

Businesses Coping with Road Construction

Road projects can inconvenience businesses and their customers. They can take from a couple weeks to a number of months to complete, so if you're a business in or near the construction zone, it makes sense to stay informed and plan ahead.

One way to stay informed about Road Commission for Oakland County (RCOC) projects is by subscribing to our text/e-mail notification lists. We recommend *Press Releases* and *Traffic Alerts*. To sign up, go to www.rcocweb.org/list.aspx. An email address is required to sign up. Once an email has been used, you may switch to receive the alert via text.



Benefits of Road Improvements

Transportation and mobility are vital to the economy. Other benefits of road projects, besides the road improvement itself, may include:

- Increased exposure and visibility for businesses in areas that will have increased traffic flows.
- Enhanced safety features.
- Decreased congestion for projects that provide increased traffic capacity.
- Road projects can spur future economic development.
- A safer, smoother roadway near your business. This is not only aesthetically pleasing, but it typically requires less future maintenance and creates less wear and tear on vehicles.

While we all experience inconvenience during road construction, businesses may see a decrease in revenue during these times. Once a project is complete, though, customers will notice the area looks more inviting, congestion may be reduced (making the trip quicker) and access to businesses may be improved.

Frequently Asked Questions

How will I know if a construction project is being planned in my area?

RCOC typically begins planning major projects well in advance of project start dates. You can find a list of our current projects in the "Road Projects" section of our Website (www.rcocweb.org/189/Road-Projects).

How long does a construction project typically last?

The duration of road projects varies depending on the work being done, when the work is done, what resources are available and many other factors. In Southeast Michigan, the construction season is determined by the weather — typically road construction season is April through November. We attempt to complete most projects within one season, but larger projects can take longer. Not only does the construction itself take time, but time is also needed for aspects such as acquisition of necessary property (such as when a road is widened) and relocation of utilities within the road right of way. Major RCOC projects will have their own pages on the RCOC Website with up-to-date information available.

What activities and changes can I expect in the area during construction?

Depending on the project, lanes or even whole roads may be closed during the construction phase (RCOC closes roads only when it is absolutely necessary or will significantly speed the construction process). You will likely see equipment moving in and out of the work zone, which may, at times, cause temporary lane closures. You will see crews working on the project, sometimes early in the mornings or into the evenings. Crew members will be easy to identify: They will be wearing hard hats and reflective safety vests. There will also likely be dust in the surrounding area as well as periodic use of machinery which can create loud noises.

Will customer still have access to my business during construction?

Yes. Signs will alert motorists that businesses remain open during construction. Even if a road is closed to through traffic, motorists will be allowed to access homes and businesses within the construction zone. The Road Commission will never prohibit access to a home or business. Businesses may want to consider signs of their own reminding customers the business is open.

Will I be compensated for any lost revenues?

No. RCOC does not compensate businesses for lost revenues.

How can I communicate questions and concerns during a project?

RCOC has several ways for the public to contact us with questions and concerns about any of our projects. You can call us toll free at (877) 858-4804, email us at dcsmail@rcoc.org or complete the contact us form on our website at www.rcocweb.org.

Tips/Suggestions from Other Business Owners:

- Make staffing decisions appropriate for your projected business workload during construction.
- Prepare for different scenarios of how construction may impact your business.
- Gather customer contact information so you can stay in contact with them during construction.
- Prepare customers, suppliers and employees for upcoming construction so they can expect it. Let them know you are open for business and tell them how they can access your business.
- Consider partnerships with other businesses impacted by construction.
- Market your business ahead of construction.
- Get advanced information about changes to parking, roadway configuration, etc.
- Maintain positive relationships with construction workers. The workers will be around your business on a daily basis and can become new customers.
- While some projects may use signs that denote business access, make sure your signs surrounding your business are clear, so customers know how to access your business.
- Consider additional advertising and promotions during construction to draw attention to your business.
- Communicate regular project updates to your customers, suppliers and employees.
- Consider offering new or special services to better accommodate customers during construction. These services could include extended or adjusted business hours or new delivery options.
- Host an open house or special event for your customers to bring attention to your business and celebrate your customers.
- Stay informed about the status of the project.
- After construction, celebrate with employees, suppliers and customers who were part of your business during construction.
- Consider new markets that may be exposed to your business as a result of the construction.
- Evaluate your marketing and advertising strategies post-construction.



This sign was paid for by the businesses/property owners. They worked with the municipality and RCOC to identify the best location for the sign.



Have a question for the Road Commission?

Call or write:
Department of Customer Services:
877-858-4804
dcsmail@rcoc.org
www.rcocweb.org

Thanks to the Colorado Dept. of Transportation (CDOT) for much of this information.

