

Bid Detail

Project Title	City Valet Parking Services
Invitation #	2452
Bid Posting Date	02/25/2025 11:30 AM (PST)
Project Stage	Closed
Bid Due Date	04/01/2025 2:00 PM (PDT)
Response Format	Electronic only
Link to Project	https://vendors.planetbids.com/portal/39475/bo/bo-detail/126681
Reference ID	R001201
Project Type	RFP (Request for Proposal)
Response Types	Response File Contractor Information Questionnaire Form (required) Disclosure Questionnaire (required)
Type of Award	Lump Sum
Categories	95872 - Parking Management Services (incl. Operations, Admissions, And Supervision) 96182 - Transportation Services (not Otherwise Classified) 96289 - Vehicle Transporting Services
License Requirements	Company and/or its key personnel, shall hold an appropriate license for the Company's discipline and the Services on the date the Proposal is submitted.
Restriction Restricted To	None
Department	Public Works
Address	3900 Main Street 6th Floor Riverside, California 92522
County	Riverside
Bid Valid	One Hundred-Twenty (120) Days
Liquidated Damages	
Target Bid Amount	
Estimated Bid Value	
Start/Delivery Date	
Project Duration	
Prevailing Wage	No
Cooperative Bid	No
Piggy-backable	No
eBid Notes	I am in agreement with the City of Riverside Terms & Conditions that apply to this request, and I hereby confirm that I am an authorized representative of the entity submitting this bid. I have the individual authority to submit this bid electronically on behalf of the entity and to bind the entity to the bid prices set forth herein.

Bid Bond

Bid Bond	0%
Payment Bond	0%
Performance Bond	0%

Pre-Bid Meeting Information

Pre-Bid Meeting	Yes - Mandatory
Pre-Bid Meeting Date	03/11/2025 10:00 AM (PDT)

Pre-Bid Meeting	All prospective Companies must attend the Mandatory Virtual Pre-Proposal Meeting on March 11, 2025, at
Location	10:00 AM PST. This meeting will be held virtually via Microsoft Teams through the following link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_NGRmNzNhODItOTI2NC00MjIwLTk5NzAtOTI1ZmZiNjVhZjYx%40thread.v2/0?context=%7b%22Tid%22%3a%22a9c057cf-894f-4eee-b4f0-340522e4e445%22%2c%22Oid%22%3a%2299e04605-4fe1-4a7d-b5ad-3e5f9c45200e%22%7d o Meeting ID: 267 314 315 38 o Passcode: rP6Au3aD

Online Q&A

Online Q&A	Yes
Q&A Deadline	03/18/2025 2:00 PM (PDT)

Contact Information

Contact Info	Jason Jones All requests for clarifications and/or questions must be submitted via “Q&A” through the City’s Electronic Bidding System, PlanetBids.
Bids to Owner's Agent	The City’s Electronic Bidding System, PlanetBids.

Description

Scope of Services	The City is seeking Valet Parking Services. The selected Company shall provide the services required in Exhibit A, Scope of Services.
Other Details	jajones@riversideca.gov
Notes	All Prospective Companies submitting a proposal must be listed on the "Prospective Bidders" tab on the City's bidding website. If the Proposer is not listed as a "Prospective Bidder" the proposal will not be considered. Proposals not received electronically via the bidding website before the due date and time will not be accepted. Hard copy proposals will be rejected.
Special Notices	
Local Programs & Policies	jajones@riversideca.gov

Documents

File Title	File Name	Status
RFP 2452 - Bid Document	RFP 2452 - Scope of Service - Valet Parking Services - Final.pdf	On Server
Download Cost	\$0.00	

Vendor Notification

Agency Notifications 72 City of Riverside vendors notified

02/25/2025 11:30 AM (PST) 72 vendors notified

using Criteria Category:

- 95872 - Parking Management Services (incl. Operations, Admissions, And Supervision)
- 96182 - Transportation Services (not Otherwise Classified)
- 96289 - Vehicle Transporting Services

- Vendors
- ACE Parking (983425)
 - ADA Guru (1016656)
 - AirGarage, Inc. (846594)
 - All Aboard America Holdings (1315347)
 - American Logistics, LLC. (962807)
 - Automated Valet Parking Manager, LLC (847171)
 - C & D Towing (1058429)
 - CARTER SUTTON GRIFFIN CORP (930308)
 - Cascade NW Investments LLC (1293269)
 - ComSonics, Inc. (931209)
 - CONDUENT STATE & LOCAL SOLUTIONS, INC. (837076)
 - Contera Construction Corporation (659394)
 - Corporate Guidance Solutions, Inc. (1500714)
 - Curbstand (986184)
 - Data Ticket, Inc. (589024)
 - Desert Environmental Services (593057)
 - DNPL (1113819)
 - Douglas Parking (983521)
 - Drug Free Business (731139)
 - Ecology Auto Parts Inc (1166833)
 - Everengi LLC (1314480)
 - Everpark (907661)
 - FlashParking, Inc (847195)
 - Fountainhead Consulting Corporation (1308134)
 - Freddy's Ventures (1349956)
 - Geiger Relocation Solutions, Inc. (827089)
 - hnea26 corp (681234)
 - Honest transportation inc (1558083)
 - Ibex Realty, Inc (1391347)
 - INDUSTRIAL WASTE UTILIZATION (797279)
 - Innovative TDM Solutions (588300)
 - Intelligent Imaging Systems (930468)
 - JCH CONSULTING LLC. (846580)
 - Krypto LLC (702301)
 - LAZ Parking (986843)
 - LB&B Associates Inc. (983449)
 - Limor Enterprises Inc. (930953)
 - Liz Transport LLC (1458365)
 - MNEY LLC (1457006)
 - Mobile Payment Processing Systems (983538)
 - Motor Parks (985645)
 - MoWiz (988119)
 - Norfel Secuity Systems (1169957)
 - Obsidian Motors and Repair (1118739)
 - PACIFIC PARKING SYSTEMS, INC. (616796)
 - Park Consulting (589341)

Parkeon, Inc. (617328)
Parking Company of America/CA, LLC (589040)
Parking Concepts, Inc (983417)
Parking Market Research Company (617973)
Parking Veterans LLC (737093)
PCAM, LLC (990845)
Phoenix Group Information Systems (837019)
Propark Mobility (983416)
QUALITY ROADSIDE SERVICE (587442)
Red Brick Consulting, Inc. (903746)
Republic Parking (836954)
rhino logistics (1192951)
RI Consult (1165035)
Schweers Technologies (988765)
Secure Transportation (646782)
Snr towing and transport inc (1229043)
SP+ Parking Corporation (837804)
T2 Systems, Inc (616073)
TALOSYS Inc. (1294747)
Teleclinic LLC (1253699)
THE LASTER WAY TRANSPORTATION LLC (1459583)
Turbo Data Systems, Inc. (836537)
US TRANSPORT & LOGISTICS INC. (1252275)
Walker Parking Consultants/Engineers Inc (991898)
WeDriveU, Inc. (1418921)
Your chauffeur premium limousine service Inc. (1349967)

03/11/2025 12:05 PM (PDT) No vendors notified

- using Criteria Category:
- 95872 - Parking Management Services (incl. Operations, Admissions, And Supervision)

96182 - Transportation Services (not Otherwise Classified)

96289 - Vehicle Transporting Services

03/12/2025 11:07 AM (PDT) No vendors notified

- using Criteria Category:
- 95872 - Parking Management Services (incl. Operations, Admissions, And Supervision)

96182 - Transportation Services (not Otherwise Classified)

96289 - Vehicle Transporting Services

03/24/2025 12:09 PM (PDT) No vendors notified

- using Criteria Category:
- 95872 - Parking Management Services (incl. Operations, Admissions, And Supervision)

96182 - Transportation Services (not Otherwise Classified)

96289 - Vehicle Transporting Services

Prospective Bidders

24 Prospective Bidders

Vendor	Contact	Vendor Type	Mtg	Status	Classification
ABM Industries (2846928) 1150 S Olive St. 19th floor Los Angeles, California 90015 United States	Contact: Igor Shapiro Phone: 213-856-1506 Fax: Email: Igor.Shapiro@abm.com		yes	Bidder	Prime
ACE Parking (2845736) 645 Ash Street San Diego, California 92101 United States	Contact: Marketing Department Phone: 619-233-6624 Fax: Email: marketing@aceparking.com		yes	Bidder	Prime
Automated Valet Parking Manager, LLC (2845765) 13794 NW 4th Street Suite 205 Sunrise, Florida 33325 United States	Contact: Ken Shin Phone: 424-277-7721 Fax: Email: ken.shin@avpmi.com		no	Bidder	Supplier
Cascade NW Investments LLC (2849918) 540 Westminster Mall Westminster, California 92683 United States	Contact: Lonnie Reynolds Phone: 714-412-3485 Fax: Email: rentals@americaneventservices.net	CABE	no	Bidder	Other
Dodge Data & Analytics (2851418) 300 American Metro Blvd Hamtilon, New Jersey 08619 United States	Contact: Dodge Reports Phone: 877-784-9556 Fax: Email: dodge.docs@construction.com		no	Bidder	Other
Douglas Parking (2845681) 1721 Webster Street 4th Floor Oakland, California 94612 United States	Contact: Matthew Bloom Phone: 510-444-7412 Fax: Email: matt@douglasparking.com		yes	Bidder	Prime
Everpark (2847164) 3470 Wilshire Blvd Suite 940 Los Angeles, California 90010 United States	Contact: Ruth Melashu Phone: 213-274-1994 Fax: Email: bids@everpark.com		yes	Bidder	Prime
GOSPACE LABS s.r.o. (2846454) Ilkovicova 8 Bratislava, Slovakia, 841 04 OTHER	Contact: Anton Phone: 0015713611800 Fax: Email: anton.antonenko@gospace.tech		no	Bidder	Prime
GovSignals Inc (2864549) 169 Madison Ave STE 11051 New York, New York 10016 United States	Contact: Ethan Aldrich Phone: 210-284-1799 Fax: Email: kasey@govsignals.ai		no	Bidder	Other

IMS (2846840) 945 Hornblend Street San Diego, California 92109 United States	Contact: Mark Ettingsys Phone: 888-467-3151 Fax: Email: ims_bids@construction.com	no	Bidder	Other
iSqFt (2860764) 3825 Edwards Rd. Ste. 800 Cincinnati, Ohio 45209 United States	Contact: Michael Stubbs Phone: 800-364-2059 Fax: Email: content@constructconnect.com	no	Non-Bidder, no communications	Prime
J R Parking Consultants (2846812) 300 Spectrum Center Driver, Suite 400 Irvine, California 92618 United States	Contact: Janis Rhodes Phone: 949-754-2884 Fax: 949-754-4001 Email: jrhodes@jrparkingconsultants.com	no	Bidder	Subcontractor
kn inc (2851445) 907 Park Street San Diego, California 92093 United States	Contact: Katten Nepalen Phone: 800-444-8884 Fax: Email: nepalkat23@gmail.com	no	Bidder	Other
LAZ Parking (2853190) One Financial Plaza, 14th Floor Hartford, Connecticut 06103 United States	Contact: Rob Maroney Phone: 804-921-5019 Fax: Email: rmaroney@lazparking.com	yes	Bidder	Prime
Lead Pursuits LLC (2848696) 2450 Colorado Ave. Santa Monica, California 90404 United States	Contact: Lead Department Phone: 310-237-6770 Fax: Email: leads@leadpursuits.com	no	Bidder	Prime
Mullis Insurance (2848064) 1299 Boltonfield St. Columbus, Ohio 43228 United States	Contact: David Mullis Phone: 257-434-2123 Fax: Email: dmullisinsurance@gmail.com	no	Bidder	Prime
North America Procurement Council (2854830) PO Box 40445 Grand Junction, Colorado 81504 United States	Contact: Eric Johnson Phone: 302-450-1923 Fax: Email: sourcemanagement@napc.me	no	Bidder	Other
Onvia, Inc. (2845788) 509 Olive Way Seattle, Washington 98101 United States	Contact: Source Management Phone: 206-373-9500 Fax: Email: sourcemanagement2@onvia.com	no	Bidder	Other
Parking Company of America/CA, LLC (2845710) 1240 North Van Buren Street Ste 105 Anaheim, California 92807 United States	Contact: Caren Mallat Phone: 714-695-9142 ext. 1 Fax: 714-695-9143 Email: caren@pcacalif.com	yes	Bidder	Prime

PCAM, LLC (2845730) 3165 Garfield Ave. Commerce, CA, California 90040 United States	Contact: Aaron Chaves Phone: 949-235-3773 Fax: Email: aaronchaves@parkpca.com	MBE	yes	Bidder	Prime
Propark Mobility (2854654) One Union Place Hartford, Connecticut 06103 United States	Contact: Joe Caputo Phone: 714-767-6551 Fax: Email: Joe.Caputo@propark.com		yes	Bidder	Prime
QUALITY ROADSIDE SERVICE (2870645) 6158 COLUMBUS ST STE B RIVERSIDE, California 92504 United States	Contact: Jacob Vasquez Phone: 951-359-3333 Fax: 951-359-3336 Email: QUALITY_COLTON@YAHOO.COM	MBE, WBE, MICRO	no	Bidder	Prime
SevenOutsource (2846422) 113 Barksdale Professional Center Newark, Delaware 19711-3258 United States	Contact: Steve Walse Phone: 315-308-7852 Fax: 315-308-7852 Email: rfpalerts@gmail.com		no	Bidder	Other
SP+ Parking Corporation (2848848) 3470 Wilshire Avenue Suite 400 Los Angeles, California 90010 United States	Contact: Courtenay Thornton Phone: 214-748-1293 ext. 214 Fax: 214-748-2084 Email: cthornton@spplus.com		no	Bidder	Prime

Addenda

None

Released Questions

Set 1 Released via Email 03/24/2025 12:09 PM (PDT) – 19 questions

1.1 Submitted 03/18/2025 11:46 AM (PDT) Will a storage space be available to the Operator for days the valet i...

Vendor ACE Parking

Question Will a storage space be available to the Operator for days the valet is not operational or does the Operator provide this at the Operators expense? Storage space would be used for podiums, umbrellas and other equipment.

Answer Yes, we plan to have a space available for those items.

1.2 Submitted 03/18/2025 11:45 AM (PDT) Are start-up costs and equipment to be purchased by the operator and t...

Vendor ACE Parking

Question Are start-up costs and equipment to be purchased by the operator and the expense passed to the City?

Answer Yes, the items needed should be outlined as much as possible in the bid response.

1.3 Submitted 03/18/2025 11:45 AM (PDT) Will these lots and garages have dedicated "valet spaces" to ensure se...

Vendor ACE Parking

Question Will these lots and garages have dedicated "valet spaces" to ensure security and minimize liability?

Answer If we utilize the underutilized locations, then yes, we can dedicate spaces for valet, Management of the spaces will be the responsibility of the valet operator.

1.4 Submitted 03/18/2025 11:45 AM (PDT) Who is the current operator of the parking lots and garages?

Vendor ACE Parking

Question Who is the current operator of the parking lots and garages?

Answer Parking Concepts Inc.

1.5 Submitted 03/18/2025 11:45 AM (PDT) Who is the current operator of the parking lots and garages?

Vendor ACE Parking

Question Who is the current operator of the parking lots and garages?

Answer Parking Concepts Inc.

1.6 Submitted 03/18/2025 11:45 AM (PDT) Is the Operator only allowed to utilize one of the provided garages or...

Vendor ACE Parking

Question Is the Operator only allowed to utilize one of the provided garages or lots or are they all available for use?

Answer At the moment we anticipate using a lot or garage as a valet hub to store vehicles. We will have to work through the sites to determine what makes sense as we cannot impact the self-parking community, and we want to utilize the underutilized facilities. If we follow this model, then we have limited locations to utilize.

1.7 Submitted 03/18/2025 11:45 AM (PDT) Is the Operator expected to pay their employees at a prevailing wage?

Vendor ACE Parking

Question Is the Operator expected to pay their employees at a prevailing wage?

Answer This project would not be subject to prevailing wage as it is not a public work.

1.8 Submitted 03/18/2025 11:45 AM (PDT) Is the City expecting the Operator to cover expenses (labor, materials...

Vendor ACE Parking

Question Is the City expecting the Operator to cover expenses (labor, materials, overhead, benefits etc.)?

Answer All startup expenses for items specifically for the valet program should be outlined in the bid as a pass-through cost to the City. This includes but not limited to: labor, materials and overhead. All items passed through will become the property of the City. From a City perspective we anticipate this to be the cost of doing business to provide this level of service to the community. However, we expect this to elevate the parking program from good to great. Financial gain will be seen through the visitor traffic, merchant sales growth, and City tax revenues.

1.9 Submitted 03/18/2025 11:45 AM (PDT) The RFP mentions a revenue share (Page 7 Paragraph G) but also states ...

Vendor ACE Parking

Question The RFP mentions a revenue share (Page 7 Paragraph G) but also states a fixed monthly or annual fee is required (Page 18, Exhibit B, Paragraph 3). Is the City looking for both options separately?

Answer If the program is widely popular and can be fiscally profitable, then yes, a revenue share should be offered. However, we do not expect the program to be profitable immediately for the City. If the program is cost neutral, then the City would deem this a successful operation.

1.10 Submitted 03/18/2025 11:03 AM (PDT) • Would the City be open to receiving an alternate bid based on a prof...

Vendor LAZ Parking

Question • Would the City be open to receiving an alternate bid based on a professional services / fee for service contract model?

Answer We are open to all fee models for review, but it must be made simple to understand and in a format that makes logical sense.

1.11 Submitted 03/18/2025 11:02 AM (PDT) 9. Section 2.VII states that valet parking fees are set by the City. C...

Vendor LAZ Parking

Question 9. Section 2.VII states that valet parking fees are set by the City. Can the City provide the initial fee structure or a range for planning purposes, and how frequently might these fees be adjusted during the 6-month trial?

Answer The standard valet fees will be \$20 and for special events will be \$30, there are no plans to adjust once we set the rate.

1.12 Submitted 03/18/2025 11:02 AM (PDT) 8. For after-hours vehicle retrieval, can the City clarify if the desi...

Vendor LAZ Parking

Question 8. For after-hours vehicle retrieval, can the City clarify if the designated storage location with the Parking Operator will be within the listed garages/lots, and whether additional security measures (e.g., cameras, guards) are provided at these sites?

Answer For after-hours vehicle retrieval, the designated storage location will most likely be Garage 3 which is located near the parking operator's office. Some garage cameras are available, and we have two 24/7 roaming security vehicle patrols.

1.13 Submitted 03/18/2025 11:02 AM (PDT) 7. Section 2.I.c mentions flexible operating hours during the pilot ph...

Vendor LAZ Parking

Question 7. Section 2.I.c mentions flexible operating hours during the pilot phase. What is the process for adjusting hours outside the standard Friday-Sunday schedule, and how much notice will the City provide for such changes?

Answer Our intention is to provide a minimum of a month advance notice for special events that need valet. We will need to communicate weekly if the weekend coverage needs to expand operating hours, locations, etc. to find the most desirable location.

1.14 Submitted 03/18/2025 11:02 AM (PDT) 6. What are the top 3 important goals the city is looking to achieve t...

Vendor LAZ Parking

Question 6. What are the top 3 important goals the city is looking to achieve through the implementation of this operation?

Answer The top three important goals the city is looking to achieve through the implementation of this operation are superior customer experience, a cost neutral operation, and effective logistical planning.

1.15 Submitted 03/18/2025 11:02 AM (PDT) 5. If the contract is cancelled after 6 months will the city reimburse...

Vendor LAZ Parking

Question 5. If the contract is cancelled after 6 months will the city reimbursed the selected company agreed upon start up expenses i.e. podiums, uniforms, cones, delineators.

Answer All startup expenses for items specifically related to the valet program should be outlined in the bid as pass through costs to the City and any items passed through will become the property of the City.

1.16 Submitted 03/18/2025 11:02 AM (PDT) 4. Can the city share the number of all city garage and surface lot tr...

Vendor LAZ Parking

Question 4. Can the city share the number of all city garage and surface lot transactions, broken out by month and location?

Answer We will be using areas with less demand in order to avoid impact in our high-demand areas like our most used garages and lots. It is important to note this information is not relevant to the valet services.

1.17 Submitted 03/18/2025 11:02 AM (PDT) 3. Can the City provide data or estimates on the expected volume of ve...

Vendor LAZ Parking

Question 3. Can the City provide data or estimates on the expected volume of vehicles at each of the nine designated valet zones during peak hours (Friday-Sunday) to help us optimize staffing and equipment allocation?"

Answer We currently do not have historical data to reference at this time. We are seeking for a valet operator that is willing to be flexible to assist in determining the demand.

1.18 Submitted 03/18/2025 11:02 AM (PDT) 2. Please elaborate on the statement during the walk through that the ...

Vendor LAZ Parking

Question 2. Please elaborate on the statement during the walk through that the city "wants the valets to stay with the vehicles." Does that mean one valet per vehicle until it leaves or can one valet oversee multiple vehicles in the valet storage area?

Answer The city has indicated for one valet to oversee the safety of the vehicles in the valet storage area. This valet would monitor the multiple vehicles stored there. However, other valet members would be stationed at the designated valet zone where customer drop-offs will occur. The system will involve multiple valets managing different areas, ensuring the safety and efficiency of the operation. One valet per vehicle is not needed but the operator should determine the best course.

1.19 Submitted 03/18/2025 11:02 AM (PDT) 1. Since this a 6 month trial is the city open to a different financia...

Vendor LAZ Parking

Question 1. Since this a 6 month trial is the city open to a different financial agreement during that period & then moving into a revenue share if the city chooses to move forward with a long term contract?

Answer Yes, since this is a pilot program we will need to gather all financial, demand, business impact data to report back to City Council during the 3rd or 4th month of the pilot program. This will help determine if the City will choose to move forward with a long-term contract. If so, the City can explore alternative financial arrangements, including a potential revenue share model.

Bid Results

Bidder Details

Vendor Name	PCAM, LLC
Address	3165 Garfield Ave. Commerce, CA, California 90040 United States
Respondee	Aaron Chaves
Respondee Title	Vice President of Operations
Phone	949-235-3773
Email	aaronchaves@parkpca.com
Vendor Type	MBE
License #	CADIR

Bid Detail

Bid Format	Electronic
Submitted	04/01/2025 1:06 PM (PDT)
Delivery Method	
Bid Responsive	
Bid Status	Submitted
Confirmation #	421696
Ranking	0

Respondee Comment

Buyer Comment

Attachments

File Title	File Name	File Type
FINAL-PCA-RFP-Riverside.pdf	FINAL-PCA-RFP-Riverside.pdf	Response File
PCA - Exhibit C - Contractor Information Questionnaire Form.pdf	PCA - Exhibit C - Contractor Information Questionnaire Form.pdf	Contractor Information Questionnaire Form
PCA - Exhibit D - Disclosure Questionnaire.pdf	PCA - Exhibit D - Disclosure Questionnaire.pdf	Disclosure Questionnaire

Bidder Details

Vendor Name	ACE Parking
Address	645 Ash Street San Diego, California 92101 United States
Respondee	Dave Chan
Respondee Title	Director of Marketing
Phone	760-917-2426
Email	marketing@aceparking.com
Vendor Type	
License #	
CADIR	

Bid Detail

Bid Format	Electronic
Submitted	04/01/2025 10:51 AM (PDT)
Delivery Method	Upload/April 1, 2025 at 10:52am
Bid Responsive	
Bid Status	Submitted
Confirmation #	421721
Ranking	0

Respondee Comment

Thank you for your consideration.

Buyer Comment

Attachments

File Title	File Name	File Type
ACE Proposal for Valet Parking for the City of Riverside 2025.pdf	ACE Proposal for Valet Parking for the City of Riverside 2025.pdf	Response File
ACE Proposal for Valet Parking for the City of Riverside - Contractor Information.pdf	ACE Proposal for Valet Parking for the City of Riverside - Contractor Information.pdf	Contractor Information Questionnaire Form
ACE Proposal for Valet Parking for the City of Riverside - Disclosure.pdf	ACE Proposal for Valet Parking for the City of Riverside - Disclosure.pdf	Disclosure Questionnaire

Email History

March 12, 2025 11:07 AM (PDT) Prospective Bidder: Valet Parking Services Pre-Proposal Meeting - Attendance Report

To: Douglas Parking (matt@douglasparking.com), Parking Company of America/CA, LLC (caren@pcacalif.com), PCAM, LLC (aaronchaves@parkpca.com), ACE Parking (marketing@aceparking.com), Automated Valet Parking Manager, LLC (ken.shin@avpmi.com), Onvia, Inc. (sourcemanagement2@onvia.com), SevenOutsource (rfpalerts@gmail.com), GOSPACE LABS s.r.o. (anton.antonenko@gospace.tech), J R Parking Consultants (jrhodes@jrparkingconsultants.com), IMS (ims_bids@construction.com), ABM Industries (Igor.Shapiro@abm.com), Everpark (bids@everpark.com), Mullis Insurance (dmullisinsurance@gmail.com), Lead Pursuits LLC (leads@leadpursuits.com), SP+ Parking Corporation (cth Thornton@spplus.com), Cascade NW Investments LLC (rentals@americanevents services.net), Dodge Data & Analytics (dodge.docs@construction.com), kn inc (nepalkat23@gmail.com), LAZ Parking (rmaroney@lazparking.com), Propark Mobility (Joe.Caputo@propark.com), North America Procurement Council (sourcemanagement@napc.me)

This is a notification pertaining to City Valet Parking Services (2452), with a bid due date of April 01, 2025 2:00 PM (Pacific).

Valet Parking Services Pre-Proposal Meeting - Attendance Report

Please visit the bid details for more information.

RFP 2452 - Valet Parking Services Pre-Proposal Meeting - Attendance report 3-11-25 - Copy.xlsx

March 24, 2025 12:09 PM (PDT)
Question Submit Confirmation: Q and A Set 1 for City Valet Parking Services (2452), with a bid due date of April 01, 2025 2:00 PM (Pacific)

To: Douglas Parking (matt@douglasparking.com), Parking Company of America/CA, LLC (caren@pcacalif.com), PCAM, LLC (aaronchaves@parkpca.com), ACE Parking (marketing@aceparking.com), Automated Valet Parking Manager, LLC (ken.shin@avpmi.com), Onvia, Inc. (sourcemanagement2@onvia.com), SevenOutsource (rfpalerts@gmail.com), GOSPACE LABS s.r.o. (anton.antonenko@gospace.tech), J R Parking Consultants (jrhodes@jrparkingconsultants.com), IMS (ims_bids@construction.com), ABM Industries (Igor.Shapiro@abm.com), Everpark (bids@everpark.com), Mullis Insurance (dmullisinsurance@gmail.com), Lead Pursuits LLC (leads@leadpursuits.com), SP+ Parking Corporation (cth Thornton@spplus.com), Cascade NW Investments LLC (rentals@americanevents services.net), Dodge Data & Analytics (dodge.docs@construction.com), kn inc (nepalkat23@gmail.com), LAZ Parking (rmaroney@lazparking.com), Propark Mobility (Joe.Caputo@propark.com), North America Procurement Council (sourcemanagement@napc.me), GovSignals Inc (kasey@govsignals.ai), QUALITY ROADSIDE SERVICE (QUALITY_COLTON@YAHOO.COM)

This is a notification that Set 1 of Questions and Answers has been issued for City Valet Parking Services (2452), with a bid due date of April 01, 2025 2:00 PM (Pacific).

Please visit the bid details to read the questions and answers.

