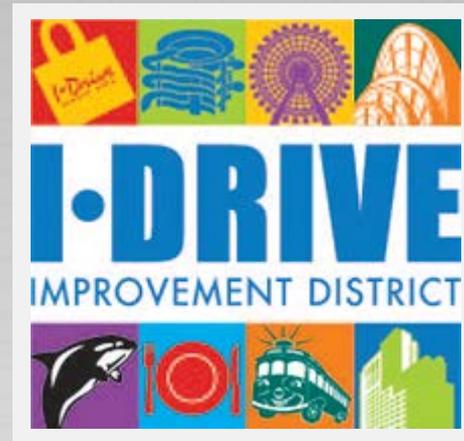


I4Ultimate.com

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



January 7, 2015





I-4 Ultimate Social Media



Learning about #I4Ultimate
construction and how the project
will keep traffic on the go on
@idriveorlando

@MyFDOT_CFL

#I4Ultimate





Interstate Today

Designed and constructed in 1960s

73 miles in District 5

More than 1.5 million daily trips

58% is commuter traffic

Orlando 14th most congested U.S. city

I-4 Ultimate 140k to 200k Annual
Average Daily Traffic





Project Overview

21 miles

From Kirkman Road to SR 434

Complete reconstruction of existing lanes

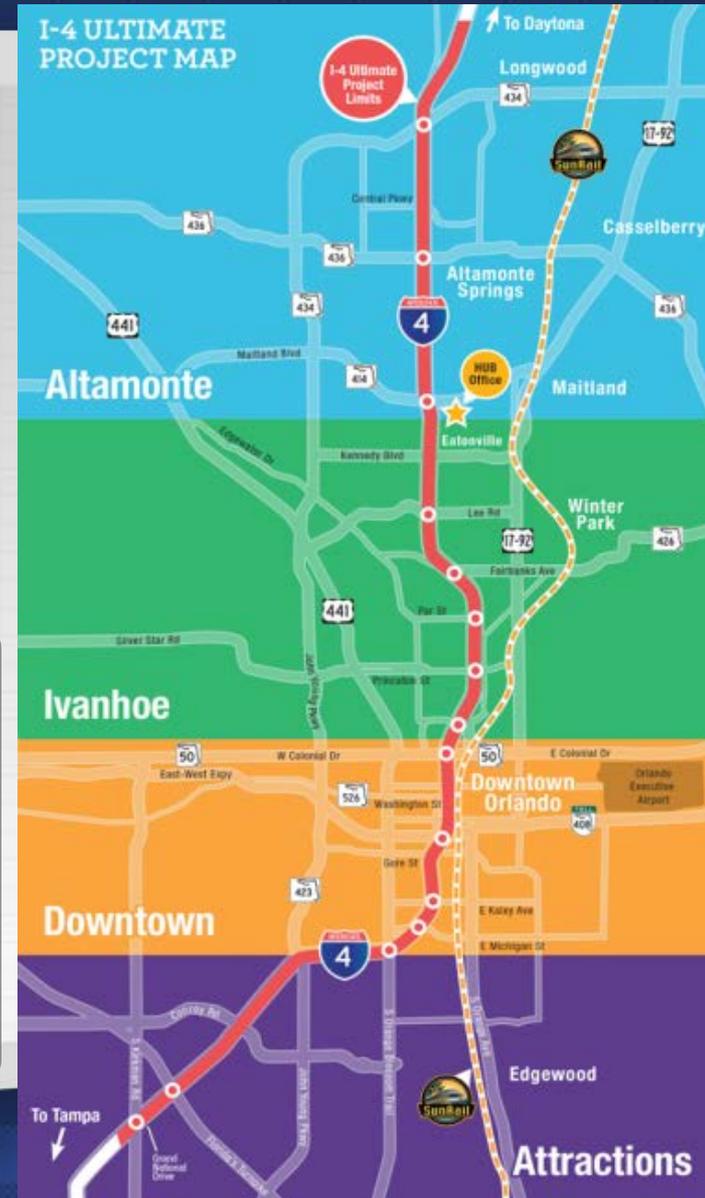
15 major interchanges

More than 140 bridges

New pedestrian Bridges at
Maitland Blvd, Kirkman Rd
& Lake Lucerne
SR 436 Pedestrian Tunnel

