

ECONOMIC DEVELOPMENT DEPARTMENT

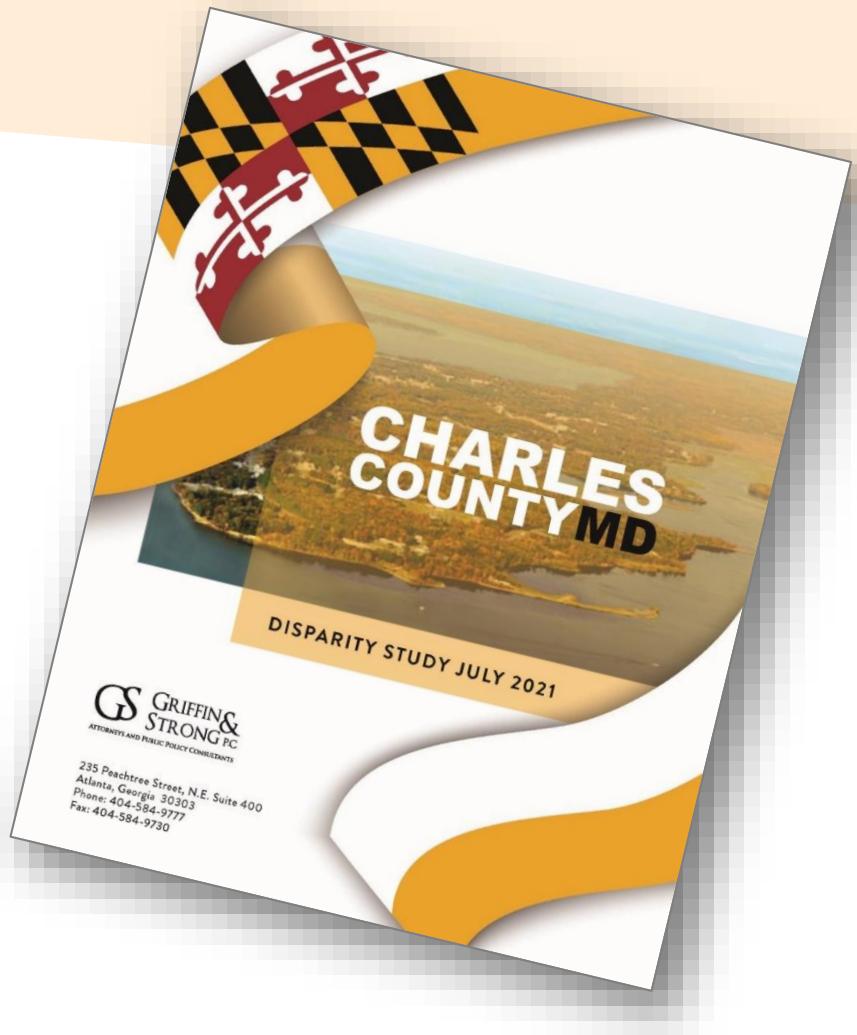
Disparity Study
Implementation Plan Update



CHARLES COUNTY, MARYLAND
CLOSE TO THE CAPITAL. FAR FROM ORDINARY

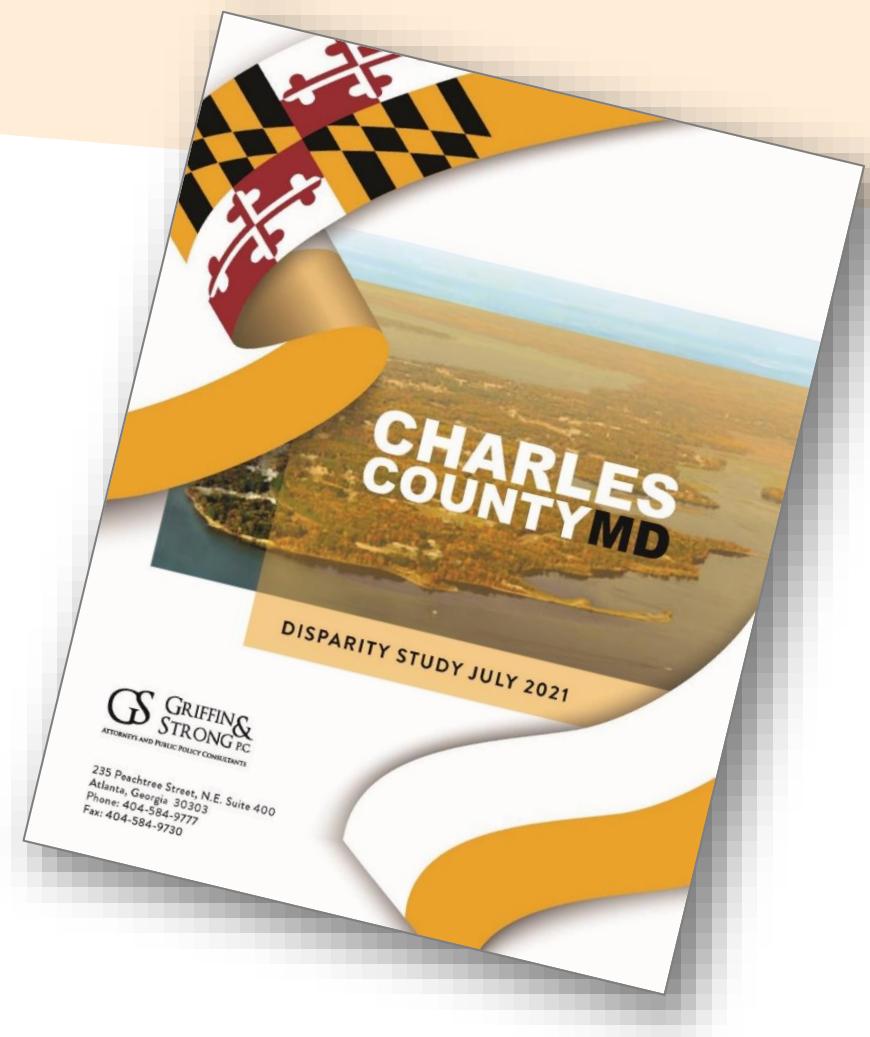
Disparity Study Overview

- In 2020, the County conducted a disparity study to determine whether there was a disparity between the availability of firms and the utilization of those firms in the market area.
- The study analyzed County expenditures during the fiscal years 2015-2019 in four industry categories — construction, architectural and engineering, other services, and goods.
- The study showed that the County was underutilizing certain classifications of minority and women owned businesses



Disparity Study Post Study Work

- EDD has extended Griffin & Strong's contract to provide post disparity study services including developing MWBE goal-setting training programs and procurement policies for staff
- EDD and Purchasing staff have begun updating the County code to accommodate changes to the requirements of the MWBE and SLBE programs
- Recommended County Code revisions are estimated to be submitted to the County Attorney's Office in Summer 2022, for their review and presented to the Commissioners in Fall 2022 for consideration.

