

Attachment 5
Section 23.45: Overall Goal Calculation for Car Rentals

AIRPORT: SITKA ROCKY GUTIERREZ AIRPORT
 CITY OF SITKA, ALASKA
 SITKA, ALASKA

Goal Period: FY 2023 - FY 2025 (October 1, 2022 – September 30, 2025)

Overall Three-Year Goal:

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

The Sponsor has determined that the market area is the city of Borough of Sitka (B), the state of Alaska (S), as well as the Nation (N).

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
423130	Tire Wholesaler	B
423850	Cleaning Supplies	S
423990	Durable Goods	N
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
561622	Locksmith	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.

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 177 divided by 241,878

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
423130	Tire Wholesaler	0	10
423850	Cleaning Supplies	0	9
423990	Durable Goods	35	9645
441110	New Car Dealership	2	21622
441310	Auto Parts Supplies	0	104
488410	Towing	0	19
517311	Phone System	0	17
524210	Insurance	13	135939

541211	Accounting	18	55346
541810	Advertising Agency	105	14612
561439	Printing	0	12
561622	Locksmith	0	7
811111	General Auto Repair	0	35
811121	Auto Body Repair	0	10
811122	Auto Glass	0	5
811191	Oil Change	0	3
811192	Car Wash/Detail	0	4
811212	Computer/office Repair	0	19
Total		177	241,878
Base of Goal	177/241,878	.07 %	

Base 0.07%
Adjusted 1.00%

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 aggressively outreach to minority and small business firms who may be potential ACDBE firms in an effort to ensure fair opportunities for all. With these measures considered, the base goal is adjusted to 1.00%.

Base 0.07% Adjusted Base Figure – Adjusted to 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.

The car rental ACDBE Goods & Services opportunities anticipated during this goal period are; Auto Body Repair, Tire Wholesalers, Cleaning Supplies, Office Supplies, Durable Goods, New Car Dealerships, Auto Parts Supply Store, Towing, Phone System, Insurance Agencies, Accountant, Advertising Agencies, Lock Smith, General Automotive Repair, Auto Glass Repair/Replace, Oil Change services, Carwash/Detail and Computer/office repair.

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)).

Public Participation

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. Prior to submitting the ACDBE goal to the FAA the Sponsor consulted with car rental and non-car rental concessionaires on September 11, 2023, at approximately 1:00 pm AKDT, with no comments received.

SITKA ROCKY GUTIERREZ AIRPORT AGENCIES CONSULTED WITH	
Agency/Organization	Discussion/Information
Tori Fleming, Compliance Officer CBS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Jenny Liljedahl, Project Administrator CBS/PTS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Ron Vinson, Public Works Director CBS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Michael Harmon, Municipal Engineer CBS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Melissa Henshaw, Public & Government Relations Director, CBS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Catherine Fritz, Airport Regulatory Consultant, CBS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Patricia Bauder, Manager Avis Rental Car	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification

Dominic Johnson, Owner Runway 29 Gift Shop	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Clayton Pippin, Planner Taffy Pippin Consulting, LLC	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification

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.