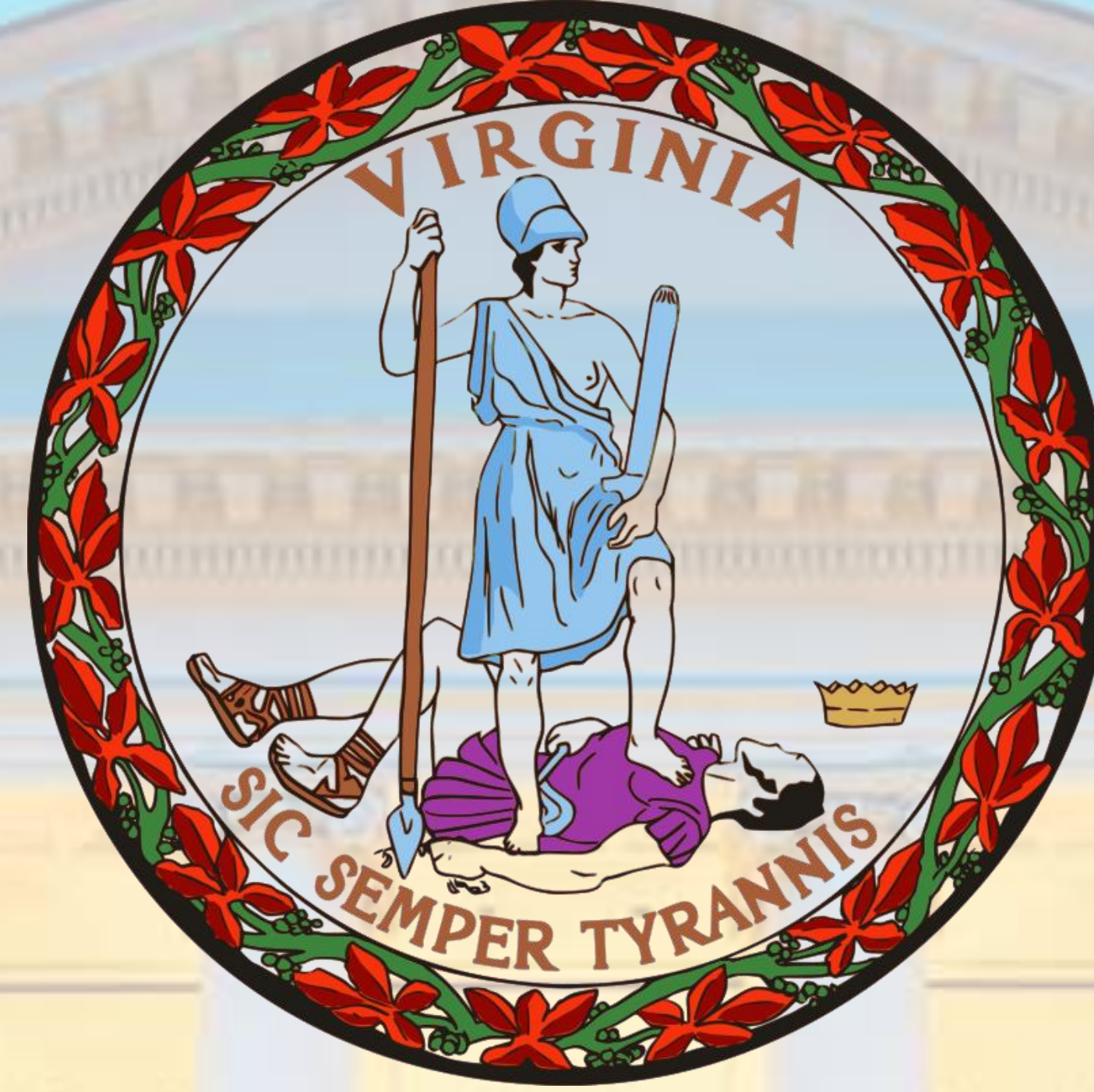




2025 COMMONWEALTH OF VIRGINIA DISPARITY STUDY



BBC 55
YEARS
RESEARCH & CONSULTING

Disparity Study Expert

Denver, CO

THE MILES AGENCY
NICHE MARKETING AND PUBLIC RELATIONS

**Community Engagement
Expert**

Virginia Beach, VA

Holland & Knight

Legal Expert

Atlanta, GA

Keisler
SOCIAL & BEHAVIORAL
RESEARCH

**Qualitative Research &
Analysis Expert**

Washington, D.C.

