Disadvantaged Business Enterprise (DBE) Three-Year Goal-Setting Methodology Report

City of Racine, Wisconsin

For the Racine area public transit system, doing business as:



Also known as The BUS (Belle Urban System), DART (Dial-A-Ride Transit for persons with disabilities), and KRM (Kenosha-Racine-Milwaukee) Commuter Bus operated by Wisconsin Coach Lines, which is also known as Coach USA.

FFY 2022-2024

Draft September 27, 2021

This draft report updates a comment draft that was on the RYDE website. It reflects public participation at the Racine Transit Commission on September 23, 2021.

For more information contact RYDE's Disadvantaged Business Enterprise Liaison Officer, Trevor Jung, at 262.636.9123 or trevor.jung@cityofracine.org, or Michael J. Maierle, at (262) 636-9480 or michael.maierle@cityofracine.org. When approved, a copy of this report will be posted on https://www.cityofracine.org/Racine-Transit/.

Table of Contents

Contents

Introduction	3
Executive Summary	4
Overall Goal Setting Methodology	5
Step One – Relative Ability of DBE Firms	5
Base Figure	5
Data Sources and Demonstrable Evidence – Numerator	5
Data Sources and Demonstrable Evidence – Denominator	6
Bidders List	6
Use of Weighting	6
Step Two – Adjustment Factor Analysis	6
Past Participation	6
Disparity Studies	7
Step Three – Calculation of Race Neutral (RN) & Race-Conscious (RC) Split	7
Step Four – Public Participation and Consultation	8
Consultation	8
Published Notice	8
Appendices	10
Appendix A. Tab 1. Anticipated projects, firm availability and unweighted Step 1 result	10
Appendix A. Tab 2. NAICS Code Definitions	11
Appendix A. Tab 3. Weighted Base	13
Appendix A. Tab 4. Achievement	14
Appendix A. Tab 5 Calculations	14
Appendix A. Tab 6. RN-RC Split	15
Appendix B. Record of Public Involvement	16

Introduction

This document constitutes Racine, Wisconsin's submission for RYDE, its public transit system, of its Disadvantaged Business Enterprise (DBE) Transit Overall Goal Setting Methodology Report to the United States Department of Transportation, Federal Transit Administration (FTA) for Federal Fiscal Years (FFY) 2019, 2020 and 2021.

The report has been prepared in compliance with:

- DBE Regulations, 49 CFR 26.45, as amended, http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title49/49cfr26_main_02.tpl
- USDOT, "Tips for Goal Setting in the DBE Program"

 https://www.transportation.gov/osdbu/disadvantaged-business-enterprise/tips-goal-setting-disadvantaged-business-enterprise

The four elements or steps of the goal setting process are outlined in 49 CFR 26.45(c-g) as follows:

- 1. The measurement of the actual relative availability of DBEs to perform RYDE's anticipated contracting opportunities;
- 2. Adjustment factor analysis to evaluate evidence of the effects of discrimination in RYDE's jurisdiction and determine whether an adjustment is necessary;
- 3. Calculation of the race/gender-conscious and neutral split for the goal attainment;
- 4. Consultation and publication regarding the goal to facilitate public input.

Executive Summary

RYDE's overall DBE transit goal for FFY 2022-2024 is **2.9%** of the Federal financial assistance it will expend in FTA-assisted contracts. This excludes FTA funds to be used in the purchase of transit vehicles. The race-neutral goal split is **1.0%** and the race-conscious goal split is **1.9%**

A total of \$7,198,000 in FTA funds are anticipated to be awarded by RYDE on FTA-assisted contracts during the FFY 2022-2024 time period. A goal of 2.9% means that RYDE has set a goal of expending approximately \$208,000 with DBE firms for the combined three-year period. Of that amount, the race-neutral goal split is \$69,000 and the race-conscious goal split is \$139,000.

This goal was based on budgeted expenditures in RYDE's largest budgeting and accounting line items.

Overall Goal Setting Methodology

Step One – Relative Ability of DBE Firms

Base Figure

The **Base Figure** for the relative availability of DBE's was calculated as follows:

Supporting documentation used to calculate the goal is contained in **Appendix A.**

Data Sources and Demonstrable Evidence – Numerator

This section outlines the data sources and demonstrable evidence RYDE used to derive the numerator (ready, willing and able DBEs).

