

**AUGUSTA, GEORGIA PUBLIC TRANSIT DEPARTMENT  
DISADVANTAGED BUSINESS ENTERPRISE  
TRIENNIAL OVERALL GOAL-SETTING METHODOLOGY**

**FFY 2021-2023**

A. UPDATE OF GOALS – Consolidated Government of Augusta, Georgia (AUGUSTA, GEORGIA) is required to develop and submit a Disadvantaged Business Enterprise (DBE) Overall Goal for DBE participation as a condition of receiving federal assistance, pursuant to the United States Department of Transportation (USDOT) DBE Regulations, 49 CFR Part 26.45. The DBE regulations requires FTA recipients to set an overall triennial goal for DBE participation on their federally assisted projects that exceed \$250,000.00 (excluding transit vehicle purchases). To make the program as useful as possible to the public, Augusta, Georgia, Sponsor, will update the "amount," "method," and "breakout" portions of this section of the program as required. The following sections will be submitted as required, for approval: Amount of Overall Goal Section, Method used for Establishing Overall Goals, Process, the Race-Neutral/Race Conscious breakout, and Contract Goals.

B. AMOUNT OF GOAL – For Federal Fiscal Years 2021-2023, Augusta, Georgia has established a proposed overall DBE goal of 5.64%. We expect to let projects during FFY 2021-2023 in the amount of \$2,179,000.00, which means that our DBE goal is set at \$122,896.00 for this three year time period. This overall goal is intended for information of public users of the program, and does not imply that the FTA, as such, has approved the goal.

C. METHOD-STEP 1: In the development of the DBE goal for the Augusta, Georgia the first step was to establish the availability of ready, willing, and able DBE businesses that were capable of participating in the type of contracts that were programmed during FFY 2021-2023. The projects that are anticipated include: 1)Software/Hardware Improvements to include Signal Prioritization Software, Transit Planning Software, and Information Software; 2) Security to include New Cameras, Upgrades and Key Pads; 3) Education/Training, FTA Sponsored, 4) Shop Equipment to include Capital Equipment for the Maintenance Shop;5) Lease Associated Capital Maintenance to allow Tire Leasing, rebuilding of engines, Etc; 6) Bus Shelters to include Shelters and other related equipment; 7) Bus Stop Signage to upgrade signs whose useful life has passed and put shelter in new locations; 8) Bus Rolling Stock to include Fixed Route Bus Replacements and Replacements Vans (Sponsor will follow 49 CFR Part 26.49 (a));and 9)Farebox Equipment to Upgrade the Farebox System. An analysis of the project indicates that funds will be expended in the following areas:

<b>AUGUSTA, GEORGIA PROJECT ANALYSIS FFY 2021-2023</b>			
<b>TASK</b>	<b>NAICS</b>	<b>AMOUNT</b>	<b>PERCENTAGE</b>
General Contractors	236220	\$500,000	22.95%
Fareboxes	335999	\$650,000	29.83%
Bus Stop Signage	339950	\$65,000	2.98%
Shop Equipment	423120	\$50,000	2.30%
Hauling	484220	\$54,000	2.48%
Tire Lease	441320	150,000	6.88%
Software	541511	\$370,000	16.98%
Education/Training	561510	\$40,000	1.84%
New Cameras/Key Pads	561621	\$150,000	6.88%
Rebuild Engines/Transmissions	811111	\$150,000	6.88%
<b>TOTAL</b>		<b>\$2,179,000.00</b>	<b>100.00%</b>

The weighting factor is the value of each work item based on cost as a fraction of the whole project.

The formula to be used to calculate the Base Figure for the DBE goal is as follows:

$$\frac{\text{Total DBE Firms in the State by County/ NAICS Code of Work to be Performed}}{\text{Total Firms in the State by County/NAICS Code of Work to be Performed}} \times 100 = \text{Base Figure}$$

Augusta Georgia has defined its local market area as Richmond County. This is the area where the substantial majority of the contractors and subcontractors are located with which Augusta, Georgia does business, and the area in which Augusta, Georgia spends the substantial majority of its contracting collars. It was agreed that the most comprehensive directory for DBE firms in Georgia is the UCP DBE Directory that was established by the Georgia Department of Transportation. This directory contains DBE firms that are certified in accordance with 49 CFR Part 26. The list was refined by identifying firms that could participate in the project by their appropriate NAICS code and County. The resulting number will be used as the numerator in determining the Base Figure.

