



#INDOTDrivesIndiana Public Awareness Campaign Debuts

(Posted April 6, 2016) Lt. Gov. Eric Holcomb on April 6 unveiled #INDOTDrivesIndiana as a new statewide public awareness campaign to help inform Hoosiers of the more than 770 road and bridge projects planned for the 2016 construction season.

Hoosiers will be seeing more regularly scheduled preservation and maintenance activities than in the past as INDOT transitions from an era of adding new capacity to the state's surface transportation system to a new era of preserving and maintaining existing roads, bridges and infrastructure. This year, INDOT will resurface or replace 740 miles of pavement, rehabilitate or replace 471 bridges, work on 59 safety and traffic improvement projects, work on 68 drainage and environmental improvement projects, build or modernize seven interchanges, among other activities.

#INDOTDrivesIndiana will be incorporated as a tagline in social media, news releases, and project communication in all six INDOT districts to keep Hoosiers up to date on the construction projects scheduled to begin across Indiana during this year. The campaign also will be expanded to incorporate other communication opportunities and elements as it unrolls.

"With more than \$850 million of investment planned in Indiana's roads and bridges in 2016, INDOT is moving aggressively to modernize our state's infrastructure," said Holcomb during a ceremony to kick off the state's 2016 construction season. The event took place near the project site for construction of the new I-69 interchange at 106th Street in Fishers.

Holcomb continued: "This year's projects, coupled with more than \$3.2 billion invested since Gov. Mike Pence took office in 2013, has Indiana well-positioned to remain the Crossroads of America for generations to come."

The #INDOTDrivesIndiana campaign includes an interactive online map that enables Hoosiers to see which projects are under construction across the state. To view the map, click [here](#). INDOT will also provide project-specific web pages, and project profiles on social media.

Thanks For Your Patience
Improvements In Progress

INDOTDrivesINDIANA

This sign will be placed in certain road construction zones across the state.

Also, signage near road construction sites will bear the campaign theme, alerting motorists that improvements are being made and thanking them for being patient.

"Preserving and improving Indiana's roads and bridges are vital activities to keep people and commerce moving across the state," said Deputy

Commissioner of Operations Ryan Gallagher. “At the same time, I understand the frustration that drivers may feel when they have to contend with road or bridge closures or lane restrictions. #INDOTDrivesIndiana is about making sure we’re giving drivers the information they need to avoid backups, plan detour routes, and keep the construction season stress to a minimum.”

The campaign also will introduce five subordinate graphic elements: #INDOTDrivesSafety, #INDOTDrivesTheEconomy, #INDOTDrivesYourCommute, #INDOTDrivesQuality, and #INDOTDrivesYourCareer.

INDOT personnel and contractors were on-hand during the April 6 announcement for the #INDOTDrivesIndiana campaign (right photo).



Deputy Commissioner of Operations Ryan Gallagher (right photo) speaks to the crowd about the new #INDOTDrivesIndiana initiative as well as about driving safely through work zones.