4 Express Lanes

Increase posted speed



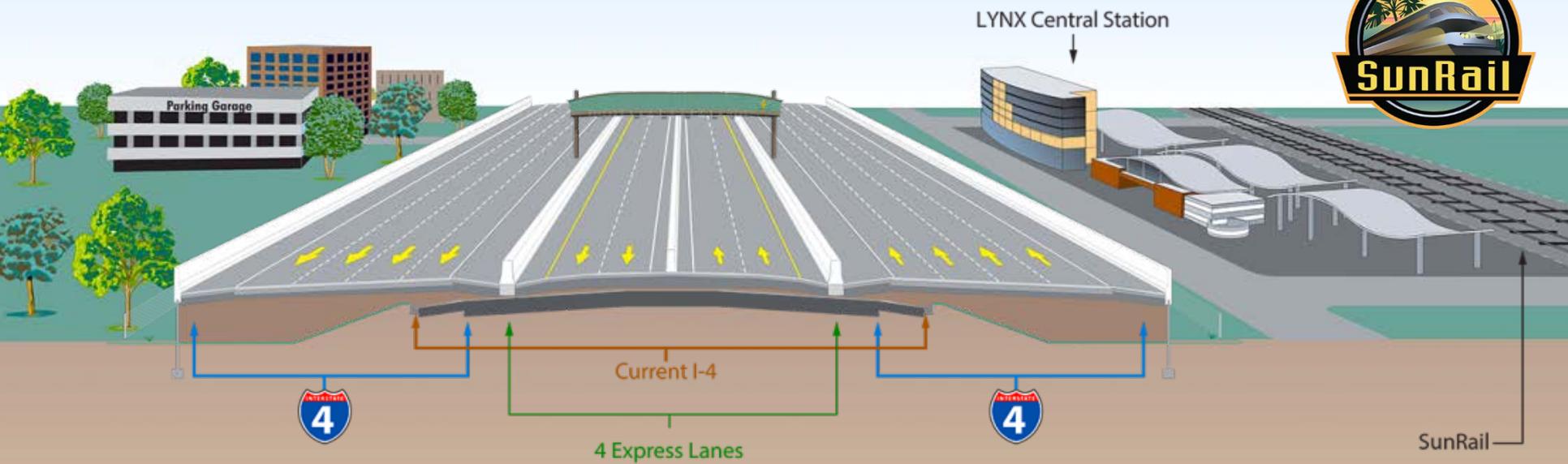


Interstate Tomorrow

6 general use lanes + auxiliary lanes



4 Express Lanes (2 in each direction)





How Express Lanes Work

Provide options



Dynamic tolls based on demand

Priced to maintain 50 MPH

Limited access points

6-7 access points from free lanes

System-to-system interchanges

Concrete barrier separation

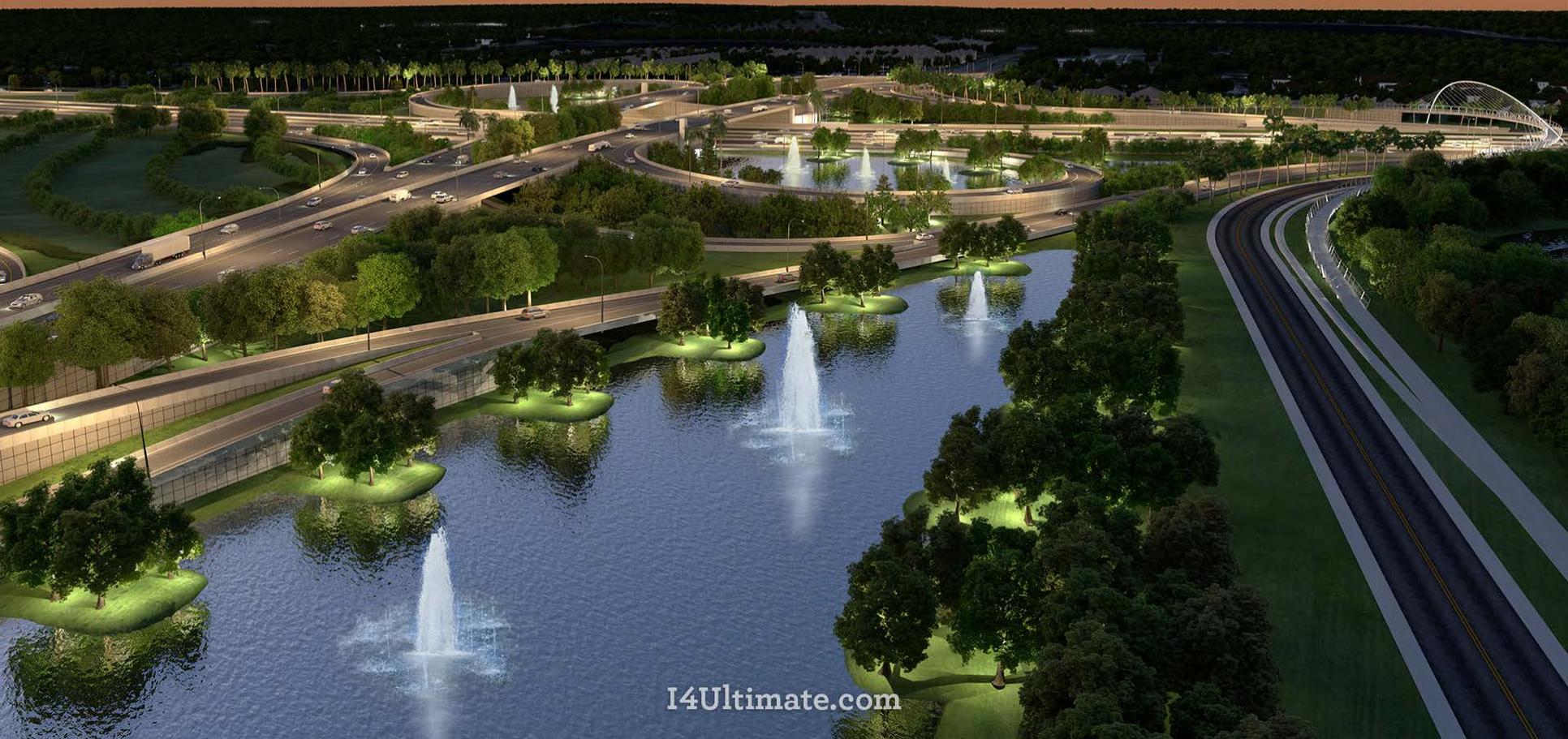
Reduces congestion in general lanes

Electronic toll collection





Signature Corridor

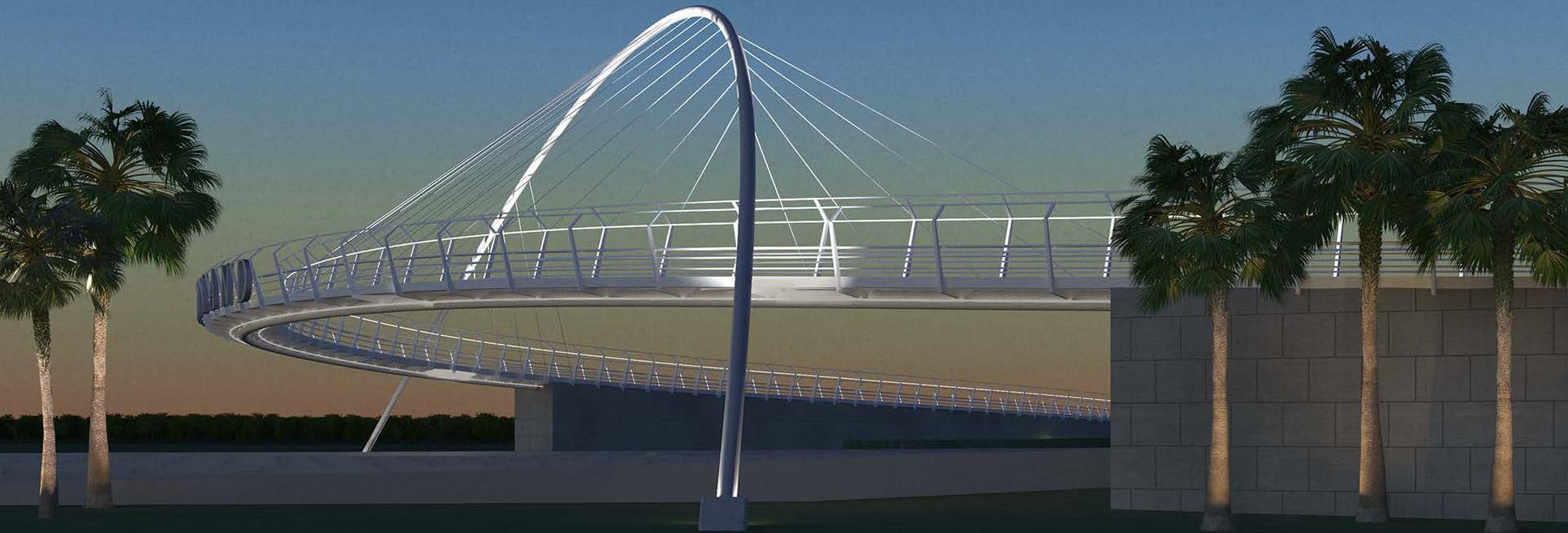


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Signature Corridor



