

Disadvantaged Business
Enterprise Program
2019 to 2021
Goal Setting
Methodology Plan
REVISED
June 28, 2019

# For Public Review & Comment

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## Votran Disadvantaged Business Enterprise Program FY2017-2019 Goal Setting Methodology

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#### 1.0 Introduction

The purpose of the Disadvantaged Business Enterprise (DBE) goal setting process is to ensure nondiscrimination in the award and administration of funds received from the U.S. Department of Transportation (DOT). The methodology describes how Votran will create a level playing field on which DBEs can compete fairly for those contracts, and to ensure the DBE Program is narrowly tailored in accordance with applicable law.

Votran is a recipient of Federal Transit Administration funding in excess of \$250,000. Title 49 Code of Federal Regulations (CFR) Part 26 requires the development of this Triennial Overall DBE goal for its grant funds.

#### 2.0 Contracting Program for Fiscal Year 2019 to 2021

Table 1A represents Votran's expected grant funded contracting program included in this methodology. These projects are anticipated to be awarded during the triennial period.

	Base Figure Table 1A								
1A	Determine the weight of o	each type of work by NAICS Cod	e:						
*En	ter all FTA-assisted projects	below. Project amounts should be	assigned relevant NA	AICS Code(s)					
	NAICS Code	Project	Amount of DOT	% OF Total DOT					
	NAICS Code	1 Toject	funds on projects:	funds (weight)					
1)	485991	Para Transit Services	\$1,800,000	30.58%					
2)	541612/541618	Consultant Services for public involvement, civil rights and service planning	\$440,000	7.48%					
3)	236210/236220	Rehab/Renov Admn/Maint Facility	\$3,645,910	61.94%					
	Total FTA-Assisted Contract	\$5,885,910	100.00%						

#### 3.0 Goal Methodology

#### Determination of Base Figure Step 1 §26.45 (c)

To establish a base figure of the relative availability of DBEs to all comparable firms available to participate in Votran contracting opportunities, Votran used the bidder's list approach. Votran contracts are procured by the Volusia County Purchasing Department, tracking and recording all bidders, both successful and unsuccessful. Bidders on the Volusia County Purchasing list have

been bidding over the period of the last three years. The bidders list was matched to the Florida State UCP. The base figure expresses the availability of DBEs as a percentage of all firms for each NAICS code for which there will be a contracting opportunities.

- A. Votran analyzed the DOT -assisted contracting data from the past years to determine in which NAICS / Commodity Code categories contracts would probably be awarded in the next year.
- B. The estimated expenditures for each NAICS Commodity Code category was calculated as a percent of the total estimated expenditures.
- C. A listing by each NAICS / Commodity Code or all "ready, willing. and able" firms in the local geographic area that registered as bidders was compiled
- D. From this list, the number of Disadvantaged Business Enterprises (DBE) were extracted for each NAICS / Commodity Code.
- E. The number of DBEs was divided by the total number of bidders in the NAICS / Commodity Code Category to arrive at a percentage for each category.
- F. The NAICS Commodity Code category anticipated spending percentage was multiplied by the percentage of DBEs in each category
- G. The results from each NAICS / Commodity Code were summed and multiplied by 100 to arrive at the Base Goal Figure.

		Base Figure 1	able 1B		
1B	Determine the weight of	each type of work by NAICS Coo	le:		
*Us	se DBE Directory, census data	and/or a bidders list to enter the number	er of available DBE fir	ms & Available firms.	
Thi	s table shows the Volusia Cou	unty Procurement offfice bidders list of	DBE firms		
	NAICS	Project	Number of DBEs available to perform this work	Number of all firms available (including DBEs)	Relative Availability
1)	485991	Para Transit Services	2	5	40.00%
2)	541612/541618	Consultant Services for public involvement, civil rights and service planning	22	208	10.58%
3)	236210/236220	Rehab/Renov Admn/Maint Facility	2	39	5.13%
	Combined Totals		26	252	10.32%
					Overall DBE
					Availability

		Base Figure T	able 1C		
1C	(Weight) X (Availability) = W	eighted Base Figure			
	NAICS	Project	Weight	Availability	Weighted Base Figure
1)	485991	Para Transit Services	0.3058	0.4000	0.1223
2)	541612/541618	Consultant Services for public involvement, civil rights and service planning	0.0748	0.1058	0.0079
3)	236210/236220	Rehab/Renov Admn/Maint Facility	0.6194	0.0513	0.0318
				Total	0.1620
			Base Figure	Expressed as %	16.20%

#### Adjusting the Base Figure Step 2 §26.45 (d)

Subsequent to establishing the base figure, Votran examined the available evidence to determine whether an adjustment would be required to ensure a narrowly-tailored goal. The following paragraphs describe factors considered for adjusting the base figure.

