

January 2018

McHenry County
Division of Transportation
www.mchenrycountydor.org



SURVIVE!

A Business Guide

- Get Involved**
- Stay Informed**
- Be Prepared**

McHenry County Division of Transportation
Road Construction Survival Guide - Purpose and Intent

This survival guide has been developed to assist local property and business owners, and daily commuters along a construction site. Enclosed you will find practical advice and guidance to help you get involved, stay informed and be prepared for pending road construction. Our intent is to work with you to minimize difficulties and potential disruption that can accompany road improvements.

CONTENTS

INTRODUCTION 3

TAKE ACTION TO PROTECT YOUR BUSINESS 4

 The Up Side 4

GET INVOLVED 5

 Online Information 5

 Reaching Out to Business Owners Early in The Process 5

 Remember: You Are Not Alone 7

 Work with Local Business Associations 7

SOCIAL MEDIA - SHARE INFORMATION 8

 Construction Project Websites 8

 Facebook 9

 Twitter 9

DEVELOP A GAME PLAN BEFORE CONSTRUCTION STARTS 10

CONSTRUCTION SURVIVAL TIPS..... 15



INTRODUCTION

Dear McHenry County Area Business Owner:

Everyone knows the joke that Illinois has two seasons: winter and construction. However, we know that road construction sometimes can be not so much of a laughing matter for businesses.

Road construction can present a number of challenges for local businesses, but when that work is done, the improvements to traffic flow and road capacity significantly benefit businesses that rely on the road access.

The McHenry County Division of Transportation developed the Road Construction Survival Guide to help you and other area business owners overcome the typical obstacles that come when road work occurs near you. With proper preparation and sharing of information, your business can not only endure, but also prosper.

Although this guide is geared toward business owners, it also contains useful information for commuters, residents and elected officials. This guide offers proven strategies and practical guidance to survive a road construction project.

McHenry County is committed to working collaboratively with business owners, chambers of commerce and economic development staff to communicate construction information in a timely fashion on multiple platforms, and to keep disruption to a minimum.

We hope this guide will help you and your employees prepare for future road construction projects near your business. Let's work together!

Sincerely,

Mr. Jack D. Franks
County Board
Chairman

Mr. Joseph Gottemoller
Transportation Committee
Chairman

Mr. Joseph R. Korpalski Jr., P.E.
Director of Transportation
County Engineer



TAKE ACTION TO PROTECT YOUR BUSINESS

THE UPSIDE

Road construction is necessary to keep our infrastructure and roadways safe and efficient, but construction projects can present challenges to any business.

However, when the work is completed, the improvements to the area/corridor are likely to benefit your business in many ways, such as increased accessibility and capacity, improved streetscapes and an enhanced sense of growth or progress of an area.

When construction is complete, improvements are likely to benefit your business by providing:

- *Increased accessibility and capacity*
- *Improved roadways and streetscapes*
- *Enhanced sense of growth or progress of an area*



Rakow Road Under Construction



Rakow Road Completed Improvements

One area business owner who went through a lengthy road construction project said:

“Although it was a painful process, the end product was worth it. The project enhanced the traffic flow to my business and my guests are more likely to frequent my business because of this.”

With this positive outcome in mind, take action and get involved early!

- Participate in public construction information meetings from the start of the project.
- Get to know the construction engineers.
- Ask questions and stay informed.



GET INVOLVED

ONLINE INFORMATION

McHenry County municipalities include road construction projects within their Capital Improvement Plans several years in advance of the actual construction.

Information about upcoming projects can be found on the McHenry County Division of Transportation's website:

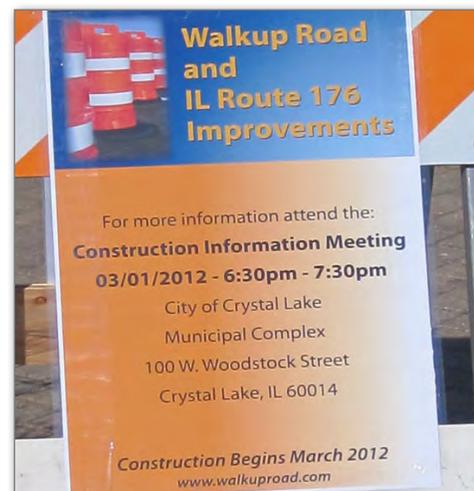
www.mchenrycountydor.org

REACHING OUT TO BUSINESS OWNERS EARLY IN THE PROCESS

As early as possible, before the start of construction, the County will begin reaching out to businesses that will be affected by the project. This process likely will include mailings to business owners inviting them to an *information meeting* for the project.

