

### Business Engagement and Compliance

## Bond Measures Mixed in Latest Election

New bond requests around the state delivered a mixed bag of results for public entities seeking new funding sources.

### Gilbert Transportation Bond: \$515M

The Town of Gilbert sought an ambitious \$515M bond to fund transportation projects over the next several years. Gilbert's last transportation bond request was in 2007.

Key items to be funded include:

- A bridge from **Greenfield to Higley** roads: \$67.2M;
- **Reconstruction of Guadalupe Road** from Arizona Avenue to McQueen Road: \$9.9M;
- **McQueen and Guadalupe roads Intersection** Improvements: \$12.4M;

- Extension of **Vaughn Avenue**: \$23.1M, and
- **Val Vista Lakes Subdivision** Maintenance: \$47.5.

Votes were still being tabulated as of the AZBEX press deadline on Thursday, and no official results were expected until Friday at the earliest. According to media reports, however, the measure appears likely to pass.

### Chandler: \$272.M for Five Sectors

Still maintaining a degree of uncertainty about voters' appetite for a single major funding request, the City of Chandler broke its bond request into five bite-sized chunks covering different areas of municipal operations and projects.

The City has broken its \$272.7M bond measure – its first in 14 years – into five separate components:

- Public works, streets and transit: \$85.8M;
  - Parks and recreation and community services: \$73M;
  - Police: \$55.2M;
  - Facilities: \$33.6M, and
  - Fire: \$25.2M.
- The major projects Chandler hopes to fund include:
- **Dr. A.J. Chandler Park** Improvements: \$10.8M;
  - **Mesquite Groves Regional Park** Phase 2: \$19.6M;
  - Two **fire station** projects: \$15.7M;

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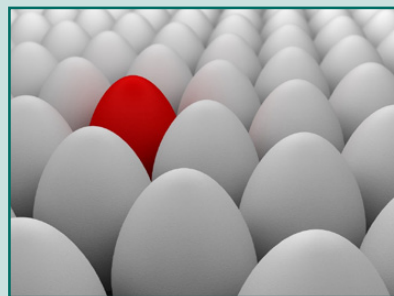


## NEWLY CERTIFIED DBE FIRMS:

- G & G Janco Enterprises, LLC dba Janco Janitorial
- C National Security LLC
- Synergy Development Limited
- Western Sky HotShots LLC



### SRP Issues All-source RFP for New Power Generation Resources



### What Makes Your Company Stand Out?



### Regulatory Change Simplifies Contractor Advertising

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



## Bond Measures Mixed in Latest Election (Cont'd)

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- **Police Forensic Services Facility:** \$38.7M;
- **Kyrene Road Improvements:** \$5.2M, and
- **Ray and Dobson Roads Intersection Improvements:** \$17.3M.

As of Wednesday, unofficial results from the **Maricopa County Board of Elections** appeared to show all five measures passing by a wide margin.

### K-12 Requests Getting Mixed Results

On the public education side, the vast majority of requests around the state were Maintenance & Operations Overrides to continue existing funding that would otherwise phase out in the near future.

On the bond front, seven districts had measures before votes requesting new funding.

In the largest K-12 request, **Queen Creek Unified School District** asked voters to approve a \$286M bond request for infrastructure, security and school programming resources. As of Wednesday, the measure appeared unlikely to pass.

**Gila Bend Unified School District** asked voters to approve joining **West-MEC**. Approval would result in a \$144.2M bond that would enable the District to provide technical education at community

colleges or West-MEC facilities. The request appeared headed for passage as of Wednesday.

**Tolleson Union High School District** requested \$125M for new school construction, building maintenance, enhanced security and safety measures and other projects. Passage appeared likely in early tabulations.

**Higley Unified School District** asked voters for \$95M that would go toward new building construction, existing building renovations and purchasing one of two middle school buildings the District currently leases, among other projects. The measure appeared to be failing as of Wednesday.

**Pendergast Elementary School District** sought \$53.5M in a bond request for construction projects and renovations. The request appeared to be passing as of Wednesday.

**Cave Creek Unified School District** had requested \$40M for STEM and technology, safety, building maintenance and other projects. As of Wednesday afternoon, the measure appeared to be failing by a narrow margin.

