



Kentucky Transportation Cabinet Launches New System to Provide Real-Time Truck Parking Availability



The Kentucky Transportation Cabinet (KYTC) has partnered with seven other states to launch a real-time parking availability information system for commercial drivers in order to improve the safety and

efficiency of the region's freight network. The Mid America Association of State Transportation Officials (MAASTO) regional Truck Parking Information Management System (TPIMS) will display information to truckers on high-volume roadways – including Interstates 65, 71 and 75 in Kentucky – through dynamic roadside signs.

“Safe, convenient parking is crucial for commercial drivers who spend long stretches of time on the road,” said KYTC State Highway Engineer Andy Barber. “TPIMS will help truckers locate open spaces in safe, appropriate lots found on popular travel corridors to discourage drivers from parking on highway shoulders, off-ramps, or at abandoned facilities that can compromise safety and deteriorate roads.”

The multi-state project is financed by a \$25 million federal BUILD (formerly TIGER) grant and \$3.6 million in collective state funds. Road signs across Kentucky, Indiana, Iowa, Kansas, Michigan, Minnesota, Ohio and Wisconsin labeled

“Spaces Open” will digitally display the number of truck spaces available at nearby parking locations monitored by the TPIMS system. In addition to six dynamic signs, Kentucky will utilize a web-based data feed, providing drivers with the number of spaces open in the 14 designated lots and static images of parking areas.

“Surveys have found that the majority of commercial drivers routinely spend 30 minutes to one hour looking for parking,” said Kentucky Trucking Association President Rick Taylor. “TPIMS will not only result in more efficient movement of goods and less fuel consumption, but will also cut CO2 emissions by reducing unnecessary drive time.”

Kentucky is centrally located within 600 miles of over 60 percent of the nation's population. Access to multiple interstate corridors spurs the heavy use of commercial truck traffic on state roads.

“Annually, \$502 billion in goods are shipped to and from sites in Kentucky,” said Taylor. “TPIMS is not only valuable for truckers identifying safe places to park, but for economies depending on the timely delivery of goods and services.”

To Read More, See Excerpt:

<https://www.lanereport.com/109322/2019/01/transportation-cabinet-launches-new-system-to-provide-real-time-truck-parking-availability/>



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About The DBE Program

The Construction Estimating Institute (CEI) works with Kentucky Transportation Cabinet (KYTC) 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.

4 Ways to Generate More Promising Customer Leads

Turbocharge your business development while adhering to data protection regulations



Historically, many companies have invested large sums of money to purchase customer lists from database and marketing companies before beginning the long process of importing those contacts into a customer relationship management (CRM) system. Then ensued the cold-

call campaign, which has since declined in effectiveness as a method of client acquisition.

Looking for another solution, many companies turned to mass email strategies, but with the proliferation of inbox filtering, this method of lead generation became much more difficult. As sales representatives became unable to successfully connect with clients, qualifying cold-call leads eventually fell out of focus for many businesses.

Although some companies continue to buy lists, spamming prospects and customers, more and more companies are using social platforms, search engine optimization (SEO), online and professional connections. Now, potential customers gather information on your business and come to you with a real interest in your company's products and services when they are ready.

Alongside any new development in the way businesses are run, each sector must change with the times and statutes. As such, business development must adapt to the current communication era, and today's technology is shifting it in a new direction.

1. End All Spamming

For many years, the only way anyone could find new customers was through the cold-call method or by sending tons of emails to a list of unqualified leads. Those on the receiving end came to view these actions as a gross abuse of information, causing the United States to enact state laws that protect consumers against

unapproved email and telephone solicitation. Thus, this method became much more difficult for sales associates to reach and engage with new customers.

Other countries, such as those in the European Union (EU), are drastically reinforcing those laws with statutes like the EU General Data Protection Regulation (GDPR). Companies now have to obtain an implicit or explicit consent from the customer before sending mass email.

For example, in Canada, as part of the Controlling the Assault of Non-Solicited Pornography and Marketing (CAN-SPAM) Act of 2003, sending emails to people without an explicit or implicit consent is illegal and, therefore, subject to a lawsuit. Fortunately, setting up a consent authorization is relatively simple. If your marketing department is using a platform to send mass emails, you should easily be able to set up a consent-screening process and have it up and running in no time.

2. Optimize Online Platforms

Online platforms allow your company to request the consent to contact specific consumers who have shown a real interest in your products and services. Once you have received their consent, you can begin generating leads by emailing those new, potential customers. Consider the following basic steps to get started in your new email efforts:

- For every form in use on your company website, make sure you also have a subscription opt-in that includes a petition for the customer's email address. The information in this message can be short and should explain that the customer must agree to receive emails regarding your company and that he or she may choose to opt out at any time.

To Read More, See Excerpt: <https://www.constructionbusinessowner.com/strategy/business-management/4-ways-generate-more-promising-customer-leads>

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