

ROAD CONSTRUCTION TOOL KIT

a guide to help businesses during construction projects

THE CITY OF
DUBUQUE
Masterpiece on the Mississippi



Road work and other City of Dubuque construction projects may present short-term challenges for businesses.

But over the long term, the improved infrastructure will benefit your organization and the community. Better street conditions and traffic flow will allow customers better access to frequent your business.

With this positive outcome in mind, we want you to be prepared for the construction that lies ahead.

KEY CONTACTS

City of Dubuque Engineering Department

563.589.4270 / engineer@cityofdubuque.org

BUSINESS INFO & RESOURCES

The following organizations provide business owners and entrepreneurs with information and access to resources.

Dubuque Main Street

563.588.4400 / www.downtowndubuque.org

Greater Dubuque Development

563.557.9049 / www.greaterdubuque.org

StartUp Dubuque

563.588.3350 / www.startupdubuque.org

IN THIS TOGETHER

Businesses and the City are truly in this together. Both play important roles in minimizing any potential negative impacts.

WHAT RESOURCES DOES THE CITY PROVIDE BEFORE AND DURING ROAD CONSTRUCTION PROJECTS?



Mailings

As early as possible, the City will start the process of reaching out to businesses within the affected area. This typically includes mailings to business owners with information about the project location, estimated schedule, and contact information.



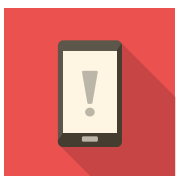
Public Information Meetings

The City often hosts one or more public information meetings to let residents and business owners know what to expect during construction. Your concerns, questions, and suggestions are very important at this early stage in the planning process. The City has the greatest flexibility to incorporate changes into the project at this time, before decisions have been made. Please watch for mailings and attend these initial meetings to learn more about the project and to provide any input you may have. The City is also happy to schedule one-on-one meetings with business owners to discuss their specific needs and/or concerns. To request a meeting, please contact the City's project manager.



Temporary Directional Signs

When normal routes to businesses are not possible due to construction, temporary signs are placed in the public right-of-way to direct customers around and through the construction area. They generally contain your business name and an arrow pointing motorists toward the project's official detour route. The City determines the placement of the signs. It is important the signs do not obstruct the view of or interfere with official traffic control devices such as signs and barricades or obstruct the view of drivers.



Street Detour & Construction Alerts

Project-related street closures and detours are normally outlined in the project mailings and discussed at the public information meetings. However, we also encourage you to sign up to receive **Street Detour and Construction** email and/or text alerts. The notifications will alert you of the street closure and the estimated completion date. Sign up at www.cityofdubuque.org/notifyme.

CITY RESOURCES, CONTINUED...



Parking

The elimination of convenient parking during construction projects may be a challenge for businesses. The City is open to exploring alternate parking for businesses that lose parking because of construction. Possibilities could include allowing parking in empty lots and other areas not in use, or allowing businesses to validate parking stubs at nearby parking garages.

If you'd like to discuss the possibility of alternate parking for your business, please contact the City's project manager in the early stages of the project so plans can be made in advance of construction starting.



Website and Social Media

The City posts information about all major construction projects on its website: www.cityofdubuque.org. We encourage you to visit the website often to stay informed about the project.

Typically, the website includes a project overview, construction schedule, costs and funding, status updates, and project contact information. Project information and updates are also shared on the City's social media sites:



facebook.com/cityofdubuque



twitter.com/cityofdubuque



Presentations

The City is happy to discuss the project at your business association or other group meetings. To request a presentation, please contact the City's project manager.





WHAT CAN BUSINESSES DO TO PROACTIVELY PREPARE FOR A CONSTRUCTION PROJECT?



Be Informed and Ahead of the Curve

The City will notify businesses about pending construction. Take note of all communications from the City and attend all project meetings. This gives you the opportunity to learn in advance how construction could potentially impact your business. Also make it a habit to spend 15 minutes once a week checking the project website where updates and schedule changes are posted.



Communicate Early and Often

Communicate early and often with customers, taking every opportunity to market your business both before and during construction, whether through emails, websites, mailers, social media, specials or coupons.

Email to keep clients up-to-date on the construction. Clearly post store hours. Consider staying open later in the evening after construction crews are finished for the day. Upload maps that show the latest detours or alternate routes.

Thank your clients for their patience. Offer rewards to customers who are persistent enough to use detours to visit your store. For example, you may consider creating a loyalty program tied to a contest or drawing. **Do something above and beyond what you would usually do in your business to attract customers.**



Consider Building a Dedicated Cash Reserve

As soon as you learn upcoming construction will limit customer access, do a cash-flow analysis to establish a plan moving forward. That could include the creation of a dedicated cash reserve to meet fixed operational expenses.

If you rent, you may consider talking with your landlord to see if any concessions or changes can be made to help you take better care of your cash flow. Inform current lenders of the upcoming project and see if there are opportunities to restructure existing debt and lines of credit in light of potentially diminished revenues.

WHAT CAN BUSINESSES DO, CONTINUED...



Put Up Temporary Signage

Encourage customers to circumvent the construction by erecting corrugated plastic signs or vinyl banners with large lettering. Make it clear that, despite the inconvenience, you're still open for business. If you have questions regarding sign permits for businesses, please call 563.589.4210.



Communicate with Your Suppliers

If necessary, help your suppliers and their truck drivers identify alternate routes to your business. Notify them of any adjustments they may need to make during deliveries. If you anticipate special accommodations will need to be made in order to make or receive deliveries, please contact the project manager.



