

MWBE | Minority/Women
Business Enterprise
of Guilford County

DISPARITY STUDY OVERVIEW

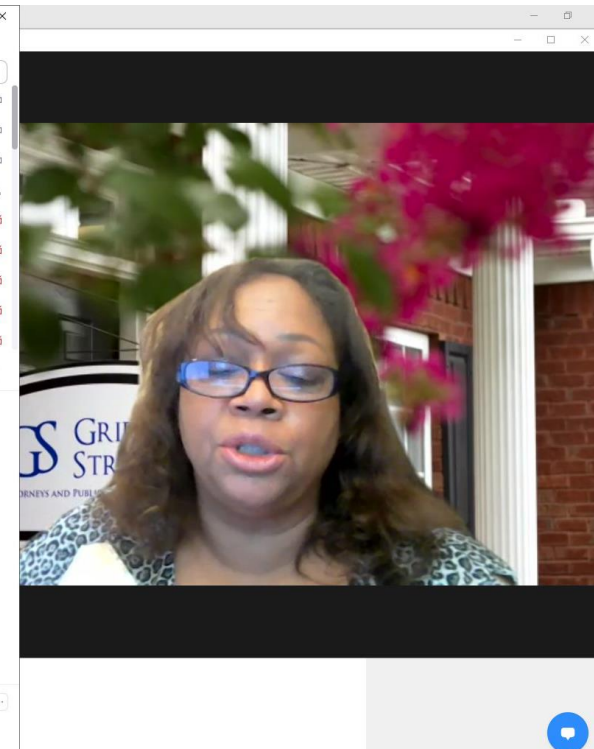
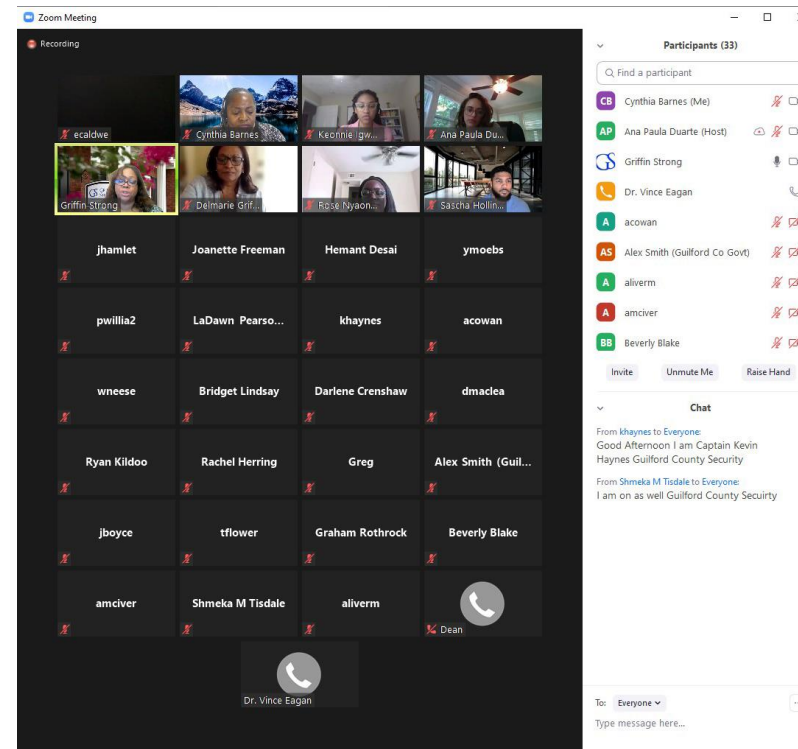


The Disparity Study Process




Disparity Study Kick-Offs

- ▶ Disparity Study Kick-off w/ County staff convened 5/4/21
- ▶ Disparity Study webpage development initiated
- ▶ Data requests received
 - *Data collection & review in progress*
 - *Data submission to Griffin & Strong 7/15/21*
- ▶ Policy Review interviews underway
- ▶ Legal Analysis – Draft review in progress



