

I4Ultimate.com

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



Local Agency and Public Coordination

ITE & ITS Florida Annual Meeting

November 2, 2017

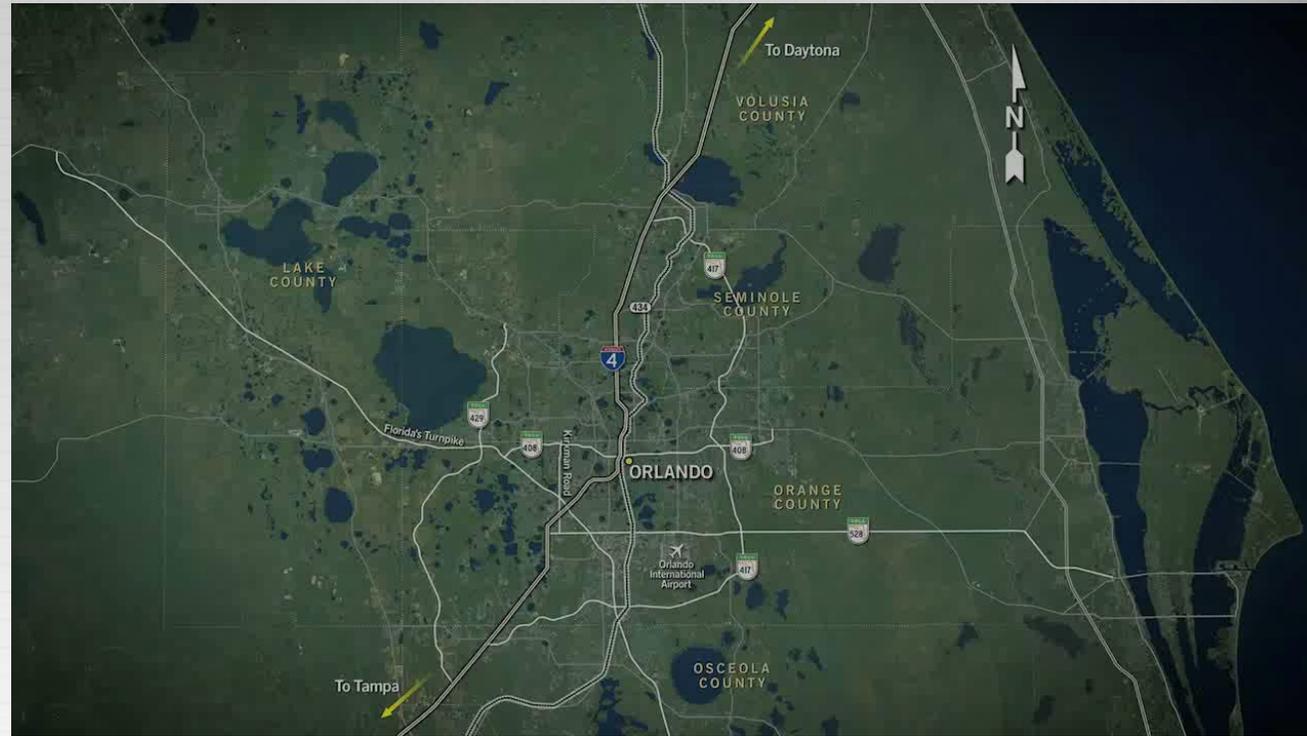




Challenges

Length of the project

