

WEKIWA PARKWAY

Completing Central Florida's Beltway



Public Information Annual Report

2014



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

Prepared By:



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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 2014 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 2014 by QCA associates Brian Hutchings, Karen Kersey, Irina Lallemand, Ramin Khalili, Megan Olivera, Jackie Kennedy and Lisa Harpke.



As the project moves through design and closer to full-fledged construction, the public involvement goal has evolved. While we continue to provide ample opportunities for community input, activities also are shifting to focus on informing the public about construction schedules and building excitement for the ultimate parkway. The activities follow the strategies of the Wekiva Parkway Corridor-wide Community Awareness Plan (CAP).

Community engagement in the need and benefits of the project continued in 2014 to take place through a wider variety of tactics. The agencies in 2014, spearheaded by the public involvement coordinator, implemented a **Wekiva Parkway Youth Outreach and Education Program**. The program targeted youth groups or government programs with an environmental or conservation focus or program component.

Communications strategies have included 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 PIC 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;



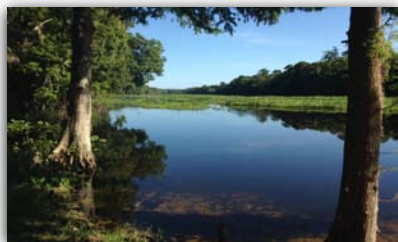
- Widening seven miles of SR 46 in Lake and Seminole Counties
- Rebuilding the US 441/SR 46 interchange in Mount Dora
- Moving CR 46A out of the state forest so wildlife can move safely between habitats
- Building parallel, non-tolled service roads for local trips in east Lake and Seminole counties

The 25-mile expressway will 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 in 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



By late 2014, progress on FDOT’s Sections 4A and 4B – which began construction in February 2013 – included finished retention ponds, 75 percent of the project having at least one lift of asphalt and all of the streetlights – and nearly all of the wildlife fence – being installed. Crews continued working on bridge beam installation at the floodplain, and on the bridge near SR 46. Paving of the north end ramps and transition onto SR 46

was scheduled to begin in early 2015.

Those sections – from CR 435 (Mount Plymouth Road) to SR 46 near Camp Challenge Road – were scheduled to open to traffic in late spring of 2015. The sections were built on the former Neighborhood Lakes parcel, one of several large properties purchased for conservation as dictated by the 2004 Wekiva Parkway and Protection Act.

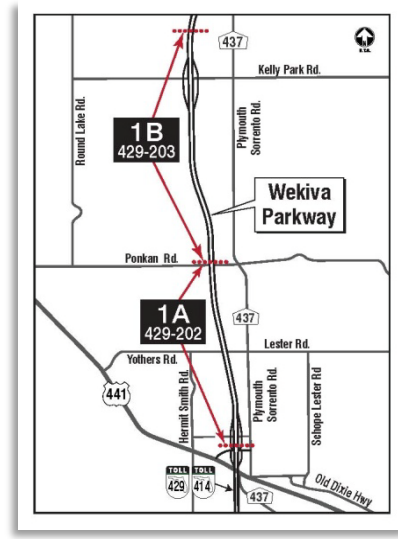
FDOT in the summer of 2014 began design on the trail that will roughly parallel Sections 4A and 4B. The four-mile trail is programmed for construction in 2017.

The Department also made progress on the design of its other sections. Section 3A (from east of Vista View Lane to east of Round Lake Road) completed 100 percent plans in November 2014. Sections 3B (from west of the US 441 / SR 46 interchange to east of Vista View Lane in Mount Dora) and 5 (the realignment of CR 46A from Arundel Way to SR 46) were approaching 90 percent design plans by the end of 2014. Sections 6 (from west of Old McDonald Road to east of Wekiva Park Road) and 7A (from east of Wekiva Park Road to Orange Boulevard) were on track to reach 60 percent design plans – including holding their second public meetings – in the first quarter of 2015.



The Department’s Section 7B (SR 46 from West of Center Road to Interstate 4) was expected to involve non-tolled improvements within the existing right of way, and is scheduled for design to begin in 2016. Section 8, the design-build project from Orange Boulevard to east of Rinehart Road including the SR 417/I-4 Interchange, was scheduled to begin procurement in 2017, and construction in 2018.

