

Business Engagement and Compliance

Chandler Voters to See Five Bond Issues in November

Chandler voters will see five bond issues totaling \$272M on the all mail-in November 2022 ballot.

The issues will address projects under the City's 10-year **Capital Improvement Plan** and will not increase property tax rates.

Under the requests, voters will be asked to approve \$85.8M for **streets**, \$73M for **parks**, \$55.2M for **police**, \$33.6M for **public facilities**, and \$25.2M for the **fire department**.

Specific major projects to be funded include:

- A \$38M **crime lab** for the police department,
- \$40M to finish **Mesquite Groves Park**,
- \$16M for **Folley Park**,
- \$12M for **A.J. Chandler Park**,
- \$15M to rebuild **fire stations 282 and 284**,
- \$12M for **Kyrene Road** improvements,
- \$11M to rebuild the **Ray and Dobson** roads intersection,
- **Chandler Center for the Arts** renovations, and
- **Chandler City Court** improvements.

([Source](#))



Chandler Voters to See Five Bond Issues in November



Marketing's 80/20 Rules



Pima County, Tucson Adopting Final Budgets



Mesa OKs \$2.1B Budget for FY 2021-2002

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



NEWLY CERTIFIED DBE FIRMS:

- GLOBAL STAR, LLC
- KRISHNA S ANANTUNI & ASSOCIATES LLC
- M&G BROTHERS, LLC
- POWER FACTOR CORRECTION GROUP, LLC
- RETANA REINFORCING LLC



Marketing's 80/20 Rules

Strategies that help business owners prioritize resources

Many business owners gather as much information to analyze the health of their client relationships, employee satisfaction, and operations. Weighing pros and cons, creating "what if" scenarios, and conducting pilot or beta tests are useful decision-making exercises. Still, it is time-consuming to gather data, and many business owners are comfortable with relying on their intuition.

How can you boost those gut checks?

It helps to have an age-old tool in the marketing toolbox to filter data and process efficiencies. The 80/20 rule is a useful principle for the savvy business owner's back pocket.

The Pareto principle states that for many outcomes, roughly 80% of consequences come from 20% of the causes (the "vital few"). Other names for this principle are the 80/20 rule, the law of the vital few, or the principle of factor sparsity. (Wikipedia).

Here are some ideas to apply the 80/20 rule to marketing your business:

1. Identify Your Top Clients

According to the Pareto Principle, the top 20 percent of your clients will generate 80 percent of your revenue. List all your clients in order of revenue from highest to lowest. Then determine the percentage of total revenue is generated by each client. When you look closely at the numbers, see how many clients it takes to add up to 80% of your revenue. It's likely to be that top 20 percent.

So what? Take care of these clients! Thank them for their business. Ask them for referrals. Take the time to ask how you could improve service. Make sure your employees know these are your Top 20. While every client interaction is important, pay close attention to any hiccups with these premier clients. If there is a problem, be sure to handle it well because losing these clients will impact your company's bottom line. Keep a running list of your client revenues, and note when their positions jump or slip.

2. Do Routine Things Routinely

Smooth processes result in operational efficiency and performance that pays off. The Pareto Principle means that you should develop smooth systems for at least 80 percent of your marketing operations, and then allow for high level customization for the other 20 percent. For example, use well-designed templates for 80 percent of your marketing proposals so materials are polished and efficient to pull together to meet tight deadlines. For the other 20 percent, add the extra pizzazz or flourish for special clients or pursuits. Go ahead and go all out on these 20 percent special circumstances.

So what? Review your marketing processes and streamline for the bread and butter situations. Be aware that you'll need to customize, tailor, or invest differently for 20 percent of your activities. With this healthy balance of process vs. customization, your marketing operations will be more productive because routine is efficient and results in a strong bottom-line.

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80-20 RULE

Marketing's 80/20 Rules (Cont'd)

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3. Enough Information is Enough

The Pareto Principle also helps guide business owners to know how much information is necessary to make a sound marketing decision. According to Colin Powell, former U.S. Secretary of State, decision-makers should have no less than 40 percent and need no more than 70 percent of the available information to decide. Fewer than 40 percent means you are shooting from the hip, and waiting to gather more

than 70 percent allows for someone else to beat you to the punch.¹ Another author says that most normal business decisions can be made with 75 percent of the available information, focused on the right issues.²

While there is no perfect formula to predict the perfect amount of information-gathering to make a good decision, the Pareto Principle is a helpful tool. When you have 80 percent of the information gathered, the next 20 percent is not likely to have a major impact on the outcome.

