



Pre-Construction Communications Toolkit for Partners, Employees and Customers

Overview

I-4 Ultimate construction is starting early 2015! The Florida Department of Transportation (FDOT) is reaching out to employers like you near the I-4 Ultimate project area because now is the time to start informing your partners, employees and customers about the options that are available. Whether it's finding an alternate route, taking SunRail, working flextime, telecommuting, ridesharing or learning about traffic tools like 511, now is the time to begin planning for the six years of construction that's ahead.



FDOT has taken to social media to help spread this message on Twitter, Facebook and YouTube. With your help, we can provide Central Florida residents with the tools they need to prepare for the massive improvement project. This resource kit includes pre-written content for your communication platforms, including social media, printed and electronic newsletters and websites.

I-4 Ultimate Website and Social Media

The I4Ultimate.com website is the official source for anything and everything I-4 Ultimate, and now social media users will have another way to access the information they need. Those who keep up with FDOT on Twitter, Facebook and YouTube will be among the first to get timely project news, major roadway incident reports and special project information. Our social media accounts also feature fun facts, safety tips and more to help drivers stay safe on I-4.

- **Twitter:** @MyFDOT_CFL
- **Facebook:** Facebook.com/MyFDOTCFL
- **YouTube:** YouTube.com/MyFDOTCFL





Pre-Written Content

THE TIME IS NOW

- Twitter: The time is now. Start preparing for I-4 Ultimate construction at I4Ultimate.com or [@MyFDOT_CFL](https://twitter.com/MyFDOT_CFL)! #I4Ultimate
- Facebook: The time is now. Start preparing for I-4 Ultimate at www.I4Ultimate.com. You'll find alternative commuter options, project information, live traffic info provided by Florida 511 and more! You also can visit www.Facebook.com/MyFDOTCFL or follow [@MyFDOT_CFL](https://twitter.com/MyFDOT_CFL) on Twitter. #I4Ultimate
- Newsletter: Now's the time to start preparing for the I-4 Ultimate project. You can go to I4Ultimate.com to find out what commuter options are available to you, find live traffic information provided by Florida 511, sign up for the e-newsletter and get all the project information you need to know! You also can visit Facebook.com/MyFDOTCFL or follow [@MyFDOT_CFL](https://twitter.com/MyFDOT_CFL) on Twitter.

WHAT'S AHEAD FOR I-4?

- Twitter: Want the scoop on what's ahead for I-4? Visit I4Ultimate.com or follow [@MyFDOT_CFL](https://twitter.com/MyFDOT_CFL) for the project info you need to prepare for #I4Ultimate.
- Facebook: Want the scoop on what's ahead for I-4? Visit www.I4Ultimate.com for all the project info you need to get ready for #I4Ultimate, including commuter options, special project features, an interactive map and more! You also can visit www.Facebook.com/MyFDOTCFL or follow [@MyFDOT_CFL](https://twitter.com/MyFDOT_CFL) on Twitter.
- Newsletter: Get the scoop on what's ahead for I-4 by visiting I4Ultimate.com for all the project info you need to get ready for I-4 Ultimate, including commuter options, special project features, an interactive map and more! You also can check Facebook.com/MyFDOTCFL or [@MyFDOT_CFL](https://twitter.com/MyFDOT_CFL) on Twitter.

AVOID THE RUSH ON I-4

- Twitter: Avoid the rush on I-4! Learn about [@LYNXBusOrlando](https://twitter.com/LYNXBusOrlando), [@RideSunRail](https://twitter.com/RideSunRail), [@FL511_Central](https://twitter.com/FL511_Central) and [@reThink_CFL](https://twitter.com/reThink_CFL) at I4Ultimate.com. #I4Ultimate
- Facebook: Worried about all the orange barrels and construction workers to come? Avoid the rush on I-4! Visit www.I4Ultimate.com to learn about the different options available to you, such as LYNX, SunRail, Florida 511 and reThink. #I4Ultimate
- Newsletter: With I-4 Ultimate construction starting soon, there is just one tool you need to avoid the rush on I-4. Visit I4Ultimate.com for all the info you need! You'll learn about the different options available to get you off the interstate, including LYNX, SunRail, Florida 511 and reThink!



KNOW YOUR ALTERNATE ROUTES

- Twitter:** Commute on I-4? Be prepared for I-4 Ultimate construction by practicing alternate routes. Check [@FL511_Central](#). #I4Ultimate
- Facebook:** Are you a daily commuter on I-4? Be prepared for I-4 Ultimate construction by practicing alternate routes. Check [www.FL511.com](#) or [@FL511_Central](#) on Twitter for traffic info. #I4Ultimate
- Newsletter:** If you're a daily commuter on I-4, be prepared for I-4 Ultimate construction by practicing alternate routes. Check [FL511.com](#) or [@FL511_Central](#) on Twitter for traffic information on many of the region's alternate routes. #I4Ultimate

LOOKING FOR WORK

- Twitter:** Looking for work on I-4 Ultimate? Visit [bit.ly/WkZT3Q](#) to find out how to contact the firms that are hiring. #I4Ultimate
- Facebook:** Looking for work on the I-4 Ultimate reconstruction project? Just visit [www.I4Ultimate.com/Project-Info/Working-on-I-4](#) to find out how to get in touch with I-4 Mobility Partners and other firms that are hiring. #I4Ultimate
- Newsletter:** If you're interested in working on I-4 Ultimate, the biggest transportation project in Florida history, visit [I4Ultimate.com/Project-Info/Working-on-I-4](#). There you'll find out what you need to know and how to get in contact with I-4 Mobility Partners and other firms that are hiring.

CAR PROBLEMS

- Twitter:** Not sure what to do if your car breaks down during I-4 Ultimate construction? Call *FHP (347) for roadside assistance. #I4Ultimate
- Facebook:** What do you do if your car breaks down on I-4 during construction? Call *FHP (347). Free roadside assistance is provided by the Service Patrol. #I4Ultimate
- Newsletter:** If your car breaks down on I-4 during I-4 Ultimate construction, just call *FHP (347). The Service Patrol is available to provide you with free roadside assistance. In fact, the Service Patrol — also known as Road Rangers — assists an average of 2,485 drivers per month in Central Florida.