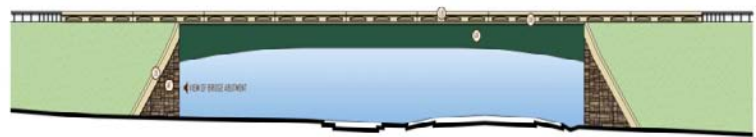
To accelerate the completion of its portions of the Wekiva Parkway, CFX in 2014 applied for Transportation Infrastructure Finance and Innovation Act (TIFIA) credit assistance. This process included a Cost Risk Assessment and other close coordination with FDOT, acting as an agent for the Federal Highway Administration (FHWA). Receipt of the loan would allow CFX to finish its sections nearly two years earlier than currently scheduled.



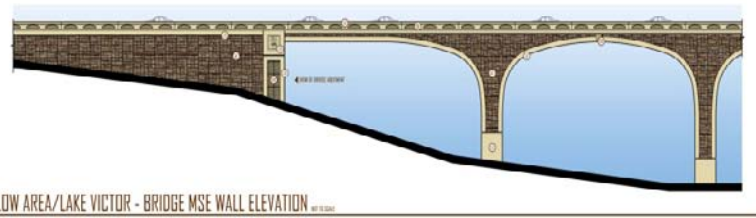
CFX completed design on its first two sections slated for construction – 1A and 1B – from where SR 429 ends now at US 441 near Plymouth Sorrento Road to the planned Kelly Park Road interchange. CFX in June 2014 began procuring construction, engineering and inspection (CEI) services for this first stretch of the parkway. The agency was on track to advertise for bids from contractors to build the first section in

early 2015. That section was scheduled to begin construction in spring of 2015.

To achieve an enhanced parkway feel, CFX in 2014 refined the aesthetics designs for bridge and wall structures. The designs include stone relief, warm brown and tan tones, arched beams and decorative pedestrian railing. The goal of this “context sensitive design” was to blend in with the natural and rustic surroundings, and to enhance the user experience.