**Littleton Elementary School District** requested a \$15M bond for buying or leasing property, constructing new buildings, renovating new buildings and improving school grounds. The measure appears likely to pass. •

## SRP Issues All-source RFP for New Power Generation Resources

**Salt River Project** continues to experience significant increases in customer electricity demand as Phoenix and Maricopa County lead the nation in population growth and economic development.

To meet customers' growing needs, SRP has issued a **Request for Proposal** for additional power generation resources of all types to meet summer peak capacity needs. SRP is seeking competitive proposals for up to 400MW of peak generating capacity by summer 2024, and another 600MW by summer 2026, for a total up to 1,000MW by summer of 2026.

Resources selected through this all-source RFP process will also support

SRP's **2035 Sustainability Goals** and SRP's goal to add 2,025MW of new utility-scale solar by 2025. The requested generation is needed in addition to SRP's recently announced contracts for new renewable resources and plans to expand its **Coolidge Generating Station**.

SRP will consider all technologies and currently serves customer energy needs from generation produced with a diverse fuel mix including nuclear, coal, hydroelectric, natural gas, battery storage and renewable resources including solar, wind, biomass, and geothermal.

Respondents to the all-source RFP can view the details and register here: [srp.net/all-source-rfp](http://srp.net/all-source-rfp). Registration enables



access to all RFP-related documents. As outlined, SRP will offer a web conference for respondents on November 16th, 2021 and is requesting bid proposals by January 11th, 2022.

SRP anticipates short list selection in April 2022. Inquiries and questions related to the all-source RFP may be sent to [AllSourceRFP@srpnet.com](mailto:AllSourceRFP@srpnet.com). ([Source](#))

## What Makes Your Company Stand Out?

### *Insights to Develop Differentiators That Matter*

Chances are, you are not the only company that offers your products or services. Most business owners think they know their differentiators; the problem is most customers cannot tell companies apart. Many times, the only differentiator is price, and that is a sure-fire indication that you are a commodity. Unfortunately, many companies talk about features that do not matter to their customers, which means they are likely to be missing out on revenue and profit.

When marketers clearly explain what makes their product or service truly unique in ways that matter to their customers, then they are on the right path to sustainable sales and long-term success.

Here are three steps to create compelling differentiators:

1. **Know what your customers want.** Your differentiators must matter to your client. For example, just because your company has been in business longer than your competitors may not matter to your customer. Does that mean you are out-of-date or out-of-touch with the latest technology?

Talk with your customers. Ask open-ended questions so your clients can explain their concerns in detail. Make sure you understand which obstacles they face that you can solve. Here are some good questions to find out what they value:

- What is the most important factor when making the decision to purchase this product or service?
- Describe your best experience when you have purchased this product or service in the past.
- What has been your biggest disappointment in the past?
- What qualities do you value the most among your service suppliers or vendors?

2. **Identify specific aspects of your products or services that meet those needs.** When you know what matters to your clients and how they make purchasing decisions, then write your sales messages so they resonate with your customers' preferences.

Going back to our example, when you have been in business for a long time, you have well-established processes, long-standing supplier relationships, loyal employees and clients, and possibly more financial wherewithal. Your knowledge about customer buying preferences may mean a more streamlined process or less overhead. Think about your company through the eyes of your customers, and then reframe your sales messages so everything is focused on meeting your clients' needs.

3. **Create succinct statements that convey what makes you stand out.** Now it is time to start creating memorable messages that matter. Use descriptive nouns and action verbs. Avoid trite statements that any firm could say. Keep honing your message until it is clear and memorable.

Here are some examples of meaningful and differentiated statements that help firms stand out from the competition:

- We have surveyed Phoenix since 1921 and have records for more than 80% of the parcels within the City's boundaries.
- Acme Trucking has 50 trucks and commits to getting equipment on your site within four hours for emergency repairs.
- Our environmental scientists have completed more than 50 Environmental Site Assessment studies and our three-step process has saved an average of 15 days on National Environmental Policy Act (NEPA) approval.

When customers understand how your specific products or services will help them solve their problems, then you have established meaningful differentiators that help you generate revenue and long-term business success. •



## Regulatory Change Simplifies Contractor Advertising

Licensed contractors who advertise in Arizona will now have an easier go of things under a regulatory change that went into effect at the end of September.