**PROPOSAL COST RESULTS
&
EVALUATION TABULATION/
RANKING RESULTS
&
EVALUATOR COMMENTS**

City of Riverside
Bid Results for Project City Valet Parking Services (2452)
Issued on 02/25/2025
Bid Due on April 01, 2025 2:00 PM (PDT)
Exported on 04/29/2025

Item Num	Description	UOM	QTY	PCAM, LLC	ACE Parking
1	Cost/Revenue Share with City	MO	1	85%	80%

Grand Total 85 80

Cost Evaluation	15	150	150.00	141.18
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#	Bidder Name	Cost/Revenue Share % with City	Pricing Scoring (15%)
PCAM, LLC	PCAM, LLC	85%	150.00
ACE Parking	ACE Parking	80%	141.18

Round 1 Criterion			ACE Parking					PCAM, LLC								
Weighted Score	Weight		Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4	Evaluator 5	Aggregate	Average	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4	Evaluator 5	Aggregate	Average
	30	300	300.00	300	270	240	300	1410	282	300	270	270	300	240	1380	276
Qualifications																
Safety of Staff and Security of Vehicles (to include collision deterrence)	20	200	140.00	200	180	140	200	860	172	200	200	200	200	160	960	192
Professional References	20	200	200.00	200	200	200	200	1000	200	140	180	160	180	120	780	156
Ability to Adjust Operations as Needed	15	150	97.50	120	150	120	135	622.50	124.50	150	150	150	150	105	705	141
Round 2 Criterion			ACE Parking					PCAM, LLC								
Weighted Score	Weight		Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4	Evaluator 5	Aggregate	Average	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4	Evaluator 5	Aggregate	Average
	20	200	196	200	200	200	200	996	199.20	180	180	190	100	180	830	166
Operational Plan and Execution																
Communication and Customer Service Strategy	20	200	200	200	180	200	200	980	196	180	180	180	100	160	800	160
Contingency and Emergency Response Planning	15	150	150	150	150	150	135	735	147	135	120	150	105	105	615	123
Innovation and Value-Added Services	15	150	150	150	135	150	150	735	147	135	120	135	105	105	600	120
Experience with Similar Projects	15	150	150	150	150	150	150	750	150	105	120	120	105	105	555	111
Cultural Fit and Commitment to Partnership	15	150	150	150	127.50	150	150	727.50	145.50	135	120	142.50	75	105	577.50	115.50
Subtotals	185	1850	1733.50	1820.00	1742.50	1700.00	1820.00	8816.00	1763.20	1660.00	1640.00	1697.50	1420.00	1385.00	7802.50	1560.50
			1763.20					1560.50								
Cost Scores	15	150	141.18					150.00								
Grand Total			1904.38					1710.50								
Ranking Order			1					2								

Evaluation Ranking	Proposers Name	Eval Score	Cost/Revenue Share % with City
1	ACE Parking	1904.38	80%
2	PCAM, LLC	1710.50	85%

Evaluator 1	ACE Parking		
	Strengths	Weaknesses	Comment
Qualifications	ACE has 54 years of experience with hospitality, consulted services for various municipalities, 60+ years with the City of San Diego. Additionally, ACE has a working relationship with TEZ and has the knowledge in their key technologies.	N/A	ACE understand and acknowledges the importance of customer service and the front face position valet ambassadors will have. They are the first and last impression customers will receive from City of Riverside.
Safety of Staff and Security of Vehicles (to include collision deterrence)	Key control, camera surveillance, guest confirmations will be implemented to ensure security and accountability. Staff will be briefed on specific property hazards they may encounter. A SOP will be provided within 30 days of the executed agreement, and all team members will undergo on-site training. Additionally, has specified during vehicle inspections the damages will be noted for records and will provide final confirmation to the customer.	Identify the criteria used to determine a high-value vehicle, including the value threshold or distinguishing factors. Also, clarify what qualifies as a "premium monitored section" versus a standard monitored section and outline the security measure, location, and service level difference. Identify how long the valet identification remains valid - will background checks be conducted quarterly or a different schedule? Additionally, identify if further training will be provided such as a defensive drivers training? Defensive drivers training is a more generic training for all employees. Also, provide examples of further trainings the company currently provides for new and on-going employee development.	N/A
Professional References	Provided information on municipalities the ones they are actively working with. Additionally, has partnered with City of San Diego and has a working relationship of 60+ years.	N/A	N/A
Ability to Adjust Operations as Needed	The team structure as indicated will include a manager, shift supervisors, attendants, and guest services representative. Additionally, backup staff will be available for high-traffic periods in order ensure smooth operations.	Currently, the garages and lots managed by the Parking Services Division do not offer EV charging stations. As outlined in the RFP, the pilot program is scheduled to operate Friday through Sunday. While valet zone vehicle counts are not projected, the preferred operational days are Friday through Sunday, rather than Thursday through Saturday. Additionally, the RFP specifies that the pilot will prioritize using garages that are less impacted and located farther away, in order to maintain accessible and convenient parking for individuals who opt not to use the valet service.	For a future proposal, please explain how a VIP guest is distinguished, given all customers will be paying the same rate.

Evaluator 2	ACE Parking		
	Strengths	Weaknesses	Comment
Qualifications	60+ years municipality valet parking experience, not commercial, retail or private valet parking. 10 years of hands-on experience with TEZ SMS Valet system. Over 100 valets on staff ready to assist Riverside.	None	Municipality experience is prized over commercial, retail and/or private parking operations
Safety of Staff and Security of Vehicles (to include collision deterrence)	Interactions with customers are tied to safety and security, vehicles are photographed, logged into system and keys are maintained in locked valet box, vehicle will be driven safely abiding by all post speed limits, parking areas are monitored by key control and safety team member and regularly patrolled by other valet personnel. High-value vehicles parked in premium monitored sections.	None	Focus on safety and security is critical to the success of the valet program.
Professional References	All references are with local municipalities, some long standing contracts as well. The cities referenced are well respected municipalities with successful parking programs and high demand and volume.	None	Having dozens of local municipalities as references is important. Also having hotel chains as references is important as well showing the level of professional customer services being provided.
Ability to Adjust Operations as Needed	Over 100 valet staff available to support Riverside's Special Events, weekend traffic, etc. ACE has a proprietary analytics system called DEEP BLUE to help with making strategic operational decisions, drive efficiencies, real-time reporting and KPI's. ACE will be providing a SOP within 30 days of an executed agreement. Maintain the best qualified personnel to address demand. Conduct thorough backgrounds, reference checks, ID verification, Social Security Match, Criminal Record Search, Credit Report, Sex Offender Registry, Educational Reference Check, DMV Records, DOT Drug Testing, Form I-9 and E-Verify. Extensive training, orientation, safe operation of all equipment, hazards, site tours, customer service encounters. ACE sets the job responsibilities, expectations, company culture, addresses protocols and procedures, and conducts quarterly employee training sessions.	It's not 100% clear how closely ACE will work or collaborate with the existing parking operator so this is of concern. open communication and planning is vital to the operation being seamless and delivering the proper experience.	ACE is customer-centric, trademarked "Every Thank You Earned" service philosophy. "We See the People, Not the Cars" training program. "DEEP BLUE" business analytics and dashboard. Service Training based on 5-Star Hotels.

Evaluator 3	ACE Parking		
	Strengths	Weaknesses	Comment
Qualifications	Extensive Industry Experience: ACE has operated since 1950 and manages over 40 municipal contracts nationwide, demonstrating depth and stability in the parking management industry. Long-Term Municipal Relationship: The uninterrupted 60+ year relationship with the City of San Diego shows reliability and ability to maintain long-term partnerships. Technology Integration: The proprietary DEEP BLUE reporting suite offers real-time analytics and transparency, with a client-facing dashboard—a valuable feature for performance monitoring and data-driven decision-making. Customer Service Focus: The “ambassador approach” prioritizes a positive parking experience for citizens and visitors, which aligns with the City of Riverside’s likely goals. Commitment to Partnership: The proposal emphasizes collaboration, flexibility, and alignment with city priorities.	Lack of Riverside-Specific Details: The proposal is largely generic and does not include tailored strategies, local context, or a clear understanding of Riverside’s specific parking challenges or needs.	ACE presents itself as a well-established and experienced parking management firm with a solid track record in municipal operations. The focus on innovation, customer service, and transparency is promising and relevant. However, the proposal would be stronger with more specific insight into how their services would be applied to Riverside’s unique context.
Safety of Staff and Security of Vehicles (to include collision deterrence)	Detailed Safety Protocols: The proposal outlines a step-by-step process from vehicle arrival to departure, including visual inspections, photo documentation, and key security, all of which promote accountability and deter claims or incidents. Collision and Damage Prevention: Safe driving protocols, designated premium parking for high-value vehicles, and maintaining vehicle settings during retrieval show a strong focus on minimizing liability and vehicle damage. Surveillance and Key Control: The use of a locked key box, 24/7 camera monitoring, and secure digital tracking helps deter theft and misuse. Trained, Identifiable Staff: Background checks, uniforms, and name tags help ensure guest safety and trust in valet staff. Technology Integration: Use of SMS Valet® and TEZ systems improves efficiency and reduces the chance of ticket fraud or guest mix-ups. Comprehensive Contingency Planning: Plans are in place for common issues (lost tickets, system failures, weather, etc.)	Staff Safety Could Use More Detail: While guest interaction and uniforms are well-documented, staff safety is not discussed in depth.	ACE Parking delivers a strong, polished safety and security plan with great attention to vehicle protection, guest service, and operational integrity. The use of visual inspections, secure storage, and digital tracking indicates an advanced system built to reduce liability and enhance confidence. While the staff safety aspect could be a little more robust, the fundamentals are solid and exceed typical expectations for valet safety/security plans.

Professional References	RFP Compliance Achieved: Now includes four relevant and recent government agency references from Southern California, directly satisfying the RFP’s requirement. Clear Contact Info: Every reference lists a full name, title, address, phone, and email—clean and complete. Longevity and Diversity: Combines hospitality, convention center, and municipal garage operations experience—showing versatility and scale.	N/A	With the addition of Exhibit C, ACE now presents a fully compliant and regionally relevant reference list.
Ability to Adjust Operations as Needed	Soft Launch Period A dedicated 2-week pilot/testing period is excellent—it indicates an openness to real-time adjustments before full implementation. That’s a best practice and directly supports adaptability. Demand-Based Staffing Model The ability to scale staffing based on day of week or event traffic shows operational flexibility. They’ve also planned for backup staff to absorb spikes in volume. Feedback Loop Daily ops include performance monitoring and customer feedback collection, allowing for continuous improvement and adjustments over time.	N/A	With a flexible team structure, proactive implementation planning, and adaptive staffing strategy, ACE Parking has fully demonstrated its ability to adjust operations as needed—both during startup and long-term. These additions close the loop on earlier concerns about real-time escalation or responsiveness. With a flexible team structure, proactive implementation planning, and adaptive staffing strategy, ACE Parking has fully demonstrated its ability to adjust operations as needed—both during startup and long-term. These additions close the loop on earlier concerns about real-time escalation or responsiveness.

Evaluator 4	ACE Parking		
	Strengths	Weaknesses	Comment
Qualifications	Successfully addressed priority items with a comprehensive contingency plan. Demonstrated expertise in using TEZ systems for efficient operations. Extensive experience working with municipalities, ensuring smooth collaboration. Strong focus on customer service, with an emphasis on continuous training and development to maintain high service standards.	Did not mention anything about a plan for intoxicated customers.	N/A
Safety of Staff and Security of Vehicles (to include collision deterrence)	Designated staff will be stationed at garages to eliminate the need for vehicle 'runners,' ensuring greater control and safety. High-value vehicles will be parked in premium, closely monitored sections to enhance security. Drivers will strictly adhere to posted speed limits, prioritize pedestrian safety, and follow all established safety protocols.	Provided only a general overview of safety measures without offering detailed specifics or protocols.	N/A
Professional References	Provided four professional references, all from different municipalities, demonstrating a strong track record of experience working with city agencies.	N/A	N/A
Ability to Adjust Operations as Needed	Demonstrated flexibility by committing to cross-training ambassadors to support various operational needs. During periods of high demand, they plan to deploy additional staff and implement express valet lanes to maintain efficient service.	Did not fully align with the requested operating days outlined in the RFP, proposing Thursday, Friday, and Saturday service instead of the preferred Friday, Saturday, and Sunday.	N/A

Evaluator 5	ACE Parking		
	Strengths	Weaknesses	Comment
Qualifications	The company has been in existence for 75 years with 1,000 locations and 500,000 stalls. It has a strong California presence. Its proposal indicates a strong service ethic and that the company has the tools and technology to provide a quality service.	There were no significant weaknesses in the proposal but there was an error on page 4 (wrong potential client).	The company is definitely qualified to provide a valet program that would meet the City's standards.
Safety of Staff and Security of Vehicles (to include collision deterrence)	They indicate that they monitor valet stands and parking areas and have hiring protocols. Their training and customer service standards appear very strong. One notable feature is that high value vehicles are parked in a separate area.	None indicated.	The company's policies and procedures indicate that they value the safety of their staff and the vehicles entrusted to them.
Professional References	References are very impressive and provide a breadth of experience.	None indicated.	Their client references are good.
Ability to Adjust Operations as Needed	Their proposal indicates that they have other locations and staff available to ramp up operations as needed.	Their proposal indicates 10 pm and 11 pm close of operations but doesn't indicate if later hours are possible. This could pose an issue for downtown hospitality establishments.	The company appears to have the management and staff in place to adjust operations as needed.

Evaluator 1	PCAM, LLC		
	Strengths	Weaknesses	Comment
Qualifications	PCA has over 60 years of parking and transportation management experience including multiple municipalities in California. They currently operate the County of Los Angeles. PCA included information on their reporting and financial management which includes customer satisfaction, wait times, and revenue collection. Additionally, has indicated they have experience with working with the TEZ system.	N/A	N/A
Safety of Staff and Security of Vehicles (to include collision deterrence)	PCA explained logistics during after hour situations, they will implement proactive communication to contact vehicle owners before closing, provide a 24/7 retrieval phone number, and communicate with the parking operator to coordinate secure overnight storage. PCA provided detailed list of items including image, vendor, and price. PCA has extensive experience using and implementing TEZ technologies. PCA will provide a Safety Manager and a dedicated location manager that will present at all times to oversee and have the authority for immediate decision-making. PCA has detailed comprehensive staffing protocols like regular driving records quarterly and detailed staff trainings.	N/A	N/A
Professional References	Provided different references, government agency, municipality, hospitality, and public company. .	Would like more indication of further municipalities than County of Los Angeles.	N/A
Ability to Adjust Operations as Needed	PCA recognizes they will collaboratively work with the current parking operator and have established a path for success such as commitment to integrate with the operator and commit to be an extension such as an extension of both the city and the existing parking operator. PCA will operate with the designated schedule of Friday, Saturday, and Sunday, provide enhanced staff during special events, and address demand fluctuations.	N/A	N/A

Evaluator 2	PCAM, LLC		
	Strengths	Weaknesses	Comment
Qualifications	60 years of parking and transportation management experience.	Customer based in mainly in the private sector, not municipality sector	Municipality experience is important over commercial, retail or private.
Safety of Staff and Security of Vehicles (to include collision deterrence)	Interactions with customers are tied to safety and security, keys are maintained in locked valet box, vehicle will be in secure parking areas, continuous personnel onsite. Keys maintained and secured in key management system. Two-way radios, cell phones. Conduct daily operations meetings.	None	Focus on safety and security is critical to the success of the valet program.
Professional References	While the valet operations handled by PCA is impressive such as: Walt Disney Concert Hall, CHLA, LMU, LA Music Center they are not municipalities, but more or less, private entities and locations.	The valet programs do not match what we are expecting.	Municipality experience is vital to this valet program.
Ability to Adjust Operations as Needed	Communication between parking operator, the City and the valet company is addressed and is the expectation. Developing seamless experience across all parking components is addressed.	However, being able to adjust operations is not clear with existing clientele and locations. Riverside's program needs to be highly dynamic and flexible to see how to make the program efficient and serves the community effectively.	Working and communicating with the current parking operator is vital, but that is the base expectation. I need to see how PCA will make adjustments with such a fluid valet program.

Evaluator 3	PCAM, LLC		
	Strengths	Weaknesses	Comment
Qualifications	Extensive Industry Experience PCA has been operating since 1964 — over 60 years in the parking and transportation management space. That longevity is a major plus and demonstrates a stable, experienced company. Strong Scale & Capacity Managing over 54,000 parking spots daily and operating 190+ locations with 1,600+ employees speaks to their operational depth and ability to handle large and complex contracts. Relevant Service Lines Their experience spans valet, healthcare, hospitality, transportation, fleet maintenance, and non-emergency medical transportation. This shows broad, transferable expertise, especially in valet operations — though some examples of direct local government contracts would've strengthened this even more.	Lack of Riverside-Specific Details: The proposal is largely generic and does not include tailored strategies, local context, or a clear understanding of Riverside's specific parking challenges or needs.	PCA shows the depth, history, and scale of a mature and diverse operator. However, the proposal would be stronger with more specific insight into how their services would be applied to Riverside's unique context.
Safety of Staff and Security of Vehicles (to include collision deterrence)	Thorough Staff Screening & Oversight: Criminal background checks and ongoing driving record reviews. Immediate accident reporting and thorough investigation protocols. Comprehensive Training Program: Covers vehicle handling, safety protocols, and customer service. Regular refresher courses and adaptability to City-specified training. Demand-Based Staffing & On-Call Support: Reduces overwork and ensures adequate supervision during peak times. Strong Security Procedures: Secure key management with limited access and electronic tracking. Immediate notification and resolution protocols for incidents. Responsive Customer Support System: 24/7 toll-free support line, clearly defined roles, and claims tracking. Have the risk management and safety manager.	N/A	PCA demonstrates a strong operational foundation for safety and security through staff vetting, training, incident response, and customer support. However, the proposal could be strengthened by incorporating modern vehicle safety technologies or detailing how they will actively deter collisions beyond procedural safeguards.

Professional References	RFP Compliance Achieved: Now includes four relevant and recent government agency references from Southern California, directly satisfying the RFP’s requirement. Clear Contact Info: Every reference lists a full name, title, address, phone, and email—clean and complete.	The Tesla Motors and Hyatt Regency Orange County projects do not meet the RFP requirement for experience specifically with local government agencies within the Riverside area or the broader Southern California region	The Tesla Motors and Hyatt Regency Orange County projects do not meet the RFP requirement for experience specifically with local government agencies within the Riverside area or the broader Southern California region
Ability to Adjust Operations as Needed	Real-Time Operational Adjustments: The proposal clearly states that PCA management will make real-time operational changes based on conditions, traffic patterns, and customer volume. Strong Communication Systems: Use of two-way radios, mobile apps, and structured communication ensures that updates can be relayed instantly to all team members. Contingency Planning: Very robust backup systems for digital outages, including manual ticketing, credit card imprinters, and paper logs, show readiness for unexpected disruptions. Collaborative Flexibility: Highlights strong willingness and methods for integrating with the City and other parking operators, with dynamic scheduling and shared resource strategies. Frequent Testing and Training: Quarterly testing of backup procedures and regular walk-throughs indicate a proactive approach to continuous operational readiness.	N/A	This proposal provides a very comprehensive, proactive, and layered approach to adjusting operations as needed, including during emergencies or changing demand.

Evaluator 4	PCAM, LLC		
	Strengths	Weaknesses	Comment
Qualifications	Outlined a detailed 'White Glove Service' approach, including towel service, concierge assistance, umbrella escort service, and vehicle climate control during inclement weather. Provided thorough plans for financial management and revenue deposit procedures. Confirmed use of the TEZ system for streamlined operations and offered after-hours contact options to enhance customer support.	N/A	N/A
Safety of Staff and Security of Vehicles (to include collision deterrence)	Ensures safe driver practices, including routine safety checks on equipment and documentation of vehicle conditions. Provided comprehensive security measures covering vehicle safety, key protection, and protocols for handling lost or stolen keys and vehicles. Also outlined procedures for managing intoxicated customers, ensuring staff and vehicle security at all times.	N/A	N/A
Professional References	Great large-scale venues were referenced with positive feedback.	N/A	N/A
Ability to Adjust Operations as Needed	Outlined a contingency plan in the event of a system failure. Confirmed adherence to the requested Friday, Saturday, and Sunday scheduling during the pilot phase, while maintaining flexibility to adjust staffing and operations as needed. Additionally, provided detailed information on collaborating with both the City's Parking Contractor and the City to ensure seamless coordination.	N/A	N/A

Evaluator 5	PCAM, LLC		
	Strengths	Weaknesses	Comment
Qualifications	The company has 40 locations and 190 contracts and has been in business for 60 plus years. They do use the TEZ system. Based on the proposal, they do have the necessary qualifications.	Their contracts are primarily smaller clients. They appear to have minimal experience with similar municipal operations.	The company seems more focused on smaller clients and their services appear more geared to that demographic.
Safety of Staff and Security of Vehicles (to include collision deterrence)	The company's staff training and policies do include attention to safety of staff and security of vehicles. They provided detailed information of how intoxicated clients would be handled. They also did cover vehicle security, particularly relating to keys.	No real weaknesses in the proposal.	Their policies and procedures appear adequate.
Professional References	They did provide the requested references.	Their references are very light on similar operations to Riverside.	My concern would be their limited experience with valet parking for a municipal operation.
Ability to Adjust Operations as Needed	I didn't feel this was sufficiently addressed in the proposal.	The company indicated they work with the City on adjusting operations. However, they are primarily focused on smaller clients and did not indicate if they have any contracts nearby where employees could be redeployed. That could mean understaffing during high volume times.	The lack of nearby contracts for redeployment when staffing needs to be ramped up is concerning. The proposal did not adequately address that.

Evaluator 1		ACE Parking		
		Strengths	Weaknesses	Comment
Operational Plan and Execution	a.Describe your process for hiring, background checking, and training staff. Include how you verify driving records, the frequency of re-checks, how new hires are onboarded, and how you ensure all staff meet performance and conduct standards.	ACE has their own recruiting department which can help target to hire UCR and City of Riverside locals. They are open to opening the hiring panel to city employees. They will have a high security key boxes and situations are escalated to valet manager and city contact.	Ideally, the vendor should work with current parking operator and future operator to leave to "end of day" key reconciliation.	N/A
	b.Walk us through a typical day of operations. Detail how you brief staff at the start of a shift, manage assignments across valet zones, coordinate vehicle flow, and handle shift transitions or special instructions from the City. c.How will you manage and secure vehicle keys and parked vehicles, including your approach to handling intoxicated customers? Detail your key security systems, protocols for vehicle monitoring, and step-by-step actions when encountering impaired customers trying to retrieve a vehicle.			
Communication and Customer Service Strategy	a.Describe your approach to delivering a 'White Glove' service experience. Include how you ensure a polished and professional appearance, how amenities (if applicable) like towel service, fragrance options, or climate-controlled vehicle returns are delivered, and how staff are trained to maintain a luxury-level experience.	ACE has a luxury level standard, limit on piercings and tattoos, and premium touches such as flowers on Mother's Day. They have a 24/7 customer service line.	N/A	N/A
	b.How are staff trained to handle customer service challenges, particularly with high-value vehicles or upset customers? Provide examples of your training approach, escalation process, and how you ensure a positive customer outcome in high-pressure situations. c.How will customers reach your support team during and after operating hours, and what is your standard for response time? Clarify whether support is onsite or remote, what methods are available (phone, app, in-person), and how urgent concerns are escalated. d.What metrics do you prioritize most when measuring success, and how do you use feedback to improve performance? Describe the key performance indicators (e.g., wait time, satisfaction scores), how data is collected, and how it influences training or operations.			
Contingency and Emergency Response Planning	a.What is your contingency plan for system outages, equipment loss, or other disruptions? Explain how you maintain service continuity when key systems or tools fail, and how you communicate those issues to staff and customers to minimize impact.	They work with TEZ and are familiar with the system.	N/A	N/A
Innovation and Value-Added Services	a.What makes your valet service unique, and how have you added value in past partnerships with cities or other high-visibility clients? Share examples or case studies, including any innovations, customer experience enhancements, or operational improvements you've implemented.	They are open to speaking to nearby residents about the future valet parking which will open the opportunity for a better community & city relationship.	N/A	N/A
Experience with Similar Projects	a.Assuming the pilot is successful, how do you envision expanding or enhancing the service to better meet community needs? Discuss your long-term vision, how you would scale the program, adapt based on customer trends, and collaborate with the City on future improvements.	ACE plans to speak and create working relationships with local restaurants this will establish a better working relationship with City of Riverside.	N/A	N/A

Cultural Fit and Commitment to Partnership	a. How will you communicate and coordinate daily with the City and the existing parking operator? Include your plan for regular meetings, issue resolution, system integration, and collaborative operations in shared spaces. b. How do you track and report all revenue sources (valet, amenities, tips, detailing), and ensure transparency for City review? Explain your internal audit processes, reporting tools, and how you'll make data available to the City in a timely and verifiable manner. c. Describe how you will manage financial transactions, including deposits, invoicing, and audit-ready reporting. Include cash handling procedures, reconciliation methods, fraud prevention strategies, and billing accuracy.	ACE is open to bi-weekly meetings which should assist with a positive outcome for valet. ACE currently has 30 auditors for fraud protection.	N/A	N/A
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Evaluator 2		ACE Parking	Weaknesses	Comment
Operational Plan and Execution	a. Describe your process for hiring, background checking, and training staff. Include how you verify driving records, the frequency of re-checks, how new hires are onboarded, and how you ensure all staff meet performance and conduct standards. b. Walk us through a typical day of operations. Detail how you brief staff at the start of a shift, manage assignments across valet zones, coordinate vehicle flow, and handle shift transitions or special instructions from the City. c. How will you manage and secure vehicle keys and parked vehicles, including your approach to handling intoxicated customers? Detail your key security systems, protocols for vehicle monitoring, and step-by-step actions when encountering impaired customers trying to retrieve a vehicle.	Head recruiter/trainer to pull from UCR and within the City. City is highly recommended to sit in on interviews. DOT background checks, 6-month renewal, follow screening more frequently if a DUI appears. In-depth Forbes Travel Guide training - focusing on hospitality, enhancing service skills, elevating guest experience. Ongoing OSHA safety training. Training program has been recognized as Award-Winning including trademarked "Every Thank You Earned" service philosophy. Gather up briefings, challenges, events, groups, "anything," that can change normal operations and make adjustments. Meet with downtown establishments and ask for "cover counts" to align valet ops according to reservations to support the traffic. First and Last impression! High security key box, wall safe, key security attendant. Valets trained to recognize intoxicated drivers, convince guest not to drive, notify law enforcement, notify supervisor, arrange for other transportation. Legally can't keep keys.	None.	I appreciate the City being included in the hiring process. The white glove service is what we are looking for to raise the guest experience.

Communication and Customer Service Strategy	a.Describe your approach to delivering a 'White Glove' service experience. Include how you ensure a polished and professional appearance, how amenities (if applicable) like towel service, fragrance options, or climate-controlled vehicle returns are delivered, and how staff are trained to maintain a luxury-level experience. b.How are staff trained to handle customer service challenges, particularly with high-value vehicles or upset customers? Provide examples of your training approach, escalation process, and how you ensure a positive customer outcome in high-pressure situations. c.How will customers reach your support team during and after operating hours, and what is your standard for response time? Clarify whether support is onsite or remote, what methods are available (phone, app, in-person), and how urgent concerns are escalated. d.What metrics do you prioritize most when measuring success, and how do you use feedback to improve performance? Describe the key performance indicators (e.g., wait time, satisfaction scores), how data is collected, and how it influences training or operations.	Branded uniforms, appearance standards, luxury hospitality, first impression must be good, Forbes - Personal Engagement training, implement "every thank you earned". High-valued vehicles are normally parked in a designated area by the owner, but valets are trained to drive them if need be. Any escalation is directed to manager to address. Listening to the customer is key to letting them vent and then address them accordingly. Communication with customers is key and TEZ SMS Valet allows for that interaction. 24/7 Call Center will redirect to manager and district manager to resolve with 4-8 hours. Can be escalated to upper management as well. KPI's are managed through proprietary DEEP BLUE portal system. Wait time less than 10 minutes, returning visitor rate, ticket and key accuracy, complaint rate, and align with City's goals.	None.	The alignment with City goals and KPI's is valuable as CMO wants those metrics shown.
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Contingency and Emergency Response Planning	a.What is your contingency plan for system outages, equipment loss, or other disruptions? Explain how you maintain service continuity when key systems or tools fail, and how you communicate those issues to staff and customers to minimize impact.	Ace is the first valet parking company to use TEZ SMS Valet since 2014, but if system goes down TEZ has the traditional backup tickets, manual sheets, etc so there's no gaps. Will provide raingear, umbrellas, cooling towels, etc. Also very aware not to impact the traffic flows. Will use SMS to update customers if system is working.	None.	Being the first valet parking company to use TEZ SMS Valet is critical for our valet program to hit the ground running as ACE has the full experience utilizing this system.
Innovation and Value-Added Services	a.What makes your valet service unique, and how have you added value in past partnerships with cities or other high-visibility clients? Share examples or case studies, including any innovations, customer experience enhancements, or operational improvements you've implemented.	Value-Added features aligned with specific events: roses on Mother's Day, Candy Canes during Christmas, Vacuum 2-seats, water, etc. Can establish carwash/detailing, offer promotions from other establishments, VIP Cards for frequent users, has 40+ municipal partnerships.	None.	Alignment with events, connecting with downtown establishments, developing opportunities for establishments to promote their business through the valet service creates revenue growth opportunities, a unique synergy, and a dynamic program.
Experience with Similar Projects	a.Assuming the pilot is successful, how do you envision expanding or enhancing the service to better meet community needs? Discuss your long-term vision, how you would scale the program, adapt based on customer trends, and collaborate with the City on future improvements.	40+ municipalities, 55 years in the hospitality industry and the largest parking company in the Country. Will provide adaptive zoning, measure KPI's, offer recommendations based on data analytics, possibly bring in street legal golf carts to aid in moving patrons conveniently, guest feedback is valued, meet with stakeholders frequently.	None.	The integration into the downtown community is so critical and valuable. The desire, willingness and flexibility to help get the program off the ground and to make it sustainable is what the City needs.
Cultural Fit and Commitment to Partnership	a.How will you communicate and coordinate daily with the City and the existing parking operator? Include your plan for regular meetings, issue resolution, system integration, and collaborative operations in shared spaces. b.How do you track and report all revenue sources (valet, amenities, tips, detailing), and ensure transparency for City review? Explain your internal audit processes, reporting tools, and how you'll make data available to the City in a timely and verifiable manner. c.Describe how you will manage financial transactions, including deposits, invoicing, and audit-ready reporting. Include cash handling procedures, reconciliation methods, fraud prevention strategies, and billing accuracy.	Will be using proprietary software portal Deep Blue and TEX SMS Valet to capture all the data and to present KPI's. Hold bi-weekly meetings, share shift pass down reports, etc. Revenue tracking will be through Deep Blue and will have KPIs such as valet time per day, costs, revenues, monthly audit numbers, etc. Cash reconciliation and deposits are the managers responsibility, invoicing is provided monthly with backup documents, tip with credit card is preferred over cash. cash can be accepted, but it's not recommended due to security, reconciliation, etc.	None.	Having a proprietary KPI driven portal is unique and valuable. Many parking operators are trying to establish this, but it takes a lot of effort and IT support to get it stood up and maintained. The level of experience with ACE is invaluable and will advance the valet parking program through the pilot program. ACE has the municipal valet parking experience which is different than private sector valet parking services. ACE is more geared to helping upstart a new program quickly which is extremely important since we have 4-6 months to prove that the service is addressing the market demand, is profitable and is sustainable.

