

LA CROSSE REGIONAL AIRPORT CONCESSIONAIRE ACDBE PROGRAM**POLICY STATEMENT****Section 23.1, 23.23 Objectives/Policy Statement**

The La Crosse Regional Airport, hereafter referred to as "Airport", has established an Airport Concession Disadvantaged Business Enterprise (ACDBE) Program in accordance with regulations of the U.S. Department of Transportation (DOT), 49 CFR Part 23. The Airport is a primary airport and has received federal funds authorized for airport development after January 1988 (authorized under Title 49 of the United States Code). The Airport has signed airport grant assurances that it will comply with 49 CFR Part 23.

It is the policy of the Airport to ensure that ACDBEs as defined in Part 23, have an equal opportunity to receive and participate in concession opportunities. It is also our policy:

1. To ensure nondiscrimination in the award and administration of opportunities for concessions by airports receiving DOT financial assistance;
2. To create a level playing field on which ACDBEs can compete fairly for opportunities for concessions;
3. To ensure that our ACDBE program is narrowly tailored in accordance with applicable law;
4. To ensure that only firms that fully meet this part's eligibility standards are permitted to participate as ACDBEs at our airport(s);
5. To help remove barriers to the participation of ACDBEs in opportunities for concessions at our airport(s); and
6. To provide appropriate flexibility to our airports in establishing and providing opportunities for ACDBEs.

The Deputy Airport Director has been designated as the ACDBE Liaison Officer (ACDBELO). In that capacity, Deputy Airport Director is responsible for implementing all aspects of the ACDBE program. Implementation of the ACDBE program is accorded the same priority as compliance with all other legal obligations incurred by the Airport in its financial assistance agreements with the Department of Transportation.

The Airport has disseminated this policy statement to the La Crosse Regional Airport Board and all of the components of our organization. We have distributed this statement to ACDBE and non-ACDBE concessionaire communities in our area. The Airport has distributed this statement via airport website located at www.lseairport.com.



Ian Turner, Airport Director



Date

SUBPART A – GENERAL REQUIREMENTS

Section 23.1 Objectives

The objectives are found in the policy statement on the first page of this program.

Section 23.3 Definitions

The Airport will use terms in this program that have the meaning defined in Section 23.3 and Part 26 Section 26.5 where applicable.

Section 23.5 Applicability

The Airport is a primary airport and the sponsor of federal airport funds authorized for airport development after January 1988 that was authorized under Title 49 of the United States Code.

Section 23.9 Non-discrimination Requirements

The Airport will never exclude any person from participation in, deny any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any concession agreement, management contract or subcontract, purchase or lease agreement or other agreement covered by 49 CFR Part 23 on the basis of race, color, sex, or national origin.

In administering its ACDBE program, the Airport will not, directly or through contractual or other arrangements, use criteria or methods of administration that have the effect of defeating or substantially impairing accomplishment of the objectives of the ACDBE program with respect to individuals of a particular race, color, sex, or national origin.

The Airport acknowledges these representations are also in accordance with obligations contained in its Civil Rights, DBE and ACDBE Airport grant assurances.

The Airport will include the following assurances in all concession agreements and management contracts it executes with any firm:

1. "This agreement is subject to the requirements of the U.S. Department of Transportation's regulations, 49 CFR Part 23. The concessionaire or contractor agrees that it will not discriminate against any business owner because of the owner's race, color, national origin, or sex in connection with the award or performance of any concession agreement, management contract, or subcontract, purchase or lease agreement, or other agreement covered by 49 CFR Part 23.
2. "The concessionaire or contractor agrees to include the above statements in any subsequent concession agreement or contract covered by 49 CFR part 23, that it

enters and cause those businesses to similarly include the statements in further agreements.”

Section 23.11 Compliance and Enforcement

The Airport will comply with and is subject to the provisions of 49 CFR Part 26 (§§ 26.101, 26.105, 26.107 and 2 CFR parts 180 and 1200.

The Airport will comply with this part or be subject to formal enforcement action under §26.105 or appropriate program sanctions, such as the suspension or termination of Federal funds, or refusal to approve projects, grants or contracts until deficiencies are remedied. Program sanctions may include actions consistent with 49 U.S.C. §§ 47106(d), 47111(d), and 47122.

2 C.F.R. Part 180, Government-wide Debarment and Suspension (Non-procurement), effective November 15, 2006, adopted and supplemented by DOT at 2 C.F.R. Part 1200, effective June 2, 2008, provides Office of Management and Budget (OMB) guidance for Federal agencies on the government-wide debarment and suspension system for non-procurement transactions, programs and activities. 2 C.F.R. Part 1200 adopts the OMB guidance in subparts A through I of 2 CFR part 180, as supplemented by part 1200, as the Department of Transportation policies and procedures for non-procurement suspension and debarment.

The Airport's compliance with all requirements of this part is enforced through the procedures of Title 49 of the United States Code, including 49 U.S.C. 47106(d), 47111(d), and 47122, and regulations implementing them.

The following enforcement actions apply to firms participating in the Airport's ACDBE program:

1. For a firm that does not meet the eligibility criteria of subpart D of this part and that attempts to participate as an ACDBE on the basis of false, fraudulent, or deceitful statements or representations or under circumstances indicating a serious lack of business integrity or honesty, the Department of Transportation (DOT) or the Federal Aviation Administration (FAA) may initiate suspension or debarment proceedings against the firm under 2 CFR parts 180 and 1200.
2. For a firm that, in order to meet ACDBE goals or other AC/DBE program requirements, uses or attempts to use, on the basis of false, fraudulent or deceitful statements or representations or under circumstances indicating a serious lack of business integrity or honesty, another firm that does not meet the eligibility criteria of subpart D of this part, DOT or FAA may initiate suspension or debarment proceedings against the firm under 2 CFR parts 180 and 1200.

3. DOT may take enforcement action under 49 CFR Part 31, Program Fraud and Civil Remedies, against any participant in the ACDBE program whose conduct is subject to such action under 49 CFR Part 31.
4. DOT may refer to the Department of Justice, for prosecution under 18 U.S.C. §§ 1001 or other applicable provisions of law, any person who makes a false or fraudulent statement in connection with participation of an ACDBE in the Airport's] ACDBE program or otherwise violates applicable Federal statutes.

Compliance reviews: The FAA may review the Airport's compliance with this part at any time, including but not limited to, reviews of paperwork, on-site reviews, and review of the airport sponsor's monitoring and enforcement mechanism, as appropriate. The FAA Office of Civil Rights may initiate a compliance review based on complaints received.

Any person who knows of a violation of this part by the Airport may file a complaint under 14 CFR Part 16 with the Federal Aviation Administration Office of Chief Counsel.

SUBPART B – ACDBE PROGRAMS

Section 23.21 ACDBE Program Updates

The La Crosse Regional Airport is a non-hub primary airport required to have an ACDBE program. As a condition of eligibility for FAA financial assistance, the Airport will submit its ACDBE program and overall goals to FAA according to 23.45(a) of this section.

Until the Airport's new ACDBE program is submitted and approved, we will continue to implement our ACDBE program that was in effect previously, except with respect to any provision that is contrary to 49 CFR Part 23.

This ACDBE program will be implemented at the La Crosse Regional Airport (LSE).

When the Airport makes significant changes to its ACDBE program, we will provide the amended program to the FAA for approval prior to implementing the changes.

Section 23.23 Administrative Provisions

Policy Statement: The Airport is committed to operating its ACDBE program in a nondiscriminatory manner.

The Airport's Policy Statement is elaborated on the first page of this program.