The numerator of the base figure is 690. In order to derive the numerator, RYDE collected information regarding anticipated contracting opportunities for the three-year goal-setting period. We aggregated all of RYDE's future expenses by budget and accounting "object" codes. We removed from consideration the codes that have to do with RYDE's direct labor costs and other internal municipal expenditures. We added a new building project.

The worksheet Appendix A. Tab 1. "Anticipated projects, firm availability and unweighted Step 1 result," shows the anticipated contracting opportunities for FFY 2022-2024.

RYDE used the information from anticipated contracting opportunities to identify relevant and applicable NAICS (North American Industry Classification System) codes for each Object code. Next, using the contract-specific NAICS industrial codes, we reviewed the Wisconsin Unified Certification Program (UCP) list to determine ready, willing and able DBE firms in relation to those anticipated contracting opportunities. Much care was taken in determining which industrial codes corresponded to actual past transactions found for an Object code. However, all DBEs within an identified NAICS code were counted among the ready, willing and able DBE firms.

Appendix A. Tab 1 includes the results of RYDE's search of the Wisconsin UCP list. **Appendix A. Tab 2. NAICS Code Definitions** shows the intermediate step of accumulating firms one NAICS Code at a time. The WI DBE UCP Directory and the Census of Wisconsin Firms counted by NAICS code are not appended in the interest of a manageable sized document.

A base figure of **3.3%**, calculated from the number of ready, willing, and able DBE firms through the UCP list divided by the total number of firms summed for all applicable NAICS codes is shown at the bottom of the table in **Appendix A. Tab 1 Anticipated Projects**. This result is brought forward to a summary in **Appendix A. Tab 5. Calculations** along with results of all other methods for comparison.

Similar to the analysis of the UCP list data, RYDE reviewed the US Census raw data using the NAICS codes arrived at through review of the anticipated contracting opportunities. In this way, staff arrived at a total number of firms relative to the type of contracting opportunities anticipated over the three-year period.

Data Sources and Demonstrable Evidence – Denominator

This section describes the data sources and demonstrable evidence RYDE used to identify the denominator (all firms - ready, willing and able). The denominator of the base figure is 11,490. Census data information for Wisconsin, using the same NAICS codes, was used to determine the number of all firms ready, willing and able to perform on the anticipated contracts. The Wisconsin business pattern data from the Census was not modified to exclude any potential firms.

Bidders List

A bidders list was not used. Because past experience with most of these Object codes involved many smaller purchases, data regarding DBEs that were not selected was not recorded. (However, we see an opportunity for DBE participation in these smaller purchases as well as an upcoming building project.)

Use of Weighting

According to USDOT's "Tips for Goal Setting in the DBE Program", the use of weighting can help ensure the base figure is as accurate as possible. While weighting is not required by rule, it can make the goal calculation more accurate. RYDE staff chose to adopt a weighted approach in its DBE goal calculation; the worksheet labeled **Appendix A. Tab 3. Weighted Base** shows the same data as the previous 'Anticipated Projects' worksheet, with columns added to show weighting for each Object code listed.

The weighting is achieved at this stage by multiplying the DBE to all firms ratio for an Object code by the share of all dollars spent in that Object code. This weighting is listed at the bottom of the last column, titled "Weighted Base." The weighted base is **2.9%.** This figure is forwarded to the **Appendix A. Tab 5. Calculations**.

Step Two – Adjustment Factor Analysis

RYDE considered a number of potential factors to determine whether any adjustments to the Step One Base Figure of **2.9%** were warranted.

Past Participation

A prominent factor in an adjustment consideration is past participation. Past participation is the volume of work DBEs have performed on transit contracts in recent years. **Appendix A. Tab 4. Achievement** shows data from previous six semi-years. Historically **0.0%** of contract dollars went to DBEs. The figure was calculated as the median value of six time periods. The two middle values were averaged. This figure was forwarded to **Appendix A. 5. Calculations.**

Normally, actual achievement is important because it adds another estimation technique. Although we show the calculation of averaging the weighted base goal, which is the product of a lot of analysis, and zero, in **Appendix A. 5. Calculations**, doing so doesn't make sense for setting a goal in this case.

Despite a lack of success in hiring DBEs, RYDE remains committed to hiring DBEs to the extent that they are ready, willing and able. This issue will be addressed in our shortfall analysis and in Step Three of this goal setting report.

