

In this Together Business Roundtable



WIS 50 – 7TH STREET AND GENEVA STREET
CITY OF DELAVAN, WALWORTH COUNTY



Meeting Outline

- 1. About the project** – WisDOT Project Manager, Brad Bowe
- 2. WisDOT's In this Together Program** – WisDOT Communication Specialist, Brian DeNeve
- 3. Plan for success** – WisDOT Economic Development Planner, Liz Callin; City of Delavan Administrator, Denise Pieroni; Delavan - Delavan Lake Area Chamber of Commerce and the Downtown Business Association



About the Project

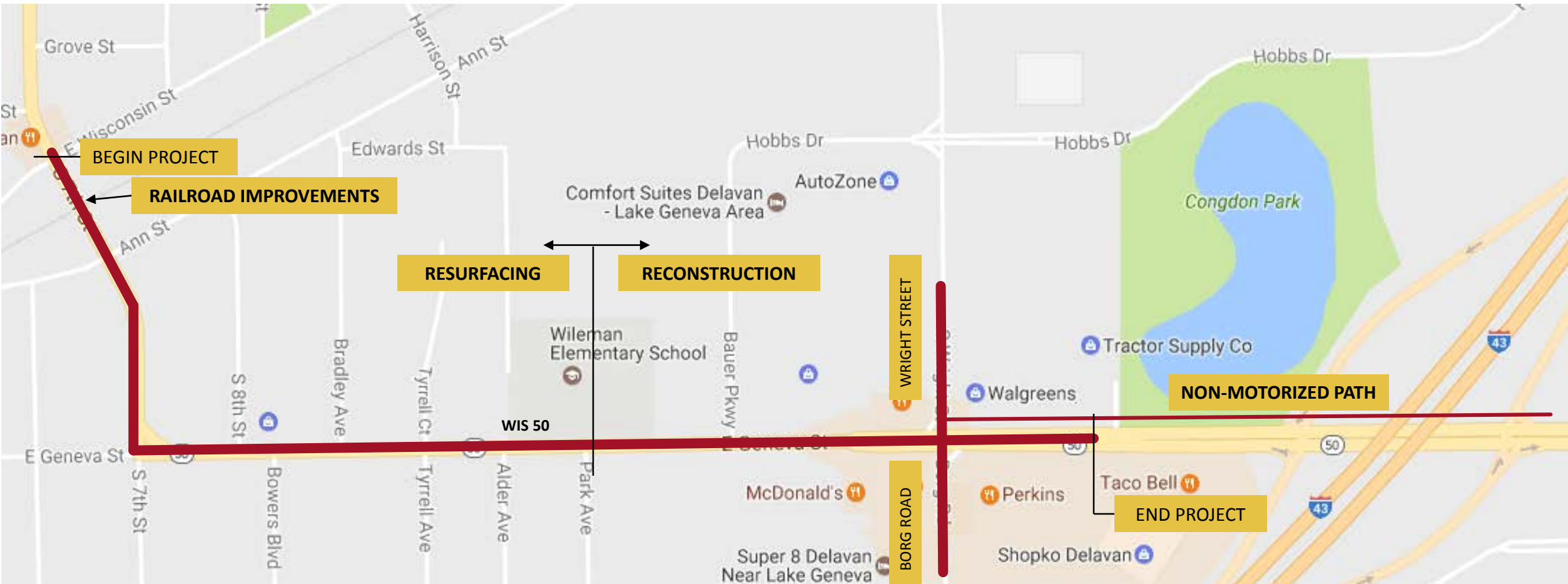
WIS 50 Improvement Project

BRAD BOWE, WISDOT PROJECT MANAGER

Project Improvement Needs

- Existing pavement is deteriorating and in need of replacement
- Existing water main utilities are undersized and aging
- The intersection of WIS 50 and Wright Street will experience increasing peak hour delays and is in need of improvements
- Bicycle and pedestrian accommodations are limited or non existent

