

**LAFAYETTE AIRPORT COMMISSION (LAC)**  
**CAR RENTAL**  
**AIRPORT CONCESSIONS DISADVANTAGED BUSINESS ENTERPRISE (ACDBE) PROGRAM**  
**Goal Setting Methodology and Calculations**  
**Federal Fiscal Years 2017, 2018 and 2019**  
**(Beginning October 1, 2017 through September 30, 2020)**

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### **Goal Overview**

The Lafayette Airport Commission (LAC) proposes an overall Airport Concessions Disadvantaged Business Enterprise (ACDBE) Goal applicable to Car Rental concession opportunities anticipated for federal fiscal years beginning October 1, 2017, 2018 and 2019 and ending on September 30, 2018, 2019 and 2020, respectively. The goal was developed in compliance with Federal Regulations set forth by 49 CFR Part 23, Subpart D. ***The proposed overall Car Rental - ACDBE goal for FFYs 2017, 2018 and 2019 is 2.65%.***

### **ACDBE Car Rental Opportunities**

Historical data indicates that LAC's past ACDBE participation for Car Rental concessions was obtained through the purchase of goods and services. LAC's car rental goal is based on the purchase of goods and services by car rental companies as outlined in Part 23.51 (c)(5)(ii). The total purchases by car rental concessionaires of goods and services for FFY 2016 – 2017 were \$1.6 million excluding fleet vehicles.

<b>Retail Category</b>	<b>Master Tenant</b>	<b>Estimated Annual Value</b>	<b>Weight</b>
811111	Auto Repair/Detailing	\$ 998,156	15.00%
561612	Security Guard Services	\$ 665,438	10.00%
324191	Petroleum Products	\$ 3,327,188	50.00%
Goods/Services		\$ 1,663,594	25.00%
<b>Total</b>		<b>\$ 6,654,375.00</b>	<b>100.00%</b>

### **Local Market Area**

Upon embarking on the new terminal development program, the Lafayette Regional Airport has worked with partner organizations in the Lafayette region to determine the appropriate market area. The Lafayette Metropolitan Statistical Area, as defined by the US Census Bureau, includes the following five parishes: Lafayette, St. Martin, Acadia, Iberia, and Vermillion. The combined

statistical area adds three additional parishes, Evangeline, St. Landry and St. Mary, to include two more populous cities of Opelousas and Morgan City.

### Ready, Willing and Able Airport Concessions Pool

The Louisiana Unified Certification Program (LAUCP) is the basis of the airport's concessions DBE pool. The Louisiana Department of Transportation and Development (LADOTD) and the New Orleans Metropolitan Certifying Agency (NOMCA) – including the Louis Armstrong New Orleans International Airport have been identified as agencies authorized to provide ACDBE certification services in the State of Louisiana. For the purposes of this analysis, only ACDBEs certified by LADOTD and the Louis Armstrong New Orleans International Airport will be considered as the vendor target market.

NAICS	Retail Services	LAUCP	US Census CBP
811111	Auto Repair/Detailing	0	101
561612	Security Guard Services	1	8
324191	Petroleum Products	0	2
	<b>Total</b>	<b>1</b>	<b>111</b>

NAICS	Goods & Services	LAUCP	US Census CBP
561720	Janitorial	5	65
561612	Security	1	8
561320	Staffing	3	53
424130	Office Supplies	0	2
561710	Pest Control	0	33
	<b>Total</b>	<b>9</b>	<b>161</b>

The list of certified-DBE contractors is compared to a more global list of businesses, segregated by NAICS Code. The U.S. Census Bureau's County Business Pattern (USCBP) database is used to determine the general market population of ready, willing and able businesses.

