

Keeping Peace with the Public

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The City of Akron

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Yesterday

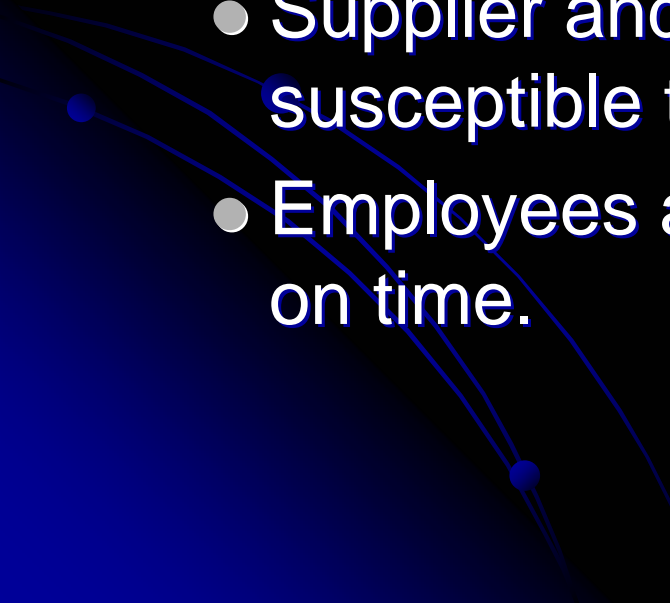
- People found out about road construction when it started!
- The primary goal of maintenance of traffic was to minimize the impact on the traveling public.
- Businesses and homeowners were basically ignored.




Today

- Business owners are concerned over loss of revenue due to a lack of access
 - A reduction of revenue can have a large impact on the profit margins of small businesses
 - Restaurants and specialty retail are most susceptible.


Today

- Business managers are highly concerned with just-in-time delivery schedules
 - Supplier and downstream consumers susceptible to supply shocks.
 - Employees and visitors have difficulty being on time.
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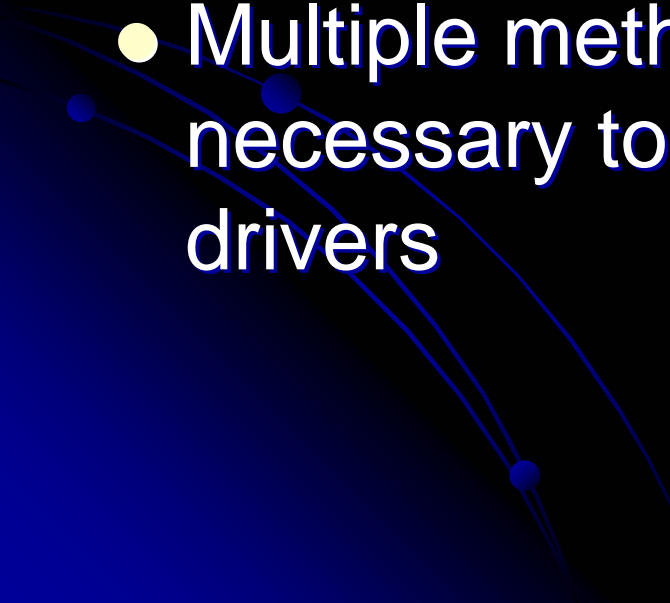
Today

- Traveling public is less tolerant with road construction
 - Road rage
 - Aggressive driving
 - Intermittent explosive disorder
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Communications Targets

- Through traffic
 - Destination traffic
 - Businesses and residents
- 


Through Traffic

- TELL THEM EARLY...TELL THEM OFTEN!
 - Multiple methods of communications are necessary to reach the greatest number of drivers
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Through Traffic

- Public meetings/open house can be effective.
- Video clips help people visualize the project.
- Handouts give people reference material that they can take home. 

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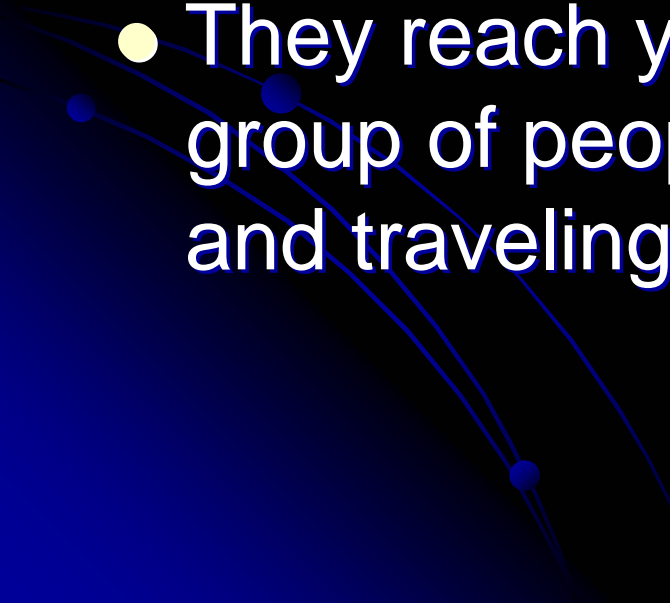
Through Traffic

