



2020 DISPARITY STUDY

September 2020

BBC
RESEARCH &
CONSULTING

Presented by

Dr. Sameer Bawa, BBC

Ms. Stephanie Ayers, BBC

BBC Research
& Consulting

Denver, CO

Prime Consultant

TMI
Consulting

Richmond, VA

**Diversity
Expert**

Miles
Agency

Virginia Beach, VA

**Engagement
Expert**

Exstare

Alexandria, VA

**Program
Expert**

Davis
Research

Calabasas, CA

**Survey
Expert**

Holland &
Knight

Atlanta, GA

Legal Expert



- Participation, availability, and disparities
- Analysis of marketplace conditions
- Qualitative and anecdotal information
- Policy and program recommendations
- Implementation strategies



Project management
Community engagement
Legal framework and analysis
Data assessment and collection
Relevant contracts/ market area
Availability analysis
Utilization analysis
Disparity analysis
Review of contracting and programs
Analysis of marketplace barriers
Recommendations
Reports and presentations

COMMUNITY ENGAGEMENT



Informational efforts

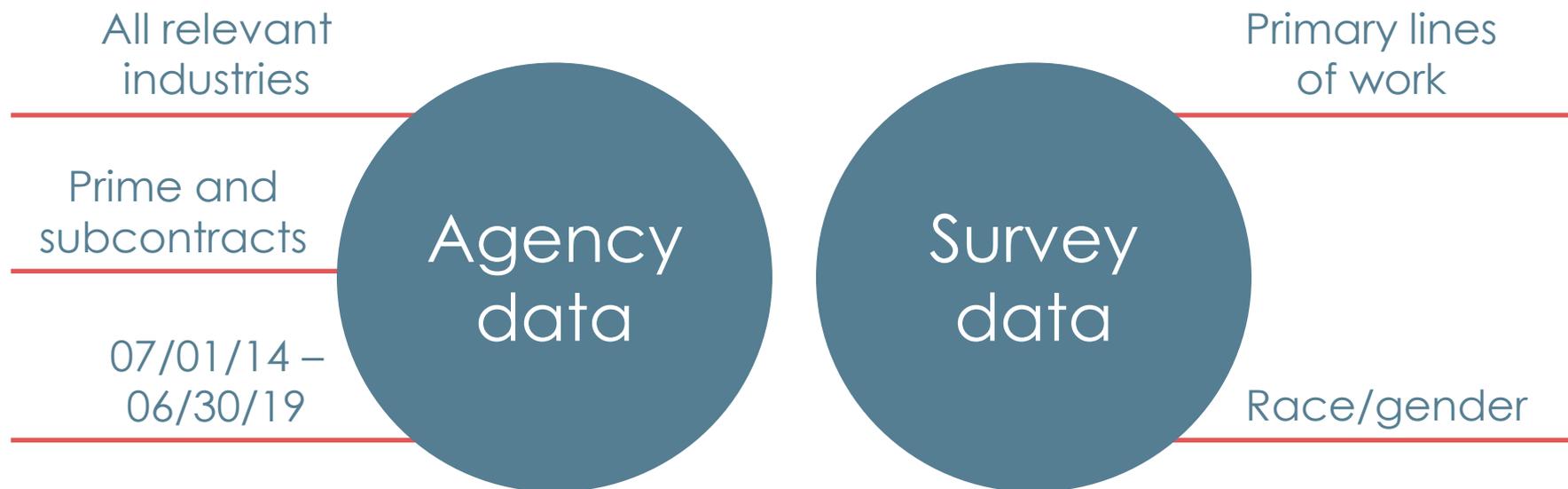
- Steering committee
- Webpage/e-mail
- Public notices



