

Cheyenne Transit Program
Vendor ID 1169
FY 2022-25 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) 2022-2025 to be 1%.

FTA funding for FY 2022-2025 will be provided by 49 CFR §5307 in the following approximate amounts:

- \$889,204 for operating assistance – per year
- \$ 790,000 for capital projects – per year (averaging out Transit Facility Purchase over 3 years.)

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 1,596 ready, willing and able businesses available in the markets that provide goods or perform services that Cheyenne Transit is likely to require in FYS 2022-25.

The number of ready, willing and able businesses 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 Northern Colorado.

An evaluation of ready, willing and able DBE's in the state of Wyoming and Northern Colorado which provide goods or perform services that Cheyenne Transit is likely to require in FY 2022-2025 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 18 ready, willing and able DBE's.

To determine the relative availability of DBE's in the market, we used the Weighting Base Figure Worksheet provided by FTA.

NAICS Code	Project	Amount of DOT funds on project:	% of total DOT funds (weight)
453210	Office Supplies	\$9,000.00	0.0082
44811	Clothing	\$4,000.00	0.0037
44814	Clothing	\$2,000.00	0.0018
4471	Gas Stations	\$100.00	0.0001
44413	Hardware Stores	\$16,900.00	0.0154
44411	Home Centers	\$3,600.00	0.0033
423430	Computer and Software	\$12,000.00	0.0110
44314	Electronics and Appliance Stores	\$4,000.00	0.0037
42312	Motor Vehicle Supplies	\$507,100.00	0.4629
423130	Tires	\$20,000.00	0.0183
51111	Newspapers	\$1,000.00	0.0009
51112	Periodic Publishers	\$500.00	0.0005
5171	Wired Telecommunications	\$9,720.00	0.0089
5172	Wireless Telecommunications	\$36,000.00	0.0329
517210	Internet	\$1,080.00	0.0010
518210	Data Processing	\$0.00	0.0000
52412	Insurance	\$120,000.00	0.1095
52211	Commercial Banking	\$0.00	0.0000
5411	Legal	\$8,000.00	0.0073
5412	Accounting and Payroll	\$8,000.00	0.0073
541612	Human Resources	\$8,000.00	0.0073
541613	Marketing	\$500.00	0.0005
541860	Direct Mail Advertising	\$900.00	0.0008
541310	Architectural Services	\$15,000.00	0.0137
541350	Building Inspection Services	\$8,000.00	0.0073
236210	Industrial Building Construction	\$300,000.00	0.2739
Total FTA-Assisted Contract Funds		\$1,095,400.00	1

NAICS Code	Project	Number of DBEs available to perform this work	Number of all firms available (including DBEs)	Relative Availability	
453210	Office Supplies	0	102	0.0000	
44811	Clothing	0	9	0.0000	
44814	Clothing	0	62	0.0000	
4471	Gas Stations	0	40	0.0000	
44413	Hardware Stores	0	69	0.0000	
44411	Home Centers	0	17	0.0000	
423430	Computer and Software	1	12	0.0833	
44314	Electronics and Appliance Stores	0	126	0.0000	
42312	Motor Vehicle Supplies	0	18	0.0000	
423130	Tires	0	4	0.0000	
51111	Newspapers	0	1	0.0000	
51112	Periodic Publishers	0	13	0.0000	
5171	Wired Telecommunications	0	23	0.0000	
5172	Wireless Telecommunications	0	49	0.0000	
517210	Internet	0	25	0.0000	
518210	Data Processing	2	27	0.0741	
52412	Insurance	0	23	0.0000	
52211	Commercial Banking	0	25	0.0000	
5411	Legal	0	533	0.0000	
5412	Accounting and Payroll	0	272	0.0000	
541612	Human Resources	3	4	0.7500	
541613	Marketing	8	61	0.1311	
541860	Direct Mail Advertising	0	3	0.0000	
541310	Architectural Services	1	40	0.0250	
541350	Building Inspection Services	1	15	0.0667	
236210	Industrial Building Construction	2	23	0.0870	
Combined Totals		18	1596	0.0113	Overall availability of DBEs

NAICS Code	Project	Weight	x	Availability	Weighted Base Figure
453210	Office Supplies	0.00822	x		
44811	Clothing	0.00365	x		
44814	Clothing	0.00183	x		
4471	Gas Stations	0.00009	x		
44413	Hardware Stores	0.01543	x		
44411	Home Centers	0.00329	x		
423430	Computer and Software	0.01095	x	0.08333	0.0009
44314	Electronics and Appliance Stores	0.00365	x		
42312	Motor Vehicle Supplies	0.46294	x		
423130	Tires	0.01826	x		
51111	Newspapers	0.00091	x		
51112	Periodic Publishers	0.00046	x		
5171	Wired Telecommunications	0.00887	x		
5172	Wireless Telecommunications	0.03286	x		
517210	Internet	0.00099	x		
518210	Data Processing		x	0.07407	
52412	Insurance	0.10955	x		
52211	Commercial Banking		x		
5411	Legal	0.00730	x		
5412	Accounting and Payroll	0.00730	x		
541612	Human Resources	0.00730	x	0.75000	0.0055
541613	Marketing	0.00046	x	0.13115	0.0001
541860	Direct Mail Advertising	0.00082	x		
541310	Architectural Services	0.01369	x	0.02500	0.0003
541350	Building Inspection Services	0.00730	x	0.06667	0.0005
236210	Industrial Building Construction	0.27387	x	0.08696	0.0238
Total					0.0311
Expressed as a % (*100)					3.11%
Rounded, Weighted Base Figure:					3%

Step 2

After examining the 3% base figure calculated through the provided worksheet, it was determined that there is additional evidence that would warrant an adjustment.

Additional Evidence

Through examining historical evidence of past participation, CTP has been unable to meet smaller DBE goals than 3%. As Wyoming is a rural area, it is a hardship on many firms including DBE firms to travel. This issue has led to missed DBE goals in the past years.

Through the next three years CTP plans to relocate it's transfer station and offices. Due to this increase in spending and DBE opportunity, we believe the goal should be more than previous goals but still achievable. In previous years our goals were calculated by dividing the number of ready willing and able firms by the number of ready willing and able DBE's. This would give us $18/1596=1.1\%$. CTP will set the DBE goal at 1.1% as it is an increased goal from previous years

which we believe is achievable.

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:

- The City of Cheyenne hosted a public comment/consultation meeting on April 16th 2021. This meeting was held at 2:00 PM at the City of Cheyenne Purchasing Office located at 2101 O'neil Avenue.
 - A notice to the public was published on the City of Cheyenne's website. Notifications for the meetings were also sent to the following:
 - Cheyenne Chamber of Commerce
 - Wyoming Business Council
 - Wyoming Small Business Association
 - Wyoming Women's Business Center
 - WYDOT
 - Reiman Construction
 - Simon Contractors Inc.
 - Sampson Construction
 - There was 0 attendees outside of city staff.
- 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 published on the City of Cheyenne website:

<https://www.cheyennecity.org/Your-Government/Departments/Public-Works/Transit/DBE-Goal>