City of Arts & Innovation

City Council Memorandum

TO: **HONORABLE MAYOR AND CITY COUNCIL** **DATE: DECEMBER 2, 2025**

FROM: **PUBLIC WORKS DEPARTMENT** **WARD: 1**

SUBJECT: **ADOPT AN ORDINANCE AMENDING CHAPTER 3.30 SECTION 3.30.030 XI OF THE RIVERSIDE MUNICIPAL CODE TO ADD ONE ADDITIONAL CATEGORY**

ISSUE:

Adopt an ordinance revising Chapter 3.30, Section 3.30.030 XI of the Riverside Municipal Code to add an additional category under titled Valet Parking under Schedule of Regulation, Products and Services, subsection XI – Public Parking – Public Works.

RECOMMENDATIONS:

That the City Council adopt an ordinance revising Chapter 3.30, Section 3.30.030 XI of the Riverside Municipal Code to add an additional category under titled Valet Parking under Schedule of Regulation, Products and Services, subsection XI – Public Parking – Public Works.

INTRODUCTION OF ORDINANCE:

On November 4, 2025, the City Council introduced an ordinance revising Chapter 3.30, Section 3.30.030 XI to add an additional category under titled Valet Parking under Schedule of Regulation, Products and Services, subsection XI – Public Parking – Public Works. The motion carried unanimously with Councilmember Cervantes absent.

BACKGROUND:

In July 2023, the Park Riverside program implemented new parking rates and hours of operation, including the Park Riverside app which provides 30-minutes free parking in on-street metered spaces and 60-minutes free parking in off-street metered parking lots to deliver affordable and accessible parking throughout downtown. The Park Riverside program has been committed since July 2023 to improve the downtown parking experience by addressing garage cleanliness with routine power-washing of stairwells, decks and adjacent sidewalks, by addressing public safety with two 24/7 roaming security patrol units and installing over 100 new high-resolution surveillance cameras in all garages and some adjacent alleyways. A natural extension to improving the downtown parking experience is the implementation of a public valet service.

On June 5, 2024, the Transportation Board unanimously recommended that the Mobility and Infrastructure Committee review and support the establishment of the Park Riverside Downtown Valet Service.

On September 12, 2024, the Mobility and Infrastructure Committee directed staff to issue an RFP with a 6-month pilot program, requiring staff to return with a six-month program update, and present a report directly to City Council six months after implementation for review and future consideration.

On November 4, 2025, a Public Hearing was held to consider approval of a service agreement to operate a six-month pilot program for the Park Riverside Downtown Valet Program. No one spoke on the matter. The public hearing was officially closed.

Following discussion, it was moved by Councilmember Falcone and Councilmember Robillard to accept the Mobility and Infrastructure Committee recommendations to approve Agreement with Ace Parking III, LLC, to operate a six-month pilot program for the Park Riverside Downtown Valet Program authorize the City Manager, or designee, to execute the agreement including making minor, non-substantiative changes, and contract extensions; amend the City of Riverside's Master Fees and Charges Schedule; introduce and subsequent adopt an Ordinance amending the Riverside Municipal Code (RMC) Chapter 3.30 Section 3.30.030 - Schedule of Regulations, Products and Services, subsection XI - Public Parking - Public Works, to add one additional category titled Valet Parking; adopt a Resolution approving the addition of one new category and two new fees related to valet parking to the Fiscal Year 2025-2026 Master Fees and Charges Schedule; and direct staff to return to City Council with a status update on the program by the sixth month of operation for future consideration. The motion carried unanimously.

DISCUSSION:

In February 2025, Parking Services published RFP No. 2452 for the Park Riverside Downtown Valet Service. The public valet service was crafted to deliver a more robust and elevated downtown parking experience by offering curbside accessibility, operational flexibility, convenience, and public safety. In keeping with the City's Community Engagement Policy, the foundation of the RFP was influenced by survey data from over 300 survey respondents, two interactive meetings hosted by Riverside Downtown Partnership that included stakeholders and several downtown business establishments, and analysis of several established municipal valet programs in Southern California.

The public valet program will be conducted as a 6-month pilot program utilizing real-time data analytics to help make operational adjustments. Daily planning adjustments will be made based on communication between the valet contractor and downtown establishments, event organizers, and parking metrics. A formal operational review will be conducted at the 3-month mark to determine ongoing program feasibility.

During the 6-month pilot the public valet service fees will be set at:

Valet fee during regular operations	$20 per vehicle

The days of operation are Friday-Sunday. Times of operation are to be determined.

Valet fee during special events	$30 per vehicle

The projected revenue for the 6-month pilot is difficult to forecast as the demand is currently

unknown. However, the Parking Services Division conservatively estimates an average of 100 vehicles per day, Friday through Sunday. At $20 per vehicle, this equates to $144,000 for the six-month period. As the program becomes more established and promoted by downtown businesses, valet demand is expected to increase which may close the gap between expenses and revenues.

FISCAL IMPACT:

The Park Riverside Downtown Valet Service is a brand-new endeavor that is anticipated to bring in clientele that may not normally patronize downtown or encourage current patrons to visit more often. The program will help bolster other Downtown businesses and special events. The financial model for the valet service does not account for the gains expected to be seen by the downtown BID or General Fund. Parking Services is focusing on achieving a cost neutral position within the Parking Services Fund (570) only. Due to the unknown demand, the necessary marketing to gain awareness and having proper operating hours and valet locations has made it challenging to forecast revenues. Parking Services must take a conservative financial approach due to these unknown factors. The six-month forecast is presented with a net loss of $190,595 to the Parking Fund. Parking Services will be tracking the weekly operation to improve the marketing campaign and re-align the operating model to eventually reach the cost neutral financial position.

Sufficient funds are available in Public Works, Public Parking Fund, Public Parking Professional Services account number 4150000-421002 to cover the cost of the Park Riverside Downtown Valet Service pilot program.

Appropriations for future fiscal years will be included in the Public Works budget and presented to the City Council for approval.

Prepared by: Erik Lue, Public Parking Services Manager

Attachment: Revised Ordinance Amending Chapter 3.30 Section 3.30.030 XI of the Riverside Municipal Code