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Kirkman Road

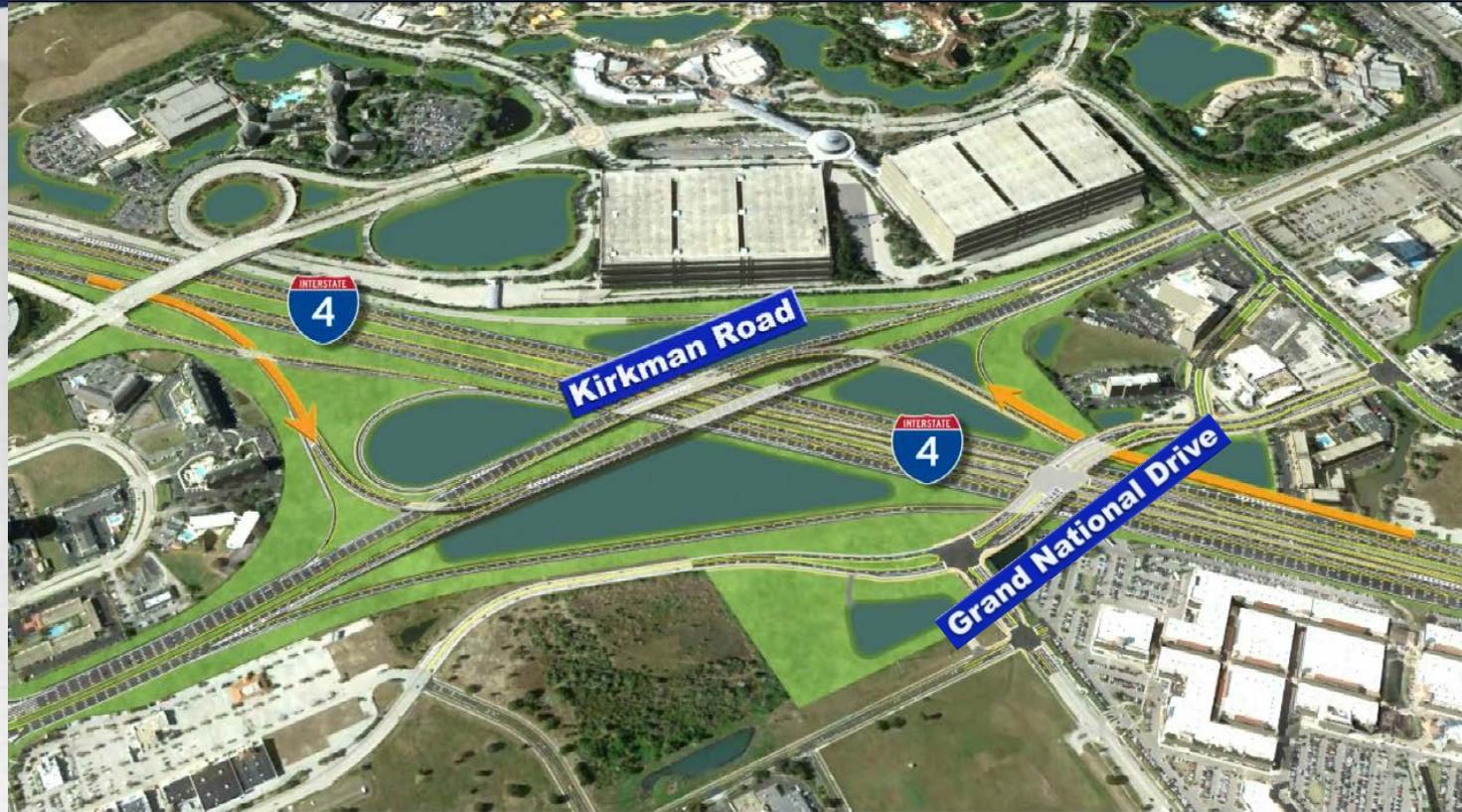


Kirkman Road Interchange





Kirkman Road Interchange



More traditional right hand exit ramps

Grand National Drive overpass relieves east/west congestion at the Kirkman Road exits

Direct Express Lane Connection eastbound onto I-4 and from westbound to Grand National Drive

Additional ramps constructed but not opened for future expansion



Kirkman Road Interchange



Grand National Drive

**FUTURE
EXTENSION**

**WEST
EAST**



Next Steps

Concessionaire team selected – 40 years

Design, build and finance construction

Operate and maintain

Design began October 2014

