



# OVERALL GOAL SETTING FOR THE CITY OF GUADALUPE

Period FFY 2017 to FFY 2019

Updated: **October 10, 2017**

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CITY OF GUADALUPE

918 Obispo Street

Guadalupe, CA 93434

Cruz Ramos, City Administrator/DBELO

(805) 356-3895

## California



## GEOGRAPHIC OVERVIEW

The CITY OF GUADALUPE is located on the Central Coast of California between San Francisco and Los Angeles, in northern Santa Barbara County. Less than three miles from the Pacific Ocean, Guadalupe is situated approximately 12 miles west of the City of Santa Maria. The population of Guadalupe is 7,100. Roughly 27.3% of residents work in the Agriculture industry.

## PROGRAM OF PROJECTS (POP)

### Operating Grants – FTA 5311

The procedures for the program of projects (POP) for FTA Section 5311 funds were established by the region's Metropolitan Planning Organization (MPO), Santa Barbara County Association of Governments (SBCAG). This process allows each Grantee in their respective eligible rural communities a *call for projects* that is eligible for FTA Section 5311 funds for the following years. Project Sponsors submit projects to the Grantee in the respective rural community. The Grantee reviews and ranks the projects in accordance to the criteria established by SBCAG. The Grantee will host meetings with the project sponsors to review and discuss the project ranking. The Grantee will present their draft POP to their respective governing body for concurrence. In the City's case, the draft POP is presented to the Guadalupe City Council. The draft POP is routed to the SBCAG where it is noticed, presented, and approved by the SBCAG Board of Directors. Once the POP is approved, the POP is incorporated into the Federal Transportation Improvement Program (FTIP).

### Capital Grant – FTA 5339

In Fiscal Year 2016-2017, the City of Guadalupe identified the need to fund the purchase of a 29' Gillig low-floor transit bus to replace a 2007 Gillig bus that was reaching the end of its useful life. In collaborative discussion with County transit jurisdictions and the SBCAG, the City of Santa Maria offered to include/sponsor Guadalupe in an FTA 5339 capital grant as a sub-recipient for this project.

For the purpose of developing the overall base figure, the projects in the POP are the basis of establishing the City's overall goal. **By FTA regulation, the goal setting process involves OPERATING projects. CAPITAL projects are not required to establish goals.** This DBE Goal Setting establishes the opportunity for small businesses and Disadvantaged Business Enterprises to compete on an equal playing field. Transit Vehicle Manufacturers (TVM) are excluded from the goal-setting process because TVMs are required to independently submit their DBE plans directly to the Federal Transit Administration. For vehicle procurements using FTA funds, the City will use manufacturers that are approved by the FTA. The *List of Eligible TVMs* is available at the following website:

<https://www.transit.dot.gov/regulations-and-guidance/civil-rights-ada/eligible-tvms-list>.

The City's most recent POP for Fiscal Years 2016, 2017, and 2018 was approved on June 18, 2015. The City's POP included the following projects:

<b>Program of Projects CITY OF GUADALUPE: FY 2016, 2017, 2018</b>				
<b>Project</b>	<b>Total</b>	<b>Federal Match</b>	<b>Local Match</b>	<b>Include in Goal Setting</b>
Operating Assistance (FTA 5311)	\$1,343,620	\$176,449	\$1,167,171	Yes
Replacement Bus (FTA 5339)	\$493,486	\$419,463	\$74,023	No

Excluding the vehicle replacement above, Operating Assistance (FTA 5311) is the only project subject to DBE Overall Goals.

**CURRENT OPERATIONS AND MAINTENANCE CONTRACT**

Currently, the City contracts with SMOOTH, Inc. to perform operations and manage the maintenance for the City's public transit service. SMOOTH is not a DBE. The contract is a three year base contract with a three-year option. The contract was executed on July 1, 2013 and will expire on June 30, 2019 if all options are executed. The scope of the contract includes drivers, dispatchers, road supervision, all operating support functions, maintenance, repairs, bus washing and other maintenance functions. The City will include DBE contracting opportunities for the new contract.

