

From Readiness to Results:

ADOT's New Prime-DBE Matchmaking Approach

September 30, 2026



Presented by: **Nuha Nazy**

RightSource Services

WHERE BUSINESS GETS BETTER

INTRODUCTIONS

MEET YOUR INSTRUCTORS AND SUPPORT TEAM



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ABOUT US



OPENING AND ADOT INTRODUCTION

What Brings Us Here Today



ADOT'S NONDISCRIMINATION NOTICE TO THE PUBLIC

The Arizona Department of Transportation (ADOT) hereby gives public notice that it is the Agency's policy to assure full compliance with Title VI of the Civil Rights Act of 1964, Title II of the Americans with Disabilities Act of 1990 (ADA), and other related authorities in all of its programs and activities.

ADOT's Title VI and ADA Programs require that no person shall, on the grounds of race, color, national origin, or disability, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity.

Any person, who believes his/her Title VI or ADA rights have been violated, may file a complaint. Any such complaint must be in writing and filed with the ADOT External Civil Rights within one hundred eighty (180) days following the date of the alleged discriminatory occurrence. For additional information about ADOT's External Civil Rights programs and the procedures to file a complaint contact ADOT External Civil Rights via the information listed below:

ADOT External Civil Rights 1801 W. Jefferson St., Phoenix, AZ 85007 PHONE: 602.712.8946 EMAIL: CivilRightsOffice@azdot.gov	Danielle Valentine Title VI Coordinator EMAIL: DValentine@azdot.gov	Krystal Smith ADA/504 Coordinator EMAIL: KSmith2@azdot.gov
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AVISO PÚBLICO DE LA LEY DE NO-DISCRIMINACIÓN DE ADOT

El Departamento de Transporte del Estado de Arizona (ADOT) informa al público que la agencia tiene como regla asegurar el cumplimiento de el Título VI de la Ley de los Derechos Civiles de 1964, del Título II de la Ley de ciudadanos Americanos con Discapacidades de 1990 (ADA) y otras normas relacionadas con todos sus programas y actividades.

Los programas del Título VI y ADA de ADOT exigen que a ninguna persona se le excluya de participar, se le nieguen beneficios o de ninguna otra manera sea sujeta a discriminación en ningún programa o actividad de ADOT por motivo de raza, color, país de origen, o discapacidad.

Cualquier persona que crea que se han violado sus derechos bajo el Título VI o el ADA, puede presentar una queja. Esta queja debe presentarse por escrito a la Oficina de Derechos Civiles de ADOT dentro de ciento ochenta (180) días a partir de la fecha en que se alega que ocurrió la discriminación. Para recibir más información sobre los programas de Derechos Civiles de ADOT y los procedimientos para presentar una queja, por favor póngase en contacto con la Oficina de Derechos Civiles de ADOT con la información que aparece abajo:

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AUXILIARY AIDS AND SERVICES

In compliance with Title II of the Americans with Disabilities Act (ADA), Section 504 of the Rehabilitation Act of 1973, the Arizona Department of Transportation (ADOT) does not discriminate against qualified individuals with disabilities on the basis of disability in its programs, services, and activities.

ADOT will make reasonable accommodations to ensure that individuals with disabilities have an equal opportunity to enjoy ADOT's programs, services, and activities.

If you require an accommodation please notify an ADOT staff member.

For additional information or questions about ADOT's External ADA Program, please contact the External Civil Rights Programs at 602.712.8946.

SERVICIOS Y ASISTENCIA ADICIONAL

En cumplimiento con el Título II de la ley de ciudadanos Americanos con Discapacidades (ADA por sus siglas en inglés) y la Sección 504 de la Ley de Rehabilitación de 1973, el Departamento de Transporte del estado de Arizona no discrimina contra individuos con discapacidades en sus programas, servicios y actividades administrados por el departamento.

ADOT hará adaptaciones razonables para asegurar que individuos con discapacidades tengan las mismas oportunidades de disfrutar y participar en todos los programas, servicios y actividades de ADOT.

Las personas que requieran asistencia o una adaptación razonable por discapacidad por favor informe a un empleado de ADOT.

Si tiene cualquier pregunta o desea más información sobre el programa de no discriminación de ADOT, por favor póngase en contacto con la Oficina de Derechos Civiles de ADOT al 602.712.8946.

Anonymous Self-ID/Identificarse Anónimo

By completing this voluntary survey, ADOT will be able to determine who attends its public meetings and how the department can improve participation. The survey will also help ADOT fulfill federal reporting requirements.

