



BUSINESS CONSTRUCTION CHECKLIST

FOR I-20 REHAB THROUGH BOSSIER CITY



Remember that clear communication and careful planning are key to successfully rerouting customers during road closures. The goal is to minimize inconvenience for your customers while ensuring they can continue to access your business. **We are here to help you through this process.**

Overall Communication and Signage:

- Inform customers:** Use social media, your website, and email newsletters to communicate the road closure and alternative routes.
- Keep customers updated:** Regularly post updates on social media platforms and your website about the road closure, progress, and any changes - throughout the length of the project.
- Address concerns promptly:** Monitor comments and messages on social media and promptly respond to customer inquiries or concerns.
- Install clear and visible signage:** Place signs at nearby intersections and within your business premises, as allowed by the Bossier Metropolitan Planning Commission, to guide customers to the new entrance.

Alternative Routes:

- Identify alternative routes:** Work with local authorities to determine the most convenient and efficient detour routes for your customers.
- Provide detailed directions:** On your website and in communications, offer step-by-step directions from common access points, major landmarks, and highways.

Enhanced Visibility:

- Make your business visible:** In addition to signage, banners, or flags as allowed by the MPC, display enticing offers or promotions to encourage customers to take the alternative route to come to your business.

Customer Assistance:

- Train your staff:** Make sure your employees are well-informed about the road closure and alternative routes so they can assist customers effectively.
- Provide customer support:** Have staff available to answer phone calls or emails to provide directions and assist customers.
- Offer maps:** Create and distribute maps showing the new access points and routes, either digitally or as printed handouts.

Operational Adjustments:

- Update operating hours:** Consider adjusting your business hours to accommodate potential delays caused by the rerouting.
- Modify services:** Temporarily offer delivery services, curbside pickup, or other options to make it easier for customers to access your business. Consider partnering with another business that can showcase/sell your products.

Evaluation and Feedback:

- Collect feedback:** Ask customers for their thoughts on the rerouting process and if they encountered any difficulties reaching your location.
- Continuously assess:** As the road closure progresses, evaluate the effectiveness of the rerouting plan and make adjustments if necessary.

Post-Rerouting Recovery:

- Show appreciation:** Once the main route is fully reopened, thank customers for their patience with special promotions or events. You could offer a grand re-opening with the Chamber to celebrate!

