

Agenda Item No. (6)

To: Finance-Auditing Committee/Committee of the Whole
Meeting of May 28, 2020

From: Jennifer Mennucci, Director of Budget and Electronic Revenue
Joseph M. Wire, Auditor-Controller
Denis J. Mulligan, General Manager

Subject: **AUTHORIZE EXECUTION OF A THIRD AMENDMENT TO THE SERVICES AGREEMENT WITH VHT STAR STAR, LLC RELATIVE TO CONTRACT NO. 2013-B-11, MOBILE DIRECT RESPONSE NETWORK SERVICES TO ENABLE MOBILE MESSAGING FOR TOLL INFORMATION FOR ALL ELECTRONIC TOLLING**

Recommendation

The Finance-Auditing Committee recommends that the Board of Directors authorize execution of the Third Amendment to the Services Agreement with VHT Star Star, LLC, dba StarStar Mobile, relative to Contract No. 2013-B-11, *Mobile Direct Response Network Services to Enable Mobile Messaging for Toll Information for All Electronic Tolling (AET)*, for a total not-to-exceed amount of \$75,000 (up to \$25,000 per year), for use of the StarStar mobile phone number and application services for an additional one-year term with two one-year option terms to be exercised by the General Manager, if deemed in the best interest of the Golden Gate Bridge, Highway and Transportation District (District). There are sufficient funds in the FY 20/21 District Division Operating Budget for the first year of services and sufficient funds will be included in future year's budgets as necessary.

This matter will be presented to the Board of Directors at its May 29, 2020 meeting for appropriate action.

Summary

As part of the AET project, customers can dial **GGB on a mobile phone and receive information regarding tolling on the Golden Gate Bridge. Under the **GGB program, customers can receive automatic verbal and text messages in multiple languages. The messages can also connect customers to the Regional Customer Service Center website. This service remains significant in providing information to visitors who are not proficient in English and need assistance paying bridge tolls.

In December 2012, the District entered into an agreement (Agreement) with VHT StarStar Mobile (formerly Zoove Corporation) to obtain a license to use **GGB for a one-year term in order to market the service to a targeted audience. In March 2014, the District executed the First Amendment to extend the Agreement for an additional three years. In July 2017, the District executed the Second Amendment to extend the Agreement for an additional one-year term with two one-year option terms.

Continuation of this service is essential to provide toll information to smart phone users; in particular, StarStar Mobile's services have proven to be the best solution to reach multilingual customers. At the District's request, StarStar Mobile submitted a proposal to extend the contract term for up to three additional years. Staff has analyzed StarStar Mobile's pricing and found it to be fair and reasonable as it is considerably discounted from its regular pricing for the same services.

Contract History

CONTRACT INITIAL AWARD AND AMENDMENTS TO-DATE			
Type	Date Approved	Description	Amount
Contract Award	November 2012	Initial Award	\$75,000
First Amendment	March 2014	Extend Agreement for an additional three years	\$90,000
Second Amendment	February 2017	Extend Agreement for one additional year with two one-year option terms	\$75,000 (Actual) (Board Approved \$90,000)
Third Amendment	Pending	Extend Agreement for one additional year with two one-year option terms	\$75,000
Total			\$315,000

Fiscal Impact

The FY 20/21 District Division Operating Budget contains sufficient funding to fully fund the first year of service, and sufficient funds will be included in the District Division Operating Budget to support the two additional one-year option terms.