

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2012-019

**AUTHORIZE EXECUTION OF AN AGREEMENT WITH
LJH ENTERPRISES, DBA THE MOBILE GOURMET,
RELATIVE TO REQUEST FOR PROPOSALS NO. 2012-FT-5,
MOBILE GOURMET FOOD TRUCKS AT THE LARKSPUR FERRY TERMINAL**

March 23, 2012

WHEREAS, the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District), by Resolution No. 2011-025 at its meeting of March 25, 2011, approved a Pilot Program to host gourmet food trucks at the Larkspur Ferry Terminal, beginning in May 2011 and concluding in September 2011; and,

WHEREAS, the goals of the Pilot Program were: 1) to determine the feasibility of hosting such an event on a regular basis; 2) to slow passengers as they departed the ferry and thereby assist with safety efforts to keep customers from running from the ferry into the parking lot, in and around vehicles; and, 3) to provide a means of promoting ferry transit for people who may not be familiar with the system, including ferry service to AT&T Park for San Francisco Giants baseball games and for other special events at AT&T Park; and,

WHEREAS, the Pilot Program exceeded District expectations on many levels, including slowing down departing passengers as they exited the ferry; and,

WHEREAS, the Board, by Resolution No. 2011-094 at its meeting of October 28, 2011, provided its permission to proceed with providing mobile gourmet food trucks at the Larkspur Ferry Terminal, pursuant to the District's *2010 Master Ordinance*, Section I., General Conditions, subsection E., Business Activities on District Property, which requires that "no person shall sell or offer to sell to the public goods or services or engage in any business or profession on property of the District without having first obtained permission from the Board of Directors"; and,

WHEREAS, the Board now desires to institute a smaller, daily event (up to three trucks) that will take place year-round on weeknights, and on days with anticipated large ridership, such as when special event ferry service is available; and,

RESOLUTION NO. 2012-019
BOARD OF DIRECTORS MEETING OF MARCH 23, 2012
PAGE 2

WHEREAS, on December 20, 2011, the District advertised Request for Proposals (RFP) No. 2012-FT-5, *Mobile Gourmet Food Trucks at Larkspur Ferry Terminal*, and two proposals were received by the deadline date of January 24, 2012, from LJH Enterprises, dba The Mobile Gourmet, and from Ready Set Entertainment, LLC; and,

WHEREAS, a Selection Committee reviewed and evaluated the proposals and, following interviews with both proposers, determined that LJH Enterprises, dba The Mobile Gourmet (The Mobile Gourmet), was the higher ranked company, was better qualified to provide the necessary services and offered the District a more generous revenue share; and,

WHEREAS, the Disadvantaged Business Enterprise (DBE) Program Administrator has determined that The Mobile Gourmet has complied with the DBE requirements applicable to this Agreement and that no DBE participation is anticipated during the performance of these services; and,

WHEREAS, the Governmental Affairs and Public Information Committee/Committee of the Whole, at its meeting of March 23, 2012, has so recommended; now, therefore, be it


RESOLVED that the Board of Directors of the Golden Gate Bridge, Highway and Transportation District hereby authorizes execution of an Agreement with LJH Enterprises, dba The Mobile Gourmet, Pleasanton, CA, relative to Request for Proposals No. 2012-FT-5, *Mobile Gourmet Food Trucks at the Larkspur Ferry Terminal*, with a guaranteed per-event payment to the District of \$100.00, or \$300.00 per special event, or 3.5% of gross revenue received, whichever is greater, for a one-year term, with four additional one-year option terms exercisable at the District's sole discretion; with the understanding that staff will consult with appropriate regulatory agencies concerning this Program.

ADOPTED this 23rd day of March 2012, by the following vote of the Board of Directors:

AYES (15): Directors Arnold, Campos, Cochran, Elsbernd, Fredericks, Mar, Moylan, Pahre, Renée, Sobel, Stroeh and Theriault; Second Vice President Grosboll; First Vice President Eddie; President Reilly
NOES (0): None
ABSENT (4): Directors Chu, Rabbitt, Sears and Snyder



Janet Reilly
President, Board of Directors

ATTEST: 

Janet S. Tarantino
Secretary of the District