



July 2022

Janesville Transit System

2023-2025 DBE Goal and Small Business Participation

Janesville Transit System's overall DBE goal for fiscal years 2023-2025 is set at 1.2% of the Federal financial assistance. We determined this goal using a two-step process. This process included all available DBEs for anticipated contracts for the fiscal years of 2023-2025 within the local market area, and past DBE participation.

Identifying Local Market Area:

Janesville Transit lies near the border of Wisconsin and Illinois and within a 50-mile radius of larger metropolitan cities. Historically, based on our locale JTS staff used a seven-county region as our LMA to include from Wisconsin, the counties of Rock, Green, Walworth, Dane and Jefferson; and from Illinois the counties of Winnebago and Boone. Research from the Wisconsin UCP and the Illinois UCP revealed three (3) existing DBE's total, within all of the six-digit NAICS Codes correlating to the contract opportunities we were anticipating. We then considered the types of contract opportunities we anticipated could be served by a broader base. JTS staff determined to include the entire state of Wisconsin and Illinois as the Local Market Area.

Step 1: Developing the base figure:

To develop a base figure JTS staff did the following:

1. Identified the types of contract opportunities and budget to be bid during the 2023-2025 Triennial; and identified coordinating six-digit NAICS codes.
2. Using UCP directories for WI and IL, JTS Staff identified the number of DBE firms available to perform work in the area. In determining the number of DBE and non-DBE firms in the area JTS considered all State of Wisconsin firms and Illinois firms.
3. This was contrasted with the total number of all firms (DBE and non-DBE) available to perform work in the same area. JTS staff used the Census.gov Economic Census to identify the total number of DBE and non-DBE firms.

Step 2: Weighted base figure and Past participation:

1. JTS Staff completed a weight-based figure spreadsheet which is included near the end of this document. Each contracting opportunity was weighted based on the anticipated dollar amount of the contract and the percentage of DBE firms available to perform work in the region.
2. Past Participation: The methodology contained in the weight-based figure worksheet produced a DBE goal of 2.47%. We further determined that the contract opportunities for the 2023-2025 triennial will be similar to those of the past triennial, those being printing, tires, fuel, paratransit, and uniforms & rugs, with a new addition of janitorial services. Once the DBE base figure of 2.47 % was determined for 2023-2025, JTS staff examined past DBE participation to determine if this figure should be adjusted.

In FY2021, JTS had 0% participation, FY2020 JTS had 0% participation, FY2019 JTS had 0% DBE participation, FY2018 JTS had 0% DBE participation. Based on the historical median level of DBE participation it was determined that the base figure needed to be adjusted. Seeking the historical median of the four years we added the two middle years; the 0% for FY2019 and the 0% of FY2020, then divided the sum of 0% by 2 for an average of 0%. To make the adjustment the 0% historical median was added to the base figure of 2.47% and divided by two. The resulting quotient was 1.2%. Based on the percentage of DBE firms available to perform work in the identified local market area and the percentage of past DBE participation JTS believes the 1.2% is an acceptable and attainable goal.

Methods for meeting Small Business, DBE Race/Gender neutral participation and RN/RC Split

JTS staff calculated the DBE Race Neutral/Race Conscious (RN/RC) Split using the following methodology:

1. Using the past three FY Race Neutral Attainments we averaged the results (identified above) 0%, 0%, 0% = 0% as Race Neutral Attainment
2. Using the Race Neutral Attainment of 0% we divided by the DBE attainment of 1.2% for the quotient of 0.0% reflecting our Relative Race Neutral Attainment
3. Then, using the Relative Attainment of 0.0.% we multiplied by the DBE Overall Goal of 1.2% giving us a product of 0.0% as our Absolute Race Neutral Attainment
4. Finally, we subtracted the Absolute Race Neutral Attainment of 0% from our Proposed Overall Goal of 1.2% to give us a Split of 0.0%

While the methodology calculates a 0.0% overall goal through race neutral means, JTS will continue to engage in activities to garner race neutral participation. JTS will continue making request for proposals (RFPs) or bids attractive to DBEs. In order to make RFPs and bids attractive JTS may reduce or simplify bonding requirements and/or offer technical assistance to DBE firms. JTS will also include an element in each RFP or bid that addresses the organization's 1.2% goal and encourage potential proposers to use DBE subcontractors. In addition, JTS will make every effort to make all willing and able DBE firms aware of any contracting opportunity and will distribute DBE directories to any prime contractors awarded a contract.

