

## 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
<b>SPC Region Total</b>	<b>555</b>

*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	Project	Amount of DOT funds on project:	% of total DOT funds (weight)
1)	511210/513210	Ride Match Software	\$159,000.00	0.04219
2)	485999	CommuteInfo Vanpool Services	\$800,000.00	0.21226
3)	541810/541613	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
	<b>Total FTA-Assisted Contract Funds</b>		<b>\$3,769,030.00</b>	<b>1.00000</b>

*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	NAICS DESCRIPTION	DBE FIRMS	ALL FIRMS	RELATIVE DBE AVAILABILITY
511210/513210	Software Publishers	1	360	0.00278
485999	All Other Transit and Ground Passenger Transportation	3	63	0.04762
541810/541613	Advertising Agencies/Marketing Consulting Services	35	1,333	0.02626
541890	Other Services Related to Advertising	8	188	0.04255
561599	All Other Travel Arrangement and Reservation Services	0	61	0.00000
<b>Total</b>		<b>47</b>	<b>2,005</b>	<b>0.02344</b>

## *Weighting*

Utilizing the FTA-recommended weighting analysis yields an availability factor of 0.01456 expressed as percentage availability of 1.46% and rounded to 1.5%. Table 4 below summarizes the weighting analysis.

**Table 4 - Weighted Base Figure**

<b>NAICS Code</b>	<b>Project</b>	<b>Weight</b>	<b>x</b>	<b>Availability</b>	<b>Weighted Base Figure</b>
511210/513210	Ride Match Software	0.04219	x	0.00278	0.00012
485999	CommuteInfo Vanpool Services	0.21226	x	0.04762	0.01011
541810/541613	Marketing Services	0.15655	x	0.02626	0.00411
541890	Safety Kits	0.00531	x	0.04255	0.00023
561599	Mobile Ticketing Services	0.58370	x	0.00000	0.00000
				<b>Total</b>	0.01456
				<b>Expressed as a %</b>	1.46%
				<b>Rounded, Weighted Base Figure:</b>	<b>1.5%</b>

## **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:

### 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.

*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. Information received from these consultations is kept on file and utilized in development of goals.

SPC Transportation Planning staff is greatly aided in these specific outreach efforts by its close association with SPC Economic Development planning staff supported by SPC’s status as the Federally-assigned Local Development District. SPC staff participates in periodic activities to solicit input from small businesses and minority firms.

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. Results from this year’s event were utilized for FFY 2024-2026 goal-setting.

#### 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](http://www.business.pitt.edu/entrepreneur/sbdc) and, the Duquesne Small Business Development Center [www.sbdc.duq.edu/](http://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**

<b>PENNSYLVANIA UNIFIED CERTIFICATION PROGRAM (PAUCP) - APPLICABLE NAICS</b>		
<b>NAICS</b>	<b>NAICS DESCRIPTION</b>	<b>NUMBER OF FIRMS</b>
511210/513210	Software Publishers	1
485999	All Other Transit and Ground Passenger Transportation	3
541810/541613	Advertising Agencies/Marketing Consulting Services	35
541890	Other Services Related to Advertising	8
561599	All Other Travel Arrangement and Reservation Services	0
<b>Total</b>		<b>47</b>

<b>MERGENT INTELLECT (2023) - APPLICABLE NAICS</b>		
<b>NAICS</b>	<b>NAICS DESCRIPTION</b>	<b>NUMBER OF FIRMS</b>
511210/513210	Software Publishers	360
485999	All Other Transit and Ground Passenger Transportation	63
541810/541613	Advertising Agencies/Marketing Consulting Services	1,333
541890	Other Services Related to Advertising	188
561599	All Other Travel Arrangement and Reservation Services	61
<b>Total</b>		<b>2,005</b>

<b>PAUCP DBE FIRMS COMPARED TO ALL MERGENT INTELLECT FIRMS</b>				
<b>NAICS</b>	<b>NAICS DESCRIPTION</b>	<b>DBE FIRMS</b>	<b>ALL FIRMS</b>	<b>RELATIVE DBE AVAILABILITY</b>
511210/513210	Software Publishers	1	360	0.00278
485999	All Other Transit and Ground Passenger Transportation	3	63	0.04762
541810/541613	Advertising Agencies/Marketing Consulting Services	35	1,333	0.02626
541890	Other Services Related to Advertising	8	188	0.04255
561599	All Other Travel Arrangement and Reservation Services	0	61	0.00000
<b>Total</b>		<b>47</b>	<b>2,005</b>	<b>0.02344</b>



