

CITY OF DURHAM, NC  
2014 Disparity Study



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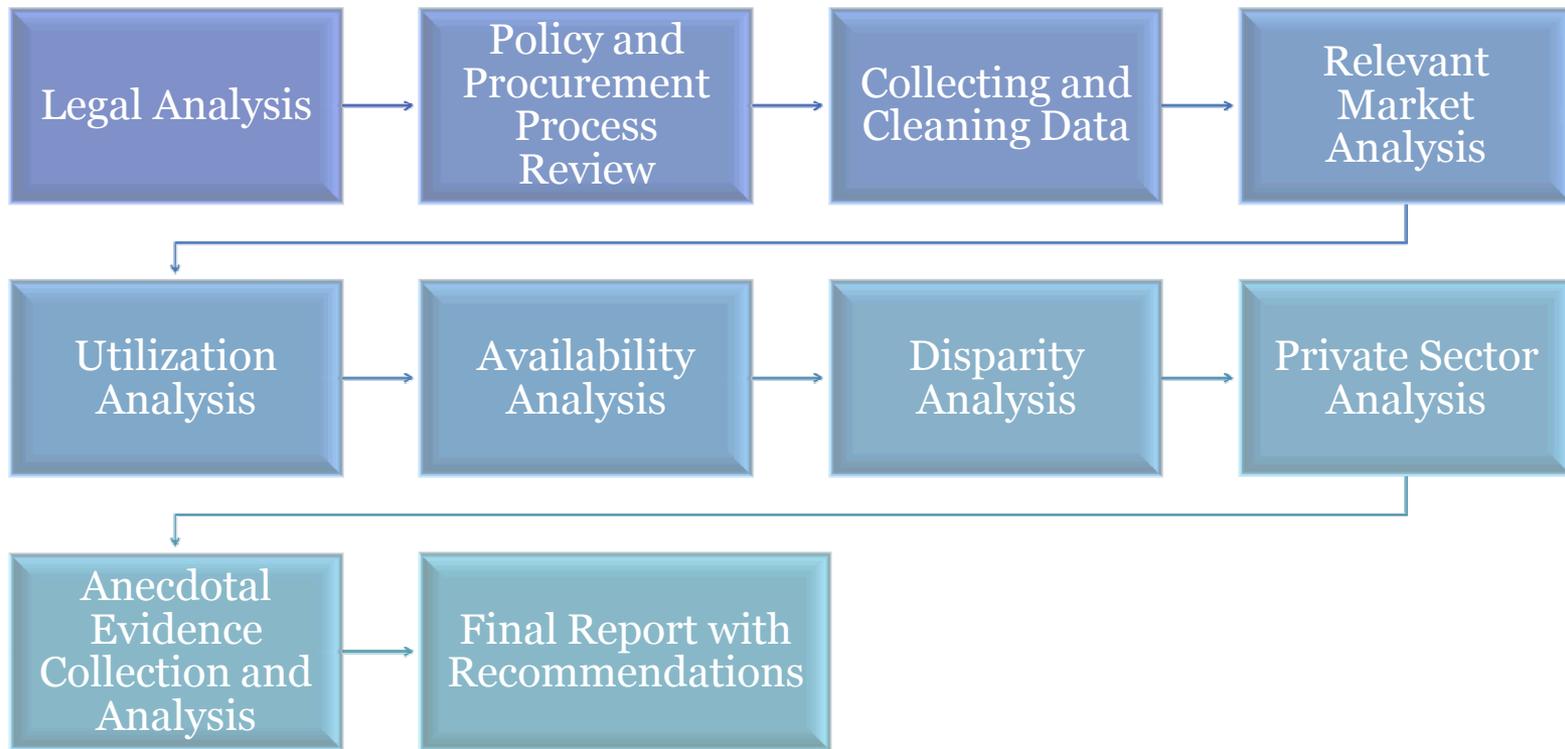


# STUDY TEAM

- **Dr. Gregory Price, Senior Economist**
- **Ken Weeden & Assoc., Anecdotal Interviews**
- **Gaither & Co, Data Entry Supervision**
- **Oppenheim Research, Inc., Telephone Survey**
- **Monarch Services, Data Entry**



