



**PEE DEE REGIONAL TRANSPORTATION AUTHORITY
DBE Goal
FFY 2020-2022**

The Pee Dee Regional Transportation Authority (PDRTA) will set an overall goal for Disadvantaged Business Enterprise (DBE) participation in US Department of Transportation/Federal Transit Administration (USDOT/FTA) assisted contracts. The overall goal will follow 49 CFR Part 26, Paragraph 26.45.

Amount of Goal:

The Pee Dee Regional Transportation Authority’s (PDRTA) overall goal for FFY2020 to FFY2022 is as follows:

- A. **2.0%** of the federal financial assistance will be expended on DOT/FTA-assisted contracts, excluding the FTA funds used for the purchase of transit vehicles and operations.
- B. **Approximately \$1,043,500.00** in DOT assisted contracts to be executed and awarded by Pee Dee Regional Transportation Authority during the FFY2020 to FFY2022.

Methodology:

The following table provides what projects are expected to be executed during the FFY20-FFY22 time period. Each large project was broken down to evaluate possible sub-contracting opportunities. The descriptions of the projects are also listed based on the work to be completed:

	NAICS Code	Project	Amount of DOT funds on project:	% of total DOT funds (weight)
1)	238160	Roofing - replacing the roof on the maintenance facility	\$250,000.00	0.2396
2)	238210	Electrical - bus shelters/maintenance facility	\$15,000.00	0.0144
3)	238190	Structure Install - bus shelters/maintenance facility	\$60,000.00	0.0575
4)	238110	Concrete - bus shelters/maintenance facility	\$25,000.00	0.0240
5)	238990	Fencing - for the remote areas to keep the transit vehicles	\$100,000.00	0.0958
6)	541310/541330	Architect/Engineer - Maintenance facility to raise a bay	\$25,000.00	0.0240
7)	541211	Auditor - To maintain compliance with SCDOT and FTA	\$15,000.00	0.0144
8)	541110	Legal - legal services to cover PDRTA	\$20,000.00	0.0192
9)	441310	Vehicle Parts - misc. parts for maintenance on transit vehicles	\$120,000.00	0.1150

10)	323111	Printing - brochures, pamphlets, etc.	\$48,000.00	0.0460
11)	453210	Office Supplies - misc needs for the admin/ops/maint staff	\$15,000.00	0.0144
12)	812330	Uniform - Uniforms for drivers	\$10,500.00	0.0101
13)	811219	IT Services - Maintaining computers and purchase of Syncromatics	\$100,000.00	0.0958
14)	811121	Auto Repairs - work performed that the maintenance crew can't do	\$180,000.00	0.1725
15)	238220	HVAC Work - HVAC Units may need to be replaced on main building	\$15,000.00	0.0144
16)	424690	Oil Wholesalers - to maintain good condition of transit vehicles	\$20,000.00	0.0192
17)	541611	Consulting – operations and administration ex. Driver training, financial consulting, and marketing	\$25,000.00	0.0240
Total FTA-Assisted Contract Funds			\$1,043,500.00	1

Step 1:

To calculate the Step 1 Base Figure, Pee Dee Regional Transportation Authority used the Base Model method outlined in 49 CFR Part 26, Paragraph 26.45. This was calculated through the comparison of DBE firms, using a four digit NAICS code search, from the South Carolina UCP DBE Directory to the US Census/County Business Pattern for all available firms in the Pee Dee Region (including the following counties: Florence, Marion, Darlington, Marlboro, Dillon, and Chesterfield) of South Carolina using the first four digits of the NAICS codes.

Please NOTE: Only the four digit NAICS codes were utilized for the Step 1 Calculation due to the County Business Pattern from the US Census only providing the total number of establishments listed by the four digit NAICS code, and was not further refined.

