

City of Columbus M/WBE Disparity Study

Business Community Meeting
May 24, 2017

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

OFFICE OF DIVERSITY
AND INCLUSION

Community Meeting Agenda

- **Introduce Study Team**
- **Present Legal Standard**
- **Describe Research Objectives**
- **Outline Data Collection Process**
- **Establish a Partnership**
- **Present Contracting Opportunities**
- **Discuss Certification Standards**
- **Accept Public Comment**

Mason Tillman Associates, Ltd.

Established in 1978

➤ Public Policy Research and Marketing Professionals

Award-Winning Company

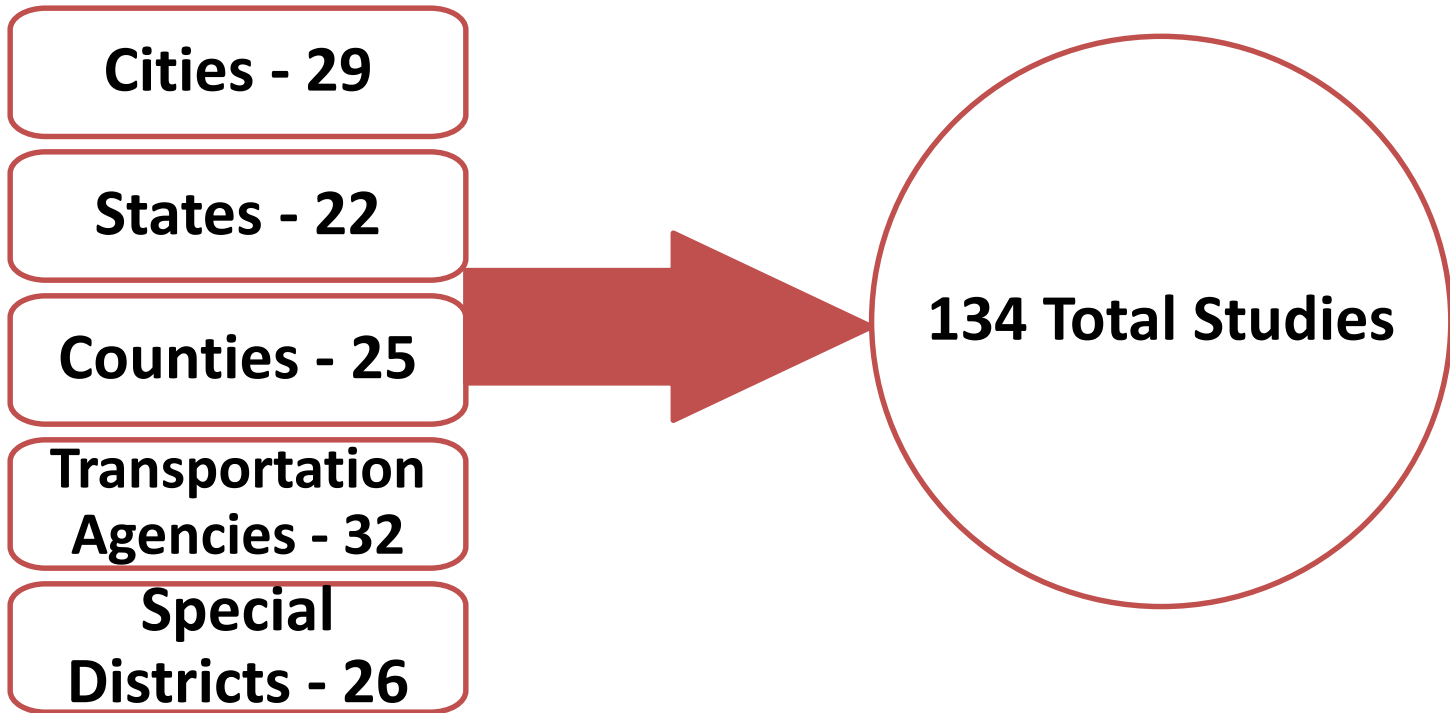
Equity Service Divisions

➤ Business Affirmative Action

➤ Corporate Communication

Disparity Studies Completed

On Time and Within Budget



Mason Tillman Disparity Studies

City Clients	
City of Arlington, Texas	City of Kansas City, Missouri
City of Boston, Massachusetts	City of Knoxville, Tennessee
City of Bridgeport, Connecticut	City of New Haven, Connecticut
City of Cincinnati, Ohio	City of New York, New York
City of Cleveland, Ohio	City of Oakland Update, California
City of Dallas, Texas	City of Oakland, California
City of Davenport, Iowa	City of Pittsburgh, Pennsylvania
City of Dayton, Ohio	City of Portland, Oregon
City of Durham, North Carolina	City of Richmond, California
City of Fort Wayne, Indiana	City of San Jose, California
City of Fort Worth, Texas	City of San Jose, California Update
City of Gresham, Oregon	City of Seattle, Washington
City of Houston, Texas	City of St. Louis, Missouri
City of Indianapolis, Indiana	City of Tampa, Florida
City of Jacksonville, Florida	City of West Palm Beach, Florida

