

### Business Engagement and Compliance

## Casa Grande Budget Sets Record for Capital Projects

**Casa Grande's** proposed fiscal year 2023 budget features the city's largest ever expenditures for capital works.

Total planned expenditures add up to approximately \$252 million, which is \$30 million less than 2022. The capital projects budget, however, is \$121 million.

Wastewater management and transportation are major components of the proposed budget, hitting a total of approximately \$30 million. Impact fees would generate \$21.7 million in funding, and \$9.2 million will come through the wastewater fund.

Other targeted components focus on parks, trails and roads.

The fiscal year begins July 1. ([Source](#))



### Administration Requires U.S.-Made Materials Under Infrastructure Plan



### Competitive Advantage and Value Propositions



### Phoenix's State Route 30 Land Sale Progresses

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



### NEWLY CERTIFIED DBE FIRMS:

- Preferred Technology Solutions, Inc.
- Pinal Construction, LLC
- Hernandez Creative, LLC
- Southlands Engineering, LLC
- Sweet Mango Hospitality Corp.
- OCD Cleaners, LLC





## Administration Requires U.S.-Made Materials Under Infrastructure Plan

Guidance issued by the **Biden Administration** for projects funded by the \$1 trillion infrastructure spending package will require that materials purchased for projects be produced in the United States.

Waivers will be available if domestic materials are too expensive or if there is not an adequate supply.

The requirement is intended to increase domestic manufacturing jobs and materials production, reduce supply chain constraints and to diminish dependency on international suppliers like China, according to officials.

President Biden has said existing regulations have been watered down and used to hide the use of imported materials for nearly a century. The administration did not say what volume of construction materials used in current infrastructure projects is domestically produced, even though federal construction to date in 2022 totals \$350 billion, according to the **Associated Press**.

Language in the infrastructure bill enacted last year included a requirement that all the “iron, steel, manufactured products and construction materials” used in federally funded projects be produced in the U.S. starting May 14.

The requirements can be waived if buying the materials is “inconsistent with the public interest,” if there is insufficient supply/availability/quality of domestic materials or if the domestic materials would increase project costs by more than 25%.

Domestic manufacturers are currently operating at 78.7% capacity, according to the **Federal Reserve**. There are 6.9 million fewer manufacturing jobs today than there were in 1979 – the sector’s peak year – and domestic manufacturing jobs remain approximately 170,000 fewer today than before the pandemic. ([Source](#))





## Competitive Advantage and Value Propositions

### Two Marketing Terms That Every Business Owner Should Understand (Part 2)

In the last issue, we talked about competitive advantage and differentiators to determine where we stand in the marketplace. We were brutally honest about our position versus competitors, and identified advantages and weaknesses.

Business owners who take the blinders off and objectively assess their market position develop better value propositions that are more meaningful to their prospects. And when prospects understand the value of your products or services, then they are more likely to become your clients or customers.

#### Value Proposition

According to Investopedia, the value proposition is part of a company's competitive advantage and introduces the brand to consumers by telling them what the company stands for, how it operates, and why it deserves their business. If worded

well, this marketing statement clearly states **how your company's product or service will add more value or solve a problem for them better than another company.**

"A successful value proposition should be persuasive and help turn a prospect into a paying customer," says Investopedia.

According to MarketingProfs, here are five questions to help you determine your value proposition:

1. What product or service do you offer?
2. Who is your target customer?
3. What problems do you solve?
4. How does your product or service benefit your customer?
5. What differentiates you from the competition?

Think about these questions as if you were the buyer, not the seller. How does your product or service save them time or money, minimize risk, or help them avoid inconvenience or hassles? Use simple words that create a visual, emotional response, such as affordable, easy, quick, or custom. Help them "see, smell, and taste" the experience of working with your company.

Take time to make this statement clear and memorable. Use it often so your clients will remember who you are because the value you provide matters to them.

Here are some great value propositions:

1. Uber – The Smartest Way to Get Around.
2. Apple iPhone – The Experience IS the Product
3. Slack – Be More Productive at Work with Less Effort

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## Competitive Advantage and Value Propositions (Cont'd)

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4. Airbnb – Airbnb exists to create a world where anyone can belong anywhere providing healthy travel that is local, authentic, diverse, inclusive and sustainable. Airbnb's tagline is Belong Anywhere.
5. Mailchimp – Do it all with Mailchimp; Bring your audience data, marketing channels, and insights together so you can reach your goals faster – all from a single platform.
6. Bill Ragan Roofing – Repairing or replacing your roof isn't fun, we want to make it a better experience for you.
7. Lyft – Get a ride or become a driver.
8. Hubspot – Tech you need to help your business grow effectively.
9. Mint – Personal finance management made easy.
10. Evernote – Digital note creation and storage.

It takes time to develop a compelling value proposition. Ask your clients what matters to them, and look into how you deliver solutions. Your clients do not want to work hard to figure out why they should buy from you. Help them make that decision with a strong and clear value proposition. •

## Phoenix's State Route 30 Land Sale Progresses

The **Phoenix Planning Commission** has approved a rezone that paves the way for the city to sell 87 acres of land in Laveen to the **Arizona Department of Transportation** for development of **State Route 30**.

SR 30 will connect the Loop 202 and Loop 303 freeways. ADOT will use the land purchased from Phoenix for whatever rights of way the project needs and then sell any remaining land bordering the freeway.

**Phoenix City Council** delayed a vote on the sale in October of last year and again in January to give staff more time to review the request.

