



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Meeting Agenda

Transparency, Engagement, and Communication Committee

Mayor Pro Tempore Michael Holmes, Chair
Council Member Amanda Cook
Council Member Dr. Patrick Harman
Council Member Britt Moore

Cyril Jefferson, Mayor (Alternate)

Wednesday, July 17, 2024

9:00 AM

Council Chamber

Transparency, Engagement, and Communications - Chair Michael Holmes

CALL TO ORDER

1. [2024-297](#) Disparity Study and MWBE Program Update
Staff will present an overview of the Disparity Study and provide an update on the MWBE program.

Attachments: [MWBE Update TEC](#)

ADJOURNMENT

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AGENDA ITEM



TITLE: Information Item – Disparity Study and MWBE Program Update	
FROM: Bobby Fitzjohn, Financial Services Director Cynthia Barnes, MWBE Coordinator	MEETING DATE: July 17, 2024
PUBLIC HEARING: n/a	ADVERTISED DATE/BY: n/a
ATTACHMENTS: MWBE Presentation	

PURPOSE: To present information about the Disparity Study and provide an update on the MWBE program.

BACKGROUND: Present an overview of the Disparity Study and provide an update on the MWBE program.

BUDGET IMPACT: None

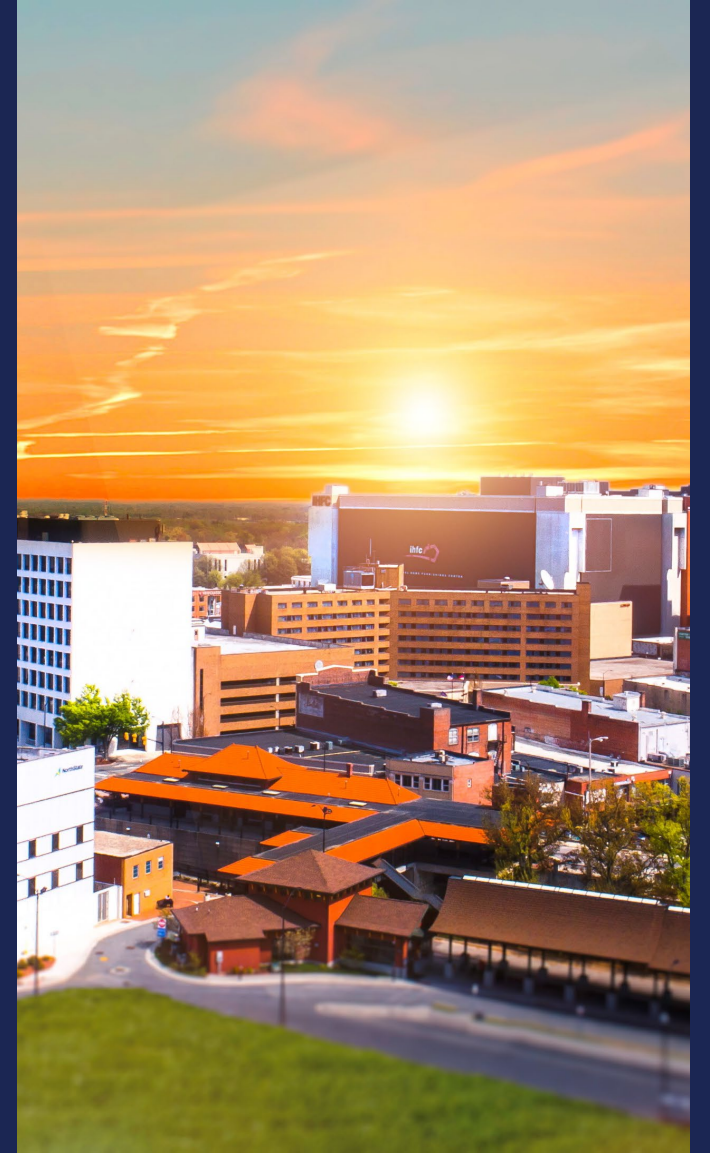
RECOMMENDATION/ACTION REQUESTED: For information only.





MWBE UPDATE

PRESENTED BY CYNTHIA BARNES



CITY ACHIEVEMENTS UPDATE

- MWBE COORDINATOR
 - City hires Cynthia Barnes to administer the MWBE program initiatives
- CITY OF HIGH POINT DISPARITY STUDY
 - Currently in progress
- MWBE PROGRAM UPDATES
- MWBE COMMUNITY OUTREACH/ENGAGEMENT
- MWBE COMMUNITY PARTNERSHIPS



CITY OF HIGH POINT DISPARITY STUDY UPDATE

- DISPARITY STUDY OBJECTIVES

- Designed to analyze an agency's business utilizations from past expenditures and its procurement practices.
- Analyzes whether race or gender has been a barrier to equal access to public contracts for all business owners.
- Evaluates if biases existed in the awarding of contracts by a particular jurisdiction as well as in the industry in general.
- Recommendations for remedies & solutions



DISPARITY STUDY PROCESS



DISPARITY STUDY PROCESS

- STAFF ENGAGEMENT

- Steering Committee
 - Leadership, Purchasing, MWBE, DEI, Communications & Public Engagement, Transit & Information Technology
- Department Liaisons