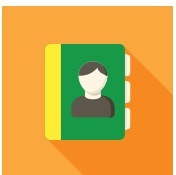
Ask Other Businesses for Help

Request some (free) promotional help from other businesses in your community. This could be as simple as having them hand out your business cards, post your flyers, or share your Facebook page. Tell them you're willing to return the favor if they are ever impacted by street construction.



Pull Together

Form alliances and pool resources with the other businesses owners impacted by the project. This could include sharing parking or joint marketing efforts. Develop a group plan for staying in contact with the City, construction project leaders, and customers.



Keep the project manager's contact information close at hand.

The City will provide this information to you ahead of time. If you have any questions, concerns, or ideas about how the City can improve conditions during the construction project, please call the City's project manager.

Vinyl Banner



Corrugated Plastic Sign



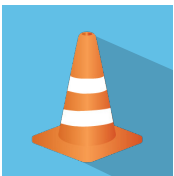
A-Frame Sign



OTHER HELPFUL INFO

Below is other information you may find helpful such as construction noise regulations, temporary sign permit requirements, and public transportation.

CONSTRUCTION NOISE AND DUST



City Noise Ordinance for Construction

Noise from construction activities is allowed between 7 a.m. and 8 p.m., Monday through Friday, and 9 a.m. and 6 p.m. on Saturday and Sunday.

The creation of loud and excessive noise resulting from pile drivers, pneumatic hammers, power hoists, and other similar equipment is allowed between 8 a.m. and 6 p.m., Monday through Friday, and 9 a.m. and 6 p.m. on Saturday and Sunday.

Please note, contractors may apply for a temporary noise variance permit. The variance allows contractors to perform work outside normal hours construction is permitted in order to reduce the impacts to the health and/or welfare of the public. Noise variance permits are issued by the City Health Services Department.

Complaints regarding noise should be directed to the Police Department at 563.589.4415.



Dust Control Measures During Construction

The primary contractor is required to use dust control measures during City construction projects. There are several practices that can be used to reduce or prevent dust during construction.

Often, a water tanker is driven on-site spraying water over the affected areas preventing dust from becoming airborne. Polymers can also be an effective practice. This method bonds the individual soil particles together and when it dries, it forms a flexible “crust” that strengthens the surface of the soil. If needed, street sweeping equipment will be used to clean debris and dust from paved roadways.

Complaints regarding dust should be directed to the City's project manager.

OTHER HELPFUL INFO, CONTINUED...

PARKING AND TRANSPORTATION ALTERNATIVES



The Jule Fixed Bus Routes

If convenient parking near your business has been temporarily reduced or eliminated due to a construction project, your employees and/or customers may want to consider riding The Jule to and from your location. In addition to overcoming parking challenges, The Jule bus service may also be helpful for customers who don't feel confident navigating through and around the construction area.

Please note, it is sometimes necessary to make temporary changes to Jule bus stops and routes during construction projects. If a Jule bus stop in your area is closed due to construction, a temporary closure sign stating the closest available bus stop will be posted. To find a bus stop, plan a trip, or track the bus in real time, visit myride.cityofdubuque.org.



TRACK THE BUS WITH
MYRIDE

myride.cityofdubuque.org



Free Park & Ride Shuttle

If your business is located downtown, your employees may consider utilizing the Business Shuttle's Park & Ride program. The Business Shuttle allows employees to park in the Port of Dubuque and ride free to several bus stops along Locust St. and W. 9th St. It provides service between downtown parking areas and many downtown employers Monday through Friday during the peak commute hours of 6:45 a.m. - 9 a.m. and 4 p.m. - 6:30 p.m. Business Shuttles run every 20 minutes during peak commute times. To locate nearby stops, view pickup times, and track the location of the Business Shuttle, visit myride.cityofdubuque.org.

Free Park & Ride Shuttle



The Jule Fixed Bus Routes





Jule Bus Advertising Opportunities

As a unique opportunity to market your business both before and during construction, you may consider interior or exterior bus advertising. The Jule has interior ad space in all fixed-route buses. Posters must be 11" x 17" landscape or 8.5" x 11" portrait.

The Jule's exterior bus advertising program provides extensive coverage throughout the entire city, offering exposure to commuters, drivers, and pedestrians. All the buses are rotated along different routes, so an advertiser is never limited to a specific area of the community. A variety of ad space options are available, making it easy to tailor your message to meet your needs.

Collaborative Advertising

You promote The Jule and they'll promote you! The Jule offers a collaborative marketing program welcoming creative advertising ideas with community partners. For example, a coffee shop could create a Jule inspired drink and The Jule would offer one month of free interior bus advertising in return.

Contact The Jule at 563.589.4196 if your organization has a product or service it would like to advertise or co-promote.



TEMPORARY SIGN PERMITS

If you would like to put up a temporary sign during construction, you must first obtain for a temporary sign permit from the City of Dubuque. Properties located in a commercial zoning district are permitted to display 4 temporary business signs per calendar year for a maximum duration of 30 days each.

Signs cannot exceed 32 square feet in area each and, if freestanding, not exceed 5 feet in height. Temporary signs must be placed on the subject business property as the Unified Development Code does not allow temporary signs to be placed in the public right-of-way.

Temporary sign permits are issued by the Building Services Department and are \$29.70 each. To apply for a temporary sign permit or for more information, visit www.cityofdubuque.org/buildingservices or call 563.589.4150.