

# Construction Survival Guide



**City of Las Cruces**<sup>®</sup>  
PEOPLE HELPING PEOPLE



## Be Positive

Encourage and generate a positive environment to support your staff and ensure retention of valued employees. Remind your customers and employees about the benefits your area will receive once construction is complete such as smooth roads, reduced congestion, better drainage, and improved utilities.

## Be Knowledgeable

Stay informed about the project through web and social media sites or the project's managers. This will allow you to help customers find detours and access points to make it as easy as possible for them to keep coming back.

## Be Pro-Active

If you see a potential problem developing, be pro-active and contact the designated project managers with questions or concerns.

## Be Safe

Pay attention to construction signs and be aware of roadside construction workers and pedestrians while driving around the project area. As a project progresses, traffic and workers may change locations so drivers need to stay alert.

# Tips & Ideas

## Pre-Construction

**Communication is critical.** Take note of all communications from the City and attend public information meetings to learn about the project. Meet with project managers and establish lines of communication, learn about specific project details, schedules, and any expected traffic impact. Communicate with your employees, other businesses and, most importantly, your customers.

**Contribute your ideas.** Make your thoughts known by attending public hearings and meetings, communicating with city staff, and attending meetings of neighborhood associations and local business groups. Contact the team in charge of the project.

**Develop a game plan.** Talk to your employees about the process and strategies to stay prosperous during construction. Discuss marketing efforts and allow employees to share any thoughts they may have. Your employees will appreciate the opportunity, and the dialogue may spark new ideas that will benefit your business.

**Inform customers as early as possible.** Keeping your customers informed gives them the ability to navigate construction and access your business. Consider putting up signs, sending out regular emails, or passing out copies of alternative routes to the business before the project. Hold events prior to construction to bring attention to the area. Keeping them informed, they may not be as likely to change their buying habits during construction.

**Use various marketing resources.** Facebook, Twitter, and other social media are excellent channels for providing updates and reminding customers you're open for business. Identify marketing, advertising and design firms in the neighborhood that might assist.

**Examine your budget and operations.** Examine your overhead and employee staffing levels to make sure they are appropriate for the construction period. More effort might be required for keeping your own business as dust-free as possible.

**Make the construction work for you.** Occasionally businesses facing lease renewals consider moving to avoid construction. If you can hang in there during the construction, you'll reap the benefits when it's finished. For example, if you've been considering a remodel for your business or a repavement/repair of your parking lot, why not do it during the construction period?

**Partner with other neighborhood businesses and/or neighborhood associations.** Businesses and other organizations that work cooperatively to share resources and ideas, save time and money, and more effectively prepare for the impact caused by road construction.



**Stay informed.** Attend all public meetings related to the project to get ideas and hear the latest news. Read all correspondence from the City. Keep the project manager's contact information close at hand. Additionally, several factors can cause delays in construction projects such as weather, unmarked, buried utility lines that are found unexpectedly, or leaks or breaks in utilities.

**Consider using an alternate entrance for better access.** Make sure there are signs directing your customer to the correct entrance.

**Signs, signs, and more signs.** The construction contractor is required to provide safety and directional signs throughout the duration of the project. These signs usually have general messages about detours and business access.

**Provide directions and access information for your employees.** Don't let them make the area more congested. Depending on the number of people you employee, you might consider offering a carpool from an agreed-upon location.

**Create a friendly rapport with construction workers.** While the on-site construction workers aren't the appropriate people to contact about concerns, it can only improve the situation if you create a friendly rapport with them. Remember, they can be potential customers. However, it's important to emphasize that construction workers are

following instructions from their supervisors. Communicating concerns to supervisors and project leaders is the best way to get results.

**Deliver products to your customers to reach customers** unable or unwilling to navigate the construction area. This may help your business endure the construction.

**Keep on message.** Consider keeping a script next to your phone so that you and your employees have quick and easy directions to provide to customers. Make sure all your employees know what to say and how to say it. You could add directions on your outgoing voicemail.

**Hold frequent and regular meetings** with other businesses for support and strategies. Write down your issues and questions for discussion.

**Creative promotions.** Businesses can come up with creative ways to make the construction period fun for customers. For a list of ideas and resources visit [www.las-cruces.org](http://www.las-cruces.org)

**Recognize and reward loyal customers** who patronize your business.

**Well-informed customers are generally tolerant of traffic disruption.** If they know about the construction before leaving home, they are better prepared for delays, construction equipment, detours, or parking restrictions. Encourage them to visit the website and social media communication channels for the latest updates.

# Post-Construction

**Congratulations! You made it!**

**Acknowledge the hard work and support of all involved.** Once the construction is over, thank project contractors and engineers, City departments, and anyone who's gone above and beyond to work with local businesses.

**Consider promotions and advertising.** Now's the time to focus on recapturing market share and winning back customers and let them know the roadways are free. Promote the new image and convenience of the completed project.

**Celebrate the project's completion.** Consider pooling resources with your fellow local business owners for a grand celebration and/or shared advertisement. Businesses – either individually or collectively – could host a Grand Reopening Event, inviting City and contractor representatives and the media. Businesses could get together to plan a street party that celebrates the end of the project.

**Make yourself available to other businesses.** The willingness to share information can build a stronger business community.



Project Manager

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Business Resources

**Greater Las Cruces Chamber of Commerce**  
[lascruces.org](http://lascruces.org)  
(575) 524-1968

**Las Cruces Green Chamber of Commerce**  
[locallascrucos.com](http://locallascrucos.com)  
(575) 373-1575

**Las Cruces Hispanic Chamber of Commerce**  
[lascruceshispanicchamber.com](http://lascruceshispanicchamber.com)  
(575) 524-8900

**City of Las Cruces Economic Development Department**  
[econdev@las-cruces.org](mailto:econdev@las-cruces.org)  
(575) 528-3477

**SBDC**  
[nmsbdc.org/las-cruces](http://nmsbdc.org/las-cruces)  
(575) 527-7676

**SCORE**  
[lascruces.score.org](http://lascruces.score.org)  
(575) 523-5627

**WESST**  
[wesst.org/las-cruces](http://wesst.org/las-cruces)



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(575) 541-2000

[las-cruces.org](http://las-cruces.org)