



GEORGIA DEPARTMENT OF  
TRANSPORTATION

2015 Disparity Study



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# INTRODUCTION TO GRIFFIN & STRONG, P.C.

- GSPC is a **law firm** that understands the requirements for a legally defensible study. We also keep a tight chain of evidence.
- Each project is managed under PMI standards for project management.
- No study is ever cookie-cut. Each study is focused on the unique needs of GDOT.
- We do the work! We do not cut corners in data collection, assessment or analysis.
- GSPC's processes are transparent
- High level of anecdotal analysis and community engagement.

**No study conducted by Griffin & Strong, P.C. has ever been challenged or overturned in court**

# STRONG MANAGEMENT TEAM

**Lead by Rodney K. Strong – CEO of GSPC  
Project Executive**



- Former Director of Contract Compliance for the City of Atlanta, GA
- Nationally recognized expert in area of disparity research & supplier diversity program development.
- Project Manager for the first major post-Croson disparity study
- Principal architect of the City of Atlanta's EBO Program, which became the national model for post-Croson MBE programs
- Invited to testify before the U.S. Senate Committee on Small Business & Entrepreneurship



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## SCOPE OF STUDY

- **Scope Statement:** The purpose of the disparity study is to examine the extent of participation of minority and women owned businesses (“MWBEs”) in GDOT’s DBE Program (federal contacts only) to determine if there is a disparity between the number of MWBEs that are “ready, willing, and able” as vendors in 1) Construction 2) Professional Services 3) Manufacturing/Suppliers and the dollars spent by GDOT with those MWBEs.
- **Study Period:** FY2012-2014
- **Prime and Subcontractor Analysis**



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# LEGAL ANALYSIS

- Historical Overview
- Case law Developments
  - Eleventh Circuit Court
  - Methodology
  - Recent Cases
- Impact of 49 CFR 26



# DETERMINING DISPARATE IMPACT



- Relevant Market
- Availability Estimates
- Utilization
- Disparity Indices
- Statistical Significance
- Regression Analysis

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# DATA IS KEY

## Good & Useable Data

- Sample and verify data
- Relate data and build data files
- Maintain a chain of evidence
- Full disclosure of processes
- Best practices



# PURCHASING PRACTICES

- Are there any barriers in the current policies that would prevent full participation by MWBEs?
- Is there a clear understanding by procurement personnel of policies related to DBE participation
- How do practices differ from policy with regard to the DBE Program?





# ANECDOTAL EVIDENCE

- Informational Meetings
- Anecdotal Interviews
- Telephone Surveys
- Focus Groups
- Public Hearings



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# FOCUSED OUTREACH

- Well-planned communications strategy
  - Website
  - Social Media
  - E-mail Outreach
  - Intranet
- Stakeholder and community outreach





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