

# Goal Setting

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# Setting Project Specific Goals

Setting a project specific goal involves two components:

1. A mathematical calculation using certified availability and project work scopes.
2. Assessment of market pressures and past performance and adjustment of the calculated goal, *if appropriate*.

# Goal Setting Formula

$$\text{Project Goal} = \frac{\sum \left( \frac{\text{Certified firms}}{\text{All firms}} \times \text{Amount} \right)_{\text{Work Scope}}}{\sum \left( \text{Amount} \right)_{\text{Work Scope}}}$$

# Part 1

## Calculating Availability

# Determining Availability

- Availability must be determined for each scope, using industry codes & incorporating geographic market.
- In order to maintain the highest standards for your program, do not calculate a goal for any scope that has 3 or fewer certified firms.

# Determining Availability

- If you have a Disparity Study, you may be able to use the availability estimates provided in the analysis.
- Otherwise, you will calculate availability.

# Formula for Determining Availability

$$\text{Work Scope Availability} = \frac{\text{Certified firms in work scope}}{\text{All firms in work scope}}$$

# Part 1 Steps

For each work category, identify certified firms and divide this number by the total number of all firms in the identified work category.

$$\frac{12 \text{ certified truckers}}{35 \text{ total truckers}} = 0.343$$

- Multiply the result by 100 and write the number as the availability percent.

$$0.343 \times 100 = 34.3\% = \text{Trucking company availability}$$



# Goal Setting Worksheet: Work Scope & Availability Calculations

	Work Category/Scope	6 Digit NAICS	# Certified Firms	# Total Firms	Work Scope Availability	Work Scope Amount	Certified Work Scope Amount
1	Trucking	484110	<input type="text"/> ÷ <input type="text"/> = <input type="text"/> %	<input type="checkbox"/> Check here if 3 or fewer certified firms	Enter 0% if 3 or fewer certified firms	x \$ <input type="text"/>	\$ <input type="text"/>
2	<input type="text"/>	<input type="text"/>	<input type="text"/> ÷ <input type="text"/> = <input type="text"/> %	<input type="checkbox"/> Check here if 3 or fewer certified firms	Enter 0% if 3 or fewer certified firms	x \$ <input type="text"/>	\$ <input type="text"/>
3	<input type="text"/>	<input type="text"/>	<input type="text"/> ÷ <input type="text"/> = <input type="text"/> %	<input type="checkbox"/> Check here if 3 or fewer certified firms	Enter 0% if 3 or fewer certified firms	x \$ <input type="text"/>	\$ <input type="text"/>
4	<input type="text"/>	<input type="text"/>	<input type="text"/> ÷ <input type="text"/> = <input type="text"/> %	<input type="checkbox"/> Check here if 3 or fewer certified firms	Enter 0% if 3 or fewer certified firms	x \$ <input type="text"/>	\$ <input type="text"/>
						Sum of Certified Work Scope Amounts: \$ <input type="text"/>	← Add up all Certified Work Scope Amounts and enter total dollar amount.
						÷	
						Total Project Amount: \$ <input type="text"/>	
						↓ Divide Sum of Certified Work Scope Amounts by Total Project Amount	
						<b>Project Goal:</b> <input type="text"/> %	

# Goal Setting Worksheet: Work Scope & Availability Calculations

Work Category/Scope	6 Digit NAICS	# Certified Firms	# Total Firms	Work Scope Availability	Work Scope Amount	Certified Work Scope Amount
---------------------	---------------	-------------------	---------------	-------------------------	-------------------	-----------------------------