JTS acknowledges it may be difficult to successfully secure DBE contractors and subcontractors through race/gender neutral means and understands it may be necessary to use race/gender conscious means in

order to attain the 1.2% goal. If JTS does not project to attain the 1.2% DBE participation goal using race neutral measures and determines it necessary to use race/gender conscious means to attain the goal as indicated above in Race Neutral/Race Conscious Split, it shall do the following:

1. JTS will require Bidders to unbundle large contracts.
2. Ensure Prime Contracts are sized for Small Businesses. Evaluate each contract opportunity separately and decide, based on the scope of work and availability of DBEs to perform work activities, whether to set a goal for race/gender conscious or race/gender neutral participation.
3. Require Primes to Subcontract with Small Businesses
4. If a specific race/gender conscious goal is developed for a contract, the RFP will require bidders to explain how they propose to achieve the specific goal. Bidders must show a good faith effort in achieving the goal, and include documentation of efforts if they are unable to achieve the goal. The RFP will clearly state the goal is race/gender conscious.
5. The City of Janesville will send solicitations directly to certified DBE firms.
6. JTS will offer DBE directories to any proposer to help ensure their ability to secure DBE participation.

Consultation, Public Involvement and Publication

The Janesville Transit System pursues public participation through consultation and inquiry with various contractor groups and community organizations. JTS identifies DBE organizations through the WisDOT UCP Directory and the Illinois UCP. JTS Staff reached out to contractor and community groups through email, telephone and personal contact. A copy of outreach material is included below.

This DBE participation goal will be posted on JTS website. A letter was sent inviting consultation with organizations from our geographic region such as; Janesville Women’s Club, Community Action, Janesville Economic Development Director, Forward Janesville, Rock County Entrepreneurial Business Development, Rock County Jump Start, South Central Wisconsin Builders Association, and Southwest Wisconsin Workforce Development Board. The letter made the offer and contact information for in-person meetings and stated where the draft goal may be reviewed, and further invited individuals and organizations to comment on the goal and the goal setting process.

The City of Janesville currently maintains information about past bidders. The City of Janesville will continue to maintain a list of bidders, consisting of information about all DBE and non-DBE firms that bid or quote on DOT assisted contracts. The information collected includes business contact information, class of work the business performs and/or materials or services supplied, and DBE and race neutral small business status. This information will be gathered from attendees at outreach and consultation meetings with stakeholders as well as from all bid submissions for prime or subcontracts. The purpose of this is to track the use of contractors in calculating overall DBE participation. The JTS Disadvantage Business Enterprises Liaison Officer (DBELO) will track DBE participation and will seek ways to increase DBE participation. JTS will publish the DBE goal on the City of Janesville website.

Monitoring and Enforcement Mechanisms

The Janesville Transit System will take the following monitoring and enforcement mechanisms to ensure compliance with 49 CFR Part 26.

1. We will bring to the attention of the Department of Transportation any false, fraudulent, or dishonest conduct in connection with the program, so that DOT can take the steps (e.g., referral to the Department of Justice for criminal prosecution, referral to the DOT Inspector General, action under suspension and debarment or Program Fraud and Civil Penalties rules) provided in 26.109.
2. We will consider similar action under our own legal authorities, including responsibility determinations in future contracts.
3. We will also provide a monitoring and enforcement mechanism to verify that work committed to DBEs at contract award is actually performed by the DBEs. This will be accomplished by requiring proof of certification be submitted before a contract is awarded. Firms may not self certify. The City of Janesville and the Janesville Transit System reserve the right to monitor work sites for compliance and review contracting records.
4. JTS will review and ensure actual payments to DBE firms for work committed to them at the time of contract award.

