

How It's Done



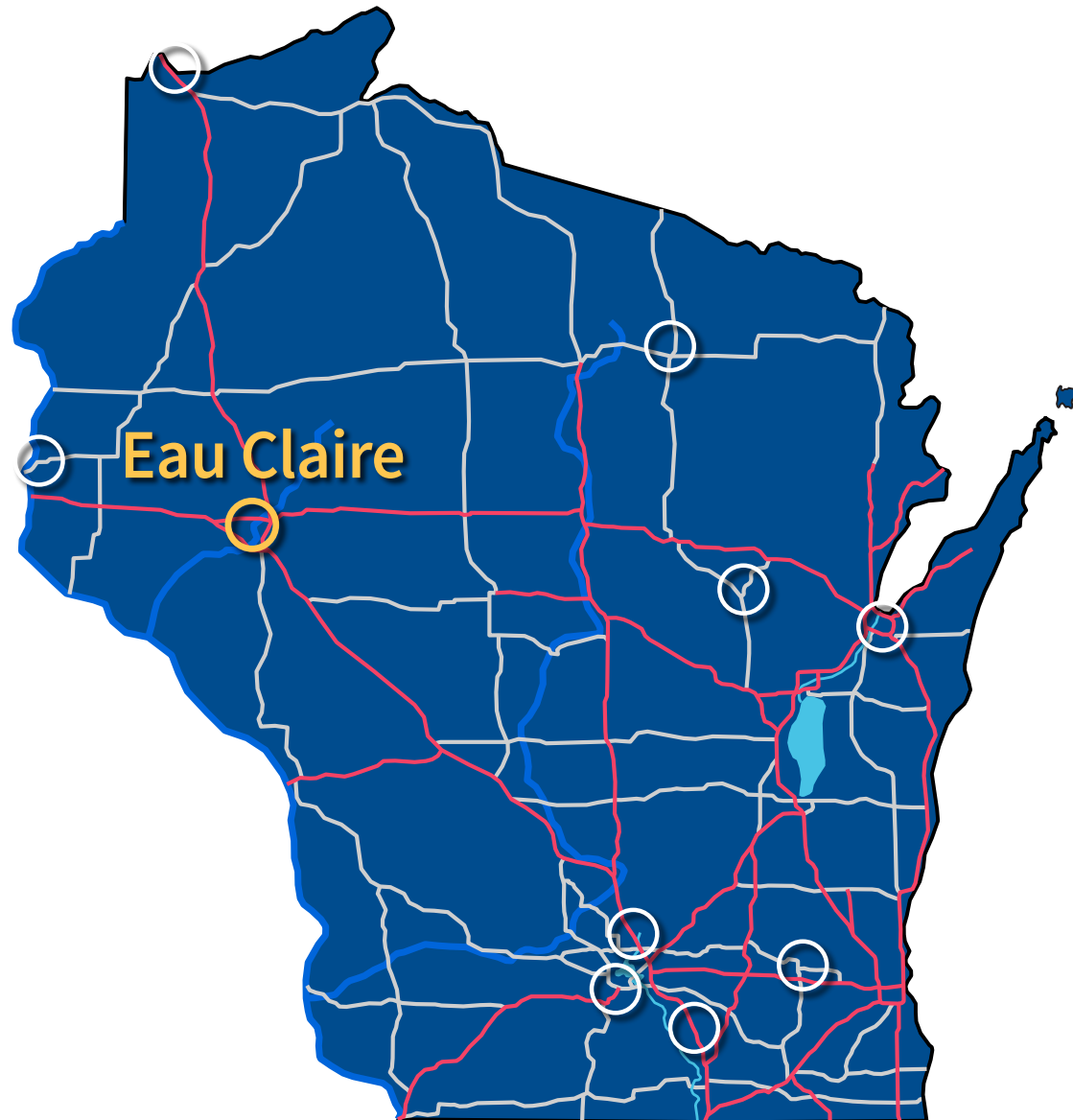
Clintonville WIS 22 Reconstruction

- This project reconstructed Main Street in the city of Clintonville from 10th Street to WIS 156. The project was completed in two separate phases. Each phase required Main Street to be closed to traffic with a detour.
- Businesses in coordination with the city and WisDOT used temporary directional signing to assist customers.
- Sidewalk and driveway closures were coordinated with each business to allow for a specific closure time during the week that minimized impacts to the business.
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- Local officials and businesses met weekly during construction to maintain coordination.



Key takeaways: Project staging matters and may be adjusted to help meet business needs – but it is vital to communicate early and often with project staff.