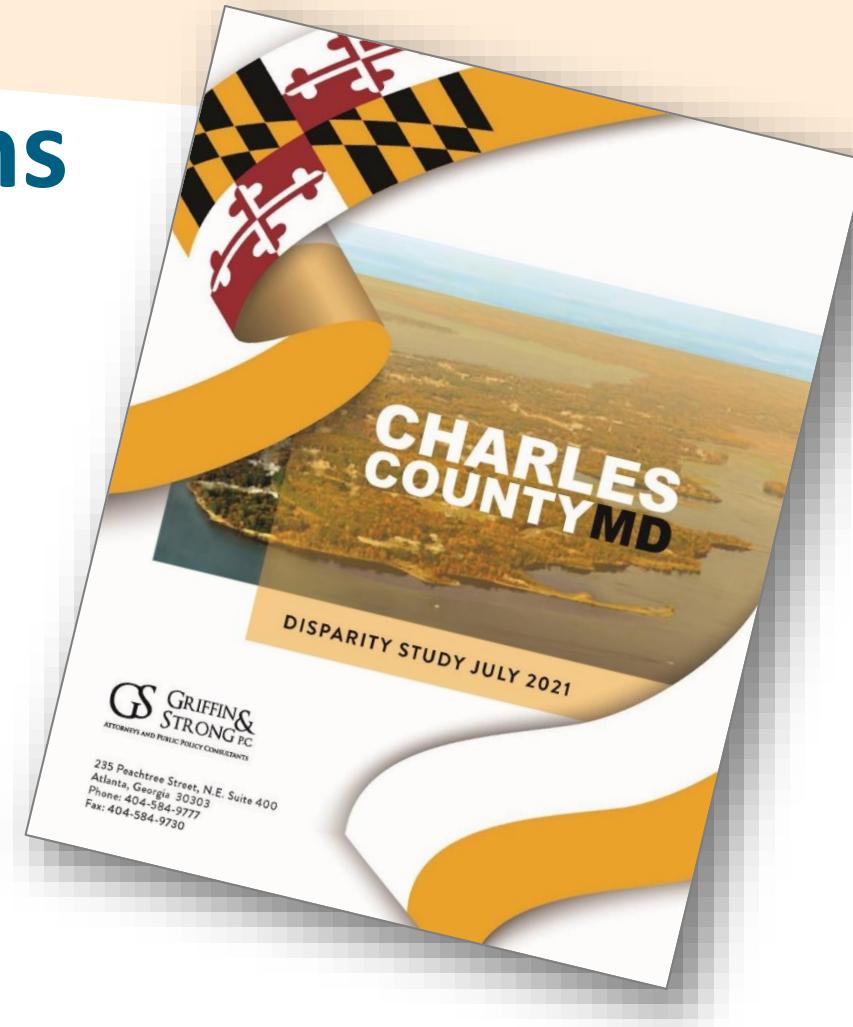


Implementing the Study's 8 Recommendations

Recommendation # 1: Enhance the County's race neutral small local business enterprise (SLBE) set aside program.

Goal: Increase the number of firms participating in the SLBE program from 201 firms to 250 firms by December 31, 2022

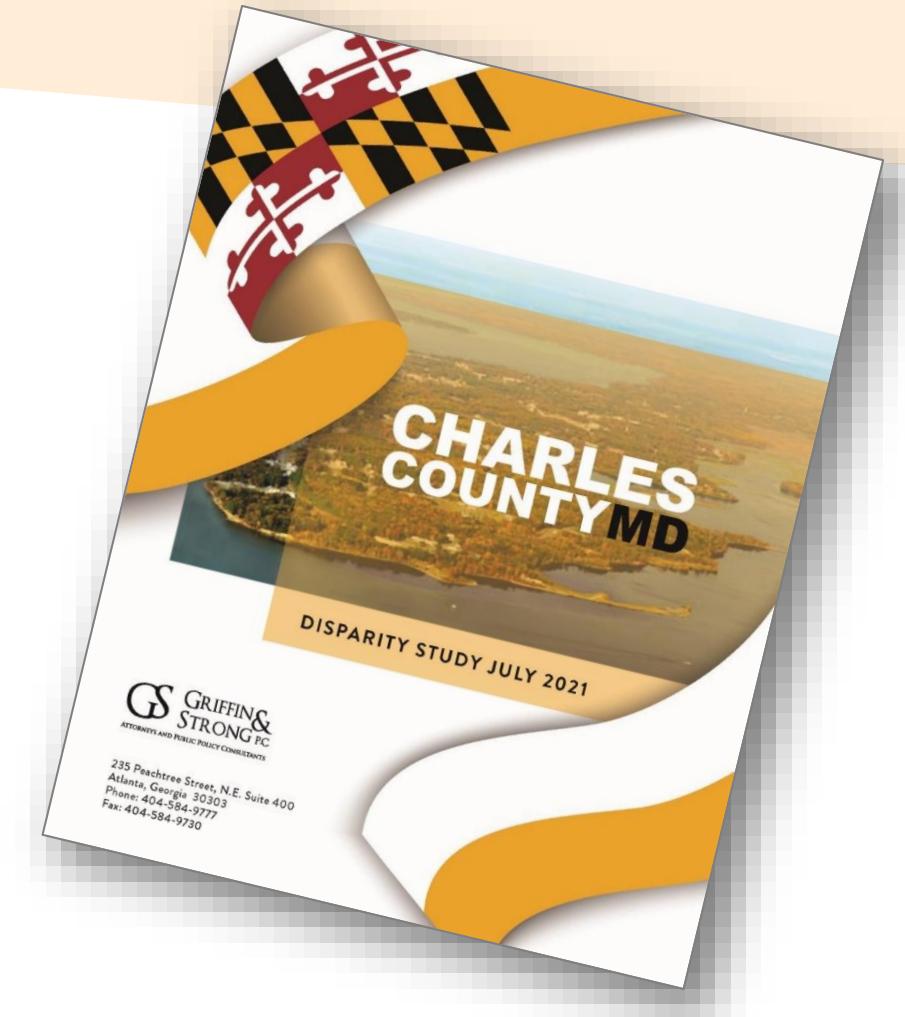
Milestone #1: Since January, we have provided technical assistance to 93 businesses of which 6 have registered with the SLBE Program and ten (10) applications are pending approval.



Implementing the Recommendations

Recommendation # 1 - Continued

Milestone #2: Hosted a Stakeholders meeting (1/27/22) to engage county partners' buy-in and support with outreach and marketing the SLBE program