There has been a continuous decrease in the number of small and disadvantaged businesses taking advantage of the SBA Small Business Development Center services located at the Daytona State College (DSC). The program and has implemented a training program that ensures DBE opportunities.

The Paratransit Contracted Services have continued to decrease the percentage of service for operated at Votran due to the loss of a certified vendor, even though there has been continued growth in transportation caused by an increased influx in population in our County.

For these reasons we have used past participation to find the historical median for the calculation of the 7.72% DBE goal shown below.

Table 2 Adjust Base Figure						
Past	participation	Adjus	tment			
2014	3.18%	Historical Median	5.30%			
2015	5.30%	Base Figure	16.20%			
2016	4.30%	Sum	21.50%			
2017	9.60%					
2018	9.40%					
DBE Goal	average of Historical Median	+ Base	10.75%			

## **4.0** Race/Gender-Neutral and Race/Gender-Conscious Division of Goal (§ 26.45(F) (3))

The guidance from FTA concerning use of Race/Gender Conscious methods is for circumstances when the goal cannot be met through race neutral methods.

To calculate the race/gender-neutral and race/gender-conscious split of the overall goal, Votran analyzed DBE participation over prior five years over the stated goals. The median amount of attainment of DBE participation was 5.3% in 2015, when prior goal of 3.18%. For the past five years the median amount by which participation exceeded the goal was 1.78% and we expect that the Race Neutral efforts have been effective enough to surpass the established goal. Should the Race Neutral efforts fall short, we would undertake Race Conscious strategies for the goal of 1.78% to bring participation up to the overall goal of 10.75%.

Race Neutral - Race Conscious Split							
Fiscal Year	Achieved	Goal	Exceed				
2014	3.18%	3.18%	0.00%				
2015	5.30%	3.18%	2.12%				
2016	4.30%	3.18%	1.12%				
2017	9.60%	7.62%	1.98%				
2018	9.40%	7.62%	1.78%				
Median	5.30%		1.78%				

The overall goal of 10.75% will be split into the Race/Gender Neutral goal of 8.97% and 1.78% Race/Gender Conscious.

#### **5.0 Race/Gender-Neutral Methods** (§ 26.51(b))

Recognizing that the DBE Program goals should be met through a mixture of race conscious and race neutral methods and, that by definition, DBE firms are Small Businesses, Votran seeks to implement a Small Business element (Objective (49 CFR Part 26.39) into its current DBE policy in accordance with applicable law. Votran is including this element to facilitate competition by and expand opportunities for small businesses. Votran is committed to taking all reasonable steps to eliminate obstacles to small businesses that may preclude their participation in procurements as prime contractors or subcontractors.

The Votran will meet its objectives using a combination of the following methods and strategies:

- Standards for bidders on the prime contract in multi-year, design-build contracts or other large contracts (e.g., for "megaprojects") to specify elements of the contract or specifics that are of a size that small businesses, including DBEs, can reasonably perform.
- Requirement for prime contractors on contracts with no DBE goals to provide subcontract opportunities of a size that small businesses, including DBEs. could reasonably perform, rather than self-performing all the work involved.
- Identification of alternative acquisition procurements strategies structured to facilitate the ability of consortia or joint ventures consisting of small businesses, including DBEs, to compete for and perform prime contracts.
- Procedures to meet the portion of the overall goal projected through a race-neutral measure which ensures that a reasonable number of prime contracts are of a size that small businesses, including DBEs, can reasonably perform.
- Steps to eliminate unnecessary and unjustified bundling of contract requirements that
  may preclude small business participation in procurements as prime contractors or
  subcontractors.

