

City of Onalaska
Transit 3 Year DBE Goal-Setting Methodology Report
FFY 2022-2024

August 31, 2021



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Introduction

This document constitutes the **City of Onalaska's (COO)** submission of its Disadvantaged Business Enterprise (DBE) Transit Overall Goal Setting Methodology Report to the United States Department of Transportation, Federal Transit Administration (FTA) for Federal Fiscal Years (FFY) 2022, 2023 and 2024.

The report has been prepared in compliance with:

- DBE Regulations, 49 CFR 26.45, as amended, http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title49/49cfr26_main_02.tpl
- USDOT, "Tips for Goal Setting in the DBE Program" <https://www.transportation.gov/osdbu/disadvantaged-business-enterprise/tips-goal-setting-disadvantaged-business-enterprise>

The four elements of the goal setting process are outlined in 49 CFR 26.45(c-g) as follows:

1. The measurement of the actual relative availability of DBEs to perform **City of Onalaska's** anticipated contracting opportunities;
2. Adjustment factor analysis to evaluate evidence of the effects of discrimination in **City of Onalaska's** jurisdiction and determine whether an adjustment is necessary;
3. Calculation of the conscious and neutral split for the goal attainment;
4. Consultation and publication regarding the goal to facilitate public input.

Executive Summary

The **City of Onalaska's (COO)** overall DBE transit goal for FFY 2016-2018 is .019% of the Federal financial assistance it will expend in FTA-assisted contracts. This excludes FTA funds to be used in the purchase of transit vehicles.

COO only has (1) one contractible opportunity and it is for the purchase of public transportation service whose market area is the City of Onalaska. The procurement for the contractible opportunity is conducted every (5) five years.

The **COO** signed a (5) five-year contract for transportation service with *Running Inc.* beginning in 2017. As such, the **COO** will not have any additional contractible opportunities until 2022.

See **Appendix A – List of Contracting Opportunities**.



A total of \$832,450 in FTA funds were to be awarded by the **COO** on FTA-assisted contracts during the FFY 2022-2024 time-period. With a goal of .19%, this means that the **COO** has set a

goal of expending approximately \$1,582 with DBE firms for the combined three-year period. These funds are to be spent in the area of 'Purchased Transportation Services'.

Overall Goal Setting Methodology

Step One – Calculation

Relative Ability of DBE Firms

Data Sources and Demonstrable Evidence – Numerator

This section presents the data sources and demonstrable evidence the **COO** used to derive the numerator (ready, willing and able DBE firms).

In order to derive the numerator, **COO** collected information regarding anticipated contracting opportunities for the three-year goal-setting period. **COO** only has (1) one contractible opportunity and it is for the purchase of public transportation service in the City of Onalaska.

COO used the information from the anticipated contracting opportunity to identify relevant and applicable NAICS codes for each anticipated contract. Next, using the contract-specific NAICS codes, **COO** reviewed the Wisconsin Unified Certification Program (UCP) list to determine ready, willing and able DBE firms in relation to those anticipated contracting opportunities.

The worksheets in **Appendix B - Step 1 Calculation** document the following: the *NAICS Code Definition* list to reflect the (1) one contracting opportunity related to COO's three-year goal, **COO's** search of the entire Wisconsin UCP list, a summary of the firms from the Wisconsin UCP list that match the applicable NAICS Codes, and the methodology for **COO's** Step One Calculation.



The numerator of the base figure is 21. There were (0) zero firms listed in the rural bus NAICS code category, (2) two firms listed in the taxis and limo services NAICS code categories and 19 firms listed in the NAICS codes for specialized transit, vanpools and airport shuttles. Even though only (1) one firm was in the market area of this contracting opportunity, **COO** used the base figure of 21 that captured all the firms on the Wisconsin UCP Directory within the NAICS codes for this contracting opportunity.

Evidence of data sources used and analyzed to generate the numerator are included in **Appendix B – Step 1 Calculation**.

COO examined the descriptive language in the Wisconsin UCP List which summarizes a firm’s particular area of emphasis within the applicable NAICS codes. However, this information was not used to exclude any DBE firms that may not be as well-suited to a corresponding anticipated contracting opportunity. For example, a firm identified as providing airport shuttle service was not excluded from a list of potential DBEs for a shared-ride taxi service in rural Wisconsin, as long as they were identified by a relevant or appropriate NAICS code. Therefore, all DBEs within an identified NAICS code were counted among the ready, willing and able DBE firms.

Data Sources and Demonstrable Evidence – Denominator

This section outlines the data sources and demonstrable evidence **COO’s** used to identify the denominator (all firms - ready, willing and able). The denominator of the base figure is 533. US Census data information for Wisconsin, using the same NAICS codes, was used to determine the number of all firms ready, willing and able to perform on the anticipated contracts.

No modifications were made to reflect the location of FTA-assisted work within Wisconsin. This is significant as a substantial portion of the contracting opportunities occur in the area of ‘Transportation Services’, specifically ‘Paid Transportation service. The contracting opportunities, by **COO** did not result in a narrowed definition of all firms ready, willing and able to perform on the anticipated contracts.

Base Figure

The ‘Calculation’ worksheet in **Appendix B – Step 1 Calculation** shows a base figure of 3.94%, calculated from the number of ready, willing, and able DBE firms through the UCP list divided by the total number of firms found through the same method.