**APPLICABLE NAICS BY PROJECT**

<b>PROJECT NAME</b>	<b>NAICS</b>	<b>NAICS LABEL</b>	<b>NAICS DESCRIPTION</b>
Ride Match Software	511210	Software Publishers	This industry comprises establishments primarily engaged in computer software publishing or publishing and reproduction. 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 remotely through subscriptions and downloads - 2017 NAICS.
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	541810	Advertising Agencies/Marketing Consulting Services	This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in print and digital periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising content, media planning, and buying (i.e., placing advertising) - 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 where possible. The 2017 NAICS definition was used for 511210 since the PAUCP Directory still included this NAICS code. The NAICS reference year is included in the NAICS description above.

**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.
541810	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;
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;
541810	Blender, Inc.	541810; 541820	Integrated marketing firm providing full-service advertising, public relations, social media, creative, design, and community outreach services;
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;
541810	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;

**APPLICABLE DBE FIRMS FROM PAUCP DIRECTORY**

APPLICABLE NAICS	FIRM NAME	NAICS CODES	WORK DESCRIPTION
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.
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.
541810	Daryl Milliner Media	541810	Full-service advertising, media planning, and media buying agency.
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.

**APPLICABLE DBE FIRMS FROM PAUCP DIRECTORY**

APPLICABLE NAICS	FIRM NAME	NAICS CODES	WORK DESCRIPTION
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.
541810	MarketSpace Communications, LLC	541430; 541810; 541820; 541830; 541890; 541910	Full-service marketing agency specializing in brand and media strategy, creative, digital, public relations and social media.
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;
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.;

**APPLICABLE DBE FIRMS FROM PAUCP DIRECTORY**

APPLICABLE NAICS	FIRM NAME	NAICS CODES	WORK DESCRIPTION
541810	Red House Communications, Inc.	541810	A consumer advertising agency that is strategically driven and creatively centered. The firm creates integrated campaigns using television, radio, print, outdoor, direct mail, public.
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.
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.
541810	Splash Media, LLC	541810; 541830	Media planning, buying, research, media placement, negotiation, media analysis and trafficking of services.
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

**APPLICABLE DBE FIRMS FROM PAUCP DIRECTORY**

APPLICABLE NAICS	FIRM NAME	NAICS CODES	WORK DESCRIPTION
541810	T G Landing LLC	541613; 541810; 541820; 541840	Targeted advertising and marketing for your business using online and social media platforms
541810	The Savvy Group LLC	541810	Advertising agency.
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](http://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:

	<b>NAICS Code</b>	<b>Description of Work</b>	<b>Amount of DOT funds on project:</b>	<b>% of total DOT funds (weight)</b>
1)	511210 and 513210	Ride Match Software	\$159,000.00	0.04219
2)	485999	CommuteInfo Vanpool Services	\$800,000.00	0.21226
3)	541810 and 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
<b>Total FTA-Assisted Contract Funds</b>			<b>\$3,769,030.00</b>	<b>1.00000</b>



**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:

	<b>NAICS Code</b>	<b>Description of Work</b>	<b>Number of DBEs available to perform this work</b>	<b>Number of all firms available (including DBEs)</b>	<b>Relative Availability</b>
1)	511210 and 513210	Ride Match Software	1	360	0.00278
2)	485999	CommuteInfo Vanpool Services	3	63	0.04762
3)	541810 and 541613	Marketing Services	35	1333	0.02626
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			
	<b>Combined Totals</b>		<b>47</b>	<b>2005</b>	<b>0.02344</b>
					<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)	511210 and 513210	Ride Match Software	0.04219	x	0.00278	0.00012
2)	485999	CommuteInfo Vanpool Services	0.21226	x	0.04762	0.01011
3)	541810 and 541613	Marketing Services	0.15655	x	0.02626	0.00411
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	
<b>Total</b>						0.01456
Expressed as a % (*100)						1.46%
<b>Rounded, Weighted Base Figure:</b>						<b>1.5%</b>

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](mailto:comments@spcregion.org) or by mail to: Southwestern Pennsylvania Commission, 42 21<sup>st</sup> Street, Suite 101, Pittsburgh, PA 15222. All comments must be received by 4:00 p.m. on Friday, March 29, 2024.

