



# WEKIVA PARKWAY

Completing Central Florida's Beltway



## 2015 Public Information Annual Report



Prepared For:  
Central Florida Expressway Authority  
Florida Department of Transportation - District Five



Prepared By:



# 2015 Public Information Annual Report Table of Contents

---

I.	Introduction.....	3
	a. Project Description.....	4
	b. Project Update.....	5
II.	Joint Agency Public Involvement Coordination.....	7
III.	Elected & Agency Officials’ Coordination.....	8
IV.	Media Relations.....	9
V.	Public Meetings.....	11
VI.	Environmental Coordination.....	15
VII.	Community Presentations.....	17
VIII.	Youth Education Program.....	19
IX.	Special Events.....	21
X.	Project Materials.....	25
XI.	Website .....	26
XII.	Social Media.....	27



## I. Introduction

This report is intended to provide the Central Florida Expressway Authority (CFX), Florida Department of Transportation (FDOT) – District Five, and other interested parties with a



summary of 2015 Wekiva Parkway community awareness activities. Consultant Public Involvement Coordinator Mary Brooks of Quest Corporation of America (QCA) plans and implements the community awareness initiatives for both agencies; she has been part of the public involvement activities for the parkway since 2004.

She was supported in 2015 by QCA associates Brian Hutchings, Kym Graves, Irina Lallemand, Megan Olivera, Alicia Arroyo and Lisa Harpke.

In an action-packed year, 2015 saw the Florida Department of Transportation prepared to open the first sections of the Wekiva Parkway, and the Central Florida Expressway Authority began construction on its first five-mile stretch. As more sections closed out the design phase, the community education focus shifted to informing the public about construction schedules and building excitement for the ultimate parkway.



2015 Outreach	Total
January	47
February	1,472
March	111
April	481
May	187
June	159
July	253
August	193
September	840
October	997
November	588
December	321
<b>TOTAL</b>	<b>5,649</b>

An even greater emphasis was placed on ensuring the public knew about the parkway's All Electronic Tolling (AET) feature for the greatest customer convenience and traffic efficiency. The activities follow the strategies of the Wekiva Parkway Corridor-wide Community Awareness Plan (CAP).

Communications strategies have included continuing the Wekiva Parkway Youth Outreach Program, elected and agency officials' coordination, media relations and special events, public meetings, community and homeowner association presentations, participation in community events, website and social media updates. The public involvement coordinator also responded to hundreds of queries via the project hotline and email address. All public interactions were documented in the project database, from which regular reports were generated and provided to the agencies.

These strategies have educated the community and helped to solidify positive perceptions about the project, as well as generate excitement about its ultimate benefits. The approach also has allowed the public to provide valuable input, resolve concerns and issues early and minimize negative impacts.



### a. Project Description

The Wekiva Parkway (State Road 429) is a cooperative effort between the Florida Department of Transportation, the Central Florida Expressway Authority and the Florida’s Turnpike Enterprise. The parkway will connect to SR 417, completing the beltway around northwest Central Florida. This estimated \$1.6 billion project includes \$500 million of non-toll road improvements including;



- Widening seven miles of SR 46 in Lake and Seminole Counties
- Rebuilding the US 441/SR 46 interchange in Mount Dora
- Moving CR 46A out of the Seminole State Forest so wildlife can move safely between habitats
- Building parallel, non-tolled service roads for local trips in east Lake and Seminole counties

The 25-mile expressway will provide travel alternatives, relieve US 441, SR 46 and other area roads of traffic congestion and make it easier to travel between Lake, Orange and Seminole counties.

The Wekiva Parkway will be the first expressway in Central Florida to feature **All Electronic Tolling (AET)**. There will be no toll plazas – motorists will pay their tolls at safe highway and ramp speeds, using E-PASS or SunPASS. Both FDOT and CFX will have programs for those who do not have a transponder.



Authorized in 2004 by the Wekiva Parkway and Protection Act (Chapter 369, Part III, F.S.), this expressway has been heralded as an example of transportation planning through an environmentally sensitive area. Development of the Wekiva Parkway has included setting aside 3,400 acres of land for conservation. The parkway also will include several wildlife bridges, and will be largely elevated to reduce conflicts between vehicles and wildlife. The number of interchanges also was limited in an attempt to curb development near the protected natural area.

As a result of extensive coordination with local government partners, the parkway also will feature 10 miles of multi-use trail. The parkway trail will connect to future extensions of the West Orange and Seminole-Wekiva trails, as well as to the proposed Lake-Wekiva Trail in Lake, Orange and Seminole Counties.

## b. Project Update

FDOT in 2015 progressed toward finishing design on most of its sections, with the plans update process getting underway for the sections having reached 100 percent plans: 3A, 3B, 5 and 7A. FDOT also formally got underway with right of way acquisition for these sections.



Construction of FDOT Sections 4A and 4B was nearly complete, with crews having built the toll gantry and adjacent building, posted signs and laid the final layer of pavement. Wildlife already has been spotted using the floodplain bridge to safely pass under the road during dry periods. Section 4 is built on the former Neighborhood Lakes parcel purchased for conservation. The environmental protections and aesthetics work is done, with crews having installed wildlife fencing, wildlife jump-outs, bat houses and placed landscaping.

The 3.14-mile segment from County Road 435 (Mount Plymouth Road) to SR 46 was on track to open on January 20, 2016. This section will introduce Central Floridians to the parkway's all electronic tolling feature, which will provide the greatest customer convenience and traffic flow efficiency. Both agencies also have programs for those without transponders.