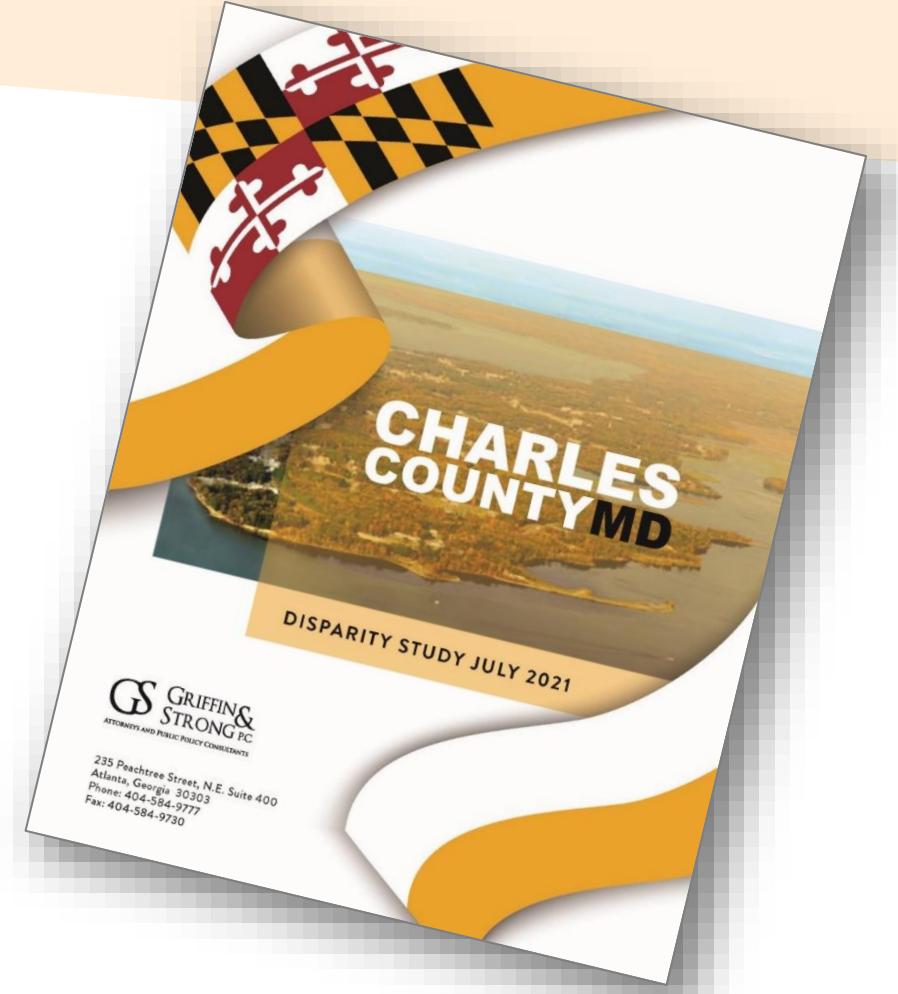
Milestone #3: Participated as the keynote speaker in six (6) separate business outreach and training events. Approximately 250 business owners were present:

- Minority Business Mixer (1/27/22) sponsored by the Chamber of Commerce's Diversity, Equity, and Inclusion (DEI) Committee
- Minority Business Forum (2/22/22) sponsored by U Got Branded

Implementing the Recommendations

Recommendation # 1 - Milestone #3 Continued:

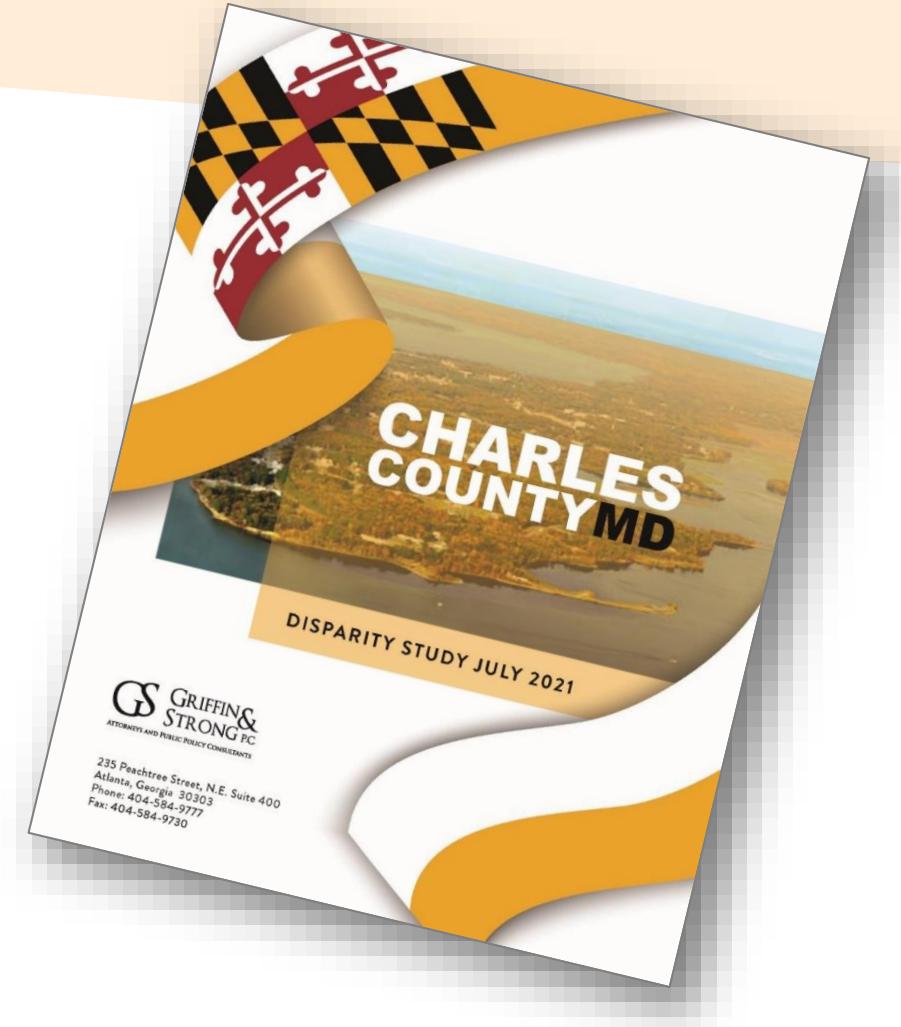
- Minority Business Mixer (3/7/22) sponsored by the Chamber's DEI Committee
- Women's History Month Business Event (3/27/22) sponsored by Commissioner Coates
- Minority Business Development Town Hall (4/25/22) sponsored by Commissioner President Collins
- Seminar on *How to become Certified with Charles County Government's Small Local Business Enterprise (SLBE) Program & Understanding Charles County Government's Procurement Process* (6/23/22)



Implementing the Recommendations

Recommendation # 1 Continued

Milestone #4: Created a SLBE promotional video aired on “Your Charles County” segment of CCGTV (<https://youtu.be/GxeGcPJglCc>)