Conclusion: we were not able to use past participation as a factor, so at this point the Step One Base Figure of **2.9%** remains unchanged.

Disparity Studies

We did not find a relevant disparity study.

Step Three - Calculation of Race Neutral (RN) & Race-Conscious (RC) Split

Consideration for the use of race-conscious means in addition to race-neutral means to facilitate DBE participation is another aspect of goal-setting.

USDOT "Tips for Goal Setting in the DBE Program" lists the following considerations to evaluate:

- Consider the Amount by Which You Exceeded Your Goals in the Past
- Consider Past Participation by DBE Prime Contractors
- Consider Past Participation by DBE Subcontractors on Contracts without Goals

RYDE compared the draft goal from Step 2 to Past Participation by DBE Prime Contractors. Our goal was not achieved through race/gender-neutral means.

RYDE considered race neutral – race conscious split alternatives. Our reasoning is summarized in **Appendix A. Tab 6. RN-RC Split** documents.

RYDE's preferred option is to divide our procurements into routine purchases where we deal primarily with prime contractors and the building project where there is a far greater opportunity to use sub-contractors.

Repeating the Step 1 analysis, we simply removed the building project from the original anticipated projects and then considered it on its own.

The result, shown in Appendix A. Tab 6. RN-RC Split, is a higher race-conscious goal of **4.3%** for the building project and a lower weighted **1.7%** race-neutral goal for the balance of our procurement program.

However, FTA calculates its RN/RC splits as the DBE amount divided by the total expenditures. So, the overall goal is 2.9%. The RN split is 1% and the RC split is 1.9% of total expenditures.

With this race/gender-neutral goal in mind, RYDE is improving its race/gender-neutral DBE program efforts by taking proactive steps so that potential DBEs know about RYDE's DBE program and its specific purchasing and contracting opportunities. Our aim is to become acquainted with more potential DBEs so they feel encouraged to participate as a DBE contractor to RYDE. These efforts are described in the next section.

Step Four - Public Participation and Consultation

RYDE's Public Involvement Policy and Practices were revised and adopted as part of our 2017-2019 Title VI Program.

In establishing an overall three-year goal, transit agencies must provide for public participation. Public participation must include the two following steps: consultation with interested parties and a published notice.

Consultation

RYDE's consultation process involves consideration of input during the development of the goal. Minority, women's, and general contractor groups, community organizations and other officials or organizations may provide information concerning the availability of disadvantaged and non-disadvantaged businesses, the effects of discrimination on opportunities for DBEs, and RYDE's efforts to establish a level playing field for the participation of DBEs.

RYDE conducted a discussion at its September 23, 2021 Transit Commission meeting. For a previous goal setting process, RYDE held an open house with a free lunch at our Transit Center and placed a public notice announcing the open house and soliciting comments on our website. We reached out to racial minority organizations. At the event, information on the goal-setting process, the anticipated projects, and availability of firms was available. RYDE's DBELO and general manager attended to facilitate a discussion and to obtain participant input. Assistance with signing up to become a DBE was offered. All appropriate forms were on hand. The effort was not effective and was not repeated this time.

Public notices are discussed in the next section.

All input is included in Appendix B.

The DBE goal was not changed as the result of public participation and consultation.

Published Notice

The DBE Final Rule, which became effective November 3, 2014, requires posting a notice on the agency's website announcing the proposed overall goal before submission to FTA. The notice may also be posted in any other sources (e.g. minority-focused media, trade association publications).

Public notices announcing the DBE process and seeking public comment were published in the main daily local paper and two minority publications. One ad was bilingual. We posted the notice on our web page. We attended the Hispanic Heritage Month Luncheon at the Cesar Chavez Center,

2221 Douglas Avenue from 11:30 am to 1: 30 pm where we networked with Hispanic business and community leaders.

Upon establishment of the draft goal, public notices were issued by RYDE to provide the opportunity for public comment. Documentation of publication of the notices is provided in **Appendix B**.

Any comments received by the end of the 30-day public comment period are listed in **Appendix B.** No issues were identified with the methodology report to warrant further analysis of a step two goal adjustment. Communications to foster DBE participation are ongoing as part of our DBE program efforts.

