



NASHUA TRANSIT SYSTEM FTA DBE Goal for FY2016-2018

Overall Goals (\$26.45)

The City of Nashua's overall goal for FY 2016 – FY 2018 is to expend 1.9% of the amounts received from Federal financial assistance in DOT-assisted contracts (exclusive of FTA funds to be used for the purchase of transit vehicles) with small business concerns owned and controlled by socially and economically disadvantaged individuals (DBEs). It is the intent that the expenditure be obtained through a race-neutral program method.

Given the amount of DOT assisted contracts Nashua Transit System expects to let during FY2016-FY2018 fiscal years/projects, which is \$6,951,784.00, we have set a goal of expending \$97,324.97 with DBEs during these fiscal years/projects.

Nashua Transit System plans to procure the following:

- Labor and other direct costs from First Transit
- Rolling stock purchases over the next three years including Buses in FY 2016, Vans in FY 2017 and Trolleys in FY 2018.

Race-Conscious / Race-Neutral

Nashua Transit System's goals have been met during the last three (3) years. During this period, Nashua Transit System met or exceeded its goal of 1.4% on a race-neutral basis. We anticipate continuing to meet or exceed this goal in the future and as such, we have not set race-conscious goals for our DBE program.

If NTS misses our race-neutral goal two years in a row, NTS would use race-conscious means in the future. NTS will track and report race-neutral and race-conscious participation separately.

Methodology

The methodology used to establish the goal is selected from those considered reasonable by the Federal Transit Administration (see 49 CFR Section 26.45). Nashua Transit will utilize the State of New Hampshire's DBE directory and Census Bureau Data. Nashua Transit's determination will be based on a level of DBE participation relative to all businesses, ready willing and able to participate on federally assisted contracts. The calculations are based on the following:

Step 1. Base Figure

Data Sources: The DBE goal was found by determining the number of businesses listed by the 2013 US Census Bureau in the County Business Pattern and filtered for firms in the North American Industry Classification System (NAICS) Subsectors. The market area includes Hillsborough County, Rockingham County and Merrimack County in NH as well as Middlesex County in MA. This includes the surrounding regions to the north, west and east in NH, and the largest cities in the state, as well as the area to the south in MA.

The US Census Bureau County Business Pattern database may be used for determining the number of businesses that exist and with which Nashua Transit may do business, including General Contractors, Electrical, Ventilation, Printing and Related Support Activities, Sign Manufacturing, Motor Vehicle Supplies, Office Equipment, Computer Equipment/Software, Petroleum and Petroleum Products, Commercial Janitorial Supplies, Tires, Fuel, Motor Vehicle Towing, and Advertising Agencies.

Comparing our types of procurement with the Industry Code description, we counted those classifications for vendors with whom we might do business. Nashua Transit System anticipates that the most likely source of DBE partnership in the future will be through advertising. Those Codes are four, five or six digit codes, so as to derive a number that is as realistic as possible. The total number of vendors thus identified is 3,364. This number will be used as the denominator. The numerator was found by determining the number of ready, willing and able NH DBE certified firms within the same NAICS Sub sectors, which Nashua Transit System identified as 24 utilizing the State of NH DBE Directory.

Dividing the DBE number of 24 by the total of available firms 3,364 yields .7%.

Prime Contractors that Nashua Transit System intends to let in the upcoming 3 Federal Fiscal Years include advertising; operations and direct labor; and scheduling software. Nashua Transit System does not anticipate the use of subcontractors in the upcoming 3 Federal Fiscal Years and does expect to contract with direct vendors for anticipated projects in the next 3 years.

The current capacity of DBE's to undertake work required by the transit system is deemed to be adequate do to the nature of Nashua Transit System's relatively small procurements. Nashua Transit System did not use weighting in establishing the Base Figure.

FY2016-2018 DBE WORKSHEET - NEW HAMPSHIRE 2013 COUNTY BUSINESS PATTERNS (NAICS)

NAICS CODES	RY DESCRIPTION	MIDDLESEX COUNTY, MA	HILLSBOROUGH COUNTY NH	ROCKINGHAM COUNTY NH	MERRIMACK COUNTY NH	LISTED DBE IN NH DOT Directory	BASE FIGURE
2362	<i>General Contractor</i>	186	47	38	17	3	
238210	<i>Electrical</i>	573	146	111	51	8	
238220	<i>Ventalation</i>	687	161	161	63	3	
3231	<i>Printing & Related Support Activities</i>	150	39	35	23	2	
339950	<i>Sign Manufacturing</i>	28	13	4	3	2	
42312	<i>Motor Vehicle Supplies</i>	49	17	18	9	0	
423420	<i>Office Equipment</i>	82	18	5	5	1	
423430	<i>Computer Equipment/Software</i>	114	27	30	2	2	
4247	<i>Petroleum and Petroleum Products</i>	12	2	10	2	0	
424990	<i>Commercial Janitorial Supplies</i>	43	13	12	3	1	
441320	<i>Tires</i>	59	28	28	5	1	
45431	<i>Fuel</i>	82	20	27	18	0	
48841	<i>Motor Vehicle Towing</i>	49	15	11	2	0	
54185	<i>Advertising Agencies</i>	7	1	2	1	1	
		2121	547	492	204	24	0.7%

Step 2: Adjustment to base figure

Section 26.45 requires examination of other factors to determine if the base figure should be adjusted.