The **Base Figure** for the relative availability of DBE’s was calculated as follows:

$$\frac{\begin{array}{l} \text{(21) Ready, willing, and able DBEs} \\ \text{Wisconsin UCP List} \end{array}}{\begin{array}{l} \text{(533) All firms ready, willing and able} \\ \text{US Census} \end{array}} = \text{Base figure (\%)} \quad \parallel \quad \frac{21}{533} = 3.94\%$$

Supporting documentation used to calculate the goal is contained in **Appendix B – Step 1 Calculation**. See all worksheets in the Excel file. Note: COO did not include a printed copy of the WisDOT UPC Summary worksheet at the back of this report. This worksheet is available electronically in Appendix B – Step 1 Calculation.

Other Considerations

COO used the base figure calculation of 3.94% as a starting point and then examined its Bidders List and considered the use of weighting. See **Appendix C – Step 1 Considerations**.



Bidders List

The worksheet labeled 'Bidders List' in **Appendix C** shows the summary data collected from staff analysis of past bidders on transit projects. **COO** counted both successful and unsuccessful bids, and eliminated the double-counting of firms to arrive at the data points reflected in the 'Bidders List' summary. From 2000 through to 2017', the total number of DBE bidders was 1 and the total number of bidders was 11, resulting in a bidders list figure of 9.09% we later use this figure to refine our goal.

Use of Weighting

According to USDOT's "Tips for Goal Setting in the DBE Program", the use of weighting can help ensure the base figure is as accurate as possible. While weighting is not required by rule, it can make the goal calculation more accurate. **COO** chose to calculate a weighted approach in its DBE goal calculation; the worksheet labeled 'Weighted Base' in **Appendix C**.

The weighting is achieved at this stage by dividing the number of DBE firms by the total number of firms listed, according to NAICS codes. This weighting is listed under the column titled 'Step 1 Goal – Relative Availability'; the sum of the weighting is totaled at the bottom of the worksheet, and comes to 3.94%, the weighted base figure. The weighted base did not change from our Step 1 Calculation because there is only (1) one project and /or contractible opportunity (purchased transportation service) that the weighted base is being applied to. We later use this figure to refine our goal.

Other DOT Recipients

Another factor to consider is evidence from relevant DOT recipients goal calculations conducted in the **COO's** market area. It was the viewpoint of the **COO** that WisDOT's goal of 1.85% was too high to be considered for our market area based on the types of contracting opportunities and the number of DBE's available to them. Further, the types of contractible opportunities that WisDOT has are out of the scope of opportunities we participate in (i.e., marketing, website, construction and equipment). Additionally, **COO** looked at the City of La Crosse's goal of .81% and concluded the same thing- they are out of our scope of contractible opportunities due to

the types of opportunities they are providing (i.e., construction and equipment and supplies). For these reasons, utilizing the goals of other DOT Recipients did not lead to an adjustment to the base figure goal.

Step Two – Adjustment Factor Analysis

The **COO** considered a number of potential factors to determine whether any adjustments to the Step One Base Figure of 3.94% were warranted. See **Appendix D – Analysis and Adjustments**.



Past Participation

A prominent factor in an adjustment consideration is past participation. Past participation is the volume of work DBEs have performed on transit contracts in recent years. The prior three-year period of DBE goals and goal achievement (2018-2021) was analyzed and showed the goal was not met.

Market Adjustment – La Crosse County

The **COO** considered an alternate mathematical calculation related to the ready willing and able DBE firms in La Crosse County. The sum achieved from this calculation was .19%. See **Appendix D – Analysis and Adjustments**. The .19% goal sensible because **Appendices B and B1** of this report shows that out of 533 ready, willing and able firms in Wisconsin identified in the US Census data, there were only 21 ready, willing and able DBE firms in the NAICS code transportation categories in the Wisconsin UCP Directory. Of the 21 firms, (5) five of the firms were not located in Wisconsin, (2) two of the firms were airport concessionaires, (11) eleven of the firms were located in Milwaukee and only (1) one firm was located in La Crosse County.

The Bidders List analysis outlined in **Appendix C** also showed a low concentration of ready, will and able DBE firms in Wisconsin and specifically in La Crosse County.

Furthermore, the .19% is indicative of one DBE available in the current market that did not participate in the recent contracts. This calculation is more in line with what the local market trends are showing and predicting – we later use this figure to refine our goal.

Analysis of Options

The table below presents (4) four options for **COO** to set as a possible overall DBE goal for (2022-2024). Each option provides an overview of the methodology used to calculate the goal and an analysis of the merits of each goal. In consideration of the analysis and supporting documentation outlined previously in this report as well as the information outlined in the table, **COO** selects the fourth option with a goal of 0.19% as its three-year DBE goal for (2022-2024).

Option	Overall Goal	Methodology	Analysis
1	3.94%	The Bidder's List Adjusted Goal, based on Onalaska's most refined numbers, created the overall goal. The Weighted Base DBE goal represents the R/N percentage of the overall goal, and the difference is the race conscious goal.	The 3.94% goal with a split should not be selected because even though it is based on refined data (bidders list calculation), the goal is too high based on a review of past achievement through Race Neutral means.
2	9.09%	The Bidder's List, based on Onalaska's historical numbers, created the adjusted goal. This goal represents the percentage of DBE participants to overall firms that have bid on the sole contractible opportunity throughout the time period we have been receiving FTA funding.	The 9.09% goal should not be selected because even though it is based on refined data (bidders list calculation), the goal is too high due to limited participation of ready, willing and able DBE firms bidding on the contractible opportunity.
3	3.94%	The Weighted Base DBE Goal is 3.94%	The 3.94% goal should not be selected because only one contractible opportunity was used in the calculation over a three-year period. The COO only lets one contract every 5 years. Weighting the goal is not a good mechanism for adjusting down the goal.
4	.19%	The La Crosse County Market Adjusted Goal was based on the one DBE firm in the La Crosse County Divided by all ready, willing and able firms.	The .19% is the preferred goal based on the limited DBE firms in the COO market area as well as the fact that COO only writes one contractible opportunity every five (5) years. Further, past participation proves that limited firms have bid on the contractible opportunities.

