



countdown to construction

themes | what is **coming**
how can **you** make a difference
what works to **help** business

| there will be impacts + —

experiences nearby - uptown waterloo bia

2014 - 1st yr of construction

11 business closed

12 new businesses



experiences nearby - uptown waterloo bia

2015 - mid construction

17 closures

7 moves

21 new businesses



experiences nearby - uptown waterloo bia

2016 - almost complete

15 closures

9 moves

23 new businesses

2 businesses closed citing construction



experiences nearby - kitchener bia

during construction 2015 | 16

lost 30 businesses

gained 33 new ones

\$2.1 b in private investment since 2011



| contractor role

construction mitigation plan

ease impacts

- maintain access - construction mgmt plan

 - employee | delivery | customer access

- construction worker parking

 - preserve on street customer parking

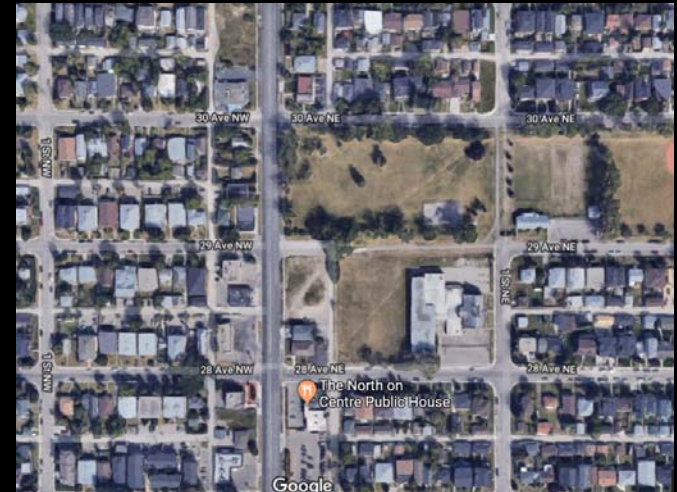
- coordinate construction with other public improvements



construction mitigation plan

ease impacts

garbage, dust, debris, construction material, minimized
strategic location for “material lay down”
minimize utility disruptions
wash business windows



construction mitigation plan

community outreach representative

divide corridor into sections - assign a coordinator rep responsibility

interacting with all businesses

personalizes relationship between business | contractor
single point of contact with contractor & transit



construction mitigation plan

signage program

signage - traffic guide | courtesy signage

city needs to waive signage rules

courtesy signs

advertising | marketing | directional

available within 48 hrs from request

temporary public art on fencing - great public engagement



community coordination team - community advisory bd

contractor

- responsible for minimizing disruption

- public information staff

- public process for mitigating construction impacts

 - included in construction documents

 - university had a role

 - business | property advocate

construction mitigation plan - business outreach

information | feedback

- 24 hour hotline - direct single source communication

- importance of the web - construction phasing | updates

- photographs | contact info for outreach staff

- flyers distributed - construction | street closure updates

- parking plan

- regular community construction updates - feedback

- peer experiences - video | seminars

community coordination team

- 6 months prior to construction

 - 1 business + 1 community rep per block on route

 - 2 reps from each agency

- contractor evaluation incentive

 - minimum level of mitigation measures

 - incentives to perform above min measures

 - evaluation of contractor - surveys

 - cct sets performance metrics

community coordination team

project included business mitigation resources

cct developed strategies

- “corridor bucks”- coupons for impacted business

- radio advertising - showcased 6 businesses | month

- remote monthly radio broadcast

- 16 businesses showcased | month in business magazine

- contractor & transit agency coordinated events

community coordination team

monthly construction review - contractor, transit, businesses
evaluation | incident forms discussed - learnings

- notification of construction activities

- maintaining access to properties

- maintaining traffic & business access signage

- dust & noise control

- pedestrian | bicycle access

communications plan

start now

advance notice

24 hour construction hotline

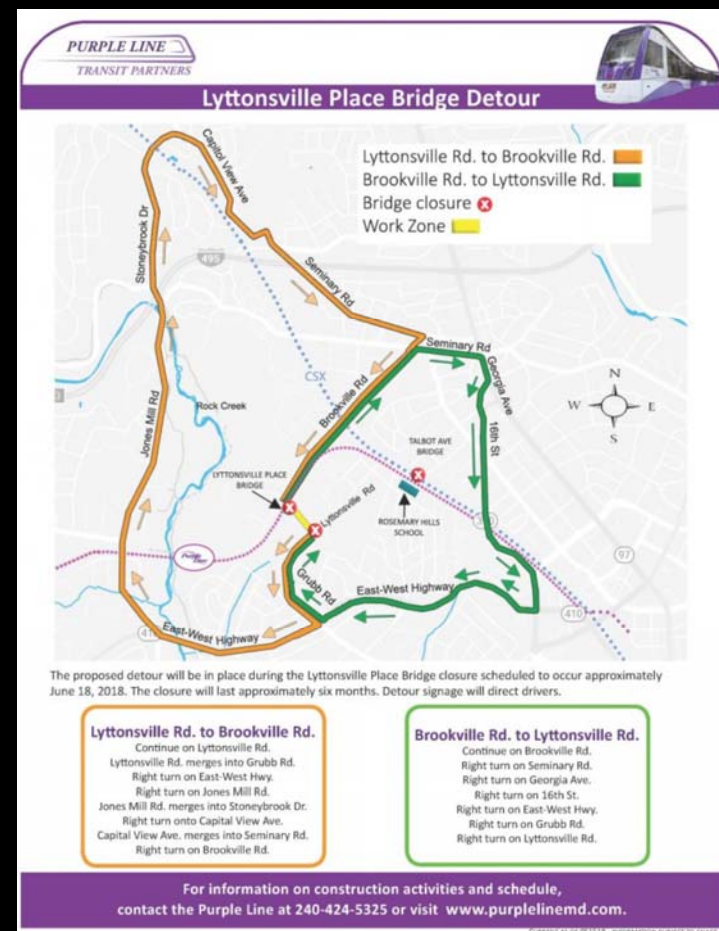
single point of contact

regular construction meetings

regular construction updates

translation services

web site updates



| businesses

proactive businesses

- higher rate of impact mitigation by knowing what is coming
- planning for the changes
- engaging the outreach & involvement in all aspects
- plan as for a change in the business environment

proactive businesses

help form the contractor requirements

mitigation	signage	hours of operation
notification	access	dust & noise control
parking	utility impact	material assembly
business technical assistance		