TIP: Get involved early and attend Information Meetings. The County has the greatest flexibility to incorporate comments and changes into the project at this time, before decisions have been made.

The purpose of the information meeting is to introduce the project and collect feedback. Your comments and questions are very important at this early stage in the process as the County has the greatest flexibility to incorporate changes into the project at this time, before decisions have been made. Please watch for mailings, posted notices and news articles, and attend this initial meeting to learn more about the project and to provide input.



A variety of communication methods will be used to alert business owners and the public of the upcoming construction project. This notice was posted outside of the Metra Crystal Lake Rail Station to alert riders.

Take note of all communications from the County and stay informed. Changes to the roadway will occur as construction progresses. In order to plan accordingly and make the needed changes to address construction issues, you will need the most current information about the project. This information will include construction schedules, road closures, detour routes, contact information, etc. The best way you can do this is through social media - we'll discuss that later.

For most roadway construction projects, the County will advertise the project so that contractors can elect to submit bids. Once a contractor is hired to complete the work, the County may host a **preconstruction meeting** with the contractor and invite the public to attend. The goal of this meeting will be to ensure everyone is aware of the upcoming construction schedule.

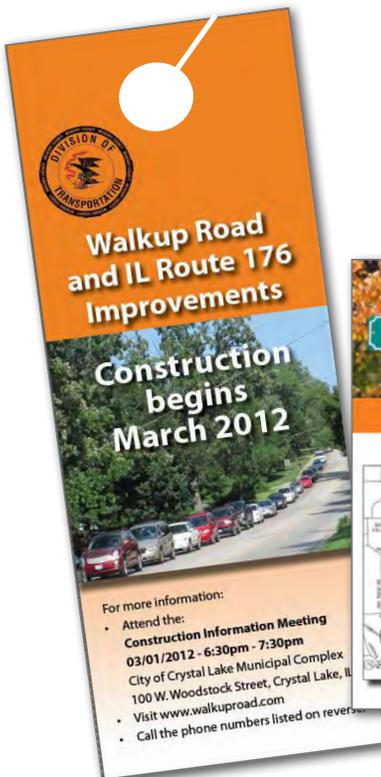
At the preconstruction meeting, it will be beneficial for you to:

- Review the improvement plans
- Introduce yourself to the construction engineers
- Learn how to best stay informed during construction.

TIP: Attend the Preconstruction Meeting to get important schedule information, meet the facilitators, and sign up for important communications.



Preconstruction Meetings are held for business owners and residents. Take this opportunity to talk to the experts, review the plans, and ASK QUESTIONS regarding anything you don't understand.



What is Being Done to Walkup Road?

The Walkup Road project has been separated into three segments. Segment 1 was completed in 2011 and Segments 2 and 3 will start in 2012.

Segment 1 – Burning Bush Trail to Crystal Springs Road – COMPLETED IN 2011
The first segment was completed last year for the middle section. A continuous left turn lane was added along with right turn lanes at key intersections. New traffic signals were installed at Pleasant Hill Road, Edgewood Road and Crystal Springs. A bikepath was also added from Pleasant Hill Road south to Veteran Access Park.

Segment 2 – Walkup Road at Illinois Route 176 Intersection – BEGIN IN 2012
Illinois Route 176 and Walkup Road will be widened to include 2 through lanes in each direction and separate left and right turn lanes. North of Crystal Ridge Drive, Walkup Road will consist of a continuous center turn lane with right turn lanes at key locations. This work will include constructing new storm sewers, installing new water main along Illinois Route 176, pavement reconstruction with curbs and gutters, and modernized traffic signals at the intersection. A bicycle path will be constructed on the east side of Walkup Road from Gates Street to Veteran Access Park to connect the path that is built as part of the first segment of Walkup Road in 2010/2011. During a portion of the construction process, the south leg of the intersection will be closed to through traffic. A detour route will be posted and to accommodate the re-routed traffic, a temporary traffic signal will be installed at Illinois Route 176 and Main Street.

