B2GNOW

Goal Setting Module

Eliminate guesswork and set defensible goals for your DSVBE programs

Programs that encourage the participation of Disadvantaged, Small, or Veteran-Owned Business Enterprises (DSVBE) play an important role in bridging disparity. These programs often include participation goals to meet contract-specific utilization targets. But how does an organization set appropriate goals for the work required? One key first step is to break the overall project down into the anticipated work scopes (e.g. demolition, concrete, carpentry, etc.) Goal setting can vary based on several factors, and the real-world availability of certified vendors must be considered relative to the overall available vendor pool found using NAICS codes and service areas.

How is a reasonable goal determined? Looking at goals set on similar projects, business availability and participation data provided by disparity studies, and other current market conditions, can serve as a foundation. The goals need to be reasonable based on the size of the contract, the region in which the project will take place, and the availability of certified firms to participate within the specific work categories. If a goal is too low, it can appear that due diligence wasn't performed. If a goal is too high, the goal is not achievable, and the shortfall can affect the vendor's performance record. The manual process of pulling all these data points together can be tedious and disjointed.

A goal-setting tool can be critical in setting achievable goals and maintaining a consistent process. Access to precise previously-established goals, accurate vendor certification data, and industry-specific vendor availability data—sourced from disparity studies, census data, and/or bid lists—helps eliminate the guesswork of goal setting and positions your contractors for success. Integration with an expansive contract compliance platform would provide an even smarter solution, connecting your projects, past and present, to a repeatable process.

To support agencies in their endeavors to set accurate, achievable goals, B2Gnow has developed the Goal Setting module to eliminate guesswork, save time, and set defensible goals. Using the goal-setting calculator takes the guesswork out of setting and validating goals for agency small and disadvantaged business programs. The goal-setting calculator leverages in-system vendor certification data along with overall firm availability data, to guide you through the goal-setting process. In addition to statistical analysis, it can incorporate goal and performance history for contracts of comparable size and scope and make adjustments based on market conditions. The module includes guided, step-by-step tasks based on best practices that enforce efficiencies throughout the process and help set your project up for successful compliance.

2+ Million
Certified vendors in the system

$216 Billion
Across 20,000 goals

780,000
Contracts managed in the system

Key Features

Goal Setting Calculator – The Goal Setting module is designed to meet U.S. Department of Transportation DBE regulations (49 CFR Part 26) and define defensible and realistic utilization goals.

Real-Time Numerator – The module supports pre-calculated and real-time numerator (certified firms) data about availability and leverages user-provided denominator values (census, disparity study results, or vendor/bidder's list). Denominator data (total firm availability in the market) can be entered by users or imported from a file.

Vendor Lists - Recognized certification directories within the B2Gnow system provide a comprehensive list of certified firms categorized by work scope for outreach, reporting, and tracking.

Guided Process - Based on industry best practices, built-in processes guide users through the project opportunity review process.

Tracking - Goal calculation tools analyze statistical data, such as disparity studies, to compare contract goals with actual certified vendor availability and utilization. The system enables contract goal reconciliation, market condition analysis, and performance comparison across similar contracts.

Integration – The Goal Setting module integrates with the B2Gnow Contract Compliance module. It pulls in historical goals to use as guides and can factor in past performance on previous similar projects.

Benefits:

- Maintains a consistent goal-setting process with complete documentation of all data and factors used in determining the goal
- Decreases risk and increases data reliability by storing and identifying availability data and documenting other inputs and adjustments to goals
- Relies on an industry-standard methodology for setting defensible project-specific goals based on statistical (disparity study, census, bid list) data and past achievements
- Includes an option to leverage real-time vendor certification data in the B2Gnow system to set defensible contract goals

Allocate legally defensible contract goals based on historical data, disparity studies, and current market conditions.

For more information visit B2Gnow.com or call 602-325-9277.

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