



# Loudoun County Disparity Study Public Information Session

# Agenda



Welcome



Meet the Study Team



Meeting Purpose



Disparity Study Overview



Open Discussion



Q&A

# Study Team

# Loudoun County Project Staff



## **Cheryl Middleton**

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# Trusted Advisors for Disparity and Economic Mobility Solutions

We are respected and experienced leaders in management consulting who equip our clients with innovative solutions so they can better serve their agency, interested parties, and community.

**30,000+**

projects

**250+**

Legally-defensible  
Disparity Studies  
completed

**50+**

years of service

## Our Disparity and Economic Mobility Solutions

### Availability and Disparity Studies

All our prior completed disparity studies have withstood legal challenges because MGT's utilization methodology and data collection processes are best-in-class and holistic. We believe equity is foundational to our solutions to advance marginalized communities.

### Workforce Analysis

Partnering with cities, counties, and state agencies to establish the structure, operations, and systems to support workforce and economic inclusion is part of our storied 50-year history. Our findings are actionable and result in remedies that are consistent with court/legal rulings and establish economic equity.

# Project Partner



## **SkyBase7**

**Susan Barnham CEO**

*Conducting both the Custom Census Survey for availability and the Vendor Survey for qualitative data collection.*

# Meeting Purpose and Disparity Study Overview

# Meeting Purpose



■ MGT is conducting a disparity study on behalf of the County to determine the effects of race, ethnicity, and gender on a firms' ability to do business in the County marketplace (both public and private sectors), acquire capital (loans and bonding), and win contracts in the region. This study focuses on small businesses and businesses owned by minorities, women, veterans, and service-disabled veterans who conduct business within the County marketplace.

- The goals of this meeting are to:
1. Provide details about the study and its associated tasks
  2. Explain how you can get involved in the study
  3. Collect your experiences related to working or attempting to work on the County contracts or in the region, including whether you have faced any discriminatory obstacles or treatment.



# Disparity Study Overview



## What is a Disparity Study:

- ◆ Disparity studies are designed to identify whether, or not, there is disparity between the utilization and availability of firms in a marketplace.
- ◆ Disparity studies assess the procurement activities of a public sector entity and analyze their spending as it pertains to minorities, women, veterans, and service-disabled veterans, and non-minority-owned firms.
- ◆ Disparity studies are used to improve the lives and economic outcomes of communities that have been historically marginalized through the implementation of recommendations.



## What a Disparity Study is Not:

- ◆ A disparity study is not a “cure all.” Nor is it a mechanism for illegal “set-asides.” A disparity study is only good if the recommendations are implemented.



# Disparity Study Research Questions



- What are the current policies and practices for procurement?
- What do the County contracting records show to be the utilization of firms?
- What is the availability of firms in the County relevant markets to perform on contracts or provide goods?
- Is there a disparity between the utilization of firms and their availability in the County markets? If so, is this disparity significant?
- What are the experiences of small, minority, women, veteran, and service-disabled veteran firms in working or attempting to work on public and private contracting opportunities?

# Disparity Study Framework



## Quantitative



County spend data analysis (i.e. utilization) and marketplace availability analysis

## Qualitative



Surveys, interviews, and public information sessions to capture business owner experiences

## Market Analysis



Market conditions, U.S. Census data, and “but for” analysis

# Business Community Engagement



Qualitative data collection will include research to determine barriers that impact available firms' ability to do business with the County and in the marketplace.

MGT will take a deeper dive into whether race, ethnicity, or gender are contributing factors to such barriers.

## Engagement methods:

- ▶ 1:1 discussions with area businesses
- ▶ 1:1 discussions with professional organizations
- ▶ Online and telephone surveys
- ▶ Disparity study website
  - ▶ [www.LoudounCountyDisparityStudy.com](http://www.LoudounCountyDisparityStudy.com)
- ▶ Dedicated email address
  - ▶ [LoudodunCountydisparitystudy@mgt.us](mailto:LoudodunCountydisparitystudy@mgt.us)



# Open Discussion

# Discussion Prompt



**We want to hear from you! Input from business owners, prime contractors, service providers, vendors, and subcontractors about their experiences doing business with or attempting to do business with the County.**

- Comments limited to 3-5 minutes
- State and spell your name
- State the name of your firm
- State how long you've been in business
- State your firm's primary line of business
- State your firm's primary industry

## **Give the nature of your comment/feedback:**

- Describe your experience(s) doing business or attempting to do business with the County as a prime or subcontractor.
- Do you feel like your experience(s) were based on race, gender, etc.?
- Can you provide specific details: businesses or entities involved, date, location, or other specifics?
- If you cannot provide them now, would you be willing to provide them to our team at a later date?

# Sign Up for an In-Depth Interview



[bit.ly/4cM55YJ](https://bit.ly/4cM55YJ)

**MGT**

Thank you