See the tables below:

County	NAICS Code	Total Firms							NAICS	Total	
FLORENCE	2381	123	Dillon	2381	28	Marlboro	2381	11	TOTAL:	2381	285
	2382	192		2382	38		2382	27		2382	456
	2389	177		2389	31		2389	N		2389	403
	3231	13		3231	N		3231	N		3231	22
	4246	D		4246	N		4246	N		4246	0
	4413	48		4413	14		4413	D		4413	115
	4532	37		4532	D		4532	N		4532	44
	5413	101		5413	N		5413	10		5413	204
	5412	171		5412	26		5412	12		5412	324
	5411	117		5411	17		5411	11		5411	233
	5416	174		5416	16		5416	16		5416	321
	8111	288		8111	83		8111	35		8111	713
	8112	26		8112	N		8112	N		8112	34
	8123	20		8123	D		8123	6			
Marion	2381	28	Darlington	2381	48	Chesterfield	2381	47			

	2382	39		2382	91		2382	69
	2389	58		2389	87		2389	50
	3231	N		3231	4		3231	5
	4246	N		4246	D		4246	N
	4413	12		4413	20		4413	21
	4532	D		4532	D		4532	7
	5413	18		5413	43		5413	32
	5412	24		5412	57		5412	34
	5411	22		5411	47		5411	19
	5416	21		5416	65		5416	29
	8111	68		8111	147		8111	92
	8112	N		8112	8		8112	N
	8123	D		8123	D		8123	D

The data (demonstrable evidence) used to develop the numerator was taken from the South Carolina DOT UCP DBE Directory, then sorted by the first four digits of the NAICS codes and counted individually, relative to location. The denominator was constructed using the following link from the census:

<https://www.census.gov/data/tables/2016/econ/cbp/2016-combined-report.html>

This was sorted by county in the Pee Dee Region and by using the first four digits of the NAICS codes for each individual contract. This total of firms was used as the denominator, which calculated the **base model to be 0.39% to reflect the overall availability of DBEs.**

See table below:

	NAICS Code	Project	Number of DBEs available to perform this work	Number of all firms available (including DBEs)	Relative Availability
1)	2381	Roofing - replacing the roof on the maintenance facility	2	285	0.0070
2)	2382	Electrical - bus shelters/maintenance facility	1	456	0.0022
3)	2381	Structure Install - bus shelters/maintenance facility	2	285	0.0070
4)	2381	Concrete - bus shelters/maintenance facility	2	285	0.0070
5)	2389	Fencing - for the remote areas to keep the transit vehicles	6	403	0.0149
6)	5413	Architect/Engineer - Maintenance facility to raise a bay	1	204	0.0049
7)	5412	Auditor - To maintain compliance with SCDOT and FTA	0	324	0.0000
8)	5411	Legal - legal services to cover PDRTA	0	233	0.0000
9)	4413	Vehicle Parts - misc. parts for maintenance on transit vehicles	0	115	0.0000
10)	3231	Printing - brochures, pamphlets, etc.	0	22	0.0000
11)	4532	Office Supplies - misc needs for the admin/ops/maint staff	0	44	0.0000
12)	8123	Uniform - Uniforms for drivers	0	26	0.0000

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13)	8112	IT Services - Maintaining computers and purchase of Syncromatics	0	34	0.0000	
14)	8111	Auto Repairs - work performed that the maintenance crew can't do	0	713	0.0000	
15)	2382	HVAC Work - HVAC Units may need to be replaced on main building	1	456	0.0022	
16)	4246	Oil Wholesalers - to maintain good condition of transit vehicles	1	154	0.0065	
17)	5416	Consulting - operations and administration ex. Driver training, financial consulting, and marketing	1	321	0.0031	
18)						
Combined Totals			17	4360	0.0039	Overall availability of DBEs

Step 1 Base Figure = 0.39%

Please NOTE: Construction projects were broken down based on what type of service would be needed. These would potentially be subcontracting opportunities, dependent upon the project.

Step 2:

Once the base figure was calculated, adjustments were made using weights, based on the projected amount per contracting area, including sub-contracting areas. PDRTA was comfortable doing so because of the funding going towards certain categories have a higher chance of obtaining DBE participation. We plan to encourage DBE involvement in many more of our contracts over the next three federal fiscal years.

