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HDR

Rail~Volution – Chicago, Illinois

November 5-8, 2006

Benefits of a Business Outreach Program

- Setting businesses up for success
- Builds positive relationship with community
- No complaints / No phone calls to elected officials



Purpose of a Business Outreach Program

- Minimize construction impacts
- Creates positive public relations image for agency/city
- Establishes lines of communication with the impacted business community

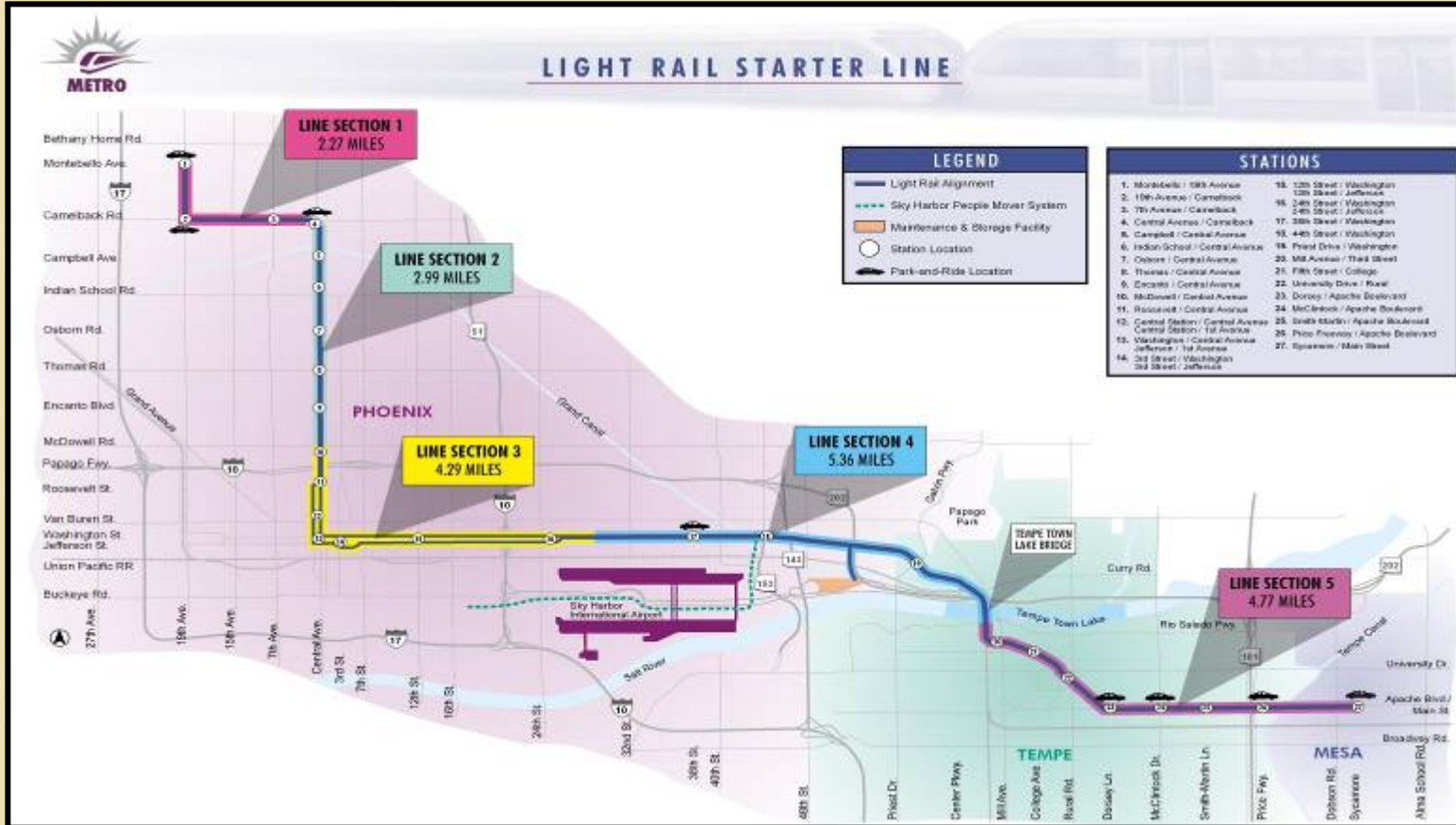


What is Business Outreach Program Based On

- Input from peer cities
- Integration of best practices
- Attained input from public on potential program



METRO – Phoenix, AZ



METRO – Phoenix, AZ

- Central Phoenix / East Valley LRT Project
 - 20 miles – Phoenix, Tempe and Mesa
 - \$1.4 billion project budget
 - 50 light rail vehicles / 28 light rail stations
 - Began construction – November, 2004
 - Complete construction – May, 2008
 - Fare Revenue Service – December, 2008



