



Office of the City Manager

CONSENT CALENDAR  
May 11, 2021

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 No. 32000236 Amendment: GoGoGrandparent Technologies for Provision of Transportation Services for Seniors and Disabled people

RECOMMENDATION

Adopt a Resolution authorizing the City Manager or her designee to execute an amendment to Contract No. 32000236 with GoGoGrandparent Technologies to add \$55,000 to the original amount for a total not to exceed amount of \$90,000 for the period of July 1, 2021 through June 30, 2022 for the provision of a 24/7 call center to arrange rides with Uber and Lyft for customers of Aging Services Division's Berkeley Rides for Seniors & the Disabled program.

FISCAL IMPACTS OF RECOMMENDATION

Funding sources for GoGoGrandparent Technologies contract include Measure BB Direct Local Distribution funding distributed by the Alameda County Transportation Commission. The total amount of the expenditure will be \$90,000 from the City of Berkeley. Funding is available as part of the Fiscal Year (FY) 2022 baseline budget and is subject to Council approval of the FY 2022 budget and the FY 2022 Annual Appropriations Ordinance.

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. GoGoGrandparent Technologies allows seniors to use Uber and Lyft without the need for a smartphone and provides a 24/7 call center with an automated and operator assisted system for customers enrolled in Berkeley Rides for Seniors & the Disabled program.

BACKGROUND

GoGoGrandparent Technologies 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; for example by matching a senior with mobility limitations with a driver and car that meets their special needs, and by having operators monitor the rides and providing necessary alerts

to family members and emergency contacts. GoGoGrandparent Technologies 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.

ENVIRONMENTAL SUSTAINABILITY

There are no identifiable environmental effects or opportunities associated with the subject of this report.

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; there are currently 21 taxi companies and 21 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 seniors and disabled community. Partnering with GoGoGrandparent Technologies will ensure that we can continue to provide on-demand transportation services that our seniors and disabled community members can depend upon.

ALTERNATIVE ACTIONS CONSIDERED

The City could decide not to adopt this resolution which would lead to fewer transportation options for Berkeley's senior and the disabled community.

CONTACT PERSON

Tanya Bustamante, Aging Services Division Manager, HHCS, 981-5178

Attachments:  
1: Resolution

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

CONTRACT NO. 32000236 AMENDMENT: GOGOGRANDPARENT TECHNOLOGIES FOR PROVISION OF PROVIDING A 24/7 CALL CENTER TO ARRANGE RIDES WITH UBER AND LYFT FOR SENIORS AND THE DISABLED

WHEREAS, in 2000 Alameda County residents passed Measure B to reauthorize the one-half sales tax for transportation projects that was passed in 1986; and in 2014, Alameda County residents approved Measure BB, authorizing an extension and augmentation of the existing Measure B transportation sale tax; and

WHEREAS, Berkeley Rides for Seniors and the Disabled is an Aging Services Division transportation services program that receives Measure B and BB funding; and

WHEREAS, Berkeley Rides for Seniors and the Disabled provides transportation services for over 1100 Berkeley community members; and

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

WHEREAS, Measure BB funding for GoGoGrandparent Technologies is available in the Fiscal Year 2022 budget; and

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 amendment to Contract No. 32000236 with GoGoGrandparent Technologies in an amount not to exceed \$55,000 for a total contract not to exceed amount of \$90,000 for the period July 1, 2021 through June 30, 2022 for the purpose of providing a 24/7 concierge call center that arranges rides with Uber and Lyft for the City's seniors and disabled community. A record signature copy of said contract and any amendments shall be on file in the office of the City Clerk.

