

# Caddo Disparity Study Town Hall

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May 6, 2022

**KEEN  
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RESEARCH**

# Topics

1. Legal framework
2. Marketplace information
3. Contract data and utilization analysis
4. Availability analysis
5. Disparity analysis
6. Conclusions and recommendations
7. Public comment period

# Legal framework

## Strict scrutiny standard from U.S. Supreme Court

- Compelling governmental interest
- Narrow tailoring

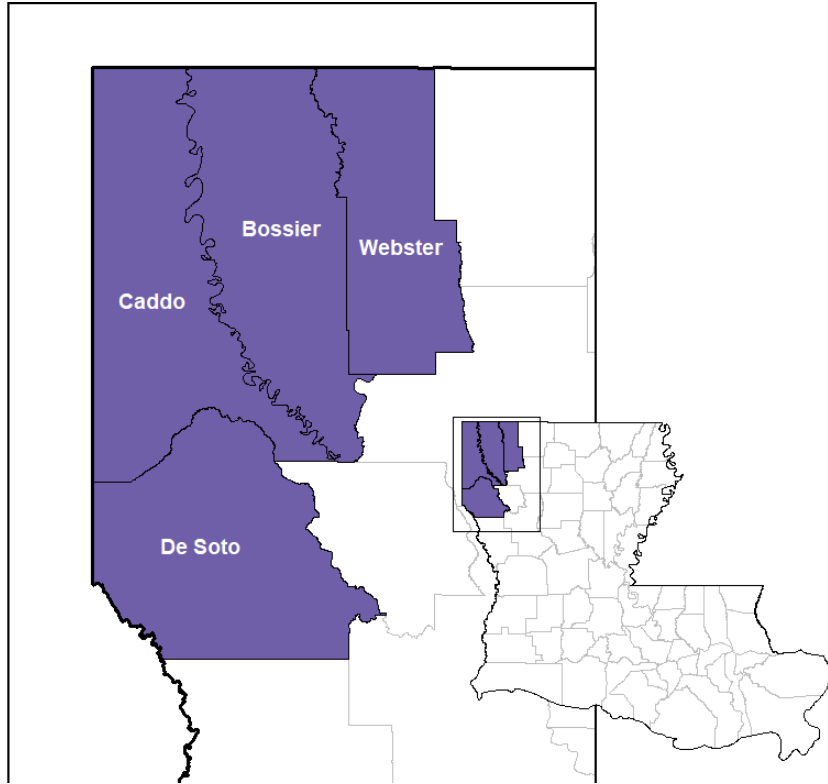
## Constraints in the Louisiana Constitution

- Race and gender preferences for locally-funded contracts prohibited under state constitution
- Louisiana Supreme Court

