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EBR City-Parish Disparity Study

The City of Baton Rouge, Parish of East Baton Rouge engaged Keen Independent Research to analyze whether there is a level playing field for minority- and women-owned firms and other small businesses in the local marketplace. The study also included veteran-owned and service-disabled veteran-owned companies. The study team examined conditions in the construction, professional services, goods and other services industries, with a focus on City-Parish procurement.

The disparity study provides data about marketplace conditions and any disparities in City-Parish contracting, as well as insights from interviews, focus groups, surveys and public meetings with business owners and the public.

Study Team

Keen Independent Research is a national economic consulting firm. David Keen, Principal, is leading this assignment. He has directed more than 140 disparity studies for clients including the City of New Orleans and the City of Atlanta. Mr. Keen has served as an expert witness successfully defending targeted business programs.

The study team includes Cogent Concepts, Octagon Media and SJB Group in Baton Rouge; Spears Group in New Orleans; Customer Research International in San Marcos, Texas; and Holland & Knight in Atlanta.

Schedule

The disparity study started in late September 2018. There will continue to be substantial opportunities for public input.

How to Get Involved

Call the study hotline: (225) 443-0912

Email the study team: batonrougedisparitystudy@keenindependent.com

Study website: <http://www.keenindependent.com/baton-rouge-disparity-study/>

Participate in a town hall (see study website for dates and locations)

Mail information to David Keen, Principal

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Provide comments directly to Baton Rouge at VIyengar@brla.gov