business attraction

MAX shopping card

discounts at local businesses – download

coupons to compensate for the dust

“lunch bus” - shuttle to restaurants

marketing campaign - showcase individual businesses

construction updates on websites

business support

chamber of commerce | city economic development

“shop the line” campaign

business support advocate

assist in action plans during construction

business consultants available - free

marketing | web page | recruitment | accounting

university

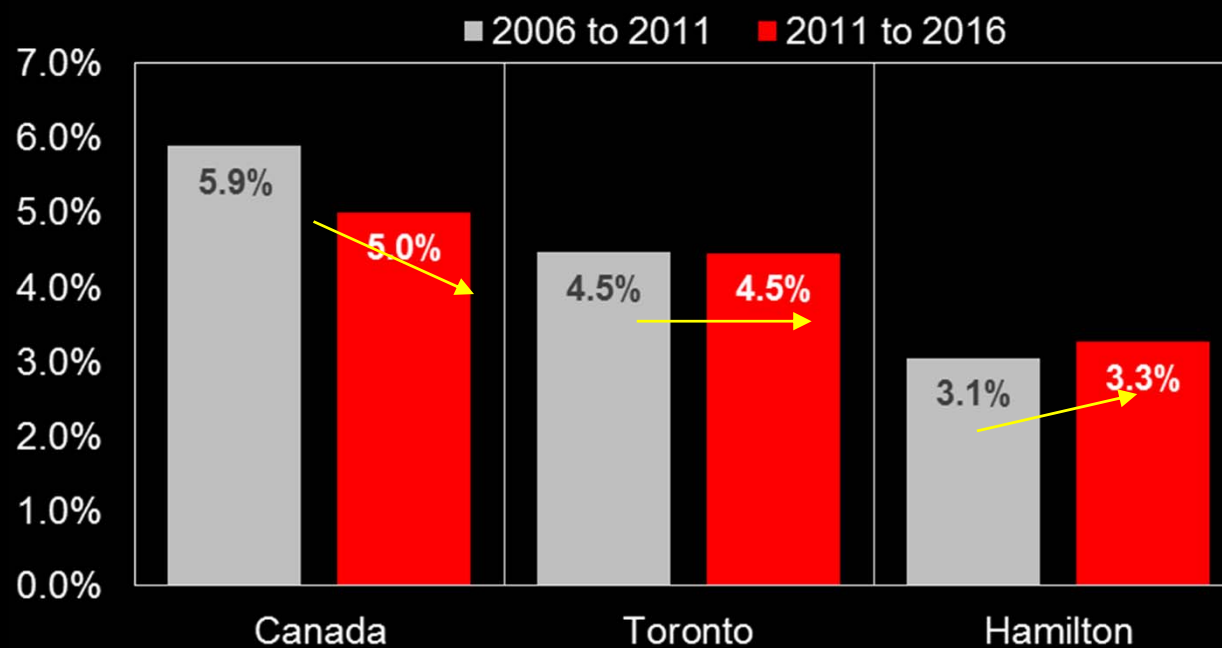
market analysis - identify client base

business support

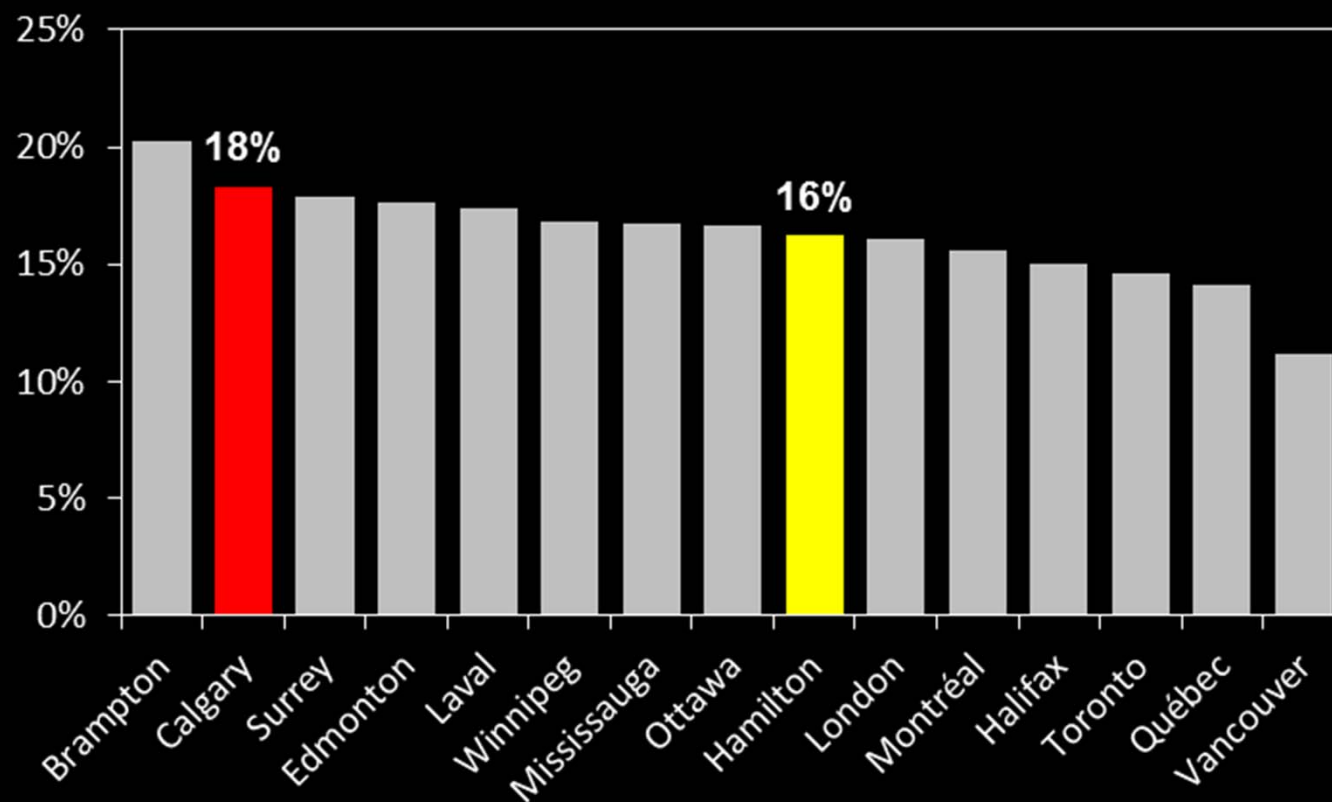
identifying the existing & potential market
changing demographics
new development - going higher