The analysis and supporting documentation presented in this methodology report and the information in the table above shows the .19% goal three-year goal for 2022-2024 is suitable for **COO**.

Calculation of Race Neutral & Race-Conscious Split

Consideration for the use of race-conscious means in addition to race-neutral means to facilitate DBE participation is another aspect of goal-setting.

USDOT "*Tips for Goal Setting in the DBE Program*" lists the following considerations to evaluate:

- Consider the Amount by Which You Exceeded Your Goals in the Past
 - **COO response:** COO has not set a DBE goal in the past.
- Consider Past Participation by DBE Prime Contractors
 - **COO response:** COO has had limited participation by DBE Prime Contractors.
- Consider Past Participation by DBE Subcontractors on Contracts without Goals
 - **COO response:** COO has not had participation by DBE subcontractors in the past on contracts without DBE goals.

The COO believes that past achievement of DBEs is the best indicator to use in establishing the starting point for race neutral participation. COO analyze setting a race neutral – race conscious split on its 0.019% DBE goal. Based on the reason above, COO will achieve its 0.019% DBE goal through race neutral means.

City of Onalaska -- 3 Year Goal Setting (2022-2024)

NAICS Codes Search/Summary

WisDOT UCP List		
# of NAICS Codes	NAICS Code	Number of Firms By NAICS Code Category <i>(Ready, Willing and able DBEs)</i>
1	485210	0
2	485210 and 485320	2
3	485991 and 485999	19
Total		21

US Census for WI		
# of NAICS Codes	Code	Number of Firms By NAICS Code Category (485)--Transit & Ground Passenger Transportation <i>(All Ready, Willing and able Firms)</i>
1	485	533
Total		533

Notes:

Wisconsin UCP List: The 21 represents the **numerator** (ready, willing and able **DBE** firms from the Wisconsin UCP DBE List of Certified firms posted on the WisDOT website [Http://wisconsin.gov/pages/doing-bus/civil-rights/dbe/certified-firms.aspx](http://wisconsin.gov/pages/doing-bus/civil-rights/dbe/certified-firms.aspx)

US Census Bureau, American Fact Finder, Wisconsin County Business Patterns: The **533** represents the denominator (**all** firms ready, willing and able) extracted from the US Census website <http://factfinder.census.gov>

City of Onalaska 3 Year Goal Setting (2022-2024)

Step 1 Calculation: NAICS Codes Search/Summary

The base figure for the relative availability of DBE's is calculated as follows:

$$\begin{array}{l} \text{Numerator: } \underline{\text{Ready, Willing and able DBEs}} \\ \text{Denominator: } \text{All Firms, Ready Willing and Able} \end{array} = \frac{\boxed{21}}{\boxed{533}} = \boxed{3.94\%} \text{ Base Figure}$$

Notes:

Wisconsin UCP List: The 21 represents the **numerator** (ready, willing and able **DBE** firms from the Wisconsin UCP DBE List of Certified firms posted on the WisDOT website [Http://wisconsin.gov/pages/doing-bus/civil-rights/dbe/certified-firms.aspx](http://wisconsin.gov/pages/doing-bus/civil-rights/dbe/certified-firms.aspx)

US Census Bureau, American Fact Finder, Wisconsin County Business Patterns: The **533** represents the denominator (**all** firms ready, willing and able) extracted from the US Census website <http://factfinder.census.gov>

City of Onalaska - 3 Year Goal (2022-2024)

Date: 8/31/2021

NAICS Code Definitions

NAICS 2017	Index Item Description
485210	Bus line operation, intercity, Intercity Bus Operation, Interstate Bus Operation, Interurban Bus Operation
485210	Motor coach operation, interurban and rural
485210	Rural bus services
485310	Cab (i.e., taxi) services, Taxicab dispatch services, Taxicab Fleet Operators, Taxicab Operators, Taxicab Organizations, Taxicab Owners, Taxicab Services

2022 Contracting Opportunity Worksheet

Instructions

List the expected "contracting opportunities" in the worksheet below. To clarify, in procurement terms, a contracting opportunity is a "contract" and should not be confused with a subrecipient agreement. Each column is defined below to assist in completing the worksheet.

(FFY 2022) October 1, 2021- September 30, 2022 | *including any purchase going out for competitive bid before October 1*

Recipient	Category of Contracting Opportunity	Description of Good/Service	Estimated \$ Amount	Estimated Bid Date
Onalaska	Services	Purchased Transportation Service	\$818,080.00	
		Subtotal	\$818,080.00	
		Total	\$818,080.00	

Definitions

Subrecipient: This is the direct subrecipient (local entity or non-profit).

Category of Contracting Opportunity: Any purchase/contract item that uses FTA monies to buy stuff, build stuff, or plan stuff. Examples include : transportation services. maintenance services. marketing. cleaning services. office supplies. parts. equipment or other supplies. IT

2023 Contracting Opportunity Worksheet

Instructions

List the expected "contracting opportunities" in the worksheet below. To clarify, in procurement terms, a contracting opportunity is a "contract" and should not be confused with a subrecipient agreement. Each column is defined below to assist in completing the worksheet.

