

Tips to Help Contractors Emerge Strong

By Jeff Bradford

It has been almost a year since the novel coronavirus was declared a pandemic by the World Health Organization. After a long and unprecedented year, vaccines are starting to roll out and states are opening up—slowly but surely—and we will likely find some sense of normalcy soon. Luckily, construction is considered essential work in several states, and although we still face hardships like layoffs, worksite virus outbreaks, and supply chain shortages, our industry is beginning to pick up again.

As we start to emerge from the pandemic, there are strategies to use and steps to take to ensure your business makes it through and comes back to the scene stronger than before.

Ace a public relations and marketing strategy
Take advantage of this time to develop new content, channels, and marketing messages. Not only will it give you a head start on the competition, but it will also help you bounce back from the pandemic more seamlessly.

A great way to start PR and marketing yourself is by posting company announcements, employee milestones, and industry insights on your blog and social media channels. Get creative and keep these channels populated on a regular basis to show your audience you're still around and engaged during this time. If you haven't established a presence on the major social networks—Facebook, Instagram, LinkedIn, and Twitter—start doing so now. There are more people online than ever before, which means people are more likely to stumble upon your content.

Additionally, share relevant news or insights about your company and the industry with the news media. Being "in the news" will help keep your company front of mind, and building relationships with reporters in your industry is always a good idea—they'll be more likely to share your news in the future.

Build brand awareness
Your brand is who you are, what you do, and what you're about. The PR and marketing strategies above will help build brand awareness, but you



can always take it a step further. Establishing trust and credibility in the industry is always a good idea, and in these times it's more important than ever. Demonstrate knowledge of, and commitment to, the industry during this time by publishing thought

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IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED DBE SUBCONTRACTORS AND VENDORS

Replacement of 8 Traction Elevators at Various Locations in the Boroughs of Manhattan and Brooklyn
MTA Construction and Development Contract No. E-34028
Bid Date: March 3, 2021

Description of project:
This contract requires the performance by the contractor of all work necessary for the replacement of eight (8) traction elevators for the lines at the four locations, listed below, in the Boroughs of Manhattan and Brooklyn:

1. BMT Division: Broadway Line—Court Street Station (R) Elevator Nos. 308 and 309
2. IRT Division: Clark Street Line—Clark Street Station (2, 3) Elevator Nos. 310, 311, 212
3. IND Division: 63rd Street Line—Lex Avenue/63 Street Station (F) Elevator No. 402
4. IND Division: 63rd Street Line—Roosevelt Island Station (F) Elevator Nos. 403 and 404

Many bidding opportunities are available: selective demolition; miscellaneous concrete repair; concrete topping slabs; positive side leak mitigation; grouting; unity masonry; removal and restoration of brick and tile; structural steel; miscellaneous metals; aluminum work; EPDM and liquid membrane roofing; hollow metal work; hardware; glass and glazing; vision panels; insulated sliding doors; anti graffiti coating; ceramic tile and marble cleaning; tile repairs; station painting; metal ceiling; gypsum wallboard; terrazzo flooring; photo luminescent egress markings; removal of batteries, mercury containing lamps, lead, PCB; rodent control; traction elevators; HVAC; plumbing; dry manual standpipe sprinkler system; station electrical work; communication work; fiber optics; dumpsters; field office equipment; survey; testing and inspections.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Rosemary.Nagle@skanska.com • EOE/M/F/Vet/Disabled

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Rumson Sea Bright Bridge Replacement
County of Monmouth Contract No. F-99-2020
Bid Date: March 24, 2021

Subcontracting opportunities include but are not limited to electrical and mechanical bridge controls, paint, drainage, concrete, field office, CPM scheduling, civil general contracting, construction engineering, fencing, fuel, haul and dispose, MPT, office trailer fit out, painting, signs, structural steel, surveying, waterproofing, vibration monitoring, miscellaneous metals, bridge railing, landscaping, hazmat removal, bridge demolition, and trucking. Please see contract documents for further opportunities.

Interested firms please contact john.papagiannakis@skanska.com • EOE/M/F/Vet/Disabled

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Harold Structures Eastbound Re-Route Project
MTA Construction and Development Contract No. CH058B
Bid Date: April 2, 2021

Description of project:
The work involves design-build of a new tunnel and approach structures for a grade-separated crossover, including modification of the underpinning pier(s) and construction of new pier(s) for the existing Honeywell Street bridge, demolition of existing track work and installation of new track, including special track work, and demolition of existing and installation of new traction power elements such as the cabling, contact and messenger wires, feeder cables and their supporting structures. The work will be performed in an active railroad interlocking and will require close coordination with the ongoing train operations and force account work performed by Amtrak, LIRR, and other East Side Access contractors.

