

FARMINGTON

CONSTRUCTION SURVIVAL GUIDE



BE POSITIVE

Encourage and generate a positive environment to support your staff and ensure retention of valued employees.

Remind your customers and employees about the benefits your area will receive once construction is complete such as slower traffic, better pedestrian access and safety, better drainage, and improved utilities.

BE KNOWLEDGEABLE

Stay informed about the project through web and social media sites, our Stakeholder meetings or by regularly visiting HQ at 119 W. Main Street. This will allow you to help customers find detours and access points to make it as easy as possible for them to keep coming back.

BE PRO-ACTIVE

If you see a potential problem developing, be pro-active and contact the designated project managers with questions or concerns.

BE SAFE

Pay attention to construction signs and be aware of roadside construction workers and pedestrians while driving around the project area. As a project progresses, traffic and workers may change locations so drivers need to stay alert.

TIPS & IDEAS

Pre-Construction

Communication is critical. Take note of all communications from the City and attend public information meetings to learn about the project. Meet with project managers and establish lines of communication, learn about specific project details, schedules, and any expected traffic impact. Communicate with your employees, other businesses and, most importantly, your customers.

Contribute your ideas. Make your thoughts known by attending stakeholder meetings, communicating with city staff, and attending meetings of neighborhood associations and local business groups. Contact the team in charge of the project.

Develop a game plan. These are things you can do. Talk to your employees about the process and strategies to stay prosperous during construction. Discuss marketing efforts and allow employees to share any thoughts they may have. Your employees will appreciate the opportunity, and the dialogue may spark new ideas that will benefit your business. Participate in the **Farmington Downtown Business Resiliency Project (FDBRP)**, which has several components to help your business before, during, and after construction.

Inform customers and vendors as early as possible. Keeping your customers and vendors informed gives them the ability to navigate construction and access your business. Consider putting up signs, sending out regular emails, or passing out copies of alternative routes to the business before the project. Hold events prior to construction to bring attention to the area. Keeping them informed, they may not be as likely to change their buying habits during construction.

Use various marketing resources. Facebook, Twitter, Instagram and other social media are excellent channels for providing updates and reminding customers you're open for business. Identify marketing, advertising and design firms in the neighborhood that might assist. Utilize Downtown Farmington: A MainStreet Project and the Farmington Convention and Visitor's Bureau to help promote any construction sales, promotions, or events.

Examine your budget and operations. Contact lenders for lines of credit, now, when times are good and sales are up. Examine your overhead and employee staffing levels to make sure they are appropriate for the construction period. More effort might be required for keeping your own business as dust-free as possible. Make use of support from the BRP.

Make the construction work for you. Occasionally businesses facing lease renewals consider moving to avoid construction. If you can hang in there during the construction, you'll reap the benefits when it's finished. For example, if you've been considering a remodel for your business or a repavement/repair of your parking lot, why not do it during the construction period?

Partner with other downtown businesses and/or Downtown Farmington: A MainStreet Project. Businesses and other organizations that work cooperatively to share resources and ideas, save time and money, and more effectively prepare for the impact caused by road construction.



DURING CONSTRUCTION

Stay informed. Attend all public meetings related to the project to get ideas and hear the latest news. Read all correspondence from the City. Keep the project manager's contact information close at hand. Additionally, several factors can cause delays in construction projects such as weather, unmarked buried utility lines that are found unexpectedly, or leaks or breaks in utilities. Participate in the regular Downtown Stakeholder meetings. Participate in the **Farmington Downtown Business Resiliency Project (FDBRP)**.

If possible consider using an alternate entrance for better access. Make sure there are signs directing your customer to the correct entrance.

Signs, signs, and more signs. The construction contractor is required to provide safety and directional signs throughout the duration of the project. These signs usually have general messages about detours and business access.

Provide directions and access information for your employees. Don't let them make the area more congested. Depending on the number of people you employ, you might consider offering a carpool from an agreed-upon location or park in designated temporary parking areas during construction.

Deliver products to your customers to reach customers unable or unwilling to navigate the construction area. This may help your business

endure the construction. Increase your online presence. Consider partnering with adjacent, complimentary, or similar businesses in construction promotions.

Keep on message. Consider keeping a script next to your phone so that you and your employees have quick and easy directions to provide to customers. Make sure all your employees know what to say and how to say it. You could add directions on your outgoing voicemail.

Creative promotions. Businesses can come up with creative ways to make the construction period fun for customers. To suggest ideas or for a list of ideas and resources visit the Complete Streets HQ.

Recognize and reward loyal customers who patronize your business. Well-informed customers are generally tolerant of traffic disruption. If they know about the construction before leaving home, they are better prepared for delays, construction equipment, detours, or parking restrictions. Encourage them to visit your website, **fmtn.org/csc2017** and all social media communication channels for the latest updates.

Expect the unexpected! While planning is critical for project success, things come up that are unexpected, such as, rain or snow, underground unknowns or storage tanks, or material delivery or supply delays.



POST CONSTRUCTION

CONGRATULATIONS! YOU MADE IT!

Acknowledge the hard work and support of all involved.

Once the construction is over, thank project contractors and engineers, City departments, your neighboring businesses, and anyone who's gone above and beyond to make the project a success.

Consider promotions and advertising. Now is the time to focus on recapturing market share and winning back customers and let them know the roadways are free. Promote the new image and convenience of the completed project.

Celebrate the project's completion. Consider pooling resources with your fellow local business owners for a grand celebration and/or shared advertisement. Businesses – either individually or collectively – could host a Grand Reopening Ribbon Cutting Event with the Chamber of Commerce Red Coats or “Sidewalk is Open” event, inviting City and contractor representatives and the media. Businesses could get together to plan a street party that celebrates the end of the project.

Make yourself available to other businesses. The willingness to share information can build a stronger small business community. Become a mentor or cohort for other small local businesses. Become an ambassador for Farmington, to learn how, take the Farmington Convention and Visitor's Bureau's A2D class.



IMPORTANT CONTACTS

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Find us at fmtn.org/downtown • fmtn.org/csc2017 follow us on Facebook @[downtownfarmingtonnm](https://www.facebook.com/downtownfarmingtonnm)

Ask us about joining the private Downtown Business Facebook page.

