



OVERVIEW

Legislation in 2009 created the High Performance Transportation Enterprise (HPTE), a division within CDOT with the ability to enter Public Private Partnerships and to finance projects. CDOT and HPTE's first P3 project, the US 36 Express Lanes, focused on project communications focused on the multi-modal, first-of-a-kind benefits and did not educate on the new P3 financing aspects. CDOT and HPTE recognize need to educate on public private partnerships and financing as well as the project.

COMMUNICATIONS PLANNING

- Recognized need for financing/P3 education outreach to diverse community stakeholders
- Focus on critical messages:
 - What P3s are and are not
 - Funding mechanism option in constrained transportation budget
 - Taxpayer benefits - transfers financial risk to private sector

ORGANIZATIONAL INTEGRATION

- Recognized need to develop an education outreach protocol for P3 projects
- Collaborative effort between CDOT and HPTE to develop community outreach protocol for P3 projects
- Hired one person to manage along with communications consultant
- Also significant coordination with Governor's Office, Legislators, elected officials and CDOT Office of Communications

COMMUNICATIONS IMPLEMENTATION

- Created education campaign focused on CDOT transportation funding:
 - CDOT Transportation funding
 - Traditional vs Innovative financing methods
 - P3s (what and why)
 - Commitment to integrate P3 into project outreach
- Delivered P3 education outreach through multiple platforms
- Adopted and implemented Governor's Executive Order and HPTE Transparency Policy for P3

LESSONS LEARNED

- Commit to communicate early, often and throughout P3 projects.
- Work in tandem with project team to integrate P3 messaging into outreach
- Ensure key stakeholders understand the financial benefits and possible risks, respond to questions that may arise (labor, jobs) with P3 projects
- Use non-CDOT P3 projects to explain similarities and differences between projects
- Document!