Multiple Municipalities



CITY OF ORLANDO





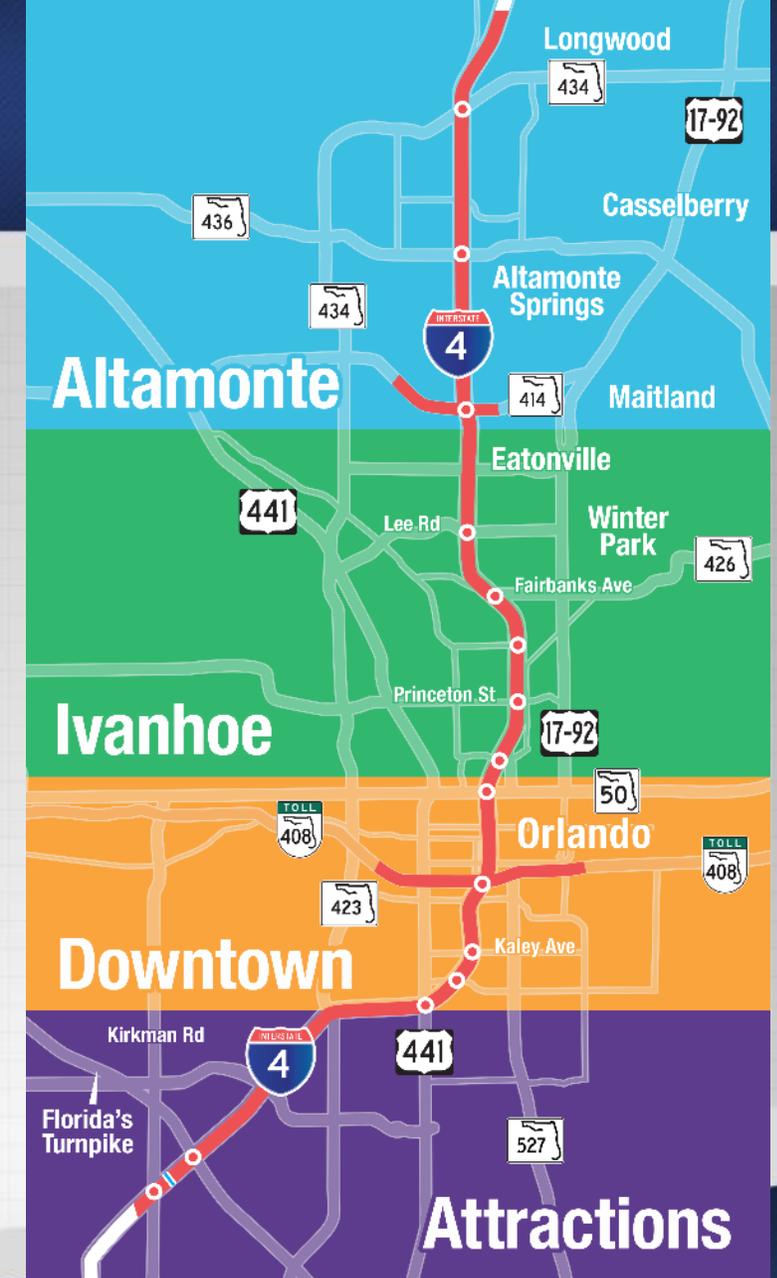
Challenges

4 Separate SGL Teams is like 4 Projects in One

Team Dynamics/Communication Styles

Different Communication Needs