Appendices

Appendix A. Tab 1. Anticipated projects, firm availability and unweighted

Step 1 result

Budget	3-Year Total	NAICS Code Type of Firm	# DBEs	# non- DBEs	# All Firms	Step 1 Goal - F Availabili	
New building design and construction	\$3,225,000	See Next tab	414	9177	9591	4.32%	
52290 Management	\$514,200	485113	0	6	6	0.00%	
53235 Tires and Tubes	\$108,300	423130	2	27	29	6.90%	
52100 Payroll prep and transport	\$90,000	541214; 561613	5	78	83	6.02%	
52315 Advertising	\$240,000	512110; 541430; 541611; 541613	55	1424	1479	3.72%	
53200 Work Supplies (Hardware)	\$84,900	444130	0	431	431	0.00%	
54500 Software Lease	\$135,000	423430	4	124	128	3.13%	
54200 Vehicle Maintenance and Parts	\$1,083,000	336991; 423120; 441310	2	995	997	0.20%	
53240 Clothing	\$54,600	424320, 30 , 40	2	70	72	2.78%	
53250 Diesel Fuel Sales and 53280 oil	\$1,324,050	454310 and 19	6	249	255	2.35%	
52120 Audit Services	\$54,000	541219	12	585	597	2.01%	
54100 Repairs and maintenance of facility	\$285,600	See next tab	188	7222	7410	2.54%	
	\$0		0	0			
	\$0		0	0			
	\$0		0	0			
TOTALS	\$7,198,650		690	20,388	21,078	Unweighted Step One Goal	3.3%
						for calculations	3.2736%

Appendix A. Tab 2. NAICS Code Definitions

	NAICS Code Definitions			
NAICS 2012	Index Item Description	DBE	All	%
236210	Addition, alteration and renovation, industrial building (except warehouses)			
236220	Addition, alteration and renovation, commercial and institutional building			
238110	Concrete floor surfacing, pouring, repair, resurfacing			
238220	Air system balancing and testing, furnace, humidifier, HVAC, heating, ventilation, plumbers			
334220	Airborne radio communications equipment, manufacturing, CB radios			
336991	Vehicle, children's, metal manufacturing			
423120	Batteries, automotive, merchant wholesalers, motor vehicle parts, tools, equipment	2		
423430	Computer boards, loaded, merchant wholesalers, data processing, software computer, printer	4		
441310	Auto salvage yards (i.e., retailing used auto parts), auto parts and accessories			
485210	Interurban and rural bus transportation	0	3	0.00%
485310	Cab (i.e., taxi) services, taxi dispatch, taxicab owner-operators			
485991	Handicapped passenger transportation services, paratransit services, senior transit, special needs transit			
512110	Films, motion picture production and distribution, instructional video production	0		
518210	Computer data storage services, computer time leasing, web hosting, data capture imaging			
541430	Corporate identification (i.e., logo) design services, graphic design services, illustrators independent	17		
541611	Administrative management consulting services, business mangt consulting, strategic planning	0		
541613	Marketing consulting services	38		
541690	Radio consulting services, safety consulting, security consulting			
454310	Fuel dealers and 454319 Other Fuel Dealers	1	212	0.47%
	Petroleum and Petroleum Products Merchant Wholesalers (except Bulk Stations			
424720	and Terminals)	5	43	11.63%
238150	Glass and glazing contractors	6	73	8.22%
	Roofing contractors	18	446	4.04%
	Electrical contractors and other wiring installation contractors	33	1357	2.43%
	Plumbing, heating, and air-conditioning contractors	20	1885	1.06%
238290	Other building equipment contractors	12	178	6.74%
	Locksmiths Exterminating and part control consists	0	50	0.00%
	Exterminating and pest control services Janitorial services	42	109 1132	0.92% 3.71%
	Landscaping services	44	1998	2.20%
	Other services to buildings and dwellings	12	182	6.59%
	Tire and tube merchant wholesalers	2	29	6.90%
	Payroll services	5	68	7.35%
	Armored car services	0	15	0.00%
	Hardware stores	0	431	0.00%
	Men's and boys' clothing and furnishings merchant wholesalers	1	36	2.78%
	Women's, children's, and infants' clothing and accessories merchant wholesalers	1	30	3.33%
	Footwear merchant wholesalers	0	6	0.00%
	Other accounting services	12	597	2.01%