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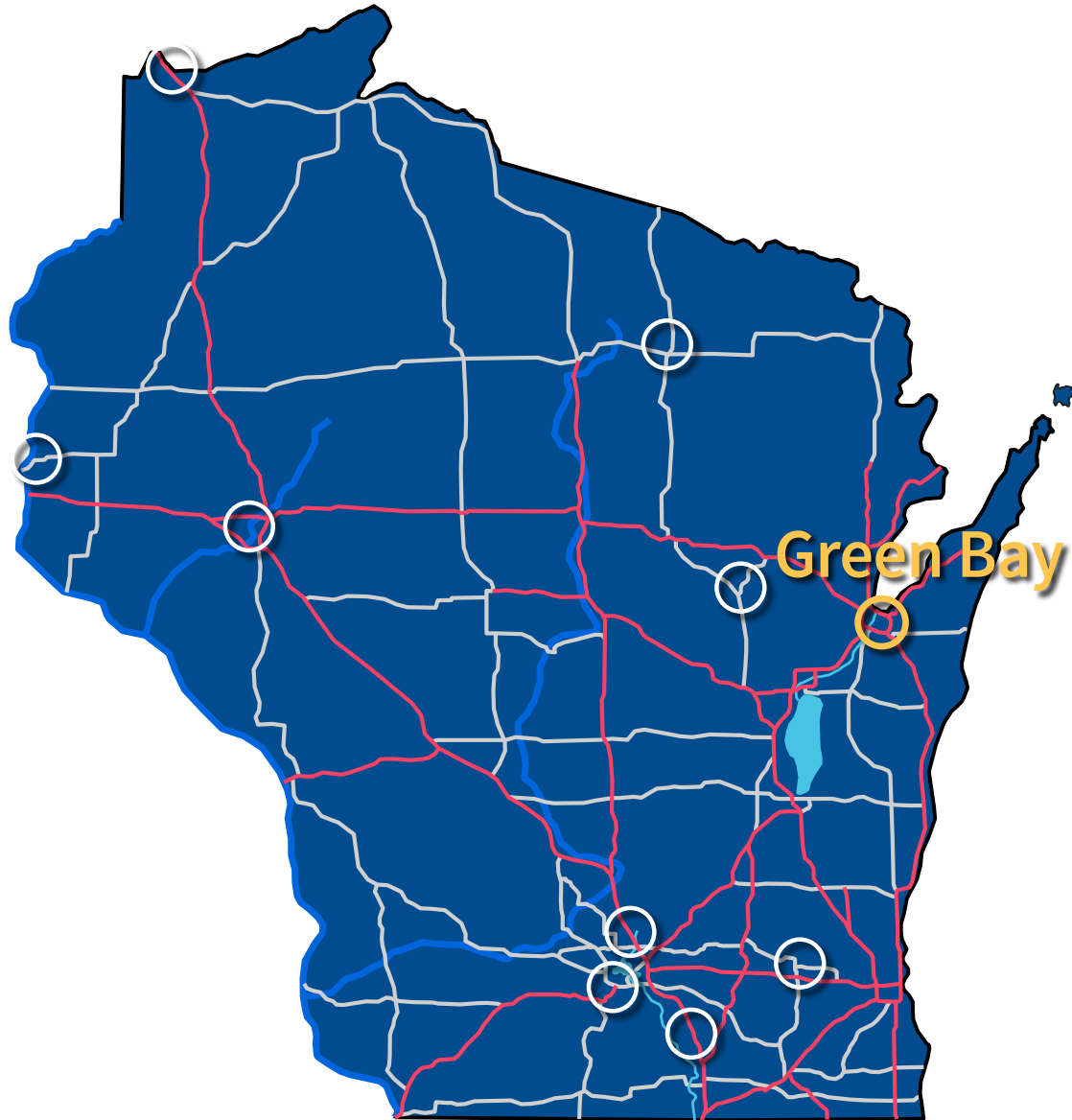
Eau Claire Water Street Bridge Replacement

- The nearly 700-foot span connecting the city's Third Ward and Water Street Business District was replaced between 2015 and 2016.
- “All Roads Lead To Water Street” was the message of communications showing a map for customers to continue accessing businesses during construction. WisDOT created flyers with input from the business community.
- In addition to project information WisDOT published online, the city helped to spread the word using its website.
- Businesses planned construction-themed sales and promotions to keep customers engaged. Additionally, the downtown organization promoted businesses and planned a grand opening to celebrate the bridge.