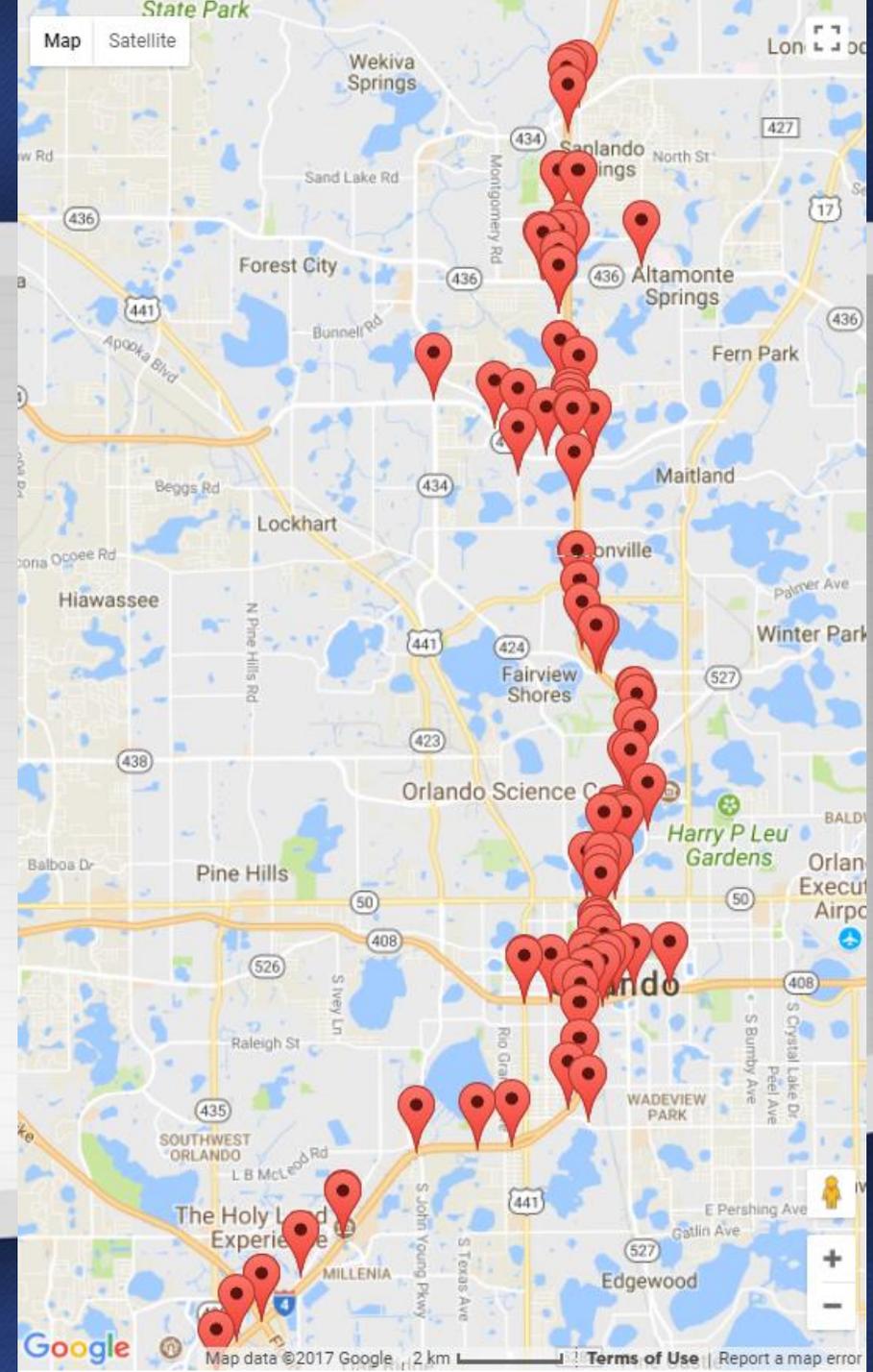
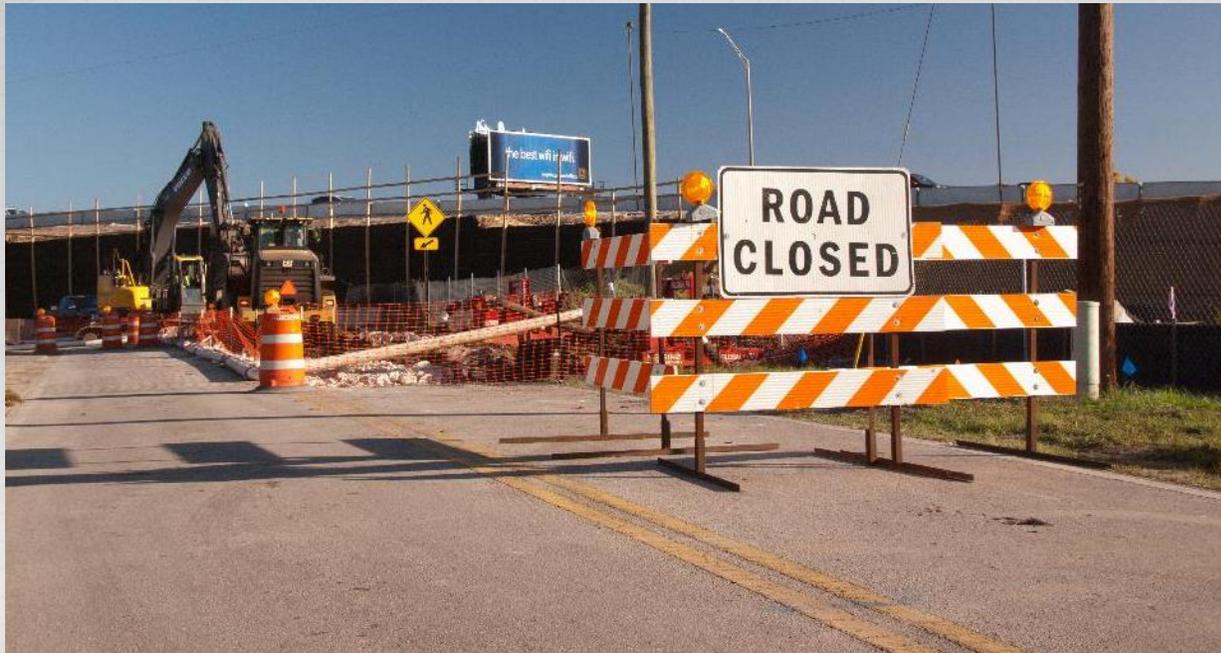
Different Types of Complexities





Roadway Impacts

Number of closures





Challenges

Coordination with Stakeholders

Including Large Transportation
Dependent Stakeholders:

Florida Hospital & ORMC

Venues

Lynx

Universal Studios





Challenges

Schedule Changes

Notifying Motorists

Notice to Affected Residents

Notice to Visitors and Tourists

68 Million in 2017 alone





KEEPING I-4 ON THE GO



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Media Availabilities



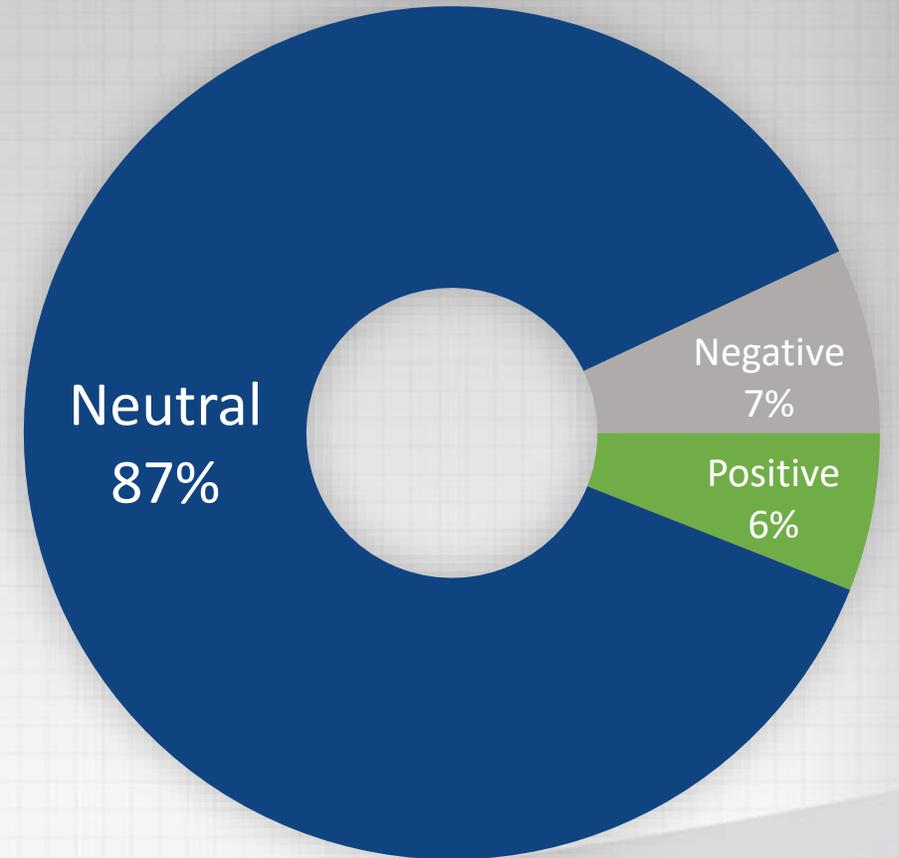


Media Outreach is Strategic and Effective

2015 - 2017

STORIES: 5,672

**AUDIENCE:
224.2 MILLION**





Testimonial

As a reporter dedicated to covering the project, the availability and knowledge of staff, media materials and immediacy make it easy to cover the project. Without you, my job would be harder.