- Newspapers are no longer the “ultimate” source for reaching the public.
- Get your message out by speaking in a positive manner, newspapers love to focus on the negative aspects of road construction.

Through Traffic

- Terrestrial radio is helpful since nearly everybody has a car radio, but again, not the only source.
- Media is now segmented with so many sources to gather information.
- Now there is competition with MP3 players, CD players and satellite radio.

Through Traffic

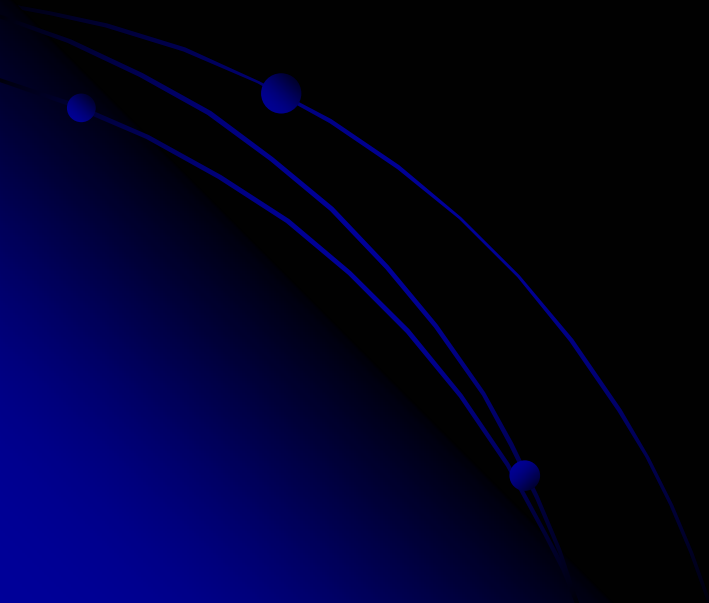
- Changeable message boards are extremely efficient.
 - They reach your “target market.” The core group of people who will be approaching and traveling through a construction zone
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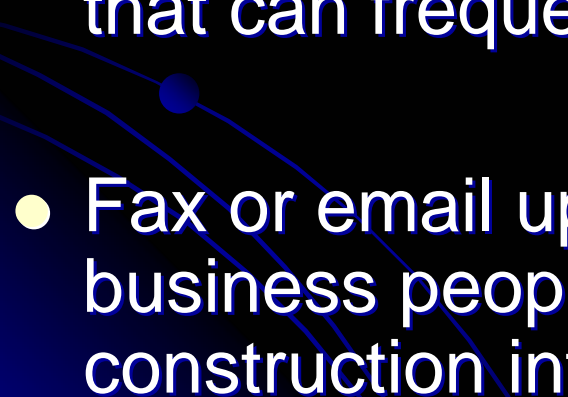


Through Traffic

- Highway Advisory Radio has benefits when used as a secondary media to message boards.



Destination Traffic

- Flyers provide something customers can take with them that explains a project.
 - Detailed information can be highlighted in a flyer that can frequently be referred to by the public.
 - Fax or email updates to EMS/safety and business people will help them keep abreast of construction information.
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Tallmadge Ave.

Home Ave.

The bridge will be extended to accommodate truck turns

Home Avenue will close for several months during construction

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TALLMADGE AVE./HOME AVE. BRIDGE PROJECT



Destination Traffic

- Signage that directs motorists to a business entrance will further aid those attempting to reach the business.
- Web site...an electronic flyer. Greatest benefit is that it can be changed in an instant to reflect current const. conditions.

FAIRWAY
CENTER
ENTRANCE




ACME
ENTRANCE



esday musical
Yo-Yo Ma
Mithryn Stott
November 7
330.872.7570



Businesses

- How to keep customers returning to the businesses.
 - Posters prove beneficial for a project that will affect a neighborhood.
 - Posters give a sense of community support for a project and promotes a sense of “we’re in this together.”
- 



North Main / Furnace Street Improvements

Access Will Be Maintained To All Restaurants And Businesses During Construction!