The next step in establishing the Base Figure was to determine our denominator. This was accomplished through the use of the Census Bureau’s County Business Pattern (CBCBP) and the identification of the NAICSs that were the same as those identified from the Directory. With these figures in hand we compute our Base Figure using the following mathematics:

$$\frac{Base}{Figure} = .2295 \left( \frac{GNAICS236220}{NAICS236220} \right) + .2983 \left( \frac{GNAICS335999}{NAICS335999} \right) + .0298 \left( \frac{GNAICS339950}{NAICS339950} \right) + .0230 \left( \frac{GNAICS423120}{NAICS423120} \right) + .0248 \left( \frac{GNAICS484220}{NAICS484220} \right) + .0688 \left( \frac{GNAICS441320}{NAICS441320} \right) + .1698 \left( \frac{GNAICS541511}{NAICS541511} \right) + .0184 \left( \frac{GNAICS561510}{NAICS561510} \right) + .0688 \left( \frac{GNAICS561621}{NAICS561621} \right) + .0688 \left( \frac{GNAICS81111}{NAICS81111} \right)$$

GNAICS- Georgia/DBE Directory NAICS/County  
 NAICS – Census Bureau’s County Business Pattern (CBCBP) Data Base

$$\frac{Base}{Figure} = .2295 \left( \frac{2}{26} \right) + .2983 \left( \frac{0}{0} \right) + .0298 \left( \frac{0}{0} \right) + .0230 \left( \frac{0}{7} \right) + .0248 \left( \frac{7}{9} \right) + .0688 \left( \frac{0}{32} \right) + .1698 \left( \frac{1}{15} \right) + .0184 \left( \frac{0}{5} \right) + .0668 \left( \frac{0}{5} \right) + .0668 \left( \frac{0}{35} \right)$$

$$\frac{Base}{Figure} = .0177 + .0000 + .0000 + .0000 + .0193 + .0000 + .0113 + .0000 + .0000 + .0000$$

$$\frac{Base}{Figure} = 4.82\%$$

STEP 2: With the Base Figure established our next step was to more finely tailor this figure to reflect conditions which have occurred in Augusta, Georgia. There has not been a recent disparity study in Augusta, Georgia to consider. Augusta, Georgia has considered the suggested options outlined in 49 CFR Part 26 and determined past performance is the information that will be used to determine if an adjustment to our Base Figure is warranted.

PREVIOUS DBE PARTICIPATION ACHIEVED AUGUSTA, GEORGIA		
YEAR	LOCATION	% OF DBE PARTICIPATION
2019	Augusta, Georgia	0.00%
2018	Augusta, Georgia	12.42%
2017	Augusta, Georgia	6.45%*

The next step was to determine if any adjustment might be needed to the Base Figure. It was felt that the Base Figure should be adjusted to cater for this variance.

A summary of this analysis yields the following:

LIKE TYPE PERCENTAGE	6.45%
BASE FIGURE	+ 4.82%
	11.27% ÷ 2 = 5.64%

Satisfied that the Median Percentage was valid, the final step in the comparison was the development of a simple average of the Base Figure and the Prior Project Participation Percentage to establish a final percentage. The result of this was 5.64%. It was felt that the Base Figure of 4.82% should be adjusted for this variance. The Average Percentage of 5.64% is established as the goal for DBE participation at the Augusta, Georgia for FFY 2021-2023.

D. PROCESS - The Sponsor submits its overall goal for FFY 2021-2023 to the DOT in July, 2020 for their consideration and approval. Before establishing the overall goal each year, the Sponsor has personally consulted with the stakeholders to obtain information concerning the availability of disadvantaged and non-disadvantaged businesses, and the effects of discrimination on opportunities for DBEs. The Sponsor’s efforts are to establish a level playing field for the participation of DBEs. Following this consultation, The Sponsor has published a notice of the proposed overall goal, informing the public that the proposed goal and its rationale are available for inspection during normal business hours at the Sponsor’s principal office for 30 days following the date of the notice, July 31, 2020 – August 31, 2020, and informing the public that the Sponsor will accept comments on the goals for 30 days from the date of the notice. This information was published on the Sponsor’s website at <https://www.augustaga.gov/2293/Compliance>. The notice will include the Sponsor’s address to which comments may be sent. The overall goal submission to the DOT will include a summary of information and comments received during this public participation process and the Sponsor’s responses. Public comments have been requested for the FFY 2021-2023 goal and the 30 day comment period is underway. Any comments received from the public advertisement or the other coordination will be evaluated and necessary changes will be made to the goal and included in the contract documents for the project. Consultation discussions were held with the following agencies and persons on July 27, 2020, 10:00 am EDT, with a comment received regarding: MARTA’s DBE certification.

