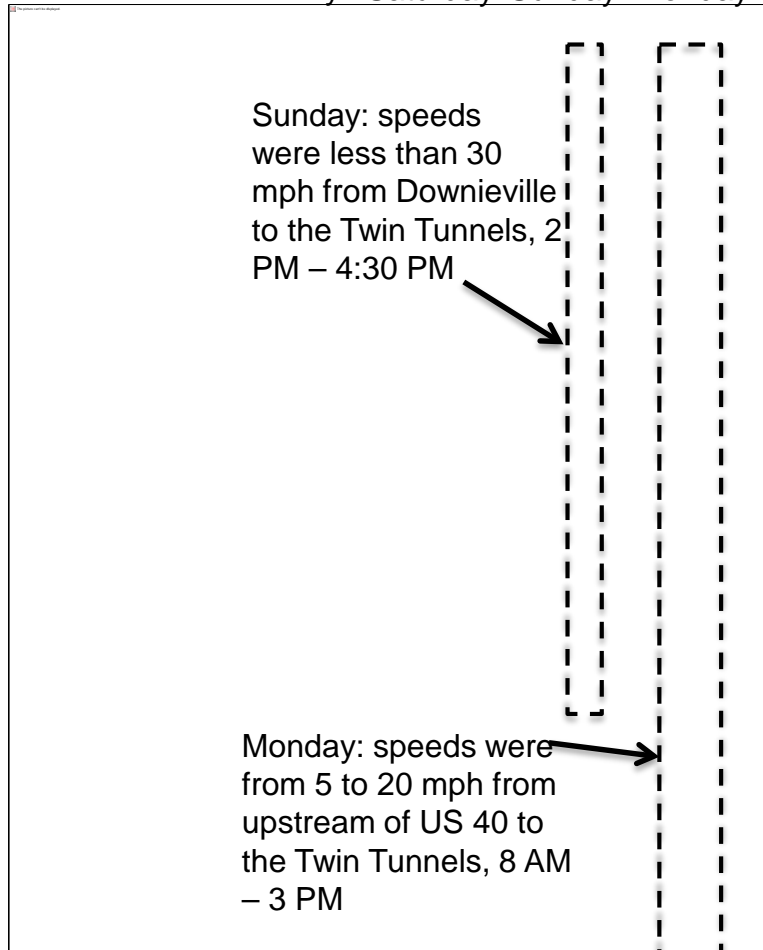


I-70 Mtn. Express Lanes – Findings

Labor Day Travel Speeds Comparison

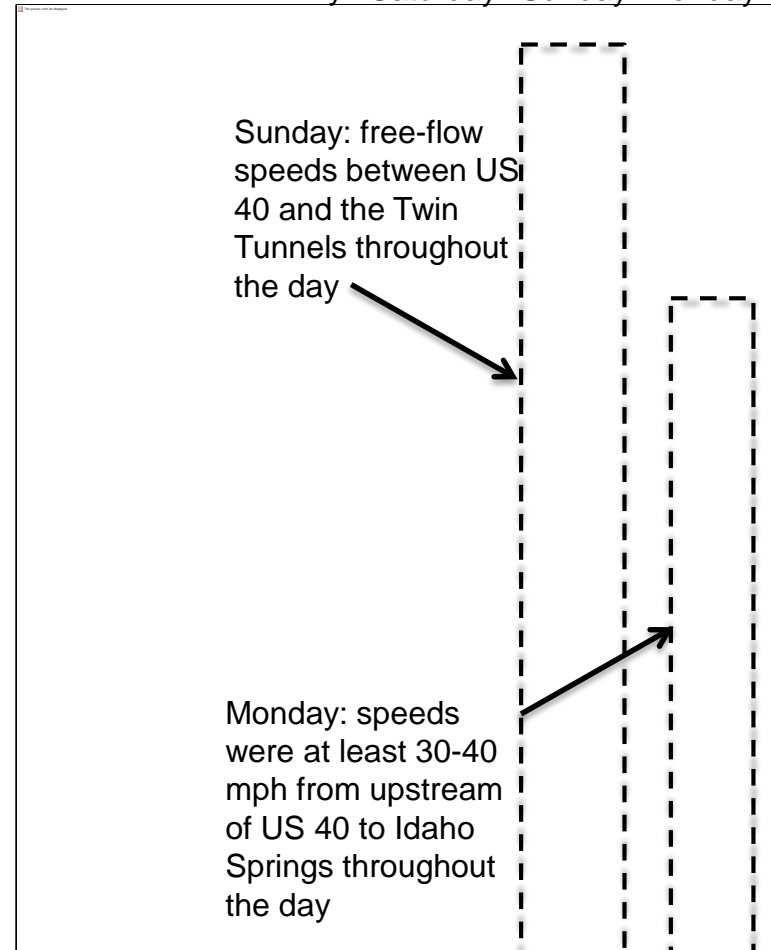
2012

Friday Saturday Sunday Monday



2016

Friday Saturday Sunday Monday





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Switchable HOV Transponder

- A Switchable HOV Transponder reduces higher toll rates on all HOV Express Lanes
- Transponder adheres to your windshield and is read through overhead signage
- Existing ExpressToll transponders will work, but won't allow you to drive in the lanes for free
- Sold more than 100,000 in a year





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Pass Changes

What: HOV 3 Coming Jan. 1, 2017

Where: CDOT's HOV Express Lanes: US 36 and I-25 Express Lanes

Why:

- Ensures trip reliability
- Offsets costs for transportation infrastructure and on-going operations and maintenance costs



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Pass Changes

- Motorcycles
 - On Oct. 15, 2016, no sticker pass or account required to use lanes for CDOT HOV Express Lanes for free *
 - *US 36 and I-25 Express Lanes
- Carpool "Purists"
 - \$15 gift cards sent
 - Starting spring 2017, get transponder for free



Shahn Sederberg | CDOT



HOV Purist Rebates and Transponders

- If they purchase transponders before spring 2017, they will pay \$15 for the transponder and must have an ExpressToll account.
- Gift card rebates were mailed to current list through Sept. 11 but purists who purchase after that date can proactively call in spring 2017 to get a reimbursement.
- Purists can get transponders after spring 2017 for free but if they use it in TOLL mode, their credit card will be charged for the transponder, the an account balance for the tolls and any tolls incurred.



