

Sound Transit

Business Construction Workbook

SEPTEMBER 2016

How can you prepare your business for construction?

➤ **Do you have a business plan? In some cases business revenue may be severely reduced for up to 3-6 months. Do you have a plan for that?**

Modify your business plan with construction in mind

Construction can mean less revenue coming into your business while work activities are underway. Having a plan in place can help minimize financial impacts to your business. Being proactive instead of reactive will help your business succeed. Consider making adjustments to your plan and budget that reflect potential financial performance during construction.

➤ **What does your business have to offer that competitors do not?**

Be a unique community presence

Establishing your business identity and fine-tuning your brand can draw and maintain customers' attention during construction. If customers feel you offer a product, service or relationship that cannot be found elsewhere, chances are they will go out of their way to navigate temporary traffic detours to visit your business. Consider:

- Business brand
- Logo, tagline

➤ **Do you actively develop your customer base?**

Activate your customer base

80 Percent of your company's future revenue will come from just 20 percent of your existing customers. Attracting a new customer costs five times more than keeping an existing customer. Solid customer relationships means repeat business. Foster a strong customer base and build relationships:

- Collect customer contact information
- Communicate to customers that construction is coming
- Thank customers for their loyalty
- Offer incentives to existing customers

➤ **Do you go to your customers for business, or do they come to you?**

If possible, go to where your customers are: catering, local deliveries, grab-and-go items, curbside services, convenience services

- Online sales
- Delivery services
- Take your shop on the road to community events, fairs and festivals
- Flexible hours— consider extending or changing your business hours to open during peak times when you will get the most business.

What can Sound Transit offer your business during construction?

➤ **Region-wide Business Relations Program efforts**

- Loyal-to-Local branding** appeals to pride-of-place, supports the local economy and reflects Sound Transit's goal of connecting people and communities. Participating businesses can feature the Loyal-to-Local brand and provide promotions through it and Sound Transit will promote the brand and participating businesses across the region to drive people to businesses.
- Enter-to-Win experiences** are competitions where participants enter by making a purchase at a local business. The experiences promote local businesses while creating excitement about the Sound Transit project under construction. For example, to enter a drawing to win a sneak peek of the University of Washington light rail station before it opened, participants had to spend \$5 at a participating business.
- Neighborhood tours** provide community members the opportunity to visit and learn about a neighborhood or project while at the same time supporting local businesses by stopping for lunch or nearby businesses. Previous Lunch Bus tours have showcased local communities along the Link light rail line under construction. The tours provided information about transit connections and brought potential customers through the doors of local businesses.

➤ **Keeping communities informed and engaged**

- Electronic construction updates** about new or changed Sound Transit construction activities
- Door-to-door hardcopy construction updates** in select areas
- Briefings, meetings and drop-in sessions** hosted by Community Outreach staff
- Translation and interpretation services** to engage limited English-speaking populations in our communities
- Tables at community festivals and events** with informational project materials
- Construction information formatted for your customers** – See attached worksheet

➤ **Easing the impacts of construction**

- 24-Hour construction hotline** (888-298-2395) staffed by the Community Outreach team
- Wayfinding and signage** to help guide customers to businesses and the traveling public around the construction work zone – See attached worksheet
- Commitment to maintain a clean work zone** per requirements on Sound Transit's construction contractors. Sound Transit contractors are required to maintain a clean work zone, including cleaning dirty streets adjacent to the work site.
- Commitment to manage noise levels** to those approved limits on the contractor's work permit. Community Outreach staff will work with the construction team to manage noise beyond those levels, starting at the source. Recognizing that construction activities will be noisy at times, even within permitted levels, ear plugs and white noise machines can be available upon request.
- Commitment to maintain access to businesses at all times.**
- Accessible Community Outreach staff**, integrated into the project team.

Working with your business - Wayfinding

Business _____ Date _____

Contact name _____

Email _____ Phone _____

During construction, Sound Transit Community Outreach can offer support in helping people find your business and navigate detours around construction work zones. Wayfinding and signage can include banners and A-board signs advertising that your business is open and directional signage that make it clear how to access your business. Sample signage:



What type of signage do you think would help your business during construction?

Use this box to draw where on your business site you want to use signage.

Working with your business – Construction information for your customers

Business _____ Date _____

Contact name _____

Email _____ Phone _____

Sound Transit’s Community Outreach staff provides updates about new or changed construction activities near your business by email and, in select locations and instances, hardcopy flyers. Community Outreach staff tries to be flexible in the way information is shared because construction activities, including location, duration, hours and impacts, are critical so businesses can quickly and clearly communicate to their customers and staff.

What format of construction information would be most convenient for your customers?

Would you be open to participating in a briefing with other businesses nearby to receive construction information in-person on a regular basis? If so, what days and times is best work for you?

Sunday	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon	<input type="checkbox"/> Evening	Other _____
Monday	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon	<input type="checkbox"/> Evening	Other _____
Tuesday	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon	<input type="checkbox"/> Evening	Other _____
Wednesday	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon	<input type="checkbox"/> Evening	Other _____
Thursday	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon	<input type="checkbox"/> Evening	Other _____
Friday	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon	<input type="checkbox"/> Evening	Other _____
Saturday	<input type="checkbox"/> Morning	<input type="checkbox"/> Afternoon	<input type="checkbox"/> Evening	Other _____

Would you like to be added to the project email list to receive construction updates Y N

Working with your business - Business operations

Business _____ Date _____

Contact name _____

Email _____ Phone _____

Sound Transit will work with its contractors to minimize disruptions to your business during light rail construction.

Business operations
<i>What are your business operating hours (days/times)?</i>
<i>Which days and times are your busiest/peak hours?</i>
<i>Which days and times do you typically receive deliveries?</i>
<i>How do your delivery drivers access your business? Do they use a "Loading Zone", street or alley access?</i>
<i>Do you have a front, back and/or side door access for your customers?</i>
<i>How do most of your customers and/or employees arrive? Circle all that apply.</i> Transit/bus Walking Biking Driving
<i>Do you have any special events that we should be aware of?</i>
<i>Please add any additional comments about your business operations:</i>

