

The City of Bismarck's Disadvantaged Business Enterprise Goal

For the Years 2025 - 2027



The City of Bismarck will receive in excess of \$1,500,000 per year in FTA Federal funds, between 2025 and 2027. This dollar amount meets the threshold adhering to a DBE program goal. 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 2025-2027 can be accessed at bismarcknd.gov under the "Community" tab. The City of Bismarck's DBE Goal for years 2025-2027 can also be accessed at bismarcktransit.com under the "About Us" tab and selecting "Procurement."**

METHODOLOGY

Historical Review of DBE Goal:

Historically, the City of Bismarck has not achieved a DBE goal above .3% in the last eight years (2016-2018-.2%, 2019-2021-0%, 2022-2024-.3%). The median percentage of this group (2016–2024) is .2%.

Establishing Local Market:

Our local market is determined to be the immediate Bismarck/Mandan and Lincoln areas. With the rise of e-commerce, most expenditures for budgeted categories listed in Table 1 below are purchased online. This not only saves money on the limited budget but also is a convenient method of purchasing for staff. However, e-commerce is becoming highly used by vendors in the out-of-market area. This availability to out-of-market vendors allows the City of Bismarck to utilize more DBE's.

Base Figure Goal Setting Methodology:

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

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

Step 1: We identified which budget categories were applicable to our DBE Goal Setting and noted the total budget amounts. There were fourteen budget categories in total. Then, we determined the percentage of each budget amount with respect to the total budget. These percentages were used as multipliers 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 fourteen budget categories. On occasion, multiple NAICS codes were identified for a single budget category. Using the US Census Bureau Fact Finder and 2017 business patterns, we queried the number of area businesses matching each NAICS code. This number, with the addition to available out-of-market DBE vendors, is equivalent to 'All Businesses' in the above equation.

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

Step 4: The percentage, 'DBE' number, and 'All Business' were calculated for each budget category according to the above equation. Adding these numbers together, we determined the Base Figure for the DBE Goal. The unadjusted Base Figure equaled .10%.

DBE 2025-2027 Goals

Table 1

Categories	NAICS Code	Budget Amount	% of Budget Amount	Available Service Area Vendors	Total (Including Out-of-Service Area DBE) Vendors	Available Service Area DBE's	Available Out-of-Service Area DBE's
Advertising & Marketing	323113, 541613, 541810, 541820	\$9,000.00	0.19%	20	28	1	8
Auditing & Accounting	541211, 541213	\$26,960.00	0.56%	35	36	0	1
Building Expenses	238220, 561730, 561790	\$21,360.00	0.45%	221	226	5	5
Computer Services	518210, 519290	\$7,300.00	0.15%	25	27	0	2
Contracted Services (Legal)	541110, 541199	\$2,000.00	0.11%	80	81	0	1
Fuel	424710	\$558,000.00	11.69%	42	43	0	1
Insurance	524210	\$79,071.00	1.66%	93	94	0	1
Office Supplies	322230, 424120	\$2,200.00	0.11%	16	16	1	0
Operations Contract	485111, 485113	\$3,965,218.00	83.05%	4	4	0	0
Printing	561439	\$14,750.00	0.11%	7	7	0	0
Sanitation Service	562119	\$2,160.00	0.11%	5	5	0	0
Telephone	561421	\$10,107.00	0.21%	7	7	0	0
Travel	561510, 561599	\$7,770.00	0.16%	7	7	0	0
Vehicle Costs	423120, 811111, 811411	\$68,600.00	1.44%	61	61	0	0

DISCUSSION OF GOAL

Adjustment to Base Figure:

This adjustment process involved analyzing 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 plans to remain the DBE Goal at .25%.

Adjusted Goal:

The Adjusted DBE Goal for the City of Bismarck will remain at 0.25% in the effort that this goal will be reached by EOY 2027.

Race- Conscious Goal:

Historically, the City of Bismarck, has not been able to achieve its DBE goal through Race-Conscious (RC) efforts. If the goal is to be met, the City of Bismarck anticipates all efforts would be race-neutral. Therefore, there is no race-conscious goal.

Race-Neutral Goal:

There are a limited number of DBE's available in the Bismarck/Mandan and Lincoln areas, especially for 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 100% of its 2025-2027 DBE goal can be accomplished through Race-Neutral (RN) means.