A four-mile trail along this section is programmed for construction in 2017.

The Department began drafting the Request for Proposal for the Section 6 design-build project, which includes the project's signature Wekiva River Bridge. Preparations and promotions also kicked off for the FDOT Wekiva Parkway Industry Forum to be held on January 26, 2016 at the Sanborn Activity and Event Center in Deland. The Department is slated to advertise for bids from design-build teams for Section 6 in early May 2016.

After an extended and intensive application process, CFX on March 12, 2015 received a federal loan under the federal Transportation Infrastructure Finance and Innovation Act (TIFIA) Program for its portion of the parkway. The additional funding allowed CFX to move up the schedule to finish building its five sections from 2019, to January of 2018. The federal loan could potentially save more than \$260 million in bond interest payments.

“When it’s done, Wekiva Parkway is going to be great for this community,” said Welton Cadwell, Central Florida Expressway Authority chairman, at the time. “Not only will it complete the beltway around our area, but it will connect Lake, Orange and Seminole counties like never before.”

CFX in June and August began building Sections 1A and 1B, respectively, from US 441 near Plymouth Sorrento Road to the planned interchange at Kelly Park Road. Prince Construction is building the \$56.1 million Section 1A and Superior Construction is building the \$46.6 million Section 1B.



Work started on these two sections after approximately 300 gopher tortoises were relocated to a state approved recipient site per the project environmental permit. The scale of the construction is impressive. Section 1A, for example, in late 2015 was in the process of installing 700 concrete bridge piers and more than 1 million cubic yards of embankment for the elevated parkway.

Work on this stretch is scheduled to finish in spring of 2017. The parkway will provide an alternative to commuters currently taking Plymouth Sorrento Road, Round Lake Round, CR 435 and US 441.

CFX this year finished design on Section 2, a five-mile stretch that includes the systems interchange northwest of Plymouth Sorrento Road and Ondich Road. The agency held a pre-construction public open house for this section on September 24, 2015.

Working with FDOT, CFX was able to clear the right of way for Sections 1 and 2 this year. CFX also began procuring firms to oversee and build Section 2. That includes awarding the contract to build the Section 2B systems interchange to Southland Construction, with a winning bid of \$79.6 million. Construction on that section was slated to begin on January 4, 2016.



## II. Joint Agency Public Involvement Coordination

Since 2012, the agencies have worked in tandem to provide consistent project messaging to the public throughout the 25-mile corridor. An important element of that has been monthly Joint Agency Public Involvement Coordination meetings, of which **nine meetings** were held in 2015.

Organized by QCA, the meetings are attended by engineering directors, communications and project management staff for both agencies, as well as the corridor consultant, CH2M. During the



**CENTRAL  
FLORIDA  
EXPRESSWAY  
AUTHORITY**

meetings, agency staff members share information about progress on their respective sections, discuss milestone and major project activities, reach consensus on key messaging, jointly plan media and special events, and discuss all facets of community outreach and other coordination for the parkway.

The joint meetings are also used to discuss the development and updating of project resources such as the [www.wekivaparkway.com](http://www.wekivaparkway.com) website, collaterals including the project fact sheet, FAQ's and talking points. The meetings facilitate further development and strengthening of the corridor-wide branding for the parkway. This uniform branding throughout the corridor makes the project – and related information resources – easily recognizable to the public.

Key project participants in the joint agency meetings have included:

Alan Hyman, FDOT Director of Transportation Operations  
Glenn Pressimone, CFX Director of Engineering  
Michelle Maikisch, CFX Chief of Staff / Public Affairs Officer  
Steve Olson, FDOT District Five Public Information Manager  
Jeff Marshall, CFX Senior Communications Coordinator  
Jessica Keane, FDOT Public Information Specialist  
Ashraf Elmaghraby, FDOT Senior Project Manager  
Kevin Moss, FDOT Design Project Manager  
Matt Hassan, FDOT Design Project Manager  
Scott Bear, Corridor Consultant, CH2M  
Mary Brooks, Consultant Public Involvement Coordinator, QCA

Summaries of the joint agency meetings, including action items, are provided to participants and also broadly distributed to additional staff at both agencies.

### III. Elected & Agency Officials' Coordination

CFX and FDOT in 2015 continued to proactively communicate and involve area officials in the design and construction process. The goal was to not only keep the officials informed of the design and other progress made on the various sections, but to also make them aware of community outreach and concerns in their jurisdictions.



Elected and agency officials' coordination was accomplished through strategies including: Commissioners' Briefing Reports, one-on-one meetings, and presentations to city and county councils and at officials' Town Hall meetings. In addition to extensive emails and calls, following is a sampling of the officials' outreach that occurred in the past year.

#### 2015 Local Board Presentations

- MetroPlan Orlando Board – March 11
- CFX Board – April 9
- City of Umatilla Council – September 15
- City of Apopka Council – September 16



#### Officials' Briefings

- Mount Dora Councilmember Carl Rolfson – January 5
- State Rep. Scott Plakon, Dist. 29 – January 30
- Mount Dora City Manager Vince Pastue & Planning Director Mark Reggentin – December 15

#### Committee Presentations

- E. Lake-NW Orange Co. Elected Officials Committee – January 30 & July 23
- MetroPlan Orlando:
  - Citizen Advisory Committee – February 25
  - Bicycle & Pedestrian Advisory Committee – February 25
  - Transportation Technical Committee – February 27
  - Municipal Advisory Committee – March 5



## IV. Media Relations

The Wekiva Parkway communications team strives to maximize earned media, a cost-effective method of communicating with the public. Coverage of the Wekiva Parkway in 2015 was



overwhelmingly positive, with a number of the stories dealing with the important role the expressway will play in local municipalities' economic development and jobs creation plans. There was also considerable, advanced coverage of public workshops, helping to generate continued healthy attendance.

