

Attachment 5

Section 23.45: Overall Goal Calculation for Car Rentals

Name of Recipient: Alaska DOT & PF and the Ted Stevens Anchorage International Airport

Goal Period: FY 2024-FY 2026

Overall Three-Year Goal:

1.00% to be accomplished through 0.00% RC and 1.00% RN

The Sponsor has determined the market area is as follows: The state of Alaska (S), the Anchorage Borough(B) in Alaska, as well as the Nationwide (N) market area.

The market area is the geographical area in which the substantial majority of firms which seek to do goods and services business with the airport are located and the geographical area in which the firms receive a substantial majority of concessions related expenditures are located.

Market Area: The market area was determined utilizing the following information.

NAICS CODE	Type of Goods and Services	Market Area
459410/453210	Office Supplies	N
237310	Parking Lot Striping	S
423130	Tire Wholesaler	B
423850	Cleaning Supplies	S
423990	Durable Goods	N
424720	Fuel Dealers	B
441110	New Car Dealership	N
441310	Auto Parts Supplies	S
488410	Towing	B
517311	Phone System	S
524210	Insurance	N
541211	Accounting	N
541810	Advertising Agency	N
561439	Printing	B
561621	Alarm System	S
561622	Locksmith	B

561720	Janitorial Services	B
811111	General Auto Repair	B
811121	Auto Body Repair	B
811122	Auto Glass	B
811191	Oil Change	B
811192	Car Wash/Detail	B
811212	Computer/office Repair	B

Methodology used to Calculate Overall Goal

Goods and Services

As there are no ACDBE car rental concessions in the market area, we can calculate the ACDBE goal by including the purchases from ACDBEs of goods and services used in business conducted at the airport by the car rental agencies. The goal will be developed by considering the ACDBE goods and services opportunity dollar value from purchases of goods and services from ACDBEs as the numerator, and the dollar value from purchases of goods and services from all firms (ACDBEs and non-ACDBEs) as the denominator.

Goal Based on Goods and Services Purchases - Determination:

Upon review of the market, it appears that all or most of the goal is likely to be met through the purchases by car rental companies of vehicles or other goods/services from ACDBEs. This is due to the fact that no certified ACDBE car rental companies exist within the market. As such, the Sponsor has structured the goal entirely in terms of the purchases of goods and services.

We determined the goal based on outreach for the purchases of goods and services from certified ACDBE firms and/or potential ACDBE firms in the market area. This basis is in lieu of a goal based upon a percentage of total gross receipts of car rental operations at the Airport. We will make strong efforts to pursue opportunities to meet the goods and services goal. We will continue to consult and work with the Alaska DOT & PF and UCP, our car rental concessionaires at the Airport, similarly situated airports in our region, minority and women businesses in the State, minority serving institutions, local pro-business organizations, and targeted media publications to find prospective ACDBE firms. We will work with our car rental companies to strategize outreach to Alaska DOT & PF and UCP certified ACDBEs that may be able to provide car rental goods and services, to encourage current vendors who may be eligible for ACDBE certification to apply, and to encourage firms already working at the airport but certified as ACDBE in other states, to apply via the interstate certification process. The Alaska DOT & PF and UCP is aware of this requirement and is on board to assist and process certifications as required by 49 CFR Subpart C.

We have the following car rental agencies operating at the airport: Enterprise, Avis, Budget, Hertz, Dollar and Thrifty, National/Alamo, Alaska 4 x 4.

After collaboration and discussion with the Airport, car rental company concessionaires at the Airport stated that the goods and services they may need in the goal period are: Office Supplies, Parking Lot Striping, Tire Wholesaler, Cleaning Supplies, Durable Goods, Fuel Dealers, New Car Dealership, Auto Parts Supplies, Towing, Phone System, Insurance, Accounting, Advertising Agency, Printing, Alarm System, Locksmith, Janitorial Services, General Auto Repair, Auto Body Repair, Auto Glass, Oil Change, Car Wash/Detail, and Computer/office Repair with estimated gross receipts (goods and services purchases) of **\$4,151,604.00**.

Gross Receipts (Goods & Services Purchases) x ACDBE Goal

\$4,151,604.00 (Estimate) x 1.00% = **\$41,516.00** – Estimated ACDBE Participation

The Sponsor does not anticipate any major changes that would increase goods and services opportunities over the next three years. Progress will be checked annually.

Base of Car Rental Goal

Step 1: 23.51(c)

We determined the base figure for the relative availability of goods and services. The base figure was calculated as follows:

Numerator: Ready, willing, and able relevant goods and services ACDBE firms in the market area 180 divided by 241,988.

Denominator: All ready, willing, and able relevant goods and services firms in the market area

To calculate the base of the goal the Sponsor considered relevant car rental goods and services.