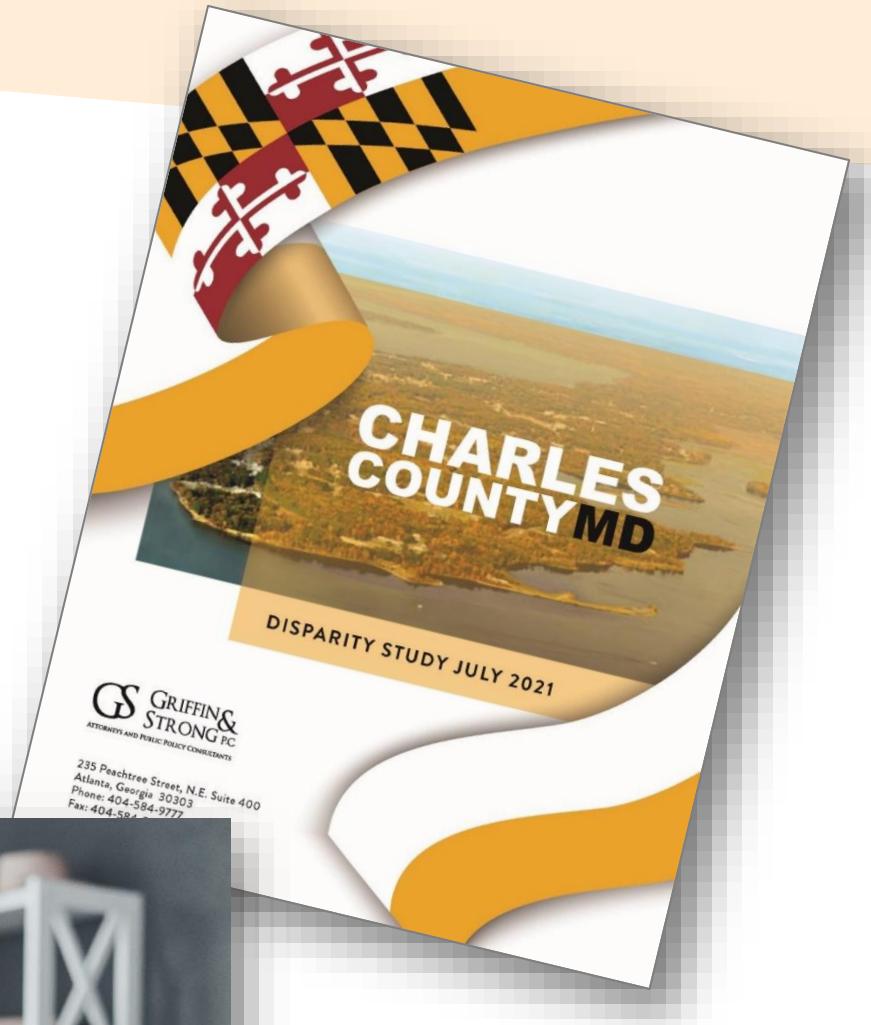
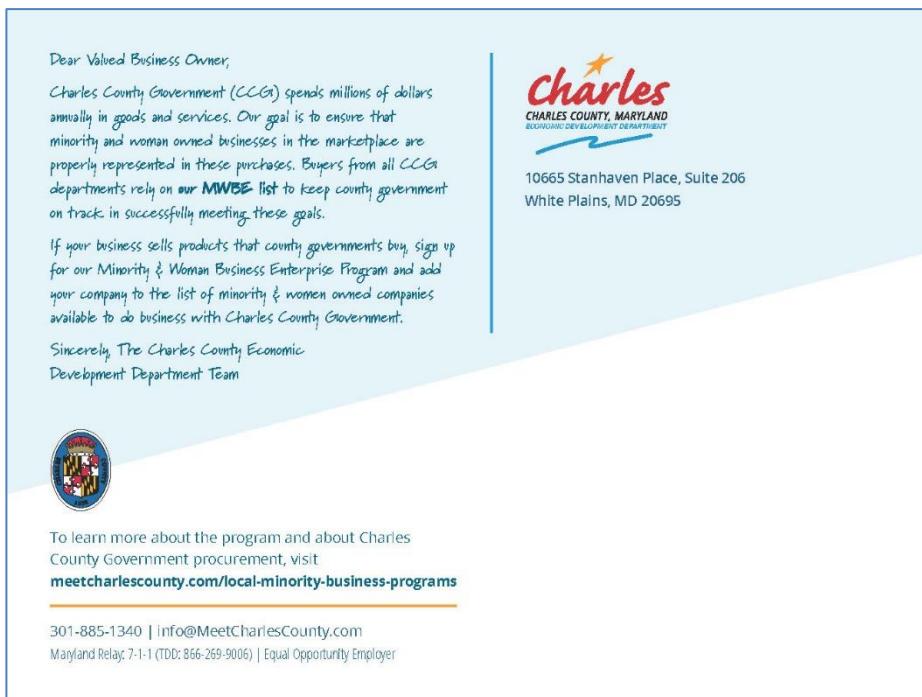


Milestone #5: :30 SLBE commercial on Comcast Cable in Charles County (https://youtu.be/L1oJTm6_aZk)

Milestone #6: Staff updated the EDD's website content for the SLBE/MWBE programs.

Implementing the Recommendations

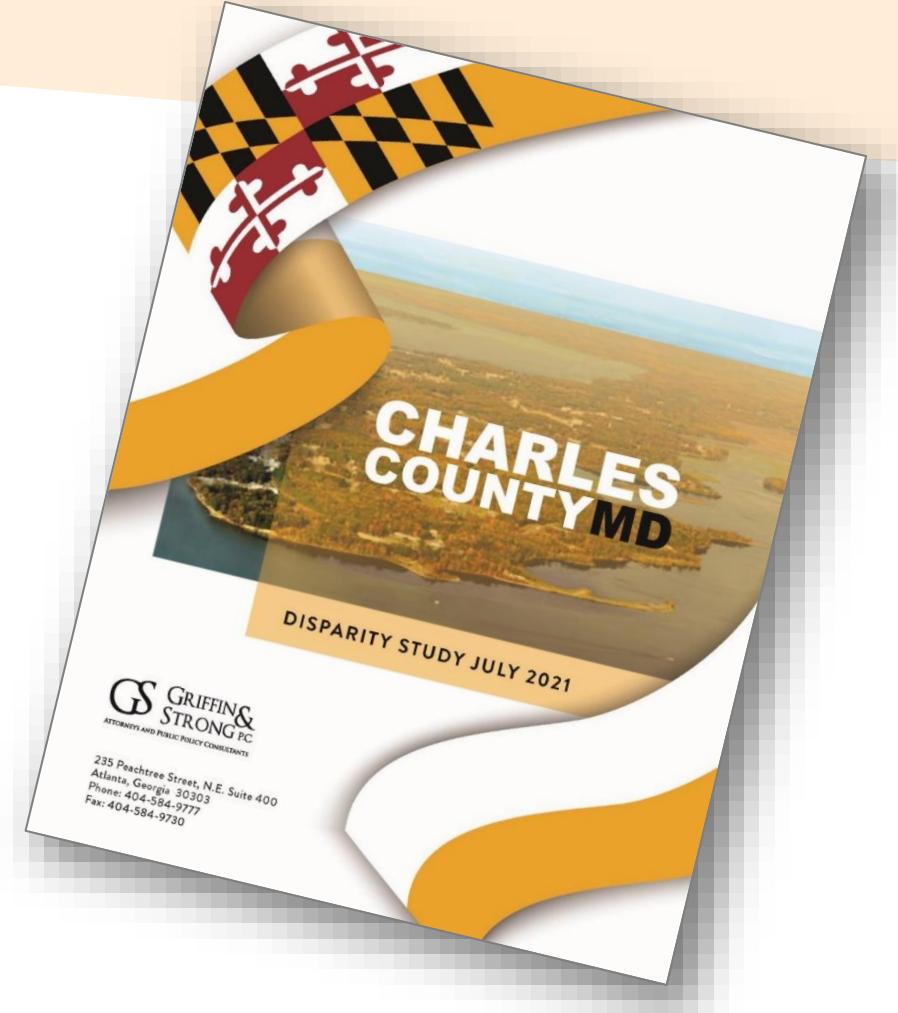
Milestone #7: Obtained Hoover's D&B demographic data on local small businesses and created an internal direct marketing database and campaign. Over 800 post cards about the MWBE program sent out; additional cards for event distribution



Implementing the Recommendations

Recommendation # 1 Continued

Milestone #8: Staff updated the SLBE vendor application to streamline information and assist businesses with complying with the application process.



Milestone #9: Staff created a standard operating procedures (SOP) guide on the SLBE process and procedures for staff succession.