Key takeaways: Collaboration is important to enhance communication of project information and information that helps customers find businesses.

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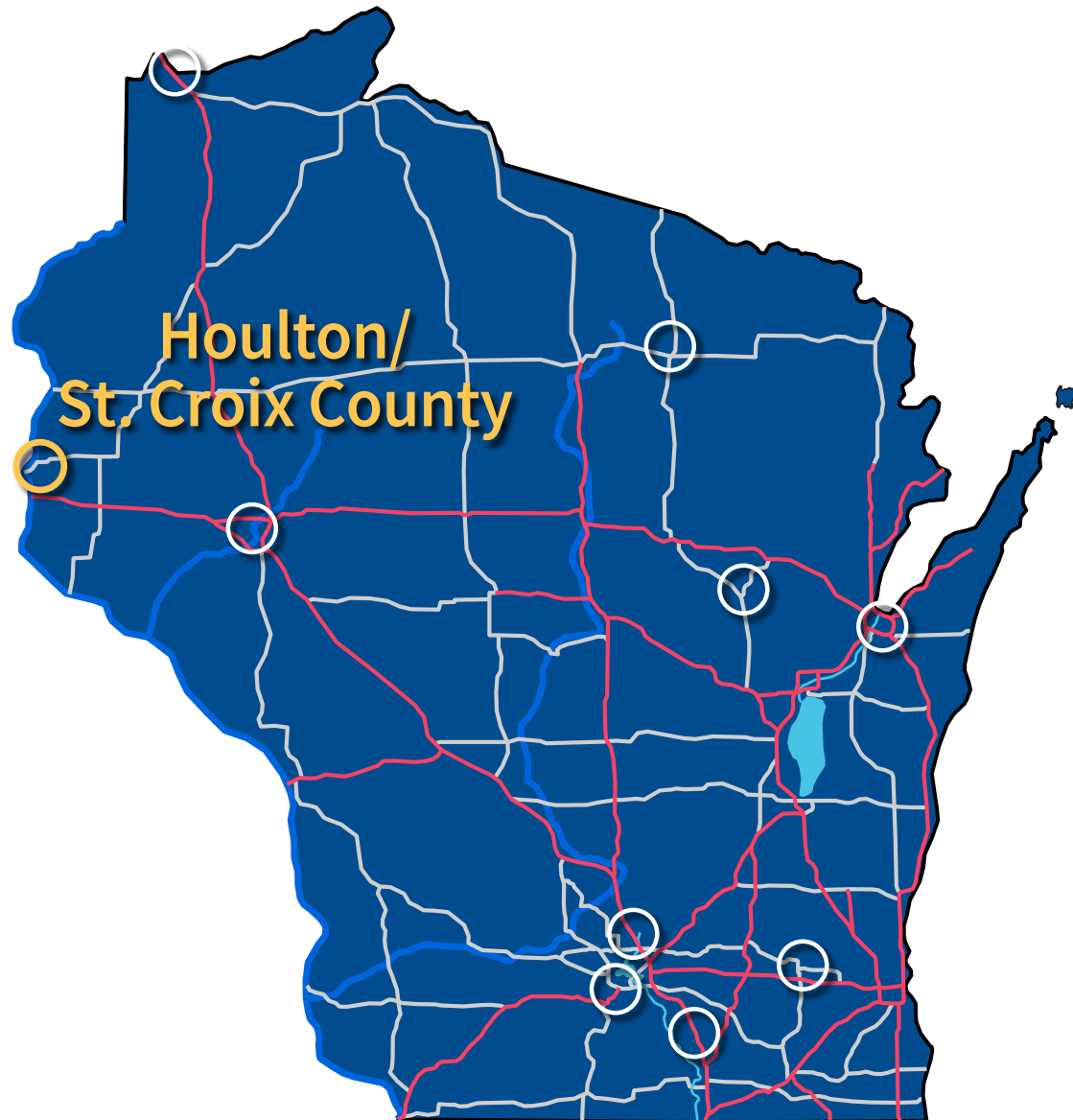
Green Bay I-41 Reconstruction

- Greater Green Bay Convention & Visitors Bureau was a key conduit to sharing information with businesses and other stakeholders in the area as they received it from WisDOT.
- Businesses generally led their own promotion activities and events in coordination with local business association.
- General ads promoting the area were included in the visitors guide.

Key takeaways: Utilize a stakeholder group(s) to serve as a conduit to information sharing between WisDOT and a larger group of constituencies.