Basic Project Scope

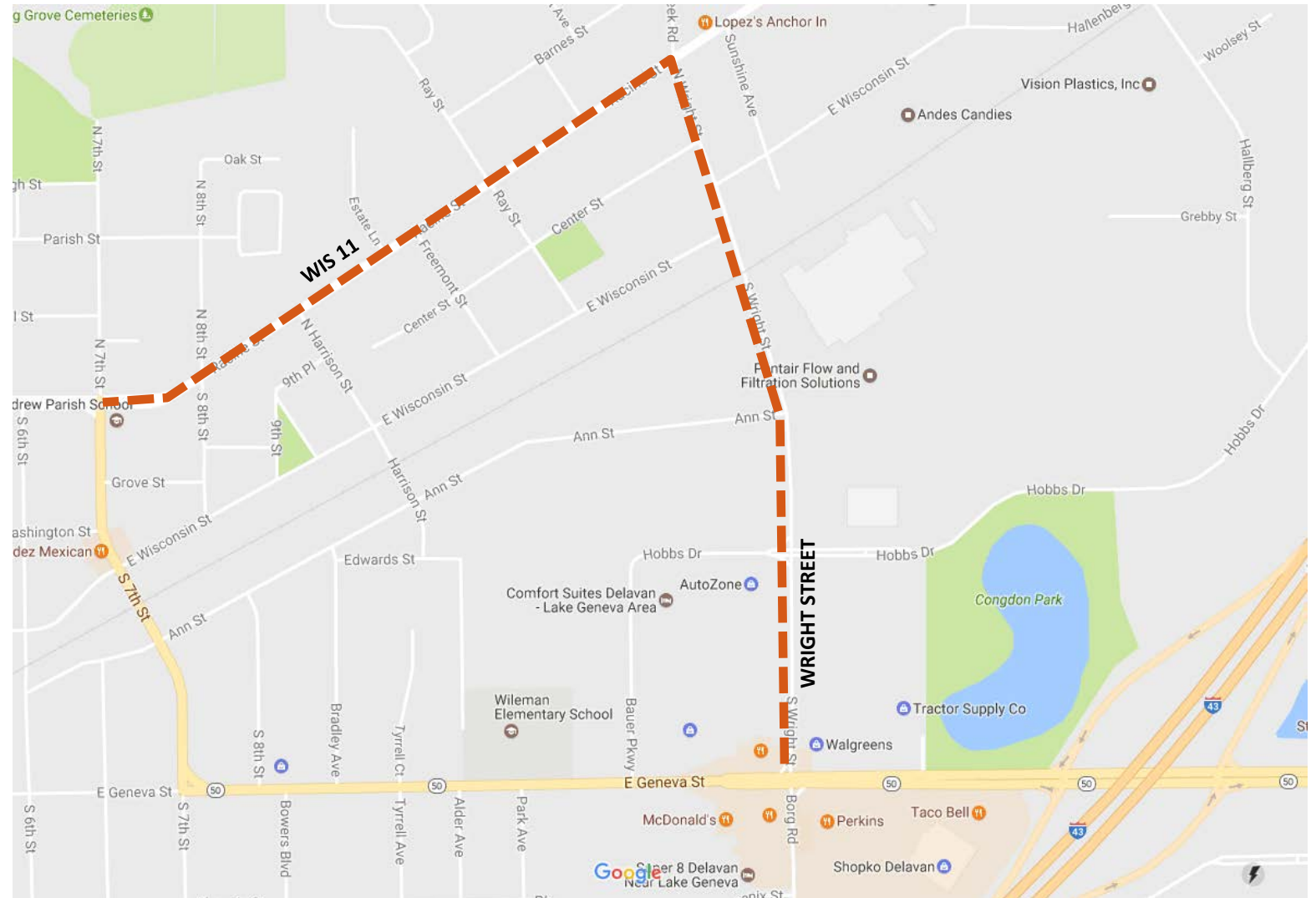


 **APPROX. CONSTRUCTION LOCATION**

Construction Staging and Detour

- Whenever possible, all efforts will be made to maintain one lane of traffic in each direction throughout the duration of the project along WIS 50, Wright Street and Borg Street.
- Intermittent, short-term closures are required during the water main replacement and railroad improvement portions of the project. Advanced notice will be provided prior to these closures.
- Intermittent, short-term driveway closures are required for driveway reconstruction. The project team will provide advanced notice and coordinate with business owners to minimize access disruptions.

Detour Map



 **DETOUR ROUTE**

Project Timeline

- **A construction kick-off meeting will be held at least one week before construction begins.**
- Construction is expected to begin in April 2017 and run through Fall 2017
- **Bi-monthly progress meetings will be held throughout the project duration.** During these meetings, the contractor will discuss the project schedule and other project updates including impacts to businesses and other private properties.



QUESTIONS?



