

DOUGLAS COUNTY
DISADVANTAGED BUSINESS ENTERPRISE GOAL
FY2024-2026

In accordance with the Federal Transit Administration (FTA) Guidelines (49 CFR Part 26), Douglas County's Connect Douglas has established its' DBE Triennial Participation Goal for FY 2024-2026 at 2.63% of federal funds or approximately \$45,446.

Methodology. For fiscal years 2024-2026, the County estimates its projects' budget as approximately \$2,785,000 with FTA assistance of \$1,728,000 which includes a 50% match for operating funds and a 80% match for capital funds. The County utilized the State of Georgia Unified Certification Program (UCP) DBE Directory and the US Census Bureau – County Business Patterns by Industry:2020 for the State of Georgia to determine availability for ready, willing and able DBEs and non-DBE's as defined as “certified” DBEs.

The base figure was calculated by dividing the relative availability of these businesses in the local market area for the types of contracts anticipated to be awarded. The local market area of the State of Georgia was determined because it is the area in which the substantial majority of the contractors and subcontractors with which the County does business are located and the area in which we spend the substantial majority of our contracting dollars. Because the Atlanta metropolitan area is the largest metro area in the state as well as the location of the state capital, vendors are drawn to the area from throughout the state.

The DBE firms in the numerator and denominator are as similar as possible to the DBEs and non-DBE firms in the denominator.

$$\text{Base Figure} = \frac{\text{ready, willing, able DBEs}}{\text{All firms, ready willing \& able (DBE \& non-DBE)}}$$

As shown on the below table, The County is using weighting to ensure that the goal calculation is more accurate. Adjustment of the base figure will not be performed based on past participation because the County does not have a history of contracting for the types of projects to be let during the goal three-year period.

Projected Projects		# OF		# of		% of Total FTA		FTA DBE	
	NAICS	TOTAL BUDGET	CERTIFIED DBEs	Vendors (Census)	Relative Availability	FTA Dollar	Funds (Weight)	Weighted Base Figure	GOAL DOLLARS
Third Party Operations	485210, 485113	\$ 2,200,000	0	35	0.0000	\$ 1,100,000	63.66	1.82	
Fareboxes & Safe Technology	423850	\$ 250,000	0	16	0.0000	\$ 200,000	11.57	0.72	
Scheduling Software	541511	\$ 350,000	235	2440	0.0963	\$ 280,000	16.20	0.01	
Shelters	332311, 423390	\$ 60,000	6	41	0.1463	\$ 48,000	2.78	0.07	
Shelter Installation	236220	\$ 30,000	363	1292	0.2810	\$ 24,000	1.39	0.00	
APCs	423430	\$ 45,000	11	257	0.0428	\$ 36,000	2.08	0.01	
Support Vehicles	441110	\$ 50,000	0	591	0.0000	\$ 40,000	2.31	0.00	
		\$ 2,785,000	615	4672	0.1316	\$ 1,728,000	100.00	2.63	\$ 45,440.39

Narrowly Tailored Goal

To date, there are no relevant disparity studies that the County can use to potentially adjust the base figure. Disparity Studies typically determine whether, due to race, ethnicity, or gender status there exists a statistically significant disparity between the percentage of available DBEs in a local marketplace and the percentage of these firms that have been awarded contracts from an entity or its prime contractors. As such, the County cannot provide information related to employment, self-employment, education, training, and unions and how those characteristics affect DBE certification and/or participation in the County. Further, data has not been gathered for the County via research or other means that might show any disparities in the ability of DBEs to get financing, bonding, and insurance to perform work in the County as these barriers to obtaining financing, bonding, and insurance could limit opportunities for minorities and women to form and operate businesses and would place businesses at a disadvantage in competing for contracts in Douglas County. Connect Douglas's has not had significant past participation by certified DBEs. Over the last several years, the highest participation was construction related projects. The lack of data related to anticipated projects to be contracted from 2024-2026 results in no adjustment of the base figure for DBE participation.

Past DBE Participation Review

Past DBE awards, commitments and participation for the last four years are shown in the below table.

YEAR	Contract Award Dollars	DBE PARTICIPATION	DOLLARS TO DBEs
2019	\$1,560,677	8.99%	\$139,288
2020	\$430,658	1.03%	\$4,425
2021	\$231,348	0.00%	\$0.00
2022	\$337,730	0.00%	\$0.00

During fiscal year 2019, the County awarded a construction renovation and expansion contract. The contract was a race-conscious contract. This resulted in minimal DBE participation for subcontracted work in construction related work areas and yielded 8.99% DBE participation. In 2020, Connect Douglas purchased signs from a DBE Certified vendor.

