

2025 Minnesota Joint Disparity Study

December 2, 2024, External Stakeholder Group Meeting

Draft, confidential, trade secrets, not for public distribution



Minnesota Dept. of Administration
MnDOT
Minnesota State Colleges and Universities
University of Minnesota
Metropolitan Airports Commission
Metropolitan Council
Mosquito Control District
Hennepin County
Ramsey County
City of Bloomington
City of Brooklyn Park
City of Minneapolis
City of Rochester
City of Saint Paul
Hennepin Healthcare System
Saint Paul Public Schools

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m 2025 JOINT
DISPARITY STUDY

**KEEN
INDEPENDENT
RESEARCH**

Agenda

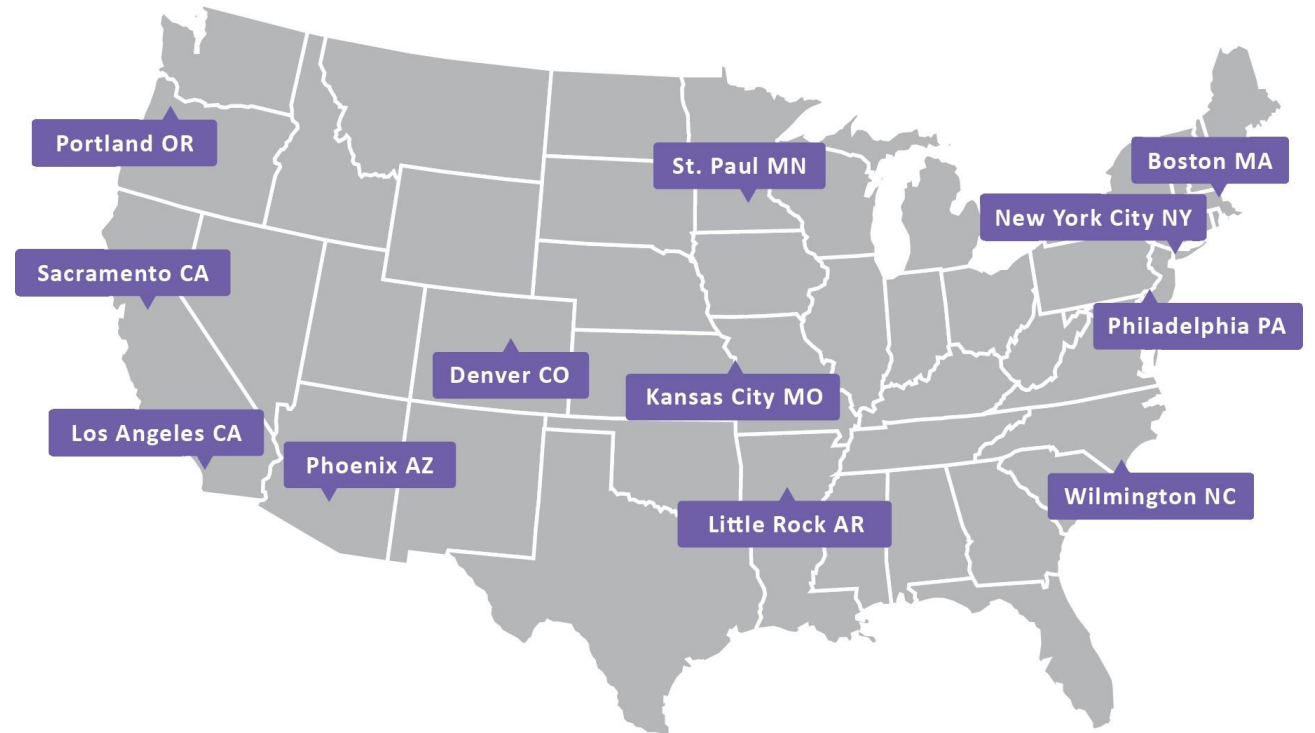
1. Welcome and introductions
2. Review of meeting protocols
3. Research update
4. Schedule of activities for coming months
5. Updates from Admin
6. Other topics/questions



Intros and contact info for Keen Independent Research



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Research activities since early October 2024

Phase 1

- In spring 2024, completed planning phase of study (Phase 1)
- Developed legal framework and data collection plans (and continuing to monitor court cases)

Phase 2

- Performed additional research to determine groups (and definitions) to be included in the study (Task 2.7)
- Performed availability survey
- Finalizing contract and subcontract data for each entity for utilization analyses
- Completed in-depth interviews with businesses and other groups
- Performing quantitative analyses of marketplace conditions
- Prepared common draft report appendices
- Will perform disparity analyses in Feb./Mar. 2025