Through the agencies' proactive media strategies, transparent operations and positive, constructive relationships with media members,

the project has largely been successful in getting the media to disseminate accurate key messaging to the public.

Following is a sampling of stories and media interactions pertaining to, or referencing, the Wekiva Parkway in 2015:

- Zak Kerr, West Orange Times Observer, 2015 Forecast: SR 429 – Jan. 8
- Darlene Jones, WFTV Ch. 9 ROW Acquisition Story
- Mike Scott, News Nearby (Apopka), Federal Funding Source for FDOT Sections
- Jeffery Allen, CFN 13 Section 7A Public Meeting Preview – Feb. 16
- CFX TIFIA Loan Approval (Various Outlets) – March 2
- Martin E. Comas, Orlando Sentinel, Seminole Leaders to State: Timing of S.R. 417 project will create regional traffic woes – May 22
- Racquel Asa, WFTV Ch. 9, Another Multi-million Road Project in the Works – May 27
- Katie Burgess, WOFL Fox 35, Wekiva Parkway Project Breaks Ground Monday – June 7
- Racquel Asa, WFTV Ch. 9, Section 4 Media Tour – May 26
- Ryan Harper, CFN13 Section 1A/1B Media Tour – June 17
- John Peery, Apopka Chief, Section 4 Media Tour – July 31
- Livi Stanford, Daily Commercial, New Roads May Crisscross Lake County at a Price – August 22



- Orlando Sentinel, Open House Set for Next Wekiva Parkway Construction – September 21
- The Triangle News Leader, Kelly Park Road Closure – October 11
- Ryan Harper, CFN13, Section 1A Media Tour – November 17
- Dan Tracy, Orlando Sentinel, Fight Over Value of Wekiva Parkway Property Heads to Court – November 18
- Gary Rohrer, Orlando Sentinel, Gov. Scott Releases \$79.3 Billion Budget Proposal – November 23
- Chris Heath, WFTV Ch. 9, Investigates High Cost of Land to Complete Toll Road – November 24
- Myrtle Price, WFTV, Leaders Push for Big Changes to Improve Mount Dora – November 25
- Livi Stanford, Daily Commercial, Officials Hope (Gov.) Scott’s Budget will Fund Key Road Projects – November 28
- Florida Section ASCE Newsletter – Featured Article – Wekiva Parkway - December 1
- Kevin Spear, Orlando Sentinel – Section 4A/4B Media Tour – December 17

## V. Public Meetings

The agencies in 2015 held **3 public meetings** for six project sections in Lake, Orange and Seminole counties that drew more than **527 attendees**. All state and other requirements were met with regard to noticing the meetings, including the Florida Administrative Register (FAR) and legal advertisements, notices mailed to property owners, officials' notifications, media releases and the like. Meeting notification fliers were also distributed to businesses and others on the relevant sections. Feedback at the meetings was largely positive, with questions increasingly related to when the parkway would be open and public access points. Meetings were attended by state and local officials, property owners, environmentalists, realtors, developers, attorneys and other interested parties.

Also, the Florida's Turnpike Enterprise this year held **Toll Rate Rule Development Public Workshops**, which the public could attend online or on site, to present the proposed costs to drive the FDOT portions of the Wekiva Parkway and to receive input.

Following are brief summaries of each of the 2015 public meetings.

### 1) FDOT Section 7A Public Workshop – February 17, 2015



More than 213 people attended a public meeting open house on February 17, 2015, conducted by FDOT. The purpose of the meeting was to review the latest preliminary design plans for Wekiva Parkway Section 7A in Seminole County. Attendees reviewed exhibits illustrating the 60 percent design plans, viewed a narrated PowerPoint presentation and got their questions and concerns addressed by

project staff members.

The project is funded for construction in 2017. The Section 7A project limits are on State Road (SR) 46 from east of River Oaks Circle to Orange Boulevard. The project consists of designing 3.53 miles of limited access toll road along the SR 46 corridor, parallel, non-tolled, frontage roads for local travel, bridges and roundabouts at intersections under the parkway for enhanced safety.

The meeting was held Tuesday, February 17, 2015, from 5:30 p.m.-7:30 p.m. at The Rock Church, 6641 W. SR 46, Sanford, FL 32771. Among the many questions addressed that night, besides those about individual property impacts, were: noise concerns, impacts of the parkway on property values; height of the parkway and how close it will be to communities; concerns about having to make U-turns, lack of ability to turn left out of some communities; construction schedules & impacts; and the right of way acquisition process.



Attendees submitted 11 comment forms, and seven (7) public meeting performance evaluation surveys.

## 2) FDOT Sections 5 & 6 Public Workshop – April 7, 2015

More than 156 people attended FDOT's public meeting open house on April 7, 2015 to view the latest design plans for Wekiva Parkway Sections 5 and 6. This was the second public workshop during design for the non-tolled sections stretching from North Arundel Way to east of Wekiva Park Road.



Those attending the meeting at Camp Challenge in Sorrento were able to view exhibits, plans and a narrated PowerPoint presentation and to ask questions to FDOT and other project team staff.

Attendees submitted five comment forms.

