



TO: Mayor and Council Members

FROM: Edward Campos, Director, Small and Minority Business Resources Department

DATE: June 29, 2022

SUBJECT: Update regarding Resolution No. 20200326-053 and completion of the 2022 Disparity Study

This memo serves to provide you with an update to [Resolution No. 20200326-053](#) and to provide you with a link to the [2022 Disparity Study](#). Below is an outline of key public outreach dates and next steps.

The study uses qualitative and quantitative data to assess the effectiveness of the City's Minority-Owned, Women-Owned, and Disadvantaged Business Enterprise (MBE/WBE) Procurement Program. The study found that the MBE/WBE Program has proven successful, with a weighted availability of MBE – 8.0% and WBE – 6.5%. However, despite the program's success, the study found disparities still exist in the marketplace and the need for the continuation of our MBE/WBE Procurement Program.

Based on the results, the consultant provided [key recommendations](#) for the City's M/WBE Program, including:

- Use additional Race-Neutral measures as opposed to Race-Conscious measures
- Develop an Annual Procurement Forecast
- Centralize the Program's Data Collection and Reporting of the B2Gnow system
- Enhance strategies on Professional Services contracting process
- Use the study availability data to assist in setting MBE and WBE Contract Goals
- Implement a Comprehensive Supportive Services Program
- Adopt a Mentor-Protégé Program.

Public Engagement/Outreach

Staff has scheduled public engagement sessions/briefings with various stakeholder groups to share the results from the study. The following dates provide multiple opportunities for stakeholders to learn more about the findings:

- June 17, 2022 – Briefing to the Inclusive Procurement Working Group
- July 12, 2022 – MBE/WBE and Small Business Enterprise Procurement Program Advisory Committee
- July 20, 2022 – Two (2) Public Virtual Zoom Briefings:
 - [2:00-3:00pm](#)
 - [6:00-7:00pm](#)

The July 12th briefing to the MBE/WBE and Small Business Enterprise Procurement Advisory Committee will be published on SMBR's website to provide another opportunity for stakeholders to view the findings. The video link will also be sent directly to all stakeholder organizations and to our certified MBEs/WBEs.

SMBR will re-engage the following Quality of Life Commissions:

- African American Resource Advisory Commission
- LGBTQ Quality of Life Advisory Commission
- Asian American Quality of Life Advisory Commission
- Hispanic/Latino Quality of Life Resource Advisory Commission

SMBR has created a [webpage](#) dedicated to the 2022 Disparity Study which features an email address (DisparityStudy@austintexas.gov) that we are promoting via social media and in communications to stakeholders, in order to encourage individuals to reach out with questions or comments. Staff is compiling the input received along with responses and will provide this information to Mayor and Council prior to consideration of study adoption.

Next Steps

SMBR will continue to assess appropriate next steps and the fiscal impact of implementing strategies responsive to the consultant's recommendations. In addition, staff will continue work with the Inclusive Procurement Working Group and will work jointly with the Communications and Public Information Office Community Engagement Division in July and August to finalize the working group's recommendations, which will be provided to Council.

SMBR recognizes the significant role that minority, women and disadvantaged business enterprises serve in the continued success and growth of Austin. Our team is honored to lead this work and will continue to assist in developing a vibrant economy that opens the door to opportunity for all.

We look forward to the work that lies ahead and anticipate City Council consideration to adopt the disparity study at a City Council meeting date in October.

Should you have any questions, please contact me at Edward.Campos@austintexas.gov.

cc: Anne Morgan, Interim City Manager
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