# TECHNICAL APPROACH



# UNDERUTILIZATION IN PRIME CONTRACTING

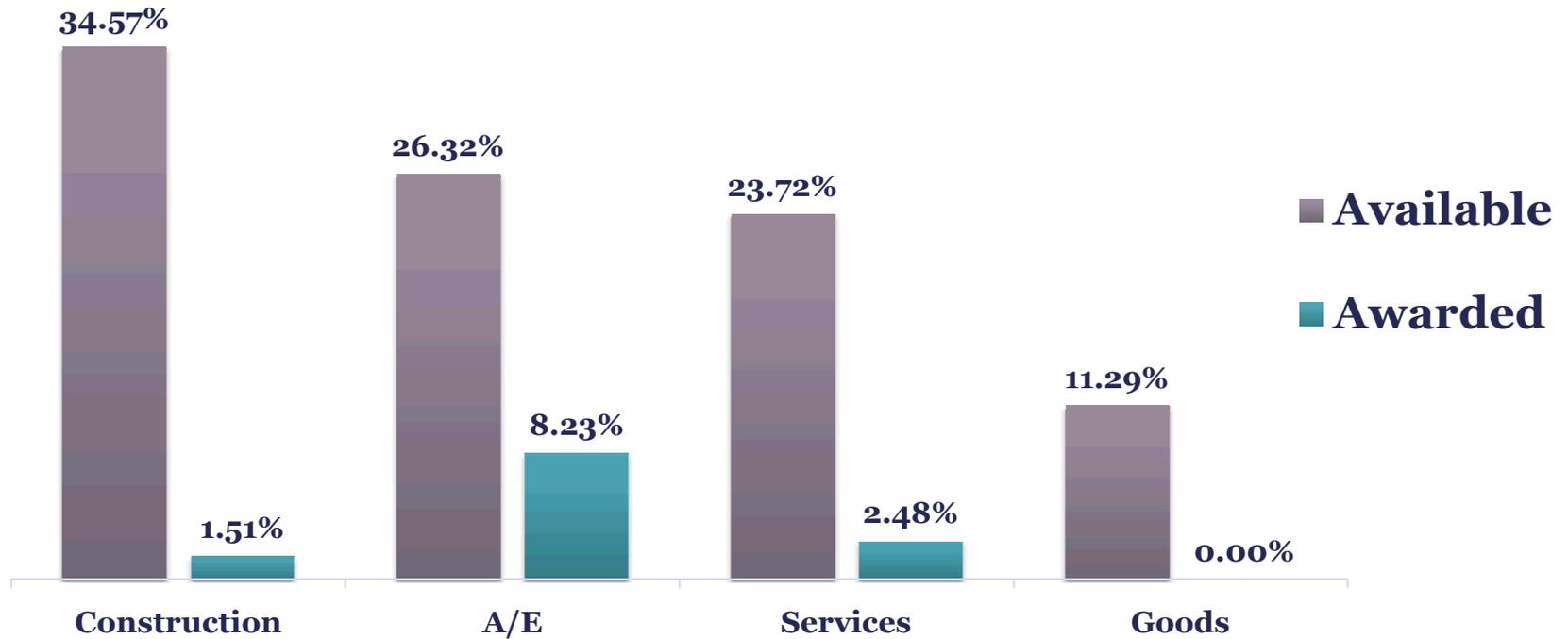
|                          | <b>Construction</b> | <b>A/E</b> | <b>Services</b> | <b>Goods</b> |
|--------------------------|---------------------|------------|-----------------|--------------|
| <b>Black American</b>    | ●                   | ●          | ●               | ●            |
| <b>Asian American</b>    | ●                   | ●          | ●               | ●            |
| <b>Hispanic American</b> | ●                   | ●          | ●               | ●            |
| <b>American Indian</b>   | ●                   | ●          | ●               | ●            |
| <b>White Female</b>      | ●                   | ●          | ●               | ●            |