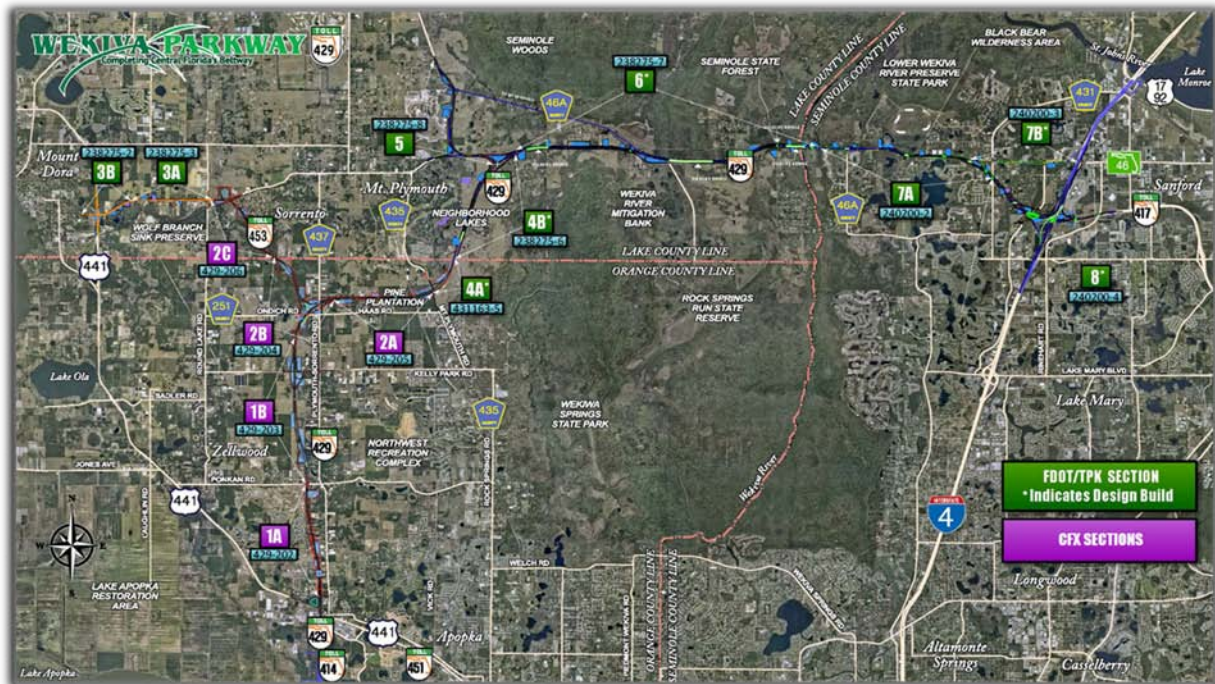


KELLY PARK ROAD BRIDGE



LOW AREA/LAKE VICTOR - BRIDGE MSE WALL ELEVATION

CFX also finished design on Section 2A from east of Plymouth Sorrento Road to CR 435 just north of Haas Road. The remaining Sections 2B (the systems interchange planned near Plymouth Sorrento Road and Haas-Ondich Road) and 2C (the spur from the systems interchange northwest to SR 46 east of Round Lake Road), were scheduled to be finished design by spring of 2015.



II. Joint Agency Public Involvement Coordination

The need for consistent project messaging to the public throughout the 25-mile corridor led to the establishment of monthly Joint Agency Public Involvement Coordination meetings in 2012. The monthly Joint Agency Public Involvement Coordination meetings continue to be successful venues to share information. All told, **26 meetings** to discuss joint agency public involvement coordination had been held by the end of 2014.



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

CENTRAL FLORIDA EXPRESSWAY AUTHORITY

The joint meetings are also used to discuss the development and updating of project resources such as the 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:

Glenn Pressimone, CFX Director of Engineering
Alan Hyman, FDOT Director of Transportation Operations
Michelle Maikisch, CFX Director of Public Affairs & Communications
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 HILL
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 for years have engaged federal, state and local elected and agency officials in contributing input toward developing the parkway in a manner that meets the region's transportation needs, while also seeking to minimize public and environmental impacts. The result has been reaching widespread official consensus and support for the project.



The agencies in 2014 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.

2014 Local Board Presentations

- Lake County Board of County Commissioners – March 25, Aug. 12, Oct. 28
- Mount Dora Council – June 3
- Seminole County Board of County Commissioners – June 10
- City of Sanford Council – Aug. 11
- Lake-Sumter MPO Governing Board – Aug. 27
- City of Apopka Council – Sept. 17

Officials' Briefings

- Individual Lake County Commissioners' Briefings – March 12
- Mount Dora Mayor Cathy Hoechst – March 13
- Lake County Chairman Leslie Campione – April 3
- Apopka Mayor Joe Kilsheimer Update – June 5
- Apopka Councilwoman Diane Velazquez – June 5
- Rep. Bryan Nelson Map Request (Opening Years) – June 6
- Rep. Jennifer Sullivan-District 31 – Dec. 23

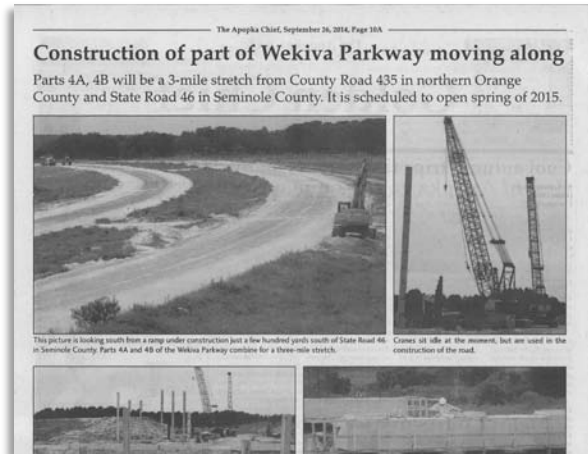


Committee Presentations

- East Lake – NW Orange County Elected Officials' Committee – Jan. 10, July 11, Oct. 24
- Wekiva River Basin Commission – Feb. 26, June 12, Oct. 30
- Lake-Sumter MPO Technical Advisory Committee (TAC) & Citizens Advisory Committee (CAC) – Aug. 13
- Lake-Sumter MPO Bicycle & Pedestrian Advisory Committee (BPAC) – Aug. 14

IV. Media Relations

Coverage of the Wekiva Parkway in 2014 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. The Wekiva Parkway communications team strives to maximize earned media, a cost-effective method of communicating with the public.

