

Business Engagement and Compliance

Sky Harbor Airport Secures \$30 Million in Grants

The **city of Phoenix** was recently awarded \$30M under two grants for projects at **Phoenix Sky Harbor International Airport**.

The first grant provides Sky Harbor with \$20-million to install nearly 20,000 solar panels at the Terminal 4 garage rooftop, the 24th Street Economy Lot and the 44th Street Employee/Tenant Lot through the **FAA Energy Efficient Program Supplemental Grant** program.

The second, \$10-million award will go to fund public art, install 240 streetlights, crosswalk enhancements, and three miles of bicycle lanes and traffic calming on Buckeye Road under the PHX Land Reuse Strategy of neighborhood improvements.

Phoenix bought 782 properties in a 2.2-square-mile area west of the airport in 1999 with plans to reuse the land in ways that were compatible with airport operations. The \$10-million grant is part of this effort and is funded under the **U.S. Department of Transportation's Rebuilding American Infrastructure with Sustainability and Equity** program.

Along with the Efficient Energy and **RAISE** grant funds, Phoenix has applied for a \$16-million U.S. Department of Transportation grant for electric vehicle charging stations around the city, and **Aviation Department** staff has applied for several grants through the **Infrastructure Investment and Jobs Act** for various projects at Sky Harbor. ([Source](#))



This or That?



Prescott Wants Community Input on Hwy. 89 Widening



ABC: Backlogs Increase; Confidence Still Strong

- ▶ **EVENTS**
- ▶ **OPPORTUNITIES**
- ▶ **EXTERNAL LINKS**

IN CASE YOU MISSED IT:

Q3 ADOT DBE Joint Task Force Meeting & Workshop

Meeting: [Show Me the Money! Top Capital Programs Across Arizona](#)

This event was designed to help DBE firms in Arizona identify the public agencies with the largest capital programs throughout the state. Following which municipalities have funding available for future capital projects is essential to business planning and market research.

Workshop: [The Do's and Don'ts of Responding to the Open RFQ or IFB.](#)

Click the meeting/workshop title to view the recording.

This or That?

The difference between marketing and selling for small businesses

Small business owners have passion and expertise in the type of business they own. For example, you may be an amazing structural engineer, have a huge inventory of rental construction equipment, or provide specialized expertise in project controls and documentation. Your business is running smoothly, clients are served well, and your bottom line is not just stable, but growing steadily (and healthily).

You are always on the lookout for insights to help run the business, and this column is a go-to resource for all things marketing and business development (aka sales). Still, sometimes marketing is a confusing term, so this article is to help you understand the difference between marketing and sales. Words matter.

Marketing

Imagine you have structural engineering design expertise you want to sell. Marketing is building awareness and all the activities you do to let people know your expertise exists and why they should be interested in it. It is the story you tell about your service to make people curious. Examples of marketing include:

Online portfolio (24/7/365 availability): You build your website to showcase your structural design projects, including culverts, dams and roadway bridges. You use vibrant visuals and descriptions to highlight your engineering talents, including location, size, materials, challenges, opportunities and client testimonials. When potential clients visit your website and are impressed by your work, that is marketing because your online portfolio convinces them you are a skilled designer.

Social Media Presence (expanding your network): You create LinkedIn personal and company accounts where you showcase your best insights, knowledge and examples of your expertise. You use hashtags like #structuralengineering and #culverts to reach a broader audience. This is marketing because you are using social media to let people know about your structural engineering skills and capabilities. Make sure you and your team members follow your company posts and share them to expand the reach of the message. This is critical.

Industry Presentations and Articles (build your authority): You write articles on topics you are passionate about and submit them to industry associations as a subject-matter expert. You seek Call for Speaker notifications (locally, regionally and nationally) to showcase how you have solved tricky engineering problems for clients. (Make sure to take business cards to industry events so people can get in touch with you afterwards.) In your author or speaker bio, you mention your design experience, credentials, notable projects and website link or email. This is marketing because you are sharing your design skills to get your name out there and attract potential clients.

Selling (Business Development)

Now, let us talk about selling. Selling is when you get someone to buy your services. It is the part where you exchange the service for money. In the design and construction world, this exchange happens after a series of business development activities, including identifying opportunities, developing relationships and submitting a proposal (qualifications or fee). Of course, the final touch of selling is successful contract negotiation.

