

**oakland
race &
gender
disparity
study**

Business Outreach Meeting

October 2017



WWW.OAKLANDDISPARITYSTUDY.COM

Meeting Agenda

- Disparity Study Briefing
- Contracting Opportunities
- Obtaining S/LBE Certification
- Public Comments
 - Virtual Q & A
- Networking Session



Mason Tillman Associates

Established in 1978

Public Policy Research and Marketing Professionals

Award-Winning Company



Equity Service Divisions

- Business Affirmative Action
- Corporate Communication

Disparity Study Experience

Cities - 29

States - 22

Counties - 25

Transportation
Agencies - 32

Special Districts - 26



**134 Total
Studies**



City Clients

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



Subconsultant Team

Subconsultant	Certification	Services
Craig Communications	SLBE	Anecdotal Interviews
MmM Design	VSLBE	Web and Graphic Design



Croson Standard

State/Local

*Richmond v.
Croson*

Federal

*Adarand v.
Pena*

- Compelling Interest
 - Evidence of systemic racial discrimination
- Narrowly Tailored
 - Remedy documented discrimination
- Update Periodically
 - Assess effectiveness of remedy



Croson Study Objectives

- Determine if statistical disparity exists
- Ascertain practices affecting any documented disparity
- Assess effectiveness of race- and gender-neutral programs
- Prepare a legally defensible study
- Provide detailed program recommendations
- Assist with drafting business inclusion ordinances



Study Parameters

- Study Period
 - July 1, 2011, to June 30, 2016
- Industries
 - Construction
 - Professional Services
 - Goods and Services



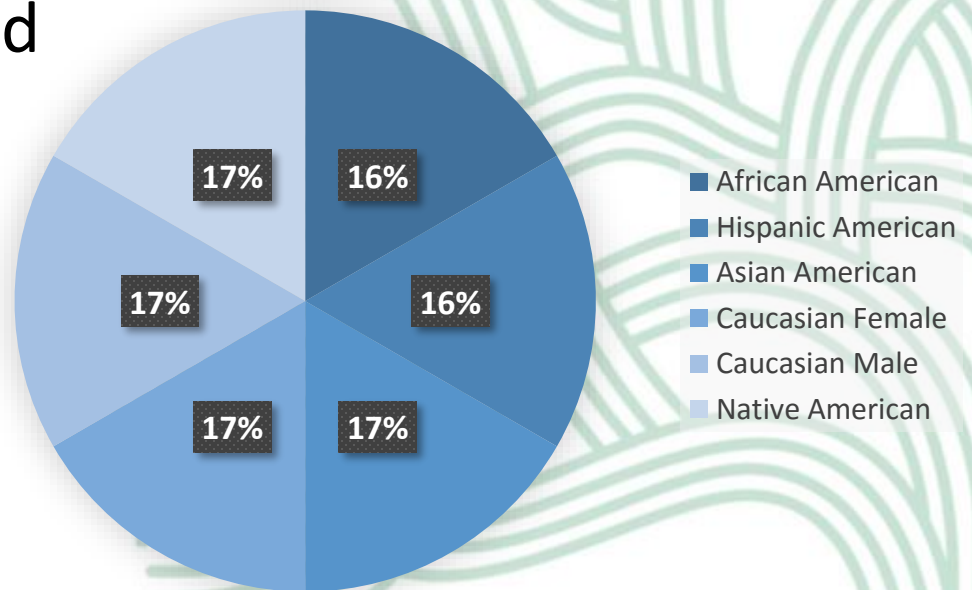
Disparity Study Elements

- Legal framework
- Procurement analysis
- Utilization analysis
 - Prime contractor
 - Subcontractor
- Market area analysis
- Availability analysis
 - Prime contractor
 - Subcontractor
- Disparity analysis
 - Prime contractor
 - Subcontractor
- Anecdotal analysis
- Recommendations
 - Race/gender-neutral
 - Race/gender-conscious
 - Administrative

