

## Florida's Turnpike Enterprise Wins Prestigious 2020 President's Award for Excellence and Technology Award from the International Bridge, Tunnel and Turnpike Association

Today, during its Virtual 88th Annual Meeting and Exhibition, the International Bridge, Tunnel and Turnpike Association (IBTTA) announced it has awarded Florida's Turnpike Enterprise (FTE) the prestigious 2020 President's Award for Excellence. IBTTA is the worldwide association for the owners and operators of toll facilities and the businesses that serve tolling. The President's Award is the top honor the international transportation association presents each year.

FTE was named the winner of the President's Award for Excellence for its development of SunTrax, the state-of-the-art transportation technology research, development and testing center being developed by the Florida Department of Transportation and FTE.

FTE also won IBTTA's 2020 Toll Excellence Award for Technology. This year, IBTTA presented seven awards acknowledging industry leaders implementing transportation projects worldwide focusing on environmental sustainability, advancement of emerging technologies, easing mobility and alleviating congestion for drivers, and the development of new transportation systems in rapidly growing areas.

"FTE is the winner of this year's President's Award for Excellence and Toll Excellence Award for Technology for their SunTrax– Toll Technology Testing Center dedicated to the research, development, and testing of

tolling and other emerging transportation technologies in safe and controlled environments," said Samuel Johnson, CEO of the Transportation Corridor Agencies and President of IBTTA. "FTE, along with the six other 2020 Toll Excellence Award winners, continues to implement systems and strategies that are revolutionizing transportation throughout the globe and helping lead the way in creating transportation systems to keep our customers moving safely and efficiently." "The testing and research being conducted at the SunTrax facility are critical to providing mobility solutions for a growing Florida," said Florida Department of Transportation Secretary Kevin J. Thibault, P.E. "This recognition highlights the department's dedication to providing the safest, most innovative transportation system in the country." "Toll authorities and industry partners demonstrate their continued leadership conceiving, developing and implementing programs and strategies that advance mobility, safety and efficiency for drivers around the world," said David Machamer, Chair of IBTTA's Toll Excellence Awards Committee and Assistant Executive Director, PIKEPASS and Toll Operations for the Oklahoma Turnpike.

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### About The FDOT

The goal of the DBE Supportive Services Program is to increase the number of DBEs participating on FDOT 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.



### About The Program

The Construction Estimating Institute (CEI) works with FDOT as the statewide provider of the federally funded Disadvantaged Business Enterprises (DBE) Supportive Services Program. We want to increase the number of certified DBEs participating in highway and bridge construction, as well as assist DBEs in growing and eventually becoming self-sufficient. Additionally, CEI provides supportive services by assisting prime contractors and consultants with identifying DBEs for subcontracting opportunities on priority projects.

# How to Bid Smarter, Not Harder

## Why a winning bidding strategy starts with finding your niche market

When construction work is plentiful, there's more than enough projects for every general contractor, subcontractor and supplier in town. All you have to do is wait for the continuous supply of requests for proposals from your customers. Then download the plans, do your takeoffs, submit your bids, and wait for results.

With this estimating effort, odds are you will get awarded enough jobs to hit your sales revenue goals, generate enough margin to cover your overhead, and keep your crew busy. This simple, low-bid estimating strategy will keep your pipeline full and your field busy when opportunities are abundant. And because there are lots of jobs to bid, you don't need to implement a focused estimating and bidding strategy or be selective in what you bid to win enough work. But will this effort help you hit your profit goals?

My recommendation is to seek higher-margin work against fewer competitors. Doing this requires a strategy to better target customers and projects to win work that involves more than just low prices. Simply bidding a higher volume of projects is never the way to grow a successful construction business and make more money. You won't increase your yearly net profit by bidding the minimum against multiple competitors who only sell by low price.

Bidding on projects with open bid lists wipes out your chances of making high margins. The only way to

higher margins is bidding the right customers and projects, with the right profit margin potential and against the right competitors.

The long-term solution is to seek better customers, aim for better projects, and focus on better opportunities. Improving your bottom line means making the decision to find customers who value service, quality, professionalism, experience and trust.

### Seek the Customers & Projects You Want

To increase profitable sales against less competition at higher margins, you will have to implement an estimating and bidding strategy to get off the low-bid treadmill. By focusing on projects and customers you want, versus open bid lists, you will improve your profits.

Would you rather build your business doing repeat construction for hospitals and universities, or bidding on low-price shopping centers or public projects against every low-bid contractor in town? Or build high-end custom homes versus low-price remodels? The choice is yours to make as you fill your pipeline with either low-price or high-profit work.

### Seek Quality over Quantity

Construction companies continue to waste lots of time bidding on jobs they can't get unless they are really low priced.

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## Supportive Services Offered:

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



Within the past 3 months,  
CEI assisted DBEs  
in obtaining

**\$6 MILLION  
IN BONDING!!**

*Contact CEI for Bonding,  
Financing or Insurance needs!*



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CEI is an educational organization providing the highest quality construction training in the industry. Over 100,000 owners, estimators, project managers, field supervisors, office support staff, foremen, laborers, and key management personnel have attended courses that are offered nationwide. The courses provide students with construction skills training and the critical information needed to be effective within their companies and organizations.