According to the above table, the median participation rates over the last four years were 1.03% and 0.00% for an average of .52%. This would support a downward adjustment to the base figure of 2.63%. However, the County is committed to increasing its outreach, technical and certification assistance in addition to ensuring that contracts are unbundled whenever possible and believes that these efforts will result in increased DBE awareness and result in increased DBE participation. As such, the County will not adjust its goal downward and 2.63% will remain the DBE participation goal for 2024 through 2026.

County Shortfall Analysis Reviews

For the DBE goal period of 2020 to 2023, the County conducted the required Shortfall Analysis after each fiscal year and determined that the County failed to meet its goal for several reasons.

- ❖ Several projects included in the DBE goal did not move forward during the goal period. These include purchasing farebox technology and bike equipment.
- ❖ The Planning Study was commenced through a Memorandum of Agreement (MOA) with the Atlanta-Regional Transit Link Authority (ATL) whereby the ATL transferred some Douglas County unobligated funds into Grant managed by The ATL. The County then moved forward with the ATL competitively procured vendors for the Planning Study. That project, however, does have DBE subcontracted participation.
- ❖ The CCTV surveillance/security project was bid with two proposals being received. Neither of the proposals were from certified DBE businesses and the project did not have any sub-contracting opportunity.
- ❖ Shelters, benches and receptacles were purchased from a non-DBE certified vendor.
- ❖ No federal funds were used during the period for automotive parts and tires.

Anticipated Projects (FY2024-2026)

Over the next three years, Douglas County Connect Douglas anticipates initiating several projects. These include contracting for a third-party operator, the purchase and installation of additional transit shelters, purchasing automatic passenger counters, purchasing scheduling software and two support vehicles and overhauling the current farebox system by purchasing an intelligent farebox system and safe. The County will attempt to utilize its in-house resources for installation of the shelters but due to the department busy schedule and personnel shortage, Connect Douglas anticipates contracting for the assembly and installation.

Douglas County anticipates that it will meet its 2.63% triennial goal using race-neutral means. This is largely due to the lack of sub-contracting opportunity for the anticipated projects. Although certified vendors are limited in the areas where contracts will be available, DBEs will be encouraged to participate in the bidding process as prime contractors.

Race neutral means will include the following:

- Providing technical, outreach, and certification assistance to DBEs
- Unbundling contracts whenever possible to provide for the possibility of more DBE participation in the bidding process.
- Ensuring maximum communication and information dissemination with DBEs on contracting opportunity
- Encouraging DBEs to compete as prime contractors.

DBE GOAL SETTING PUBLIC INVOLVEMENT

As part of the Disadvantaged Business Enterprise Triennial Goal setting process, Douglas County Board of County Commissioners will hold a public hearing as part of a regular BoCC scheduled meeting. After the hearing, the County will make the goal available for inspection for

30 days. However, the public may provide comments for 45 days after publication of the notice.

During this 45-day public comment period, Connect Douglas will hold at least one in-person public meeting to seek public input, comments and questions. Connect Douglas will post the proposed goal on the Connect Douglas website which will include instructions on how to submit comments and questions. The County will accept public comments via email, in-person, letters, and in-person comments. All comments, questions or concerns may be submitted to Connect Douglas Attn: DBE Liaison 8800 Dorris Road, Douglasville, GA 30134 or emailed to connectdouglas@douglascountyga.gov. The phone number will be posted as (770) 949-7665. Additionally, Connect Douglas will hold at least one virtual public meeting via TEAMS or Zoom. The County will document and address any questions and comments and include both as part of the Final DBE Plan that will be submitted to FTA. Email and mailing address will be included in the newspaper announcement for the proposed in-person and virtual meeting.

In addition to the public hearing, public meeting and virtual public meeting, Douglas County will release a press release to media outlets in an effort to reach the public including minority and small business entities. Outreach will include the public as well as stakeholders including industry groups, community-based organizations, minority Chambers of Commerce, minority business associations, and women and small business development agencies.

Attached is a summary of the outreach efforts the County conducted which includes any public comments, concerns and questions. Also attached are the County's comments, if any, to the public comments received during the 45-day public comment period.

DISADVANTAGE BUSINESS ENTERPRISE OUTREACH & ENGAGEMENT Summary Report



OBJECTIVE: DBE Public Hearing & Event/Workshop

To host a free, public hearing on June 6, 2023, adherent to Federal Transit Administration (FTA) requirements to aide in educating and informing attendees as well as to gather feedback/comments.

