An aerial photograph of Cambridge, Massachusetts, taken during a sunset. The sun is low on the horizon, casting a warm, golden glow over the city. In the foreground, a prominent church with a tall, white steeple is visible. The city is filled with red brick buildings, many with blue roofs, and lush green trees. The sky is filled with dramatic, dark clouds, with the sun breaking through near the horizon.

City of Cambridge, Massachusetts

2023 Disparity Study

About Griffin & Strong, PC

We are a law and public policy consulting firm based in Atlanta, GA specializing in:

- Disparity Research
- Contract Compliance
- Supplier Diversity Implementation

What Makes Us Unique

We are a firm with more than 30 years of experience in disparity studies, in which no study has ever been challenged or overturned in court.

Our team includes:

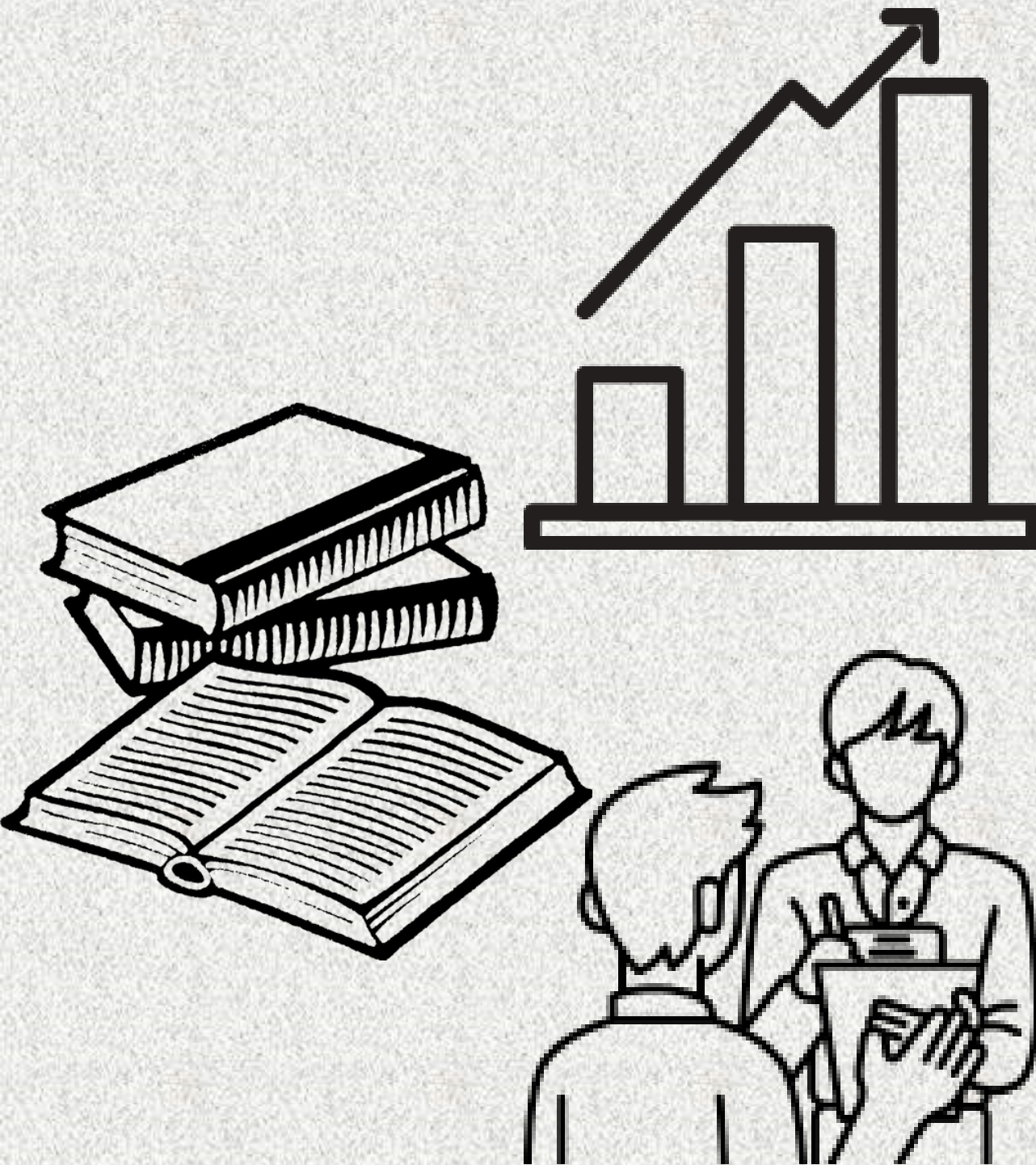
- 5 Juris Doctors
- 2 PhD Economists
- PhD in Social Psychology
- PhD in Anthropology



What is a Disparity Study?

