



COLORADO

Department of
Transportation

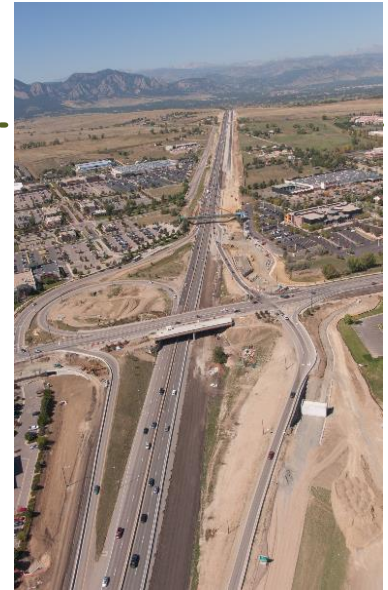
A photograph of a traffic jam on a snowy mountain road at night. The scene is illuminated by the red taillights of several cars, including a prominent white Volkswagen Jetta in the foreground. The background shows snow-covered mountains and a dark sky.

NOCOE Peer Exchange
Funding/Ops Innovations: P3s



Overview

- CDOT's High Performance Transportation Enterprise (HPTE), for P3s and to finance projects
- CDOT's first P3 project on the US 36 Express Lanes
 - Project communications focused on the multi-modal, first-of a kind benefits rather than new P3 financing aspects.
- Educate on public private partnerships, financing





Communications Planning

- Recognized need for P3/financing education to focus on critical messages
 - What is a P3
 - Types of P3
- Delivered P3 education via multiple platforms

INNOVATIVE ERA OF TRANSPORTATION



- Innovative era of **CHOICE**
How you get from point A to B
- Innovative era of **FUNDING**
How you pay for transportation
- Innovative era of **PARTNERSHIPS**
How a project gets built

OLD versus NEW TRANSPORTATION

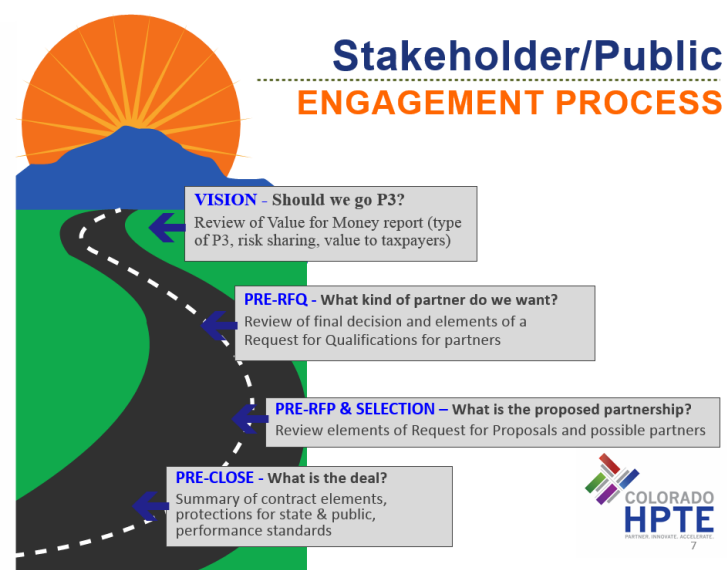




Communications Planning

- Education Outreach - Milestones
- Adopted, implemented Governor's Executive Order and HPTE Transparency Policy for P3

Stakeholder/Public ENGAGEMENT PROCESS



COLORADO HIGH PERFORMANCE TRANSPORTATION ENTERPRISE FIRST AMENDED TRANSPARENCY POLICY RELATING TO PUBLIC-PRIVATE PARTNERSHIPS

SECTION I. PURPOSE

The purpose of this Policy is to provide transparency and accountability for, and public participation in, any Public-Private Partnership or "P3" entered into by the High Performance Transportation Enterprise.

SECTION II. AUTHORITY

High Performance Transportation Enterprise, § 43-4-806(6), C.R.S.

SECTION III. APPLICABILITY

This Policy applies to any Surface Transportation Infrastructure Project that involves or is reasonably expected to involve a Public-Private Partnership.

SECTION IV. DEFINITIONS

"General Assembly" means the body created by art. V, § 1 of the Colorado Constitution.

"High Performance Transportation Enterprise" and "HPTE" means the High Performance Transportation Enterprise created pursuant to § 43-4-806(2)(a)(D), C.R.S.

"HOV Lane" means a high-occupancy vehicle lane requiring a designated number of persons in a vehicle to receive free access and which is part of a Surface Transportation Infrastructure Project subject to a Public-Private Partnership.

"HPTE Board" means the High Performance Transportation Enterprise Board created pursuant to § 43-4-806(2)(a)(D), C.R.S.

"Public-Private Partnership" or "P3" means an agreement between the HPTE and one or more private entities by which the HPTE transfers responsibility to a private entity to design, build, finance, operate and maintain a Surface Transportation Infrastructure Project, or by which the HPTE transfers responsibility to a private entity to design, build, operate and maintain a Surface Transportation Infrastructure Project, in return (in either case) for the right to receive all or a portion of the User Fees generated by the Surface Transportation Infrastructure Project and/or other public monies. The use of the word "partnership" to describe such an arrangement does not confer on the relationship formed any of the attributes or incidents of a partnership under § 7-60-106, C.R.S. of the Colorado Revised Statutes or the common law. See § 43-1-1204(4), C.R.S. "Surface Transportation Infrastructure Project" has the meaning set forth in § 43-4-803(23), C.R.S.



Organizational Integration

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





Lessons Learned

- Commit to communicate early, often and throughout P3 projects.
- Over communicate!
- Work in tandem with project team to integrate P3 messaging
- 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!