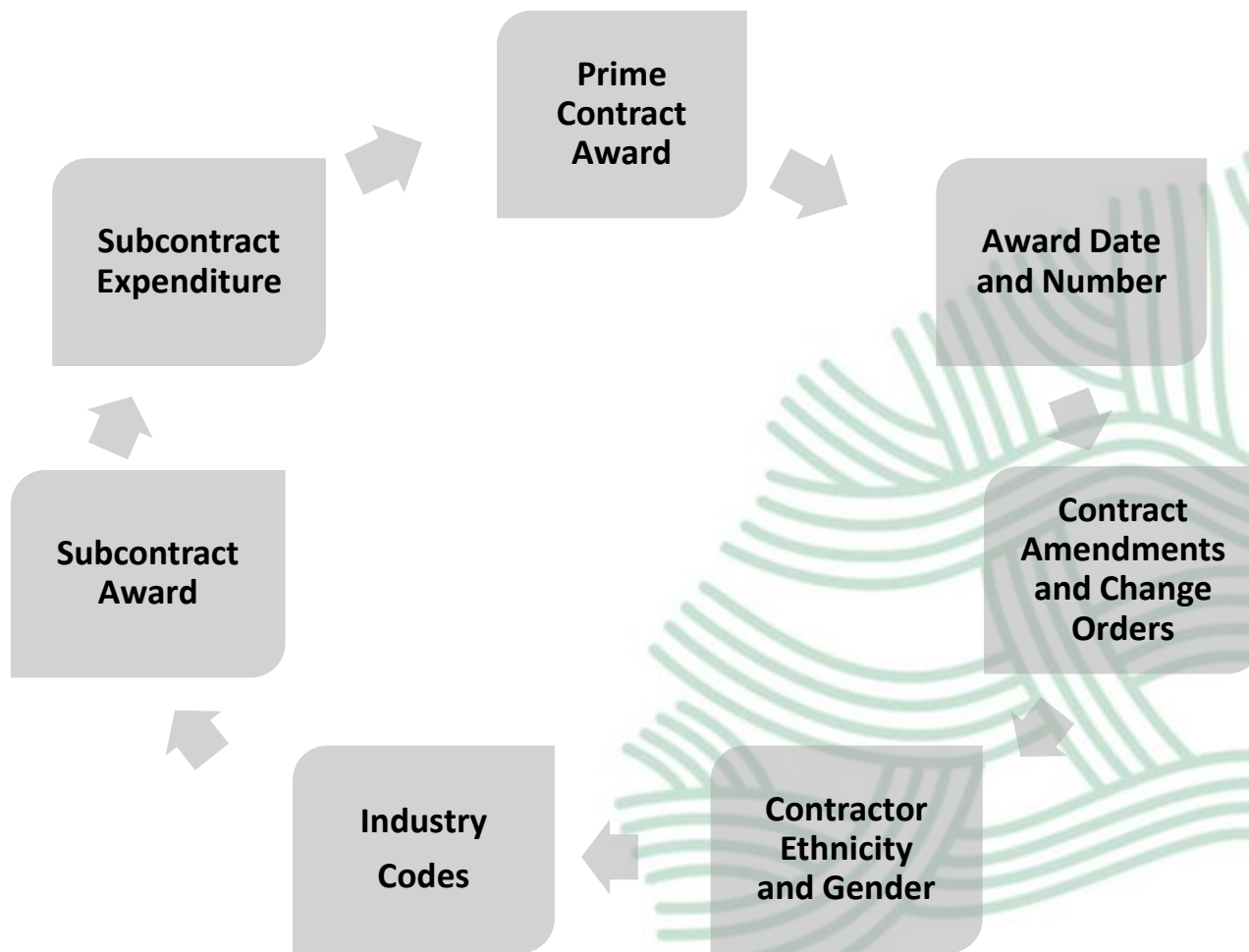


What is Utilization?

- The proportion of contracts and amount of dollars awarded during the study period
 - Prime contracts
 - Subcontracts
 - Industry
 - Ethnicity
 - Gender