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Houlton/St. Croix County St. Croix Crossing Bridge Construction

- This project incorporated multi-state promotion with MnDOT and WisDOT. The St. Croix County Economic Development Corp. was also actively engaged in shared media campaigns with construction updates.
- Local business boat tours were held to promote the project and maximize business. WisDOT staff members were on each tour to provide project information.
- Project staff worked with a supper club owner to install signs on a WIS 35 detour route directing customers to his business during a portion of the project.
- To close out construction, multiple stakeholders coordinated a ribbon-cutting event.

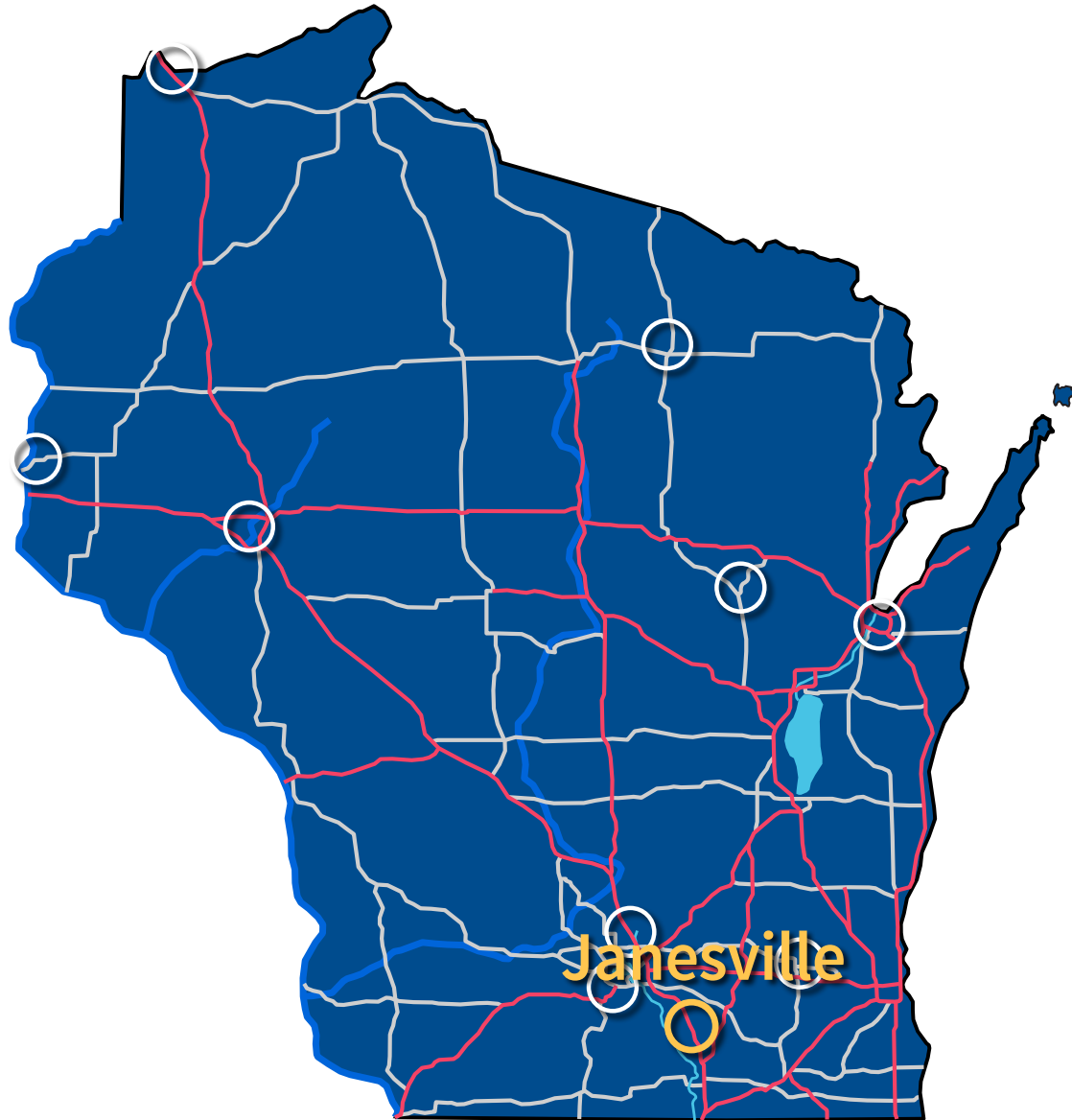


WisDOT officials also:

- Implemented a Wisconsin project website for the Loop Trail project.
- Held multiple public and local official meetings regarding construction, the schedule and traffic impacts – prior to and during construction and made project presentations to a variety of groups.
- Held presentations at local schools about the project and general bridge and road construction.
- Placed updated project maps at the St. Joseph Town Hall and staff a project information booth at the town's fall festival.

