



SUPPLEMENTAL: OVERALL GOAL SETTING FOR THE CITY OF SANTA MARIA

Recipient# 1870

Period FFY 2019 to FFY 2021

Final: June 6, 2018

City of Santa Maria
Department of Public Works, Transit Division
110 S. Pine Street, #101
Santa Maria, CA 93458
805.925.0951 x2225
Austin O'Dell, Transit Services Manager

INTRODUCTION AND PURPOSE OF SUPPLEMENTAL DOCUMENT

This supplemental document is the meeting summary in connection to the City's "Overall Goal Setting for the City of Santa Maria" for Period FFY 2019 to FFY 2021. The Goal Setting document established the overall Disadvantaged Business Enterprise (DBE) goal for the City of Santa Maria; however, did not include the community outreach component of the requirement.

The purpose of this supplemental document is to fulfill the community outreach component and to provide a summary of the City's outreach effort and findings..

COMMUNITY OUTREACH

Meeting Date and Location. Community outreach meeting was held on June 5, 2018 at 5:30 p.m. at the City of Santa Maria Library, Shepard Hall, 421 South McClelland Street, Santa Maria, CA.

Purpose of Meeting. The purpose of the meeting was invite the public, and the socially and economically disadvantaged community to learn of business opportunities in the City of Santa Maria, review the goal setting process, and the City's overall DBE goal for the next triennial period. Participants of the meeting are encouraged to ask questions and to provide input to the City.

Noticing and Advertising. The meeting notices and flyers were posted and/or noticed at the following locations: City website, Santa Maria Times (local paper), Que Pasa (Spanish newspaper), El Latino (Spanish newspaper), public service announcements at local broadcast stations, Chamber of Commerce (flyers), Economic Development Commission (flyers), Women's Network (flyers), Vallarta Supermarkets (flyers), and CAUSE (Spanish speaking advocacy, flyers).

Limited English Accommodation. Staff was available that speaks fluent Spanish was in attendance to provide translation if necessary.

Meeting Agenda. The meeting agenda for the community outreach meeting was:

1. Introductions
 2. History/Background
 3. DBE Program Highlights
 4. DBE Program Objectives
 5. DBE Program Requirements
 6. Goal Setting Methodology
 7. Proposed Goal
 8. Questions & Answers
-

Meeting Materials. Staff present a PowerPoint presentation of the meeting agenda to explain the DBE program, how the goal for DBE participation is calculated, and the proposed goal for the City. A comment form was also provided for participants to write their comments.

Attendance. No members from the public and disadvantaged community attended the meeting. Two staff members attended from the City of Santa Maria and one staff member attended from the city of Guadalupe.

Findings.

#	Firm/Agency	DESCRIPTION
1	City of Santa Maria	Contact other agencies to explore outreach methods to increase attendance.
	Finding 2	
	Finding 3	
	Finding 4	

Attachments

- A Notice of Publication
- B Slides for Outreach Workshop
- C Comment Form
- D Sign in

ATTACHMENT A NOTICE

CITY OF SANTA MARIA DISADVANTAGED BUSINESS ENTERPRISE WORKSHOP

The City of Santa Maria Department of Public Works, Transit Division will be conducting a workshop regarding the City's goal setting process and opportunities for Disadvantaged Business Enterprises.

PLEASE JOIN US!

The workshop will be conducted at the Santa Maria Library, Shepard Hall, 421 McClelland Street, Santa Maria, CA 93454 on June 5, 2018, at 5:30 P.M.



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The workshop will be conducted at the Santa Maria Library, Shepard Hall, 421 McClelland Street, Santa Maria on June 5, 2018, 5:30 p.m.

PLEASE JOIN US!

Questions may be received by the Transit Services Manager Austin O'Dell at aodell@cityofsantamaria.org by June 5, 2018 or mail to 110 S. Pine Street, Suite 101, Santa Maria, CA 93458.



CIUDAD DE SANTA MARÍA

TALLER PARA EMPRESAS COMERCIALES DESFAVORECIDAS


El Ministerio de Obras Públicas de la Ciudad de Santa María, la División de Tránsito conducirá un taller en cuanto al objetivo de la Ciudad de poner proceso y oportunidades para Empresas Comerciales Desfavorecidas.

El taller será conducido en la Biblioteca de Santa María, Shepard Hall, 421 Calle McClelland, Santa María el 5 de junio de 2018, a las 5:30 p.m.

POR FAVOR DE ATENDER!

Las preguntas pueden ser recibidas por el Gerente de Servicios de Tránsito Austin O'Dell en aodell@cityofsantamaria.org antes del 5 de junio de 2018 o por correo a 110 S. Pine Street, Suite 101, Santa Maria, CA 93458.

