Local Agency and Public Coordination

ITE & ITS Florida Annual Meeting

November 2, 2017
Challenges

Length of the project

Multiple Municipalities
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
KEEPPING I-4 ON THE GO

SIGN UP FOR ALERTS AT I4ULTIMATE.COM

ULTIMATE I-4 PROJECT

WEST

MARTIE SALT

I4Ultimate.com

WEST

4

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4
Media Availabilities
Media Outreach is Strategic and Effective

2015 – 2017

STORIES: 5,672

AUDIENCE: 224.2 MILLION

Neutral 87%
Positive 6%
Negative 7%
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
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

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Media Availability</th>
<th>News Releases</th>
<th>Presentations</th>
<th>Mailers</th>
<th>Posters</th>
<th>Sandwich Boards</th>
<th>Traveling Displays</th>
<th>Handouts</th>
<th>Newsletter</th>
<th>Good Neighbor</th>
<th>Newsfeed</th>
<th>Door Hangers</th>
<th>Alerts</th>
<th>Social Media</th>
<th>Partner Outreach</th>
<th>Weekly Video/Radio</th>
</tr>
</thead>
</table>
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
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.
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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb. 9, 2017</td>
<td>Hilton Orlando / Altamonte Springs</td>
<td>450-500</td>
</tr>
<tr>
<td>Aug. 5, 2015</td>
<td>Orlando Science Center</td>
<td>250-275</td>
</tr>
<tr>
<td>May 28, 2015</td>
<td>RDV Sportsplex in Maitland</td>
<td>500-600</td>
</tr>
<tr>
<td></td>
<td>Q1 2017</td>
<td>Q3 2017</td>
</tr>
<tr>
<td>----------------------</td>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>E-Newsletter Subscribers</td>
<td>8,483</td>
<td>8,502</td>
</tr>
<tr>
<td>Construction Alert Subscribers</td>
<td>7,487</td>
<td>7,578</td>
</tr>
<tr>
<td>Good Neighbor Outreach</td>
<td>2,384</td>
<td>4,107</td>
</tr>
<tr>
<td>Followers @I4Ultimate</td>
<td>1,442</td>
<td>1,670</td>
</tr>
</tbody>
</table>
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
Shelley Gisclar P.E.
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