BASE FIGURE CALCULATION AND ADJUSTMENT

Step 1: Determine Base Figure (Reference Table 1 for data used in calculation below)

Base Figure = [Amount of 1st Category Budget Item (Advertising & Marketing) / 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 = [.2857(8/28) + .0278(1/36) + .0221(5/226) + .0740(2/27) + .0123(1/81) + .0233(1/43) + .0106(1/94) + .0625(1/16) + .0000(0/4) + .0000(0/7) + .0000(0/5) + .0000(0/7) + .0000(0/7) + .0000(0/61)] x 100 = **0.10%**

Step 2: Adjustment

Base Figure + Adjustment = Total Overall Goal

0.10% + 0.15% = 0.25%

Total Overall Goal

0.25%

Step 3: Assign Race Neutral vs. Race Conscious Breakdown

Total Overall Breakdown

0.25% (Goal) = 0.25% (Race Neutral) + 0% (Race Conscious)

EXPLANATION OF CONSULTIVE PROCESS

The following attachments show how Bis-Man Transit, on the behalf of The City of Bismarck, reached out to find the availability of DBE's in our available and out-of-service markets:

Attachment A – Teams by Design, Inc., Arizona

Attachment B – Proforma, Inc., Florida

Attachment C – Seven Fires Business Solutions, Bismarck, ND

YEARS 2025-2027 DISADVANTAGED BUSINESS ENTERPRISE GOAL

The City of Bismarck hereby adopts these Disadvantaged Business Enterprise Goal for the Years 2025-2027.

Michael Schmitz, President, Board
of City Commissioners, City of
Bismarck

Rachel Lukaszewski, MPO Executive
Director, Bismarck-Mandan MPO

Deidre Hughes, Executive Director,
Bis-Man Transit

From: [Connie Tualla](#)
To: [Taylor Kitzan](#); [Thomas, Craig](#)
Subject: North Dakota DBE Certification (for Teams By Design, Inc.)
Date: Wednesday, May 1, 2024 9:30:17 AM
Attachments: [Outlook-tbcibjua.png](#)
Importance: High

It's been a challenging process getting Teams By Design, Inc. certified in the State of North Dakota. After numerous submissions of documents requested on various dates, below is the latest status.

Hopefully, this will be the final request. Will forward DBE certification upon receipt from NDDOT.

Appreciate your patience regarding this matter.

Connie Palomares-Tualla, President

Teams By Design, Inc.

----- Original Message -----

From: Chris Baker <Chris.Baker@projectsolutionsinc.com>

To: Connie Tualla <teamsbydesign3@comcast.net>

Date: 04/29/2024 4:53 PM PDT

Subject: Re: ND DOT: Application Returned [Action Required]

Hello Connie,

Thank you for the context and information regarding your NDDOT DBE application. I've spoken with AZDOT and received the existing original documentation they have on file, which has been provided to NDDOT. I've also been updating NDDOT on this information with the goal of moving the application process along. I very much appreciate your patience with this process, and will let you know if anything else is needed from you.

Respectfully,

Chris Baker

Project Coordinator

[Project Solutions Inc](#)

Rapid City SD | 605-737-0377



[Book time to meet with me](#)

From: Connie Tualla <teamsbydesign3@comcast.net>

Sent: Saturday, April 20, 2024 12:02 PM

To: Chris Baker <Chris.Baker@projectsolutionsinc.com>

Subject: Fwd: ND DOT: Application Returned [Action Required]

You don't often get email from teamsbydesign3@comcast.net. [Learn why this is important](#)

As previously stated, ORIGINAL documents submitted with prior home state, California DOT was over 20 years ago and we no longer have those records. Teams By Design relocated to Arizona as its home state and required paperwork and supporting documentation was submitted and approved with the AZ DOT in 2022. These documents were provided to your office with prior submittals and requests.

Your further request and directive below has been forwarded to AZ DOT for their

assistance/clarification. Upon receipt; will forward response to your office (requesting to not delete submission from your records as we await response).

Regards,

Connie Palomares-Tualla, President
Teams By Design, Inc.

----- Original Message -----

From: North Dakota Department of Transportation

<dotnd@diversitycompliance.com>

To: "Concepcion (Connie) Palomares-Tualla"

<teamsbydesign3@comcast.net>

Date: 03/27/2024 4:00 PM PDT

Subject: ND DOT: Application Returned [Action Required]



Certification Application Returned

Applicant: **TEAMS BY DESIGN, INC.**

Certifying Agency: **North Dakota Department of Transportation**

Application Type: **Interstate Application**

Application Number: **6732914**

Contact: **Concepcion (Connie) Palomares-Tualla**

Date Submitted: **12/9/2023**

Dear Concepcion (Connie) Palomares-Tualla,

Your application for certification could not be received and has been returned to you for the reason(s) noted below. Please update and resubmit your application.

The application deletion date has been extended by 1 month; if you do not complete and resubmit your application, it will be deleted from the system on **4/27/2024**. If you are applying for renewal or recertification, you are required to submit the application by the standard deadline to maintain your status regardless of the record deletion date noted above.

