

City of Florence
Oregon's Premier Coastal Community

REVISION FLORENCE

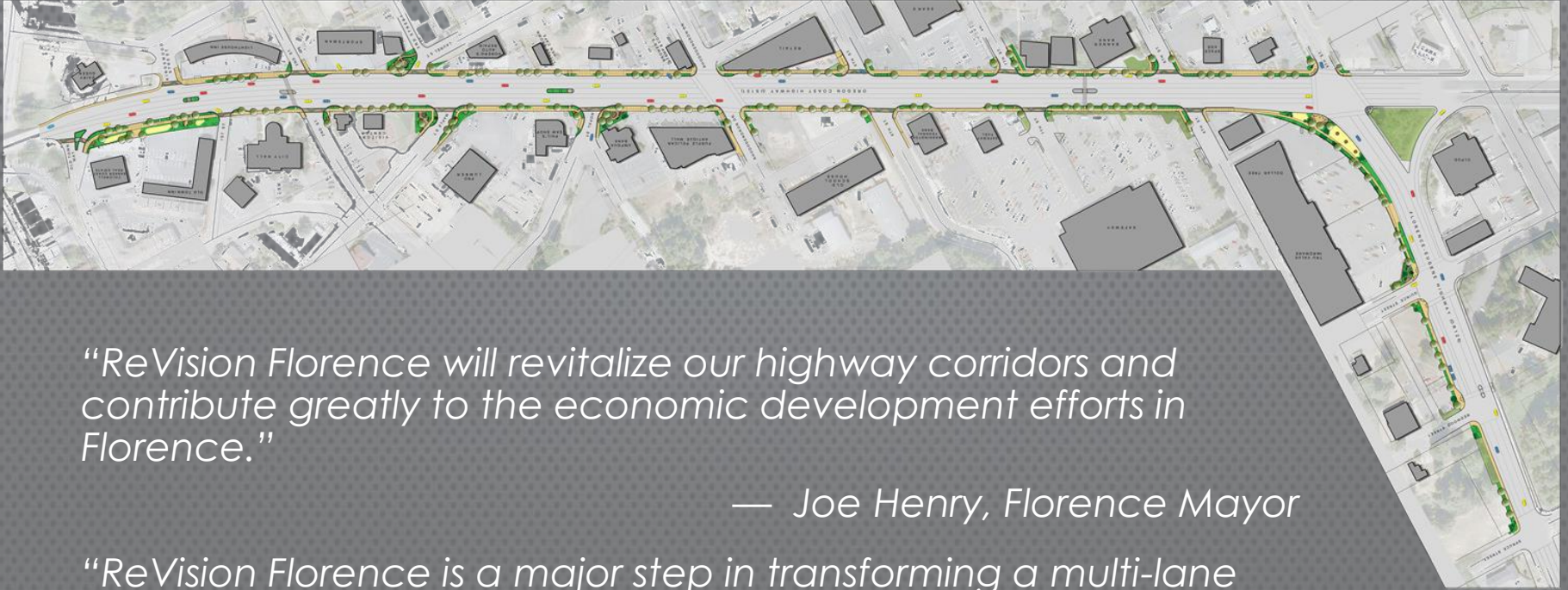
Florence Urban Renewal Agency

FINAL DESIGN OPEN HOUSE

PRESENTATIONS AT 4:30 & 5:30

April 25, 2018
4:00—6:30 pm
Florence Events Center

REVISION FLORENCE PROJECT AREA



"ReVision Florence will revitalize our highway corridors and contribute greatly to the economic development efforts in Florence."

— Joe Henry, Florence Mayor

"ReVision Florence is a major step in transforming a multi-lane highway into an authentic and visually appealing first impression to local citizens and visitors alike. The wide sidewalks, open spaces, benches, trees, and public art will enhance Florence's gateway."

— Joshua Greene, FURA Chairperson

WHY REVISION FLORENCE?



