

Southwestern Pennsylvania Commission

FFY 2024, 2025 and 2026

(October 1, 2023 through September 30, 2026)

Three-Year Goal

for

**Federal Transit Administration-Funded Projects
Disadvantaged Business Enterprises (DBE)**

Amount of goal

SPC's overall goal for Federal Fiscal Years 2024, 2025 and 2026 (October 1, 2023 through September 30, 2026) is **1.5%** of the Federal financial assistance to be expended in directly-funded Federal Transit Administration (FTA)-assisted contracts. This goal is exclusive of FTA funds used for the purchase of transit vehicles.

Breakout of Estimated Race/Gender Neutral and Race/Gender Conscious Participation

SPC will meet 100% of its Three-Year Goal for DBE participation in the Federal financial assistance to be expended in FTA-directly funded contracts by race/gender neutral means. The following race/gender neutral means will be used:

- Encouraging prime contractors to subcontract portions of the work where feasible
- Arranging solicitations, time to present bids/proposals, bid quantities, specifications, quantities and delivery schedules to facilitate DBE and small business participation where feasible
- Simplifying or reducing bonding requirements where feasible
- Providing information to bidders on potential subcontractors where feasible
- Offering instructions on bid specifications, procedures, and general bidding requirements

Methodology for Determination of Goal

SPC determined its three-year goal for DBE participation in the Federal financial assistance to be expended in FTA-directly funded contracts according to the methodology described below. The goal will be exclusive of FTA funds used for the purchase of transit vehicles.

The number of registered DBE firms located in the SPC region was identified by downloading data for each of the ten counties from the Pennsylvania Unified Certification Program (PA UCP) website (<http://www.paucp.com>). There was a total of 555 registered DBE firms located in the SPC region as of January 11, 2024. The record for each registered DBE firm included one or more North American Industry Classification System (NAICS) 6-digit code(s) that were reported to the PA UCP by the DBE firms themselves. Table 1 below summarizes the number of registered DBE firms located in the SPC region.

Table 1 – DBE Firm Summary

SPC County	PAUCP-Registered DBE Firms Located in the SPC Region
Allegheny	434
Armstrong	3
Beaver	13
Butler	20
Fayette	5
Greene	1
Indiana	4
Lawrence	2
Washington	34
Westmoreland	39
SPC Region Total	555

Contracting Opportunities

SPC utilizes direct FTA funding as a sub-recipient, through agreement with the Port Authority of Allegheny County d/b/a Pittsburgh Regional Transit (PRT), of FTA Urbanized Area Formula (Section 5307) funds.

Since 2003, SPC has utilized this funding to support a regional rideshare program called CommuteInfo. The program retains a single contractor for the provision of vanpool vehicles, fleet management and maintenance services, and other vehicle-related services for a regional vanpool program. In addition, the CommuteInfo program offers a wide range of free ridesharing services to employees and employers in the region such as a toll-free phone number for information and referrals, vanpool/carpool rider matching, an emergency ride home service, promotion of and education about transit/biking/walking and other mobility management activities. It is anticipated that the CommuteInfo project will extend Federal contracting opportunities amounting to just over \$3,700,000 over Federal Fiscal Years 2024 through 2026.

After reviewing previous contracting opportunities and considering the types of projects SPC engages in that would offer opportunities for any type of contractor, SPC has determined that DBE contracting opportunities in the future will most likely be limited to certain types of activities. While DBE contracting and sub-contracting opportunities may be more robust in certain NAICS subsectors, the likelihood that projects of such type will be funded with FTA funds seems – at this juncture – remote. An example would be the NAICS Subsector for “Specialty Trade Contractors.”

The most common past expenditures for sub-contracting have been for the provision of transportation services; ancillary administrative support services for such activities; and, professional and technical services in the areas of information technology and data collection/reporting. Therefore, it has been determined to limit the available DBE analysis to five appropriate NAICS code firm types. Table 2 below summarizes the available contract opportunities by amount and relative weight.

Table 2 - FTA-Assisted Projects - Relevant NAICS Codes FFY 2024-2026

	NAICS Code	Description of Work	Amount of DOT funds on project:	% of total DOT funds (weight)
1)	513210	Ride Match Software	\$159,000.00	0.04219
2)	485999	CommuteInfo Vanpool Services	\$800,000.00	0.21226
3)	541613	Marketing Services	\$590,030.00	0.15655
4)	541890	Safety Kits	\$20,000.00	0.00531
5)	561599	Mobile Ticketing Services	\$2,200,000.00	0.58370
	Total FTA-Assisted Contract Funds		\$3,769,030.00	1.00000

Relative Availability

The number of registered DBE firms located in the SPC region was compared to the overall number of business sites in the region for the selected 6-digit NAICS codes. The 2023 Mergent Intellect Database was used to determine the overall number of business sites in the SPC region for each NAICS. The Mergent Intellect Database was used because it was determined to contain the most current information; is updated continuously; and, provides detailed nationwide employment figures by business site. SPC staff downloaded the 2023 Mergent Intellect Database in January 2023. The database includes records for all business sites located within the 10-county SPC region.

The record for each business site listed in the 2023 Mergent Intellect Database included a primary 6-digit NAICS code. The primary NAICS code was used to tally the number of business sites in the SPC region for each of the selected NAICS codes.

Table 3 below summarizes the number of registered DBE firms located in the SPC region according to a subset of NAICS codes that were deemed by SPC staff as being most likely to be used for SPC contracts utilizing direct recipient funds from the FTA.

The relative availability of registered DBE firms was then calculated for each of the selected NAICS codes, ranging from 0.00000 to 0.04762. The average relative availability for the selected NAICS codes is 0.02384.

Table 3 – Relative Availability of Registered DBE Firms for the 6-Digit NAICS Codes Most Likely to be used for SPC Contracts Utilizing Direct Recipient Funds from the FTA

PAUCP DBE FIRMS COMPARED TO ALL MERGENT INTELLECT FIRMS				
NAICS CODE	DESCRIPTION OF WORK	DBE FIRMS	ALL FIRMS	RELATIVE DBE AVAILABILITY
513210	Ride Match Software	1	360	0.00278
485999	CommuteInfo Vanpool Services	3	63	0.04762
541613	Marketing Services	26	898	0.02895
541890	Safety Kits	8	188	0.04255
561599	Mobile Ticketing Services	0	61	0.00000
Total		38	1,570	0.02420

Weighting

Utilizing the FTA-recommended weighting analysis yields an availability factor of 0.01498 expressed as percentage availability of 1.50% and rounded to 1.5%. Table 4 below summarizes the weighting analysis.