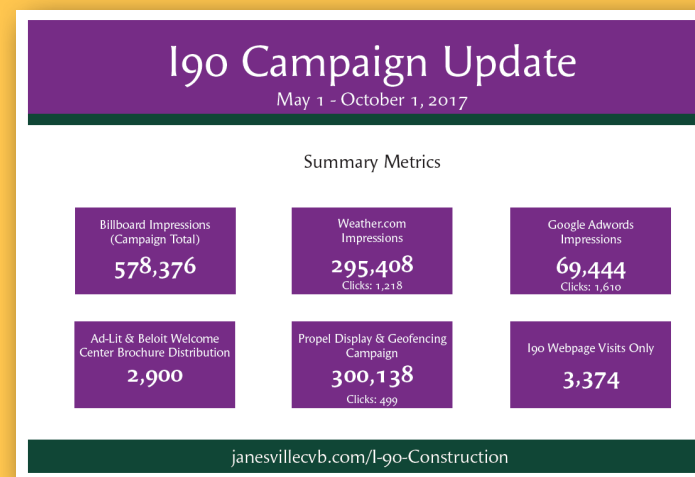
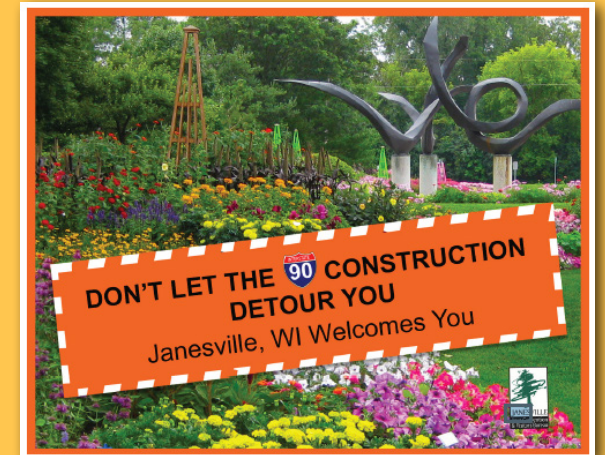
Key takeaways: This project had many impacts before and during construction. Due to collaboration and proactive communication, businesses and communities on both sides of the St. Croix River were engaged.

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Janesville I-90 Reconstruction

- A promotional campaign was led and funded by the area's Convention and Visitors Bureau (CVB).
- Campaign included ad-buys on weather.com using geofencing to creatively target people planning to visit to the area.



- Challenges included getting busy business owners to participate.
- The CVB invited WisDOT to speak about project details at member meetings which provided a captive audience for information sharing and discussion.

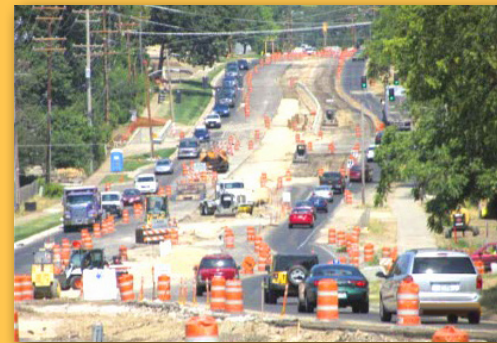
Key takeaways: Consider web ad-buys that will reach your target, are trackable and may be more affordable than TV, radio or print and try to be creative about how and when you reach businesses directly.

