

Project Team for ITD Availability Study

The project team for the 2026 ITD Availability Study includes four firms that possess expertise directly relevant to conducting the study in a manner that meets the highest industry, research, and legal standards.



BBC Research & Consulting (BBC). BBC, which will serve as the prime consultant for the study, is a 56-year-old economic research firm based in Denver, Colorado. The firm has completed more than 170 availability and disparity studies for states, cities, transportation agencies, and other government organizations across the country, including past disparity studies for ITD. BBC is a national expert in helping organizations develop and refine their implementations of contracting inclusion programs. The firm has also provided litigation support related to disparity studies and contracting inclusion programs on several different occasions, most recently to the United States Department of Justice as part of a case involving the Federal Disadvantaged Business Enterprise Program. For more information about BBC, please visit www.bbcresearch.com.

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Atlas Strategic Communications (Atlas). Atlas is an issues-centric communications agency based in Boise, Idaho. Atlas is a leader in communications, public affairs, and public involvement in the intermountain west. The firm's services include strategic planning; presentation and media training; content and design development; community engagement; public affairs and advocacy support; and public relations. For the 2026 ITD Disparity Study, Atlas will be responsible for facilitating in-depth interviews with business owners and their representatives across Idaho and supporting the study team in community engagement tasks.



Davis Research. Davis Research is a survey fieldwork firm based in Calabasas, California. Since 1970, the firm has grown to be one of the nation's leading survey firms. It delivers sophisticated telephone and online surveys from its industry-best call centers. The firm specializes in maximizing response rates among business owners in a statistically valid and representative manner, resulting in the most accurate availability analyses in the industry. For the 2026 ITD Availability Study, Davis Research will be responsible for programming and fielding availability surveys with businesses in the local marketplace.



Holland & Knight. Holland & Knight is a multi-national law firm and has participated in more than 70 disparity studies with BBC. For the 2026 ITD Availability Study, Holland & Knight will consult ITD on legal issues related to the implementation of the Federal DBE Program and other business inclusion efforts.