

Transportation Construction Preparation Tips

Strategies to Consider

Take advantage of the complimentary MainStreet Business Assistance Program services, which can help you develop the following strategies. Remember to contact MainStreet prior to construction or as early as possible, as some of these techniques take time to develop and implement.

- Maintain positive customer and staff communication throughout the project.
- Employ temporary signage to attract drive-by business.
- Assess cashflow and all fixed and variable expenses.
- Eliminate unnecessary expenses. Involve staff in creating cost-cutting ideas and efficiency solutions.
- Reevaluate operating hours, staff responsibilities and staff schedules accordingly.
- Evaluate marketing strategies and advertising budgets to determine their effectiveness.
- Identify your brand and develop potential new target markets by modifying your products and services.
- Employ guerilla marketing techniques and promotions that rely on time, energy and creativity rather than a big marketing budget.
- Find ways to up-sell and increase overall transactions.
- Use creative solutions to improve the interior and exterior of your facility and make it more attractive and inviting.
- Participate in community projects and sponsorships to increase involvement in the community. Contributions of time or gifts can result in positive public relations and increased business exposure and revenues.
- Collaborate with area businesses to perform joint marketing, promotions, purchasing, etc., to reduce costs.

Communicate with Staff & Customers

- Post project updates in a central location and review information at staff meetings.
- Post resource phone numbers, maps, directions and other pertinent information near main telephones.
- Emphasize the importance of representing your business positively to business associates, customers and the community in general.
- Update and maintain your website and social media with access maps to inform and retain your customers.
- Practice active listening and other communication techniques. (See *Communication Tips*)



Train Staff & Reassure Customers

- Inform your staff of the project basics and reassure them that the business will come through the project successfully.
- Provide your staff with appropriate answers to project questions or direct them to project information sources.
- Anticipate customer concerns about the project and brainstorm solutions with your staff.
- Listen to staff complaints and frustrations. Encourage joint problem-solving while showing interest and understanding.
- Encourage patience and compassion among staff.
- Train staff to practice communicating positively with customers and vendors.
- Train staff on how to manage and empathize with difficult and frustrated customers.

It is better to prepare than react during transportation construction projects. We can help!

• assisting small business
MainStreet

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