South Central Light Rail Gets Federal Funding

The U.S. Department of Transportation announced $638M in funding for Valley Metro’s South Central Light Rail Expansion last week.

The project will get $530M from the Federal Transit Administration’s Capital Investment Grants Program and $108M from the Federal Highway Administration.

The extension will run for 5.5 miles from downtown Phoenix to Baseline Road. Construction is expected to finish in 2024. (Source)
8 Marketing Steps for Business Success

Sometimes the best planning flies out the window when unexpected (and even unimaginable) situations arise. You are an intelligent entrepreneur who knows how to navigate all kinds of challenges—finances, employees, facilities, equipment, regulations, and especially marketing and sales. Even during the 2020 COVID-19 pandemic, you have pushed through, pivoted, and adapted. You are doing the best you can during uncertain times.

As you wind down 2020, take a moment to appreciate all your hard work and endurance. Focus on accomplishments, both large and small. Take a deep breath, hold it, then exhale.

2021 is on the horizon. What is your plan?

An excellent plan starts with mastering the basics in marketing and sales. Think through these eight steps, adjust your current practices, execute, then review and fine tune as needed. No matter what happens, your strong foundation is in place.

1) What? (Definition)

Marketing is the umbrella that includes research, planning, sales, promotional activity, and information management. Start with knowing your target market, then determine how you reach prospects to create and build your reputation, and then start generating leads. Know your customer, know your competition, know your market.

2) Why? (Plan)

A business can survive for some time with poor records, insufficient finances, or lack of management skills, but it cannot last long without a market, that is people or businesses that purchase your goods or services. When you know your product, customers, and competition, you will make better decisions about how to spend your marketing dollars.

3) Who? (Audience)

You know your clients and customers, but do you know what really matters to them? Who influences them? What are their biggest problems? Marketing is a simple process of meeting people, building relationships, and then selling to people.

Where? (Channels)

Where are your clients and customers going to find you? Low-cost channels include social media, website/content marketing, blogs, and public relations. Higher cost channels are advertising, direct marketing, promotions and events, and a sales force. Think about how your employees can help share your company’s story, how well does your signage stand out, and do you have memorable giveaways and marketing materials?
8 Marketing Steps for Business Success

When? (Schedule)
When are you available to your clients? Do you have office hours (virtual or in-person)? Remember to post holiday hours. Do you have special events, and are they convenient for your customers? Are you available online for meetings or introductions? What are your shipping and delivery schedules?

How? (Strategy)
Good strategy starts with market awareness. What are you selling? What problem does it solve? What pleasure does it provide? How do you approach your clients so they don’t feel like a commodity and that you are genuinely aware of their needs? How do you stand out from the competition? How does your pricing strategy affect your position: are you a leader, follower, high-end, or discounter?

Answer this: Our clients buy from us and not the other company because......

So What? (Messaging)
Know your Unique Selling Proposition. What makes you different from the competition. Be clear. What can they buy from you that they cannot buy from your competitor? If you do not have an identified advantage, improve your product or service. Pick a benefit and make it stand out in your communications.

If you only give your customers a price that differentiates you, then you will always lose if you’re not the lowest price.

Now What? (Adapting to Change)
Whew. You have thought a lot and have great ideas and even a basic plan for 2021. One more step is to think about how you will adapt to change. Make sure you can measure your finances and keep tabs on employee and client satisfaction. Review equipment maintenance needs and stay current with regulations and business trends. Be “eyes-y” and notice how other businesses adapt. Be “ears-y” and listen to lots of opinions and insights. Be “guts-y” and follow your intuition.

Follow these eight marketing steps for business success, and you will be ready for anything that happens in 2021.

Construction Input Prices Down in November
Construction input prices fell 0.5 percent in November compared to the previous month, according to an Associated Builders and Contractors analysis of U.S. Bureau of Labor Statistics’ Producer Price Index data. Nonresidential construction input prices fell 0.4 percent for the month. Construction input prices increased 0.9 percent between November 2019 and November 2020. Nonresidential construction input prices are up just 0.3 percent over that span. Once again, the relatively larger increase in overall construction input prices is attributable to softwood lumber prices, which are 37.2 percent higher than in November 2019. (Source)
ASCE Calling for Phoenix Branch Award Nominations

SOURCE: ASCE Phoenix Branch

The ASCE Phoenix Branch is now accepting nominations for the Government Civil Engineer of the Year and ASCE Phoenix Branch Project (Large and Small) of the Year Awards. Nominations are due by 4:00 PM on January 15th, 2021.