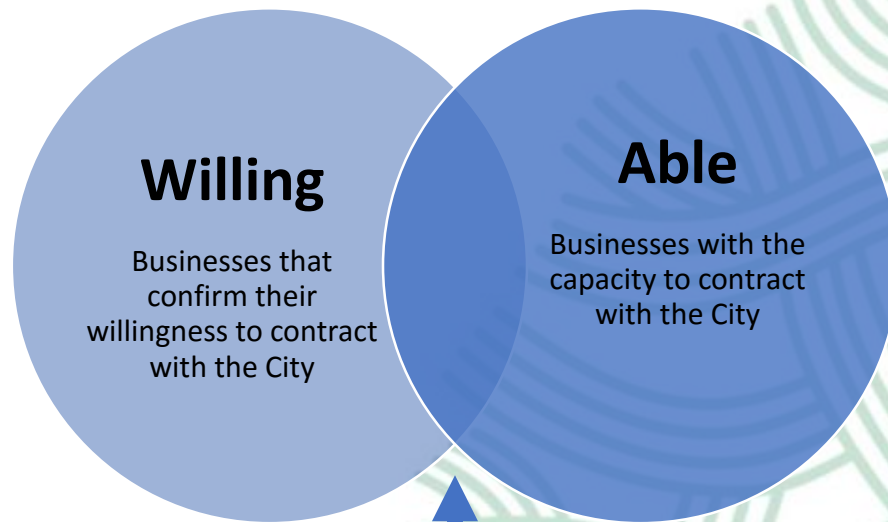


Utilization Elements



What is Availability?