Preferences for economically disadvantaged businesses permissible



# Marketplace information — Definition and data sources



## Data about Shreveport marketplace

- U.S. Census Bureau data
- Keen Independent availability survey

## Disparities for people of color and women

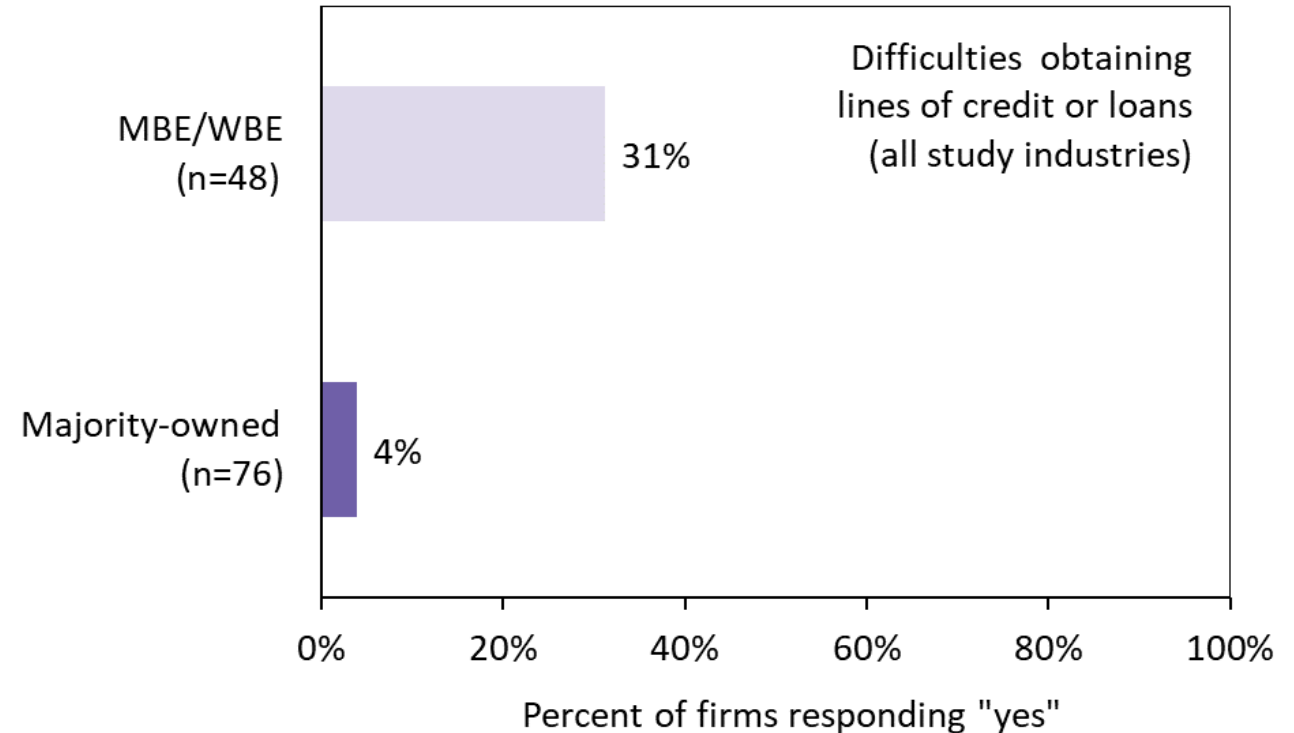
- Entry and advancement in construction industry
- Business ownership
- Access to capital and bonding
- Business success

# Marketplace information — Availability survey

Availability survey reached 1,200 businesses

Survey showed race and gender disparities

- Success in the marketplace
- Barriers to learning about work
- Barriers to access to capital and bonding
- Other barriers to obtaining and performing public sector work



# Marketplace information — Qualitative information

Interviews, focus groups and other information from 75 business owners and others

## Evidence of barriers for MBE/WBEs

- Impact of COVID-19
- Relationships with customers and prime contractors
- Access to capital and bonding
- “Good ol’ boy” and other closed networks
- Negative stereotypes and double standards
- Other barriers

# Marketplace information — Qualitative information

*It has not been easy [to obtain a contract], because ... barriers in the way. Financing and bonding has always been a problem.*

*I-19. Black male owner of a construction-related firm*

*Getting financing, for operations getting bonding capacity, you have to show a work history to get work, but you [must] get the work to show the work history, so it's a Catch-22.*

*I-24. White female owner of a WBE construction-related services firm*

*Being a Black woman-owned business, the challenge is access to bonding capacity or financing.*

