DIGGING MAINE

Business savvy tips to survive construction
Helping you stay ahead of the curve

Having a smooth, safe, reliable transportation infrastructure can be a significant asset to Maine businesses. It brings customers to your door, allows for easy deliveries and shipments, and facilitates your employees getting to the job. When all is working well, it’s easy to take Maine’s infrastructure for granted. However, when the roads or bridges around your place of work need to be rebuilt or enhanced, businesses become acutely aware of how much they mean to successful day-to-day operations.

It’s important to remember that MaineDOT has “been there, done that.” Though we recognize that each community is “unique,” there is little MaineDOT hasn’t tackled before regarding traffic, environmental concerns, utilities, business impacts, etc.

Also, we realize Maine’s construction season is short and coincides with the tourist season: the lifeblood of many Maine communities and businesses. MaineDOT strives to minimize the negative impacts of construction while being mindful of our responsibility as stewards of Maine’s infrastructure.

Here’s the good news. Once a major bridge or highway project is complete, it is likely MaineDOT won’t be back for years! Your business will be able to enjoy the benefits of safe and improved infrastructure for a long time. So try to stay positive and keep the long-term gains in mind as we work together for the betterment of your community.
Business Savvy Tips to Survive Construction
Team up with other businesses.
Connect with local business groups, chambers of commerce and other businesses. Appoint a representative who will act as a liaison between local businesses, your town officials and MaineDOT.

Gather information from your customers.
Ask them for email addresses and phone numbers so you can contact them during construction and make them aware of any sales, services or special promotions. The upcoming construction gives you a great excuse to gather contact info they may otherwise not want to share. (Sample customer survey on page 20)

Develop a marketing plan together.
If your business group doesn’t have funding or expertise in-house, consider reaching out to a college or vocational school. They often have students looking for a project or an internship. Maybe a local ad agency will be willing to do some work pro bono. The marketing plan may include:

- A logo to identify limited construction-related promotions or sales.
- Group (downtown) promotions/coupons and joint advertisements. Create cross-marketing opportunities such as buying a coffee at the local market which in turn gives you a discount for a pie at the nearby bakery. Or a frequent buyer card that can be used at every business in the community.
- A Facebook page for local businesses to post activities, special sales or coupons, construction schedules and so forth.
- A park & ride lot for employees to car pool so your most convenient spaces are available for customers. Can you promote walking or biking to work?
- Offer patrons van pool services from the park & ride lot.
- Promotions for construction workers. They are a captive audience.
- Depending on detour routes, design special and fun window treatments or signs so motorists will remember your store or community.
Tips and topics for your business group meetings

If you have a chamber of commerce, a Main Street organization or a downtown business group, ask them to convene a meeting. If not, consider forming a group to prepare for the project. Try to include as many businesses as possible and ensure that the group is diverse, covering a range of services, locations, hours of operation, etc. It’s always helpful to have a business that specializes in advertising and marketing as part of the team. Some topics to cover at your meeting include:

✅ Who is not here that should be part of the group?

✅ Should you invite someone from town government to attend your meetings and serve as a liaison for the group? Who would be the best municipal official to attend your meetings? Town Manager? Member of the Select Board? Code Enforcement? Economic Development?

✅ Should someone from the group serve as a liaison with the project construction team? This person could attend construction meetings, bring scheduling info back to the group, and represent business concerns.

✅ Does everyone understand the project location, schedules and other details? If not, should MaineDOT be invited to a meeting or provide the information in writing?

✅ Should you invite a representative from a community that has recently gone through infrastructure construction? Ask them how they prepared for the project, their successes and what they would do differently.

✅ Brainstorm the issues this group is concerned about related to the project.

✅ What realistic, actionable items can be addressed? Should you form subcommittees? Possible subcommittees may address parking issues, deliveries, communications, or special promotions.

✅ Brainstorm positive talking points about the project and encourage all businesses to use them. Possible positive talking points may include:

- When this is done, it will revitalize our local economy.
- This will improve traffic flow and lessen congestion.
- We will have a more attractive streetscape which will enhance the local and visitor experience.
- Bicycle and pedestrian access and safety will improve.
- The road/bridge will be smoother and safer.
- Our outdated utilities are being upgraded.
During construction...

