

**Cheyenne Transit Program  
Vendor ID 1169  
FY 2019-21 DBE Goal Methodology**

The Cheyenne Transit Program estimates the overall goal for Disadvantaged Business Enterprise (DBE) participation in DOT assisted contracts for Fiscal Years (FYS) 2019-2021 to be .92%.

FTA funding for FY 2019-2021 will be provided by 49 CFR §5307 in the following approximate amounts:

- \$ 863,939 for operating assistance – per year
- \$ 517,800 for capital projects – per year

The methodology used to arrive at goal is as follows:

**Step 1**

Cheyenne Transit determined a base figure for the relative availability of DBE's in the state of Wyoming as follows:

An evaluation of data provided in the US Census County Business Patterns (NAICS) for the state of Wyoming as well as Laramie County, Wyoming, and neighboring Colorado was undertaken. Our market areas was determined to be Wyoming and Colorado as the two states are fairly close to one another and it's believed Colorado DBE's may wish to travel for the DBE opportunities. It was determined there are 1,519 ready, willing and able businesses available in the markets that provide goods or perform services that Cheyenne Transit is likely to require in FYS 2019-21, coming from the following applicable NAICS codes:

<b>Retail Trade</b>	<b>NAICS Code</b>	<b># of businesses</b>	<b>Certified DBE's</b>
Office Supplies - industry code 4532	4532	102	0
Clothing - 44811	44811	10	0
Clothing - 44814	44814	62	0
Gas Stations - 4471	4471	41	0
Hardware Stores 44413	44413	69	0
Home Centers 44411	44411	18	0
Computer & Software 423430	423430	10	1
Electronics and appliance stores 44314	44314	126	0
Motor vehicle supplies 42312	42312	18	0
Tires 423130	423130	4	0
<b>Information</b>			
Newspapers 51111	51111	1	0
Periodical Publishers 51112	51112	13	0
Wired Telecommunications 5171	5171	23	0
Wireless Telecommunications 5172	5172	49	0
Internet 517210	517210	25	0
Data Processing 518210	518210	27	2
<b>Finance &amp; Insurance</b>			
Insurance 52412	52412	23	0
Commercial Banking 52211	52211	25	0
<b>Professional, Scientific &amp; Technical</b>			
Legal 5411	5411	533	0
Accounting & Payroll 5412	5412	272	0
Human Resources 541612	541612	4	3
Marketing 541613	541613	61	7
Direct Mail Advertising 541860	541860	3	1
<b>Total ready, willing and able businesses in WY or nearby we potentially could do business with.</b>		<b>1519</b>	<b>14</b>
<b># of DBE's likely to do business with CTP</b>		<b>14</b>	
<b>Total business available</b>		<b>1519</b>	
<b>DBE goal</b>		<b>0.92%</b>	

Number was derived by using Laramie County information for services/goods that tend to be local, such as wired telecommunications, etc., otherwise used number for entire state of Wyoming as well neighboring Colorado.

An evaluation of ready, willing and able DBE's in the state of Wyoming and Colorado which provide goods or perform services that Cheyenne Transit is likely to require in FY 2016-2018 was undertaken. Participating DBE's from the Wyoming Department of Transportation and Colorado's Disadvantaged Business Enterprise Directory, that primarily do business in Wyoming, were considered to be ready, willing and able DBE's. Evaluation of the data yielded **14** ready, willing and able DBE's.

To determine the relative availability of DBE's in the market, we divided the **14** DBE's likely to provide goods and services to Cheyenne Transit by the **1,519** total businesses available, to derive a base figure of .92%.

## Step 2

After examining the base figure, it was determined that there is not additional evidence that would warrant an adjustment. Therefore, the DBE goal for FYS 2019-2021 is determined to be .92%.

CTP will attempt to meet its overall goal by utilizing an all race neutral program.

Consultation efforts have been made to increase DBE participation in FTA-assisted purchases and contracts. They include:

- Generating publicity about the Cheyenne Transit Program goals for generating DBE participation in the program;
- Notifying vendors (DBE's and Non-DBE's) of small routine purchases, as well as large specific bids for goods or services, which they may be able to supply;
- Further encourage DBE vendors to participate and communicate about the program to other potential vendors.
- DBE Consultative Process – confer with DBE's and those who might have contact with DBE's. A questionnaire was sent via email to: Chamber of Commerce, Wyoming Business Council, Wyoming Small Business Association, Wyoming Women's Business Center and WYDOT. No responses were received.

This goal is currently published on the City of Cheyenne website:

<https://www.cheyennecity.org/index.aspx?nid=252>