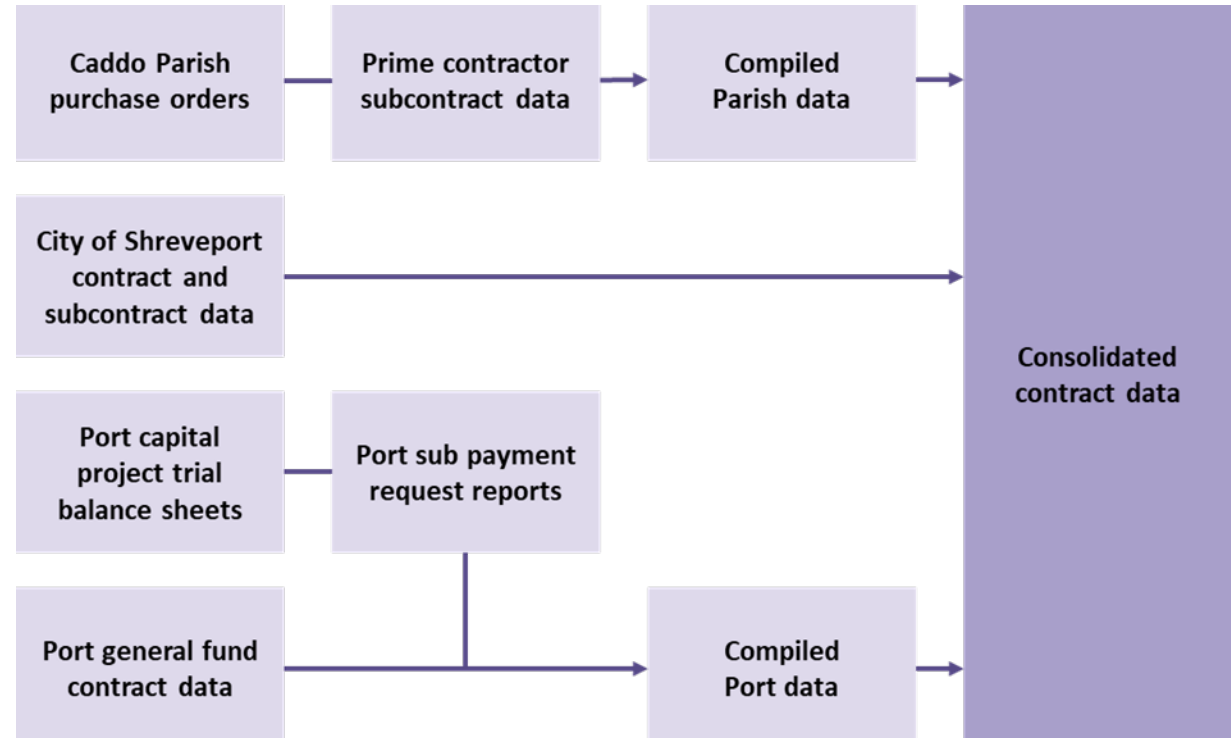
*I-22. Black female owner of a construction-related firm*

# Contract data and utilization analysis

Analyzed 3,000 contracts/subcontracts awarded from 2016 through 2020

For each contract/subcontract, determined:

- Business owner race, ethnicity and gender
- Type of work performed
- Firm location (91% of dollars awarded to firms located in Shreveport metro area)





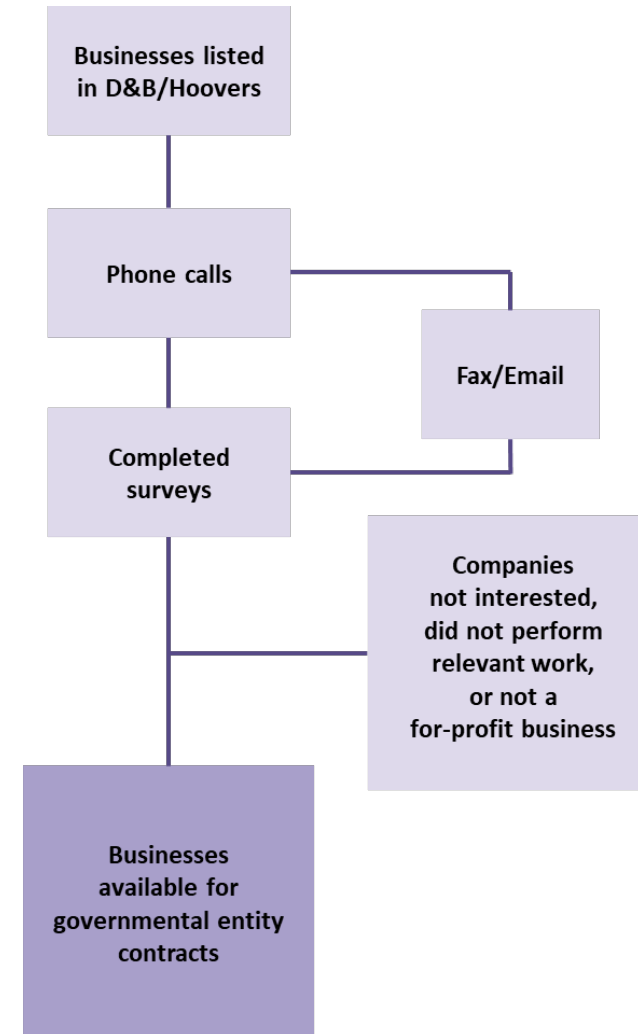
# Availability analysis — Survey approach

