



"Delivering Excellence Every Day"

**MIAMI-DADE AVIATION DEPARTMENT
AIRPORT CONCESSION DISADVANTAGED
BUSINESS ENTERPRISE (ACDBE) PROGRAM
TRIENNIAL GOAL SETTING METHODOLOGY
(CAR RENTAL)**



Fiscal Years 2024 - 2026

Submitted: October 2023

Overall Goal Calculation for Car Rental Concessions FY 2024-26

Name of Recipient: **Miami-Dade Aviation Department (MDAD)**

Name of Airport(s): **Miami International**

Goal Period: **FY 2024-26 (10/1/2023 through 9/30/2026)**

Overall Three-Year Goal: **1.1%, to be accomplished through 0.0% Race Conscious and 1.1% Race Neutral**

Goal Based on Goods and Services Purchases - Determination

Upon review of the market, 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/services from ACDBEs. This is due to the fact that no certified ACDBE car rental companies exist within the market. As such, MDAD has structured the goal entirely in terms of the purchases of goods and services.

We determined the goal based on outreach for the purchases of goods and services from certified ACDBE firms and/or potential ACDBE firms in the market area. This basis is in lieu of a goal based upon a percentage of total gross receipts of car rental operations at the airport. We will make a good faith effort to pursue opportunities to meet the goods and services goal. We will continue to consult and work with the State DOT & UCP, our car rental concessionaires at the airport, similarly situated airports in our region, minority and women businesses in the State, minority serving institutions, local pro-business organizations, and targeted media publications to find prospective ACDBE firms. We will work with our car rental companies to strategize outreach to State DOT & UCP certified ACDBEs that may be able to provide car rental goods and services, to encourage current vendors who may be eligible for ACDBE certification to apply, and to encourage firms already working at the airport but certified as ACDBE in other states, to apply via the interstate certification process. The State DOT & UCP is aware of this requirement and is on board to assist and process certifications as required by 49 CFR Subpart C.

We have the following car rental agencies operating at the airport: Enterprise, National, Alamo, Hertz, Avis-Budget, Sixt, Fox, Payless, Royal.

After collaboration and discussion with MDAD, car rental company concessionaires at the airport stated that the goods and services they may need in the goal period are: Auto Paint & Body, Auto Repair Services, Car Wash, Fuel, Tires, Locksmith, Janitorial, Towing, and Landscaping Services.

Market Area

The market area is the geographical area in which the substantial majority of firms which seek to do concessions business with the airport are located and in which the firms which receive the substantial majority of concessions-related revenues are located.

MDAD has determined that its market area for Miami International Airport is Miami-Dade, Broward, & Palm Beach Counties.

Base of the goal

To calculate the base of the goal, MDAD considered the previous 3 years of car rental expenditures/purchases and the projected potential car rental expenditures/purchases three years into the future. The figures listed in FY 21 and 22 annual reports differ from below because they were based on gross revenues not expenditures. All future reports will reflect goods and services purchases.

Car Rental Companies Goods and Services Purchases for Previous 3 Years

Year	Car Rental Companies Goods and Services Purchases	Increase/Decrease
2021	\$323,495,423	
2022	\$324,962,405	0%
2023	\$447,941,273	38%
	Average Increase:	19%

Dade County Aviation Department estimates expenditures will grow by an average of 6% each year over the next three years due to Estimated growth is based on increased passenger traffic and other concession improvements.

Year	Annual Growth / Reduction Estimate	Annual Gross Receipts Estimate
2024	6%	\$474,817,749
2025	6%	\$503,306,814
2026	6%	\$533,505,223
Three-Year Total Gross Receipts:		\$1,511,629,787
Average Annual Growth Rate:		6%

\$474,817,749 + \$503,306,814 + \$533,505,223 = **\$1,511,629,787** which is the recipient's base of goal for car rental goods and services purchases.

The following are not included in this base: (a) non-car rental operations.

