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

- 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
Arriving in 2008
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
• 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
Questions?
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Thank You