NAICS 2012	Index Item Description	DBE	All	%
	New Building		State	
238110	Poured concrete foundation and structure contractors	20	593	3.37%
238120	Structural steel and precast concrete contractors	17	50	34.00%
238130	Framing contractors	17	282	6.03%
238140	Masonry contractors	14	430	3.26%
238150	Glass and glazing contractors	6	73	8.22%
238160	Roofing contractors	18	446	4.04%
238170	Siding contractors	8	278	2.88%
238190	Other foundation, structure, and building exterior contractors	16	70	22.86%
238210	Electrical contractors and other wiring installation contractors	33	1357	2.43%
238220	Plumbing, heating, and air-conditioning contractors	20	1885	1.06%
238290	Other building equipment contractors	12	178	6.74%
238310	Drywall and insulation contractors	33	393	8.40%
238320	Painting and wall covering contractors	31	683	4.54%
238330	Flooring contractors	17	343	4.96%
238340	Tile and terrazzo contractors	7	149	4.70%
238350	Finish carpentry contractors	26	631	4.12%
238390	Other building finishing contractors	5	126	3.97%
238910	Site preparation contractors	36	819	4.40%
238990	All other specialty trade contractors	55	571	9.63%
	Total	391	9357	4.1787%
541310	Architectural services	23	234	9.8291%
	Total building and arch	414	9591	

Appendix A. Tab 3. Weighted Base

Budget	Step 1 Goal - Relativ Availability	е	% of Total Funds	Weighted Base
New building design and				
construction	4.32%		44.8%	1.93%
52290 Management	0.00%		7.1%	0.00%
53235 Tires and Tubes	6.90%		1.5%	0.10%
52100 Payroll prep and transport	6.02%		1.3%	0.08%
52315 Advertising	3.72%		3.3%	0.12%
53200 Work Supplies (Hardware)	0.00%		1.2%	0.00%
54500 Software Lease	3.13%		1.9%	0.06%
54200 Vehicle Maintenance	0.2007		45.00/	0.020/
and Parts	0.20%		15.0%	0.03%
53240 Clothing	2.78%		0.8%	0.02%
53250 Diesel Fuel Sales and 53280 oil	2.35%		18.4%	0.43%
52120 Audit Services	2.01%		0.8%	0.02%
54100 Repairs and maintenance of facility	2.54%		4.0%	0.10%
			0.0%	
			0.0%	
			0.0%	
TOTALS	Unweighted Step One Goal 3.3%		Weighted Step One Goal	2.9%
	for calculations 3.2736	%		2.8952%

Appendix A. Tab 4. Achievement

Period	Prime Total Dollars	Prime Total Number	Prime Race Conscious Dollars	Prime Race Conscious Number	Prime Race Neutral Dollars	Prime Race Neutral Number	Sub Total Dollars
2018	\$ 3,486,553.00	1229			\$ 554.00	1	
2019	\$4,360,110	1391			\$ 155.00	1	
2019	\$84,556	31			\$ -	0	
2020	\$90,288	38			\$ -	0	
2020	\$358,993	27			\$ -	0	
2021	\$73,831	23			\$ -	0	
			Semi-year	Rank Dollars %	% Dollars	% Number	Rank Number %
			2018	1	0.02%	0.08%	1
			2019	2	0.00%	0.07%	2
			2019	3	0.00%	0.00%	3
			2020	4	0.00%	0.00%	4
			2020	5	0.00%	0.00%	5
			2021	6	0.00%	0.00%	6
			Median*		0.00%	0.00%	
			*Median is the aver	age of rank #3 and #4			

Appendix A. Tab 5 Calculations

DBE Goal Calculations								
Weighted Base Goal (WBG)	Historical Median (HM)	Overall DBE	Goal	Weighted	Base DBE Goal			
2.895233%	0.000000%	1.447600	%	3.084400%				
As determined in 'Weighted Base' tab	As determined in Achievement tab	(WBG + HN	()	WBG + Step One	e Goal)			
Rounded 2.9%	Rounded 0.0%	Rounded 1.4%	Rounded 3.1%					
	Goal (WBG) 2.895233% As determined in "Weighted Base" tab Rounded	Goal (WBG) Median (HM) 2.895233% 0.000000% As determined in "Weighted Base' tab Achievement tab Rounded Rounded	Weighted Base Goal (WBG) 2.895233% Overall DBE of Median (HM) 2.895233% O.000000% As determined in Weighted Base' tab Rounded Rounded Rounded Rounded Rounded	Weighted Base Goal (WBG) Historical Median (HM) Overall DBE Goal 2.895233% 0.000000% 1.447600% As determined in Weighted Base' tab (WBG + HM) (WBG + HM) 2 Rounded Rounded Rounded Rounded Rounded	Weighted Base Goal (WBG) Property 1	Weighted Base Goal (WBG) Provided Base Goal (WBG) Weighted Base DBE Goal Weighted Base DBE Goal 1.447600% As determined in Weighted Base DBE Goal As determined in Weighted Base DBE Goal As determined in Weighted Base DBE Goal Rounded Rounded Rounded Rounded Rounded Rounded Rounded		