<https://forms.gle/QaKDtZuAw172aKeU8>

Con su participación en esta encuesta voluntaria, ADOT podrá determinar quien participa en las reuniones públicas y como podrá mejorar la participación de miembros de minorías. La encuesta también le ayudará a ADOT a cumplir con requisitos federales.

<https://forms.gle/oHCUi1exHx15r8Ls8>



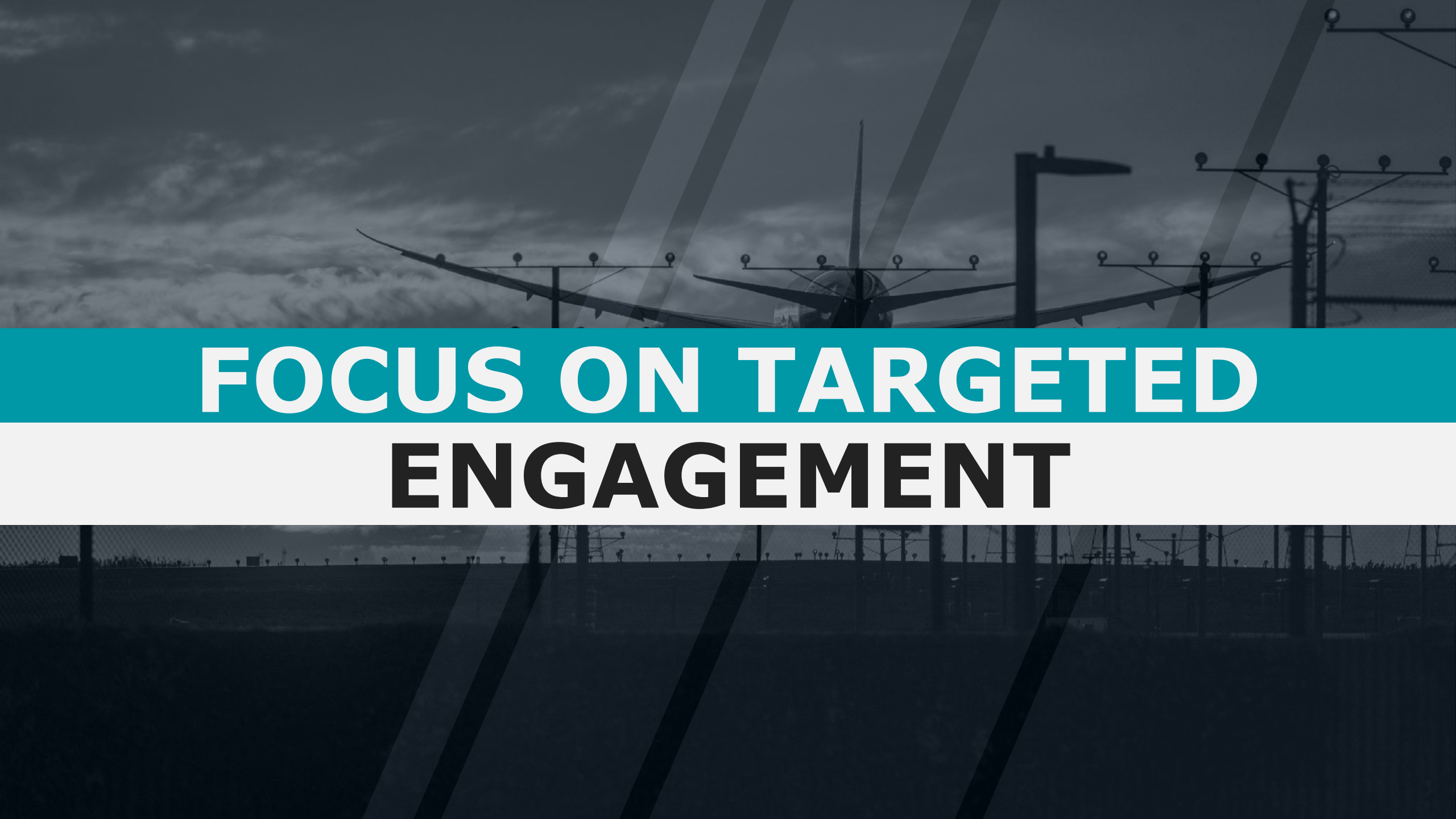
ADOT's DBE Business Development Program

- **Federal foundation: 49 CFR Part 26 and Appendix C**
- **Business planning, measurable goals, and developmental / transitional stages**
- **ADOT program structure and New / Emerging / Pacesetter / Master categories**
- **How training, technical assistance, and matchmaking fit together**



