

FDOT Newsletter

August 2023
Volume 88



SUPPORTIVE SERVICES

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



Toll Relief Program Provides Continued Customer Savings in May

More than \$190 million in toll relief since January 1

The Toll Relief Program introduced by Governor DeSantis and enacted by the Florida Legislature launched on January 1, 2023. Now in its fifth month of posting credits to customer accounts, Florida commuters continue to see significant savings as a result of the program. In the month of May, account credits of **\$40.1 million** were posted to 1.0 million customer accounts.

The year-long program automatically gives SunPass users with at least 35 monthly toll transactions a 50 percent toll credit to their account. Since the program's inception in January, more than \$190 million in Toll Relief credits have been issued benefiting 1.2 million Floridians. The Toll Relief program builds on the successful SunPass Savings Program that concluded in December and resulted in 384,000 drivers saving over \$18 million.

"For many Florida families, the savings from the Toll Relief Program make a big impact, allowing families to use those savings for other important expenses," said **Florida's Turnpike Enterprise Executive Director and CEO, Nicola Liquori**. "As the state's toll agency, Florida's Turnpike Enterprise is proud to support the Toll Relief Program and offer our loyal customers the opportunity to enjoy increased savings."

In addition to the 25% savings SunPass customers already receive, the Toll Relief Program provides drivers with another way to save. The program runs through December 31 and is expected to provide 1.2 million drivers with savings of nearly \$480 over the course of the year.

The Toll Relief Program is administered by Florida's Turnpike Enterprise and includes SunPass as well as other Florida-based tolling agency partners throughout the state.

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Building Stronger Customer Relationships: The Power of Promotional Products for Construction Firms

Many of the most successful companies—big and small; niche and national—catch the attention of their customers several times a day not with expensive billboards or television ads, but with simple messaging. Branded promotional products, which help companies stand out from the competition, build goodwill and showcase company pride, are the perfect tool to spread that message.

Promotional branding is a \$23.2-billion industry, according to the Advertising Specialty Institute (ASI), an industry education and research group. Promotional products encompass a wide variety of merchandise for a wide variety of companies, their employees and customers. Apparel, office supplies, kitchen accessories, sporting equipment, plush toys and more can all be customized with company logos, slogans, images and information, making them perfect items for trade show promotions, employee recognition initiatives, company parties, jobsites, welcoming new hires, uniting remote workers with onsite staff.... The list of products and their uses is limited only by the imagination.

Acquiring certain promotional products can come at a pleasantly-surprising low cost: as little as one-tenth of a cent for each customer view, according to ASI, which also reports that consumers are twice as likely to have a favorable opinion of a promotional product than of online advertising.

This promotional strategy exemplifies a front-of-sight, front-of-mind effect; raising a company's visibility, credibility and brand awareness ultimately leads to increased sales, employee recruitment and retention and customer approval rating, especially important for companies in competitive markets like the construction industry.

BENEFITS OF BRANDING FOR CONSTRUCTION COMPANIES

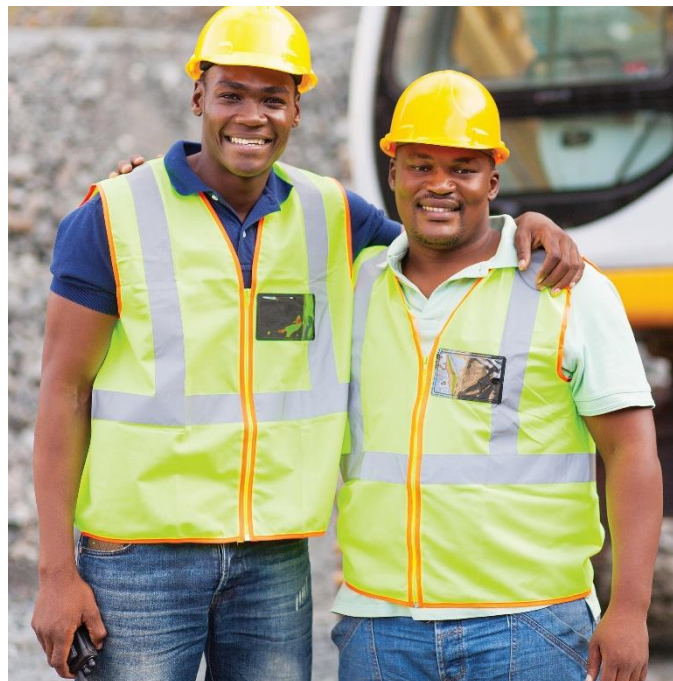
Visibility: Success for any business starts with getting in front of customers, and promotional products are front and center and in person, unlike other marketing strategies. They help the consumer consistently see a company and think not only about if the consumer needs that service but also when the consumer needs it. Companies can raise visibility by giving branded gifts to customers or by outfitting teams in official company apparel or gear. When passing a jobsite, motorists and pedestrians alike are guaranteed to gander making that jobsite the perfect placement for promotional gear and apparel, and when staff is dressed uniformly, it adds to a sense of company camaraderie and, ultimately, customer approval.

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About The FDOT

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