

# Business Impact Mitigation

## Purpose

Business impact mitigation is an important part of MnDOT's public involvement and project development processes, and is also addressed in [Minnesota Statute 160.165](#). The purpose of business impacts mitigation is to:

- Involve businesses more in the project development process
- Keep businesses informed regarding project issues
- Help businesses understand a project and its potential impacts
- Mitigate construction impacts to businesses as feasible  
(Includes reducing and, if practical, preventing negative impacts to businesses)

## Threshold Criteria

Is the project anticipated to cause *substantial business impacts*?

*Substantial business impacts*: Impairment of road access, parking, or visibility for one month or longer, for one or more businesses. (A one month impact is the **minimum** period that triggers required mitigation, but give due consideration regardless of the impact period).

If yes (substantial business impacts are anticipated):

- Designate a project Business Liaison  
(Someone accessible that affected businesses can contact directly)
- Use the [Business Impact Mitigation Checklist](#) to ensure and to document business impact mitigation.
- Follow the guidelines in the *Guidelines* section (below).

Responsibilities of the Business Liaison include:

- Consult with affected businesses before and during construction.
- Investigate means of mitigating project impacts to businesses.  
Mitigation considered must include signage.  
(Work with District Traffic Engineer)
- Provide information to the businesses before and during construction.  
This information includes:

- Project overview, duration and timetables
- Lane and road closures
- Detours
- Access impacts
- Customer parking impacts
- Visibility
- Noise, dust, and vibration
- Public participation opportunities
- Business Liaison and Project Manager contact information

## Guidelines

Use the [Business Impact Mitigation Checklist](#)

### [Temporary Business Signing in Work Zones](#)

(New approved language for Traffic Engineering Manual, 8-5.02.030)

#### **Identify Businesses**

Early in Scoping, identify small businesses in the project area (not just within the project termini). List potentially-affected businesses and their contact information – both property owners and tenants. This information may be found during other project activities (EA/EIS), or from local government resources or business organizations (e.g., Chamber of Commerce, community planning councils, etc.).

#### **Contact Business Owners**

Provide information on the project in written format. (See guidelines/examples in [Appendix F](#) of the [Report on Mitigation of Transportation Construction Impacts](#)).

Provide contact information for the Business Liaison (e.g., business card, project brochure, etc.).

Work with businesses to identify potential concerns, and determine preferred methods for future project communications

#### **Identify Potential Impacts**

Identify potential impacts to businesses. Determine the resources needed to identify and evaluate potential impacts. Does the project have unique characteristics? Do

businesses in the area have any unique issues? Is there a need for specific expertise? Does the project scale warrant extra resources?

**Contact Local Governments**

Consult with city and county governments to identify potential impacts and discuss potential mitigation measures.

**Contact MN Department of Employment and Economic Development (DEED)**

Contact [DEED](#) for assistance in determining a list of business-development organizations that may offer resources to affected businesses.

**Contact Business Assistance Organizations**

Contact representative organizations (e.g., Chamber of Commerce, business associations, etc.).

**Create a Project Information Packet**

Create a project information packet suitable for businesses. Include the following:

- Project overview, duration and timetables
- Anticipated changes/impacts, such as:
  - Parking
  - Traffic
  - Access
  - Lane and road closures
  - Detours
  - Visibility
  - Noise, dust, vibration
- Public participation opportunities
- Business Liaison and Project Manager contact information

Tailor the information packet to the project and businesses. Include information on why the project is being done (e.g., to address safety, capacity, etc.), to help businesses see project benefits.

See examples of business outreach materials in the appendix of the [Mitigation of Transportation Construction Impacts Report](#) (the appendix can be found at [Road Construction Impacts on Small Businesses](#)).

## MnDOT Tools/Resources

### [Business Impact Mitigation Checklist](#)

### [Traffic Engineering Manual \(TEM\)](#)

Go to Ch 8, Section 8-5.02.03 – Business Signing in Work Zones

#### [Temporary Business Signing in Work Zones](#)

(New approved language for TEM 8-5.02.030)

### [Public & Stakeholder Participation – Hear Every Voice](#)

## MnDOT’s Business Impacts Resources

**Website:** [Road Construction Impacts on Small Businesses](#)

**Report:** [Report on Mitigation of Transportation Construction Impacts](#)

**Sample Business Outreach Materials** (from the above report):

[Business Assessment Form](#)

[Business Assessment Summary](#)

[Business Outreach Meetings Summary](#)

[Business Packet Content](#) (Examples)

This sample packet includes the following:

*Open for Business: A Workbook for Businesses*  
(Used on the TH 36 reconstruction project)

*Highway 10 Connect Detroit Lakes Project*  
(Developed by Mn/DOT District 4 to describe project benefits)

*3rd Avenue in Alexandria, MN Open for Business brochure*  
(Developed by Mn/DOT District 4 to communicate project-related detours)

*Medians & Access Management brochure*  
(Developed by Anoka County Highway Department to educate stakeholders on the need for transportation improvements)

*TH 65 Detour Map*

(Developed by Anoka County for the TH 54/County Road  
Reconstruction Project to communicate project-related detours)

## **Legal Basis**

[Minnesota Statute 160.165](#): Mitigating Transportation Construction Impacts on Business

## **Agencies Involved**

[Minnesota Department of Employment and Economic Development \(DEED\)](#)

Assists in determining a list of business-development organizations that may offer support or resources to affected businesses.