- A count of willing and able businesses in the market area



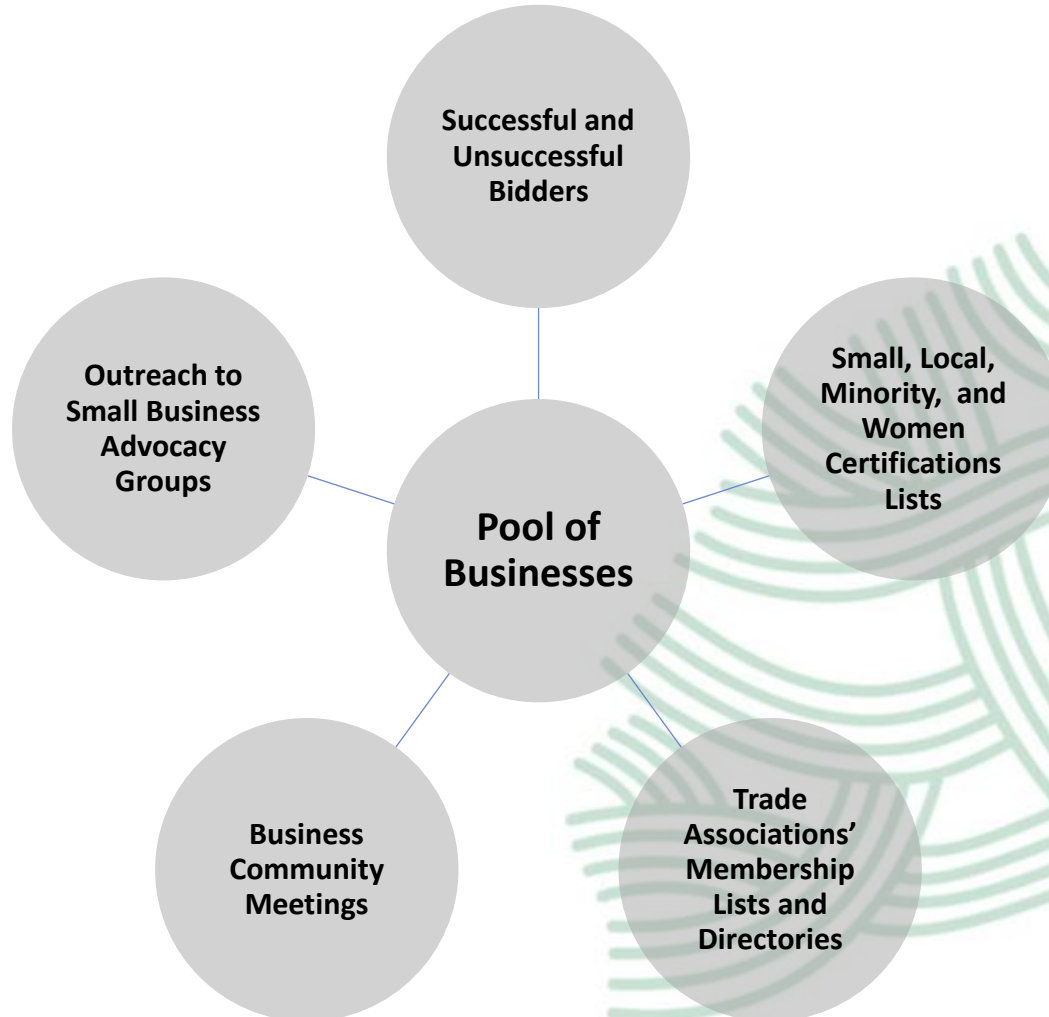
Business Size

Number of Employees	City of Oakland	Alameda County	State of California	United States
Fewer Than 5 Employees	68.34%	53.11%	56.16%	54.60%
Fewer Than 10 Employees	85.27%	71.55%	73.95%	73.30%
Fewer Than 20 Employees	92.81%	84.39%	86.22%	86.00%
More Than 100 Employees	1.05%	2.50%	2.17%	2.34%
Minority-owned Businesses	41.79%	40.70%	45.95%	28.94%
Woman-owned Businesses	35.14%	32.11%	37.43%	35.95%

Source: US Census 2013 Business Pattern; US Census 2007 Business Owner



Business Sources



What is Disparity?

- The proportion of dollars awarded is not in parity with the proportion of available M/WBE businesses
- Discrimination is inferred from statistically significant underutilization of available M/WBEs
- Required for a race-conscious business inclusion program



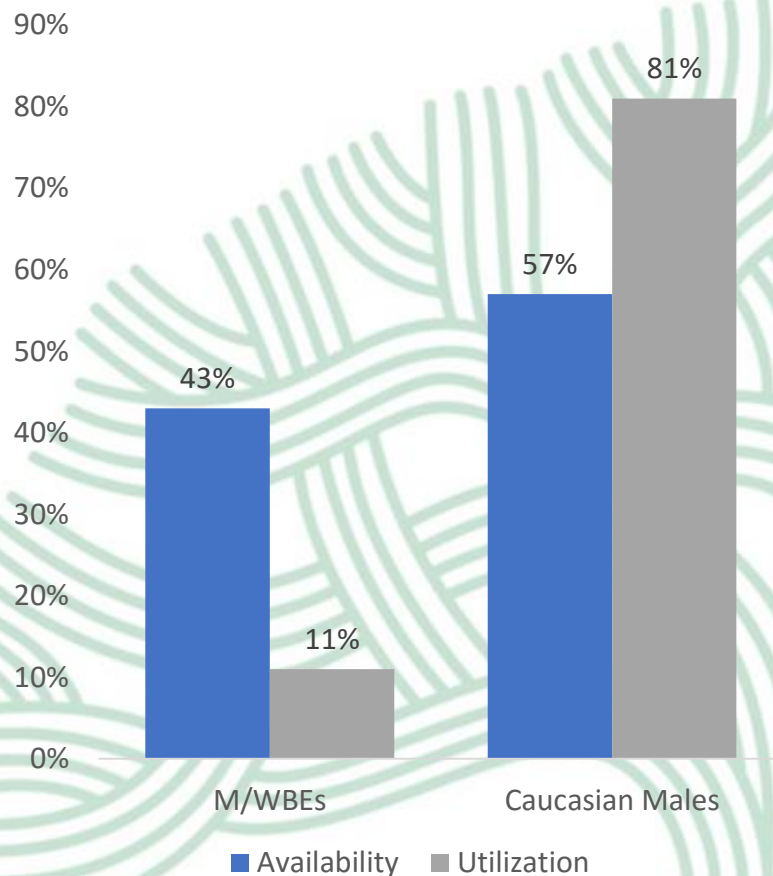
Disparity Analysis

- Calculate expected award dollars based on availability
- Divide actual dollars (**utilization**) by expected award dollars (**availability**)