- **BE POSITIVE** — encourage and generate a positive environment for your community, your customers and your staff. It will minimize the project impacts and encourage employee and customer loyalty.

- Be knowledgeable about the project, the future benefits, timetable etc. Customers are bound to ask and you’ll be viewed as a good resource.

- Sign up for email alerts if there is a project website. You’ll be in the know about weekly schedules, press releases or special meetings.

- Know who the MaineDOT “Resident” is. This employee is the eyes and ears of MaineDOT on the job site. Though a private construction firm has crews doing the work, MaineDOT’s Resident is managing the job and serves as a liaison to the community. The Resident documents weekly information about the work progress that may be too detailed and technical for your business. Depending on the project, the resident may send a weekly schedule that provides the hours and location of work activity. Keep in mind that construction is weather-dependent as well as dependent on the timely delivery of materials. Though the weekly schedules should be reliable, they will likely be tweaked from time to time.

- MaineDOT and its Resident want the project to go as smoothly and safely as possible. Notify him/her if you notice safety issues like problems with signage or pedestrian crossings. We will work with the community to find solutions quickly. We are all in this together.

- Ask about MaineDOT resources that can help your business. Depending on the size and location of construction, MaineDOT may have communication materials designed to notify motorists of the project. This may include a project logo, print ads, maps, a website, posters, and social media postings. The department is always happy to share and even modify these materials so they can be utilized by the community.

- Prepare a script and keep it by the phone so all employees are giving the same message about construction, including directions and schedules.

- Businesses benefit when “through” traffic finds another route, allowing destination shoppers easy access to parking and shops. Don’t be alarmed if the department encourages through traffic to use alternate routes.

- **Support your community!** Ensure that you and your family are supporting your neighborhood shops and restaurants. It fosters an environment where your employees and friends will want to do the same thing.
Construction completion...time to celebrate!

As the project nears completion, you may want to consider a celebration to notify the public that the work is done and the community is back to normal. This celebration may be a civic grand opening with a ribbon cutting, speeches, the media, and municipal, state or national officials. Or it can be a business celebration with special sales or promotions during a weekend. Either way, your business community should approach your local government about your ideas and wishes.

If the town would like a more formal civic event, MaineDOT can offer ideas and resources. Depending on the size and significance of the project, federal representatives may want to take part. MaineDOT will work with the community so that the event really represents the town’s culture and values. A local committee will need to be formed to brainstorm ideas and contact resources. In addition to working with the community, MaineDOT can offer support such as:

- Podium and sound system;
- Press coverage and media outreach; and
- Contact with federal officials, such as the congressional delegation and the Federal Highway Administration.

If the community prefers a business celebration on the weekend, a local committee will design and implement the celebration. Be aware that scheduling an “opening” can be very last minute since contractors are adapting the scheduling for weather and other issues right up until completion. If you don’t mind having the bridge or road open in advance of the event, you can schedule your event to coincide with other community festivals or activities.
Samples and Resources
Weekly construction schedules are available by signing up for email alerts at the MaineDOT project website.

MaineDOT can provide links and logos if you would like info on your business website.
Print ads, sponsored by the department, let your customers know the project has been completed.
MaineDOT’s project websites allow you to stay up-to-date. It’s important to sign up for email alerts.

SIGN UP FOR PROJECT EMAIL ALERTS HERE.

Electronic and social media ads can be cost-effective. MaineDOT may sponsor ads about construction activity but local businesses may want to sponsor ads about downtown promotions.
MaineDOT sometimes produces postcards to notify residents of meetings and updates.
MaineDOT can provide maps and posters of the project for your community.
The Anchor - March 10, 2017

Your bridge work survival deals

On Monday, March 6, the Lanigan Bridge closed for 45 days while work is done to bring in its replacement.

This weekend, March 11-13, some overnight work is likely to take place in the bridge area. While construction crews will try to keep night noise as low as they can, there will likely be some noise. What’s a person to do?

Well, local businesses are offering some great deals to help you take the bite out of the boom, and ease you into the 45-day closure period.

Just remember: the pedestrian bridge is open, Durrell’s Bridge Road is a great detour, and the Memorial Day parade will be crossing the new bridge before you know it.

Neighboring businesses are taking advantage of the once-in-a-lifetime opportunity by offering specials during this 45-day period.