- Business list from D&B
- Up to eight calls per business
- October 2021–November 2021

Sources of initial  
business lists

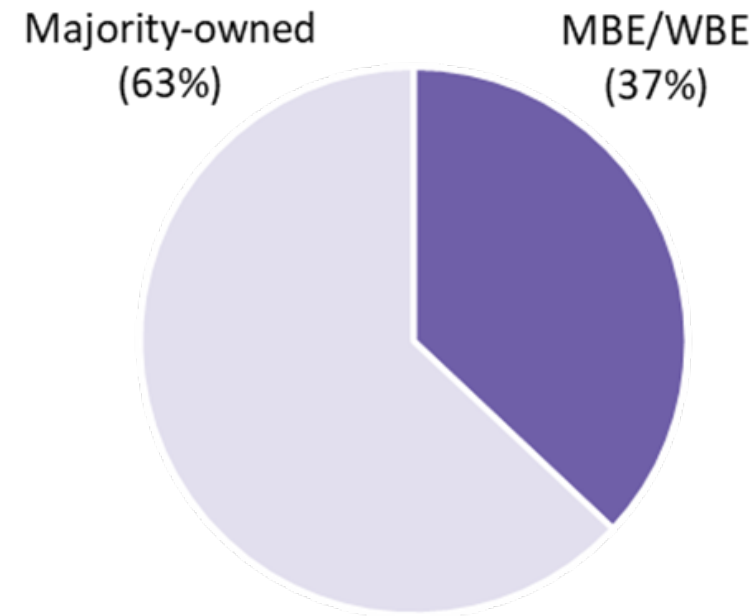
Survey  
methods

Database



# Availability analysis — Headcount availability results

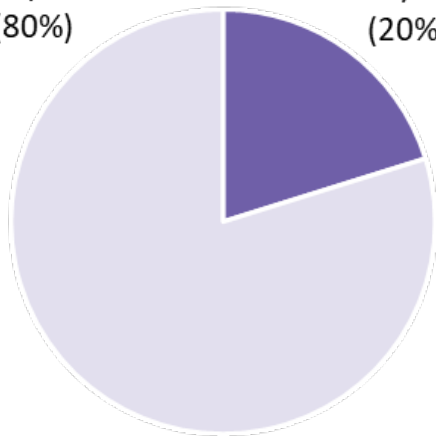
- Qualified and interested in working for Parish, City or Port
- Located in Shreveport metro area
- Types of construction, professional services, goods and other services purchased by Parish, City or Port



# Availability analysis — Dollar-weighted availability benchmarks

Majority-owned  
(80%)

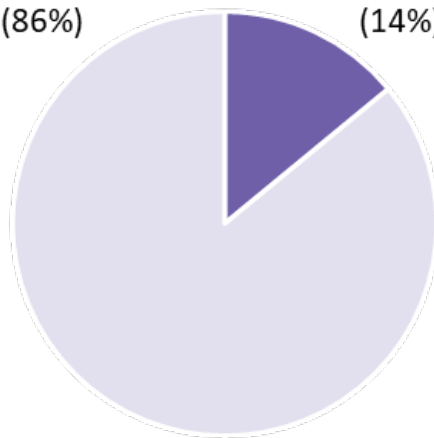
MBE/WBE  
(20%)



Caddo Parish

Majority-owned  
(86%)