Appendix A. Tab 6. RN-RC Split

Budget	3-Year Total	NAICS Code Type of Firm	# DBEs	# non- DBEs	# All Firms	Step 1 Goal - I Availabil		% of Total Funds	Weighted Base
				0				0.0%	
52290 Management	\$514,200	485113	0	6	6	0.00%		12.9%	0.00%
53235 Tires and Tubes	\$108,300	423130	2	27	29	6.90%		2.7%	0.19%
52100 Payroll prep and transport	\$90,000	541214; 561613	5	78	83	6.02%		2.3%	0.14%
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54200 Vehicle Maintenance and Parts	\$1,083,000	336991; 423120; 441310	2	995	997	0.20%		27.3%	0.05%
53240 Clothing	\$54,600	424320, 30 , 40	2	70	72	2.78%	2.78%		0.04%
53250 Diesel Fuel Sales and 53280 oil	\$1,324,050	454310 and 19	6	249	255	2.35%		33.3%	0.78%
52120 Audit Services	\$54,000	541219	12	585	597	2.01%		1.4%	0.03%
54100 Repairs and maintenance of facility	\$285,600	See next tab	188	7222	7410	2.54%		7.2%	0.18%
	\$0		0	0				0.0%	
	\$0		0	0				0.0%	
	\$0		0	0				0.0%	
TOTALS	\$3,973,650		276	11,211	11,487	Unweighted Step One Goal	2.4%	Weighted Step One Goal	1.7%
	\$ 69,209.07	RN				for calculations	2.4027%		1.7417%
238XXX New building design						Unweighted			
and construction	3,225,000	See Next tab	414	0	9591	Step One Goal	4.3%	Not defined	
Building	1.90%	\$ 139,208.63	RC			for calculations	4.3165%		
Total	2.90%	\$ 208,417.71	DBE			Rounded	4.30%		
Total		\$ 7,198,650.00	All firms						

Appendix B. Record of Public Involvement

The following item appeared in the August 27, 2021 Racine Journal Times (local daily paper) legal notices and the Racine Mirror, September edition, (a minority publication). Copies follow.



Public Notice

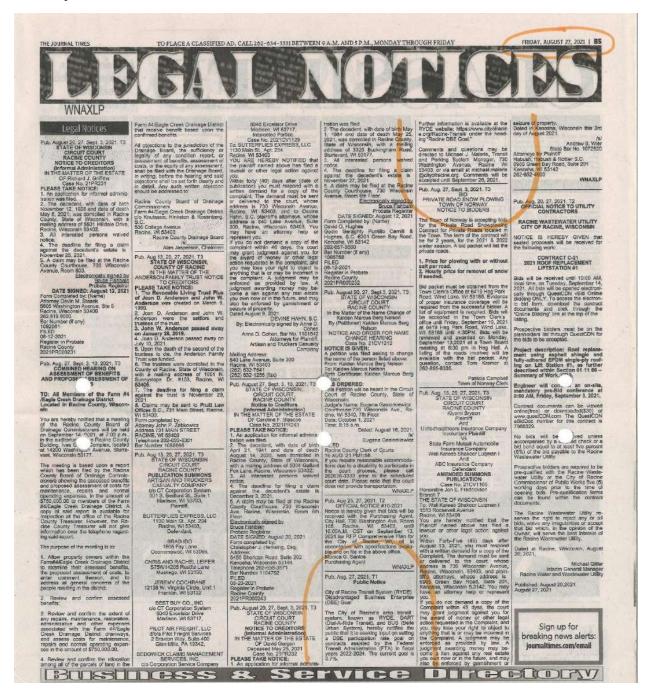
City of Racine Transit System (RYDE) Disadvantaged Business Enterprise (DBE) Goal

The City of Racine's area transit system, known as RYDE, DART (Dial-A-Ride Transit), and BUS (Belle Urban System), hereby notifies the public that it is seeking input on setting a DBE participation rate goal on contracts assisted by the Federal Transit Administration (FTA) in fiscal years 2022-2024. The current goal is 0.7%.