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, MDAD 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))

Step 1 - Actual Relative Availability of ACDBEs - \$23.51 (c)

We determined the base figure for the relative availability of ACDBEs for car rental goods and services purchases. The base figure was calculated as follows:

Numerator: Ready, willing, and able non-car rental ACDBEs in the market area
 _____ divided by _____

Denominator: All ready, willing and able non-car rental concession firms in the market area

The data source(s) used in the calculation included:

- State UCP Data showing the number of ACDBEs that are certified within the market area (<https://fdotxwp02.dot.state.fl.us/>)
- Census Bureau Data (<https://data.census.gov/cedsci/>)

The calculation and explanation for this is as follows:

Concession Activity	NAICS	# ACDBE Certified Firms	# Total Firms	% Availability
Auto Paint & Body	811121	2	705	0.3%
Auto Repair	811198	1	122	0.8%
Car Wash	811192	5	445	1.1%
Fuel Supplier	424720	3	53	5.7%
Janitorial	561720	41	1892	2.2%
Landscaping	561730	5	2300	0.2%
Locksmith	561622	1	177	0.6%
Tire Dealers	441320	1	446	0.2%
Towing	488410	1	202	0.5%
Average ACDBE Availability:				1.3%

When we calculated the average availability, we arrived at the Step 1 base figure for our overall goal for car rental concessions of **1.3%**.

Step 2 Adjustment

After calculating a base figure of the relative availability of ACDBEs, we examined evidence to determine what adjustment was needed to the Step 1 base figure in order to arrive at the overall goal. The data used to determine the adjustment to the base figure was the historic ACDBE Participation achievements.

Past History Participation

FY	Race Conscious (%)	Race Neutral (%)	Total Achievement (%)
FY 21	0.0%	0.9%	0.9%
FY 22	0.0%	1.4%	1.4%
FY 23	0.0%	1.0%	1.0%

Arranging this historical data from low to high (0.9%, 1%, 1.39%), the median is **1.0%**, which is our Step 2 figure.

Step 1 Base averaged with historical median: $(1.3\% + 1.0\%) / 2 = 1.1\%$

To arrive at an overall goal, the Step 1 base figure was added to the Step 2 adjustment figure and the total was averaged, arriving at an overall goal of 1.1%. MDAD believes this adjusted goal accurately reflects ACDBE participation that can be achieved for the types of concession activities at the airport during this three-year goal period (FY 2024-26).

Breakout of Estimated “Race and Gender Neutral” (RN) and “Race and Gender Conscious” (RC) Participation

MDAD will make every reasonable effort to meet the maximum feasible portion of its overall goal by using race-neutral means of facilitating ACDBE participation. The airport will use 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.

- Locate and identify ACDBEs and other small businesses who may be interested in participating as concessionaires under 49 CFR Part 23
- Notify ACDBEs of concession opportunities and encouraging them to compete, when appropriate
- When practical, structure concession activities so as to encourage and facilitate the participation of ACDBEs
- Provide technical assistance to ACDBEs in overcoming limitations, such as inability to obtain bonding or financing
- Ensure that competitors for concession opportunities are informed during pre-solicitation meetings about how the sponsor's ACDBE program will affect the procurement process
- Provide information concerning the availability of ACDBE firms to competitors to assist them in obtaining ACDBE participation

If race-neutral measures, standing alone, are not sufficient to meet an overall goal, the following race-conscious measures will be used to meet the overall goal:

- Establish concession-specific ACDBE goals for particular concession opportunities.
- Negotiate with potential concessionaires to include ACDBE participation through direct ownership arrangements or measures, in the operation of the concession.

MDAD estimates that, in meeting the overall goal of 1.1%, it will obtain 1.1% from race-neutral participation and 0.0% through race-conscious measures. The reason for the breakout is that Dade County Aviation Department has achieved a car rental concession goal of an average of approximately 1% over the past 3 years using race neutral methods.

- **MDAD hosts monthly Small Business Outreach meetings and an Annual Supplier Diversity Webinar as a part of our race-neutral business assistance efforts.**
- **MDAD believes that these business outreach efforts will result in additional race neutral ACDBE participation, therefore, we are applying 1.1% of our goal to race-neutral and the remaining 0% to race-conscious participation.**

In order to ensure that MDAD's ACDBE program will be narrowly tailored to overcome the effects of discrimination, if concession specific goals are used, Airport will adjust the estimated breakout of race-neutral and race-conscious participation as needed to reflect actual ACDBE participation and race-neutral and race conscious participation will be tracked 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.

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

Consultation

MDAD routinely meets with stakeholders in an effort to increase ACDBE participation. Stakeholders consulted included 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.

MDAD held a face-to-face consultation meeting with minority and women's business groups, community organizations, concessionaires and other stakeholders on September 8, 2023, @ 9:30a.m.