1    ÷  =  % x \$  ▶ \$

Check here if 3 or fewer certified firms

*Enter 0% if 3 or fewer certified firms*

2    ÷  =  % x \$  ▶ \$

Check here if 3 or fewer certified firms

*Enter 0% if 3 or fewer certified firms*

3    ÷  =  % x \$  ▶ \$

Check here if 3 or fewer certified firms

*Enter 0% if 3 or fewer certified firms*

4    ÷  =  % x \$  ▶ \$

Check here if 3 or fewer certified firms

*Enter 0% if 3 or fewer certified firms*

**Sum of Certified Work Scope Amounts:** \$

*Add up all Certified Work Scope Amounts and enter total dollar amount.*

÷

**Total Project Amount:** \$

↓ *Divide Sum of Certified Work Scope Amounts by Total Project Amount*

**Project Goal:**  %

# Goal Setting Worksheet: Work Scope & Availability Calculations

Work Category/Scope	6 Digit NAICS	# Certified Firms	# Total Firms	Work Scope Availability	Work Scope Amount	Certified Work Scope Amount
1 <input type="text" value="Trucking"/>	<input type="text" value="484110"/>	<input type="text" value="12"/>	<input type="text" value="35"/>	= <input type="text" value="34.3"/> %	x \$ <input type="text"/>	\$ <input type="text"/>
		<input type="checkbox"/> Check here if 3 or fewer certified firms		Enter 0% if 3 or fewer certified firms		
2 <input type="text" value="Aggregate Base"/>	<input type="text" value="212320"/>	<input type="text"/>	<input type="text"/>	= <input type="text"/>	x \$ <input type="text"/>	\$ <input type="text"/>
		<input type="checkbox"/> Check here if 3 or fewer certified firms		Enter 0% if 3 or fewer certified firms		
3 <input type="text" value="Asphalt Paving Supply"/>	<input type="text" value="212399"/>	<input type="text"/>	<input type="text"/>	= <input type="text"/>	x \$ <input type="text"/>	\$ <input type="text"/>
		<input type="checkbox"/> Check here if 3 or fewer certified firms		Enter 0% if 3 or fewer certified firms		
4 <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	= <input type="text"/>	x \$ <input type="text"/>	\$ <input type="text"/>
		<input type="checkbox"/> Check here if 3 or fewer certified firms		Enter 0% if 3 or fewer certified firms		
<b>Sum of Certified Work Scope Amounts:</b>					\$ <input type="text"/>	
					÷	
<b>Total Project Amount:</b>					\$ <input type="text"/>	
					↓	
					Divide Sum of Certified Work Scope Amounts by Total Project Amount	
<b>Project Goal:</b>					<input type="text"/>	%

Add up all Certified Work Scope Amounts and enter total dollar amount.

# Goal Setting Worksheet: Work Scope & Availability Calculations

Work Category/Scope	6 Digit NAICS	# Certified Firms	# Total Firms	Work Scope Availability	Work Scope Amount	Certified Work Scope Amount
1 <input type="text" value="Trucking"/>	<input type="text" value="484110"/>	<input type="text" value="12"/> ÷ <input type="text" value="35"/> = <input type="text" value="34.3"/> %	<input type="checkbox"/> Check here if 3 or fewer certified firms	<input type="text" value="34.3"/> % <small>Enter 0% if 3 or fewer certified firms</small>	x \$ <input type="text"/>	\$ <input type="text"/>
2 <input type="text" value="Aggregate Base"/>	<input type="text" value="212320"/>	<input type="text" value="7"/> ÷ <input type="text" value="34"/> = <input type="text" value="20.6"/> %	<input type="checkbox"/> Check here if 3 or fewer certified firms	<input type="text" value="20.6"/> % <small>Enter 0% if 3 or fewer certified firms</small>	x \$ <input type="text"/>	\$ <input type="text"/>
3 <input type="text" value="Asphalt Paving Supply"/>	<input type="text" value="212399"/>	<input type="text" value="2"/> ÷ <input type="text" value="20"/> = <input type="text" value="10.0"/> %	<input type="checkbox"/> Check here if 3 or fewer certified firms	<input type="text" value="10.0"/> % <small>Enter 0% if 3 or fewer certified firms</small>	x \$ <input type="text"/>	\$ <input type="text"/>
4 <input type="text"/>	<input type="text"/>	<input type="text"/> ÷ <input type="text"/> = <input type="text"/> %	<input type="checkbox"/> Check here if 3 or fewer certified firms	<input type="text"/> % <small>Enter 0% if 3 or fewer certified firms</small>	x \$ <input type="text"/>	\$ <input type="text"/>
<b>Sum of Certified Work Scope Amounts:</b>					\$ <input type="text"/>	<small>Add up all Certified Work Scope Amounts and enter total dollar amount.</small>
					÷	
<b>Total Project Amount:</b>					\$ <input type="text"/>	
					↓	<small>Divide Sum of Certified Work Scope Amounts by Total Project Amount</small>
<b>Project Goal:</b>					<input type="text"/>	%