Toroso: Thursday, March 9 is Happy Hour menu all night long! So that’s 1/2 off glasses of wine and $5 tapas menu all night!

H. B. Provisions: Between March 6 and April 20, enjoy 45-cent coffee and breakfast sandwiches for $4.50. There will be a daily sandwich special for $4.50, plus 15% off all wine and 5% off all beer until April 20. Parking is available onsite, and if you’re coming from the Port, park behind Alison’s and walk the footbridge!

H. B. Provisions / Guay’s Sunoco: Three doors down from one another, these two businesses are partnering up to offer 50% off all breakfast sandwiches at H. B. It’s with a gas fill-up at Guay’s!

Alison’s: While the Lanigan Bridge is closed, enjoy Burger & Brew every Tuesday night. All menu or specialty burgers with a pint of your favorite beer is $12. Offer available between 5 and 9 p.m. every Tuesday.

Striper’s at the Breakwater Inn: Since demolition isn’t going to be for only an hour, neither should Happy Hour. Striper’s is extending its Happy Hour for all day, any day, during March, which includes a glass of house wine or a craft draught beer for $4 and 20% off appetizers. As part of their Lobster Lovers deal, get one appetizer and one entrée for $30.

Alison’s: Burger + Brew every Tuesday night. All menu or specialty burgers with a pint of your favorite beer is $12. Offer available between 5 and 9 p.m. every Tuesday.

#bravethebridge

The Kennebunk-Kennebunkport-Arundel Chamber of Commerce newsletter organized and featured business specials to entice customers during construction.
When posting on social media, try to keep positive and remind followers of the project benefits.

Here's a great seat to watch people on the new and improved Route 1 through Ogunquit. (But there won't be any construction workers to see till after Labor Day. Hope you won't be disappointed!!) Please visit MaineDOT.gov for regular email updates on the project. Thank you!

Please watch for runners, bikers, walkers and their dogs as they enjoy our new roadway and sidewalks in Ogunquit this summer! Please visit MaineDOT.gov for regular email updates on the project. Thank you!

The new and improved Route 1 is designed to make everyone happier: drivers, runners, cyclists and pedestrians. (If only it were always this traffic-free!) Please visit MaineDOT.gov for regular email updates on the project. Thank you!

Wide and smooth! Route 1 through Ogunquit is better than ever, with bike lanes, turning lanes and a brand new surface. Please visit MaineDOT.gov for regular email updates on the project. Thank you!

Downtown Ogunquit is looking greener and prettier than ever. But please watch your step: some sidewalks still need their bricks installed. Please visit MaineDOT.gov for regular email updates on the project. Thank you!

We've done a lot this spring before our summer shutdown, but some of the sidewalks still need a layer of brick...so watch your step, please! Please visit MaineDOT.gov for regular email updates on the project. Thank you!
Sample Facebook Pages

Local communities create Facebook pages to keep followers informed.
Don’t reinvent the wheel!

Here are some promotional ideas to drive customers to your downtown. But your community is unique! Have a brainstorming session and generate concepts that reflect your town.

PRIZES
Have prize drawings to attract customers. Customers can submit their names at each store and have a weekly drawing for a local business gift — dinner for two, a free tank of gas, free coffee for a week, a gift card from the local boutique!

THEMES
Capitalize on a construction theme — one high-end clothing store sent a postcard to customers featuring models wearing high end fashion and hard hats! Others use the theme in window displays. Ogunquit had a construction theme in Halloween displays.

CERTIFICATES
Monona, Wisconsin created “Monona Moola” certificates which cost $4. People could redeem the certificates for $5 at participating businesses. They also launched a Monona Drives Alive campaign which sponsored events such as local music, 3K run/walk, sidewalk sales, craft markets and other events.

COUPONS
Create a “Bounce Back” coupon book redeemable after construction is completed to entice customers back to see the beautiful finished product.
The Dunes Hotel in Ogunquit provided a survival kit for guests who might get stuck in traffic.

The Ogunquit community also used a construction theme in Halloween displays.
Customer surveys gather useful information and demonstrates your commitment to customer service.

You may know we have a transportation construction project in our community. To ensure that we continue to provide great customer service and that our business remains stable, we would like to get your feedback. We appreciate your help!

