

NEW BRITAIN-HARTFORD BUSWAY

INITIAL BUSWAY CONSTRUCTION CONTRACT BUSINESS MITIGATION PLANNING

It is envisioned that business mitigation efforts will occur throughout the project, in four distinct phases as the work progresses as described

* Preconstruction *

* Bid and Award *

* Construction *

* Post-Construction * And Operations

Purpose and Need

Early, upfront, extensive and honest communication with Towns, business development organizations, Chambers of Commerce and individual businesses ensure that unavoidable construction impacts are mitigated as much as possible.

Outreach Toolbox

- Community Outreach Liaison direct contact for affected businesses and residents; call-in on 1-800 Hotline number
- Use public website to provide up-to-the-minute project information, schedules, outreach contacts. See Detailed Outreach Program for additional information
- Ensure that Outreach Coordinators and Community Outreach Liaison establish personal contact with effected businesses, community groups, and local officials
- Direct mailings of construction updates, detours, etc.
- Meet regularly with Town officials
- Busway as Agenda item at Rotary, Chamber of Commerce and other related community groups
- Regular meetings with Citizen’s Advisory Group. See Detailed Outreach Program for additional information
- Various handouts, newsletters and fact sheets (English and Spanish) distributed regularly to local businesses. See Detailed Outreach Program for additional information.
- “Street Tweets” using Twitter and RSS Feeds that provide immediate, real-time traffic and detour updates as construction progresses and can be accessed on mobile smart phones

Mitigation Strategies/Incentives

- Supply “Construction Survival Kits” to business owners to help them get involved early in the process, ensure owner and staff input, outreach to local officials, public hearings and meetings, creative marketing strategies, rapport with construction teams, signage, additional entrances, and other ways to support the project and increase awareness and customer activity in the affected business.
- Stress benefits to businesses once Busway is up and running
- Remove parking restrictions around businesses in order to mitigate detours
- Add parking where appropriate to mitigate detours
- Extensive signage around detour areas, both financed by CTDOT and Towns as appropriate
- Variable Message Signs with ample notice and clearly defined information
- Detour notifications and maps distributed hard copy and via email and website among local businesses, community and business groups, emergency personnel, and local officials.
- Limit work during major holidays, weekends and other critical times
- Assist businesses in employing creative ideas such as
 - ✓ Prized drawings and raffles
 - ✓ Educational events about the project that take place inside a local business and increase customer volume
 - ✓ Creative emails and postcards to customers letting them know businesses are open
 - ✓ Promotional discounts
 - ✓ Extended hours
 - ✓ Joint business advertising
 - ✓ Additional signage
 - ✓ Delivery of products to customers



**Local Business Signage Examples
(2009-2010)**



Post Construction Outreach Events

- Assisting in promotion and advertising to help businesses let their customers know that the Busway is complete
- Ribbon-cutting ceremony | Media events with extensive advertising
- Post-Construction “Busway Business Brochure” that specially advertises the businesses along the Busway route

Operations Outreach

Local business outreach can extend into the Operations phase, allowing for a smoother transition from Busway construction, with existing online and print media updated to reflect operations information

Newsletters, handouts and related print material can be re-branded to represent a new “Busway Operations” readily identifiable look and message and distributed to all affected businesses along the route

Key outreach information to be stressed in print and online can include but are not limited to:

- Schedules, fares, times of operation (English and Spanish)
- Information for community e.g. station locations, parking, transfers, amenities, etc.
- Real time schedule changes, delays, etc. (English and Spanish)
- Items of interest on website – patronage, on-time performance, personnel, etc.
- Publicize advertisement opportunities for businesses along the Busway:
 - ✓ Busway shelter, internal and external bus advertising
 - ✓ “Commuter Specials” in peak times of Busway travel
 - ✓ Adjusted hours and staffing to take advantage of Busway ridership



Local Business Signage Examples (2009-2010)

