

# Business Inclusion and Diversity Program Benchmarking Study

Great Lakes Water Authority Board Meeting

February 24, 2021

# Research Summary

Profiled 14 business diversity programs, including interviews with program staff (ongoing)

- American Water
- City of Detroit
- Columbus Regional Airport Authority
- DTE Energy
- Huron-Clinton Metroparks Authority
- The Metropolitan Water District of Southern California
- Michigan Supplier Community (State of Michigan)
- Northeast Ohio Regional Sewer District
- Orange County Government
- Solid Waste Authority of Palm Beach County
- Washington State Department of Enterprise Services
- Wayne County
- Wayne County Airport Authority
- Wayne State University

# Preliminary Findings

Organizations rely on both internal and external vendor certification

Program goals are limited in Michigan, but more common in other states

Equalization and other credits are most common for small businesses and geographic-based criteria

- Minority- and women-owned business credits limited to out of state entities

Tracking and publicizing performance data is limited

Vendor support initiatives are critical to program success

Complexity does not equate to success

# Preliminary Recommendations

Provide vendor support through outreach, education, and program flexibility

Find the appropriate balance between vendor support and contract terms and conditions

Continue to leverage peer-to-peer networking with national and regional business diversity programs

Evaluate partnering with other utilities and large purchasing entities in the region to undertake a disparity study

Develop program metrics (KPIs) aligning with organizational goals and publicly communicate progress



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