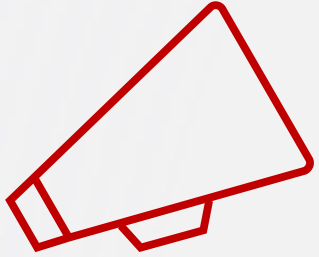




Colorado Contractors Association

Transportation Campaign – Voter Education Update

February 13, 2025



Campaign Goals

- Advocate for increased state funding for highway construction and repair.
- Address disproportionate funding trends favoring transit projects.
- Highlight public frustration over poor road conditions.



Workstreams

- Public Affairs/Media
- Coalition Building and Outreach
- Branding



2025 TRIP REPORT RELEASE – JANUARY 21

Virtual Press Conference

- Participants included elected officials and community leaders from around the state
 - Denver
 - Grand Junction
 - Colorado Springs

Regional and Statewide Press Releases with Validator Quotes

Statewide

- Loren Furman, Colorado Chamber of Commerce
- Greg Fulton, Colorado Motor Carriers Association

Denver

- Loren Furman, Colorado Chamber of Commerce
- Greg Fulton, Colorado Motor Carriers Association
- Lisa Hough, Adams County REP

Colorado Springs

- Jeff Thormodsgaard, Colorado Springs Chamber of Commerce

Grand Junction

- Bobbie Daniel, Mesa County Commissioner

Northern Colorado

- Kevin Ross, Weld County Commissioner
- Marc Arnusch, Arnusch Farms

Pueblo

- Loren Furman, Colorado Chamber of Commerce

Keeping Colorado Mobile

MEETING THE STATE'S NEED FOR
SAFE, SMOOTH AND EFFICIENT MOBILITY



THE DAILY SENTINEL
GRAND JUNCTION, COLORADO

THE DAILY SENTINEL
3TH
ANNIVERSARY
1991-2023

Wednesday, January 29, 2025

Back to basics: Building stronger roads for the future

By CODY DAVIS and BOBBIE DANIEL

'It's pretty ridiculous': Residents react to new report showing how much drivers in Colorado Springs are spending due to road conditions



Grand Junction drivers lose \$1,700 yearly, new report finds

This number comes from residents driving on poor pavement, the cost of crashes and time lost from traffic congestion.



DATA DESK

Report: Nearly 1 in 4 major Colorado roads need repairs, and its costing drivers

By Brenda Williams
Posted: Jan 23, 2025 / 9:52 PM MST
Updated: Jan 23, 2025 / 9:59 AM MST

An orange diamond-shaped traffic sign that says 'Road Work Ahead'. The sign is posted in front of road construction in a residential neighborhood in Colorado. Daily Sentinel.



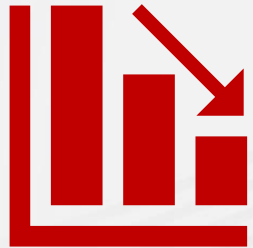
Poor infrastructure costing drivers thousands of dollars

NEWS

Report estimates Colorado Springs roads cost drivers money

By Brent Tipton
Posted: Jan 23, 2025 / 9:14 PM MST
Updated: Jan 23, 2025 / 9:13 PM MST

Common Sense Institute Research Study Surface Transportation in Colorado



- Theory – the Colorado Legislature has ample funding for roads but have diverted it to other transportation priorities.
- Data to be analyzed/Questions to Consider
 - How much funding has the legislature authorized for transportation in the past two decades?
 - How much funding has the legislature diverted from transportation in the same time period?
 - Analysis and review of General Fund – point toward the state needing to put funds that are for transportation put to work more appropriately to meet the needs of Coloradans
 - Conduct a look back modeling funding if SB260 (2022) had never passed and SB1 (2018) was still in effect.

Findings will be the foundation for paid and earned media and highlight the public frustration over poor road conditions.



Coalition Building

- Develop “early list” of potential long-term stakeholders and campaign partners
- Plan and execute stakeholder engagement and recruitment meeting with potential partners and funders.



Branding

- Identify plan and timeline for name/branding and funding vehicle for campaign purposes.
 - Website landing page
 - Video

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QUESTIONS

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