hamilton - population growth

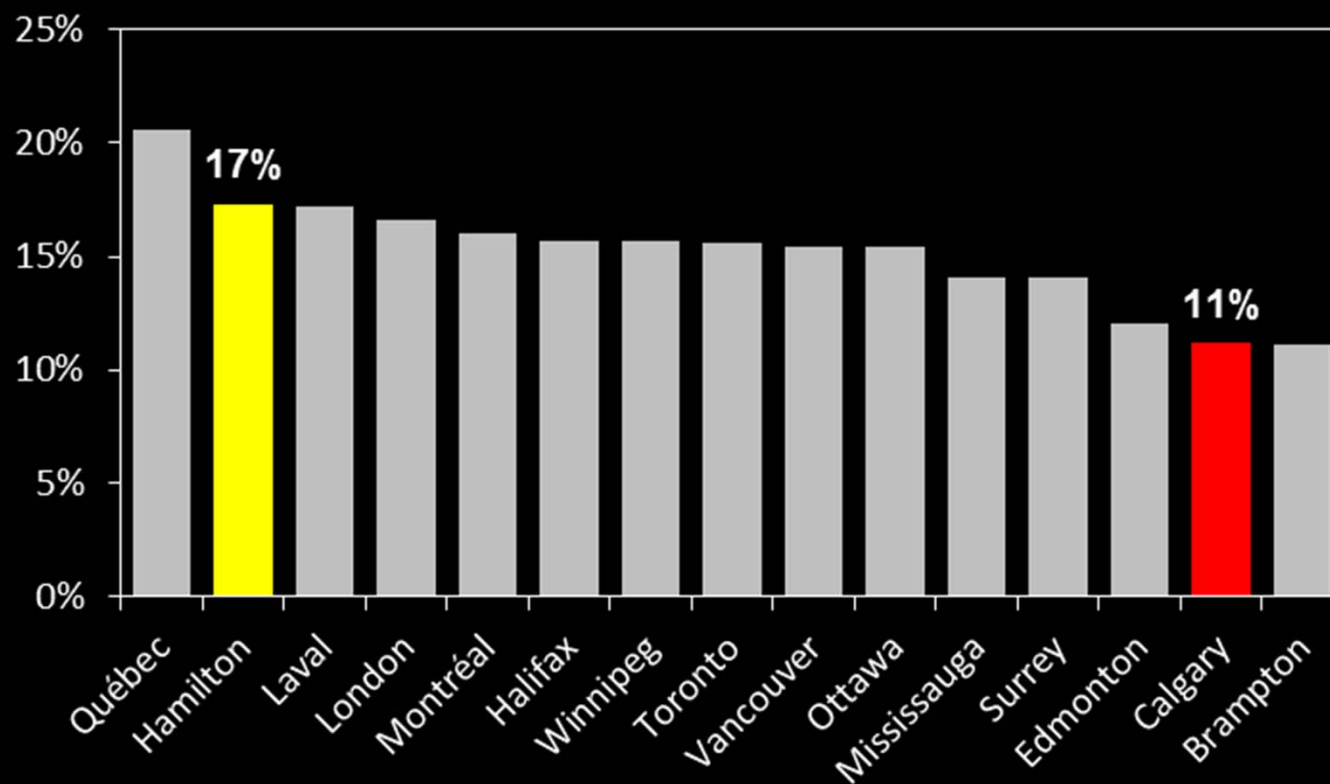
3.3% between 2011 - 2016



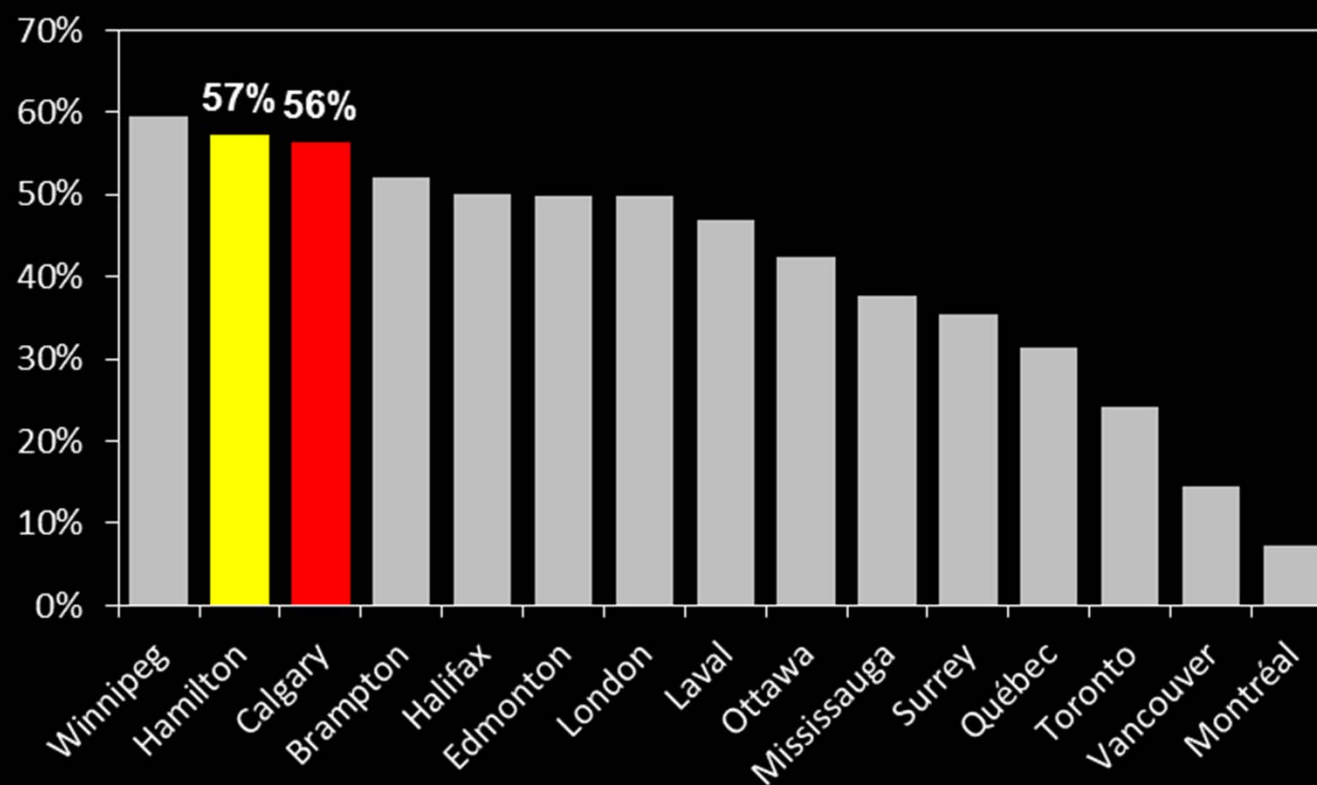
% of population age 0 to 14



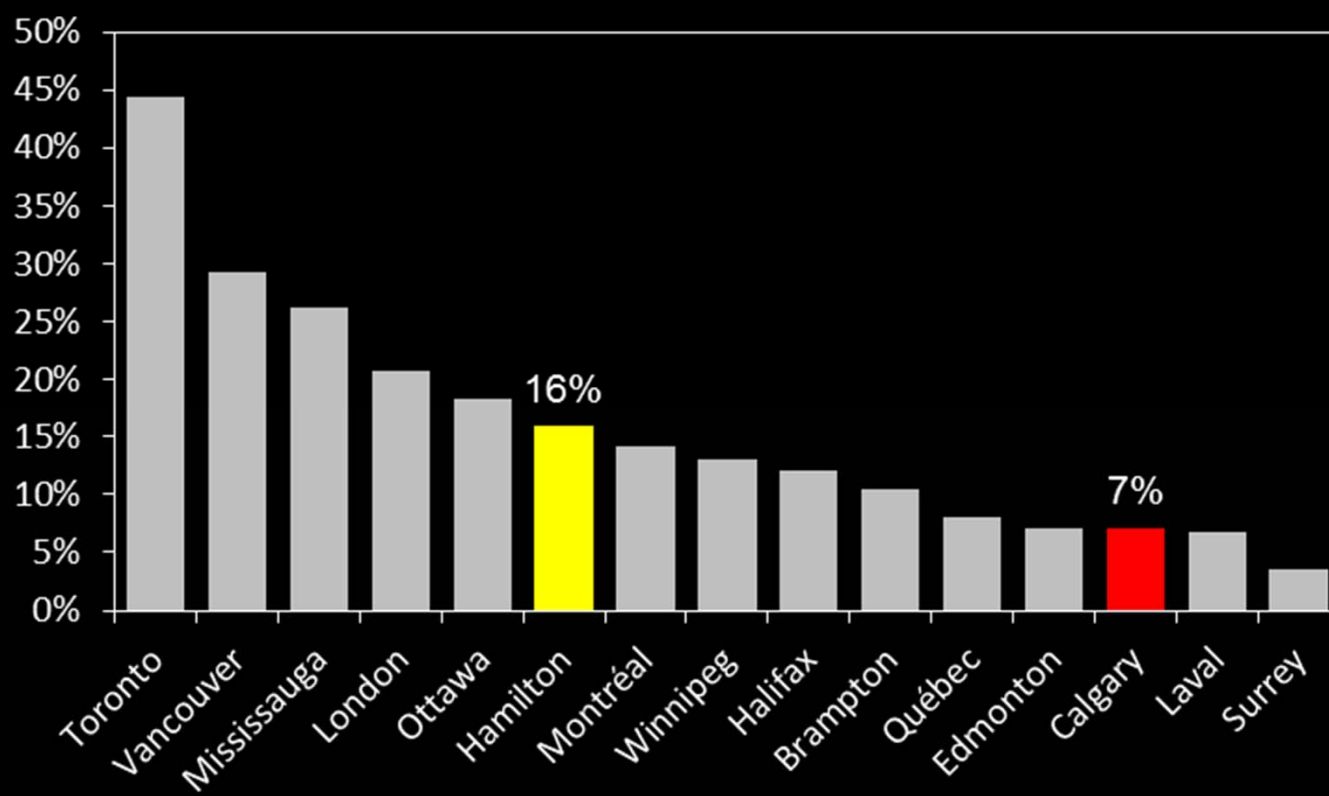
% of population age 65+



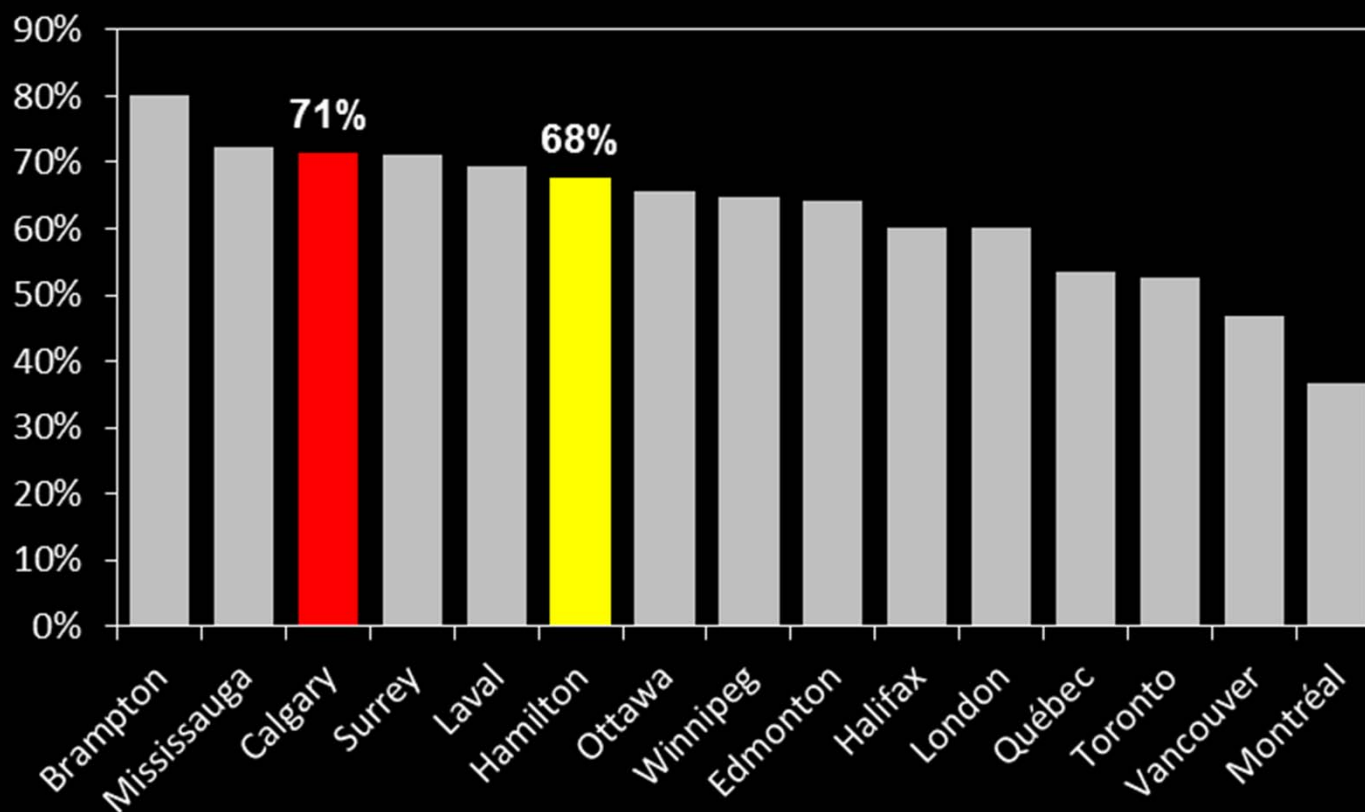
% single family dwellings



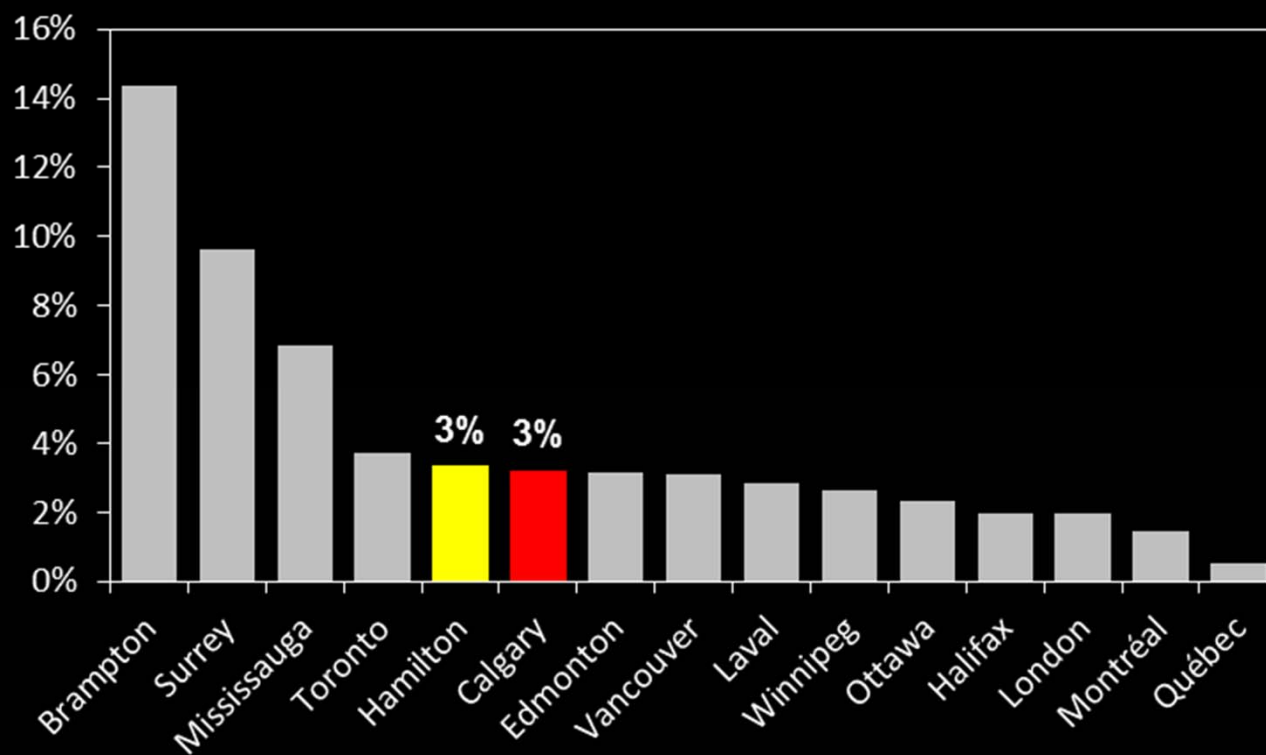
% apartment 5+ storeys



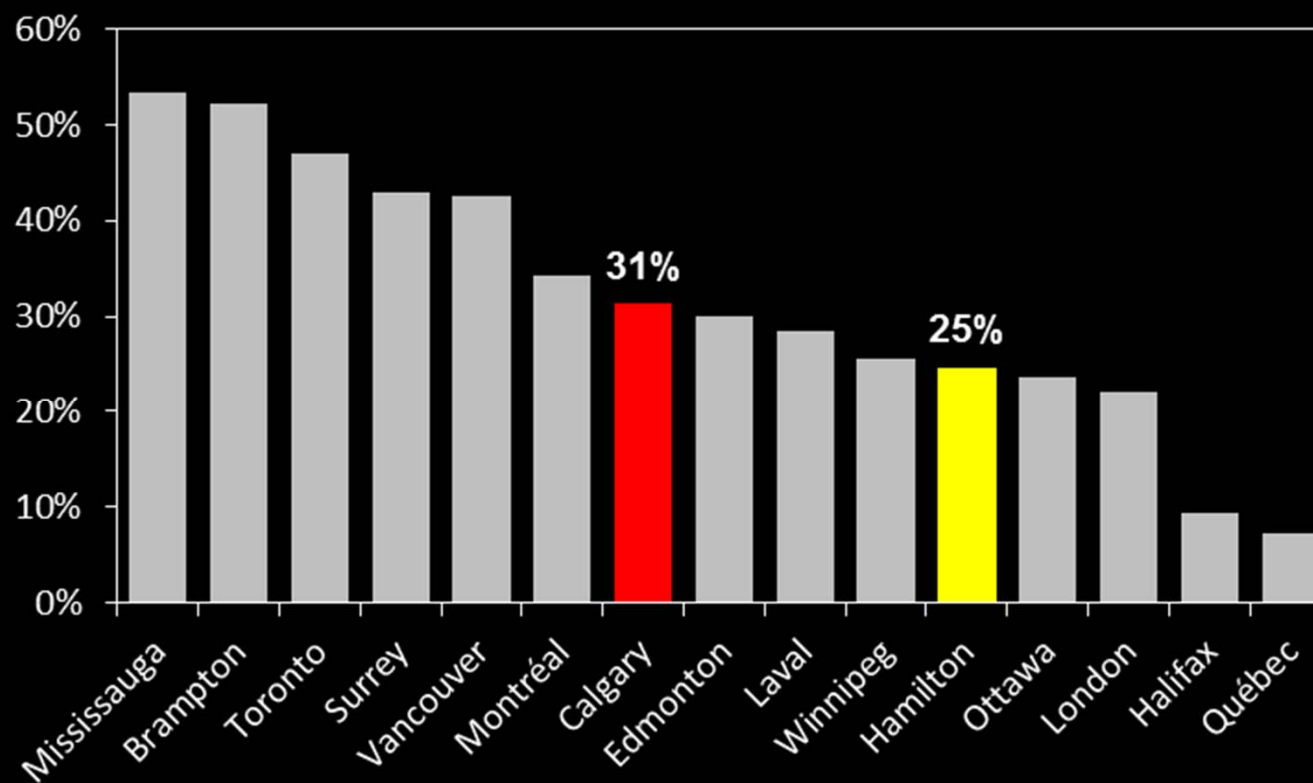