# Goal Setting Worksheet: Work Scope & Availability Calculations

Work Category/Scope	6 Digit NAICS	# Certified Firms	# Total Firms	Work Scope Availability	Work Scope Amount	Certified Work Scope Amount
1 <input type="text" value="Trucking"/>	<input type="text" value="484110"/>	<input type="text" value="12"/>	<input type="text" value="35"/>	= <input type="text" value="34.3"/> %	x \$ <input type="text"/>	\$ <input type="text"/>
		<input type="checkbox"/> Check here if 3 or fewer certified firms		Enter 0% if 3 or fewer certified firms		
2 <input type="text" value="Aggregate Base"/>	<input type="text" value="212320"/>	<input type="text" value="7"/>	<input type="text" value="34"/>	= <input type="text" value="20.6"/> %	x \$ <input type="text"/>	\$ <input type="text"/>
		<input type="checkbox"/> Check here if 3 or fewer certified firms		Enter 0% if 3 or fewer certified firms		
3 <input type="text" value="Asphalt Paving Supply"/>	<input type="text" value="212399"/>	<input type="text" value="2"/>	<input type="text" value="20"/>	= <del><input type="text" value="10.0"/></del> <sup>0.0</sup> %	x \$ <input type="text"/>	\$ <input type="text"/>
		<input checked="" type="checkbox"/> Check here if 3 or fewer certified firms		Enter 0% if 3 or fewer certified firms		
4 <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	= <input type="text"/> %	x \$ <input type="text"/>	\$ <input type="text"/>
		<input type="checkbox"/> Check here if 3 or fewer certified firms		Enter 0% if 3 or fewer certified firms		

Sum of Certified Work Scope Amounts: \$

← Add up all Certified Work Scope Amounts and enter total dollar amount.

÷

Total Project Amount: \$

↓

Divide Sum of Certified Work Scope Amounts by Total Project Amount

**Project Goal:**  %

## **Part 2**

# **Calculating Certified Work Scope Amounts**

# Formula For Determining Certified Work Scope Amount

Work scope is defined by unique description of work to be performed & industry code.

$$\text{Certified Work Scope Amount} = \frac{\text{Work Scope Availability}}{\text{Work Scope Amount}}$$

## Part 2 Steps

1. Enter the work scope amount in the white box.
2. Multiply the availability from Exercise 1 by the dollar value of each work scope.

$$\text{Certified Work Scope Amount} = \frac{34.3}{100} \times \$149,500$$

2. Write the calculated amount in the green box for the work scope.



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2 Aggregate Base	212320	7	34	20.6% <small>Enter 0% if 3 or fewer certified firms</small>		\$
3 Asphalt Paving Supply	212399	2	20	<del>10%</del> 0.0% <small>Enter 0% if 3 or fewer certified firms</small>		\$
4				% <small>Enter 0% if 3 or fewer certified firms</small>	\$	\$

Sum of Certified Work Scope Amounts: \$  Add up all Certified Work Scope Amounts and enter total dollar amount.

÷  
Total Project Amount: \$

Divide Sum of Certified Work Scope Amounts by Total Project Amount

**Project Goal:**  %

# Goal Setting Worksheet: Work Scope & Availability Calculations

Work Category/Scope	6 Digit NAICS	# Certified Firms	# Total Firms	Work Scope Availability	Work Scope Amount	Certified Work Scope Amount
1 Trucking	484110	12	35	34.3% <small>Enter 0% if 3 or fewer certified firms</small>	\$ 149,500	\$ 51,257
2 Aggregate Base	212320	7	34	20.6% <small>Enter 0% if 3 or fewer certified firms</small>		
3 Asphalt Paving Supply	212399	2	20	<del>10%</del> 0.0% <small>Enter 0% if 3 or fewer certified firms</small>		
4				% <small>Enter 0% if 3 or fewer certified firms</small>		

Sum of Certified Work Scope Amounts: \$  Add up all Certified Work Scope Amounts and enter total dollar amount.