As part of its goal-setting process, Connect Douglas held a public hearing on Tuesday, June 6, 2023 during the 10 a.m. Douglas County Board of Commissioners meeting at the Douglas County Courthouse at 8700 Hospital Drive, Douglasville, GA 30134. Direct access to the Douglas County Courthouse is available on the Connect Douglas Fixed Routes 10, 20, 40.

After the June 6 public hearing, Connect Douglas was accepting public input on the DBE goal setting during a 45-day public comment period. Connect Douglas also held one hybrid (in-person and virtual) public event to further explain the DBE goal methodology and seek additional comments and questions.

Connect Douglas was accepting public comments via email, in-person, and mail. All comments, questions or concerns may be submitted via email to connectdouglas@douglascountygga.gov or in-person and mailed to Connect Douglas Attn: DBE Liaison 8800 Dorris Road, Douglasville, GA 30134.

The proposed FY 2024 – 2026 DBE Triennial Participation Goal and upcoming public forums will be posted on connectdouglas.com.

COMMUNICATION: June 6, 2023 DBE Public Hearing

- 2 Douglas County Happenings e-blast to nearly 14,000 email subscribers
 - May 25 (*Example attached for reference: Douglas County Happenings Example_5.25.2023*)
 - June 1
- Social Media
 - Instagram: [@douglasconnectga](https://www.instagram.com/douglasconnectga/) (523 Followers)
 - Facebook: [@douglas.county.happenings](https://www.facebook.com/douglas.county.happenings/) (18,000 Followers)
 - Instagram: [@connectdouglas](https://www.instagram.com/connectdouglas/) (893 Followers)
 - Facebook: [@connectdouglas](https://www.facebook.com/connectdouglas/) (390 Followers)
- 2 Douglas Sentinel legal ad insertion dates
 - Tuesday, May 23 & Saturday, June 3
 - 10,000 daily readers, *Source: Douglas County Sentinel*

DISADVANTAGE BUSINESS ENTERPRISE OUTREACH & ENGAGEMENT Summary Report

- Updates on connectdouglas.com and celebratedouglascounty.com
 - Subscribers to website alerts receive an immediate email
- Press release sent to Douglas County Communications media list (*Example attached for reference: Connect Douglas_DBE Public Hearing 6.6.2023_release*)
- Graphics rotating on [DCTV23](#) and Douglas County Courthouse Digital signage
- Direct outreach to include Chambers, DOT, DBE directories, County SPLOST & Procurement, GDOT, MARTA
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Douglas County Sentinel Example

CONNECT DOUGLAS NOTICE DISADVANTAGED BUSINESS ENTERPRISE PUBLIC HEARING

As a recipient of grant funds from the Federal Transit Administration (FTA), Connect Douglas Transit Services is required to establish three-year goals for Disadvantaged Business Enterprise (DBE) participation in its federally funded project in accordance with FTA guidelines (49CFR Part 26). Connect Douglas has established a DBE Triennial Participation Goal for FY 2024 – 2026 at 2.63% of federal funds or approximately \$45,446.

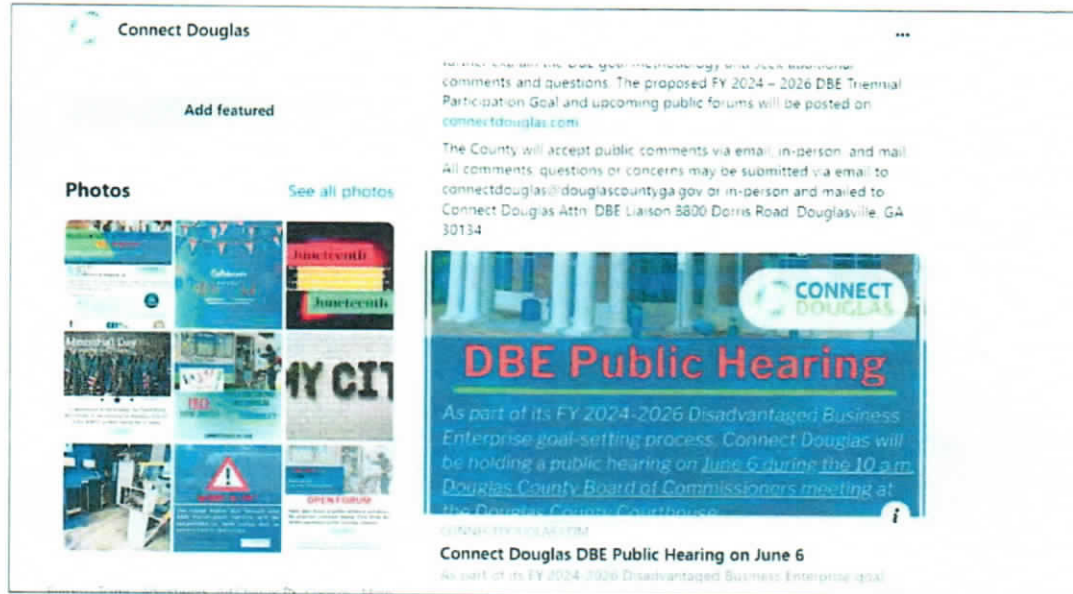
As part of its goal-setting process, Connect Douglas will be holding a public hearing on **Tuesday, June 6 during the 10 a.m. Douglas County Board of Commissioners meeting at the Douglas County Courthouse at 8700 Hospital Drive, Douglasville, GA 30134**. Direct access to the Douglas County Courthouse is available on the Connect Douglas Fixed Routes 10, 20, 40.

