

GDOT Newsletter

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Volume 78



SUPPORTIVE SERVICES

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



Georgia DOT awards \$18 million for bridge construction project in Muscogee County

A Muscogee County bridge construction project received the largest single investment the Georgia Department of Transportation awarded in September, according to a news release.

The Georgia DOT invested \$166 million in construction contracts during that month, of which around \$18 million was awarded to C.W. Matthews Contracting Company for the construction of a bridge and approaches on US 27 ALT over Miller Road, the release said.

There are currently two bridges over Miller Road that will be replaced, said Georgia DOT communications spokesperson Gina Snider. The location is a major route for travel, she said, and the project will ensure the corridor can continue to serve motorists for years to come.

In addition to being replaced, the bridges will be realigned slightly to the north west, Snider said. And the project will be performed in phases as the bridges are built.

As the lowest bidder, C.W. Matthews received the contract to reconstruct the bridges. Projects like this from the Georgia DOT are a lifeline for the company, C.W. Matthews President Dan Garcia told the Ledger-Enquirer. The bridge construction is one of a few projects the C.W. Matthews has in the Columbus area, he said, and will allow the company to grow their operations in the region.

"It also means we are actively seeking new employees and hope to hire most of the employees needed for this project locally," Garcia said

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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.

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About The GDOT

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

(855) 432-1323

www.gadbesupport.com