Personal Interaction (developing the relationship): Selling involves direct contact with decision-makers, influencers and even gatekeepers. You might talk to them at an industry event, on the phone/video, or in a pre-submittal meeting, mostly before the RFP is issued for public-sector clients. You inquire about their problems and concerns, test run possible solutions, answer their questions and use the time to position you and your team for the selection. Essentially, this is a persuasive process that you are the right choice for this project. This is selling because you are directly creating trust with the client, which is necessary for service providers.

Meeting Client Needs (anticipating and solving their problems): When selling, you focus on how your service fulfills the client's needs. Some they know, some they do not: you have the expertise to provide valuable insight into the challenges ahead (material availability, permitting, regulations, etc.). You highlight the benefits of working with you (local decision-making, responsive service, special certifications, etc.) to show them that you are the best service provider for what they want. This is selling because it is direct conversation with decision-makers.

Closing the Deal: Selling is securing profitable work. You have done a lot of marketing to get clients and influencers interested, and now you convince them that your service and capabilities meet their requirements and preferences: you are worth their money. You submit the proposal, give an excellent interview and receive the notification of the win. You negotiate the scope of work and fee (the transactional part), which leads to an executed contract. This is selling because you are following the required procurement process to get the contract.



Summary

In the world of design and construction, marketing helps you showcase your skills and attract potential clients, while selling involves the direct process of securing clients through consultations, proposals and contracts. Both marketing and selling are essential for building a successful professional services business.

Prescott Wants Community Input on Hwy. 89 Widening

The city of Prescott is urging residents to provide input on plans to widen Highway 89 between the Phippen roundabout and the Willow Lake Road roundabout.

While no final design is in place yet, the plan is to widen the roadway from two lanes to four with a possible center lane. The project has been in discussions for nearly a decade.

The last official action on the plan was a presentation to the city council by the Prescott Public Works department in June.

An online information and survey site has been created at <https://www.sr89improvements.com/>. To date, 169 people have filled out the survey, which will remain open through Nov. 10.

The city is planning an open house Oct. 4, and officials say survey results will be compiled in October and November.

A new effluent line and storage tank at Willow Lake Road will require repair to the roadway after installation. The option then becomes whether to simply resurface the roadway or take the opportunity to expand it.

The June presentation included information on modern rock removal methods that would mitigate the extent of the impact and attempt to preserve the rock's natural look. (Source)



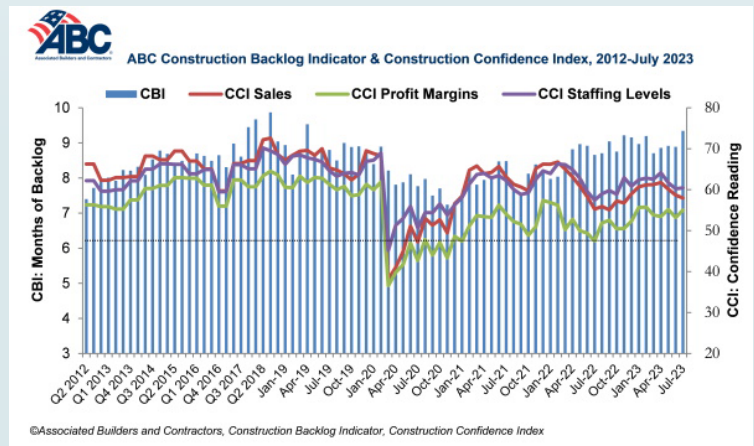
ABC: Backlogs Increase; Confidence Still Strong

Associated Builders and Contractors reported that its Construction Backlog Indicator increased to 9.3 months in July, according to an ABC member survey conducted from July 20 to Aug. 4, 2023. The reading is up by 0.6 months since July, 2022.

The south remains the region with the highest level of backlog, despite being the only region with lower backlog on a year-ago basis. Backlog gains in July were concentrated in the commercial and institutional categories.

ABC's Construction Confidence Index reading for profit margins and staffing levels moved higher in July, while the reading for sales fell slightly. All three readings remain above the threshold of 50, indicating expectations of growth over the next six months.