ACDBE Liaison Officer (ACDBELO): We have designated the following individual as our ACDBELO:

Lauren Koss
Deputy Airport Director
2850 Airport Road
La Crosse, WI 54603
(608) 789-7466
kossl@lseairport.com

In that capacity, the ACDBELO is responsible for implementing all aspects of the ACDBE program and ensuring that the Airport complies with all provision of 49 CFR Part 23. The ACDBELO has direct, independent access to the Airport Director concerning ACDBE program matters. An organizational chart displaying the ACDBELO's position in the organization is found in Attachment 1 to this program.

The ACDBELO is responsible for developing, implementing and monitoring the ACDBE program, in coordination with other appropriate officials. The duties and responsibilities include the following:

1. Gathers and reports statistical data and other information as required by FAA or DOT.
2. Reviews third party contracts and purchase requisitions for compliance with this program.
3. Works with all departments to set overall annual goals.
4. Ensures that bid notices and requests for proposals are available to ACDBEs in a timely manner.
5. Identifies contracts and procurements so that ACDBE goals are included in solicitations (both race-neutral methods and contract specific goals) and monitor results.
6. Analyzes the Airport's progress toward attainment and identifies ways to improve progress.
7. Participates in pre-bid meetings.
8. Advises the Director/Aviation Board on ACDBE matters and achievement.
9. Provides ACDBEs with information and assistance in preparing bids, obtaining bonding, financing, and insurance.
10. Plans and participates in ACDBE training seminars.
11. Acts as liaison to the Unified Certification Program (UCP) in Wisconsin.
12. Provides outreach to ACDBEs and community organizations to advise them of opportunities.
13. Maintains the Airport's updated directory on certified ACDBEs and distinguishes them from DBEs.

Directory: The Airport through the Wisconsin Unified Certification Program (UCP), maintains a directory identifying all firms eligible to participate as DBEs and ACDBEs.

The Directory lists the firm's name, address, phone number, date of the most recent certification, and the type of work the firm has been certified to perform as an ACDBE.

The UCP will ensure that the Directory lists each type of work for which a firm is eligible to be certified by using the most specific NAICS code available to describe each type of work. The UCP will make any changes to the current directory entries necessary to meet the requirements of this paragraph.

The UCP revises the Directory continuously with additions, deletions, and other changes. The Directory is available electronically at <http://wisconsin.gov/Pages/doing-bus/civil-rights/dbe/certified-firms.aspx> (Attachment 2).

Section 23.25 Ensuring Nondiscriminatory Participation of ACDBEs

The Airport will take the following measures to ensure nondiscriminatory participation of ACDBEs in concessions, and other covered activities (23.25(a)).

- All concession agreements will contain the required non-discrimination clause from 49 CFR Part 23.
- All concession solicitations will contain required Title VI language pertaining to non-discrimination in contracting activities and concession performance.
- As part of its monitoring program, the Authority will include a review of nondiscrimination activities employed by concessionaires, including its awareness campaigns and training of personnel.
- All discrimination complaints will be aggressively investigated by compliance staff.

The Airport will seek ACDBE participation in all types of concession activities, rather than concentrating participation in one category or a few categories to the exclusion of others. (23.25(c))

The Airport's overall goal methodology and a description of the race-neutral measures it will use to meet the goals are described in Section 23.25 and Attachment 4 and 5 of this plan. The goals are set consistent with the requirements of Subpart D. (23.25(b), (d))

If the Airport projects that race-neutral measures alone, are not sufficient to meet an overall goal, it will use race-conscious measures as described in Section 23.25 (e) (1-2) and Attachment 4 and 5 of this plan. (23.25(e))

The Airport will require businesses subject to ACDBE goals at the airport (except car rental companies) to make good faith efforts to explore all available options to meet goals, to the maximum extent practicable, through direct ownership arrangements with ACDBEs. (23.25(f))

The Airport will not use set-asides or quotas as a means of obtaining ACDBE participation. (23.25(g))

Section 23.27 Reporting

We will retain sufficient basic information about our ACDBE program implementation, ACDBE certification and the award and performance of agreements and contracts to enable the FAA to determine our compliance with Part 23. This data will be retained for a minimum of 3 years following the end of the concession agreement or other covered contract.

Beginning March 1, 2006, we will submit to the FAA Regional Civil Rights Office, an annual ACDBE participation report on the form in Appendix A of Part 23.

Section 23.29 Compliance and Enforcement Procedures

The Airport will take the following monitoring and enforcement mechanisms to ensure compliance with 49 CFR Part 23.

1. We will bring to the attention of the Department of Transportation any false, fraudulent, or dishonest conduct in connection with the program, so that DOT can take the steps (e.g., referral to the Department of Justice for criminal prosecution, referral to the DOT Inspector General, action under suspension and debarment or Program Fraud and Civil Penalties rules) provided in 26.107.
2. We will consider similar action under our own legal authorities, including responsibility determinations in future contracts.
3. We will provide a monitoring and enforcement mechanism to verify that work committed to ACDBEs at contract award is actually performed by the ACDBEs.
4. We will show ACDBE commitments and attainments in the annual Uniform Report of ACDBE Participation as required by the FAA.

SUBPART C – CERTIFICATION AND ELIGIBILITY

Section 23.31 The Airport is a member of the Wisconsin Unified Certification Program (the “UCP”). The UCP complies with all relevant procedures and standards of Part 26, except for those specifically established in Part 23 in which case, Part 23 is used, for certification of ACDBEs to participate in our concessions program and such standards are incorporated herein.

The UCP’s directory of eligible DBEs specifies whether a firm is certified as a DBE for purposes of Part 26, and ACDBE for purposes of part 23, or both.

Prior to entering into a new contract, extension, or option with a currently certified ACDBE, we will review their eligibility at that time (i.e., “as soon as possible”) rather

than waiting until the latest date allowed under Part 23. Our schedule for this review process will be within 30 days of entering into a new contract, extension, or option.

We will treat a firm as a small business eligible to be certified as an ACDBE if its gross receipts, averaged over the firm's previous three fiscal years do not exceed \$56.42 million for non-car rental ACDBEs and \$75.23 million for car rental ACDBEs. The size standard for banks and other financial institutions is \$1 billion in assets, for pay telephone company's is 1500 employees and for ACDBE automobile dealers is 350 employees.

Section 23.35 The personal net worth standard used in determining eligibility for purposes of Part 23 is \$1.32 million.

We recognize that *Personal net worth* means the net value of the assets of an individual remaining after total liabilities are deducted. An individual's personal net worth (PNW) does not include the following:

1. The individual's ownership interest in an ACDBE firm or a firm that is applying for ACDBE certification;
2. The individual's equity in his or her primary place of residence; and
3. Other assets that the individual can document are necessary to obtain financing or a franchise agreement for the initiation or expansion of his or her ACDBE firm (or have in fact been encumbered to support existing financing for the individual's ACDBE business) to a maximum of \$3 million.

The effectiveness of this paragraph (3) of this definition is suspended with respect to any application for ACDBE certification made or any financing or franchise agreement obtained after June 20, 2012. (23.3)

An individual's personal net worth includes only his or her own share of assets held jointly or as community property with the individual's spouse.

Any person who has a personal net worth exceeding this amount is not a socially and economically disadvantaged individual, even if a member of a group otherwise presumed to be disadvantaged. (See 23.3 - *Personal Net Worth* definition and 23.35)

We will presume that a firm that is certified as a DBE under part 26 is eligible to participate as an ACDBE. However, before certifying such a firm, we will ensure that the disadvantaged owners of a DBE certified under part 26 are able to control the firm with respect to its activity in our concessions program. We are not obligated to certify a part 26 DBE as an ACDBE if the firm does not perform work relevant to our concessions program. (23.37).

