

## Business Engagement and Compliance

### ADOT Seeks Design Firm for SR303 Project in Goodyear

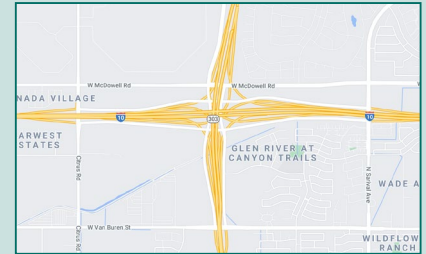
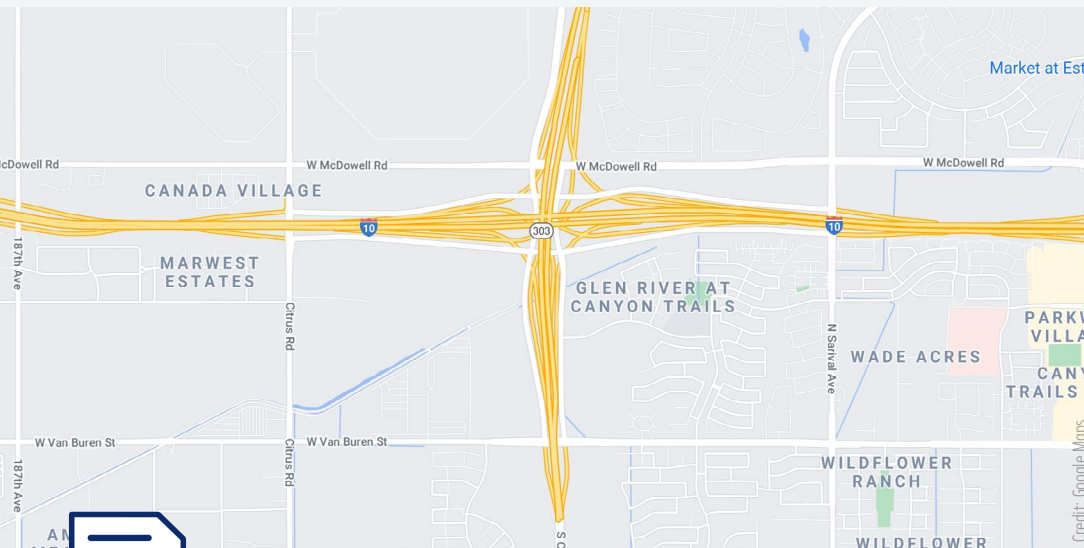
The **Arizona Department of Transportation** has recently issued a Request for Qualifications for a firm to provide final design services on the **State Route 303 Loop (Estrella) Phase One: MC 85 – Van Buren Street** project.

ADOT first advertised for the RFQ on January 26th and plans to issue another newspaper advertisement on February 2nd.

The approximately \$167M project includes construction of three general purpose lanes in each direction from north of MC 85 to Van Buren Street, with a transition into

Cotton Lane near Elwood Street in Goodyear. According to the RFQ, some other features of the freeway project are expected to include:

- Completion of the south half of the Van Buren diamond TI
- Construction of a full diamond TI at Yuma Road and a half diamond TI at Elwood Street
- Construction of one-way frontage roads in both directions
- Construction of ADA features
- Utility relocations



### ADOT Seeks Design Firm for SR303 Project in Goodyear



### Persuasion's Perfect Pyramid



### East-West Corridor a Maricopa Planning Priority



### Tucson Budgets Additional \$14M for Street Repairs

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

### NEWLY CERTIFIED DBE FIRMS:

- V-1 Consulting, LLC
- Connie Sparks DBA Wadeco Business Center, DBA Wheel Barrel Products
- Rasix Computer Center INC.
- Pulse Electric Inc.
- DC Demo LLC DBA RM3 Mechanical
- Eat Up, Incorporated DBA Eat Up
- ModLogics
- Interstate Fuel Logistics, LLC
- Authenticity LLC
- Germ Disinfectant
- Journey Transportation Services LLC

### ADOT Seeks Design Firm for SR303 Project in Goodyear (Cont'd)

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A design concept report and Environmental Assessment was completed in November 2018 for the SR303L corridor from State Route 30 to Interstate 10. According to the RFQ, "The ultimate corridor improvements include construction of a 10-lane divided, access-controlled urban freeway that provides four general purpose lanes and a high occupancy vehicle lane (4+1) in each direction and a system interchange with SR 30."

Some of the Final design duties under this contract include preparing construction documents, materials design reports, pavement design summary, design submittals at 30, 60 and 95 percent, final plans and specifications, post design services and more.