In this Together

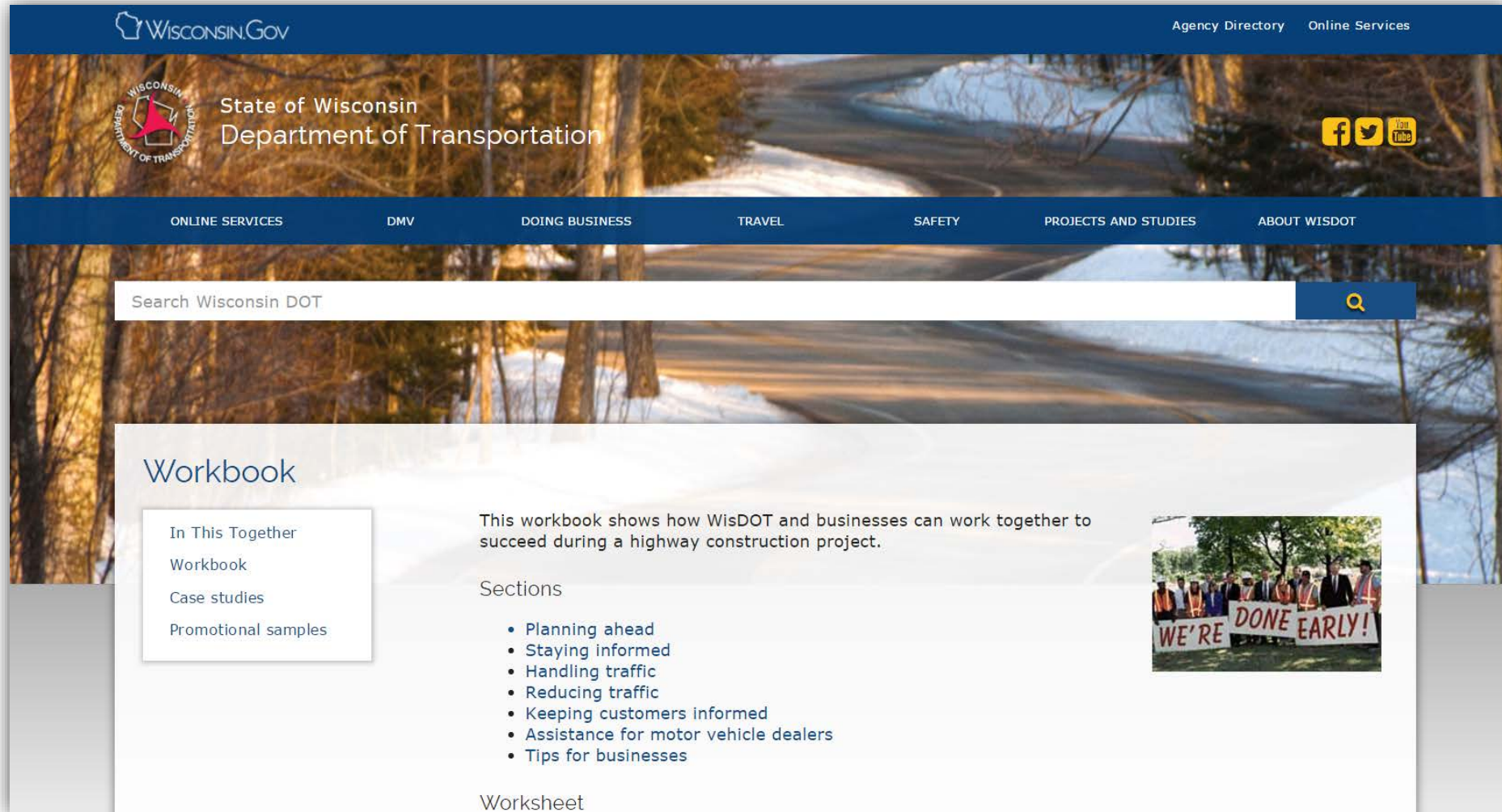
A guide to help Wisconsin businesses thrive during construction.

BRIAN DENEVE, WISDOT COMMUNICATIONS

The Basics:

1. Become informed
 - Understand the project and what it means to your business
 - Know your resources
 - Review ideas that have worked in other communities
2. Plan ahead and inform customers
3. Stay involved throughout the construction and notify customers of changes
4. **Coordinate and communicate with neighboring businesses to combine efforts and be more effective**

In this Together website and online workbook



Plan Ahead & Stay Informed

- Stay informed about the project early and often by attending public involvement meetings and asking questions early
- Combine efforts:
 - Designate someone in the community who is willing to be a point person between WisDOT and businesses to streamline questions, share information and facilitate pooled resources and communication
 - A local chamber of commerce or business association often becomes the focal point as businesses get organized
- Create a community plan and timeline for before and during construction

Reducing Traffic

It is helpful to encourage customers to use back streets and entrances where possible with signage and other communication techniques.