Table 4 - Weighted Base Figure

NAICS Code	Project	Weight	x	Availability	Weighted Base Figure
513210	Ride Match Software	0.04219	x	0.00278	0.00012
485999	CommuterInfo Vanpool Services	0.21226	x	0.04762	0.01011
541613	Marketing Services	0.15655	x	0.02895	0.00453
541890	Safety Kits	0.00531	x	0.04255	0.00023
561599	Mobile Ticketing Services	0.58370	x	0.00000	0.00000
				Total	0.01498
				Expressed as a %	1.50%
				Rounded, Weighted Base Figure:	1.5%

Base Figure

The foregoing analyses and weighting yields a **Base Figure Three-Year Goal of 1.5%** for DBE participation in the Federal financial assistance to be expended in FTA-directly funded contracts - exclusive of FTA funds used for the purchase of transit vehicles.

Adjustment to Base Figure

SPC is not adjusting the Base Figure for the Three-Year Goal for DBE participation in the Federal financial assistance to be expended in FTA-directly funded contracts for the following reasons:

Available Datasets

SPC has explored the use of other available datasets such as InfoGroup/Data Axle business data, County Business Patterns, and data from the Economic Census to determine the overall number of business sites in the SPC region within each selected NAICS. The Mergent Intellect Database was determined to be the most complete dataset for ensuring a more narrowly tailored DBE goal.

Previous Base Figure Weighting Analysis

SPC is currently utilizing FTA recommended methodology for weighting relative DBE firm eligibility for FTA-direct funded contract opportunities. Using current FTA-recommended guidance for weighting yields an appropriate base figure goal.

Experience on Past Participation

SPC has consistently improved its monitoring of contract opportunities related to its own projects funded with FTA Urbanized Area Formula funding. Current monitoring and reporting indicate that the base figure goal is being achieved. A 1.5% annual goal for DBE participation in the Federal financial assistance to be expended in FTA-directly funded contracts based on the percentages of available DBE firms across the business activity categories most likely to be used for SPC's FTA directly-funded projects is justified.

No Evidence from Disparity Studies

SPC has not conducted any recent studies designed to investigate the existence of discrimination in contracting, nor is staff aware of any such studies being conducted by other agencies in the Pittsburgh metropolitan area in the last several years.

Lack of Additional Information

SPC was unable to find any other types of evidence or data supporting a lower DBE participation goal. Based on consultations that are done through and in coordination with SPC's Workforce and Economic Development staff with small businesses in the region, there has been no indication that there needs to be an adjustment made to the 1.5% DBE goal, nor has any such recommendation been made by our regional planning partners.

All worksheets for the forgoing analyses are attached to this document.

Description of Efforts for Community Engagement of Consultation Regarding Overall Goal

On an ongoing basis, SPC reviews its current contract status; conducts research on current conditions; and, communicates with regional minority, women's and general contractor groups, and other officials or organizations which could be expected to have information concerning the availability of disadvantaged and non-disadvantaged businesses, the effects of discrimination on opportunities for DBEs, and efforts to establish a level playing field for the participation of DBEs. In particular, staff regularly consults with DBE staff at Pittsburgh Regional Transit as well as Allegheny County. Any knowledge transfer from these consultations is kept in mind in the development of DBE goals.

SPC Transportation Planning staff is greatly aided in these specific outreach efforts by its close association with SPC Workforce and Economic Development staff supported by SPC's status as the Federally-assigned Local Development District.

SPC is a core funded fiscal partner for the Partnership for Regional Economic Performance (PREP) program under PA's Department of Community and Economic Development (DCED). SPC hosts bimonthly meetings with PREP partners to review performance, upcoming events, and other interests to small businesses. PREP partners include a network of organizations providing small business support in the region, including small business development centers (SBDCs), state partners, and industrial resource centers (IRCs).

SPC runs small business support programs through its Workforce and Economic Development Department. These include Commercial Lending which assists with providing small business loans through state and federal funding, usually at competitive rates; Export Development provides small business support to export goods and services overseas; and Government Contract Technical Assistance provides small business support for those interested in entering the government marketplace. For the latter, if a small business is interested in government contracting, SPC Workforce and Economic Development staff help them assess whether or not they qualify for DBE certification

and whether or not that certification would be beneficial. SPC Workforce and Economic Development staff can then assist the firm with obtaining DBE certification. SPC Workforce and Economic Development staff host and/or participate in periodic sessions to solicit input from small businesses and minority firms.

The following are examples of such sessions:

Event Title: Introduction to Government Contracting

Date: 10/6/2022

Description: An introduction to government contracting. Learn about what a PTAC is, the government marketplace, how to get started in the government marketplace, and small business certifications.

Number of Attendees: 5

Event Title: Capability Statements

Date: 10/20/2022

Description: Learn about capability statements, a unique marketing tool used in government contracting. Topics covered include: what is a capability statement, what goes into a capability statement, when and why are capability statements used, and more.

Number of Attendees: 22

Event Title: Business Enterprise (DBE) Overview

Date: 8/3/2023

Description: Learn more about Pittsburgh Regional Transit (PRT)'s Disadvantaged Business Enterprise (DBE) Program and how to become certified as a DBE with the Pennsylvania Unified Certification Program (PA UCP).

Number of Attendees: 1

Event Title: Introduction to Government Contracting

Date: 10/26/2023

Description: An introduction to government contracting presented by Faith Collins, APEX ACCELERATOR counselor at SPC APEX ACCELERATOR. Learn about what a APEX ACCELERATOR is, the government marketplace, how to get started in the government marketplace, and small business certifications.

Number of Attendees: 36

Event Title: Capability statement

Date: 11/14/2023

Description: Learn about capability statements, a unique marketing tool used in government contracting during this presentation by Faith Collins of SPC APEX ACCELERATOR. Topics covered include: what is a capability statement, what goes into a capability statement, when and why are capability statements used, and more.

Number of Attendees: 24

SPC has incorporated the following non-discriminatory and race-neutral element to its DBE program in order to facilitate competition on DOT-assisted public works projects by small business concerns (both DBEs and non-DBE small businesses).

CommuteInfo staff co-hosts an annual event aimed specifically at minority-owned and small businesses. These scheduled events are designed to include as many interested stakeholders as possible and are focused on obtaining information relevant to the DBE goal setting process. The events precede the actual period of goal setting analysis. The most recent annual event was held on December 21, 2023. The public notice and web posting containing details regarding this event are included in the Supporting Documentation attachments. There were three attendees to this virtual event, however, they did not have any feedback to offer with respect to the DBE goal setting process. This event was

held during an initial 30-day public comment period that ran from November 30, 2023 to December 31, 2023 to solicit written comments regarding the DBE goal setting process. No comments, written or otherwise, were received regarding SPC's DBE goal setting process during this initial public comment period.