A DISPARITY STUDY is an objective research tool that determines whether there are disparities in a governmental agency's procurement activities of certain groups. It further determines if those disparities are statistically significant and likely caused by the race and gender status of firm owners.

What is a Disparity Study?



The findings of the disparity study will result in recommendations by the study team to remedy any disparities found.

The recommendations, if accepted, are intended to be implemented as policy.

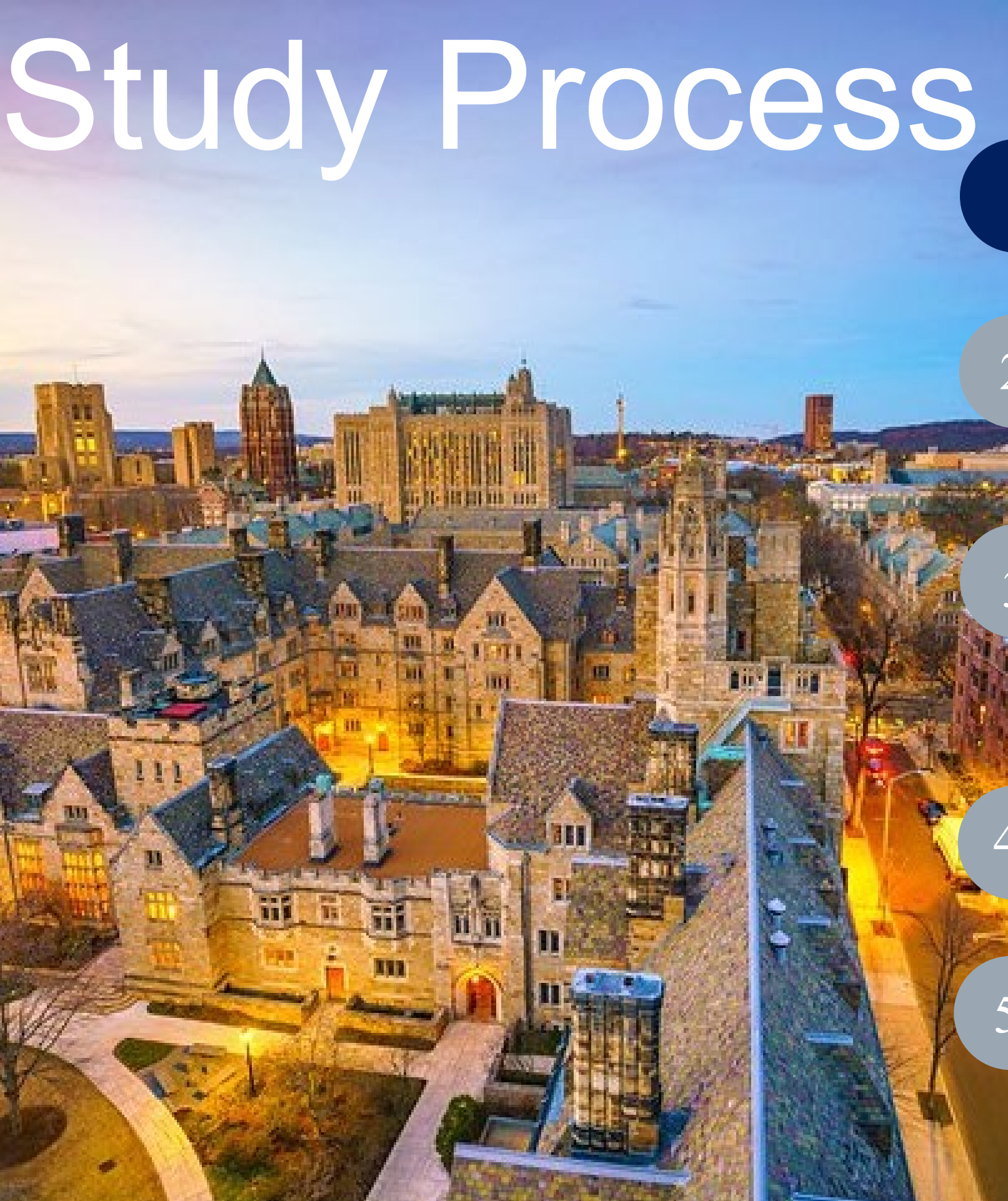
The Purpose of Disparity Studies | The Legal Approach