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 pertaining to, or referencing, the Wekiva Parkway in 2014:

- Kevin Spear, Orlando Sentinel, Section 7A Bridge Charrette
- Ryan Harper, CFN13 Section 4A/B Tour
- WKMG Ch. 6 Bears in the Hood
- Orlando Sentinel Update on State Sales Lagging of Conservation Lands
- IBTTA *Moving Forward America* Success Story
- Ryan Harper, CFN13 Bridge Color Story
- Leesburg Daily Commercial Profile on Mount Dora Mayor
- Leesburg Daily Commercial – Open House on Future Employment Center
- Orlando Sentinel* – Mt. Dora Eyes Land Near Parkway for Employment Center
- Orlando Sentinel* – Florida Drops Plans to Sell Environmental Lands
- Orlando Sentinel* – Wekiva River Bridge & Public Meeting
- Leesburg Daily Commercial Story – CR 435 Temporary Ramp
- Dan Tracy/Orlando Sentinel – Section 7A Land Deals & Project Impacts
- Ryan Harper/CFN13 – Section 3 Public Meeting & Project Details
- Orlando Sentinel* – Wekiva Parkway Future Employment Mecca for Ocoee, Winter Garden
- Section 3 Public Meeting – Multiple Outlets
- WFTV Ch. 9 Greg Warmoth Interview: CFX Chairman Cadwell
- Daily Commercial: Lake-Sumter Firms on Section 4A/B
- Apopka Chief Section 4 Drive-Through
- Sections 1A & 1B Public Workshop Coverage
- WFTV Ch. 9 Daralene Jones Story on CFX Property Acquisition (Holders Featured)

V. Public Meetings

The agencies in 2014 held **three public meetings** for six project sections in Lake, Orange and Seminole counties, drawing more than **460 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.

Following are brief summaries of each of the 2014 public meetings.

1) FDOT Sections 5 & 6 Public Meeting – April 29, 2014

More than 220 people attended a public meeting open house on April 29, 2014 conducted by FDOT. The purpose of the meeting was to review the latest preliminary design plans for Wekiva Parkway Sections 5 & 6 in Lake County and a small portion of Seminole County. The meeting at Camp Challenge, 31600 Camp Challenge Road in Sorrento, also resulted in 13 people submitting written comments. The project is funded for construction in 2017.



Section 5 involves the non-tolled relocation of County Road (CR) 46A out of the Seminole State Forest, thereby improving habitat connectivity and reducing the risk of conflicts between vehicles and wildlife. CR 46A would be realigned 2.5 miles from north of Arundel Way to connect to SR 429 east of Camp Challenge Road.

The Section 6 project is designing 5.5 miles of limited access toll road largely along the existing SR 46 corridor from west of Old MacDonald Road to east of Wekiva Park Road. The project will include a non-tolled, service road for local travel and a new bridge over the Wekiva River. This section also will feature several wildlife bridges to allow animals to pass safely between the Seminole State Forest and Rock Springs Run State Reserve, as well as a multi-use path.

2) FDOT Sections 3A & 3B Public Meeting – June 24, 2014

More than 111 people attended FDOT's public meeting open house on June 24, 2014 to view the latest design plans for Wekiva Parkway Sections 3A and 3B. This was the second public workshop during design for the non-tolled sections stretching from US 441 and SR 46 to east of Round Lake Road.

Those attending the meeting at the Mount Dora Community Center were able to view exhibits, plans, a narrated PowerPoint presentation and to ask questions of FDOT and other project team staff.



Section 3A completed 100 percent design plans in November 2014. Section 3B was working towards 90 percent design in early 2015. Construction of both sections is scheduled from 2017-2019.

3) CFX Sections 1A & 1B Pre-Construction Public Meeting – September 25, 2014

Nearly 130 people attended the Central Florida Expressway Authority's pre-construction Community Open House on Sept. 25, 2014 for the agency's first section of the Wekiva Parkway.



Sections 1A and 1B are to be built from near US Highway 441 and Plymouth Sorrento Road to north of Kelly Park Road.

A highlight for those attending the meeting at Apopka High School was a drive-through animation of construction of the first two sections. Attendees also could 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, as well as adjacent side street and other improvement needs.

A highlight for those attending the meeting at Apopka High School was a drive-through animation of construction of the first two sections. Attendees also could view the latest project maps and aesthetics exhibits, and a narrated PowerPoint presentation.

