

The City of Bismarck's  
Disadvantaged Business  
Enterprise Goal

*For the Years 2022 - 2024*



The City of Bismarck will receive in excess of \$1,500,000 per year in FTA Federal funds, between 2022 and 2024. This dollar amount meets the threshold adhering to a DBE program goal. The City of Bismarck's DBE goal was arrived at by using 49 CFR Section 26.45. **The City of Bismarck's DBE Goal for years 2022-2024 can be accessed at [www.bismarcknd.gov](http://www.bismarcknd.gov) under the "Business" tab. The City of Bismarck's DBE Goal for years 2022-2024 can also be accessed at [www.bismantransit.com](http://www.bismantransit.com) under the "About Us" tab and selecting "Procurement."**

## METHODOLOGY

### ***Historical Review of DBE Goal:***

Historically, the city of Bismarck has not had an achieved DBE goal above .2% in the last eight years (2013-2015-.2%, 2016-2018-.2%, 2019-2021-0%). The median percentage of this group (2013–2021) is 0%.

### ***Establishing Local Market:***

Our local market is determined to be the immediate Bismarck, Mandan and Lincoln corporate limits. With the rise of e-commerce due to the COVID-19 pandemic, most expenditures for budgeted categories listed in Table 1 below are purchased online. This not only saves money in the limited budget, but also is a convenient method of purchasing for staff. E-commerce is becoming highly used by more out-of-market area vendors. Many of these vendors include NDDOT certified DBE's. This availability to out-of-market vendors allows the City of Bismarck to utilize more DBE's.

### ***Base Figure Goal Setting Methodology:***

The following format is the base component of the Base Figure equation:

$$X = \% \text{ (DBE/All Businesses)}$$

Step 1: We identified which budget categories were applicable to our DBE Goal Setting, and noted the total budget amounts. There were fifteen budget categories in total. Then, we determined the percentage of each budget amount, in respect to the total budget. These percentages were used as multipliers in the DBE Goal Setting Equation, and are denoted by '%' in the above equation.

Step 2: We identified appropriate NAICS codes for each of the fifteen budget categories. On occasion, multiple NAICS codes were identified for a single budget category. Using the US Census Bureau Fact Finder, utilizing 2017 business patterns, we then queried the number of area businesses matching each NAICS code. This number, with the addition to available out-of-market DBE vendors, is equivalent to 'All Businesses' in the above equation.

Step 3: We cross-referenced the NAICS codes from each of the budget categories with NAICS codes listed in the North Dakota DOT's DBE Directory. This process established the number of ready, willing, and able DBE's in our region, who could potentially provide a service for the City of Bismarck. These numbers, ascertained for each budget category, match 'DBE' in the above equation.

Step 4: The percentage, 'DBE' number, and 'All Business' were calculated for each budget category, according to the above equation. Adding these numbers together, we determined the Base Figure for the DBE Goal. The unadjusted Base Figure equaled .10%.

## ***DBE 2021-2024 Goals***

Table 1

Categories	NAICS Code	Budget Amount	% of Budget Amount	Available Service Area Vendors	Total (Including Out-of-Service Area DBE) Vendors	Available Service Area DBE's	Available Out-of-Service Area DBE's
Advertising & Marketing	323113, 541613, 541810, 541820	\$8,214.00	0.20%	39	47	0	8
Auditing & Accounting	541211, 541213	\$23,062.00	0.55%	47	47	1	0
Building Expenses	238220, 561730, 561790	\$15,000.00	0.36%	223	223	2	0
Computer Services	443142, 518210, 811212	\$9,822.00	0.23%	44	46	0	2
Contracted Services (Legal)	541110, 541199	\$3,605.00	0.09%	100	100	0	0
Equipment & Parts	423120, 811411	\$10,300.00	0.25%	52	52	0	0
Fuel	447110, 447190	\$335,000.00	7.99%	42	42	0	0
Insurance	524210	\$165,000.00	3.93%	142	143	0	1
Office Supplies	322230, 424120, 453210	\$4,893.00	0.12%	16	16	1	0
Operations Contract	485111, 485113	\$3,390,068.00	80.83%	4	4	0	0
Printing	511199, 561439	\$14,910.00	0.36%	9	9	0	0
Sanitation Service	562119	\$4,434.00	0.11%	10	10	0	0
Telephone	561421, 811213	\$1,913.00	0.05%	21	22	0	1
Travel	561510, 561599	\$7,200.00	0.17%	10	10	0	0
Vehicle Costs	81111	\$200,850.00	4.79%	113	113	0	0

## DISCUSSION OF GOAL

### *Adjustment to Base Figure:*

This adjustment process consisted of analyzing any evidence of other applicable factors and adjusting the base factor accordingly. Considering continued cooperation with the North Dakota DOT and increased efforts in DBE outreach, recruitment, certification, and public information efforts, the City of Bismarck plans to increase the DBE Goal by .15%. This raises the base figure from .10% to an adjusted goal of .25%.

