

City of Florence  
*Oregon's Premier Coastal Community*

# REVISION FLORENCE

**Florence Urban Renewal Agency**

## **COMMUNITY PRE-CONSTRUCTION MEETING PRESENTATIONS AT 5:30**

**February 27, 2019  
5:15—6:30 pm  
Florence Events Center**



# REVISION FLORENCE PROJECT AREA



Highways 101 &  
126 Intersection  
Rendering



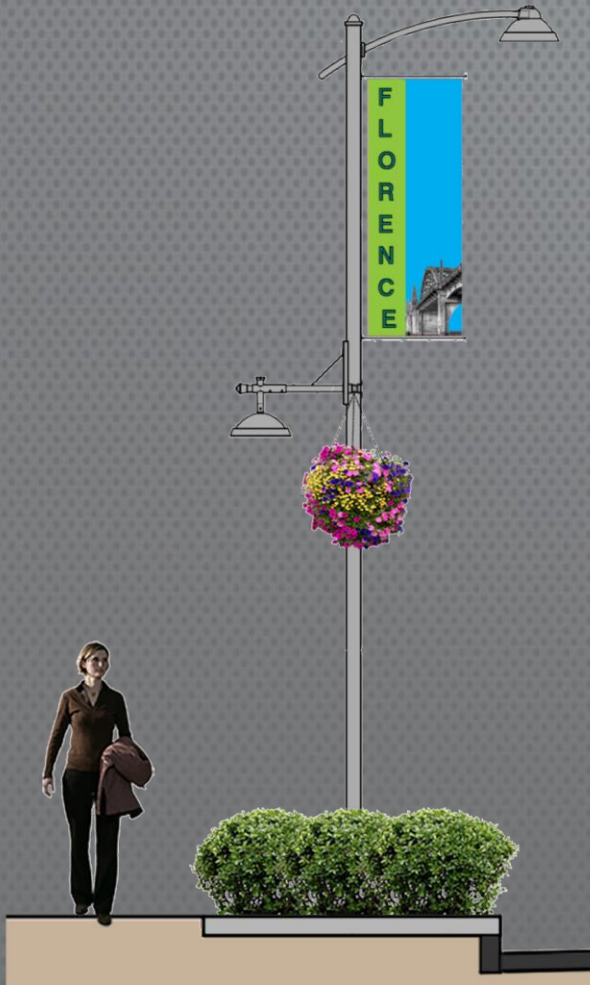
# WHY REVISION FLORENCE?



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



- ❖ Sidewalks
- ❖ ADA Improvements
- ❖ Bike Lanes
- ❖ Defined Parking
- ❖ Landscaping
- ❖ Plazas
- ❖ Street & Pedestrian Lighting
- ❖ Underground Utilities
- ❖ Visual Cues to Slow Down Traffic
- ❖ Repaving Highway 101 from Siuslaw River Bridge to Highway 126 Junction