Among those attending were: then-Orange County Commissioner Fred Brummer; City of Apopka Engineer and Community Development Director Jay Davoll, Public Services Director John Jreij and Senior Designer Vladimir Simonovski;



Lake County Public Works Director Jim Stivender; Seminole County Manager - Office of Organizational Development's Steve Fussell; Hugh Harling, Executive Director of the East Central Florida Regional Planning Council; Wekiva River Basin State Parks Manager Robert Brooks; and, Brian and Linda Burns of the Orange County Public School District. Citizens submitted several comment forms, including via an electronic comment form station.

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 Wekiwa 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, springshed, and an expansive wildlife habitat area that connects to the

Ocala National Forest.



FDOT and CFX have continued to maintain open and active communications with federal, state and local environmental agencies, as well as adhering to all requirements regarding coordination with permitting agencies. Sections 4A and 4B staff have worked closely with state

wildlife and parks officials on construction items from debris burning to wildlife monitoring and continued gopher tortoise relocations.

Staff for the agencies also regularly attended and addressed project questions at meetings of the Wekiva River System Advisory Committee and the Wekiva River Basin Commission.

Section 6 Bridge Design – Wekiva River Bridge Charrette No. 2

During design, FDOT continued the extensive coordination with the Wekiva River System Advisory Committee, made up of environmental agency and advocacy groups and area officials. This included engaging National Park Service and other personnel in the design of the Section 6 bridge over the Wekiva River during Bridge Charrette No. 2 on January 28, 2014.



The group's ideas helped refine the Section 6 bridge design – which was shown at an April 2014 public meeting. Participants gave input on the shapes, colors and textures of the new Wekiva River Bridge. They also discussed concerns about surrounding trees and wildlife, the health and use of the river and other potential project impacts.



Additional 2014 Environmental Coordination:

CF Association of Environmental Professionals – Feb. 20
Wekiva River Basin Commission – Feb. 26, June 12 &
Oct. 30

VII. Community Presentations

One manifestation of the agencies' commitment to keeping accurate parkway information "front of mind" is the robust schedule of community presentations they support. The consultant public involvement coordinator and other project staff in 2014 presented project updates to **nearly 40** homeowners associations, business groups, cultural, civic and fraternal



organizations, property and business owners throughout the year, directly educating and engaging nearly **2,000 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 2014:

Neighborhoods, HOA's & Businesses

- Plymouth Community Improvements Inc. – Feb. 5, July 28 & Sept. 8
- Fox Spur – Jan. 14
- LaFleur Nurseries – Jan. 22
- Ross Lake Shores HOA – Feb. 26
- Red Tail – April 10
- Arbor Ridge HOA – June 19
- Waterman Village Retirement Community – July 22
- OC Environmental Commercial Landfill – July 22
- Plymouth Landing – July 29
- Wekiva Acres Property Association – Aug. 9
- Zellwood Station – Sept. 18
- Round Lake Road Neighborhood Watch – Sept. 23
- Mt. Plymouth – Sorrento CRA Committee – Nov. 18



Community Group Presentations

- Central Florida Association of Fire Chiefs – Jan. 9
- Tri-Cities Partnership (Apopka, Ocoee & Winter Garden) – Jan. 13
- Rotary Club of Apopka – Jan. 30
- Rotary Club of Ocoee – Feb. 12
- Central Florida Association of Environmental Professionals – Feb. 20
- Florida Trail Association – March 13
- Seminole 4-H – May 5

ASCE International Transportation Conference – June 11
St. Johns River Alliance – July 24
Exit Realty Tri-County Realtors – July 30
Kiwanis Club of Mount Dora – Oct. 23
Highlander Chapter Florida Trail Association – Nov. 20
UCF Learning Institute for Elders – Nov. 25
Umatilla Kiwanis Club – Dec. 15
Round Lake Elementary School Parent Teacher Organization – Dec. 18



VIII. Youth Education Program

A new communications feature in 2014, the Wekiva Parkway Youth Outreach and Education Program has been very well received by community program managers, educators and youngsters. The goal has been to educate young people on the unique environmental protections encompassed in the project; encourage youngsters to view major transportation projects as potential, future career opportunities; and, enlist youngsters to become advocates for the project and its unique environmental character, and to share that information with their parents and other adults.