We recognize that the provisions of part 26, sections 26.83(c) (2-6) do not apply to certifications for purposes of part 23. We will follow the provisions of 23.39 (a) through (i). We will obtain resumes or work histories of the principal owners of the firm and

personally interview these individuals. We will analyze the ownership of stock of the firm, if it is a corporation. We will analyze the bonding and financial capacity of the firm. We will determine the work history of the firm, including any concession contracts or other contracts it may have received. We will compile a list of the licenses of the firm and its key personnel to perform the concession contracts or other contracts it wishes to receive. We will obtain a statement from the firm of the types of concessions it prefers to operate or the type of other contracts it prefers to perform. We will ensure that the ACDBE firm meets the applicable size standard. (23.39(a)(b)).

We acknowledge that a prime contractor includes a firm holding a prime contract with an airport concessionaire to provide goods or services to the concessionaire or a firm holding a prime concession agreement with the Airport. We recognize that the eligibility of Alaska Native Corporations (ANC) owned firms for purposes of part 23 is governed by part 26 section 26.73(h). (23.39(c)(d)).

We will use the certification standards of part 23 to determine the ACDBE eligibility of firms that provide goods and services to concessionaires. (23.39(i))

In instances when the eligibility of a concessionaire is removed after the concessionaire has entered into a concession agreement because the firm exceeded the size standard or the owner has exceeded the PNW standard, and the firm in all other respects remains an eligible DBE, we may continue to count the concessionaire's participation toward ACDBE goals during the remainder of the current concession agreement. We will not count the concessionaire's participation toward ACDBE goals beyond the termination date for the concession agreement in effect at the time of the decertification. (23.39(e))

We will use the Uniform Application Form found in appendix F to part 26 with additional instruction as stated in 23.39(g).

SUBPART D – GOALS, GOOD FAITH EFFORTS, AND COUNTING

Section 23.41 Basic Overall Goal Requirement

The Airport will establish two separate overall ACDBE goals; one for car rentals and another for concessions other than car rentals. The overall goals will cover a three-year period and the Airport will review the goals annually to make sure the goal continues to fit the Airport's circumstances. We will report any significant overall goal adjustments to the FAA.

If the average annual concession revenues for car rentals over the preceding 3 years do not exceed \$200,000, we need not submit an overall goal for car rentals. Likewise, if the average annual concession revenues for concessions other than car rentals over the preceding 3 years do not exceed \$200,000, we need not submit an overall goal for

concessions other than car rentals. We understand that “revenue” means total revenue generated by concessions, not the fees received by the airport from concessionaires.

The Recipient’s overall goals will provide for participation by all certified ACDBEs and will not be subdivided into group-specific goals.

Section 23.43 Consultation in Goal Setting

The Airport consults with stakeholders before submitting the overall goals to the FAA. Stakeholders will include, but not be limited to, minority and women’s business groups, community organizations, trade associations representing concessionaires currently located at the airport, as well as existing concessionaires themselves, and other officials or organizations which could be expected to have information concerning the availability of disadvantaged businesses, the effects of discrimination on opportunities for ACDBEs, and the sponsor’s efforts to increase participation of ACDBEs.

When submitting our overall goals, we will identify the stakeholders that we consulted with and provide a summary of the information obtained from the stakeholders.

Section 23.45 Overall Goals

The sponsor is a non-hub primary airport. As a condition of eligibility for FAA financial assistance, the sponsor will submit its overall goals according to the following schedule:

Primary Airport Size	Region	Date Due	Period Covered	Next Goal Due
Non-Hubs	All regions	October 1, 2022	2023/2024/2025	October 1, 2025 (2026/2027/2028)

If a new concession opportunity arises at a time that falls between the normal submission dates above and the estimated average of annual gross revenues are anticipated to be \$200,000 or greater, the Airport will submit an appropriate adjustment to our overall goal to FAA for approval no later than 90 days before issuing the solicitation for the new concession opportunity. (23.45i)

The Airport will establish overall goals in accordance with the 2-Step process as specified in section 23.51. After determining the total gross receipts for the concession activity, the first step is to determine the relative availability of ACDBEs in the market area, “base figure”. The second step is to examine all relevant evidence reasonably available in the sponsor’s jurisdiction to determine if an adjustment to the Step 1 “base figure” is necessary so that the goal reflects as accurately as possible the ACDBE participation the sponsor would expect in the absence of discrimination. Evidence may include, but is not limited to past participation by ACDBEs, a disparity study, evidence

from related fields that affect ACDBE opportunities to form, grow, and compete (such as statistical disparities in ability to get required financing, bonding, insurance; or data on employment, self-employment, education, training and union apprenticeship)

The sponsor will arrange solicitations, times for the presentation of bids, quantities, specifications, and delivery schedules in ways that facilitate participation by ACDBEs and other small businesses and by making contracts more accessible to small businesses, by means such as those provided under § 26.39 of this part.

A description of the methodology to calculate the overall goal for car rentals, the goal calculations, and the data we relied on can be found in Attachment 5 to this program.

A description of the methodology to calculate the overall goal for concessions other than car rentals, the goal calculations, and the data we relied on can be found in Attachment 4 to this program.

Projection of Estimated Race-Neutral & Race-Conscious Participation (23.45(f), 23.25(d-e))

The breakout of estimated race-neutral and race-conscious participation can be found with the goal methodology in Attachments 4 & 5 to this program. This section of the program will be reviewed annually when the goal calculation is reviewed under 23.41(c).

Concession Specific Goals (23.25 (c)(e)(1)(iv))

The Airport will use concession specific goals to meet any portion of the overall goals it does not project being able to meet using race-neutral means. Concession specific goals are established so that, over the period to which the overall goals apply, they will cumulatively result in meeting any portion of our overall goal that is not projected to be met through the use of race-neutral means.

We will establish concession specific goals only on those concessions that have direct ownership arrangements (except car rentals), sublease, or subcontracting possibilities. We will require businesses subject to ACDBE goals at the airport (except car rental companies) to make good faith efforts to explore all available options to meet goals, to the maximum extent practicable, through direct ownership arrangements with DBEs (23.25 (f)). Car rental firms are not required to change their corporate structure to provide for direct ownership arrangements. In the case of a car rental goal, where 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 or services from ACDBEs, one permissible alternative is to structure the goal entirely in terms of purchases of goods and services.)

We need not establish a concession specific goal on every such concession, and the size of concession specific goals will be adapted to the circumstances of each such concession (e.g., type and location of concession, availability of ACDBEs.)

If the objective of a concession specific goal is to obtain ACDBE participation through direct ownership with an ACDBE, the Airport will calculate the goal as a percentage of the total estimated annual gross receipts from the concession. (23.25(e)(1)(i))

If the concession specific goal applies to purchases and/or leases of goods and services, the Airport will calculate the goal by dividing the estimated dollar value of such purchases and/or leases from ACDBEs by the total estimated dollar value of all purchases to be made by the concessionaire. (23.25(e)(1)(ii))

Good Faith Efforts on Concession Specific Goals (23.25(e)(1)(iii), (iv))

To be eligible to be awarded a concession that has a concession specific goal, bidders/offerors must make good faith efforts to meet the goal. A bidder/offeror may do so either by obtaining enough ACDBE participation to meet the goal or by documenting that it made sufficient good faith efforts to do so. (23.25(e)(1)(iv)). Examples of good faith efforts are found in Appendix A to 49 CFR Part 26. The procedures applicable to 49 CFR Sections 26.51 and 26.53, regarding contract goals apply to the Airport's concession specific goals.

Demonstration of good faith efforts (26.53(a) & (c))

The obligation of the bidder/offeror is to make good faith efforts. The bidder/offeror can demonstrate that it has done so either by meeting the contract goal or documenting good faith efforts. Examples of good faith efforts are found in Appendix A to Part 26.

