



Open for
Business

In This Together Program

*A quick guide to help your business
prepare for road construction*

1 ORGANIZE EARLY



- Learn more about the project and its timeline
- Develop questions for WisDOT staff
- Check in with neighboring businesses and/or local business organization



- *Can you partner on promotions, events or materials?*
- *Establish a point of contact for the business community?*

2 STAY ENGAGED WITH THE PROJECT



- Attend public involvement meeting(s)
- Make note of contact information for the project team, and voice the unique needs of your business
- Learn more about project resources



- *Is there a construction website?*
- *Is there a mailing list?*
- *Is there an email distribution?*

3 HELP CUSTOMERS FIND YOU



- Consult with project staff to determine when and where there may be closures or detours
- Ask about temporary signage options
- Consider how best to inform customers



- *Maybe a joint communication with neighboring businesses for employees and customers about traffic and parking?*
- *Maybe a feature article in a customer-facing newsletter?*
- *Maybe a social media post shared by businesses and local community pages?*

4 DEVELOP AND ACTIVATE YOUR GAME PLAN



- Check out case studies at wisconsindot.gov/together
- Connect with project contacts to discuss any potential obstacles specific to your business such as deliveries, operational hours, employee parking, etc.
- Check in with employees



- *Is there a consistent message for customers?*
- *Are there temporary changes to shift times, parking, or deliveries?*

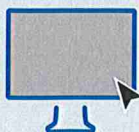
5 END OF CONSTRUCTION



- Stay positive, be flexible and know that WisDOT staff are available to help
- Collect any temporary signage
- Let customers know!



- *Consider working with other businesses on a special event?*
- *Share social media about the project's benefits?*
- *Ask customers to help spread the word?*



Remember, we are In This Together! For more planning ideas, tips and resources:
wisconsindot.gov/together