Further information is available at the RYDE website: https://www.cityofracine.org/Racine-Transit/ under the heading "Racine DBE Goal."

Comments and questions may be directed to Michael J. Maierle, Transit and Parking System Manager, 730 Washington Avenue, Racine WI 53403, or via email at michael.maierle@cityofracine.org. Comments will be accepted until September 26, 2021.

Racine Journal Times



Racine Journal Times Close-up

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105, Racine, WI 53403, unui 10:00A.M. CST on September 13, 334U3, UIIIII 2021 for RFP Comprehensive Plan for the City of Racine, WI, all in accordance with specifications available and on file in the above office. Monica G. Santos **Purchasing Agent**

Pub. Aug, 27, 2021. T1 **Public Notice**

City of Racine Transit System (RYDE) Disadvantaged Business Enterprise (DBE) Goal

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you. Within Forty-F August 13, 20 with a written de Complaint. The or delivered address is 73 Racine, Wiscor tiff's attorneys, 6905 Green E Kenosha, Wischave an attorn you.

WNAXLP

If you do not Complaint with may grant judg the award of action requeste you may lose anything that is the Complaint. enforced as judgment awar come a lien a you own now o also be enforce

date of birth May death May 25, Racine County, with a mailing ckingham Road,

ersons waived

filing a claim nt's estate is

ed at the Racine 730 Wisconsin nically signed by Bruce Fishbain Probate Registrar August 12, 2021 Name)

ntillo Camilli &

Further information is available at the RYDE website: https://www.cityofracin e.org/Racine-Transit/ under the heading "Racine DBE Goal."

Comments and questions may be directed to Michael J. Maierle, Transit and Parking System Manager, 730 Washington Avenue, Racine WI 53403, or via email at michael.maierle @cityofracine.org. Comments will be accepted until September 26, 2021.

Pub. Aug. 27, Sept. 3, 2021. T3 BID

PRIVATE ROAD SNOW PLOWING TOWN OF NORWAY NOTICE TO BIDDERS

The Town of Norway is accepting bids for the Private Road Snowplowing lo Camilli & Contract for Private Roads located in the Town. The term of the contract will

seizure of propert Dated in Kenosha day of August 202

Attorneys for Plair Habush, Habush 6905 Green Bay Kenosha, WI 5314 262-652-4900

Pub. Aug. 20, 27, OFFICIAL NO CONTI

RACINE WAST CITY OF RAC

Minority publication

Screen print of Racine Mirror, September 2021, front cover and whole view of p. 15:





Close-up of ad:



City of Racine Transit System (RYDE) Disadvantaged Business Enterprise (DBE) Goal

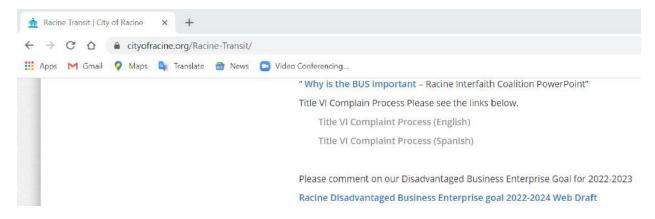


The City of Racine's area transit system, known as RYDE, DART (Dial-A-Ride Transit), and BUS (Belle Urban System), hereby notifies the public that it is seeking input on setting a DBE participation rate goal on contracts assisted by the Federal Transit Administration (FTA) in fiscal years 2022-2024. The current goal is 0.7%.

Further information is available at the RYDE website: https:// www.cityofracine.org/Racine-Transit/ under the heading "Racine DBE Goal."

Comments and questions may be directed to Michael J. Maierle, Transit and Parking System Manager, 730 Washington Avenue, Racine WI 53403, or via email at michael.maierle@cityofracine.org. Comments will be accepted until September 26, 2021.

Transit Agency Website



Comments

From: Nim Joshi < nim@designstouch.com > Sent: Wednesday, September 22, 2021 2:08 PM To: Jung, Trevor < Trevor.Jung@cityofracine.org >

Subject: Re: DBE Comment Request

Hi Trevor,

Thank you for reaching out regarding Racine's Disadvantaged Business Enterprise (DBE) program goal-setting methodology.