Construction expected to begin early 2015

Anticipated completion early 2021



Calvary
Assembly
of God



Alternatives to I-4





Managing Traffic

SGL Constructors is committed to keeping traffic moving during peak travel times throughout the life of the project.

Existing traffic lanes open during daytime.

Weekday I-4 lane closures limited to mostly nighttime hours occurring as early as 8:30pm and as late as 7am.



Contract allows for additional closure requests by SGL Constructors. FDOT will evaluate and approve those requests on case by case basis.

Work may require ramp closures for extended periods of time.

Construction activities may require weekend work.



Keep Informed

I4Ultimate.com

Learn more about the job

Interchange by interchange

Closures and detours

Real-time traffic updates



@MyFDOT_CFL



facebook.com/MyFDOTCFL



youtube.com/user/MyFDOTCFL

I-4 ULTIMATE
IMPROVEMENT PROJECT

Stay Informed:
Contact Us | Español | Sign Up for Updates

PROJECT INFO **CONSTRUCTION INFO** **FLORIDA 511 & LIVE TRAFFIC** **CHOOSE YOUR COMMUTE** **NEWS & MEDIA RESOURCES** **PUBLIC OUTREACH & EDUCATION**

OVERVIEW **FUTURE I-4** **FAQs** **WORKING ON I-4** **SPECIAL FEATURES** **EXPRESS LANES**

AREA 1 – ATTRACTIONS **AREA 2 – DOWNTOWN** **AREA 3 – IVANHOE** **AREA 4 – ALTAMONTE**

Click on an interchange to see the future.