Previously, licensed contractors were required to display their **Arizona Registrar of Contractors** license number for all “broadcast, published, internet or billboard advertising, letterheads and other documents used by the licensee to correspond with the licensee’s customers or potential customers.”

This presented difficulties for ads other than print media.

In March 2021, Governor Doug Ducey signed **HB 2545** into law, creating an exception to the requirement.

Now, licensed contractors do not have to display or announce their license number online, broadcast or billboard ads if they instead provide a web link where the contractor’s name and license number is “prominently” displayed. ([Source](#))



**DBE**  
+  
**SBC**  
**EVENT**



The DBE/SBC Resource Center is available for firms that are looking for instructive guidance for bidding work, technical assistance with prompt payment and certified payroll reporting requirements and most other questions regarding working under the I-10 Broadway Curve Agreement.

THE APPOINTMENTS WILL BE AVAILABLE ONCE WEEKLY FOR 60 MINUTES IN 20-MINUTE INCREMENTS.

DUE TO THE COVID 19 PROTOCOLS THAT ARE CURRENTLY IN PLACE AT THE CO-LOCATED OFFICES, THESE SESSIONS WITH PFF JV STAFF WILL BE CONDUCTED VIA VIRTUAL PLATFORM OR CONFERENCE CALLS.

SUBCONTRACTORS MAY SCHEDULE AN APPOINTMENT BY SENDING THEIR AREAS OF INTEREST TO [RMOORE@PFFJV.COM](mailto:RMOORE@PFFJV.COM)

### MONDAY MORNING APPOINTMENTS:

7:20/7:45/8:10 - OCT. 4, 11, 18, 25

### MONDAY MORNING APPOINTMENTS:

7:20/7:45/8:10 – NOV. 1, 8, 15 **MONDAY**

### MORNING APPOINTMENTS:

7:20/7:45/8:10 - DEC. 6, 13

### Business Engagement and Compliance



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

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

["Preparing DBE Affidavits"](#)



## NOVEMBER

**18** **CCIM: Par-Tee on the Green Networking Event**  
10 a.m. - 3 p.m.  
Location: *Papago Golf Course*  
5595 E. Karsten Way, Phoenix, AZ 85008

**19** **Valley Partnership: Friday Morning**  
7:30 a.m. - 9 a.m.  
Location: *Phoenix Country Club*  
2901 N 7th St., Phoenix, AZ 85014

**19** **ASA Fall Golf Tournament**  
9 a.m.  
Location: *Grand Canyon University Golf Course*  
5902 W Indian School Rd., Phoenix, AZ 85033

**19** **2021 Annual AZ ACI Bowling Tournament**  
11:15 a.m. - 2 p.m.  
Location: *Bowlero Via Linda Lanes*  
9027 E Via Linda, Scottsdale, AZ 85258

**19** **Progressive Design Build: An Introduction to this Effective Delivery Method**  
8 a.m. - 12 p.m.  
Location: *Hybrid Event - Online or in-person at 532 W McDowell Rd., Phoenix, AZ 85003*

**23** **ASA AZ: Residential Construction Forum**  
7 a.m. - 8:30 a.m.  
Location: *Online Only*

**30** **ULI Arizona Reshaping the Modern Workplace - Insights and Exclusive Tour**  
3 p.m. - 5:15 p.m.  
Location: *Gensler at the Esplanade*  
2575 E Camelback Rd., Ste. 175, Phoenix, AZ 85016

## DECEMBER

**2** **AZCREW: Holiday Party at Ollie the Trolley**  
5 p.m. - 7:30 p.m.  
Location: *West of 2390 E Camelback Rd., Phoenix, AZ 85016*

**2** **REIAC SW Holiday Party**  
4 p.m. - 6 p.m.  
Location: *Lon's at The Hermosa Inn*  
5532 N Palo Cristi Rd., Paradise Valley, AZ 85253