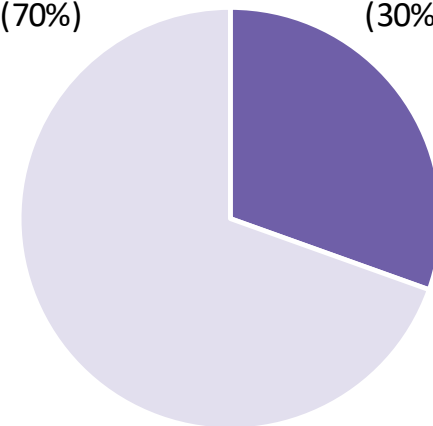
MBE/WBE  
(14%)



City of Shreveport

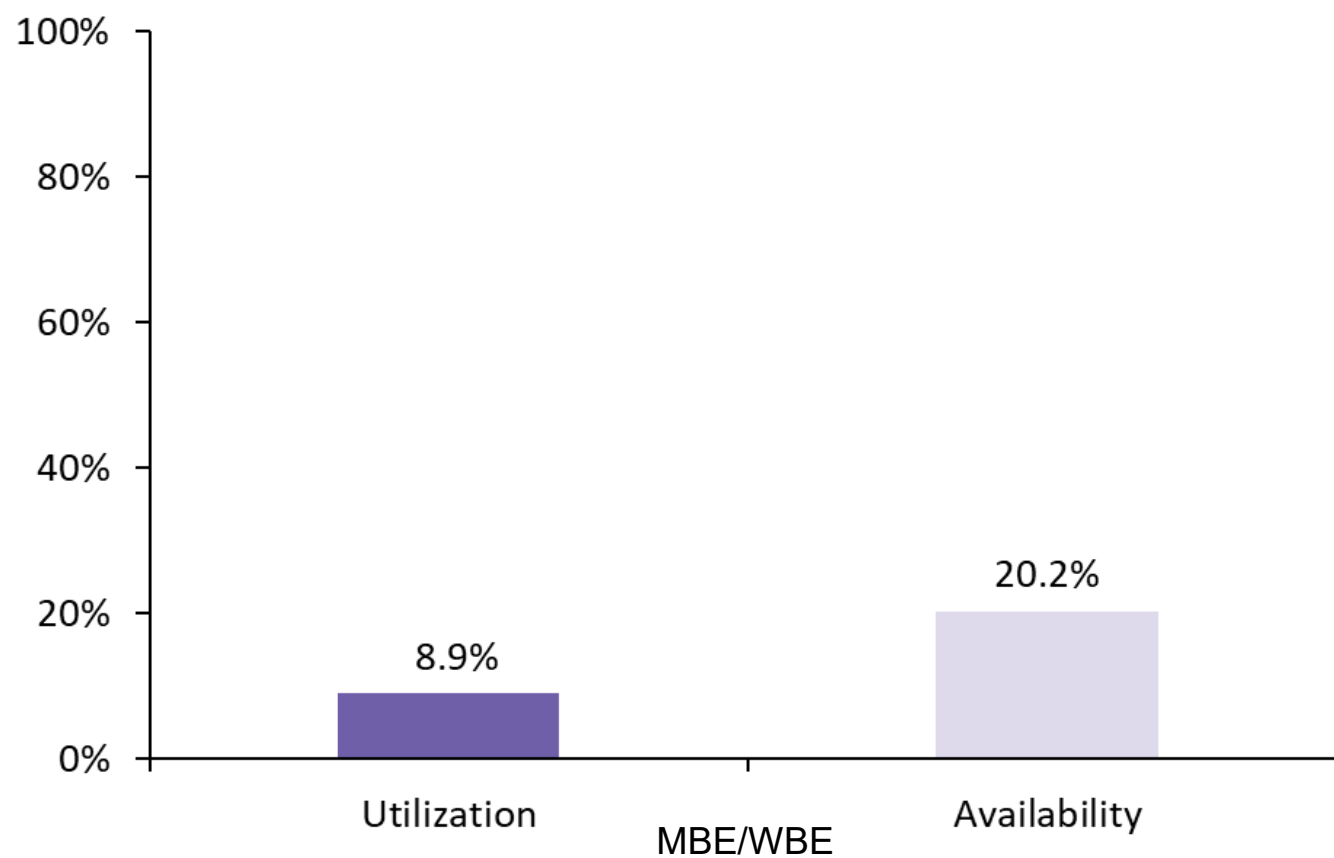
Majority-owned  
(70%)

