

DRAFT

**CITY OF WAUSAU / METRO RIDE
ANNUAL DISADVANTAGED BUSINESS ENTERPRISE (DBE)
GOAL
FFY 2020-2022**

**FOR
U. S. DEPARTMENT OF TRANSPORTATION
FEDERAL TRANSIT ADMINISTRATION
49 CFR PART 26**

Greg Seubert, Transit Director

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Section 26.45: Overall Goal Calculation

Obligation to Establish DBE Goal

In 2020, the City of Wausau/Metro Ride was unexpectedly awarded CARES Act funds. The availability of those funds created federally funded contracting opportunities not previously anticipated. It also prompted the City of Wausau/Metro Ride to reestablish a Disadvantaged Business Enterprise (DBE) program and establish goals for federal fiscal years 2020-2022. This DBE goal was established after notification was provide to the Federal Transit Administration (FTA) that the City of Wausau/Metro Ride exceeded \$250,000 in federally funded contracting opportunities for calendar year 2020.

Amount of Goal

1. City of Wausau/Metro Ride has determined its overall goal for FY 2020 as 0% of the Federal financial assistance expended in DOT-assisted contracts, exclusive of FTA funds to be used for the purchase of transit vehicles.
2. City of Wausau/Metro Ride expects to award approximately \$1,164,904 in DOT-assisted contracts for the period FY 2020 through FY 2022. Based on the availability of DBE firms ready, willing and able to participate in these contracting opportunities, we have set a goal of spending approximately \$0 with DBEs during this timeframe.

Methodology Used to Calculate Overall Goal

Step 1: 26.45(c) Determine the base figure for the relative availability of DBEs.

$$\text{Base Figure} = \frac{\text{Ready, willing and able DBEs}}{\text{All firms ready, willing and able}} = \frac{0}{103} = 0$$

The data source or demonstrable evidence used to derive the numerator is the certified DBE firms listed in the DBE UCP Directory compiled by the State of Wisconsin Department of Transportation. The directory is available on the WisDOT website at <https://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/certified-firms.aspx>.

The data source or demonstrable evidence used to derive the denominator is the US Census Bureau's 2018 Economic Survey of Marathon County, WI Business Patterns. This information is available at <https://www.census.gov/programs-surveys/cbp.html>. NAICS codes used included the same codes used to derive the numerator.

Using the information, we determined that the base figure for Metro Ride's overall goal is 0%.

Step 2: 26.45(d)

After calculating a base figure of the relative availability of DBEs, evidence was examined to determine what adjustment was needed to the base figure in order to arrive at the overall goal. In order to reflect as accurately as possible the DBE participation expected in the absence of discrimination, the base figure has been adjusted by 0%.

The data used to determine the adjustment to the base figure is as follows:

- Adjusting the Step One Base with the Median Past Participation: Metro Ride has

not exceeded \$250,000 in FTA funded contracting opportunities in the preceding five years. As a result, Metro Ride did not maintain a DBE program; established DBE goals; or attracted any DBE participation during that timeframe. Median past participation is 0%.

- Metro Ride is a small transit system with few contracting opportunities of significant dollar value. FTA funds are spent primarily on labor expenses each year. Contracting opportunities are generally limited to small prime contracts (no sub-contracts) for fuel, printing, tires, bus parts and building maintenance. No certified DBE firms are listed in the WisDOT DBE UCP Directory for any corresponding NAICS categories. Metro Ride has not expended FTA capital funds in the preceding five years. Several support equipment projects are planned in the next three years, but no certified DBE firms are listed in the WisDOT DBE UCP Directory for corresponding NAICS categories.
- Disparity Studies: Our search found no information regarding disparity studies conducted for our area.
- Analysis of Bidder's List: Metro Ride reviewed bidder lists to determine that the number of DBEs that have bid or provided price quotes on our DOT-assisted prime contracts or subcontracts in the past year was (0%). No further adjustment to the DBE goal is appropriate.

26.45(g)(i)

Metro Ride encourages DBE participation. Before establishing the overall three-year goal, Metro Ride consulted with the Greater Wausau Chamber of Commerce and the Hmong Wisconsin Chamber of Commerce to obtain information concerning the availability of disadvantaged and non-disadvantaged businesses, the effects of discrimination on opportunities for DBEs, and Metro Ride's efforts to establish a level playing field for the participation of DBEs. Based on those consultations, Metro Ride determined that an adjustment to the goal would not be necessary.

Following this consultation, the City of Wausau/Metro Ride published a notice of the proposed overall goal on the City of Wausau website and in the Wausau Daily Herald newspaper. The notice informed the public that the proposed goal and its rationale are available for inspection during normal business hours at the Metro Ride office for 30 days following the date of the notice, and informing the public that we would accept comments on the goals for 45 days from the date of the notice.

Section 26.51: Breakout of Estimated Race-Neutral & Race Conscious Participation

The City of Wausau/Metro Ride will meet the maximum feasible portion of the overall goal by using race-neutral means of facilitating DBE participation. Metro Ride uses the following race-neutral means to increase DBE participation:

- Arranging solicitations, times for the presentation of bids, quantities, specifications, and delivery schedules in ways that facilitate DBE, and other small businesses' participation (e.g., unbundling large contracts to make them more accessible to small businesses).

