

# Preparation Roadmap

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

## Before the project

	Notes and Next Steps
<input type="checkbox"/> Attend public involvement meetings, where there's opportunity to connect with project staff and other businesses located within a project's footprint. Begin making lists of key contacts – and let project staff know how to stay in touch with you.	
<input type="checkbox"/> Learn about the project goals, benefits and anticipated impacts. Note that some of this information for the larger and more impactful projects can be found on <a href="http://Wisconsin.gov">Wisconsin.gov</a> .	
<input type="checkbox"/> Share with the project team any unique needs of your business, such as upcoming events, as well as 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 and Next Steps
<input type="checkbox"/> Identify and list concerns about access, parking, deliveries and other logistical elements that may impact your business.	
<input type="checkbox"/> Keep an updated list of key of project contacts and continue discussion with project staff and other businesses in the project footprint regarding questions, comments and concerns.	
<input type="checkbox"/> Begin to think about temporary signage and other need-to-know information to help customers and employees navigate the work zone.	
<input type="checkbox"/> Brainstorm a promotional campaign. This could be unique to your business or in partnership with neighboring properties to establish a consistent theme, tagline or logo.	
<input type="checkbox"/> Look for opportunities for partnerships, promotions and resources that extend beyond your business by discussing with other businesses, local business groups and local governments.	

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

	Notes and Next Steps
<input type="checkbox"/> Get your employees and other partners involved: <ul style="list-style-type: none"> <li>• Share project details</li> <li>• Discuss concerns</li> <li>• Invite them to participate in construction preparation activities</li> </ul>	
<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.	

# Preparation Roadmap

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

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

	Notes and Next Steps
<input type="checkbox"/> Prepare for detours: <ul style="list-style-type: none"><li>• Identify delivery locations</li><li>• Notify delivery drivers of changes</li></ul>	
<input type="checkbox"/> Distribute flyers and keep all staff up to date with the project to inform customers.	
<input type="checkbox"/> Set up social media pages or email lists.	
<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"><li>• Set-up social media pages or email lists</li><li>• Consider creating personalized maps and guides that will help customers navigate the construction zone to find you</li><li>• Distribute flyers and keep all staff up to date with the project to inform customers.</li></ul>	
<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 and Next Steps
<input type="checkbox"/> Stay positive, be patient and focus on the end result.	
<input type="checkbox"/> Work with staff to maintain a positive mindset; keep staff up to date with the project so there's a consistent message to customers.	
<input type="checkbox"/> Keep project contact list current and stay in touch with the project team to discuss business needs such as access, parking and special events.	
<input type="checkbox"/> Execute promotional strategy and keep an open mind to promotional opportunities that may emerge through the course of the project.	
<input type="checkbox"/> Check in with other businesses in the project footprint to coordinate cross-promotions.	

**After construction –**

	Notes and Next Steps
<input type="checkbox"/> Let customers know the project is complete – and encourage them to come visit you.	
<input type="checkbox"/> In communications, consider stressing advancements in safety, navigation or walkability.	
<input type="checkbox"/> Some businesses may consider promotions, which might range from discounts through a ribbon-cutting or special event in partnership with other businesses.	