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2023 Conference

Disparity Study: Defined, Importance, Process, Prepare

March 1-3, 2023



What is a Disparity Study



Defined

A disparity study is a type of **research study** that is designed to assess whether there are disparities, or differences, in the participation rates and opportunities for various groups in a particular program or industry.

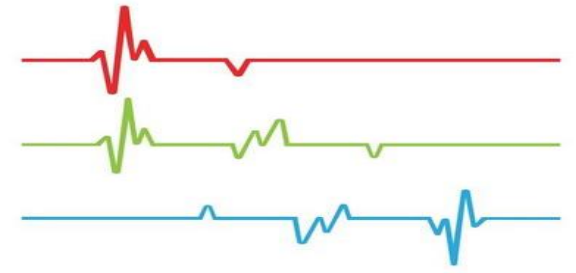
- Considers factors such as race, ethnicity, gender, disability, and other protected characteristics
- Involves collecting and analyzing data on the participation rates of different groups in a particular program or industry

The goal of a disparity study is to identify any barriers or obstacles that may be preventing certain groups from participating fully, and to develop strategies to promote greater diversity and inclusion.

- Often used in the public sector, particularly in government contracting and procurement
- Provides **valuable insights** into the state of diversity and inclusion and can help identify opportunities for improvement and progress



The Pulse of the Room



Disparity Study: Defined,
Importance, Process & Prepare

A large, square QR code is centered in the lower half of the image. It is black and white, with a white border. The QR code is set against a dark, blurred background that appears to be a close-up of a person's hands holding a small potted plant. The text 'Disparity Study: Defined, Importance, Process & Prepare' is overlaid on the top half of the image in a white, sans-serif font.



What Do You Achieve With a Disparity Study?

- ▶ Diagnosis Needed to Provide Foundation for Addressing Objectives, Strategies, Tactics and Tasks of Increasing S/M/W/DBE Participation
- ▶ Objective—What is the objective of your organization as it relates to S/M/W/DBE participation?
- ▶ Strategy—What strategies will you employ to achieve your objective?
- ▶ Tactic—How will you create tactics that further the implementation of your strategies?
- ▶ *Task—How does completing the task of a disparity study assist you to achieve your objective, strategies and tactics?*





Richmond v. Croson

- Compelling governmental interest provides a factual predicate for an MWBE/DBE program
 - Active participant in discrimination
 - Passive participant in discrimination
- Narrow Tailoring -- program must be focused on remedy to identified discrimination





Why Conduct a Disparity Study

Importance

Compliance

- Requirements to address any disparities found
- Strategies to promote diversity and inclusion in contracting practices
- Performance/KPIs

Accountability

- Help ensure agencies are held to/for actions and that they are promoting fair & equitable contracting practices
- Build trust and in contracting process
- Ensure taxpayer dollars are used efficiently and effectively

Business Development

- Identify opportunities for MWBEs to participate
- Can help MWBEs grow and succeed
- Contribute to economic growth and job creation
- Expand municipality tax base

Innovation

- By promoting D&I in contracting, a DS can bring in new and different perspectives and approaches
- Increases competition
- Potential for better pricing & products



Process

Methodology

Quantitative

- Environment
 - Legal
 - Procurement
- Statistical Analysis
 - Relevant Market
 - Availability
 - Utilization
 - Disparity

Qualitative

- Anecdotal/Community Touch Points
 - Survey
 - Focus Groups
 - One v. One Interviews
 - Public Hearings
- Race Neutral
- M&TA
- Marketplace
- Capacity Analysis



How to Get Started

Commitment, Courage, Community, Support

Commitment

- Organization Leadership
- Procurement/Purchasing

Courage

- Departmental Leaders
- Staff

Community

- Engagement
- Participation

Support

- Recommendations
- Implementation

1. Budget for Services
2. RFP Development
3. Engage Consultant - Timeline
4. Establish a Point of Contact(s) within Organization
5. Ensure Data Accessibility and Staff Availability
6. Develop Policy Committee
7. Review Data Submissions/Tables
8. Establish communication portal (website, e-blast) - Qualitative
9. Review and Provide Comments of Draft Study Chapters
10. Embrace Recommendations
11. Determine Implementation Strategy
12. Monitor Progress – Post Study

Where are we going? (Current State vs. Future State)

Disparity Study

- Impact of SC - Admissions
- Race Conscious Remedies
- Focus Past Performance
- Organization Cultural Impact
- Quantitative & Qualitative
- Implementation Optional/Optimized
 - Political Climate
 - Feasibility
 - Appetite for Change

Inclusive Procurement Environment

- Race Neutral Approach
- Focus on Diverse Spending Initiatives
- Considers Marketplace Availability
- Economic Development Focused
- Pillars/Drivers
 - Mission
 - Opportunity
 - Data
 - Relationship
- Performance & Operations Driven/KPIs

Contact Us



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