Evaluator 3		ACE Parking		
		Strengths	Weaknesses	Comment
Operational Plan and Execution	a. Describe your process for hiring, background checking, and training staff. Include how you verify driving records, the frequency of re-checks, how new hires are onboarded, and how you ensure all staff meet performance and conduct standards. b. Walk us through a typical day of operations. Detail how you brief staff at the start of a shift, manage assignments across valet zones, coordinate vehicle flow, and handle shift transitions or special instructions from the City. c. How will you manage and secure vehicle keys and parked vehicles, including your approach to handling intoxicated customers? Detail your key security systems, protocols for vehicle monitoring, and step-by-step actions when encountering impaired customers trying to retrieve a vehicle.	Comprehensive hiring and training process: The response thoroughly covered staff recruitment, including detailed background checks and ongoing verification such as driving record re-checks. This shows a strong commitment to safety and quality. Clear onboarding and performance standards: ACE demonstrated a well-structured onboarding process ensuring all employees meet strict performance and conduct criteria, which supports consistent service quality. Detailed daily operations: The explanation of a typical day was clear and organized, showing effective staff briefings, strategic assignment management, and smooth coordination of vehicle flow across valet zones. Effective shift management: The approach to shift transitions and incorporating special instructions from the City indicates flexibility and strong communication protocols. Robust vehicle and key security protocols: ACE's key security systems and vehicle monitoring procedures were well-defined, enhancing trust in their ability	None	Great details to answer all the questions
	a. Describe your approach to delivering a 'White Glove' service experience. Include how you ensure a polished and professional appearance, how amenities (if applicable) like towel service, fragrance options, or climate-controlled vehicle returns are delivered, and how staff are trained to maintain a luxury-level experience. b. How are staff trained to handle customer service challenges, particularly with high-value vehicles or upset customers? Provide examples of your training approach, escalation process, and how you ensure a positive customer outcome in high-pressure situations. c. How will customers reach your support team during and after operating hours, and what is your standard for response time? Clarify whether support is onsite or remote, what methods are available (phone, app, in-person), and how urgent concerns are escalated. d. What metrics do you prioritize most when measuring success, and how do you use feedback to improve performance? Describe the key performance indicators (e.g., wait time, satisfaction scores), how data is collected, and how it influences training or operations.	Clear commitment to 'White Glove' service: The response articulated a polished and professional approach, including attention to staff appearance and thoughtful amenities that enhance the luxury experience. Comprehensive staff training: The approach to training staff for customer service challenges, especially with high-value vehicles and upset customers, showed a strong emphasis on de-escalation, professionalism, and positive outcomes. Accessible and responsive support: Multiple communication channels were provided for customer support during and after hours, with clear protocols for response times and escalation of urgent issues. Data-driven performance management: The proposal prioritized key performance indicators such as wait times and satisfaction scores, demonstrating a focus on continuous improvement through feedback and data collection.	Some ambiguity on the balance between onsite vs. remote support: Clarifying the availability of onsite support, particularly during peak hours or special events, would provide a clearer picture of customer service readiness.	This was a strong and well-rounded response demonstrating a clear dedication to delivering a premium customer experience.
Communication and Customer Service Strategy				

Contingency and Emergency Response Planning	a. What is your contingency plan for system outages, equipment loss, or other disruptions? Explain how you maintain service continuity when key systems or tools fail, and how you communicate those issues to staff and customers to minimize impact.	Comprehensive contingency planning: The response clearly outlined robust plans for managing system outages, equipment loss, and other disruptions, ensuring minimal service interruptions. Proactive service continuity measures: Demonstrated well-defined backup systems and procedures to maintain operations seamlessly even during failures. Effective communication protocols: Detailed how issues are promptly communicated to both staff and customers, helping to manage expectations and reduce frustration. Emphasis on staff preparedness: Included training and drills to ensure staff are ready to respond quickly and effectively during emergencies.	None	The contingency and emergency response plan presented is exemplary, showcasing a strong commitment to operational resilience and customer satisfaction. The detailed strategies for maintaining service continuity, combined with clear communication protocols, demonstrate a mature and reliable approach to handling unexpected disruptions.
Innovation and Value-Added Services	a. What makes your valet service unique, and how have you added value in past partnerships with cities or other high-visibility clients? Share examples or case studies, including any innovations, customer experience enhancements, or operational improvements you've implemented.	Distinctive service features: The response clearly highlighted unique aspects that set their valet service apart, demonstrating a strong competitive edge. Relevant examples and case studies: Included solid examples of past partnerships that illustrate their ability to add value and innovate in real-world settings. Customer experience enhancements: Showed a commitment to improving the customer journey through thoughtful innovations and operational improvements.	Could include more quantifiable outcomes: While examples were compelling, additional data or metrics showing the impact of innovations would strengthen the case. More focus on scalability: A clearer explanation of how innovations can be scaled or adapted to different city contexts would be beneficial.	The response effectively showcased what makes the valet service unique and demonstrated real value added through past partnerships with cities and high-profile clients.
Experience with Similar Projects	a. Assuming the pilot is successful, how do you envision expanding or enhancing the service to better meet community needs? Discuss your long-term vision, how you would scale the program, adapt based on customer trends, and collaborate with the City on future improvements.	Clear and compelling long-term vision: The response articulated a well-defined plan for scaling and enhancing the service to meet evolving community needs. Strong adaptability to customer trends: Demonstrated an understanding of how to adjust the program based on feedback and changing demand, showing flexibility and responsiveness. Collaborative approach with the City: Emphasized ongoing partnership and communication with City staff for continuous improvement, which indicates a commitment to alignment and transparency. Proven track record with similar projects: Provided concrete examples or case studies that show relevant experience in successfully expanding comparable programs.	None	This response exemplifies a thorough and strategic approach to expanding and enhancing the service following a successful pilot. The clear vision for scaling, combined with a keen awareness of adapting to customer trends and a strong partnership mindset with the City, reflects a deep understanding of community needs and operational realities.

Cultural Fit and Commitment to Partnership	a. How will you communicate and coordinate daily with the City and the existing parking operator? Include your plan for regular meetings, issue resolution, system integration, and collaborative operations in shared spaces. b. How do you track and report all revenue sources (valet, amenities, tips, detailing), and ensure transparency for City review? Explain your internal audit processes, reporting tools, and how you'll make data available to the City in a timely and verifiable manner. c. Describe how you will manage financial transactions, including deposits, invoicing, and audit-ready reporting. Include cash handling procedures, reconciliation methods, fraud prevention strategies, and billing accuracy.	Transparency in revenue tracking: Demonstrated commitment to transparent financial reporting, including tracking of all revenue streams and ensuring timely, verifiable data sharing with the City. Robust financial management: Covered essential procedures for managing transactions, deposits, invoicing, and audit-ready reporting, with attention to cash handling, reconciliation, and fraud prevention.	Incomplete details due to time constraints: Some sections lacked full elaboration, which limited the depth and clarity of certain processes and plans.	The response reflects a strong cultural fit and a genuine commitment to partnership through well-defined communication protocols and transparent financial management practices.

Evaluator 4			ACE Parking	
	Strengths	Weaknesses	Comment	
Operational Plan and Execution	a.Describe your process for hiring, background checking, and training staff. Include how you verify driving records, the frequency of re-checks, how new hires are onboarded, and how you ensure all staff meet performance and conduct standards. b.Walk us through a typical day of operations. Detail how you brief staff at the start of a shift, manage assignments across valet zones, coordinate vehicle flow, and handle shift transitions or special instructions from the City. c.How will you manage and secure vehicle keys and parked vehicles, including your approach to handling intoxicated customers? Detail your key security systems, protocols for vehicle monitoring, and step-by-step actions when encountering impaired customers trying to retrieve a vehicle.	Separate recruiting department. Everyone hired is "on call". Host group interviews - City can sit in, if desired. Site specific on boarding. Criminal background checks. Dept of Transportation background checks every 6 months. Forbes Hospitality Training and week long practice. Always implementing new trainings: "Every thank you is earned". daily team briefing with challenges, look at day (event/any changes). review any days that need special zone assignments that need special attention. zone assignments based off of need and traffic. get cover counts for each restaurant/anticipated volume.	N/A	N/A
	a.Describe your approach to delivering a 'White Glove' service experience. Include how you ensure a polished and professional appearance, how amenities (if applicable) like towel service, fragrance options, or climate-controlled vehicle returns are delivered, and how staff are trained to maintain a luxury-level experience. b.How are staff trained to handle customer service challenges, particularly with high-value vehicles or upset customers? Provide examples of your training approach, escalation process, and how you ensure a positive customer outcome in high-pressure situations. c.How will customers reach your support team during and after operating hours, and what is your standard for response time? Clarify whether support is onsite or remote, what methods are available (phone, app, in-person), and how urgent concerns are escalated. d.What metrics do you prioritize most when measuring success, and how do you use feedback to improve performance? Describe the key performance indicators (e.g., wait time, satisfaction scores), how data is collected, and how it influences training or operations.	communication with resultants and partner stores to know when to staff up or down. SMS vehicle retrieval with estimated wait time. greet guest with specific script (offer directions/additional info). 2 way radios for communication. wait time under 10 minutes. key reconciliation at end of shift and tell late guest where their vehicles are located. high security boxes in garages with attendant looking after them. security also looking over cars and working on dispatch. currently utilizing TEZ. can install cameras to help look over vehicles. staff trained to look for intoxicated customers. can be TIPS certified if we prefer. Call PD when needed for intoxicated drivers. if escalates, call manager. include photos, statements and go through claims procedure. if someone is upset, just listen. call center is always open and will make call backs to check in on customers. can have designated for specialty vehicles (higher end). branded uniforms with "luxury hospitality" look.	N/A	N/A
Communication and Customer Service Strategy				
Contingency and Emergency Response Planning	a.What is your contingency plan for system outages, equipment loss, or other disruptions? Explain how you maintain service continuity when key systems or tools fail, and how you communicate those issues to staff and customers to minimize impact.	can go back to tickets by hand, manual reconciliation, back up radios, power packs.	N/A	N/A
Innovation and Value-Added Services	a.What makes your valet service unique, and how have you added value in past partnerships with cities or other high-visibility clients? Share examples or case studies, including any innovations, customer experience enhancements, or operational improvements you've implemented.	first company to use SMS valet. flowers to valet stands in san diego, candy canes during Christmas. frequent guest presence. 40 plus city partnerships.	N/A	N/A

Experience with Similar Projects	a.Assuming the pilot is successful, how do you envision expanding or enhancing the service to better meet community needs? Discuss your long-term vision, how you would scale the program, adapt based on customer trends, and collaborate with the City on future improvements.	adaptive staffing and zone expansion - reduce or add valet. can do golf carts to move people around. community feedback integration.	N/A	N/A
	a.How will you communicate and coordinate daily with the City and the existing parking operator? Include your plan for regular meetings. issue resolution, system integration, and collaborative operations in shared spaces. b.How do you track and report all revenue sources (valet, amenities, tips, detailing), and ensure transparency for City review? Explain your internal audit processes, reporting tools, and how you'll make data available to the City in a timely and verifiable manner. c.Describe how you will manage financial transactions, including deposits, invoicing, and audit-ready reporting. Include cash handling procedures, reconciliation methods, fraud prevention strategies, and billing accuracy.	look at portal, attend meetings. weekly/end of shift recaps. all real time data. monthly statements. back-up on each vehicle, another portal via Deep Blue. Can see times where we are most busy. audit ready reports shared. cash handling daily. daily reconciliations, audits and make sure everything is going well.	N/A	N/A

Evaluator 5		ACE Parking		
		Strengths	Weaknesses	Comment
Operational Plan and Execution	a.Describe your process for hiring, background checking, and training staff. Include how you verify driving records, the frequency of re-checks, how new hires are onboarded, and how you ensure all staff meet performance and conduct standards. b.Walk us through a typical day of operations. Detail how you brief staff at the start of a shift, manage assignments across valet zones, coordinate vehicle flow, and handle shift transitions or special instructions from the City. c.How will you manage and secure vehicle keys and parked vehicles, including your approach to handling intoxicated customers? Detail your key security systems, protocols for vehicle monitoring, and step-by-step actions when encountering impaired customers trying to retrieve a vehicle.	Their hiring process is extensive and includes a DOT background check. Training continues throughout. Their operational process is extensive. They include restaurants and other entities affected by the program when planning the day's activities. They have a defined procedure for handling keys and high value vehicles. They train staff to recognize intoxicated individuals and how to handle tense situations.	No discernible weaknesses.	They have a comprehensive organization to handle all aspects of a valet program and use the required TEZ system. Their hiring, training, and situation protocols are solid.
		a.Describe your approach to delivering a 'White Glove' service experience. Include how you ensure a polished and professional appearance, how amenities (if applicable) like towel service, fragrance options, or climate-controlled vehicle returns are delivered, and how staff are trained to maintain a luxury-level experience. b.How are staff trained to handle customer service challenges, particularly with high-value vehicles or upset customers? Provide examples of your training approach, escalation process, and how you ensure a positive customer outcome in high-pressure situations. c.How will customers reach your support team during and after operating hours, and what is your standard for response time? Clarify whether support is onsite or remote, what methods are available (phone, app, in-person), and how urgent concerns are escalated. d.What metrics do you prioritize most when measuring success, and how do you use feedback to improve performance? Describe the key performance indicators (e.g., wait time, satisfaction scores), how data is collected, and how it influences training or operations.	Their 'White Glove' service standards are comprehensive and include a branded luxury impression. There is an opportunity for an additional revenue stream although that may be difficult initially (e.g. car wash/detailing) They have a defined process for managing complaints and a call center in San Diego as a resource. Any escalation is referred to senior management. Their call center operates 24/7. Their metrics include guest wait, guest satisfaction, repeat rate, other and key customer satisfaction.	No real weaknesses They take customer satisfaction very seriously. They stressed the value of their 24/7 call center and the attention paid by senior management.
Communication and Customer Service Strategy				

Contingency and Emergency Response Planning	a.What is your contingency plan for system outages, equipment loss, or other disruptions? Explain how you maintain service continuity when key systems or tools fail, and how you communicate those issues to staff and customers to minimize impact.	The use the TEZ system which is the required system due to its strengths and flexibility. They have back-up equipment and can use manual systems if necessary.	No apparent weaknesses.	They appear to be prepared for most issues, including critical ones.
Innovation and Value-Added Services	a.What makes your valet service unique, and how have you added value in past partnerships with cities or other high-visibility clients? Share examples or case studies, including any innovations, customer experience enhancements, or operational improvements you've implemented.	They have 55 years in hospitality parking. They include personal touches such as a flower on holidays and bottled water. They have a process to alert repeat/VIP customers .	There are no discernable weaknesses.	One noticeable difference is their reaching out to businesses to involve them in the program.
Experience with Similar Projects	a.Assuming the pilot is successful, how do you envision expanding or enhancing the service to better meet community needs? Discuss your long-term vision, how you would scale the program, adapt based on customer trends, and collaborate with the City on future improvements.	They have 40 existing City partnerships so are familiar with working with cities. They have other locations in the area so could ramp up staffing quickly.	No real weaknesses discerned.	Their experience with hospitality and with other cities is important.
Cultural Fit and Commitment to Partnership	a.How will you communicate and coordinate daily with the City and the existing parking operator? Include your plan for regular meetings, issue resolution, system integration, and collaborative operations in shared spaces. b.How do you track and report all revenue sources (valet, amenities, tips, detailing), and ensure transparency for City review? Explain your internal audit processes, reporting tools, and how you'll make data available to the City in a timely and verifiable manner. c.Describe how you will manage financial transactions, including deposits, invoicing, and audit-ready reporting. Include cash handling procedures, reconciliation methods, fraud prevention strategies, and billing accuracy.	They use the TEZ system so have access to real time data and would prepare regular reports and hold regular meetings. Everything is digital and they have hard back-up	None noted.	They have used the TEZ system since it was first available. The City has indicated this was a requirement due to the strengths of the system.

Evaluator 1		PCAM, LLC		
		Strengths	Weaknesses	Comment
Operational Plan and Execution	a. Describe your process for hiring, background checking, and training staff. Include how you verify driving records, the frequency of re-checks, how new hires are onboarded, and how you ensure all staff meet performance and conduct standards.	They do a full background check including drugs and alcohol. Also, they will have a higher security key box with codes. They do not charge for overnight parking for those intoxicated which is a positive impression of customer service.	More training is desired than a basic customer service training.	N/A
	b. Walk us through a typical day of operations. Detail how you brief staff at the start of a shift, manage assignments across valet zones, coordinate vehicle flow, and handle shift transitions or special instructions from the City. c. How will you manage and secure vehicle keys and parked vehicles, including your approach to handling intoxicated customers? Detail your key security systems, protocols for vehicle monitoring, and step-by-step actions when encountering impaired customers trying to retrieve a vehicle.	N/A	N/A	I would have liked to hear more about amenities or different ways the white glove service would be provided.
Communication and Customer Service Strategy	a. Describe your approach to delivering a 'White Glove' service experience. Include how you ensure a polished and professional appearance, how amenities (if applicable) like towel service, fragrance options, or climate-controlled vehicle returns are delivered, and how staff are trained to maintain a luxury-level experience. b. How are staff trained to handle customer service challenges, particularly with high-value vehicles or upset customers? Provide examples of your training approach, escalation process, and how you ensure a positive customer outcome in high-pressure situations.	N/A	N/A	
	c. How will customers reach your support team during and after operating hours, and what is your standard for response time? Clarify whether support is onsite or remote, what methods are available (phone, app, in-person), and how urgent concerns are escalated. d. What metrics do you prioritize most when measuring success, and how do you use feedback to improve performance? Describe the key performance indicators (e.g., wait time, satisfaction scores), how data is collected, and how it influences training or operations.			
Contingency and Emergency Response Planning	a. What is your contingency plan for system outages, equipment loss, or other disruptions? Explain how you maintain service continuity when key systems or tools fail, and how you communicate those issues to staff and customers to minimize impact.	They would monitor and consider street closures and traffic collisions and maintain communication. This is vital during the Festival of Lights season because of the amount of street closures we have and amount of traffic we receive.	N/A	N/A
Innovation and Value-Added Services	a. What makes your valet service unique, and how have you added value in past partnerships with cities or other high-visibility clients? Share examples or case studies, including any innovations, customer experience enhancements, or operational improvements you've implemented.	They would provide report on restaurant businesses and events.	N/A	N/A
Experience with Similar Projects	a. Assuming the pilot is successful, how do you envision expanding or enhancing the service to better meet community needs? Discuss your long-term vision, how you would scale the program, adapt based on customer trends, and collaborate with the City on future improvements.	N/A	PCMA does not have much experience working with municipalities and more experience would be desirable.	N/A

Cultural Fit and Commitment to Partnership	a. How will you communicate and coordinate daily with the City and the existing parking operator? Include your plan for regular meetings, issue resolution, system integration, and collaborative operations in shared spaces. b. How do you track and report all revenue sources (valet, amenities, tips, detailing), and ensure transparency for City review? Explain your internal audit processes, reporting tools, and how you'll make data available to the City in a timely and verifiable manner. c. Describe how you will manage financial transactions, including deposits, invoicing, and audit-ready reporting. Include cash handling procedures, reconciliation methods, fraud prevention strategies, and billing accuracy.	N/A	N/A	N/A
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Evaluator 2		PCAM, LLC		Comment
		Strengths	Weaknesses	
		Full background, drug and alcohol testing, HR process, I-9 verification. Has a personnel training module for new hires with location specific needs. Will incorporate City training as well to match what the City wants. To be an extension of the City operations. Be the first and last impression to guest. Make sure staff know their zones and schedule, cross train. Know that every day is not typical, and adjust to changes. Have a basic setup. Manager to be onsite. Maintain a valet podium, high security key cabinet. Vehicles will be held overnight for intoxicated customers, no extra charge, provide taxi/uber, may escalate to security, never release keys to intoxicated customers.	None.	Solid background check process, training is sufficient, but not superior, intoxicated driver policy is more aggressive and is questionable if keys can be withheld from driver. Something we might need to run through CAO.

Operational Plan and Execution

Communication and Customer Service Strategy	a.Describe your approach to delivering a 'White Glove' service experience. Include how you ensure a polished and professional appearance, how amenities (if applicable) like towel service, fragrance options, or climate-controlled vehicle returns are delivered, and how staff are trained to maintain a luxury-level experience. b.How are staff trained to handle customer service challenges, particularly with high-value vehicles or upset customers? Provide examples of your training approach, escalation process, and how you ensure a positive customer outcome in high-pressure situations. c.How will customers reach your support team during and after operating hours, and what is your standard for response time? Clarify whether support is onsite or remote, what methods are available (phone, app, in-person), and how urgent concerns are escalated. d.What metrics do you prioritize most when measuring success, and how do you use feedback to improve performance? Describe the key performance indicators (e.g., wait time, satisfaction scores), how data is collected, and how it influences training or operations.	Various levels of service. Families with children, Elderly, young adults, different social economic statuses, etc. Deliver same level of service to all. Being able to assess interaction within 3-5 seconds and address specific needs. Damage claim - present it properly and leave the customer without any questions, never hide, management to address instead of valet, provide POC to handle and to address as quick as possible. Claims are 9.9 out of 10. KPI's such as cars per zone, length of stay, revenues vs. labor, data metric driven.	Not sure about TEZ SMS Valet. Asked if TEZ was specified.	PCAM doesn't appear to know the RFP specifications, and did not have experience with TEX SMS Valet. Their experience also seems directed to hotel and event destinations so that is different than operating a municipal valet program.
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Contingency and Emergency Response Planning	a.What is your contingency plan for system outages, equipment loss, or other disruptions? Explain how you maintain service continuity when key systems or tools fail, and how you communicate those issues to staff and customers to minimize impact.	Will address system outages with standard ticket system, address street closures, traffic accidents and communicate out. Hire personnel that have a personality that adjusts to flexibility, willingness, open to cross training, awareness and conformability. Monitor staff KPIs such as attendance, positive customer experience, professionalism, performance will be rewarded.	PCAM wasn't clear on the use of the TEZ SMS Valet specification. They did not have experience on how it worked so they didn't clearly address it.	The lack of experience with the TEZ SMS Valet system was apparent. I know the system is text based, but also provides the traditional ability to operate a valet service without the technology aspect. The system was specified for that sole purpose as we know it has redundancy built in and is the predominant valet system in the market. This was a surprise that they were not very knowledgeable about the system.
Innovation and Value-Added Services	a.What makes your valet service unique, and how have you added value in past partnerships with cities or other high-visibility clients? Share examples or case studies, including any innovations, customer experience enhancements, or operational improvements you've implemented.	Customer Service - Welcoming, willingness to build out the valet program. Safety - Speed, Road and Driving habits. Cars are locked and secure. Technology - Information processing services, what valet is more efficient. how long in queue, analyze historical data, provide promotions	I don't see anything that make the valet service unique. PCAM's experience is based on customers coming to a hotel or event, not trying to establish a new valet business.	Their valet service is geared to established venues, not starting up a business.
Experience with Similar Projects	a.Assuming the pilot is successful, how do you envision expanding or enhancing the service to better meet community needs? Discuss your long-term vision, how you would scale the program, adapt based on customer trends, and collaborate with the City on future improvements.	Listed venues they service such as LA Music Center, Hyatt Hotels and Resorts, Anaheim Transportations Network (Disney Resort).	The venues are not municipal locations, but specific destinations. Some are transportation related, not valet oriented.	The "fit" with PCAM's valet experience is not exactly what we are looking for as we need an entrepreneurial spirit, marketing expertise and recognition that we have to go get the business instead it coming to us. I'm sure they can conduct a valet service, but the ability and experience to help lift this new program off the ground and to make it successful and sustainable within 4-6 months is going to much more challenging for PCAM.
Cultural Fit and Commitment to Partnership	a.How will you communicate and coordinate daily with the City and the existing parking operator? Include your plan for regular meetings, issue resolution, system integration, and collaborative operations in shared spaces. b.How do you track and report all revenue sources (valet, amenities, tips, detailing), and ensure transparency for City review? Explain your internal audit processes, reporting tools, and how you'll make data available to the City in a timely and verifiable manner. c.Describe how you will manage financial transactions, including deposits, invoicing, and audit-ready reporting. Include cash handling procedures, reconciliation methods, fraud prevention strategies, and billing accuracy.	Internal audit processes, various revenue sources, invoicing and reporting.	The details were very limited. Admitted they didn't know TEZ system. They recommended a cashless system is possible.	It's unclear if they would have an online portal, cash still has to be an option, disappointing that TEZ was not addressed or known as the specification.

