

**BBC**  
RESEARCH &  
CONSULTING

Presented by

Kevin Williams, BBC Managing Director

**NORTH COUNTY  
TRANSIT DISTRICT**

**SANDAG**

2019 SANDAG AND NCTD  
DISPARITY STUDY

April 2019

# BBC Research & Consulting

Denver, CO

**Prime Consultant**

Action  
Research

Oceanside, CA

**Anecdotal  
Expert**

PDA  
Consulting

Inglewood, CA

**Program Expert**

Customer  
Research Int.

San Marcos, Texas

**Survey  
Expert**

Holland &  
Knight

Atlanta, GA

**Legal  
Expert**

# STUDY OBJECTIVES

Do M/Ws face  
barriers in SANDAG  
and NCTD  
contracts?

- M/W participation
- Market conditions
- Contracting policies
- Program guidance
- Legal compliance

# COMMUNITY ENGAGEMENT



## Informational efforts

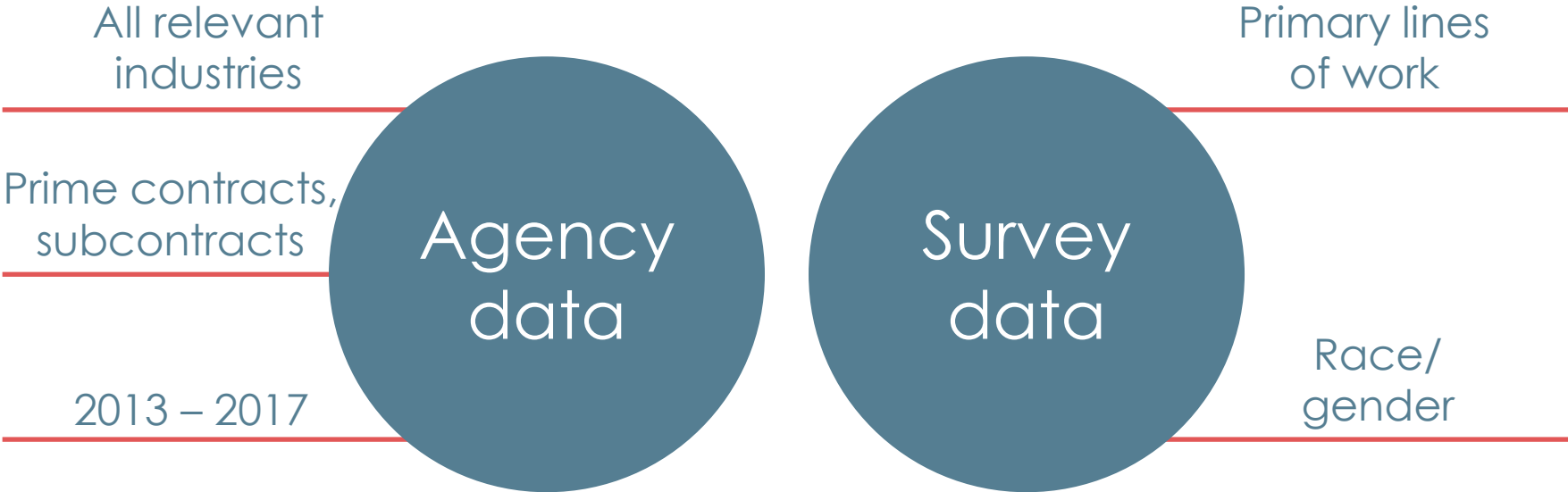
- Public meetings
- Outreach to organizations
- Webpage/e-mail
- Public notices



## Engagement efforts

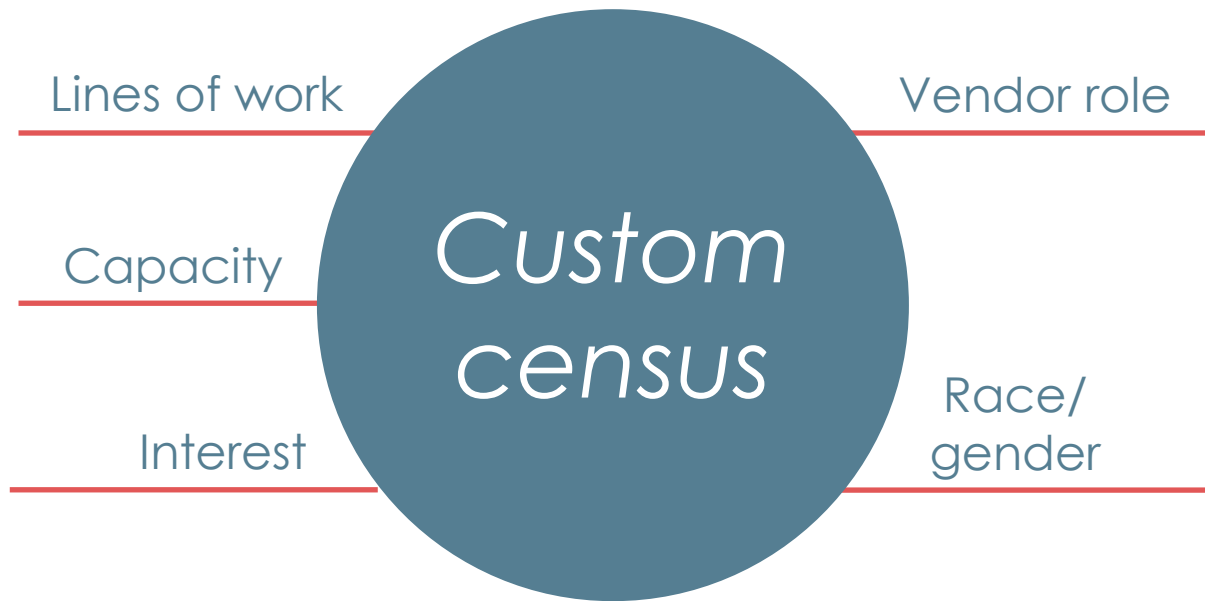
- Community meetings
- Telephone surveys
- In-depth interviews
- Focus groups