DAVIS
RESEARCH

Survey Expert

Calabasas, CA

YCS

**Qualitative Research
Expert**

Great Falls, VA



OBJECTIVES
& VALUE

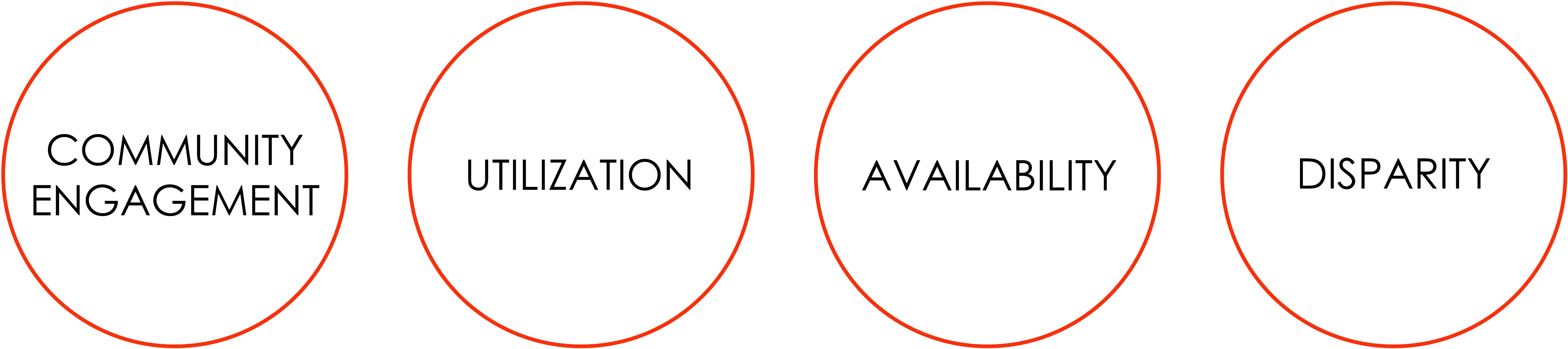
APPROACH

TIMELINE

QUESTIONS
& TESTIMONY



- Assess **disparities** between **participation** and **availability**
- Assess **marketplace barriers**
- Recommend **refinements**
- Ensure **legal compliance**