Goals, Good Faith Efforts, and Counting

JTS does not use quotas in any way in the administration of this DBE program. The methodology section of the program will be updated triennially. We will publish a notice of the proposed overall goals, informing the public that the proposed goal and its rationale are available. The notice will also serve as outreach to solicit interested businesses. We will begin using our overall goal on October 1 of each year, unless we have received other instructions from DOT. If we establish a goal on a project basis, we will begin using our goal by the time of the first solicitation for a DOT-assisted contract for the project.

Base Figure Worksheet

2023-2025							
Contracting Opportunity	Anticipated Federal Share	Weight of Total \$ Projects	NAICS	# of Available DBE firms	Total # of All Firms	% of Available DBE firms Base Figure	Total Weighted Base Figure
Printing Services	\$ 20,388.13	0.0460	323111	7	1306	0.54%	0.0246%
Tires Contract	\$ 17,575.62	0.0396	441320	0	846	0.00%	0.0000%
Fuel	\$ 231,283.75	0.5217	424710	1	193	0.52%	0.2703%
Paratransit	\$ 127,630.74	0.2879	485991	15	218	6.88%	1.9809%
Janitorial	\$ 30,439.61	0.0687	561720	63	3649	1.73%	0.1185%
Uniform & Rug service	\$ 16,005.08	0.0361	812332	2	104	1.92%	0.0694%
Total	\$ 443,322.93	1.00		88	6316	1.39%	2.46%
Weight X Availability = Weighted Base Figure				UCP-WI/IL	Census.gov		

Janesville Transit System

Outreach and Consultation with Stakeholders

Our Disadvantaged Business Enterprise (DBE) outreach and consultation efforts began with compiling a list of all organizations in our geographic area. Our list included eight organizations with the names and contact information of the individuals most likely to possess information and experience or have an interest in small and disadvantaged business enterprises. The list is in the table below sited as Stakeholder Organizations.

We initially reached out via telephone calls and email to confirm and update, or make any changes, additions, or deletions from our previous list of stakeholders. We then created a letter of initial contact for each of the individuals representing stakeholder organizations. The letter was sent as an email to the contacts on July 8, 2022. A copy of the letter (Outreach Message) is included below.

The letter of outreach to stakeholders was followed-up with a telephone call and/or email the following week of July 11, 2022. The purpose of the follow up contact was to set a time for a virtual or telephone meeting. A final email with DBE links and contacts information was sent to the remaining stakeholders who did not respond to previous outreach efforts. The purpose of this outreach was to gather information regarding concerns and issues experienced by DBE's, provide information and build an awareness of opportunities to participate in contracting activities. These attempts are recorded in the table of Stakeholder Organizations.

Connections were made with all but three of the listed organizations. The dates and method of connection with comments from those contacts are recorded in the response column of the Stakeholder Organizations table below.

- Take-aways included an understanding regarding labor shortages, supply chain and fuel cost issues.
- Additional awareness was discussed surrounding the importance of culturally competent partners and the importance of DBE's experience with strategy and structure, costs of running a business, training, education coaching and mentoring from a culturally relevant perspective.
- The responses gave us a greater understanding of the needs among Small Businesses and Disadvantaged Business Enterprises.
- This process solidified our understanding of the importance of advocacy and creating awareness of the opportunities in contracts is very important.

JTS 2023-2025 DBE Goals are published on City of Janesville Website at:

<https://www.janesvillewi.gov/departments-services/neighborhood-and-community-services/bus-transit-jts/small-and-disadvantaged-business-enterprise-dbe>

Janesville Transit System

Outreach Message: Sent July 8, 2022

To:

Date: July 8, 2022

From: Janesville Transit System

RE: Disadvantaged Business Enterprises (DBE) Participation Goal

Janesville Transit System (JTS) is a recipient of Federal Transit Administration (FTA) funding and is developing our Disadvantaged Business Enterprise (DBE) participation goal for the fiscal years of 2023-2025.

