



STAFF REPORT

Report To: Board of Supervisors

Meeting Date: February 18, 2016

Staff Contact: Daniel Rotter

Agenda Title: For Information Only: To review and discuss the Downtown Corridor Construction Business Support Plan (Daniel Rotter; DRotter@carson.org)

Staff Summary: The Business Support Plan has been formulated to provide up-to-date information on the upcoming construction of the Downtown Streetscape Project.

Agenda Action: Other/Presentation

Time Requested: 10 minutes

Proposed Motion

N/A.

Board's Strategic Goal

Economic Development

Previous Action

Background/Issues & Analysis

Throughout the public input phase of the Downtown Streetscape Project, staff has heard numerous requests to limit impacts to businesses affected by construction. One method to limit impacts has been to involve the CMAR contractor to limit construction schedule and provide for means and methods to provide best possible access. Another aspect staff is proposing is that the more information available, the better. This summary has been provided for review.

Applicable Statute, Code, Policy, Rule or Regulation

Financial Information

Is there a fiscal impact? Yes No

If yes, account name/number:

Is it currently budgeted? Yes No

Explanation of Fiscal Impact:

Alternatives

N/A.

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

Downtown Corridor Construction Business Support Plan

To limit the impact to businesses during the construction phase of the downtown revitalization project, we propose implementing the following tactics in support of the businesses in the corridor who could be adversely affected during construction.

- Currently, a weekly traffic report is submitted to the Nevada Appeal on Thursdays and runs in the Sunday paper. Through a coordinated effort between the Nevada Appeal, Carson City Transportation Manager and Carson City Public Works we will submit a supplemental section to the traffic report. The Downtown Cone Zone will be a styled piece, which will include detailed locations and descriptions of downtown construction happenings. We will include the names of the businesses affected most by the current location of construction, including where to park to enter their building and entrance to use where applicable.
- In addition to running in the Nevada Appeal on Sunday, the Downtown Cone Zone will be supplied to Carson Now, the Chamber of Commerce, The Downtown Business Association and Downtown 2020. It will also be posted on CarsonProud.com, Carson.org and CarsonProud and the City's social media pages. Additionally it will be sent out in the CarsonProud text notifications.
- A real time map will be available on CarsonProud.com, Carson.org, and linked from the Downtown Business Association, the Chamber of Commerce and the Carson City Convention and Visitors Bureau to aid residents and visitors to Carson City in the navigation of downtown. This live construction map will be a coordinated effort amongst Public Works, Q&D and Lumos and Associates.
- We will enable a downtown construction category on Carson Connect. Through this category anyone can submit a request or question regarding downtown or construction.
- A call in phone line will be established at the Public Works offices. This number will be public and anyone with questions or concerns regarding construction or business operations can call the number, leave a message and receive a response within 24 hours.
- A live chat function will be available on the CarsonProud website.
- A preconstruction meeting will be held prior to groundbreaking with invitations to all key stakeholders.

By providing outlets for questions and multiple avenues to receive real time construction updates residents, and businesses will feel less impacted by the downtown construction.