% owner households



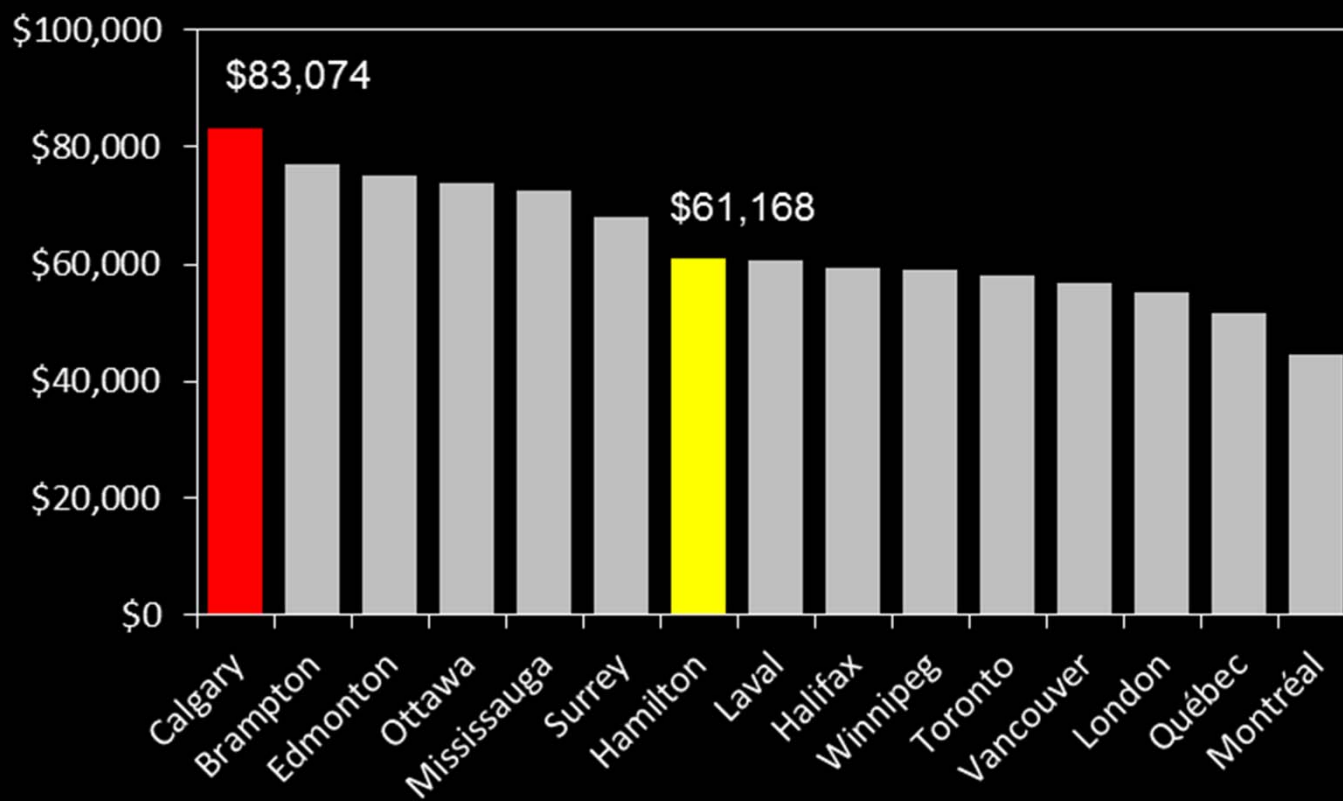
% multigenerational households



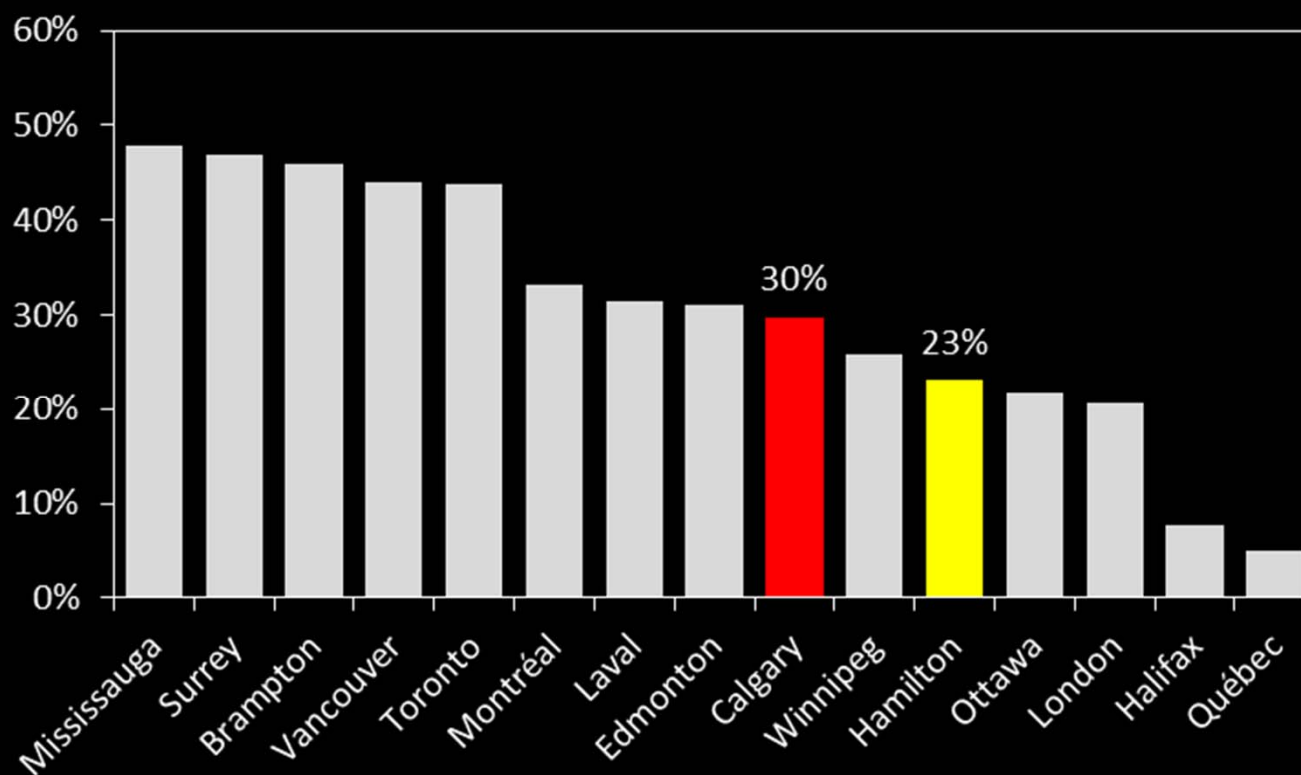
% immigrants



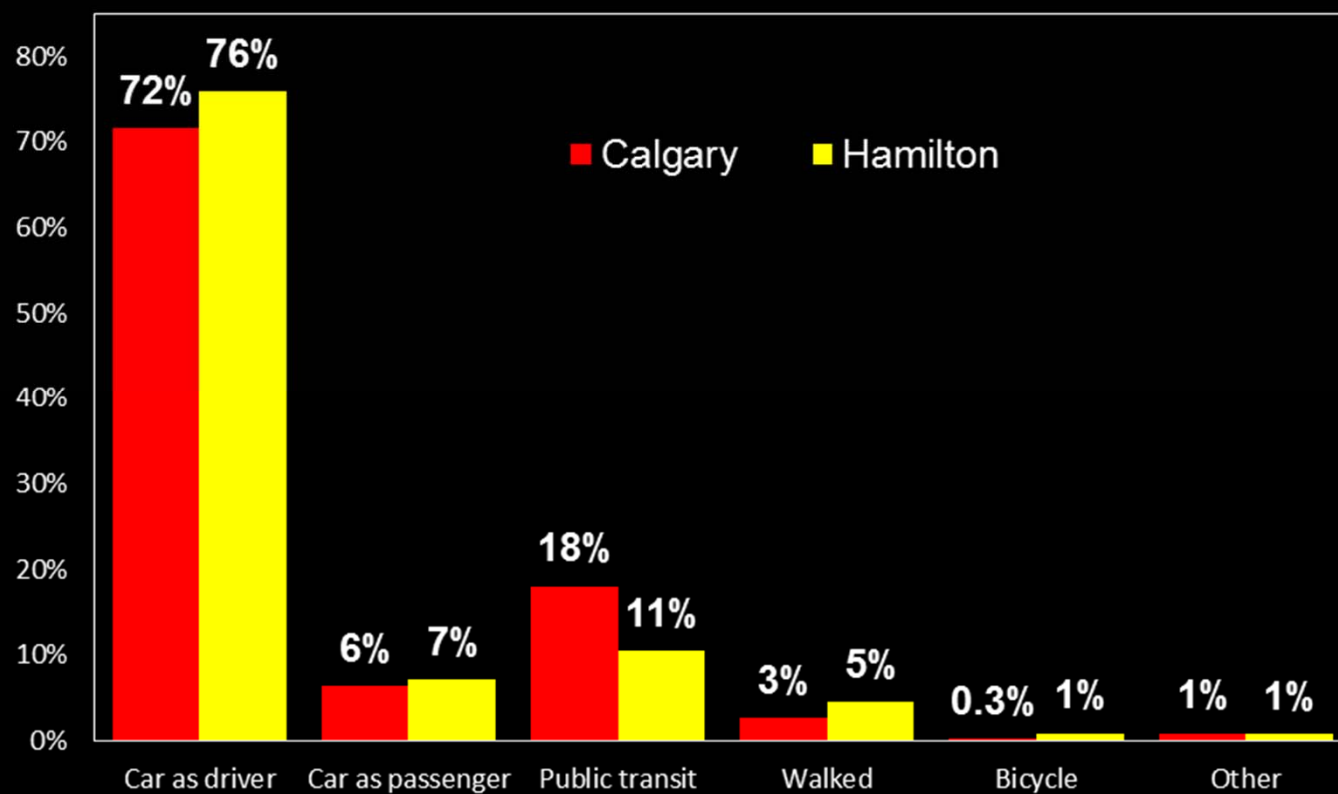
median after-tax household income



% non-official language as mother tongue



main mode of commuting to work



| examples

calgary brt

close engagement with business association

daily contact with city & contractor