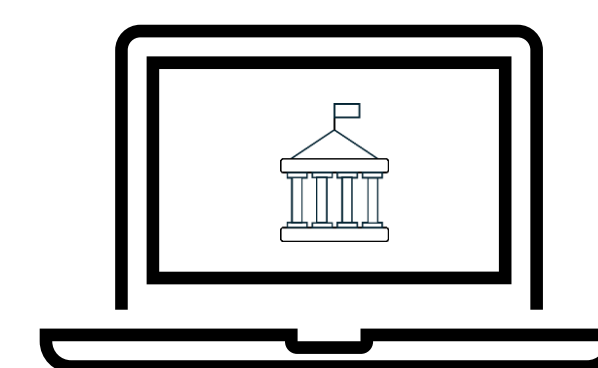
COMMUNITY
ENGAGEMENT

UTILIZATION

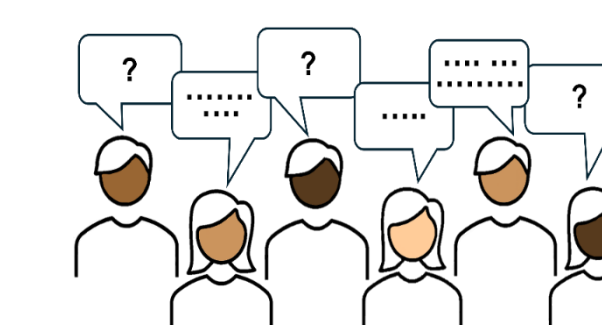
AVAILABILITY

DISPARITY

WEBSITE



PUBLIC
MEETINGS



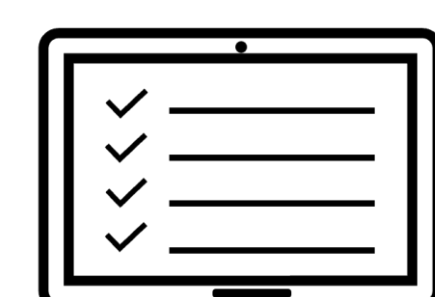