### 3) CFX Sections 2A, 2B, & 2C Pre-Construction Community Open House – September 24, 2015



Some 158 people attended the Central Florida Expressway Authority's pre-construction Open House on September 24, 2015 for the agency's second part of the Wekiva Parkway, slated for construction in 2016. Sections 2A, 2B and 2C (429-204, -205 & -206) are to be built north of Kelly Park Road between Round Lake Road, Mount Plymouth Road (County Road 435) and State Road 46.

Those attending the meeting at the Northwest Orange County Improvement Association (NOCIA) Building on Ponkan Road were able to view the latest project maps and aesthetics exhibits, and a narrated PowerPoint presentation. CFX and consultant design staff were on hand to answer questions on topics that included parkway elevations, access points, proximity and impacts to property owners, schedules and property acquisition.



Among those attending were: City of Apopka Mayor Joe Kilsheimer and Commissioner Diane Velasquez, Lake County Engineer Fred Schneider, City of Apopka Community Development Director Jay Davoll and Senior Designer Vladimir Simonovski. Media coverage leading up to the meeting included The Orlando Sentinel, WFTV Ch. 9, WMFE and the Apopka Chief.

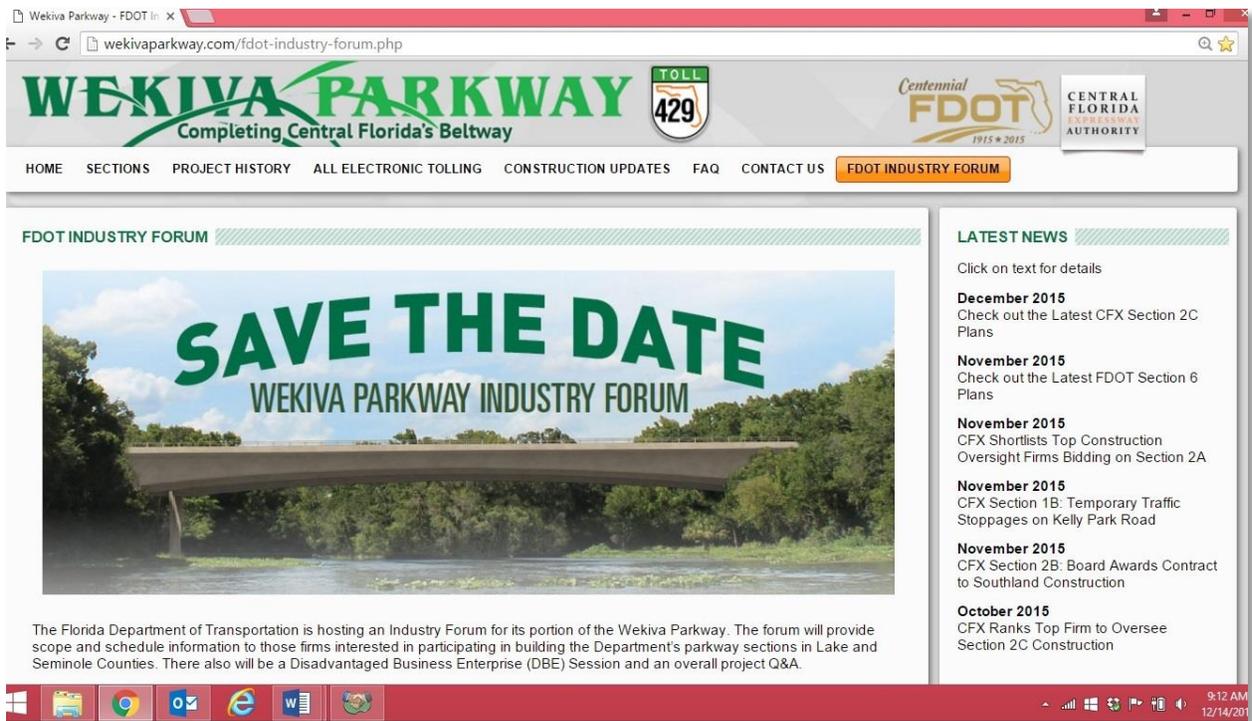
Attendees submitted five comment forms.



#### 4) FDOT Wekiva Parkway Industry Forum – January 26, 2016

As design on various sections wrapped up, the Department in 2015 began planning for an Industry Forum for its sections of the Wekiva Parkway. The goal of the event was to provide scope and schedule information and other project details to those firms interested in participating in building the FDOT sections in Lake and Seminole Counties. The forum also will include a Disadvantage Business Enterprise (DBE) Session and an overall project Q&A.

Communications and project staff anticipated as many as 500 attendees for the January 26, 2016 event to be held at the Sanborn Event and Activity Center in Deland. The event Save the Date and invitations were sent in November and December, respectively, to more than 3,000 contractor, CEI, design and other firms; provided to transportation associations and publications; and to the mainstream media. More than **130 people** had registered for the event by December 31, 2015.



## VI. Environmental Coordination

With the Wekiva Parkway's landmark designs to help protect the natural resources surrounding the Wekiva River, coordination with state and federal environmental agencies has been key. The Wekiva River and its tributaries have been designated an Outstanding Florida Water, a National Wild and Scenic River and a Florida Aquatic Preserve.

Extensive state holdings along the Wekiva River include the Seminole State Forest, Rock Springs Run State Reserve, and Lower Wekiva River Preserve State Park. The Wekiva Spring State Park also abuts some of the 3,400 acres of conservation land that was purchased as directed by the 2004 Wekiva Parkway and Protection Act.