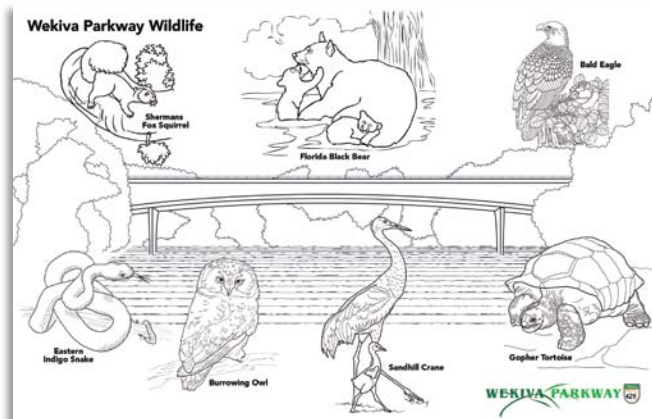


The focus started with agency or community youth programs with a conservation or environmental mission. Youth outreach, however, also has included schools on or near the corridor, as well as those with engineering magnet programs. The program also provides another opportunity to enhance partnerships with environmental and conservation agencies, advocacy groups and municipal departments.



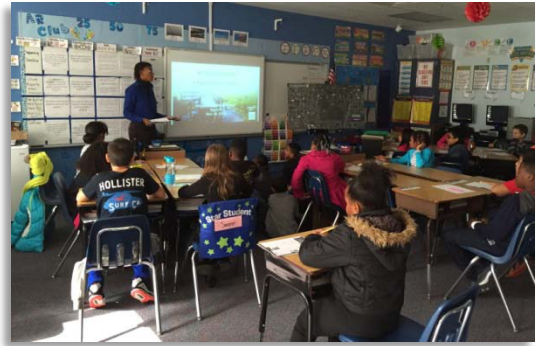
To ensure that students of various ages would understand project particulars, the agencies developed age-appropriate materials including a project map, wildlife coloring sheet and a fun quiz. The map, for example, was highly simplified and highlighted activities youngsters could take part in at the state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

Public Involvement Coordinator Mary Brooks sought the advice of youth program leaders in developing talking points and multi-media presentations for the students. She also 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.

The youth outreach presentations have included taking part in Orange County Public Schools' Annual Teach-In at Apopka Elementary School, where we engaged 130 third-graders on the parkway benefits and environmental protections.



Youth Outreach Presentations

- Seminole 4-H Coordination Meeting – April 16
- Seminole 4-H Clover Kids Club Presentation – May 5
- Rick Durr, Seminole County Natural Lands & Greenways Division – June 25
- Robert Brooks, Wekiva Parks Manager – June 25
- Seminole County Natural Lands Division's Eco Camp – July 28
- Apopka Elementary School Assist. Principal Vazquez – Oct. 2
- Round Lake Elementary School Principal Bartberger – Nov. 4
- Apopka Elementary School Teach-In – Nov. 19
- Round Lake Elementary School Parent Teacher Organization (PTO) – Dec. 18



IX. Special Events

The agencies in 2014 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.

As a cost-effective measure, several existing community events along the corridor were selected to help distribute information and address questions regarding the project. Following are the special events at which staff represented the project in 2014:

Wekiwa Springs State Park Scavenger Hunt & Litter Cleanup - Sept. 27, 2014

Project staff members set up a Wekiva Parkway display at this Wekiwa Springs State Park event, which was intended to help celebrate National Park Land Day. In addition to answering questions about the parkway and how its unique features will help protect area wildlife, public involvement staff also joined about 50 park volunteers, scouts and area students to beautify the park.



The service event celebrated volunteerism and the importance of public lands for recreation and community health. Together the group of volunteers removed more than 20 bags of garbage from the park.



Sanford Riverfront Festival – Oct. 11, 2014

Public involvement staff members shared parkway information with about 50 visitors at the Celebrate Sanford Riverfront Festival held at Fort Mellon Park. Using the overall corridor map and project fact sheets, staff members fielded questions and comments of general interest about the project. The overall event saw about 1,000 attendees and included a craft show, car show, a variety of business and other vendors, live music and various food vendors.

Special events in 2015 are expected to include the Sections 1A & 1B groundbreaking, the Sections 4A & 4B grand opening and participation in community events such as the Mount Dora Springs Arts & Crafts Festival.