Disparity Study Team

Subconsultant	Certification	Services
Blazing The Way	MBE	Community Meeting Planning and Facilitation
Supplier Diversity Research	MBE	Subcontract Data Collection Anecdotal Interviews

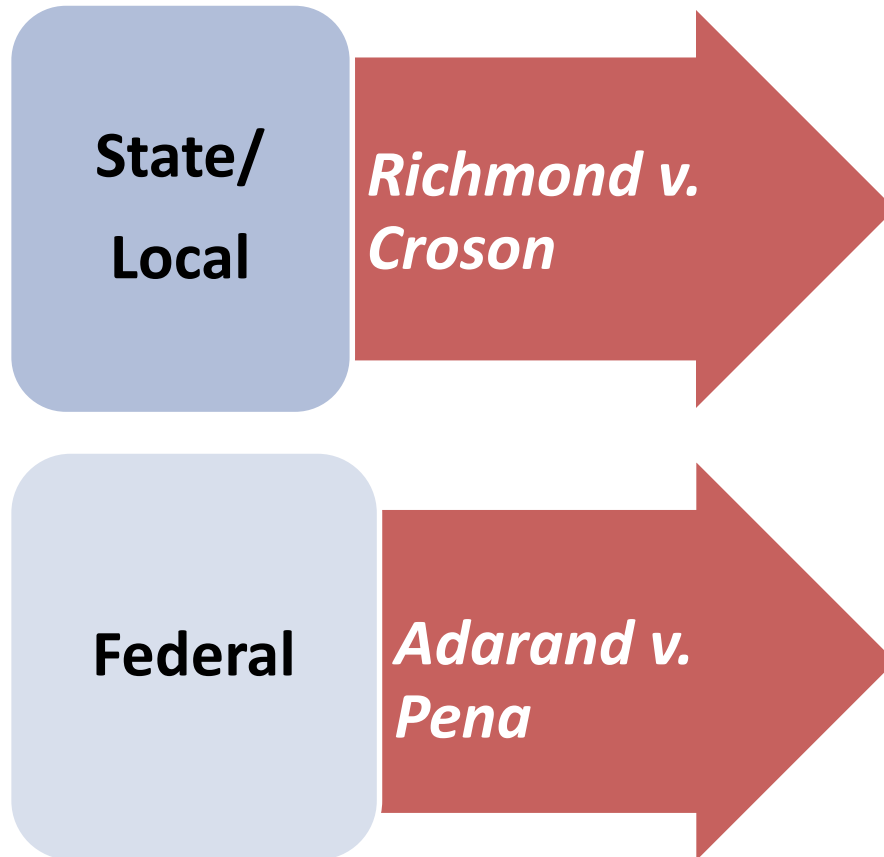
Study Objectives

- **Determine if Statistically Significant Disparity Exists**
- **Ascertain Practices Affecting Any Documented Disparity**
- **Assess Effectiveness of Race and Gender-neutral Programs**
- **Prepare a Legally Defensible Study**

Study Challenges

- **Conduct Outreach to Ethnically Diverse Community**
- **Identify All Prime Contract and Subcontract Awards and Payments**
- **Enumerate Willing and Able Businesses**
- **Recommend Best Management Practices to Eliminate Identified Barriers**

Croson Standard



- **Compelling Interest**
 - Evidence of Systemic Racial Discrimination
- **Narrowly Tailored**
 - Remedy Documented Discrimination
- **Update Periodically**
 - Assess Effectiveness of Remedy

Narrowly Tailored Remedy

- **Disparity Findings are Race and Gender Specific**
- **Race and Gender-Specific Goals Limited to Disparity Findings**
- **Race and Gender-Specific Goals Defined by Availability Percentages**
- **Race and Gender-Specific Program with Sunset Provision**