Evaluator 3		PCAM, LLC		
		Strengths	Weaknesses	Comment
Operational Plan and Execution	a. Describe your process for hiring, background checking, and training staff. Include how you verify driving records, the frequency of re-checks, how new hires are onboarded, and how you ensure all staff meet performance and conduct standards. b. Walk us through a typical day of operations. Detail how you brief staff at the start of a shift, manage assignments across valet zones, coordinate vehicle flow, and handle shift transitions or special instructions from the City. c. How will you manage and secure vehicle keys and parked vehicles, including your approach to handling intoxicated customers? Detail your key security systems, protocols for vehicle monitoring, and step-by-step actions when encountering impaired customers trying to retrieve a vehicle.	Well prepared to cover the questions	Lack of Riverside-Specific Details	It would be stronger if PCAM offered more detailed insight into how its services will be tailored to Riverside's unique context
	a. Describe your approach to delivering a 'White Glove' service experience. Include how you ensure a polished and professional appearance, how amenities (if applicable) like towel service, fragrance options, or climate-controlled vehicle returns are delivered, and how staff are trained to maintain a luxury-level experience. b. How are staff trained to handle customer service challenges, particularly with high-value vehicles or upset customers? Provide examples of your training approach, escalation process, and how you ensure a positive customer outcome in high-pressure situations. c. How will customers reach your support team during and after operating hours, and what is your standard for response time? Clarify whether support is onsite or remote, what methods are available (phone, app, in-person), and how urgent concerns are escalated. d. What metrics do you prioritize most when measuring success, and how do you use feedback to improve performance? Describe the key performance indicators (e.g., wait time, satisfaction scores), how data is collected, and how it influences training or operations.	PCAM mentioned they can handle cases on an individual basis and will provide sufficient detail to involve the management team as needed	More details are needed about the 'White Glove' service experience and the team's experience working with TEZ.	PCAM demonstrates a strength in its ability to manage situations on a case-by-case basis, which suggests a flexible and responsive approach. Their willingness to involve the management team with appropriate detail is also a positive indication of transparency and collaboration. However, the proposal would benefit from additional clarity regarding the "White Glove" service experience. Providing more specific examples or case studies would help illustrate what this level of service entails. Similarly, more detail about the team's prior experience with TEZ would help build confidence in their ability to implement and manage this partnership effectively.
Communication and Customer Service Strategy				

Contingency and Emergency Response Planning	a.What is your contingency plan for system outages, equipment loss, or other disruptions? Explain how you maintain service continuity when key systems or tools fail, and how you communicate those issues to staff and customers to minimize impact.	Well-prepared response to this question. It covered the key details we were looking for and included examples of situations that may arise in the City	None	This was a well-prepared and thorough response. It addressed the key details we were seeking and effectively illustrated the approach with relevant examples tailored to potential situations in the City. The thoughtful consideration of local context enhances confidence in the team's understanding and readiness.
Innovation and Value-Added Services	a.What makes your valet service unique, and how have you added value in past partnerships with cities or other high-visibility clients? Share examples or case studies, including any innovations, customer experience enhancements, or operational improvements you've implemented.	Clear articulation of unique offerings: The response effectively highlighted what differentiates their valet service, demonstrating a strong value proposition. Examples and case studies provided: Specific examples or past partnerships were used to illustrate successful implementations, reinforcing credibility.	Minor gaps in depth or specificity: While the response was strong, there could have been more detailed metrics or outcome-based data to better quantify the impact of innovations or value-added services. Limited emphasis on scalability or adaptability: The examples, while useful, could have more clearly addressed how their innovations could be adapted to Riverside's specific context or scaled for future needs.	This was a strong and compelling response that clearly demonstrated the uniqueness of the valet service and its added value through past partnerships. The inclusion of examples and innovations was appreciated and helped to substantiate the claims.
Experience with Similar Projects	a.Assuming the pilot is successful, how do you envision expanding or enhancing the service to better meet community needs? Discuss your long-term vision, how you would scale the program, adapt based on customer trends, and collaborate with the City on future improvements.	Clear long-term vision: The response outlined a thoughtful approach to future expansion and enhancement of the service, showing strategic foresight. Focus on adaptability and responsiveness: They demonstrated an understanding of the importance of evolving with customer trends and community needs. Willingness to collaborate: The team expressed a proactive interest in working with the City to refine and improve the service over time.	Lack of example for public agency or similar downtown business	It will be better to include the details to show how well PCAM understands the City market

Cultural Fit and Commitment to Partnership	a. How will you communicate and coordinate daily with the City and the existing parking operator? Include your plan for regular meetings, issue resolution, system integration, and collaborative operations in shared spaces. b. How do you track and report all revenue sources (valet, amenities, tips, detailing), and ensure transparency for City review? Explain your internal audit processes, reporting tools, and how you'll make data available to the City in a timely and verifiable manner. c. Describe how you will manage financial transactions, including deposits, invoicing, and audit-ready reporting. Include cash handling procedures, reconciliation methods, fraud prevention strategies, and billing accuracy.	flex for the events, all digital for all the transactions, no different for cash and card	It's better to include some figures as example to show the City staff.	The proposal shows strong operational flexibility, particularly in accommodating events and ensuring a fully digital, seamless transaction process—treating cash and card payments equally is a valuable feature. To further strengthen the response, it would be helpful to include example figures or sample data to give City staff a clearer picture of what to expect in terms of performance, usage, or transaction handling.

Evaluator 4		PCAM, LLC		
		Strengths	Weaknesses	Comment
Operational Plan and Execution	a. Describe your process for hiring, background checking, and training staff. Include how you verify driving records, the frequency of re-checks, how new hires are onboarded, and how you ensure all staff meet performance and conduct standards. b. Walk us through a typical day of operations. Detail how you brief staff at the start of a shift, manage assignments across valet zones, coordinate vehicle flow, and handle shift transitions or special instructions from the City. c. How will you manage and secure vehicle keys and parked vehicles, including your approach to handling intoxicated customers? Detail your key security systems, protocols for vehicle monitoring, and step-by-step actions when encountering impaired customers trying to retrieve a vehicle.	conduct training with new staff members, background checks. if needed call PD for intoxicated customers- do not hand over keys.	N/A	did not go into depth on hiring process. did not go into depth about typical day of operations.
	a. Describe your approach to delivering a "White Glove" service experience. Include how you ensure a polished and professional appearance, how amenities (if applicable) like towel service, fragrance options, or climate-controlled vehicle returns are delivered, and how staff are trained to maintain a luxury-level experience. b. How are staff trained to handle customer service challenges, particularly with high-value vehicles or upset customers? Provide examples of your training approach, escalation process, and how you ensure a positive customer outcome in high-pressure situations. c. How will customers reach your support team during and after operating hours, and what is your standard for response time? Clarify whether support is onsite or remote, what methods are available (phone, app, in-person), and how urgent concerns are escalated. d. What metrics do you prioritize most when measuring success, and how do you use feedback to improve performance? Describe the key performance indicators (e.g., wait time, satisfaction scores), how data is collected, and how it influences training or operations.	Will offer "white glove" service. there is always a manager on site or can be reached via phone.	did not go into depth on many items.	N/A
Communication and Customer Service Strategy				
Contingency and Emergency Response Planning	a. What is your contingency plan for system outages, equipment loss, or other disruptions? Explain how you maintain service continuity when key systems or tools fail, and how you communicate those issues to staff and customers to minimize impact.	paper tickets, radios	N/A	N/A
Innovation and Value-Added Services	a. What makes your valet service unique, and how have you added value in past partnerships with cities or other high-visibility clients? Share examples or case studies, including any innovations, customer experience enhancements, or operational improvements you've implemented.	has worked with different agencies, hotels and restaurants.	N/A	N/A

Experience with Similar Projects	a.Assuming the pilot is successful, how do you envision expanding or enhancing the service to better meet community needs? Discuss your long-term vision, how you would scale the program, adapt based on customer trends, and collaborate with the City on future improvements.	Will meet with the city on how to expand and increase the scale of the program.	N/A	N/A
	a.How will you communicate and coordinate daily with the City and the existing parking operator? Include your plan for regular meetings, issue resolution, system integration, and collaborative operations in shared spaces. b.How do you track and report all revenue sources (valet, amenities, tips, detailing), and ensure transparency for City review? Explain your internal audit processes, reporting tools, and how you'll make data available to the City in a timely and verifiable manner. c.Describe how you will manage financial transactions, including deposits, invoicing, and audit-ready reporting. Include cash handling procedures, reconciliation methods, fraud prevention strategies, and billing accuracy.	will provide financial details but did not go into detail.	did not know that we were requesting to work with TEZ (listed in scope).	N/A
Cultural Fit and Commitment to Partnership				

Evaluator 5		PCAM, LLC		
		Strengths	Weaknesses	Comment
Operational Plan and Execution	a.Describe your process for hiring, background checking, and training staff. Include how you verify driving records, the frequency of re-checks, how new hires are onboarded, and how you ensure all staff meet performance and conduct standards. b.Walk us through a typical day of operations. Detail how you brief staff at the start of a shift, manage assignments across valet zones, coordinate vehicle flow, and handle shift transitions or special instructions from the City. c.How will you manage and secure vehicle keys and parked vehicles, including your approach to handling intoxicated customers? Detail your key security systems, protocols for vehicle monitoring, and step-by-step actions when encountering impaired customers trying to retrieve a vehicle.	They do a full background check of all potential employees. They will comply with City expectations and focus service. They determine appropriate timelines, hours, valet zones, and any specific needs for the day. There is a manager on site. The base valet station has the lock box for keys. There is a rigorous protocol for intoxicated customers - cars are never released and alternative transport is arranged.	Hiring process did not mention DOT background check.	They have a satisfactory hiring and training program and operational process.
	a.Describe your approach to delivering a 'White Glove' service experience. Include how you ensure a polished and professional appearance, how amenities (if applicable) like towel service, fragrance options, or climate-controlled vehicle returns are delivered, and how staff are trained to maintain a luxury-level experience. b.How are staff trained to handle customer service challenges, particularly with high-value vehicles or upset customers? Provide examples of your training approach, escalation process, and how you ensure a positive customer outcome in high-pressure situations. c.How will customers reach your support team during and after operating hours, and what is your standard for response time? Clarify whether support is onsite or remote, what methods are available (phone, app, in-person), and how urgent concerns are escalated. d.What metrics do you prioritize most when measuring success, and how do you use feedback to improve performance? Describe the key performance indicators (e.g., wait time, satisfaction scores), how data is collected, and how it influences training or operations.	They focus on the first interaction with the customer to make a positive experience. They have a process for dealing with customer service complaints and specifically damage claims. They have a rigorous cross training program. Key metrics identified include cars per zone, length of stay, revenue versus expenses.	They do not appear to have a real focus and delivery on the 'White Glove' approach.	They offer an acceptable level of communication and customer service but certain aspects are lacking.
Communication and Customer Service Strategy				

Contingency and Emergency Response Planning	a.What is your contingency plan for system outages, equipment loss, or other disruptions? Explain how you maintain service continuity when key systems or tools fail, and how you communicate those issues to staff and customers to minimize impact.	They have a solid ground communication system	They do not use the TEZ system which based on our understanding is more comprehensive and flexible in cases of emergencies.	I'm concerned that they don't use TEZ as their standard system.
Innovation and Value-Added Services	a.What makes your valet service unique, and how have you added value in past partnerships with cities or other high-visibility clients? Share examples or case studies, including any innovations, customer experience enhancements, or operational improvements you've implemented.	They do have an acceptable valet service in place.	They do not appear to have a real 'White Glove' approach.	They would be acceptable but not first tier.
Experience with Similar Projects	a.Assuming the pilot is successful, how do you envision expanding or enhancing the service to better meet community needs? Discuss your long-term vision, how you would scale the program, adapt based on customer trends, and collaborate with the City on future improvements.	They have operations nearby that they could draw on. They would meet with the City to develop expansion plans.	Their nearby operations may not be able to provide resources if needed.	They do not appear to have many similar clients.
Cultural Fit and Commitment to Partnership	a.How will you communicate and coordinate daily with the City and the existing parking operator? Include your plan for regular meetings, issue resolution, system integration, and collaborative operations in shared spaces. b.How do you track and report all revenue sources (valet, amenities, tips, detailing), and ensure transparency for City review? Explain your internal audit processes, reporting tools, and how you'll make data available to the City in a timely and verifiable manner. c.Describe how you will manage financial transactions, including deposits, invoicing, and audit-ready reporting. Include cash handling procedures, reconciliation methods, fraud prevention strategies, and billing accuracy.	They are willing to meet regularly with the City and would have an on-site manager. They have an accounting system that could include other items such as validation and frequent users.	Not sure if they are committed to using the TEZ system.	None.

REFERENCE SUMMARY

CONTRACTOR		ACE PARKING III, LLC		PARKING COMPANY OF AMERICA, LLC	
Agency	Irvine Company	No Response Received		Tesla	Loyola Marymount University
Respondent & Title	Mike Bennett, EVP, Operations	No Response Received		Ron Quimel, Staff Program Manager - Transportation	Gary Bolton, Director
What type of work did they do for you?	Manage our portfolio of controlled parking garages	Long Beach Convention Center		Manage our Parking and Valet program	PCA operates our 2 LMU Shuttles, and provides traffic control and valet services for all our events on campus when needed.
Annual Cost	\$54M in total parking revenues	City of San Diego/Civic Communities		Over \$1,000,000 annually	Over \$300,000.00 a year
How would you rate this consultant on total Cost?	5	Hyatt Regency Newport Beach		5	5
On Timeliness?	5			5	4
On Problem Responsiveness?	5			5	4
On Quality of Service?	5			5	4
On Attitude of Personnel?	5			5	4
If you had to go out and bid today for a similar project, would you choose this firm again?	100%. Excellent partner in all aspects of the parking business.			Yes, we recently went to RFP and selected PCAM because of the relationship, quality of work and ability to keep up with the speed of Tesla	Yes
What are the strengths about this firm?	Strong culture, executive involvement, strong employee retention and therefore quality of talent, strong technology knowledge/services, constantly ask how they can improve, strong performance in our annual internal audits.			Flexibility. To be able to scale up/down with our teams and sites many changes speak volumes.	Responsiveness of upper management if we have any issues.
What are the weaknesses of this firm?	Nothing significant comes to mind.			The fact that someone is so good at managing it can be a weakness should say something. We would love to have our Account Manager present on site daily, but he has multiple accounts to manage remotely. Understood. He still is able to delegate the tasks at hand through lower-level management effectively.	Professionalism of some of our shuttle drivers.
Did they exceed their proposal cost?	No, perform well to our annual business plans.			They have not.	No
If so, by how much?	NA			N/A	N/A
If applicable, do you feel the exceeded costs were justified?	NA			N/A	N/A
Additional Comments	Ace is a great company, have driven value and key results consistently over the years and easy for me to recommend them highly.			N/A	Aaron Chaves the VP of operations is great to work with and I can always pickup the phone and call him if we need any help or last minute requests.
					County of Los Angeles
					Hyatt Regency Orange County

LEGAL ADVERTISEMENT

N/A

PRE-BID MEETING SIGN IN SHEET

1. Summary		
Meeting title	Valet Parking Services Pre-Proposal Meeting	
Attended participants		18
Start time	3/11/25, 9:43:28 AM	
End time	3/11/25, 10:29:43 AM	
Meeting duration	46m 15s	
Average attendance time	16m 36s	
2. Participants		
Name	First Join	Last Leave
Jones, Jason	3/11/25, 9:54:23 AM	3/11/25, 10:17:01 AM
Rodriguez, Jacqueline	3/11/25, 9:54:07 AM	3/11/25, 10:16:31 AM
19517820750 (Unverified)	3/11/25, 9:57:26 AM	3/11/25, 10:00:15 AM
19518265102	3/11/25, 10:00:15 AM	3/11/25, 10:25:42 AM
Aaron Chaves (External)	3/11/25, 10:00:28 AM	3/11/25, 10:16:29 AM
Matthew Bloom (External)	3/11/25, 10:00:28 AM	3/11/25, 10:16:27 AM
Mostafa Tohamy (Unverified)	3/11/25, 10:00:29 AM	3/11/25, 10:16:29 AM
Igor Shapiro (External)	3/11/25, 10:00:29 AM	3/11/25, 10:16:28 AM
Chris Handlos	3/11/25, 10:00:29 AM	3/11/25, 10:16:28 AM
Joe Caputo (External)	3/11/25, 10:00:30 AM	3/11/25, 10:16:31 AM
Sonny Baca (Unverified)	3/11/25, 10:00:30 AM	3/11/25, 10:16:43 AM
Mike (Unverified)	3/11/25, 10:00:30 AM	3/11/25, 10:16:28 AM
Peter Cho	3/11/25, 10:00:30 AM	3/11/25, 10:16:27 AM
Long Tsan (External)	3/11/25, 10:01:28 AM	3/11/25, 10:16:30 AM
Welansa Beyene - Everpark Inc (Unverified)	3/11/25, 10:01:37 AM	3/11/25, 10:16:27 AM
Surafel Asmamaw - Everpark Inc. (Unverified)	3/11/25, 10:01:59 AM	3/11/25, 10:16:31 AM
Abiy@ Everpark (Unverified)	3/11/25, 10:05:18 AM	3/11/25, 10:29:43 AM
Victoria HB ELDT Training (Unverified)	3/11/25, 10:09:49 AM	3/11/25, 10:23:49 AM
3. In-Meeting Activities		
Name	Join Time	Leave Time
Jones, Jason	3/11/25, 9:54:23 AM	3/11/25, 9:57:44 AM
Jones, Jason	3/11/25, 9:58:51 AM	3/11/25, 10:17:01 AM
Rodriguez, Jacqueline	3/11/25, 9:54:07 AM	3/11/25, 10:16:31 AM
19517820750 (Unverified)	3/11/25, 9:57:26 AM	3/11/25, 10:00:15 AM
19518265102	3/11/25, 10:00:15 AM	3/11/25, 10:25:42 AM
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Welansa Beyene - Everpark Inc (Unverified)	3/11/25, 10:01:37 AM	3/11/25, 10:16:27 AM
Surafel Asmamaw - Everpark Inc. (Unverified)	3/11/25, 10:01:59 AM	3/11/25, 10:16:31 AM
Abiy@ Everpark (Unverified)	3/11/25, 10:05:18 AM	3/11/25, 10:29:43 AM
Victoria HB ELDT Training (Unverified)	3/11/25, 10:09:49 AM	3/11/25, 10:23:49 AM

1. Summary		
Meeting title		
Attended participants		
Start time		
End time		
Meeting duration		
Average attendance time		
2. Participants		
Name	In-Meeting Duration	Email
Jones, Jason	21m 31s	JaJones@riversideca.gov
Rodriguez, Jacqueline	22m 24s	JRodriguez@riversideca.gov
19517820750 (Unverified)	2m 48s	
19518265102	25m 26s	
Aaron Chaves (External)	16m	aaronchaves@parkpca.com
Matthew Bloom (External)	15m 58s	matt@douglasparking.com
Mostafa Tohamy (Unverified)	16m	
Igor Shapiro (External)	15m 59s	Igor.Shapiro@abm.com
Chris Handlos	15m 58s	CHandlos@lazparking.com
Joe Caputo (External)	16m 1s	joe.caputo@propark.com
Sonny Baca (Unverified)	16m 13s	
Mike (Unverified)	15m 58s	
Peter Cho	15m 56s	Pcho@lazparking.com
Long Tsan (External)	15m 1s	l.tsan@douglasparking.com
Welansa Beyene - Everpark Inc (Unverified)	14m 49s	
Surafel Asmamaw - Everpark Inc. (Unverified)	14m 31s	
Abiy@ Everpark (Unverified)	24m 24s	
Victoria HB ELDT Training (Unverified)	14m	
3. In-Meeting Activities		
Name	Duration	Email
Jones, Jason	3m 21s	JaJones@riversideca.gov
Jones, Jason	18m 10s	JaJones@riversideca.gov
Rodriguez, Jacqueline	22m 24s	JRodriguez@riversideca.gov
19517820750 (Unverified)	2m 48s	
19518265102	25m 26s	
Aaron Chaves (External)	16m	aaronchaves@parkpca.com
Matthew Bloom (External)	15m 58s	matt@douglasparking.com
Mostafa Tohamy (Unverified)	16m	
Igor Shapiro (External)	15m 59s	Igor.Shapiro@abm.com
Chris Handlos	15m 58s	CHandlos@lazparking.com
Joe Caputo (External)	16m 1s	joe.caputo@propark.com
Sonny Baca (Unverified)	16m 13s	
Mike (Unverified)	15m 58s	
Peter Cho	15m 56s	Pcho@lazparking.com
Long Tsan (External)	15m 1s	l.tsan@douglasparking.com
Welansa Beyene - Everpark Inc (Unverified)	14m 49s	
Surafel Asmamaw - Everpark Inc. (Unverified)	14m 31s	
Abiy@ Everpark (Unverified)	24m 24s	
Victoria HB ELDT Training (Unverified)	14m	

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Meeting title		
Attended participants		
Start time		
End time		
Meeting duration		
Average attendance time		
2. Participants		
Name	Participant ID (UPN)	Role
Jones, Jason	JaJones@riversideca.gov	Organizer
Rodriguez, Jacqueline	JRodriguez@riversideca.gov	Presenter
19517820750 (Unverified)		Attendee
19518265102		Attendee
Aaron Chaves (External)	aaronchaves@parkpca.com	Attendee
Matthew Bloom (External)	matt@douglasparking.com	Attendee
Mostafa Tohamy (Unverified)		Attendee
Igor Shapiro (External)	Igor.Shapiro@abm.com	Attendee
Chris Handlos	CHandlos@lazparking.com	Attendee
Joe Caputo (External)	jcaputo@propark.com	Attendee
Sonny Baca (Unverified)		Attendee
Mike (Unverified)		Attendee
Peter Cho	Pcho@lazparking.com	Attendee
Long Tsan (External)	l.tsan@douglasparking.com	Attendee
Welansa Beyene - Everpark Inc (Unverified)		Attendee
Surafel Asmamaw - Everpark Inc. (Unverified)		Attendee
Abiy@ Everpark (Unverified)		Attendee
Victoria HB ELDT Training (Unverified)		Attendee
3. In-Meeting Activities		
Name	Role	
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19517820750 (Unverified)	Attendee	
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Matthew Bloom (External)	Attendee	
Mostafa Tohamy (Unverified)	Attendee	
Igor Shapiro (External)	Attendee	
Chris Handlos	Attendee	
Joe Caputo (External)	Attendee	
Sonny Baca (Unverified)	Attendee	
Mike (Unverified)	Attendee	
Peter Cho	Attendee	
Long Tsan (External)	Attendee	
Welansa Beyene - Everpark Inc (Unverified)	Attendee	
Surafel Asmamaw - Everpark Inc. (Unverified)	Attendee	
Abiy@ Everpark (Unverified)	Attendee	
Victoria HB ELDT Training (Unverified)	Attendee	

ADDENDA ACKNOWLEDGEMENT & ADDENDA

City of Riverside

Addenda Acknowledgements for Project City Valet Parking Services (2452)

Issued on 02/25/2025

Bid Due on April 01, 2025 2:00 PM (PDT)

Exported on 04/01/2025

Vendor Name	Attended Pre-Bid Mtg
ABM Industries	yes
ACE Parking	yes
Automated Valet Parking Manager, LLC	no
Cascade NW Investments LLC	no
Dodge Data & Analytics	no
Douglas Parking	yes
Everpark	yes
GOSPACE LABS s.r.o.	no
GovSignals Inc	no
IMS	no
iSqFt	no
J R Parking Consultants	no
kn inc	no
LAZ Parking	yes
Lead Pursuits LLC	no
Mullis Insurance	no
North America Procurement Council	no
Onvia, Inc.	no
Parking Company of America/CA, LLC	yes
PCAM, LLC	yes
Propark Mobility	yes
QUALITY ROADSIDE SERVICE	no
SevenOutsource	no
SP+ Parking Corporation	no

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Welansa Beyene - Everpark Inc (Unverified)	3/11/25, 10:01:37 AM	3/11/25, 10:16:27 AM
Surafel Asmamaw - Everpark Inc. (Unverified)	3/11/25, 10:01:59 AM	3/11/25, 10:16:31 AM
Abiy@ Everpark (Unverified)	3/11/25, 10:05:18 AM	3/11/25, 10:29:43 AM
Victoria HB ELDT Training (Unverified)	3/11/25, 10:09:49 AM	3/11/25, 10:23:49 AM

1. Summary		
Meeting title		
Attended participants		
Start time		
End time		
Meeting duration		
Average attendance time		
2. Participants		
Name	In-Meeting Duration	Email
Jones, Jason	21m 31s	JaJones@riversideca.gov
Rodriguez, Jacqueline	22m 24s	JRodriguez@riversideca.gov
19517820750 (Unverified)	2m 48s	
19518265102	25m 26s	
Aaron Chaves (External)	16m	aaronchaves@parkpca.com
Matthew Bloom (External)	15m 58s	matt@douglasparking.com
Mostafa Tohamy (Unverified)	16m	
Igor Shapiro (External)	15m 59s	Igor.Shapiro@abm.com
Chris Handlos	15m 58s	CHandlos@lazparking.com
Joe Caputo (External)	16m 1s	joe.caputo@propark.com
Sonny Baca (Unverified)	16m 13s	
Mike (Unverified)	15m 58s	
Peter Cho	15m 56s	Pcho@lazparking.com
Long Tsan (External)	15m 1s	l.tsan@douglasparking.com
Welansa Beyene - Everpark Inc (Unverified)	14m 49s	
Surafel Asmamaw - Everpark Inc. (Unverified)	14m 31s	
Abiy@ Everpark (Unverified)	24m 24s	
Victoria HB ELDT Training (Unverified)	14m	
3. In-Meeting Activities		
Name	Duration	Email
Jones, Jason	3m 21s	JaJones@riversideca.gov
Jones, Jason	18m 10s	JaJones@riversideca.gov
Rodriguez, Jacqueline	22m 24s	JRodriguez@riversideca.gov
19517820750 (Unverified)	2m 48s	
19518265102	25m 26s	
Aaron Chaves (External)	16m	aaronchaves@parkpca.com
Matthew Bloom (External)	15m 58s	matt@douglasparking.com
Mostafa Tohamy (Unverified)	16m	
Igor Shapiro (External)	15m 59s	Igor.Shapiro@abm.com
Chris Handlos	15m 58s	CHandlos@lazparking.com
Joe Caputo (External)	16m 1s	joe.caputo@propark.com
Sonny Baca (Unverified)	16m 13s	
Mike (Unverified)	15m 58s	
Peter Cho	15m 56s	Pcho@lazparking.com
Long Tsan (External)	15m 1s	l.tsan@douglasparking.com
Welansa Beyene - Everpark Inc (Unverified)	14m 49s	
Surafel Asmamaw - Everpark Inc. (Unverified)	14m 31s	
Abiy@ Everpark (Unverified)	24m 24s	
Victoria HB ELDT Training (Unverified)	14m	

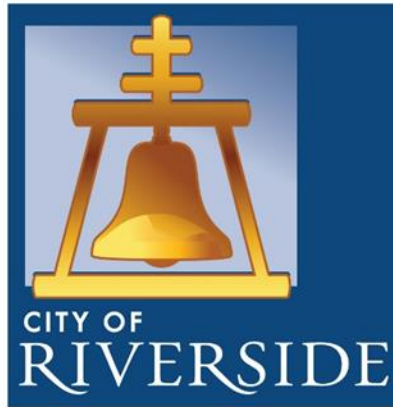
1. Summary		
Meeting title		
Attended participants		
Start time		
End time		
Meeting duration		
Average attendance time		
2. Participants		
Name	Participant ID (UPN)	Role
Jones, Jason	JaJones@riversideca.gov	Organizer
Rodriguez, Jacqueline	JRodriguez@riversideca.gov	Presenter
19517820750 (Unverified)		Attendee
19518265102		Attendee
Aaron Chaves (External)	aaronchaves@parkpca.com	Attendee
Matthew Bloom (External)	matt@douglasparking.com	Attendee
Mostafa Tohamy (Unverified)		Attendee
Igor Shapiro (External)	Igor.Shapiro@abm.com	Attendee
Chris Handlos	CHandlos@lazparking.com	Attendee
Joe Caputo (External)	jcaputo@propark.com	Attendee
Sonny Baca (Unverified)		Attendee
Mike (Unverified)		Attendee
Peter Cho	Pcho@lazparking.com	Attendee
Long Tsan (External)	l.tsan@douglasparking.com	Attendee
Welansa Beyene - Everpark Inc (Unverified)		Attendee
Surafel Asmamaw - Everpark Inc. (Unverified)		Attendee
Abiy@ Everpark (Unverified)		Attendee
Victoria HB ELDT Training (Unverified)		Attendee
3. In-Meeting Activities		
Name	Role	
Jones, Jason	Organizer	
Jones, Jason	Organizer	
Rodriguez, Jacqueline	Presenter	
19517820750 (Unverified)	Attendee	
19518265102	Attendee	
Aaron Chaves (External)	Attendee	
Matthew Bloom (External)	Attendee	
Mostafa Tohamy (Unverified)	Attendee	
Igor Shapiro (External)	Attendee	
Chris Handlos	Attendee	
Joe Caputo (External)	Attendee	
Sonny Baca (Unverified)	Attendee	
Mike (Unverified)	Attendee	
Peter Cho	Attendee	
Long Tsan (External)	Attendee	
Welansa Beyene - Everpark Inc (Unverified)	Attendee	
Surafel Asmamaw - Everpark Inc. (Unverified)	Attendee	
Abiy@ Everpark (Unverified)	Attendee	
Victoria HB ELDT Training (Unverified)	Attendee	

BID SPECIFICATIONS

**REQUEST FOR PROPOSALS
FOR PROFESSIONAL SERVICES**

City Valet Parking Services

RFP No. 2452



City of Arts & Innovation

**ISSUED BY
THE CITY OF RIVERSIDE
FINANCE-PURCHASING DIVISION FOR:**

Public Works Department
3900 Main Street
Riverside, California 92522

MANDATORY VIRTUAL PRE-PROPOSAL MEETING

MARCH 11, 2025, 10:00 AM PST

PROPOSAL DUE

April 1, 2025, BEFORE 2:00 PM

Request for Proposals

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16. Evaluation of Proposals
17. Rejection of Proposals
18. Protest Procedures
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Exhibit A – Scope of Services

Exhibit B – Sample Services Agreement

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Exhibit D – Disclosure Questionnaire

1. Introduction/Purpose

The City of Riverside (“City”) is seeking a qualified entity or individual (“Company”) to provide field staffing, field management, and field parking operations for the City’s Valet parking system. The City anticipates selecting one firm to perform the services.