Segment 3 – Crystal Springs Road to Bull Valley Road – BEGIN IN 2012
This section of Walkup changes its name to Crystal Lake Road north of Mason Hill Road. The north segment of this project consists of the continuation of improvements from the first segment that ended at Crystal Springs Road. Widening and curbing of Walkup Road from north of Crystal Springs Road to south of Bull Valley Road will add a continuous center turn lane with right turn lanes at key intersections. New storm sewer with curbs and gutters will be installed along the entire length of improvements. In addition, new traffic signals will be installed at the Mason Hill Road intersection.

Other communications such as door hangers with project information and announcements in your municipal newsletter may also be distributed.

Left: custom door hanger and a newsletter that were distributed to businesses and residents before construction started.



REMEMBER: YOU ARE NOT ALONE

Project meetings are an opportunity for you to meet other local business owners who are also affected by pending improvements. Develop a group plan for staying in contact with the County, construction project managers and your customers.

Consider reaching out to businesses elsewhere that have dealt with construction projects. Discuss how they prepared for the project and what actions they took before and during construction. Ask what worked well, and what they would have done differently.



WORK WITH LOCAL BUSINESS ASSOCIATIONS

Local chambers of commerce, business associations and other organizations could coordinate periodic communications to the community.



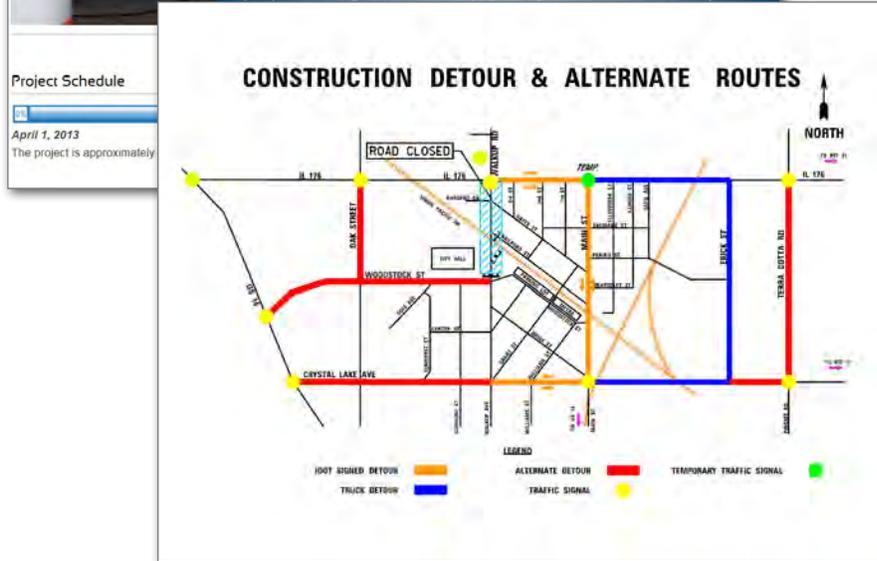
SOCIAL MEDIA - SHARE INFORMATION

Keeping residents, business owners, commuters and customers informed of the project schedule, current status, road closures and construction delays is vital. One of the fastest and most cost effective ways to keep everyone informed is through social media and the Internet. These tools effectively and instantly communicate project information to the public.

TIP: You can get important real-time project information instantly by signing up for tweets, alerts, and other notifications.

CONSTRUCTION PROJECT WEBSITES

Many road construction projects will have a dedicated website. This website often will include details of the construction work, the anticipated schedule, contact information, frequently asked questions and more. You can also sign up via the website to receive project updates by email. Share the website with clients and customers. Post signs in your business and encourage your customers to sign up for project updates.



Several sections of a project website contain reminders and specific messages promoting business interests. Maps that identify detours are prominent and often can be printed in larger format for business owners' use.