### *Adjusted Goal:*

The Adjusted DBE Goal for the City of Bismarck will remain at 0.25% in the effort that this goal will be reached by EOY 2024.

### Race- Neutral Goal:

Historically, the City of Bismarck, has not been able to achieve its DBE goal through Race-Neutral (RN) efforts. If the goal is to be met, the City of Bismarck anticipates all efforts would be race-conscious. Therefore, there is no race-neutral goal.

### Race-Conscious Goal:

There are a limited number of DBE's available in the Bismarck/Mandan and Lincoln areas, especially for operational (day to day) services. This necessitates more focused recruitment activity, such as increased cooperation with the North Dakota DOT and continued efforts in DBE outreach, recruitment, and certification. The City of Bismarck believes 100% of its 2022-2024 DBE goal can be accomplished through Race-Conscious (RC) means.

## BASE FIGURE CALCULATION AND ADJUSTMENT

Step 1: Determine Base Figure (Reference Table 1 for data used in calculation below)

**Base Figure** = [Amount of 1st Category Budget Item (Advertising & Marketing) / Total Applicable Budget] x [Number of DBE Firms in 1st Category / Total Number of Firms in 1st Category] + [Amount of 2nd Category Budget Item (Auditing & Accounting) / Total Applicable Budget] x [Number of DBE Firms in 2nd Category / Total Number of Firms in 2nd Category] + ... x 100.

**Base Figure** = [.1702(8/47) + .0213(1/47) + .0090(2/223) + .0435(2/46) + .0000(0/100) + .0000(0/52) + .0000(0/42) + .0070(1/143) + .0625(1/16) + .0000(0/4) + .0000(0/9) + .0000(0/10) + .0455(1/22) + .0000(0/10) + .0000(0/113)] x 100 = **0.10%**

Step 2: Adjustment

Base Figure + Adjustment = Total Overall Goal

.10% + .15% = .25%

**Total Overall Goal**

**0.25%**

Step 3: Assign Race Neutral vs. Race Conscious Breakdown

**Total Overall Breakdown**

0.25% (Goal) = 0% (Race Neutral) + .25% (Race Conscious)

## EXPLANATION OF CONSULTIVE PROCESS

The following attachments show how Bis-Man Transit, on the behalf of The City of Bismarck, reached out to find the availability of DBE's in our available and out-of-service markets:

Attachment A – North Dakota Women's Business Center, Bismarck, ND

Attachment B – United Tribes Technical College, Bismarck, ND

Attachment C – Leslie Saunders Insurance Agency, Inc. Lutz, FL

YEARS 2022-2024 DISADVANTAGED BUSINESS ENTERPRISE GOAL

The City of Bismarck hereby adopts these Disadvantaged Business Enterprise Goal for the Years 2022-2024.

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Steve Bakken, President, Board  
of City Commissioners, City of  
Bismarck

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Rachel Drewlow, MPO Executive  
Director, Bismarck-Mandan MPO

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Deidre Hughes, Executive Director,  
Bis-Man Transit

# Attachment A

**From:** [Katie Schulz](#)  
**To:** [Deidre Hughes](#)  
**Cc:** [Taylor Kitzan](#)  
**Subject:** Re: DBE Certified Businesses  
**Date:** Monday, June 21, 2021 11:59:25 AM  
**Attachments:** [image003.png](#)  
[image004.png](#)  
[image006.png](#)  
[image011.png](#)

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You as well! Please let us know if there is anything we can help with!

Have a great week!

Katie Schulz

Program Manager - West  
North Dakota Women's Business Center  
2720 E Broadway Ave  
Bismarck ND 58501  
Office: 701-223-0707  
Email: [katie@ctbnd.com](mailto:katie@ctbnd.com)  
Follow Us on [Facebook](#)



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**From:** Deidre Hughes <[dhughes@bisantransit.com](mailto:dhughes@bisantransit.com)>  
**Sent:** Monday, June 21, 2021 11:55 AM  
**To:** Katie Schulz <[katie@ctbnd.com](mailto:katie@ctbnd.com)>  
**Cc:** Taylor Kitzan <[tkitzan@bisantransit.com](mailto:tkitzan@bisantransit.com)>  
**Subject:** RE: DBE Certified Businesses

Hi Katie,

Thank you for the speedy response! We will get in touch with Denae.

