

***In This Together* worksheet**

Checklist and timeline for business owners/operators

12 to 18 months before construction

- Conduct first meeting with Wisconsin Department of Transportation (WisDOT) staff responsible for project design. Discuss the *In This Together* program and participate in question and answer session.
- Discuss access during construction and other issues.
- Form an association/group of businesses that will be impacted by the construction project. Determine who will lead and coordinate efforts for the community.
- Form committees for signing, advertising, promotions, special events, etc.
- Develop promotional campaign:
 - Adopt theme
 - Design and produce newspaper, television, and radio advertisements
 - Brainstorm and produce additional promotional materials
 - Plan special events

3 to 6 months before construction

- Conduct second meeting with appropriate WisDOT staff and business owners.
- Discuss *In This Together* progress.
- Begin work on sign development. Be sure to coordinate with WisDOT.

1 month before construction

- Conduct third meeting with community leaders and business owners.
- Obtain latest available information regarding project from WisDOT.
- Discuss access during construction, project schedule, and other outstanding issues.
- Complete work on signing development.
- Arrange for installation of signs to coincide with the start of work and/or any detours. Be sure to coordinate sign location with WisDOT.

After construction begins

- Attend construction business meetings. (WisDOT project leader and prime contractor will arrange.)
- Continue committee work as appropriate.
- Stay positive! Customers do notice.