Highway Beautification and Safety
Re-Investment in the Highway District
Promote Job Growth and Job Creation
Alignment with Community Character
Promotion of Tourism
Maintenance of Freight Mobility

PROJECT ELEMENTS

Pedestrian Amenities

- Benches
- Bike Racks
- Trash Receptacles



Old Town Gateways

- Maple Street
- Quince Street

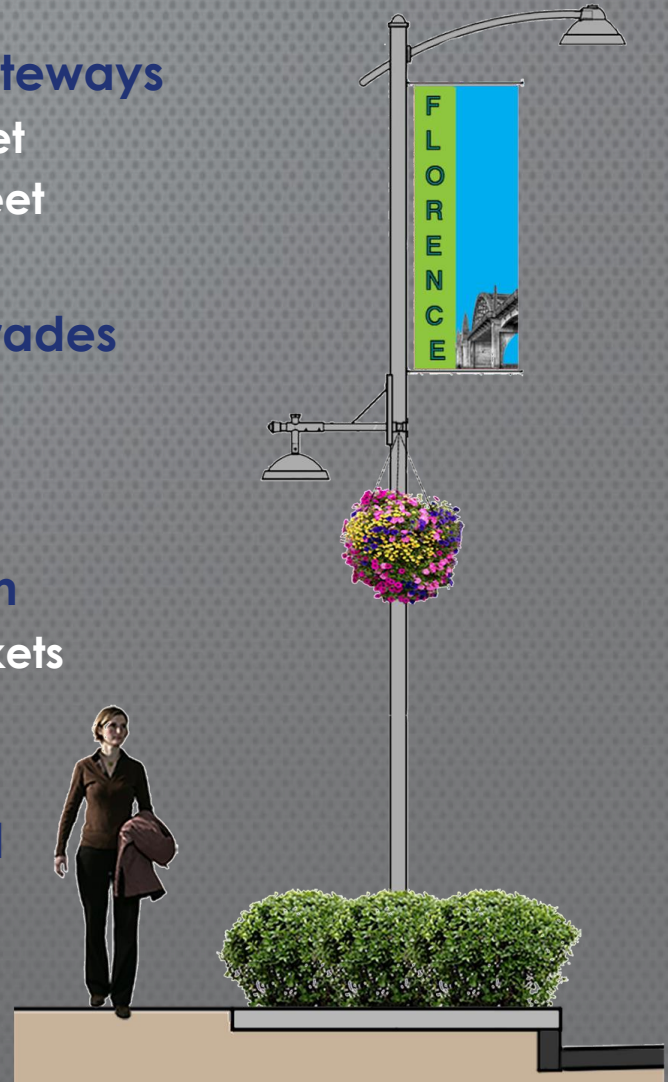
Lighting Upgrades

- Street
- Pedestrian

Beautification

- Flower Baskets
- Banners

Underground Utilities



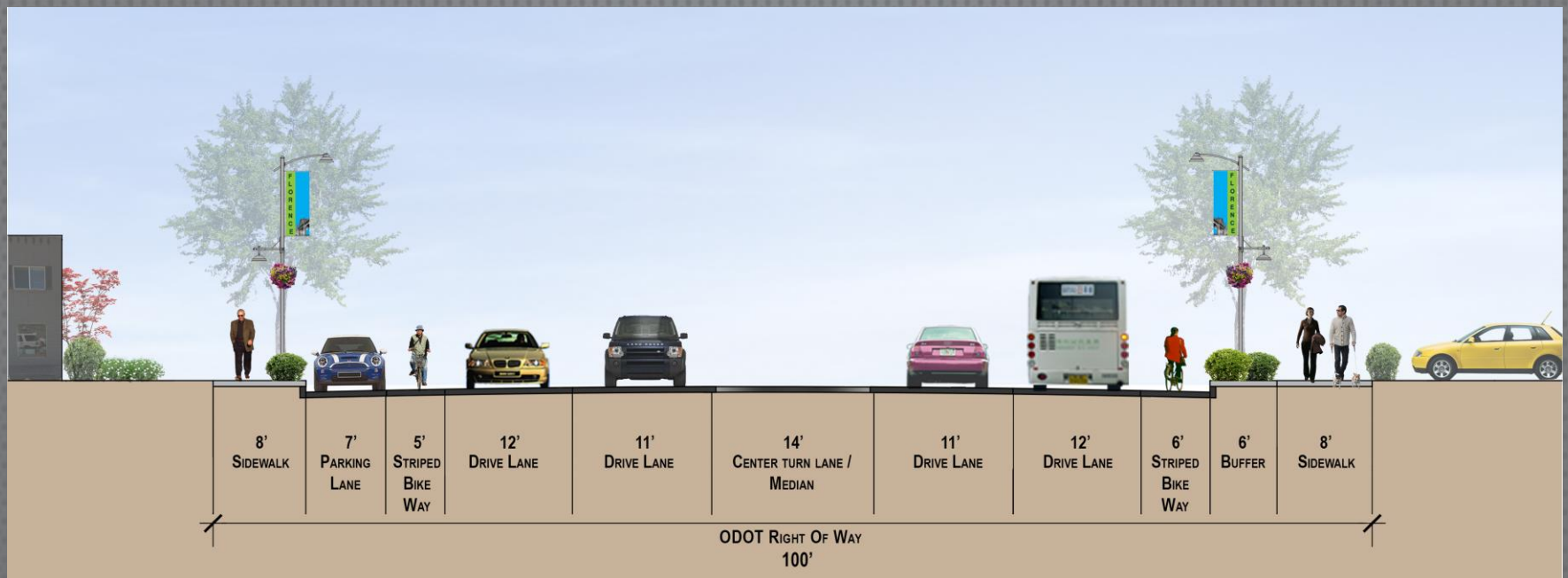
PROJECT ESTIMATE & TIMELINE