# PROJECT ELEMENTS

## *Completed Outside of the ODOT Construction Contract*



## Old Town Gateways

- Maple Street
- Quince Street

## Beautification

- Flower Baskets
- Banners

## Pedestrian Amenities

- Benches
- Bike Racks
- Trash Receptacles



# WHAT WILL IT LOOK LIKE?

Current Highway 101 Conditions



# WHAT WILL IT LOOK LIKE?

ReVision Florence Design Rendering





# PROJECT TIMELINE

## MOBILIZATION

- FEBRUARY 1 – MARCH 4

## STAGE 1 – WESTSIDE HWY 101 FROM HWY 126 TO SIUSLAW RIVER BRIDGE

- BEGINNING MARCH 4

## STAGE 2 – EASTSIDE HWY 101 FROM SIUSLAW RIVER BRIDGE TO HWY 126

- BEGINNING MAY 28

## STAGE 3 – PEDESTRIAN MEDIANS ON HWY 101 AND SOUTHSIDE HWY 126

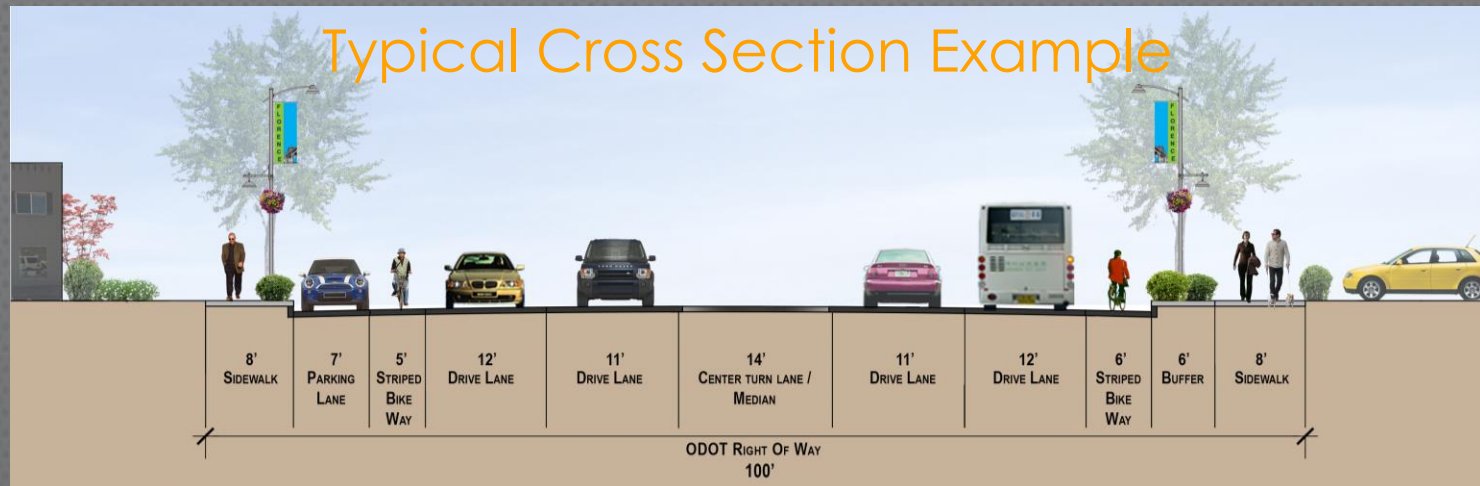
- BEGINNING AUGUST 22

## PAVING & STRIPING – HWY 101

- BEGINNING SEPTEMBER 4

## DEMOBILIZATION

- OCTOBER 4 – 10





# CONSTRUCTION PLAN

## CONTRACTOR:

- **ALEX HODGE CONSTRUCTION – BEND, OREGON**

## CONSTRUCTION TIMING:

- **MAJORITY DAYTIME WORK**

## TRANSPORTATION MANAGEMENT PLAN:

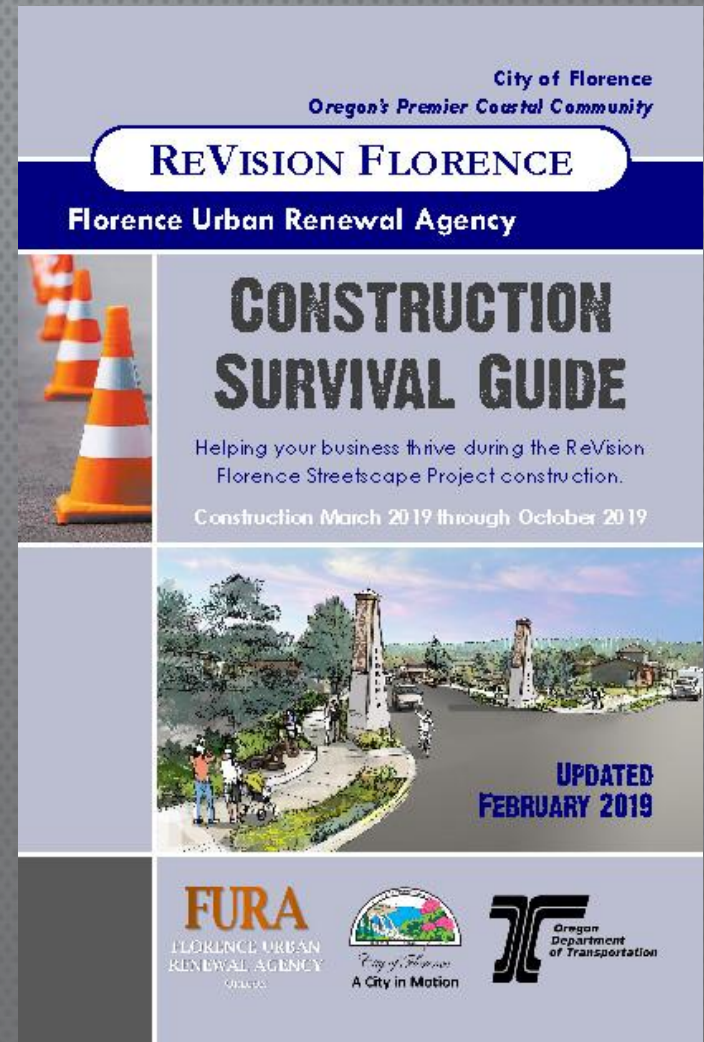
- **HIGHWAY LANE CLOSURES**
  - NORTH & SOUTHBOUND SINGLE LANE CLOSURES THROUGH MEMORIAL DAY
  - ONLY NORTHBOUND SINGLE LANE CLOSURES AFTER MEMORIAL DAY
- **STREET CLOSURES**
  - SIDE STREETS CLOSED FOR UP TO 10 CONSECUTIVES DAYS FOR SIDEWALK & CROSSWALK CONSTRUCTION
- **PEDESTRIAN ACCESS**
  - PEDESTRIAN DETOURED TO SHORTEST ACCESSIBLE ROUTE
- **VEHICULAR ACCESS**
  - CONTRACTOR REQUIRED TO PROVIDE DRIVEWAY ACCESS
  - DURING DRIVEWAYS CONSTRUCTED, ACCESS WILL BE PROVIDED VIA ALTERNATE ROUTE



# CONSTRUCTION SURVIVAL GUIDE

## WHAT'S INSIDE?

- UPDATED 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](http://WWW.CI.FLORENCE.OR.US/URBANRENEWAL/REVISION-FLORENCE)
- **REVISION FLORENCE PROJECT FACEBOOK PAGE**
  - [WWW.FACEBOOK.COM/REVISIONFLORENCEUPDATES](http://WWW.FACEBOOK.COM/REVISIONFLORENCEUPDATES)
- **REVISION FLORENCE PROJECT EMAIL DISTRIBUTION LIST**
  - SIGN UP AT [WWW.CI.FLORENCE.OR.US/NEWSLETTER/SUBSCRIPTIONS](http://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](http://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**
- **FLORENCE AREA CHAMBER OF COMMERCE EMAIL BLASTS**





# 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 pro-active 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](http://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](http://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.