Since many DBE firms are small business enterprises some additional measures are being taken with the Volusia County Procurement Office. The following procurement and process modifications have the objective to attract and assist local small and disadvantaged businesses:

- Contracts with total value less than \$3,000.00 require only a single quote;
- Designing service contract bids as performance-based contracts instead of rigorous, detail specifications-based contracts;
- Arranging bid closing dates and times and pre-bid conference times for convenience of DBEs;
- Unbundling large procurements packages so that more firms have an opportunity to bid on small projects;
- In order to ensure prompt payment of invoices including provisions for same week payments; Removing / reducing performance bonding requirements from bids when not required by law or to protect the taxpayers interests (health, safety or welfare)[100% performance and pay bonds are required by Florida Statute 255.05 for public construction projects greater than \$200,000];
- Removing bid bond requirements when not required by law;
- Reducing insurance requirements to a minimum to protect taxpayer's and worker's interests:
- Removal of contract retainage requirements when practical and feasible (balancing or risk to taxpayers with benefits to DBEs) and increase draw allotments when practical and feasible;
- Drafting the solicitation requirements for specifications and quantities to maximize opportunities by DBEs;
- Payment using VISA cards so vendors have access to their funds within 24-48 hours;
- Payment to invoices by electronic funds transfers when requested;
- Workshops and seminars on conducting business, with local governments;
- Workshops and information exchanges between DBEs and prime contractors;

- Pre-bid conferences to explain requirements and to solicit input and ideas on contract requirements and other options;
- DBE trade fairs so DBE vendors can show their goods and services to the people that may need their services and to increase communications between suppliers and users;
- Publishing and distribution of the DBE directory to all local construction and consulting firms and on electronic disk-updated every January (new changes to the web site are in the process)
- Close coordination with Small Business Development Centers at Daytona State College
  and University of Central Florida for training and education opportunities; Close
  coordination with Bethune Cookman University, a historical minority college, for
  training and education opportunities, for new start up and developing business.
- Working with numerous business incubator programs (City of Daytona Beach, City of DeLand) to assist with new business incubator start-ups and expansions; The Central Florida Community Development Corporation (CFCDC) which is the only Certified U.S. Small Business Administration Micro Loan Provider in Central Florida.
- Assisting DBEs in preparing proposals through historical and market research and debriefing on prior contract awards;

#### **6.0 Goal Advertisement and Public Participation Process** (§ 6.45(G)(1)(2))

In accordance with the goal-setting and public participation regulatory requirements, Votran conducted public participation in a variety of ways. A detailed list of good faith efforts to engage potential DBE participants is represented in Appendix 1.

- Votran published a web page in March 2017 <a href="http://www.votran.org/about-us/doing-business.stml">http://www.votran.org/about-us/doing-business.stml</a>
   A link was provided to this methodology document. This methodology draft goals document was published June 28, 2019.
- Published legal notices about public meetings that were held in November 2018 and May
  of 2019. Votran's DBE goals were discussed and information about DBE participation
  was provided to participants, the published document was available for review at the
  meeting and the link to the online document was provided.
- Votran's DBE Liaison Officer participated in the several radio programs, where the
  community was informed of the opportunity to participate in the DBE Program of
  VOTRAN. There were numerous calls requesting information on how to apply for the
  DBE certification and where to apply.

Comments received during public consultation were that business representatives acknowledge the effort shown by Votran to encourage participation in funding opportunities. In most cases these representatives have continued communications with the DBELO about their Florida State UCP status and bid opportunities within the region. There have not been any comments received about changes needed to the methodology or the established goal. Votran is committed to ongoing community outreach efforts.

To further our efforts of increasing DBE/SBE participation, Votran hosted two meetings in the town hall format in November 2018 and May 2019. The focus of was to interview DBEs who have been successful in bidding as prime contractors, and ascertaining from other DBEs the barriers they attribute to their reluctance to embrace the "prime" contractor role.

The following is an overview on how Votran works toward achieving and updating our DBE goals:

- Votran works with the Volusia County Purchasing Office to conduct outreach programs targeted at local small and disadvantaged businesses to encourage them to participate in the Votran contracting processes. These outreach programs run in conjunction with the U.S. Small Business Administration (SBA), Daytona State College (DSC), Small Business Development Center (SBDC), Bethune Cookman University (BCU), the Volusia County School Board, the Cities and County Economic Development offices and all of the area Chambers of Commerce. All of these business groups have representation from minority, women's and general contractor groups. The objective of the outreach programs will be to contact local small and disadvantaged businesses that are not currently involved in the DBE program, including individuals that may want to start a new business, and assist in getting them actively involved in the contracting processes. This will increase the quantity of available small and disadvantaged businesses that can be solicited by potential prime contractors and subcontractors. These outreach efforts will also serve as a feedback mechanism to listen to individuals and firms and make necessary changes to any obstacles they may have encountered. Workshops and seminars provide opportunities for DBEs to find out how to conduct business with local government. These information exchanges between DBE's and prime contractors, along with trade fairs, let DBE vendors show their goods and services to the people that may need, thereby improving communications between suppliers and users.
- Along with the outreach programs, Votran will continue to provide technical assistance to existing and potential DBEs in order for each of them to increase their probability of success. This will include not only coordination with the business advocacy organizations cited above, but facilitation of expertise by specific providers that can assist the individual or firm in areas such as accounting, banking, project management, sales and marketing, risk management, insurance and bonding, and other specific technical issues. This initiative will also include assisting DBEs in preparing proposals by researching prior contract awards relative to costs, prices, vendor performance and other data each may need to offer a complete, competitive bid proposal.
- The Central Florida Community Development Corporation (CFCDC) is the only certified U.S. Small Business Administration Micro Loan provider in Volusia County. The CFCDC and the County's DBE Minority & Small Business Program promoted several Business Assistance Fair's in cooperation effort between, the Cities, Chambers of Commerce, Community Base Organizations, U.S. SBA, SCORE; SBDC-DBSC, Legal

firms, Banking Institutions and Procurements Departments, to advise and offer DBE's information on how to start or expand your business, and what is required for business loans through Central Florida Community Development Corporation (CFCDC).

The Volusia County Procurement Office has established an electronic listing of small & disadvantaged businesses to email contracting opportunities whenever a bid is opened. The site has links to active bids, and describes resources available to become a bidder. <a href="https://www.volusia.org/services/financial-and-administrative-services/purchasing/doing-business-with-volusia-county/">https://www.volusia.org/services/financial-and-administrative-services/purchasing/doing-business-with-volusia-county/</a>. The site provides access to historical contract data that is available to small disadvantaged businesses.

Participation by Votran in the Florida Unified Certification Program (FUCP) has assisted in expanding the opportunities for utilization of more registered DBEs listed on the (FUCP) Biz Net System. Votran participates in Business Development Programs sponsored by the Central Florida Community Development Corporation (CFCDC), and the City of Daytona Beach for economic development grants and assistance. Other opportunities include the Halifax Chamber of Commerce Business workshop and the local Community Minority Contract Compliance Forum.

#### **Appendix 1 – Public Participation Activity**

July 27, 2018 Participated in a meeting with Charlita Evans, owner of Charlita Concrete Finishing, Inc. a certified DBE reference her upcoming recertification DBE contract at Votran.

July 28, 2018, Attended Conference of Minority Transportation Officials (COMTO) National Conference for all Transit Organizations, been held in Baltimore Maryland until August 1, 2018. The workshops and training, are beneficial for the compliance of those Agencies, that also includes the latest Federal Rules and guidelines for (CFR 49 Part 26) for the Federal Transit Administration (FTA).

August 14, 2018, Meeting with Kenisha Cole, KEC, LLC, ref her DBE application and acquire the documentation that is required for certification.

September 21, 2018 Corresponded with Marc Pentino on 9/21/18 for DOT Regular Dealers who are DBE's or Agencies to participate and to register for 9/26 or 9/27 at 1:00PM, notified DBEs who would participate in this meeting. <a href="https://connectdot.connectsolutions.com/dotdealerlisteningsession">https://connectdot.connectsolutions.com/dotdealerlisteningsession</a>

October 4, 2018 Meeting about No Change Affidavit for M & K Excellent Cleaners, also received the renewal DBE application for Bender Properties and Acquisitions, also received No Changed Affidavit for Community Care Transportation (CCT), LLC., and Updated the files into the DBE listing of Vendors on an Excel spreadsheet with UCP, EOG ISA System.

October 29, 2018 Coordinated with Keneshia Cole ref establishing a date for site visit, to 1025 Eagle Lake Trail, Port Orange, Fl. And Cycily Thomas ref the status of her DBE file, establish a date and time to meet for a Site Visit at Skie Blue 240 Beach Street Daytona Beach, FL 32114.