Racquel Asa

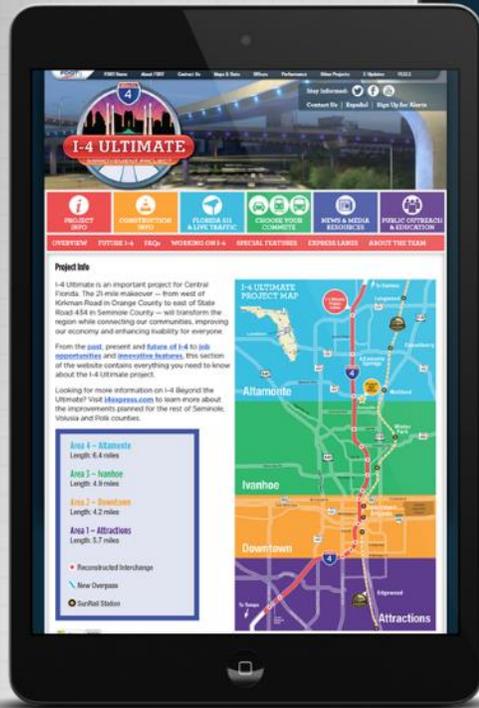
Traffic Reporter, Channel 9 WFTV



Digital Communication Tools



I-4 ULTIMATE
IMPROVEMENT PROJECT



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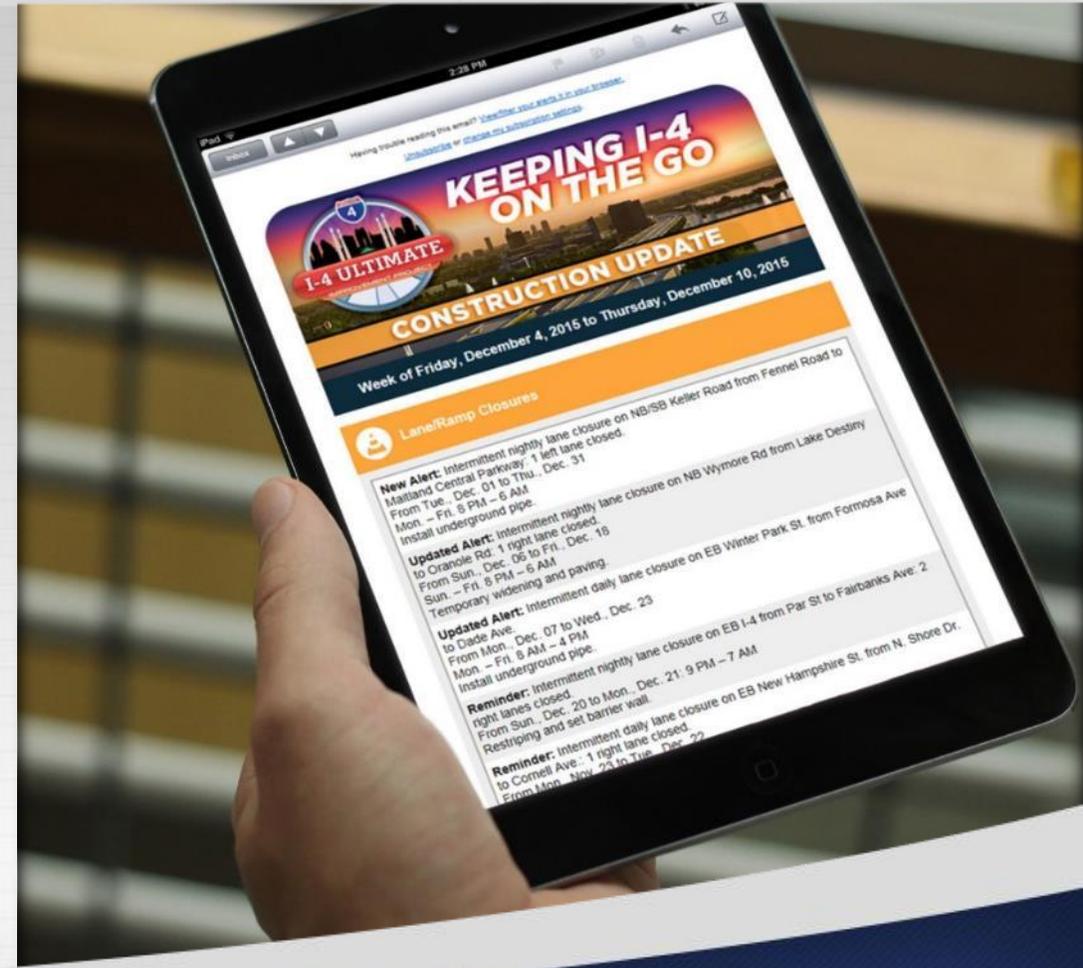


Customizable Alerts

Key component to the award-winning website is email and text alerts

Construction update alerts sent to:

- Commuters
- Commercial vehicle operators
- Emergency responders
 - Police
 - Fire/Rescue
 - Ambulance
 - Tow companies
- News media
- FDOT District Five RTMC





Standardized Outreach Efforts

LEVEL 4 Major impacts to motorists & communities. Closures and traffic shifts are on heavily used roads, or require motorists to make long-term/permanent change to their daily route.

- » Media Availability
- » News releases
- » Presentations
- » Mailers

LEVEL 3 Moderate impacts to motorists & communities. Level 3 closures have typically longer duration and occur in more populated or high-traffic areas than typical Level 2 closures.

- » Posters
- » Sandwich boards
- » Traveling displays

LEVEL 2 Moderate impacts to motorists & communities; however, the impact is more concentrated to a relatively small area that has convenient alternate routes.

- » Handouts
- » Newsletter
- » Good Neighbor
- » Newsfeed
- » Door hangers

LEVEL 1 Minimal impact to motorists & communities typically due to time of day and duration of closure.

- » Alerts
- » Social media
- » Partner outreach
- » Weekly video/radio

Visually Appealing Materials



PROJECT MAP

Stay Informed:

- Project Hotline: 844-ULT-INFO (858-4636)
- Sign up for email and text alerts at I4Ultimate.com
- For real-time traffic conditions call 511, download Florida 511 mobile apps or visit FL511.com
- Follow @I4Ultimate on Twitter

I-4 ULTIMATE FAST FACTS

Construction Limits

KEY

- Reconstructed Interchange
- New Overpass
- Sound Wall Station
- New Pedestrian Bridge/Tunnel

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BUILDING A BETTER I-4

Exfiltration System

The Florida Department of Transportation (FDOT) is working to build not only a functional Interstate 4 (I-4) but also an aesthetically pleasing corridor for Central Florida. As part of the I-4 Ultimate project, FDOT is installing an exfiltration system in College Park instead of open ponds in accordance with prior project commitments specifying that stormwater ponds will not be built within College Park.