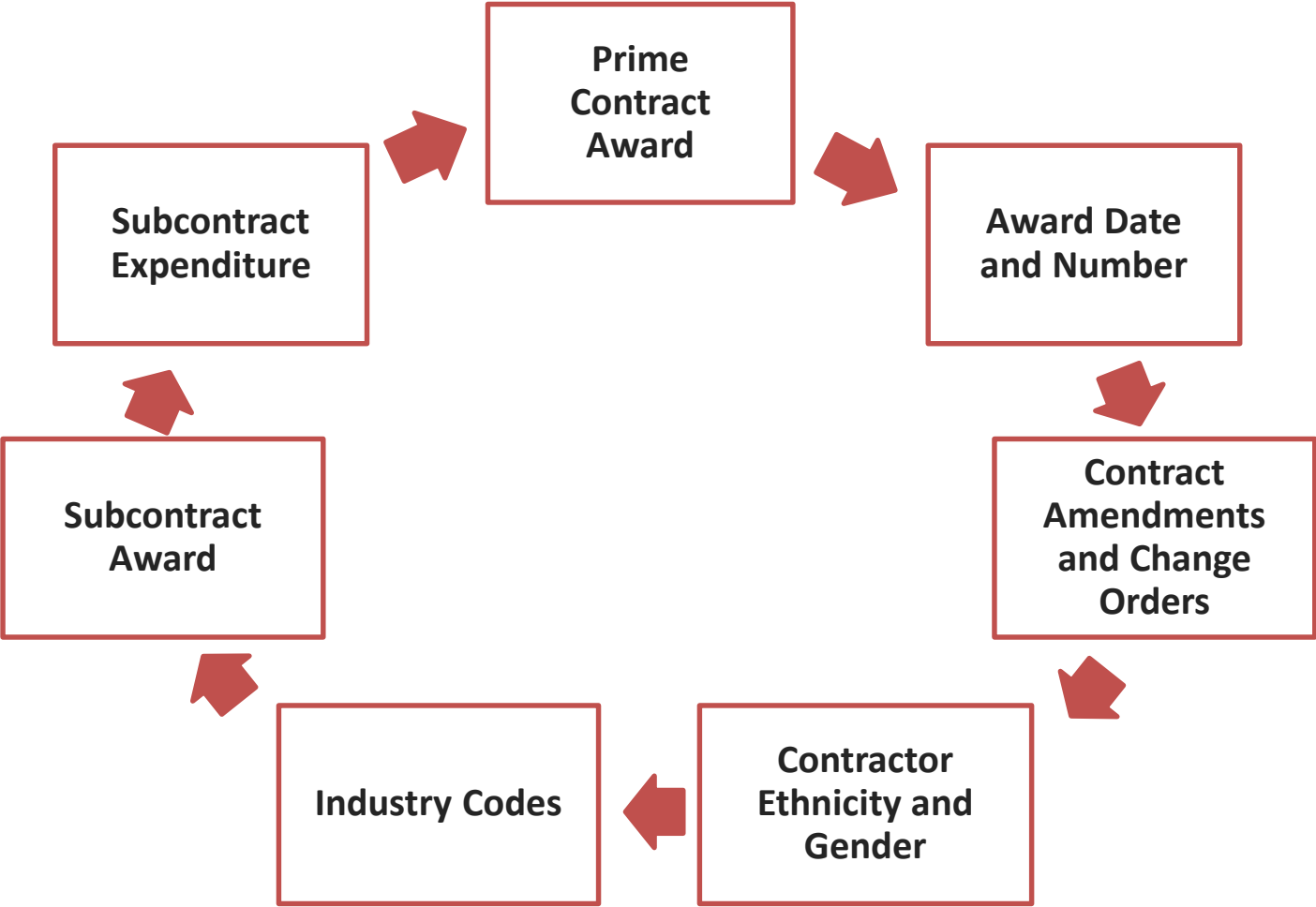
Disparity Study Components

- **Collection of Prime Contracts and Subcontracts**
- **Analysis of Prime Contractor and Subcontractor Utilization**
- **Enumeration of Willing and Able Market Area Businesses**
- **Collection of Anecdotal Accounts**
- **Recommendations to Reduce Barriers to Contracting**