The purpose of this contact is to seek an opportunity to meet with you to discuss this process. It is important to us to hear from you regarding your experience in the business market and/or that of your members. We welcome the opportunity to share one-on-one or in your group. JTS will be accepting comments on the DBE participation goal until July 20, 2022.

The proposed DBE participation goal and methodology of the goal-setting will be published at the City of Janesville Website by August 1, 2022:

<https://www.janesvillewi.gov/departments-services/neighborhood-and-community-services/bus-transit-jts/small-and-disadvantaged-business-enterprise-dbe>

JTS encourages the participation of small businesses and Disadvantaged Business Enterprises (DBEs) in bidding for contracts using federal funding. Additionally, JTS maintains a bidders list consisting of information about all DBE and non-DBE firms that bid or quote on eligible contracts. Small businesses and DBE businesses are encouraged to inform the Janesville Transit System of products and services which they have available. Businesses should contact Janesville Transit System directly (608)755-3150 and request to be added to the bidders list.

In the coming days, I will be reaching out to you via phone, email or in person to arrange a meeting to gather your insight regarding opportunities for small and disadvantaged businesses in our area, as well as to discuss the goal setting methodology.

Should you have comments and prefer to share in lieu of meeting, please send comments concerning the DBE goal to:

Jennifer McIlhone
Janesville Transit System
101 Black Bridge Rd.
Janesville WI, 53545
mcilhonej@ci.janesville.wi.us
608-755-3151

Janesville Transit System

Outreach, Resources and Consultation with Stakeholders

Stakeholder Organizations	Contact	Phone	Email / Location	Date/Response	Comment
AAUW Janesville / Janesville Women's Club	Ellen Preston or Carole Salinas	608-754- 4544	FP108SJ@fbcglobal.net AAUWJanesville@gmail.com AAUW/American Association of University Women 108 S Jackson St, Janesville, WI 53548	7/7/22 telephone conversation. 7/8/22, 7/11/22 letter via email. No response.	Carole Salinas noted the work of AAUW would be supported by DBE efforts and information.
Community Action Council Rock County	LARUA LAUX	608-313- 1300	llaux@community-action.org Rock County Office 20 Eclipse Center Beloit, WI 53511	7/8/22, 7/11/22 letter via email. No response.	
Economic Development Director	Jimsi Kuborn, Economic Development Director	608-755- 3059	kubornj@ci.janesville.wi.us 18 North Jackson St Janesville, WI 53547	7/8/22 letter email Meet: Wed. 7/13/22 10:00am TEAMS	Not aware of any issues very new to position. Stated now has awareness of small business and DBE program and information.
Forward Janesville	Dan Cunningham	608-757- 3160	forward@forwardjanesville.com 14 South Jackson Street • Suite 200 Janesville, WI 53548	7/8/22 7/11/22 letter via email. No response.	
Rock County Entrepreneurial Business Development	Mike Matthews	608-206- 7121	mike@economicgrowthadvisors.com	7/8/22 letter via email sent Meet: Tues. 7/12/22 2:30, 3:00, or 3:30(no resp to confirm a time)	
Rock County Jump Start	Genia Stevens	608-466- 2056	gstevens@rockcountyjumpstart.org	7/8/22 letter via email Meet: Tues. 7/12/22 1:00pm ZOOM	Focus with getting more structured w/in business, strategy, mindset, cost of running a business, 70- 80% work full time to support non-profit. Main focus on relationship building & trust. Budgeting capitol /equipment /overhead. Culturally competent

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					partners needed w/business owner's interest at heart, have conversations to know how individuals work to provide service, meet small business owners where they are.
South Central Wisconsin Builders Association (SCWBA)	Heidi Van Kirk	608-346-2403	office@scwba.com 4450 Milton Ave #105, Janesville, WI 53546	7/8/22 letter via email Meet: Tues. 7/12/22 10:45am	Issues with labor shortages, supply chain issues, cost of fuel, getting materials, common theme across the state.
Southern Wisconsin Workforce Development (SWWD)	Rhonda Suda	608-314-3300, x 305	r.suda@swwdb.org 1717 Center Avenue Janesville, WI 53546	7/8/22, 7/11/22 letter via email. 7/18/22 resp.	Have not heard any issues regarding small or minority businesses and appreciated advocacy and information regarding small business and DBE program.