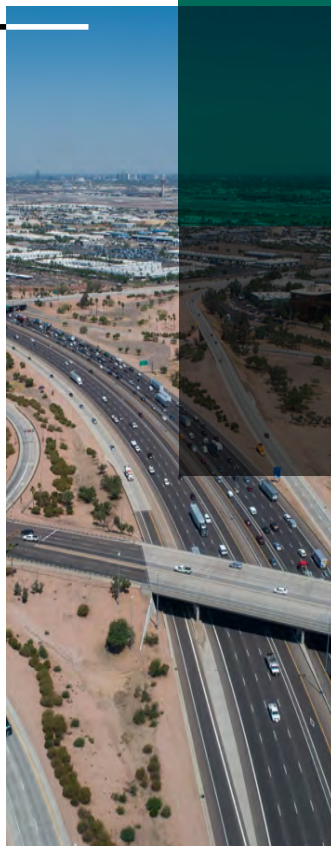
So what? Get comfortable with making decisions even if you do not have every "i" dotted or "t" crossed. Your business instincts are strong. Look back at prior decisions, and identify which ones were better than others. What would you have done differently and how does that lesson impact this decision? Ask business mentors and coaches for their insights. List the pros and cons of the decision, and allow yourself time to reflect on various "what if" scenarios. Embrace agile practices where you act and test outcomes in a short

"sprint" timeframe, and then adjust as needed. Get comfortable with trusting your 80/20 gut.

When you use the Pareto Principle, aka the 80/20 rule, you avoid getting stuck in unnecessary details, streamline processes, and make adaptability and flexibility your business friends. Rules of thumb like the 80/20 rule help you to quickly determine actions that keep your business running smoothly and efficiently. •

Pulice - FNF - Flatiron Joint Venture I-10 Broadway Curve

DBE
+
SBC
EVENT



Insurance and bonding required when working with ADOT. Bidding opportunities for subs in the 3rd and 4th quarters of 2021.

[CLICK HERE](#) TO REGISTER



THURSDAY, JULY 8TH, 2021

8:00 AM UNTIL 9:15 AM

8:00 - 8:45 AM PFF JV PRESENTATIONS

8:45 - 9:15 AM Q&A

- ROADWAY CONSTRUCTION MATERIAL SUPPLIERS
- LANDSCAPE MAINTENANCE
- ONSITE FUELING SERVICES
- TEMPORARY AND PERMANENT FENCING
- CUSTOM HANDRAIL (BUILD AND INSTALL)
- PROJECT LITTER CONTROL
- VENDING MACHINES AND CATERING





Pima County, Tucson Adopting Final Budgets

Final Fiscal Year 2021/2022 budgets are ready for approval in both Tucson and Pima County.

Pima is expected to approve \$2.1B, while Tucson will adopt \$1.9B.

On the **Capital Improvement Program** side of expenditures, Tucson has dedicated \$14M for road improvements beyond the usual **Highway User Revenue Fund** amount. Pima County will spend \$84M improving unincorporated roads. ([Source](#))

Mesa OKs \$2.1B Budget for FY 2021-2002

The City of Mesa has approved a Fiscal Year 2021-2022 tentative budget totaling \$2.1B.

A secondary tax levy will be voted on later this month.

The spending plan includes:

- \$77,757,932 for non-bond capital improvement projects;
 - \$209,544,068 for bond CIP projects;
 - \$248,684,000 for CIP carryover;
 - \$101,255,000 for water resources, and
- \$55,247,000 for parks, recreation, and community facilities. ([Source](#))



Business Engagement and Compliance



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

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

["Preparing DBE Affidavits"](#)



JUNE

- 25** June Virtual Friday Morning Breakfast
8:00am - 9:00am
Location: *Online Only*
- 28** AZ Water Association: Setting Effective Rates - Free USDA Workshop
9:30am - 12:30pm
Location: *Online Only*

- 30** ASA AZ: Meet the Board Mixer & Annual Meeting
4:30pm - 6:30pm
Location: 9119 E Talking Stick Way
Scottsdale, AZ 85250

JULY

- 12** World's Best Connectors: Planning for or Coping with Mergers & Acquisitions
1:00pm - 4:00pm
Location: *Online Only*
- 21** APWA: How Secure Are Your Facilities? What Your Risk and Resilience Assessment Failed to Tell You
10:30am - 12:00pm
Location: *Online Only*
- 21** ABA: Webinar Navigating the ROC Complaint Process
9:00am - 10:00am
Location: *Online Only*
- 22** WIPP: Tips for GSA Schedule Compliance and Success
2:00pm - 3:00pm
Location: *Online Only*

