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Jersey City Hires Rutgers University to Conduct Purchasing Disparity Study *Fulop Administration Furthers Commitment to Correct former Croson Study; Study will Analyze Jersey City's Utilization of Minority, Women, Veteran, and LGBT Owned Businesses*

JERSEY CITY –Mayor **Steven M. Fulop** and the **Office of Diversity & Inclusion** have hired Rutgers Business School Public Private Community Partnerships (RBS-PPCPP) to work with New Jersey City University to conduct a comprehensive disparity study to assess the utilization of minority, woman, veteran, and LGBT-owned businesses hired for the City of Jersey City. The study will help refine ordinances, regulations, policies and purchasing processes to aggressively cultivate, build, and competitively bid and award contracts with these businesses.

“This study will be valuable to Jersey City by providing a full analysis of how the City has utilized minority, women, veteran, LGBT owned and small businesses,” said Mayor Fulop. “The study is essential to legally protect ordinances that propose to correct any found disparity.”

A Disparity Study improves contracting policies to minority, and women-owned, and disadvantaged business enterprises (MWDBEs).

The 11-month long study will provide recommendations for improvement and provides potential program measures to consider as part of its implementation of the City's Supplier Diversity Program. The study will also include an availability analysis of businesses in Jersey City that are ready and willing to perform on City contracts.

“The Rutgers Business School's PPCP program was established to demonstrate the potential of enhancing opportunities for sustainable strategic on-off campus partnerships for local income enhancement, sustainable livelihoods and participatory development across all sectors and topics,” says Dr. Lyons, Associate Professor Rutgers Business School in the Supply Chain Management Department and Director of Public Private Community Partnerships.

“We're working with Rutgers as they not only have the experience in purchasing studies, but are familiar with New Jersey's purchasing laws and will give us recommendations that we can immediately implement,” said Soraya Hebron, Chief Officer of the Office of Diversity and Inclusion. “Rutgers will partner with NJCU, allowing students to participate in some of the field work.”

Throughout the course of the study, a committee of council, community members and department directors will be formed to evaluate the process from start to finish, helping to make more informed decisions.

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