The corridor provides habitat for many rare species, including the Florida Black Bear, and includes more than 25 known springs with direct connection to the Floridan Aquifer. Vast areas of floodplains and wetlands, including the Wekiva and Seminole Swamps (south and north of SR 46, respectively) are located west of the river. The natural environment includes the Wekiva River Basin ecosystem, spring shed, and an expansive wildlife habitat area that connects to the Ocala National Forest.

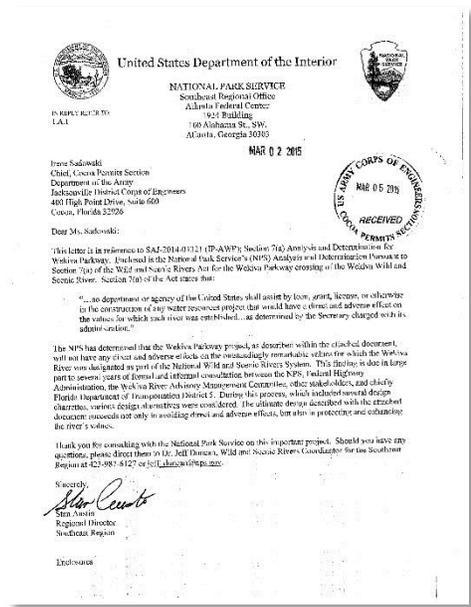


Environmental coordination continued in 2015, with project staff providing updates to the Wekiva River Basin Commission and the Wekiva River System Management Advisory Committee, as well as working closely with state and national

environmental agencies and advocates. Sections 4A and 4B staff have worked closely with state wildlife and parks officials on construction items from debris burning to wildlife monitoring.

A major highlight: FDOT in March successfully secured National Park Service Concurrence in nine months for the Section 6 Wekiva River bridge design.

The NPS determined that the project "will not have any direct and adverse effects on the outstandingly remarkable values for which the Wekiva River was designated as part of the National Wild and Scenic Rivers System. This finding is due in large part to several years of formal and informal consultation between the NPS, Federal Highway Administration, the



Wekiva River (System) Advisory Management Committee, other stakeholders, and chiefly Florida Department of Transportation District 5. ... The ultimate design ... succeeds not only in avoiding direct and adverse effects, but also in protecting and enhancing the river's values.”

Wekiva River Basin Commission – June 3 & October 19  
Wekiva River System Advisory Management Committee - Monthly

## VII. Community Presentations

The agencies continued robust efforts to get the latest, accurate parkway information out to the public via continued community presentations. The consultant public involvement coordinator and other project staff in 2015 presented project updates to some **16** homeowners associations, business and industry groups, cultural, civic and fraternal organizations, property and business owners throughout the year, directly educating and engaging more than **730 community members**.



The presentations also serve as an excellent opportunity to reinforce the availability of project information resources including the website, where a number of the presentations have been posted. The communications team continues to proactively schedule presentations with community groups. Following is a sampling of the meetings we participated in for 2015:

### Neighborhoods, HOA's & Businesses

- Lake Sylvan Reserve – January 20
- Capri Cove – January 29
- Bella Foresta HOA – February 5
- Rock Springs HOA Board Meeting (1A & 1B) – February 18
- Red Tail HOA / Tramell Crowe – April 6
- Rock Springs HOA General Meeting – April 14
- Walden Cove – July 29
- Markham Forest HOA Field Meeting – September 15
- Sullivan Ranch HOA – November 17
- Twelve Oaks RV Resort (Owners) – December 1



## Community Group Presentations

FDOT SIS & Freight Coordinators Meeting – February 18

Leadership Orlando – May 19

Mount Dora Kiwanis Club – May 28

Sierra Club of Central Florida– July 15

Florida Nursery, Growers and Landscape Association – September 8

Altamonte Springs Rotary Club – October 1

East Lake County Chamber of Commerce – November 19



## VIII. Youth Education Program

The Wekiva Parkway Youth Outreach and Education Program continued to strive to educate young people on the unique environmental protections encompassed in the project. The agencies also encourage youngsters to consider transportation as a potential career path. The goal also is to enlist youngsters to become advocates for the project and its unique environmental character, and to share that information with their parents and other adults.



The communications team has developed a relationship with the various county 4-H extension offices, for example, among the agency or community youth programs with a conservation or environmental mission. Youth outreach has included schools on or near the corridor, as well as those with engineering magnet programs.

The agencies developed age-appropriate materials including a project map, wildlife coloring sheet and a fun quiz to ensure that students of various ages would understand project particulars. The map, for example, was highly simplified and highlighted activities youngsters could take part in at the state parks along the parkway corridor, as well as the protective wildlife bridges planned.

Public Involvement Coordinator Mary Brooks asks students at the end of each event how we could improve the materials and presentations; a number of the students' suggestions have been incorporated or helped refine program strategies. She also endeavors to find ways to keep students engaged with the parkway throughout the construction process.

### Youth Outreach Activities:

- Leesburg High School & District Magnet Staff Outreach – January 15
- Leesburg High School Engineering Students' Sections 4A/4B Tour – March 25
- Lake County 4-H Extension Agent – Rachel Slocumb – October 27
- Apopka Elementary School Teach-In – November 18
- Orange County 4-H Eco Explorers – November 23

### 1. Leesburg High School & District Magnet Staff – March 25, 2015



Leesburg High School engineering students learn about the steps to build the floodplain bridge and other environmental protections on Sections 4A & 4B of the Wekiva Parkway. Project staff also shared and discussed construction plans during their trip.

