In This Together Program
A quick guide to help your business prepare for road construction

1. ORGANIZE EARLY
   • Learn more about the project and its timeline
   • Develop questions for WisDOT staff
   • Check in with neighboring businesses and/or local business organization
   ▪ Can you partner on promotions, events or materials?
   ▪ Establish a point of contact for the business community?

2. STAY ENGAGED WITH THE PROJECT
   • Attend public involvement meeting(s)
   • Make note of contact information for the project team, and voice the unique needs of your business
   • Learn more about project resources
   ▪ Is there a construction website?
   ▪ Is there a mailing list?
   ▪ Is there an email distribution?

3. HELP CUSTOMERS FIND YOU
   • Consult with project staff to determine when and where there may be closures or detours
   • Ask about temporary signage options
   • Consider how best to inform customers
   ▪ Maybe a joint communication with neighboring businesses for employees and customers about traffic and parking?
   ▪ Maybe a feature article in a customer-facing newsletter?
   ▪ Maybe a social media post shared by businesses and local community pages?

4. DEVELOP AND ACTIVATE YOUR GAME PLAN
   • Check out case studies at wisconsindot.gov/together
   • Connect with project contacts to discuss any potential obstacles specific to your business such as deliveries, operational hours, employee parking, etc.
   • Check in with employees
   ▪ Is there a consistent message for customers?
   ▪ Are there temporary changes to shift times, parking, or deliveries?

5. END OF CONSTRUCTION
   • Stay positive, be flexible and know that WisDOT staff are available to help
   • Collect any temporary signage
   • Let customers know!
   ▪ Consider working with other businesses on a special event?
   ▪ Share social media about the project’s benefits?
   ▪ Ask customers to help spread the word?

Remember, we are In This Together! For more planning ideas, tips and resources: wisconsindot.gov/together