

An Atlanta path has been named the country's best new bikeway of 2017



A Bike foundation has named an Atlanta path as the best new bikeway of 2017.

PATH Parkway at Georgia Tech topped the PeopleforBikes list of the 10 "most impressive new links" around the country. The 1.5-

mile off-street path – the only Georgia trail to make the list – is in the company of networks in New York, Texas, Minnesota, Washington, Minneapolis, California and Indianapolis.

The private PATH Foundation and Georgia Tech split the \$3.5 million cost of the "reimagining of Tech Parkway and Luckie Street," the article said. The 14-foot-wide bidirectional bikeway and separate walkway that connects the college with downtown Atlanta officially opened this month.

PeopleforBikes compiles the list by talking to experts and reading news reports and public records. Kyle Wagenschutz, director of local innovation, said the path topped the list because it's well-designed and "a convenient route where lots of people want to go."

"That's the combination, comfort and convenience, that'll pay off for Atlanta in health, happiness and congestion-proof mobility," Wagenschutz said in a statement. Mayor Kasim Reed said the path is a "perfect example" of Atlanta's commitment to create high-quality bicycle infrastructure.

Read Excerpt: <http://www.ajc.com/news/local/atlanta-path-has-been-named-the-country-best-new-bikeway-2017>

GDOT Awards \$68.7 Million In Construction Contracts

Georgia DOT has awarded 33 construction contracts for statewide transportation projects totaling \$68,720,964. These projects were advertised in October, bids were received on November 17, and contracts were awarded on December 1 to the lowest qualified bidder.

The total includes \$34.2 million in resurfacing contracts, which represents half of the awarded funds, and bridge construction and rehabilitation contracts equaling 28 percent. Contracts for safety enhancements include cable barrier installations and intersection traffic signal upgrades; construction of a roundabout to improve sight distance was awarded in Dawson County.

The largest awarded contract is for construction of a bridge and approaches on State Route (SR) 234 over the Chickasawhatchee Creek in Calhoun and Dougherty counties in southwest Georgia. The \$9.7 million 1.2-mile project replaces the current narrow and structurally deficient bridge - built in 1958 - with a new reinforced concrete bridge with two 12-foot travel lanes and 6.5-foot paved shoulders. The project plan, which includes permanently re-aligning SR 234 just south of its present location and constructing a new triple 9-foot by 6-foot overflow bridge culvert over Chickasawhatchee Creek Tributary, minimizes environmental impacts to wetlands, streams and associated threatened and endangered species within the corridor.

Read Excerpt: <https://us13.campaign-archive.com/?u=80dbe14272ec0b5e1a1bf5b4e&id=bf167ac8b7>

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About the Program

The Construction Estimating Institute (CEI) works with GDOT as the statewide provider of the federally fund 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.

Aim for a Clear Target with Evolved Marketing Tactics

3 ways you can use change to benefit your marketing plan



If you are currently making time to browse LinkedIn, online publications and business emails, you will see an overwhelming volume of advice on how to improve your marketing approach: get better SEO, how to use social media, send better emails

with more opens and more. Everyone has some advice or a strategy to offer. But until we understand why these changes are in demand, it can be difficult to prioritize making those commitments over the other daily business fires. The simple truth is that marketing is evolving because our audience is evolving. Decision makers are younger. There are more of them, and they have different opinions. So, what do you do about it? The following are three facts that should be informing your marketing approach today.

1. *There is an average of 5.4 individuals involved in making a purchase*

Multiple influencers and roles drive today's marketing decisions. Relying on just one relationship is risky. To compete, you will need to properly build and structure a contact database. You need to be able to reach your targets effectively and track those communications at high volume. According to a Google Consumer Insights article, "while 64 percent of the C-suite employees have final sign off on a decision, so do almost a quarter (24 percent) of the non-C-suite employees. What's more, it's the latter that has the most influence; 81 percent of non-C-suiters have a say in purchase decisions."

Consider applying this approach to help your marketing team make decisions that mean more to your business.

2. *The average age of decision makers has decreased*

These days, 18- to 34-year-olds account for almost half of the makeup of industry marketers. In fact, according to a recent Forbes article, 73 percent of millennials (born between 1980 and 2000) are involved in the purchasing decisions of their companies. As recently as 2012, that percentage was more evenly distributed across age groups, but this evolved workforce now wants to absorb information differently than audiences in the past, who relied on informed relationships, suppliers stopping by in person and even printed materials. There is still a time and a place for all those communication tools, but today's world is more virtual than ever, and it requires successful business leaders to be entirely mobile. This doesn't mean hanging up the phones altogether. In fact, customer satisfaction by phone is low across all industries, but construction businesses are at the bottom, with only a 21-percent phone satisfaction rate. While phone-based sales and marketing services are on the rise, it is vital for them to be authentically attached to the company's brand and background, in order to provide the confidence and guided support necessary to take a recommendation back to the executive panel, who will then make the final call.

3. *Many clients go 60% of the way through a purchasing process before making decisions*

Not only that, but clients are intentionally looking to block out your influence in the early stages of purchasing for a reason.

Read Excerpt: <http://www.constructionbusinessowner.com/marketing/marketing/december-2017-aim-clear-target-evolved-marketing-tactics>

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