### 2. Apopka Elementary School Teach-In – November 18, 2015

More than 100 students and teachers at Apopka Elementary School were excited to learn about the Wekiva Parkway. Youngsters were enthusiastic to learn about the project's wildlife protections, careers in construction and the importance of safety in the work zone.



### 3. Orange County 4-H Eco Explorers – November 23, 2015



About 30 day campers and instructors learn about the Wekiva Parkway progress and wildlife protections as part of Orange County 4-H's Eco Explorers program. The program enlightens 4th - 6th graders about the environment and what can be done to help protect it.

## IX. Special Events

The agencies in 2015 continued to increase the penetration of Wekiva Parkway key messages by taking part in several community special events. The events provide opportunities to raise awareness of the Wekiva Parkway amongst a broader audience, and help to build positive relationships with the public. It's also a cost-effective awareness strategy, as project staff's relationships with community members typically results in no fee to participate in the events.

Following are the special events at which staff represented the project in 2015:

### 1. Mount Dora Arts Festival – February 7-8, 2015



The agencies received heartfelt thanks from hundreds of folks for making project information available at the Mount Dora Arts Festival on February 7-8, 2015. PIO staff spoke to a total of **1,010 people** during the wildly popular, weekend event. All but a handful of booth visitors couldn't wait for the parkway to be open to traffic.

Staff also got many questions about the difference between E-PASS and SunPASS and

lamentations that their EZ-PASS from up North doesn't work here. There were many conversations that nationwide interoperability can't happen fast enough for most people.

We also got requests to participate in other area events during this weekend. It was a very successful showing and we continued to build support for the parkway.



### 2. Friends of Wekiva River "Discover Wekiva" Event, Katie's Landing – April 18, 2015

More than **100 people** checked out the latest Wekiva Parkway exhibits and other information on April 18, 2015 at the Friends of Wekiva River "Discover Wekiva" event held at Katie's Landing in Sanford. Attendees were interested to learn about the latest schedule and other details for the project, which will complete Central Florida's beltway while also helping to protect the natural resources surrounding the Wekiva River.



### 3. East Lake County Heritage Festival – May 16, 2015



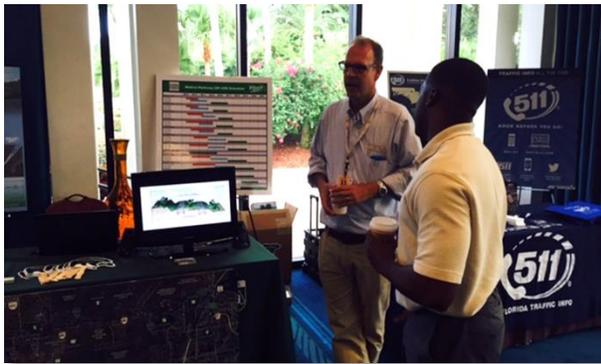
About 500 people made it out the 2<sup>nd</sup> Annual East Lake County Heritage Festival on Saturday, May 16, 2015 in Sorrento. Project staff were among the dozens of vendors that set up booths for the event at the East Lake County Library. The event celebrated local military, historical and natural heritages.

About **140 attendees** stopped by the project booth to learn more about the plans and construction on the Wekiva Parkway. The wildlife coloring sheets were also a big hit with the children. Guest speakers at this event included U.S. Congressman Daniel Webster.



#### 4. TRANSPLEX Orlando Conference – August 24-25, 2015

The Wekiva Parkway was also represented at the 2015 TRANSPLEX – Transportation Planning Exchange – Orlando Conference that was held at the Hyatt Regency Grand Cypress Hotel in Orlando on August 24-25, 2015. At least **25 attendees** stopped by the project table to ask questions about the project. Conference-goers could get project fact sheets, bear fans with the Top Five Things to Know about the project, view the overall corridor exhibit and schedule, and watch a looping PowerPoint presentation on project details and activities.



Sponsored by the Florida Department of Transportation, the conference themed “Partnership for the Future” provided the opportunity to be an active participant in discussions that examine trends, analyze developments and envision the future of transportation.

#### 5. Sanford Lake Monroe Airshow and Seafood Festival – October 10, 2015



More than **160 attendees** stopped by the Wekiva Parkway tent to ask questions about the project during the 10<sup>th</sup> annual Lake Monroe Airshow and Seafood Festival in Sanford on October 10, 2015.



## 6. Mount Dora Fall Craft Fair – October 24 and 25, 2015



PIO staff members Mary Brooks and Kym Graves spoke to **646 attendees** over the weekend of the Mount Dora Fall Craft Festival on October 24-25, 2015. Booth visitors eagerly took hundreds of fact sheets, bear fans, youth coloring sheets and other materials.

Project staff received many thanks from city officials and festival-goers for making Wekiva Parkway information so readily available at the event.



## X. Project Materials

In 2015 the majority of project collaterals highlighted the increasing construction along the corridor. PowerPoint presentations, for example, included making community members aware of construction schedules and impacts to local roads. Construction-specific fact sheets were developed for the CFX sections getting underway.

Providing accurate, up-to-date and easily accessible project information – in a variety of formats – is essential to helping the community to understand and support major transportation initiatives such as the Wekiva Parkway. The public involvement coordinator consistently updated multi-media presentations, project fact sheets, map exhibits, FAQ's and talking points to highlight project progress and benefits.

Project materials were displayed and/or distributed at public meetings, community presentations, and special events, as well as were posted on the project website.