EMAILS



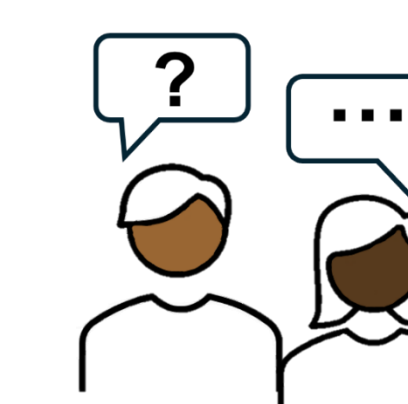
BUSINESS
SURVEYS



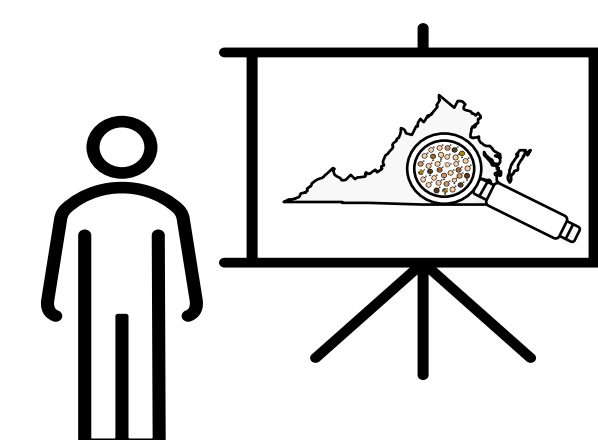
TASK
NOTICES



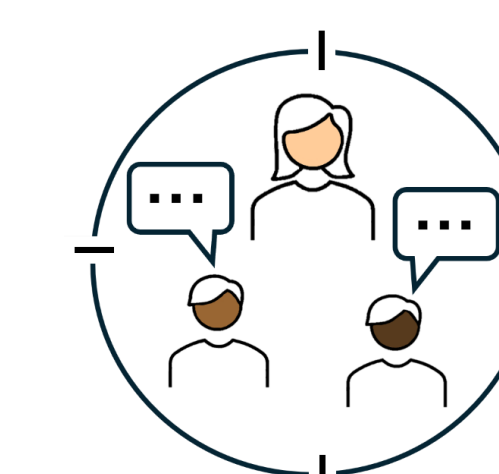