Disparity Studies Form the Factual Basis for Remedial Contracting Programs

- City of Richmond v. J.A. Croson Co.,
 - 488 U.S. 469 (1989)
 - Adarand Constructors, Inc. v. Peña,
 - 515 U.S. 200 (1995)
- *Strict Scrutiny for race-based programs (Intermediate for gender-based programs)
- *Must have a factual basis in evidence
- *Methodology dictated by Case Law
- *Must have a narrowly tailored remedy (to avoid over- or under-inclusion)

Methodology & Approach

Study Process



1

Legal Analysis

2

Policy Review

3

Collect and Clean Data

4

Relevant Market Analysis

5

Utilization and Threshold Analysis

6

Availability Analysis

7

Disparity Analysis

8

Private Sector Analysis

9

Anecdotal Evidence Collection and Analysis

10

Final Report with Findings and Recommendations

Policy Review

The policy review consists of a thorough analysis of the City's written purchasing policies with staff interviews:

Do policies, as written, present a barrier to MWBE and VBE firms?

Are the policies understood by staff?

Is there a discrepancy in policy as written and policy as implemented?

What policies can be modified to promote inclusion?

Relevant Market Analysis

Analysis that establishes the market being studied by:

1) Geography:

- Analyze by location to determine the geographical location of at least 75% of award dollars are spent in each of the major procurement categories.
- Only firms in the geographic relevant market will be included in the Study.

2) Product:

- Determine the products and services procured by the City and by the City's prime vendors.
- Only firms providing these products and services will be included in the Study.



Threshold Analysis

- Details the level of contracting by award interval
- Determines if contract sizing is an issue and any opportunities for small businesses

Utilization Analysis

- Data is measured for both prime and subcontractors
- Disaggregated by year, work category, then race/gender/ethnic status

AVAILABILITY ANALYSIS

GSPC will use a “list-based” approach using bidders, vendors, awardees, payees, certified MWBEs and third-party certified lists.

“Ready, Willing, and Able ” standard is used to determine availability

- Factors in contract size, business capacity, and experience.



DISPARITY ANALYSIS

- Availability and Utilization are compared to create the Disparity Index (DI) for each race/gender/ethnicity group, disaggregated by procurement categories
- Statistical Significance Tests (standard deviation)
- Regression analysis to determine if disparities can be explained by factors other than race/ethnicity/gender

A vibrant city street scene with brick buildings, pedestrians, and a newspaper kiosk. The scene is set on a sunny day with a clear blue sky. In the foreground, a man in a red shirt is walking towards the camera. In the background, a large crowd of people is walking across the street. A newspaper kiosk with a red awning is visible on the right side of the street. The kiosk has signs for "BOSTON GLOBE", "BOSTON HERALD", and "USA TODAY". A street sign for "JOHN F. KENNEDY" is visible in the background. The overall atmosphere is busy and urban.

Private-Sector Analysis

Determine whether race, ethnicity, or gender status has affected the utilization of firms owned by MWBEs.

It includes:

- Self-Employment Disparities
- Building Permit Data
- Credit Markets

Where You are Needed!