**STEP ONE-CALCULATING THE BASE FIGURE**

The first step to establishing the base figure is to identify the total number of firms that are ready, willing, and able to perform Operating Assistance. The City of Guadalupe was able to collaborate with the City of Santa Maria and utilize their extensive research in the following Base Figure calculation.

**All Firms.** The City used US Census to identify the total number of firms for the Urban Transit Systems. The City expanded the geographic area and market

<b>Table 1</b>		
<b>Source</b>	<b>NAICS Code</b>	<b>Total Firms</b>
US Census	4851	94

area to include the entire state because there were no firms available to perform the Operating Assistance in the geographic vicinity of the City of Guadalupe. Referring to Table 1, there are 94 firms available to perform Operating Assistance within the state of California with the North American Industry Classification System (NAICS) Code for Urban Transit Systems.

**DBE Firms.** Utilizing the State of California Unified Certification Program (CUCP), the City searched the CUCP to identify DBE firms with the NAICS Code of Urban Transit Systems. Table 2 illustrates the query criteria the City used to search for DBE firms in the state. Based on this criteria, the query found three DBE firms. These firms provide engineering or limousine services, and were determined not able to provide bus operation services and bus maintenance.

Table 2	
Source	California UCP
County	Statewide
NAICS Categories	48 49
NAICS Codes	485111 485113 485119

**Base Figure.** Using the total firms and the DBE Firms the base figure is calculated below:

$$\frac{\text{Ready, Willing \& Able DBE Firms}}{\text{Total Firms}} = \text{Base Figure}$$

$$\frac{0 \text{ Ready, Willing \& Able DBE Firm}}{102 \text{ Total Firms}} = 0.0\%$$

**Weighting.** FTA recommends using weighting whenever possible to use the most refined figure possible. As an exercise, the City calculated the DBE Base Figure to compare the weighted ratio and non-weighted figure to determine if weighting improved the overall accuracy. Referring to the worksheet in Attachment A, weighting did not change the Base Figure. The Base Figure remained at 0.0%.

**STEP TWO-ADJUSTING THE BASE FIGURE**

The purpose of the analysis in the Step Two is to make a determination on relevant evidence available to the City if any adjustments to the Step One Base Figure are justified.

The City does not have any contracts that have the same NAICS work groups as those planned for award.

**Past Participation.** Guadalupe has not developed Goals in the past and therefore does not have a historical trend on which to base the setting of future goals. In addition and most relevant to this exercise, there are no DBE’s ready, willing, or able in this market area to perform bus operations and maintenance contracts. As such, **the City DBE goal is zero (0.0%) for FY 2017.**

**Going forward, the City of Guadalupe will use past participation to analyze the need to adjust the base figure.**

**Evidence from Disparity Studies.** Disparity Studies are designed to investigate the existence of discrimination in contracting. There is no requirement to conduct a disparity study. However, Guadalupe has obtained the following comments stemming from a study performed by the neighboring City of Santa Maria who contacted the following

organizations to inquire if they have conducted a disparity study or have knowledge of a disparity study for the City's local market area:

#	Organization	Disparity Study?	Relevance/Comment
	Caltrans	Yes	No. Study does not address bus operations & maintenance.
	FTA, Compliance Reviews	No	Investigated site to search for references of disparity studies relevant to City.
	Santa Barbara County Association of Governments	No	
	City of Lompoc	No	
	Santa Barbara Metropolitan Transit District	No	
	County of Santa Barbara	No	

Based on this past study by the City of Santa Maria, there is no evidence of a relevant disparity study.

**Financial Institutions.** As in previous sections, Guadalupe has not conducted regional surveys of financial institutions, and is offering the following survey of DBE financial institutions conducted by the City of Santa Maria for that City's DBE Program. The results of the City's inquiry are presented in the table below:

#	Financial Institution	DBE/RESPONSE
	Community Commercial Bank	No clients in Santa Maria.
	America United Bank	No clients in Santa Maria.
	Evertrust Bank	No clients in Santa Maria
	Eastern International	No clients in Santa Maria.
	Cathay Bank	Refused to disclose information.
	Royal Business Bank	Refused to disclose information.