We appreciate Trevor Jung, City of Racine Transit Manager, sharing the Racine's Disadvantaged Business Enterprise (DBE) program goal-setting methodology. We have not received any inquiries from local agencies regarding our services despite being DBE certified firm. We strongly believe that the goal-setting methodology will increase awareness of local DBE firms, resulting in more contracts from various local and federal agencies.

Best,

Nim Joshi nim@designstouch.com Direct: (262) 320-7872

Racine Innovation Award Innovative Business Apollo Award Outstanding Businesses Award



Mobile Apps eCommerce WebsiteDesign SEO & Digital Marketing Branding

Phone: (262) 417-7044

DesignsTouch LLC
201 Sixth Street, Suite 401,

Racine, WI 53403

info@designstouch.com | www.designstouch.com

From: John T Williams < jtw@american-design.net> **Sent:** Thursday, September 23, 2021 11:26 AM

To: Maierle, Michael < Michael. Maierle@cityofracine.org>; Jim Piwoni < jimp@american-design.net>;

jane williams <janejwms@gmail.com>; Nathan Elliott <nathane@american-design.net>

Cc: Jung, Trevor < Trevor. Jung@cityofracine.org>

Subject: Re: Building project in Racine

Hello Mike

I am currently in Northern Wisconsin off the grid. Hence WiFi is spotty.

I appreciate the contact.

The only things I could add are:

- Make the participation level meaningful i.e. 5% for WBE and 18% for Professional firms. I say Professional firms. All too often contractors are included in goals but not engineering firms, architectural firms, public relation firms etc.
- 2. Make sure you have a concrete method of tracking your participation. Hire a firm that specializes in this i.e. Carla Cross or Randy Crump.
- 3. If your transit system doesn't provide service to the underserved neighborhoods. It should.
- 4. Incorporate a community input/public meeting (with renderings) into your planning fund raising process.

American Design would like to assist in the front-end planning and in providing architectural services.

However, at present we are too busy. Next summer we may have additional capacity.

Best of luck to you.

JT



John T Williams President American Design, Inc SBA 8(a) Certified

1661 N Water St Ste 307 (414) 446-3715 - Office Milwaukee, WI 53202 (858) 752-1797 - Direct (920) 283-1615 - Fax

From Racine Transit Commissioner Ram Bhatia at the Sep 23, 2021 Transit Commission meeting

[Edited transcript]

My question is: This is a goal for a three-year plan. Do we have any methodology on how are we going to monitor any progress. Would that be reported to this commission quarterly or semi-annually?

[Staff explained the semi-annual Uniform Report of DBE Awards or Commitments and Payments Form.]

That makes sense. Thank you.

From Racine Transit Commissioner Chelsea Powell at the Sep 23, 2021 Transit Commission meeting

[Edited transcript]

What have we done in the past in terms of DBE participation as it relates to the 2.9% goal? Is that a reached goal?

[Staff explained the annual DBE Shortfall Analysis and Corrective Action Plan.]

If I could follow up. It sounds like a meaningful increase from where we have been. Make it a meaningful percent or a much higher number. I think there are a lot of systemic reasons that the ability of DBES to apply for these contracts has been limited. I think it would interesting to be aware of how many women- and minority-owned businesses that you are working with, even if they are not a certified DBE. That would be really helpful, because it's a list of companies that could be encouraged to participate in the program moving forward.

It would also be interesting to hear from DBEs that have tried to submit for these contracts. Sometimes because they are disenfranchised they are also under-resourced in terms of knowing how to submit, understanding the language, in what can often be a complicated process for government contracting opportunities. It would be interesting to do some listening in terms of what those limitations are and maybe adding some additional guidance within our request for proposals or changing some of the language or making things a little more accessible to help increase that number. I see that as a systemic way of starting to move toward that 2.9% and hopefully be able to set an even more ambitious goal as it becomes a more accessible process for disenfranchised businesses.

[Staff responded that City leadership reviewed this draft item. The DBE program is a priority for the administration of the City of Racine. This is certainly something that is on the radar, not just for our commissioners, but also for the leadership in City Hall.]

Racine Transit Commission Action

The Racine Transit Commission approved Item 0758-21, RYDE's DBE Three-Year Goal Setting Methodology Report, as distributed and presented.