



MEMORANDUM

TO: Mayor and Council

FROM: Small & Minority Business Resources Department (SMBR), Veronica Briseño, Director

DATE: December 11, 2018

SUBJECT: Clarification Memo for Item 40 – Amending City Code Chapters 2-9A, 2-9B, 2-9C and 2-9D

The December 13, 2018 City Council agenda includes an item for Mayor and Council's consideration to amend City Code Chapters 2-9A, 2-9B, 2-9C, and 2-9D regarding certification for the City's Minority-Owned and Women-Owned Business Enterprise Procurement Program and incorporating the findings of the 2015 Disparity Study.

There have been several questions related to the findings that are proposed to be incorporated into the City Code. SMBR would like to clarify to Mayor and Council the "findings" being proposed for inclusion into the City Code Chapters 2-9A, B, C, & D. Disparity studies are made of up two types of data: qualitative and quantitative. The qualitative, or "anecdotal" data (specifically that there remains disparity and discrimination in the City's marketplace) is the only information from the 2015 study being proposed to be included in the revisions to the City Code. None of the quantitative data contained in the last disparity study is being adopted. SMBR is not changing or proposing to change any of the current goals.

xc: Spencer Cronk, City Manager
Ray Baray, Chief of Staff
Jannette Goodall, City Clerk
Anne Morgan, City Attorney