After the June 6 public hearing, Connect Douglas will accept public input on the DBE goal setting during a 45-day public comment period. Connect Douglas will also hold at least one in-person public forum to further explain the DBE goal methodology and seek additional comments and questions. The proposed FY 2024 – 2026 DBE Triennial Participation Goal and upcoming public forums will be posted on connectdouglas.com.

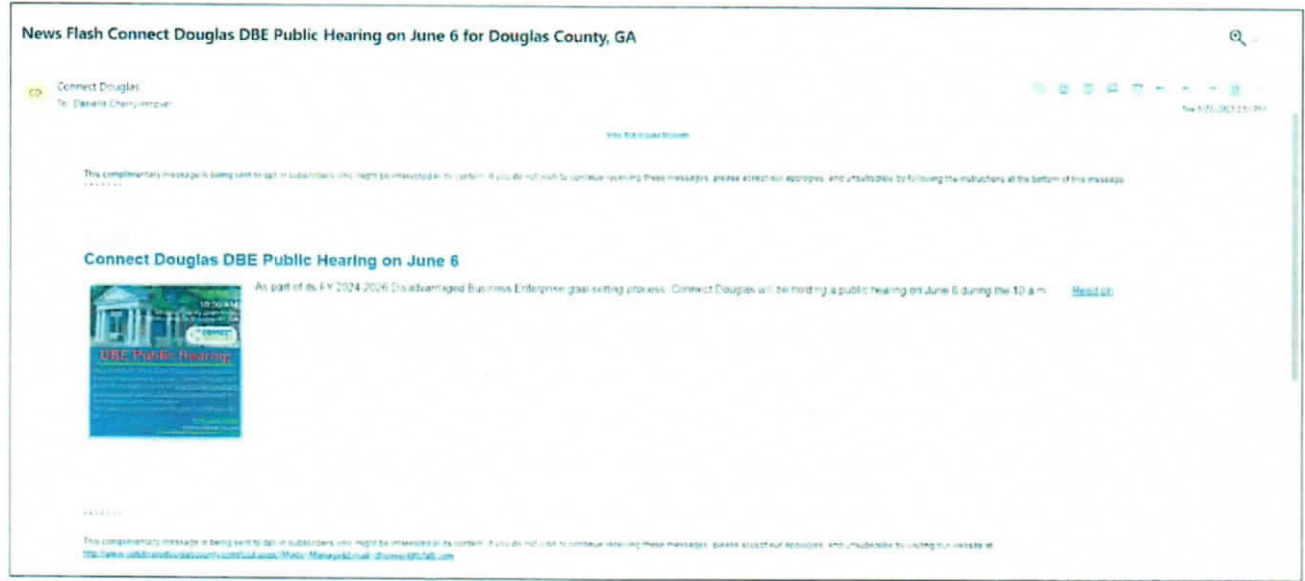
The County will accept public comments via email, in-person, and mail. All comments, questions or concerns may be submitted via email to connectdouglas@douglascountyga.gov or in-person and mailed to Connect Douglas Attn: DBE Liaison 8800 Dorris Road, Douglasville, GA 30134.