access - busy east | west corridor - not on everyone's radar

opportunity to attract to a new audience

prior to completion - new activity interest



calgary brt

MAY 26

INTERNATIONAL AVENUE

17TH AVENUE SE & AREA

WRISTBANDS AVAILABLE NOW

EVENTBRITE.CA

\$30

1 BORDER CROSSING*

7:00 CROOKED SPIES
7:45 THE PATH LESS TRAVELLED
8:30 MIESHA & THE SPANKS
9:15 FORBIDDEN DIMENSION
10:00 SCRATCH BUFFALO
10:45 COUNTERFEIT JEANS
11:30 THE DUDES
12:30 SIT STILL
1:15 DIVINITY

2 JANE BOND BBQ

7:00 MARCUS TRUMMER
7:45 HOLLY CLARK
8:30 AMY NELSON
9:15 BEBE BUCKSKIN
10:00 THE TORCHETTES
10:45 SAMANTHA SAVAGE SMITH
11:30 RAE SPOON
12:30 NIGHT PONY

3 FUSE 33 MAKERSPACE
JOHN & DORIANE LEE PRESENT

5:00 EYA HEY MAKODA
5:30 INDN
6:15 JPB
6:45 CARTEL MADRAS
7:30 TRANSITZ
8:30 NITE SUH
9:00 BLKFT
10:00 SHOTTY NOSE REZ KIDS

4 PARADISE LANES
JOHN & DORIANE LEE PRESENT

5:00 SCHOOL OF ROCK CALGARY SHOWCASE
5:45 WALK ALONE
6:30 THE GALACTICAS
7:00 RIVER JACKS
7:45 PAGANS OF NORTHUMBERLAND
8:30 THE ATIVAH
9:15 SHARK WEAK
10:00 JULIUS SUMNER MILLER

5 FASSIL RESTAURANT

7:00 YING ZHOU'S ZITHER BAND
7:45 THE COREY HOTLINE
8:30 DABDORIAN
9:15 TIME BOY
10:00 JASON FAMOUS & LEE FAME
10:45 ANDREW'S PALE HORSES
11:30 WINDIGO
12:15 I AM THE MOUNTAIN