<b>AUGUSTA, GEORGIA AGENCIES/PERSONS CONSULTED WITH</b>	
Agency/Organization	Discussion/Information
Treza Edwards, Director Augusta, Georgia Compliance Department	DBEs, Directories, DBE Certification/Goals, Small Business & DBE outreach, Compliance, Reporting
Yolanda L. Jackson, DBE / LSBOP Coordinator Augusta/Richmond County	DBEs, Directories, DBE Certification/Goals, Small Business & DBE outreach, Compliance, Reporting
Michael Schriver Reeves Construction	DBEs, Directories, DBE Certification/Goals, Small Business & DBE outreach, Compliance, Reporting
Dave Leehy Gearig Brothers Civil Works	DBEs, Directories, DBE Certification/Goals, Small Business & DBE outreach, Compliance, Reporting
Jeffrey Kelbowski	Availabilities of DBEs, Directories, DBE

Legacy Water Group, LLC	Certification, Small Business & DBE outreach
Bobby Naik Superior Construction Company Southeast, LLC	DBEs, Directories, DBE Certification/Goals, Small Business & DBE outreach, Compliance, Reporting
Taffy Pippin, Consultant Taffy Pippin Consulting, LLC	DBEs, Directories, DBE Certification/Goals, Small Business & DBE outreach, Compliance, Reporting
Clayton Pippin, Compliance Taffy Pippin Consulting, LLC	DBEs, Directories, DBE Certification/Goals, Small Business & DBE outreach, Compliance, Reporting
Two Unidentified Callers	DBEs, Directories, DBE Certification/Goals, Small Business & DBE outreach, Compliance, Reporting

E. RACE CONSCIOUS AND RACE NEUTRAL GOALS - The Sponsor will make every feasible effort to meet its goal through race-neutral means. Each time the Sponsor submits an overall goal for review, the Sponsor will also submit a projection of the portion of the goal that is expected to be met through race-neutral means and the basis for that projection. This projection is subject to approval by the FTA, in conjunction with its review of the Sponsor’s overall goal. The Sponsor will establish contract goals to meet any portion of an overall goal when The Sponsor does not project being able to meet goals using race-neutral means.

We estimate that, in meeting our overall goal of 5.64%, we will obtain 5.64% of the goal from race-conscious participation and 0.00% via race-neutral participation measures. The median percentage of Project DBE Goal Variance and achievement is a negative number, therefore 0.00% shall serve as the race neutral goal. This is an attainable goal based on the history of DBE participation in prior projects and the availability of current DBE contractors.

This breakout was established by computing the variance of the level of DBE participation vs. DBE goal on the prior projects considered in Step 2 (see page 3) of the Previous DBE Participation Achieved. The following is the data base upon which the level of variance was computed using the “Prior Projects Considered” information:

<b>PROJECT DBE GOAL VARIANCE</b>				
<b>YEAR</b>	<b>LOCATION</b>	<b>DBE GOAL</b>	<b>% OF DBE PARTICIPATION</b>	<b>VARIANCE</b>
2019	Augusta, Georgia	10.00%	0.00%	-10.00%
2018	Augusta, Georgia	10.00%	12.42%	2.42%
2017	Augusta, Georgia	10.00%	6.45%	-3.55%*
*Median				

F. CONTRACT GOALS

Contract goals will be used to meet any portion of the overall goal which the Sponsor does not project being able to meet using race-neutral means. Contract goals are established so that, over the period to which the overall goal applies, they will cumulatively result in meeting any portion of our overall goal that is not projected to be met though the use of race-neutral means.

We will establish contract goals only on those DOT-assisted contracts that have subcontracting possibilities. We need not establish a contract goal on every such contract, and the size of

contract goals will be adapted to the circumstances of each such contract (e.g., type and location of work, availability of DBEs to perform the particular type of work).

The Sponsor will express the contract goals as a percentage of the Federal share of a DOT-assisted contract.

#### G. THREE YEAR GOAL

Based on the methodologies and calculations for FFY 2021-2023 at the Augusta, Georgia the following goal of 5.64% is submitted as the Triennial Overall DBE Goal.

#### H. AUGUSTA, GEORGIA Website:

AUGUSTA, GEORGIA will upload the proposed Overall DBE goal for the FFY 2021-2023 DOT assisted contracts to its/website ([www.augustaga.gov](http://www.augustaga.gov)) for convenient electronic access for review and comment.

#### I. PUBLIC COMMENT

The FFY 2021-2023 DBE goal and goal methodology report will be made available for public review and comments for 30 days during regular business hours of 9: am – 4:30 pm., Monday through Friday at the following locations:

- Augusta Public Transit Department, 1535 Fenwick Street, Augusta, GA 30903
- Augusta Georgia Compliance Department, 535 Telfair Street, Suite 530 Augusta, GA 30901
- Clerk of Commission, 535 Telfair Street, Suite 220, Augusta, GA 30901
- Online at [www.augustaga.gov](http://www.augustaga.gov)

#### References:

*Georgia UCP List of Certified DBE Firms July, 2020*  
*2018 – U.S. Census Bureau/American Fact Finder, July, 2020*