



April 12, 1996

Los Angeles County  
Metropolitan  
Transportation  
Authority

One Gateway Plaza  
Los Angeles, CA  
90012

213.922.6000

Mailing Address:  
P.O. Box 194  
Los Angeles, CA 90053

TO: BOARD OF DIRECTORS

FROM: GAIL CHARLES, ESQ. *Oh for GC*  
DIRECTOR, EQUAL OPPORTUNITY PROGRAMS

SUBJECT: GOAL SETTING METHODOLOGY

At MTA's March 1996 Board meeting, Directors, Alatorre, Molina, and Wilson requested information pertaining to the goal setting methodology for agenda Item 20 Non-Revenue Vehicles, contract number CA-90-X646-F.

### ISSUE

The Directors requested the following:

- Overview of the goal setting procedure
- Reasons for establishing a zero goal on March 1996 Board item 20 Non-Revenue Vehicles (contract number IFB CA-90-X646-F), and
- MTA's outreach efforts to increase DBE participation

### BACKGROUND

#### Overview of goal setting methodology:

In determining a goal to be established, analysts at a minimum, perform the following :

- a. Review documents for funding source
- b. Review documents for subcontracting opportunities. Consult with the issuing department to determine possible areas of subcontracting not directly discernible from the requisition.
- c. Request additional documentation, if necessary;
- d. Research similar projects at MTA and other transit agencies;
- e. Search Certification/Compliance Management and Monitoring (CCMM) database for certified firms or manually in the published directory or through previous established lists: Search the Dun & Bradstreet Small Business Source File for additional small businesses;

- f. Compile separate lists for each category identified as a possible subcontracting opportunity; DBE goals shall be established for projects on which three (3) or more DBE are identified.
- g. Call firms to verify availability and capability; and
- h. Attach a copy of the category listings of D/M/WBEs with the Goal Setting Memo, forwarded to the CA.

In determining the actual value of subcontractors' opportunity considered toward the D/M/WBE goal, the analyst must examine, among other things, the availability of such firms within the area capable of performing the work, the nature of work, and MTA's (as well as other agencies') history in successfully achieving similar goals.

Once the actual goal is determined, a memorandum is prepared for review by either a Senior Analyst and/or the Manager of Contract Compliance.

**Reasons for setting a zero goal on March 1996 Board item 20 Non-Revenue Vehicles - Contract number CA-90-X646-F:**

Staff's determination that there were no apparent subcontract opportunities was based on a search, on or about October 16, 1995, of the CCMM D/M/WBE database and the Dun & Bradstreet Small Business Source File which revealed no DBE firms, and only two MBE motor vehicle dealers.

**MTA's outreach efforts to increase DBE participation on Non-Revenue Vehicles procurement:**

- Staff searched the CCMM database comprising approximately 5,000 firms
- Staff searched Dun & Bradstreet Small Business Source File containing approximately 200,000 firms.
- Staff searched the Vendor Database maintained by the Vendor Relations Department containing approximately 20,000 firms.
- Staff advertised in newspapers of general circulation.
- Staff mailed Invitation to Bid letters to all firms identified in the database searches.
- Staff conducted a Pre-Bid Conference to advise potential bidders of the requirements and encourage firms to apply for DBE certification.

Prepared by: Hector Rodriguez