NAICS CODE	Type of Goods and Services	Total ACDBE's	Total All Firms
459410/453210	Office Supplies	4	4475
237310	Parking Lot Striping	1	83
423130	Tire Wholesaler	0	7
423850	Cleaning Supplies	0	9
423990	Durable Goods	35	9645
424720	Fuel Dealers	1	14
441110	New Car Dealership	2	21622

441310	Auto Parts Supplies	0	104
488410	Towing	0	6
517311	Phone System	0	17
524210	Insurance	13	135939
541211	Accounting	18	55346
541810	Advertising Agency	105	14612
561439	Printing	0	15
561621	Alarm System	0	13
561622	Locksmith	0	3
811111	General Auto Repair	0	14
811121	Auto Body Repair	0	13
811122	Auto Glass	0	9
811191	Oil Change	0	17
811192	Car Wash/Detail	0	17
811212	Computer/office Repair	1	8
Total		180	241,988
Base of Goal	180/241,988	.07 %	

Base **0.07%**
Adjusted **1.00%**

The Sponsor does not anticipate any major changes that would increase goods and services opportunities over the next year. Progress will be checked annually.

If a new concession opportunity arises prior to the end of this goal period and the estimated average of annual gross revenues are anticipated to be \$200,000 or greater, the Sponsor will submit to the FAA an appropriate adjustment to the overall goal. This will be submitted to FAA for approval no later than 90 days before issuing the solicitation for the new concession opportunity. (23.45(i)).

Step 2:

Past History Participation

We do not have a history of accomplishments to use for a Step 2 adjustment. Also, we do not have an applicable disparity study or any other statistically reliable evidence to use to adjust the goal. Therefore, we do not believe a Step 2 Adjustment can be made based on demonstrable evidence. We are adopting our Step 1 goal of 1.00% with plans to conduct informational meetings and outreach to ACDBE firms to ensure the goal is reached. We also plan to perform outreach to minority and small business firms who may be potential ACDBE firms in an effort to ensure fair opportunities for all. We will be conducting outreach jointly with our car rental agencies

to help ensure that aggressive efforts are made to meet the ACDBE goal. With these measures considered, the base goal is adjusted to 1.00%.

Consultation: Section 23.43.

The goal setting process used by recipients to establish their annual overall goal submitted to the operating administrations for approval includes consultation with minority, women’s and ACDBE community organizations, and other officials or organizations which could be expected to have information concerning the availability of ACDBEs and non-ACDBEs. This consultation process is also intended to gather information concerning the effects of discrimination on opportunities for ACDBEs and establishing a level playing field for the participation of ACDBEs. The Alaska DOT & PF maintains a list of DBE/ACDBEs and non-DBE companies that was utilized to provide invitations to the stakeholder consultation. AK DOT & PF/Airport personnel were also included in the invitations. Prior to submitting the ACDBE goal to the FAA the Sponsor consulted with stakeholders on August 16, 2023, at approximately 1:00 pm AKDT, with a question regarding car-rental goal setting and information collection.

TED STEVENS ANCHORAGE INTERNATIONAL AIRPORT AGENCIES CONSULTED WITH	
Agency/Organization	Discussion/Information
Rashaud Joseph, Statewide Civil Rights Office Program Manager Alaska DOT & PF	Availabilities of ACDBEs, Directories, ACDBE opportunities, Goal setting
Sarah Starzec, Certification and Contract Compliance Officer Alaska DOT & PF	Availabilities of ACDBEs, Directories, ACDBE opportunities, Goal setting
	Availabilities of ACDBEs, Directories, ACDBE opportunities, Goal setting
	Availabilities of ACDBEs, Directories, ACDBE opportunities, Goal setting
	Availabilities of ACDBEs, Directories, ACDBE opportunities, Goal setting
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	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting
	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting

Breakout of Estimated Race-Neutral & Race Conscious Participation **Section 23.51**

The Sponsor will meet the maximum feasible portion of its overall goal by using race-neutral means of facilitating ACDBE participation. The Sponsor uses the following race-neutral measures.

We understand that we will be expected to actually take these steps, and this is not merely a paper exercise.

1. Locating and identifying ACDBEs and other small businesses who may be interested in participating as concessionaires under 49 CFR Part 23;
2. Notifying ACDBEs of concession opportunities and encouraging them to compete, when appropriate;
3. When practical, structuring concession activities so as to encourage and facilitate the participation of ACDBEs;
4. Ensuring that competitors for concession opportunities are informed during pre-solicitation meetings about how the sponsor's ACDBE program will affect the procurement process;
5. Providing information concerning the availability of ACDBE firms to competitors to assist them in obtaining ACDBE participation; and

We estimate that, in meeting our overall goal of 1.00%, we will obtain 1.00% from race-neutral participation and 0.00% through race-conscious measures.

*References: Alaska DBE Directory August 2023
FAA Matchmaker System National Certified Directory, August 2023
U S Census Bureau/Census Data, August 2023*