

# WVDOT Newsletter

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WEST VIRGINIA  
Department of Transportation



## SUPPORTIVE SERVICES

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



## DOT celebrates fifth anniversary of Roads to Prosperity

In October 2017, Gov. Jim Justice and the West Virginia Department of Transportation (WVDOT) rolled out the \$2.8 billion Roads to Prosperity highway and bridge construction and maintenance program. It would prove to be the largest infrastructure investment in the history of the Mountain State. The year 2022 marks the fifth anniversary of the Roads to Prosperity Program. The WVDOT and Department of Arts, Culture and History marked the event with an exhibit and video at the State Culture Center in Charleston celebrating the 1,263 projects made possible by the governor's program. "The exhibit shows the extent of the work, in depth," said Randall Reid-Smith, commissioner of Arts, Culture and History. "I especially love the panel that shows the photos of the equipment, and the way Division of Highways employees have the equipment they need now to do the work."

On episode 21 of "WV on the DOT" podcast, Reid-Smith challenged Transportation Secretary Jimmy Wriston to work on a special collaborative exhibit marking the fifth anniversary of Roads to Prosperity. The two sister agencies, accustomed to working together, agreed to make the exhibit a reality. The Department of Arts, Culture and History and the WVDOT have a long history of cooperation and mutual respect. Every single project the WVDOT undertakes must go through Arts, Culture and History for historic, cultural and archaeological review before it can proceed. "You really can't overstate the role that Arts, Culture and history plays in the development and delivery of highway projects," Wriston 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 WVDOT

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

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**[www.wvdbesupport.com](http://www.wvdbesupport.com)**