



## Charlotte Business INClusion Disparity Study Update

February 28, 2022

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### OBJECTIVES

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- ANSWER THE QUESTION OF WHAT IS A DISPARITY STUDY
- ILLUSTRATE CHARLOTTE'S HISTORY OF INCLUSION PROGRAMS
- GIVE OVERVIEW OF THE CURRENT CHARLOTTE BUSINESS INCLUSION PROGRAM
- PROVIDE SCHEDULE FOR UPCOMING 2022 DISPARITY STUDY

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## ANSWER THE QUESTION OF WHAT IS A DISPARITY STUDY

- What is a disparity study?
  - A determination of whether disparity exists between the number of minority-owned business enterprises (MBEs) and/or women-owned business enterprises (WBEs) available to perform on city contracts and the city's utilization of these firms. (Availability/Utilization)
  - A determination of the extent to which any disparity is attributable to discrimination.

## ANSWER THE QUESTION OF WHAT IS A DISPARITY STUDY

- Why should the City conduct a disparity study?
  - Offers an objective analysis of contracting practices over a five year period.
  - Ensures a thorough approach to understanding and addressing disparities that exist.
  - Provides a legal justification for race-conscious and gender-conscious goal setting if disparity is shown in specific areas of contracting.

## CHARLOTTE'S HISTORY OF INCLUSION PROGRAMS

### **Minority & Women Business Development Program (1981 - 2002)**

- Race-conscious and gender-conscious goals were utilized on city contracts.
- Program challenged in 2002 and it resulted in the dismantling of program due to outdated disparity study.
- A Disparity Study was completed in December 2003.

### **Small Business Opportunity Program (2003 - 2013)**

- Race-neutral and gender-neutral goals were utilized on city contracts.
- New program name adopted.
- A Disparity Study Update was completed in September 2011.

## CHARLOTTE'S HISTORY OF INCLUSION PROGRAMS

### **Charlotte Business INClusion Program (2013 - 2017)**

- Race-conscious and gender-conscious goals added.
- New program name adopted.
- A Disparity Study was completed in 2017.

### **Charlotte Business INClusion Program (2018 - 2023)**

- Race-conscious and gender-conscious goals were extended by five years.
- Amendments to the program policy were approved.
- A Disparity Study will be completed in 2022.

## OVERVIEW OF CHARLOTTE BUSINESS INCLUSION PROGRAM

- One component of a larger development and growth strategy for small, minority, and women business enterprises.
- Program Functions include:
  - Administers certification process to Small Business Enterprises (SBE) and Minority Women Business Enterprise (MWBE) firms located within the 13 county Charlotte Combined Statistical Area (CSA). MWBEs must be registered with the NC Office for Historically Underutilized Businesses (NCHUB).

## OVERVIEW OF CHARLOTTE BUSINESS INCLUSION PROGRAM

- Establishes, recommends, and monitors MWSBE contracting goals and commitments.
- Oversees Charlotte Business INclusion policy and procedural compliance.
- Conducts outreach, training, and advocacy to encourage great participation in contracting opportunities.
- Partners with Economic Development in small business growth and development, capacity building, entrepreneurship, and access to financial resources.

## SCHEDULE FOR UPCOMING 2022 DISPARITY STUDY CYCLE

### **PHASE I (2022)**

- **May 2** – Council Committee receives presentation of Disparity Study Report and Executive Summary.
- **May 9** – Full Council receives presentation of Disparity Study Report and Executive Summary.
- **May 11** – Council’s Charlotte Business INClusion Advisory Committee receives presentation of Disparity Study Report and Executive Summary.
- **May 23** – Full Council to vote on adoption of the 2022 Disparity Study.

## SCHEDULE FOR UPCOMING 2022 DISPARITY STUDY CYCLE

### **PHASE II (2022 – 2023)**

- **June through November 2022** – Staff, the Charlotte Business INClusion Advisory Committee, and the Council Committee will review and recommend changes to the policy and procedures.
- **December 2022** – Full Council receives all recommended changes to the policy and procedures and votes on those recommended changes.
- **January 2023** – Staff implements communications and marketing plan to implement 2022 Disparity Study.

## QUESTIONS & ANSWERS

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QUESTIONS/COMMENTS?