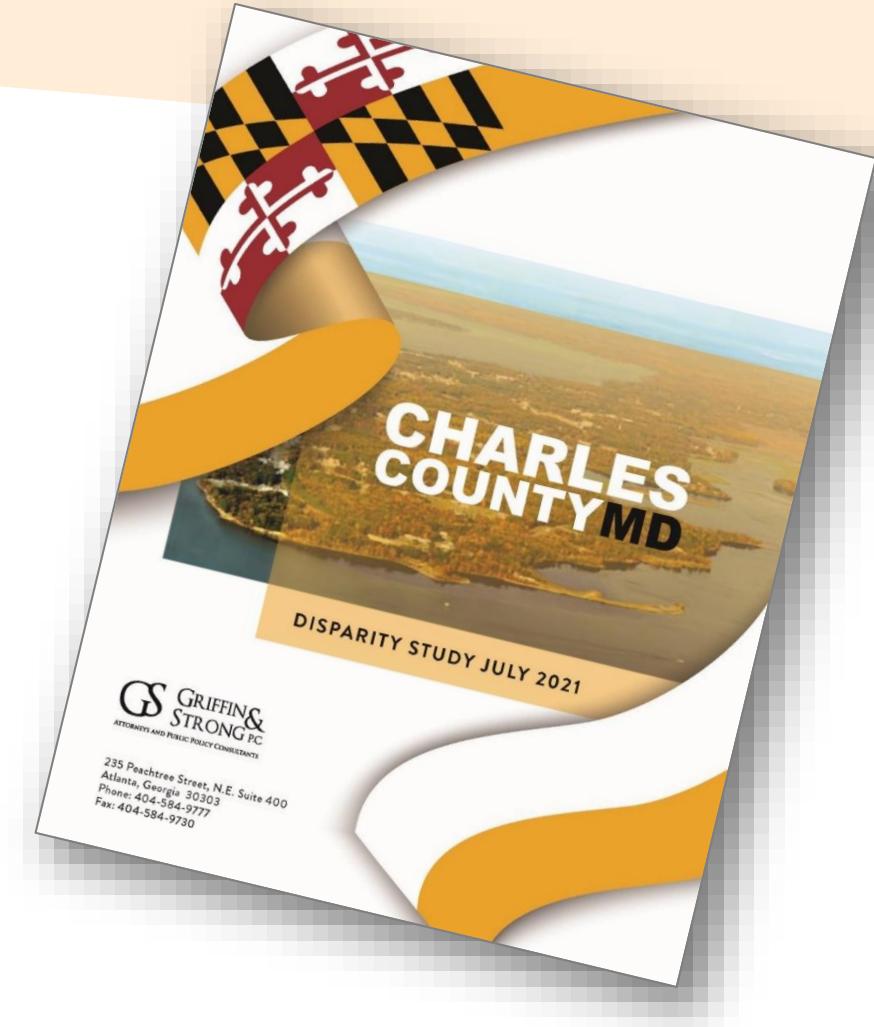
Milestone #10: Continued to post social media and e-news information targeting local, small businesses using Facebook, Linked In, EDD E-news, etc.

Implementing the Recommendations

Recommendation # 2: Establish MWBE Contract-by-Contract Subcontractor Goals with Robust Good Faith Effort

Goal: Establish a goal-setting training program for County staff.

Milestone #1: Staff is currently working with Griffin & Strong to develop this training program along with a policy for implementing good faith efforts.

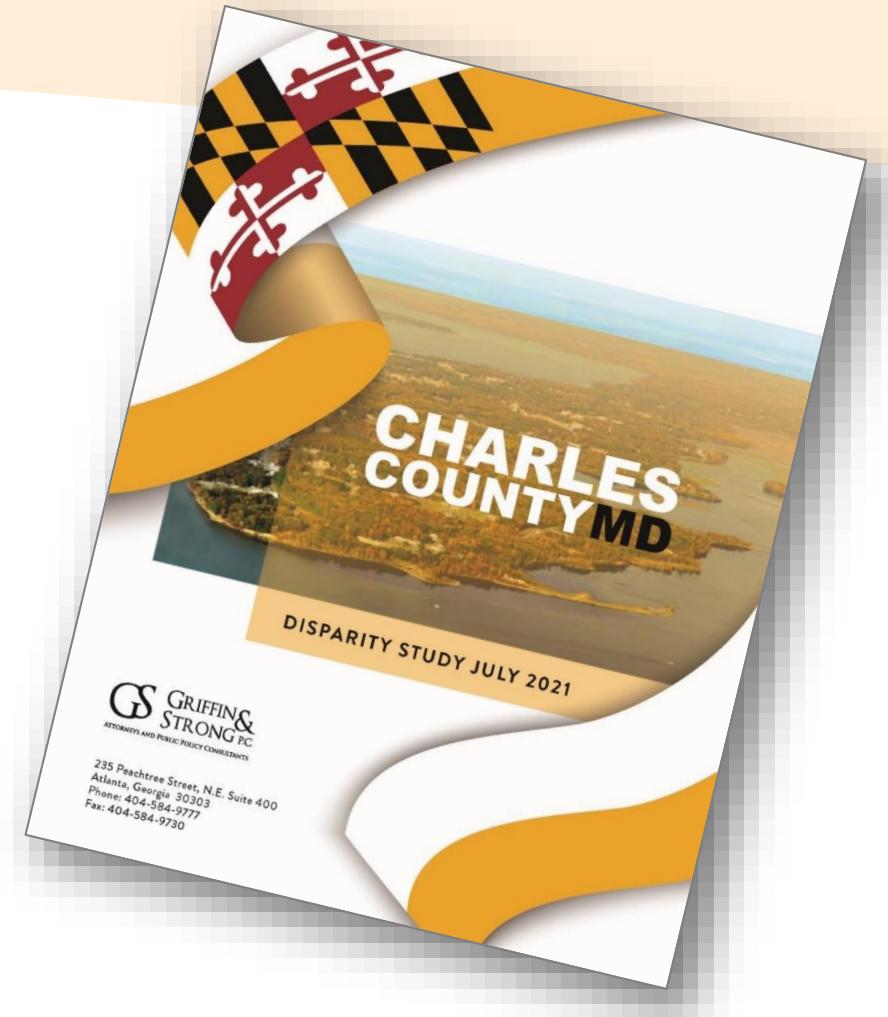


Implementing the Recommendations

Recommendation # 3: Establish Annual Aspirational Goals.

Goal: Establish a goal-setting training program for County staff

Milestone #1: Staff is currently working with Griffin & Strong to develop a MWBE goal-setting training program. G&S is going to teach staff how to establish the annual aspirational goal amount which will be adjusted annually.

