



TAKING CARE OF YOUR BUSINESS

The CityLYNX Gold Line Phase 2 construction is underway! CATS is urging businesses to develop a plan to accommodate employees and customers while construction is bordering your business.

Here are some strategies that local businesses may consider:

EMPLOYEE FOCUS

- Ensure that you receive updates concerning traffic impacts via Notify Me. Communicate regularly to employees so they remain informed.
- Work with employees to make sure that customer contacts about the closures are upbeat and focused on problem solving. Be sure that all of your employees demonstrate a positive attitude.
- Gather information from your employees about their commute. Consider and implement commuting strategies.
- Consider flex hours, carpooling or telecommuting to accommodate your business needs.
- Ask employees for suggestions. They may have solutions that can be easily implemented.

CUSTOMER FOCUS

- Ensure that employees who provide direct service to customers are up-to-date on the current CityLYNX Gold Line Phase 2 road closure information. *
- Promote delivery and/or website services you offer so customers can avoid traffic inconveniences.
- Distribute maps or directions to customers that show how to get to/from your business during construction. This can also help them to direct friends to your location.*

SHOWCASE YOUR BUSINESS

- Participate in promotional events coordinated through your local chamber of commerce, business district or neighborhood.
- Consider developing a customer referral incentive program. Your existing customers are your most effective sales force.
- Create marketing materials that acknowledge the construction and provide compelling reasons for customers to do business with you.
- Communicate with neighboring businesses for possible partnerships, such as cooperative advertising, promotions or joint activities.
- Exceed customer expectations! Loyal customers will endure some inconvenience. Loyal customers tell others about their experiences.

*Visit www.ridetransit.org to sign up for NotifyMe.