Disparity Study Kick-Offs

- ▶ Public Informational Meeting
 - *To provide general overview of what a disparity study is; how to participate in Guilford County's study & expectations and goals*
- ▶ Notifications sent out by Griffin & Strong
 - *MWBE office provided data list of vendors, contractors, suppliers & service providers to Griffin Strong*
- ▶ Notices posted to County's web & social media platforms



GUILFORD COUNTY INVITES YOU TO THE 2022 DISPARITY STUDY INFORMATIONAL MEETING

Guilford County has partnered with Griffin and Strong, P.C. (GSPC) to complete a Disparity Study to determine whether all qualified firms have the maximum opportunity to compete for and participate in Guilford County procurement of prime contracts and subcontracts.


Guilford County and GSPC will kickoff the Study with an informational meeting.

This meeting will provide the community the opportunity to ask questions, learn about the Study and discuss how to participate.

**JUNE 23, 2021
5:00-6:30 PM
Register here**

GRIFFIN & STRONG

guilforddisparitystudy.com • guilfordcountystudy@gspclaw.com • 678.364.2962 ext. 111



EL CONDADO DE GUILFORD TE INVITA A PARTICIPAR EN UNA REUNIÓN INFORMATIVA VIRTUAL PARA APRENDER MAS SOBRE EL ESTUDIO DE DISPARIDAD DEL 2022.

El Condado de Guilford se ha asociado con Griffin and Strong P.C. para hacer un estudio de disparidad para poder determinar si todas las empresas calificadas pueden tener una oportunidad para competir y participar en las prácticas de contratación del Condado de Guilford.

El Condado de Guilford y GSPC (por sus siglas en Ingles) empezaran el estudio con una junta informativa para la comunidad.

Esta junta dará a la comunidad una oportunidad para aprender sobre el estudio, y para hacer preguntas y discutir las diferentes maneras en que pueden participar.

**23 DE JUNIO DEL 2021 5:00-6:30 PM
Regístrese aquí**

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Disparity Study Kick-Offs

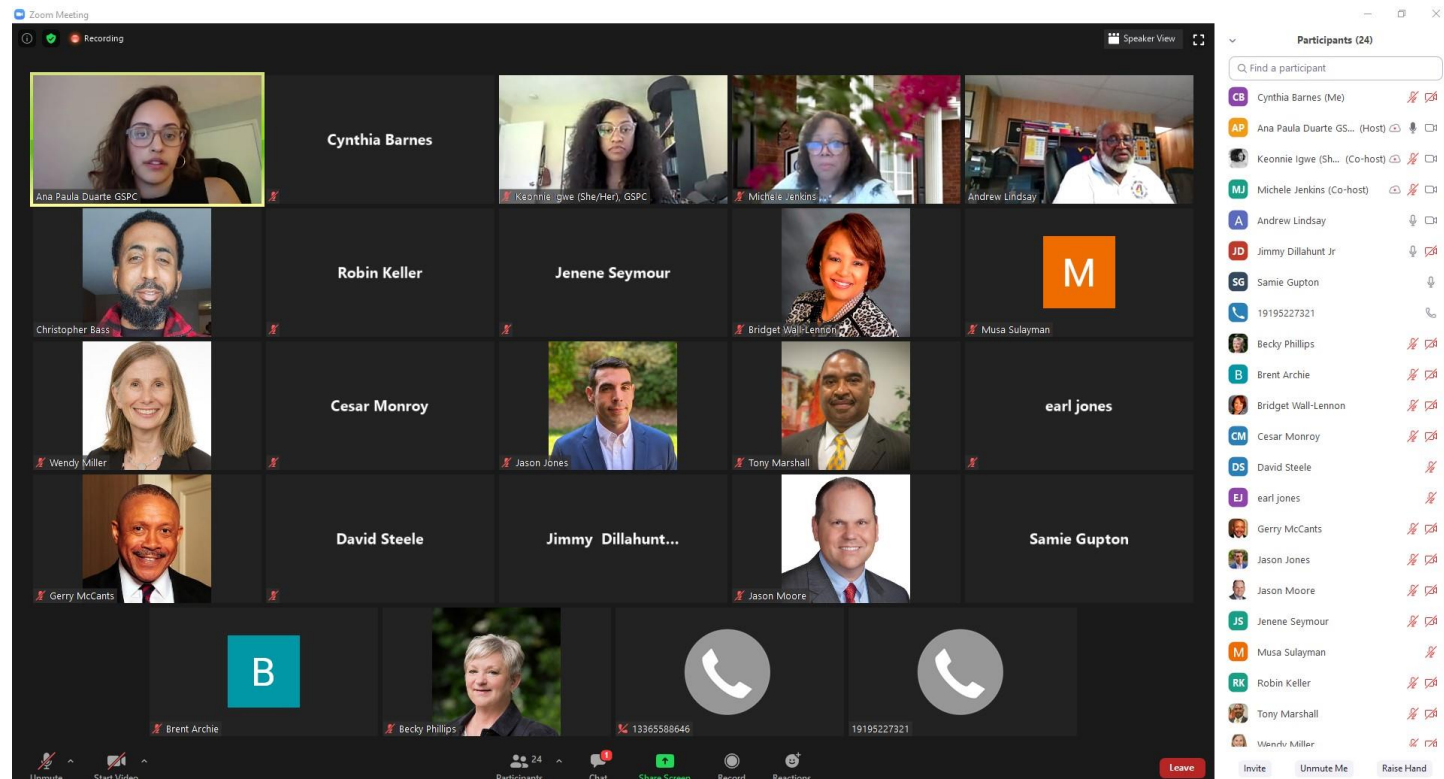
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Disparity Study Kick-Offs

