

Preparation Roadmap

Tips to stay engaged with the project and prepare your business for success—from start to finish.

DRAFT
9-20-18

2+ years before construction – Engage with the project.

	Notes & Next Steps
<input type="checkbox"/> Attend public involvement meetings—ask questions and check the Wisconsin Department of Transportation’s (WisDOT) website for project information and updates	
<input type="checkbox"/> Learn about the project goals, benefits and anticipated impacts	
<input type="checkbox"/> Share access needs, questions or concerns	
<input type="checkbox"/> Inform WisDOT staff of any future community events that may require additional coordination	
<input type="checkbox"/> Request to be included on any public email lists that may be created for the project	

1 year before construction – Begin business coordination.

	Notes & Next Steps
<input type="checkbox"/> Gather with neighboring businesses to discuss needs, outline your plan and develop a promotions campaign	
<input type="checkbox"/> Identify businesses without alternate access and see if there are neighboring properties that could share access during construction	
<input type="checkbox"/> Begin to develop a promotional campaign: adopt a theme, brainstorm event ideas, start developing a promotional tagline or logo	
<input type="checkbox"/> Develop a communications plan to coordinate efforts among businesses	
<input type="checkbox"/> Discuss if and how resources for the effort (events, promotions, etc.) will be pooled among businesses	

6 months before construction – Get your neighbors, partners and employees involved and continue preparation work.

	Notes & Next Steps
<input type="checkbox"/> Get your employees and other partners involved: <ul style="list-style-type: none"> • Share project details • Discuss concerns • Invite them to participate in construction preparation activities 	
<input type="checkbox"/> Obtain information on detour routes and other project updates as plans are finalized	
<input type="checkbox"/> Ask questions about how the project team will communicate with businesses and share your ideas	
<input type="checkbox"/> If applicable, understand the temporary sign permit process and ask questions as needed	
<input type="checkbox"/> Learn about detour routes, construction staging plans and other project updates as they become available	

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2 months before construction – Gather final project details and complete promotional materials and construction preparation plans.

Notes & Next Steps

<input type="checkbox"/> Prepare for detours: <ul style="list-style-type: none">• Identify delivery locations• Notify deliver drivers of changes	
<input type="checkbox"/> Attend construction kick-off meeting and gather any updates to project timeline or construction plans	
<input type="checkbox"/> Kick-off promotional campaign or other communication efforts to prepare customers for what to expect during construction <ul style="list-style-type: none">• Set-up social media pages or email lists	
<input type="checkbox"/> Hold a final pre-construction coordination meeting with the involved businesses and associations	

During construction – Execute your plan for events and promotions. Connect early and often with the project team.

Notes & Next Steps

<input type="checkbox"/> Connect early and often with the project team to ask questions and stay informed about project progress	
<input type="checkbox"/> Get to know the project team and the WisDOT project website	
<input type="checkbox"/> Hold promotional campaign events	
<input type="checkbox"/> Execute your communications plan	
<input type="checkbox"/> Hold regular business coordination check-in meetings to discuss progress, challenges and adjust plans as needed	
<input type="checkbox"/> Stay positive, be patient and focus on the end result	

After construction – Celebrate!

Notes & Next Steps

<input type="checkbox"/> Host a celebration in the form of a ribbon cutting or other special event	
<input type="checkbox"/> Communicate with your customers that construction is complete and show off images of the completed project.	
<input type="checkbox"/> Recognize the efforts of businesses and property owners	