See the table below:

	NAICS Code	Project	Weight	x	Availability	Weighted Base Figure
1)	2381	Roofing - replacing the roof on the maintenance facility	0.23958	x	0.00702	0.0017
2)	2382	Electrical - bus shelters/maintenance facility	0.01437	x	0.00219	0.0000
3)	2381	Structure Install - bus shelters/maintenance facility	0.05750	x	0.00702	0.0004
4)	2381	Concrete - bus shelters/maintenance facility	0.02396	x	0.00702	0.0002
5)	2389	Fencing - for the remote areas to keep the transit vehicles	0.09583	x	0.01489	0.0014
6)	5413	Architect/Engineer - Maintenance facility to raise a bay	0.02396	x	0.00490	0.0001
7)	5412	Auditor - To maintain compliance with SCDOT and FTA	0.01437	x	0.00000	0.0000
8)	5411	Legal - legal services to cover PDRTA	0.01917	x	0.00000	0.0000
9)	4413	Vehicle Parts - misc. parts for maintenance on transit vehicles	0.11500	x	0.00000	0.0000
10)	3231	Printing - brochures, pamphlets, etc.	0.04600	x	0.00000	0.0000
11)	4532	Office Supplies - misc needs for the admin/ops/maint staff	0.01437	x	0.00000	0.0000
12)	8123	Uniform - Uniforms for drivers	0.01006	x	0.00000	0.0000
13)	8112	IT Services - Maintaining computers and purchase of Syncromatics	0.09583	x	0.00000	0.0000

14)	8111	Auto Repairs - work performed that the maintenance crew can't do	0.17250	x	0.00000	0.0000	
15)	2382	HVAC Work - HVAC Units may need to be replaced on main building	0.01437	x	0.00219	0.0000	
16)	4246	Oil Wholesalers - to maintain good condition of transit vehicles	0.01917	x	0.00649	0.0001	
17)	5416	Consulting - operations and administration ex. Driver training, financial consulting, and marketing	0.02396	x	0.00312	0.0001	
18)				x			
						Total	0.0041
						Expressed as a % (*100)	0.41%
						Rounded, Weighted Base Figure:	0%

Step 2 Weighted Base Figure = 0.41%

Past Participation:

Past participation will be used to help calculate the DBE Goal for FFY 2020 to FFY 2022, using FFY17-FFY19. To make this calculation, the number of DBEs that previous participated in those years will be the numerator, and the denominator will be the total number of firms that were contracted over that year.

FFY17: 1 DBE / 78 Total = 0.01282 = 1.282%

FFY18: 0 DBE / 60 Total = 0.00000 = 0.000%

FFY19: 2 DBE / 72 Total = 0.02778 = 2.778%

The median was taken from these years, for the total of: **1.282% for Past Participation**

An adjustment was made after taking the past participation into consideration, PDRTA then took the mean of the weighted base figure of 0.41% and the median of the PDRTA past participation (1.282%) to better reflect the current ready, willing, and able DBE firms in the region. This average calculates to be 0.846% using $(1.282+0.41=1.692/2=0.846)$. Once this was found, the percentage was then rounded to the nearest tenth to make the **overall goal 0.8%**. The weighted base figure was utilized because it better reflects the availability of DBE firms per potential contracting area, making the percentage larger than the un-weighted base figure. PDRTA believes that this percentage better reflects the ready, willing, and able DBEs in the local area, based on the projected prime and sub-contracting opportunities over the next three federal fiscal years.

Public Outreach /Public Participation:

Along with the best practices, PDRTA has made it a goal to increase the overall knowledge and awareness of the Disadvantaged Business Enterprise (DBE) among both private and public entities in our service area. In order to do this we have implemented a process to share information from the Federal and State Agencies regarding DBEs.

During our initial outreach we have found that many local and Regional Chambers of Commerce do not have a grasp on what the DBE Program is. We have also found that those that are aware of the program do very little to promote the program to Minority and Women led businesses. Due to this we have implemented a guide using guidance from the US Department of Transportation for the chambers to gain additional knowledge and to learn how to promote the program to those that would be eligible.