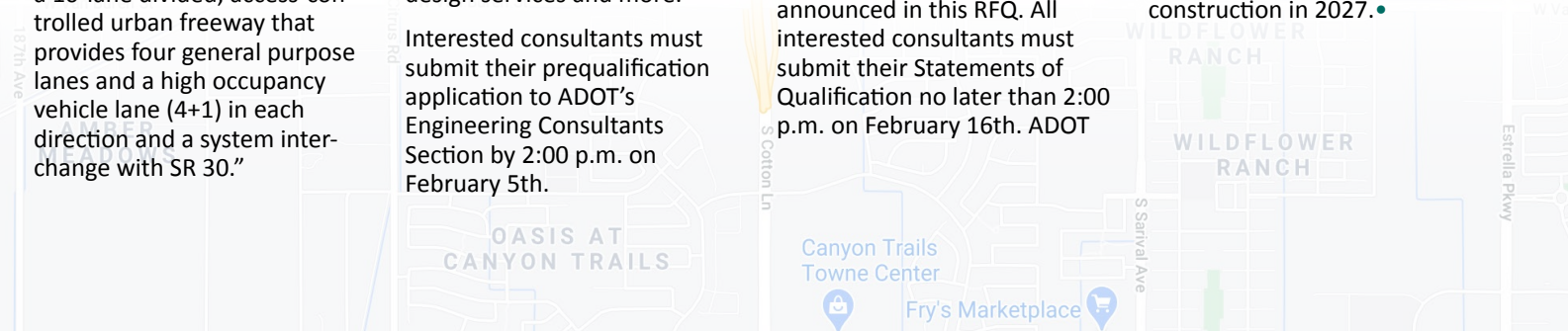
Interested consultants must submit their prequalification application to ADOT's Engineering Consultants Section by 2:00 p.m. on February 5th.

The method of delivery for the project will be design-bid-build and the ADOT has established a Disadvantaged Business Enterprise goal of 0.0 percent, making it a race-neutral contract.

No pre-submittal meeting was announced in this RFQ. All interested consultants must submit their Statements of Qualification no later than 2:00 p.m. on February 16th. ADOT

anticipates selecting a firm on March 22nd, with an initial cost proposal due date on April 5th, and an estimated notice to proceed on June 21st.

According to ADOT's 2021 Capital Improvement Plan, this project is anticipated to start construction in 2027. •



### ADOT DBE - Task Force Meeting Workshop

Join us on Tuesday,  
February 9, 2021  
at 9:00am.

**REGISTER HERE**





## Persuasion's Perfect Pyramid

*Three critical questions that drive differentiation*

Standing out from the competition is hard enough. There's so much noise, i.e. advertising, on all types of platforms that it's easier to tune out rather than sift through all the brouhaha.

According to Sam Clark who posted "How Many Ads Do We See A Day in 2021?" on PPC Protect on April 9, 2020, consumers are exposed to 6,000 to 10,000 ads every day in 2021. According to Clark, the average person saw between 500 to 1,600 ads per day in the 1970s, and up to 5,000 ads per day in 2007. That's monumental growth. No wonder we're exhausted and willing to pay pricey subscription fees for ad-free platforms!

Even so, we still need to build awareness about our firms so clients and teaming partners will know about us and what we do. Building awareness and positioning for work is critical for qualifications and proposals that result in project wins.

What's the secret to stand out from all the noise?

Cue Persuasion's Perfect Pyramid.

Put yourself in the customer's shoes, and develop your marketing content to answer these three critical questions:

1. Why us?
2. Why not them?
3. So what?

**Why us?** helps you to focus messaging on your strengths compared to your competition's weaknesses. Now is the time to highlight capabilities and provide specific examples of challenges overcome, solutions developed, innovations created. Consider your valuable resources: employees, equipment, systems, proprietary software, institutional knowledge about clients, historical databases, lessons learned, etc. Consider your strengths as business assets.

**Why us?** also helps you address competitor weaknesses, ethically, of course. We don't specifically call out our competitors' faults, rather craft true statements that bring doubt to the client's mind. For example, if your competition is in the midst of leadership transition, your advantage is that your team is solid with strong company leadership in place.

**Why not them?** is tricky. This is when your competitor has strengths, and you have weaknesses. Don't stick your head in the sand: develop strategies that address the gaps. Team with another firm, hire an expert, meet with clients to discover their thoughts about the weakness. What is your plan to overcome the obstacles? Is it time to wait it out or do you have the resources to invest in your weakness and transform it into a strength?

**So what?** is the pinnacle of persuasion. This is what clients are asking for: what does all your messaging mean to them? Why should clients care? Clients are always thinking WIIFM: "What's In It For Me?" and your job is to relate everything you say in a way that appeals to your clients. Run your statements through the "so what?" filter: every statement should provide a benefit to the client or you are just spewing unnecessary noise.

So, that's how you stand out among the thousands of messages every day. Use The Perfect Pyramid of Persuasion:

1. Why us?
2. Why not them?
3. So what? •

**So what?**

**Why us?**

**Why not them?**

### East-West Corridor a Maricopa Planning Priority

The **East-West Corridor** project to connect **SR 347** and **Porter Road** is a top priority for City of Maricopa officials.