Proposals are requested from Companies that have demonstrated ability to perform the tasks identified in this Request for Proposal (“RFP”).

2. Schedule of Events

It is the goal of the City to select and retain a Company by July 1, 2025. In preparation for that action, the following **tentative** schedule of events has been prepared:

Event	Date	Time
Request for Proposals Released	2/25/2025	N/A
Mandatory Virtual Pre-Proposal Meeting	3/11/2025	10:00 AM PST
Final Questions Due	3/18/2025	Before 2:00 PM PST
Responses to Questions Released	3/25/2025	N/A
Proposals Due	4/1/2025	Before 2:00 PM PST
Interviews, If Needed	To be determined	To be determined
Notification of Tentative Selection	To be determined	N/A

The City reserves the right to amend, withdraw and cancel this RFP. The City reserves the right to request or obtain additional information about any and all submittals before making an award. The City also reserves the right to seek clarification from any Proposer about any statement in its proposal that the City finds ambiguous.

3. Background

The City of Riverside is home to over 319,000 residents and boasts an impressive average household income of over \$113,000. It also features a thriving downtown scene brimming with cultural and entertainment offerings. From historic art centers managed by Live Nation to a plethora of bars, restaurants, and the iconic Mission Inn Hotel, Downtown Riverside is a destination of choice for both residents and visitors alike.

To further enhance the downtown experience, we propose the introduction of a valet service. This service will not only add a touch of luxury and sophistication, but will also streamline logistics, making it easier for patrons to navigate and enjoy the area's attractions.

By offering valet services, we aim to provide seamless access to Downtown Riverside's diverse offerings, ensuring that every visitor can indulge in the richness of their surroundings without the hindrance of parking concerns. This initiative reflects our commitment to creating a welcoming and vibrant community where convenience and enjoyment go hand in hand.

4. Prerequisites

Proposals will only be considered from Companies that meet the following prerequisites:

- Have at least five (5) years of experience, within the past five (5) years under a legally registered business name, in providing services of a similar type and scope as described in the Scope of Services (“Services”) (Exhibit “A”).
- Have not filed for bankruptcy under any business name over the past five (5) years.
- Have registered as a “Prospective Bidder” on the City’s electronic Current Prospective Bidders List. Companies can register at: [PlanetBids Vendor Portal](#)
- Once registered, Companies must download this RFP by clicking “Place eBid” under their name in order to appear on the Bidder’s List as a “Prospective Bidder.” Companies that fail to specifically download this RFP will not appear on the Bidders’ List and will be unable to participate or be considered for this RFP.
- **All prospective Companies must attend the Mandatory Virtual Pre-Proposal Meeting on March 11, 2025, at 10:00 AM PST. This meeting will be held virtually via TEAMS through the following link:**
 - https://teams.microsoft.com/l/meetup-join/19%3ameeting_NGRmNzNhODItOTI2NC00MjIwLTk5NzAtOTI1ZmZiNjVhZjYx%40thread.v2/0?context=%7b%22Tid%22%3a%22a9c057cf-894f-4eee-b4f0-340522e4e445%22%2c%22Oid%22%3a%2299e04605-4fe1-4a7d-b5ad-3e5f9c45200e%22%7d
 - Meeting ID: 267 314 315 38
 - Passcode: rP6Au3aD
- Attendance is mandatory at the pre-proposal meeting. A virtual walk through will be done at this meeting. The meeting will begin promptly at the time listed above. No admittance to the meeting room will be allowed once the meeting has begun. Proposals from prospective Proposers not in attendance at this mandatory meeting will not be considered.
- If applicable, Company and/or its key personnel, shall hold an appropriate license for the Company’s discipline and the Services on the date the Proposal is submitted.
- If applicable, Company shall have registered with the Department of Industrial Relations and any other required organizations.

5. Scope of Services

The City is seeking Valet Parking Services. The selected Company shall provide the services required in Exhibit A, Scope of Services, attached hereto and incorporated herein.

6. General Terms and Conditions

The successful company will be required to execute a Professional Services Agreement (“Agreement”). A sample is attached as Exhibit “B”. The successful company must meet all insurance requirements in the Agreement, which includes an auto insurance requirement of \$2 million dollar minimum. All terms and conditions of the Agreement are non-negotiable. Companies must possess valid City of Riverside Business License throughout the term on the contract. Failure to execute the Agreement and furnish the required insurance within the required

time period shall be just cause for the rescission of the award. If any of the successful Companies refuse or fail to execute the Agreement, the City may award the Agreement to the next most qualified Company.

- **Subsequent Contracts.** Company's duties and services under this agreement shall not include preparing or assisting the public entity with any portion of the City's preparation of a request for proposals, request for qualifications, or any other solicitation regarding a subsequent or additional contract with the City. The City shall at all times retain responsibility for public contracting, including with respect to any subsequent phase of this project. Company's participation in the planning, discussions, or drawing of project plans or specifications shall be limited to conceptual, preliminary, or initial plans or specifications. Company shall cooperate with the City to ensure that all bidders or proposers for a subsequent contract on any subsequent phase of this project have access to the same information, including all conceptual, preliminary, or initial plans or specifications prepared by contractor pursuant to this agreement.

7. Inquiries

If prior to the date fixed for submission of Proposals, a prospective Company discovers any ambiguity, conflict, discrepancy, omission or other errors in this RFP or any of its appendices or exhibits, the Company shall immediately notify the City of such error in writing and request modification or clarification of the document. Modifications shall be made by written Addenda to the RFP.

If a Company fails to notify the City, prior to the date fixed for submissions of Proposals, of an error in the RFP known to the Company, or an error that reasonably should have been known to the Company, the Company shall submit its Proposal at its own risk, and if the Company is awarded a Contract, it shall not be entitled to additional compensation or time by reason of the error or its later correction.

All requests for clarifications, changes, exceptions, deviations to the terms and conditions set forth in this RFP must be submitted via "Q&A" through the City's Electronic Bidding System, PlanetBids Vendor Portal.

The Final day for receipt of questions from the Proposer shall be on or before the due date indicated in Section 2 (Schedule of Events). To ensure fairness and avoid misunderstandings, **all communications must be in written format** and submitted **only** in the format set forth above. Any verbal communications will not be considered or responded to. All questions received by the due date will be logged and reviewed and if required, a response will be provided via an addendum to the RFP that will be posted on the City's website. **Any communications, whether written or verbal, with any City Councilmember, the Honorable Mayor, or City staff other than the individual indicated herein, prior to award of a contract by City Council, is strictly prohibited. Any Proposer who violates this provision shall be immediately disqualified from consideration as a vendor under the terms of this RFP.**

8. Completion of Proposal

Proposals shall be completed in all respects as required by this RFP. A proposal may be rejected if conditional or incomplete, or if it contains any alterations or other irregularities of any kind, and will be rejected if any such defect or irregularity can materially affect the quality of the proposal. Proposals which contain false or misleading statements may be rejected. If, in the opinion of the City's Selection Committee, such information was intended to mislead the City in its evaluation of the proposal, and the attribute, condition, or capability is a requirement of this RFP, the proposal will be rejected. Statements made by a Company shall also be without ambiguity, and with adequate elaboration, where necessary, for clear understanding.

Unauthorized conditions, exemptions, limitations, qualifications, or provisions attached to a Proposal will render it non-responsive and will cause its rejection.

The Company, in responding to this RFP, must submit Proposals in the format identified in this RFP. The Proposal must address all requirements of the RFP even if a "no response" is appropriate.

Costs for developing Proposals are entirely the responsibility of the Company and shall not be chargeable to the City. The City shall not be liable for any costs incurred in response to this RFP, including but not limited to, costs for any interviews, presentations, or other follow-up information necessary as part of the selection process. All costs shall be borne by the Company responding to this RFP. The Company responding to this RFP shall hold the City harmless from any liability, claim, and expense whatsoever incurred by or on behalf of the Company.

9. Delivery/Submission of Proposals

All prospective Companies submitting a proposal must appear on the City's electronic Current Prospective Bidders List as a "Prospective Bidder." Companies shall register on the City's Electronic Bidding System, [PlanetBids Vendor Portal](#). Once registered, Companies must **download the RFP by clicking "Place eBid" while logged in** under their own name and identification number to appear on the Current Prospective Bidders List as a "Prospective Bidder." Companies that fail to download the RFP by clicking "Place eBid" will not appear on the Current Prospective Bidders List and their proposals will be considered non-responsive. If a Company is unable to register or download the RFP from the bidding website, a representative may contact Planet Bids at (818) 992-1771.

All proposal documents and supplementary documents must be uploaded using the City's bidding website prior to event date and time as instructed in this solicitation. Once file(s) have been uploaded and the Submission Status shows as "Submitted" the submission is complete. At that point respondents will receive an email confirmation from the bidding website.

The City reserves the right to reject any and all proposals and to waive information and minor irregularities in any proposal received.

Acceptance of Terms and Conditions - Submission of a proposal pursuant to this RFP shall constitute acknowledgment and acceptance of all terms and conditions hereinafter set forth in this RFP.

The time and date are fixed, and extensions will not be granted unless specifically stated by the City in an addendum to this RFP. Proposals not received before the bid event time will not be accepted.

10. Alternative Proposals

Only one proposal is to be submitted by each Company for this RFP. Multiple simultaneous proposals will result in rejection of all Proposals submitted by Company. A Company may, prior to the proposal due date and time, withdraw a proposal and submit a new proposal, so long as the new proposal is submitted before the proposal due date and time.

11. Proposal Format and Content

Proposals should be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Responses should emphasize the Company's demonstrated capability to perform work of this type. Emphasis should be concentrated on completeness and clarity of content.

Proposals shall adhere to the following format for organization and content. Proposals must be typed and arranged/divided in the following sequence to facilitate evaluation:

- Cover Letter
- Statement of Understanding and Approach
- Company Information
- Company Personnel
- Experience and References
- Evidence of Insurance
- Pricing
- Exhibit C - Contractor's Qualifications Statement/Questionnaire
- Exhibit D - Disclosure Questionnaire

a. Cover Letter

The cover letter shall include a brief general statement of intent to perform the services and confirm that all elements of the RFP have been reviewed and understood. The letter shall include a brief summary of Company's qualifications and Company's willingness to enter into a contract under the terms and conditions prescribed by this RFP and in the Sample Agreement. The letter must identify a single person for contact during the RFP review process.

b. Statement of Understanding and Approach

This section must demonstrate an understanding of the Services. It should describe the general approach, organization and staffing required for the Services requested. If necessary, preliminary investigations, due diligence, and research shall be discussed in this section.

c. Company Information

This section shall include contact person information, address and telephone number of the company main office and branch offices. Each Company shall identify itself as to the type of organizational entity (corporation, sole proprietorship, partnership, joint venture, etc.). Any supplemental information that Company believes may be pertinent to the selection process may be provided.

The Proposal shall identify any litigation, mediation, or arbitration, regarding the performance of any services similar to the Services, in which the Company has been involved in the past five (5) years. If the Services require a license or certification, the Proposal shall include any claims or disciplinary action taken against Company or any of Company's key personnel within the past five years.

d. Company Personnel

This section shall contain names, contact numbers and description of experience, including licenses and/or certifications, of all key personnel who would be assigned to perform the Services. Members of the Company's professional team (managers, contact person, etc.) should be identified by name and title and should include contact phone numbers. Include also major subcontractors (if any) and their degree of involvement in this program. If the Company is including any subcontractors, the Company shall identify how long the Company has worked with the subcontractor.

e. Experience and References

The company shall provide at least four (4) references within the past five (5) years of clients for whom services have been performed are comparable in quality and scope to that specified in this RFP. **The references shall include names, addresses, email addresses, and telephone numbers** of the clients for whom prior work was performed and include an explanation of the services provided.

The Proposal must demonstrate that the Company, or its key personnel, has at least five (5) years of experience, within the past five (5) years with a legally registered business name, that provides services of a similar type and scope as described in the Scope of Services (Exhibit "A"). A Company shall not have filed for bankruptcy under any business name over the past five (5) years.

The Company must include a response to the Contractor's Qualifications Statement items in their written proposal as listed in Exhibit "C".

f. Evidence of Insurance

In addition, the Company shall provide evidence of possession of insurance in the coverage and amounts listed in the Sample Agreement (Exhibit B).

g. Pricing

All proposals submitted shall have a proposed revenue share model whereby a percentage of revenue will be allocated to the City based on the total valet 'sales' from the previous month.

h. Disclosures

All proposals must include a response to the Disclosure Questionnaire utilizing the form in Exhibit "D." Please disclose any and all past or current business and personal relationships with any current Riverside elected official, appointed official, City employee, or family member of any current Riverside elected official, appointed official, or City employee. ***Any past or current business relationship may not disqualify the firm from consideration.*** Describe any administrative proceedings, claims, lawsuits, or other exposures pending against the Proposer.

12. Examination of RFP and Sites of Work

The Company shall carefully examine the RFP and all sites, if applicable, of the work contemplated. Sites will be reviewed during the pre-proposal meeting. The submission of a Proposal shall be conclusive evidence that the Company has investigated and is satisfied as to the conditions to be encountered, as to the character, quality, and quantities of work to be performed and materials to be furnished, the difficulties to be encountered, and to the requirements of the Proposal, RFP, and other Contract Documents.

By submitting a Proposal, the Company hereby certifies that it has: examined the local conditions, read each and every clause of this RFP, included all costs necessary to complete the specified work in its proposed prices, and agrees that if it is awarded the Contract it will make no claim against the City based upon ignorance of local conditions or misunderstanding of any provision of the Contract. Should the conditions turn out otherwise than anticipated by it, the Company agrees to assume all risks incident thereto.

13. Addenda

Unless otherwise specified, any addenda issued during the time of bidding must be acknowledged electronically via the City's Bidding Website, which will be made part of the proposal. Addenda notifications will be provided to those listed on the Electronic Prospective Bidder's List via email.

14. Withdrawal of Proposal

All proposals shall be firm offers and may not be withdrawn for a period of one hundred twenty (120) days following the deadline for submission of proposals noted herein. Submitted Proposals may be withdrawn at any time prior to the submission deadline.

15. Public Records

All Proposals submitted in response to this RFP become the property of the City and pursuant to the Public Records Act (Gov. Code, § 6250 et seq.) are public records, and as such may be subject to public review at least 10 days before selection.

The Company must notify the City in advance of any proprietary or confidential materials contained in the Proposal and provide justification for not making such material public. The City shall have sole discretion to disclose or not disclose such material subject to any protective order that the Company may obtain. Note that under California law, price proposal to a public agency is not a trade secret.

The City reserves the right to make use of any information or idea contained in the Proposal. All materials, ideas and formats submitted in response to this RFP will become the property of the City on receipt.

16. Evaluation of Proposals

The City reserves the right to amend, withdraw, and cancel this RFP. The City also reserves the right to reject all responses to this RFP at any time prior to agreement execution. Furthermore, the City reserves the right to request additional information about any and all proposals that in City's opinion, is necessary to assure that the Company's competence, number of qualified employees, business organization, experience, and financial resources are adequate to perform the Services.

All Proposals shall be reviewed to verify that the Company has met the minimum requirements as stated in this RFP. Proposals that have not followed the rules, do not meet minimum content and quality standards, and/or do not provide references will be rejected as non-responsive.

Consultants will be evaluated on the basis of the following criteria:

- a. Qualifications (30%)
- b. Safety of Staff and Security of Vehicles (to include collision deterrence) (20%)
- c. Professional References (20%)
- d. Ability to Adjust Operations as Needed (15%)
- e. Cost/Revenue Share (15%)

If needed, interviews will be scheduled on TBD.

If needed, interviews will be conducted at the Riverside City Hall located at 3900 Main Street in Riverside. The panel will consist of a minimum of 3 representatives that are knowledgeable in Downtown parking operations and the needs of the Downtown community. The interview will be

approximately 45 minutes in length and consist of a general discussion over the presented materials provided by the Company to the City.

Interviews will be evaluated on the basis of the following criteria:

- a. Operational Plan and Execution (20%)
- b. Communication and Customer Service Strategy (20%)
- c. Contingency and Emergency Response Planning (15%)
- d. Innovation and Value-Added Services (15%)
- e. Experience with Similar Projects (15%)
- f. Cultural Fit and Commitment to Partnership (15%)

If interviews are conducted, the final selection of the Company will be based on a combination of proposal scores and interview scores.

The selected Company shall then enter into exclusive negotiations with the City to formalize the Scope of Service and Compensation. If the City is unable to obtain a fair and reasonable price or cannot reach agreement regarding the terms for the Scope of Services, then the City will end negotiations with that Company and begin negotiations with the next Company which best meets the needs of the City, and so on until a City and the Company reach agreement.

The City intends to select the Company that offers the best value to the City based on the criteria outlined above.

17. Rejection of Proposals

The City may reject any/or all Proposals and may waive any immaterial deviation in a Proposal. The City's waiver of an immaterial defect shall in no way modify this RFP or excuse the Company from full compliance with this RFP and/or the Contract Documents if awarded the Contract. Proposals that include terms and conditions other than City's terms and conditions may be rejected as being non-responsive. The City may make investigations as deemed necessary to determine the ability of the Company to perform the work, and the Company shall furnish to the City all such information and data for this purpose as requested by the City. The City reserves the right to reject any proposal if the evidence submitted by, or investigation of, such Company fails to satisfy the City that such Company is properly qualified to carry out the obligations of the Agreement and to complete the work described herein.

18. Protest Procedures

A Proposer not selected by the City for the award of the Contract desiring to protest the City's selection, may do so by following the City's Procurement Protest Procedures in Administrative Manual, section 07.019.00. Protests not conforming to this procedure will be rejected as invalid. The City's Protest Procedures are available on the City's website at <https://riversideca.gov/finance/pdf/2017/07.019.00-Procurement-Protest-Procedures.pdf>.

19. Contract Term

The initial term of the Agreement shall be for a 6 month trial that will be from the time of City Council Award through December 31, 2025 with the option to extend for two (2) additional one-year terms not to exceed a total of two and a half (2.5) years based upon acceptable performance by the Company, acceptable fees and subject to the same terms and conditions of the Agreement.

Pricing is to remain firm for the initial contract term. Should the option to renew for additional years be exercised, City and Company may negotiate any and all price modifications.

20. Contract Documents

In submitting a Proposal, the Company agrees to enter into an Agreement with the City ***without exceptions to the City's standard agreement***. The City's standard agreement is **non-negotiable**, and a copy of the standard agreement is attached hereto as Exhibit "B". **Any change to the standard agreement will deem the Proposal non-responsive.** In the event of a conflict between documents the following order of precedence shall apply:

- Agreement
- City of Riverside's Request for Proposals
- Company's Response to the Request for Proposals

21. Execution of Agreement

After contract award, the following shall be signed and returned to the City within fourteen (14) calendar days from the date the City mails, or by other means delivers said documents to the Company:

- One (1) original of the Agreement in the form included herein, properly executed by the Company.
- Certificates of Insurance and Additional Insured Endorsement evidencing coverage as specified in the sample agreement.
- Confirmation of current business tax certificate.
- Bonds, if required.

In any event that day fourteen (14) of calendar days falls on Saturday, Sunday, a legal holiday for the State of California, or on days when the City is closed, the Contract Documents shall be delivered by the following working day.

No Agreement shall be binding upon the City until all documents are fully executed by the Company and the City.

22. Failure to Execute the Agreement

Failure to execute the Agreement and furnish the required insurance and business tax certificate, within the required time period shall be just cause for the rescission of the award. If bonds are also required, failure to furnish sufficient bonds shall cause rescission of the award. If the successful Company refuses or fails to execute the Agreement, the City may award the Agreement to the next qualified Company.

23. Cancellation

The City retains the right to cancel this RFP at any time, should it be deemed to be in the best interest of the City. No obligation either expressed or implied exists on the part of the City to make an award based on the submission of any proposals.

EXHIBIT A

Scope of Services

The CONTRACTOR must submit a detailed and comprehensive plan addressing each item listed in Exhibit A. This plan should clearly outline how the CONTRACTOR intends to meet the specified requirements and expectations. The plan must include:

1. A step-by-step breakdown of each service or function.
2. Specific strategies and methodologies for execution.
3. Timelines for implementation and ongoing management.
4. Staffing allocations and management structure.
5. Any tools, technologies, or equipment to be utilized.
6. Contingency plans for handling unexpected issues or challenges.

SECTION 1. SERVICES AND PERFORMANCE STANDARDS

I. Customer Experience

- a. Customer vehicle drop-off - To be accomplished within five (5) minutes of customer arrival.
 - i. Greet all customers upon their arrival.
 - ii. Perform a vehicle inspection for pre-existing damages.
 - iii. Assign a valet ticket to the customer's vehicle and keys.
 - iv. Take possession of and responsibility for control of the vehicle and vehicle keys.
 - v. If there is a vehicle that has been refused service, document the vehicle make, model, license plate, and reason for vehicle refusal.
- b. Customer vehicle pickup – Customers waiting to pay and claim vehicle should wait no more than ten (10) minutes during peak periods.
 - i. Customers can pick up vehicle from any open valet station, regardless of which valet station the vehicle was dropped off at.
 - ii. At a minimum, CONTRACTOR must be able to accept cash, VISA, MasterCard, Discover, American Express, and NFC as forms of payment.
 - iii. CONTRACTOR is to send out a post-valet survey to the customer asking for a rating and responses to the services provided.
- c. After-hours Vehicle Retrieval: The CONTRACTOR shall make every effort to contact the vehicle owner before closing down for the day. The contractor is responsible for providing a telephone number for arranging the retrieval of vehicles after hours. The telephone number shall be printed on the claim ticket with a disclaimer that vehicles can be charged the Daily Max rate by the Parking Operator if they are not picked up by 3 a.m. The CONTRACTOR may not charge the vehicle owner any additional fees or charges for pick-up after hours. The CONTRACTOR shall coordinate with the Parking Operator a storage location for the vehicle until pick-up can be coordinated.

II. White Glove Service

- a. The CONTRACTOR is expected to provide a "White Glove" level of service, ensuring an elevated, luxury experience for all customers. This includes:
 - i. City approved uniformed staff with a professional, polished appearance, including black slacks, white button up. Doorperson or greeter is to additionally wear white gloves and blazer during customer interactions.
 - ii. Staff is not to wear strong scented perfumes or colognes.
 - iii. Enhanced vehicle care during parking and retrieval, ensuring the vehicle is handled with the utmost caution and cleanliness.
 - iv. Complimentary vehicle inspection, offering a quick exterior check for cleanliness or minor issues (e.g., tire pressure) and notifying the customer if attention is needed.
 - v. Amenities, at nominal charge. To be requested by vehicle owner, prior to receiving. If applicable:
 1. Warm towel service, providing warm or cool towels (depending on the weather) to customers as they pick up their vehicles.
 2. Digital concierge service, where staff assist customers with local directions, restaurant reservations, or event information, accessible via an app or text.
 3. Umbrella service, with staff providing umbrellas for customers during rainy or sunny weather as they enter and exit their vehicles.
 4. Fragrance preference, offering customers a choice of premium car fragrances to be placed in their vehicle during parking, adding a personalized touch.
 5. Vehicle climate control, adjusting the vehicle's temperature (heating or air conditioning) based on the weather just before the customer retrieves their car, ensuring a comfortable experience upon entry.
 6. A personalized greeting using customer information when applicable (e.g., name or vehicle details).
 7. 7. Complimentary amenities such as bottled water or hand sanitizers provided to customers upon request.
 8. Premium vehicle detailing add-on, offering an optional detailing service available while the vehicle is parked for customers seeking a full luxury treatment.
 - a. This would be done via a third party contractor. The third party contractor would need to carry all applicable business licenses and be up to code compliance.
 - vi. Technology based features used to automate or optimize services such as:
 1. Pre-arrival communication
 2. Pre-departure Communication
 3. Electronic Valet Ticket Issuance
 4. Fee Collection, Documenting Pre-Existing Vehicle Damage
 5. Tracking Vehicle Status/Location

III. Reporting and Financial Management

- a. **Baseline Metrics and Measures:** Define the baseline metrics that will be tracked to assess the performance of the valet service, such as the number of vehicles serviced, wait times, and customer satisfaction.
- b. **Daily Reporting:** Outline how daily operations will be documented, including vehicle counts, customer feedback including complaints, incidents, and any issues encountered. These reports should be submitted daily to the designated authority.
- c. **Financial Reporting:** Provide a plan for handling financial transactions, including cash and electronic payments. This should include procedures for daily cash deposits and reconciliation to ensure accuracy.
- d. **Deposits:** Detail how daily deposits will be made and recorded, including timelines for submitting deposits and securing funds.
- e. **Monthly Invoices:** Submit monthly invoices for services rendered, with clear itemization of charges, any additional fees, and reconciliation with daily reports.
 - i. Summarize the amount of vehicles parked in each City facility and the revenue collected by day and month.
 - ii. Staffing and fees associated.
 - iii. Miscellaneous cost of the job including supplies.

IV. Revenue Deposits

- a. The CONTRACTOR will be required to participate in a comprehensive agreement to ensure mutual benefit from the valet service operations. The details of the agreement will include:
 - i. Monthly financial statements that provide detailed reporting on:
 - 1. Total revenue generated from valet services.
 - 2. Operational costs, including staffing, equipment, and other overhead expenses such as management fees.
 - 3. Revenue derived from additional services (e.g., premium valet options, vehicle detailing, etc.).
 - 4. Breakdown of any gratuities or tips collected.
 - 5. Revenue deposits made via ACH.
 - ii. The CONTRACTOR must provide secure and verifiable reporting systems, ensuring the accuracy of revenue figures, including a mechanism for the City to conduct independent audits when necessary.
 - 1. CONTRACTOR to provide internal audits on a quarterly basis.

V. Daily Operations, Management, and Support Coordination

- a. The CONTRACTOR must provide a clear plan for the coordination of daily operations, management oversight, and support services. This section should address:
 - i. **Daily Operations Coordination:** Outline how day-to-day operations will be managed, including communication between valet staff, supervisors, and customers to ensure smooth and efficient service.
 - ii. **Management Oversight:** Describe the roles of onsite management and

supervisory staff in overseeing valet operations, including how they will monitor performance, resolve issues, and ensure service standards are met.

- iii. Support Structure: Detail the internal support systems that will be in place, such as human resources, risk management, accounting, and IT support. Specify how these departments will contribute to the success of the valet service, particularly in addressing customer concerns, safety, and financial management.
- iv. Staff Communication: Provide an explanation of the communication methods that will be used to coordinate between team members, including radios, mobile apps, or other tools to ensure real-time updates on daily operations.
- v. Back-up Plan: If valet system were to go down, provide a back-up plan as to how operations would work and how business would operate.

VI. Collaboration with the parking operator and the CITY

- a. The CONTRACTOR must demonstrate how they will work harmoniously and communicate effectively with the parking operator and the City to ensure a cohesive and well-coordinated parking operation. This section should include:
 - i. Communication Plan: Provide a detailed communication strategy to ensure clear, consistent, and timely communication between the valet service, parking operator, and the City. This may include regular meetings, shared communication platforms, and reporting systems.
 - ii. Meetings: The City shall require periodic operations meetings with the CONTRACTOR at mutually agreed times.
 - iii. Collaborative Problem-Solving: Explain how the CONTRACTOR will work with the parking operator and the City to resolve issues such as overlapping responsibilities, traffic flow challenges, customer complaints, and after hour storage.
 - iv. Integrated Operations: Detail how valet operations will align with and complement existing parking services, ensuring seamless coordination between valet, self-parking, and other parking management functions.
 - v. Shared Resources: Describe how the CONTRACTOR will collaborate on shared resources, such as staffing, equipment, or parking spaces, to maximize efficiency and minimize potential conflicts.
 - vi. CONTRACTOR accepts all liability for any potential sub-CONTRACTOR that may be hired.

- VII. Valet Service Fees – Valet parking fees will be determined by the CITY and communicated with the CONTRACTOR if any changes occur. The valet fees shall be posted at all valet stand locations, subject to the City's approval.

SECTION 2. CURBSIDE VALET ZONE LOCATIONS AND HOURS OF OPERATION

I. Valet Hours of Operation

- a. Planned Operating Hours: Detail the regular operating hours for the valet service, specifying start and end times for each day.
- b. Operating Days: During the pilot, Friday, Saturday and Sunday will be the only days available for valet parking services, unless otherwise communicated to the CONTRACTOR. Holiday and Special Event Coverage: Explain how the valet service will operate on holidays, during special events, or any periods of increased demand.
- c. Flexibility and Adjustments: During the pilot, operating hours will be flexible.