- Providing technical assistance and other services.
- Ensuring the inclusion of DBEs, and other small businesses, on recipient mailing lists for bidders.

The City of Wausau/Metro Ride has only had success in attracting DBE participation in the past through race-conscious measures. Most contracting opportunities are for small prime contracts (without sub-contracting opportunity) such as signage and uniform embroidery.

Metro Ride has not been successful in drawing DBE participation from outside our local procurement area in the past. We have just one certified DBE in the local procurement area, so we estimate that the 2020-2022 overall goal of 0% will be met 100% from race-neutral participation. The basis of our estimated breakout of race-neutral and race-conscious participation is the assumption that DBE participation will occur from local DBE firms on contracts with no DBE contract goals.

In order to ensure that Metro Ride's DBE program will be narrowly tailored to overcome the effects of discrimination, if the contract goals are used, we will adjust the estimated breakout of race-neutral and race-conscious participation as needed to reflect actual DBE participation and we will track and report race-neutral and race-conscious participation separately. For reporting purposes, race-neutral DBE participation includes, but is not necessarily limited to the following:

- DBE participation through a prime contract obtained by a DBE through customary competitive procurement procedures;
- DBE participation through a subcontract on a prime contract that does not carry a DBE goal;
- DBE participation on a prime contract exceeding a contract goal; and
- DBE participation through a subcontract from a prime contractor that did not consider a firm's DBE status making the award.

Data will be maintained separately on DBE achievement in those contacts with and without contract goals, respectively.

**Exhibit 1
DBE Availability**

Category	Type of Firm NAICS Codes	Description	¹ MC Total Firms	² MC DBE Firms	Relative Availability	Weight	Weighted Total
Fuels and Lubes	454310	Fuel Dealers	7	0	0.00	0.24	0.00
Tire Expense	441320	Tire Dealers	9	0	0.00	0.02	0.00
Parts, Supply, Repair and Laundry	423120	Vehicle Supplies and Parts	6	0	0.00	0.28	0.00
	441310	Auto Parts Dealers	18	0			
	811213	Radio equipment repair	3	0			
	811311	Auto Glass Replacement	5	0			
Maintenance Buildings and Grounds	423840	Industrial supplies	5	0	0.00	0.05	0.00
	444130	Hardware Stores	11	0			
	444110	Home Centers	5	0			
Services	323111	Commercial Printing	9	0	0.00	0.07	0.00
	541613	Marketing Consulting Services	5	0			
Office Supplies	453210	Office Supplies	2	0	0.00	0.01	0.00
Automotive Dealers	441110	Service Truck/Supervisor Van	18	0	0.00	0.00	0.00
Other Commercial & Service Machinery	333318	Floor Scrubber/Sweeper	0	0	0.00	0.08	0.00
Total			103	0			0.00

¹ US Census Bureau, 2018 Economic Survey, Marathon County, WI Business Patterns

² Wisconsin DOT Directory of Certified DBE Firms

**Exhibit 2
DBE Contracting Opportunities**

	2020		2021		2022		3 Yr. Total	
	Total Expense	Federal Share	Total Expense	Federal Share	Total Expense	Federal Share	Total Expense	Federal Share
Operating Expenses								
Fuels and Lubes	\$135,643.40	\$82,312.40	\$239,591.13	\$98,719.11	\$246,004.02	\$95,910.93	\$621,238.55	\$276,942.44
Tire Expense	\$12,585.00	\$7,636.95	\$25,424.78	\$10,475.81	\$25,424.78	\$9,912.50	\$63,434.56	\$28,025.26
Parts, Supp, Rep, Laund	\$136,551.59	\$82,863.51	\$297,690.20	\$122,657.76	\$312,039.00	\$121,656.35	\$746,280.79	\$327,177.62
Maint. Bldgs, Grnds, Equip	\$41,099.84	\$24,940.59	\$45,486.90	\$18,742.04	\$45,947.89	\$17,913.96	\$132,534.63	\$61,596.58
Office Supplies, etc.	\$4,441.06	\$2,694.97	\$16,712.60	\$6,886.12	\$17,005.24	\$6,629.93	\$38,158.90	\$16,211.01
Services	\$41,473.60	\$25,167.40	\$64,013.21	\$26,375.46	\$64,379.50	\$25,099.99	\$169,866.31	\$76,642.85
Total Operating Expenses	\$371,794.49	\$225,615.81	\$688,918.82	\$283,856.30	\$710,800.43	\$277,123.65	\$1,771,513.74	\$786,595.76
Capital Projects								3 Yr. Total
Driver Barriers	\$49,125.00	\$49,125.00					\$49,125.00	\$49,125.00
Floor Scrubber			\$51,967.00	\$39,200.00			\$51,967.00	\$91,167.00
Service Truck			\$100,000.00	\$80,000.00			\$100,000.00	\$180,000.00
Supervisor Van			\$32,231.25	\$25,785.00			\$32,231.25	\$58,016.25
Total Capital Expenses	\$49,125.00	\$49,125.00	\$184,198.25	\$144,985.00	\$0.00	\$0.00	\$233,323.25	\$378,308.25
Total	\$420,919.49	\$274,740.81	\$873,117.07	\$428,841.30	\$710,800.43	\$277,123.65	\$2,004,836.99	\$1,164,904.01