



Gov. Bevin, KYTC announce \$70 Million construction project to continue Mountain Parkway expansion

Governor Matt Bevin joined local elected officials in Magoffin County to announce the Kentucky Transportation Cabinet (KYTC) will begin construction in August on the newest segment of the Mountain Parkway Expansion, continuing a major corridor expansion to benefit Eastern Kentucky.

The more than \$70 million construction project will widen and improve a crash-prone section of the parkway near the Magoffin and Morgan county line.

When completed, this section of the parkway will be widened to four lanes and connect two adjacent segments of existing four-lane traffic. The new segment, known as the Magoffin County West segment, runs from west of the Cutino-Hager Road overpass, to west of the Middle Fork of the Licking River Bridge, covering about 4.6 miles of roadway.

Planned improvements include:

- Widening the parkway to four lanes between mile points 65 and 69.6
- Making safety improvements to a crash-prone curve around the mountain
- Adding an interchange at KY 3046 (Kernie-Ova-Seitz Road) to provide local Parkway access

“The Magoffin County West segment of the Mountain Parkway expansion will not only bring ease of mobility and safer travel to residents along its path, but will also

play a pivotal role in attracting exciting new economic opportunities to the region,” said Gov. Bevin. “We are grateful for those who have worked and will continue to work on this safety-driven project, and we look forward to seeing how this corridor will further accelerate economic growth in Eastern Kentucky and beyond.”

The Mountain Parkway Expansion is a 46-mile transportation improvement project that will create a wider, safer connection between Eastern Kentucky and the rest of the Commonwealth. It is a key transportation project designed to close the only gap in a 400-mile, four-lane, high-speed corridor for commerce and mobility across Kentucky from Pikeville to Paducah. The project will widen 30 miles of the existing parkway to four lanes and extend the parkway by about 16 miles between Salyersville and Prestonsburg..

“The Mountain Parkway Expansion team has been working tirelessly to build a better, more modern Parkway for the people of Eastern Kentucky, and for those traveling throughout the state,” said Transportation Secretary Greg Thomas. “We appreciate Governor Bevin’s commitment to improving infrastructure to increase safety, mobility, and access throughout the region.

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About The KYTC

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

Focusing on Price

Too many businesses fail because they don't charge enough for their work. When they discover how much they should be charging in order to pay their bills, pay themselves, and make a reasonable profit, their first reaction usually is, "No one will pay that much!"

We've heard, *"I understand and follow the suggested markup, but the #1 reason I lose jobs when I have an in-person consultation is 'your price is too high' or 'competitor was 15% lower.' What am I doing wrong?"*

It's true that some won't pay the price you need. They're focused on low price, and often don't know why that's a bad idea. They don't know they're running the risk of hiring a contractor who could go out of business in the middle of their project, or who will cut corners in order to save time or money so they can get to the next job and keep cash flowing.

When you're selling a remodeling or home improvement project, your sales ability and presentation are important. When you follow the steps of a proper sales presentation, you won't hear "your price is too high" or "your competition is cheaper" when you quote your price.

In your sales presentation, you want to become the Contractor of Choice. The Contractor of Choice is the company that the potential client compares everyone else to. You do that by setting yourself far above anyone

else they might consider for their job.

When you're the Contractor of Choice, they won't be as concerned about what the competition quoted. They'll know there is more to consider than just the price.

I've said before, umpteen dozen times: return your phone calls, and show up for appointments on time. That's the first step in building trust. It's also common courtesy. Why would anyone want to do business with you if you don't return your phone calls, or show up late (or not at all) for an appointment?

When you show up, on time, your focus needs to be on helping your future client get what they want. It's your top priority. That gives them the assurance that you'll do the job they want. That puts you ahead of every other contractor in gaining their trust. To help them get what they want, you have to ask questions. Tons and tons of questions that are focused on their project. You have to train yourself to ask questions instead of giving opinions or well-meaning advice. It's not about you and how much you know; it's about their project.

You should never hear your price is too high. If you do, you didn't get the budget set before you started the design and estimating process.

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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
- Plan Reading



**Within the past 3 months,
CEI assisted DBEs
in obtaining**

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

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

 (855) 678-9323

 www.kydb.com

 525 West 5th Street, Suite 214
Covington, KY 41011



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.