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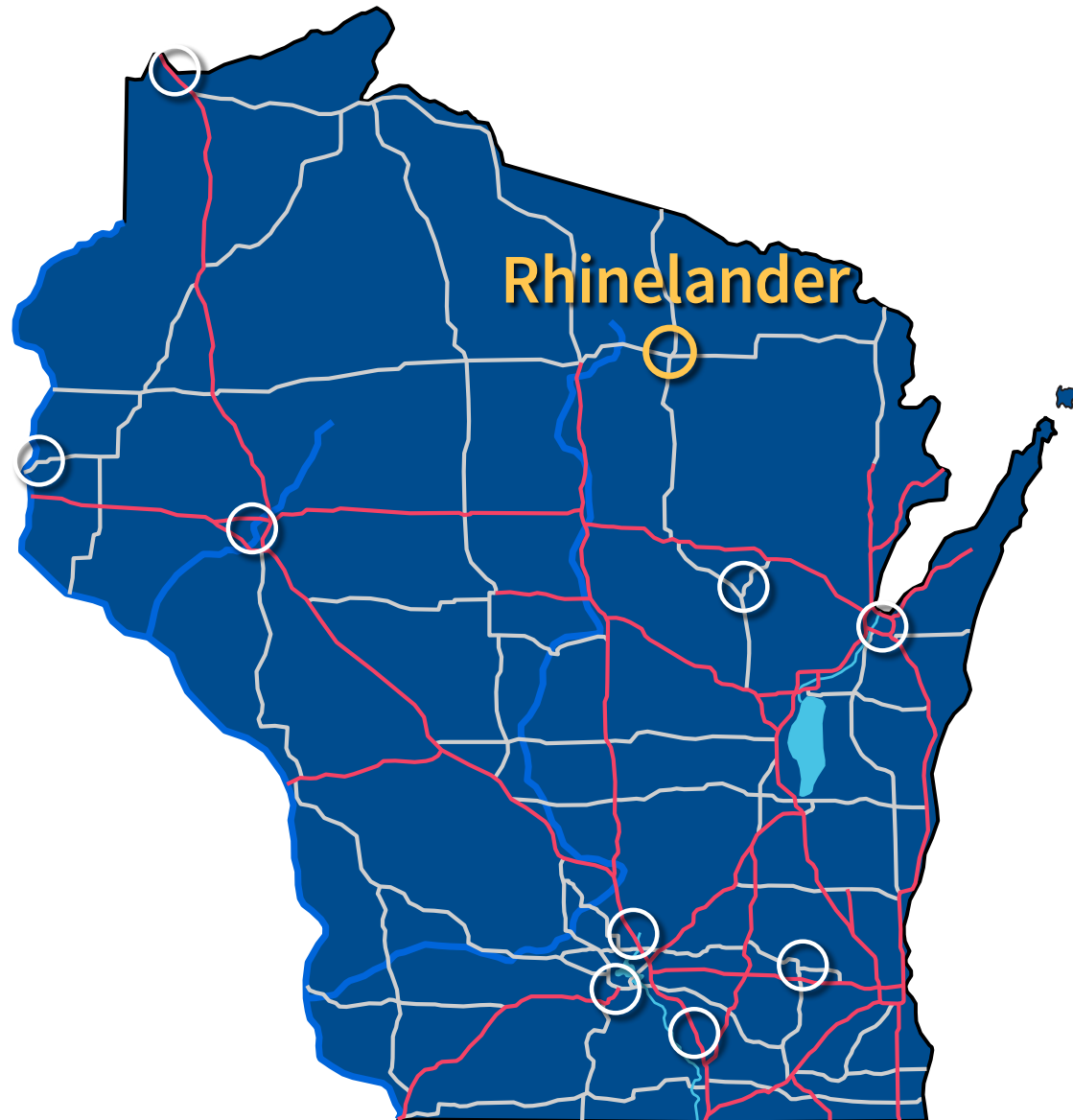
Oconomowoc WIS 67 Reconstruction

- Chamber of Commerce and the city of Oconomowoc collaborated to coordinate local promotions, campaigns and events.
- The group used a website, Facebook page and a robust email list to communicate with businesses and customers.
- City purchased mini orange cones to hand out to businesses and partnered with the Chamber on signage.
- Community worked to connect office workers and businesses in the area to offer lunch delivery. It was a win-win that meant less driving and supported local businesses when they needed it most.



Key takeaways: Municipalities can play an active role in the process by collaborating with local organizations and businesses to support the community comradery and promote awareness of the project.