The ACDBELO is responsible for determining whether a bidder/offeror who has not met the contract goal has documented sufficient good faith efforts to be regarded as Responsible.

We will ensure that all information is complete and accurate and adequately documents the bidder/offeror's good faith efforts before we commit to the performance of the contract by the bidder/offeror.

Information to be submitted (26.53(b))

In our solicitations for concession contracts for which a contract goal has been established, we will require the following:

1. Award of the contract will be conditioned on meeting the requirements of this section;
2. All bidders or offerors will be required to submit the following information to the recipient, at the time provided in paragraph (b)(3) of this section:
 - a. The names and addresses of ACDBE firms that will participate in the contract;

- b. A description of the work that each ACDBE will perform. To count toward meeting a goal, each ACDBE firm must be certified in a NAICS code applicable to the kind of work the firm would perform on the contract.
 - c. The dollar amount of the participation of each ACDBE firm participating;
 - d. Written documentation of the bidder/offeror's commitment to use an ACDBE sub-concession whose participation it submits to meet a contract goal; and
 - e. Written confirmation from each listed ACDBE firm that it is participating in the contract in the kind and amount of work provided in the prime concessionaire's commitment.
 - f. If the contract goal is not met, evidence of good faith efforts (see Appendix A of this part). The documentation of good faith efforts must include copies of each ACDBE, and non-ACDBE sub-concession quote submitted to the bidder when a non-ACDBE sub-concession was selected over an ACDBE for work on the contract; and
3. We will require that the bidder/offeror present the information required by paragraph (b)(2) of this section:
- a. Under sealed bid procedures, as a matter of responsiveness, or with initial proposals, under contract negotiation procedures; or
 - b. No later than 5 days after bid opening as a matter of **responsibility**.

Provided that, in a negotiated procurement, including a design-build procurement, the bidder/offeror may make a contractually binding commitment to meet the goal at the time of bid submission or the presentation of initial proposals but provide the information required by paragraph (b)(2) of this section before the final selection for the contract is made by the Airport.

Administrative reconsideration (26.53(d))

Within 7 business days of being informed by the Airport that it is not responsible because it has not documented sufficient good faith efforts, a bidder/offeror may request administrative reconsideration. Bidder/offerors should make this request in writing to the following reconsideration official:

Ian Turner
 2850 Airport Road
 La Crosse, WI 54603
 608-789-7464
turneri@lseairport.com

The reconsideration official will not have played any role in the original determination that the bidder/offeror did not document sufficient good faith efforts.

As part of this reconsideration, the bidder/offeror will have the opportunity to provide written documentation or argument concerning the issue of whether it met the goal or made adequate good faith efforts to do so. The bidder/offeror will have the opportunity to meet in person with our reconsideration official to discuss the issue of whether it met the goal or made adequate good faith efforts to do. We will send the bidder/offeror a written decision on reconsideration, explaining the basis for finding that the bidder did or did not meet the goal or make adequate good faith efforts to do so. The result of the reconsideration process is not administratively appealable to the Department of Transportation.

Good Faith Efforts when an ACDBE is replaced on a concession (26.53(f))

The Airport will require a concessionaire to make good faith efforts to replace an ACDBE that is terminated or has otherwise failed to complete its concession agreement, lease, or subcontract with another certified ACDBE, to the extent needed to meet the concession specific goal. We will require the concessionaire to notify the ACDBELO immediately of the ACDBEs inability or unwillingness to perform and provide reasonable documentation.

In this situation, we will require the concessionaire to obtain our prior approval of the substitute ACDBE and to provide copies of new or amended subcontracts, or documentation of good faith efforts.

We will provide such written consent only if we agree, for reasons stated in our concurrence document, that the prime concession has good cause to terminate the ACDBE firm. For purposes of this paragraph, good cause includes the following circumstances:

1. The listed ACDBE sub-concession fails or refuses to execute a written contract;
2. The listed ACDBE sub-concession fails or refuses to perform the work of its sub-concession in a way consistent with normal industry standards. Provided however, that good cause does not exist if the failure or refusal of the ACDBE sub-concession to perform its work on the sub-concession results from the bad faith or discriminatory action of the prime contractor;
3. The listed ACDBE sub-concession fails or refuses to meet the prime concession's reasonable, non-discriminatory bond requirements.
4. The listed ACDBE sub-concession becomes bankrupt, insolvent, or exhibits credit unworthiness;
5. The listed ACDBE sub-concession is ineligible to work on public works projects because of suspension and debarment proceedings pursuant to 2 CFR Parts 180, 215 and 1,200 or applicable state law;

6. We have determined that the listed ACDBE subcontractor is not responsible;
7. The listed ACDBE sub-concession voluntarily withdraws from the project and provides to us written notice of its withdrawal;
8. The listed ACDBE is ineligible to receive ACDBE credit for the type of work required;
9. An ACDBE owner dies or becomes disabled with the result that the listed ACDBE concession is unable to complete its work on the contract;
10. Other documented good cause that we have determined compels the termination of the ACDBE sub-concession. Provided, that good cause does not exist if the prime concession seeks to terminate an ACDBE it relied upon to obtain the contract so that the prime concession can self-perform the work for which the ACDBE concession was engaged or so that the prime contractor can substitute another ACDBE or non-ACDBE concession after contract award.

Before transmitting to us its request to terminate and/or substitute an ACDBE sub-concession, the prime concession must give notice in writing to the ACDBE sub-concession, with a copy to us, of its intent to request to terminate and/or substitute, and the reason for the request.

The prime concession must give the ACDBE five days to respond to the prime concession's notice and advise us and the concessionaire of the reasons, if any, why it objects to the proposed termination of its sub-concession and why we should not approve the prime concession's action. If required in a particular case as a matter of public necessity (e.g., safety), we may provide a response period shorter than five days.

The Airport will require a concessionaire to make good faith efforts to replace an ACDBE that is terminated or has otherwise failed to complete its work on a concession with another certified ACDBE. These good faith efforts shall be directed at finding another ACDBE to perform at least the same amount of work under the concession contract as the ACDBE that was terminated, to the extent needed to meet the concession contract goal that we established for the procurement. The good faith efforts shall be documented by the concessionaire. If we request documentation from the concessionaire under this provision, the concessionaire shall submit the documentation to us within 7 days, which may be extended for an additional 7 days if necessary at the request of the concessionaire, and the recipient shall provide a written determination to the concessionaire stating whether or not good faith efforts have been demonstrated.

We will include in each prime concession contract the contract clause required by § 26.13(b) stating that failure by the concessionaire to carry out the requirements of this part is a material breach of the contract and may result in the termination of the concession contract or such other remedies set forth in that section that we

deem appropriate if the prime concessionaire fails to comply with the requirements of this section.

If the concessionaire fails or refuses to comply in the time specified, our contracting office will issue an order stopping all or part of payment/work until satisfactory action has been taken. If the concessionaire still fails to comply, the contracting officer may issue a termination for default proceeding.

Sample Proposal/Bid Specification:

The requirements of 49 CFR Part 23, regulations of the U.S. Department of Transportation, applies to this concession. It is the policy of the La Crosse Regional Airport to practice nondiscrimination based on race, color, sex, or national origin in the award or performance of this contract. All firms qualifying under this solicitation are encouraged to submit bids/proposals. Award of this concession will be conditioned upon satisfying the requirements of this proposal/bid specification. These requirements apply to all concessions firms and suppliers, including those who qualify as an ACDBE. An ACDBE concession specific goal of _____ percent of (*annual gross receipts; value of leases and/or purchases of goods and services*) has been established for this concession. The concession firm shall make good faith efforts, as defined in Appendix A, 49 CFR Part 26 (Attachment 6), to meet the concession specific goal for ACDBE participation in the performance of this concession.