Following the development of the DBE goal, another 30-day public comment period began on February 28, 2024 to solicit written comments regarding the DBE goal. The deadline for submitting comments was on March 29, 2024. No comments were received, and therefore, the DBE goal was finalized.

Description of Efforts for Community Engagement of Consultation Regarding Small Business Development

SPC through the CommuteInfo regional rideshare program has incorporated the following non-discriminatory and race-neutral element to its DBE program in order to facilitate competition on DOT-assisted public works projects by small business concerns (both DBEs and non-DBE small businesses).

The MPO's existing competitive procurement processes for larger procurements (in excess of \$100,000) offer various opportunities to encourage and promote small business participation. The agency averages about 15 of these large contract offerings in a normal business year. Although the potential offerings for the CommuteInfo regional rideshare program are never to this degree, CommuteInfo staff benefits from these processes when it comes to establishing specific potential contracting relationships.

- Large procurements require detailed scope of work analysis prior to bid/qualification solicitation. As a matter of course, such analysis will include the general specification of project scope elements that may represent opportunities for small business participation.
- All competitive proposals require the completion of a Cost and Price Analysis review prior to release of the request for proposal or bid. These analyses offer an opportunity to identify elements of the total project that could be "called out" in a request for proposal of bid document as small business opportunities.
- All competitive proposals and bids received in response to large contract procurement requests are evaluated according to evaluation factors and their relative importance. These are specified in the solicitation, although numerical or percentage ratings or weights are not necessarily disclosed for all procurements. When establishing rating factors and their weights, SPC includes small business participation as a factor for large contracts. This process will be similar to the process currently in place that seeks to identify DBE participation opportunities in some procurements. For procurements with no DBE participation specified, this process will be particularly emphasized.
- Final contract awards for large contracts consider factors that are most advantageous to the project. Evaluation factors for a specific procurement reflect the subject matter and the elements that are most important to the project. SPC accounts for the advantages of small business participation in various contract elements part of its DBE programs.

SPC financial administration staff provides appropriate assistance to potential prime contractors in the identification of small business participation opportunities. Such assistance consists of sharing information on related firms from the overall agency bidders list and/or directing

potential bidders to public information concerning small business development within the region.

In addition, CommuteInfo staff through SPC has established relationships with two important regional entities that specialize in small business development activities. These relationships are a product of both proximity and partnership in ongoing regional economic development activities. These partnerships are part of SPC's regional planning efforts resulting from the long-range land-use and economic development strategies developed as part of SPC's regulatory responsibilities as the region's Metropolitan Planning Organization.

Through SPC financial administrative staff, CommuteInfo staff will continue to enhance existing relationships with the Small Business Development Centers at the University of Pittsburgh www.business.pitt.edu/entrepreneur/sbdc and, the Duquesne Small Business Development Center www.sbdc.duq.edu/ in order to continue to identify and support the development of small business opportunities to participate in SPC's DOT-assisted contracts.

**Southwestern Pennsylvania Commission
CommuteInfo Regional Rideshare Program**

FFY 2024, 2025, 2026

(October 1, 2023 through September 30, 2026)

Three-Year Goal

for

**Federal Transit Administration-Funded Projects
Disadvantaged Business Enterprises (DBE)**

Supporting Documentation for Goal-Setting Methodology

PENNSYLVANIA UNIFIED CERTIFICATION PROGRAM (PAUCP) - APPLICABLE NAICS		
NAICS	NAICS DESCRIPTION	NUMBER OF FIRMS
513210	Software Publishers	1
485999	All Other Transit and Ground Passenger Transportation	3
541613	Marketing Consulting Services	26
541890	Other Services Related to Advertising	8
561599	All Other Travel Arrangement and Reservation Services	0
Total		38

MERGENT INTELLECT (2023) - APPLICABLE NAICS		
NAICS	NAICS DESCRIPTION	NUMBER OF FIRMS
513210	Software Publishers	360
485999	All Other Transit and Ground Passenger Transportation	63
541613	Marketing Consulting Services	898
541890	Other Services Related to Advertising	188
561599	All Other Travel Arrangement and Reservation Services	61
Total		1,570

PAUCP DBE FIRMS COMPARED TO ALL MERGENT INTELLECT FIRMS				
NAICS	NAICS DESCRIPTION	DBE FIRMS	ALL FIRMS	RELATIVE DBE AVAILABILITY
513210	Software Publishers	1	360	0.00278
485999	All Other Transit and Ground Passenger Transportation	3	63	0.04762
541613	Marketing Consulting Services	26	898	0.02895
541890	Other Services Related to Advertising	8	188	0.04255
561599	All Other Travel Arrangement and Reservation Services	0	61	0.00000
Total		38	1,570	0.02420

APPLICABLE NAICS BY PROJECT

PROJECT NAME	NAICS	NAICS LABEL	NAICS DESCRIPTION
Ride Match Software	513210	Software Publishers	This industry comprises establishments primarily engaged in software publishing. Establishments in this industry carry out operations necessary for producing and distributing computer software, such as designing, providing documentation, assisting in installation, and providing support services to software purchasers. These establishments may design, develop, and publish, or publish only. These establishments may publish and distribute software through subscriptions and/or downloads - 2022 NAICS.
CommuteInfo Vanpool Services	485999	All Other Transit and Ground Passenger Transportation	This U.S. industry comprises establishments primarily engaged in providing ground passenger transportation (except urban transit systems; interurban and rural bus transportation, taxi and/or limousine services (except shuttle services), school and employee bus transportation, charter bus services, and special needs transportation). Establishments primarily engaged in operating shuttle services and car pools or vanpools (except ridesharing and ridesharing arrangement services) are included in this industry. Shuttle services establishments generally provide travel on regular routes and on regular schedules between hotels, airports, or other destination points - 2022 NAICS.
Marketing Services	541613	Marketing Consulting Services	This U.S. industry comprises establishments primarily engaged in providing operating advice and assistance to businesses and other organizations on marketing issues, such as developing marketing objectives and policies, sales forecasting, new product developing and pricing, licensing and franchise planning, and marketing planning and strategy - 2022 NAICS.
Safety Kits	541890	Other Services Related to Advertising	This industry comprises establishments primarily engaged in providing advertising services (except advertising agency services, public relations agency services, media buying agency services, media representative services, display advertising services, direct mail advertising services, advertising material distribution services, and marketing consulting services) - 2022 NAICS.
Mobile Ticketing Services	561599	All Other Travel Arrangement and Reservation Services	This U.S. industry comprises establishments (except travel agencies, tour operators, and convention and visitors bureaus) primarily engaged in providing travel arrangement and reservation services - 2022 NAICS.

This table is based on 2022 NAICS definitions.

