



Communications Toolkit

Overview

I-4 Ultimate construction is underway. The Florida Department of Transportation (FDOT) is reaching out to employers and residents like you near the I-4 Ultimate project area to let you know what to expect during construction. 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 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:** @I4Ultimate
- **Facebook:** Facebook.com/MyFDOTCFL
- **YouTube:** YouTube.com/MyFDOTCFL





Social Media Content

SIGN UP FOR ALERTS

Twitter: Get #I4Ultimate construction alerts via text or email. Sign up at I4Ultimate.com and follow @ I4Ultimate.

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. You also can visit www.Facebook.com/MyFDOTCFL or follow @ I4Ultimate 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: 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 to learn about the different options available to you, such as LYNX, SunRail, Florida 511 and reThink, and avoid those disruptions completely. #I4Ultimate

SAFETY TIPS

Twitter: Allow extra time and don’t speed. #I4Ultimate construction is starting. Commuters visit I4Ultimate.com. #safetytips

Practice #safetytips during #I4Ultimate construction. Stay off your phone and pay attention to the road. More at 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 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.

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 for other ways to help avoid additional congestion.



Newsletter & Website Content

SIGN UP NOW FOR ADVANCE AND REAL-TIME ALERTS

Sign up for I-4 Ultimate advance and real-time construction alerts, which are now available via email and will soon be available via text message. Customize your alerts to receive notification of major activities, intermittent lane closures and/or local road closures that are part of the I-4 Ultimate project. You can even choose the area in which you want to receive alerts – whether it's the entire 21-mile corridor or a specific interchange.

To receive real-time information road conditions, sign up for route-specific construction and traffic alerts from My Florida 511. You can create multiple routes and specify the days and times you want to receive alerts. 511 will email, text or call you to let you know what's happening.

With advance and real-time alerts, drivers can make informed decisions about when and where to travel during I-4 Ultimate construction. Visit <http://i4ultimate.com/construction-info/alerts/> to sign up today.

I-4 ULTIMATE CONSTRUCTION STARTS

The largest infrastructure project in Florida history is underway.

Construction on I-4 Ultimate began in early 2015. The project is rebuilding 21 miles of Interstate 4 (I-4) from west of Kirkman Road in Orange County to east of State Road (SR) 434 in Seminole County, adding two new dynamic tolled Express Lanes in each direction, replacing more than 140 bridges, reconfiguring 15 major interchanges and reconstructing the entire existing roadway.

The project is expected to be complete in 2021.

"This is a very aggressive schedule," says Loreen Bobo, P.E., I-4 Ultimate Construction Program Manager. "We are designing and constructing 250 lane miles in less than seven years."

By using the public-private partnership mechanism – which is a contractual agreement between a public agency and a private sector proposer or bidder – the Florida Department of Transportation can deliver this project to the public 17 years sooner than traditional funding methods.

So far in 2015, drivers are seeing crews overbuilding the roadway's shoulder, pile driving and relocating utilities. In addition, major shifts in traffic patterns and phases are occurring. Drivers will need to pay attention to signage and are encouraged to visit [i4Ultimate.com](http://i4ultimate.com) for the latest construction information. Commuters are encouraged to plan routes ahead of time or apply some new strategies, like carpooling or taking SunRail, to get them where they need to go.

Keeping traffic moving is crucial to the success of this project. The project team is committed to maintaining the same number of lanes that exist today while working to build a better I-4. To ensure that motorists can get where they need to go, lane closures will be limited to mostly nighttime hours, beginning as early as 8:30 p.m. and continuing as late as 7 a.m. Once major construction begins, drivers should expect temporary roadways, bridges and ramps, and continued traffic pattern changes and shifts. Work may also require ramp closures for extended periods. However, successive ramps may not be closed at the same time, and detours will be provided.

Additional project information, including a full list of lane and ramp closures, are posted on [i4Ultimate.com](http://i4ultimate.com).



MOVE OVER LAW SAVES LIVES

Drivers must remember to move over or slow down when approaching emergency and service vehicles that are parked to the side with lights flashing.

Drivers must move over one lane when approaching those situations to create a safe buffer between traffic and emergency and service workers. If it's impossible to change lanes safely, then drivers must slow down to 20 mph below the posted highway speed.

As construction activity increases on the I-4 Ultimate project and traffic patterns begin to shift, drivers need to stay alert, keep emotions in check and be aware of the Move Over law, said Florida Highway Patrol Sgt. Kim Montes.

"It's all about safety," said Montes, who cautions that violations can add three points to your driver's license and deduct dollars from your wallet (the amount varies by county).

The Move Over law protects emergency responders and service personnel, as well as those being assisted. It covers law enforcement, firefighters, ambulance workers, Road Rangers, tow trucks, garbage trucks and other service vehicles that are parked to the side with lights flashing.

On two-lane roads, drivers must slow down to 20 mph below the posted speed as well. If the speed limit is already 20 mph or below, then the driver must slow to 5 mph.

Montes urges motorists to leave earlier than usual during the I-4 Ultimate project to avoid feeling rushed and "driving with their emotions." Caution and courtesy should be on their minds as well. "We need to bring that word, 'courteousness,' back into our vocabulary," Montes said.

MATERIALS TO DOWNLOAD

Renderings and photographs from the I-4 Ultimate project are available to download from <http://i4ultimate.com/public-outreach-education/toolkit/>. Handouts, including a project map, are also available on the website.