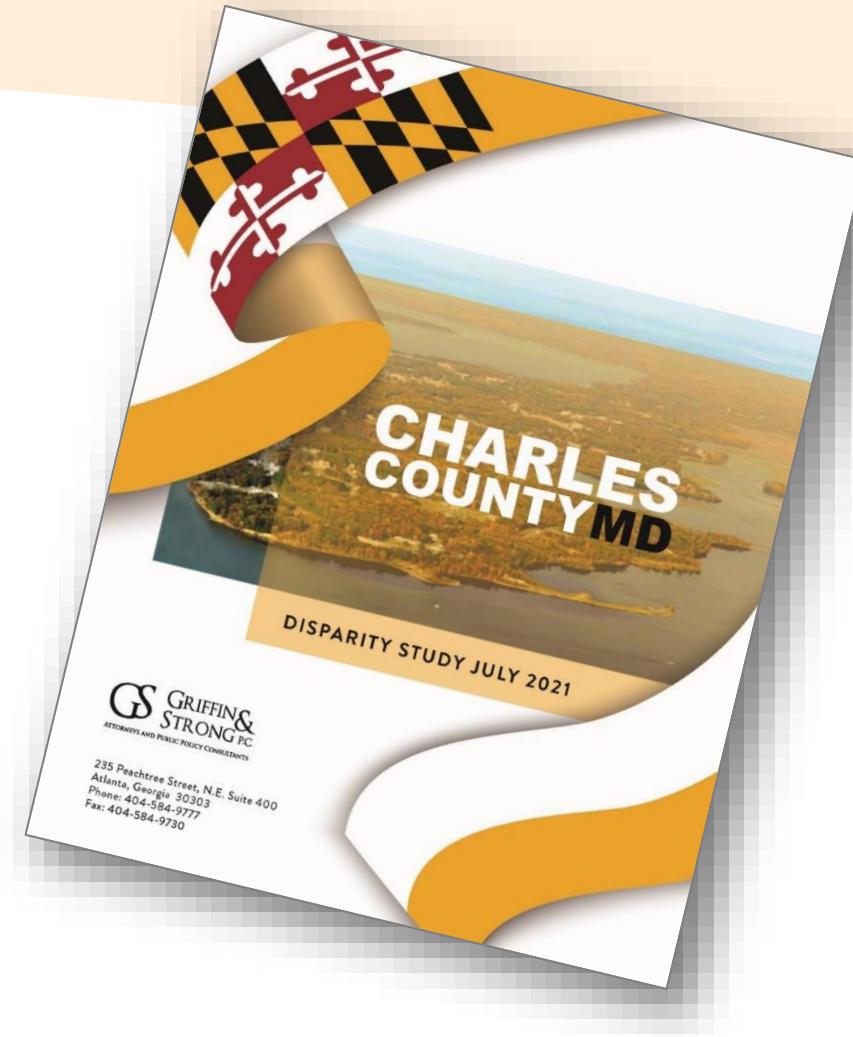


Implementing the Recommendations

Recommendation # 4: Strengthen Contract Compliance

Goal: Establish an enforceable contract compliance training program and create a standard operating procedures (SOP).

Milestone #1. Staff is currently working with Griffin & Strong to develop this training program to include: 1) initial assessment of firms' availability and capacity for specific scopes of work, 2) ensuring that all applicable procurement solicitation packages and awarded contracts include the MWBE commitments, participation requirements, etc., and 3) identifying or developing a computer tracking tools to monitor vendors' performance efficiently allow staff to closeout contract projects.

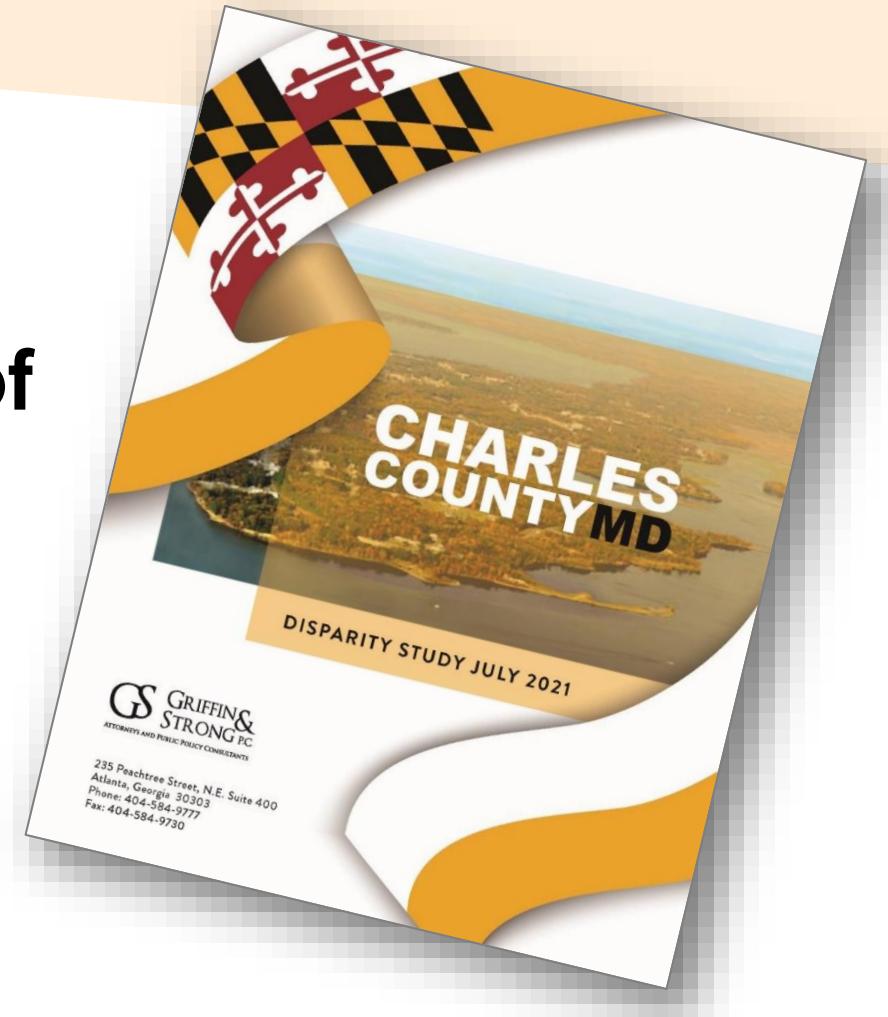


Implementing the Recommendations

Recommendation # 5: Eliminate or Limit the Use of On Call Contractors

Goal: County Staff recommends modifying its current on-call program instead of eliminating it

Milestone #1: County staff is working with Griffin & Strong to identify those specific on-call and options to incorporate alternative solutions



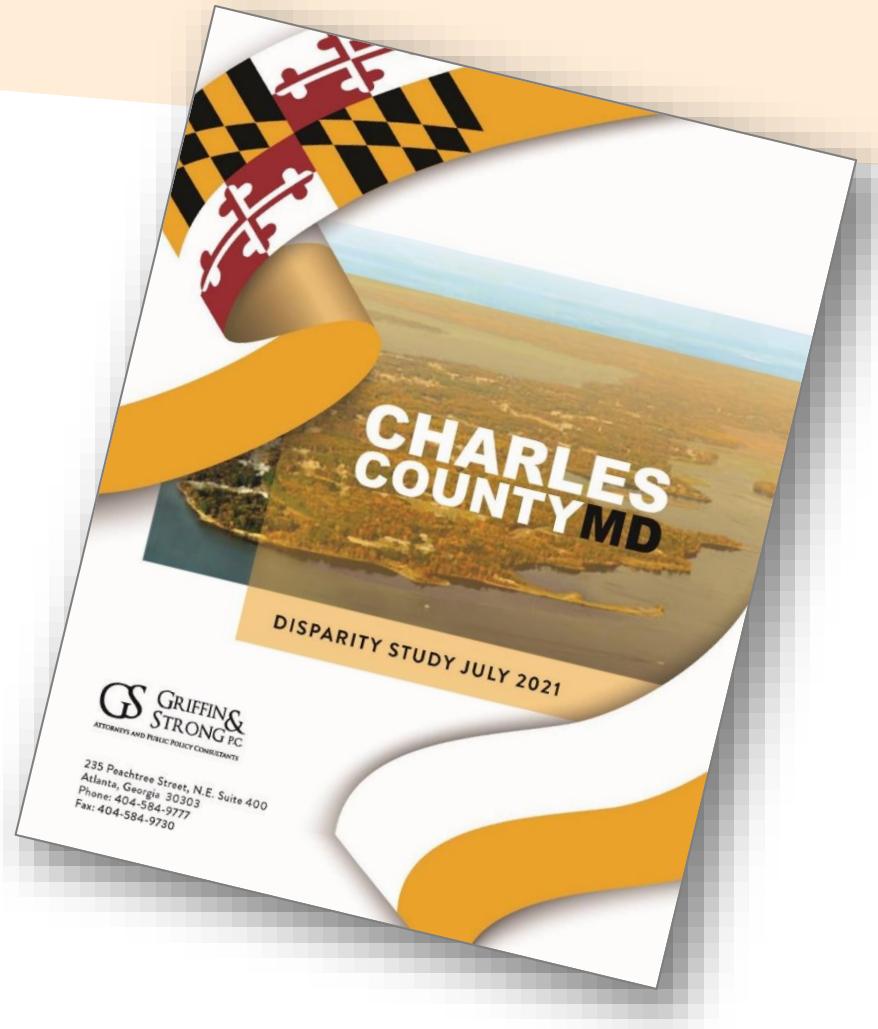
Implementing the Recommendations

Recommendation # 6: Improve MWBE Outreach

Goal: Increase outreach efforts to the MWBE program community

Milestone #1: Since January, EDD has provided technical assistance to 93 businesses of which eight (8) have registered with the MWBE Program. Five (5) applications are pending approval.