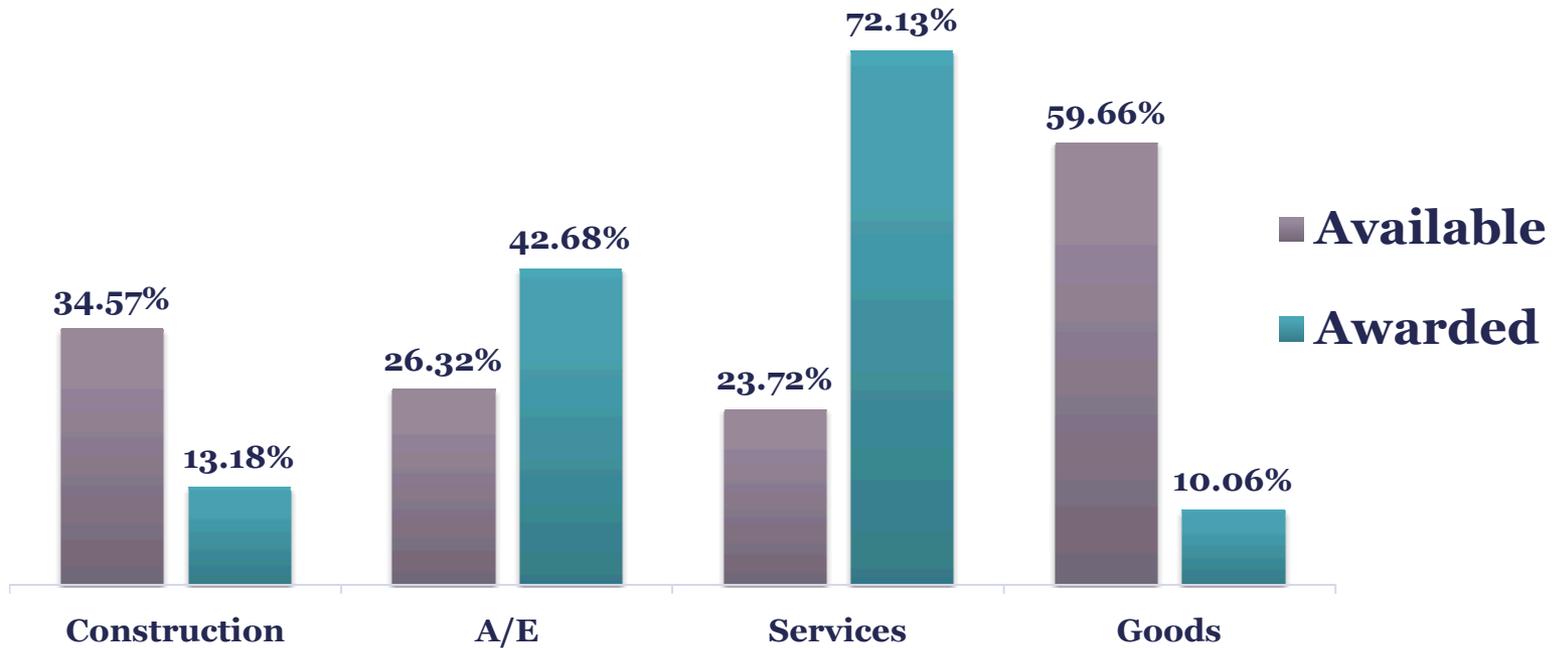
# UNDERUTILIZATION IN SUBCONTRACTING

|                          | <b>Construction</b> | <b>A/E</b> | <b>Services</b> | <b>Goods</b> |
|--------------------------|---------------------|------------|-----------------|--------------|
| <b>Black American</b>    | ●                   |            |                 |              |
| <b>Asian American</b>    | ●                   | ●          | ●               | ●            |
| <b>Hispanic American</b> | ●                   | ●          | ●               | ●            |
| <b>American Indian</b>   | ●                   | ●          | ●               | ●            |
| <b>White Female</b>      | ●                   |            |                 | ●            |

# MINORITY AND WOMEN OWNED BUSINESS AVAILABILITY VS. AWARDS (PRIME)



# MINORITY AND WOMEN OWNED BUSINESS AVAILABILITY VS. AWARDS (SUB)



# REGRESSION ANALYSIS

## M/WBE FIRMS

are **MORE LIKELY** to need start-up and expansion financing and are **LESS LIKELY** to utilize bank loans, home equity, and venture capital

And

**DISPARITIES** can reasonably be explained by race, ethnicity and gender as a factor in their exclusion from private markets



# ANECDOTAL EVIDENCE

**PUBLIC HEARING**

**CASE STUDY**

**INDIVIDUAL INTERVIEWS**

**PURCHASING PRACTICES REVIEW**

**EMAIL COMMENTS**

**TELEPHONE SURVEY**

- ✓ **Good old Boy Network**
- ✓ **Needs to be more focus on helping firms go from sub to prime**
- ✓ **Projects are too large, could break them down**
- ✓ **MWBE do not win without programs**
- ✓ **WBE fraud is a major problem**

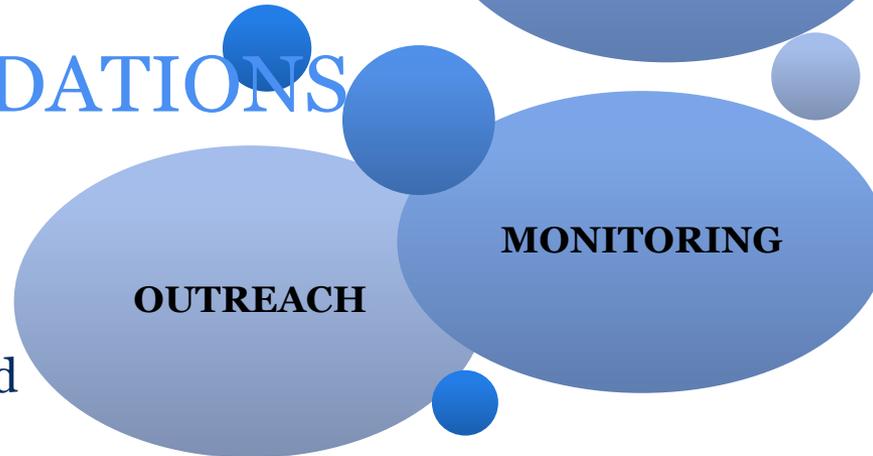


- Commercial Anti-Discrimination Rules



- Joint Ventures/Teams
- Contract Sizing
- Mentor-Protégé Program
- Bonding Assistance

# RECOMMENDATIONS



- Performance Reviews
- Debriefings
- Balance Scorecard
- More Resources

- Asian American, American Indian, and Hispanic American goals and outreach
- MWBE Website Features
- Contractor Training



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