Women's Business: Janesville Women's Club

Contact: Email: FP108SJ@fbcglobal.net or AAUWJanesville@gmail.com

Contact: Ellen Preston or Carole Salinas

Address: 108 s. Jackson St., Janesville, WI 53548

Websites: <https://www.janesvillewomansclub.com/> or www.aauw-janesville.net

From website: aauw-janesville.net:

What are the biggest challenges facing women today?

Responses from AAUW members

24% Unfair Wages / Unequal Pay

22% Low Self Esteem / Negative Media Images (41% for young women)

18% Access to quality healthcare – Health issues/obesity/cancer/STDs

14% Sexual harassment / gender discrimination / stereotyping

13% Workplace climate and lack of promotional opportunities

11% Work/family or work/ life balance

Community Action: 501c3

Contact: Laura Laux

Contact Email & Phone: llaux@community-action.org & 608-313-1300

Janesville Transit System

Website: <https://community-action.org/>

City Economic Development

Contact: Jimsi Kuborn, Economic Development Director

Contact Email & Phone: kubornj@ci.janesville.wi.us & 608-755-3059

Address: 18 North Jackson St., Janesville, WI 53547

Chamber of Commerce/Forward Janesville

Contact: Dan Cunningham

Contact Email & Phone: forward@forwardjanesville.com & 608-757-3160

Website & Phone: <https://www.forwardjanesville.com/> & 608.757.3160

Small Business: Rock County Entrepreneurial Business Development

Contact: Mike Mathews, Program Manager

Contact Email & Phone: mike@economicgrowthadvisors.com & 608-206-7121

Website: <https://www.rockcountyalliance.com/business-resources/entrepreneurship-small-business>

Minority Business: Rock County Jump Start

Contact: Genia Stevens, Founder and Executive Director

Contact Email: gstevens@rockcountyjumpstart.org

Website: <https://rockcountyjumpstart.org/>

Contractor Associations: SCWBA/South Central Wisconsin Builders Association

Contact: Heidi Van Kirk

Contact Email & Phone: office@scwba.com & 608-346-2403

Address: 4450 Milton Ave #105, Janesville, WI 53546

Website: <https://www.scwba.com/> or <http://www.scwba.com/membership.html>

Southern Wisconsin Workforce Development (SWWD)

Janesville Transit System

Contact: Rhonda Suda

Contact Email & Phone: r.suda@swwdb.org & 608-314-3300 x 305

Website: <https://dwd.wisconsin.gov/>

Additional Links:

https://www.google.com/search?q=african+american+business+organizations+near+me&rlz=1C1GCEA_enUS1011US1011&oq=african+american+business+organizations+near+me&aqs=chrome..69i57.1648j0j

<https://www.promatcher.com/networking-groups-wi-c105.aspx>

<https://www.rockcountyalliance.com/business-resources/b2b-service-provider-directory>

Minority business growth, U.S. Department of Commerce.

<https://www.commerce.gov/issues/minority-business-growth>

“Expecting Growth...2022 Construction Hiring and Business Outlook”:

https://www.agc.org/sites/default/files/Files/Communications/2022_Construction_Hiring_and_Business_Outlook_Report.pdf

Janesville Transit System

Outreach Content and Materials:

FTA Objectives CFR 49, Part 26

Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs.

Objectives

- To ensure nondiscrimination in the award and administration of DOT-assisted contracts.
- To create a level playing field on which DBEs can compete fairly for DOT-assisted contracts.
- To ensure that the Department's DBE program is narrowly tailored in accordance with applicable law.
- To ensure that only firms that fully meet this part's eligibility standards are permitted to participate as DBEs.
- To help remove barriers to the participation of DBEs in DOT assisted contracts.
- To promote the use of DBEs in all types of federally assisted contracts and procurement activities conducted by Janesville Transit System.

