

## You Made It! GETTING BACK TO NORMAL

Once construction is over, it's time to hit the ground running and welcome your customers back. Consider promotions and advertising to let customers know the streets have reopened and are ready for traffic. Promote the new image and convenience of the completed roadway.

Celebrate the project's completion. Take advantage of the opportunity by holding a ribbon cutting and invite the news media to the ceremony. Consider pooling resources with local businesses for a grand celebration and/or shared advertisement. Finally, support other businesses that undergo a similar process. Give them your patronage and provide helpful feedback based on your experiences.

A healthy, robust transportation system with well-maintained streets and infrastructure are a lifeline for businesses.

City of Spokane is committed to minimizing the impacts caused by necessary projects.



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# PLANNING AHEAD FOR CONSTRUCTION



## Take Action to Prepare

### Attention City of Spokane Business Owners:

If your business is located on a major street or in a utility construction project area, your business likely will be impacted by construction. To help businesses prepare, the City of Spokane has some tips that have helped others in the past.

While construction projects can be difficult for businesses over a temporary period of time, the maintenance and repairs bring positive results when completed. Typically, projects improve street conditions, help with traffic flow, and allow customers better access to your business. With this positive outcome in mind, we want you to be prepared ahead of time, and plan carefully so that once the project is completed, your business can thrive.

## Business Planning

### GETTING READY FOR CONSTRUCTION

As a City of Spokane business owner, we want you to succeed. That begins with information and planning. Major construction is something you can prepare for.

**Here are some suggestions from business owners who have been impacted by construction.**

- Consider condensing business hours during construction to redirect or reduce staff time.
- Reduce inventory where possible.
- Inform customers in advance and let them know how important their support is.
- Work with employees to develop a plan and discuss marketing and customer appreciation ideas.
- If you are planning any improvements or changes to your property that require a permit such as a new water or sewer connection, now is the time to get that done.

## Looking Ahead

### WHAT TO EXPECT AND HOW TO MITIGATE PROBLEMS

Dust, noise and vibration all can occur during a construction project. Traffic delays and blocked access routes are also challenges that may arise during construction. Here are some ideas to deal with these issues.

**Allocate more resources to cleaning.** While there's little you can do to reduce the dust and noise of a construction site, you can focus on keeping your business as dust-free as possible. If you only clean your windows once a week, consider increasing frequency during the construction period.

**Establish a friendly rapport with construction workers.** While the onsite construction workers may not be your contact about concerns, it can only help improve the situation if you create a friendly rapport with them.

Remember that construction workers are following instructions from their supervisors and simply doing their job as told. **Each project is required to have a public liaison whose role is to keep you updated on the project and address challenges.**

**Make sure signage is clear.** Traffic delays may occur during a construction project, but signage can help a great deal. Consider temporary banners on your business or nearby reminding the public you are open, where to park, etc.



## Tips for Small Wins

### ONCE CONSTRUCTION HAS BEGUN

**Stay consistent with your messaging.** Consider keeping a script next to your phone, so that you and your employees have quick and easy directions to provide to customers. Make sure all of your employees know what to say and how to say it and update the instructions as the project progresses.

**Stay informed!** Attend all public meeting relating to the construction project. Be sure to open all City correspondence and adjust your communication plan, as needed.

**Consider flexible business hours.** Would it help to be open later in the evening after construction crews are finished for the day? Or does it make sense to not offer lunch service during the day? Be flexible to accommodate customer needs and other perceived obstacles.

**Make the construction work for you.** If you were considering a remodel for your business, why not do it during the construction period? Use this period to get things done that you haven't had time to address during normal levels of business.

**Consider pooling advertising resources** with other businesses in the construction zone to let the public know you are still open for business.

**Be positive.** Encourage and generate a positive, healthy environment to support your staff and ensure retention of valued employees and customers.

**Communicate the project information with your suppliers** to ensure timely deliveries.