INTERVIEWS



PRESENTATIONS



FOCUS
GROUPS



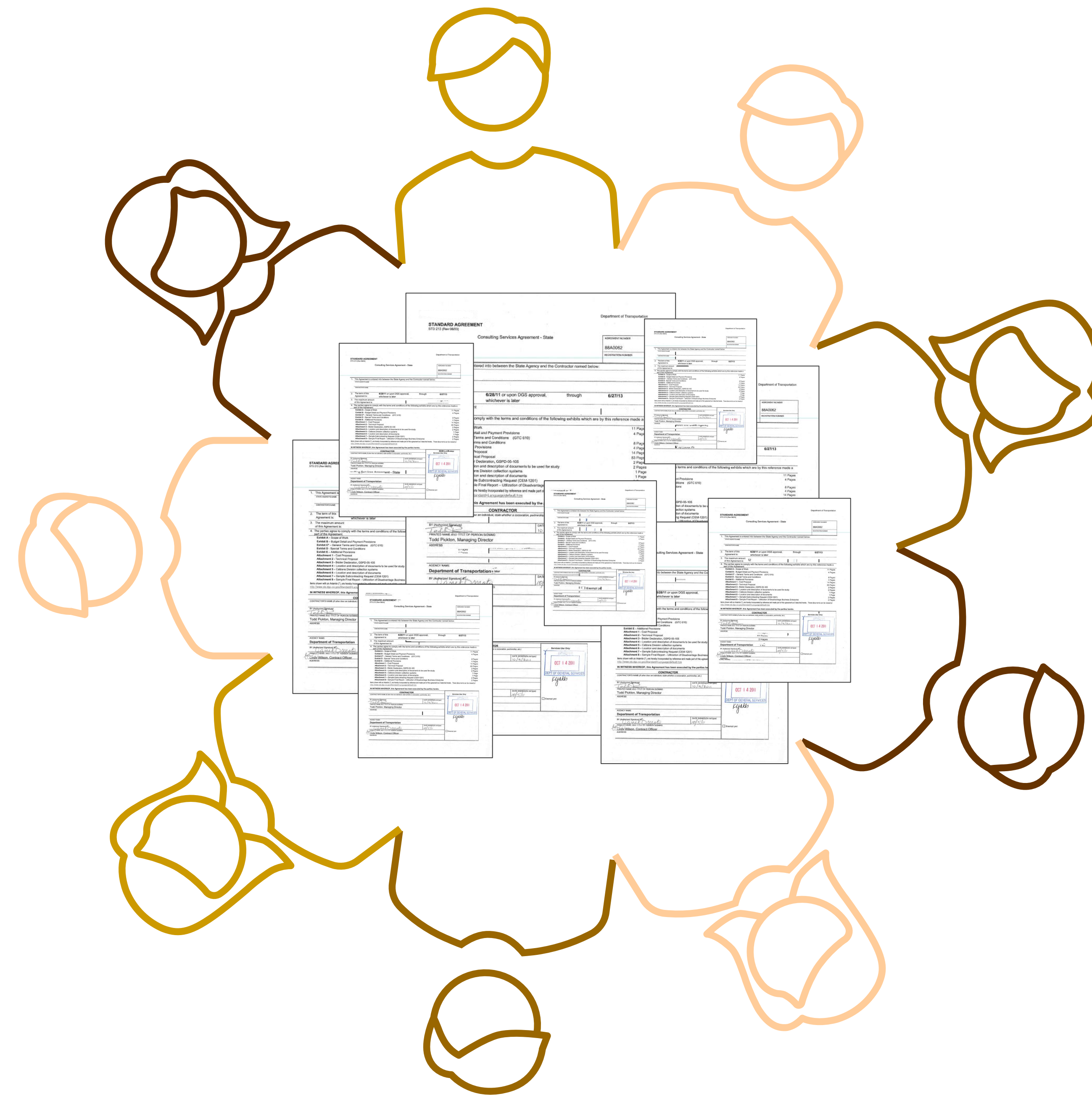
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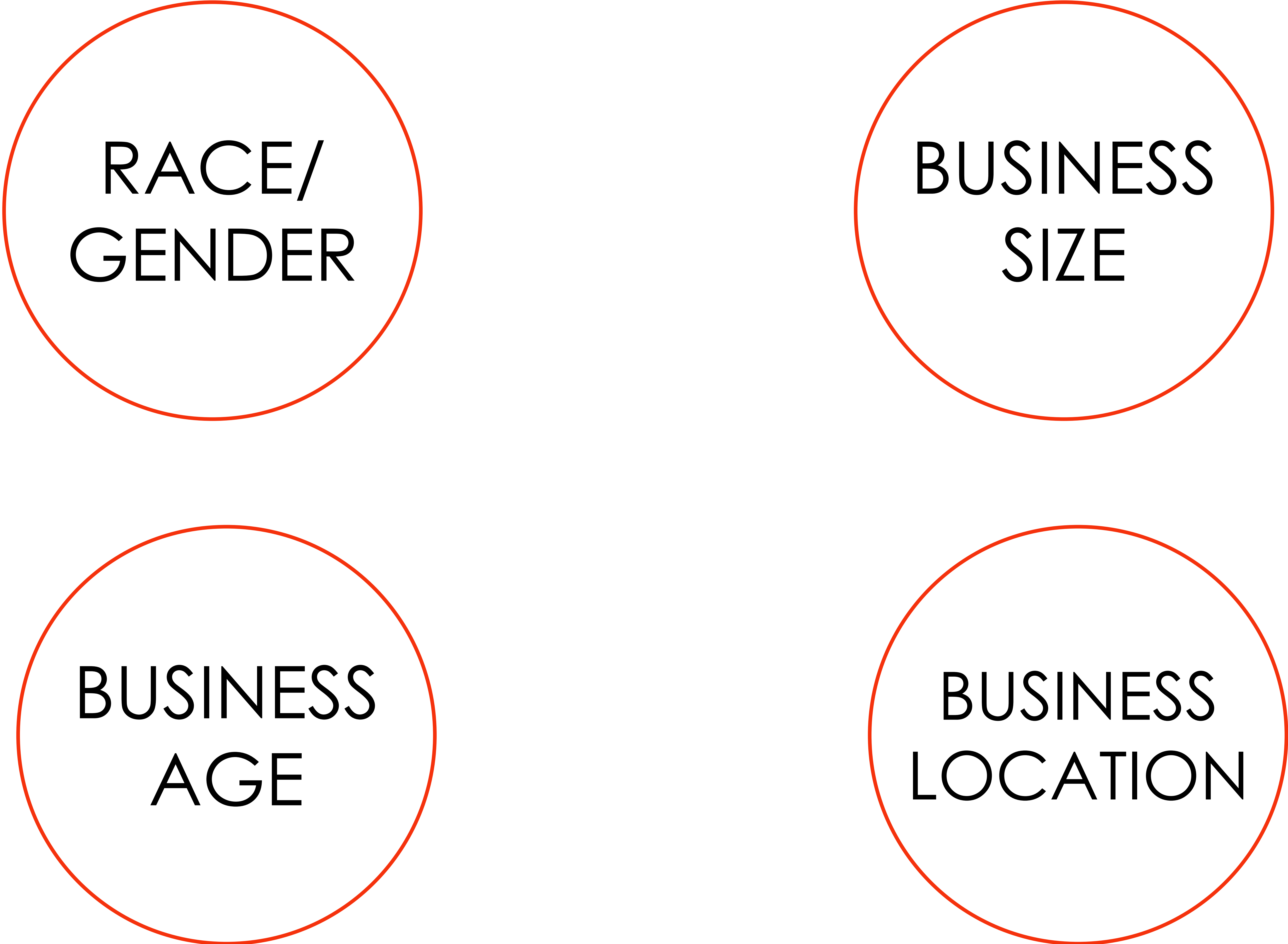
DAVIS
RESEARCH