The concession firm will be required to submit the following information: (1) the names and addresses of ACDBE firms and suppliers that will participate in the concession, (2) A description of the work that each ACDBE will perform; (3) The dollar amount of the participation of each ACDBE firm participating; (4) Written and signed documentation of commitment to use a ACDBE whose participation it submits to meet a contract goal; (5) Written and signed confirmation from the ACDBE that it is participating in the concession as provided in the prime concessionaire's commitment; and (6) If the contract goal is not met, evidence of good faith efforts.

Section 23.53 Counting ACDBE Participation for Car Rental Goals

We will count ACDBE participation toward overall goals other than car rental as provided in 49 CFR 23.53.

Section 23.55 Counting ACDBE Participation for Concessions Other than Car Rentals

We will count ACDBE participation toward overall goals other than car rental as provided in 49 CFR 23.55.

Section 23.57(b&c) Goal shortfall accountability.

If the awards and commitments on our Uniform Report of ACDBE Participation (found in Appendix A to this Part) at the end of any fiscal year are less than the overall goal applicable to that fiscal year, we will:

1. Analyze in detail the reasons for the difference between the overall goal and our awards and commitments in that fiscal year;
2. Establish specific steps and milestones to correct the problems we have identified in our analysis to enable us to fully meet our goal for the new fiscal year;
3. We will retain analysis and corrective actions in our records for three years and make it available to the FAA, on request, for their review.
4. The FAA may impose conditions on the Airport as part of its approval of the Airport's analysis and corrective actions including, but not limited to, modifications to our overall goal methodology, changes in your race-conscious/race-neutral split, or the introduction of additional race-neutral or race-conscious measures.
5. We may be regarded as being in noncompliance with this part, and therefore subject to the remedies in § 23.11 of this part and other applicable regulations, for failing to implement our ACDBE program in good faith if any of the following things occur:
 - a. We do not maintain our analysis and corrective actions for three years as required under paragraph (b)(3) of this section;
 - b. The FAA disapproves your analysis or corrective actions; or
 - c. We do not fully implement:
 - i. The corrective actions to which we have committed, or
 - ii. Conditions that FAA has imposed following review of our analysis and corrective actions.

If information coming to the attention of FAA demonstrates that current trends make it unlikely that we will achieve ACDBE awards and commitments that would be necessary to allow us to meet your overall goal at the end of the fiscal year, FAA may require Airport to make further good faith efforts, such as modifying our race-conscious/race-neutral split or introducing additional race-neutral or race-conscious measures for the remainder of the fiscal year.

Section 23.61 Quotas or Set-asides

We will not use quotas or set-asides as a means of obtaining ACDBE participation.

SUBPART E – OTHER PROVISIONS

Section 23.71 Existing Agreements

We will assess potential for ACDBE participation when an extension or option to renew an existing agreement is exercised, or when a material amendment is made. We will use any means authorized by part 23 to obtain a modified amount of ACDBE participation in the renewed or amended agreement.

Section 23.75 Long-Term Exclusive Agreements

We will not enter into a long-term and exclusive agreements for concessions without prior approval of the FAA Regional Civil Rights Office. We understand that a “long-term” agreement is one having a term of longer than 5 years. We understand that an “exclusive” agreement is one in which an entire category of a particular business opportunity is limited to a single business entity. If special, local circumstances exist that make it important to enter into a long-term and exclusive agreement, we will submit detailed information to the FAA Regional Civil Rights Office for review and approval.

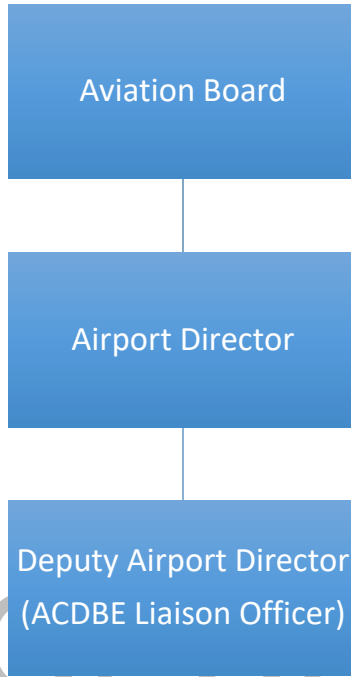
Section 23.79 Geographic Preferences

We will not use a “local geographic preference”, i.e., any requirement that gives an ACDBE located in one place an advantage over ACDBEs from other places in obtaining business as, or with, a concession at your airport.

ATTACHMENTS

Attachment 1	Organizational Chart
Attachment 2	DBE/ACDBE Directory (or website link)
Attachment 3	Monitoring and Enforcement Mechanisms
Attachment 4	Overall Goal for Concessions other than Car Rental Calculation, Consultation, Breakout of Estimated Race-Neutral & Race-Conscious Participation
Attachment 5	Overall Goals for Car Rentals Calculation, Consultation, Breakout of Estimated Race-Neutral & Race-Conscious Participation
Attachment 6	Form 1 & 2 for Demonstration of Good Faith Efforts
Attachment 7	Certification Application Forms
Attachment 8	Procedures for Removal of ACDBEs Eligibility
Attachment 9	State’s UCP Agreement
Attachment 10	Regulations: 49 CFR Part 23

Attachment 1
Organizational Chart



PROCESSED

Attachment 2

WI DBE Directory

<http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/certified-firms.aspx>

PROPOSED

Attachment 3

Sample Monitoring and Enforcement Mechanisms

The La Crosse Regional Airport has several remedies available to enforce the ACDBE requirements contained in its contracts, including, but not limited to, the following:

1. Breach of contract action, pursuant to the terms of the contract;
2. Breach of contract action, pursuant to all applicable state laws; and
3. All other available legal remedies.

In addition, the federal government has available several enforcement mechanisms that it may apply to firms participating in the ACDBE problem, including, but not limited to, the following:

1. Suspension or debarment proceedings pursuant to 49 CFR part 23 and 2 CFR parts 180 and 1200;
2. Enforcement action pursuant to 49 CFR part 31; and
3. Prosecution pursuant to 18 USC 1001.

The Airport will implement various mechanisms to monitor program participants to ensure they comply with Part 23, including, but not limited to the following:

1. We will insert the following provisions into concessions agreements and management contracts:
 - a. This agreement is subject to the requirements of the U.S. Department of Transportation's regulations, 49 CFR Part 23. The concessionaire or contractor agrees that it will not discriminate against any business owner because of the owner's race, color, national origin, or sex in connection with the award or performance of any concession agreement, management contract, or subcontract, purchase or lease agreement, or other agreement covered by 49 CFR Part 23.
 - b. The concessionaire or contractor agrees to include the above statements in any subsequent concession agreement or contract covered by 49 CFR Part 23, that it enters and cause those businesses to similarly include the statements in further agreements.
 - c. Company shall respond to City requests for annual DBE information.
 - d. Company shall utilize Airport Certified Disadvantaged Business (ACDBE) suppliers to the extent they are available in the State of Wisconsin. If certified ACDBE's are unavailable, Company shall work with City, in a good faith effort, to identify possible supplies which may be interested in becoming a certified ACDBE. Should a utilized certified ACDBE become unable to perform, Company shall attempt to replace said certified ACDBE in a timely manner. Company shall document all ACDBE participation in a manner acceptable to City, in accordance with the City's ACDBE program,

including dollar value of supplies purchased (gross receipts) and type of business operation.

2. We will implement the following additional monitoring and compliance procedures:

We will bring to the attention of the Department of Transportation any false, fraudulent, or dishonest conduct in connection with the program, so that DOT can take the steps (e.g., referral to the Department of Justice for criminal prosecution, referral to the DOT Inspector General, action under suspension and debarment or Program Fraud and Civil Penalties rules) provided in 26.107.

