

ESTABLISHMENT OF PARK RIVERSIDE DOWNTOWN VALET SERVICE

Public Works

Transportation Board
June 5, 2024

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BACKGROUND

1. There is no current formal & authorized valet program on-street
2. July 1, 2023 – New Parking Rates and Hour Schedule
 1. New parking programs (DEPP, Downtown 24/7, Parking Your Way)
 2. Expanded Hours of Operation to 24/7
 3. Automated garage equipment
 4. 24/7 roaming security patrols
 5. Weekly/Monthly power washing of garages
 6. Park Riverside mobile parking app
 7. Validations



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PARK RIVERSIDE VALET - SERVICE OVERVIEW

1. Will deliver and upscale customer experience
2. Operate in designated public right of way on-street and in alleyways
3. Vehicles can be parked on-street, in public surface lots and/or public garages
4. Valet attendants to be present at all valet stations and vehicle staging area.



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PARK RIVERSIDE VALET - OPERATION MODEL

1. Valet program to be a Spoke and Hub design concept
2. Scaled up or down depending on downtown demand
3. Valet attendant safety and vehicle/traffic safety – no "running or fast driving"
4. Valet attendants are at staging area ready to bring up cars – faster service
5. Customer can select drop off and pick up locations – when available
6. Provide public safety for customers – closer to destination



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PARK RIVERSIDE VALET - MANAGEMENT SYSTEM

1. Utilize customer cell phone – ticketless system (no app to download)
2. Establishments can participate and provide validations (50-100% off valet fee)
3. Customers can manage their experience – request vehicle ahead of time
4. System provide the ability to track the vehicles status
5. Customers can pay and tip from their phone – no cash required



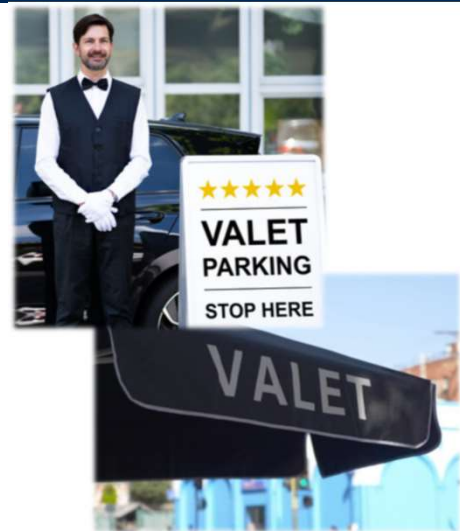
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PARK RIVERSIDE VALET – OPERATOR TO PROVIDE

1. Maintain the TEZ SMS Valet software/hardware
2. Maintain and Store Valet Station Equipment
3. Manage valet staff – hiring/training/uniforms
4. Operate daily and special event valet service
5. Daily interaction/planning/coordination with PCI



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PARK RIVERSIDE VALET – REQUEST FOR PROPOSAL

1. Publish RFP to obtain bids from professional valet operators
2. Bids to be evaluated by panel – stakeholders, business owners, and City staff
3. Evaluation criteria (experience, references, safety, reputation, staffing turnover, customer service, etc)
 1. Financial Reporting
 2. Marketing Capabilities
 3. Staffing Process
 4. Management
4. Logistics and Planning Techniques
5. Customer Support



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STRATEGIC PLAN ALIGNMENT

Strategic Plan Goal 6.2, to “Maintain, protect and improve assets and infrastructure within the City’s built environment to ensure and enhance reliability, resiliency, sustainability, and facilitate connectivity,”

Strategic Plan Goal 6.3 to “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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FISCAL IMPACT

1. Not expected to generate a net return immediately
2. Costing and Revenue to be solidified upon operation
3. Conceptual valet fees \$20 daily, \$30 special events



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RECOMMENDATIONS

That the Transportation Board:

Receives a report and recommends the Mobility and Infrastructure Committee to review the proposed establishment of Park Riverside downtown valet parking service.



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