Many bidding opportunities are available: trucking, soil hauling and disposal, containers, excavation, structural concrete, precast concrete, standpipe, utilities, MPT, electrical, catenary, miscellaneous metals, steel, pile driving, micropiles, line stripping, rebar furnish and install, waterproofing, demolition, support of excavation, precast barrier, trackwork, track removals, third rail, concrete ties, rail, fence, erosion control, trailers, cleaning, environmental testing, fill material supply, contaminated soil, geotechnical instrumentation and monitoring, survey, photography, rodent control, castings, monitoring wells, dewatering, material testing, temporary steel.

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New Jersey Department of Transportation, Pulaski Contract 8B
NJDOT Contract No. 054123300
Bid Date: April 6, 2021

Subcontracting opportunities include but are not limited to soil erosion and sediment control, traffic control, pipe/drainage structures, earthwork—excavation, earthwork—embankment, asphalt/pavement, fence, sidewalk and curbs, traffic railing, traffic striping, traffic signs, electrical, landscaping, engineering, demolition, hazmat, paint, foundations/piles, reinforcing steel, concrete—structural, waterproofing, steel repairs, bearings, joints, concrete deck, and jacking systems. Please see contract documents for further opportunities.

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MTA Long Island City Restoration and Resiliency Construction Package 3B—Perimeter Flood Wall and Permanent Pump Station
MTA Construction and Development Contract No. 6356
Bid Date: February 26, 2021

Description of project:
This project calls for all labor, services, equipment, and construction services for the restoration of 3rd Rail Systems including switch replacements; perimeter flood protection walls and gates; construction of car cleaning platforms; and underground utilities; sump chambers and check valves; storm water detention and management system including check valves, sumps, pumps, and chambers; raised track profiles; and traction power systems with an option for reconstruction of LIRR LIC Yard Tracks 11 and 12.

Many bidding opportunities are available: photography, office supplies, CPM scheduling, pest control, demolition, soil testing, rebar, precast concrete, cast-in-place concrete, structural steel, miscellaneous metals, caulking and sealing, exterior painting, plumbing, electrical, site clearing, earth moving, erosion control, excavation (SOE), fencing, utilities, rail track materials, track installation, drilled shafts, FRP decking and railing, flood barrier, site lighting, site electric, asphalt paving.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Rosemary.Nagle@skanska.com • EOE/M/F/Vet/Disabled

NORTHEAST EVENTS FOR YOUR BUSINESS

2021

SBA and SOS Monthly Webinar
Thursday, March 4, 2021, 9:00 am–11:00 am
Online
Main Sponsor(s): US Small Business Administration, New Hampshire Secretary of State Corporation Division
Contact: Miguel Moralez, 603-225-1601, miguel.moralez@sba.gov
Fee: Free; registration required

Starting a new business? Looking for capital and finance options? Looking for general advice on starting or maintaining your business? Hear from representatives from the local SBA office and the New Hampshire Secretary of State Corporation Division. This workshop (currently held online during the pandemic) is offered on the first Thursday of every month. To join this free webinar, copy and paste the link below into your browser, then register for tickets for the date of your choice to receive the access code. <https://www.eventbrite.com/e/monthly-workshop-on-sba-webinar-resources-at-sos-tickets-138501643143>

How to Market to the Federal Government Webinar Series
Monday, March 15, 2021, through Thursday, March 18, 2021, 12:00 pm–1:00 pm
Online
Main Sponsor(s): US Small Business Administration
Contact: Jennifer Talarico, 716-551-3240, jennifer.talarico@sba.gov

PPP Forgiveness Webinar
Tuesday, March 23, 2021, 11:30 am–1:00 pm
Online
Main Sponsor(s): US Small Business Administration
Contact: Susan Mazza, 802-828-4422, susan.mazza@sba.gov
Fee: Free; registration required

The SBA Vermont District Office presents a free weekly webinar from 11:30 am to 1:00 pm Tuesdays to discuss Paycheck Protection Program forgiveness and other changes. To attend the webinar by phone, call 1-202-765-1264 and enter the code 986 011 495#. For more information, email susan.mazza@sba.gov. Webinar direct link (copy and paste link into browser address bar): https://teams.microsoft.com/join/19%3ameeting_OTQzY2JmYWQYzRjNS00YzRlThiZWQYtEwY2RjN2Y0NTkw%40thread.v2/0?context=%7b%22id%22%3a%223c89fd8a-7f68-4667-aa15-41ebf2208961%22%2c%22oid%22%3a%224ff22bc7-4d9b-44ab-bd09-65ff869dc840%22%7d