Milestone #2: Staff created a MWBE postcard and mailed to over 800 MWBE Charles County firms.



Implementing the Recommendations

Recommendation # 6 Continued

Milestone #3: Continue to work with Griffin & Strong to identify qualified vendors that are located within the County's relevant geographic market to bid on County's contracts.

Milestone #4: Continue to post social media and e-news information targeting MWBE firms using Facebook, Linked-In, EDD E-news, etc.

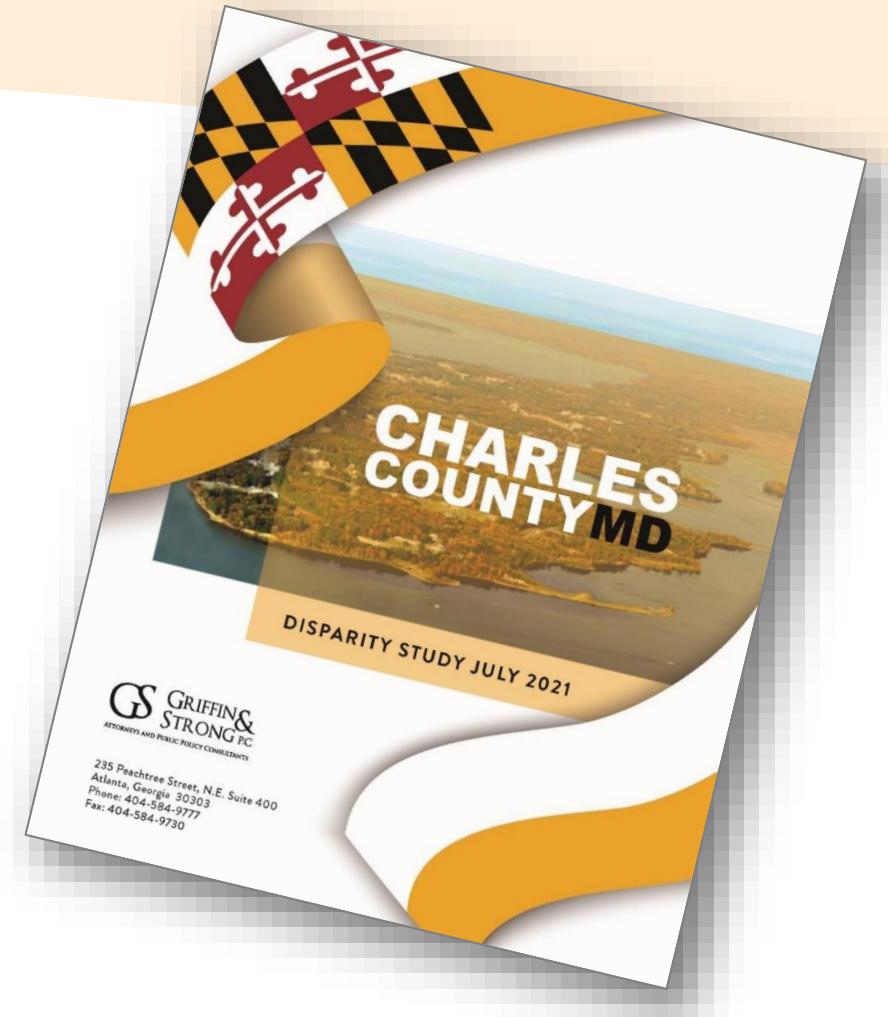


Implementing the Recommendations

Recommendation # 6 Continued

Milestone #5: EDD staff updated the MWBE vendor application to streamline information and assist businesses with complying with the application process.

Milestone #6: EDD staff created a standard operating procedures (SOP) guide on the MWBE process to ensure consistent program implementation as well as transparency and accountability.



Implementing the Recommendations

Recommendation # 7: Procurement Forecasting

Goal: Create forecast reports identifying future procurement opportunities from all County departments and post reports on the County's website

Milestone #1: Fiscal and Administrative Services (FAS)
Purchasing staff continues to work with procurement staff in all department to create forecasting reports.



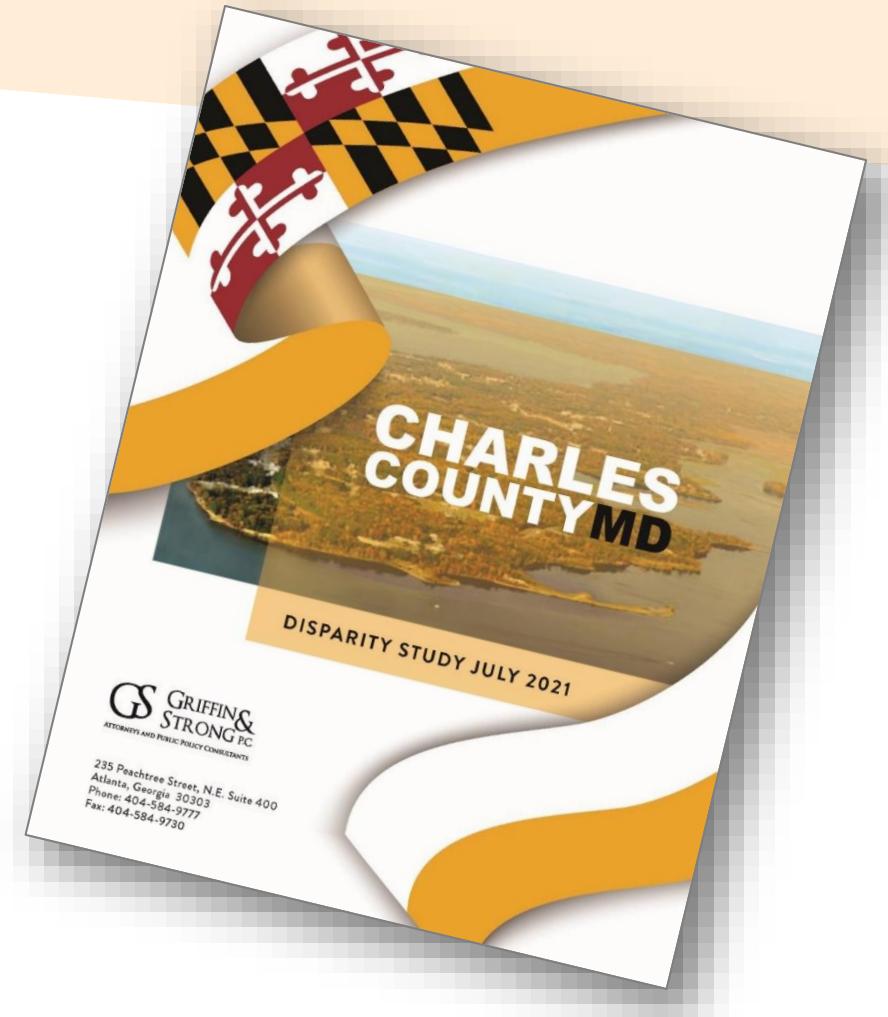
Implementing the Recommendations

Recommendation #8: Data Reform

Goal: Create a user-friendly database tracking system to track both contractor and sub-contractor contract information.