II. Valet Station Equipment and Storage

- a. CONTRACTOR is to request purchase approval for any items over the \$100. Request should be made at least 5 business days prior to desired purchase date.
- b. The City shall be invoiced for specific items purchased by the CONTRACTOR as it pertains to the valet operations. The items will remain City property.
 - i. Valet Podiums: Describe the type and number of valet podiums to be used at each location including price and preferred vendor.
 - ii. Key Management Systems: Include details on key storage systems such as lock boxes, key cabinets, or electronic systems to ensure the security of customer keys. Describe the type and number needed including price and preferred vendor.
 - iii. Signage: Provide the necessary signage for directing customers to valet drop-off and pick-up points, including temporary signs for special events or overflow areas. Include quantity, price and preferred vendor.
 - iv. Traffic Control Equipment: Detail any traffic cones, barriers, or other equipment that will be used to manage the flow of vehicles and ensure safety. Include quantity, price and preferred vendor.
 - v. Communication Devices: Specify the communication devices that will be used by staff, such as two-way radios or mobile apps, to coordinate vehicle movements and manage operations. Include quantity, price and preferred vendor.
 - vi. Miscellaneous Supplies: Include other supplies necessary for daily operations, such as umbrellas, flashlights, or safety vests for staff, depending on the environment. Include quantity, price and preferred vendor for each item.

III. Valet Stations:

- a. The drop-off area must be designed for inclement weather and illuminated during the evening.
- b. Vehicle keys must be secure at all times.
- c. Signs must post operating hours, parking fees, price per hour, any parking validations (if applicable), payment forms accepted, and company name and phone number.
- d. The CONTRACTOR shall operate a valet station that is visually compatible with the surrounding environment and provides a path of travel for pedestrians and people with disabilities.
- e. The valet station must be constructed of durable materials designed to provide

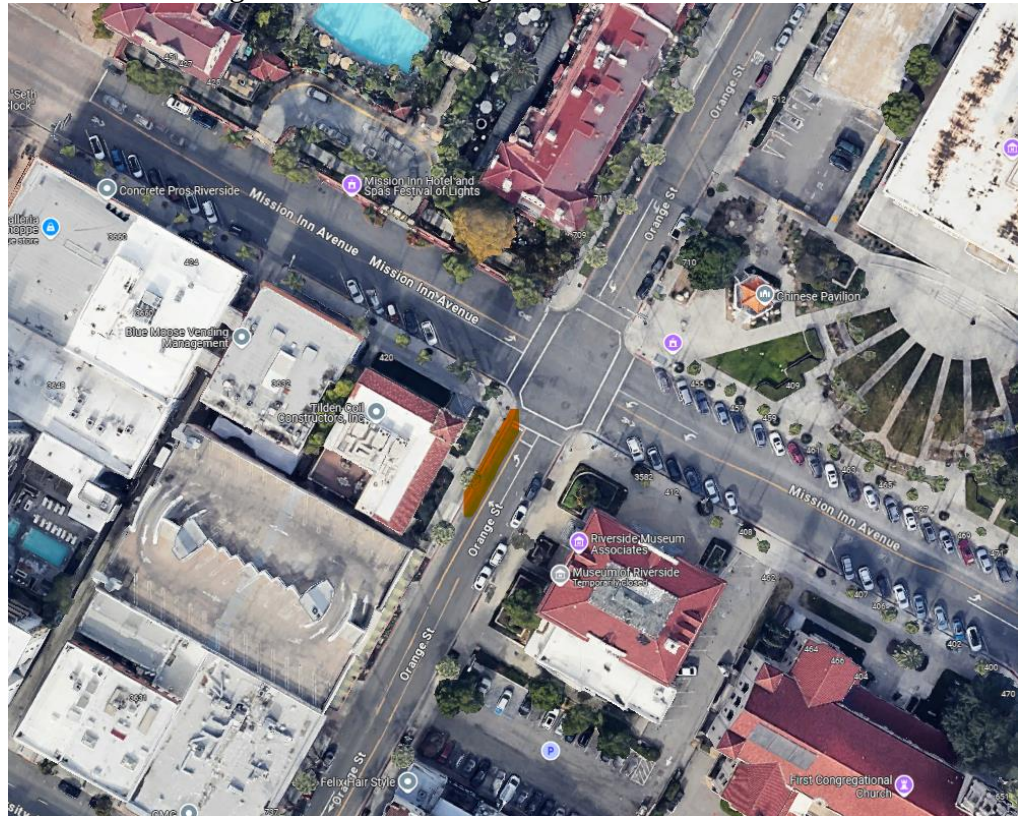
function and security for the duration of the contract. The valet station must be covered.

- f. The CONTRACTOR is expected to dismantle the valet stations every night.
- g. The CONTRACTOR must store all valet items in a secure location at the end of every service day. The CONTRACTOR must provide the CITY with a key or passcode to the stored items.
- h. CONTRACTOR is to include photos of their current valet stations as well as a detailed description of how they would be set-up and dismantled.

IV. The CITY is not responsible for lost or stolen valet equipment. If items are lost or stolen, it is the responsibility of the CONTRACTOR to replace with the same or similar version, at the cost of the CONTRACTOR. Use of right-of way: CITY will provide to CONTRACTOR the use of public right of way at certain location(s) as specified herein. The CITY reserves the right to alter the location(s), hours of operation or the number of valet zones for special events and/or in the interest of public safety with reasonable notice to the CONTRACTOR. The CITY authorizes the CONTRACTOR the right to operate curbside valet loading zones for pick-up and drop-off of passengers' vehicles in the public right-of-way restricted to certain days and hours of operation. Existing valet zones may be removed or re-located, and additional valet zones may be established, based on future traffic patterns and parking demands with approval of the CITY. The valet zones may be designated as follows:

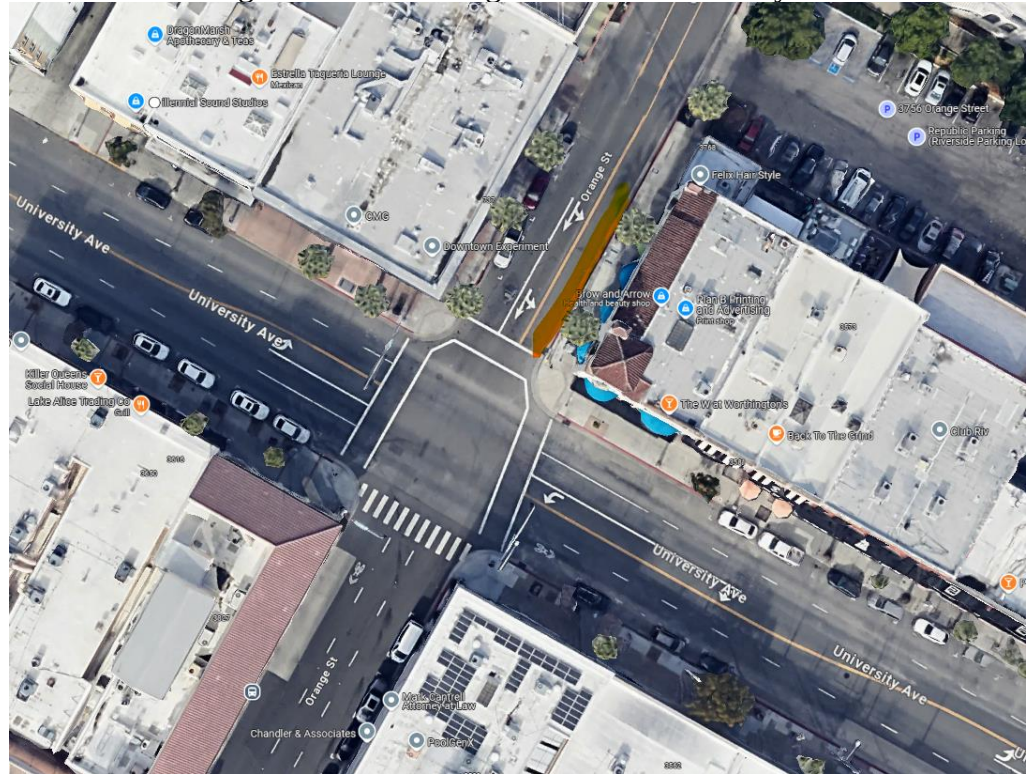
a. Valet Zone 1

- i. Location: Loading Zone on s/b Orange Street s/o Mission Inn Avenue.



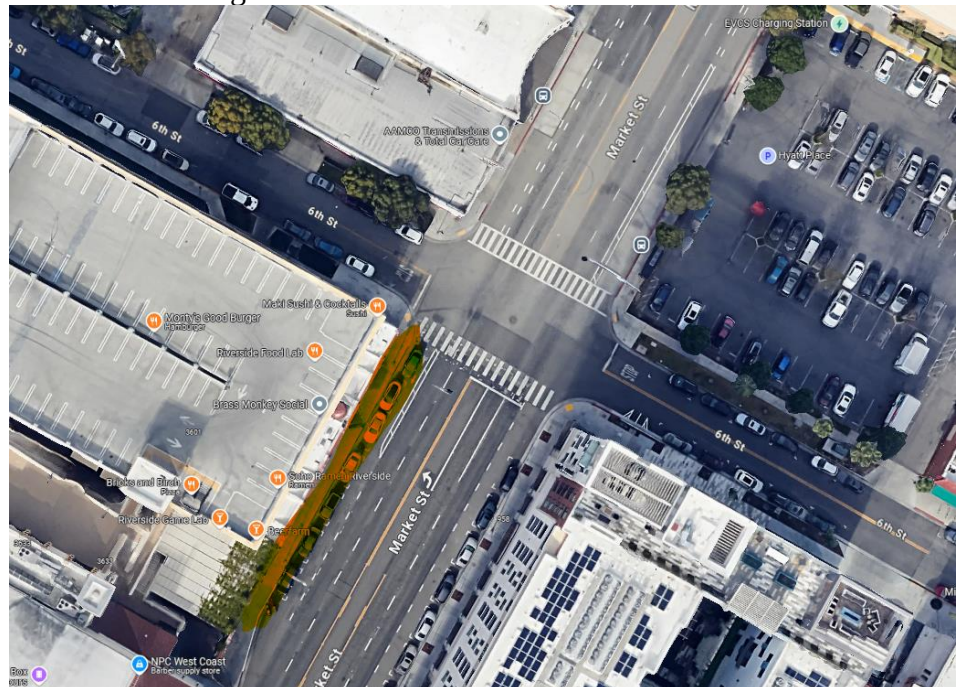
b. Valet Zone 2

i. Location: Loading Zone on s/b Orange Street n/o University Avenue.



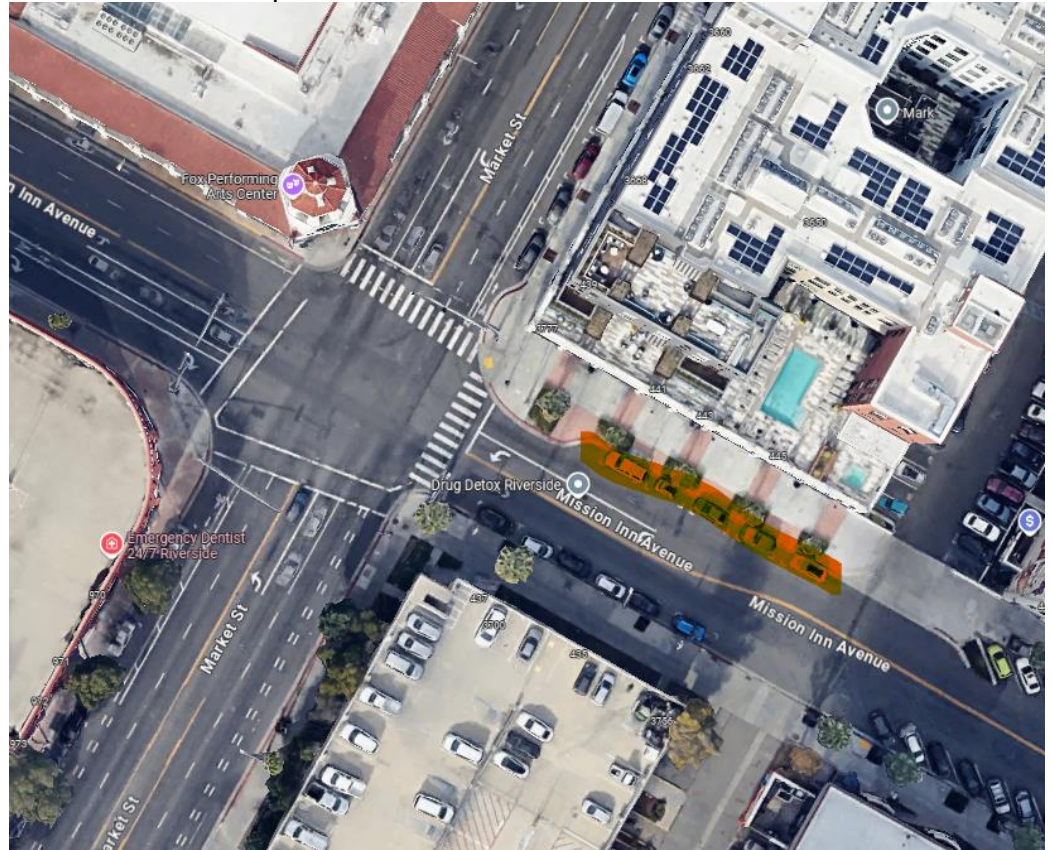
c. Valet Zone 3

i. Location: Loading Zone on s/b Market Street s/o 6th Street



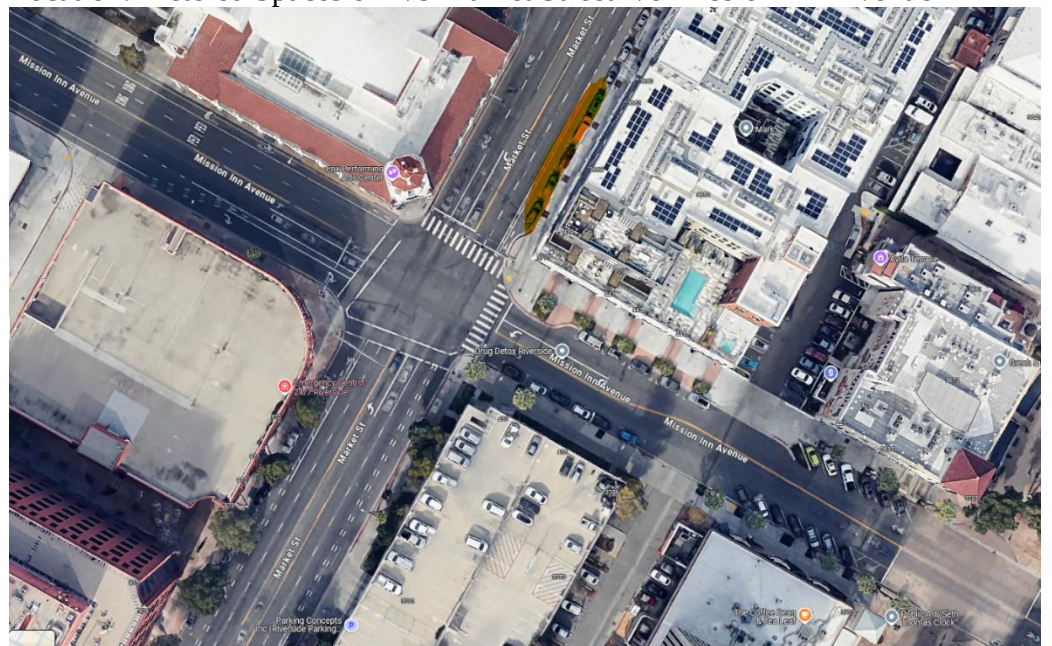
d. Valet Zone 4

i. Location: Metered Spaces on w/b Mission Inn Avenue e/o Market Street.



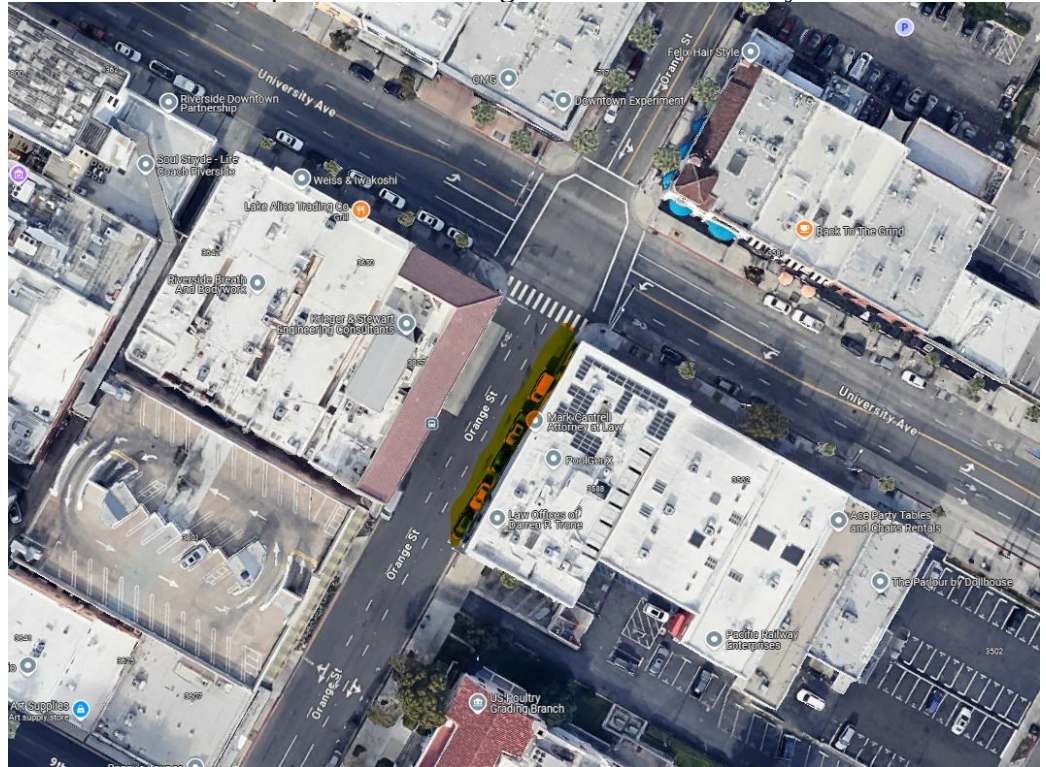
e. Valet Zone 5

i. Location: Metered Spaces on n/b Market Street n/o Mission Inn Avenue



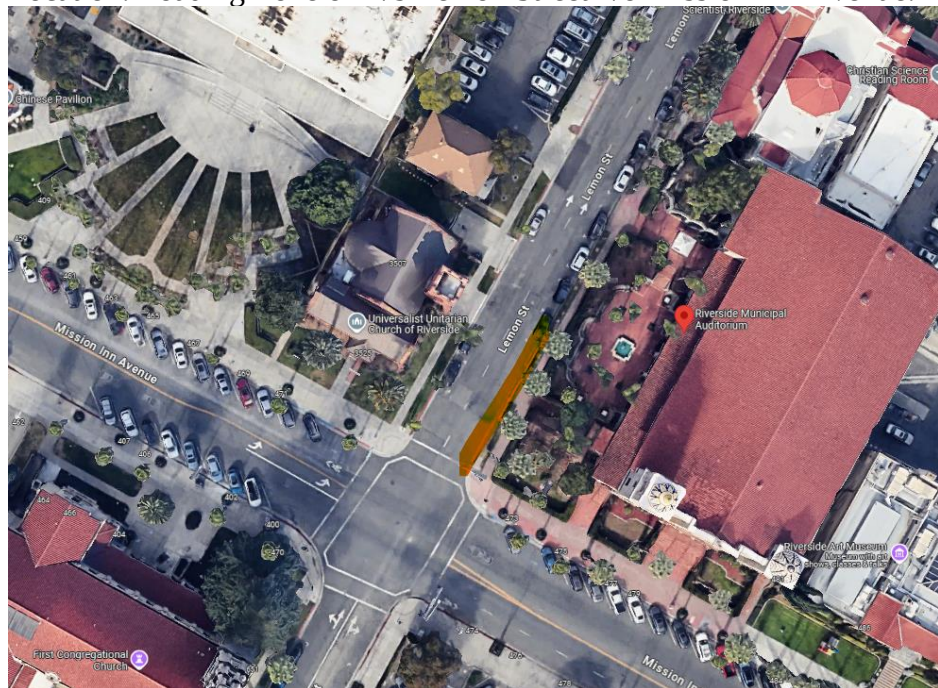
f. Valet Zone 6

i. Location: Metered Spaces on s/b Orange Street s/o University Avenue.



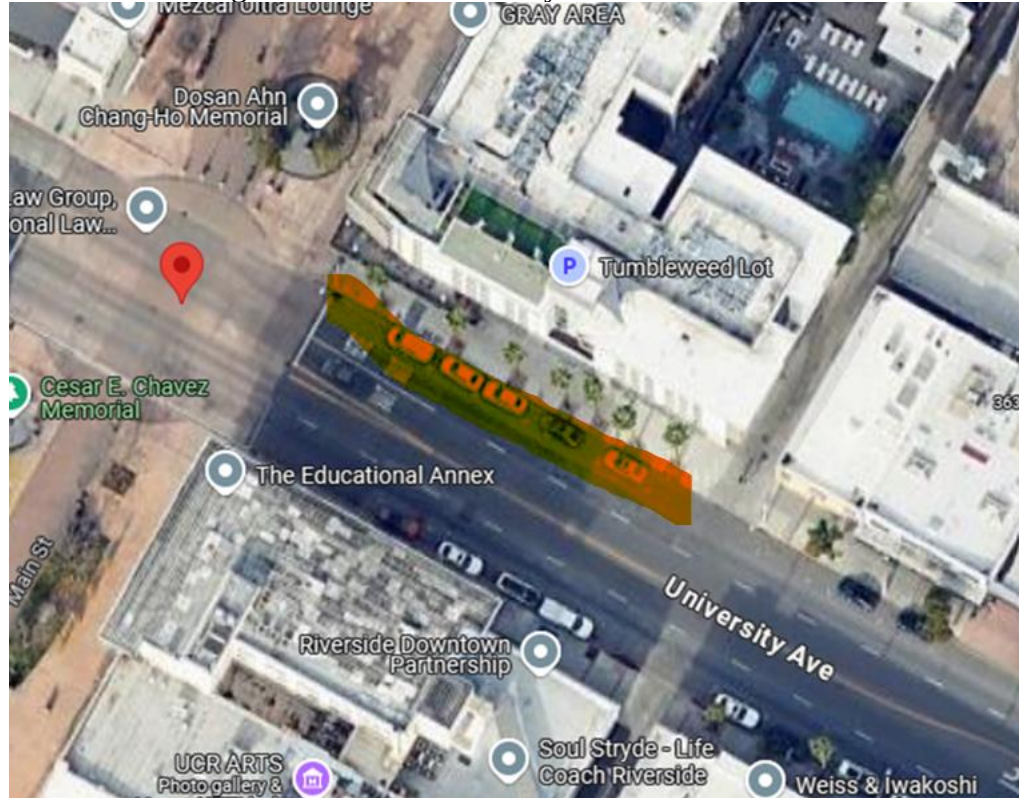
g. Valet Zone 7

i. Location: Loading Zone on n/b Lemon Street n/o Mission Inn Avenue.



h. Valet Zone 8

i. Location: Loading Zone on w/b University Avenue e/o Main Street



i. Valet Zone 9

i. Location: Loading Zone on e/b University Avenue w/o Main Street



- j. The CITY may create Valet Zones if demand is warranted.
- V. CONTRACTOR will be allowed operational use of parking spaces at city-offered facilities at no cost for valet-parked vehicles. The CITY is to determine which facilities may be used for Valet parking, and may add or revoke spaces and facilities as deemed appropriate. Available parking locations are as follows:
- a. Garages:
 - Garage 1: 3743 Orange Street
 - Garage 2: 3851 Orange Street
 - Garage 3: 3750 Market Street
 - Garage 6: 3901 Orange Street
 - Garage 7: 3601 Market Street
 - b. Lots:
 - i. Lot 18: 3940 Market Street
 - ii. Lot 19: 4064 Market Street
 - iii. Lot 33: 3300 Market Street
 - iv. Lot 52: 3460 Orange Street



DOWNTOWN RIVERSIDE

CITY GARAGES, LOTS, AND ON-STREET PARKING



UPDATED FEBRUARY 2024

- P CITY GARAGES**
 24 hours a day, 7 days a week
 \$1.25 every 30 minutes
 \$15.00 daily maximum (all garages)

- P CITY LOTS**
 Monday through Friday
 (Excludes City holidays)
 \$1.50 every 30 minutes
 8 a.m. to 7 p.m.
 7 a.m. to 7 p.m. (Justice Center only)

- P ON-STREET PARKING**
 Monday through Friday
 (Excludes City holidays)
 \$1.50 every 30 minutes
 8 a.m. to 7 p.m.
 7 a.m. to 7 p.m. (Justice Center only)

**DOWNLOAD THE
 PARK RIVERSIDE APP FOR
 FREE PARKING***



**Garages: 60 Mins
 Lots: 60 Mins
 On-Street: 30 Mins**

*Restrictions Apply

**P ON-STREET
 PARKING**

**\$ PAY
 STATIONS**

JUSTICE CENTER BOUNDARIES



SECTION 3. OPERATIONS

I. Valet Management System and Hardware Maintenance

- a. TEZ Technologies: CONTRACTOR is to purchase TEZ Technologies and ensure compatibility with the CITY's parking garage system (TIBA) This is to come at no cost to the CITY.
- b. Mobile Ticketing: Enable customers to use their cell phones as digital valet tickets, eliminating the need for physical tickets. Additionally, still provide physical tickets, depending on the customers preference.
- c. Partnership with Participating Restaurants: Provide an integrated system that works seamlessly with participating restaurants, allowing for shared or linked valet services.
- d. Vehicle Request in Advance: Allow customers to request their vehicles ahead of time via a mobile app or text, reducing wait times for vehicle retrieval.
- e. Flexible Pick-Up Locations: Provide the option for customers to request pick-up at alternate or designated locations based on their needs.
- f. Vehicle Status Tracking: Enable customers to track the status of their vehicles in real-time through the system.
- g. Mobile Payment and Tipping: Ensure the system allows customers to pay for valet services and leave tips directly through their mobile phones, offering a convenient and contactless experience.
- h. Hardware Maintenance: Outline the plan for maintaining the valet system hardware, including any kiosks, key storage devices, or communication tools, to ensure smooth and uninterrupted service.

II. Management and Support

- a. Onsite Supervision/Management: Outline the management structure, including onsite supervisors and managers responsible for overseeing daily operations.
- b. Onsite Supervisor/Manager is to be readily available to meet with the CITY, stakeholders or the parking contractor with advance notice.
- c. Accounting Staff: Detail how financial operations, such as invoicing, cash handling, and financial reporting, will be managed.
- d. Human Resources: Describe the role of HR in managing recruitment, employee relations, performance management, and benefits for the valet staff.
- e. Risk Management: Provide information on how risks, such as liability and accidents, will be managed, including insurance policies and incident reporting.
- f. Safety Manager: Include a dedicated safety manager responsible for ensuring compliance with safety protocols, addressing potential hazards, and conducting regular safety audits.
- g. Training Coordinator: Identify the person or team responsible for developing and implementing staff training programs, including ongoing education and compliance with operational standards.

III. Logistics and Planning Techniques

- a. Process Overview: Describe the step-by-step process for managing valet operations, including vehicle drop-off, parking, retrieval, and customer interactions.