The exfiltration system protects the environment by collecting stormwater runoff and helps ensure the water is clean. The system also provides flood control storage. Required water quality treatment and storage cannot be provided without this system, and it is the only type of system that will work in College Park where available right-of-way space is limited.

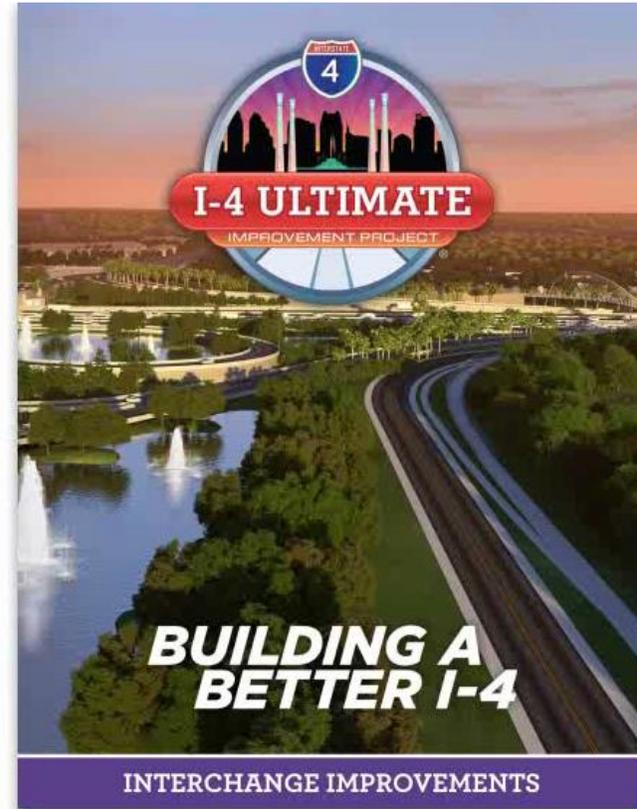
Some trees must be removed to install the new exfiltration system. While an exfiltration system will be more aesthetically pleasing than an open stormwater pond, trees cannot be replanted in the footprint of the system since tree roots would over time adversely impact its performance and design.

Throughout the 21-mile corridor, including College Park, the landscaping plan for the I-4 Ultimate project is robust as it features more than 14,500 trees and 40,000 native shrubs and grasses. More than \$28 million of the total \$2.3 billion project will be spent on landscaping when the project is complete. The plants will represent a diversity of species well adapted to the Sunshine State. The landscaping plans for the I-4 Ultimate project are currently being designed. I-4 Ultimate is meeting FDOT's Bold Vision for Florida's Highway Beautification (<http://bit.ly/1EAIkNO>) and contributing to the creation of a signature corridor.

Illustrations for reference only. Final design is subject to change.

Sign up for I-4 Construction Updates and Alerts at I4Ultimate.com
Get real-time traffic and incident alerts at FL511.com

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Good Neighbor Outreach

Distributed 15,000 handouts

Digital “Good Neighbor Outreach” allows outreach to a larger area in a shorter time

Community databases start with Property Appraiser information, updated by Communications staff



1	Property Name	Subdivision Name	Owner/Contact	Address 1	Email	Website	Phone	City	State	Zip	NOTES	Garland Feb 2016 notes	Garland-Colonial March 2016 Notes
12	Egan Lev & Sivica		Mabel Silva	231 E COLONIAL DR	msilva@eganlev.com		(407) 422-1400	ORLANDO	FL	32801	Emailed 2-2-16	Emailed 2-24-16	Emailed 3-31-16
13	Empire Graphics and Printing			200 E Colonial Dr	sales@empirecreative.co	empirecreative.co	(407) 532-6078	ORLANDO	FL	32801	Emailed 2-1-16	Emailed 2-24-16	Emailed 3-31-16
14	Enterprise Rent-A-Car		Joseph	35 E Colonial Dr	enterpriserentacar-0701@ehi.com		(407) 843-5411	ORLANDO	FL	32801	Emailed 2-4-16	Emailed 2-24-16	Emailed 3-31-16
15	FAMILY SUPPORT & VISITATION CENTER			118 Pasadena Place	fsvcreferral@devereux.org		(407) 999-5577	ORLANDO	FL	32803	Emailed 2-4-16	Emailed 2-24-16	Emailed 3-31-16
16	FAVO-Faith Arts Village		Will Benton, Executive Director	221 E Colonial Dr	willbenton@faithartsvillage.com	faithartsvillage.com	(407) 222-1231	ORLANDO	FL	32801	Emailed 2-1-16	Emailed 2-24-16	Emailed 3-31-16



Testimonial

The Ultimate I-4 project and construction impacts all Central Florida Lodging Properties and their guests. With your assistance the hotel operators have been able to communicate information in a timely manner to their team members and guests.