MBE/WBE  
(30%)

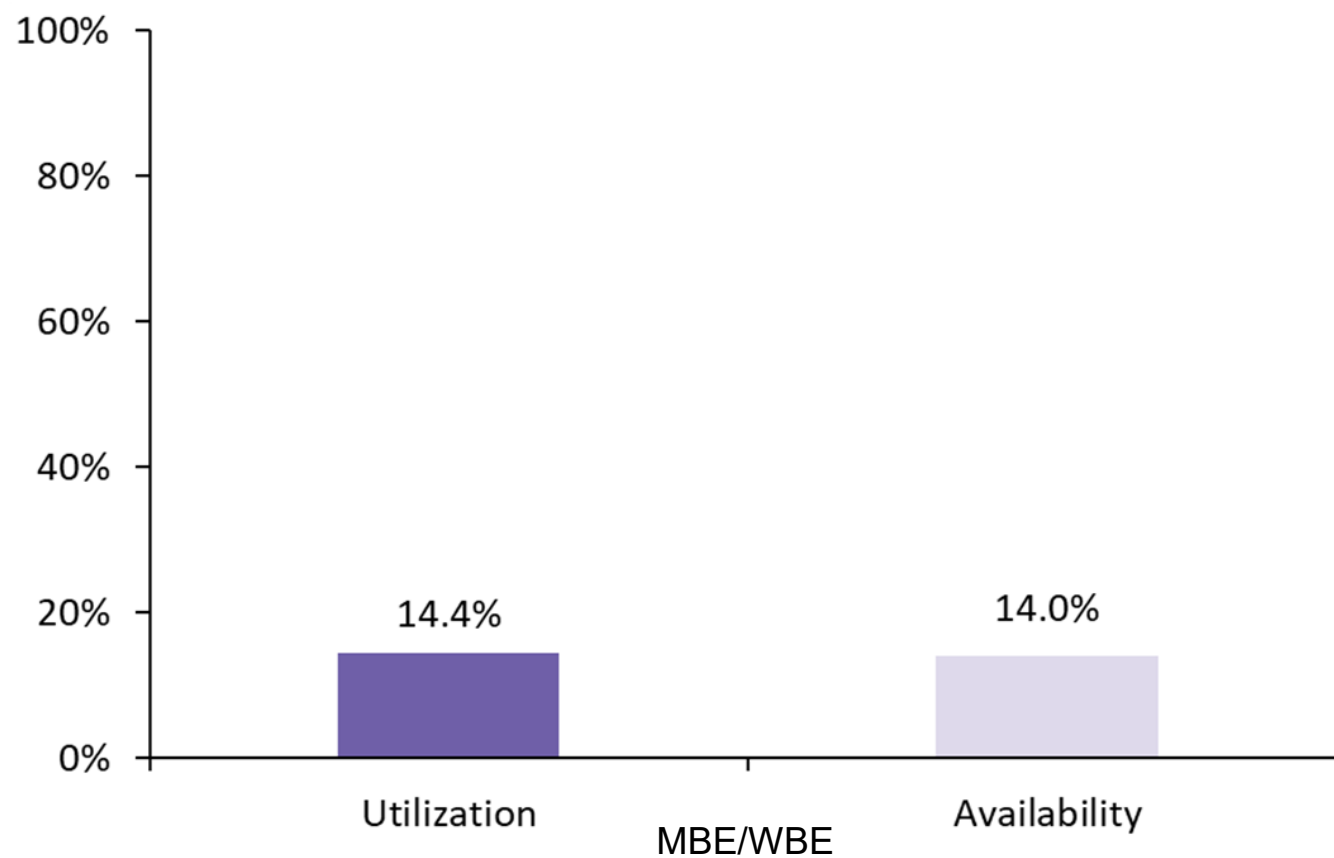


Port Commission

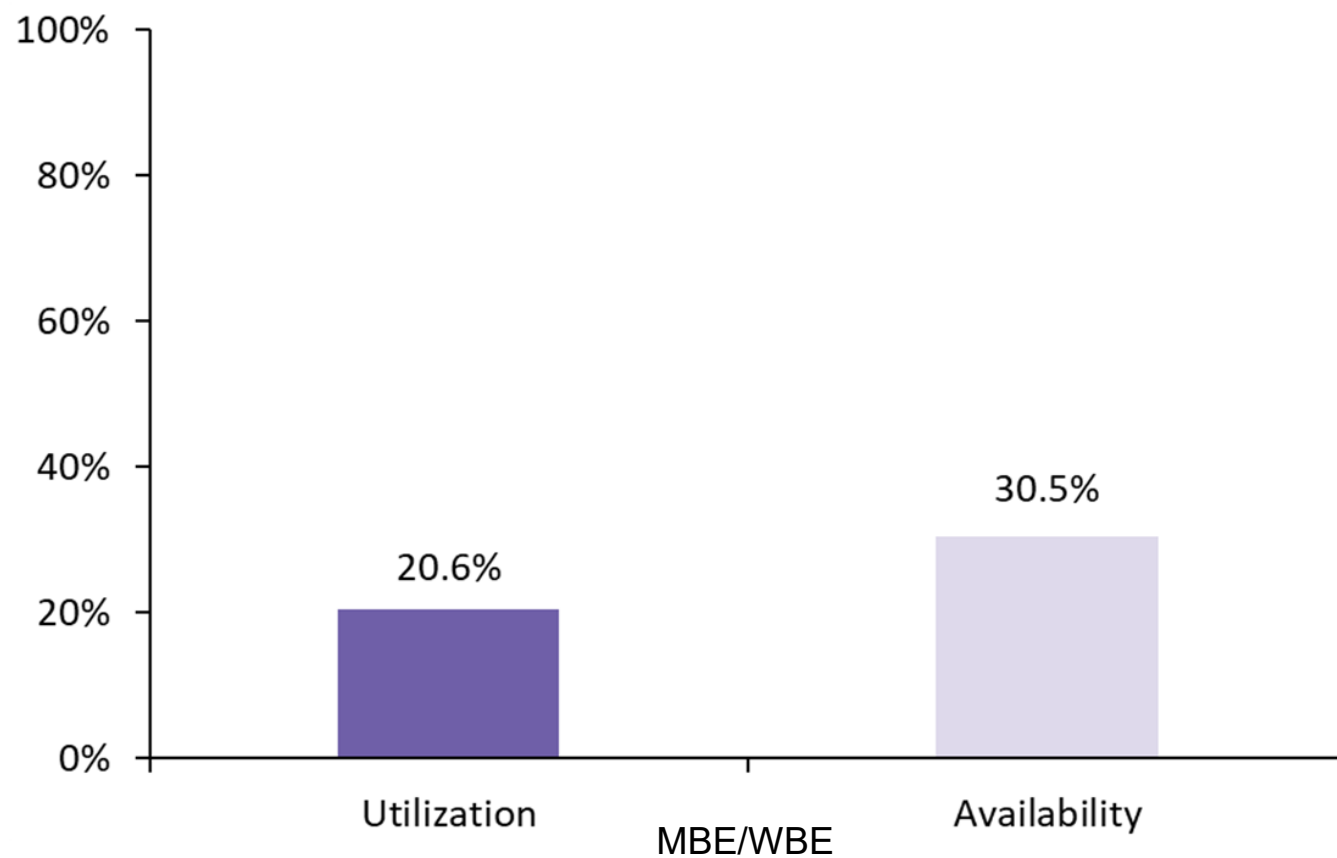
## Disparity analysis — Caddo Parish (2016–2020)



## Disparity analysis — City of Shreveport (2016–2020)



## Disparity analysis — Port Commission (2016–2020)



# Conclusions and recommendations

1. Set new overall aspirational MBE/WBE goals
2. Establish new certification criteria and joint certification
3. Strengthen measures to encourage participation  
(contract goals, preference points, targeted outreach)
4. Take measures to assist vendors on bidding
5. Track and regularly report certified firm participation
6. Collaborate in regional efforts to increase start-up
7. Allocate sufficient resources for program success