**WEKIVA PARKWAY CONSTRUCTION**  
Completing Central Florida's Beltway

**QUICK FACTS**

**PROJECT: WEKIVA PARKWAY (STATE ROAD 429) SECTIONS 1A & 1B**

To help complete Central Florida's beltway, the Central Florida Expressway Authority (CFX) is building Wekiva Parkway Sections 1A and 1B. Section 1A will begin where the Daniel Webster Western Beltway (State Road 429) ends near US 441. Section 1B will extend from near Ponkan Road to Kelly Park Rd.

The 4.5-mile stretch will include interchanges near US 441 at Connector Road and Pelly Park Road, along with bridges at Sawtronk Drive, Yothers Road, Ponkan Road and other locations. To reduce visibility and noise for nearby communities, CFX is building the parkway below the current roadway elevation at Deligan Street and Yothers Road. Bridge construction will require some road closures and detours.

The Wekiva Parkway will feature all electronic tolling. A toll gantry will be located south of Ponkan Road. Toll costs are yet to be determined.

**PROJECT LIMITS & LANE CLOSURES**  
During construction, temporary lane, ramp and road closures, as well as detours, will be necessary. As always, CFX will take steps to minimize the impact of construction to motorists and adjacent communities.

There will be night and weekend work on this project. Travel notifications will be posted prior to all scheduled lane or roadway closures.

As many as 27,400 vehicles a day are expected to drive this stretch when it opens; more than 75,000 vehicles are expected to travel this portion of the parkway by 2033.

**PROJECT MAP (SEE LARGER MAP ON BACK)**

**WORK ZONE SAFETY**  
For the safety of motorists and work crews, speed limits will be strictly enforced during construction. Speeding fines are doubled in work zones when workers are present. Drivers are reminded to change lanes for safety when they see Road Rangers assisting other motorists or flashing lights – it's Florida law.

Distracted driving is a major cause of traffic accidents. Even just two seconds of distraction time doubles the chances of an accident. Use your cell phone when stopped and never text while driving. Instead, "Designate a Texter." For details, go to [www.fl.gov/FL1000](http://www.fl.gov/FL1000).

**PUBLIC INFORMATION**  
Phone: 407-694-5505  
E-mail: [info@wekivaparkway.com](mailto:info@wekivaparkway.com)  
Website: [www.wekivaparkway.com](http://www.wekivaparkway.com)  
Follow us on Facebook and Twitter @WekivaPWYInfo for current project information.

**QUICK FACTS** | **PROJECT START** Construction starts in June (2015 August 1st) of 2015 | **ESTIMATED COMPLETION** Work is expected to finish in spring of 2017 | **PROJECT COSTS** \$68 million (2A) & \$44 million (2B) for construction

The regional Central Florida Expressway Authority is responsible for the planning, design, construction, operation, and maintenance of a 180-mile limited-access expressway system to serve the four county region. CFX's system includes SR 608 (Special-L, Hubbed Lake Blvd Expressway), SR 328 (Martin Anderson Boulevard Expressway), SR 417 (Central Florida Greenways), SR 429 (Daniel Webster Western Beltway), SR 414 (John Land Kayak Expressway) and State Road 61.

Central Florida Expressway Authority: 4974 ORL Tower Road, Orlando, Florida 32807  
Phone: 407.690.5000 | Fax: 407.690.5011 | Email: [construction@CFXWay.com](mailto:construction@CFXWay.com)

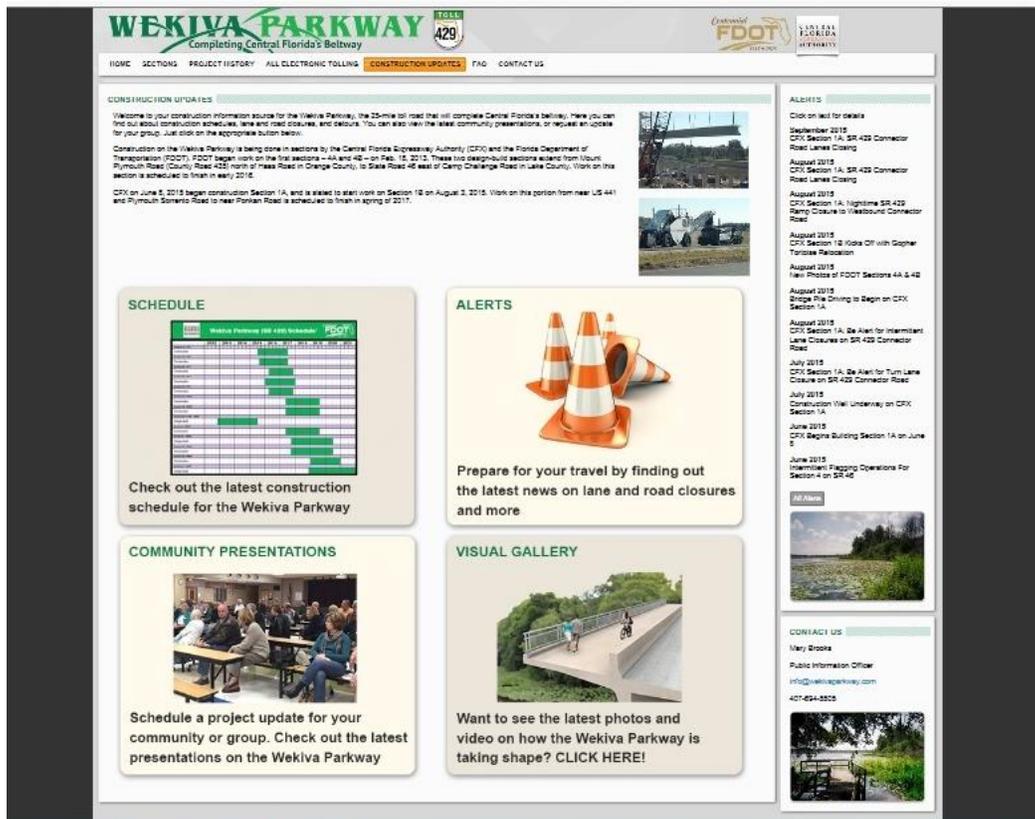
**CENTRAL FLORIDA EXPRESSWAY AUTHORITY**



