

# FDOT Newsletter

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Volume 80



## SUPPORTIVE SERVICES

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



## Florida Department of Transportation Recognizes Crash Responder Safety Week

This week, the Florida Department of Transportation (FDOT) is joining partners across the state in recognizing Crash Responder Safety Week. This observance recognizes the critical role traffic incident responders play in saving lives and keeping traffic moving on Florida's roadways.

Since its inception in 2000, more than 6.1 million assists have been made by FDOT's Road Ranger program- a service that provides free highway assistance during traffic incidents, reducing delays and improving safety for motorists and first responders. Road Rangers are often among the first individuals on the scene of a traffic incident and work quickly to ensure that lanes are clear and motorists are able to safely maneuver around the disabled vehicle(s).

"Traffic incident responders are vital to keeping our roadways safe and efficiently moving, and this week provides us with an opportunity to highlight these roadside heroes," said Florida Department of Transportation Secretary Jared W. Perdue, P.E. "Though they perform their job without thought of recognition, the quick and safe roadway management they provide has saved countless lives in every corner of the state. As these responders work around the clock to keep us safe, let's do our part to keep them safe, too."

The nature of the work for FDOT's Road Rangers comes with an increased risk for injuries, as these responders work directly along Florida's busiest roadways. Since 2014, approximately 247 Road Rangers were struck by passing motorists while tending to disabled vehicles, 47 of which resulted in serious injuries.

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## Increase Your Chances to Win More Work

12 tips to increase your contract funnel & enhance customer relationships

Today's financial demands, project complexities and tight schedules require project owners to look for more than a low bid. If potential customers aren't aware of any added value contractors can offer, the buyer has no choice but to evaluate, select and award contracts based on price, which can be tough for contractors who must stand by their pricing that's based on the quality workmanship, experience and service they can offer clients.

In many cases, the customer has the following needs: a guaranteed completion date; a safe project; professional documentation; consideration of value engineering, alternates and design suggestions; assistance with permitting; help with coordination of utilities; attendance at numerous meetings with committees; presentations to lenders or investors; or help with overall project management. By only providing a bid, customers are only aware of one component of your service: price.

### 12 Ways to Increase Your Chances of Winning Contracts

First, realize that waiting for proposal requests or phone calls from customers is not a long-term, winning strategy to improve your bottom line. Numerous construction contracts are awarded or negotiated with general contractors and subcontractors who are known to be the best in their market in several areas, including project types, service, schedule, workmanship, relationships, professionalism, safety, teamwork, capacity, financial strength, experience and performance. What are you best known for in your market? Do your customers and potential customers know it? Do you market, sell and spread the word about your capabilities, expertise and what sets you apart from the competition? Here's how to get started:

1. Get focused — Companies that plan their future create their future. Set your business development, sales and marketing goals. Define your primary focus, including specific customer targets, contract types, market area, project types and job sizes. Do you want to win business by being the lowest bidder? Or by negotiating with the right customers? Decide what you want your reputation to be.
2. Recognize your specialty or niche — To be seen as the best choice, your customer must be made aware of your areas of expertise. Some are known for project types, difficult jobs, fast tracking, design-build or technical work.

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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.



**CEI DBE Supportive Services**

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