



## Construction is Starting Communications Toolkit for Partners, Employees and Customers

### Overview

I-4 Ultimate construction is starting February 2015! The Florida Department of Transportation (FDOT) is reaching out to employers like you near the I-4 Ultimate project area to let you know what to expect as construction ramps up. Now is the time for your partners, employees and customers to start adjusting commutes by mapping alternate routes, taking SunRail, working flextime, telecommuting, ridesharing or learning about traffic tools like 511. We encourage you to begin planning now 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 be aware of 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](http://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**

### **CONSTRUCTION IS STARTING**

Twitter: #I4Ultimate construction is starting! View detours, live construction cameras and more at [I4Ultimate.com](http://I4Ultimate.com).

Facebook: Construction is starting! Be prepared for your commute on I-4. View detours, live construction cameras and more at [I4Ultimate.com](http://I4Ultimate.com). You can also visit [www.Facebook.com/MyFDOTCFL](http://www.Facebook.com/MyFDOTCFL) or follow @MyFDOT\_CFL on twitter.

Newsletter: Construction on the I-4 Ultimate project is starting. Visit [I4Ultimate.com](http://I4Ultimate.com) to view detours, live construction cameras and more so you can be better prepared for your commute. You also can visit [Facebook.com/MyFDOTCFL](http://Facebook.com/MyFDOTCFL) or follow @MyFDOT\_CFL on Twitter.

### **SIGN UP FOR ALERTS**

Twitter: Get #I4Ultimate construction alerts via text or email. Sign up at [I4Ultimate.com](http://I4Ultimate.com) and follow @MyFDOT\_CFL .

Facebook: Use I-4 to commute? Have the #I4Ultimate project tell you about lane closures, detours and more when you sign up for alerts at [I4Ultimate.com](http://I4Ultimate.com). You also can visit [www.Facebook.com/MyFDOTCFL](http://www.Facebook.com/MyFDOTCFL) or follow @MyFDOT\_CFL on Twitter.

Newsletter: Don't get taken by surprise. I-4 construction is starting and occasionally, there will be disruptions. Sign up for traffic alerts at [I4Ultimate.com](http://I4Ultimate.com) and have the I-4 Ultimate project tell you about lane closures, detours and more. You also can check [Facebook.com/MyFDOTCFL](http://Facebook.com/MyFDOTCFL) or @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 and [@reThink\\_CFL](https://twitter.com/reThink_CFL) at [I4Ultimate.com](http://I4Ultimate.com). #I4Ultimate

Facebook: Avoid the rush on I-4! Reconstructing 21 miles on Central Florida's busiest roadway without some disruptions to traffic is just impossible. Visit [I4Ultimate.com](http://I4Ultimate.com) to learn about the different options available to you, such as LYNX, SunRail, Florida 511 and reThink, and avoid those disruptions completely. #I4Ultimate

Newsletter: With I-4 Ultimate construction starting, there is just one tool you need to avoid the rush on I-4. Visit [I4Ultimate.com](http://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!



## STAY INFORMED

Twitter: #I4Ultimate construction will last for 6 years. Stay up to date. Check billboards along #I4 or call (844) ULT-INFO toll free.

Facebook: Did you know construction on the #I4Ultimate project starts in February 2015 and ends in 2021? Stay informed during the next six years. Keep an eye out for billboards with pertinent information along I-4, call (844) ULT-INFO toll free or visit [I4Ultimate.com](http://I4Ultimate.com).

Newsletter: I-4 Ultimate construction is starting February 2015 and will last until 2021. Be prepared for changes and know what's ahead during the next six years by paying close attention to billboards along I-4, calling (844) ULT-INFO toll free and visiting [I4Ultimate.com](http://I4Ultimate.com).

## ALTERNATE ROUTES

Twitter: Commute on I-4? #I4Ultimate construction is starting. Try taking alternate routes and check @FL511\_Central for traffic info.

Facebook: Are you a daily commuter on I-4? #I4Ultimate construction is starting. Take an alternate route and avoid the rush. Check [FL511.com](http://FL511.com) or @FL511\_Central on Twitter for traffic info.

Newsletter: If you're a daily commuter on I-4, try taking an alternate route. I-4 Ultimate construction is starting and delays are possible. Check [FL511.com](http://FL511.com) or @FL511\_Central on Twitter for traffic information on many of the region's alternate routes.

## SAFETY TIPS

Twitter: Allow extra time and don't speed. #I4Ultimate construction is starting. Commuters visit [I4Ultimate.com](http://I4Ultimate.com). #safetytips

Practice #safetytips during #I4Ultimate construction. Stay off your phone and pay attention to the road. More at [I4Ultimate.com](http://I4Ultimate.com).

Keeping a #safe distance and staying in your lane can prevent accidents. Be alert during #I4Ultimate construction.

Facebook: Did you know that excessive speed is a factor in more than a third of fatal work zone crashes throughout the state? Allow extra time for your commute and don't speed. Visit [I4Ultimate.com](http://I4Ultimate.com) for more safety tips. #I4Ultimate

Be alert during #I4Ultimate construction. Stay off your phone and keep up with traffic. Learn more about safe driving practices at [I4Ultimate.com](http://I4Ultimate.com).



# I4Ultimate.com

Your source for improvements to I-4 in Orange and Seminole counties



Safe driving is especially important during #I4Ultimate construction. Keep a safe distance between you and the car in front of you, and stay in your lane. Visit [I4Ultimate.com](http://I4Ultimate.com) for other ways to help avoid additional congestion.

#### Newsletter:

Do your part to help reduce crashes and injuries during construction by following some safety tips. Allowing extra time for your commute will ensure that you won't have to speed through a work zone. Make sure you are paying close attention to what's happening on the road and are not distracted by your cell phone. Staying in your own lane and keeping a safe distance from you and the car in front of you can help prevent accidents. Learn more about how you can do your part at [I4Ultimate.com](http://I4Ultimate.com).