### Featured Federal-Aid Projects

#### CURRENT OPEN SOLICITATIONS

Due Date	Project Valuation	DBE Goal	Solicitation / Project Number	Type	Project Owner and Description	Contact
12/3/21 2pm	<\$500K	11.94%	2022-006	<a href="#">IFB</a>	ADOT - On-Call Project Development, Infrastructure Delivery & Operations Division Project Management Group, Statewide.	Engineering Consultants Section at ECSSOQ@azdot.gov
12/3/21 11 a.m. MST	\$21.7M	9.17%	010-E(230)T; F021201C	<a href="#">IFB</a>	ADOT - Pavement Rehabilitation, Tucson-Benson Hwy (I-10): Ajo Way to milepost 272. The work consists of pavement rehabilitation & bridge repair, including milling & replacing existing pavement along the mainline & shoulders; constructing guardrail, concrete barrier & bridge deck repair, installing conduits, traffic signs, pavement marking, & highway lighting.	Iqbal Hossain, Group Manager of Contracts & Specifications, at ihossain@azdot.gov
12/3/21 11am MST	\$3.5M	5.97%	F017001C; 093-B(216)T	<a href="#">IFB</a>	ADOT - Bridge Replacement, Kabba Wash Bridge NB, Kingman-Wickenburg Hwy (US-93). The work consists of removing existing bridge & replacing with closed frame continuous concrete slab bridges, including approach slabs, barriers, & 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 St., Suite 101, Phoenix AZ

602.712.7761

DBESupportiveServices@azdot.gov



# REGISTRATION IS OPEN!

The 2021 ADOT DBE and Small Business Conference is gearing up with transportation industry opportunities for small businesses.

- Shift your mindset and business into high gear in eight interactive and educational breakout sessions
- Accelerate your sales efforts during two afternoons of online Speed Appointments with representatives from buying agencies and Primes
- Hear our powerful keynote speaker share ideas on how to get out of neutral
- Celebrate industry champions and Business Development Program graduates during our awards presentation
- Learn how to expand your business with neighboring states
- Visit our virtual exhibit hall to meet representatives from buying agencies, Primes, government assistance organizations and more
- Join a special session on future opportunities

**Attend this virtual conference with your entire team  
and help us set a new attendance record!**

**REGISTER TODAY!**

**Don't forget! Annual award nominations are open until 11/19  
NOMINATE A FIRM TODAY**



Now Recruiting for 2021 Fall Cohort

# BONDING AND CONTRACTING EDUCATION PROGRAM

**SPACE IS LIMITED!**

## ABOUT

This is a 5-workshop series program designed to prepare a cohort of California-based disadvantaged business enterprises in the transportation and construction industries to obtain bond and learn best practices to compete for government contracts. This is a live VIRTUAL and interactive program.

## PROGRAM BENEFITS

- Sessions are taught by subject matter experts with bonding, accounting, finance, workplace safety and contracting experience
- Receive updates on available/upcoming contracting opportunities
- 1:1 consultation with a U.S. SBA approved bond agent on current bonding eligibility
- Ongoing support and resources after program completion
- Obtain a Certificate of Completion from U.S. Department of Transportation

## PROGRAM ELIGIBILITY

To see if your business is eligible to participate, please click on this link [HERE](#).

## 2021 FALL PROGRAM SCHEDULE

Nov 28	Application deadline @ 11:59 PM PST
Nov 29	Notify program eligibility to applicants
Dec 1 - Dec 15	Workshops are in session every Mon & Wed starting on Dec 1st - 15th from 4-6 PM PST

# CLICK HERE TO APPLY!

Deadline - Nov 28, 2021 @11:59 PM PST

### Contact Info

**Houa Vang**, BEP Program Officer

**Email:** [hvang@calasiancc.org](mailto:hvang@calasiancc.org)





# 2021 Fall Program Schedule

This is a 5-workshop series program. All workshop sessions will take place live online. Space is limited!

- |   |                             |  |
|---|-----------------------------|--|
| 1 | <b>DEC 1</b><br>4-6 PM PST  | Program Kick-Off & Intro to Bonding                                    |
| 2 | <b>DEC 6</b><br>4-6 PM PST  | Bonding Process & Best Practices                                       |
| 3 | <b>DEC 8</b><br>4-6 PM PST  | Financial Management & Access to Capital                               |
| 4 | <b>DEC 13</b><br>4-6 PM PST | Government Contracting Requirements & Responding to Contract Proposals |
| 5 | <b>DEC 15</b><br>4-6 PM PST | Workplace Safety Regulations & Program Conclusion                      |