What percent of dollars does the Commonwealth award to minority-, woman-, and SDV-owned businesses?



What percent of dollars would one expect the Commonwealth to award to minority-, woman, and SDV-owned businesses?

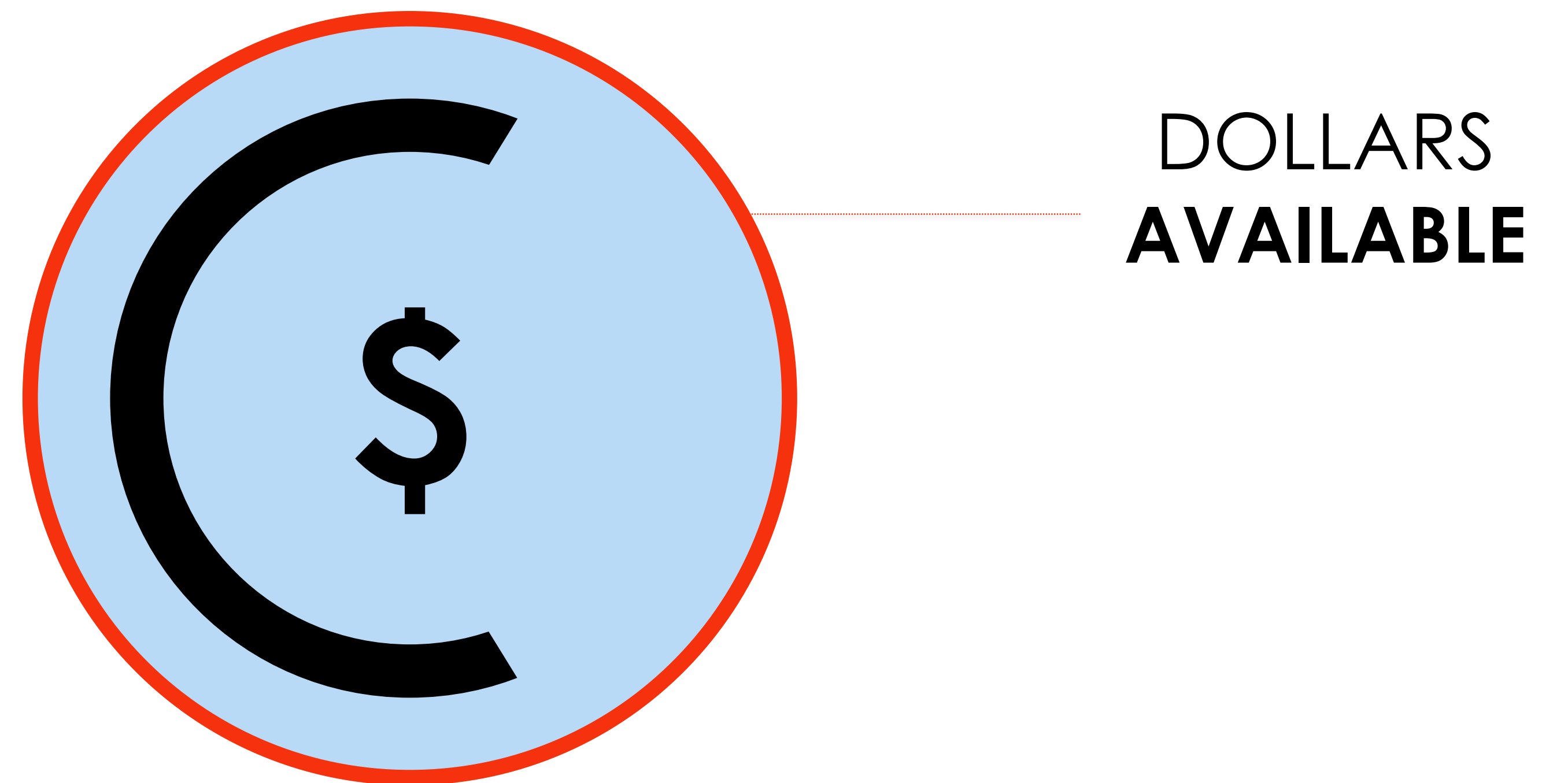
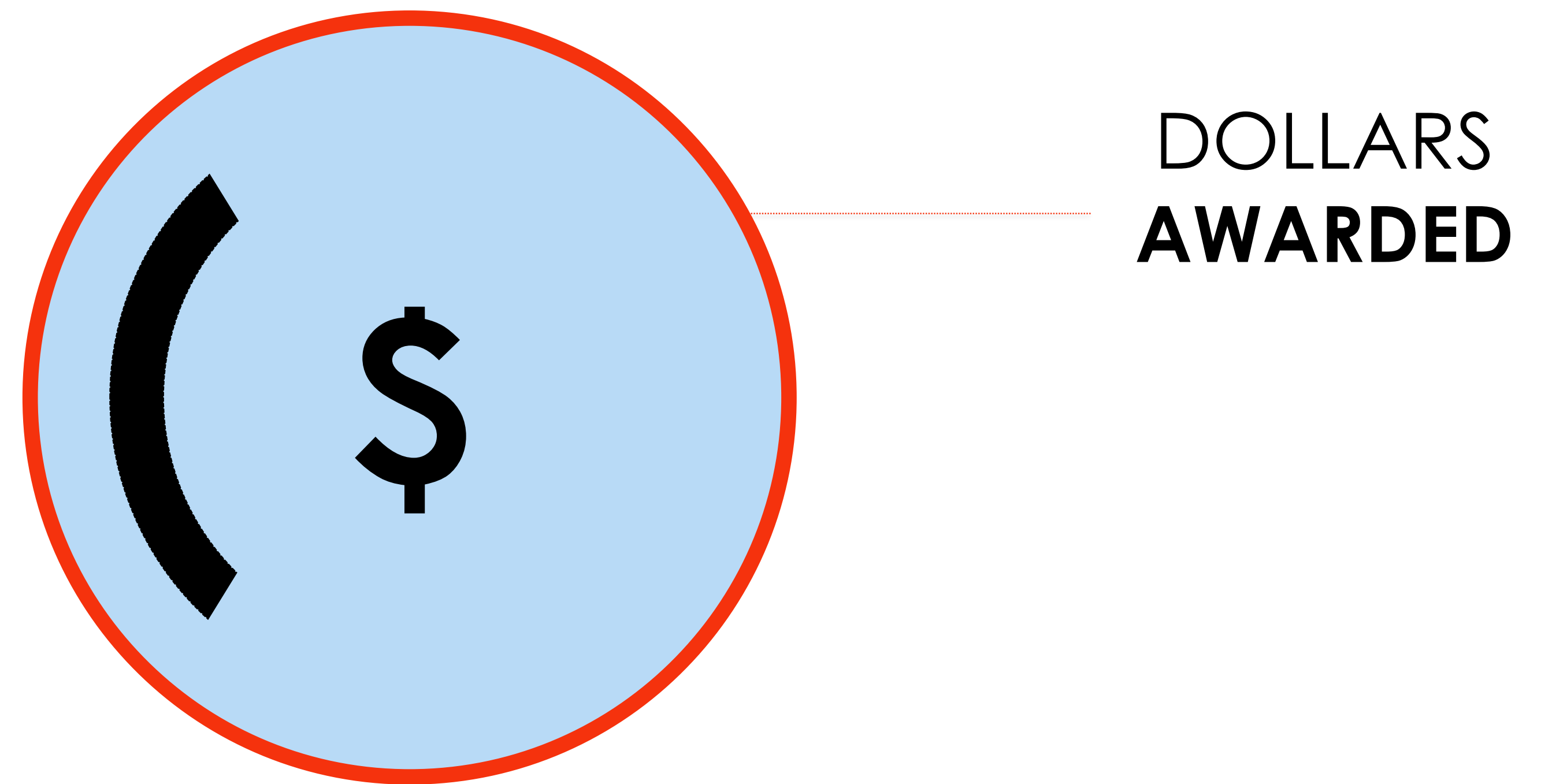


RACE/
GENDER

BUSINESS
SIZE

BUSINESS
AGE

BUSINESS
LOCATION



$$\times 100 = \text{DISPARITY INDEX}$$

≥ 100 **PARITY**

≤ 80 **SUBSTANTIAL DISPARITY**



Study Email: VADisparity@bbcresearch.com

TESTIMONY

Testimony related to experiences in the local marketplace

VADisparity@bbcresearch.com

- Experiences with discrimination
- Barriers to success
- Payment issues
- Private or public sector work
- Prime contractor or subcontractor work
- Working with public agencies