



***NEWS FROM THE OFFICE OF THE HUDSON COUNTY EXECUTIVE:***

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**COUNTY EXECUTIVE GUY ANNOUNCES COUNTY GOVERNMENT'S FIRST-  
EVER COMPREHENSIVE DISPARITY STUDY TO BE LAUNCHED FEB. 1<sup>ST</sup>**

***JERSEY CITY, NJ*** — Hudson County Executive Craig Guy announced today that his administration is conducting a joint disparity study of how Hudson County government and its subsidiary agencies do business in order to assess whether there is a level playing field for small and diverse businesses seeking contracts with these agencies and in the local marketplace. This is the first study of its kind to be conducted by Hudson County Government.

“As I made clear in my inaugural remarks earlier this month, diversity, equity and inclusion are essential to the success of my administration—an administration committed to expanding opportunity for all our residents,” said County Executive Guy. “That is why I am pleased that our first major policy action is this study, including launch of a major survey of our business community, scheduled for February 1<sup>st</sup>.”

The Department of Planning and Business Opportunity has engaged Keen Independent Research, a national economic consulting firm, to prepare the disparity study. Keen Independent Research will examine participation of

minority, woman, and veteran-owned enterprises in Hudson County government contracting and in that of the other participating agencies. It will also look at conditions for these businesses in the local marketplace.

“Hudson County recognizes the crucial role of small and minority, women-owned and disadvantaged businesses in our community as local job creators,” said Board of County Commissioners Chairman, Anthony L. Romano. “In recent years, we have tripled our overall spending with these types of businesses but this study will help us see where and how we can do more.”

In addition to County Government, county subsidiary agencies, including the Hudson County Improvement Authority, Hudson County Schools of Technology and Hudson County Community College will be assessed by the study.

“It was vital that this study be conducted by the highest quality national professionals we could find,” explained ShaRonda Walker, Director of the County Department of Planning and Business Opportunity. “We believe Keen absolutely meets that standard.”

“This is groundbreaking,” said Markis Abraham, Director of the County Office of Business Opportunity. “For the first time, in one comprehensive study, Hudson County will finally have a data-driven basis for more effective engagement with our diverse business community.”

Keen Independent Research, based in Phoenix, Arizona, specializes in disparity studies for local government. It was selected through a process conducted by the Hudson County Office of Business Opportunity and approved by the Board of County Commissioners. The Disparity Study Team will be tasked with surveying firms in the region to identify companies available for contracts with Hudson County government and the other participating county agencies. In-

depth interviews will also be conducted with local businesses and trade associations.

Business owners and other interested individuals can give input via a telephone hotline at: 602-704-0125 or by email:

[HUDSONCOUNTYDISPARITYSTUDY@KEENINDEPENDENT.COM](mailto:HUDSONCOUNTYDISPARITYSTUDY@KEENINDEPENDENT.COM)

You can learn more about the Hudson County Disparity Study here:

[WWW.HCNJ.US](http://WWW.HCNJ.US).

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