Today's Discussion

- **What matchmaking readiness means**
- **How ADOT's approach connects preparation to opportunities**
- **What to do before meeting a prime**
- **Intermediate Cohort participation and next steps**

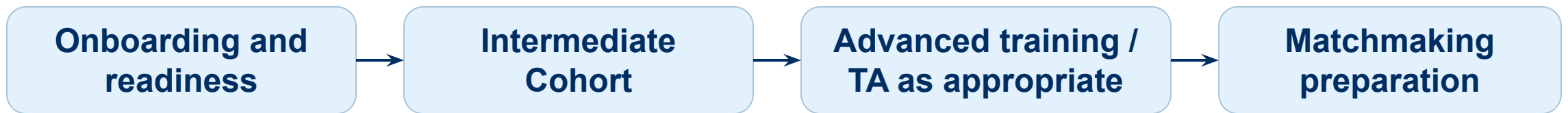


FOCUS ON TARGETED ENGAGEMENT



From Readiness to Results: Your Path Through the Program

DBE READINESS



PRIME ENGAGEMENT

Recruit primes • Identify projects, scopes, and contacts • Prepare both parties



Not yet aligned? Continue development and prepare for future opportunities.



Matchmaking Starts Before the Matchmaking Event

- **Would you walk into a job interview without preparing?**
- **Research the organization and understand the opportunity**
- **Prepare evidence of your qualifications and availability**
- **A meeting with a prime deserves the same preparation**



Why ADOT Is Taking a More Targeted Approach

- A meeting alone does not create an opportunity
- Primes need firms aligned with actual project needs
- DBEs need a clear fit between capability, capacity, and opportunity
- More relevant conversations and stronger follow-up benefit both sides



Think Like a Prime Contractor

- Can this company perform the scope and show comparable work?
- Does it have the capacity to deliver?
- Is it dependable, responsive, and familiar with transportation work?
- Where would it fit, and what problem would it solve?



Know Your Procurement Identity

- What scopes do you sell, and in what role?
- What work types and sizes can you perform today?
- Where can you work, and what capacity is available?
- What makes you useful to a prime?
- What past performance supports your claims?

A man in a white shirt and tie is standing on a stack of books, looking through a telescope. The background is a dark, cloudy sky over a body of water. The image is overlaid with a teal and white banner containing the text.

