



PRE-CONSTRUCTION TIPS for BUSINESSES

Interstate 10: Ruthrauff Road to Prince Road Improvement Project

1. Begin reviewing your business and financial needs now. Develop an operations, marketing and communications plan based on the current project information.
2. Check the www.i10tucsondistrict.com/rtop on a monthly basis for project updates. Make this your official source of information.
3. Add gordleydesign.com and elucity.com to your e-mail server permissions list (for traffic alerts and updates for businesses).
4. Add your e-mail address to the project e-mail list for important updates.
5. If you anticipate a unique need, such as a special event, please contact Marie Miyashiro-Collins, Arizona Department of Transportation (ADOT) consultant for business outreach.
6. Attend a “meet the contractor” pre-construction meeting.
7. Communicate with employees *now* about what to say and not say about this project.
 - a. Say – Keep the end project benefits front and center – especially the improvements to traffic congestion at Prince Road and I-10.
 - b. Say – Be realistic *and* positive about impacts. While the project is 24 months, each phase is about 12 months with less impacts to one side of Interstate 10.
 - c. Say – When final traffic flow maps are available, hold meetings with employees to review routes and develop talking points for customers.
 - d. Say – Access will be maintained to all businesses during construction.
 - e. Avoid – Negative comments or expressing your fears in front of employees or customers.
 - f. Avoid – Rumors and inaccurate information. Get your information from official ADOT sources.
 - g. Avoid – Sympathizing with employees or customers. “Oh, yes. The traffic is terrible!” Instead, empathize and offer to help. “I’m sorry you’re frustrated. Let me help by telling you the easiest way to get here.”
8. Actively communicate your suggestions and ideas with the project team through the business and public outreach consultants.
9. Get to know your neighboring businesses. Support each other and share ideas that are working well for your business.
10. Partner with the ADOT project team and contractor by being the eyes and ears in the field. Business input is vital to a successful project for all.

Project Team Contact Information for Businesses:

- a. Marie Miyashiro-Collins, ADOT Consultant for Business Outreach, Elucity Network, Inc., 520-777-7271 or marie.miyashiro-collins@elucity.com
- b. Paki Rico, ADOT Consultant for Community Relations, Gordley Design Group, 520-327-6077 or paki@gordleydesign.com
- c. Project website: www.i10tucsondistrict.com/rtop