Altamonte
434 Longwood
Central
436 Altamonte Springs
Maitland (414) Maitland

Ivanhoe
Kennedy Blvd Eatonville
Lee Rd Winter Park
Fairbanks Ave
Par
Princeton
Ivanhoe

Downtown
Colonial (50) Downtown Orlando
408
Orange Blossom Trail Kaley
Michigan

Attractions
Conroy
John Young Parkway
Kirkman / Grand National
Florida's Turnpike

STATE ROAD 408
Drivers will recognize a highly increased ease of access at the State Road 408 interchange, thanks in large part to the key innovation of the direct connection from the Express Lanes. Required by FDOT, this design feature also provides a direct connection with improved access at South Street. The direct connection does not add another level to the interchange, thereby providing safer construction and maintenance.

IMAGES / RENDERINGS

VIDEO

Interchange SR408



Keep Informed

I4Ultimate.com

Alternative options

Work zone safety



@MyFDOT_CFL



facebook.com/MyFDOTCFL



youtube.com/user/MyFDOTCFL



Safety

Safety is part of the I-4 Ultimate culture and always comes first. That means safety will never be compromised by cost or schedule. We want you to make safety a top priority too. Review the materials on these pages to keep you, and others around you, safe while you're driving on the I-4 corridor during construction.

[Work Zone Safety](#)

[Move It, Move Over](#)

[Road Rangers](#)

Work Zone Safety

Motorists hold safety in their hands driving through the I-4 Ultimate work zone. Everyone needs to do their part to help reduce crashes and injuries during construction. Here are some tips to make safety for workers, passengers and you the number one priority.

Be Alert - Pay attention to the road and your surroundings in the work zone.

Don't Tailgate - Unexpected stops frequently occur in work zones. Allow at least two car lengths between you and the vehicle in front of you.

Minimize Distractions - Avoid changing radio stations and using cell phones while driving in the work zone. Dedicate your full attention to the roadway.

Expect the Unexpected - Work zones are changing environments. Keep an eye out for workers and their equipment.

Don't Speed - Follow the posted speed limits in and around the work zone.



Our team's culture places the safety of the traveling public and our workers as a top priority.



Tools to help you communicate

Renderings & Logos

Newsletter content

Social Media tools

Public Service Announcements

Media coverage



@MyFDOT_CFL



facebook.com/MyFDOTCFL



youtube.com/user/MyFDOTCFL

The screenshot shows the I-4 Ultimate website interface. At the top, there is a navigation bar with links for FDOT Home, About FDOT, Contact Us, Maps & Data, Offices, Performance, Other Projects, E-Updates, and FL511. Below this is a large banner image of a highway interchange at night with the I-4 Ultimate logo overlaid. To the right of the banner are social media icons for Twitter, Facebook, and YouTube, along with links for Contact Us, Español, and Sign Up for Updates. Below the banner is a row of six colored buttons: Project Info (red), Construction Info (orange), Florida 511 & Live Traffic (blue), Choose Your Commute (green), News & Media Resources (purple), and Public Outreach & Education (dark purple). Below these buttons is a dark blue navigation bar with links for E-Newsletters, News Releases, Newsroom/Videos, Photos, Renderings, and Recent Coverage. The main content area is titled 'Renderings' and contains a paragraph of text followed by a grid of ten rendering images. At the bottom of the rendering section is a credit line: 'When using these images, please give credit as: Renderings courtesy of I-4 Mobility Partners'. The footer of the website contains links for Contact FDOT, Employment, MyFlorida.com, Performance, Statement of Agency, Web Policies & Notices, and Social Media.



