



NEWS RELEASE

FOR IMMEDIATE RELEASE

Before you go GeauxWider.com

New Web site, Twitter, Facebook provide I-10 and I-12 construction impacts in real time

BATON ROUGE, La. – The Louisiana Department of Transportation and Development (DOTD) officially launched a new Web site today that will serve as a source for information related to construction on Interstates 10 and 12 in East Baton Rouge and Livingston parishes. The Web site, www.GeauxWider.com, is part of the department’s Geaux Wider Program – a multi-year \$186 million construction initiative designed to increase capacity, improve safety and enhance mobility on I-10 and I-12 in the Baton Rouge metro area. The ongoing construction will add additional lanes on both interstates.

During the almost three years of construction, the Geaux Wider Program will provide drivers with information about the ongoing construction and its impact on traffic. The Web site features up-to-date travel information (including lane closures), an interactive map, the latest news, and background information related to the interstate construction.

Drivers also can access updated information about the GeauxWider Program on [Facebook](#) and [Twitter](#).

As both I-10 and I-12 are critical to everyday travel for many people in the Baton Rouge area, DOTD developed the GeauxWider.com Web site as a “go-to” source for accurate, timely and consistent information about the construction. More than 200,000 drivers use Interstates 10 and 12 each day, and travel impacts on one interstate often affects the other.

“These projects will be under way for the next several years, so we hope drivers will come to rely on GeauxWider.com and the social media tools each day,” said DOTD Secretary Dr. William D. Ankner, Ph.D. “Like the morning cup of coffee or checking the weather, before you go...GeauxWider.com.”

Adam Knapp, President and CEO of the Baton Rouge Area Chamber (BRAC) said, “BRAC developed a plan of priority infrastructure needs for attacking our region’s congestion crisis, and the Geaux Wider campaign is directly connected to funding that plan. The alleviation of traffic congestion ranks as one of the top issues for Baton Rouge area businesses every year in our annual survey of leaders. The millions of driver hours that will be saved with the projects included in the Geaux Wider campaign give us the confidence that this issue is being addressed. We encourage all Capital Region businesses to monitor this important campaign’s progress at GeauxWider.com.”

Scott Jones, Executive Director of Citizens For Highways & Infrastructure of Livingston Parish (CHILP) said, “It’s going to help Baton Rouge and nearby areas deal with the traffic we are faced with. We commend DOTD, the Governor and all the supporters for dedicating valuable resources to making this corridor better.”

Cathy Gautreaux, Executive Director of the Louisiana Motor Transport Association (LMTA), which represents 350 trucking and allied industry companies statewide, said, “Linking the I-10 and I-12 projects together makes good sense and will help us get the message out to the trucking industry about how we can plan for construction impacts along these important national freight corridors in Baton Rouge. We are entirely supportive of the widening projects because they will not only improve the corridor from a safety perspective but will allow us to deliver goods more efficiently to customers.”

The GeauxWider.com Web site features:

- Sign up for regular updates, submit comments, and contact the project team.
- Interactive map identifying traffic impacts.
- Project information with graphics showing construction phases.
- Information on ramp metering planned for I-12.

The Geaux Wider Program includes the following segments of interstate that will be widened to six lanes:

- Interstate 10, from the I-10/12 split to Siegen Lane, which began in January 2009 and is slated for completion in the fall of 2011.
- Interstate 10, from the Siegen Lane interchange to Highland Road.
- Interstate 12, from the O’Neal Lane interchange to Pete’s Highway, which began May 2009 and is expected to finish in late 2011.

In addition, DOTD is currently considering proposals to extend the I-12 widening beyond Pete’s Highway to Juban Road.

The entire program is estimated to be completed in late 2012.

DOTD is offering to meet with interested groups and/or make presentations about the construction and the Geaux Wider Program.

For more information on this project, visit www.GeauxWider.com or call Louisiana DOTD Customer Service at 1-877-4LA-DOTD (452-3683).