



Agenda Item No. (8)

To: Finance-Auditing Committee/Committee of the Whole
Meeting of December 14, 2023

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

Subject: **AUTHORIZE EXECUTION OF A FOURTH 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 the execution of the Fourth 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 \$125,000 (up to \$25,000 per year), for the use of the Star Star phone number and application services for an additional one year with four one-year options, to be exercised at the discretion of the General Manager if deemed in the Golden Gate Bridge, Highway and Transportation District's (District) best interest. There are sufficient funds in the FY 23/24 District Division Operating Budget for the current term and that sufficient funds will be included in future year's budgets as necessary.

This matter will be presented to the Board of Directors at its December 15, 2023, 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 receive automatic verbal and text messages in English and nine other languages. The messages also have the ability to connect a customer to the Regional Customer Service Center website. This service remains significant in providing information to those visitors who are not proficient in English and need assistance in paying bridge tolls.

In December 2012, the District entered into Contract No. 2013-B-11 (Contract) with VHT Star Star, LLC dba 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 Contract for an additional three years. In July 2017, the District executed the Second Amendment to extend the Contract for an additional three years. In May of 2020, the District executed the Third Amendment to extend the Contract for an additional three years.

Continuation of this service is essential to provide toll information to smart phone users. It still remains the most effective solution to reach multilingual customers and needs to be intact until an open road tolling (gantry) solution is in place to communicate with customers who may be confused when entering the toll plaza. 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 Star Star's regular pricing for the same service.

Contract History

CONTRACT INITIAL AWARD AND AMENDMENTS TO DATE			
Type	Date Approved	Description	Amount
Contract Award	December 2012	Initial Award	\$75,000
First Amendment	March 2014	Extend Agreement an additional three years	\$90,000
Second Amendment	July 2017	Extend Agreement an additional year with two one-year options	\$90,000
Third Amendment	May 2020	Extend Agreement an additional year with two one-year options	\$75,000
Fourth Amendment	Pending	Extend Agreement an additional year and four one-year options	\$125,000
Total			\$455,000

Fiscal Impact

The funding for this service is included in the FY 23/24 District Division Operating Budget and is 100% District funded. Sufficient funds will be available in future fiscal years in the District Division budget to support these additional services.