We will consider similar action under our own legal authorities, including responsibility determinations in future contracts.

An annual verification of ACDBE certification status with the UCP for Wisconsin.

ACDBE uniform reports will be submitted annually.

PROPOSED

Attachment 4

Section 23.45: Overall Goal Calculation for Concessions Other Than Car Rentals

Amount of Goal

Name of Recipient:

La Crosse Regional Airport

Goal Period: FFY 2023, 2024, 2025

Overall Three-Year Goal: 1%, to be accomplished through 0% race-conscious means and 1% race-neutral means.

Market Area: The La Crosse Regional Airport has determined that its market area consists of the following three counties:

- La Crosse County in the State of Wisconsin
- Houston County in the State of Minnesota
- Winona County in the State of Minnesota

Potential Goal Methodologies from 49 CFR Part 23

49 CFR Part 23.51 states, in part, as follows:

The objective in setting a goal is to estimate the percentage of the base calculated under §§ 23.47–23.49 that would be performed by ACDBEs in the absence of discrimination and its effects.

This percentage is the estimated ACDBE participation that would occur if there were a “level playing field” for firms to work as concessionaires for your airport.

49 CFR Part 23.51 further provides for a two-step process, consisting of:

Step 1. You must begin your goal setting process by determining a base figure for the relative availability of ACDBEs.

And

Step 2. Once you have calculated a base figure, you must examine all relevant evidence reasonably available in your jurisdiction to determine what adjustment, if any, is needed to the base figure in order to arrive at your overall goal.

The regulation provides the following examples of potential approaches for accomplishing Step 1, determining the base figure, as follows:

1. Use DBE Directories and Census Bureau Data. Determine the number of ready, willing and able ACDBEs in your market area from your ACDBE directory. Using the Census Bureau’s County Business Pattern (CBP) database, determine the number of all ready, willing and able businesses available in your market area that perform work in the same NAICS codes. Divide the number of ACDBEs by the number of all businesses to derive a base figure for the relative availability of ACDBEs in your market area.
2. Use an Active Participants List. Determine the number of ACDBEs that have participated or attempted to participate in your airport concessions program in previous years. Determine the number of all businesses that have participated or attempted to participate in your airport concession program in previous years. Divide the number of ACDBEs who have participated or attempted to participate by the number for all businesses to derive a base figure for the relative availability of ACDBEs in your market area.
3. Use data from a disparity study. Use a percentage figure derived from data in a valid, applicable disparity study.

4. Use the goal of another recipient. If another airport or other DOT recipient in the same, or substantially similar, market has set an overall goal in compliance with this rule, you may use that goal as a base figure for your goal.
5. Use an alternative method to determine a base figure for your overall goal. Any methodology you choose must be based on demonstrable evidence of local market conditions and be designed to ultimately attain a goal that is rationally related to the relative availability of ACDBEs in your market area.

STEP 1 – DETERMINE BASE GOAL FIGURE

Proposed Goal Methodology

We propose to use the Wisconsin Unified Certification Program Directory (UCP) with the Census Bureau's County Business Pattern (CBP) database in calculating the goal.

Existing Concession Contract

The Airport has one concessionaire, excluding rental cars, that provides the following services:

- I. Food & Beverage
- II. Merchandise and Retail
- III. Vending Services

The agreement expires July 31, 2025. ACDBE achievement will be provided by the existing concessionaire for 34 of the 36-month period. We anticipate a competitive bid for a new contract upon the expiration.

There are no additional opportunities for ACDBE participation during the proposed goal period.

The total gross revenue for concessions, excluding car rental, and ACDBE participation is shown in Table 1 below.

The Airport anticipates a 3% increase for all concessions during the next triennial period. This growth is expected to be consistent over all categories.

The gross revenue for the concession has been divided in two categories. (1) Food & beverages, and (2) merchandise & vending operations. Using historical data, we determined that 76.6% of the revenue was generated by food & beverage while 23.4% was generated by merchandise & vending sales. See Table 2 for details.

Table 1: Gross Revenue for Past Three-Year Period and ACDBE Participation

Calendar Year	Concessions Revenue (Excluding Car Rental)	ACDBE Participation
2019	\$488,664	\$0
2020	\$196,968	\$0
2021	\$418,756	\$0
Average	\$ 368,129	\$0

Table 2: Concession Revenue Breakdown

	2019	2020	2021	Avg	% Share
Food & Beverage	\$ 380,807	\$ 150,128	\$ 315,096	\$ 282,010	76.6%
Merchandise & Vending	\$ 107,858	\$ 46,841	\$ 103,660	\$ 86,119	23.4%
Total Concession Revenue (Excluding Car Rental)	\$ 488,664	\$ 196,968	\$ 418,756	\$ 368,129	100%

Determine ACDBE Market Share

To determine the percentage of ACDBE eligible firms in its market area, the Airport utilized the UCP’s database compared to the CBP for the three-county market area. We used the following NAICS code to identify the appropriate businesses within the 72 and 44-45 NAICS groups. The specific NAICS used include the following:

Retail

- 443142 Electronics Stores
- 445120 Convenience Stores
- 445292 Confectionery and Nut Stores
- 446110 Pharmacies and Drug Stores
- 446120 Cosmetics, Beauty Supplies, and Perfume Stores
- 446199 All Other Health and Personal Care Stores
- 448320 Luggage and Leather Goods Stores
- 451210 Book Stores and News Dealers

- 453210 Office Supplies and Stationery Stores
- 45322 Gift, Novelty, and Souvenir Stores
- 454210 Vending machine merchandisers, sale of products

Food & Beverage

- 72241 Drinking Places (Alcoholic Beverages)
- 72251 Restaurants and Other Eating Places

We determined a separate base figure for each category using the following formula:

$$\text{Base figure} = \frac{\text{Ready, willing, and able non-car rental ACDBEs in the market area}}{\text{All ready, willing and able non-car rental concession firms in the market area}}$$

Table 3 shows the calculations that resulted in an ACDBE market share target of 27% for merchandise & vending and 8% market share target for food & beverages.

Table 3: ACDBE Market Share

	Census CBP	ACDBE/DBE Directory	Pct.
Merch. & Vending	124	÷ 33	= 27%
Food & Beverage	354	÷ 30	= 8%

Determine ACDBE Base Figure

The Airport calculated its base figure for ACDBE participation by multiplying the market share in Table 3 by concession revenue share in Table 2. The formula used is as followed:

$$\text{Pct. Concession Weight by Category} \times \text{Pct. Of ACDBE Market Share} = \text{ACDBE Base Figure for Category}$$

Adding the two results provide the base figure for all concessions excluding car rental. The calculations are shown in Table 4 below.

Table 4: ACDBE Base Figure Calculation

	Pct. Concession by Category		Pct. ACDBE Market Share		Pct.
Merch. & Vending	23%	X	27%	=	6.2%
Food & Beverage	77%	X	8%	=	6.5%
			Total		12.7%

Base ACDBE goal for the triennial period is 12.7%.

STEP 2 – GOAL ADJUSTMENT

The Airport has only one concession agreement for all non-car rental concessions. The agreement expires July 31, 2025, and applies to 34 of the 36-month period covered by this calculation. Currently, the concession has 0% ACDBE participation.

Based on this performance and with little opportunity to increase ACDBE participation, the Airport is adjusting the goal to 1%.

PROPOSED

ESTIMATING RACE-NEUTRAL & RACE-CONSCIOUS PARTICIPATION

With little opportunity to utilize race conscious means to increase ACDBE participation, the Airport will meet the maximum feasible portion of its overall goal by using race-neutral means of facilitating ACDBE participation. The Airport will make an adjustment with the next concession award.