NAME: _____________________________
EMAIL: _____________________________
PHONE: _____________________________

1. How often do you come to this area to shop or receive services?
☐ Daily
☐ Weekly
☐ Monthly
☐ A few times each season
☐ Other _____________________________

2. What times during the day or week do you come here most often?
   (Check all that apply)
☐ Morning
☐ Afternoon
☐ Evening
☐ Weekdays
☐ Weekends

3. If you normally come by car, where do you park?
   __________________________________
   __________________________________

4. If we wanted to reach you to notify you of sales, a change of work hours, or a special event, what is the best way to reach you?
   Social Media: ________________________
   Email: ______________________________
   Phone: ______________________________
   Mail: ________________________________
   Other: ______________________________

5. If we wanted to reach you to notify you of sales, a change of work hours, or a special event, what is the best way to reach you?
   Social Media: ________________________
   Email: ______________________________
   Phone: ______________________________
   Mail: ________________________________
   Other: ______________________________
Here’s a sample survey to identify potential delivery issues

1. What size truck(s) deliver to your business and how often? Check all boxes that apply.

   - **Single Unit Truck**
     (Typically 2-3 Axle)
     (UPS, FedEx, etc.)
   - **Small Tractor Trailer**
     (Typically 3-4 Axles)
     (Pepsi, Sysco, Pine State, etc.)
   - **Interstate Tractor-Trailer**
     (Typically 5-6+ Axles)
     (Hannaford, fuel tanker, etc.)

2. Approximate length of truck if known, center of front axle to rear axle. The truck driver may be able to provide this information.

   - Length ______ FT
   - Length ______ FT
   - Length ______ FT

3. Frequency and Timing of Deliveries:

   - Daily
   - Weekly
   - Monthly
   - Morning
   - Mid-day
   - Afternoon

4. Where are deliveries coming from or going to?
5. Local roads or routes used?
6. What are your normal weekday and weekend business hours?
7. What parking area is most important to your business? Please circle area on map (provided in survey). If more than one applies, please rank in order of priority.

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Business Name: ____________________________
Location: ____________________________
Contact Person: ____________________________
Telephone: ____________________________
Cell: ____________________________
E-mail: ____________________________

Please add any additional information if known.

________________________________________
________________________________________
________________________________________
Street smart resources and links
Here are some organizations that offer services to Maine businesses.

GrowSmart Maine
GrowSmart Maine works with organizations and municipalities to convene discussion and take actions to revitalize our communities and economy while protecting our natural resources.

growsmartmaine.org
facebook.com/GrowSmartMaine/
149 Water Street, Gardiner, Maine 04345
Phone: (207) 582-4330.

Maine Department of Economic and Community Development
DECD’s broad mission is to help communities and businesses prosper through a variety of programs providing everything from targeted tax relief to community block grants to tourism marketing.

Department of Economic & Community Development
Burton Cross Building, 3rd Floor
111 Sewall St., Augusta, ME 04330-6830
Phone: (207) 624-9800 | TTY number: 1-800-437-1220
Maine Downtown Center
The Maine Development Foundation’s Maine Downtown Center, established in 1999, is the state coordinator for the National Trust for Historic Preservation’s Main Street program. They serve as a statewide resource for preservation-based economic development and downtown revitalization.

[mdf.org](http://mdf.org)  
Phone: (207) 512-4906

The Maine State Chamber of Commerce
The Maine State Chamber of Commerce advocates on behalf of its 5,000 member companies before the Legislature and the state’s regulatory agencies and through educational and networking events to ensure that the state’s business environment continues to thrive by lowering the cost of doing business in Maine.

For a listing of local Chambers in Maine:  
[mainechamber.org/localchambers.php](http://mainechamber.org/localchambers.php)
Regional Planning Organizations

Regional Planning Organizations (RPOs) promote cooperative efforts for regional development. RPOs receive funds from the Maine Legislature and Maine Coastal Program to provide general planning assistance to municipalities within their respective regions. This assistance is available upon request to the extent that the funding allows.

