

Business Support Program Objectives

Green Line LRT Project vision and context for the Business Support Program:

A City shaping project that will improve mobility in north and southeast Calgary, that connects people and places, and will enhance the quality of life for all Calgarians.

While we are all focused on the long-term vision and the benefits the Green Line project will deliver on opening day, it is important to understand that the construction of the Green Line LRT is going to be disruptive. We are going to need to be prepared and we are going to need to work together to ensure that our businesses and our communities are well supported to manage the impacts of construction.

Through Council's Notice of Motion, the mandate for Taking Care of Business is: *to help Calgarians prepare for and manage the impacts of Construction of the Green Line LRT*

Focus areas and Goals

There are four overarching areas of focus guiding how the project is approaching impacts to stakeholders as a result of Green Line LRT construction and specifically the development of Green Line LRT's Business Support Program:

1. **Access Planning** - To plan proactively and use knowledge and understanding of stakeholders to reduce the impacts to be managed during construction
2. **Communications** - To deliver a strong communications program, build awareness around the benefits of the Green Line LRT project, provide advance notification for potential construction disruption and the programs and resources available to support impacted business and communities
3. **Community and Stakeholder Relations** - To build and maintain strong relationships with impacted Calgarians, businesses and communities, maintain open channels for communication and ensure timely response and resolution to emerging issues for the duration of the project
4. **Business Support** - To develop and deliver a collection of initiatives that alleviate the impacts of LRT construction and help businesses to prepare for and continue to operate during construction of the Green Line LRT project

Business Support Program Draft Objectives

Access Planning

- Use knowledge and understanding of stakeholder and business operations to plan for access and business continuity and communicate clear expectations for disruptions where necessary
- Plan for safe construction and maintain open dialogue regarding safety concerns

Communications

- Provide high quality, consistent and clear information so that stakeholders know what to expect from construction
- Make information available and accessible; keep it relevant and up to date
- Ensure people know how and where to find the information they need to be informed
- As much as possible, provide accurate construction timelines and communicate delays and changes proactively

Community and Stakeholder Relations

- Maintain regular contact with businesses and communities to ensure there is awareness and understanding of the potential impacts of construction and to help businesses and communities to plan ahead and be prepared
- Be responsive to issues and provide ongoing opportunities to listen, learn and address questions and concerns from impacted businesses and communities
- Maintain records of input received, and demonstrate how input has been considered
- Keep an up to date database of businesses along construction areas

Business Support

- Consult with impacted stakeholders to identify ideas and initiatives that will promote business and encourage Calgarians to support impacted businesses throughout construction
- Collaborate to develop and deliver projects, events, and programs that improve visibility, access and wayfinding and help businesses to better manage disruptions in affected areas