(FFY 2023) October 1, 2022 - September 30, 2023 | including any purchase going out for competitive bid before October 1

Recipient	Category of Contracting Opportunity	Description of Good/Service	Estimated \$ Amount	Estimated Bid Date
Onalaska		N/A	\$0.00	
		Subtotal	\$0.00	
		Total	\$0.00	

2024 Contracting Opportunity Worksheet

Instructions

List the expected "contracting opportunities" in the worksheet below. To clarify, in procurement terms, a contracting opportunity is a "contract" and should not be confused with a subrecipient agreement. Each column is defined below to assist in completing the worksheet.

(FFY 2024) October 1, 2023 - September 30, 2024 | *including any purchase going out for competitive bid before October 1*

Recipient	Category of Contracting Opportunity	Description of Good/Service	Estimated \$ Amount	Estimated Bid Date
Onalaska		N/A	\$0.00	
		Subtotal	\$0.00	
		Total	\$0.00	

City of Onalaska

3-Year DBE Goal Methodology (2022-2024)

Onalaska 3-Year DBE Goal - Anticipated Projects

Project	2022	2023	2024	3 Year Total	NAICS Code Type of Firm	# DBEs	# non-DBEs	# All Firms	Step 1 Goal - Relative Availability
Service									
Purchased Transportation Service	\$818,080	\$0	\$0	\$818,080	485210, 485320, 485991, 485999	21	512	533	3.94%
TOTALS	\$818,080	\$0	\$0	\$818,080		21	512	533	Step 1: 3.94%

City of Onalaska

3-Year DBE Goal Methodology (2022-2024)

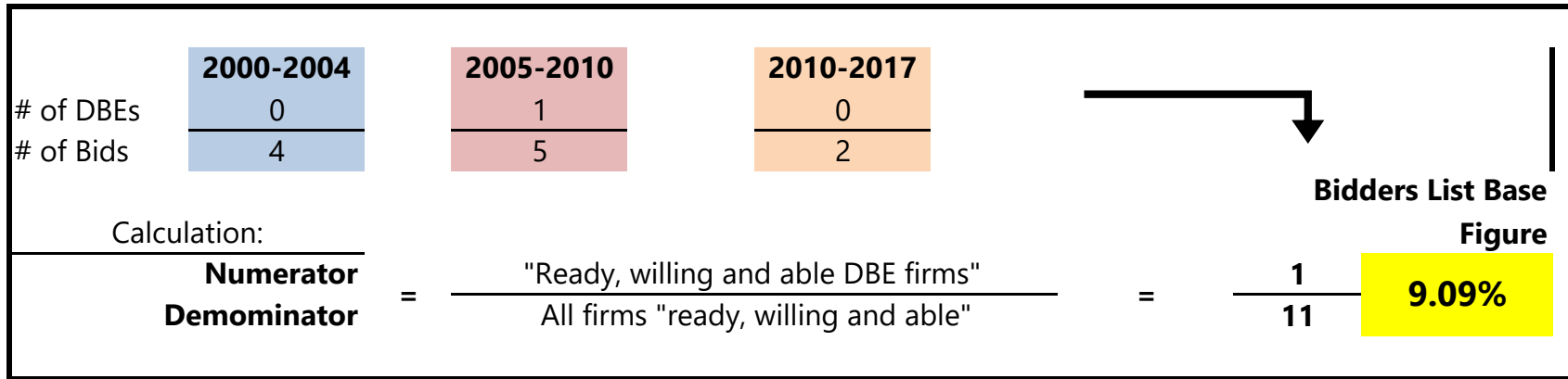
Onalaska 3-Year DBE Goal Calculation - Weighted Base

Project	2017	2018	2019	3 Year Total	NAICS Code Type of Firm	# DBEs	# non-DBEs	# All Firms	% of Total Funds	Step 1 Goal - Relative Availability	Weighted Base
Service											
Purchased Transportation Service	\$818,080	\$0	\$0	\$818,080	485210, 485320, 485991, 485999	21	512	533	100.00%	3.94%	3.94%
TOTALS	\$818,080	\$0	\$0	\$818,080		21	512	533	Weighted Base Goal		3.94%

Notes

The weighted base didn't change from the **Step One Calculation** because there is only (1) one project and/or contractible opportunity (purchased transportation service) that the weighted based is being applied to.

Bidders List Data: 2000-2017



Bidders List Tracking

Procurement Year 2000

- Brown Cab
- Running Inc
- Beverly Mohns Scott, dba: Top Hat Taxi (missed deadline- not included in bid)
- G&G Enterprises

Procurement Year 2005

--Running Inc

--Beverly Mohns Scott, dba: Top Hat Taxi

Procurement Year 2007

--Pape Taxi Service Inc

--Running Inc

--Beverly Mohns Scott, dba: Top Hat Taxi

Procurement Year 2012

--Running Inc

Procurement Year 2017

--Running Inc

DBE Goal Calculations

Step 1	Bidders List Adjustment	Weighted Base Adjustment	La Crosse County Market Adjustment	Step 2		
3.94%	9.09%	3.94%	0.190%	3.94%	6.52%	0.190%
As determined in 'Anticipated Projects' tab	As determined in 'Bidders List' tab	As determined in 'Weighted Base' tab	As determined in Appendix C	<u>(Step 1 + Weighted Base Adjustment)</u> 2	<u>(Step 1 + Bidders List Adjustment)</u> 2	<u>La Crosse Cnty Market Adjustment</u>

