


LEAGUE
OF WISCONSIN
MUNICIPALITIES

**Strategies for Supporting Businesses
During Street Construction**

League of Wisconsin Municipalities
Annual Conference
October 25, 2018

Presenters

- Patrick Vander Sanden – Columbus City Administrator
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– (920)623-5900
- Ellen Schaaf – Waunakee Area Chamber of Commerce Executive Director
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– (608)849-5977
- Todd Schmidt – Waunakee Village Administrator
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Program Goals

- Present
 - Background
 - Strategies
 - Lessons
- Idea Sharing
- Decide who looks best in fluorescent vest

The Columbus War Zone of 2017

- James Street (State Hwy 16/60)
 - Full Reconstruction
 - 1.5 miles
 - March - November
 - Included 2 blocks of Downtown Columbus
 - Challenges
 - Business community
 - Transportation
 - Communications/Logistics

Aerial View of Project Area



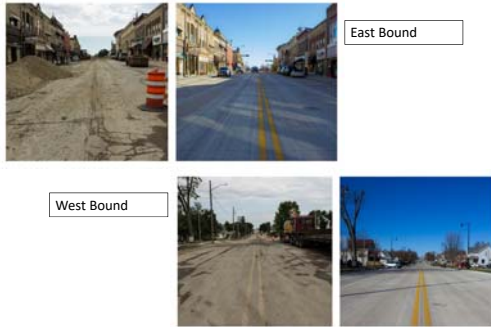
Before Photos



During Photo



After Photos



Background on Waunakee Project

- Main Street - Hwy 19, 113, and Cty. Q
- Partial and Full Reconstruction
- Safety Upgrades and Roundabout
- May – Sept Construction



Aerial View of Project Area



Before Photo



During Photo



After Photo



“Have No Fear, Ask James is Here!”

- Pre-Project Planning/Public Information
 - Committees: Marketing, Signage, Events
 - Community Outreach
- During Project
 - Business Liaison Position
 - Accessibility Strategies
 - Routine Meetings
 - Communications
- After Project
 - Celebrate!



“Ask James?”

www.AskJames1660.com



Waunakee Project Strategies

- Goals: Involve public and ease burdens
- Pre-Planning
 - Budget Accordingly
 - Engage Stakeholders
 - Public Meetings
 - Communicate on many levels
- Successful Strategies
 - Mailed official project guide
 - Together Waunakee Committee: *"Together...Paving the Way Waunakee"*
 - Communicate: togetherwaunakee.com, blog, facebook, email
 - Hired a Summer "Together Waunakee" Intern



Recommended routes during the Waunakee road construction

Waunakee's Main Street businesses are open and there is access into the downtown. Please shop local, as it has a lasting impact on the economic vitality of the Waunakee/Westport area, especially during the construction period.

Wisconsin DOT has designated a re-route of traffic, as shown left. The Village of Waunakee provides local alternate routes.

The use of temporary four-way stops at intersections will be in place. This route is not intended for semi-truck use and weight limits will be enforced.

Stay connected throughout all of the construction!
to the project information, please visit:
togetherwaunakee.com • waunakeeblog.blogspot.com • facebook.com/togetherwaunakee





Bumbles & Stumbles in the Red Bud City

- “In your face” Communication
 - Pre-construction meetings
 - Present the realities
 - Convenient communication (business liaison, social media)
- Accountability
- Maintain Objectivity
 - “Hey, what about me?”



Waunakee Project Lessons Learned

- Plan early
- Collaborate & Cooperate
- Signage, signage, signage
- Know your stakeholders
- Communicate effectively
- Engage
- Listen and respond
- Share details – good, bad, or ugly

WisDOT Posted Detour Route

EXIT 131
19
Waunakee
Sun Prairie
1 MILE

Your guide to **Waunakee**
Main Street Construction Project

Project and Detour Map

TOGETHER PAVING THE WAY WAUNAKEE

WisDOT Posted Detour Route

EXIT 131
19
Sun Prairie
1 MILE

Your guide to **Waunakee**
Main Street Construction Project

Project and Detour Map

TOGETHER PAVING THE WAY WAUNAKEE

Idea Sharing

- Gather in groups of four
- Questions:
 - What actions has your community taken to make the best of a road construction project?
 - What new and creative ideas do you have that might help all of us be more successful during a project?
- Report out

??? Time for Questions ???

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THANK YOU!

- ...and... who looks best in their fluorescent vest???