- b. Roles and Responsibilities: Outline who is involved in each stage of the process, from front-line staff to management, and how roles are defined.
- c. Operational Management: Explain how the daily operations will be managed, including staff oversight, coordination, and troubleshooting.
- d. Daily Operation Plan: Provide a daily operational plan that includes:
 - i. Opening Procedures:
 - 1. Staff Briefing: Detail how staff will be briefed at the start of each shift, covering key information such as expected traffic volume, specific assignments, safety reminders, and any relevant updates for the day.
 - ii. Traffic Flow Management: Explain how traffic will be managed during peak and off-peak hours, including designated drop-off and pick-up zones, customer queuing systems, and strategies to avoid congestion.
 - iii. Customer Interaction Protocols: Outline the steps for greeting customers, issuing valet tickets, handling special requests, and ensuring a positive customer experience throughout the process.
 - iv. Vehicle Handling Procedures: Provide a clear process for safely handling vehicles, from receiving the keys, parking the vehicle, to retrieving it upon the customer's return. Include protocols for handling high-value or special vehicles.
 - v. Safety Checks: Include daily safety checks for both staff and equipment. This should cover equipment functionality, vehicle condition upon arrival, and the enforcement of safety standards (e.g., seatbelt use, speed limits in parking areas).
 - vi. Breaks, Shift Changes and appropriate restrooms for staff: Describe how breaks and shift changes will be managed to ensure continuous service without interruptions, and the process for handing over responsibilities between shifts. Describe how restrooms will be provided for staff.
 - vii. Incident Reporting: Provide protocols for handling and documenting any incidents, such as damage to vehicles, accidents, or customer complaints, ensuring prompt resolution and proper reporting.
 - viii. Communication Equipment: Specify what equipment (e.g., radios, mobile apps) will be used for internal communication between staff and management.
 - ix. Transportation Vehicles: Indicate whether transportation vehicles (e.g., shuttles or golf carts) will be provided as part of the valet service, and explain how they will be used and maintained. If CONTRACTOR is in need of transportation vehicles, it will come at their cost.

IV. Staffing

- a. Staffing Selection: Provide details on how staffing will be screened and background checked. All staff shall be proficient in both written and spoken English.
 - i. Provide details on resources available for customers that speak a language other than English.
- b. Employee Background Checks and Training: The CONTRACTOR shall perform criminal and driving background checks for all employees working under this

AGREEMENT. Valet attendants shall carry an original CA driver's license at all times. Driver's records shall be checked for traffic violations.

- i. CONTRACTOR'S employees are to report any vehicle/road related accidents to the CONTRACTOR within an adequate time period as determined by the CONTRACTOR. If an incident is reported by the employee to the CONTRACTOR, what is the investigation and documentation process? How would the CONTRACTOR handle the employee and notify the CITY of their findings?
- ii. CONTRACTOR is to screen employee's driving record for violations. The frequency of when the CONTRACTOR screen the employee should be documented in the bid.
- c. Uniform and Laundering: Uniforms are to be approved by the City of Riverside and worn by staff at all times while on duty. Additionally, when necessary, CONTRACTOR employees will wear high visibility/reflective safety vests. Uniforms should be consistently clean and presentable. Uniform will be provided by CONTRACTOR and may be invoiced back to the CITY.
- d. Staff Training: Outline the training program for valet staff, covering customer service, vehicle handling, safety protocols, and any technology systems in use (e.g., mobile apps, TEZ systems). Include any ongoing training or refresher courses.
 - i. The City reserves the right to select the type and content of training under this contract. The training may consist of parking operations or customer services topics, or other areas related to the performance of duties covered in the scope of services. The City may request written documentation of employee attendance of training required under the contract. The CITY may require CONTRACTOR to provide additional employee training on a case-by-case basis, as needed during the term of the AGREEMENT.
- e. Staff Scheduling: Describe how staff will be scheduled to ensure sufficient coverage during operating hours, including peak times, weekends, and holidays.
- f. Managing Influx of Customers: Detail how the valet service will handle sudden increases in customer volume, such as during special events or peak hours. This should include strategies for adding additional staff or implementing temporary service adjustments to ensure wait times are minimized and customer satisfaction is maintained.
- g. Handling Call-Offs: Provide a contingency plan for handling staff call-offs or unplanned absences, including the use of backup staff, flexible scheduling, or on-call personnel to prevent service disruptions.

V. Customer Support

- a. Contact Information: Specify who the customer can contact for support, including contact names and their roles.
- b. Availability: Outline the hours during which customer support will be available, both during operating hours and after hours, if applicable.
- c. Location: Indicate whether customer support representatives will be onsite at valet locations or available offsite, and if offsite, explain how they can be reached.
- d. Toll-Free Number: Provide a dedicated toll-free number for customers to reach valet service support. This number should be prominently displayed at all valet

- stations. During operation hours, customer calls should be answered immediately.
- e. Claims Handling: Clearly outline who is responsible for handling customer claims regarding vehicle damage, lost items, or other issues.
 - f. Claims Process: Describe the process for filing a claim, including how customers will be informed of the process, where they can submit claims, and the steps involved in resolving claims.
 - g. Claims History: The vendor should provide details on how claims are tracked, including maintaining a claims history for transparency and review, and providing a report on claim resolution timelines and outcomes.

VI. Security

- a. Vehicle Security: Explain the measures in place to ensure that vehicles remain secure while in the care of the valet service. This may include secure parking locations, monitored lots, and protocols for safe vehicle handling. A team member must be on site with parked vehicles at all times with the ability to communicate out any incidents.
- b. Key Protection: Provide details on how keys will be managed and secured throughout the valet process. This may include the use of secure key storage systems (e.g., lockboxes or electronic key cabinets) to prevent unauthorized access.
- c. Lost or Stolen Key Procedures: Outline the process for handling lost or stolen keys. Include steps for immediately notifying the customer, re-securing the vehicle, and providing a resolution plan, such as locksmith services.
- d. Lost or Stolen Vehicle Procedures: Describe the protocol for handling the loss or theft of a vehicle, including how the incident will be reported to authorities, communicated to the customer, and managed internally to resolve the situation.
- e. Incident Reporting and Resolution (while on the job): Provide details on how security-related incidents will be investigated, documented and reported, as well as how resolutions will be handled in coordination with the customer, insurance, and law enforcement if necessary.
- f. Service Complaint Procedure: The CONTRACTOR shall have a formal procedure for the public to document any complaint of service to the CITY including discourtesy by an employee, claims of alleged vehicle damage, or theft of property within 48 hours of having knowledge of the complaint. Complaints received by the CITY about the CONTRACTOR shall be forwarded to the CONTRACTOR within 48 hours.
- g. All complaints received by the CONTRACTOR shall be investigated and responded to in writing to the CITY within (10) ten calendar days of receipt of notification of the complaint. The report shall include the results of the investigation and, if applicable, the measures taken to prevent future complaints, including:
 - i. Report of activity (time, date, vehicle descriptions, persons involved)
 - ii. Actions taken
- h. Intoxicated Customers: Outline the process for handling intoxicated customers who are picking up their vehicles. Provide detail on how these customers will be handled, resolution plan and steps taken to ensure the customer does not get behind the wheel.

- VII. Contract and Municipal Code Compliance: The CONTRACTOR shall comply with the City of Riverside Municipal Code (RMC) and California Vehicle Code (CVC) at all times. Non-compliance may result in termination of agreement.
- VIII. The CONTRACTOR is subject to regulation by the Director of the Department of Public Works or the Director's designee.
- IX. All relevant records are subject to periodic inspection to determine if the CONTRACTOR is in compliance with Federal, State, and local laws and statutes.
- X. The CONTRACTOR is subject to unscheduled inspections to determine if service is meeting all contract requirements and performance standards.

EXHIBIT B

SERVICES AGREEMENT

[Enter CONTRACTOR'S Name**]**

[Enter in Description of Services**]**

On this ____ day of _____, 20____, the CITY OF RIVERSIDE, a California charter city and municipal corporation ("City"), and **[**Enter in CONTRACTOR'S NAME**]**, a **[**Enter in entity, for example: a California corporation, a limited partnership, a limited liability company, etc.**]** ("Contractor"), mutually agree as follows:

1. **Scope of Services.** Contractor shall furnish all labor, materials and equipment for and perform the work of **[**Enter in Name of Project**]** ("Services"). Contractor shall perform the Services in accordance with the provisions and requirements of the Scope of Services attached hereto as Exhibit "A" and incorporated herein by reference.

2. **Term.** This Agreement shall be in effect for **[**Enter in: effective date and termination date, for example: for the fiscal year beginning July 1, 2017 through June 30, 2018**]**, unless otherwise terminated pursuant to the provisions herein. **[**Optional: The term may be extended for an additional one-year period, upon mutual written agreement of the parties.**]**

3. **Compensation.** City shall pay Contractor for the performance of the Services during the initial term of this Agreement a Contract Price not to exceed **[**Enter in written dollar amount, for example: Forty-Two Thousand Five Hundred Dollars**]** **[**Enter in numeric dollar amount: for example: (\$42,500)**]**, unless an increase is agreed to by the parties. City shall pay Contractor for Services performed to City's satisfaction on a monthly basis in accordance with the provisions of the Compensation Schedule attached hereto as Exhibit "B" and incorporated herein by this reference. If the term of the Agreement is extended, Contractor's compensation for the extended term shall be mutually agreed upon in writing by the parties.

4. **General Compliance with Laws.** Contractor shall keep fully informed of federal, state and local laws and ordinances and regulations which in any manner affect those employed by Contractor, or in any way affect the performance of Services by Contractor pursuant to this Agreement. Contractor shall at all times observe and comply with all such laws, ordinances and regulations, and shall be solely responsible for any failure to comply with all applicable laws, ordinances and regulations.

5. **Business Tax Certificate.** As a condition of this Agreement, Contractor shall secure a business tax certificate to operate in the City of Riverside pursuant to Chapter 5.04 of the Riverside Municipal Code, and shall also secure any other licenses or permits which may be required.

6. **Business Tax and Penalties.** Contractor acknowledges and agrees that with respect to any business tax or penalties thereon, utility charges, invoiced fee or other debt which is owed, or which becomes owed, by Contractor to City, City reserves the right to withhold and offset said amounts from any payments, refunds or reimbursements owed by City to Contractor under the Agreement. Notice of such withholding and offset shall promptly be given to Contractor by City in writing. In the event of a dispute as to the amount owed or whether such amount is owed to City, City will hold such disputed amount until either the appropriate appeal process has been completed or until the dispute has been resolved.

7. **Personnel.** Contractor shall furnish all personnel necessary to perform the Services and shall be responsible for their performance and compensation. The key personnel are listed in Exhibit "C," attached hereto and incorporated herein by reference. Contractor shall furnish qualified personnel to perform the Services.

8. **Assignment and Subcontracting.** Neither party shall assign any right, interest, or obligation in or under this Agreement to any other entity without prior written consent of the other party. In any event, no assignment shall be made unless the assignee expressly assumes the obligations of assignor under this Agreement, in a writing satisfactory to the parties. Contractor acknowledges that any assignment may, at the City's sole discretion, require City Manager and/or City Council approval. Contractor shall not subcontract any portion of the work required by this Agreement without prior written approval by the responsible City Contract Administrator. Subcontracts, if any, shall contain a provision making them subject to all provisions stipulated in this Agreement, including without limitation, the insurance obligations set forth in Section 11. The Contractor acknowledges and agrees that the City is an intended beneficiary of any work performed by any subcontractor for purposes of establishing a duty of care between any subcontractor and the City.

9. **Independent Contractor.** In the performance of this Agreement, Contractor, and Contractor's employees, subcontractors and agents, shall act in an independent capacity as independent contractors, and not as officers or employees of the City of Riverside. Contractor acknowledges and agrees that the City has no obligation to pay or withhold state or federal taxes or to provide workers' compensation or unemployment insurance to Contractor, or to Contractor's employees, subcontractors and agents. Contractor, as an independent contractor, shall be responsible for any and all taxes that apply to Contractor as an employer.

10. **Indemnification.** Contractor shall indemnify and hold harmless the City, and the City's employees, officers, managers, agents and council members from any liability, claim, damage or action whatsoever, arising out of the sole negligence or willful misconduct of Contractor, its officers, employees, subcontractors, agents or including but not limited to property damage, bodily injury, or death. Contractor shall defend, at its sole cost and expense, including but not limited to attorney fees, cost of investigation, defense and settlement or awards, the City and the City's employees, officers, managers, agents and council members in any such action or claim. With respect to any action or claim subject to indemnification herein by Contractor, Contractor shall, at its sole cost, have the right to use counsel of its own choice and shall have the right to adjust, settle, or compromise any such action or claim without the prior consent of City; provided, however, that any such adjustment, settlement or compromise in no manner whatsoever limits or circumscribes

Contractor's indemnification of City. Contractor's obligations hereunder shall be satisfied when Contractor has provided to City the appropriate form of dismissal (or similar document) relieving the City from any liability for the action or claim involved. The specified insurance limits required in this Agreement shall in no way limit or circumscribe Contractor's obligations to indemnify and hold harmless the City.

11. Insurance.

11.1 General Provisions. Prior to the City's execution of this Agreement, Contractor shall provide satisfactory evidence of, and shall thereafter maintain during the term of this Agreement, such insurance policies and coverages in the types, limits, forms and ratings required herein. The rating and required insurance policies and coverages may be modified in writing by the City's Risk Manager or City Attorney, or a designee, unless such modification is prohibited by law.

11.1.1 Limitations. These minimum amounts of coverage shall not constitute any limitation or cap on Contractor's indemnification obligations under Section 10 hereof.

11.1.2 Ratings. Any insurance policy or coverage provided by Contractor or subcontractors as required by this Agreement shall be deemed inadequate and a material breach of this Agreement, unless such policy or coverage is issued by insurance companies authorized to transact insurance business in the State of California with a policy holder's rating of A or higher and a Financial Class of VII or higher.

11.1.3 Cancellation. The policies shall not be canceled unless thirty (30) days' prior written notification of intended cancellation has been given to City by certified or registered mail, postage prepaid.

11.1.4 Adequacy. The City, its officers, employees and agents make no representation that the types or limits of insurance specified to be carried by Contractor pursuant to this Agreement are adequate to protect Contractor. If Contractor believes that any required insurance coverage is inadequate, Contractor will obtain such additional insurance coverage as Contractor deems adequate, at Contractor's sole expense.

11.2 Workers' Compensation Insurance. By executing this Agreement, Contractor certifies that Contractor is aware of and will comply with Section 3700 of the Labor Code of the State of California requiring every employer to be insured against liability for workers' compensation, or to undertake self-insurance before commencing any of the work. Contractor shall carry the insurance or provide for self-insurance required by California law to protect said Contractor from claims under the Workers' Compensation Act. Prior to City's execution of this Agreement, Contractor shall file with City either 1) a certificate of insurance showing that such insurance is in effect, or that Contractor is self-insured for such coverage, or 2) a certified statement that Contractor has no employees, and acknowledging that if Contractor does employ any person, the necessary certificate of insurance will immediately be filed with City. Any certificate filed with City shall provide that City will be given ten (10) days' prior written notice before modification or cancellation thereof.

11.3 Commercial General Liability and Automobile Insurance. Prior to City's execution of this Agreement, Contractor shall obtain, and shall thereafter maintain during the term of this Agreement, commercial general liability insurance and automobile liability insurance as required to insure Contractor against damages for personal injury, including accidental death, as well as from claims for property damage, which may arise from or which may concern operations by anyone directly or indirectly employed by, connected with, or acting for or on behalf of Contractor. The City, and its officers, employees and agents, shall be named as additional insureds under the Contractor's insurance policies.

11.3.1 Contractor's commercial general liability insurance policy shall cover both bodily injury (including death) and property damage (including, but not limited to, premises operations liability, products-completed operations liability, independent contractor's liability, personal injury liability, and contractual liability) in an amount not less than \$1,000,000 per occurrence and a general aggregate limit in the amount of not less than \$2,000,000.

11.3.2 Contractor's automobile liability policy shall cover both bodily injury and property damage in an amount not less than \$1,000,000 per occurrence and an aggregate limit of not less than \$1,000,000. All of Contractor's automobile and/or commercial general liability insurance policies shall cover all vehicles used in connection with Contractor's performance of this Agreement, which vehicles shall include, but are not limited to, Contractor owned vehicles, Contractor leased vehicles, Contractor's employee vehicles, non-Contractor owned vehicles and hired vehicles.

11.3.3 Prior to City's execution of this Agreement, copies of insurance policies or original certificates along with additional insured endorsements acceptable to the City evidencing the coverage required by this Agreement, for both commercial general and automobile liability insurance, shall be filed with City and shall include the City and its officers, employees and agents, as additional insureds. Said policies shall be in the usual form of commercial general and automobile liability insurance policies, but shall include the following provisions:

It is agreed that the City of Riverside, and its officers, employees and agents, are added as additional insureds under this policy, solely for work done by and on behalf of the named insured for the City of Riverside.

11.3.4 The insurance policy or policies shall also comply with the following provisions:

a. If the policy is written on a claims made basis, the certificate should so specify and the policy must continue in force for one year after completion of the services. The retroactive date of coverage must also be listed.

b. The policy shall specify that the insurance provided by Contractor will be considered primary and not contributory to any other insurance available to the City and Endorsement No. CG 20010413 shall be provided to the City.

12. **Termination.** City shall have the right to terminate any or all of Contractor's Services and work covered by this Agreement at any time upon thirty (30) calendar days' written notice to Contractor. In the event of such termination, Contractor shall submit Contractor's final written statement of the amount of services provided as of the date of such termination for payment by the City.

Notwithstanding the foregoing, the City may terminate Contractor's performance of this Agreement upon five (5) calendar days' written notice if:

- (1) Contractor fails to promptly begin performance of the Services;
- (2) Contractor fails to perform the Services;
- (3) Contractor discontinues performance of the Services;
- (4) Contractor fails to make payment to employees in accordance with applicable law;
- (5) Contractor disregards laws, ordinances, or rules, regulations, or orders of a public authority having jurisdiction;
- (6) Contractor otherwise is guilty of breach of a provision of this Agreement;
- (7) Contractor becomes insolvent, is adjudicated bankrupt, or makes a general assignment for the benefit of creditors and fails to provide City with adequate assurances of Contractor's ability to satisfy its contractual obligations.
- (8) A receiver, trustee, or other judicial officer shall not have any right, title, or interest in or to this Agreement. Upon that person's appointment, City has, at its option and sole discretion, the right to immediately cancel the Agreement and declare it null and void.

13. **Non-Discrimination.** During Contractor's performance of this Agreement, Contractor shall not discriminate on the grounds of race, religious creed, color, national origin, ancestry, age, physical disability, mental disability, medical condition including the medical condition of Acquired Immune Deficiency Syndrome (AIDS) or any condition related thereto, marital status, gender, gender identity, genetic information, gender expression, sex or sexual orientation, military and veteran status, in the selection and retention of employees and subcontractors and the procurement of materials and equipment, except as provided in Section 12940 of the California Government Code. Further, Contractor agrees to conform to the requirements of the Americans with Disabilities Act in the performance of this Agreement.

14. **City's Right to Employ Other Consultants/Contractors.** City reserves the right to employ other Contractors in connection with the Services. If the City is required to employ

another contractor to complete Contractor's work, due to the failure of the Contractor to perform, or due to the breach of any of the provisions of this Agreement, the City reserves the right to seek reimbursement from Contractor.

15. **Conflict of Interest.** Contractor, for itself and on behalf of the individuals listed in Exhibit "C", represents and warrants that by the execution of this Agreement, they have no interest, present or contemplated, affected by the above-described Services. Contractor further warrants that neither Contractor, nor the individuals listed in Exhibit "C" have any real property, business interests or income interests that will be affected by this project or, alternatively, that Contractor will file with the City an affidavit disclosing any such interest.

16. **Solicitation.** Contractor warrants that Contractor has not employed or retained any person or agency to solicit or secure this Agreement, nor has it entered into any agreement or understanding for a commission, percentage, brokerage, or contingent fee to be paid to secure this Agreement. For breach of this warranty, City shall have the right to terminate this Agreement without liability and pay Contractor only for the value of work Contractor has actually performed, or, in its sole discretion, to deduct from the Agreement price or otherwise recover from Contractor the full amount of such commission, percentage, brokerage or commission fee. The remedies specified in this section shall be in addition to and not in lieu of those remedies otherwise specified in this Agreement.

17. **Prevailing Wage.** If applicable, pursuant to Section 1771 of the California Labor Code, Contractors are required to pay the general prevailing rates of per diem wages, overtime and holiday wages as determined by the Director of the Department of Industrial Relations and implemented by Resolution No. 13346 of the City Council of the City of Riverside. The Director's determination of prevailing wage rates is available on-line at www.dir.ca.gov/dlsr/DPreWageDetermination.htm, and is referred to and made a part hereof as though fully set forth herein. Contractor is aware of and stipulates that Contractor will also comply with California Labor Code Sections 1725.5 and 1771.1 requiring all general contractors and subcontractors to be registered with DIR, when applicable. Registration can be accomplished through the DIR website by using this link: <http://www.dir.ca.gov/PublicWorks/PublicWorks.html>.

18. **Notices.** Service of any notices, bills, invoices or other documents required or permitted under this Agreement shall be sufficient if sent by one party to the other by United States mail, postage prepaid and addressed as follows:

To City

[Enter in Department**]**
City of Riverside
Attn: [City Representative**]**
[Address**]**
Riverside, CA [ZIP**]**

To Contractor

[Name of Contractor**]**
Attn: [Name of Representative**]**
[Address**]**
[City, State, ZIP**]**

19. **Venue.** Any action at law or in equity brought by either of the parties hereto for the purpose of enforcing a right or rights provided for by this Agreement shall be tried in the

Superior Court of California, County of Riverside and the parties hereby waive all provisions of law providing for a change of venue in such proceedings to any other county.

20. **Waiver.** No action or failure to act by the City shall constitute a waiver of any right or duty afforded City under this Agreement, nor shall any action or failure to act constitute an approval of or acquiescence in any breach thereunder, except as may be specifically provided in this Agreement or as may be agreed in writing.

21. **Severability.** Each provision, term, condition, covenant and/or restriction, in whole and in part, in this Agreement shall be considered severable. In the event any provision, term, condition, covenant and/or restriction, in whole and/or in part, in this Agreement is declared invalid, unconstitutional, or void for any reason, such provision or part thereof shall be severed from this Agreement and shall not affect any other provision, term, condition, covenant and/or restriction of this Agreement and the remainder of the Agreement shall continue in full force and effect.

22. **Amendments.** This Agreement may be modified or amended only by a written agreement and/or change order executed by the Contractor and City.

23. **Authority.** The individuals executing this Agreement and the instruments referenced herein on behalf of Contractor each represent and warrant that they have the legal power, right and actual authority to bind Contractor to the terms and conditions hereof and thereof.

24. **Entire Agreement.** This Agreement constitutes the final, complete, and exclusive statement of the terms of the agreement between the parties pertaining to the subject matter of this Agreement, and supersedes all prior and contemporaneous understandings or agreements of the parties. Neither party has been induced to enter into this Agreement by, and neither party is relying on, any representation or warranty outside those expressly set forth in this Agreement.

25. **Digital and Counterpart Signatures.** Each party to this Agreement intends and agrees to the use of digital signatures that meet the requirements of the California Uniform Electronic Transactions Act (Civil Code §§ 1633.1, et seq.), California Government Code § 16.5, and California Code of Regulations Title 2 Division 7 Chapter 10, to execute this Agreement. The parties further agree that the digital signatures of the parties included in this Agreement are intended to authenticate this writing and to have the same force and effect as manual signatures for purposes of validity, enforceability, and admissibility. For purposes of this section, a “digital signature” is defined in subdivision (d) of Section 16.5 of the Government Code and is a type of “electronic signature” as defined in subdivision (h) of Section 1633.2 of the Civil Code. This Agreement may be executed in any number of counterparts, each of which will be an original, but all of which together will constitute one instrument. Each certified or authenticated electronic copy of an encrypted digital signature shall be deemed a duplicate original, constituting one and the same instrument and shall be binding on the parties hereto.

26. **Interpretation.** City and Contractor acknowledge and agree that this Agreement is the product of mutual arms-length negotiations and accordingly, the rule of construction, which

provides that the ambiguities in a document shall be construed against the drafter of that document, shall have no application to the interpretation and enforcement of this Agreement.

26.1 Titles and captions are for convenience of reference only and do not define, describe or limit the scope or the intent of the Agreement or any of its terms. Reference to section numbers, are to sections in the Agreement unless expressly stated otherwise.

26.2 This Agreement shall be governed by and construed in accordance with the laws of the State of California in effect at the time of the execution of this Agreement.

26.3 In the event of a conflict between the body of this Agreement and Exhibit “A” - Scope of Services hereto, the terms contained in Exhibit “A” shall be controlling.

27. **Exhibits.** The following exhibits attached hereto are incorporated herein to this Agreement by this reference:

Exhibit “A” - Scope of Services

Exhibit “B” - Compensation

Exhibit “C” - Key Personnel

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF the parties hereto have caused this Agreement to be executed the day and year first above written.

CITY OF RIVERSIDE,
a California charter city and municipal
corporation

[**CONTRACTOR'S NAME**],

By: _____
City Manager

By: _____
Print Name: _____
Title: _____

Attest: _____
City Clerk

and

By: _____
Print Name: _____
Title: _____

Certified as to Availability of Funds:

By: _____
Chief Financial Officer

Approved as to Form:

By: _____
Deputy City Attorney

EXHIBIT “A”
SCOPE OF SERVICES

EXHIBIT “B”
COMPENSATION

EXHIBIT “C”
KEY PERSONNEL

EXHIBIT C**CONTRACTOR INFORMATION QUESTIONNAIRE FORM**

Name of CONTRACTOR:	
Address of CONTRACTOR:	
Contact Name:	
Contact Number:	
Email:	
With whom should problems be discussed?	Name:
	Address:
	Phone:
	Email:
With whom should billing discrepancies be discussed?	Name:
	Address:
	Phone:
	Email:
Names, addresses and telephone numbers of four other local government agencies within the vicinity of Riverside or Southern California area for whom, you have supplied similar services for in the past twelve months.	
Business Name:	
Contact Name:	
Address:	
Phone:	
Email:	
Business Name:	
Contact Name:	
Address:	
Phone:	
Email:	
Business Name:	
Contact Name:	
Address:	
Phone:	
Email:	
Business Name:	
Contact Name:	
Address:	
Phone:	
Email:	

EXHIBIT D
DISCLOSURE QUESTIONNAIRE

Company Name: _____

The CONTRACTOR shall complete the following questionnaire:

1. Has the CONTRACTOR, any officer of the CONTRACTOR, or any employee of the CONTRACTOR who has proprietary interest in the CONTRACTOR, ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of a violation of law or safety regulation?

Yes _____ No _____

If the answer is yes, explain the circumstances in the following space.

2. Has the CONTRACTOR, any officer of the CONTRACTOR, or any employee of the CONTRACTOR who has proprietary interest in the CONTRACTOR, ever had any administrative proceedings, claims, lawsuits, or other exposures pending against the CONTRACTOR?

Yes _____ No _____

If the answer is yes, explain the circumstances in the following space.

VENDOR PROPOSALS

DRIVEN BY INNOVATION. POWERED BY PEOPLE.



RFP No. 2452
Proposal for Valet Parking Services
Prepared Exclusively for City of Riverside
April 2025



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April 1, 2025

To Public Works Department - City of Riverside,

ACE Parking ("ACE") is pleased to present a proposal for Citywide Parking Operations and Management Services to the City of Riverside ("City"). Our proposal will outline an ambassador approach to our parking operations that will help ensure strong customer service and easy parking experience for your citizens and visitors, while allowing a collaborative partnership to develop and thrive between the City of Riverside and ACE.

ACE's Municipal Experience

Since 1950, ACE has grown to be one of the nation's largest parking management and mobility service providers in the country, serving nearly half a million customers per day. ACE operates in many major markets across the U.S. ACE has built a reputation for providing efficient operations and innovative consulting services for dozens of municipalities across the country. Our municipal experience started with the City of San Diego, a relationship which has continued without interruption for the past 60+ years. Based on our consistent track record of listening to the specific client priorities for every unique parking operation, ACE has built a reputation for implementing services and delivering results aligned with the goals of each of our city partners. ACE's portfolio of municipal clients has grown to include over 40 operations throughout the country and includes extensive experience managing portfolios similar to the City of Riverside's citywide parking operations.

ACE DEEP BLUE Technology Suite & Reporting

ACE's advanced proprietary DEEP BLUE reporting will bring transparency and efficiency to the City of Riverside that no other parking operator can provide you with. Through our own DEEP BLUE analytics, we can use real time data to provide Business Insights to make strategic decisions about managing the program and making your operations more efficient. Further, ACE can provide the City of Riverside Parking Administrator with their own client-facing reporting dashboard to allow for enhanced accountability and auditing of ACE and the City of Riverside's determined Key Performance Indicators.



Our Commitment to the City of Riverside

ACE seeks to create a longstanding relationship with the City of Riverside and can offer competitive pricing without compromising service and integrity. Your ACE team will bring a forward-thinking mindset to our partnership with the City of Riverside by taking a proactive approach to achieving your goals. We fully commit to our partnership that we will be your parking management experts and will draw on the experience and knowledge of our entire company to operate, manage, enhance, and improve the City's parking management services.