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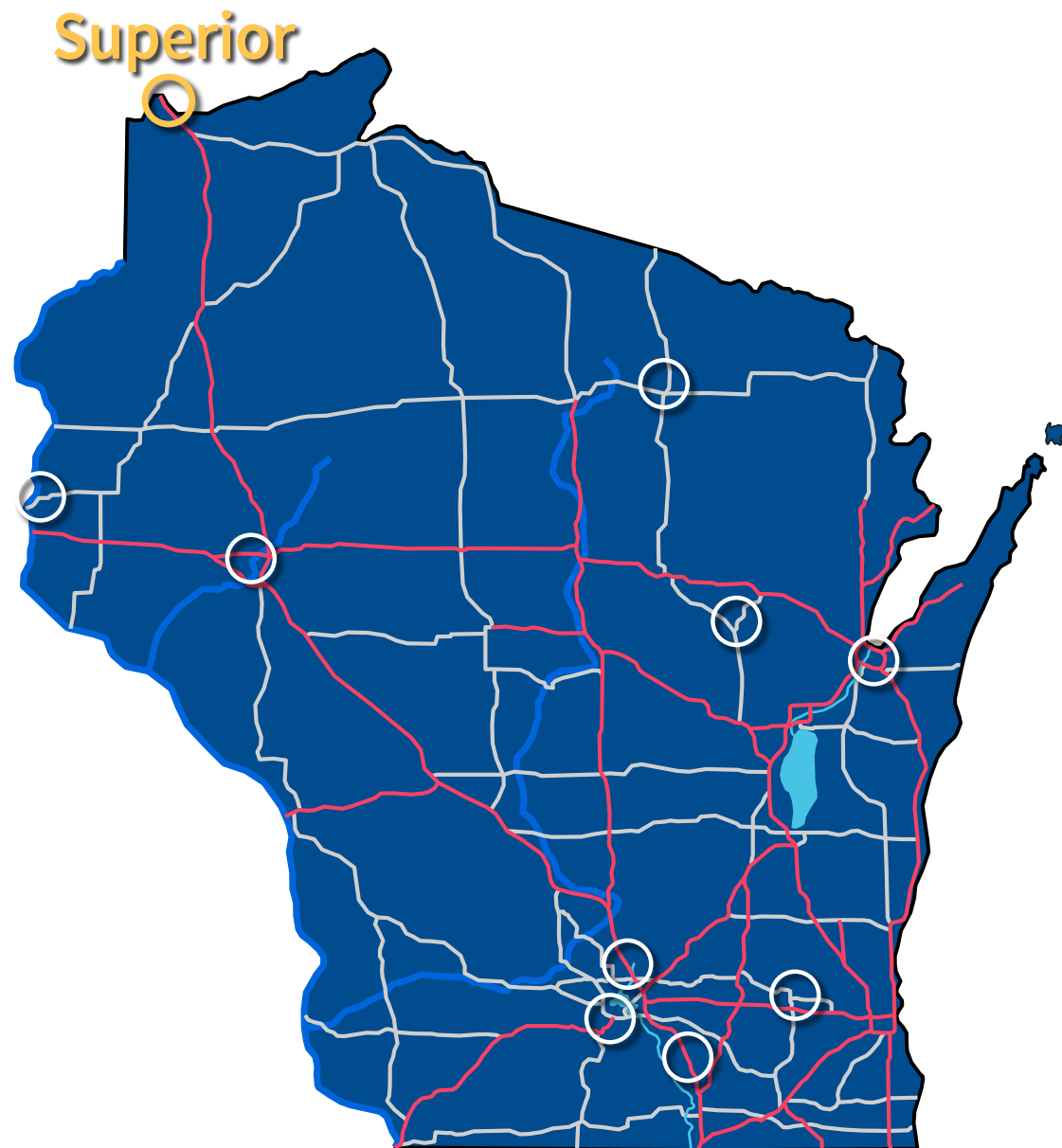
Rhinelander US 8/WIS 47

- Construction of a roundabout at the intersection of US 8 and WIS 47 in Rhinelander replaced a signalized intersection which had a history of crashes.
- A significant amount of public outreach was conducted during design and construction.
- Coordinated with the city for local detours and to schedule alongside adjacent city streets work.
- Coordinated with Oneida County to communicate detours to thousands of visitors to the annual Hodag Country Fest.
- Outreach included public presentation on how to drive safely in a roundabout.
- Also published roundabout safety materials on the project web page.



Key takeaways: Engaging in pre-construction outreach processes helps to keep everyone in the know.