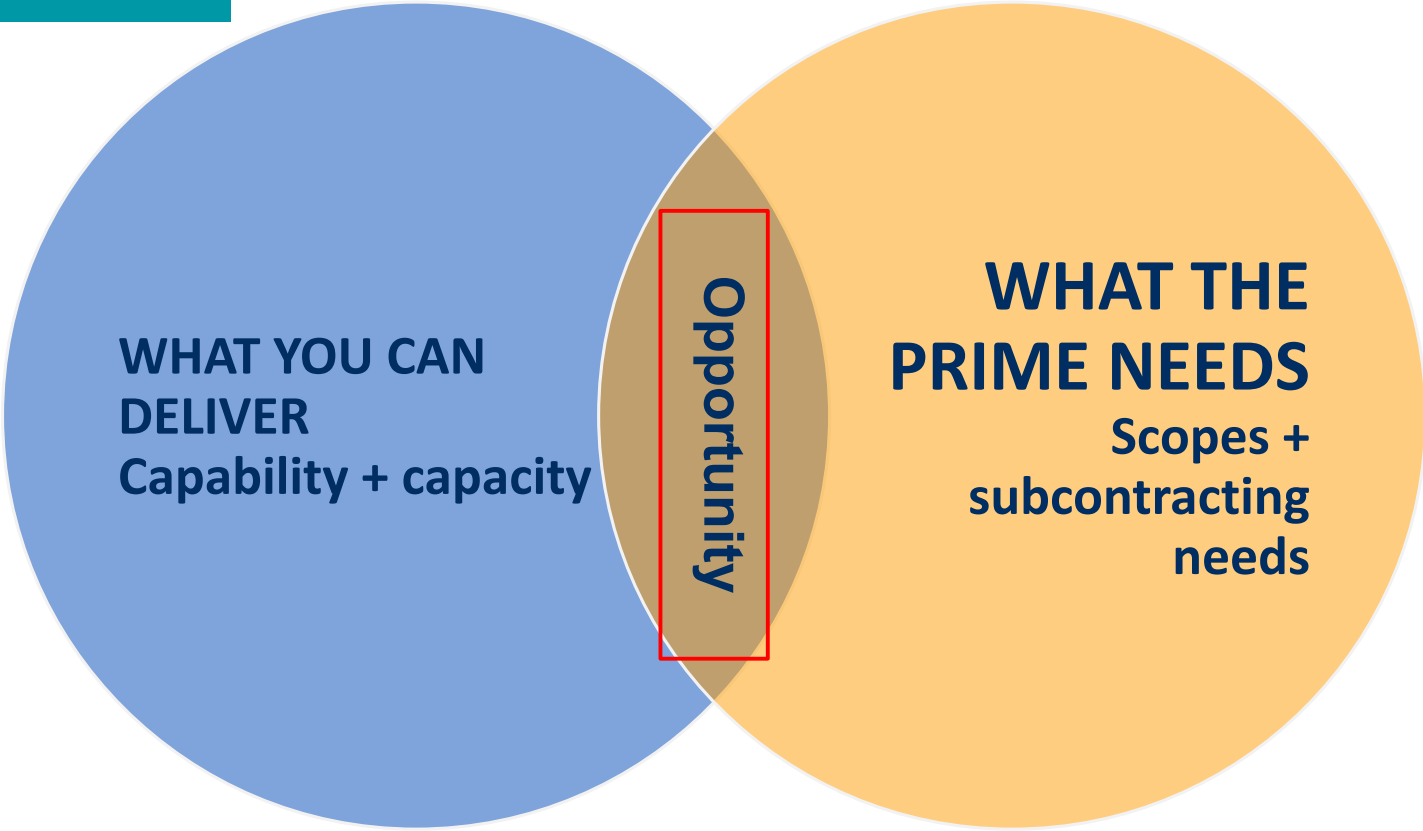
FINDING THE FIT AND DEMONSTRATING READINESS



Find Your Target Opportunity

**WHERE THE
OPPORTUNITY
EXISTS**

**Projects +
procurements**





Opportunity First, Relationship Second

- **Begin with the project or opportunity and its scopes**
- **Identify likely primes connected to that work**
- **Research the prime before contacting the company**
- **Arrive able to explain: “I’m interested in this prime because...”**



Approach Matchmaking Like a Job Interview, Not a Networking Event

Networking Event	Targeted Matchmaking
Meet lots of people	Identify the right organizations
Introduce your company	Explain why you are relevant
Use the same pitch	Tailor the conversation
Learn about them at the meeting	Research before the meeting
Exchange business cards	Agree on a next step
Hope something develops	Pursue a defined opportunity



Capability Gets Their Attention. Capacity Builds Confidence.

Capability: What can you do?

Experience and past performance

Qualifications and technical expertise

Certifications and relevant skills

Evidence you can perform the scope

Capacity: How much can you take on?

Staffing and available workforce

Equipment and resources

Geography and current workload

Financial / bonding capacity, as relevant

What size and type of subcontract can you successfully perform today?



PREPARING THE CONVERSATION AND FOLLOW-UP





Your Capability Statement Is a Procurement Tool

- **Tailor your capability statement to the opportunity**
- **Lead with relevant capabilities and capacity indicators**
- **Use specific differentiators and relevant experience**
- **Position certifications as part of your value proposition**
- **Support a focused conversation about where you fit**



Prepare Your 30–60 Second Procurement Introduction

- Who you are and what you provide
- Relevant experience and current capacity
- Why you are speaking with this particular prime
- One logical next step

A focused introduction in 30–60 seconds

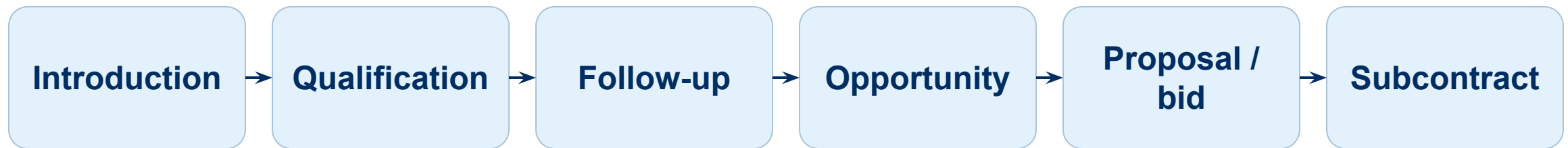


What Does a Successful Matchmaking Conversation Look Like?

- Why this prime and this project or opportunity?
- What capability and capacity can you demonstrate?
- What do you need to learn, and what will you ask?
- What is the next step: qualification, a contact, a bid, or a follow-up?



The Matchmaking Meeting Is the Beginning, Not the Award



Success means progress through the contracting process.
An appointment does not guarantee an immediate contract.



INTERMEDIATE COHORT PARTICIPATION AND SESSIONS





Intermediate Procurement Readiness Cohort: Who Should Attend?