Access to Businesses





You can help inform your customers about what to expect using these strategies:

- ✓ Put up signage to direct drivers to properly access local businesses. The contractor will work with businesses to install signage.
- ✓ Use simple maps to tell your customers about the best alternative routes to access your business. Post them on your doors, bulletin boards, community websites and social media pages.
- ✓ Develop ads for paid and social media to tell the community you're open for business.

Pooling resources with other businesses can be an effective way to employ the above strategies.

Keeping customers informed: What has worked in other communities?

1. Work with other businesses, your local chamber or business association to design a logo or create a tagline for the construction period. This can be used in advertising and social media.
2. Create a Facebook page or share information about construction on chamber or business association social media accounts.
3. Develop shopping incentives, discounts, construction crew specials and other promotions for restaurants and retail businesses.
4. Be creative! Work with neighboring businesses to brainstorm ideas that will work best for your community and customers.





Plan for Success

Work with your neighboring businesses, the Delavan - Delavan Lake Area Chamber of Commerce and the Downtown Business Association to start planning for construction

LIZ CALLIN, WISDOT ECONOMIC DEVELOPMENT PLANNER

Keep the momentum going

- Form a group with neighboring businesses and business-supporting organizations to keep communication open before and during the construction project
- Create a plan together and decide on the best way to communicate and collaborate
- Be flexible—as the construction project progresses and customers needs change, evaluate how things are going and adjust the plan as needed
- Work with the WisDOT communications team, project manager and contractor to answer questions and address concerns early and often



In This Together Planning Timeline & Ideas

Break-out planning session—based on business-area and needs:

- **Group 1: Businesses located ON the project** (WIS 50 businesses)
- **Group 2: Businesses ADJACENT to the project** (downtown and other businesses)
- Other?



Timeline: 2-4 months before construction

Activity	Action Item(s)		Suggested Lead
Business Roundtable meeting	<input checked="" type="checkbox"/>	Discuss project details (timeline, detours, access, sign permitting, Q/A), In This Together program and examples	WisDOT
	<input type="checkbox"/>	Identify a local lead or group of leaders to coordinate efforts in the community. Form committees if necessary.	Community Lead
	<input type="checkbox"/>	Discuss communication options that work best for coordination (email, Facebook page, etc.).	Community Lead
	<input type="checkbox"/>	Brainstorm ideas for a promotional campaign: adopt a theme, plan special events, create a tagline and logo.	Community Lead
Business coordination and planning	<input type="checkbox"/>	Continue planning and coordination from Business Roundtable meeting, consider inviting other neighboring businesses as appropriate.	Community Lead
	<input type="checkbox"/>	Plan and coordinate signage among businesses and complete sign application(s) with WisDOT	Community Lead

Timeline: 1 month before construction

Activity	Action Item(s)		Suggested Lead
Check-in call between WisDOT and Community Lead(s)	<input type="checkbox"/>	Discuss In This Together progress	WisDOT & Community Lead
Business coordination and planning	<input type="checkbox"/>	Complete sign development.	Community Lead
	<input type="checkbox"/>	Continue committee work or communications as appropriate and finalize plans.	Community Lead
Pre-construction kick-off meeting (will occur at least 1 week before construction begins)	<input type="checkbox"/>	Provide any updates on project details, any outstanding issues, and have questions answered.	WisDOT

Timeline: After construction begins

Activity	Action Item(s)		Suggested Lead
Business coordination and planning	<input type="checkbox"/>	Arrange for installation of signs to coincide with the start of work and/or any detours.	Community Lead & WisDOT
	<input type="checkbox"/>	Continue committee work or communications as appropriate and stay positive.	Community Lead
Bi-monthly construction business meetings	<input type="checkbox"/>	Share any project updates and ask questions.	WisDOT & Community Lead
Check-in call between WisDOT and Community Lead(s)	<input type="checkbox"/>	Discuss In This Together activities and progress.	WisDOT & Community Lead

Ideas: Communication

- ☐ Add information to your website about the best ways to access your business during construction.
- ☐ Work with area hotels, resorts and visitors centers to share information about business access changes, construction maps, and other “open for business” promotions or materials for out-of-town visitors.

Ideas: Promotions

- ☐ Offer construction worker specials or other “under construction” specials to your general customer base.
- ☐ Start a delivery service (or offer free delivery) during construction.
- ☐ Coordinate transportation services to and from your business district from area resorts and hotels during special events or during holiday weekends. Pool resources with neighboring businesses.

Ideas: Business Activities

- ☐ Work with your suppliers to arrange alternative delivery times or locations as necessary.
- ☐ Determine if there are necessary projects (parking lot resurfacing, building remodeling, etc.) that could coincide with construction
- ☐ Adjust employee schedules to accommodate changes in customer volume.



Next steps & survey
