



Agenda Item No. (9)

To: Finance-Auditing Committee/Committee of the Whole
Meeting of June 26, 2025

From: Jennifer Doherty, Program Manager, Ferry Division
Michael Hoffman, Deputy General Manager, Ferry Division
Jennifer H. Mennucci, Auditor-Controller/CFO
Denis J. Mulligan, General Manager

Subject: **APPROVE ACTIONS RELATIVE TO THE EXECUTION OF THE
FOURTH AMENDMENT TO CONTRACT NO 2014-FT-19, COLLECTION
OF PARKING FEES AT LARKSPUR FERRY TERMINAL, WITH
PARKMOBILE USA, INC. AND PARKMOBILE, LLC**

Recommendation

The Finance-Auditing Committee recommends that the Board of Directors approve the following actions relative to the execution of the Fourth Amendment to Contract No 2014-FT-19, *Collection of Parking Fees at Larkspur Ferry Terminal*, with Parkmobile USA, Inc. (“Parkmobile”) and Parkmobile, LLC as follows:

1. Authorize execution of the Fourth Amendment to Contract No 2014-FT-19, *Collection of Parking Fees at Larkspur Ferry Terminal*, with Parkmobile USA, Inc. (“Parkmobile”) and Parkmobile, LLC, for maintenance and administration of the existing system for the collection of parking fees at the following locations: Larkspur Ferry Terminal, Golden Gate Bridge East and West Parking Lots, and additional parking facilities at the Golden Gate Bridge through July 31, 2026; and,
2. Authorize the General Manager, or their designee, to approve amendments to Contract No 2014-FT-19, *Collection of Parking Fees at Larkspur Ferry Terminal*, with Parkmobile USA, Inc. (“Parkmobile”) and Parkmobile, LLC to allow for future renewals, provided that funding has been allocated in the annual budget and such renewals are in the Golden Gate Bridge, Highway and Transportation District’s best interest.

This matter will be presented to the Board of Directors at its June 27, 2025, meeting for appropriate action.

Summary

In October 2013, the Transportation Committee approved a pilot program to implement parking fees at the Larkspur Ferry Terminal, establishing daily and monthly parking rates. Those rates, \$2

per day and \$20 for a monthly parking permit, were adopted under the pilot and remain in effect today.

On November 1, 2013, the Golden Gate Bridge, Highway and Transportation District (“District”) executed a contract with Parkmobile and Parkmobile, LLC for mobile parking services related to the collection of parking fees at the Larkspur Ferry Terminal (“Parking Services Agreement”). The District also executed a separate software license agreement with Parkmobile to coincide and be fully co-terminus with the Parking Services Agreement (“License Agreement”). On January 1, 2014, the parties executed the first amendment to the License Agreement to add customer support service levels. On November 1, 2018, the parties executed the first amendment to the Parking Services Agreement to extend all professional services, coverages, and support services through April 30, 2019, and at the District’s option, on a month-to-month basis through August 31, 2019 (“First Amendment”).

Given the start of the pandemic and uncertainty of service levels at the time, the parties further amended the Parking Services Agreement on July 16, 2020, to extend all professional services, coverages, and support services through December 31, 2020, and at the District’s option, on a month-to-month basis through December 31, 2021 (“Second Amendment”). Due to the significant decline in ferry ridership as a result of the COVID-19 pandemic and the uncertainty of what long term service levels would be in the future, the District re-assessed its plans to implement a new parking system.

On December 20, 2021, the parties executed an amendment to allow the District to exercise an option to extend the term of the Parking Services Agreement through December 31, 2022 (“Third Amendment”).

Staff were informed with very short notice that Parkmobile’s Monthly Parking Permit Portal was no longer going to be supported. Given that there were no other options readily available, staff came up with a short-term solution for the monthly parking permit program utilizing the same Parkmobile platform used for the daily parking program. The requested fourth amendment would extend the term through July 31, 2026. This amendment would allow uninterrupted service while staff continue to evaluate long-term options, including a future request for proposals to reevaluate the current parking system technology.

The amendment will also update the scope of services for Parkmobile to provide services at Larkspur Ferry Terminal, Golden Gate Bridge East and West Parking Lots, and additional parking facilities at the Golden Gate Bridge as needed.

Contract History

TYPE	DATE APPROVED	DESCRIPTION	AMOUNT
Contract Award	November 2013	Initial Award	\$390, 916
First Amendment	November 2018	Updated the scope of services and extended the term	\$63,000
Second Amendment	July 2020	Extended the term	\$100,000
Third Amendment	December 2021	Extended the term	\$100,000
Fourth Amendment	<i>Pending</i>	Extend the term	Costs estimated at \$80,000/year

Fiscal Impact

The District parking Program currently generates an average of \$547,000 annually at both bridge and ferry parking sites. The estimated cost of \$80,000 per year represents about 15 percent of generated revenues from the parking program.

The District currently pays \$0.40 cents or \$0.45 cents per parking transaction. Under the new contract, the anticipated costs are between \$0.25 cents and \$0.45 cents per parking transaction. As parking utilization increases, both revenues and expenses will increase proportionally. The District anticipates annual costs to be approximately \$80,000 based on current parking transactions. Sufficient funds are available in the Ferry Division's FY 24/25 Operating Budget to continue the program, and future budgets will include appropriate allocations.

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