# UTILIZATION ANALYSIS



## M/W Participation

# AVAILABILITY ANALYSIS



M/W Availability

# DISPARITY ANALYSIS

$$\frac{\text{Dollars received}}{\text{Dollars available}} = \text{DISPARITY INDEX}$$

.80 or less = *substantial* underutilization

# MARKETPLACE CONDITIONS

- Human capital
- Financial capital
- Business ownership
- Business success
- Historical discrimination



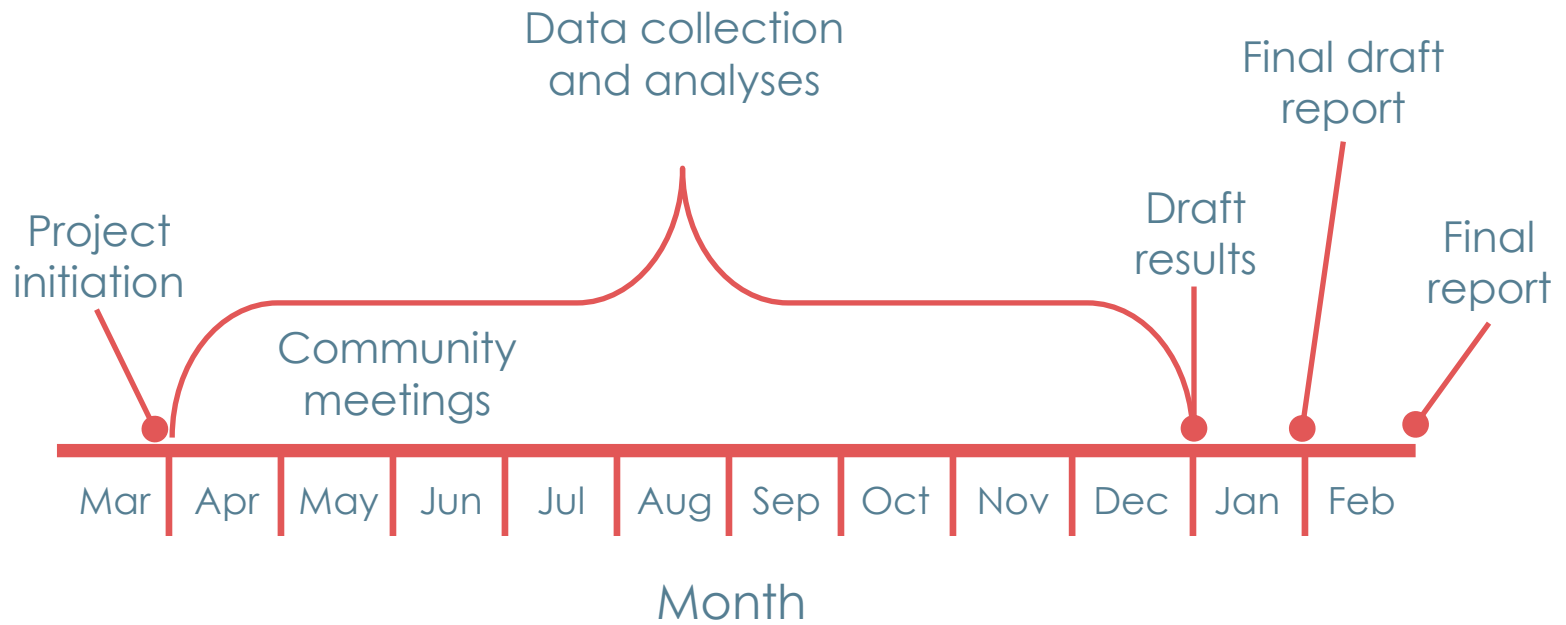
Quantitative  
Information



Anecdotal  
Information



# TIMELINE



QUESTIONS

# TESTIMONY

Verbal or written testimony related to experiences in the local marketplace

[2019SANDAGDisparityStudy@bbcresearch.com](mailto:2019SANDAGDisparityStudy@bbcresearch.com)

- Experiences with discrimination
- Barriers to success
- Payment issues
- Private or public sector work
- Prime contractor or subcontractor work
- Working with NCTD or SANDAG