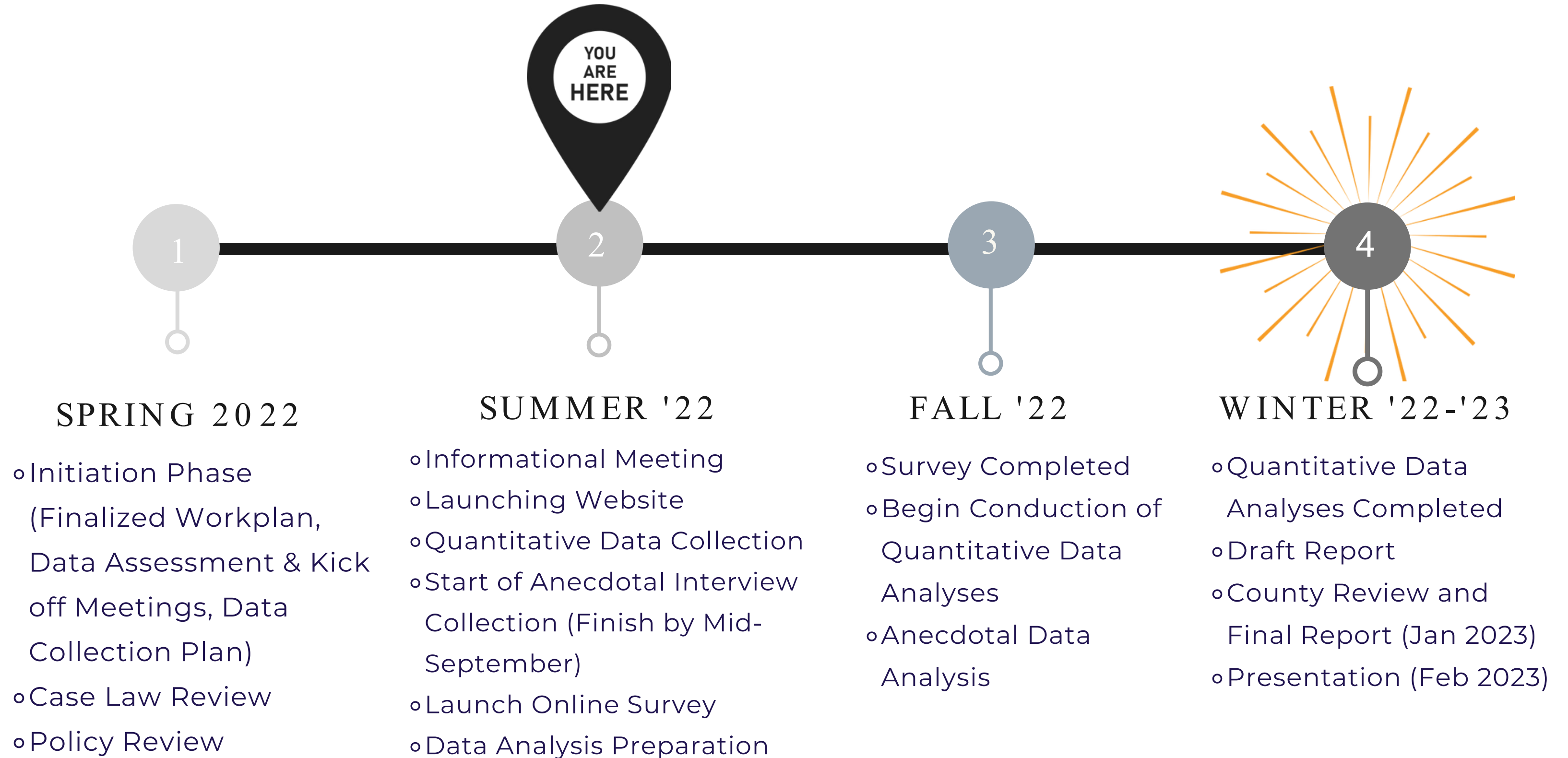
Community Engagement & Anecdotal Evidence



Findings and Recommendations

The final chapter of the report summarizes the unique findings in each chapter and formulates and presents recommendations to race-and-gender neutral, and (if supported by evidence) race-and-gender based remedies.

STUDY'S PROJECTED TIMELINE





How You Can Be Involved

Be Vocal

Complete survey of business owners

If contacted, agree to participate in an interview and focus groups

Attend a public hearing

Leave comments on our disparity email:

cambridgemastudy@gspclaw.com

CONNECT WITH US



FACEBOOK

Griffin & Strong, PC



TWITTER

@GriffinStrong



WEBSITE

www.gspclaw.com

To find out about Public Hearings and other Study information, check out the City of Cambridge Study website:
<https://cambridgemadisparitystudy.com>