X. Project Materials

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.

The communications tool arsenal in 2014 also was bolstered by a fly-through animation of what CFX Sections 1A and 1B of the parkway will look like. This popular piece was rolled out at the Section 1A and 1B public workshop in September and was posted on the website.

In late 2014, the project fact sheet was revamped to provide a construction focus and to highlight the parkway's AET feature. The communications team also updated the popular bear fans, particularly in anticipation of project events planned for 2015, as well as began developing other promotional items.



XI. Website

The Wekiva Parkway website www.wekivaparkway.com in 2014 reached a milestone of more than **61,000 visits** by nearly **46,000 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.

A site survey conducted in January 2014 – although the sample group was small – found that **84 percent** of those responding were “very satisfied or satisfied with their site experience.” Some 70 percent were able to download available files with no issues, and 90 percent stated the home page menu helped them find the desired information.



A web page was added mid-year to highlight the benefits of All Electronic Tolling (AET), since the parkway will be the first in Central Florida with this increasingly widely-used feature.

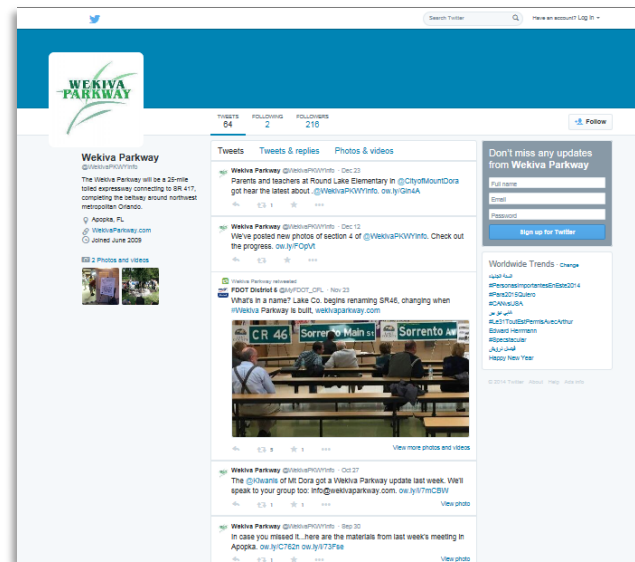
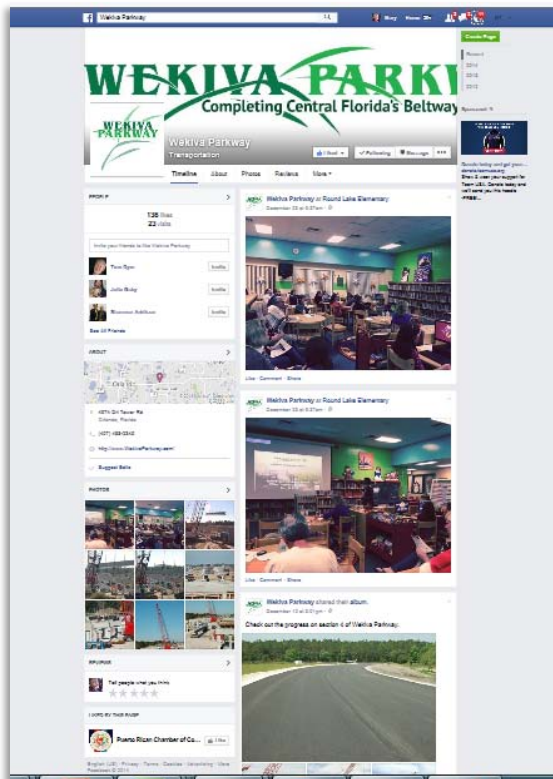
The public involvement coordinator continued to update site content with the latest roadway plans, pond siting and other reports, public

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. The public involvement coordinator in late 2014 prepared a construction webpage concept for planned launch on the project site by February 2015.

XII. Social Media

We increased social media posts in 2014, including construction updates, public meeting notices, community and special event photos, Youth Outreach Program engagements, snapshots of the latest project graphics and plan updates, and more. As of the November 201, 2014, there were 127 Facebook and 211 Twitter followers.



Expanding the project's social media reach will continue to be a priority in 2015, particularly as more sections move into construction.

For More Information Contact:
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