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Arriving in 2008



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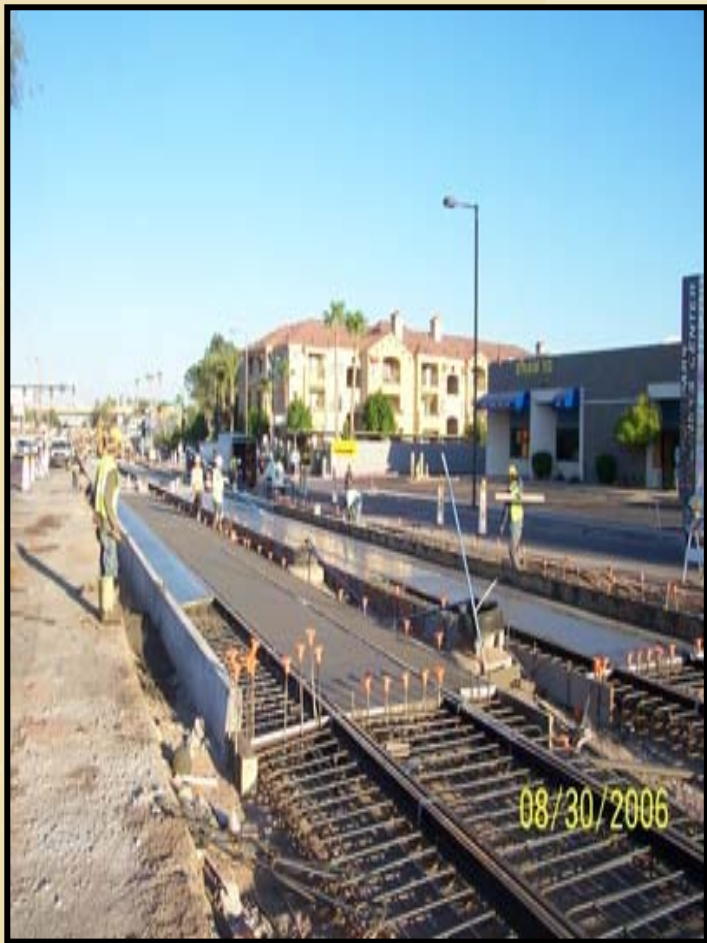
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Business Statistics

- Approximately 3,800 business stakeholders
- 27 business outreach partners
 - 5 Government agencies
 - 7 Chambers of commerce
 - 3 Management districts
 - 2 Universities
 - 10 Business service providers



METRO Business Outreach

- Staff
 - Community Relations Manager
 - Business Outreach Coordinator – Phoenix
 - Business Outreach Coordinator – Tempe & Mesa
 - 5 Community Relations Coordinators
 - 4 Community Advisory Board (CAB) Specialists



METRO Business Outreach cont...

- Construction Outreach
 - 24-hour hotline
 - Traffic circulation plans
 - Construction Signage Program
 - Community Advisory Board (CAB)
 - One-on-One stakeholder meetings



METRO Business Outreach cont...

- Business Outreach
 - ASU Market Needs Assessment Program
 - Management Technical Assistance (MTA) Program
 - METRO MAX Program
 - Asset Assistance / Cash Flow Assistance Program
 - SBA LRT Relocation Program



METRO Business Outreach cont...

- Program Statistics
 - Construction Signage Program: 567 a-frame signs & banners
 - Management Technical Assistance Program: 188 businesses
 - ASU Market Needs Assessment: 83 businesses
 - METRO MAX Program: 181 businesses
 - Referrals to business outreach partners: 34 businesses
 - Business meetings: 1,000+
 - Total expenditure: \$4 million+

Next Steps

- Conduct exit survey of all businesses to determine effectiveness of program
- Update entire program
- Establish team and budget to carryout program
- Implement program as part of the MAG Regional Transportation Plan (RTP)

How to Develop a Program

- Consensus building
- Program development
- Program implementation
- Recommendations / Action Items

Consensus Building

- Defining Expectations
 - Focus Groups
- Develop Partnerships
 - Government Agencies
 - Local Service Providers
- Meet with Community Leaders
 - HOA
 - Neighborhood organizations



Program Development

- Establish baseline program
- Develop programs to mitigate against construction impacts
 - Establish construction hotline
 - Develop construction signage program
 - Develop community advisory board for construction
 - Develop marketing program

Program Development cont...

- Develop programs that provide technical and financial assistance
 - Comprehensive business analysis
 - Market needs assessment
 - Management technical assistance
 - Line of credit programs

Program Implementation

- Conduct business assistance forums
 - Introduction of programs
 - Testimonials from businesses who have experienced light rail construction
 - Open house format
- Conduct Business Meetings
 - One-on-one meetings
 - Organizations, community groups, etc.

Program Implementation Cont

- Communicate program to the public
 - Conduct mass mailing to all businesses within rail corridor
 - Conduct mass marketing and media blitz promoting program
 - Conduct total canvass of all businesses within rail corridor



Action Items / Recommendations

- Develop branding for program
- Develop database of all businesses within ½ mile radius of the alignment.
- Develop plan to market and communicate program to public
- Develop budget for program development
- Develop budget to fund program implementation
- Develop team to coordinate program implementation
- Develop business assistance handbook spelling out program

Action Items / Recommendations cont...

- Develop alliances with all local, state and national business service providers, chambers of commerce, etc.
- Develop consortium of financial institutions for the creation of financial programs
- Establish partnership with the economic development department of city to develop technical assistance programs
- Establish partnerships with local universities to develop additional technical assistance programs

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Questions?



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Thank You



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