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What Travelers Can Do

- Express Lanes are about choice. As a traveler, you can:
 - Find a third carpooler to use the HOV Express Lanes for free
 - Find or form a new Way to Go vanpool
 - Use the free general purpose lanes
 - Ride the bus
 - Pay a toll



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What CDOT/HPTE Are Doing

- Awareness campaign to ensure no surprises - now through mid-January 2017

THREE'S FREE!

HOV 3
Starts Jan. 1, 2017
on I-25 and US 36

expresslanes.codot.gov

EXPRESS LANES



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What CDOT/HPTE Are Doing

- Campaign includes mix of paid media and grassroots/earned media, including:
 - Website
 - Bus, billboard, radio and TV advertising
 - VMS sign campaign
 - Social media campaign
 - Press releases and events
 - Community and business presentations
 - Local newsletter articles
 - Elected officials outreach
 - PIO partnerships



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What CDOT/HPTE Are Doing

- Partnering to help people find the third carpooler or alternatives:
 - DRCOG Way to Go program
 - RTD
 - 36 Commuting Solutions
 - Smart Commute Metro North
 - City of County of Denver
 - Lyft and Uber
 - North Front Range Metropolitan Planning Organization



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What CDOT/HPTE Are Doing

- Programs with DRCOG
 - DRCOGMyWaytoGo Trip Planning
 - Possible campaign messages on vanpools
 - Campaign partnerships with 36 Commuting Solutions and Smart Commute Metro North
 - One-stop Shop on Website



Questions?