Have a great day!





## Deidre Hughes

Executive Director

### Bis-Man Transit

p: 701.258.6817 m: 701.516.0193

f: 701.258.6752

a: 3750 E Rosser Ave

Bismarck, ND 58501

w: [bisantransit.com](http://bisantransit.com) e: [dhughes@bisantransit.com](mailto:dhughes@bisantransit.com)



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**From:** Katie Schulz <katie@ctbnd.com>  
**Sent:** Thursday, June 17, 2021 12:58 PM  
**To:** Deidre Hughes <dhughes@bisantransit.com>  
**Subject:** Re: DBE Certified Businesses

Good afternoon!

Thank you for reaching out! We do not have any specific information about clients that are registered as a DBE. We do have a list on our website of state Certified Woman-Owned Businesses that you are welcome to contact to see if they have this certification. Please see the [directory here](#) for your convenience.

Also, I have Denae Johnson's contact information below. She helps with the DBE Certification and may have some useful information for you. Please feel free to reach out to her for more information.

Denae Johnson  
Projects Coordinator  
612-605-1736 (MN)  
701-214-5775 (ND)  
605-737-0377 (SD)  
[www.projectsolutionsinc.com](http://www.projectsolutionsinc.com)  
[denae.johnson@projectsolutionsinc.com](mailto:denae.johnson@projectsolutionsinc.com)

I hope this information is helpful for you. Please let me know if you have any other questions. Thank you and have a great day!

Katie Schulz  
NDWBC  
Project Manager - West  
701-223-0707  
[katie@ctbnd.com](mailto:katie@ctbnd.com)

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**From:** Deidre Hughes <[dhughes@bismantransit.com](mailto:dhughes@bismantransit.com)>

**Sent:** Monday, June 14, 2021 3:24 PM

**To:** CTBND Info <[info@ctbnd.com](mailto:info@ctbnd.com)>

**Cc:** Taylor Kitzan <[tkitzan@bismantransit.com](mailto:tkitzan@bismantransit.com)>

**Subject:** DBE Certified Businesses

Good afternoon,

As part of our Disadvantaged Business Enterprise (DBE) effort, we are reaching out to groups such as the North Dakota Women's Business Center. DBEs are for-profit small businesses where socially and economically disadvantaged individuals own at least a 51% interest and also control management and daily business operations. We are interested in knowing if any of the members are certified DBE's with the North Dakota Department of Transportation. If any are DBE, could you please send me a list of the businesses and what service(s) they provide? We appreciate any assistance you are able to provide. If any of the businesses are interested in becoming DBE's I do have information and can direct them on how to start the process. Please let me know if you have any questions.

Sincerely,

Deidre Hughes

<< RTF: Rich object >>

## Deidre Hughes

Executive Director

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# Attachment B

**From:** [Deidre Hughes](#)  
**To:** [bmaxon@uttc.edu](mailto:bmaxon@uttc.edu)  
**Cc:** [Taylor Kitzan](#)  
**Subject:** DBE Certified Businesses  
**Date:** Monday, June 14, 2021 3:29:00 PM

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Good afternoon,

As part of our Disadvantaged Business Enterprise (DBE) effort, we are reaching out to groups such as the Minority Business Development Agency. DBEs are for-profit small businesses where socially and economically disadvantaged individuals own at least a 51% interest and also control management and daily business operations. We are interested in knowing if any of the members are certified DBE's with the North Dakota Department of Transportation. If any are DBE, could you please send me a list of the businesses and what service(s) they provide? We appreciate any assistance you are able to provide. If any of the businesses are interested in becoming DBE's I do have information and can direct them on how to start the process. Please let me know if you have any questions.

Sincerely,

Deidre Hughes

[Deidre Hughes](#)

Executive Director

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# Attachment C

**From:** [Deidre Hughes](#)  
**To:** [Taylor Kitzan](#)  
**Subject:** FW: Inquiry  
**Date:** Monday, June 21, 2021 2:02:14 PM

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**Deidre Hughes**

Executive Director

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**From:** Deidre Hughes  
**Sent:** Wednesday, June 16, 2021 11:37 AM  
**To:** [dbe@lesliesaunders.com](mailto:dbe@lesliesaunders.com)  
**Subject:** Inquiry

Good afternoon,

I run a public transit agency in Bismarck, North Dakota and we are looking into way to increase our DBE participation. I am writing to inquire about your vehicle insurance for public transit fleets as well as your employee benefit plans. Do you work with out of state policies at all?

Thank you,

**Deidre Hughes**

Executive Director

**Bis-Man Transit**

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