November 6, 2018 Request from Andrew Moore, 386-316-5231 in South Daytona, to participate in a local Community Radio Program, to address the DBE program and what opportunity are available to start up business and how to register with the County and become Certified has a DBE Vendor.

November 26, 2018 Phone calls to all DBEs on next day DBE Meeting. Agnes M. Reed 904-624-1005, Kevin Yorke 386-631-5830, Jeffrey Bender 407-493-5892, Kimberly St. Peuax 407-579-4302, Charlita Lowe 305-305-4695, Stephanie D. Hoback 407-377-7540, Ken Middleton, 1-904-699-0601, Kenishia Cole 816-756-7434, Deborah Williams, 386-446-1700, Lonnie Davis 386-846-2609, Milagros M. Rodriguez/ Manuel Lopez 386-668-0835, Cycily Thomas 386-848-1348, Don Apokama 386-801-8156, Roseann Tornatore 386-290-0039, Stephen Notice 386-313-1246

November 27, 2018 Public meeting attended by the following: Agnes M. Reed, Kevin Yorke, Jeffrey Bender, Kimberly St. Peuax, Charlita Lowe, Stephanie D. Hoback, Kenishia Cole, Lonnie Davis, Cycily Thomas,

ABSENT FROM THE MEETING:

Roseann Tornatore, Don Apokama, Stephen Notice, Ken Middleton Deborah Williams Milagros M. Rodriguez/ Manuel Lopez

December 5, 2018 Meeting with J. Bender & Assoc., 1430 Sky Ridge Place, Deland, ref Site visit. Departed for All Volusia Transit, 1540 S SR 15A Unit #45 for Site Visit Mtg., departed for M & K, M. Rodriguez 605 Hayman Court Unit D, Debary, FL 32713, ref Site Visit to be completed for all three DBEs.

December 13, 2018, Call to Kenishia Cole 816-756-7434 ref the Site Visit to be finalized, at the business location 210 Beach Street, Daytona Beach, FL.

December 18, 2018, Met with All Volusia transport 1540 SR 15A Unit 45, Deland, FL, Don Apokama reference the Site Review, and schedule date for documents to be completed.

January 9, 2019 On Site Visit completed, with Jeffrey Bender at 1430 Sky Ridge place, Deland, FL 32724, Departed for M & K Excellent Cleaning, at 605 Hayman Court, Debary, FL 32713, to collect documents for recertification.

January 14, 2019 Site Visit meeting with Don Apokama with All Volusia Transport 1540 S SR 15A Unit #45, Deland, FL. 32738, all documents completed and signed.

January 16, 2019, 1025 Eagle Lake Trail, P.O., FL 32729, for a Site Visit meeting. Meeting about location of vending machines at 210 N. Palmeto Ave. Day Bch., FL

January 17, 2019 Site visit with M & K Excellent Cleaning, 605 Hayman Court, Debary, FL 32713 Returned to O. B.

January 31, 2019 Meeting at UNITED WAY, 3735 International Speedway, Daytona Beach, FL., For a Hispanic Chamber meeting.

February 6, 2019, Meeting with R. A. Tornatore with Wholesale Lighting, Inc. at 2500 South Nova Road, retuned to Votran.

February 18, 2019 Corresponded about upcoming UCP Conference Reviewed and documented info for the UCP upcoming workshop in Pompano, FL February 20 to February 22-2019.

February 19, 2019 Participation at UCP workshop in Pompano, FL 2-20 to 2-22-2019.

April 9, 2019 Phone call from M. Holmes with GOA 407-825-7132 ref a transfer application, also reviewed the files of all DBE and update Directory listing of all members.

April 15, 2019 Processed new DBE application for Energex Lubricants, Inc. for Gershwin Stephen, 324 East Church Street, Ste. 108, Deland, FL 32724, Ph. 321-578-0625. Received file from GOA Authority to complete the certification.

April 23, 2019, Phone call from Exergen Lubricant 321 578-0625, ref setting up a site Visit today.

May 15, 2019 Prepared legal ad about May 29 public meeting for News Journal.

May 29, 2019 Public meeting about DBE opportunities.

June 6, 2019 Coordinated meeting with Ronda Carter at Votran, with Impressive Janitorial Services, LLC, ref updating information for her DBE Application.