No comments were received during the course of the consultation:



COMMUNITY OUTREACH MEETING
Friday, September 8, 2023
9:30 a.m.
4200 NW 36 Street, Miami FL 33122
AGENDA

Welcome/Introductions:

- Moderator: Miami-Dade County, Small Business Development, ISD. Dondrea Martin (305) 375-3156
Dondrea.Martin@miamidade.gov
- Update: Miami-Dade County, Small Business Development, ISD. Lawanda Wright-Robinson (305) 375-3186
Lawanda.Wright-Robinson@miamidade.gov
- MDAD Small Business Strategic Advisor – Andre Ragin - 305-876-7221 ARagin@FlyMIA.com
 - Proposed ACDBE Triennial Goal Discussion FY 24-26
- Update: Small Business Development Program/Certification – Dondrea Martin (305) 375-3156
Dondrea.Martin@miamidade.gov
- Update: Small Business Development Certification – Jasmine Hamlin (305) 375-3962
Jasmine.Hamlin@miamidade.gov
- Update: Jackson Health Systems- Amber Lawhorn -(305) 585 –7059 amber.lawhorn@jhsmiami.org
- Update: MDAD Procurement and Materials Management- Cristina Gorrita- (305)-869-7419 Gorrita,
CGorrita@FlyMIA.com; Juliana Manjarres- (305) 869-3010 JManjarres@FlyMIA.com
- Update: MDAD Facilities Maintenance – James Ferreira– (305) 876-7322 JFerreira@FlyMIA.com
- Update: MCM (MCC 9-18 Program) - Ginny Mirabal - (305) 541-0000 ext. 230 ymirabal@mcm-us.com
- Update: Miami Dade County Department of Transportation and Public Works DBE Unit – Nathaniel Surrancy (786) 469-5405 Nathaniel.Surrancy@miamidade.gov
- Update: Banesco USA - David Van Sky- (786) 999-3339 dvansky@banescousa.com
- Update: US Dept. of Labor (Employee Benefits Security Administration)- Amanda Mora (954) 640-1254
Mora.Amanda@dol.gov; Jacell Moquete (954) 640-1425 Moquete.Jacell@dol.gov

Other Related Business:

- Public Opportunity for Questions

NEXT MEETING: FRIDAY, October 6, 2023

**PUBLIC NOTICE OF AIRPORT CONCESSIONS DISADVANTAGED BUSINESS ENTERPRISE (ACDBE)
PROGRAM
TRIENNIAL GOAL FOR MDAD FOR FISCAL YEARS (FY) 2024 - 2026**

In accordance with 49 CFR Part 23, the Miami-Dade Aviation Department (MDAD), a recipient of U.S. Department of Transportation Assistance, announces the proposed ACDBE Program triennial goals for Non-Car Rental and Car Rental Concessions for FY 24-26 (October 1, 2023, through September 30, 2026). MDAD is proposing an overall goal of **20.2%** for Non-Car Rental and **1.1%** for Car Rental contract/lease agreements, based on information currently available. The proposed goals were calculated using data from the Florida DOT Unified Certification Program Directory, US Census Bureau, and previous three fiscal year achievements. Goals will be achieved through race-conscious and race-neutral methods.

A public information session on the goal and methodology will be held for the purpose of consulting with stakeholders to obtain information relevant to the goal setting process:

**September 8, 2023
9:30am
4200 NW 36 Street
Miami FL 33122
Building 5A, 2nd Fl Conference Room**

The proposed goal and methodology will be available for public inspection at MDAD's Minority Affairs Office, 4200 NW 36 Street, 3rd Floor, during regular business hours for 30 days following the date of this notice. Please contact Quenetha Bailey at 305.876.7064 or QBailey@FLYMIA.com, to schedule an appointment to view the proposed goals or for more information regarding the public information session. You can also register for the public meeting at <HTTPS://MDCSBD.GOB2G.COM/DEFAULT.ASP>, under the EVENTS tab.

Public comments will be received for a period of 45 days from the date of this notice. Based upon comments received, MDAD reserves the right to adjust the proposed goals. Comments can be sent to the following:

Andre Ragin, ACDBE Liaison Officer
MDAD Minority Affairs Division
Miami-Dade Aviation Department
P.O. Box 025504, Miami, FL 33102-5504
Telephone: (305) 876-7221
Fax: (305) 876-0382
Email: ARagin@FlyMIA.com