



Office of the City Manager

CONSENT CALENDAR  
September 30, 2025

To: Honorable Mayor and Members of the City Council

From: Paul Buddenhagen, City Manager

Submitted by: Scott Gilman, Director, Health, Housing and Community Services

Subject: Contract No. 32300180 Amendment: GoGo Technologies, Inc. for Provision of Transportation Services for Seniors and the Disabled

RECOMMENDATION

Adopt a Resolution authorizing the City Manager or designee to execute an amendment to Contract No. 32300180 for an additional \$150,000 with GoGo Technologies, Inc. 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. The contract amendment's not-to-exceed amount will be increased to \$500,000 for the period July 1, 2025, through June 30, 2026.

FISCAL IMPACTS OF RECOMMENDATION

The total amount of the contract amendment with GoGo Technologies, Inc. is \$150,000, which results in a total contract amount not-to-exceed \$500,000. This contract is funded by Measure BB Direct Local Distribution funding, which is distributed by the Alameda County Transportation Commission for Fiscal Year 2026 (FY2026).

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 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.

Riders have reported appreciation for GoGo rides as they find the service to be more individualized, efficient and the service is available 24/7.

BACKGROUND

GoGo Technologies has been providing 24/7 concierge call center services for the coordination of Uber and Lyft rides to seniors since 2016. They 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. 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. On March 14, 2023 the Berkeley City Council adopted Resolution No. 70,713-N-S approving Contract No. 32300180.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

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, we had 59 taxi companies and 110 taxi drivers, compared to 20 taxi companies and 24 taxi drivers in operation currently.

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 GoGo Technologies, Inc. will ensure that the City continues 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

Oanh Guise, Interim Aging Services Division Manager, HHCS, 981-5113

Attachments:

1: Resolution

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

CONTRACT NO. 32300180 AMENDMENT: GOGO TECHNOLOGIES, INC. FOR  
PROVISION OF TRANSPORTATION SERVICES FOR SENIORS AND THE  
DISABLED

WHEREAS, on April 1, 2023, the City of Berkeley entered into Contract No. 32300180 with GoGo Technologies, Inc. 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 in amount not to exceed \$350,000 for the period of April 1, 2023 to June 30, 2026; and

WHEREAS, in 2024, Alameda County residents passed Measure BB authorizing an extension and augmentation of Measure B transportation sales tax which sunset in 2023; and

WHEREAS, Measure BB provides an allocation to City of Berkeley to fund transportation services for seniors and the disabled; and

WHEREAS, GoGo Technologies, Inc. is a 24/7 concierge call center that arranges rides with Uber and Lyft; and

WHEREAS, Measure BB funding for GoGo Technologies, Inc. is available in the Fiscal Year 2026 budget; and

WHEREAS, Measure BB funding is available in the Fiscal Year 2026 budget in Fund 136.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager or designee is authorized to execute an amendment to Contract No. 32300180 for an additional \$150,000 with GoGo Technologies, Inc. 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. The contract amendment's not-to-exceed amount will be increased to \$500,000 for the period July 1, 2025 through June 30, 2026. A record signature copy of said contract and any amendments shall be on file in the office of the City Clerk.