Thank you for all of your efforts!

Richard J. Maladecki

President/CEO

Central Florida Hotel and Lodging Association





Sharing Social Media with Partners

Content, graphics and photos shared with partners who share on their social media.

I-4 Ultimate information seen **59 million times**.

Orlando Police @OrlandoPolice · Aug 14
Via @I4Ultimate: Washington St. under I-4 closes from 10 p.m. to 6 a.m. through Aug. 16. Please see detour below:

Road Closure on Washington St. between Hughey Ave and Garland Ave

Orange County FL @OrangeCoFL · Aug 15
Via @I4Ultimate: OBT under SR-408 closes from 10 p.m. to 5 a.m. through Aug. 21. Please see details below:

END DETOUR

START DETOUR

SOM TRAIL UNDER SR-408 IS CLOSED

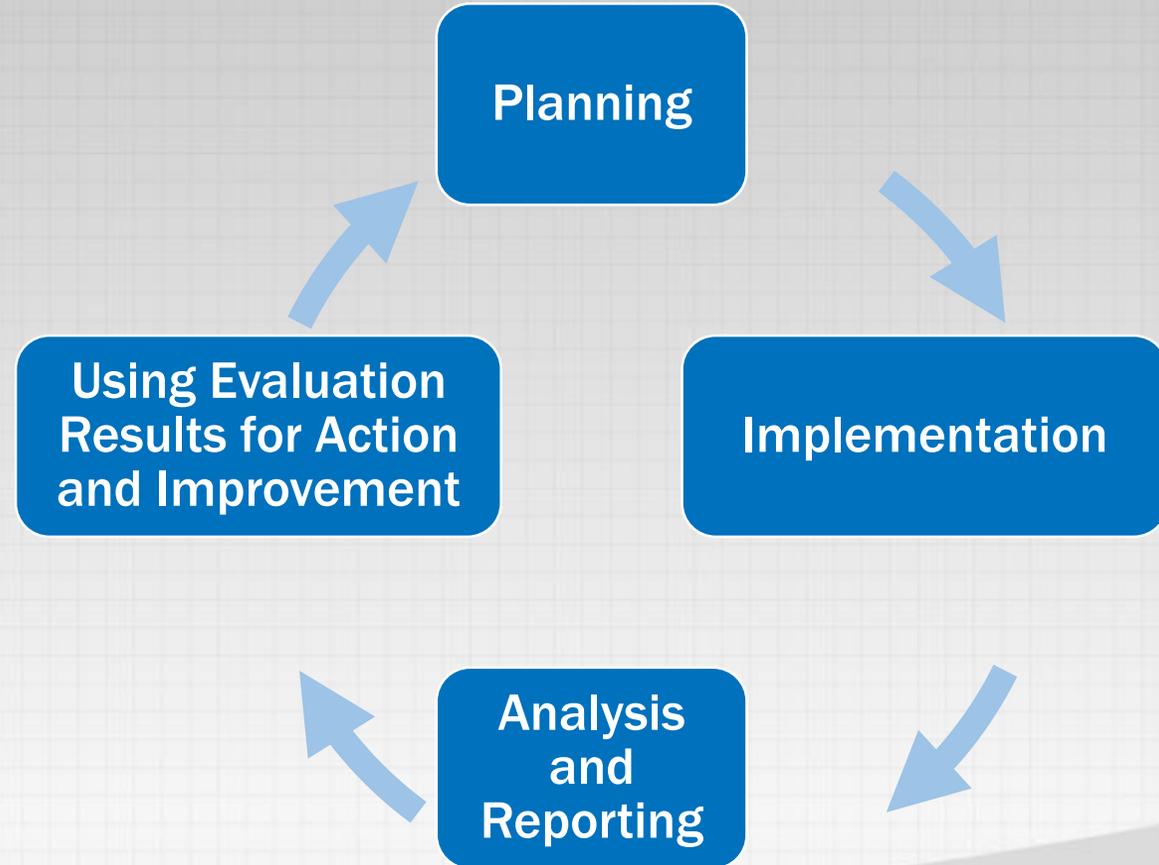
International Drive @idriveorlando · Aug 14
Via @I4Ultimate: Connecting International Dr. and Major Blvd over I-4, the new Grand National Dr. overpass is now open.