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NAME & COMPANY	Address	Phone #	Fax#	email	Vistor#	time in	time out
Charlita Concrete Finishing	719 Berkshire Rd DB FL 32114	3053054695		charlitewang jahoo.com	015	6:00	7:03
Kinesher Colie	1025 Fagle Lake Trail Apt 40cl POFL 32129	816.765, 7434		Kneska.cole Ogmad.com	016	6:00	7:02
Marlon D. Inner-Dedon	Same As Above	816.209. 0864				600	7.02
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## **VOTRAN**

#### MAY 29, 2019

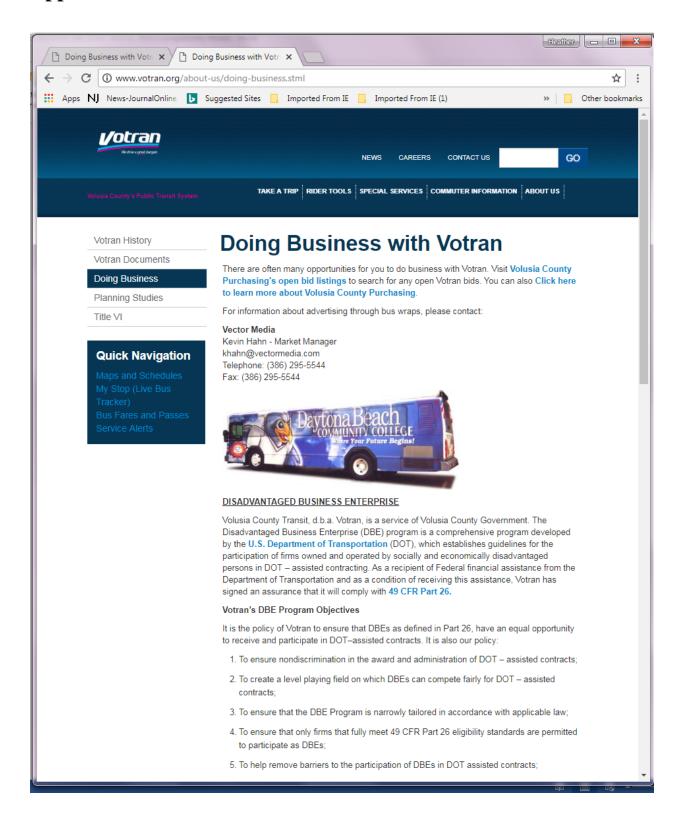
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Antique Sandfrees		911- 519-4302		Antoine, sp@ Cetransportations.ca	6:09	7:00
Jeff Bender Bender properhos	1430 Skyrides Dr. Deland, FL. 32724	407 - 493-5892	•	ibproperties 1 @ att.net	6:12	6:53
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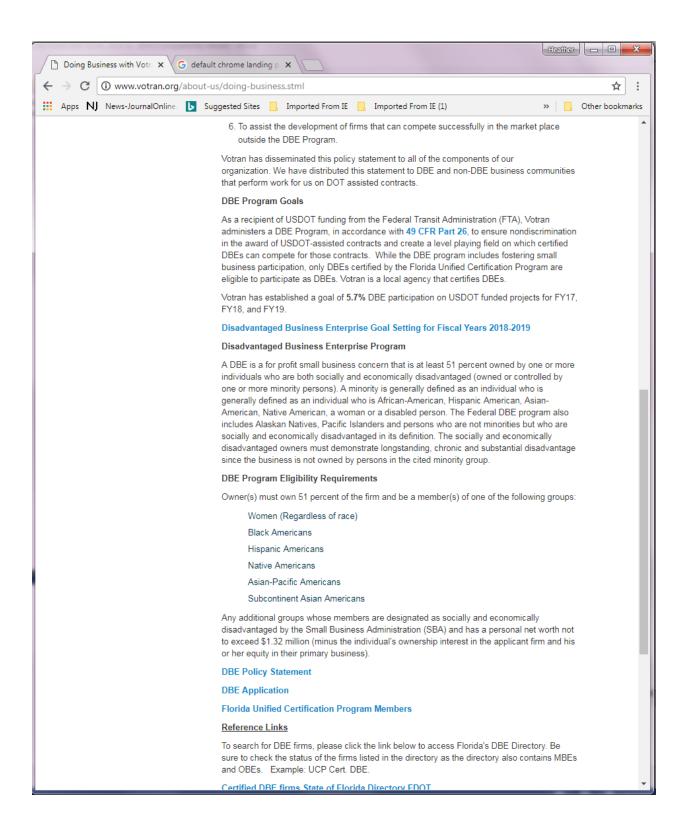
## **YOTRAN**