<table>
<thead>
<tr>
<th>Organization</th>
<th>Address</th>
<th>Phone</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northern Maine Development Commission</td>
<td>P.O. Box 779 Caribou, ME 04736</td>
<td>(207) 498-8736</td>
<td>nmdc.org</td>
</tr>
<tr>
<td>Washington County Council of Governments</td>
<td>P.O. Box 631 Calais, ME 04736</td>
<td>(207) 454-0465</td>
<td>wccog.net</td>
</tr>
<tr>
<td>Hancock County Planning Commission</td>
<td>395 Water Street Ellsworth, ME 04605</td>
<td>(207) 667-7131</td>
<td>hcpcme.org</td>
</tr>
<tr>
<td>Kennebec Valley Council of Governments (KVCOG)</td>
<td>17 Main Street Fairfield, ME 04937</td>
<td>(207) 453-4258</td>
<td>kvcog.org</td>
</tr>
<tr>
<td>Lincoln County Regional Planning Commission (LCRPC)</td>
<td>297 Bath Road Wiscasset, ME 04578</td>
<td>(207) 882-5188</td>
<td>lcrpc.org</td>
</tr>
<tr>
<td>Mid-Coast Regional Planning Commission (MCRPC)</td>
<td>166 Main Street, Suite 201 Rockland, ME 04841</td>
<td>(207) 594-2299</td>
<td>midcoastplanning.org</td>
</tr>
<tr>
<td>Southern Maine Planning and Development Commission (SMPDC)</td>
<td>110 Main Street, Suite 1400, Saco, ME 04072</td>
<td>(207) 571-7065</td>
<td>smrpc.org</td>
</tr>
<tr>
<td>Midcoast Council of Governments (MCOG)</td>
<td>165 Main Street, Suite 2D / P.O. Box 62 Damariscotta, Maine 04543</td>
<td>(207) 443-5790</td>
<td>midcoastcog.org</td>
</tr>
<tr>
<td>Androscoggin Valley Council of Governments (AVCOG)</td>
<td>125 Manley Road Auburn, ME 04210</td>
<td>(207) 783-9186</td>
<td>avcog.org</td>
</tr>
<tr>
<td>Greater Portland Council of Governments (GPCOG)</td>
<td>970 Baxter Boulevard, Suite 201 Portland ME 04103</td>
<td>(207) 774-9891</td>
<td>gpcog.org</td>
</tr>
</tbody>
</table>
Androscoggin Valley Council of Governments (AVCOG)
Greater Portland Council of Governments (GPCOG)
Hancock County Planning Commission (HCPC)
Kennebec Valley Council of Governments (KVCOG)
Lincoln County Planning Commission (LCPC)
Midcoast Council of Governments (MCOG)
Mid-Coast Regional Planning Commission (MCRPC)
Northern Maine Development Commission (NMDC)
Southern Maine Planning and Development Commission (SMPDC)
Washington County Council of Governments (WCCOG)
Project Contacts

Here’s a place to keep track of important project-related contacts.

**MaineDOT Project Manager** (Preconstruction Contact)
Name_________________________________________ Phone________________________ Email__________________________

**MaineDOT Project Resident** (On Site During Construction)
Name_________________________________________ Phone________________________ Email__________________________

**Other MaineDOT Project Resources**
Name_________________________________________ Phone________________________ Email__________________________
Name_________________________________________ Phone________________________ Email__________________________

**Municipal Contacts** (Town Manager, Planning Director, Economic Development Director)
Name_________________________________________ Phone________________________ Email__________________________

**Municipal Contacts** (Town Manager, Planning Director, Economic Development Director)
Name_________________________________________ Phone________________________ Email__________________________

**Municipal Contacts** (Town Manager, Planning Director, Economic Development Director)
Name_________________________________________ Phone________________________ Email__________________________
Business Contacts (Chamber of Commerce, Main Street Director, Downtown Merchants Group)
Name___________________________________________________Phone_____________________________Email___________________________

Business Contacts (Chamber of Commerce, Main Street Director, Downtown Merchants Group)
Name___________________________________________________Phone_____________________________Email___________________________

Other Contacts
Name___________________________________________________Phone_____________________________Email___________________________
Name___________________________________________________Phone_____________________________Email___________________________
Name___________________________________________________Phone_____________________________Email___________________________
Name___________________________________________________Phone_____________________________Email___________________________
Name___________________________________________________Phone_____________________________Email___________________________
Name___________________________________________________Phone_____________________________Email___________________________
Thank you for your patience.

Drive Safely! MaineDOT