## **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](mailto:comments@spcregion.org), by mail to SPC Comments at 42 21<sup>st</sup> 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](mailto: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](mailto: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](http://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\*\*](#)

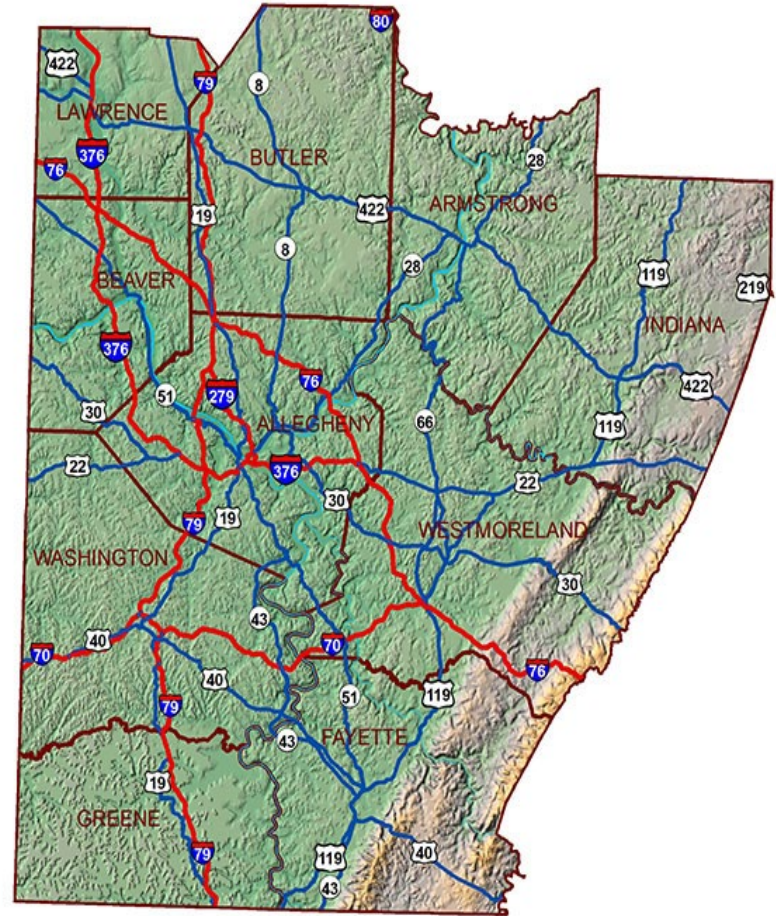
**Southwestern Pennsylvania Corporation  
Federal Transit Administration – Assisted  
Contract Opportunities  
Disadvantaged Business Enterprise  
Goal-Setting FFY2024-2026**

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/](http://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

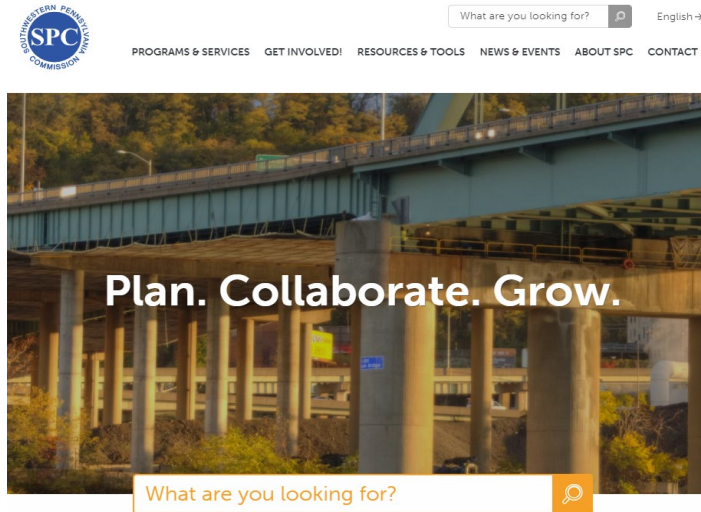
## SPC FTA – Assisted Contracting DBE Goal-Setting FFY 2024-2026

- 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/](http://WWW.spcregion.org/about/doing-business-with-spc/)



Presenter

**Thomas W. Klevan**

**Manager – Transit Planning**

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# Questions/Comments



Stay plugged in with us!

Follow us on social media and sign-up for our newsletter by visiting our website.



[www.spcregion.org](http://www.spcregion.org)