COMMUNITY MEETING AGENDA

- Introduce Study Team
- Present Legal Standard
- Describe Research Objectives
- Outline Data Collection Process
- Establish a Partnership
Mason Tillman Associates

• Established in 1978
  – Public Policy Research and Marketing Professionals

Award-Winning Company

• Equity Service Divisions
  – Business Affirmative Action
  – Corporate Communication
Disparity Studies

On Time and Within Budget

- Counties - 26
- States - 22
- Cities - 29
- Special Districts - 31
- Transportation Agencies - 24

132 Total Studies
**CROSON STANDARD**

- **State/Local**
  - *Richmond v. Croson*

- **Federal**
  - *Adarand v. Pena*

- **Compelling Purpose**
  - Evidence of Systemic Racial Discrimination

- **Narrowly Tailored**
  - Remedy Documented Discrimination

- **Update Periodically**
  - Assess Effectiveness of Remedy
**Disparity Study Components**

- Collection of Prime and Subcontracts
- Analysis of Prime Contractor and Subcontractor Utilization
- Enumeration of Willing and Able Market Area Business
- Collection of Anecdotal Accounts
- Recommendations to Eliminate Barriers to Contracting
Industry and Study Period

Fiscal Years 2009 - 2013

- Construction
- Professional Services
- Commodities
- Trade Services
Utilization Elements

Prime Contract Award

Award Date and Number

Contract Amendments and Change Orders

Contractor Ethnicity and Gender

Industry Codes

Subcontract Award

Subcontract Expenditure
**Source of Market Area Businesses**

- Small, Local, Minority, Women Certifications Lists
- Trade Associations’ Membership Lists and Directories
- Business Community Meetings
- Outreach to Market Area Businesses
- Successful and Unsuccessful Bidders
- Pool of Businesses
# Business Profile

<table>
<thead>
<tr>
<th>Businesses</th>
<th>Palm Beach County</th>
<th>State of Florida</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5 employees</td>
<td>65.84%</td>
<td>61.90%</td>
<td>54.63%</td>
</tr>
<tr>
<td>Less than 10 employees</td>
<td>80.59%</td>
<td>78.40%</td>
<td>73.50%</td>
</tr>
<tr>
<td>Less than 20 employees</td>
<td>90.03%</td>
<td>88.82%</td>
<td>86.21%</td>
</tr>
<tr>
<td>Over 100 employees</td>
<td>1.62%</td>
<td>1.93%</td>
<td>2.31%</td>
</tr>
<tr>
<td>Minority-owned Businesses</td>
<td>27.33%</td>
<td>33.84%</td>
<td>21.86%</td>
</tr>
<tr>
<td>Woman-owned Businesses</td>
<td>29.01%</td>
<td>28.92%</td>
<td>28.76%</td>
</tr>
</tbody>
</table>

Source: ReferenceUSA, U.S. Businesses; U.S. Census Bureau, 2007 Survey of Business Owners
ANECDOATAL DATA

• In-depth Interviews
  – Screen Potential Interviewees
  – Conduct 35 One-on-one Interviews with Business Owners
  – Prepare Analysis of Race and Gender neutral Recommendations
### Potential Interviewees

<table>
<thead>
<tr>
<th></th>
<th>Anecdotal</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Business Owners</strong></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Retired Business Owners</strong></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Former Business Owners</strong></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Utilized Subcontractors</strong></td>
<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

**All Businesses Active During Study Period**
**Anecdotal E-Survey**

- Designed to Supplement In-depth Interviews
- Includes Questions from Anecdotal Interview Questionnaire
- Emailed to All Available Business Owners
- Analyzed and Included in Anecdotal Chapter
**Partner With Us**

- Complete the Business Survey
- Agree to an Anecdotal Interview

<table>
<thead>
<tr>
<th>Mode</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td><a href="mailto:SWADisparityStudy@mtaltd.com">SWADisparityStudy@mtaltd.com</a></td>
</tr>
</tbody>
</table>
| Mail  | Mason Tillman Associates, Ltd.  
1999 Harrison Street, Suite 1440  
Oakland, CA 94612 |
| Call  | (510) 835-9012 |
QUESTIONS?
PUBLIC COMMENTS

• Please State
  – Your Name
  – Business Affiliation
  – Affiliated Trade Organization
THANK YOU!