



City of San Diego

Bidder Registration System Update

September 14, 2011



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2007 Mayors Equal Opportunity Task Force Recommendation

- Provide the necessary infrastructure that would enable the City to accurately measure availability, utilization and disparity of DBEs in a very timely and cost-effective manner going forward;
- Assist staff's immediate efforts to more aggressively and efficiently conduct outreach to all segments of the business community for bidding opportunities;
- Identify those market segments where there is a strong need for enhanced competition and capacity development amount small and local businesses



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History

- April 2011
 - Began implementation of DemandStar
- June 2011
 - Budget Adopted, appropriating \$900,000 for SRM module



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Outreach Activities Beginning FY12

- How to do Business with the City of San Diego 7/2011
- National Native American Procurement Conference 7/2011
- Business Bootcamp 7/2011
- IT Educational Seminar 8/2011
- DemandStar registration request sent to SAP (current ERP) firms with email 8/2011
- Information Security & Exposition Conference 8/2011
- DemandStar information sent to several local agencies 8/2011
- 20 one-on-one outreach meeting



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Roll Out Phase

- Over 300 additional vendors have registered with DemandStar
- Over 3900 vendors have expressed interest in doing business in San Diego
- 35 Request for Bids
- 4 Request for Quotations



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Stakeholder Feedback

- Overwhelmingly Positive
 - Like DemandStar’s “immediate bid notification capability”
 - Confidence that they will not miss initial solicitations or any associated addenda
 - Ease of downloading solicitations and accessing the DemandStar web page via the City website
- Concerns - \$5.00 download fee



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Operational Evaluation

- Demand Star successfully provides registration capability
 - Allows for large scale outreach
 - One-stop location to access bid documents and application
 - Collects and track demographic data on vendor use and interest
- Not integrated with SAP



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Next Steps

- Interim solution
- Issue RFP – Early November
- 90 – day RFP process
- 60 – day Committee/Council approval
- Six - seven month implementation
- Start October - November 2012