

Downtown Safety, Access & Mobility Project Construction Readiness Checklist

Before Construction

- Stay Informed:
 - Visit the project website: <https://www.engagemissoula.com/downtown-safety-access-mobility-project>
 - Subscribe for project updates on the website
 - Contact the project team with questions or concerns (via the Engage site or direct email).
 - Attend project meetings and open houses to share concerns and ask questions.
- Plan for Customer Engagement:
 - Establish a newsletter or email subscription campaign to directly reach customers when needed during construction phases.
 - Prepare your website, social media and other communication tools to regularly communicate with your customers about the project and how to access your business.
 - Plan new incentives to attract customers that can be shared online and in your business.
 - Review or establish a Google Business Profile (or other online listing) and ensure your business description and hours of operation are up to date.
- Review Business Operations:
 - Consider how construction may affect access for customers, employees, deliveries, etc.
 - Keep your staff informed about the project. Plan and communicate updates around scheduling, transportation and parking during construction.
 - Review your inventory and determine if you need to stock-up or manage a just-in-time model.
 - Inform your suppliers of potential delivery disruptions and discuss adjustments as needed
- Financial and Supplier Planning:
 - Keep your lender and your landlord informed about the construction project, timelines and potential impacts.
 - Review your budget and consider potential adjustments to manage expenses and forecast revenue
 - Coordinate with suppliers on payment terms, order schedules, or delivery adjustments if needed.
- Marketing & Collaboration:
 - Collaborate with neighboring businesses, membership organizations, or business associations on marketing initiatives such as advertising, social media or events to attract visitors to your business.
 - Plan new incentives to attract customers that can be shared online and in your business.
 - Review and update your marketing plan to ensure relevancy and continuity during construction

During Construction

- Stay Connected to the Project
 - Stay informed about the project through <https://www.engagemissoula.com/hub-page/downtown-safety-access-mobility-project>
 - Attend public meetings **and follow project updates when possible**
 - Address issues by speaking directly to the construction project manager, the city project manager, or the public relations director for the project. Contacts will be available on the Engage Missoula project website.

- Build a relationship with the project manager and construction workers. Invite them into your business when appropriate.
- Communicate with Customers
 - Provide clear and up-to-date directions for how customers and staff can access your business during construction
 - Use your website and social media to keep customers informed about access, parking, and hours
 - Offer specials, contests, coupons, or other ways to engage with your business.
- Support Your Staff and Operations
 - Ensure employees understand the project and can explain it to customers.
 - Consider creating a Frequently-Asked Questions document or a bullet point list for frontline employees.
 - Consider adjusting business hours depending on construction schedules or customer patterns
- Maintain Visibility and Sales
 - Consider cooperative marketing with neighboring businesses on your street to pool resources
 - Ensure your storefront remains visible and welcoming where possible: Consider signage at your storefront and work with the project manager on directional signage and alternative access point options, if needed.
 - Consider delivery services or curbside pickup for your customers.

Post Construction

- Reconnect with Customers:
 - Advise customers when streets and sidewalks are open, promote the improvements the project completion.
 - Celebrate with an event or grand reopening event.
 - Update your website, social media, and online listings to highlight improvements to your streetscapes
 - Share before-and-after photos or stories about the improvements with your customers/online audience
- Restore Normal Operations:
 - Resume normal business hours, delivery schedules, and operations as construction activities conclude.
 - Review any temporary adjustments made during construction (such as inventory, staffing, or services) and determine what should return to normal or remain in place.
- Acknowledge Support:
 - Acknowledge the benefits of the project and thank your staff and customers for their patience.
- Strengthen the Community
 - Support other businesses undergoing construction work in their area.
 - Participate in district promotions, events, or campaigns highlighting the improved corridor.
 - Share feedback with the city or project team about the construction process to help improve future projects.