APPLICABLE DBE FIRMS FROM PAUCP DIRECTORY

APPLICABLE NAICS	FIRM NAME	NAICS CODES	WORK DESCRIPTION
541613	6 Degrees Consulting, Inc.	236220; 238130; 238150; 238160; 238170; 238190; 238220; 238310; 238320; 238350; 238390; 327390; 423720; 425120; 484210; 484220; 532412; 541611; 541613	Sales, marketing, business development, construction management, project management, drywall contractor, framing and finish carpentry contractor, durable and nondurable goods, HVAC supply and installation, wall panels supply and installation, roofing and siding installation, and heavy equipment rental services. Used household and office goods moving. Specialized freight (except used goods) trucking, local.
513210	Acuta Digital, Inc.	513210; 518210; 541430; 541511; 541512; 541519; 541910	Provides scalable information technology services to include software/database design, data processing, infrastructure and computer system design, web media services, internet publishing, web hosting, Graphic design services including print, logos, brochures. Brand management. Market research and public opinion polling.
485999	AeroTrip Transportation, LLC	485999; 561990	Ride sharing application focused on transportation(airline) employee unique requirements.
541613	Ann Trondle-Price	541613	Provides advertising copywriting services and creative direction to advertising agencies and design firms for the benefit of their clients. Creates ad copy and oversees marketing campaigns that may include websites, collateral, social media, digital, print, direct and broadcast advertising.;
541613	ARCLS	541611 541612; 541613	Provides consulting services to small/medium/large businesses. Provides staffing, consulting services, organizational strategy. Marketing Consulting services. Advises, management teams regarding consolidation and firm wide policies.
541890	Beyond Spots and Dots, Inc.	512110; 519290; 541810; 541840; 541850; 541890	Advertising and marketing including public relations website development and social media; media planning, negotiating and buying; market research, brand consulting, logo design, video production, marketing materials, print design, web management, Internet advertising, competitive analysis, and copywriting;
541613	Bynums Marketing & Communications, Inc.	541430; 541611; 541613; 541810; 541820; 541890	Provides marketing consulting and services including advertising, public relations, graphic design, and other business consulting;
541890	Bynums Marketing & Communications, Inc.	541430; 541611; 541613; 541810; 541820; 541890	Provides marketing consulting and services including advertising, public relations, graphic design, and other business consulting;
541613	Calfe & Associates, LLC	541611; 541612; 541613; 541618; 561312; 611430	Human Resources consulting firm with a focus on providing outplacement and career transition services, leadership development coaching and training, executive coaching and targeted employee development workshops.
541613	Cameron Professional Services Group, LLC	523940; 524298; 531390; 541211; 541611; 541612; 541613; 541614; 541618; 561110; 611430	Economic and housing development financial analysis, accounting and bookkeeping support (Quick Books), financial advisory services (life insurance, retirement), management consulting services, project management, administrative management, marketing, human resource consulting, training, and other management services.

APPLICABLE DBE FIRMS FROM PAUCP DIRECTORY

APPLICABLE NAICS	FIRM NAME	NAICS CODES	WORK DESCRIPTION
541890	Carol Philp, Inc.	541430; 541890	Provides custom product design, promotional products, branded apparel, graphic design, fulfillment and warehousing;
541613	Cycle Forward	541611; 541613	Cycle Forward offers consulting services centered on helping communities to better connect to their trails and greenspaces. Additional consulting services include place-based marketing and creating immersive experiences for both visitors and local residents. Professional coaching services and nature-based retreats, workshops, and programs are offered on a limited basis.
541613	Davis Consulting Solutions LLC	541611; 541612; 541613; 561311; 561920; 611430; 813319	Business support training and consulting services providing professional business development, strategic planning, staff training, and supportive referral services. Employment placement services. Social advocacy agency. Event planning Services.;
541613	Deborah Knox	541613; 541910; 711510	Performs business development and marketing support, writing, editing, graphic design, community event organization and documentation services. Also offers public relations planning, website development, business planning, marketing, and event planning.;
541613	DeLoJe, LLC	512110; 541511; 541611; 541613; 561312; 561410; 611420; 611430; 611691; 611710	Professional development, workforce training, change management or turn-around assistance as well as youth and adult program management; funding assistance through grant writing and marketing; video production, website design, administrative management consulting, and marketing consulting;
541890	Direct Results BSP Inc.	54143s; 541890	Advertising, marketing, graphic design, sign shop, vehicle graphic wraps, decals, highway signs, screen printing, embroidery, monthly newspaper, promotional products, safety training, construction supplies, safety supplies and services.
541613	E. Holdings, Inc.	518210; 541430; 541513; 541611; 541613; 541620; 541720; 541820; 541850; 541910; 561110; 561410	Administrative management and general management consulting services, management and consulting services for public participation and community involvement that includes meeting coordination and facilitation, database management, strategic planning for media and community relations, issues campaigns, data processing, marketing consulting services, research and development in the social sciences and humanities, display advertising, marketing research and public opinion polling, document preparation services, professional and management development training.
485999	EZ-Transit LLC	485991; 485999	Transportation service for social, event, employee, non-ambulatory, paratransit, transport.
541890	MarketSpace Communications, LLC	541430; 541810; 541820s; 541830; 541890; 541910	Full-service marketing agency specializing in brand and media strategy, creative, digital, public relations and social media.
541613	Mindful Kreative, Inc.	541613; 541820; 541830	Full-service creative agency that offers branding, advertising, marketing, public relations and media buying services to clients;