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@connectdouglas Facebook Post Example



ConnectDouglas.com News Flash Subscriber Email



DISADVANTAGE BUSINESS ENTERPRISE OUTREACH & ENGAGEMENT Summary Report

COMMUNICATION: July 19, 2023 DBE Public Workshop



After the June 6 public hearing, Connect Douglas was accepting public input on the DBE goal setting during a 45-day public comment period. On Wednesday, July 19, 2023, Connect Douglas also held a hybrid (in-person and virtual) public DBE workshop to further explain the FY 2024 – 2026 DBE Triennial Participation goal, methodology, and seek additional comments and questions.

The in-person and hybrid workshop held on July 16 was an opportunity to communicate with attendees regarding how to become a Douglas County vendor and discuss Connect Douglas, Douglas County SPLOST, and Douglasville-Douglas County Sewer & Watershed projects.

GDOT CEI DBE Services provided training to business owners in attendance on the successful completion of a DBE Certification. The goal was to communicate with current DBE business owners and assist those without certifications towards readiness of future Connect Douglas and Douglas County projects.

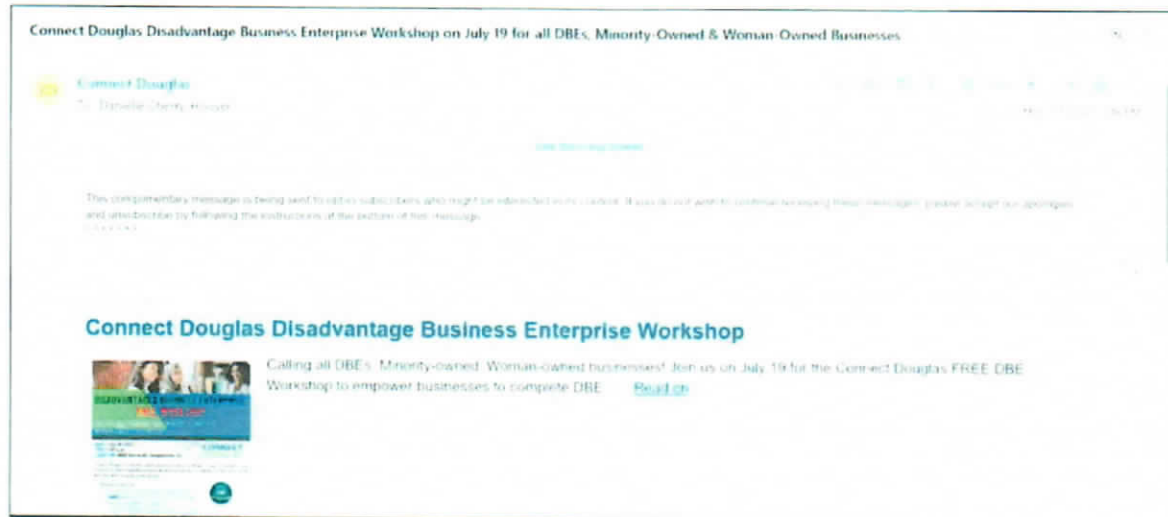
COMMUNICATION: July 19, 2023 DBE Public Workshop

- 2 Douglas County Happenings e-blast to 14,000 email subscribers
 - July 13 (*Example attached for reference: Douglas County Happenings Newsletter 07_13_2023*)
- E-blasts sent to the State of Georgia Unified Certification Program Directory
 - 4,049 contacts (*Attached for reference: State of GA UCP Directory_July 2023*)
 - Local business contact directory with 400+ contacts (*Attached for reference: Connect Douglas July 19 DBE Workshop email*)
- Social Media
 - Instagram: [@douglasconnectga](#) (523 Followers)
 - Facebook: [@douglas.county.happenings](#) (18,000 Followers)
 - Instagram: [@connectdouglas](#) (893 Followers)
 - Facebook: [@connectdouglas](#) (390 Followers)
- Google Business Page posting: <https://posts.gle/WPUwox>
- Updates on connectdouglas.com and celebratedouglascounty.com