- COMMUNITY ENGAGEMENT

- MWBE business owners
- Non-MWBE business owners
- Community & trade organizations



Informational Meetings



Anecdotal Interviews



Survey of Business Owners



Public Meetings



Focus Groups



Business Civic and Trade Organization Meetings



Email/Social Media Comments

CITY OF HIGH POINT DISPARITY STUDY UPDATE

- PRELIMINARY PHASE ~ COMPLETED
 - April 17, 2023, City Council approved a recommendation for staff to issue a Request for Proposal for a Disparity Study
 - Contracted Griffin Strong Interests to perform the Disparity Study
 - Kick-off w/ City staff convened 2/16/2024
 - Informational Meeting completes 2/22/2024
 - Disparity Study webpage launch complete
 - Legal analysis & preliminary draft complete
 - Policy & procedures review interviews w/ staff completed
 - Data collection performed Jan. – June 2024



CITY OF HIGH POINT DISPARITY STUDY UPDATE

- DATA COLLECTION PHASE ~ IN PROGRESS
 - City expenditure data collection of performed Jan. – June 2024
 - Preliminary data analysis & prep in progress
 - Anecdotal Data
 - Survey of business owners in progress
 - Business Focus Group interviews in progress
 - Public Meetings ~ Virtual
 - Tuesday, July 23, 2024, 6 – 7 PM (ET)
 - Thursday, July 25, 2024, 12 – 1 PM (ET)

CITY OF HIGH POINT
2025 DISPARITY STUDY:
PUBLIC MEETING
SESSIONS

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**PUBLIC MEETING
SESSION 1**

Tuesday, July 23, 2024
6 - 7 p.m. ET

**PUBLIC MEETING
SESSION 2**

Thursday, July 25, 2024
12 - 1 p.m. ET

FOR MORE INFORMATION:
HIGHPOINTSTUDY@GSPCLAW.COM
HIGHPOINTDISPARITYSTUDY.COM

ABOUT THESE SESSIONS:

The City of High Point, NC is hosting two virtual sessions for businesses and the community to share their experiences doing or attempting to do business with the City. The Disparity Study by Griffin & Strong, P.C. will examine the City's interactions with minority, women, and disadvantaged-owned businesses. We invite all business to join this vital conversation to help shape the City's procurement process.

GRIFFIN & STRONG

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Advance registration is requested but not required. The sessions will be recorded, and all comments will be part of the public record and potentially used for the Disparity Study.

DISPARITY STUDY WEBPAGE



Home

FAQ

Who We Are

Info & Resources

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2025 City of High Point Disparity Study

The City of High Point has contracted Griffin & Strong, P.C. (GSPC) to conduct a Disparity Study ("Study") to determine the City's utilization of Minority, Women, and Disadvantaged Business Enterprises (MWDDBEs) compared to their availability in relevant industry categories. Additionally, Griffin & Strong, P.C. will recommend programmatic remedies as needed to address, reduce and/or eliminate any identified barriers.

You may email us any comments or questions at highpointstudy@gspclaw.com.

ANECDOTAL EVIDENCE COLLECTION

Local Organizations

Griffin & Strong
Social Media
Presence

Follow GSPC Law on
Facebook and LinkedIn!

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MWBE PROGRAM UPDATE

- **MWBE PROCUREMENT ACTIVITY**

- Worked w/ Purchasing team to review and modify MWBE documents
 - Working to update procedural process & develop manual
- **MWBE Bid Solicitation engagement**
 - Performed 100+ MWBE document reviews for solicitation events
 - 17 during May 8th – Jun 30th 2023
 - 74 from July 1, 2023 - June 30, 2024
 - 10 draft solicitation documents
- Working w/ department teams to identify MWBE firms for utilization opportunities
- **Developing MWBE training module**
 - Educate internal & external stakeholders of MWBE requirements

MWBE COMMUNITY OUTREACH

- 12 COMMUNITY EVENTS
 - 3 Business Expos promoting MWBE Program as an exhibitor
 - Networking w/ MWBE business - educating about City of High Point procurement process & recruitment for business opportunities
 - 2 Panelist participant
 - 2 Presenter – MWBE Program overview
 - 1 Roundtable participant
 - 4 MWBE advocate participant & networking



MWBE COMMUNITY PARTNERSHIPS

- STRATEGIC PARTNERS

- Established partnerships w/ MWBE agency advocates to foster collaborative initiatives for unified diversity program administration
 - Guilford County, Guilford County Schools, NC A&T SU, UNCG, GTCC, NC DOT, City of Greensboro, High Point University, Greensboro Chamber of Commerce, Business High Point Chamber of Commerce, Thrive HP, Piedmont Business Capital, Greensboro Business League, NC Office for Historically Underutilized Businesses (NC HUB), NC Coordinators Network



MWBE COMMUNITY PARTNERSHIPS

- 2023 PIEDMONT TRIAD MED WEEK
 - High Point served as the agency Host
 - Served as committee chair to assist with planning efforts for workshops, securing speakers and program participants for the symposium activities
 - Partnership between City of High Point (host), City of Greensboro, Guilford County, North Carolina A & T State University & University of North Carolina Greensboro





QUESTIONS?

