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.

<table>
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<tr>
<th>#</th>
<th>Firm/Agency</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>1</td>
<td>City of Santa Maria</td>
<td>Contact other agencies to explore outreach methods to increase attendance.</td>
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<tr>
<td></td>
<td>Finding 2</td>
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<tr>
<td></td>
<td>Finding 3</td>
<td></td>
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<tr>
<td></td>
<td>Finding 4</td>
<td></td>
</tr>
</tbody>
</table>

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.
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.

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.
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 economically 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%

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>State: All Firms</th>
<th>UCP: DBE Firms</th>
</tr>
</thead>
<tbody>
<tr>
<td>4851 (Urban Transit System)</td>
<td>229</td>
<td>0</td>
</tr>
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</table>

**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%**

<table>
<thead>
<tr>
<th>Entity</th>
<th>DBE?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamber of Commerce</td>
<td>No</td>
</tr>
<tr>
<td>Women’s Network</td>
<td>No</td>
</tr>
<tr>
<td>Economic Development Commission</td>
<td>No</td>
</tr>
<tr>
<td>Minority Banks</td>
<td>No DBE in Santa Maria or Refused to Release Information</td>
</tr>
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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

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### SIGN-IN
2019-2021 DISENTEGRATION BUSINESS ENTERPRISE GOAL OUTREACH

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

<table>
<thead>
<tr>
<th>Name &amp; Entity</th>
<th>Address</th>
<th>City</th>
<th>Phone</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Jim Talbot</td>
<td>210 Farmer WY</td>
<td>Santa Maria</td>
<td>805-972-976</td>
<td><a href="mailto:smoothine@att.com">smoothine@att.com</a></td>
</tr>
</tbody>
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