ATTACHMENT B MEETING SLIDES



DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM & TRIENNIAL DBE GOAL SETTING

AUSTIN O'Dell, Transit Services Manager
City of Santa Maria
Public Works, Transit Division
June 5, 2018



AGENDA

- Introductions
- History/background
- DBE program highlights
- DBE Program objectives
- DBE program requirements
- Goal setting methodology
- Proposed goal
- Questions & answers
- Next steps

HISTORY/BACKGROUND

- Because the City receives federal funds, the City is required to have a Disadvantaged Business Enterprise (DBE) program for its federally funded projects.
- DBE Program only applies to federally funded projects.
- Regulations define DBE firms that are socially and economic disadvantaged.

DBE PROGRAM HIGHLIGHTS

- City's DBE Program conforms with the regulation of the U.S. Department of Transportation (DOT), 49 CFR Part 26.
- Ensures the administration, monitoring and implementation requirements set forth in 49 CFR Part 26.
- Uses a triennial DBE goal to achieve DBE participation for federal funded projects.

DBE PROGRAM OBJECTIVES

- Create a "level playing field" for expected DBE participation.
- Goals must be clearly tied to and narrowly tailored to local market.
- Recipients of federal funds can use Race Conscious goals based on the market area, and the identified opportunities relevant to the specific project.
- Recipients can also use Race Neutral measures too.
- Quotas are not allowed.

TRIENNIAL DBE GOAL

- The basis of the City's triennial goal is the program of projects. The program of projects consists of the federally funded projects the City will be contracting and may have contracting opportunities. In this case, the only project is operating assistance, which is public bus operations and bus maintenance.
- The triennial period for this effort is fiscal year 2019, 2020, and 2021.
- The DBE reporting period are based on the federal fiscal year (October 1 – September 30).
- Contract specific process is used on a contract-by-contract basis.

PUBLIC NOTICE PROCESS

- Notice placed on SMAT's website.
- Notification to Public (print, local organizations)
 - Santa Maria Times
 - Santa Maria Chamber of Commerce
 - Santa Maria Women's Network

PUBLIC NOTICE PROCESS

- Notice placed on SMAT's website: 5/4/2018
- Formal Notice filed: 5/3/2018
- Notification to Public (print, local organizations): 5/4/2018
- Outreach Meeting: 6/5/2018
- 45 Day Comment Period to City: 6/19/2018



TRIENNIAL DBE GOAL SETTING METHODOLOGY



FACTORS CONSIDERED

- Local Market
 - DBE's ready, willing, and able to perform work in the program of projects. In this case, public transit contractors that perform bus operations and transit bus maintenance.
 - Relevant historical data
 - Realistic assessment of available DBE firms to participate by NACIS (North America Industry Classification System) code.
-

ESTABLISHING TRIENNIAL DBE GOAL

Step One: DBE Base Figure

- Calculates relative availability of DBE based on NAICS Code.
- The City uses the California Unified Certification Program and the US Census data for source information.
- Same NAICS Code for Searches.
- 0 Ready, Willing, and Able DBE Firms / 229 = 0
- **City Base Figure = 0.00%**

NAICS Code	State: All Firms	UCP: DBE Firms
4851 (Urban Transit System)	229	0

ESTABLISHING TRIENNIAL DBE GOAL

Step Two: Adjustment

- Adjusts the base figure based on evidence.
- Firm must be ready, willing, and able to perform bus operations and bus maintenance.
- **No change to Base Figure = 0.00%**

Entity	DBE?
Chamber of Commerce	No
Women's Network	No
Economic Development Commission	No
Minority Banks	No DBE in Santa Maria or Refused to Release Information

TRIENNIAL GOAL

- In accordance with USDOT regulation 49 CFR Part 26, the City has established a goal of 0.0% for DBE participation for FY 2019 to FY 2021.

QUESTION/ANSWERS

**ATTACHMENT C
COMMENT FORM**

**PUBLIC COMMENT FORM
FOR SANTA MARIA AREA TRANSIT
DBE PROGRAM & GOAL SETTING METHODOLOGY OUTREACH**

**Santa Maria Library, Shepard's Hall
421 S. McClelland Street, Santa Maria, CA 93454
June 5, 2018, 5:30 PM**

GENERAL

Name: _____

Address: _____

Home Phone: _____ Office: _____ Extension: _____

COMMENTS

**ATTACHMENT D
 SIGN IN**

**SIGN-IN
 2019-2021 DISADVANTAGED BUSINESS ENTERPRISE GOAL OUTREACH**

Santa Maria Library, Shepard's Hall
 421 S. McClelland Street, Santa Maria, CA 93454
 June 5, 2018, 5:30 PM

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Please Print

Name & Entity	Address	City	Phone	email
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Eustaquio Valdez	110 S Pine St	Santa Maria	905-051 2725	evaldez@Cityof-Santamaria.org