Analysis of Options

Options	Overall Goal	Methodology	Notes
1	3.94	The Bidder's List Adjusted Goal, based on Onalaska's most refined numbers, created the overall goal. The Weighted Base DBE goal represents the R/N percentage of the overall goal, and the difference is the race conscious goal.	The 3.94% goal with a split should <u>not</u> be selected because even though it is based on refined data (bidders list calculation), the goal is too high based on a review of past achievement through Race Neutral means.
2	9.09	The Bidder's List, based on Onalaska's historical numbers, created the adjusted goal. This goal represents the percentage of DBE participants to overall firms that have bid on the sole contractible opportunity throughout the time period we have been receiving FTA funding.	The 9.09% goal should <u>not</u> be selected because even though it is based on refined data (bidders list calculation), the goal is too high due to limited participation of ready, willing and able DBE firms bidding on the contractible opportunity.
3	3.94	The Weighted Base DBE Goal is 3.94%	The 3.94% goal should <u>not</u> be selected because only one contractible opportunity was used in the calculation over a three year period. The COO only lets one contract every 5 years. Weighting the goal is not a good mechanism for adjusting down the goal.
4	0.19	The La Crosse County Market Adjusted Goal was based on the one DBE firm in the La Crosse County Divided by all ready, willing and able firms.	The .19 is the <u>preferred</u> goal based on the limited DBE firms in the COO market area as well as the fact that COO only writes one contractible opportunity every five (5) years. Further, past participation proves that limited firms have bid on the contractible opportunities.

City of Onalaska -- 3 Year Goal Setting (2022-2024)

NAICS Codes Search/Summary

WisDOT UCP List		
# of NAICS Codes	NAICS Code	Number of Firms By NAICS Code Category (Ready, Willing and able DBEs)
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US Census for WI		
# of NAICS Codes	Code	Number of Firms By NAICS Code Category (485)--Transit & Ground Passenger Transportation (All Ready, Willing and able Firms)
1	485	533
Total		533

Notes:

Wisconsin UCP List: The 21 represents the **numerator** (ready, willing and able **DBE** firms from the Wisconsin UCP DBE List of Certified firms posted on the WisDOT website [Http://wisconsin.gov/pages/doing-bus/civil-rights/dbe/certified-firms.aspx](http://wisconsin.gov/pages/doing-bus/civil-rights/dbe/certified-firms.aspx)

US Census Bureau, American Fact Finder, Wisconsin County Business Patterns: The **533** represents the denominator (**all** firms ready, willing and able) extracted from the US Census website <http://factfinder.census.gov>

City of Onalaska 3 Year Goal Setting (2022-2024)

Step 2 Calculation: NAICS Codes Search/Summary

The base figure for the relative availability of DBE's is calculated as follows:

$$\begin{array}{l} \text{Numerator: } \underline{\text{Ready, Willing and able DBEs in La Crosse County}} \\ \text{Denominator: } \text{All Firms, Ready Willing and Able} \end{array} = \frac{\boxed{1}}{\boxed{533}} = \boxed{0.1876173\%} \text{ Base Figure}$$

Notes:

Wisconsin UCP List: The **1** represents the **numerator** (ready, willing and able **DBE** firms in **La Crosse County** from the Wisconsin UCP DBE List of Certified firms posted on the WisDOT website [Http://wisconsin.gov/pages/doing-bus/civil-rights/dbe/certified-firms.aspx](http://wisconsin.gov/pages/doing-bus/civil-rights/dbe/certified-firms.aspx)

US Census Bureau, American Fact Finder, Wisconsin County Business Patterns: The **533** represents the denominator (**all** firms ready, willing and able) extracted from the US Census website <http://factfinder.census.gov>

City of Onalaska - 3 Year Goal (2022-2024)

Date: 7/21/2021

NAICS Code Definitions

NAICS 2017	Index Item Description
485210	Bus line operation, intercity, Intercity Bus Operation, Interstate Bus Operation, Interurban Bus Operation
485210	Motor coach operation, interurban and rural
485210	Rural bus services
485310	Cab (i.e., taxi) services, Taxicab dispatch services, Taxicab Fleet Operators, Taxicab Operators, Taxicab Organizations, Taxicab Owners, Taxicab Services

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Section Legals

SubSection

Category 0001 Wisconsin Legals

Ad Key 87576-1

Keywords Shared Ride DBE program goal

Notes

PO Number

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Order Price 29.77

Amount Paid 0.00

Amount Due 29.77

Start/End Dates 10/01/2021 - 10/01/2021

Insertions 1

Size 33

Salesperson(s) RiverValley Legals

Taken By Sallie Gucwa

Ad Proof

PUBLIC NOTICE
DISADVANTAGED BUSINESS
ENTERPRISE (DBE) GOAL
FISCAL YEAR 2022-2024
The City of Onalaska Shared Ride Program in accordance with regulations of the U.S. Department of Transportation, 49 CFR 26, intends to submit to the Federal Transit Administration (FTA) a program goal of .19% for DBE participation in Shared Ride contract activities for the Fiscal year 2022-2024. This notice is to afford the general public and the contracting community an opportunity to comment. The Shared Ride DBE program goal and its rationale may be reviewed from 8:00a.m. to 5:00p.m. Monday-Friday in the office, at 415 Main Street, Onalaska WI 54650 for 30 days following the date of notice.
Written comments regarding the goal and the methodology used for developing it will be accepted. For more information, please contact Sabrina Steger, Finance Director-DEBLO for Shared Ride Program, 415 Main Street, Onalaska, WI 54650, 608-781-9530, fax 608-781-9534, email: ssteger@onalaska-wi.gov.
10/1 LAC87576 WNAXLP



Utilities Committee Agenda

Wednesday, September 8, 2021 @ 6:45 PM

(No earlier than 6:45 p.m. or immediately following the
Administrative & Judiciary Committee Meeting)

415 Main Street, Onalaska WI 54650

Meeting in person in Council Chambers & remotely on Zoom

Members of the public wishing to attend remotely and provide public input:

Meeting Link: <https://zoom.us/j/98084358011?pwd=dG8wNkFjMVdFRnhHOTR4cDNTWmNXQT09>

Phone Number: 1-312-626-6799 Meeting ID: 980 8435 8011 Password: 54650

1. Call to Order and roll call.
2. Consideration and action on minutes from the previous meeting.
3. Public Input (limited to 3 minutes per individual).

