

The City of Bismarck's Disadvantaged Business Enterprise Goals

For the Years 2019-2021



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The City of Bismarck will receive in excess of \$1,500,000 per year in FTA Federal funds, between 2019 and 2021. This meets the threshold for preparing and adhering to a DBE goal and program. The City of Bismarck’s DBE goal was arrived at by using 49 CFR Section 26.45. **The City of Bismarck’s DBE Goal for years 2019-2021 can be accessed at www.bismarcknd.gov under the “Business” tab. The City of Bismarck’s DBE Goal for years 2019-2021 can also be accessed at www.bismantransit.com under the “About Us” tab and selecting “Procurement.”**

METHODOLOGY

Historical Review of DBE Goal:

Historically, the city of Bismarck has not had an achieved DBE goal above .6% in the last fifteen years (2000-.6%, 2001-.5%, 2002-.3%, 2003-0%, 2004-0%, 2005-0%, 2006-0%, 2007-0%, 2008-0%, 2009-0%, 2010-0%, 2013-2015-.2%, 2016-2018-.2%). The median percentage of this group (2000–2018) is 0%.

Establishing Local Market:

Our local market was determined to be the immediate Bismarck/Mandan and Lincoln area. Firstly, most of our contracting opportunities are for small expenditures. It would be inconvenient for transit to contract with far-distant businesses to complete these services, since we are over 2-hour drive from other major metropolitan markets. Secondly, our best available data was obtained utilizing the US Census Bureau Fact Finder.

Base Figure Goal Setting Methodology:

The following format is the base component of the Base Figure equation:

$$X = \% \text{ (DBE/All Businesses)}$$

Step 1: We identified which budget items were applicable to our DBE Goal Setting, and noted their total budget amounts. There were fifteen budget items in total. Then, we determined the percentage of each budget amount, in respect to the total Transit budget. These percentages were used as multipliers for the in the DBE Goal Setting Equation, and are denoted by ‘%’ in the above equation.

Step 2: We identified appropriate NAICS codes for each of the fifteen budget items. On occasion, multiple NAICS codes were identified for a single budget item. Using the US Census Bureau Fact Finder, utilizing 2016 business patterns, we then queried the number of area businesses matching each NAICS code. This number is equivalent to ‘All Businesses’ in the above equation.

Step 3: We cross-referenced the NAICS codes from each of the budget areas with NAICS codes listed in the North Dakota DOT’s DBE Directory. This process established the number of ready, willing, and able DBE business in our region, who could potentially provide a service for Transit. These numbers, ascertained for each budget item, match ‘DBE’ in the above equation.

Step 4: The percentage, ‘DBE’ number, and ‘All Business’ were calculated for each budget area, according to the above equation. Adding these numbers together, we determined the Base Figure for the DBE Goal. The unadjusted Base Figure equaled .23%.

DBE 2019-2021 Goals

Table 1

Categories	NAICS Codes	Category Budget Amount	% of Total Applicable Budget	Total Vendors	Available DBE's
Office Supplies	453210,42412, 322230	10,078.00	0.29%	11	0
Operations Contract	485111,485113 482991	2,720,701.00	78.65%	0	0
Fuel	447110, 47190	407,513.00	11.78%	61	0
Auditing and Accounting	541211	45,000.00	1.30%	28	0
Insurance	524210	152,265.00	4.40%	95	1
Travel	561599, 561510, 561591	14,000.00	0.40%	6	0
Advertising	541860,541810, 541870,541890, 541840,515112, 540850	5,000.00	0.14%	13	1
Printing	561990, 511199, 561439	6,500.00	0.19%	6	0
Computer Costs	811212, 518210, 443142	10,000.00	0.29%	24	2
Vehicle Costs	811111	22,000.00	0.64%	37	0
Waste Management	562119	7,200.00	0.21%	1	0
Contracted Services(Legal)	541110, 541199	5,000.00	0.14%	90	0
Telephone	561599, 811213	13,900.00	0.40%	3	0
Building Expenses	238220, 561730, 561790	34,200.00	0.99%	123	7
Marketing	541618,541612, 541613, 541614	6,000.00	0.17%	14	8

DISCUSSION OF GOAL

Adjustment to Base Figure:

This adjustment process consisted of analyzing any evidence of other applicable factors and adjusting the base factor accordingly. Considering continued cooperation with the North Dakota DOT and increased efforts in DBE outreach, recruitment, certification, and public information efforts, the City of Bismarck increased its DBE Base figure by 0.02%. Therefore, the 0.23% base figure was adjusted to 0.25%.

Adjusted Goal:

The Adjusted DBE Goal for the City of Bismarck is 0.25% (0.23% base figure + 0.02 adjustment factor).

Race- Neutral Goal:

Historically Bis-Man Transit, on behalf of the City of Bismarck, has not been able to achieve its DBE goal through Race-Neutral (RN) efforts. If the goal is to be met, Bis-Man Transit, on behalf of the City of Bismarck, anticipates all efforts would be race-conscious. Therefore, there is a no race-neutral goal.

Race-Conscious Goal:

There are a limited number of DBEs available in the Bismarck area, especially in operational (day to day) services. This necessitates more focused recruitment activity, such as increased cooperation with the North Dakota DOT and continued efforts in DBE outreach, recruitment, and certification. The City of Bismarck believes .25% of its 2019-2021 DBE goal can be accomplished through Race-Conscious (RC) means.

BASE FIGURE CALCULATION AND ADJUSTMENT

Step 1: Reference Table 1 for data input in calculation below.