► Public Informational Meeting

- *Convened 6/23/21*
- *Virtual session*
- *25-30 participants attended*



Disparity Study Web Page



GS GRIFFIN & STRONG P.C.
ATTORNEYS AND PUBLIC POLICY CONSULTANTS

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2022 Guilford County Disparity Study

The Guilford County has engaged Griffin & Strong, P.C (GSPC) to conduct a Disparity Study ("Study"). The purpose of this study is to determine the effectiveness of the current program and recommend changes if necessary, that are in compliance with the law and can address any identified underutilization and reduce any barriers that adversely affect the contact participation of MWBE firms. GSPC will be conducting surveys, public hearings, webinars and other public engagement meetings. If your firm is contacted to provide input, we thank you for your participation. You may also email us any comments or questions at GuilfordStudy@gspclaw.com

Project ARC

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Spring, 2021

Data Assessment

Legal Review

Informational
Meetings

Launch Website

Summer, 2021

Policies and
Procedures
Review

Data Collection

Fall, 2021

Survey of
Business Owners

Preparation of
Databases

Winter, 2021

Anecdotal
Evidence

Private Sector
Analysis

Statistical
Disparity Analysis

Winter/Spring 2022

Study Findings &
Recommendations

Draft Study
Report/Final Study
Report and
Presentation

Community Engagement & Anecdotal Evidence



Informational Meetings



Anecdotal Interviews



Survey of Business Owners



Public Hearings



Focus Groups



Business Civic and Trade
Organization Meetings



Email/Social Media Comments



Disparity Study Update Schedule:

► Next Quarter Activity:

- *Continue data & policy analyses*
- *Mass Notifications for public involvement & inclusion*
 - *Social media notices*
 - *Email distributions*
 - *Print & PSA notices*
- *Public Hearings & information collection & analyses*
 - *Online Surveys – Business Owners*
 - *Anecdotal Interviews & Focus Groups*
 - *Public Meetings*
- *Review of Legal Analysis chapter draft by County staff*

► Report Update Schedule:

- *Oct / Nov 2021 – Preliminary Findings & assessment overview (By Griffin & Strong Team)*
- *Jan – Feb 2022 – Activity Update (By MWBE Office Staff)*
- *Apr – May 2022 – Findings & Recommendations Presentation (By Griffin & Strong Team)*