



KYTC Selects Stantec to Manage \$700 million Bridging Kentucky Rehab and Replacement Program



Global consulting firm Stantec has been selected by the Kentucky Transportation Cabinet (KYTC) to assist in the planning, development, management, delivery, and oversight of the new Bridging Kentucky rehabilitation and

replacement program. The Stantec-led Bridging Kentucky Program Team will have responsibility for more than 1,000 bridges across the state. As a critical first step, the team will help evaluate and prioritize the bridge improvements through a data-driven screening process focused on determining the appropriate restoration solution for each bridge.

The program team will establish the program controls, perform preliminary and some final designs (structural, roadway, geotechnical, right-of-way, utility coordination, environmental, and permitting), evaluate delivery mechanisms (bridge bundling, traditional packages and design-build), oversee projects if design-build contracting is employed, and assist local district personnel with construction engineering inspection. This is an estimated \$700 million investment and will impact all 12 KYTC Highway Districts and 120 Kentucky counties.

The initial program funding was budgeted in Kentucky's recently enacted 2018 Highway Plan. The Stantec team was awarded the contract after a public request for proposal and interview process. With significant transportation needs and limited transportation dollars, the team will focus on improving the condition and lifecycle of existing bridges. In many cases, the team anticipates to cost-effectively add at least 30 years of life to bridges through repairs and improvements. Where a full replacement is appropriate, the team will design and build new bridges with at least 75 years of useful life.

The team has already begun evaluating and prioritizing bridge improvements, focusing first on bridge projects approved in the state's biennium spending plan. Following the evaluation process, the Bridging Kentucky team will develop plans to quickly implement improvements, allowing construction on some structures to begin in late 2018.

Tony Hunley, Stantec Vice President, Bridges, and Program Manager for the Bridging Kentucky Program Team said, "This is a transformational program for the bridge infrastructure in Kentucky, and we are excited to be a part of it. The contract is ambitious, but we've developed a strong team and approach to making sure the program is successful."

To read more: <http://www.kyforward.com/kytc-selects-stantec-to-manage-700-million-bridging-kentucky-rehab-and-replacement-program/>



DBE Opportunities

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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.

Why Email Is Still a Top Marketing Strategy

6 keys to communicating effectively & efficiently



Contrary to popular belief, email is still one of the most effective marketing channels. Why? Because email can reach individual decision-makers at a relatively low cost in comparison to many other marketing channels. Email can be measured easily and can drive lead generation. In fact, email is growing steadily. A recent McKinsey study (mckinsey.com) found email to be 40 times more effective than Facebook and Twitter combined; however, it must be executed correctly to achieve these results. This is no small matter, as there are many variables to reaching optimum email excellence. The following checklist identifies the key variables that determine email effectiveness and success.

1. Start with the Email List

The quality of an email list most often refers to its deliverability or conversion rates. Lists with a high percentage of undeliverable emails, or hard bounces (returned to sender), can often be blocked as spam or even blacklisted. Therefore, list quality is often a reference to how recent the emails were opted-in or procured. Old lists will have a high percentage of expired emails, which results in hard bounces. Fortunately, most email service providers (ESPs) and customer relationship management platforms (CRMs) automatically remove hard bounces. In addition, there are a variety of tools that can verify email deliverability.

List building should be an ongoing effort, with opt-ins or requested emails being the foundation. Other sources for list prospects include customers, employees, trade-show attendees, list brokers and more. While the United States is lenient about email, Europe and Canada are not. In May 2018, the European Union began enforcing The General Data Protection Regulation (GDPR), which regulates the collection and processing of

personal information of individuals, especially in regard to websites and email lists. For vendors, customers and employees, collect only data that you need and will use. Over collection of information, especially personally-identifying data, might get you into trouble later. Care must be taken when building a list and allowing recipients to unsubscribe to emails. With average open rates of 10 to 20 percent, lists should be as large as possible to ensure engagement.

2. Improve Open Rates Using Subject Lines

Your email subject line is the determining factor for open rates. In fact, 47 percent of email recipients say the subject line determines whether or not they will open it (hubspot.com). There are many tips and techniques to ensure subject lines are optimized for maximum open rates. The following is a list of tips for subject lines.

- Keep subject lines brief—preferably, less than 15 characters. Subject lines should never be more than 25 characters.
- Use words and phrases that convey a sense of urgency, such as “Today,” “Special Offer” or “Open Now.”
- Avoid words and phrases that are spam flags, such as “Get Rich Quick” and “Multilevel Marketing.”
- Avoid writing in all caps and using special characters.
- Personalize the subject line with the recipient or company name.
- Test and optimize your potential subject lines. Use a free tool like the one offered at subjectlines.com.

3. Drive Engagement through Email Design

Once the recipient opens the email, it is up to the design to drive engagement. Design includes copy, images and calls to action (CTAs). Broadly, designs can be single topic or multitopic. An example of a single-topic email is a webcast announcement with a description, bullet points and a registration link.

To read more: <https://www.constructionbusinessowner.com/why-email-still-top-marketing-strategy>

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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.

CEI DBE Supportive Services

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