PROJECT ESTIMATE – \$6,935,000

- FURA/CITY – \$3,185,000
- STATE/FEDERAL – \$2,550,000
- LANE COUNTY – \$1,200,000

TIMELINE

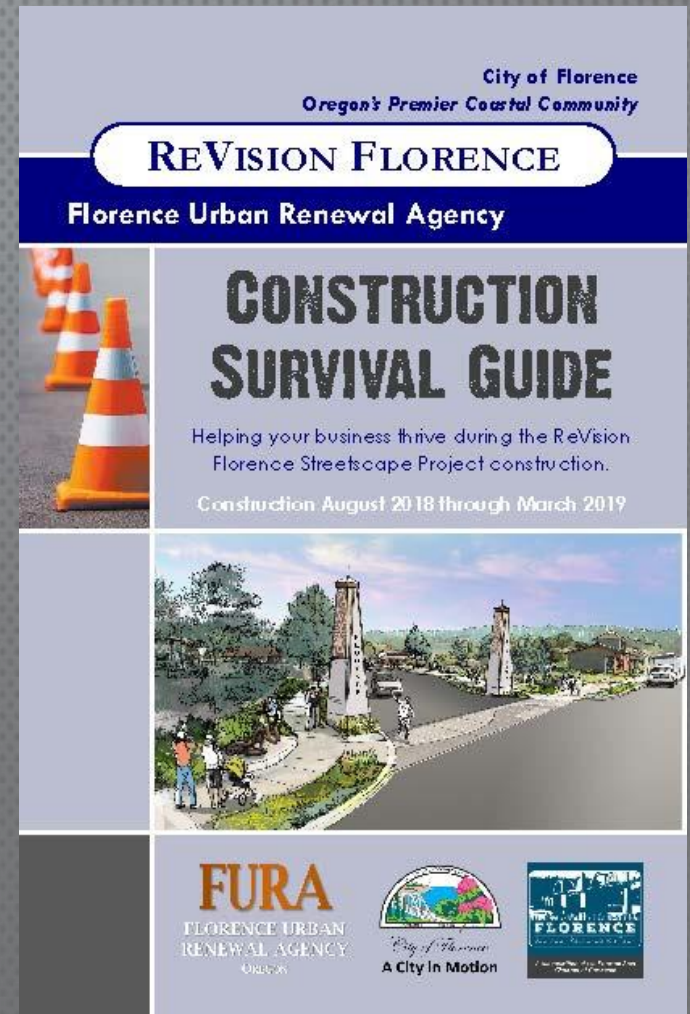
- CONSTRUCTION: AUG. 2018 – MAR. 2019
- PAVING: MARCH – MAY 2019



CONSTRUCTION SURVIVAL GUIDE

WHAT'S INSIDE?

- PROJECT OVERVIEW, TIMELINE, COSTS, & DESIGN
- CITY & ODOT CONTACT INFORMATION
- PROJECT COMMUNICATIONS PLAN
- ODOT PAVING PROJECT OVERVIEW
- TIPS & IDEAS FOR BUSINESS OWNERS
- PROMOTIONAL IDEAS & RESOURCES
- BUSINESS TOOLKIT



COMMUNICATIONS PLAN

THE CITY'S COMMUNICATION PLAN INCLUDES USING:

- **ReVISION FLORENCE PROJECT WEBPAGE**
 - *WWW.CI.FLORENCE.OR.US/URBANRENEWAL/REVISION-FLORENCE*
- **ReVISION FLORENCE PROJECT EMAIL DISTRIBUTION LIST**
 - *SIGN UP AT WWW.CI.FLORENCE.OR.US/NEWSLETTER/SUBSCRIPTIONS*
- **CITY OF FLORENCE NEWSLETTER — FOCUS ON FLORENCE**
 - *ONLINE AT WWW.CI.FLORENCE.OR.US/COMMUNITY/CITY-FLORENCE-NEWSLETTER*
- **CITY OF FLORENCE SOCIAL MEDIA**
 - *FACEBOOK*
 - *TWITTER*
 - *INSTAGRAM*
 - *VIMEO (RECORDED MEETINGS)*
- **NEWSPAPER ADS FOR GENERAL UPDATES**
 - *THE SIUSLAW NEWS*
- **RADIO SPOTS FOR TRAFFIC AND GENERAL UPDATES**
 - *COAST RADIO KCST 106.7 & FLORENCE AREA COMMUNITY RADIO KXCR 90.7*
- **PUBLIC MEETINGS & OPEN HOUSES**
- **DIRECT MAILINGS FOR IMPORTANT UPDATES**
 - *THE CITY WILL UTILIZE PROPERTY OWNER INFORMATION AND OUR BUSINESS LICENSE REGISTRATION LIST FOR SURROUNDING PROPERTY OWNERS.*



CONSTRUCTION PLAN

CONSTRUCTION TIMING:

- **DAY & NIGHT WORK**

TRANSPORTATION MANAGEMENT PLAN:

- **HIGHWAY LANE CLOSURES**
 - LIMITED TO NIGHTS
- **STREET CLOSURES**
 - SIDE STREETS CLOSED FOR UP TO 10 CONSECUTIVES DAYS FOR SIDEWALK & CROSSWALK CONSTRUCTION
- **PEDESTRIAN ACCESS**
 - PEDESTRIAN DETOURED TO SHORTEST ACCESSIBLE ROUTE
- **VEHICULAR ACCESS**
 - CONTRACTOR REQUIRED TO PROVIDE PRIVATE DRIVEWAY ACCESS
 - WHEN DRIVEWAYS ARE BEING CONSTRUCTED, ACCESS WILL BE PROVIDED VIA AN ALTERNATE ROUTE



TIPS, IDEAS, & CREATIVE PROMOTIONS

Be Positive

Encourage and generate a positive environment to support your staff and ensure retention of valued customers. Remind your customers and employees about the benefits your area will receive once construction is complete.

Be Knowledgeable

Stay informed about the project through web and social media sites. 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 during construction or have a concern, be proactive and contact the designated project managers with questions or concerns.

Be Safe

Pay attention to construction signs. Be aware of roadside construction workers and pedestrians while driving around the project area. As the project progresses, traffic and workers will 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. Communicate with your employees, other businesses and, most importantly, your customers.

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 your business before the project. By keeping customers 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.

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. While construction may have some inconveniences, you'll reap the benefits when it's finished. For example, if you've been considering a remodel for your business or a paving/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.

During Construction

Stay informed. Attend public meetings related to the project to get ideas and hear the latest news. Sign up to receive the City's newsletter.

Highlight your entrance. Make sure there are signs directing your customer to the correct entrance. Contact the City for an "Open for Business" sign.

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.

Reserve priority parking and access for your customers. Develop a plan with your employees on where they should park in order to provide the best access for your customers.

Create a friendly rapport with construction workers. While the on-site construction workers aren't the appropriate people to contact about concerns, you can 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.

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

Communicate with other businesses. 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 see page 14.

Encourage repeat customers. Reward and recognize 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.

Creative Promotions

Promotional Ideas & Business Toolkit

Our shared goal is to keep customers coming, keep them smiling, and shift their focus to the outcome, not the inconvenience of the construction. All businesses have a unique opportunity to have a little fun with the construction process by offering related business promotions and cross-promotions.

Remember, you are not alone.

Consider reaching out to businesses in other areas of the community that have dealt with construction projects. Discuss how they prepared for the project and what actions they took during and after construction. Ask what worked well, and what they would have done differently.

Work with local business associations.

The Downtown Revitalization Team, the Florence Area Chamber of Commerce, the Siuslaw Vision, and other organizations can help coordinate periodic communications to the community. Pool resources and coordinate promotions to attract and share customers.

Utilize the ReVision Florence Business Toolkit.

The City is creating a toolkit of items and information that will be available to business owners beginning in July and throughout the project's construction. Items will include infographics, sample language for social media posts, project information placemats for restaurants, project fliers, and more.

Find the Business Toolkit at www.ci.florence.or.us/urbanrenewal/revision-florence-business-toolkit.

