



**County of Sonoma
Department of Transportation and Public Works
Charles M. Schulz - Sonoma County Airport**

**Airport Concessionaire Disadvantaged Business Enterprise
(ACDBE) Program
Goal & Methodology
For
FFY 2017/2019**

Submitted in fulfillment of:

Section 1101 of the Transportation Equity Act for the 21st Century
49 Code of Federal Regulation Part 23

ATTACHMENT 1

**COUNTY OF SONOMA
DEPARTMENT OF TRANSPORTATION AND PUBLIC WORKS
CHARLES M. SCHULZ-SONOMA COUNTY AIRPORT**

**AIRPORT CONCESSIONAIRE DISADVANTAGED
BUSINESS ENTERPRISE (ACDBE) PROGRAM**

**OVERALL ANNUAL ACDBE GOAL & METHODOLOGY
FOR FEDERAL FISCAL YEARS (FFY) 2017/2019
(For the period of October 1, 2016 through September 30, 2019)**

1. ACDBE PROGRAM FOR NON-CAR RENTAL CONCESSIONS FOR FFYs 2017/2019

The Airport anticipates contracts with four types of non-car rental concessionaires. These include a restaurant, mobile food service, confectionary shop, and a vending machine service provider. Table 1 represents the projected gross receipts for each concessionaire type for Federal Fiscal Years 2017 – 2019.

Table 1

Concessionaire Type	Projection of Gross Receipts for FFY 2017 - 2019
Restaurant	6,416,900
Mobile Food	3,300,000
Confectionary/Nut	150,000
Vending Services	25,000
Total Projected Receipts	\$ 9,891,900

1.1 GOAL METHODOLOGY FOR NON-CAR RENTAL CONCESSIONS

Step I: Determination of a Base Figure (49 CFR Part 23.47)

To establish the Base Figure of the relative availability of ACDBEs to all comparable firms (ACDBEs and Non-ACDBEs) available to bid or propose Airport concessions, the Airport followed one of the five prescribed federal goal-setting methodologies in accordance with the 49 CFR Part 23 regulations. This was accomplished by accessing the California Unified Certification Program directory and the 2014 U.S. Census Bureau County Business Patterns (CBP) Database. Comparisons were made by corresponding counties within the Sonoma County DTPW market area (defined as California Department of Transportation District 4 which includes the following counties: Sonoma, Napa, Solano, Marin, Contra Costa, Alameda, Santa Clara, San Mateo, and San Francisco) and by the specified industries and types of businesses identified in Table 1.

To determine the base figure for the relative availability of ACDBEs within the Airport market area, the agency calculated the ratio of ready, willing and able ACDBE firms to all firms (ACDBEs and Non-ACDBEs) available for each of the work categories.

The base figure was adjusted by weighting the relative availability of DBEs grouped within the major work categories, giving more weight to the work categories/industries in which the Airport projects to more concession revenues.

$$\frac{\text{Number of Ready, Willing, and Able ACDBEs}}{\text{Number of All Available Firms}} = \text{ACDBE Relative Availability}$$

(Includes ACDBEs and Non-ACDBEs)

- For the numerator: Caltrans' Calcert DBE Directory of Certified Firms (Exhibit A)
- For the denominator: Census Bureau's County Business Pattern Database (CBP) (Exhibit B)

The Goal Figure resulting from this weighted calculation is as follows:

Step 1: Base Figure

Concessionaire Type	ACDBE ¹	CBP ²	ACDBE Relative Availability	Weighting % ³	Adjusted Base Figure ⁴
Restaurant	7	7837	0.09%	64.87%	.06%
Mobile Food	2	158	1.26%	33.36%	.42%
Confectionary/Nut	3	137	2.18%	1.52%	.03%
Vending Services	1	60	1.66%	0.25%	.01%
FFY 2017-2019 ACDBE Goal Figure					0.52%

1. Total ACDBE Exhibit A
2. Census Bureau County Business Pattern Data Base (CBP) Exhibit B
3. Percent of Estimated Revenues by Work Category (Table 2)
4. AADPL Percent = (DBE/CBP) x weighted revenue percentage

Step 2: Adjusting the Base Figure

Upon establishing the Base Figure, the Airport reviewed and assessed other known evidence potentially impacting the relative availability of ACDBEs within the Airport's market area, in accordance with prescribed narrow tailoring provisions set forth under 49 CFR Part 26.45 Step II DBE Goal Adjustment guidelines.

Evidence considered in making an adjustment to the Base Figure included proposals received by the Airport in the past, concessionaires that have contacted the airport expressing interest, and current ACDBE participation.

The Airport did not receive any anecdotal evidence nor is it aware of any other factors or adverse considerations that would have a material effect on ACDBEs availability within the Airport market place or on ACDBEs ability to participate (meeting bonding, insurance and financial requirements) in the Airport's FAA-assisted contracting program. Therefore, no further consideration toward a goal adjustment was made this fiscal year. However, the Airport will continue to explore and consider all available evidence that materially would affect the opportunities for ACDBEs to form, grow, and compete in the Airport's concessionaire program.