APPLICABLE DBE FIRMS FROM PAUCP DIRECTORY

APPLICABLE NAICS	FIRM NAME	NAICS CODES	WORK DESCRIPTION
541613	Nicholl Brandt Communications, Inc.	541430 ; 541613; 541820; 541860	Public relations agency providing marketing consulting services, direct mail advertising, and graphic design services;
541613	Omicelo LLC	531110; 531120; 531390; 541613; 541618; 561499	Real estate consulting and real state investment consulting services. Lessors of residential buildings and dwellings. Lessors of nonresidential buildings (except mini-warehouses);
541890	Precision Sign and Awning, Inc.	323111; 339950; 541890	Commercial sign, channel letters, and awning fabrication and installation. ADA sign manufacture, commercial screen printing, graphic design, large format printing, and all support activities.
541613	Premo Consultants, LLC	541430; 541511; 541613; 541820	Provides public relations for community and government groups including strategy, marketing, graphic design and website services.
541613	Quantum Business Solutions	425120; 541611; 541612; 541613; 561110; 561320; 561499	Provides small business consulting and coaching to short- and long-term clients in various industries. Core services include strategic planning, business plan creation, budget and profitability analysis, business development, building key relationships, administrative, and general management consulting services.;
541613	RHEA ENGINEERS & CONSULTANTS, INC	541330; 541360; 541370; 541430; 541613; 541620; 541720	Engineering consulting services for civil, geotechnical and environmental that include construction inspection and management, environmental consulting services and remediation services. Geophysical and non-geophysical surveying and mapping services. Archeological research and development services. Planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. Marketing communications.;
541613	Robin Verness Kelly	541611; 541613; 541614; 611430; 921190	Provides independent consultant services and training in quality management, process improvement, organization leadership, strategic planning, customer service excellence, training program development/design, seminars, and other areas related to business management;
541613	Ross Distributions LLC	425120; 484220; 541611; 541613; 541990	Transportation and logistics coordination services; industrial materials (aggregates); marketing consulting services; inspection services and trucking services; business development, sales management and marketing of pre-cast concrete segmental block for retaining walls, Re-Con block and pre-cast concrete manholes
541613	Roxanne Sewell	541613; 541820	Publisher of Talk Magazine (quarterly); public relations and special market consultant;
541613	SIR SPEEDY 7108 INC	314999; 323111; 339950; 541613; 541890; 561439	Business provides a broad range of services including commercial and quick printing; digital printing; mailings; signs that include inside and outside signage, vehicle decals and wraps, wall decals, custom wallpaper, channel letters, backlit, booth displays; posters and banners that include indoor and outdoor, safety posters, event displays, and mounting equipment of all types; and advertising specialties that include branded items and apparel, embroidered and screen-printed.

APPLICABLE DBE FIRMS FROM PAUCP DIRECTORY

APPLICABLE NAICS	FIRM NAME	NAICS CODES	WORK DESCRIPTION
541890	SIR SPEEDY 7108 INC	314999; 323111; 339950; 541613; 541890; 561439	Business provides a broad range of services including commercial and quick printing; digital printing; mailings; signs that include inside and outside signage, vehicle decals and wraps, wall decals, custom wallpaper, channel letters, backlit, booth displays; posters and banners that include indoor and outdoor, safety posters, event displays, and mounting equipment of all types; and advertising specialties that include branded items and apparel, embroidered and screen-printed.
541890	SSKJ Enterprises, Inc. dba Vital Signs	323111; 339950; 541430; 541890	Full service custom and graphics design company for interior and exterior signs.
541613	T G Landing LLC	541613; 541810; 541820; 541840	Targeted advertising and marketing for your business using online and social media platforms
541613	Total Business Package	516210; 541611; 541613; 611430	Strategic consulting and digital marketing, including reputation management, social media management, strategic planning, website development and maintenance.
541613	Visvero, Inc.	518210; 541511; 541512; 541513; 541613; 611420	Specializes in providing technology services, solutions, and custom programming services;
541613	Weatherspoon & Williams LLC	332312; 332996; 332999; 423510; 425120; 541611; 541613; 541614; 541618; 562112; 611430	Professional and management development training, administrative management and general management consulting services, marketing consulting services, other management consulting services, manufacturing and fabrication of steel products, and hazardous waste removal services. Provide structural steel and sign structures.;
485999	Worldwide Services LLC	236118; 238140; 238910; 238990; 485999; 561720	Home remodeling, fence construction, concrete masonry, paving, demolition, janitorial services, personal transportation, and credit restoration services.
541613	ZDot, LLC	541430; 541613; 541820; 711310; 711320; 711510	Full-service marketing and event production agency. Creates memorable online and offline campaigns, events and experiences all over the country. Specializes in event design, planning and execution, marketing strategy and consultation, advertising and promotions, custom publishing, web development and branding, product development, focus groups and research.;

Weighted Base Figure Worksheet Instructions

1. This worksheet automatically calculates a weighted base figure to use in DBE goal setting on the final page. This worksheet is intended to be used as a tool to help with developing the Step 1 base figure, as described in 49 CFR part 26.45(c). It is not a substitute for the regulations. Detailed instructions on the goal-setting process can be found online at eCFR.gov and the USDOT's Tips for Goal-Setting in the Disadvantaged Business Enterprise (DBE) Program.
2. In order to fill out the tables on this worksheet, you will need the following information:
 - FTA-funded contracting opportunities for the upcoming 3 years. In the narrative description of the methodology, describe the projects, identify the prime- and sub-contracting opportunities and estimated amounts, and break them down into NAICS codes for entry into the table for Step 1 A.
 - Identify the number of DBEs available, and identify the number of all firms available to perform work. In your narrative, include a description of the data you used and how you determined it was the most relevant data available. Enter the numbers into the table for Step 1 B. You may rely on the State-wide DBE Directory and U.S. Census Bureau Business Pattern Data, use a bidder's list, or use other information available to you.
4. Don't forget - once you have calculated a base figure, you must examine all available evidence to determine if an adjustment to the base figure is needed before you arrive at your overall goal. Please refer to 49 CFR 26.45(d) and the Tips for Goal Setting for more information about making adjustments to your goal. Please include a description of all evidence considered and a description of any adjustments made in your narrative description. Any worksheets used to develop Step 2 adjustments should be included in your final goal submission to FTA.

Step 1 A - Determine the weight of each type of work by NAICS Code:

All reasonably anticipated FTA-assisted contracting opportunities are identified as:

	NAICS Code	Description of Work	Amount of DOT funds on project:	% of total DOT funds (weight)
1)	513210	Ride Match Software	\$159,000.00	0.04219
2)	485999	CommuteInfo Vanpool Services	\$800,000.00	0.21226
3)	541613	Marketing Services	\$590,030.00	0.15655
4)	541890	Safety Kits	\$20,000.00	0.00531
5)	561599	Mobile Ticketing Services	\$2,200,000.00	0.58370
6)				0.00000
7)				0.00000
8)				0.00000
9)				0.00000
10)				0.00000
Total FTA-Assisted Contract Funds			\$3,769,030.00	1.00000

Step 1 B - Determine the relative availability of DBE's by NAICS Code:

The numbers of DBEs and of all firms available to perform work on the identified contracting opportunities are:

	NAICS Code	Description of Work	Number of DBEs available to perform this work	Number of all firms available (including DBEs)	Relative Availability
1)	513210	Ride Match Software	1	360	0.00278
2)	485999	CommuteInfo Vanpool Services	3	63	0.04762
3)	541613	Marketing Services	26	898	0.02895
4)	541890	Safety Kits	8	188	0.04255
5)	561599	Mobile Ticketing Services	0	61	0.00000
6)	0	0			
7)	0	0			
8)	0	0			
9)	0	0			
10)	0	0			
Combined Totals			38	1570	0.02420
					<i>Overall availability of DBEs</i>