Keep Informed

I4Ultimate.com

Sign up for personalized alerts

Sign up for e-newsletters

Ask questions



@MyFDOT_CFL



facebook.com/MyFDOTCFL



youtube.com/user/MyFDOTCFL

The screenshot shows the top portion of the I-4 Ultimate project website. At the top is a navigation bar with links for FDOT Home, About FDOT, Contact Us, Maps & Data, Offices, Performance, Other Projects, E-Updates, and FL511. Below this is a large banner image of a highway interchange at night, featuring the I-4 Ultimate logo. To the right of the banner are social media icons for Twitter, Facebook, and YouTube, along with a 'Stay Informed' button and a 'Contact Us | Español | Sign Up for Updates' link. Below the banner is a horizontal menu with six categories: PROJECT INFO, CONSTRUCTION INFO, FLORIDA 511 & LIVE TRAFFIC, CHOOSE YOUR COMMUTE, NEWS & MEDIA RESOURCES, and PUBLIC OUTREACH & EDUCATION. Underneath this is a secondary navigation bar with links for CALENDAR, WORKSHOPS/BRIEFINGS, EDUCATION, TOOLKIT, CONTACT US, and SIGN UP FOR UPDATES. The main content area is titled 'Sign Up for Updates' and contains three tabs: 'Get Text and Email Alerts', 'I-4 Ultimate E-Newsletter Sign-Up', and 'Subcontractor Newsletter Sign-Up'. The 'I-4 Ultimate E-Newsletter Sign-Up' tab is active, showing a sign-up form with a text box for a message, a section for 'Personalized Alerts' with 'Name *' (split into 'First' and 'Last' fields), and an 'Email (required) *' field. A footer at the bottom of the page contains various links including 'each-education/sign-up-for-updates/', 'MyFlorida.com', 'Performance', 'Statement of Agency', 'Web Policies & Notices', and 'Social Media'.

I4Ultimate.com



Tools to Change Behavior and Keep Traffic Moving

Technology

Website

Email and text personalized alerts for ramp, lane and interchange closures

Social media

FDOT District Twitter, Facebook, and Flickr

Monitor emerging social media and make recommendations

Traditional media

News releases, maps, graphics, b-roll, sound bites, media events, online newsroom, newsroom visits

Editorial calendar for local, state, national, international, industry news

Educational and Community Outreach

Public speaking engagements

Building displays and handouts

Community newsletters

Communications toolkit for businesses and agencies

Targeted detour and closure outreach

Public Service Announcements

FDOT owned billboards along I-4

PSAs provided to outreach partners



Help from community partners

OC PS Orange County Public Schools shared a link. October 20

OCPS is learning from FDOT about plans for the Ultimate I-4 project. The project will impact traffic through the middle of Orange County starting in 2021. Commuting and some school bus routing will certainly be affected during the life of the project (2021 completion). To see what's in the amazing flyover video. Ultimate is the right word for it.



Like · Comment · Share
Rachael Eller, Sonia Ocasio- Almonte, Jessica Febus and 2 others like this.

OC PS Orange County Public Schools Here's the Downtown flyover. Go to I4Ultimate.com for more information. October 20 at 12:09pm



Winter Park Chamber of Commerce 10 October
This morning's Good Morning Winter Park program featured an Ultimate I-4. Thanks to our sponsors Florida Blue, Barnie's Coffee, Costco and Winter Park-Maitland Observer for making the program and to David Parks, I-4 Ultimate Public Information Officer, for his construction, toll and traffic plans. For more on this project, visit www.i4ultimate.com. (8 photos)