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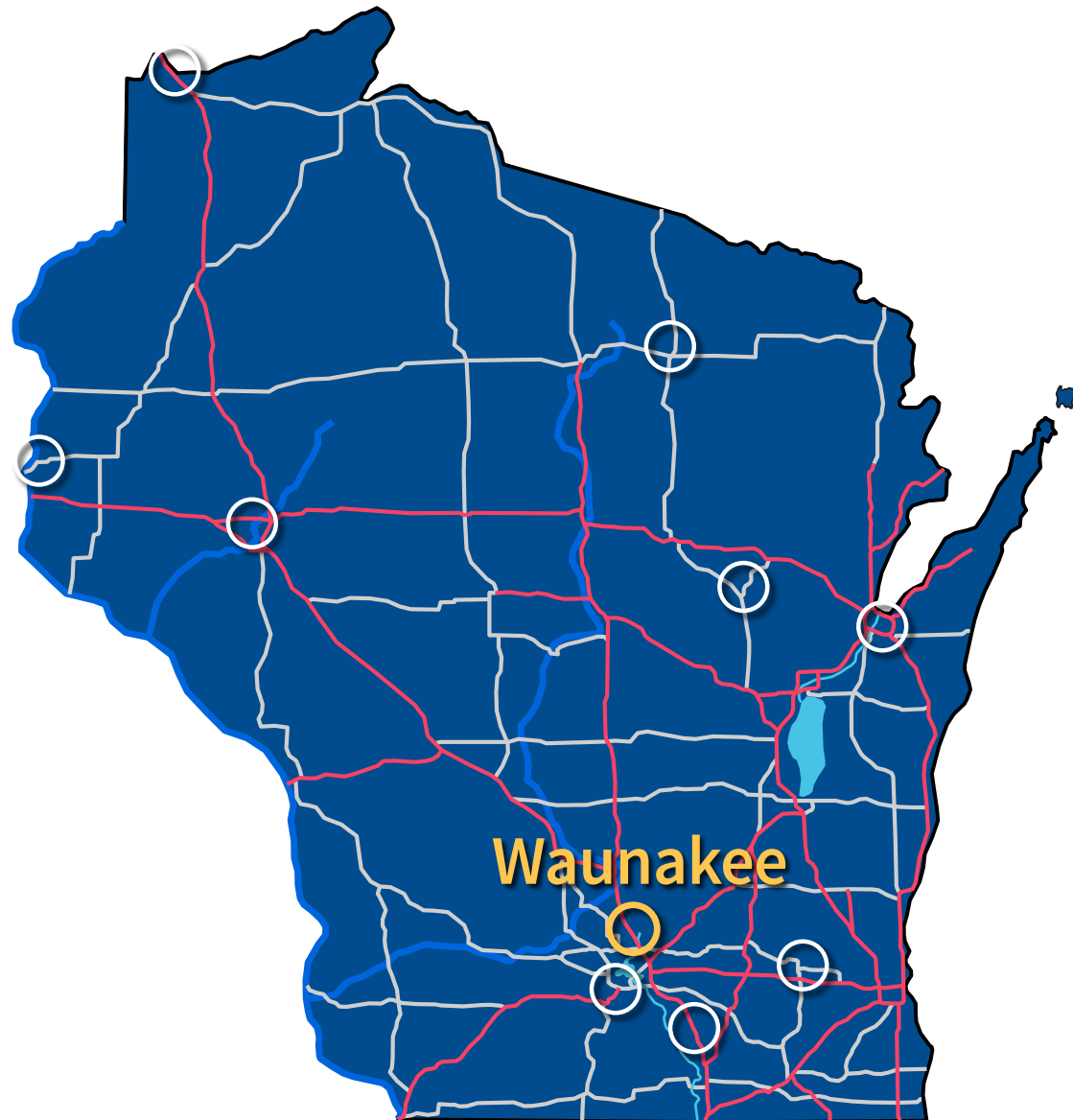
Superior US 2

- Business coordination organized through Superior Business Improvement District (BID).
- The BID created a Belknap Street Reconstruction Facebook page to share construction updates and promotions. Facebook live was a useful tool.
- The BID posted photos of a construction mascot, "Coney", visiting different businesses during construction to show that others could do the same.
- Businesses cross-promoted – a receipt from a clothing store would get you a free beverage from a neighboring restaurant.



Key takeaways: Stay positive, be flexible, know that some, but not all businesses will participate and and take advantage of social media.

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Waunakee

WIS 19 and WIS 133 (Main Street) Reconstruction

- The logo, tagline and website, Together Waunakee - Paving the Way, was coordinated by the village of Waunakee and offered a recognizable brand as a place to find and share project information.
- The village coordinated mailing to all residents with the need-to-know project information and links.
- Local businesses coordinated several promotions including WaunaBUCKS: gift certificates that could be spent at over 150 local chamber member businesses.

The village offered a Streetscape Sponsorship program which allowed businesses or residents to purchase a village bench, bike rack or planter to include an engraved plaque at or near the purchasers preferred location along the corridor.



Key takeaways: Collaboration among many stakeholders is key – local municipalities can play a role to help businesses and organizations like the Chamber of Commerce coordinate.