Step 1 C - (Weight) x (Availability) = Weighted Base Figure

	NAICS Code	Description of Work	Weight	x	Availability of DBEs	Weighted Base Figure
1)	513210	Ride Match Software	0.04219	x	0.00278	0.00012
2)	485999	CommuteInfo Vanpool Services	0.21226	x	0.04762	0.01011
3)	541613	Marketing Services	0.15655	x	0.02895	0.00453
4)	541890	Safety Kits	0.00531	x	0.04255	0.00023
5)	561599	Mobile Ticketing Services	0.58370	x	0.00000	
6)	0	0	0.00000	x	0.00000	
7)	0	0	0.00000	x	0.00000	
8)	0	0	0.00000	x	0.00000	
9)	0	0	0.00000	x	0.00000	
10)	0	0	0.00000	x	0.00000	
					Total	0.01498
					Expressed as a % (*100)	1.50%
					Rounded, Weighted Base Figure:	1.5%

Disadvantaged Business Enterprise (DBE) Goal Setting – Federal Transit Administration-Assisted Contracts

NOTICE OF PUBLIC COMMENT AND VIRTUAL PUBLIC MEETING

The Southwestern Pennsylvania Commission (SPC) is developing its Federal Fiscal Year 2024 through 2026 DBE Goal and Goal-Setting Methodology update, which is required by the Federal Transit Administration (FTA) in accordance with 49 CFR Part 26. SPC will host a public consultation meeting to provide small, minority, woman-owned and other business enterprises, public agencies, community organizations, trade associations, elected officials, and other interested individuals, an opportunity to offer comments on the setting of the agency's FTA DBE goal and methodology.

Written comments relative to the goal setting process can be submitted to: comments@spcregion.org, by mail to SPC Comments at 42 21st Street, Suite 101, Pittsburgh, PA 15222, or by phone at (412) 391-5590. All comments must be received by 11:59 p.m. on Sunday, December 31, 2023.

For individuals without access to the internet, paper copies of the current DBE Goal and DBE Program materials will be mailed upon request. SPC will respond to requests for paper copies as soon as possible. To request paper copies, please contact Kristin Baum at (412) 391-5590 ext. 0329 or kbaum@spcregion.org.

SPC is committed to compliance with nondiscrimination requirements of civil rights statutes, executive orders, regulations and policies applicable to the programs and activities it administers. Accordingly, SPC is committed to ensuring that program beneficiaries receive public participation opportunities without regard to race, color or national origin. Meeting facilities are accessible to persons with disabilities and the location is reachable by public transit. SPC will provide auxiliary services for individuals with language, speech, sight or hearing needs, provided the request for assistance is made 3 days prior to the virtual meeting. SPC will attempt to satisfy requests made with less than 3 days' notice as resources allow. Please make your request for auxiliary services to Ronda Craig at (412) 391-5590 ext. 0372 or rcraig@spcregion.org. If you believe you have been denied participation opportunities, or otherwise discriminated against in relation to the programs or activities administered by SPC, you may file a complaint using the procedures provided in our complaint process document or by contacting SPC's Civil Rights/Title VI Coordinator by calling (412) 391-5590. For more information, or to obtain a Title VI Complaint Form, please see our website at: www.spcregion.org or call 412-391-5590.

VIRTUAL PUBLIC MEETING

Thursday, December 21, 2023
2:00 p.m.

Visit the event section on our website at <https://www.spcregion.org/events/>

RESOURCES – SPC'S CURRENT FTA DBE GOAL DOCUMENTS

- [**DBE GOAL NOTICE-FTA-ASSISTED CONTRACT OPPORTUNITIES**](#)
- [**DBE GOAL METHODOLOGY FTA-ASSISTED CONTRACT OPPORTUNITIES**](#)

Proof of Publication of Notice in Pittsburgh Post-Gazette

Under Act No 587, Approved May 16, 1929, PL 1784, as last amended by Act No 409 of September 29, 1951

Commonwealth of Pennsylvania, County of Allegheny, ss D. Rullo, being duly sworn, deposes and says that the Pittsburgh Post-Gazette, a newspaper of general circulation published in the City of Pittsburgh, County and Commonwealth aforesaid, was established in 1993 by the merging of the Pittsburgh Post-Gazette and Sun-Telegraph and The Pittsburgh Press and the Pittsburgh Post-Gazette and Sun-Telegraph was established in 1960 and the Pittsburgh Post-Gazette was established in 1927 by the merging of the Pittsburgh Gazette established in 1786 and the Pittsburgh Post, established in 1842, since which date the said Pittsburgh Post-Gazette has been regularly issued in said County and that a copy of said printed notice or publication is attached hereto exactly as the same was printed and published in the regular editions and issues of the said Pittsburgh Post-Gazette a newspaper of general circulation on the following dates, viz:

30 of November, 2023

Affiant further deposes that he/she is an agent for the PG Publishing Company, a corporation and publisher of the Pittsburgh Post-Gazette, that, as such agent, affiant is duly authorized to verify the foregoing statement under oath, that affiant is not interested in the subject matter of the afore said notice or publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.

PG Publishing Company

Sworn to and subscribed before me this day of:
November 30, 2023

Commonwealth of Pennsylvania - Notary Seal
Amy McKay, Notary Public
Allegheny County
My commission expires January 24, 2026
Commission number 1323004
Member, Pennsylvania Association of Notaries

STATEMENT OF ADVERTISING COSTS
Southwestern Pennsylvania Corporation
42 21st Street, Suite 101,
Pittsburgh, PA 15222

To PG Publishing Company
Total ----- \$836.55

Publisher's Receipt for Advertising Costs

PG PUBLISHING COMPANY, publisher of the Pittsburgh Post-Gazette, a newspaper of general circulation, hereby acknowledges receipt of the aforesaid advertising and publication costs and certifies that the same have been fully paid.

Office
2201 Sweeney Drive
Clinton, PA 15026
legaladvertising@post-gazette.com
Phone 412-263-1440

PG Publishing Company, a Corporation, Publisher of
Pittsburgh Post-Gazette, a Newspaper of General Circulation

By _____

I hereby certify that the foregoing is the original Proof of Publication and receipt for the Advertising costs in the subject matter of said notice.

