



June 4, 2024

Proposal to Conduct an Availability Analysis for Jackson County, Missouri

Jackson County, Missouri (“the County”) is seeking detailed data on the availability of Minority- and Woman-owned Business Enterprises (“M/WBEs”) to provide the construction services in the geographic and product markets in which it operates. We propose to build on the work of our earlier Disparity Study to provide updated data to assist the County with setting an overall, annual aspirational goal for M/WBE utilization on its formally procured contracts and establishing narrowly tailored contract goals on specific solicitations to meet the overall, annual aspirational goal. We will provide the County with the list of available firms at the conclusion of the research.

We will take the following steps to produce the aggregated and detailed availability estimates:

1. Develop the Final Contract Data File

The analysis will determine the County’s utilization of M/WBEs on construction contracts valued at \$50,000 and above awarded between the first Fiscal Year for which the County has full records in the B2Gnow® system through 2023. CHA will work with the County’s staff to ensure that we are provided with all necessary contract records.

It is our understanding that the file that will be provided will have all necessary information for prime contractors and first tier subcontractors (certified and non-certified) to include:

- Contract identification number
- Prime contract name
- General description of services performed
- Dollar amount of payment(s) to prime contractor for the study period (inclusive of all change orders)
- Dollar amounts paid to all first-tier subcontractors
- Contract start date
- Contract end date
- Business name of prime and subcontractors
- Contractor address with zip code, telephone number and email address
- Six-digit NAICS code(s) for the work performed on the contract
- Race and gender of all prime contractors and subcontractors

CHA will not obtain data other than that provided in the B2G system files.

2. Determine the County's Utilization of M/WBEs

We will next determine County's utilization of M/WBEs in its geographic and product market area based on the Final Contract Data File. Results will be calculated and presented as a percentage of all firms by each racial or ethnic group and White women. These will be aggregated and disaggregated by detailed six-digit NAICS codes. In addition to calculating M/WBE utilization, the product market analysis produces the NAICS weights to be applied to the unweighted and weighted availability results, discussed below.

3. Analyze the Availability of M/WBEs

CHA will calculate an overall estimate of the number of available ready, willing, and able M/WBEs in the County's geographic and market area as a percentage of the total universe of firms. These results will be a narrowly tailored, dollar-weighted average of all the underlying industry availability numbers; larger weights will be applied to industries with relatively more spending and lower weights applied to industries with relatively less spending. The availability figures will be sub-divided by race, ethnicity and gender. The availability estimates will include both certified M/WBEs and non-certified firms owned by minorities or women.

There are three components to our methodology to estimate availability: the compilation of the M/WBE Master Directory; the determination of the constrained product market; and the extraction of firms from the Dun & Bradstreet MarketPlace/Hoovers database.

To perform this analysis, CHA will take the following steps:

- *The development of the Master Business List.* Three data sets are used to develop the Master Business List: a) the firms in the M/WBE Master Directory; b) the firms contained in the Contract Data File; and c) the firms extracted from the Dun & Bradstreet MarketPlace/Hoovers database. To compile the Master Directory, CHA will acquire and combine all available government directories of minority, woman and disadvantaged firms. We may request assistance from the County in obtaining these lists. CHA will limit the firms to those within the County's geographic and product market.

Next, CHA will return to the product and geographic data in the Final Contract Data File and compile a list of firms that received contracts or subcontracts from the County. This will require the elimination of any duplicates because a firm might have received more than one contract for work in each NAICS code during the review period.

Finally, using the relevant geographic and product market definitions, CHA will define a subset of business data to be licensed from Dun & Bradstreet/Hoover MarketPlace database list. Hoovers maintains a comprehensive, extensive and regularly updated listing of all firms conducting business. The database includes a vast amount of information on each firm. We will purchase the information from Hoovers for the firms that are located in the County's market area in the relevant NAICS codes in order to form our custom Dun & Bradstreet/Hoovers Database.

- *The estimation of unweighted availability.* The Master Business List will be the available universe of relevant firms for the analysis. This process will significantly improve the identification of M/WBEs in the business population. CHA will assign race and sex to any firm not already classified in the Final Contract Data File. CHA will produce estimates of M/WBEs in the County’s market for each NAICS code and for M/WBE and availability for all NAICS codes combined.

At the conclusion of the availability analysis, we will provide to the County a detailed database of those firms included in the results. This unweighted availability database can be used in conjunction with the B2Gnow® goal setting module, which was developed specifically to utilize our results for defensible contract goal setting. It will also permit the County to track, in detail, its utilization of M/WBEs compared to their availability in order to ensure non-discrimination in its procurement and contracting processes. The availability database can also be used for outreach purposes.

- *The estimation of weighted availability.* Using the weights from the utilization analysis, the unweighted availability will be adjusted for the share of the County’s spending in each NAICS code. This adjustment can serve as the basis for an overall, annual aspirational goal for the County’s formally procured contracts.

Report

CHA will deliver a draft report to the County. Upon review and comments by the County, CHA will produce a final report.

Presentation

We will make one virtual presentation of the study results as directed by the County.

Timeline

Task	Month 1	Month 2	Month 3	Month 4	Month 5
Develop the Final Contract Data File					
Develop Master M/W/DBE Directory					
Conduct Utilization Analysis					
Conduct Availability Analysis					
Draft Report/Final Report					
Draft Presentation/Conduct Presentation					

Cost:

Total \$49,500