What's Going To Happen

The parking area in front of this building and the hill on Furnace Street from North Howard Street are going to be improved. All existing asphalt and sidewalks will be reconstructed.

The Benefits

More parking spaces.
Angled parking.
All utilities moved underground.
Furnace Street hill will be less steep with better sight distance.
New street lighting, decorative brick strip and landscaping will enhance this historic section of Akron.

What To Expect During Construction

Limited parking on North Main Street will still be available during construction. Additional parking will be available nearby.
This project is planned to be completed quickly...by mid-Summer!



Don Plesopoff Jr, Mayor
Marce Sennersville, President, Akron City Council
Gerard Hoffman II, Senior Director

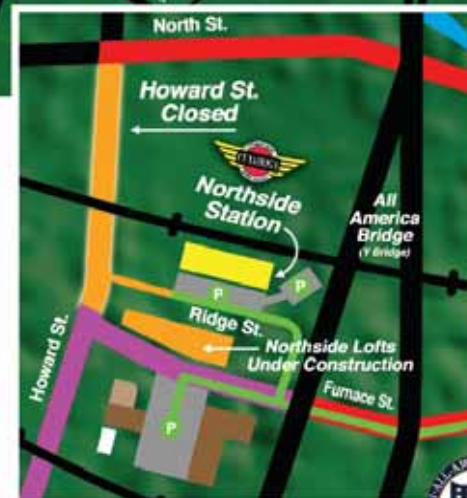
Don't Let Construction Get In Your Way

HOW TO REACH THE NORTHSIDE BUSINESS DISTRICT WHILE NORTH HOWARD STREET IS TEMPORARILY CLOSED




A short section of North Howard Street is closed from Furnace Street to North Street for widening and improvements. This portion of North Howard Street will remain closed through summer and early fall. Access to the Northside Business District is available by using the various detour routes on this map. Signs are also posted throughout the area to help guide you to the Northside Business District.

- Closed section of North Howard St.
- Limited access for cars only, no trucks
- Limited access with sharp curves, 13' 3" bridge clearance
- Unrestricted access for all vehicles (preferable truck & bus route)



Businesses

- How to teach employees, visitors and vendors methods of reaching your business.
 - How to empower them to use whatever communication tools are available about a project.
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*Wallhaven, growing
for the future!*

*Thank you for supporting our
Wallhaven business partners.*



West Point
POINT

BRUSHY

CREATE A BLAZ

DISH UP LUNCH

HOME MADE SOUP


TO-GO LUNCHES

PIZZA & SANDW

ROASTED MEATS




Businesses

- Meet with business owners individually to avoid a back draft of overwhelming rejection about a project.
 - Be proactive. Approach them first before they contact you.
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Businesses


- Coaching
- Work with businesses to teach them how to counter negative public opinion.
- Handle negative telephone calls positively.
- Work with customers to inform them how to reach your business and keep them coming back.

Businesses

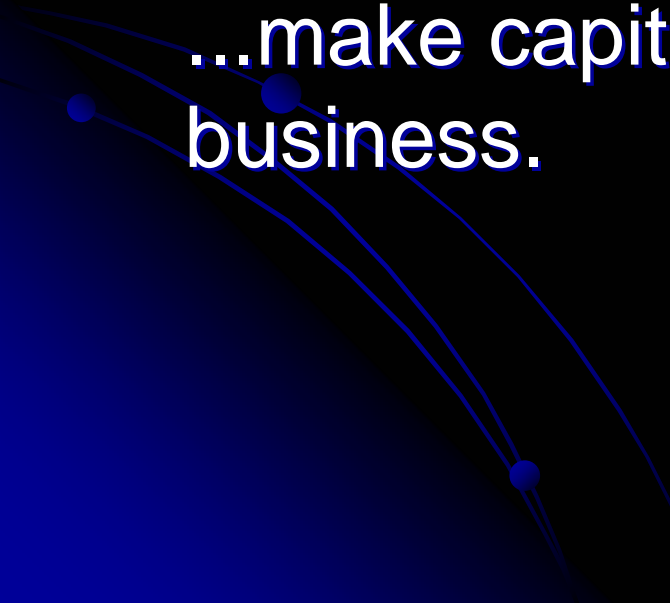
- “The 20 minute rule.” Let people vent their frustration – be a listener!
 - Focus on their problem.
 - Attack their problem – not the person.
 - Treat a person’s feelings with respect.
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Businesses

- Alternate routes for deliveries.
 - Coordinate deliveries with the construction project.
 - Communications must be ongoing!
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Businesses

- Scheduling capital improvements
 - While the road is under construction
...make capital improvements to your
business.
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Questions?

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