Attorney For

COPY OF NOTICE OR PUBLICATION

Disadvantaged Business Enterprise (DBE) Goal Setting - Federal Transit Administration Assisted Contracts

NOTICE OF PUBLIC COMMENT AND VIRTUAL PUBLIC MEETING

The Southwestern Pennsylvania Commission (SPC) is developing its Federal Fiscal Year 2024 through 2027 DBE Goal and Goal-Setting Methodology Update, which is required by the Federal Transit Administration (FTA) in accordance with 49 CFR Part 26. SPC will host a public consultation meeting to provide small, minority, woman-owned and other business enterprises, public agencies, community organizations, trade associations, elected officials, and other interested individuals, an opportunity to offer comments on the setting of the agency's FY18 DBE goal and methodology. Written comments relative to the goal setting process can be submitted to comment@spcregion.org.

by mail to SPC Comments at 42 21st Street, Suite 101, Pittsburgh PA 15222, or by phone at (412) 391-5590. All comments must be received by 11:59 p.m. on Sunday, December 31, 2023. For individuals without access to the internet, paper copies of the current DBE Goal and Goal-Setting Methodology Update will be mailed upon request. SPC will respond to requests for paper copies as soon as possible. To request paper copies, please contact Kristin Baum at (412) 391-5590 ext. 0229 or kbaum@spcregion.org. SPC is committed to compliance with nondiscrimination requirements of civil rights statutes, executive orders, regulations, and policies applicable to the programs and activities it administers. Accordingly, SPC is committed to ensuring that program beneficiaries receive public participation opportunities without regard to race, sex, or national origin. Meeting facilities are accessible to persons with disabilities and the location is reachable by public transit. SPC will provide auxiliary services by individuals with language, speech, sight, or hearing needs, provided the request for assistance is made 3 days prior to the virtual meeting. SPC will attempt to satisfy requests made with less than 3 days notice as resources allow. Please make your request for auxiliary services to: Rhonda Craig at (412) 391-5590 ext. 0222 or rcraig@spcregion.org. If you believe you have been denied participation opportunities, or otherwise discriminated against in relation to the programs or activities administered by SPC, you may file a complaint using the procedures provided in our contract process document or by contacting SPC's Civil Rights/Title VI Coordinator by calling (412) 391-5590. For more information, or to obtain a Title VI Complaint Form, please see our website at www.spcregion.org or call (412) 391-5590.

VIRTUAL PUBLIC MEETING
Thursday, December 21, 2023 2:00 p.m.
Visit the event section on our website at <https://www.spcregion.org/events>

RESOURCES - SPC'S CURRENT FTA DBE GOAL DOCUMENTS
- DBE GOAL NOTICE
- FTA-ASSISTED CONTRACT OPPORTUNITIES
- DBE GOAL
- METHODOLOGY
- FTA-ASSISTED CONTRACT OPPORTUNITIES

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DEC 11 2023

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(<https://www.spcregion.org>)

What are you looking for?

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Southwestern Pennsylvania Commission (<https://www.spcregion.org/>) / Events (<https://www.spcregion.org/events/>) / Virtual Meeting for Our FY24-26 DBE Goal and Goal-Setting Methodology (<https://www.spcregion.org/events/virtual-meeting-for-our-fy24-26-dbe-goal-and-goal-setting-methodology/>) - CONTACT US (<https://www.spcregion.org/contact/>)

Virtual Meeting for Our FY24-26 DBE Goal and Goal-Setting Methodology

When:
December 21 at 2:00 PM

Where:
Virtual Event

What:
Our organization is developing its federal FY24-26 Disadvantaged Business Enterprise (DBE) goal and goal setting methodology update (which is required by the Federal Transit Administration in accordance with 49 CFR Part 26). As part of this work, members of our team will host a meeting to provide small, minority, woman-owned and other business enterprises, public agencies, community organizations, trade associations, elected officials, and other interested individuals, an opportunity to offer comments on the setting of our organization’s FTA DBE goal and goal setting methodology. This is a good opportunity for individuals that are interested in this process to attend the meeting, ask our team members questions, and provide us with thoughtful feedback. This meeting is open to the public and we hope that you will join us.

How:
Join from the meeting link

<https://spcregion.webex.com/spcregion/j.php?MTID=mdf7dafdf501429a0d5db6c72b8b6e6f6>
(<https://spcregion.webex.com/spcregion/j.php?MTID=mdf7dafdf501429a0d5db6c72b8b6e6f6>)

Join by meeting number
Meeting number: 2333 359 9010
Password: a7tBdPBYJ62

Join by phone
1-844-621-3956 United States Toll Free

(<https://www.facebook.com/southwestern-pennsylvania-commission/>)

Southwestern Pennsylvania Commission
42 21st Street, Suite 101 | Pittsburgh, PA 15222
[Directions](https://goo.gl/maps/fFhTKVdMzgPa5rG76) (<https://goo.gl/maps/fFhTKVdMzgPa5rG76>) | [Civil Rights Program](#)
(<https://www.spcregion.org/about/doing-business-with-spc/>)
P: (412) 391-5590

[COMMUTEINFO](https://www.commuteinfo.org/)
([HTTPS://COMMUTEINFO.ORG](https://www.commuteinfo.org/))
[SPC WATER RESOURCE CENTER](https://www.spcwater.org/)
([HTTPS://WWW.SPCWATER.ORG/](https://www.spcwater.org/))

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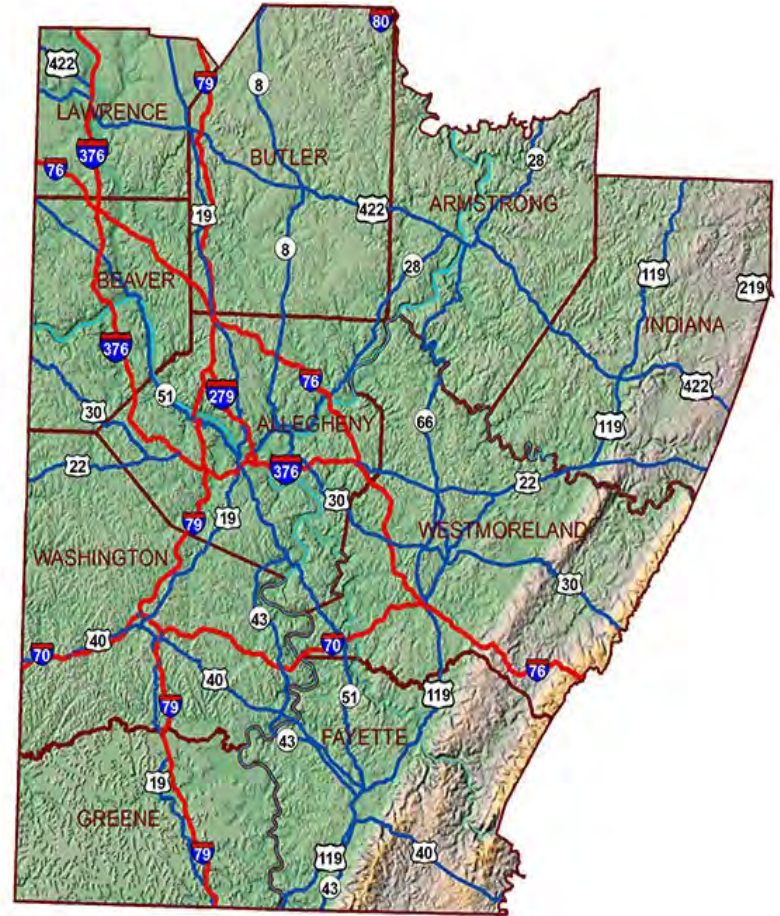
**Southwestern Pennsylvania Corporation
Federal Transit Administration – Assisted
Contract Opportunities
Disadvantaged Business Enterprise
Goal-Setting FFY2024-2026**