Therefore, we estimate that, in meeting our overall goal of 1%, we will obtain 1.0% from race-neutral participation and 0% through race-conscious measures.

As part of our race-neutral measures, we understand that we will be expected to take the following steps.

- Locating and identifying ACDBEs and other small businesses who may be interested in providing goods and services under 49 CFR Part 23; and
- Providing information concerning the availability of ACDBE firms to current concessionaire to assist them in obtaining ACDBE participation.

To ensure that our ACDBE program will be narrowly tailored to overcome the effects of discrimination, if we use concession specific goals we will adjust the estimated breakout

of race-neutral and race-conscious participation as needed to reflect actual ACDBE participation (see 26.51(f)) and we will track and report race-neutral and race conscious participation separately. For reporting purposes, race-neutral ACDBE participation includes, but is not necessarily limited to, the following: ACDBE participation through a prime contract that an ACDBE obtains through customary competitive procurement procedures; ACDBE participation through a subcontract on a prime contract that does not carry ACDBE goal; ACDBE participation on a prime contract exceeding a concession specific goal; and ACDBE participation through a subcontract from a prime contractor that did not consider a firm's ACDBE status in making the award.

We will maintain data separately on ACDBE achievements in those contracts with and without concession specific goals, respectively.

PROPOSED

CONSULTATION

Consultation: Section 23.43.

Prior to submitting this goal to the FAA, The La Crosse Regional Airport consulted with the following stakeholders:

(To be completed after consultation)

PROPOSED

Attachment 5

Section 23.45: Overall Goal Calculation for Car Rentals

Amount of Goal

Name of Recipient:

La Crosse Regional Airport

Goal Period: FY 2023, 2024, 2025

Overall Three-Year Goal: 1.3%, to be accomplished through 1.0% race-conscious means and .3% race-neutral means.

Market Area: The La Crosse Regional Airport has determined that its market area consists of the following three counties:

- La Crosse County in the State of Wisconsin
- Houston County in the State of Minnesota
- Winona County in the State of Minnesota

Existing Concession Contract: The Airport has three car rental companies providing service at LSE that include:

- IV. Avis & Budget Rent-A-Car
- V. Enterprise Rent-A-Car
- VI. National & Alamo Car Rental

All three agreements expire July 31, 2023. We anticipate a competitive bid for a new contract that will take effect August 1, 2023.

Potential Goal Methodologies from 49 CFR Part 23

49 CFR Part 23.51 states, in part, as follows:

The objective in setting a goal is to estimate the percentage of the base calculated under §23.47–23.49 that would be performed by ACDBEs in the absence of discrimination and its effects.

This percentage is the estimated ACDBE participation that would occur if there were a “level playing field” for firms to work as concessionaires for your airport.

49 CFR Part 23.51 further provides for a two-step process, consisting of:

Step 1. You must begin your goal setting process by determining a base figure for the relative availability of ACDBEs.

And

Step 2. Once you have calculated a base figure, you must examine all relevant evidence reasonably available in your jurisdiction to determine what adjustment, if any, is needed to the base figure in order to arrive at your overall goal.

The regulation provides the following examples of potential approaches for accomplishing Step 1, determining the base figure, as follows:

1. Use DBE Directories and Census Bureau Data. Determine the number of ready, willing and able ACDBEs in your market area from your ACDBE directory. Using the Census Bureau’s County Business Pattern (CBP) database, determine the number of all ready, willing and able businesses available in your market area that perform work in the same NAICS codes. Divide the number of ACDBEs by the number of all businesses to derive a base figure for the relative availability of ACDBEs in your market area.
2. Use an Active Participants List. Determine the number of ACDBEs that have participated or attempted to participate in your airport concessions program in previous years. Determine the number of all businesses that have participated or attempted to participate in your airport concession program in previous years. Divide the number of ACDBEs who have participated or attempted to participate by the number for all businesses to derive a base figure for the relative availability of ACDBEs in your market area.
3. Use data from a disparity study. Use a percentage figure derived from data in a valid, applicable disparity study.

4. Use the goal of another recipient. If another airport or other DOT recipient in the same, or substantially similar, market has set an overall goal in compliance with this rule, you may use that goal as a base figure for your goal.
5. Use an alternative method to determine a base figure for your overall goal. Any methodology you choose must be based on demonstrable evidence of local market conditions and be designed to ultimately attain a goal that is rationally related to the relative availability of ACDBEs in your market area.

STEP 1 – DETERMINE BASE GOAL FIGURE

Proposed Goal Methodology

We propose to use an alternative approach which is a hybrid of Example 1 [§23.51(c)(1)] using the Wisconsin Unified Certification Program Directory (UCP) with the Census Bureau’s County Business Pattern (CBP) database; and Example 4 [§23.51(c)(4)] using data contained in the goal for Chippewa Valley Regional Airport (EAU).

EAU is a non-hub primary airport located in northern Wisconsin. Both airports are served by Avis Rent-A-Car, Budget Rent-A-Car, Enterprise Rent-A-Car, and National Car Rental.

There are no rental car operations in the Airport’s market area that are ACDBE certified. The best opportunities for participation are through goods and services. The Airport lacks enough data to determine the opportunities for goods and services. Therefore, Airport has elected to use the percentage of expenditures from EAU’s ACDBE goal for car rental. Airport will collect this data with the new agreements. Expenditures by NAICS are listed in Table 1 below:

Table 1: Percentage of Expenditures for Goods and Services

Description	NAICS	% of \$ Expenditures	Description	NAICS	% of \$ Expenditures
Computer Support (Data Processing)	423430	0.07%	Legal Services	541110	0.20%
Shop Supplies (Cleaning Supplies)	423850	0.20%	Advertising	541810	0.07%
Office Supplies (Office Expense)	424120	0.46%	Janitorial Services	561720	0.32%
Gasoline/GOF (Fuel/Oil/Energy)	424720	3.42%	Automotive Mechanical and Electrical Repair and Maintenance	811110	1.18%
Car Dealerships	441110	85.00%	Automotive Body, Paint, Interior, and Glass Repair	811120	5.99%
Motor Vehicle Towing	488410	0.66%	Other Automotive Repair and Maintenance	811190	0.39%
Insurance (Vehicle and Other)	524210	1.91%	Uniforms	812330	0.13%
					100.00%

Source: Chippewa Valley Regional Airport Goals 2023-2025

Determine ACDBE Market Share

Trades were segregated based on national market and local market. Both DBEs and ACDBEs from the FAA DBE System for national trades and Wisconsin UCP DBE/ACDBE Directory for local trades have been included as any firm that meets the DBE eligibility requirements as potential ACDBEs.

Table 2: National vs. Local Trades

National Trades	NAICS	Pct. of \$ Expenditures (Table 1)
Computer Support (Data Processing)	423430	0.07%
Shop Supplies (Cleaning Supplies)	423850	0.20%
Office Supplies (Office Expense)	424120	0.46%
Gasoline/GOF (Fuel/Oil/Energy)	424720	3.42%
Car Dealerships	441110	85.00%
Advertising	541810	0.07%
Insurance (Vehicle and Other)	524210	1.91%
Uniforms	812330	0.13%
Legal Services	541110	0.20%
	Total	91.46%
Local Trades		
Motor Vehicle Towing	488410	0.66%
Janitorial Services	561720	0.32%
Automotive Mechanical and Electrical Repair and Maintenance	811110	1.18%
Automotive Body, Paint, Interior, and Glass Repair	811120	5.99%
Other Automotive Repair and Maintenance	811190	0.39%
	Total	8.54%

Source: Chippewa Valley Regional Airport Goals 2023-2025

The Airport will use the calculations submitted by EAU for the national trades and will calculate the ACDBE weights for local trades.