Consideration and possible action on the following items:

MASS TRANSIT

4. Shared Ride Transit:
 - A. July Financials (Justin Running or Paul Woodward).
 - B. Federal Transit Authority 2022 Triennial Review.
 1. Disadvantage Business Enterprise (DBE) requirements/modifications to goals and plan.
 2. Set public hearing date/time for DBE goal/plan.
 - C. 2022 Budget for Onalaska-Holmen-West Salem Shared Ride Program.
5. MTU:
 - A. Transit Financials (Adam Lorentz).
 - B. 2022 Agreement.
6. Holmen Transit Input (Holmen Rep).
7. West Salem Transit Input (West Salem Rep).
8. Onalaska Transit Input (Onalaska Rep).

UTILITIES

9. City of Onalaska Stormwater:
 - A. 2022 Storm Water Budget.
 - B. Establish 2022 ERU Rate.
 - C. 2021 Storm Water Financials.
10. City of Onalaska Sewer:
 - A. 2022 Sewer Budget.
 - B. Sewer Methodology.
 - C. Changes to the Treatment rate for 2022.
 - D. Changes to the Transmission rate for 2022.
 - E. 2021 Sewer Financials.



Utilities Committee Agenda

Wednesday, October 6, 2021 @ 6:45 PM

(No earlier than 6:45 p.m. or immediately following the
Administrative & Judiciary Committee Meeting)

415 Main Street, Onalaska WI 54650

Meeting in person in Council Chambers & remotely on Zoom

Members of the public wishing to attend remotely and provide public input:

Meeting Link: <https://zoom.us/j/98084358011?pwd=dG8wNkFjMVdFRnhHOTR4cDNTWmNXQT09>

Phone Number: 1-312-626-6799 Meeting ID: 980 8435 8011 Password: 54650

1. Call to Order and roll call.
2. Consideration and action on minutes from the previous meeting.
3. Public Input (limited to 3 minutes per individual).

Consideration and possible action on the following items:

MASS TRANSIT

4. Shared Ride Transit:
 - A. August Financials (Justin Running or Paul Woodward).
 - B. **Public Hearing: 6:45 PM (or immediately following Public Input).**
 1. Proposed Disadvantage Business Enterprise (DBE) requirements/modifications to goals and plan for the City of Onalaska-Village of Holmen-Village of West Salem.
 2. Approval of DBE plan/goal with modifications.
5. MTU:
 - A. Transit Financials (Adam Lorentz).
6. Holmen Transit Input (Holmen Rep).
7. West Salem Transit Input (West Salem Rep).
8. Onalaska Transit Input (Onalaska Rep).

UTILITIES

9. Restructure of Mass Transit Committee and discussion on meeting dates and times.
10. Adjournment.

Notice is hereby given that members of and possibly a quorum of the Common Council of the City of Onalaska who do not serve on the Committee and members of and possibly a quorum of members of other governmental bodies may attend this meeting to gather information about a subject over which they have decision making responsibility. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

Notices also provided to: Utilities Committee Members (**Ald. Tom Smith – Chair, Ald. Jim Olson – Vice Chair**, Ald. Diane Wulf, Micah Wyss – Village of Holmen, Vacant – Village of West Salem, Mass Transit Members), Common Council (Ald. Cari Burmaster, Ald. Steven Nott, Ald. Dan Stevens, Ald. Diane Wulf, Ald. Tom Smith, Ald. Jim Olson), Mayor Kim Smith, City Administrator Eric Rindfleisch, Department Heads, Media, & Applicants

Utilities Committee

Wednesday, October 6, 2021

1

1 The Meeting of the Utilities Committee was called to order at 6:55 p.m. on Wednesday, October
2 6, 2021. It was noted that the meeting had been announced and a notice posted at City Hall.

3
4 Roll call was taken, with the following members present (either in person or remotely): Ald.
5 Tom Smith, Ald. Jim Olson, Ald. Diane Wulf, Village of Holmen Trustee Micah Wyss

6
7 Also Present (either in person or remotely): City Administrator Eric Rindfleisch, Mayor Kim
8 Smith, Financial Services Director/Treasurer Sabrina Steger, City Engineer Jarrod Holter,
9 Human Resources Generalist Lexi Wozney, Ald. Dan Stevens, Paul Woodward of Running, Inc.

10
11 A quorum of the City of Onalaska Common Council, Board of Public Works and Finance &
12 Personnel Committee were present for this meeting.

13 14 **Item 2 – Consideration and action on minutes from the previous meeting**

15
16 Motion by Ald. T. Smith, second by Ald. Olson, to approve the minutes from the previous
17 meeting as printed and on file in the City Clerk's Office.

18
19 On voice vote, motion carried.

20 21 **Item 3 – Public Input (limited to 3 minutes/individual)**

22
23 Ald. T. Smith called three times for anyone wishing to provide public input and closed that
24 portion of the meeting.