FACEBOOK

Facebook connects people with friends and family, and connects businesses with customers. It also is an invaluable toll to receive and share updates on road construction projects.

At the very least, you should "like" the McHenry County Division of Transportation Facebook page, which often will contain prompt updates on road and lane closures, shifting traffic patterns, dates and times of informational meetings, and other important updates. You can find it at www.facebook.com/McHenryCountyDOT.

Major road projects that will affect a large number of people may merit the creation of their own Facebook page. Like those pages to receive timely updates and warnings.



TWITTER

Twitter allows the DOT and construction engineers to tweet immediate alerts to the public. Follow a project's Twitter account to receive instant updates and reminders of upcoming closures and detours.

SHARE AND SHARE ALIKE

Consider sharing and retweeting updates on your business's social media accounts to keep your customers informed, and of course to remind them that you are open during construction.

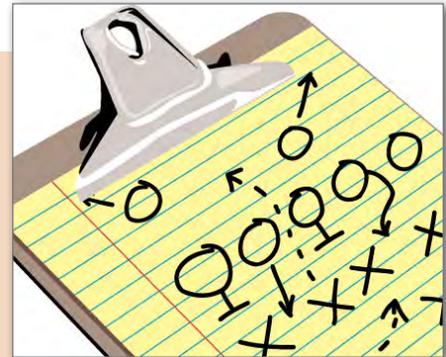


DEVELOP A GAME PLAN BEFORE CONSTRUCTION STARTS

Preparation is your key to minimize frustration during construction. Be proactive, stay informed and make any needed adjustments in your operations to help keep your business running as smooth as possible. Here are some general tips to help you:

1. Work with your employees to 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 concerns they may have. Your employees will appreciate the opportunity, and the dialogue may spark new ideas that will benefit your business.



2. Reach out to your local Chamber of Commerce and other area businesses.

- Visit your local business association and Chamber of Commerce for assistance in promoting your business during the construction project.
- Network with other area businesses, or consider forming a local business organization, to work together in promoting your businesses during construction.

3. Be Flexible.

- Inform your employees of construction areas that may delay their commute to work.
- Consider adjusting shift times to help employees travel through work zones during non-peak hours.

Meet with your employees to discuss the upcoming construction. They can be a good resource for helpful ideas. Talk about how to communicate any changes with customers and answer questions.



4. Inform customers months in advance.

- Keeping your customers informed gives them the ability to navigate construction and access your business.
- Consider putting up signs or passing out copies of alternate routes to your business before the project begins.



Owners in a shared business area may want to pool resources to create signage for customers.

PROJECT IMPROVEMENTS

- ◆ MCHENRY COUNTY DIVISION OF TRANSPORTATION IS THE LEAD AGENCY FOR THIS JOINT CITY/COUNTY/STATE PROJECT.
- ◆ INCLUDES ADDITIONAL THROUGH LANES, TURN LANES, SIDEWALK, WATER MAIN, BIKE PATH, & TRAFFIC SIGNAL IMPROVEMENTS
- ◆ TEMPORARY ROAD CLOSURE FOR WALKUP ROAD BETWEEN IL ROUTE 176 AND WOODSTOCK STREET NEEDED IN ORDER TO MINIMIZE THE OVERALL DISRUPTION TO LOCAL BUSINESSES AND MOTORISTS.

Walkup Rd will be reopened to traffic as soon as possible. Check www.walkuproad.com for updates on project schedule.

CONTACT INFORMATION

WALKUP RD @ IL RTE 176

Telephone: 815-482-9121
(Baxter & Woodman, Field Engineer)
www.WalkupRoad.com
www.Twitter.com/WalkupConstruct
www.Facebook.com/WalkupConstruct

OTHER 2012 PROJECTS

RAKOW ROAD (COUNTY)
www.RakowRoad.com

CRYSTAL LAKE AVE, ERICK TO EAST ST
www.EastCrystalLakeAvenue.com

IL RT 176 @ BRIARWOOD RD
Facebook: <http://tinyurl.com/6wr5d8v>

PINGREE RD @ CONGRESS PKWY
www.PingreeConstruction.info

IL ROUTE 176 @ IL ROUTE 31 (IDOT)
www.dot.state.il.us

CITY OF CRYSTAL LAKE

Engineering & Building Dept.
100 W. Woodstock Street
Crystal Lake, Illinois 60014