Study Period and Industries



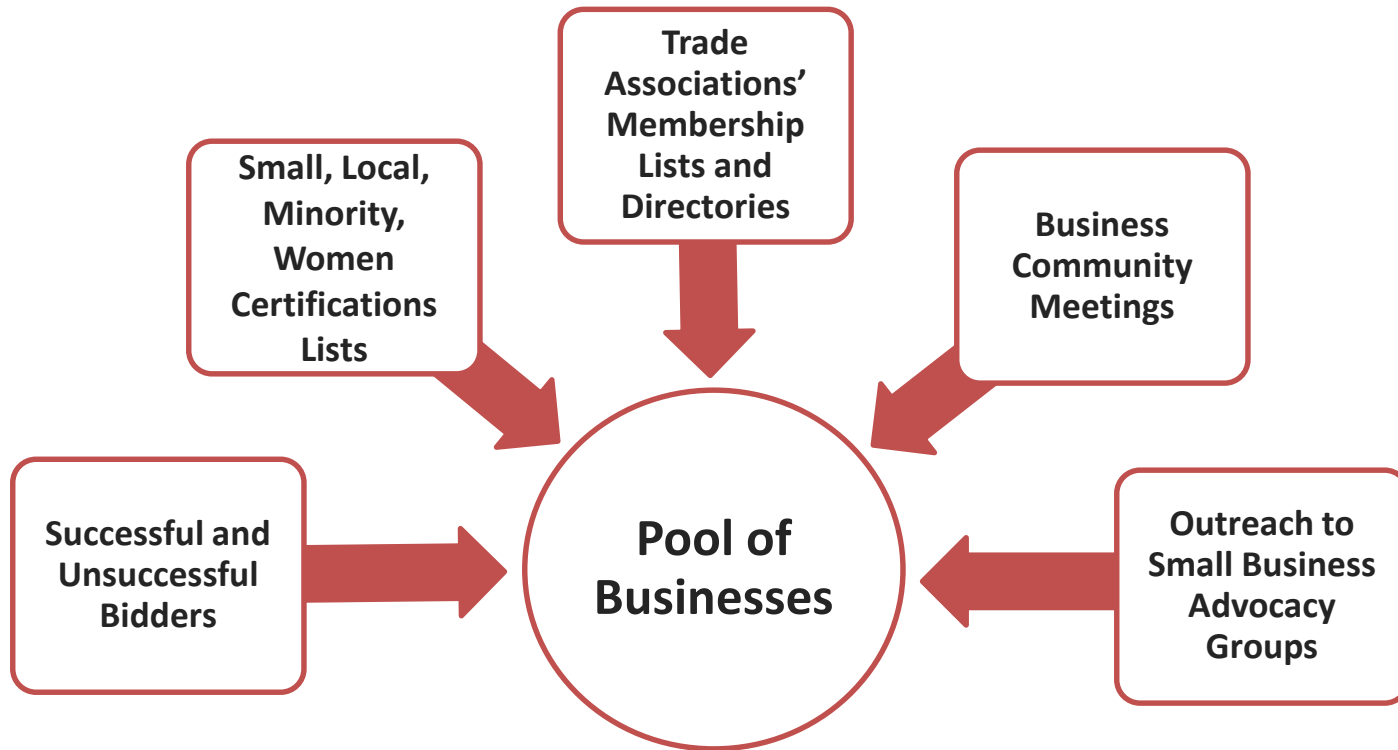
Utilization Elements



Business Profile

Businesses	Columbus Ohio	Franklin County	State of Ohio	United States
Less than 5 Employees	48.05%	45.87%	48.55%	54.63%
Less than 10 Employees	67.14%	64.71%	69.09%	73.50%
Less than 20 Employees	82.19%	80.45%	83.62%	86.21%
Over 100 Employees	3.47%	3.98%	2.93%	2.31%
Minority-owned Businesses	32.25%	25.22%	13.63%	21.26%
Woman-owned Businesses	39.77%	37.53%	34.09%	28.76%

Source of Market Area Businesses



What is Anecdotal Data?

In-depth Interview Process

- **Screen Potential Interviewees**
- **Select Business Owner Interviewees**
- **Conduct 40 In-depth Interviews**
- **Transcribe, Code, and Analyze Interviews**
- **Assess Patterns and Practices**
- **Prepare Draft Chapter**

General Discrimination

- **Racial Stereotyping**
- **Sexual Harassment**
- **Exclusionary Networks**
- **Finance and Credit Barriers**

Barriers Created by Public Agencies

- **Bid Information Difficult to Obtain**
- **Bundled Prime Contracts**
- **Inadequate Lead Time to Bid**
- **Lowest M/WBE Bid Cancelled**
- **Excessive Monitoring**
- **Late Payments**
- **Multi-Year Contracts**

Barriers Created by Prime Contractors

- **Bids Shopped after Award**
- **Scope of Work Reduced**
- **Unauthorized Substitution**
- **Higher Performance Standards**
- **Late Payments**
- **Uncompensated Change Orders**
- **Insufficient Mobilization Notice**

Help Us Identify

	Anecdotal	Availability
Current Business Owners	✓	✓
Retired Business Owners	✓	✓
Former Business Owners	✓	✓
Utilized Subcontractors	✓	✓

Partner With Us

- **Complete the Business Survey**
- **Agree to an Anecdotal Interview**

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CONTRACTING OPPORTUNITIES

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Public Comments

Please State:

- **Your Name**
- **Your Business**
- **Organizational Affiliation**
 - **Limit Responses to Two (2) Minutes**
 - **Return Comment Card to Mason Tillman Staff**

**THANK
YOU!**