Engagement efforts

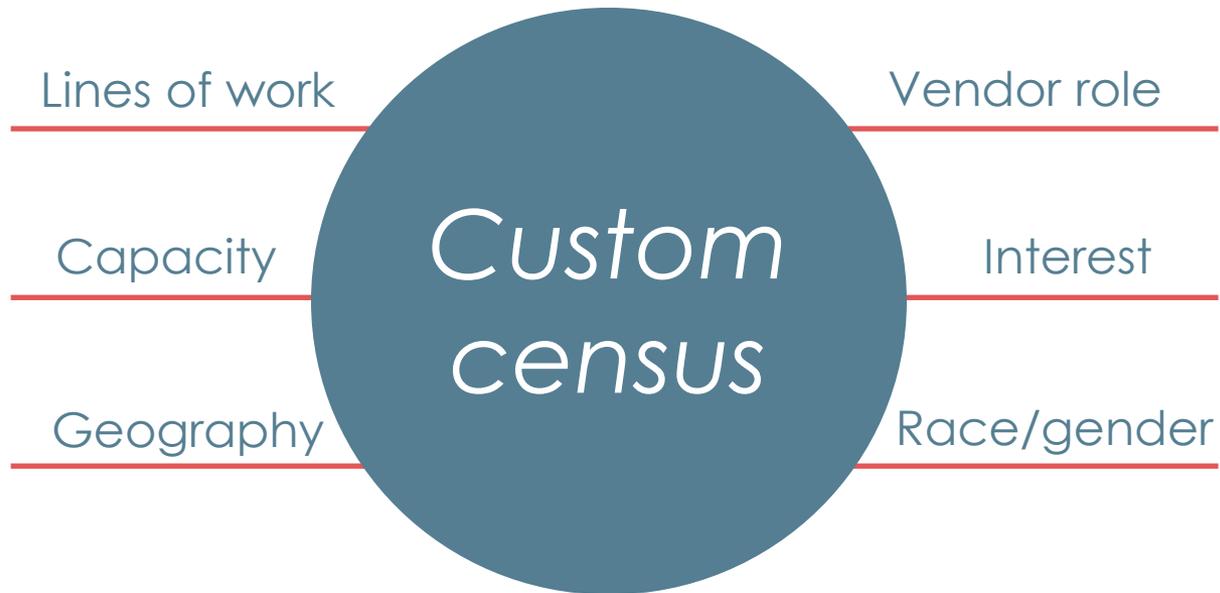
- Webinars/Public meetings
- Business surveys
- In-depth interviews
- Focus groups

UTILIZATION ANALYSIS



M/W
participation

AVAILABILITY ANALYSIS



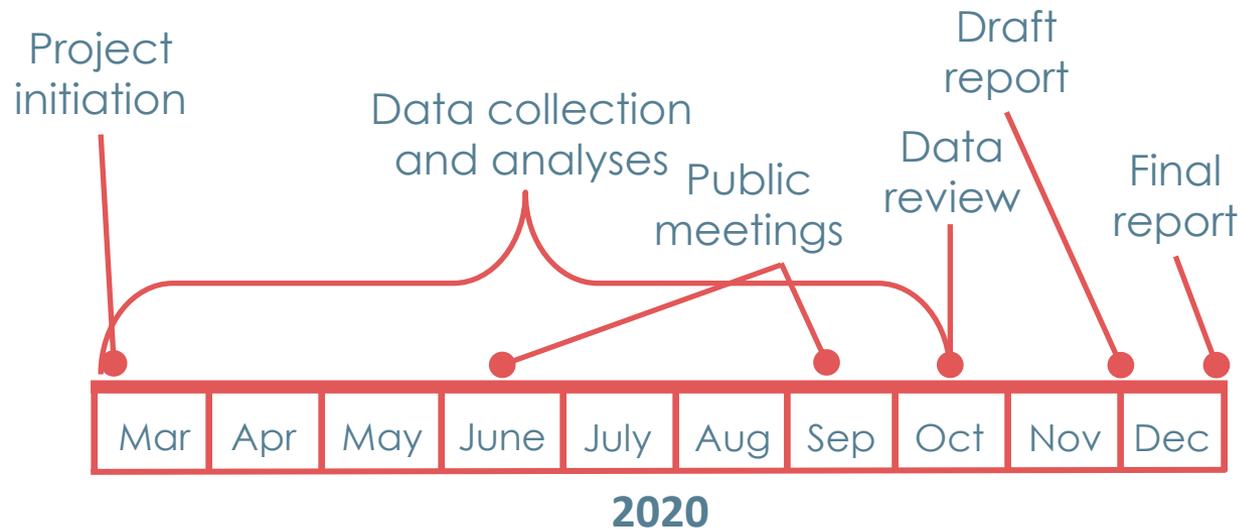
M/W
availability

DISPARITY ANALYSIS

$$\frac{\text{Dollars received}}{\text{Dollars available}} = \text{DISPARITY INDEX}$$

.80 or less = *substantial* underutilization

PROJECT SCHEDULE



QUESTIONS

TESTIMONY

Testimony related to experiences
in the local marketplace

VAdisparity@bbcresearch.com

- Experiences with discrimination
- Barriers to success
- Payment issues
- Private or public sector work
- Prime contractor or subcontractor work
- Working with state agencies