$$\frac{\textit{Utilization}}{\textit{Availability}} = < 0.8$$



- Apply test of statistical significance

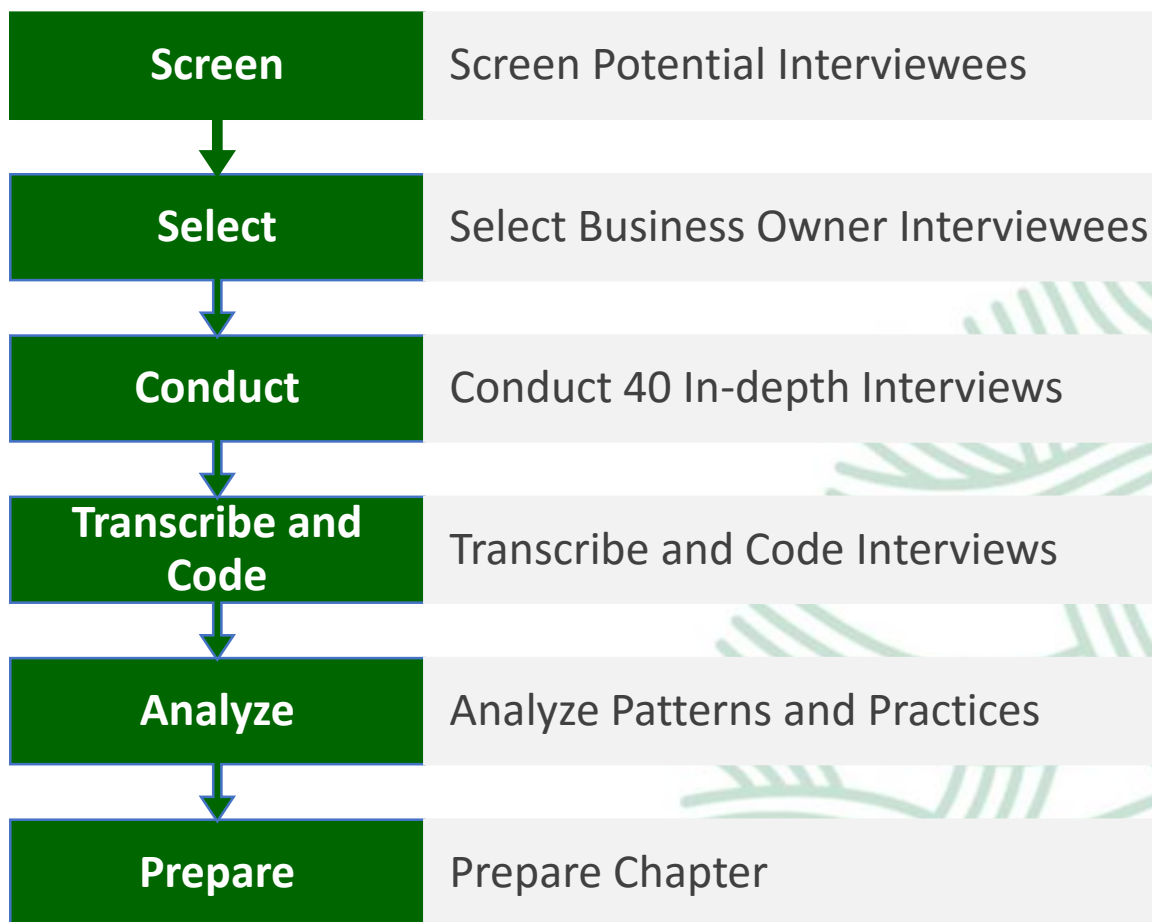


Recommendations

- Race- and gender-neutral
 - Administrative
 - Tracking and monitoring
 - Technical assistance
- Race- and gender-conscious
 - Disparity findings are ethnic and gender-specific
 - Ethnic and gender-specific goals limited to disparity findings
 - Goals defined by availability percentages



In-Depth Interview Process



General Discrimination

1

Racial
stereotyping

2

Sexual
harassment

3

Workplace
intimidation

4

Access to
capital and
financing



Government-Related Barriers

1

Bundled contracts

2

Lowest M/WBE bids cancelled

3

Excessive monitoring

4

Late payments



Prime Contractor-Related Barriers

1

Bids shopped after awards

2

Scope of work reduced

3

Unauthorized M/WBE substitution

4

Late payments



Partner With Us

- Complete the business survey
 - Online at www.oaklanddisparitystudy.com
 - Hardcopy (return to Mason Tillman staff today)
- Agree to anecdotal interview
 - Current business owners
 - Former business owners
 - Utilized contractors



Contracting Opportunities

- Danny Lau
 - Assistant Director, Oakland Public Works



Obtaining S/LBE Certification

- Deborah Barnes
 - Director, Oakland Contracts & Compliance



Questions and Comments



Contact Us

Phone (510) 835-9012

Email OaklandDisparityStudy@mtaltd.com

Online www.OaklandDisparityStudy.com



감사합니다!

cảm ơn!

**THANK
YOU**

Merci!

¡Gracias!

Спасибо!