Reason(s) for returned application:

Hello Connie/Teams by Design,

Thank you for providing additional documentation for your current DBE certification. In order to continue review of your North Dakota DBE application, please submit the following:

- Complete original home state application, including original supporting documents. Either you or Arizona DOT should be able to export said documentation as a PDF. It's recommended that you confer with Arizona DOT if you encounter issues in obtaining this documentation.

Note: Your application will be deleted after 30 days if there is no activity.

If you have any questions or need assistance, please feel free to contact us!

Respectfully,

Chris Baker
NDDOT DBE Supportive Services
605-630-7061
chris.baker@projectsolutionsinc.com

To view your application, visit: <https://dotnd.diversitycompliance.com/?GO=677>

If you have any questions, please email us at dotnd@diversitycompliance.com.

North Dakota Department of Transportation

Civil Rights Division
608 E Boulevard Avenue
Bismarck, ND 58505-0700
(701) 328-2563
civilrights@nd.gov
<https://dotnd.diversitycompliance.com>
dotnd@diversitycompliance.com

This message was sent to: "Concepcion (Connie) Palomares-Tualla"
Sent on: 3/27/2024 6:00:05 PM
System ReferenceID: 223701753

From: [Deidre Hughes](#)
To: [Thomas, Craig](#)
Cc: [Taylor Kitzan](#)
Subject: RE: Uniform Supplier Certification
Date: Wednesday, February 14, 2024 10:48:59 AM
Attachments: [image006.png](#)
[image009.png](#)
[image010.png](#)
[image012.png](#)
[image013.png](#)
[image014.png](#)
[image015.png](#)
[image016.png](#)
[image017.png](#)
[image018.png](#)
[image001.png](#)

Thanks! If they do, we may look at ordering some shirts for my staff for events.

Deidre

Deidre Hughes, MBA

Executive Director

Bis-Man Transit

p: 701.258.6817 m: 701.516.0193

f: 701.258.6752

a: 3750 E Rosser Ave

Bismarck, ND 58501

w: bismantransit.com

e: dhughes@bismantransit.com



From: Thomas, Craig <Craig.Thomas@nationalexpresstransit.com>

Sent: Wednesday, February 14, 2024 10:41 AM

To: Deidre Hughes <dhughes@bismantransit.com>

Cc: Taylor Kitzan <tkitzan@bismantransit.com>

Subject: RE: Uniform Supplier Certification

Okay. I'll see if they would be interested in applying

Craig Thomas

General Manager

Bismarck 7049

Mobile: 701-390-0392

national express | *transit*





From: Deidre Hughes <dhughes@bismantransit.com>
Sent: Wednesday, February 14, 2024 10:24 AM
To: Thomas, Craig <Craig.Thomas@nationalexpresstransit.com>
Cc: Taylor Kitzan <tkitzan@bismantransit.com>
Subject: RE: Uniform Supplier Certification

External Message: Do not click links or open attachments unless you recognize the source of the email and know the contents are safe.

Craig,

Yes, they would qualify, but they need to apply to be a DBE. Their certification is different than a DBE certification. The link below is for the certification in Florida.

[DBE Certification \(fdot.gov\)](#)

[Uniform Certification Application-annotated \(windows.net\)](#)

Let me know if you have any questions!

Deidre

Deidre Hughes, MBA

Executive Director

Bis-Man Transit

p: 701.258.6817 m: 701.516.0193

f: 701.258.6752

a: 3750 E Rosser Ave

Bismarck, ND 58501

w: bismantransit.com

e: dhughes@bismantransit.com



From: Thomas, Craig <Craig.Thomas@nationalexpresstransit.com>
Sent: Wednesday, February 14, 2024 10:18 AM
To: Deidre Hughes <dhughes@bismantransit.com>
Subject: Uniform Supplier Certification

Would this qualify as a DBE?

Craig Thomas
General Manager
Bismarck 7049
Mobile: 701-390-0392



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RNW22161

CERTIFICATION NUMBER

02/14/25

EXPIRATION DATE

Certifies that:

Proforma, Inc.

has successfully met the requirements of the NWBOC national certification program for certification as a woman-owned and woman-controlled business.

The identified business has qualified as an eligible Woman Business Enterprise (WBE) as set forth in NWBOC standards and procedures.

PHYLLIS HILL SLATER
Board Chair, NWBOC

55112

NAICS Code(s)

02/15/22

Date

WWW.NWBOC.ORG

INFO@NWBOC.ORG | 800-794-6140 | 1101 East Cumberland Ave, Suite #301, Tampa, Florida 33602

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Name:	Deidre Hughes
Email Address:	dhughes@bisantransit.com
Phone Number:	7012586817
<p>Good afternoon, I am looking for a quote 8 cases of standard office paper. Please let me know if you have any questions, Deidre Hughes</p>	
<input type="button" value="Request Quote"/>	