

**Oklahoma Department of  
Transportation  
Disparity Study  
Public Informational Webinar**

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**Colette Holt & Associates  
Resolute PR LLC**

18 February 2020 / 16 March 2020

# Disparity Study Team

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## ■ Colette Holt & Associates

- Colette Holt, J.D. - Project Manager
  - Nationally recognized expert, educator and author on DBE issues
- Steven Pitts, Ph.D. - Economist and Statistician
  - Nationally recognized expert, educator and author on market issues regarding minorities for over 30 years
- Joanne Lubart, J.D. - Associate Counsel
  - National expert DBE programs
- Glenn Sullivan - Director of Technology
  - Extensive experience with CHA data collection and website management

# Disparity Study Team, cont.

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- Ilene Grossman, B.A. - Assistant Project Manager/COO
  - Experienced manager of disparity studies
- Victoria Farrell, M.B.A. – Anecdotal Team Manager
  - Experienced researcher and data manager
- Carol Borst - Contract Data Collection Team Manager
  - Highly experienced coordinator of all contract data collection activities
- **Resolute PR LLC (DBE)**
  - Experienced community engagement and marketing firm, specializing in transportation industry
  - Will assist with community outreach and anecdotal data collection

# Disparity Study Objectives

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- Comply with the constitutional mandate and the DBE Program regulations to ensure its DBE program is narrowly tailored
- Provide a defense if ODOT's implementation of 49 C.F.R. Part 26 is challenged
- Develop accurate data for annual and contract goal setting
- Gather feedback for program improvements
- Educate elected officials, DOT staff, assist agencies and business owners on these issues

# Disparity Study Elements

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- Legal Review
- Study website
  - Home page
  - Meet Our Team
  - Participate
  - Contact Us & Public Comment
- ODOT's utilization of DBEs as a percentage of all federal-aid dollars
  - Geographic market
  - Industry market
  - Study period is FY 2014 to FY 2019

# Disparity Study Elements

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- Step 1: Gather ODOT's prime contracts to create Initial Contact Data File
- Step 2: Gather any additional data for contracts in the Sample Contract Data File
- Step 3: Contact primes for missing subcontractor data
  - Collect at least 80% of the contract dollars
  - Assign missing race and gender ownership status
  - Assign missing NAICS codes

# Disparity Study Elements

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- Step 4: Determine geographic and product markets
  - Determine the unconstrained product market
  - Analyze data for primes, subs and primes and subs combined
  - Determine the geographic market for at least 75% of the contracts
  - Determine product market constrained by geographic market to create Final Contract Data Utilization File
  - Determine detailed utilization by race, gender and 6-digit NAICS codes

# Disparity Study Elements

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- Availability of DBEs in ODOT's markets
  - Create Master List of DBEs from multiple entities
  - Develop list from the contract Data File and other ODOT lists
  - Purchase Hoovers/Dun & Bradstreet for initial business universe
  - Assign missing race and gender status and NAICS codes
  - Estimate detailed, unweighted and weighted availability combined and disaggregated by race, gender and industry codes



# Disparity Study Elements

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- Economy-wide disparity analyses
  - Compare M/WBEs' revenues to non-M/WBEs' using the Census Bureau's Survey of Business Owners
  - Compare M/WBEs' formation rates and business earnings to non-M/WBEs' using the Census Bureau's American Community Survey
  - Critical for evaluation of effectiveness of race- and gender-neutral measures under Part 26

# Disparity Study Elements

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- Anecdotal data collection and analysis
  - Small group business owner interviews
    - DBEs and non-DBEs
    - Group firms into construction and construction related services
    - Explore
      - Barriers to DBEs' success in the Oklahoma highway construction markets
      - Experiences with discrimination
      - Ability to access ODOT prime and subcontracts
      - Possible supportive services or other race- and gender-neutral measures
  - ODOT staff interviews

# Disparity Study Elements

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- DBE Program Review
  - Review policy/program documents
  - Solicit stakeholders', business owners' and ODOT staff's suggestions
  - Topics will include:
    - Barriers to ODOT contracting and subcontracting
    - Outreach to DBEs and small firms
    - Program elements
    - Contract data collection processes

# Disparity Study Elements

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- Recommendations under Part 26
  - Race- and gender-neutral measures to reduce barriers and increase opportunities
  - Narrowly tailored triennial and contract goals
  - Program elements
  - Monitoring and data collection

# Study Participation Information

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- Business Owner Interviews June 2020
- Electronic survey of business owners July/August 2020
- Study information
  - <http://odot.disparity-study.com>
  - [odot-study@mwbelaw.com](mailto:odot-study@mwbelaw.com)
  - 855-692-3529 (855-MWBELAW)
- ODOT Study Manager:
  - Jenny Allen, [jallen@odot.org](mailto:jallen@odot.org), 405.521.3186



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