NAICS	Retail Category	Percentage	LAUCP	US Census CBP	Base ACDBE Goal
811111	Auto Repair/Detailing	15.00%	0	101	0.0000000
561612	Security Guard Services	10.00%	1	8	0.0125000
324191	Petroleum Products	50.00%	0	2	0.0000000
	Goods/Services	25.00%	9	161	0.0139752
	<b>Total</b>	<b>100.00%</b>	<b>10</b>	<b>272</b>	<b>0.0264752</b>
	<b>Base Goal</b>				<b>2.65%</b>

The Base Figure calculation weighs the relative availability of DBE providers of goods and services to car rental concessionaires to the total pool of these businesses in the metropolitan Lafayette area. Based on raw data, goods and service providers represent 2.65% of the total available businesses in the Lafayette region.

### **Base Figure Adjustments**

After calculating the Base Figure of 2.65% it was determined that this rate would not be adjusted based on past performance as the only available historic data is for the 2016-2017 FFY, which revealed attainment of 1.23%.

### **Other Adjustment Factors Considered**

#### Disparity Studies

The airport has inquired about the availability of disparity study data in the Lafayette area as well as the State of Louisiana from other like-funded agencies, such as the Louisiana Department of Transportation as well as other local and regional airports. There are no studies currently available and none conducted within the last seven (7) years. The airport continues to seek viable options relative to a disparity study including coordination and linkage with other federal, state and local agencies with mandated DBE programs.

#### Use of Race Neutral Means

Historically, the LAC achieved ACDBE car rental participation through the use of race-conscious means – contract goals. Establishing contract goals will continue to be used to meet any portion of the overall goal the LAC does not project being able to meet using race-neutral means. Given the spotty history of ACDBE participation in the car rental program, contract goals will likely continue as a means of encouraging concessionaire opportunities. However, the LAC will endeavor to create a contracting environment that facilitates the ACDBE goal through race-neutral means. The following race-neutral measures are taken to increase ACDBE participation:

1. Encourage master concessionaires to structure concession opportunities to foster and facilitate the participation of ACDBEs when practical.
2. Identify opportunities to provide technical assistance to ACDBE firms; including assisting with back-office, financial and marketing services.
3. Identify education and training programs to encourage an expansion of services, which are offered to ACDBEs and small businesses.
4. Ensure that the ACDBE website is updated with available opportunities for ACDBE-owned and other small business firms in the community.

5. Utilize emerging technology to include the ACDBE directory in the DBE office's web site.
6. Identify opportunities for business development assistance through financing and loan guarantee programs with local banks and lending organizations.

In order to ensure that the ACDBE program is narrowly tailored to overcome the effects of discrimination, the airport will track and report race-neutral and race-conscious ACDBE participation.

### **Public Participation and Consultation**

The notice of the proposed overall goal will be available to the public for 30 days following the date of the notice and comments regarding these documents will be accepted for 45 days after the date the notice is published. The public notice indicates the location where the proposal can be reviewed and where comments can be transmitted. The notice will be published in the following publications:

- The Lafayette Daily Advertiser
- The Acadiana Advocate
- Lafayette Airport Commission Website – LFTAirport.com

LAC has engaged the following professional, technical, civic, business, and community-based organizations as a DBE Advisory Committee for consultation on the DBE Goal. The DBE Advisory Committee includes the following organizations:

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| • Asian Chamber of Commerce                  | • Greater Southwest Black Chamber of Commerce |
| • National Black Chamber of Commerce         | • Hispanic Chamber of Commerce                |
| • Kiwanis Southwest                          | • Lafayette Consolidated Government           |
| • Lafayette Economic Development Authority   | • Lafayette Commission on the Needs of Women  |
| • Louisiana Procurement and Technical Center | • Louisiana Small Business Development Center |
| • 100 Black Men of Greater Lafayette         | • Pastoral Alliance                           |

### **Establishment of the FFYs 2017 - 2019 ACDBE Car Rental Goal**

The proposed ACDBE goal for car rental (goods and services only) is proposed at 2.65% for federal fiscal years 2017 through 2019. Moreover, continued use of race-conscious (contract goals) means is recommended through FFY 2019.