Table 3: National DBE/ACDBE Percentage

Description	NAICS	Census	FAA DBE Directory	DBE/ACDBE %
Computer Support (Data Processing)	423430	7,296	263	3.60%
Shop Supplies (Cleaning Supplies)	423850	4,485	277	6.18%
Office Supplies (Office Expense)	424120	3,751	171	4.56%
Gasoline/GOF (Fuel/Oil/Energy)	424720	2,434	168	6.90%
Car Dealerships	441110	21,383	7	0.03%
Insurance (Vehicle and Other)	524210	134,902	245	0.18%
Legal Services	541110	169,585	238	0.14%
Advertising	541810	14,279	605	4.24%
Uniforms	812331	837	17	2.03%

Source: Chippewa Valley Regional Airport Goals 2023-2025

The weighted availability for the national trades was determined by multiplying the percentage shown in Table 3 by the percentage of expenditure from Table 1. Results are shown in Table 4 below.

Table 4: National Weighted Availability

National Trades	NAICS	Pct. of \$ Expenditures [Table 1]	Pct. Of DBE/ACDBE [Table 3]	Weighted Availability
Computer Support (Data Processing)	423430	0.07%	3.60%	0.00%
Shop Supplies (Cleaning Supplies)	423850	0.20%	6.18%	0.01%
Office Supplies (Office Expense)	424120	0.46%	4.56%	0.02%
Gasoline/GOF (Fuel/Oil/Energy)	424720	3.42%	6.90%	0.24%
Car Dealerships	441110	85.00%	0.03%	0.03%
Insurance (Vehicle and Other)	524210	1.91%	0.18%	0.00%
Legal Services	541110	0.20%	0.14%	0.00%
Advertising	541810	0.07%	4.24%	0.00%
Uniforms	812330	0.13%	2.03%	0.00%
Total National				0.31%

Source: Chippewa Valley Regional Airport Goals 2023-2025

To determine the local weighted availability, Airport first calculated the percentage of DBE/ACDBE by dividing the number of firms in the UCP by the total firms from the CBP for the three-county market area. Calculations are shown in Table 5.

Table 5: Local Trades DBE/ACDBE Percentage

Description	NAICS	WI UCP Directory		Census CBP		DBE/ACDBE %
Motor Vehicle Towing	488410	3	÷	6	=	50.00%
Automotive Body, Paint, Interior, and Glass Repair	811120	2	÷	33	=	6.06%
Automotive Mechanical and Electrical Repair and Maintenance	811110	5	÷	74	=	6.76%
Other Automotive Repair and Maintenance	811190	3	÷	15	=	20.00%
Janitorial Services	561720	47	÷	85	=	55.29%

Next, we multiplied the expenditure percentage in Table 1 with the local DBE/ACDBE availability calculated in Table 5. The results are shown in Table 6.

Table 6: Local Market Weighted Availability

Local Trades	NAICS	Pct. of \$ Expenditures [Table 1]		Pct. Of DBE/ACDBE [Table 5]		Weighted Availability
Motor Vehicle Towing	488410	0.66%	X	50.00%	=	0.33%
Janitorial Services	561720	0.32%	X	55.29%	=	0.18%
Automotive Mechanical and Electrical Repair and Maintenance	811110	1.18%	X	6.76%	=	0.08%
Automotive Body, Paint, Interior, and Glass Repair	811120	5.99%	X	6.06%	=	0.36%
Other Automotive Repair and Maintenance	811190	0.39%	X	20.00%	=	0.08%
Total Local						1.03%

A combination of the results for the National Market in Table 4 and the Local Market in Table 6 will provide the base figure for ACDBE participation.

<u>Table 4</u> <u>Total National</u>	+	<u>Table 6</u> <u>Total Local</u>	=	<u>ACDBE</u> <u>Base Figure</u>
.31%	+	1.03%	=	1.34%

The base figure for car rental ACDBE is 1.3%.

STEP 2 – GOAL ADJUSTMENT

The Airport has three concession agreement for car rental concessions. All three agreements expire July 31, 2023, and the Airport plans to have new agreements in place August 1, 2023.

Currently, the car rentals are generating less than 1.0% ACDBE participation.

The Airport will not make any adjustments to the goal of 1.3%

ESTIMATING RACE-NEUTRAL & RACE-CONSCIOUS PARTICIPATION

The Airport has 10 months remaining on existing car rental concessions. Current ACDBE participation is obtained through race-neutral means. We will be utilizing race-conscious goals with the upcoming solicitation. Therefore, we estimate that, in meeting our overall goal of 1.3%, we will obtain .3% from race-neutral participation and 1.0% through race-conscious measures over the three-year goal period.

To ensure that our ACDBE program will be narrowly tailored to overcome the effects of discrimination, if we use concession specific goals we will adjust the estimated breakout of race-neutral and race-conscious participation as needed to reflect actual ACDBE participation [§ 26.51(f)] and we will track and report race-neutral and race-conscious participation separately. For reporting purposes, race neutral ACDBE participation includes, but is not necessarily limited to, the following:

- ACDBE participation through a prime contract that an ACDBE obtains through customary competitive procurement procedures.
- ACDBE participation through a subcontract on a prime contract that does not carry ACDBE goal.
- ACDBE participation on a prime contract exceeding a concession specific goal.
- ACDBE participation through a subcontract from a prime contractor that did not consider a firm's ACDBE status in making the award.

We will maintain data separately on ACDBE achievements in those contracts with and without concession specific goals, respectively.

CONSULTATION

Consultation: Section 23.43.

Prior to submitting this goal to the FAA, The La Crosse Regional Airport consulted with the following stakeholders:

(To be completed after consultation)

PROPOSED

Attachment 6

Forms 1 & 2 for Demonstration of Good Faith Efforts

FORM 1: AIRPORT CONCESSION DISADVANTAGED BUSINESS ENTERPRISE (ACDBE) UTILIZATION

The undersigned bidder/offeror has satisfied the requirements of the bid/proposal specification in the following manner (please check the appropriate space):

_____ The bidder/offeror is committed to a minimum of _____ % ACDBE utilization on this contract.

_____ The bidder/offeror (if unable to meet the ACDBE goal of _____%) is committed to a minimum of _____% ACDBE utilization on this contract and submitted documentation demonstrating good faith efforts.

Name of bidder/offeror's firm: _____

State Registration No. _____

By _____
(Signature) Title

PROPOSED

Attachment 6

Forms 1 & 2 for Demonstration of Good Faith Efforts

FORM 2: LETTER OF INTENT

Name of bidder/offeror's firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Name of ACDBE firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Description of work to be performed by ACDBE firm:

PROPOSED

The bidder/offeror is committed to utilizing the above-named ACDBE firm for the work described above. The estimated dollar value of this work is \$ _____.

Affirmation

The above-named ACDBE firm affirms that it will perform the portion of the contract for the estimated dollar value as stated above.

By _____
(Signature) (Title)

If the bidder/offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.

(Submit this page for each ACDBE subcontractor.)

Attachment 7

ACDBE Certification Application Form

<http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/eligibility-requirements.aspx>

PROPOSED

Attachment 8**Procedures for Removal of ACDBEs Eligibility**

The La Crosse Regional Airport utilizes the Wisconsin Unified Certification Program (UCP) administered by the Wisconsin Department of Transportation. The UCP will meet the requirements of this section. The UCP is available in Attachment 9.

PROPOSED

Attachment 9

State's UCP Agreement

<https://www.msnairport.com/documents/pdf/ACDBE%20Part%202023%20Program.pdf>

PROPOSED

Attachment 10

Regulations: 49 CFR Part 23

http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title49/49cfr23_main_02.tpl

PROPOSED