Utilize social media and get online.

If you don't have them already, create a website and/or social media accounts to connect with customers.

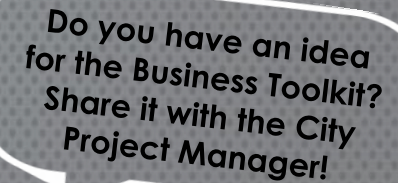
- Remember to only start as many social media pages as you can keep up with. Customers don't like feeling neglected in person or online.
- Once you're online, start promoting your sites by posting signs in your store, including links in your email, or creating ads through the social media site.
- Share updates from the City's social media pages and website. Utilize the infographics provided by the City to keep your customers informed.
- Use a URL shortener like bit.ly that lets you track how many people click on your posts. This helps you determine the best times to post and what type of post gets the most interest.
- Use Google Analytics or a similar service to track how many people are going to your site and when.

Don't forget about newspaper and radio ads to reach customers! Work with other businesses to share costs and receive a larger impact.

AVAILABLE RESOURCES

ReVISION FLORENCE BUSINESS TOOLKIT

- ITEMS TO INCLUDE: INFOGRAPHICS, SAMPLE SOCIAL MEDIA POSTS, PRINTABLE INFORMATION, ETC.
- WWW.CI.FLORENCE.OR.US/URBANRENEWAL/REVISION-FLORENCE-BUSINESS-TOOLKIT



*Do you have an idea
for the Business Toolkit?
Share it with the City
Project Manager!*

TEMPORARY SIGNS

- CITY ALLOWS TEMPORARY SIGNS OF UP TO SIX SQUARE FEET TO BE DISPLAYED ON PRIVATE PROPERTY, DURING BUSINESS HOURS, WITHOUT A SIGN PERMIT.

OPEN FOR BUSINESS SIGNS

- TO HELP ACHIEVE THAT MESSAGING, “OPEN” SIGNS WILL BE AVAILABLE FROM THE CITY FOR BUSINESSES TO UTILIZE IN THE CORRIDOR.

INFORMATIONAL FLIERS & LEAFLETS

- FURA AND THE CITY WILL BE PRODUCING INFORMATIONAL FLIERS AND LEAFLETS FOR BUSINESSES TO SHARE PROJECT INFORMATION WITH CUSTOMERS.

WHO DO I CONTACT?



CONSTRUCTION WILL BE MANAGED BY ODOT.

THE CITY WILL BE COORDINATING WITH ODOT ON BEHALF OF FURA.

FURA & CITY CONTACT

MEGAN MESSMER

CITY PROJECT MANAGER/PIO

541-902-2182

MEGAN.MESSMER@CI.FLORENCE.OR.US

ODOT CONTACT

ANGELA BEERS SEYDEL

ODOT PUBLIC INFORMATION OFFICER

541-726-2442

ANGELA.BEERS-SEYDEL@ODOT.STATE.OR.US

ALL CONSTRUCTION CREW MEMBERS AND CITY EMPLOYEES WILL DIRECT MEMBERS OF THE PUBLIC WHO HAVE QUESTIONS TO CONTACT THE INDIVIDUALS MENTIONED ABOVE.

ODOT PAVING PROJECT

U.S. 101: OR 126 JUNCTION - SIUSLAW RIVER BRIDGE

- CONSTRUCTION TO BEGIN MARCH 2019 (\$1,450,000)
- GRIND/INLAY AND OVERLAY PAVING OF HIGHWAY 101 BETWEEN THE JUNCTION WITH HIGHWAY 126 AND THE SIUSLAW RIVER BRIDGE.
- STRIPING OF TRAVEL LANES AND CROSSWALKS IN THE PROJECT AREA.

ODOT PAVING PROJECT CONTACT

JEFF LANGE, PROJECT LEADER

541-744-8080

JEFFREY.R.LANGE@ODOT.STATE.OR.US

PROJECT DETAILS

WWW.OREGON.GOV/ODOT/PROJECTS

OTHER ODOT PROJECTS

SIUSLAW RIVER BRIDGE CATHODIC PROTECTION PROJECT (2015-2019, \$19,900,000)

FLORENCE PEDESTRIAN CROSSINGS (MAY 2018, \$532,100)

- THE INTERSECTION OF 12TH STREET AND U.S. 101
- MID-BLOCK BETWEEN 15TH AND 16TH STREET ON U.S. 101
- THE INTERSECTION OF REDWOOD STREET ON OR 126 W