The DBE firms identified above were contracted to determine if they were ready, willing and able to perform the relevant NAICS Codes identified in the Step One analysis. Financial institutions that were contacted did not have clients in Santa Maria, Guadalupe or they refused to disclose information due to confidentiality. As a result, there is no basis to adjust the Base Figure from this inquiry.

Going forward, the City of Guadalupe will collaborate with the City of Santa Maria to survey DBE Financial Institutions for this requirement.

**Data on Employment, Self-Employment, Education and Training, and Union Apprenticeship Program.** Guadalupe has not conducted evaluations of Employment, Self-Employment, Education and Training, and Union Apprenticeship Programs because there are no programs in the City of Guadalupe or that are active (Guadalupe Chamber of Commerce). The City of Guadalupe identified the following survey conducted by the City of Santa Maria for their DBE Program. The Santa Maria survey indicated that there are no local minority associations in the City to identify any DBEs ready, willing, and able. The City did contact the following firms/agencies to find any DBEs ready, willing, and able. The results of the City’s inquiry are presented in the table below.

#	Firm/Agency	DBE
	Santa Maria Chamber of Commerce	None
	Economic Development Commission	None
	Santa Maria’s Woman’s Network	None

The City contacted the above agencies to determine if they were ready, willing and able to perform the relevant NAICS Codes identified in the Step One analysis. Based on the contact, the firms are not ready, willing, and able, and cannot be used to adjust the Base Figure.

**RACE NEUTRAL AND RACE CONSCIOUS SPLIT**

Because the Base Figure is 0%, there is no Race Neutral and Race Conscious Split.

**PUBLIC PARTICIPATION**

The City publishes its DBE Program and Goals as described in the Policy Statement section of this document, and is in all solicitations for procurement contracts involving federally assisted via specific language in Request for Proposals (RFP) documents.

As a way to best optimize Guadalupe’s ability to reach a wider base in the community, to maximize the potential identification of potential DBE vendors, and to benefit from the larger capacity for such outreach that Santa Maria possesses, Guadalupe will participate along with the City of Santa Maria in public outreach efforts in future years in updating the Guadalupe DBE and Goal Setting documents.

The City of Guadalupe has not conducted a public participation endeavor. However, the City of Santa Maria’s recent outreach effort (see table above) is cited which is located in the sphere of

influence to Guadalupe. Included during this outreach was the Santa Maria Chamber of Commerce, Santa Maria Economic Development Commission, and Santa Maria Women's Network. Two minority publications (Que Pasa and El Latino) were contacted to encourage minority participation.

**Community Input.** Again, being new to this process, the City of Guadalupe has not engaged in activities to solicit Community Input in the past. Guadalupe respectfully offers the results of a City of Santa Maria Community Workshop in February 2017 to review the goal setting process and analysis and provide the opportunity for residents and businesses to provide input.

There was no public participation during the February 2017 community workshop, so there was no input or comments received. The City of Guadalupe will co-host with the City of Santa Maria's the annual outreach effort.

#### Attachments

- A Weighting Goals
- B Notice of Publication

**ATTACHMENT A  
WEIGHTING OVERALL GOALS**

2016, 2017, 2018 Project	Firm Type/ NAICS Code	Total Funds	Federal	Local	Project Weight	# of Businesses		Relative Availability	Weighted Goal
			0.5 0.8	0.5 0.2		Total	DBE's		
<b>Guadalupe Transit Operations</b>									
Purchased Transportation Contractor	4851	\$923,834	\$107,165	\$ 816,669	100%	94	-	0.0%	0.0%
Subtotal		\$923,834	\$107,165	\$ 816,669	100%				<b>0.0%</b>
<b>TOTAL</b>		\$923,834	\$107,165	\$ 816,669	100%	94	-	0.0%	
<b>DBE GOAL</b>									<b>0.0%</b>



**ATTACHMENT B  
FUTURE PUBLIC WORKSHOP MEETING MATERIALS**

**CITY OF SANTA MARIA & CITY OF GUADALUPE  
DISADVANTAGED BUSINESS ENTERPRISE  
WORKSHOP**

The Transit Departments of the CITY OF SANTA MARIA AND THE CITY OF GUADALUPE will be conducting a combined workshop regarding the two 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<sup>th</sup>, 2018, at 5:30 P.M.