In a recent planning session, officials discussed and emphasized the importance the two-mile connector, stating it will eventually be four lanes, but with the possibility of expanding to six at some point. The project will be part of a greater East-West Corridor plan by Pinal County to connect SR 347 to I-10.

Other transportation projects discussed included a roundabout at **Green Road** and **SR238**, which could include an overpass at the **Union Pacific** railroad tracks and eventually be part of a possible “ring road” to alleviate traffic on John Wayne Parkway. ([Source](#))



Credit: City of Maricopa

### Tucson Budgets Additional \$14M for Street Repairs

Tucson will put \$14M more into neighborhood streets following City Council’s approval of a request by Mayor Regina Romero for the 2022 fiscal year. The allocation more than doubles the city’s currently planned neighborhood street repair investment. Romero noted roughly 75 percent of roads in residential areas are ranked as failing. City management will now put together a plan to identify sources of funding and to allocate monies across the city’s six wards. ([Source](#))





### Business Engagement and Compliance



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

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

["Preparing DBE Affidavits"](#)

## SMALL BUSINESS RESOURCE CENTER

## BUSINESS COACH ON DEMAND

### ADOT DBE - Task Force Meeting Workshop

February 9, 2021  
at 9:00am

[REGISTER](#)

### BUSINESS DEVELOPMENT PROGRAM

SPRING 2021

[APPLY NOW](#)



## FEBRUARY

**4** AZ Masonry Council: Member Mixer  
February 2021  
6:00pm - 7:30pm  
Location: *Online Only*

**9** DBIA: AZ Chapter Design Professional Panel Webinar  
10:30am - 12:00pm  
Location: *Online Only*

**10** Phoenix EOD: Virtual Business Workshop  
9:00am - 11:30am  
Location: *Online Only*

**11** AZCREW: 2021 CREW Network Winter Leadership Summit  
11:00am - 12:00pm  
Location: *Online Only*

**11** WTS: Women Getting it Done - Moving Transportation Forward during the COVID Pandemic  
12:00pm  
Location: *Online Only*

**18** LAI: Life Sciences Thriving in AZ - Meet the Experts  
1:30pm - 2:30pm  
Location: *Online Only*

**22** Valley Partnership: Arizona Economic Resiliency Webinar Series #4  
1:00pm - 2:00pm  
Location: *Online Only*

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

**23** AZCREW: High Performance Negotiation Skills for Women  
12:00pm - 1:30pm  
Location: *Online Only*

**23** AZ Water Association: Leveraging Intelligent Water to Optimize Operations in the Water Industry  
10:00am  
Location: *Online Only*

**23** AZ Water Association: Virtual Luncheon - Controlling Fugitive Odor Emissions Gives Pima County a Breath of Fresh Air  
11:30am  
Location: *Online Only*

**26** PMI: Say What? Improving Cross-Functional Team Communication  
7:30am - 9:00am  
Location: *Online Only*

## MARCH

**4** AZ Green Chamber: Public & Private Partnerships to Drive Sustainability & Circular Economy Projects  
5:00pm - 6:15pm  
Location: *Online Only*

**18** I-17 Project Networking Event Registration Reminder  
8:30am - 1:00pm  
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
2/19/21 11am MST	\$5.3M	3.10%	NHPP 010-A(233)T; F019901C	<a href="#">IFB</a>	ADOT - Rest Area Rehabilitation Re-Bid, Bouse Wash Rest Area, Ehrenberg-Phoenix Hwy (I-10). The work consists of renovating vending buildings, rehabilitating water & wastewater systems, widening parking lots, installing pipe culverts, catch basins, striping, & ADA compliance.	Iqbal Hossain, Group Manager of Contracts & Specifications, at <a href="mailto:ihossain@azdot.gov">ihossain@azdot.gov</a> .
2/22/21 2:15pm PT REVISED	\$42.4M- \$46.8M	6.5%	605758-20; DE 0003(231)	<a href="#">IFB</a>	Clark County - Laughlin-Bullhead City Bridge, Needles Highway, Laughlin, NV to SR 95, Bullhead City, AZ. The work consists of constructing a bridge over the Colorado River between Laughlin & Bullhead City, including approach roadways, intersection, multi-use path, pond, noise berm, maintenance road, fence & drainage improvements.	Scott Jones, Purchasing Analyst II at 702-455-4441.
2/26/21 11am MST	\$2.7M	5.42%	019-A(236)T; F010101C	<a href="#">IFB</a>	ADOT - Bridge Deck Replacement Re-Bid, Ruby Road TI UP #1240, Nogales-Tucson Hwy (I-19). The work consists of replacement of the existing concrete bridge deck & concrete barrier on the south bridge (original bridge), including construction of a new cast-in-place bridge deck, concrete bridge barrier, connecting the 2 bridges with a closure pour, pavement marking, & bridge mounted & ground mounted signing.	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)