



Charlotte Business INClusion Program

Disparity Study Update

Workforce & Business Development Committee Presentation

January 4, 2021

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WHY CONDUCT A DISPARITY STUDY

- **What is a disparity study?**
 - A determination of whether disparity exists between the number of minority-owned business enterprises (MBEs) and/or women-owned business enterprises (WBEs) available to perform on city contracts and the city's utilization of these firms. (Availability/Utilization)
 - A determination of the extent to which any disparity is attributable to discrimination

- **Why should the City conduct a disparity study?**
 - Offers an objective analysis of contracting practices over a five year period
 - Ensures a thorough approach to understanding and addressing disparities that exist
 - Provides a legal justification for race-conscious and gender-conscious goal setting if disparity is show in specific areas of contracting

CITY OF CHARLOTTE'S HISTORY OF INCLUSION PROGRAMS

Minority and Women Business Development (MWBD) Program (1981 -2002)

Race and gender conscious program

- January 2002: Minority and Women Business Development (MWBD) Program
 - Program challenged in 2002 resulting in dismantling of program due to outdated disparity study
- December 2003: Disparity Study completed

Small Business Opportunity (SBO) Program (2003- 2013),

Race and gender neutral program

- January 2003: City Council adopts race and gender neutral SBO Program
- September 2011: Disparity Study Update completed

Charlotte Business INclusion (CBI) Minority, Women and Small Business Enterprise (MWSBE) Program (2013 – Present),

CBI Policy sets both race and gender conscious (MWBE) and race and gender neutral (SBE) goals

- November 2017: Disparity Study completed

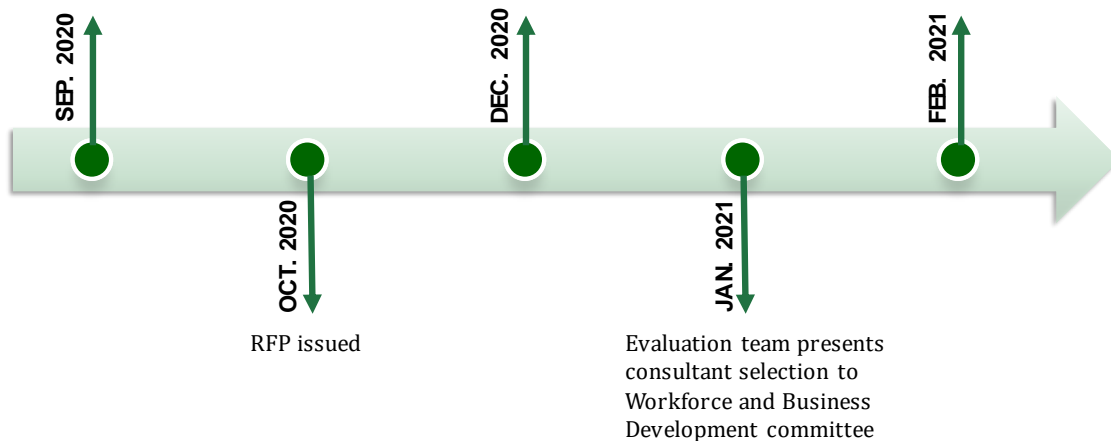
The next disparity study will be completed in 2022.

2022 Disparity Study RFP TIMELINE 2022

Draft RFP developed and approved for competitive process

RFP Evaluation committee selected consultant to conduct disparity study

City executes contract with disparity study consultant

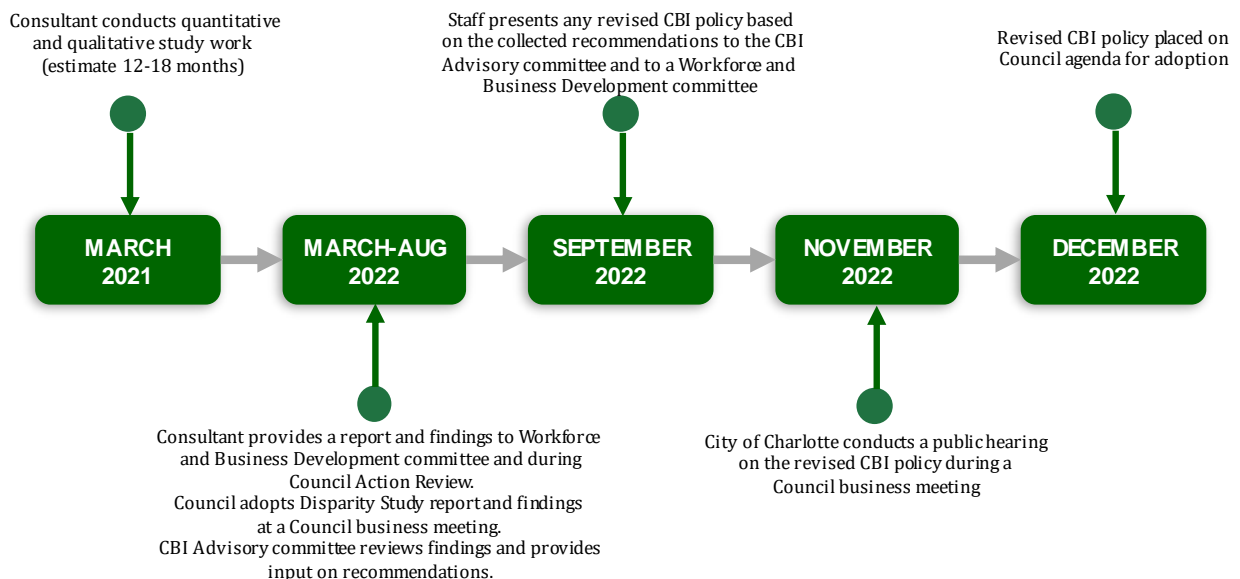


2022 DISPARITY STUDY CONSULTANT SELECTION

Why Collette Holt and Associates

- Extensive experience of producing disparity studies, including ones for cities similar in size to City of Charlotte
- Principal is well regarded as the country's leading expert in producing legally defensible disparity studies and experience defending them in Forth Circuit Court of Appeals
- CHA team's balance is highly accomplished and experienced with working together
- Very detailed and well communicated disparity study strategy
- Exceeded MWSBE 10% participation goal (15%)
- Deep knowledge and experience with B2G MWSBE Management System

2022 DISPARITY STUDY TIMELINE



Questions?

