

Frequently Asked Questions

What is a Disparity Study?

An evaluation of a government's contracting history and policies related to minority and woman-owned businesses. Availability and utilization data are used to perform a statistical analysis which determines if a disparity in contract awards exists for each racial and gender group.

Who is sponsoring the Study?

The Race and Gender Disparity Study is sponsored by the City of Oakland and is managed by the City Administrator's Office, Contracts and Compliance Division.

What is the purpose of the Study?

The purpose of the Study is to determine how successful the City has been in achieving its business equity and inclusion goals.

What guidelines exist to help direct the Study?

The Study will be guided by the United States Supreme Court's 1989 decision, City of Richmond v. J.A. Croson Co., 488 U.S. 469 (1989), and complies with Section 31 of the California Constitution.

Why has the City decided to conduct the Study?

To aid its efforts to provide economic opportunity for residents and businesses, stimulate economic development, and use the power of the public purse to support and empower the local community – especially those that have been disadvantaged.

How will Mason Tillman Identify available businesses?

Mason Tillman will conduct a broad business outreach strategy to identify available businesses. It includes contacting local business technical assistance organizations, advocacy groups and chambers of commerce, as well as the City of Oakland's contract records, certification lists, pre-bid meetings, and vendor database.

Which industries are being studied?

Construction, professional services, and goods and services.

How will the City and its residents benefit from this Disparity Study?

- Have the statistical findings to support its business diversity and inclusion policies
- Have a current list of all local businesses that are willing and able to contract with the City
- Understand the local businesses' experiences contracting with the City
- Receive best management practices to improve the City's contracting processes
- Increase the number of bidders/proposers on the City's contracts and lower associated procurement costs

How can local business owners get involved?

- Attending and commenting at a business outreach meeting scheduled October 21st and October 24th.
- Submitting a Business Information Survey to affirm your willingness and ability to contract with the City
- Agreeing to be interviewed about your contracting experiences
- Providing membership lists/directories from local business and professional organization

Who should business owners contact for additional information?

You can contact Mason Tillman Associates by phone or email.

Phone (510) 835-9012

Email OaklandDisparityStudy@mtaltd.com

