



ESTABLISHMENT OF PARK RIVERSIDE DOWNTOWN VALET SERVICE

Public Works

Mobility and Infrastructure Committee Meeting
September 12, 2024

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BACKGROUND

1. July 1, 2023 – Parking Your Way was introduced to the downtown community by using the Park Riverside app to manage free/paid on-street & off-street parking sessions.
2. New more robust and affordable monthly parking permit options.
3. New state-of-the-art garage equipment delivers parking capabilities such as online validations, reservations and valet service.



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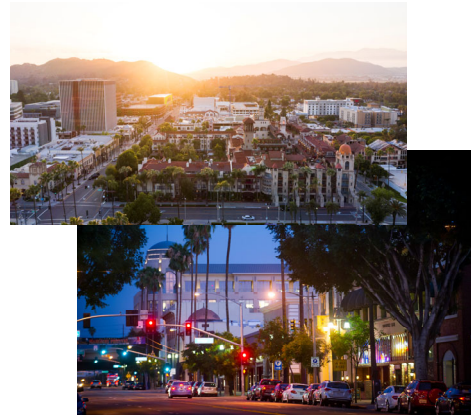


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DISCUSSION – REQUESTS & RESEARCH

1. Downtown restaurants and establishments have asked for a valet service.
 - A. Clientele want an “evening out” experience
 - B. Curbside service (elderly, disabled, etc.)
 - C. Convenience (no searching for parking)



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DISCUSSION – REQUESTS & RESEARCH

2. Local municipalities operating valet service were contacted.
 - A. Glendale, Long Beach, Santa Monica, Pasadena, Century City, Los Angeles and Beverly Hills (RFPs)
 - B. Valet is expensive to operate (labor and insurance)
 - C. Benefits the community, businesses, restaurants, nightclubs, and establishments (increase sales and taxes)



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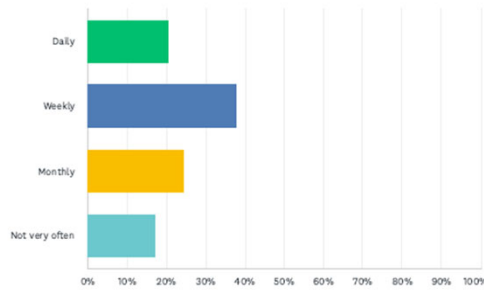
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DISCUSSION – SURVEY RESULTS

3. Valet Parking survey was published in July.

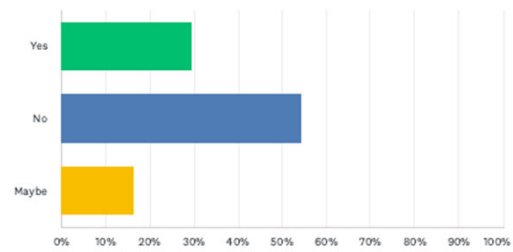
How often do you visit downtown Riverside?

Answered: 346 Skipped: 2



Would you consider using a valet service when visiting downtown?

Answered: 347 Skipped: 1



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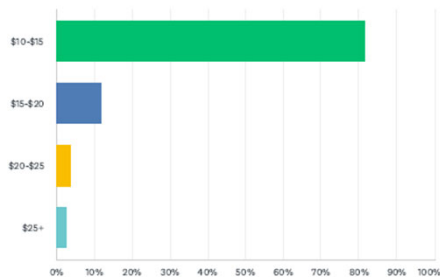
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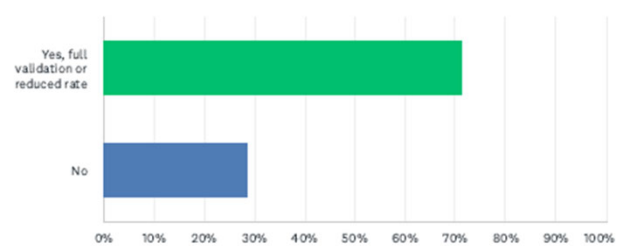
How much would you be willing to pay for a valet service per visit?

