

# WV DOT Newsletter

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WEST VIRGINIA  
Department of Transportation



## SUPPORTIVE SERVICES

- Estimating Training
- Building Capacity
- Mobilization Financing
- Bonding Assistance
- Marketing Plan Development
- Creating a Business Plan
- Building a Website
- Plan Reading



### Roads to Prosperity; WVDOH to build a new bridge at Seneca Rocks

Funding from Gov. Jim Justice's \$2.8 billion Roads to Prosperity program will replace a low water crossing at Seneca Rocks with a 140-foot steel truss bridge.

"This low water crossing provides the only emergency access into Seneca rocks for vehicles, and has been closed since it was damaged by a log truck in 2019," said State Bridge Engineer Tracy Brown, P.E. "Because of the nature of the project, it would be very difficult to find funding for the new bridge without Gov. Justice's Roads to Prosperity program."

The low water crossing carries Roy Gap Road over the North Fork of the South Branch of the Potomac River at the base of Seneca Rocks, near the United States Forest Service Seneca Rocks Discovery Center.

A log truck damaged the pipes that carry water through the existing structure, causing water to run over the top. The West Virginia Division of Highways was forced to close the low water crossing in 2019, cutting off an access point for emergency vehicles into Seneca Rocks and homes in the area.

The new steel truss bridge will be raised far enough above the water to eliminate problems with flooding. The new bridge and abutments will include stamped and stained concrete and painted steel to blend in with the environment.

The project is expected to cost about \$1.7 million and is scheduled to go to bid in March.

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## How Creative Conflict Can Propel Business Negotiations

The business-to-business (B2B) landscape has changed dramatically over the years. But several megatrends continue to progress, including globalization, technological disruption, instant information exchange and customized solutions versus commoditized inputs. These trends have led to new ways of doing business and new kinds of business transactions. Long-term agreements, exclusivity, strategic relationships, joint ventures and partnerships have grown in place of old-style competitive price bidding. However, many construction business owners learned to negotiate based on rules that are no longer suited for the current environment.

One thing has stayed the same, though, and that's conflict — all negotiations inherently involve conflict by their very nature. Creativity is the best way to break through the conflict and attain negotiating success in a way that solves the problem and builds a relationship. Fear and avoidance of conflict can lead to poorly negotiated agreements and missed opportunities. Negotiation is now more important than ever in a fast-paced and ever-changing industry. It's time for a more sophisticated negotiating approach.

Business negotiators must address the evolving nature of B2B transactions.

While common advice such as "don't split the difference" and "don't concede first" will always be a necessary part of a negotiator's toolkit, these tips miss the point of conducting a negotiation within a relationship setting.

### Not All Negotiations are the Same

There are three major regions to consider with creative negotiations: bargaining, creative deal-making and relationship-building. Understanding the type of negotiation — and which region it falls into — will help you use the appropriate strategies and tactics.

The first region, bargaining, is the domain of The Gamesman. Buying and selling of true commodities (lots of options for the buyer) or one-off sales or purchases are typical examples. Here, like in the game of poker, a certain amount of gamesmanship, bluffing and misdirection goes on. Bargaining can be best thought of as a zero-sum contest, typically over one main issue like price, where anything you win comes out of my pocket and vice versa.

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## About The WVDOT

The goal of the DBE Supportive Services Program is to increase the number of DBEs participating on WVDOT contracts and facilitate the opportunity for DBEs to obtain contracts. The services are designed to:

- Assist established construction firms to move them from bidding as a subcontractor to bidding as a Prime Contractor to produce sound bids.
- Provide access to training increases DBE expertise in handling of daily business operations.



CEI DBE Supportive Services

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