



## Prepare Now for I-20 Construction!

### ***Getting Customers (and Employees) to Your Door:***

- Identify alternative routes: Stay updated on alternate routes. Have employees who take I-20? Share information now so they can find other routes.
- Provide directions: Use your social media & website to offer easy directions from major landmarks and highways while avoiding use of I-20.

### ***Communication and Signage:***

- Inform customers: Use social media, your website, and email newsletters to communicate traffic backups, potential closures, and alternative routes. (Remember that even if traffic on the Shreveport side is flowing, if there is a wreck in Bossier, everything will slow/stop.)
- Keep customers updated: Regularly post updates about progress and any changes - throughout the length of the project.
- Address concerns promptly: Got a negative review because of traffic? Customers can't get to your business? Monitor social media comments and messages on social media and respond promptly.

### ***Exterior Signage***

Make sure your exterior signage is up to date and readable and ditto your signs indicating days/hours of operation.

### ***Enhanced Visibility:***

- Make your business visible: Make alternate routes work for you! These routes will include North Market Street and Highway 80/Texas Ave. & Street (and others). In addition to signage, banners, or flags 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 share that information with customers. It will be especially important for us to be very attentive to out-of-town visitors who may be unaware of the road construction.
- Provide customer support: Brief employees on how to provide directions and assist customers either on the phone or via email/social media.
- Offer maps: Create and distribute maps showing preferred routes, both digitally for inclusion on websites/social media and paper to have as handouts.

### ***Operational Adjustments:***

- Update operating hours: Consider adjusting your business hours to accommodate potential delays caused by the rerouting.
- Modify services: Consider temporarily offering delivery services, curbside pickup, or other options to make it easier for customers to access your business.

### ***Evaluation and Feedback:***

- Collect feedback: Ask customers if they encountered any difficulties reaching your location.
- Continuously assess: Make changes to your business as necessary for the duration of the rehab project.

Alert the Downtown Development Authority (Downtown Businesses), the Shreveport African American Chamber of Commerce (Member Businesses) and the Greater Shreveport Chamber of Commerce (Member Businesses) if you are running into problems that we need to know about/can assist you in overcoming!