

A photograph of a city street during the day. The street is paved with asphalt and has white lane markings. Several orange traffic cones are placed along the edge of the road, indicating a construction zone. A line of cars is parked along the right side of the street, including a white SUV, a silver SUV, and two white vans. In the background, there are multi-story buildings with arched windows and classical architectural features. The sky is clear and bright.

Downtown Construction Communication

Stronger Focus on Responsive Service

- City created new role within Public Works

Construction Relations Manager

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Stronger Focus on Responsive Service

- Responsible for
 - *Understanding project concepts,*
 - *Listening closely to the needs/concerns of those impacted by the project,*
 - *Working closely with the contractor and City staff to develop and implement workable solutions,*
 - *Communicating project status updates,*
 - *Position focuses, in particular, on those directly impacted by the project.*

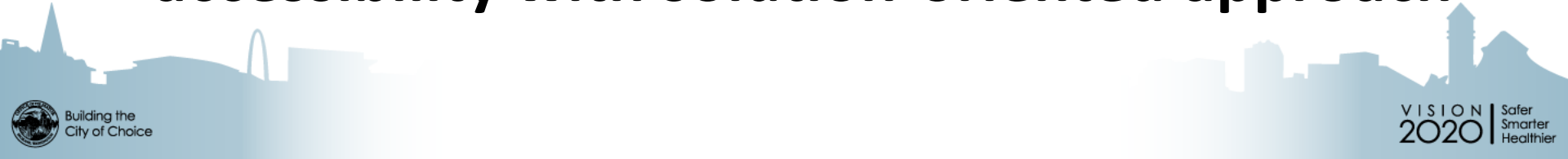
Stronger Focus on Responsive Service

- Multiple methods/goals for communication (team approach)
 - *Collaborative approach: City Staff, Contractor, Business Representatives, DSP*
 - *Delivered notices directly to businesses (door-to-door)*
 - *Worked with businesses one-on-one proactively in the identification of potential pinch points*
 - *Communicated major and minor updates via email*
 - *Responded to individual inquiries, and engaged with business in addressing emerging issues*
 - *Communicated broadly via City project website, obstruction notices (media), and social media*
 - *Strengthened ongoing relationships*



Construction Outreach

- Early and ongoing engagement
 - *Scoping Phase (Integrated Capital Management)*
 - *Design Phase*
 - *work directly with design team and those directly impacted by the project*
 - *Construction Phase*
 - *Work throughout the project as an information sharing and problem solving liaison*
- **Goal of project outreach: continuity and accessibility with solution-oriented approach**



Construction Outreach

Ongoing Efforts

- Collaboration with DSP,
- Support of Future Spokane,
- Engagement with RiverPark Square Merchants Association,
- Presentations to interested groups,



Construction Outreach

- Informational Project Open Houses,
- Weekly meetings during projects,
- Coordination of projects with private utility companies for an integrated approach,
- Provide “Free Parking” locations,
- Distribution of information supporting businesses through construction phase.



Construction Outreach

Parking Revisions for CSO-24



Free Parking in Construction Zones

Thank you for patronizing
our great local businesses
during construction.

**PARKING AT
THIS METER IS
FREE AFTER
5:00PM**

FutureSpokane.com



**Don't feed
the meter!**

**FREE
2-HOUR
PARKING
AT THIS METER**

You must move your car to another
block face after 2 hours.



Questions?
Call 311



Construction Outreach

Construction Promotion Top 8

1. Prepare your story.
2. Keep a script next to the phone for all employees that contains the following positive messaging:
 - > Quick and easy directions
 - > Business promotions and strategies
 - > Quick and easy answers to questions
3. Attend all public meetings relating to the construction
4. Use the free attention to market your business
5. Extend business hours, consider being open later in the evening after construction crews are done for the day
6. Consider securing a line of credit before construction begins to use if needed
7. Talk to other businesses that have experienced construction
8. Leverage business associations for communications and marketing assistance



Frequently Asked Questions

How will you keep me informed?

Once construction begins, weekly construction meetings will provide updates.

How will customers access my business during construction?

The contractor and City Construction Management teams will maintain access to your business throughout the project. There may be a few hours and/or a day or two when your customers may not be able to use a particular entrance, and they will give you advance notice of when that might happen.

How long will the project last?

Project timelines vary. You should attend your weekly construction meeting to get a good understanding your project. Although the street will likely be closed to thru traffic for most of the project, local access will be maintained. If there is a detour route it will be well marked.

Will the sidewalks be replaced, too?

Typically, all sidewalk corners within the project area are replaced and brought up to current Federal Americans with Disabilities Act access standards as required by law, in addition, some sidewalks may be repaired and/or completed.

How long will it take to repair the sidewalks?

Some of the sidewalk work will be done at the same time as the road work, and some may be done before and/or after the reopening. The project coordinator will keep you informed about project phasing so you can plan for accessibility for your business.

When will construction begin?

Street construction season in Spokane runs from approximately April to October, depending upon the weather. As particular projects are bid and start dates are selected, more project details can be found by visiting spokane-city.org and clicking on "streets."

Will the street be closed to traffic?

Some projects require closure to through traffic while maintaining local access. On most days, your customers will be able to reach you and should be able to get close enough to load large items into their vehicles.

Where will my customers park?