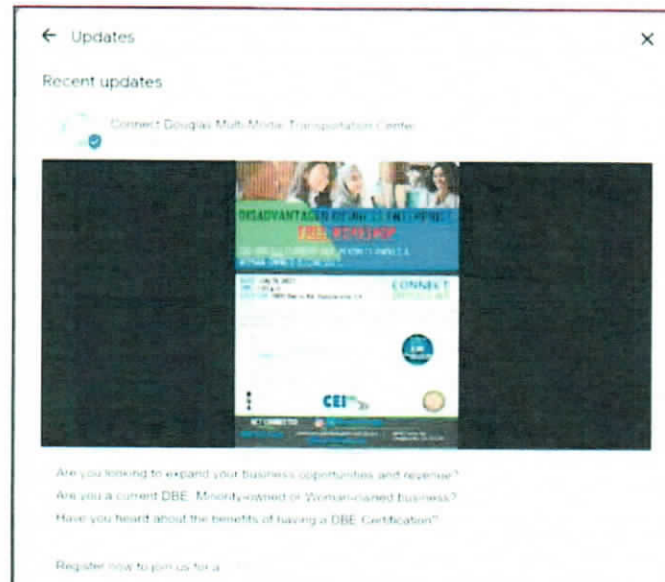
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- Subscribers to website alerts receive an immediate email
- Post event webpage created: <https://www.celebratedouglascounty.com/761/Connect-Douglas-DBE-Certification-Worksh>
- Created digital event listings
 - Example: <https://www.eventbrite.com/e/free-connect-douglas-dbe-workshop-in-person-virtual-tickets-675462375147?aff=oddttdcreator>
- Graphics rotating on [DCTV23](#) and Douglas County Courthouse Digital signage
- Direct outreach to include Chambers, DOT, DBE directories, County SPLOST & Procurement, GDOT, MARTA, Douglasville-Douglas County WSA

ConnectDouglas.com News Flash Subscriber Email



Google Business Page Example



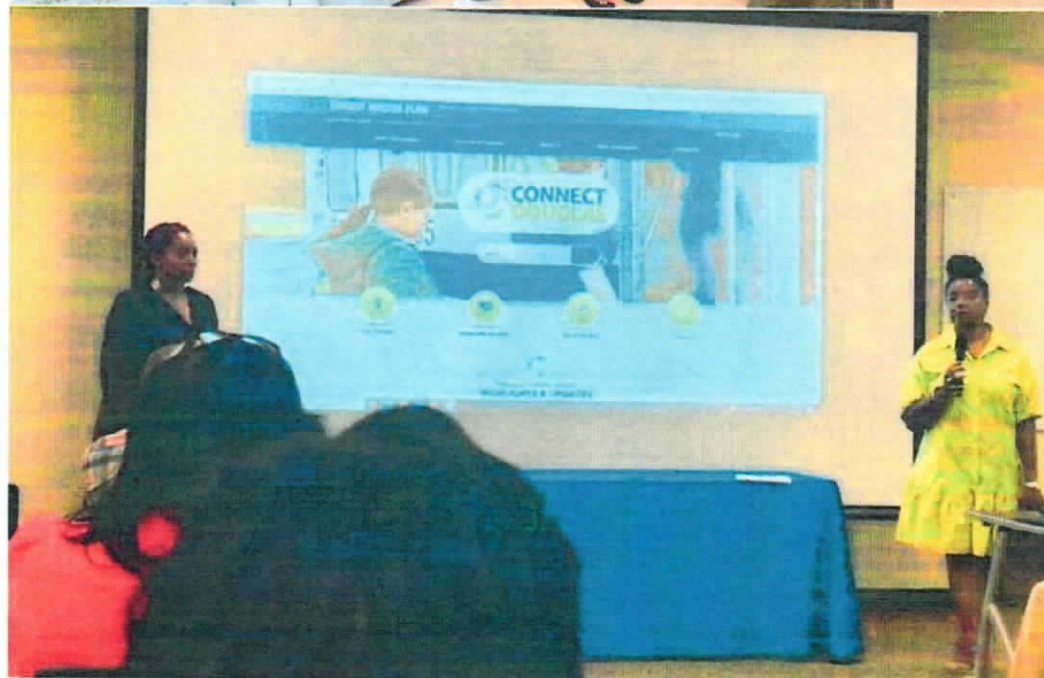
DISADVANTAGE BUSINESS ENTERPRISE OUTREACH & ENGAGEMENT Summary Report

EVENT RECAP: July 19, 2023 DBE Public Workshop

- Over 40+ in-person attendees (Attached for reference: Connect Douglas 7.19.23 DBE Workshop Sign-in sheets)
- 560 views via live stream on Facebook: [@connectdouglas](#) and [@douglas.county.happenings](#)



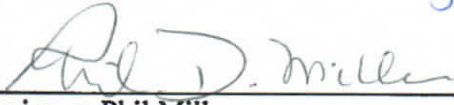
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Adopted this 18th day of August, 2023



Chairman Phil Miller
Douglas County Board of County Commissioners