

# Piloting Business-Friendly Construction Approaches

Since 2022, The City has been investing in business-friendly construction approaches focused on supporting business continuity and helping customers continue to access businesses during construction by piloting a range of approaches on different projects, which include:

- **Impact assessments** – formal reviews used to identify foreseeable construction impacts on business operations and customer access, and to develop feasible mitigation strategies.
- **Early outreach and communications** – proactive communication, door- to- door outreach, and advance notifications that aim to help businesses understand construction plans and prepare their operations.
- **Business liaisons** – dedicated staff who build relationships with businesses, provide timely updates, respond to issues, and help resolve access or operational challenges throughout construction.
- **City-led business area supports** – initiatives designed to maintain customer access and convenience, including temporary customer parking, construction area wayfinding, coordinated scheduling of multiple projects in the same area, and City-led marketing to reinforce that businesses remain open during construction and encourage customers to visit businesses in the area.
- **Contractor-led business supports** – construction sequencing, business continuity planning, and onsite navigation supports such as flaggers to help customers safely navigate construction zones.
- **Business Improvement Area (BIA) Financial Support**– providing funding to BIAs to implement locally tailored mitigation and promotional activities to attract customers to business areas.
- **Main Streets Business Support Grant Pilot** – In 2024, City Council directed Administration to pilot a one- time \$5,000 Main Streets Business Support Grant to evaluate the effectiveness of providing financial support to businesses with the stated intent of helping businesses to prepare their operations for construction and to implement their own strategies to encourage patronage during construction. Note: The evaluation of the grant pilot is summarized in Attachment 4: Main Streets Grant Pilot Evaluation Report.

Many of these approaches have been refined, expanded to more projects, and The City continues to develop innovative solutions such as temporary parking lots and custom business wayfinding signage, as we work to improve how businesses and customers experience City-led construction.