The current general plan amendment and rezoning request will now go to the **Estrella Village Planning Commission**, have a community meeting and then return to the Phoenix Planning Commission for a final vote before going back to Phoenix City Council for a decision. Council action is expected this fall. ([Source](#))



Credit: Maricopa County Assessor's Office/Independent Newsmedia

### Business Engagement and Compliance

ADOT/BECO Other Associations

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

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

["Preparing DBE Affidavits"](#)



## MAY

- 6** **SAME Golf Tournament**  
6:30 a.m.  
Location: Luke AFB Falcon  
Dunes Golf Course  
15100 W. Northern Ave., Waddell
- 6** **Get To Know AZCREW! Happy Hour**  
5 p.m. - 7 p.m.  
Location: 3900 E. Camelback Road,  
Unit 100, Phoenix
- 6** **BOMA: Allied Partners 2nd Qtr Networking**  
2 p.m. - 5 p.m.  
Location: Clover Life Spa  
100 E. Camelback Road,  
Unit 144, Phoenix
- 10** **PMI: 2nd Tuesday @ Virtual Dinner Event**  
5:30 p.m. - 7 p.m.  
Location: Online Only
- 13** **Valley Partnership May Friday Morning Breakfast**  
7:30 a.m. - 9 a.m.  
Location: Phoenix Country Club  
2901 N. 7th St., Phoenix
- 14** **ASHRAE: WiA Winery Tour**  
7:30 a.m. - 9 a.m.  
Location: 15355 N. Northsight Blvd.,  
Scottsdale
- 18** **Local First: Phoenix Business Mixer**  
6 p.m. - 8 p.m.  
Location: Garden Bar PHX  
822 N. 6th Ave., Phoenix
- 25** **NAIOP: Coffee with Candidates Series - AZ Governor Election: Katie Hobbs**  
8 a.m. - 9:30 a.m.  
Location: 24th at Camelback II  
2325 E. Camelback Road,  
Suite 120, Phoenix
- 26** **ASHE: 2022 Annual Scholarship Golf Tournament**  
8 a.m.  
Location: Point Tapatio Lookout  
Mountain - 7th Street and  
Thunderbird Road, Phoenix
- 26** **PMI: 4th Friday @ Virtual Dinner Event**  
5:30 p.m. - 7 p.m.  
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
5/13/22 11 a.m. MST	\$2.1 million	3.31%	260-C(214)T; F041601C	<a href="#">IFB</a>	ADOT - Pavement Rehabilitation: Show Low-McNary-Eagar Hwy (State Route 260): Hon-Dah to McNary. The work consists of removing the existing asphaltic concrete by milling and replacing it with a bonded wearing course overlay, including spot repair & pavement markings.	Iqbal Hossain, Group Manager of Contracts & Specifications, at <a href="mailto:ihossain@azdot.gov">ihossain@azdot.gov</a>
5/17/22 2 p.m. MST	N/A	3.52%	ST89340585; 6000001265	<a href="#">IFB</a>	City of Phoenix - negative offset median improvements re-bid. The work consists of constructing intersection improvements at six locations, including modifications to medians and improving the negative offsets at left-turn lanes.	Kathleen Kennedy at 602-534-5789 or <a href="mailto:kathleen.kennedy@phoenix.gov">kathleen.kennedy@phoenix.gov</a> .
5/19/22 2 p.m. MST	N/A	4.4%	22AP005	<a href="#">IFB</a>	City of Prescott - Taxiway C relocation & hot spot mitigation phase 3, Prescott Regional Airport. The work consists of relocation of Taxiway C, adjusting and upgrading lighting and signage infrastructure along Taxiway C, and mitigating Hot Spots 2 and 3.	LaTona Jones at <a href="mailto:latona@prescott-az.gov">latona@prescott-az.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 St., Suite 101, Phoenix AZ

602.712.7761

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





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 about working under the I-10 Broadway Curve Improvement Project Agreement.

The appointments will be available once weekly for 60 minutes in 20-minute increments.

The sessions with staff from Broadway Curve Constructors (a joint venture of Pulice Construction Inc., FNF Construction Inc. and FlatIron Constructors, Inc.) 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)

Tuesday morning appointments: 7:20/7:45/8:10 – May 16, 30

Tuesday morning appointments: 7:20/7:45/8:10 – June 7, 14, 21

# BONDING AND CONTRACTING EDUCATION PROGRAM

**SPACE IS LIMITED!**

## ABOUT

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

## PROGRAM BENEFITS

- Sessions are taught by subject matter experts with bonding, accounting, finance, and contracting experience
- Receive updates on available/upcoming contracting opportunities
- 1:1 consultation with a U.S. SBA authorized 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](#).

## 2022 SPRING PROGRAM SCHEDULE

May 25	Application deadline
May 26	Announce program eligibility to applicants via email
June 1 - June 29	Program sessions will take place every Wed from 11-1 PM PT starting on June 1st

**CLICK HERE TO APPLY!**

Deadline - May 25, 2022 @11:59 PM PT

### Contact Info

**Houa Vang**, BEP Program Officer

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





# 2022 Summer Program Schedule

This is a 5-workshop series program designed to help Arizona-based small construction businesses be bond-ready and contract-ready. All workshop sessions will take place live online.

**1**  
**June 1**  
11-1 PM PT

**Program Kick-Off & Financial Management Best Practices**

**2**  
**June 8**  
11-1 PM PT

**Credit Score Best Practices & Access to Capital**

**3**  
**June 15**  
11-1 PM PT

**Introduction to Bonding & Insurance Process**

**4**  
**June 22**  
11-1 PM PT

**Federal Contract Bidding Process & Upcoming Contracting Opportunities**

**5**  
**June 29**  
11-1 PM PT

**Federal Contract Estimating Costs & Program Conclusion**