For this calculation NTS will use the historical median methodology (26.45(d)) section 1i. "The current capacity of DBE's to perform work in your program as measured by the volume of work DBEs have performed in past years." The historical median (not average) is used to measure past participation.

The amount by which the DBE goals were exceeded in the past is 1.7%. Nashua Transit System's history of DBE goal achievements in the last three (3) fiscal years reflects a median 3.1% achievement. This achievement rate of 3.1% was added to the base calculation and then divided by two to set our goals. Base Figure of .7% plus median figure of 3.1% = 3.8% divided by two = 1.9% goal.

Consultative Process

The DBELO conducted outreach with four organizations and the feedback is summarized below:

*Amanda Schneck, Owner – 9/6/16
Pearl Marketing and Design
174 Main St #13, Nashua, NH 03060*

- Agreed with the market area NTS has selected with 3 counties in NH and 1 county in MA. The vast majority of Pearl Marketing's business is located within the market area identified in this goal.
- Amanda learned about the DBE certification process when a potential client inquired about her DBE status in MA. Pearl Marketing is currently in the process of obtaining DBE certification at both the federal level and in the State of New Hampshire. So far Amanda has found the on-line federal system to be lengthy to complete. Due to the proximity of her business to the MA border she sees the advantage of being DBE certified in both NH and MA, and anticipates being able to attract additional business opportunities.
- When looking for bid opportunities, Pearl Marketing typically reviews city and town websites. Amanda recommends continuing posting all future bid opportunities on the City of Nashua website.
- Recommends utilizing the Nashua Chamber of Commerce for reaching small businesses. They have an affordable option for small business memberships.
- The DBELO distributed information on the NH DOT DBE program to Amanda. Amanda suggested it would be advantageous to have a comprehensive site to look for all DBE opportunities in NH.

*Tracy Hutchins, President – 9/6/16
Souhegan Valley Chamber of Commerce
69 NH-101A, Amherst, NH 03031*

- Agreed with the market area NTS has selected with 3 counties in NH and 1 county in MA as this includes the 3 most populous counties and largest cities in NH.
- Tracy suggested partnering with NTS, Souhegan Valley Chamber of Commerce and NH DOT to host a Lunch and Learn event on the benefits of DBE certification to potential businesses.
- Tracy agreed to promote the DBE process with potential businesses through her organization.
- Suggested contacting Southern New Hampshire University's Center for Women and Business, and NH Department of Resources and Economic Development or outreach opportunities.

Jane Cutter, Owner and Maryanne Carpenter – 9/14/16

ATA Outdoor Media

2 Alden Avenue, Greenland, NH 03840

- Agreed with the market area NTS has selected with 3 counties in NH and 1 county in MA.
- ATA Outdoor Media has DBE certification in NH and ME. They work with numerous transit agencies and many of their clients must meet DBE criteria.
- June is considering seeking DBE certification for her other company which focuses on marketing and promotional materials.

Michelle Miller - 9/15/16

Center for Women and Enterprise, NH Center

30 Temple Street, Nashua, NH 03062

- Suggested contacting WBENC – Women Business Enterprise Council to see if they have any suggested additions when updating the bidder's list.
- Michelle is very interested in building partnerships and suggested collaborating with Nashua Transit System, and possibly the Small Business Association and NH DOT to host a DBE training and outreach event to potential businesses.
- Michelle has resources to create marketing materials if Nashua Transit System provides DBE content.

Nashua Transit System maintains the current DBE Goal and Program on the Nashua Transit System website. The FY 2016 - FY 2018 goal expires on September 30th, 2018.

Agency Actions to Encourage DBE Participation

Nashua Transit System plans to provide notice of bidding opportunities in the categories listed in the table on page 3 to the DBE firms included on that table as well as any DBE firms added to NHDOT's DBE list during the period of FY2016 through FY2018.

Nashua Transit System will also partner with the following organizations to encourage participation:

- Souhegan Valley Chamber of Commerce
- Nashua Chamber of Commerce
- NH Small Business Development Center – Nashua Branch
- City of Nashua Economic Development Division
- CWE New Hampshire Center - Women Business Center
- Local Colleges and Universities
- Greater New England Minority Supplier Development Council
- State of New Hampshire Department of Transportation