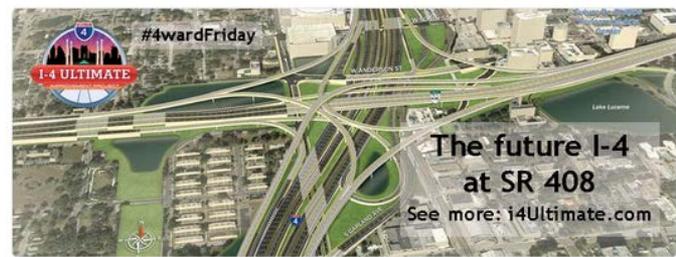


City of Sanford shared a link. 8 October
Looking for work on the I-4 Ultimate project? Visit www.i4ultimate.com/Project-Info/About for a touch with I-4 Mobility Partners and



Working on I-4 | I-4 Ultimate
i4ultimate.com
Interested in job opportunities, economic impacts and the people building a better I-4? You've come to the right place! Here you'll learn about our company.

FDOT District 5 retweeted **MetroPlan Orlando** @MetroPlan_Orl · Oct 3
#4wardFriday highlights future #transportation! See how I-4/SR408 will look. on.fb.me/1vjfjON @MyFDOT_CFL



View more photos and videos

OrangeCountyFL @OrangeCoFL
Avoid the rush on I-4! Learn about @lynxbusorlando, @RideSunRail, @fl511_central and @reThink_CFL at I4Ultimate.com. #I4Ultimate
08:01 AM - 01 Dec 14

Black Commerce @BlackCommerce · Sep 8
Come learn more tomorrow night : How to Do Business with the I-4 Ultimate Project. When: Tomorrow September 9, ... fb.me/3h0vQN0YB
12:16 PM - 8 Sep 2014 · Details
Collapse Reply Retweet Favorite

Reply to @BlackCommerce



How you can help

Internal Staff Messages

Internal newsletter

Displays in break rooms

PSA Posters

HR Department coordination

Adjusted Scheduling

Telecommute options

External Messages

Advice through existing communication channels

Website

Directional information

Front of house signage

Social Media

Exterior signage

Outreach Tools



Building Banners

I-4 ULTIMATE FAST FACTS

PROJECT LIMITS:

21 miles from west of Kirkman Road to east of State Road 434

CONSTRUCTION COST: \$2.3 billion

PROJECT IMPROVEMENTS:

- » Completely rebuilds free general use lanes along entire corridor
- » Reconstructs 15 major interchanges and constructs more than 140 bridges
- » Adds four dynamic price tolled Express Lanes in the median
- » Increases design speed to 60 mph

CONSTRUCTION START: Early 2015

Existing lanes will remain open during peak travel times

ESTIMATED COMPLETION: 2021

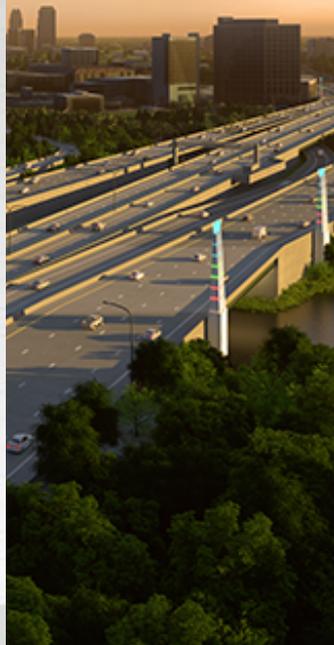


Tips Cards

Web Banners and Links



BUILDING A BETTER I-4



SIGN UP FOR ALERTS AT I4Ultimate.com

Beyond the Ultimate



2 projects (19 miles) under evaluation
from State Road 434 to State Road 472

3 projects (21.2 miles) under evaluation
from Polk/Osceola Line to Kirkman Road

i4express.com





I4Ultimate.com

I4Ultimate.com



Questions?

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Public Information Officer

DavidParks@I4Ultimate.com

1.844.ULT.INFO (858.4636)



I4Ultimate.com



Corridor Options

