

Sound Transit

Business Construction Workbook

2017

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.

- **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 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

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.

➤ **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?

Example:

The diagram shows a hand-drawn sketch of a business site. A box labeled "BLD" represents the building. A small square labeled "Access sign" is placed near the building. The site is divided into sections by lines representing roads or boundaries.

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 _____

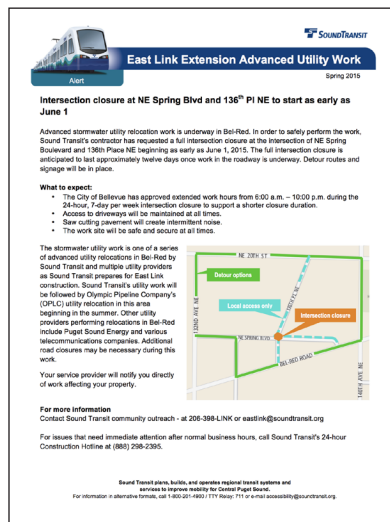
Email _____

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?

Examples of construction alerts



East Link Extension Advanced Utility Work
Spring 2015

Intersection closure at NE Spring Blvd and 136th PI NE to start as early as June 1

Advanced stormwater utility relocation work is underway in Bel-Ried. In order to safely perform the work, Sound Transit's contractor has requested a full intersection closure at the intersection of NE Spring Boulevard and 136th Place NE beginning as early as June 1, 2015. The full intersection closure is anticipated to last approximately twelve days since work in the roadway is underway. Detour routes and signage will be in place.

What to expect:

- The City of Bellevue has approved extended work hours from 6:00 a.m. – 10:00 p.m. during the 24-hour, 7-day per week intersection closure to support a shorter closure duration.
- Access to driveways will be maintained at all times.
- Slow cycling pavement will create intermittent noise.
- The work site will be safe and secure at all times.

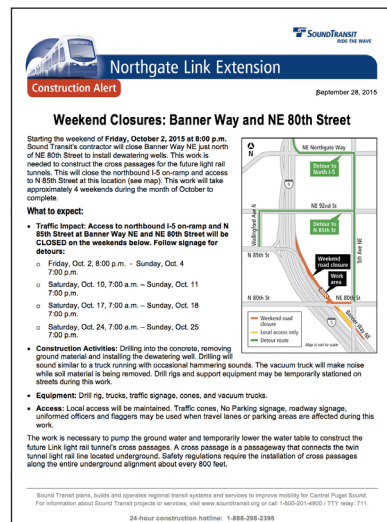
The stormwater utility work is one of a series of advanced utility relocations in Bel-Ried by Sound Transit and multiple utility providers as Sound Transit prepares for East Link construction. Sound Transit's utility work will be followed by Olympic Pipeline Company's (OPC) utility relocation in this area beginning in the summer. Other utility providers performing relocations in Bel-Ried include Puget Sound Energy and various telecommunications companies. Additional road closures may be necessary during this work.

Your service provider will notify you directly of work affecting your property.

For more information
Contact Sound Transit community outreach - at 206-398-LINK or eastlink@soundtransit.org

For issues that need immediate attention after normal business hours, call Sound Transit's 24-hour Construction Hotline at (888) 298-2395.

Sound Transit plans, builds, and operates regional transit systems and services to improve mobility for Central Puget Sound.
For information about Sound Transit projects or services, visit www.soundtransit.org or call 1-800-201-4800 / TTY relay: 711.



Northgate Link Extension
September 28, 2015

Weekend Closures: Banner Way and NE 80th Street

Starting the weekend of Friday, October 2, 2015 at 8:00 p.m., Sound Transit's contractor will close Banner Way NE just north of NE 80th Street to install dewatering wells. This work is needed to construct the cross passages for the future light rail tunnels. This will close the northbound I-5 on-ramp and access to N 80th Street at this location (see map). This work will take approximately 4 weekends during the month of October to complete.

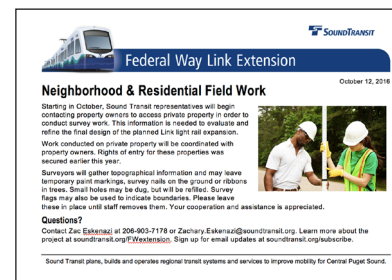
What to expect:

- Traffic Impact:** Access to northbound I-5 on-ramp and N 80th Street at Banner Way NE and NE 80th Street will be CLOSED on the weekends below. Follow signage for detours:
 - Friday, Oct. 2, 8:00 p.m. – Sunday, Oct. 4, 7:00 p.m.
 - Saturday, Oct. 10, 7:00 a.m. – Sunday, Oct. 11, 7:00 p.m.
 - Saturday, Oct. 17, 7:00 a.m. – Sunday, Oct. 18, 7:00 p.m.
 - Saturday, Oct. 24, 7:00 a.m. – Sunday, Oct. 25, 7:00 p.m.
- Construction Activities:** Drilling into the concrete, removing ground material and installing the dewatering well. Drilling will sound similar to a truck running with occasional hammering sounds. The vacuum truck will make noise while soil material is being removed. Drill rigs and support equipment may be temporarily stationed on streets during this work.
- Equipment:** Drill rig, trucks, traffic signage, cones, and vacuum trucks.
- Access:** Local access will be maintained. Traffic cones, No Parking signage, roadway signage, uniformed officers and flaggers may be used when travel lanes or parking areas are affected during this work.

The work is necessary to pump the ground water and temporarily lower the water table to construct the future Link light rail tunnel's cross passages. A cross passage is a passageway that connects the two tunnel light rail line located underground. Safety regulations require the installation of cross passages along the entire underground alignment about every 800 feet.

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24-hour construction hotline: 1-888-298-2395



Federal Way Link Extension
October 12, 2016

Neighborhood & Residential Field Work

Starting in October, Sound Transit representatives will begin contacting property owners to access private property in order to conduct survey work. This information is needed to evaluate and refine the final design of the planned Link light rail expansion. Work conducted on private property will be coordinated with property owners. Rights of entry for these properties was secured earlier this year.

Surveyors will gather topographical information and may leave temporary paint markings, survey nails on the ground or rebars in trees. Small holes may be dug, but will be refilled. Survey flags may also be used to indicate boundaries. Please leave these in place until staff removes them. Your cooperation and assistance is appreciated.

Questions?
Contact Zac Eshenazi at 206-403-7178 or Zacary.Eshenazi@soundtransit.org. Learn more about the project at soundtransit.org/2/fieldwork. Sign up for email updates at sco-central.org/newsletter.

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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?

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 _____

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>

Notes:

[illegible]