Total Project Amount: \$

Divide Sum of Certified Work Scope Amounts by Total Project Amount

Project Goal:  %

# Goal Setting Worksheet: Work Scope & Availability Calculations

Work Category/Scope	6 Digit NAICS	# Certified Firms	# Total Firms	Work Scope Availability	Work Scope Amount	Certified Work Scope Amount
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2 <input type="text" value="Aggregate Base"/>	<input type="text" value="212320"/>	<input type="text" value="7"/> ÷ <input type="text" value="34"/> = <input type="text" value="20.6"/> %	<input type="checkbox"/> Check here if 3 or fewer certified firms	Enter 0% if 3 or fewer certified firms	x \$ <input type="text" value="178,900"/>	\$ <input type="text" value="36,832"/>
3 <input type="text" value="Asphalt Paving Supply"/>	<input type="text" value="212399"/>	<input type="text" value="2"/> ÷ <input type="text" value="20"/> = <input type="text" value="10.0"/> %	<input checked="" type="checkbox"/> Check here if 3 or fewer certified firms	Enter 0% if 3 or fewer certified firms	x \$ <input type="text" value="445,000"/>	\$ <input type="text" value="0"/>
4 <input type="text"/>	<input type="text"/>	<input type="text"/> ÷ <input type="text"/> = <input type="text"/> %	<input type="checkbox"/> Check here if 3 or fewer certified firms	Enter 0% if 3 or fewer certified firms	x \$ <input type="text"/>	\$ <input type="text"/>

Sum of Certified Work Scope Amounts: \$

← Add up all Certified Work Scope Amounts and enter total dollar amount.

÷

Total Project Amount: \$

↓ Divide Sum of Certified Work Scope Amounts by Total Project Amount

**Project Goal:**  %

## **Part 3**

# **Calculate Sum of Certified Work Scope Amounts**

# Formula For Determining Sum of Certified Work Scope Amounts

Simple addition of Certified Work Scope Amounts.

$$\begin{array}{r} \text{Sum of} \\ \text{Certified Work Scope} \\ \text{Amounts} \end{array} = \begin{array}{r} \text{Certified Work Scope} \\ \text{Amount 1} \\ + \\ \text{Certified Work Scope} \\ \text{Amount 2} \\ + \\ \text{Certified Work Scope} \\ \text{Amount 3} \end{array}$$

## Part 3 Steps

- Add all Certified Work Scope Amounts.
- Write the calculated total in the green box.

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3 <input type="text" value="Asphalt Paving Supply"/>	<input type="text" value="212399"/>	<input type="text" value="2"/> ÷ <input type="text" value="20"/> = <input type="text" value="0.0"/> %	<input checked="" type="checkbox"/> Check here if 3 or fewer certified firms	Enter 0% if 3 or fewer certified firms	<input type="text" value="445,000"/> x \$	<input type="text" value="0"/> \$
4 <input type="text"/>	<input type="text"/>	<input type="text"/> ÷ <input type="text"/> = <input type="text"/> %	<input type="checkbox"/> Check here if 3 or fewer certified firms	Enter 0% if 3 or fewer certified firms	<input type="text"/> x \$	<input type="text"/>

Sum of Certified Work Scope Amounts: \$

Total Project Amount: \$

Project Goal:  %

*Add up all Certified Work Scope Amounts and enter total dollar amount.*

*Divide Sum of Certified Work Scope Amounts by Total Project Amount*

# **Part 4**

## **Establishing the Overall Project Specific Goal**



# Determining the Project Specific Goal

The overall project specific goal is Sum of Certified Work Scope Amounts divided by the Total Project Amount.

$$\text{Project Goal} = \frac{\text{Sum of Certified Work Scope Amounts}}{\text{Total Project Amount}}$$

## Part 4 Steps

Divide the Sum of Certified Work Scope Amounts by the Total Project Amount.

$$\text{Project Goal} = \frac{\$88,089}{\$773,400}$$

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2 Aggregate Base	212320	7	34	20.6% <small>Enter 0% if 3 or fewer certified firms</small>	\$ 178,900	\$ 36,832
3 Asphalt Paving Supply	212399	2	20	<del>10%</del> 0.0% <small>Enter 0% if 3 or fewer certified firms</small>	\$ 445,000	\$ 0
4				% <small>Enter 0% if 3 or fewer certified firms</small>	\$	\$

Sum of Certified Work Scope Amounts: \$ 88,089

*Add up all Certified Work Scope Amounts and enter total dollar amount.*

Total Project Amount: \$ 773,400

*Divide Sum of Certified Work Scope Amounts by Total Project Amount*

Project Goal: ???????%

**Final Answer?**

# Project Goal

**11.4%**

# Goal Setting Formula

$$\text{Project Goal} = \frac{\sum \left( \frac{\text{Certified firms}}{\text{All firms}} \times \text{Amount} \right)_{\text{Work Scope}}}{\sum \left( \text{Amount} \right)_{\text{Work Scope}}}$$