PDRTA is also working with registered DBE's to notify them of potential future projects that may become available.

- On October 5th, 2019 the PDRTA Interim Director met with Eugene Parnell of Parnell's Driving School to discuss future consulting projects. Mr. Parnell expressed interest in providing a bid through PDRTA's procurement process.
- PDRTA has also reached out to A-1 Fencing regarding future fencing safety/security needs. A-1 fencing has contracted with PDRTA in the past and is currently maintaining warranty work for a prior project.
- PDRTA has also reached out to Big Dog Concrete Company regarding cement work for passenger bus shelters. The owner Bridgett Lester shared that they are highly interested in bidding on our concrete work for PDRTA. We informed them that we would keep their contact information on file and reach out when the bids were available.

PDRTA will continue to network with local and regional entities to advance the contract opportunities for DBEs with contract work. When and where possible, we will meet with groups to provide information on our DBE program and how new participants may become involved. As well as posting the goal and the methodology on the PDRTA website. PDRTA plans to hold the following public meetings:

- March 4th, 2020 from 3PM to 4PM at the Florence County Library
- March 11th, 2020 from 3PM to 4PM at the Marlboro County Library
- March 18th, 2020 from 3PM to 4PM at the Marion County Library (Mullins location)

These meetings will be advertised through the local Chambers of Commerce, as well as on the PDRTA website and through social media.

PDRTA chose to adjust the overall goal percentage by increasing it by 1.2%, since more local DBEs are showing interest in future projects. This adjustment would make the overall goal 2.0%. As well as, hopefully, advertising more locally what the DBE program can do for the local establishments, in return, attaining more DBEs within the Pee Dee Region. PDRTA in previous years has met a 2% goal; we intend to work with more DBE firms to maintain that 2.0% goal. All available evidence was considered to determine what adjustments were needed to be made to the Base Figure.

The following circumstances were taken into account to make adjustments to the overall DBE goal for FFY20-FFY22:

- Past participation was factored in, to make an increase from the weighted base model.
- The interest from public establishments also increased the overall goal.
- PDRTA's promotion of the DBE program to local chambers and through information meetings scheduled during the first year of the plan.
- The number of local DBEs over the total number of establishments calculated to a 0% rounded weighted base figure. If the search was broadened to statewide, the rounded weighted base figure comes out to 3%.

Although the weighted base figure is 0.41% PDRTA is keeping the overall DBE goal at 2.0%. We arrived at this conclusion by researching ready, willing and able DBEs in the local area, past participation, public comments, as well as the consideration of a broader search area for DBE's. The larger geographical area was considered because there are not many certified DBE's in the local Pee Dee Region where PDRTA plans to exude projects.

Race-Neutral/Race-Conscious Split:

The Pee Dee Regional Transportation Authority plans to maintain a race-neutral/race-conscious split of 2% Neutral and 0% Conscious. The Pee Dee Regional Transportation Authority reaches out, based on the DBE Directory, to available firms per contract and encourages DBE's to participate. This practice, as well as utilizing and advertising in the South Carolina Business Opportunities and on the PDRTA website, we are confident that we can reach the goal without using any race-conscious means.

The following best practices strategies are employed:

- Ensure DBEs are used to the fullest extent practicable.
- Make information on forthcoming opportunities available to encourage and facilitate participation by DBEs.
- Consider in contract process whether firms competing for larger contracts intend to subcontract with DBEs.
- Encourage contracting with consortiums of DBEs when contract is too large for individual DBE.
- Use services/assistance of such organizations as Small Business Administration, local chamber of commerce, etc., in solicitation and utilization of DBEs.
- Document efforts and actions taken to utilize DBEs

Please NOTE: The Pee Dee Regional Transportation Authority has published the DBE Goal and Methodology to the PDRTA website at the following link:

<http://pdrta.org/about-pdrta/procurement-archive/dbe-methodology-ffy20-ffy22.aspx>