

## Business Engagement and Compliance

### South Central Light Rail Gets Federal Funding

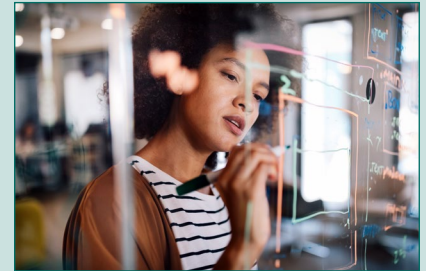
The U.S. Department of Transportation announced \$638M in funding for Valley Metro's South Central Light Rail Expansion last week.

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](#))



South Central Light Rail Gets Federal Funding



8 Marketing Steps for Business Success



Construction Input Prices Down in November



### NEWLY CERTIFIED DBE FIRMS:

- Widefield Technology, Inc.
- Estate Media, LLC
- C Evans Consulting LLC
- Bennett Bolt Works INC
- Phaeton Solutions LLC
- Clarity Scientific LLC
- K&J BURGERS LLC
- Puresky LLC
- dba International Card Solutions
- Longreen Express INC.
- Triple B Concrete Inc
- Alex San Andres
- WD Schock Company
- DBA The LTL-Schock Group
- Suzann Rhodes LLC
- MD Consulting
- Janice M. Stapleman
- DBA Fearless Communications



### ASCE Calling for Phoenix Branch Award Nominations

- ▶ EVENTS
- ▶ OPPORTUNITIES
- ▶ EXTERNAL LINKS

## 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?

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## 8 Marketing Steps for Business Success

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### 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



AMERICAN SOCIETY OF CIVIL ENGINEERS

Courtesy of ASCE Phoenix Branch

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@cscos.com](mailto:jdietrick@cscos.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**

## Business Engagement and Compliance



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

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

["Preparing DBE Affidavits"](#)



## DECEMBER

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

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

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

## JANUARY

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

**13** SMPS: Marketing Mambo  
11:00am - 12:00pm  
Location: *Online Only*

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

**15** MPA: Virtual Monthly Membership Breakfast  
8:00am - 9:00am  
Location: *Online Only*

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

**26** ACEC: Arizona & City of Phoenix Virtual Liaison  
8:00am - 9:00am  
Location: *Online Only*

**20** ULI Arizona WLI 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

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

## 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

1801 W. Jefferson, Suite 101, Phoenix AZ

(602) 712-7761

[DBESupportiveServices@azdot.gov](mailto:DBESupportiveServices@azdot.gov)