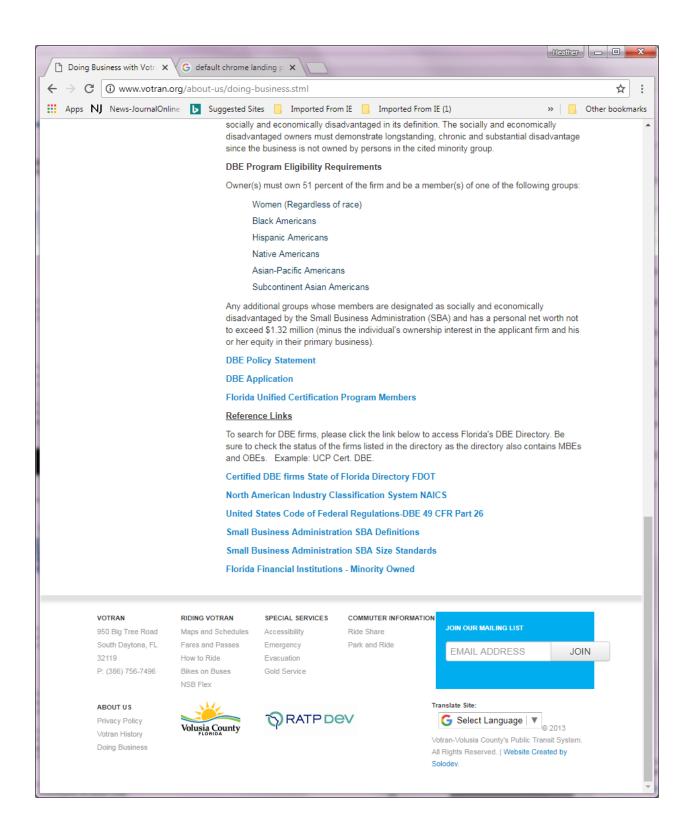
#### MAY 29, 2019

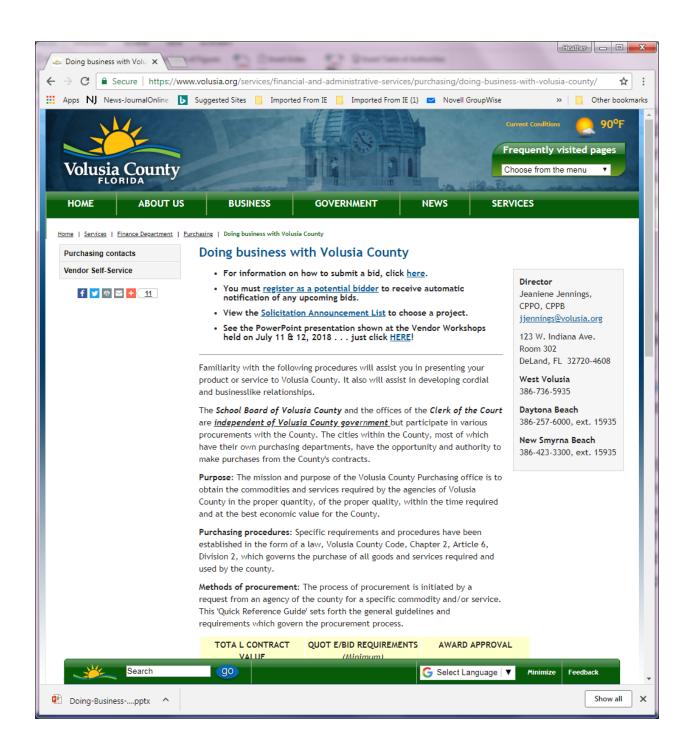
Name & Company	Address	Phone #	Fax#	Email Address	Time in	Time out
Gershwin Stephen Energex Lubricats Inc	324 & Church St. Deland 32724	321- 578- 0625		gershwin@energeodusnicus .com	17:35	6.54
Potronel	can fly ll 32	386 453 26482	7	Sender Edisof 6 Dollon	11:40	6.54
Knesha Cole KC's Vending	1025 Eagle Lake Trail Port Orange Fl	816		Kuesha. Cole @ gmail.com	1750	18:53
Rhonda Carter Impressive	231 7th st Holly Hill Fl	386		Rhonda Carter820 yahoo. Gom	5:50pm	1;52pm
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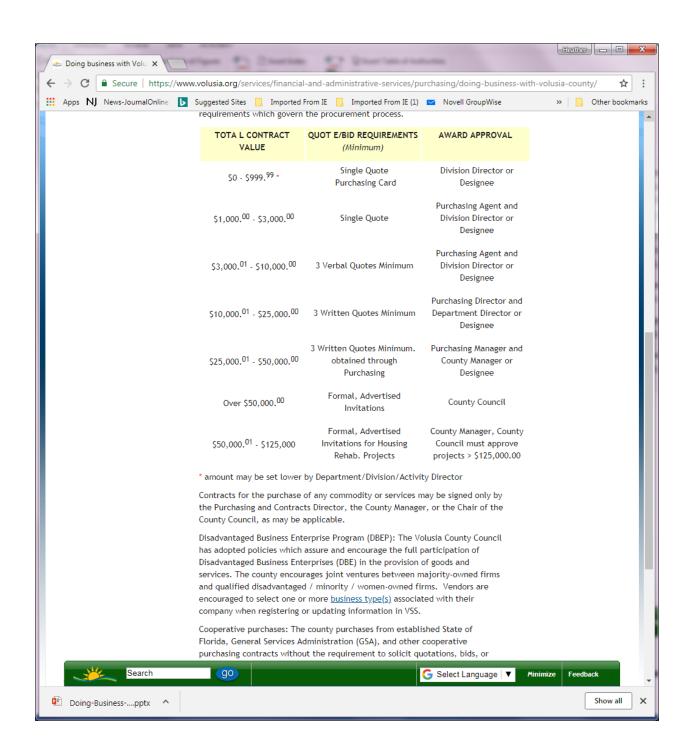
#### **Appendix 2 – Public Information**