Government Civil Engineer of the Year Award

The nomination for ASCE’s Government Civil Engineer of the Year Award must be an ASCE member in good standing, and preferably a licensed professional engineer. Qualifications of the award nominees will be judged on following criteria:

1. Sustained outstanding civil engineering performance in the public sector
2. Evidence of high character and professional integrity
3. Civic and humanitarian activities (community service)
4. A minimum of 15 years in public service as a civil engineer
5. Five of the 15 years at the senior administrative level
6. Employed in the U.S. public sector at the time of application submittal

Government Civil Engineer Nomination Form

Project of the Year Awards

Judging Criteria for the Large Project of the Year (More than $10M) and Small Project of the Year (Less than $10M) will be based on the following criteria:

1. Contribution to the well-being of people and communities
2. Resourcefulness in planning and solving design challenges
3. Pioneering in use of materials and methods
4. Innovations in construction
5. Minimization of impact on physical environment
6. Composite Application

Project Nomination Form

Please direct any questions to Phoenix Branch Vice-President Joe Dietrick at jdietrick@csscos.com or cell 724-771-8403.

Awards will be distributed at the March 2021 ASCE Phoenix Branch luncheon!

ADOT DBE Joint Task Force Meeting (Virtual)

Date: Tuesday, January 19, 2020

Meeting Schedule:
8:30am Facilitated Chat with ADOT
9:00am - 10:30am Joint Task Force Meeting
10:30am - 11:00am Facilitated Networking

REGISTER HERE
**ATTENTION TO ALL FIRMS**

Need help preparing DBE Affidavits? Please see our tutorial video below:
“Preparing DBE Affidavits”

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**DECEMBER**

17

AZ Green Chamber: Community Networking With Breakout Sessions
5:00pm-6:15pm
Location: Online Only

17

LAI: Holiday Party/New Member Induction
11:30am - 1:00pm
Location: Online Only

18

MPA: Monthly Membership Monthly
7:15am - 9:00am
Location: Online Only

**JANUARY**

13

Virtual Smps Member Appreciation Mixer
4:00pm
Location: Online Only

13

ABA Seminar: Workers Compensation
11:30am
Location: Online Only

14

AZCREW: Virtual Brown Bag - Building Resilience During COVID 19 Mind, Body and Spirit
11:30am - 1:30pm
Location: Online Only

20

ULI Arizona WLJ Leadership Series with Marilee Utter
4:00pm - 5:00pm
Location: Online Only

21

AZ Water Association: Luncheon: ASU COVID–19 Wastewater Study
11:30am
Location: Online Only
## Featured Federal-Aid Projects

### CURRENT OPEN SOLICITATIONS

<table>
<thead>
<tr>
<th>Due Date</th>
<th>Project Valuation</th>
<th>DBE Goal</th>
<th>Solicitation / Project Number</th>
<th>Type</th>
<th>Project Owner and Description</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8/21 11am MST</td>
<td>$2.2M</td>
<td>5.55%</td>
<td>264-A(219)T; H894301C</td>
<td>IFB</td>
<td>ADOT - Bridge Deck Rehabilitation Re-Bid, Dinnebeto Wash Bridge #1013, Tuba City-Window Rock Hwy (SR 264). The work consists of removing the existing bridge deck &amp; constructing new reinforced concrete deck, placing asphaltic concrete pavement (Misc. Structural), pavement marking, &amp; constructing guardrail.</td>
<td>Iqbal Hossain, Group Manager of Contracts &amp; Specifications, at <a href="mailto:ihossain@azdot.gov">ihossain@azdot.gov</a>.</td>
</tr>
<tr>
<td>1/22/21 11am MST</td>
<td>$1.3M</td>
<td>10.95%</td>
<td>347-A(212)T; F020801C</td>
<td>IFB</td>
<td>ADOT - Intersection Improvements Re-Bid, SR 347 &amp; Old Maricopa Road, Gila River Indian Community. The work consists of installing a new traffic signal system, adding auxiliary turning lanes, placing asphaltic concrete pavement &amp; pavement marking.</td>
<td>Iqbal Hossain, Group Manager of Contracts &amp; Specifications, at <a href="mailto:ihossain@azdot.gov">ihossain@azdot.gov</a>.</td>
</tr>
<tr>
<td>1/29/20 11am MST</td>
<td>$3.2M</td>
<td>9.96%</td>
<td>040-D(239)T; F015301C</td>
<td>IFB</td>
<td>ADOT - Bridge Deck Replacement, Leupp Road T1 Underpass, Flagstaff-Holbrook Hwy (I-40). The work consists of removing &amp; replacing existing bridge deck, including milling &amp; paving both sides of new approach slab to provide a smooth transition between bridges &amp; adjacent asphaltic concrete pavements.</td>
<td>Iqbal Hossain, Group Manager of Contracts &amp; Specifications, at <a href="mailto:ihossain@azdot.gov">ihossain@azdot.gov</a>.</td>
</tr>
</tbody>
</table>

### External Links:

- ADOT Current Advertisements
- ADOT Advertised Alternative Delivery Projects
- ADOT Engineering Advertisements
- Bidding Opportunities Around the State
- ADOT Public-Private Partnership Initiatives

### DBE SUPPORTIVE SERVICES PROGRAM

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DBESupportiveServices@azdot.gov

[www.azdot.gov/beco](http://www.azdot.gov/beco)