25 26 **Consideration and possible action on the following items:**

27 28 **MASS TRANSIT**

29 30 **Item 4 – Shared Ride Transit**

31
32 A. August Financials (Justin Running or Paul Woodward)

33
34 Paul reported the August 2021 statistics:

- 35
36
- 37 • **West Salem Trips:** 698 (an increase of 219 from August 2020)
 - 38 • **Holmen Trips:** 932 (an increase of 276 from August 2020)
 - 39 • **Onalaska Trips:** 2,111 (an increase of 561 from August 2020)
 - 40 • **Total Trips:** 3,741 (an increase of 1,056, or 39.33 percent, from August 2020)
 - 41 • **MTU Passes:** 408 (an increase of 132 from August 2020)
 - **Agency Trips:** 749 (an increase of 158 from August 2020)

Utilities Committee

Wednesday, October 6, 2021

2

- 42 • **Year-to-Date Trips:** 27,795 (an increase of 2,903 from August 2020)
- 43 • **Revenue:** \$114,656 (an increase of \$7,238, or 6.74 percent, from August 2020)

44
45 Motion by Ald. Wulf, second by Ald. Olson, to accept and place on file the August 2021
46 Financials for Shared Ride Transit.

47
48 On voice vote, motion carried.

49
50 B. Public Hearing: 6:45 P.M. (or immediately following Public Input)

- 51 1. Proposed Disadvantage Business Enterprise (DBE) requirements/modifications to
- 52 goals and plan for the City of Onalaska-Village of Holmen-Village of West Salem

53
54 Ald. T. Smith opened the public hearing and called for anyone wishing to speak in favor of the
55 Proposed Disadvantage Business Enterprise (DBE) requirements/modifications to goals and plan
56 for the City of Onalaska-Village of Holmen-Village of West Salem.

57
58 Ald. T. Smith called three times for anyone wishing to speak in favor of the Proposed
59 Disadvantage Business Enterprise (DBE) requirements/modifications to goals and plan for the
60 City of Onalaska-Village of Holmen-Village of West Salem and closed that portion of the public
61 hearing.

62
63 Ald. T. Smith called three times for anyone wishing to speak in opposition to the Proposed
64 Disadvantage Business Enterprise (DBE) requirements/modifications to goals and plan for the
65 City of Onalaska-Village of Holmen-Village of West Salem and closed the public hearing.

- 66
- 67 2. Approval of DBE goal/plan with modifications

68
69 Motion by Ald. Olson, second by Ald. Wulf, to approve DBE/goal plan with modifications.

70
71 On voice vote, motion carried.

72
73 **Item 5 – MTU:**

- 74
- 75 A. Transit Financials (Adam Lorentz)

76
77 No report.

78
79 **Item 6 – Holmen Transit Input (Holmen Rep.)**

80
81 No report.

82
83 **Item 7 – West Salem Transit Input (West Salem Rep.)**

Reviewed 10/8/2021 by Sabrina Steger

Utilities Committee

Wednesday, October 6, 2021

3

84

85 No report.

86

87 **Item 8 – Onalaska Transit Input (Onalaska Rep.)**

88

89 No report.

90

91 **UTILITIES**

92

93 **Item 9 – Restructure of Mass Transit Committee and discussion on meeting dates and**
94 **times**

95

96 City Administrator Rindfleisch noted the resolution included in committee members’ packets
97 (Resolution No. 35-2021) will direct some ordinance changes within the City of Onalaska. City
98 Administrator Rindfleisch said that while the ordinances are clear about how the appointments
99 are made to the committee known as the Utilities Committee, technically the entire structure of
100 the committee is that is one committee and not two committees. Further, members are members
101 to the whole thing. This includes the utilities portion, which has nothing to do with the
102 representatives from the Village of Holmen and the Village of West Salem. City Administrator
103 Rindfleisch said those members traditionally are invited to vacate; however, doing so means
104 there is the potential risk of quorum issues. Further, those members could be asked to vote on
105 items that are of importance to the City of Onalaska, but they are of no importance to the
106 villages.

107

108 City Administrator Rindfleisch said the proposal is to create a new Public Transit Committee
109 with those memberships. Meetings will be conducted on a quarterly basis versus a monthly
110 basis, and membership will be allowed to decide the date and time during those quarters to do
111 that. The utilities portion would roll over to the City of Onalaska’s Board of Public Works for
112 all the items that would need approval from that committee.

113

114 Ald. Wulf noted the Administrative and Judiciary Committee had approved Resolution No. 35-
115 2021 earlier Wednesday evening, and she asked, “Are we necessarily approving it tonight? Or
116 are we just looking to discuss when we are looking to meet?”

117

118 City Administrator Rindfleisch said he is requesting that the committee approve it, noting that
119 technically the committee consists of those members who currently are online. City
120 Administrator Rindfleisch said he is seeking input from those members as well.

121

122 Motion by Ald. Wulf, second by Ald. Olson, to approve Resolution No. 35-2021.

123

124 On voice vote, motion carried.

125

Utilities Committee

Wednesday, October 6, 2021

4

126 Ald. T. Smith asked committee members for their input regarding a meeting date and time. Ald.
127 T. Smith suggested holding quarterly meetings the first Wednesday of the month.

128

129 Sabrina said she believes moving to quarterly meetings will work well, and she reminded
130 committee members the City of Onalaska will be going out for bid now that the DBE goal/plan
131 has been approved. Sabrina said the Utilities Committee might have to meet in November.

132

133 Ald. T. Smith said the Public Transit Committee meetings would be quarterly, but it might be
134 necessary for the committee to meet as needed, with proper notice being given if a special
135 meeting needs to be held.

136

137 Micah said it is logical that quarterly meetings would be the norm, with special meetings being
138 held, if need be.

139

140 Ald. T. Smith asked committee members for their input regarding meeting times.

141

142 Micah said meetings that are close to 5 p.m. will not work for his schedule as he attends the
143 Village of Holmen Parks and Recreation meeting that is held the first Wednesday of the month.

144 Micah said that while he does not object to meeting on Wednesdays, he also noted a majority of
145 his committee meetings tend to be at 5 p.m.