New / Emerging DBEs

Pacesetter / Master DBEs

Required to attend all three sessions

Strongly encouraged to attend the full series

Sequential procurement-readiness foundation

May select sessions based on experience and needs

**October 28 • November 4 • November 18, 2026
2:30–5:00 PM Arizona time • Virtual**



Session 1: Introduction to Transportation Procurement

October 28, 2026 • 2:30–5:00 PM Arizona time • Virtual

- ADOT procurement ecosystem and transportation markets
- Prime and subcontract opportunities
- Procurement identity and realistic target markets
- Transportation procurement strategy

Deliverables: Procurement Readiness Worksheet + Initial Target Market Worksheet



Session 2: Marketing Your Business for Procurement Opportunities

November 4, 2026 • 2:30–5:00 PM Arizona time • Virtual

- Capability statements and procurement introductions
- Differentiators and value propositions
- Communicating capability and capacity
- Certification positioning and marketing-material review

Deliverables: Capability Statement + Procurement Introduction + Differentiation Statement



Session 3: Procurement Profiles & Prime Research

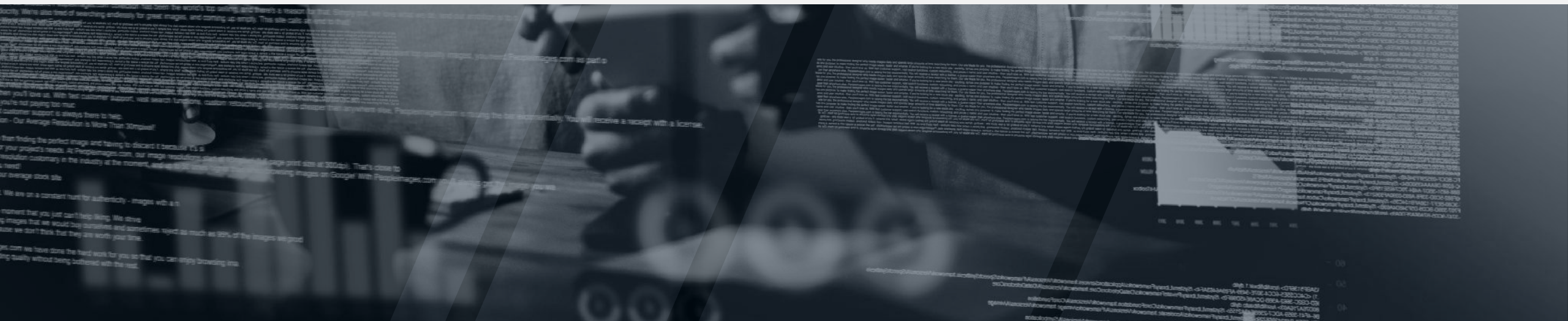
November 18, 2026 • 2:30–5:00 PM Arizona time • Virtual

- Procurement profiles and opportunity portals
- Transportation project and prime research
- Potential subcontracting needs
- Target-prime strategy and engagement preparation

Deliverables: Procurement Profile + Opportunity / Prime Research Worksheet



NEXT STEPS





Building Beyond Intermediate Readiness

- **Advanced training: solicitations, pricing, teaming, and responses**
- **Individual technical assistance based on company needs**
- **Matchmaking preparation: research, practice, and follow-up strategy**
- **Facilitated introductions based on readiness and alignment**



Start Preparing Today

- Complete onboarding and readiness information
- Define your scopes and assess available capacity
- Update your capability statement
- Research relevant projects and connected primes
- Register for the appropriate Intermediate sessions

[ADOT On-Boarding Form](#)



Contact Us & Next Steps

Capability + Capacity + Opportunity Alignment + Preparation

Links:

- [Program Enrollment Form](#)
- [1:1 Technical Assistance](#)
- [Business Development Program Landing Page](#)
- [ADOT External Civil Rights Office](#)

Questions? Contact:

- General ADOT Small Business Services Program Questions: SmallBusinessServices@azdot.gov
- Lorena Nava, Small Business Services Program Manager | lnava@azdot.gov | 480.356.2624
- Tosca Martin-Badoni, Small Business Services Program Specialist | tmartinbadoni@azdot.gov | 623.687.8806.
- Nuha Nazy, RightSource Services, President | nuha@rightsourceservices.com | 888.774.2201
- Emilia Rogowska, RightSource Services, Vice-President | emilia@rightsourceservices.com | 888.774.2201

Please let us know how we did by completing this survey: https://bit.ly/ADOT_Webinar-ClassSurvey