Answered: 234 Skipped: 114



Would you be more likely to use the valet service if restaurants or merchants would validate the valet fee?

Answered: 339 Skipped: 9



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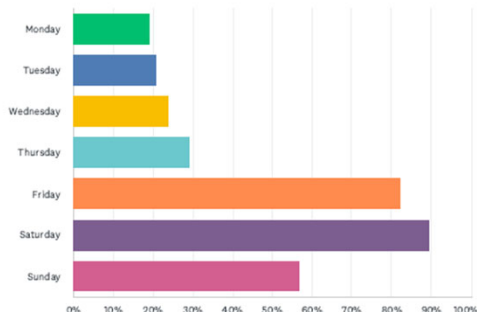
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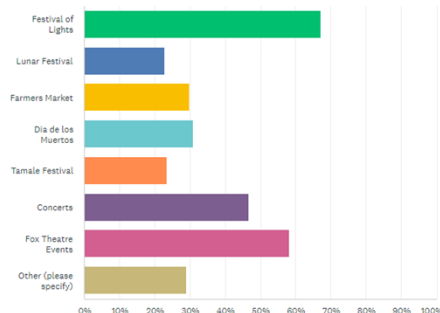
On which days of the week would you be most likely to use a valet service? (Select all that apply)

Answered: 246 Skipped: 102



Would you use the valet service for special events in downtown, such as festivals, concerts, or holiday celebrations? If so, which types of events?

Answered: 268 Skipped: 80



DISCUSSION – SURVEY COMMENTS

Concerns expressed by survey respondents

- Worry that accessible parking would be impacted by the program
- Requests for parking to be free
- Requests to spend the funds on homelessness
- Concerns over other City services
- This will impact businesses downtown



DISCUSSION – VALET OPERATING MODEL



1. Vehicles will be parked and staged in public parking facilities: include on-street spaces, public surface lots, and/or public parking garages.
2. The valet stands will always have a valet door person to greet and assist customers at each valet stand.
3. Valet drivers will be at the vehicle staging area awaiting a request to bring up a vehicle.



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DISCUSSION – SAFETY, SECURITY, CONVENIENCE

1. **SAFETY:** Drivers will not be “running” through downtown to bring up a vehicle and will not be driving fast as they are on site with the vehicles.
2. **SECURITY:** Vehicles will be more secure with valet drivers within proximity of the staged vehicles.
3. **CONVENIENCE:** Customer wait times are minimal as valet drivers are immediately bringing the car up upon request and vehicles can be delivered to different valet stands.



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DISCUSSION – CUSTOMER EXPERIENCE

1. Cell phone will be the valet ticket
2. Validate with participating establishments
3. Request vehicle ahead of time
4. Request vehicle pick up location
5. Track vehicle status
6. Pay and tip from phone



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DISCUSSION – REQUEST FOR PROPOSAL

1. Professional Qualifications
2. Financial Reporting
3. Marketing
4. Staffing and Training
5. Management and Support
6. Logistics and Planning
7. Customer Support
8. Security



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STRATEGIC PLAN ALIGNMENT

Strategic Priority 6 – Infrastructure, Mobility, Connectivity

Goal 6.2 - Maintain, protect and improve assets and infrastructure within the City's built environment to ensure and enhance reliability, resiliency, sustainability, and facilitate connectivity.

Goal 6.3 - Identify and pursue new and unique funding opportunities to develop, operate, maintain, and renew infrastructure and programs that meet the community's needs.

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability &
Resiliency



Equity



Innovation



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RECOMMENDATIONS

That the Mobility and Infrastructure Committee:

1. Receives a report to establish the Park Riverside downtown valet service;
2. Direct the Public Works Department Parking Services Division to publish a Request for Proposal to identify valet service contractors to operate the Park Riverside downtown valet service; and
3. Direct the Public Works Department Parking Services Division to evaluate the proposals and submit a recommendation to City Council to award a service agreement to a valet service contractor to operate the Park Riverside downtown valet service.



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