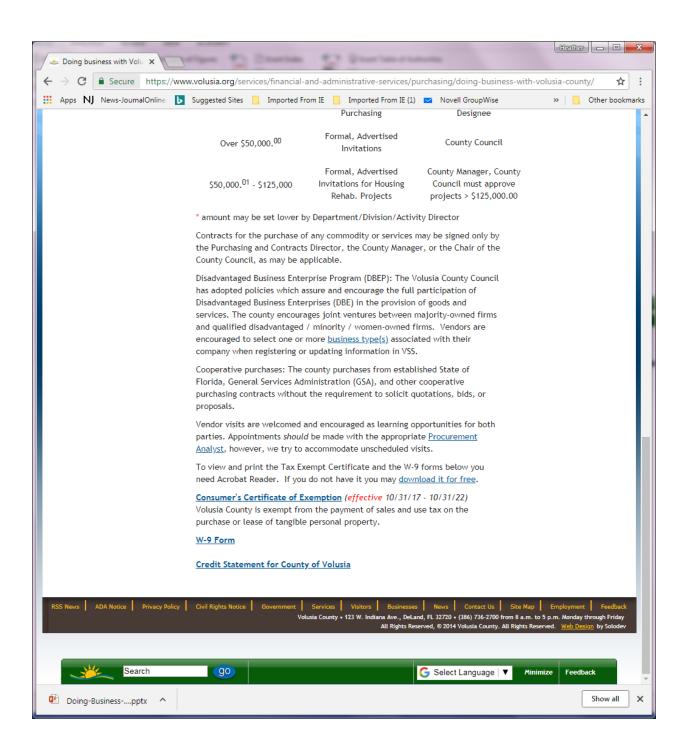












Volusia County Government's Purchasing Division invites

## LOCAL BUSINESSES

to a workshop on



HOW TO DO BUSINESS WITH LOCAL COUNTY GOVERNMENT

## Learn about:

- Registering as a vendor
- Submitting bids, proposals and quotes
- State and local ordinances relevant to working with the county

Wednesday, July 10 5:30 p.m.

Thursday, July 11 9 a.m.

First-floor training room of the Thomas C. Kelly Administration Center 123 W. Indiana Ave., DeLand.

For more information, call 386-736-5935, ext. 12490

