

# MAINTAINING & PROMOTING YOUR BUSINESS

Successfully maintaining and promoting your business is one of your top responsibilities as a business owner. This task is demanding enough without the challenges of road construction. However, there are countless examples of various business communities that have demonstrated that road construction does not necessarily have to have adverse impacts. **The key is that construction requires a change in the usual way of doing business.**

The *Partners for the Road Ahead Guide* provides you with various resources to help you adapt your business to the changes brought on by transportation projects. Below are some general tips and guidelines for helping you prepare your business for construction activities and develop an effective **Under-Construction Plan**.

## GET INVOLVED EARLY

Key construction components that have impacts to businesses, such as construction phasing, maintenance-of-traffic, detour routes, and driveway access, are considered and decided upon during a project's environmental and design phases. These phases offer you the best opportunity to give feedback and recommendations on the project, as well as resolve any issues that may impact your business during construction. The key is getting involved early enough to offer suggestions for consideration in the final design, well before a contractor is on-board.



Be aware that maintenance projects do not have environmental or design phases, and therefore, do not allow you the opportunity to provide the same type of feedback. The best approach for preparing for maintenance projects is staying informed through the forums identified in the *Transportation Project Overview* section of this guide.

## GET TO KNOW THE PROJECT

In order to best strategize your under-construction plan, you should stay continually informed about the project. Make sure to attend all public meetings, many of which take place after business hours. If you are unable to attend these meetings, meeting summaries, along with information about the general project progress, are usually posted on the project web site or can be obtained by contacting your UDOT regional office. Some UDOT regional offices compile Project Briefs that provide information about transportation projects scheduled to take place during the upcoming fiscal year. Project Briefs are updated annually and are posted prior to the construction season. To view the latest Project Briefs, visit [www.udot.utah.gov/business-guide](http://www.udot.utah.gov/business-guide). Lastly, you are always welcome to contact a member of the project's public involvement team or ask them to give a project presentation for your local business group.



## THINK OUTSIDE THE BOX

As a member of the business community, you are aware that creative problem-solving skills are essential for maintaining the vitality and appeal of your business. The challenges of roadway construction will require you to anticipate possible impacts and develop creative solutions to mitigate them. Below are some ideas, many of which have worked for other businesses, to help you effectively maintain and promote your business during construction.

### *Work With Your Business Neighbors*

If you don't already know your business neighbors or local chamber of commerce, now is the time to get to know them so you can all work together to...

- ❖ Develop joint advertising or promotional campaigns.
- ❖ Designate a liaison who will maintain regular communication with the project's public involvement team.
- ❖ Develop advertisements or pool resources for group advertising to let the public know you're open for business.



### *Inform Your Patrons and Employees*

- ❖ Place signs to direct customers to your business. Before doing so, make sure to check your city ordinance regulations and keep in mind that you may be able to temporarily erect signs in the project right-of-way.
- ❖ Keep customers, employees, and delivery drivers informed about traffic restrictions and detours using emails, flyers, paycheck stuffers, and inserts in customer billings.
- ❖ Create a construction detour map to be posted on high visibility areas, such as a restaurant menu or placemat.
- ❖ Inform your customers about any back/side door access or alternative parking areas.

### *Make the Road Construction Work for You*

- ❖ If you are planning on remodeling soon, consider doing so during the road construction season.
- ❖ Offer discounts to construction crews. For example, offer a ready-to-go lunch special timed to take place when road construction crews are on break.
- ❖ Develop a special logo for the construction period.
- ❖ Develop construction-themed advertising campaigns.
- ❖ Offer registration into a “Hard-Hat Club” where members receive special discounts.



### *Do Your Part to Reduce Traffic Congestion*

- ❖ Encourage employees to use alternate forms of transportation.
- ❖ Establish a company-sponsored carpool or shuttle to and from Park and Ride lots. For a listing of the Park and Ride lots near you, visit [www.rideuta.com](http://www.rideuta.com) and click on “UTA Info”. You may also encourage your employees and patrons to utilize UDOT’s Carpool Connection program, which will connect them to others traveling at approximately the same time and location to form a carpool group. To find a carpool partner, visit [www.udot.utah.gov](http://www.udot.utah.gov) and click on the “Find a Carpool” box.
- ❖ Develop a strategy plan for modifying business activities during construction. This plan may include changing hours of operation, telecommuting, or allowing for flex time or four-day work weeks to avoid travel during peak construction hours.

### *Prepare for Construction Impacts*

- ❖ Prior to construction, start or update a database of your customers for disseminating future promotional information about your business (i.e. coupons, detour route information, special sale events, etc.).
- ❖ Host events prior, during, and after construction to draw attention to your area. These events can be free or carry an admission charge to raise funds toward promoting your business area.
- ❖ Schedule events in the evenings or on weekends to avoid conflicts with construction.
- ❖ Network with neighboring and other businesses that have experienced construction.