- 23** PMI: Cheap Agile - What the Agile Industrial Complex Won't Tell You
7:30am - 9:00am
Location: *Online Only*
- 23** ASA: 6th Annual Beers and Balls Bowling Tournament
6:00pm - 9:00pm
Location: *Let it Roll Bowl*
8925 N. 12th St.
Phoenix, AZ
- 27** APWA: Solving the Underlying Problems That Cause Roads To Fail
10:30am - 12:00pm
Location: *Online Only*
- 29** BOMA: BOMApalooza
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
6/25/21 11am MST	\$2.1M	9.87%	068-F(207)T; F028001C	IFB	ADOT - Construct Raised Medians, Golden Valley Hwy (SR 68): Verde Road to Bacobi Road. The work consists of constructing raised medians, microsealing westbound lanes, applying pavement markings, & signing.	Iqbal Hossain, Group Manager of Contracts & Specifications, at ihossain@azdot.gov .
7/7/21 2pm	\$16.5M	6.40%	2021-017; F038301D	IFB	ADOT - Design Services for US Bridge Replacement & Drainage Improvement, US 191: Cochise Railroad Overpass. The work consists of replacing the existing overpass with a 44' wide overpass, including realigning the approaches & other drainage improvements.	Engineering Consultants Section at ecssoq@azdot.gov .
7/9/21 11am MST	\$570K	4.66%	082-A(208)T; F030101C	IFB	ADOT - Bridge Rehabilitation, Comoro Canyon Bridge #412, Nogales-Tombstone Hwy (SR 82). The work consists of milling & replacing the existing bridge deck slab, including removing & replacing guardrail, guardrail transitions, guardrail end treatments, milling & replacing AC, & pavement markings.	Iqbal Hossain, Group Manager of Contracts & Specifications, at ihossain@azdot.gov .

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

ADOT TASK FORCE 2021

MEETING SCHEDULE

JOINT DBE TASK FORCE MEETING:

TUESDAY, JULY 20th | 9:00am

PROJECT UNDERSTANDING & APPROACH

CLICK HERE TO REGISTER

JOINT DBE TASK FORCE WORKSHOP

TUESDAY, AUGUST 3rd | 9:00am

**How To Work On
Committees & Boards To
Build Social Capital for
Business Development**

**CLICK HERE
TO REGISTER**

SAVE THE DATE

MEETINGS

• OCTOBER 19, 2021

Packaging Your Abilities to Respond
and Bid

WORKSHOPS

• NOVEMBER 2, 2021

APDM Contracts – Understanding the Process Tips
and Tricks to be Successful on Design-build,
CMAR, JOC and On-call Type Contracts

FREE to attend • VIRTUAL ONLY until further notice

Pursuant to Title VI of the Civil Rights Act of 1964, the Americans with Disabilities Act (ADA) and other nondiscrimination laws and authorities, ADOT does not discriminate on the basis of race, color, national origin, sex, age, or disability. Persons that require a reasonable accommodation based on language or disability should contact ADOT's Business Engagement and Compliance Office at DBESupportiveServices@azdot.gov. Requests should be made as early as possible to ensure the State has an opportunity to address the accommodation.

De acuerdo con el Título VI de la Ley de Derechos Civiles de 1964, la Ley de Estadounidenses con Discapacidades (ADA por sus siglas en inglés) y otras normas y leyes antidiscriminatorias, el Departamento de Transporte de Arizona (ADOT) no discrimina por motivos de raza, color, origen nacional, sexo, edad o discapacidad. Las personas que requieran asistencia (dentro de lo razonable) ya sea por el idioma o discapacidad deben ponerse en contacto con la Oficina de Business Engagement and Compliance Office ADOT en DBESupportiveServices@azdot.gov. Las solicitudes deben hacerse lo más antes posible para asegurar que el Estado tenga la oportunidad de hacer los arreglos necesarios.



NAVIGATING THE PATH AHEAD

ADOT DBE & SMALL BUSINESS TRANSPORTATION EXPO

August 18-19, 2021 | 7:00am - 10:00am | *Virtual Event*

BROUGHT TO YOU BY:



Arizona Department of Transportation (ADOT) and partner agencies will be holding the virtual Disadvantaged Business Enterprise (DBE) and Small Business Transportation Expo on August 18th & 19th, 2021. This event will allow attendees to learn about project opportunities, network with industry professionals and business owners and hear from transportation leaders including featured speaker ADOT Director John Halikowski. Also participating are the **City of Phoenix Public Transit** and **Street Transportation** Departments, **Valley Metro** and **Phoenix Sky Harbor International Airport**.

EVENT SCHEDULE

Note: Event programming varies each day.

7:00am - 8:00am

Expo Opens,
Virtual Networking Available

8:00am - 9:30am

Stage Programming:
Topics & Speakers TBA

9:30am - 10:00am

Expo Reopens,
Virtual Networking

To register, visit adotdbeexpo.com

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE. VISIT THE WEBSITE ABOVE TO VIEW PACKAGES.



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