## XI. Website

Traffic on the Wekiva Parkway website [www.wekivaparkway.com](http://www.wekivaparkway.com) in 2015 reached just shy of the 100,000-visit milestone – topping out at **99,284 visits** and **75,084 visitors**. The site, launched on June 15, 2012, continues to be an invaluable information resource for community members interested in the details, benefits and progress of the project.

The communications team on February 9, 2015 launched a construction webpage focused on scheduled work zone traffic impacts, provided additional avenues for community members to request update presentations and to view the latest project visuals.

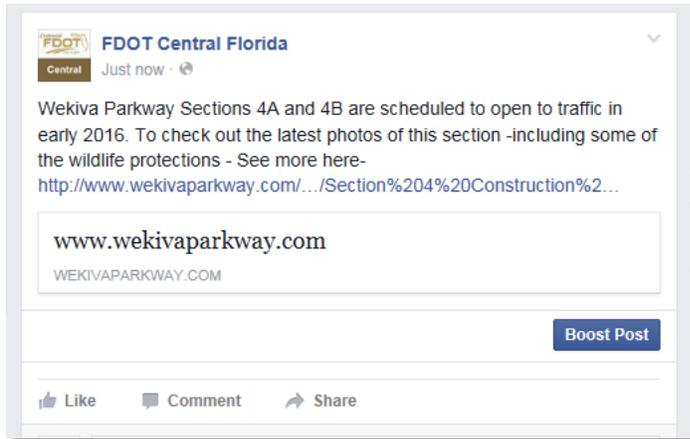


The public involvement coordinator continued to update site content with the latest roadway plans, public meeting materials, community presentations, section maps, videos and other project information. The interactive project map on the home page allows visitors to quickly get to the project section of interest.

Monthly web traffic reports were provided to the agencies and discussed at each joint agency public involvement coordination meeting in an effort to continue to improve the site's usefulness and traffic.

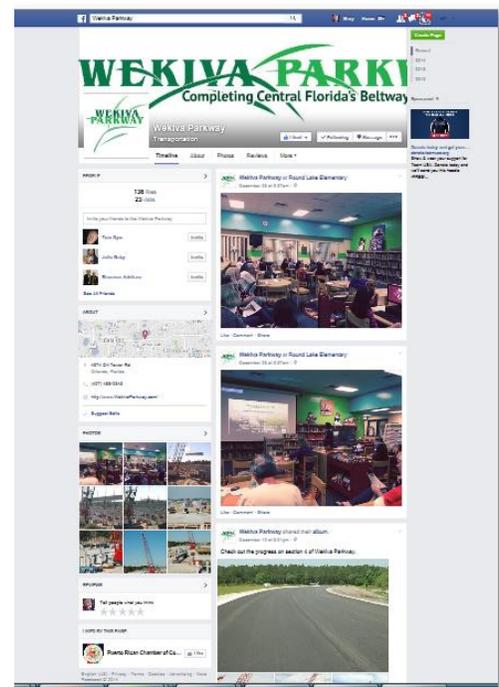
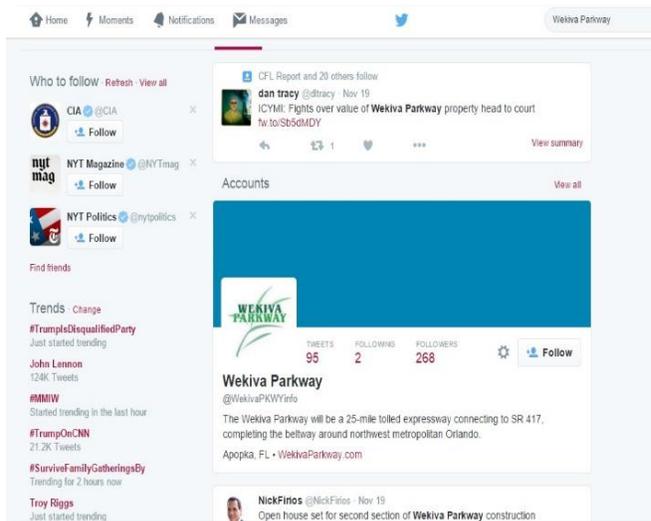
## XII. Social Media

The communications team in 2015 continued to engage those following the project on social media, increasing the number of posts for construction updates, public meeting notices and recaps, photos from community updates and special events, youth outreach and more. As of



December 2015, there were **228 Facebook** and **268 Twitter** followers; those are **increases of 79% and 27%**, respectively, over the previous year.

Expanding the project's social media reach will continue to be a priority in 2016, particularly as all of the remaining CFX sections get under construction.



### For More Information Contact:

Mary Brooks, QCA  
Public Involvement Coordinator  
C: 407-694-5505  
E: [Info@wekivaparkway.com](mailto:Info@wekivaparkway.com)  
W: [www.wekivaparkway.com](http://www.wekivaparkway.com)