# City Council – Action Request Form

**Date:** March 14, 2023

**To:** Mayor, Mayor Pro Tempore, and Members of the City Council

**From:** Johnnie Taylor, Assistant City Manager
Thomas Kureczka, Chief Information Officer

**Council Action Requested**:
Resolution Approving a Contract with B2Gnow for Software Subscriptions and Support Services

**Strategic Focus Area:** Service Excellence
**Strategic Objective:** Ensure Service Delivery Efficiency and Effectiveness
**Strategic Plan Action Item:** No
**Key Work Item:** No

**Summary of Information**:

The City of Winston-Salem's Office of Business Inclusion and Advancement (BIA) and Purchasing Department are tasked with monitoring and promoting business and economic development opportunities throughout the city. Currently, these tasks are completed using manual processes. To better facilitate and monitor their efforts, these departments would like to employ the use of the B2Gnow Diversity Management System.

Staff recommends the B2Gnow Diversity Management System. B2Gnow is a hosted 'Software as a Service' (SaaS) environment that will provide an enterprise-wide diversity management system for the City of Winston-Salem. B2Gnow is a highly configurable sole source solution. Collaboratively, the Finance/Purchasing, BIA, and Information Systems Departments vetted this solution and concluded that B2Gnow will meet the unique needs of the City's BIA and Purchasing Departments.

**Committee Action:**

| Committee | CDHGG 3/13 & Fin 3/14 | Action | Approval |
|---|---|---|---|
| For | Unanimous | Against | |
| Remarks: | | | |

The B2Gnow Diversity Management System is a proprietary system that is hosted exclusively by B2Gnow. B2Gnow is uniquely qualified to provide the City of Winston-Salem with a Diversity Management Solution and is the only solution that provides the following:

- Most comprehensive and widely implemented diversity management solution in the public sector with over 300 customers.
- Over 20 unique modules and multi-tier compliance, tracking down to ten tier levels.
- Implemented at more County and City agencies than any other diversity management solution, over fifty County and City agencies utilize B2Gnow.
- Configurable to guarantee the system meets the specific requirements of the City's MWBE program.
- Access to over a hundred certified directories across the country, including the State of North Carolina, North Carolina Unified Certification Program, Cities of Charlotte and Greensboro, and Raleigh-Durham and Charlotte-Douglas International Airports.
- Many of the City's vendors (primes and subcontractors) already utilize the B2Gnow directory system, minimizing training requirements and supporting a smooth rollout.

The B2Gnow solution includes the following features and capabilities:
- Baseline System and Vendor Management
- Bid and Contract Management and Compliance
- Outreach and Events
- Online Vendor Registration
- Spend Analysis
- Standard Import Interfaces for Prime Payments and Contract Headers
- Workforce Utilization Management
- Certified Directory Connections

Staff requested a proposal from B2Gnow for these services for a one-year contract period, with the option to renew with an annual escalation fee that is limited to the greater of (a) the applicable CPI (Consumer Price Increase) or (b) 5% per annum. The estimated total cost of these services over three years is $256,192. The following table shows the estimate for three years.

| Year | Software Subscriptions and Support Services | Estimated % Increase |
|---|---|---|
| Implementation & Year 1 | $86,148 | - |
| Year 2 (Estimated) | $82,948 | 5% |
| Year 3 (Estimated) | $87,096 | 5% |
| **Three Year Total (Estimated)** | **$256,192** | - |

The total cost of the first year of the contract, including implementation, software subscriptions, and support services is $86,148. Funding is available in the approved FY22-23 Information Systems operating budget. Staff recommends that the City enter into an agreement with B2Gnow for the purchase of the implementation, software subscriptions, and support services.

Exhibit A includes workforce demographics for B2Gnow.