Goal Setting Process

1. Graph/XL sheet to Show: Relative availability of DBE's to participate;
2. Opportunities; Anticipated Federal Share; Weight each type of opportunity dividing the value of each by the total value of all opportunities;
3. Determine level of participation from DBE's:
 - a. determine the number of DBE's ready, willing and able in our market, using WI & IL UCP DBE Directory using NAICS Codes;
 - b. determine the number of all Non-DBE and DBE firms using NAICS Codes at US Census.gov, County Business Pattern (CBP) data base.
 - c. Divide the number of DBE's by the number of all firms to derive a base figure for the relative availability of DBE's in the market.
4. Vendors/Bidders List- Signup sheet

Janesville Transit System

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Weight X Availability = Weighted Base Figure				UCP-WI/IL	Census.gov		

Small and Disadvantaged Business Enterprise (DBE)

An Open Letter to Small Businesses and Women/Minority Owned Businesses:

All business is big business. Your business is significant to Janesville Transit System (JTS). We value you, your business and the contribution you are making to the community at large.

Throughout the year JTS seeks suppliers for our many ongoing operational concerns. We seek firms that are ready to provide products or services relevant to our award opportunities. Having a connection with your firm could be of great value. We would appreciate hearing from you and your interest in joining our Vendor's List. By providing current contact information and the types of products and services your firm provides can give you an edge in creating opportunities that work for us all.

Attached you will find a fillable PDF document for your convenience and email return. Please provide us the information relevant to your firm. We will add your information to our Vendors List. ([Fillable PDF document](https://www.janesvillewi.gov/home/showpublisheddocument/10006/637945096772569821)) (<https://www.janesvillewi.gov/home/showpublisheddocument/10006/637945096772569821>)

JTS Staff (608) 755-3151



**Small and Disadvantaged
Business Enterprises!**



Janesville Transit System (JTS) encourages Small Businesses and Disadvantaged Business Enterprises (DBE's) in bidding for contracts using federal funding. JTS maintains a Bidders List consisting of information about small businesses, both DBE and non-DBE firms, that bid or quote on eligible contracts.

Does your Business provide a Product or Service that may be bid in Janesville Transit System's (JTS) federally funded projects?

Janesville Transit System encourages Small Businesses to inform JTS of products and services they provide which are available for bidding contracts.

- Contact JTS directly (608) 755-3150 and request to be added to the Bidders List. Provide Business name, Owner's name; Contact info; DEB/Non-DBE Status; Age of firm; Est. of Gross Receipts; Type of service or product offered.
- Visit our website at www.ci.janesville.wi.us/jts



Small and Disadvantaged Business Enterprise (DBE)

The Janesville Transit System (JTS) encourages the participation of small businesses, minority and women owned businesses and Disadvantaged Business Enterprises (DBE) in bidding for contracts using federal funding. JTS maintains a bidders list, consisting of information about all DBE and non-DBE firms that bid or quote on eligible contracts. Small businesses, minority and women owned businesses and DBE businesses are encouraged to inform the Janesville Transit System of products and services which they have available. Businesses should contact Janesville Transit System directly (608)755-3150 and request to be added to the bidders list.

Small businesses are those that meet the definition according to the Small Business Administration (SBA) size standards as defined in 13 CFR part 121 (<https://www.sba.gov/federal-contracting/contracting-guide/basic-requirements>). Businesses that consider themselves DBEs must show proof of certification when bidding on transit contracts. To become a certified DBE, contact the Wisconsin Department of Transportation Civil Rights and Compliance Section (608)266-6961 or visit the department website (<http://www.dot.wisconsin.gov/business/enrserv/dbe-main.htm>).

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More information about JTS's DBE and small business goals (<https://www.janesvillewi.gov/home/showpublisheddocument/8858/636994030183830000>).