



Office of the City Manager

CONSENT CALENDAR
March 14, 2023

To: Honorable Mayor and Members of the City Council
From: Dee Williams-Ridley, City Manager
Submitted by: Lisa Warhuus, Director, Health, Housing and Community Services
Subject: Contract: GoGo Technologies, Inc. for Transportation Services for Seniors and the Disabled

RECOMMENDATION

Adopt a Resolution authorizing the City Manager, or her designee, to execute a contract and any amendments with GoGo Technologies, Inc. in the amount of \$350,000 for the period of April 1, 2023 through June 30, 2026 for the provision of a 24/7 call center to arrange rides with Uber and Lyft for customers of the Aging Services Division's Berkeley Rides for Seniors and the Disabled program.

FISCAL IMPACTS OF RECOMMENDATION

Funding for the GoGo Technologies, Inc. contract will be from Measure BB Direct Local Distribution funds distributed by the Alameda County Transportation Commission. The total amount of the contract will be \$350,000. Funding in the amount of \$5,300 for this contract is available in the FY2023 budget in the Measure BB Fund 136. Funding is subject to appropriation in the FY2024, FY2025, and FY2026 budgets in the Measure BB Fund 136.

City of Berkeley receives an annual allocation of Measure BB funds specifically for senior and disabled transportation needs.

CURRENT SITUATION AND ITS EFFECTS

Uber and Lyft are transportation network companies that provide on-demand curb-to-curb transportation. Most Uber and Lyft services are accessed through a smartphone and require the need to download an Uber/Lyft application and navigate the application in order to request a ride. GoGo Technologies, Inc. allows seniors to use Uber and Lyft without the need of a smartphone and provides a 24/7 call center with an automated and operator-assisted system for customers enrolled in the Berkeley Rides for Seniors and the Disabled program. The City has had a Measure BB-funded contract with GoGo Technologies since 2020.

BACKGROUND

GoGo Technologies, Inc. has been providing 24/7 concierge call center services for the coordination of Uber and Lyft rides to seniors since 2016. They leverage the services of Uber and Lyft and tailor their services to the needs of seniors; they match a senior with mobility limitations with a driver and car that meets their special needs, and operators can monitor the rides and provide any needed alerts to family members and emergency contacts. GoGo Technologies, Inc. is the only 24/7 call center concierge service for the provision of Uber and Lyft rides that tailors their services specifically to seniors and people with disabilities. For this reason, staff are recommending a contract with GoGo Technologies without conducting a competitive process.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

The use of ridesharing services such as Uber and Lyft reduce several tons of greenhouse gas emissions each year.

RATIONALE FOR RECOMMENDATION

Since 2015, there has been a consistent and significant decrease in the number of permitted taxi companies and taxi drivers in the City of Berkeley. In 2015, there were 59 taxi companies and 110 taxi drivers; currently there are 22 taxi companies and 22 taxi drivers.

With continued diminishing numbers of taxi cabs and taxi cab drivers, this trend will impact the City's ability to provide an on-demand transportation service to our senior and disabled community. For what will likely be a continued trend in the City of Berkeley, partnering with GoGo Technologies, Inc. ensures we are moving in the direction of continuing to provide an on-demand transportation service that our senior and disabled community members have come to depend upon.

ALTERNATIVE ACTIONS CONSIDERED

The City Council could decide not to adopt this resolution. This would significantly reduce transportation options for Berkeley's seniors and people with disabilities.

CONTACT PERSON

Tanya Bustamante, Aging Services Division Manager, HHCS, (510) 981-5178

Attachments:
1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: GOGO TECHNOLOGIES, INC. FOR PROVISION OF
TRANSPORTATION SERVICES FOR SENIORS AND THE DISABLED

WHEREAS, Berkeley Rides for Seniors and the Disabled is an Aging Services Division transportation services program funded by Measure BB by the Alameda County Transportation Commission; and

WHEREAS, Berkeley Rides for Seniors and the Disabled provides transportation services for over 1,324 Berkeley community members; and

WHEREAS, GoGo Technologies, Inc. is a 24/7 concierge call center that arranges rides with Uber and Lyft for the City's senior and disabled community; and

WHEREAS, funding for GoGo Technologies, Inc. contract will be from Measure BB Direct Local Distribution funds in the amount of \$350,000; and

WHEREAS, funding in the amount of \$5,300 for this contract is available in the FY2023 budget in the Measure BB Fund: HHAMBB2301-NonPersonn-Consultant-Consultant; and

WHEREAS, funding is subject to appropriation in the FY2024, FY2025, and FY2026 budgets in the Measure BB Fund: HHAMBB2301-NonPersonn-Consultant-Consultant.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager, or her designee, is authorized to execute an expenditure contract and any amendments or extensions thereto with GoGo Technologies, Inc. in the amount of \$350,000 for the period April 1, 2023 through June 30, 2026 for the purpose of providing a 24/7 concierge call center that arranges rides with Uber and Lyft for the City's senior and disabled community. A record signature copy of said contract and any amendments shall be on file in the office of the City Clerk.