Base Figure = [Amount of 1st Category Budget Item (Management Contract) / Total Applicable Budget] x [Number of DBE Firms in 1st Category / Total Number of Firms in 1st Category] + [Amount of 2nd Category Budget Item (Auditing & Accounting) / Total Applicable Budget] x [. Number of DBE Firms in 2nd Category / Total Number of Firms in 2nd Category] + ... x 100.

Base Figure = [.0029 (0/11) + .7865 (0/0) + .1178 (0/61) + .0130 (0/28) + .0440(1/95) + .0040(0/6) + .0014(0/13) + .0019 (0/6) + .0029 (2/24) + .0064 (0/37) + .0021 (0/1) + .0014 (0/90) + .0040 (0/3) + .0099 (7/123) + .0017 (8/14)] x 100 = **0.23%**

Step 2:

Base Figure Adjustment

The City of Bismarck believes that by combining DBE efforts with the North Dakota DOT and by increasing efforts in DBE outreach, recruitment, certification, and public information efforts, an incremental adjustment increase of **0.02%** to the Base Figure is realistic and achievable.

Total Overall Goal

0.23 (Base Figure) + 0.02 (Adjustment Factor) = **0.25%** (Adjusted Goal)

Total Overall Breakdown

0.25% (Adjusted Goal) = 0% (Race Neutral) + .25% (Race Conscious)

EXPLANATION OF CONSULTIVE PROCESS

The City of Bismarck utilized the following methods to reach out to the DBE community and better understand the availability of DBE's in our local market.

- 1) Contacted the organizer of a local Women Entrepreneurs Meet Up Group. Inquired about group membership and member's status concerning DBE certification. Correspondence was well received, but information was not returned before submission of this goal. Efforts are planned to continue in the future to foster greater connection to the DBE community. (See Exhibit 1)
- 2) The Bismarck Mandan MPO and Bis-Man Transit on behalf of the City of Bismarck, have continued its communication with NDDOT Civil Rights/ DBE Department and NDDOT Transit Department. Both relationships are healthful, and the City of Bismarck has been made aware of new DBE's throughout the state. However, none of these new DBE have a home base within our local area. Communication occurred at the following times:
 - a. 12-01-17: Ramona Bernard of NDDOT Civil Rights/ DBE
 - b. 12-05-17: Ramona Bernard of NDDOT Civil Rights/ DBE Department Also Julie Small NDDOT Transit Division
 - c. Continuous: Julie Small NDDOT Transit Division Directory Updates
- 3) The former Interim Bis-Man Transit Director has been in contact with current DBE businesses to assess their ability to provide services for Transit.
 - a. Cheryl Enervold, owner of Green Acres Nursery

From: Mary Jo Van Horn
To: ["Shanda Miller"](#)
Cc: ["Karen Wolff"](#)
Subject: RE: Meet Up Members with DBE Certification
Date: Monday, July 09, 2018 6:41:22 PM

Hi Shanda,

I am no longer co-leading the Women Entrepreneurs – Bismarck group, so I have CC'd Karen Wolff on this message. Karen will be able to assist you.

Thank you,
Mary Jo

Mary Jo Van Horn
Ph: (701) 391-1289

From: Shanda Miller <shandas.bisman@midconetwork.com>
Sent: Monday, July 9, 2018 2:57 PM
To: mj@maryjovanhorn.com
Subject: Meet Up Members with DBE Certification

Good Afternoon Mary Jo,

I received your contact information from Rachel Drewlow at the Bismarck-Mandan MPO. A few years back Rachel had reached out to you in regard to DBE (Disadvantaged Business Enterprise) participation. I am currently working on our next three year goal for transit. As part of our DBE effort, we are reaching out to groups such as the Women Entrepreneurs Meetup group. We are interested in knowing if any of the Meetup members are certified DBE's with the NDDOT. If any are DBE could you please send me a list of the businesses and what service(s) they provide.

We appreciate any assistance you are able to provide. If any of the businesses are interested in becoming DBE's I do have information and can direct them on how to start the process.

From: Shanda Miller
To: "kmwolff"
Subject: RE: DBE
Date: Tuesday, July 10, 2018 9:38:00 AM
Attachments: [DBEApplicationfaqs10242016.pdf](#)

Good morning Karen,

I have attached a PDF of frequently asked questions about the DBE program. I have also included the link to the NDDOT civil rights page, which is where the application process to become a DBE would start. Please feel free to reach out to me with any questions, I am always happy to help.

<https://www.dot.nd.gov/divisions/civilrights/civilrights.htm>



From: kmwolff [mailto:kmwolff@bis.midco.net]
Sent: Tuesday, July 10, 2018 5:28 AM
To: shandas.bisman@midconetwork.com
Subject: Re: DBE

Hi Shanda,

My name is Katen Wolff, the coordinator of Women Entrepreneurs Bismarck.

In response to your email to Mary Jo, I am not familiar with a DBE and I would be surprised if any of our ladies are involved with the program. Can you send me a URL that describes the program?

Karen Wolff

YEARS 2019-2021 DISADVANTAGED BUSINESS ENTERPRISE GOALS

The City of Bismarck hereby adopts these Disadvantaged Business Enterprise Goals for the Years 2019-2021.

Steve Bakken, President, Board
of City Commissioners, City of
Bismarck

Rachel Drewlow, Transportation
Planner, City of Bismarck

Shanda Miller, Office and
Procurement Manager,
Bis-Man Transit