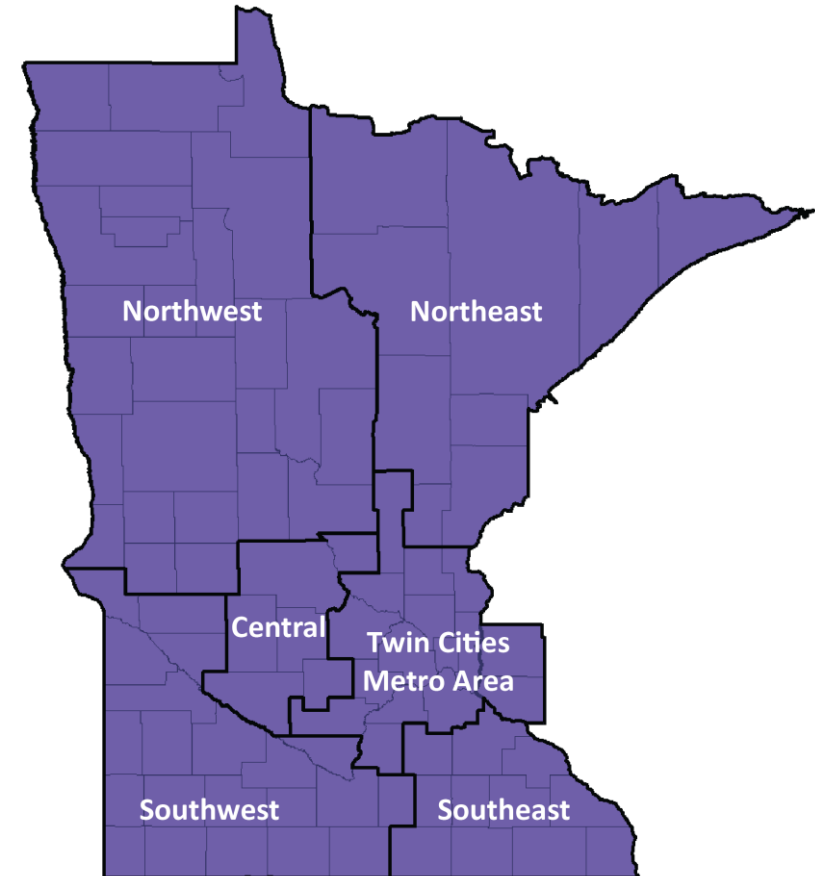
Availability survey update

Attempted to reach tens of thousands of businesses in relevant geographic market area

- Interested vendors lists
- Augmented with listings purchased from Dun & Bradstreet

Asked survey respondents for:

- Interest in working with entities
- Qualifications, types of work
- Bid capacity
- Experiences in the marketplace



Availability survey update (continued)

Online

- Admin sent emails to 57,000 email addresses on Sept. 30 (and sent reminders)
- Survey link was on study website for any firm to complete
- Survey closed on November 25, 2024
- Obtained about 2,700 useable online surveys

Phone/fax/other

- Customer Research International (CRI) conducted phone survey, starting early October
- Call list included interested firm list (with phone #) supplemented by list purchased from D&B (firms already completing online survey were not on list)
- CRI called 62,256 firms with workable phone numbers (up to 5 attempts in Oct. through Nov.)
- Successfully reached 20,716 companies

Qualitative research update

Phase 1 public forums and ESG meeting in spring 2024

- More than 80 public forum attendees and members of ESG participated
- Input helped shape study scope and approach

Open-ended comments from availability surveys

- Received comments from more than 2,000 companies

In-depth interviews

- Completed interviews with more than 150 organizations
- Included companies, trade associations and other groups (across racial, gender and other groups)

Draft Appendix J – Qualitative Information, for Draft 2025 Report (in progress)

- Synthesizes qualitative research from all sources, by topic
- Respondents coded by number without name (with race, gender, etc. identified)

Study tasks	2024										2025							
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Phase 2. Data collection research and analysis																		
2.1. Project meetings and administration																		
2.2. Contract data collection																		
2.3. Determination of geographic market area and subindustries																		
2.4. Availability analysis																		
2.5. Utilization analysis																		
2.6. Disparity analysis																		
2.7. Quantitative analysis of marketplace conditions																		
2.8. Qualitative analysis of marketplace conditions																		
2.9. Analysis of combined disparity study information																		

Ways business owners and others can participate

- Go to: <https://mn.gov/admin/disparity-study/>
- Email the study team: JointMNDisparityStudy2025@keenindependent.com
- Call us at: 602-704-0125 (study telephone hotline)
- Attend a future public forum to discuss preliminary study results (spring 2025)
- Provide comments on the draft reports when distributed to the public (spring 2025)