

BUSINESS SUPPORT PROGRAM



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FAST FORWARD

RIVERSIDE COUNTY TRANSPORTATION COMMISSION



Overview

To keep local businesses informed during construction of the Riverside County Transportation Commission's (RCTC) 91 Project, a Business Support Program was established. As part of the program, RCTC representatives are meeting with businesses along the corridor to provide project information and assistance such as:

- Explanation of construction activities
- Timing of construction activities
- Mitigation of construction impacts
- Communications tools to keep customers and employees informed about closures and detours
- Project helpline, 877-770-9191, and website, sr91project.info

Through proactive communication, our goal is to develop relationships with local businesses to anticipate activities that may be of concern and provide solutions.

Components of the Business Support Program

In addition to providing construction information, an important part of the outreach program is to offer support to businesses during construction. This is being done through a number of efforts.

- **Quarterly Meetings** - Offer a forum to learn about project activities and discuss potential issues, such as, access, signage, dust and noise.
- **One-On-One Meetings** - Gather information about deliveries, employee shifts, seasonal peaks and other activities that may impact a business.
- **Businesses Open During Construction Signage Plan** - Placement of signs to help customers understand area that are open during construction.
- **Business Spotlights** - Profile local businesses each month in the 91 Project electronic bulletin, social media and "91 Seconds on the 91" video series.
- **Business Promotions** - Provide promotional items to businesses with project helpline and website, web/social media promotional events, 91 Project business digital coupons, lobby signs, Social Media Toolbox for businesses.
- **"Buy Local" Incentives** - With hundreds of project workers, RCTC and the contractor are encouraging employees to eat, shop and use local vendors. An incentive program is being developed to reward local spending.

Project Helpline: 877-770-9191

Website: sr91project.info



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