6 TG JUICE

5:00 BRETTYN ROSE
5:45 BELLA WHITE
6:30 EMILY RIPLEY
7:00 KATE STEVENS
7:45 MADEMOISELLE GRATUITOUS
8:30 PLATYPUS
9:15 RIDE THE SKY
10:00 CHIEF N COUNCIL
10:45 ACT NATURAL
11:30 WEBSITES
12:15 ACES

7 SALSA RESTAURANT

6:15 OFF GRIND
7:00 FROM 6 TIL 8
7:45 FLASHBACK
8:30 HEARTS CONTENT
9:15 ANTI PATTERN
10:00 IRON TUSK
10:45 BAZARABA
11:30 MONOLITH AB
12:15 HARS
1:00 CLASS OF '93
1:30 OUR OLD WAYS

PRESENTED BY INTERNATIONAL AVENUE BRZ & MAJOR MINOR

EAST TOWN GET DOWN

EASTTOWNGETDOWN.CA



calgary brt

alley activation

city sponsored & installed

attract patrons to cool space during construction



denver lrt

- business concerns - larger lot, auto related
 - recruiting employees | decreased productivity due to traffic
 - emphasis on minimizing traffic congestion
 - traffic wayfinding was important
- educational campaigns
 - how to avoid delays
 - travel in non peak hours

houston lrt

business concerns - small business

utility disruptions

minimize shutoffs

coordinating shutoffs with business operations

access

houston lrt

focus - reducing construction time in front of any one location
complete one phasing before moving to the next

traffic control plan

goal - keep key intersections open

closures - no two same direction streets

if main st was closed, a lane added to adjacent street

houston lrt

community outreach coordinators

corridor divided into 5 teams

worked with each business to address daily issues

on the ground - regular on site contact

san jose lrt

communications plan - 3 tier

tier 1 - broadcast category - within 30 blocks of downtown
contacted at key milestones

tier 2 - involved groups

transit dependent audience - riders | seniors

media | key stakeholders - tourism | business

tier 1 - business | properties directly impacted

access to contractor community relations people

advance notice of work | on site signage by name

supportive advertising

san jose lrt

- construction activity timing

 - limited during lunch hours to minimize impact on restaurants

 - acoustical barriers placed on construction fencing

 - businesses concerned about visibility

 - taken down post demo work

- every friday construction updates hand delivered (500+)

 - available in 3 languages

- transit agency offered to print & display banners for businesses

portland

detailed plan to manage communication | mitigation
1 on 1 business contact - 4 people dedicated - locals
daily on adjacent construction
24 hr construction hotline
community relations staff on call
24 construction staff on call
two blocks at a time
traffic open at all times



salt lake city

business owner | resident input to contractor bonuses
incentive pay system established
very effective - evaluated quarterly
worked well with 24 hr hotline

washington DC suburbs

Irt connecting two legs of the red line
through ethnic business communities
get people to the businesses



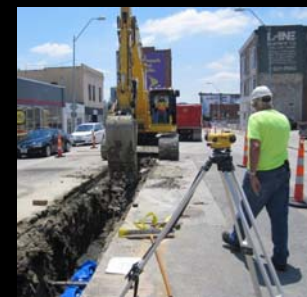
kansas city - construction **logistics**

one lane of **traffic open** during construction
ped bridges to cross over the street
deep vs shallow utilities - deep in 3 months
communications on call 24 hrs
parking strategy



kansas city - construction impacts

0 businesses lost - **increased** due to construction staff
door to door engagement
device to **device** - no wait for updates each month
weekly lunches - lunch “n” learn
testing **overnight**



kansas city - construction marketing

events - party for first stop completion
 street party - businesses on the street
 monthly points award - mobile device
 first friday's



| takeaways

takeaways

keys to success

- involving everyone

 - businesses | residents | city | metrolinx | non profit
partners | business associations | schools

- contractor responsibility

 - mitigation

 - community relations

 - construction traffic management plan

takeaways

keys to success - collaboration & communication

face to face contact

community outreach | relations people

critical to establishing trust | lines of communication

important part of construction contract | mitigation plan

coordinated between transit agency | contractor

monitoring progress | impacts - adjustments

takeaways

construction mitigation plan - 3 phases

pre construction

build relationships | trust - allow businesses to plan

during construction

operational focus

post construction

marketing



takeaways

- construction mitigation plan

 - experiences elsewhere are helpful

 - reflect the unique Hamilton landscape | economic conditions

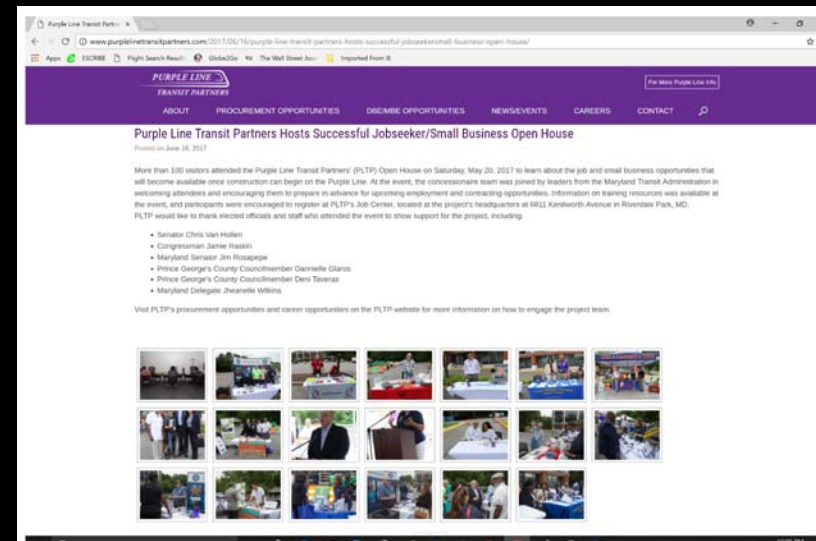
summary of mitigation strategies

contractor mitigation	construction web site	newsletters
sponsored events	door to door contact	multilingual
open for business	travel demand mgmt.	public art
access solutions	phased construction	advertising
workforce training	business counselling	24 hour hotline
contractor evaluations		
coordination with other utility improvements		

note – effectiveness & popularity of each strategy varies from one city to the next – example – public art is popular, but low on impact

opportunity

many cities want this **opportunity**
start now to prepare
for construction
build on the advantages





questions