

DISPARITY STUDY

BUSINESS TELEPHONE SURVEYS



The Jackson Municipal Airport Authority (JMAA) has commissioned BBC Research & Consulting (BBC) and Exstare Federal Services Group (Exstare) to conduct a disparity study to assess whether any barriers exist for minority-owned businesses and woman-owned businesses to compete for JMAA contracts and procurements.

YOU MAY BE CONTACTED AND YOUR INSIGHTS ARE ESSENTIAL!

As part of the study, the project team will conduct telephone surveys to collect important information related to business' characteristics and to better understand marketplace conditions. **Customer Research International** will be conducting those surveys on behalf of the project team. **Telephone surveys will begin in February 2020 and will continue through the summer of 2020.** If you are contacted, please participate in the survey process to help ensure an accurate and comprehensive disparity study.

HOW WILL MY INFORMATION BE USED?

Information from the telephone surveys will be used to understand conditions of the local marketplace and measure the availability of minority-owned businesses and woman-owned businesses for JMAA contracts and procurements.

WHAT IF I HAVE A QUESTION OR SOMETHING TO SAY?

For more information about the disparity study visit:
<https://jmaa.com/disparity-study-2/>

You may also submit questions or information about your experiences working in the local marketplace to the project team at: JMAAdisparitystudy@bbcresearch.com