"Nonresidential construction backlog continues to expand, which is precisely what contractors had predicted six months ago," said ABC Chief Economist Anirban Basu. "For many months, contractors have been signaling an expectation that demand for their services would continue to expand despite high and rising interest rates and a spate of regional bank failures. (Source)



Business Engagement and Compliance

- ADOT/BECO Other Associations

****ATTENTION TO ALL FIRMS****

Need help preparing DBE affidavits?
Please see our tutorial video below:

["Preparing DBE Affidavits"](#)



SEPTEMBER

- | | |
|--|--|
| <p>5 ASBA: Virtual Coffee Connect
8:30 - 9:30 a.m.
Location: Virtual</p> <p>8 ASA AZ: Goodbye, Payment Holds: How to Create a Flawless Pay App and Get Paid Faster
7:30 a.m. - 6 p.m.
Location: ASA AZ
4105 N. 20th St., Ste. 230 Phoenix</p> <p>13 ASBA: AZBizCon Tucson 2023
1 - 4 p.m.
Location: Tucson Association of Realtors
2445 N. Tucson Blvd., Tucson</p> <p>13 ASBA: Social Media Essentials for Business
2 - 3:30 p.m.
Location: Virtual</p> | <p>6 ACEC: Arizona/ADOT September 2023 Liaison
8 - 9 a.m.
Location: ACEC
532 W. McDowell Road, Phoenix</p> <p>8 ULI: Arizona The Mindset Game: How to Lead Change and Influence Others
8 - 9:30 a.m.
Location: Fennemore
2394 E. Camelback Road, Ste. 600 Phoenix</p> <p>13 CASHE: Elevator Modernization
4:15 p.m.
Location: Radisson Hotel
427 N. 44th St., Phoenix</p> <p>13 ABA: Webinar Top Tips to Recruit Construction Talent
9 - 10 a.m.
Location: Virtual</p> |
|--|--|



Featured Federal-Aid Projects

CURRENT OPEN SOLICITATIONS

Due Date	Project Valuation	DBE Goal	Solicitation / Project Number	Type	Project Owner and Description	Contact
9/15/23 11:00 a.m. MST	\$10.8 million	10.19%	069-A(217)T; H873901C	IFB	ADOT - Road Widening, Cordes Junction to Prescott Highway (SR 69) from Prescott Lakes Parkway to Heather Heights. The work consists of widening, milling and paving, curb and gutter, raised median, installing new pipe culverts and storm drains, removing and installing a traffic signal, box culvert extension, signing, striping and other related work.	Iqbal Hossain, Group Manager of Contracts and Specifications, at ihossain@azdot.gov .
9/15/23 11:00 a.m. MST	\$48 million	13.63%	F036101C; X60-C(202)T	IFB	ADOT - Corridor Improvements, Sossaman Road to Meridian Drive on US 60, Mesa. The work consists of milling existing asphaltic concrete pavement and replacing it with new AC, constructing curb and gutter, sidewalk, reinforced concrete box culvert extensions, catch basins, installing pipe, signals, lighting and other related work.	Iqbal Hossain, Group Manager of Contracts and Specifications, at ihossain@azdot.gov .
9/22/23 11:00 a.m. MST	\$5.1 million	10.86%	GLN-0(265)T; T031801C	IFB	ADOT - Bike Lane Improvements, 67th Avenue from Missouri Avenue to Cholla Street, Glendale. The work consists of the installation of bicycle facilities including signing and striping improvements; curb, gutter, median, and sidewalk modifications, signal modifications and other related work.	Iqbal Hossain, Group Manager of Contracts and Specifications, at ihossain@azdot.gov .
9/22/23 11:00 a.m. MST	\$8.9 million	13.14%	FLO-0(201)T; SZ04101C	IFB	ADOT - Construct Roundabouts, SR 287 and SR 79B, Florence. The work consists of adding a new multi-lane roundabout at SR 287 and SR 79B and a single-lane roundabout at SR 79B and Florence Heights Dr.	Iqbal Hossain, Group Manager of Contracts and Specifications, at ihossain@azdot.gov .