Phone: 815-459-2020
Fax: 815-479-1647
Email: Engineering@CrystalLake.org

Follow us on

www.Twitter.com/CrystalLakeIll

SCAN FOR MORE INFORMATION

City of Crystal Lake

MCHENRY COUNTY DOT/
CITY OF CRYSTAL LAKE

WALKUP ROAD @ IL ROUTE 176 IMPROVEMENT

Follow us on

www.Twitter.com/CrystalLakeIll
www.Twitter.com/WalkupConstruct

2012 ROAD CONSTRUCTION

This brochure was given to all affected business owners, along with a supply for their customers. This particular copy emphasized the anticipated road closure in a main section near the community's downtown business area.



5. Erect Temporary Signs.

- Some communities will allow temporary signs during construction. Contact your city/village staff before construction starts to learn more.
- Some temporary signs may be allowed within the roadway right-of-way. Contact the construction engineers before the project starts to see what types of signs can be placed.



Plan for temporary access. One area business directed customers to a back door entrance during construction.

6. Direct customers to your doors if access changes.

- Access to your business is a primary concern. Make sure there are signs directing your customers to the correct entrance.



Photos show before, after, and during downtown improvements.

The end results of the improvements benefit everyone.



7. Make sure signage is clear.

- Traffic delays are often inevitable during a construction project, but signage can help a great deal.
- See what sort of signs are going up to direct traffic and make sure they make sense to your customers.
- Construction crews are not aware of your individual needs and often it is just a matter of asking. Also, make sure that the signage is properly directing your customers to parking spaces within your site and off of the roadway.



Access during construction is imperative. Make sure you are aware of and prepared for any detour routes.



Check out the construction signage being posted to gauge what, if any, supplemental direction is needed to properly guide customers to your business. If signage is unclear, hard to read, small, or in a questionable location, talk to the projects designated contacts to see what options are available.



8. Create a friendly rapport with construction crews.

- The on-site construction workers are not the appropriate people to contact about concerns. However, creating a friendly rapport can only improve any situation.
- Construction workers are following instructions from their supervisors. Communicate your concerns to supervisors and project leaders to get the best results.
- The county will provide a list of important contacts regarding the project in the months leading up to construction. Keep those contact numbers close at hand to answer questions and address your concerns.



Construction projects can span multiple weeks, months, and even years. Make the best of your situation with a friendly attitude toward construction workers.



Call the numbers below 24/7 with project questions/concerns.

 **John Ambrose**
Public Relations Manager
815.482.9121

 **Craig Mitchell**
Construction Manager
815.482.8318

 **Jim Werner**
McHenry County Division of Transportation
815-482-1071

Follow us on Twitter at <http://twitter.com/walkupconstruct>

"Like" us on Facebook at <http://www.facebook.com/walkupconstruct> for frequent Construction Updates.

The County will provide you with important contact information during construction. These facilitators are the appropriate people to contact with any construction or site concerns during improvements.



CONSTRUCTION SURVIVAL TIPS

We hope this guide has helped you to better understand and plan for upcoming construction projects. Here is a summary of Road Construction Survival tips:

✓ Get Involved

- Participate in construction information meetings from the start of the project.
- Get to know the construction managers
- Ask questions early during the planning stage.

✓ Stay Informed

- Sign up for important communications (email, websites, and other social media platforms).
- Pool your resources with other local businesses and business associations to develop a group plan for staying in contact with the construction managers.

✓ Be Prepared

- Strategize with employees to develop marketing efforts and ideas to prosper during construction.
- Communicate with your customers about how to navigate the construction area and access your business.
- Consider using temporary signage.



Acknowledgement:

McHenry County Division of Transportation
815-334-4960 - www.mchenrycountydor.org



McHenry County Economic Development Center
815-893-0895 - www.mchenrycountyedc.com