We suggest that you work with your neighboring businesses to establish whose parking lots may be shared during construction if you do not have your own parking lot or yours is inaccessible on a particular day.

When should I have my products delivered?

Schedule deliveries before 7 a.m. or after 3 p.m. Street construction crews typically work from 7 a.m. to 3 p.m., and it likely will be easier for the delivery drivers to park on the street for extended periods when construction equipment isn't operating.

Will the City do water main and sewer work?

Yes, on some projects. A regional policy adopted by the City of Spokane states utilities cannot cut newly reconstructed roadways for a period of three years to install underground utilities unless there is an emergency. Engineering Services works to coordinate other necessary utility upgrades with major road construction to limit the inconvenience. If you foresee the need for utilities to service your property during this three-year moratorium, it is your responsibility to contact your utility provider and the City of Spokane. Any new services must be installed before the new pavement is placed or you will have to wait three-years. More details are available by calling Engineering Services (509) 625-6700.

What if I still have questions?

Each business will have individual needs and questions; the FAQs list will not answer everyone's project specific questions. You have multiple ways of getting your answer: You can contact the City or if construction is already underway, you can contact the Construction Management Field Office to reach the Field Engineer on a particular project.

More information is available at SpokaneCity.org by clicking on "streets."

You are encouraged to attend construction meetings to stay informed and ask project-specific questions. Each project will have weekly meetings. Meeting details are available by calling the Construction Management Field Office at 509.625.7722.

Open for Business

Thriving During Road Construction

If your business is located in a major street or utility construction project area, it likely will be impacted. There are steps you can take before, during and after construction to help your business thrive.

You are not alone

The city will provide general communication about the project area, ensure access to your business and provide signage to help with navigation. From the city you can expect:

- A parking plan for your business
- Pedestrian and vehicle access to your business
- A project-specific communications strategy
- An understanding of and accommodation for your business delivery needs
- A contractor-provided project liaison to answer all construction questions
- A city project manager
- Marketing and promotion of the area during the project

Get involved

Maximize your time leading up to construction.

- Have a plan, work your plan, but be flexible
- Stay involved – provide opportunities for everyone to get involved
- Learn from prior projects
- Celebrate everything!
- Use social media!
- Use media opportunities to positively promote your business
- Encourage ownership – drive your business success every way you can
- Be adventurous. Ideas include:
 - > Girls Night Out
 - > Sidewalk sales
 - > Bake sale
 - > Farmers market
 - > Restaurant week
 - > Outdoor movies
- Reach out
 - > Constant communication
 - > Share everything
 - > Encourage people to visit you and other businesses in the project zone



City of Spokane Street Department
Call 311 for information or visit my.SpokaneCity.org



Construction Outreach

Message from Mayor David Condon

A healthy, robust transportation system makes our city move. Goods and people pass efficiently, orderly and safely from place to place, driving commerce, engagement and enjoyment.

As we improve the drivability of streets, enhance safety, and extend the life of water and wastewater utility systems, we are also reminded of the potential community impacts.

I am pleased to present this Open for Business toolkit designed to help you plan for and manage the potential impacts of street construction. The toolkit includes practical ideas to help minimize any inconvenience on your business.

Good, reliable streets are a lifeline for businesses, and we are committed to helping ensure the success of Spokane businesses. Our efforts are aimed at enhancing the connectivity to points within our community and beyond.

We are constantly looking for ways to provide multiple benefits for your investment of time and money, and aggressively pursuing those opportunities whenever possible. That means timing utility work to coincide with street projects, identifying opportunities to enhance our stormwater system and improving the management of vegetation and other modes of transportation – all at the same time.

The net result is your dollar works harder and the inconvenience of construction is much less in your neighborhood and along your travel route.

We are working to improve our business environment and create jobs. A thriving economy provides opportunities and long-term stability for our region.

Please feel free to send feedback to me at mayor@spokanecity.org. Thank you for your patience and support as we build the City of Choice.



David A. Condon
Mayor, City of Spokane



Before Construction Begins

- Get involved early
- Attend informational meetings
- Know when construction is scheduled in your area
- Participate in the 6-year Capital Program planning process (updated annually)
- Gather customer information
- Utilize social media
- Inform customers as much in advance as possible
- Work with your employees to develop a plan
- Make construction work for you. Undertake improvements to your business, such as water or sewer lines, at this time.
- Attend project Open Houses held during design stage to give information and to receive feedback
- Pool resources with other businesses for advertising
- Reduce inventory
- Encourage and generate a positive, healthy, environment where people want to come and support your business during construction



Marketing Examples

Start of Construction

- Before the project starts, letters will be sent to announce the start of the project
- Weekly meetings will provide project-specific updates
- A project liaison will be assigned by the city.
- Provide feedback on business signage
- Identify alternative entry to your business for customers
- Communicate any concerns early to the liaison and City project manager
- Provide direction and access information to employees and customers
- Join local business organizations
- Provide talking points for your employees, have a list of answers by the phone to commonly asked questions



During Construction

- Attend weekly meetings to voice your concerns and to hear the 2-week look ahead work schedule
- Continue educating your employees and customers
- Speak positively about your business
- Encourage people to come to your business
- Provide incentives to drive business

After Construction

- Promote your business and celebrate the success of the new street look