Overall Resultant Goal Adjustment:

Based on the Airport's review and consideration of the above factors, particularly its historical participation/attainments and current ACDBE availability data, evidence considered did not merit an

adjustment to the Base Figure.

1.2. ANNUAL ANTICIPATED ACDBE PARTICIPATION LEVEL FOR NON-CAR RENTAL CONCESSIONS

The Non-Car Rental ACDBE Participation Goal for the Charles M. Schulz Sonoma County Airport (FFY 2017/2019) is 0.52%.

The amount of the Annual Anticipated ACDBE Participation Level and methodology are presented herein in accordance with Title 49 of the Code of Federal Regulations, Part 23, and the State of California, Department of Transportation Disadvantaged Business Enterprise (ACDBE) Program Plan.

The Charles M. Schulz Sonoma County Airport submits our AADPL information. We have established non-car rental ACDBE participation goal of 0.52% for the Federal Fiscal Years 2017/2019, beginning on October 1, 2016, and ending on September 30, 2019.

2. ACDBE PROGRAM CAR RENTAL GOAL METHODOLOGY

The goal and methodology for car rental ACDBE participation is presented in the following subsections. Since the car rental concessionaires at the Airport have annually seen average revenues in excess of \$200,000 over the past three years, the Airport is required to establish a goal of ACDBE participation for car rental concessions.

All the car rental concessions are set to expire during the next goal period. STS will be releasing a request for proposals (RFP) for these concessions opportunities. STS has determined that the market area is nationwide and the RFP will be advertised nationwide as well.

2.1. CURRENT CAR RENTAL CONCESSIONAIRES

The estimated revenues for current car rental concessions for FFY 2014-2016 are listed in Table 2.1 below.

Table 2.1

FFY	Estimated Revenues
2013-2014	4,721,405
2014-2015	5,275,740
2015-2016	6,153,572
Total	16,150,717

2.2 DETERMINATION OF THE BASE FIGURE (49 PART 23.49)

STS exceeded ACDBE car rental participation with race-neutral means during the last goal period. We anticipate existing ACDBEs will continue participating in the rental car concessions during this goal period.

We therefore calculated the base figure by dividing the total estimated ACDBE gross receipts by the total gross rental car concession revenue of \$18,500,000 anticipated during this goal setting period as follows:

ACDBE Anticipated	Car Rental Concession	
Participation	Revenue Anticipated	Percentage
\$1,100,000	\$18,500,000	6%

2.3 ADJUSTING THE BASE FIGURE

After determining the base figure of ACDBE participation, the figure may be adjusted based upon local supporting evidence such as historic participation, disparity study information, and local availability of ACDBE firms.

2.3.1 HISTORICAL ACDBE PARTICIPATION

At this time, the Airport does not have any historical data to justify an adjustment to the Base Figure.

2.3.2 DISPARITY STUDIES

There are no known Disparity Studies in within Sonoma County or within close proximity.

2.3.3 RESULTANT GOAL ADJUSTMENT

Based on the Airport's review and consideration of the above factors and current ACDBE availability data, evidence considered did not merit an adjustment to the Base Figure.

STS will review its rental car goal annually to determine whether the 6% race-neutral goal is appropriate or can be adjusted.

Participation will be counted in accordance with 49 CFR 23.53

3. SUMMARY

In accordance with the requirements of 49 CFR Part 23, the Airport has established the following goals for ACDBE participation:

For the period of FFY 2017-2019, the Airport has established a race neutral goal of 0.52% ACDBE participation for non-car rental concessions, and a race neutral goal of 6% for car-rental concessions.

**COUNTY OF SONOMA
DEPARTMENT OF TRANSPORTATION AND PUBLIC WORKS
DBE OVERALL ANNUAL GOAL ANALYSIS FOR FFY 2017/2019**

ESTABLISHMENT OF NUMERATOR:

Number of all established firms (ACDBE's) by concession type within the Airport concessions market area (defined as California Department of Transportation District 4)

NAICS Code	Type of Concession	Number of Certified ACDBEs in Market Area
445292	Confectionary/Nut	3
454210	Vending Machine Operators	1
722330	Mobile Food	2
722511	Restaurant	7
Total Certified ACDBEs in Market Area		13

**COUNTY OF SONOMA
DEPARTMENT OF TRANSPORTATION AND PUBLIC WORKS
DBE OVERALL ANNUAL GOAL ANALYSIS FOR FFY 2017/2019**

ESTABLISHMENT OF DENOMINATOR:

Number of all established firms (ACDBE's and Non-ACDBE's) by work category within the Airport market area (defined as California Department of Transportation District 4)

NAICS Code	Type of Concession	Number of Firms in Market area
445292	Confectionary/Nut	137
454210	Vending Machine Operators	60
722330	Mobile Food	158
722511	Restaurant	7,837
	Total Established Firms in Market Area	8,192