146

147 Ald. Wulf expressed concern over holding the Public Transit Committee's meeting at the same
148 time the Administrative and Judiciary Committee is holding its meeting (5:30 p.m.) because city
149 staff members could be needed at one meeting versus the other. Ald. Wulf also pointed out there
150 are Common Council members who would like to attend all the meetings.

151

152 Ald. T. Smith asked if perhaps the committee should meet the first Tuesday of the month, which
153 is when the Board of Public Works meets.

154

155 Micah said the first Tuesday of the month would work with his schedule. Micah also noted his
156 schedule is flexible, and he also said he wants to ensure that there are no conflicts with the other
157 committees on which he serves.

158

159 Sabrina noted the Board of Public Works meets at 6:30 p.m. the first Tuesday of the month, and
160 she suggested that perhaps the Public Transit Committee could meet at 6 p.m.

161

162 Ald. Wulf, Ald. Olson and Micah all indicated they are agreeable to meeting quarterly at 6 p.m.
163 the first Tuesday of the month.

164

165 Ald. T. Smith noted the Public Transit Committee will meet at 6 p.m. the first Tuesday of the
166 month unless there is a special meeting request to meet on demand.

167

Utilities Committee

Wednesday, October 6, 2021

5

168 Motion by Ald. Olson, second by Ald. Wulf, to hold Public Transit Committee meetings
169 quarterly at 6 p.m. the first Tuesday of the month, and to hold special meetings as needed on
170 demand.

171

172 Ald. Wulf noted Resolution No. 35-2021 states the Public Transit Committee will meet in
173 January, April, August, and November.

174

175 Sabrina said she had been thinking the October meeting would be in place of November, “but if
176 we are still going to meet in November, we will be fine.”

177

178 Micah asked someone to repeat the months Ald. Wulf had said the committee will be meeting.

179

180 Ald. Wulf noted Resolution No. 35-2021 states the committee will meet quarterly, as needed, in
181 January, April, August, and November. Ald. Wulf asked Sabrina to repeat what she had said.

182

183 Sabrina said she had been thinking October and stated she had misread it. Sabrina said, “We will
184 be fine if we meet at the beginning of November, because then we can have the bid ready to go.

185

186 Ald. Wulf asked, “So we will want to meet in November again?”

187

188 Sabrina told Ald. Wulf that is correct.

189

190 Ald. Wulf noted that will be the first official quarterly meeting.

191

192 Micah asked if there is a reason why August was selected instead of July, and he also asked if
193 this was done to avoid the Independence Day holiday.

194

195 Sabrina told Micah she does not know as she did not write the resolution.

196

197 Micah said he does not object to meeting in August rather than July and told committee members
198 he just wanted to make sure that everyone knew which month. Micah pointed out that if it is
199 typically the first month of the quarter, August and November do not necessarily follow that.

200

201 City Administrator Rindfleisch said he would recommend the second month of the quarter and
202 noted that November is the crucial month due to the budget. City Administrator Rindfleisch told
203 Micah, “If you go back three months prior to November, then we’re on a cycle where it’s the
204 second month ...”

205

206 Sabrina asked if the budget will need to be approved in October before it goes to the Common
207 Council.

208

209 City Administrator Rindfleisch asked if the 2022 budget had been done in September.

Reviewed 10/8/2021 by Sabrina Steger

Utilities Committee

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6

210

211 Sabrina said yes and noted the budget will need to be completed by August.

212

213 City Administrator Rindfleisch said he believes the point is that the committee needs to meet at
214 least once a quarter, with the months to be determined.

215

216 Ald. Wulf asked City Administrator Rindfleisch to repeat his last statement.

217

218 City Administrator Rindfleisch said, "Two of the months that were set were the first month of
219 the quarter. The last two were the second month of the quarter. I think that was probably
220 selected to get the budgets done or voted on, but Sabrina is correct that we need to have the
221 committee approve the budget before the city budget is done. So actually, September will be a
222 better month to meet. September would be ideal, but then the next quarter would be December."

223

224 Ald. T. Smith asked City Administrator Rindfleisch, "What you were saying is as long as it's
225 within a quarter."

226

227 City Administrator Rindfleisch said the months of January, April, August, and November were
228 selected, noting it would be the first month of each quarter to begin the year, but the second
229 month later on in the year was probably planned for budget purposes. City Administrator
230 Rindfleisch said, "Those months don't actually work for budget purposes. I think we're open to
231 other options, is what we're trying to say."

232

233 Ald. Wulf asked if the ordinance will be passed in time for the committee to meet the first
234 Tuesday of November.

235

236 City Administrator Rindfleisch said the committee will have to meet the first Tuesday of
237 November because he believes the ordinance changes have to occur first. City Administrator
238 Rindfleisch told Ald. Wulf the committee will hold its normal meeting in November.

239

240 Ald. T. Smith said the committee will switch to a quarterly meeting schedule after the necessary
241 approvals.

242

243 Ald. Wulf noted the November meeting will be just like this evening's meeting.

244

245 Micah said if there is a certain month that is the most logical for budget purposes, which appears
246 to be September, the special meeting could be held then. The special meeting would be held in
247 addition to the normal quarterly meeting.

248

249 On voice vote, motion carried.

250

251 **Adjournment**

Reviewed 10/8/2021 by Sabrina Steger

Utilities Committee

Wednesday, October 6, 2021

7

252

253 Motion by Ald. Wulf, second by Ald. Olson, to adjourn at 7:14 p.m.

254

255 On voice vote, motion carried.

256

257

258 Recorded by:

259

260 Kirk Bey