Continual Analysis of Performance Measures

FDOT is focused on performance measures. So are we.

We track and analyze everything we do.





Collaborate With Transportation Partners

I-4 Ultimate open houses are an opportunity for public to learn about the I-4 project, SunRail, LYNX and reThink.

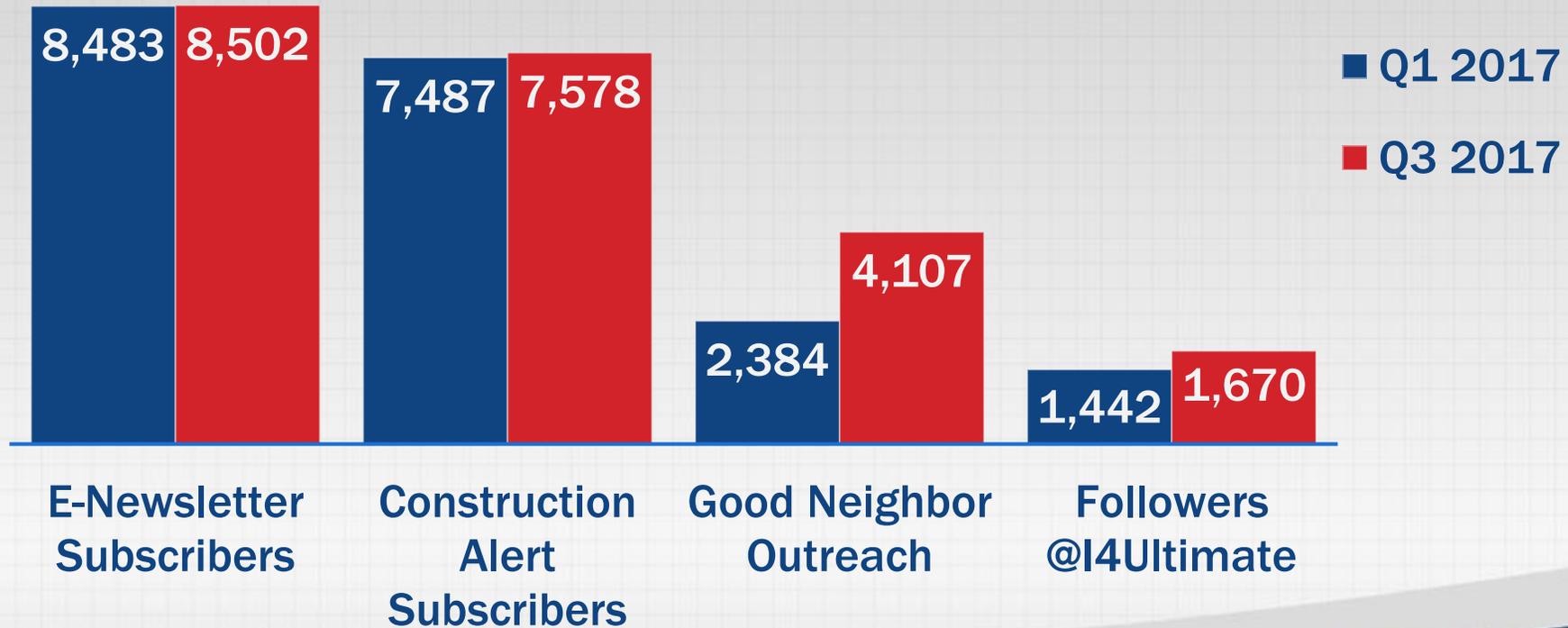


Feb. 9, 2017	Hilton Orlando / Altamonte Springs	450-500
Aug. 5, 2015	Orlando Science Center	250-275
May 28, 2015	RDV Sportsplex in Maitland	500-600



I-4 Demand Platforms Continue To Grow

E-newsletter, Construction Alerts, Outreach & Twitter





Testimonial

**AVISON
YOUNG**



Being in the commercial real estate business, having real time knowledge of what is happening with I-4 Ultimate is critical as we deal with property owners and tenants that are impacted by it daily. Fortunately for us you have made that easy.

Thank you!

Greg Morrison

Principal / Managing Director
Avison Young

Questions?



Shelley Gisclar P.E.

Area 2 Coordination Engineer

Shelley.Gisclar@SGLConstructors.com

1.844.ULT.INFO (858.4636)



David Parks

Public Information Officer

DavidParks@I4Ultimate.com

1.844.ULT.INFO (858.4636)



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