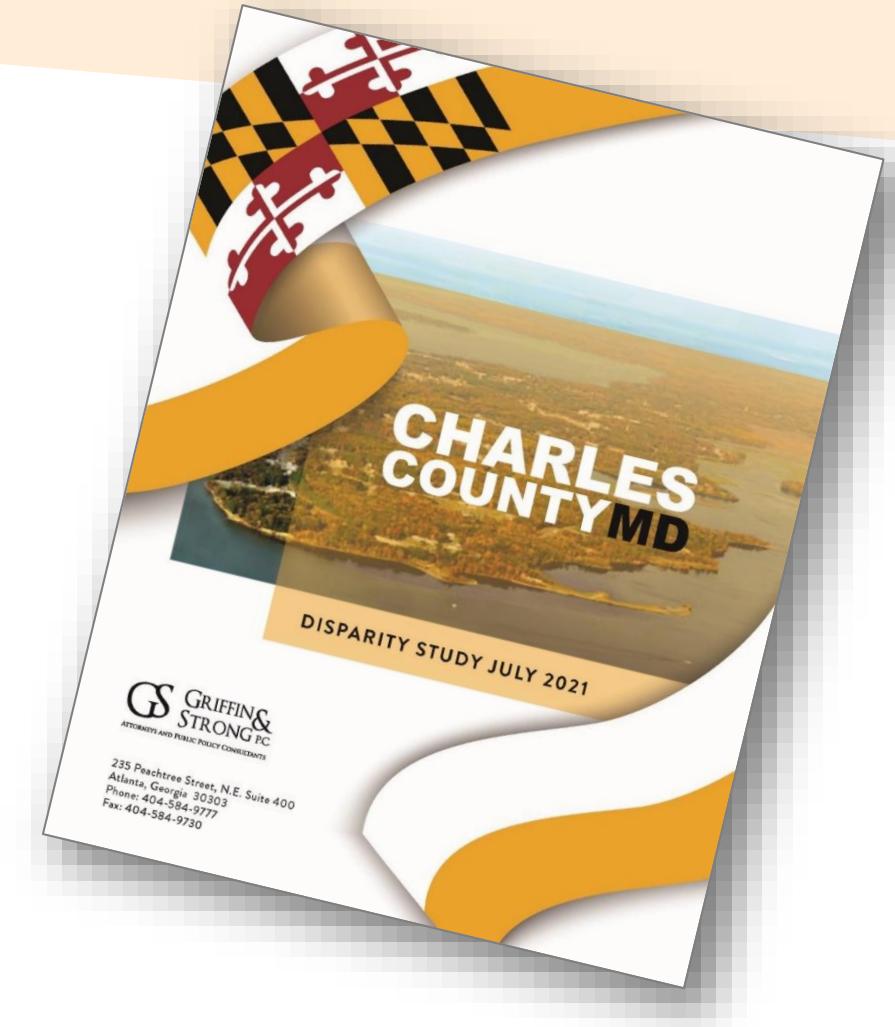
Milestone #1: Fiscal and Administrative Services (FAS) are implementing the new financial system, which will allow the County to track procurements and report on MWBE and SLBE expenditures.

Milestone #2: EDD staff continues to work with Griffin & Strong to identify computer tracking tools to monitor the vendors' performance and allow staff to develop summary reports.



Disparity Study Action Plan

- Continue to promote the Disparity Study Report and its recommendations
- Continue to perform gap analysis (what needs new authorization and what is an enhancement to existing program elements)
- Continue to update the Implementation Plan (steps, phases, and tasks)
- Continue to determine budget and staffing needs for new program elements
- Continue to work with Griffin & Strong to develop training protocol and training program for staff



SLBE and MWBE Programs

Learn more about Charles County Government's Small Local Business Enterprise (SLBE) and Minority and Women Business Enterprise programs and download program applications by clicking on the links below or using the QR codes.

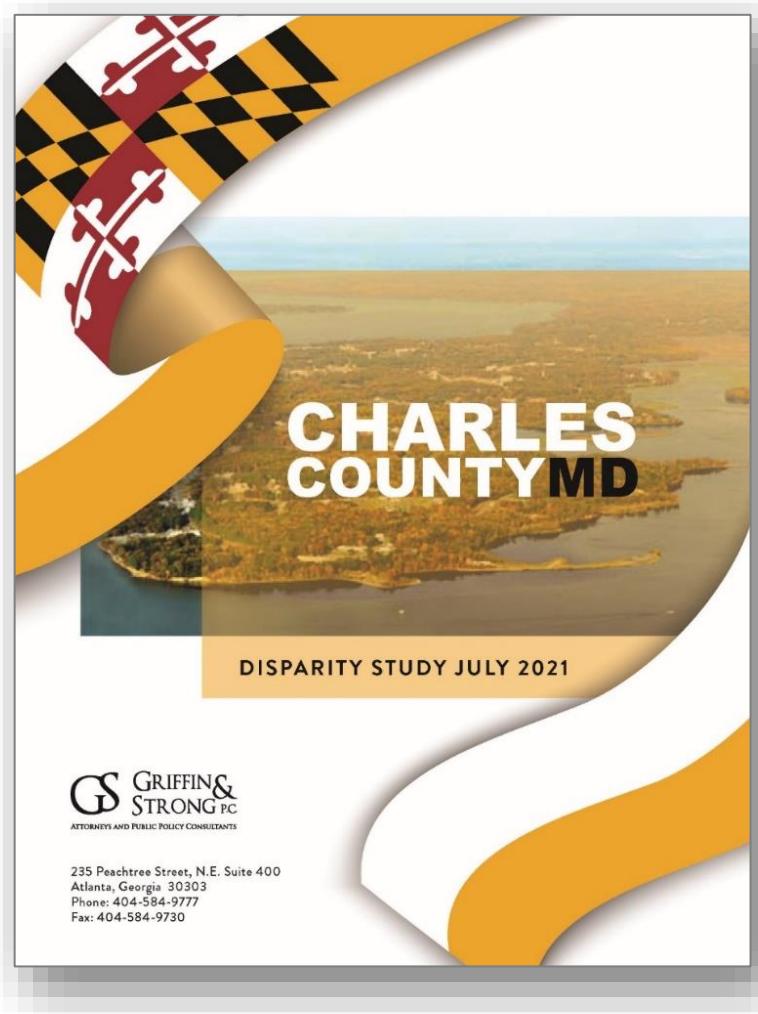
SLBE
WEBPAGE



MWBE
WEBPAGE



Read the Disparity Study Report



More information about the Charles County Disparity Study is available at www.meetcharlescounty.com/charles-county-disparity-study/. The page includes information about the study, links to the full report and the executive summary, and other related links.



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Charles County Government Economic Development

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