External Links:

- [ADOT Current Advertisements](#)
- [ADOT Engineering Advertisements](#)
- [ADOT Public-Private Partnership Initiatives](#)
- [ADOT Advertised Alternative Delivery Projects](#)
- [Bidding Opportunities Around the State](#)

DBE SUPPORTIVE SERVICES PROGRAM

1801 W. Jefferson St., Ste. 101, Phoenix AZ
602.712.7761
DBESupportiveServices@azdot.gov

I-17, ANTHEM WAY TO JCT. SR 69 (CORDES JUNCTION)



PROJECT OWNER

Arizona Department of Transportation

PROJECT NAME

I-17, Anthem Way TI to Jct. SR 69
(Cordes Junction)

Phoenix – Cordes Junction Highway

Public-Private Partnership
Design-Build-Operate-Maintain
Agreement

PROJECT NUMBER

17 MA 229 H6800 01C / NHPP-017-
A(228)S

DBE participation goal
established for this project:

10.16%
for Professional Services

10.88%
for Construction Work

OUR TEAM

The Kiewit-Fann Joint Venture (KFJV) is a strategic partnership between two trusted Arizona firms that have extensive experience working in rural environments, delivering highway projects. KFJV team members have an extensive history together on successful design-build and CMAR projects and have long-standing relationships with ADOT, local jurisdictions, and the community.

POTENTIAL SUBCONTRACT OPPORTUNITIES

KFJV is seeking diverse and local firms interested in pursuing multiple scopes of work on the I-17 Anthem Way project. The following scopes are open for solicitation:

- Aggregate Supplies (structural backfill, 3/4" drain rock)
- Buy 3" PVC Underdrain
- Buy Epoxy Resin
- Buy Geogrid
- Buy Pipe Scuppers (deck drains)
- Buy PVC & CIP Wall Embeds
- Deck Drain Pipe & Appurtenances
- De-lead Existing Bridge Bearings
- Demo Embankment Curb
- Install MSE Pedestrian Railing
- Install Rock Anchors
- Install Temp Detour Base Course
- Install Temp Detour Pavement
- Remove Ground Mounted Signs
- Routine Maintenance - Damaged Sign F&I
- Security Services
- Shotcrete
- Structural Paint Touch-up
- Weld Bearing Replacements

Attachments: Wage Decision No. AZ20210008 Mod No. 0 - Dated 01/01/2021

TAKE THE FIRST STEPS

Head to <https://www.kiewit.com/business-with-us/opportunities/i-17-anthem-way-project/> to complete the Subcontractor Questionnaire and create an account with Building Connected, or for additional information and future event dates.

QUESTIONS? CONTACT US!

Contact us to learn about anticipated subcontract opportunities on the I-17 Anthem Way project at Flex.Outreach@kiewit.com.

KFJV is committed to meeting or exceeding stated project participation requirements upon award of ongoing and upcoming Arizona Department of Transportation projects; assisting interested DBEs in obtaining bonding, lines of credit or insurance; providing interested DBEs information related to the plans, specifications and requirements for work to be subcontracted or supplied by these DBEs; assisting interested DBEs in obtaining necessary equipment, supplies, materials or related assistance or services; sub-dividing bid items into economically feasible work units to DBEs every advantage to quoting the project.

KFJV is an Equal Opportunity Employer.

2023 DBE & SMALL BUSINESS CONFERENCE

ROAD WORK AHEAD

OCTOBER 3-4, 2023
CASINO DEL SOL
TUCSON, ARIZONA

IN
PERSON!

WANT MORE?

EVEN MORE REASONS TO ATTEND THE CONFERENCE!

- Face-to-Face Instead of Screen-to-Screen
- Celebrate Prime, Community, and DBE Award Winners
- Special Networking and Dinner Connections on Day One
- Educational Opportunities on New Technologies
- Special Guest Keynote Speaker
- Projects, Projects, Projects - Road WORK Ahead Panel Discussion
- ADOT BECO Open House and DBE Goals Update
- Fun with Friends and Colleagues Post-Conference

ENHANCE YOUR PARTICIPATION BY SPONSORING
CONTACT MICHELLE@ORGANIZEDAFFAIR.COM

REGISTER FREE TODAY

ADOT

adotdbeconference.eventbrite.com