DBE Goal-Setting Consultation Meeting - December 21, 2023





10 Counties
2.57 Million People
7112 Square Miles



- ❖ Designated Metropolitan Planning Organization(MPO) for SW PA
 - Planning and prioritizing the use of all state and federal transportation funds

- ❖ Local Development District (LDD) – Appalachian Regional Commission/U.S. Department of Commerce
 - Establish regional economic development priorities and provide a range of public services

- ❖ Develops plans and programs for public investment and fulfills requirements for transportation, economic development and local government assistance programs

SPC Contracting MWDBE Opportunities

Most contract opportunities are for consultant professional services through an RFP/RFQ (Request for Proposals/Request for Qualifications) process

SPC provides opportunities throughout the year for contracted goods and services related to our federally-assisted contract opportunities. In order to be recognized as a DBE qualified for official consideration as part of the contract proposal, a supplier/contractor must be certified by the Pennsylvania Unified Certification Program (PAUCP) at the time of bid/proposal submission. Please visit the PAUCP website at <https://paucp.dbesystem.com/> for more information.

DBE Certification

In order to be recognized as a DBE qualified for official consideration as part of the contract proposal, a supplier/contractor must be certified by the Pennsylvania Unified Certification Program (PAUCP) at the time of bid/proposal submission. Please visit the PAUCP website at <http://www.paucp.com/> for more information.



SPC Contracting MWDBE Opportunities

- Federal Highway Administration (FHWA)/Federal Transit Administration (FTA) planning funds are passed through to SPC by annual agreement for a Unified Planning Work Program
- Approx. \$1.2 million in procurement opportunities (total) FY2024- 2026
- DBE Goal and Goal-setting through PennDOT Center for Program Development triennial process
- Information available at: www.spcregion.org/about/doing-business-with-spc/

SPC Federal Transit Administration (FTA) – Assisted Contracting DBE Opportunities

Regional Transportation Demand Management (TDM) activities directly funded with FTA grants

- Regional subsidized volunteer CommuteInfo Vanpool Program
- Regional ride-matching program (carpools, transit, bicycle commuting)
- Commuter options marketing and info. <https://commuteinfo.org>
- Allegheny County Transportation Management Associations (TMA) – TDM Initiatives
- Regional Emergency Ride Home program
- Regional TDM Strategic Action Plan implementation projects
[SPC TDM Strategic Action Plan FINAL.pdf \(spcregion.org\)](#)

Approx. \$750,000 annual total contracting opportunities

SPC FTA – Assisted Contracting DBE Goal-Setting

- Every three years:
 - Review current contracts
 - Conduct research
 - Communicate with regional minority, women's and general contractor groups and organizations concerning availability
 - Conduct consultation
 - Develop triennial goal

Level the Playing Field for Participation

SPC FTA – Assisted Contracting DBE Goal-Setting

- Review previous opportunities – consider types of projects and products that would offer opportunities to any contractor
- Review most common past expenditures for sub-contracting
- Identify most likely types of potential contractors by NAICS code reported to the PA UCP by certified DBE firms
- Six categories identified:
 - Software Publishers
 - All-Other Transit/Ground-Passenger Transportation
 - Advertising Agencies
 - Other Service Related to Advertising
 - Other Miscellaneous Retailers

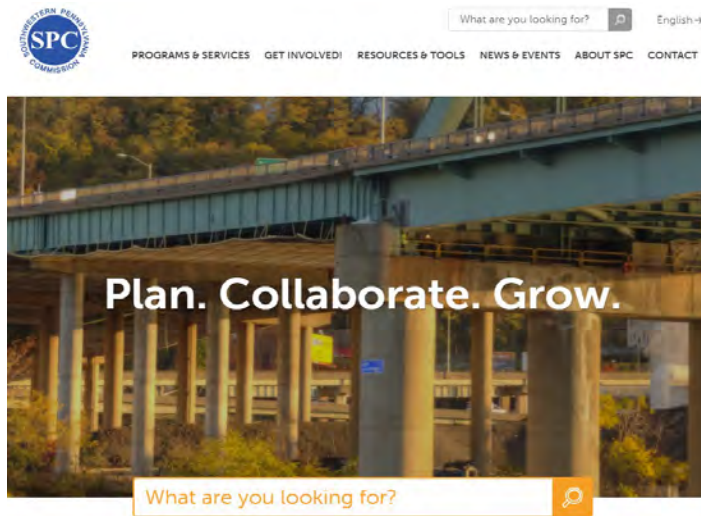
SPC FTA – Assisted Contracting DBE Goal-Setting FFY 2024-2026

- Based on project contracting history
- Utilize FTA-recommended weighting analysis
- Based on DBE-Certified firms availability factor
- Percentage of total available contract opportunities

Draft FY2024-2026 DBE Goal to be published end of December 2023

ACCESSING OPPORTUNITIES

WWW.spcregion.org/about/doing-business-with-spc/



Presenter

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Questions/Comments



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www.spcregion.org

SOUTHWESTERN PENNSYLVANIA COMMISSION
COMMUTEINFO REGIONAL RIDESHARE PROGRAM

DISADVANTAGED BUSINESS ENTERPRISE (DBE) GOAL
FEDERAL TRANSIT ADMINISTRATION-ASSISTED CONTRACTS
FISCAL YEARS 2024, 2025, 2026

PUBLIC NOTICE

This notice is to inform the general public that the Southwestern Pennsylvania Commission (SPC) has reviewed its anticipated Federal Transit Administration (FTA)-funded contracting program activities associated with the CommuteInfo Regional Rideshare Program for the fiscal years beginning October 1, 2023 through September 30, 2026 and has established the following Disadvantaged Business Enterprise (DBE) Goal of 1.5%.

A copy of the DBE Goal-Setting documentation is available on the SPC website at <https://www.spcregion.org/about/doing-business-with-spc> or by contacting SPC.

Written comments relative to the DBE Goal can be submitted to comments@spcregion.org or by mail to: Southwestern Pennsylvania Commission, 42 21st Street, Suite 101, Pittsburgh, PA 15222. All comments must be received by 4:00 p.m. on Friday, March 29, 2024.