



DTP NEWSLETTER



Dulles Transit Partners, LLC, 1595 Spring Hill Road, Suite 600, Vienna, VA 22182
www.DullesTransitPartners.com (703) 852-5900

Communication and Community Involvement Keys to Project Success

By Howard Menaker

DTP Communications and Outreach Manager

There's no doubt that businesses along the Dulles Corridor Metrorail Project's alignment understand the impact of utility relocation and construction on their businesses. This is why two-way communication with them is key to understanding on both sides.

This project cannot be a success unless we all work together as a team. Community outreach is everyone's job. As we work along the alignment, we must be good ambassadors by taking the needs of our neighboring businesses and residents into consideration.

We reach out to businesses and neighbors frequently to notify them of work in advance, so they know what to expect. "No surprises" is our operating philosophy.

In return, we are here to answer questions and address concerns they may have.

CONTACT US:

For further information on DBE opportunities with Dulles Transit Partners:

Felicia Bell, DBE Liaison
(703) 852-5848

Felicia.Bell@DullesTransitPartners.com

Nicole Conner, DBE Coordinator
(703) 852-4738

Nicole.Conner@DullesTransitPartners.com

Revella Warega, DBE Coordinator
(703) 852-6152

Revella.Warega@DullesTransitPartners.com

DTP Website:

www.dullestransitpartners.com

Main number: (703) 852-5900

Project Website (MWAA):

www.dullesmetro.com

(703) 572-0500

Bid Opportunities:

www.dullestransitpartners.com/pages/bidopportunities

Project Update

Construction is underway for Phase 1 of the Dulles Corridor Metrorail Project, which will construct five stations — four in Tysons Corner and one at Wiehle Ave. Construction is scheduled to conclude by 2013. Over the next few weeks, we will continue utility relocations along Route 7 and Route 123, set up our construction operations offices and ramp up our efforts in the field.

For more information on the Project, please visit our website at www.dullesmetro.com or call 703-572-0500.

For example, if a truck happens to block a business entrance by mistake, we want the business to call our hotline (877-585-6789) to report it so we can address and correct the issue as soon as possible.

Everyone along the Project alignment will begin to notice increased progress over the next few months as we begin construction of caissons, foundations and piers. If you have questions about what is happening or are curious about the short- and long-term impacts of the construction, please contact us anytime. We are happy to answer your questions. You can also find much of this information on the www.dullestransitpartners.com and www.dullesmetro.com websites.

If your business or civic group is interested in hosting a project briefing to learn more about the project, our communications team is available for presentations. Please feel free to contact me at hmenaker@dullestransitpartners.com.

In addition to formal project communications, our project staff also reaches out to the community by participation in programs like the Dulles Day Plane Pull for Special Olympics; Carpenters' Shelter, which helps homeless children, families and adults; the Patriots' Cup Corporate Challenge 8K for the ARC of Northern Virginia, which helps families with disabilities; and Cub Scout programs for scouts who are learning about the engineering profession.

The following article outlines other ways you can be involved in your community.

How Community Involvement Can Help Your Business

Morebusiness.com; Published July 13, 2009

No one doubts that times are tough for small businesses. Many of you are searching high and low for ways to increase your client base.

Perhaps you have updated your website or set up an e-mail campaign for your target segment. Did you know that one of the most effective sources for new referrals and potential customers is right in your own backyard?

Service businesses from landscaping to computers to professionals have found community involvement provides not only a benefit to the participants, but also a great source for new business. Patty Holladay, co-owner of Data Doctors in Flower Mound, Texas, reports that 15-20 percent of her new clients come from her community involvement and speaking engagements in her local area.

Patty supports her community through the Chamber of Commerce, local business associations representing towns within 10 miles of her store, and she makes herself available to schools and church groups. Patty talks about identity theft and data security because she believes people and businesses are vulnerable and can protect themselves better. And at each meeting, she makes sure she has business cards to hand-out.

Patty may be unique in that she enjoys her role as educator and she is good at public speaking. However, there are other opportunities to do business networking that do not require you to do anything different than meet new people and talk a bit with them.

In addition to referrals from existing clients, community involvement is one of the most effective ways to generate new business opportunities. If public speaking is not your forté, think about writing an informational article for your local newspaper.

No matter what your small business does, it is likely that you know more about something of interest to local citizens than they know. You can help them and introduce your business at the same time.

Remember, you are writing to inform, not to sell. The selling is a subtle effect that comes from people knowing about you and knowing that you are an expert in your field. For example:

- If you have an HVAC service, then you can write a short article on weather proofing your home
- If you service computers, then write an information piece on data storage
- If you manage a cleaning service, write about tips for keeping carpet looking new
- If you offer accounting services, then tell people about recent changes in tax laws
- If you do not have the time or skill to write an article, you can hire a freelance writer for few dollars to write the article for you. The point is to get your name out there for people in your neighborhood to see and get to know you.

Making a concerted effort to use local avenues for communicating about your business will result in meeting new people and getting new customers. Try it and see how many new clients you can bring to your business.

Featured DBE Company

Mid-Atlantic Security Agency



*Larry Davidson, Sr.
President & CEO
Mid-Atlantic Security Agency*

Private security personnel play a vital role in maintaining our national security. Security officers that have been trained to meet the highest standards in the Security Service industry can provide added support to both state and local law enforcement agencies. *Mid-Atlantic Security Agency, LLC* (MASA) is dedicated to providing a wide array of quality security services that meet or exceed industry standards.

MASA is a privately-owned, certified Minority Business Enterprise that is fully licensed, bonded, and certified by a large number of local agencies and community organizations in Maryland, Virginia, and the District of Columbia.

While its main focus is on providing highly trained uniformed, armed or unarmed security personnel, MASA is capable of providing a wide

array of security services to its clients. This includes private investigation, background checking (MASA is *MVA/DARS certified*), executive protection, and surveillance equipment sales and installation (MASA is an *official PELCO sales representative*).

Since its founding in 2006, MASA has established an excellent track record of providing quality security personnel, tailored to suit the needs of its clients.

While it strives to provide exceptional service to their clients, MASA also utilizes cost saving security evaluations to ensure that its clients receive the maximum amount of security protection for their investment.

In addition, MASA routinely offers value-added incentives, such as electronic patrol monitoring systems that ensure that clients are completely satisfied with the services that they receive.

As a newly-certified minority business enterprise for WMATA, MASA hopes to build on its reputation. Its most recent performance record has been providing security services for construction sites, office buildings, apartment complexes, and special events.

In addition to being MBE/CBE certified, MASA represents the finest with respect to Small Business Enterprises and but provides the level of service that one might expect from a larger firm. MASA's goal is to be an industry leader in the field of security services, which is why it focuses so much on exceptional training techniques, employee accountability, affordable service, and customer satisfaction. MASA is proud to be a featured DBE for Dulles Transit Partners.

Frequently Asked Questions

- Q:** How can I do business on the Dulles Corridor Metrorail Project?
A: Visit our website at www.dullestransitpartners.com and review the bid opportunities section. This list is updated every two weeks with upcoming packages and deadlines.
- Q:** When is the Dulles Corridor Metrorail Project starting Construction?
A: Construction of Phase 1 began in March 2009, and is scheduled to be completed in mid-2013.

Questions or comments, please write to dbe.program@DullesTransitPartners.com