We are pleased to submit the following response for your review and consideration, and we look forward to the possibility of working with the City of Riverside to provide you with the very best parking management services available. With our signature, it is ACE Parking Management, Inc.'s full intention to adhere to the provisions of the RFP, and our full intention to enter into a binding contract should you select us as your service provider. Should you have any questions regarding our proposal or if you would like to meet with our team, please feel free to contact us at any time.

Sincerely,

Mostafa Tohamy

Regional Director

mtohamy@aceparking.com | (949) 307-7738

STATEMENT OF UNDERSTANDING AND APPROACH

ACE has thoroughly reviewed the scope of services and is confident that our partnership with the City of Riverside can provide an elevated level of service to the residents and visitors. Our partnership approach ensures that your needs are exceeded by continually examining areas for improvement based on your goals.

APPROACH TO YOUR OPERATION

The following sections will describe our approach to implementing Valet Services for the City of Riverside:

- ▶ Valet Operation Plan
- ▶ Technology Plan
- ▶ Staffing Plan

Valet Operation Plan

ACE has the local presence, knowledge and resources to bring to Woodlark Hotel that no other parking provider can match. With ACE as your parking operator, you are getting 54 years of hospitality experience for our proposed services.

Valet Philosophy

Valet Ambassadors often provide the very first and last impression of a location. For this reason, ACE developed specialized training for Valet Ambassadors instilling in all of our valet staff the need to provide a welcoming environment and efficient valet service in accordance with customer expectations and established performance standards.

- ▶ Ambassadors must be able to efficiently and safely park all vehicles in designated areas.
- ▶ Assist with loading/ unloading of passengers and bags.
- ▶ Inform residents and visitors of parking services and fees upon issuing claim ticket.
- ▶ Inspect vehicle's exterior and note any damage on ticket or handheld valet system
- ▶ Valet Ambassadors must possess knowledge of the location, location services, outlets and daily events.
- ▶ Knowledge allows valet to provide visitors with directions, destination information and other information they may request.



1. Step-by-Step Breakdown of Services

A. Arrival & Guest Greeting

Guest Interaction & Verbiage:

- ▶ As the vehicle approaches, the valet attendant steps forward with a warm and professional demeanor.
- ▶ Attendant greets the guest with:
 - *“Good [morning/afternoon/evening], welcome to [Hotel/Event Venue Name]! May I assist you with valet parking today?”*
- ▶ If the guest confirms, the valet asks:
 - *“For security and efficiency, may I confirm your name and length of stay?”*
 - *“Would you like assistance with your luggage?”* (if applicable)
- ▶ The valet then provides a **digital or physical valet ticket**, explains the retrieval process, and offers additional services (e.g., car wash, premium parking).

B. Vehicle Inspection & Handoff

Process & Guest Communication:

1. Visual Inspection:

- ▶ The valet checks for any visible damage (scratches, dents, etc.) and documents it.
- ▶ If damage is found, the valet politely informs the guest:
 - *“I noticed a small scratch on your front bumper. We’ll make a note of it for our records.”*
- ▶ Photos are taken as a security measure.

2. Vehicle Tagging & Key Security:

- ▶ The vehicle’s **make, model, license plate, and parking location** are logged into the system.
- ▶ Keys are tagged and stored securely in a locked valet box.

3. Final Confirmation & Hand-off:

- ▶ *“Your vehicle is safely parked. You can request it at any time by presenting your ticket at the valet stand or using our mobile request feature. Thank you!”*

C. Parking Process

- ▶ The valet carefully drives the car to the assigned valet Garage while adhering to speed limits, pedestrians and all safety protocols.
- ▶ Parking lot is **monitored by a key control and safety team member** and regular patrols by all other valet personnel.
- ▶ High-value vehicles are parked in **premium monitored sections**.

D. Guest Departure & Vehicle Retrieval

Standard Retrieval:

1. The guest **presents their valet ticket or uses the mobile app/SMS request.**
 2. Attendant retrieves the vehicle, ensuring:
 - ▶ Seat settings, mirrors, and climate controls are unchanged.
 - ▶ Car is clean and undamaged.
 3. As the guest approaches, the valet **opens the door** and ensures a smooth handoff:
 - ▶ *"Welcome back! Your vehicle is ready for you."*
 - ▶ If applicable, the valet offers **bottled water, a dashboard wipe, or an air freshener** as a courtesy.
 4. The guest pays for the valet service and signs off on vehicle receipt.
 - ▶ If tipping is allowed, the valet thanks them:
 - *"Thank you for choosing our valet service. We appreciate you!"*
-

2. Strategies & Methodologies for Execution

Customer Experience & Service Enhancements

- ▶ **Premium Valet Options:**
 - Express vehicle retrieval for VIP guests.
 - Vehicle detailing or car wash add-on service.
 - Complementary bottled water
 - Hand towels and optional air fresheners
 - Available EV Charging
- ▶ **Personalized Service:**
 - Recognizing frequent guests:
 - *"Welcome back, Mr. Smith! Would you like your car ready at the usual time?"*
- ▶ **Real-Time Updates:**
 - TEZ/SMS notifications for car retrieval.
 - Digital valet queue updates.

3. Timelines for Implementation & Ongoing Management

Phase	Duration	Activities
Phase 1: Planning & Setup	1-4 weeks	Staff hiring, software/hardware procurement, training
Phase 2: Soft Launch & Testing	2 weeks	Pilot program, operational adjustments
Phase 3: Full Implementation	Ongoing	Daily operations, performance monitoring, customer feedback collection

4. Staffing Allocations & Management Structure

Team Structure

- ▶ **Valet Manager:** Oversees operations, handles escalations.
- ▶ **Shift Supervisors:** Manage valet attendants and daily tasks.
- ▶ **Valet Attendants:** Frontline staff managing guest interactions and parking.
- ▶ **Guest Services Representative:** Handles customer inquiries and lost tickets.

Staffing Levels

- ▶ Adjusted based on demand (weekends, special events).
- ▶ Backup staff available for high-traffic periods.

5. Tools, Technologies & Equipment

Key Technologies

- ▶ **Digital Valet Management System (TEZ/SMS):** Logs vehicle details, allows app-based retrieval.
- ▶ **SMS/Text Notification System:** Allows guests to request vehicle retrieval remotely.
- ▶ **Key Tracking System:** Secure, locked storage with digital check-in/out.

Physical Equipment

- ▶ **Traffic Cones & Signage:** Clearly mark valet zones.
- ▶ **Uniforms & Name Tags:** Professional and easy identification.
- ▶ **Umbrellas & Covered Drop-off Areas:** Weather protection for guests and staff.

6. Security & Contingency Plans

Security Measures

- ▶ **Key Control:** Keys are stored in a locked, monitored key box.
- ▶ **Camera Surveillance:** Parking areas and drop-off zones are monitored 24/7.
- ▶ **Valet Identification:** Background-checked, uniformed staff with ID badges.
- ▶ **Guest Confirmation:** Vehicles only released to ticket holders or verified guests.

Contingency Plans

Issue	Solution
High Demand Periods	Deploy extra staff, implement express valet lanes
Lost Tickets	Verify guest ID, check system records
System Failures	Manual ticketing and tracking process
Inclement Weather	Provide covered parking, rain gear for attendants
Vehicle Damage Claims	Use pre-recorded vehicle inspections as evidence
Guest Complaints	Escalate to Valet Manager, provide immediate resolution

Technology Plan

Technology plays a vital role in the creation of welcoming and engaging customer experience, as well as assuring revenue is maximized and accurately collected. Drawing from our 75-year history of adding value to parking assets, your ACE team will keep you informed about the most cost-effective technology solutions to generate maximum revenue for Riverside while providing a better experience for your customers.

Technology Recommendations

We recommend the use of SMS Valet® for your operation. In 2014, ACE began using **SMS Valet® by TEZ** and we were one of the first parking companies in the country to utilize this type of technology. The idea of going ticketless was intriguing from an audit and guest standpoint. We soon found that by eliminating tickets we were able to increase our guest experience while limiting valet ticket manipulation. Since that time, we have slowly rolled out the system to other locations in California, Texas, and Washington and have received nothing but rave reviews from our guests and clients. Below are many of the operational advantages of **SMS Valet®**.



SMS Valet® by TEZ Highlights – The World's First Ticketless Valet Solution

What is it?

- ▶ Android-based App (for Valets)
- ▶ Option of Paper or Paperless Tickets to Guests
- ▶ Checks in a customer with Mobile Phone Number
- ▶ Customer Requests Vehicle by Text Message
- ▶ Tracks Cars, Employees, and Payment info
- ▶ Online Real-Time Reporting

Online Client Reporting

- ▶ See Repeat Visitors
- ▶ Automatic Validating of VIP's
- ▶ View Traffic Patterns
- ▶ Guest Survey Responses
- ▶ Real time car counts

2-Way Communication

- ▶ Valet/customer can message each other
- ▶ Valet can Text a single car – “Missing key FOB”
- ▶ Valet can text MANY cars at one time “Valet Closing in 15 minutes”

Electronic Validations

- ▶ Pre-sell or Invoice your validations
- ▶ Validators can use phone, PC, or tablet
- ▶ Multiple coupons can be used (free parking or \$\$ off parking)
- ▶ Customer receives text confirmation

Cashless – Pay by Phone

- ▶ Customer can by on their phone
- ▶ Remembers card info for future visits
- ▶ PCI compliant



Staffing Plan

Recruitment and Hiring

ACE understands that our Team Members are our greatest asset. As such, identifying, nurturing, and developing the right people in the right places at the right time has been the hallmark of our success for 75 years. Our Member Services (HR) team is responsible for this effort, and they operate with a unique understanding of global trends and best practices.

Our goal is to be an employer of choice for the City of Riverside. We strive to accomplish this by ensuring we have a competitive wage and benefits package for all eligible positions. ACE will routinely conduct salary surveys to ensure we are competitive in the market to attract and retain the best employees. All ACE employees must pass and go through:

- ▶ Background, References & Other Screenings
- ▶ Site Specific Certification & Orientation

Background, References & Other Screenings

A fast hire means nothing if it's not the right hire. Ensuring quality hires is our top priority. In order to be considered for employment, every applicant must first complete an extensive employment application and successfully pass a series of pre-employment assessments. Pre-employment and post-employment screenings include:



STATEMENT OF UNDERSTANDING AND APPROACH



- ▶ Identify Validation
- ▶ Social Security Match
- ▶ County, State & Federal Criminal Records Search
- ▶ Credit Report (for applicable positions)
- ▶ Sex Offender Registry
- ▶ Job Reference Checks
- ▶ Educational Reference Checks
- ▶ Motor Vehicle Record
- ▶ DOT Drug Testing (5 Panel)
- ▶ Form I-9 & E-Verify

Site Specific Certification & Orientation

- ▶ Specific training to integrate area and site-specific knowledge during orientation
- ▶ Prepare each member of the staff on how to safely operate all equipment
- ▶ Address specific property hazards that staff will come across
- ▶ Reduce risk of injury or damage to property
- ▶ Train staff on all site specifics (site pricing, site tour, how to handle various customer service encounters)



Customer Service Plan

ACE will ensure all staff employed on behalf of the City of Riverside will adhere to ACE and the City of Riverside's mutually established high performance standards. ACE Parking will provide best in class training programs designed to enhance the customer service of the City's parking facilities. ACE will provide a written Standard Operating Procedure document specific to the City of Riverside parking operations within 30 days after execution of Agreement.

Customer Service Training

Our motto, *Every Thank You Earned™*, is our commitment to do whatever possible to create a positive, authentic experience and truly impress your customers. To the ACE team, this is much more than a corporate tag line, it is our mantra, what our culture is built on, and is our roadmap to providing excellent service. We understand that the parking business is about taking care of people. That is why everyone at ACE – from our Ambassadors to our CEO – is ready to assist you and your customers in any way, at any time, at a moment's notice.

Customer-Centric Training – Our customer service support includes award-winning ACE training programs, ACE new hire orientation, site-specific certification and orientation, and ambassador cross-training. These onboarding and training plans are designed specifically for ACE team members. They cover the essentials of parking services while focusing on how to create a one-of-a-kind and memorable experience for our guests. We are committed to creating a positive, comfortable, and efficient experience that makes guests feel well taken care of every step of the way.

- ▶ **Award-Winning ACE Training Programs:**
 - Every Thank You Earned™ Service Philosophy
 - We See the People, Not The Cars Training Program
 - DEEP BLUE Training Statistics and Monitoring
 - Based on 5-Star Hotel Service Training



WE SEE THE PEOPLE. NOT THE CARS.

- ▶ **ACE New Hire Orientation:**
 - Introduce new associates to our company culture
 - Outline job responsibilities and expectations
 - Address protocol and procedures, including payroll, uniform, and guest service and experience
 - Ongoing quarterly employee training sessions for the City of Riverside

- ▶ **Recurring On-site Training:** Our national Training Specialist, Shawn Galivan will conduct on-site training for all ACE team members assigned to the City of Riverside parking operations at least two times per year to ensure your ACE team remains energized and eager to seek opportunities to WOW your customers.
- ▶ **Customized City of Riverside Certification & Training:**
 - Specific training to integrate area and site-specific knowledge during orientation
 - Prepare each member of staff on proper and safe equipment operation
 - Local Community training geared toward informing our staff on the Riverside area, and Events.
 - Reduce risk of injury by addressing specific property hazards that staff will come across
- ▶ **Ambassador Cross-Training:** ACE has developed specialized training programs for our maintenance and ambassador team members to ensure we deliver on our commitments to excellent service. These include:
 - Role-specific customer service
 - PARCs Equipment Maintenance Training
 - Sanitization and cleaning standards
 - Security Incident Response Training
- ▶ **Customer Service Standards for City of Riverside Parking Operations:** ACE understands that providing excellent customer service is at the heart of building strong relationships with clients and customers. It involves not just meeting customer expectations but exceeding them through consistent, thoughtful, and proactive service. Here are a few customer service recommendations:
 - **Align with City of Riverside's Brand Identity:** Ensure that all uniforms reflect the City's brand identity. Incorporate the City's logo, color palette, and other brand elements prominently in the design. This creates a cohesive, professional look that reinforces the brand's presence.
 - **Uniform Guidelines:** Develop clear uniform guidelines that outline how City's uniforms should be worn. This includes wearing the uniform neatly, ensuring it's well-maintained, and adhering to specific grooming standards that align with the City's brand.
 - **Service Standards:** ACE staff can be trained to deliver high-quality service through the City's Service Standards. They can attend all service training that new City employees are required to attend prior to employment.

COMPANY INFORMATION

ABOUT ACE

Since 1950, ACE has grown to be one of the nation's largest parking service and technology solution providers in the country, serving nearly half a million customers daily. Headquartered in San Diego, ACE is privately- & family-owned and offers direct access to our top executives and experts while maintaining transparency and a true partnership with our clients. We operate in many major markets across the U.S., partnering with municipalities, government agencies, commercial property management firms, major hotel brands, property owners, developers, special event companies, and entertainment venues.

- ▶ 75-Year Family-Owned History
- ▶ 500,000 Parking Stalls
- ▶ Based in Southern California
- ▶ 5,000 Team Members
- ▶ 1,000 Locations Coast to Coast
- ▶ \$1B Annual Revenue



Service & Expertise

ACE's unique blend of experience, resources, relationships, and culture make us the parking and mobility services provider for operations of all sizes and designs. Below are some of ACE's core skill areas and our approach to each.



Municipality

From airports to civic institutions, ACE has the experience to balance the regulatory requirements with customer satisfaction.



Event & Major Attractions

ACE has developed proprietary technology solutions and service-centric procedures based on a 75-year history managing event venues and major attractions.



Enforcement

Proper enforcement isn't just a revenue issue, it's also a safety issue. ACE employs the latest technologies and techniques to ensure and enhance both.



Consulting

In 75 years of business, we've seen just about everything. If sound advice is what you seek, we're here to talk anytime.



Commercial

ACE is more than a parking manager for some of the largest corporations in America. We're a revenue growth advisor and partner.



Mobility Solutions

When parking is just one component of a journey, you need smart, effective solutions that connect Point A to Point Anywhere.



Hospitality And Residential

We take the time and make the effort to provide your guests and residents with a flawless experience worthy of your brand.



Healthcare

When lives and health are on the line, a flawless and efficient operation is critical. Our commitment is to help patients and families when they need it most.

MUNICIPAL EXPERIENCE

ACE has built a reputation over the last 60 years of providing efficient operations and innovative consulting services for dozens of municipalities across the country. ACE takes pride in its collaborative approach to municipal parking, providing services for many municipalities and government agencies. *Our municipal experience started with the City of San Diego, a relationship which has continued without interruption for the past 60 years.*



Based on our consistent track record listening to the specific client priorities for every unique parking operation, ACE has built a reputation for implementing services and delivering results aligned with the goals of each of our municipal/city client partners. ACE's portfolio of municipal clients has grown to include over 40 operations throughout the country

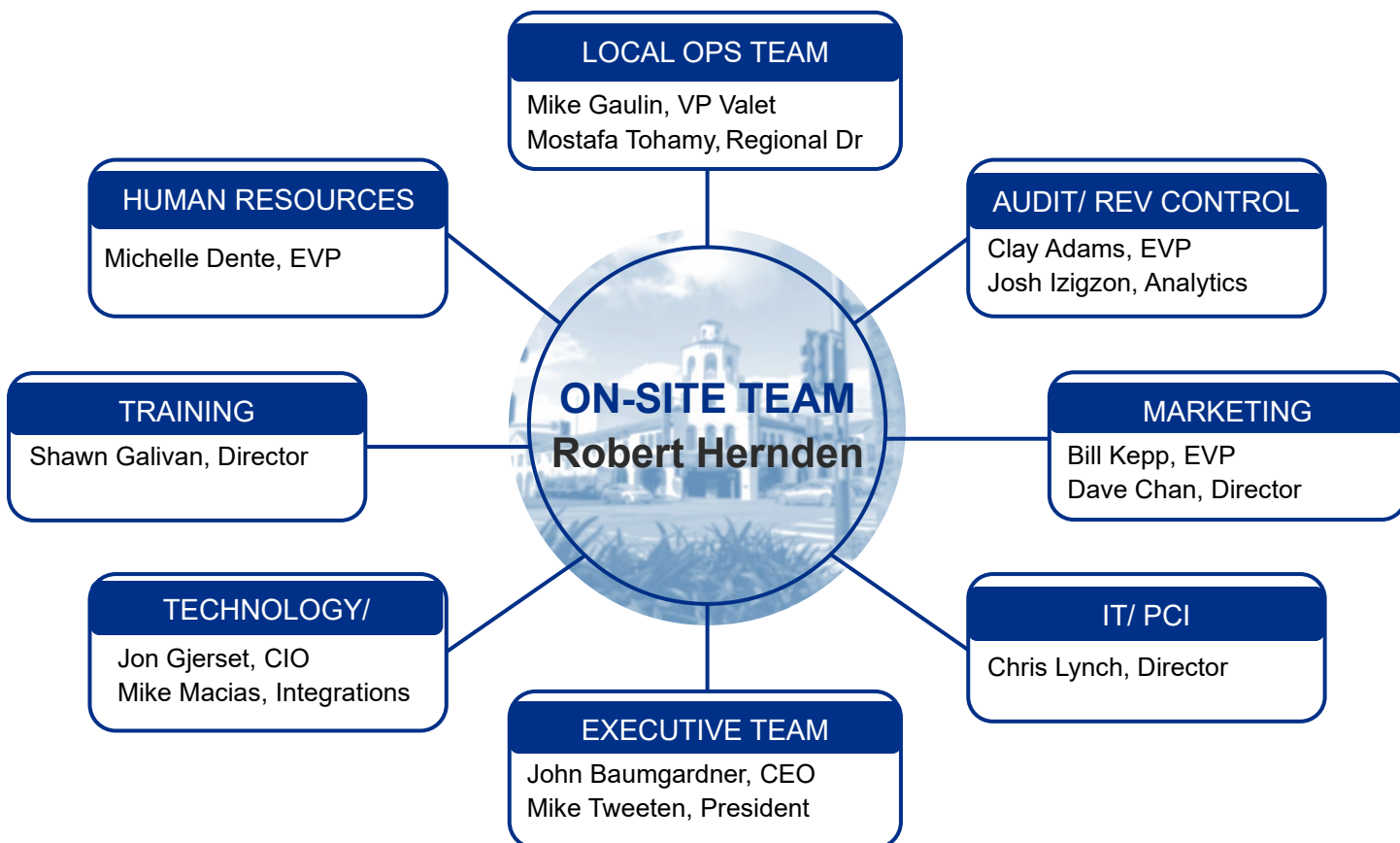
Long-Term Partners = Proven Results

With decades of proven experience managing unique parking operations for municipalities nationwide, ACE has the knowledge and know-how to exceed your expectations for years to come.



COMPANY PERSONNEL

EXECUTIVE TEAM AND SUPPORT



YOUR PROPOSED ACE TEAM



Mike Gaulin – *Vice President, Valet Operations*

With over 12 years of parking experience, Mike oversees the San Diego Valet Operations and Commercial Enforcement. Mike has managed this division since 2003 and has grown the division from 7 operations in downtown San Diego to over 50 operations throughout San Diego County. He has accomplished this growth through a relentless focus on the development of well-trained friendly team members that provide a welcoming and engaging customer experience while also holding team members accountable for both service and financial results. Mike embraces technology and has been instrumental in the implementation of sophisticated ticketless valet systems, online reservation systems, and License Plate Recognition (LPR) technology along with citation device integrations.



Mostafa Tohamy – *Regional Director*

Mostafa has over 15 years of management experience in the parking industry. He is responsible for the daily operations of accounts in Orange County, Los Angeles County and Riverside County. His duties include exceeding industry service standards, ensuring profitability, operational quality, and retention of all locations. He brings an insight into parking and customer service that is targeted at giving customers the very best experience. He has significant experience leading hotels, events, and municipal valet parking operations.



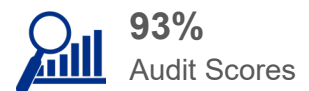
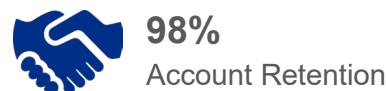
Robert Hernden – *Valet Manager, Riverside County*

Robert has over 20 Years of Service Industry Experience and oversees multiple locations in Riverside County. He will be the Corporate Representative - responsible for meeting and exceeding the City of Riverside's expectations for all levels of services. He will be available to attend all regularly scheduled meetings and be the main support system for his direct reports.

Local Team

ACE established operations 75 years ago in San Diego and proudly continues to call Southern California our home. We operate at over 85 locations across Los Angeles and Orange County. **ACE has a team of over 100 Valets on staff to assist with events and to source additional staff if needed for the City of Riverside.**

ACE in the Region



EXPERIENCE AND REFERENCES

EXPERIENCE

One of our fastest growing and most dynamic service lines is our Hotel Division, accounting for over 30% of our total business. In 1970, ACE created a separate hospitality department focused specifically on the hotels' unique parking operations. The goals of our hotel division professionals are to provide world class customer service, identify and nurture revenue opportunities, and leverage cutting edge technology solutions to add value for Riverside and its visitors and residents.

Hospitality Experience



HOSPITALITY CLIENT PARTNER TESTIMONIALS

"ACE understands how to hire, train, and support their valet team members to ensure that they provide an authentic luxury service experience with passion and purpose."

Doug Korn, GM
US Grant Hotel
San Diego



"ACE has done a terrific job of not only taking great care of our guests, but also delivering strong financial results. Their people are well trained and they have become an integral part of our hotel team."

Bob Morse
President & COO
ClubCorp



Long-Term Client Partners

30-Year Partnership



25-Year Partnership



20-Year Partnership



REFERENCES

Long Beach Convention Center (operated since 2021)



In 2021, ACE took over the Long Beach Convention Center parking operation and immediately made our presence felt by driving revenues up and expanding our role to take on the loading dock operations and staffing. ACE manages all aspects of the parking operation for the Long Beach Convention Center for the City of Long Beach, which consists of four facilities with a total of over 4,500 parking stalls. We maintain a roster of over 50 employees and are responsible for staffing all major events and collecting paid parking fees for daily visitors of the convention center, including the annual Long Beach Grand Prix which brings thousands of daily visitors to our facilities.



Client Contact: Tom Marcoux, Regional Security Director
Phone & Email: (562) 499-7695 tmarcoux@longbeachcc.com

City of San Diego/Civic Communities (operated since 1998)



Since 1998, ACE has managed all of the parking operations for Civic Communities San Diego, including the 6th & K Parkade, Park it on Market, North Park Garage and Cedar Gateway. ACE has implemented innovated programs to ensure public access to these key parking facilities for the residents of San Diego, including automate technologies, reservations-based parking and custom traffic management plans for event operations. ACE continues to assist the City of San Diego and Civic Communities to leverage these parking assets and frequently consults on all matters of parking operations including new parking technologies, potential new project builds and PCI DSS compliance.



Client Contact: Jeff Zinner, Sr. Project Manager, Civic Communities
Phone & Email: (619) 533-7122 zinner@civiccommunities.com

Hyatt Regency Newport Beach (operated since 2007)



For 18 years ACE has managed self-parking, valet and shuttle operations at the Hyatt Regency Newport Beach. ACE oversees parking for about 150 vehicles per day and expertly operates the Annual 5,000 Attendee Jazz Festival by handling all shuttle needs, offsite needs and onsite coordination. Our hospitality team has been successful in managing this 70+ employee operation efficiently while delivering great guest service.



Client Contact: Annie Painting, General Manager
Phone & Email: 949-729-6000, annie.painting@hyatt.com

EVIDENCE OF INSURANCE



CERTIFICATE OF LIABILITY INSURANCE

ACEPARK-03

GGOWENS

DATE (MM/DD/YYYY)
11/1/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER License # 0757776 HUB International Insurance Services Inc. 9855 Scranton Road Suite 100 San Diego, CA 92121	CONTACT NAME Jennifer Kenyon PHONE (A/C, No, Ext): (858) 255-3258 FAX (A/C, No): (951) 231-2572 E-MAIL ADDRESS: cal.cpu@hubinternational.com														
INSURED Ace Parking Management, Inc. Ace Parking III, LLC 645 Ash St. San Diego, CA 92101	<table border="1"> <tr> <th>INSURER(S) AFFORDING COVERAGE</th> <th>NAIC #</th> </tr> <tr> <td>INSURER A: Everest National Insurance Company</td> <td>10120</td> </tr> <tr> <td>INSURER B: Lexington Insurance Company</td> <td>19437</td> </tr> <tr> <td>INSURER C: Everest Denali Insurance Company</td> <td>16044</td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A: Everest National Insurance Company	10120	INSURER B: Lexington Insurance Company	19437	INSURER C: Everest Denali Insurance Company	16044	INSURER D:		INSURER E:		INSURER F:	
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INSURER F:															

COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:			
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.							
INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR INSR	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☒ POLICY ☐ PRO-JECT ☐ LOC OTHER:			RM1GL00023-241	11/1/2024	11/1/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPIOP AGG \$ 2,000,000 COMBINED SINGLE LIMIT (Ea accident) \$ 3,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ Compi/Coll Ded \$ 25,000
A	☒ AUTOMOBILE LIABILITY ☐ ANY AUTO ☐ OWNED AUTOS ONLY ☐ SCHEDULED AUTOS ☐ HIRED AUTOS ONLY ☐ NON-OWNED AUTOS ONLY			RM1CA00025-241	11/1/2024	11/1/2025	EACH OCCURRENCE \$ 3,000,000 AGGREGATE \$ 3,000,000
B	☐ UMBRELLA LIAB ☒ OCCUR ☒ EXCESS LIAB ☐ CLAIMS-MADE DED RETENTION \$			18303426	11/1/2024	11/1/2025	EACH OCCURRENCE \$ 3,000,000 AGGREGATE \$ 3,000,000
C	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y/N ☐ N/A If yes, describe under DESCRIPTION OF OPERATIONS below			RM1WC00041-241	11/1/2024	11/1/2025	☒ PER STATUTE ☐ OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
A	Garagekeepers Liab			RM1CA00026-241	11/1/2024	11/1/2025	Limit 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
For Information Purposes Only.

CERTIFICATE HOLDER

Ace Parking Management, Inc.
645 Ash Street
San Diego, CA 92101

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE



ACORD 25 (2016/03)

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The ACORD name and logo are registered marks of ACORD

AGENCY CUSTOMER ID: ACEPARK-03

LOC #: _____



ADDITIONAL REMARKS SCHEDULE

Page ____ of ____

AGENCY HUB International Insurance Services Inc.		NAMED INSURED Ace Parking Management, Inc. Ace Parking III, LLC 645 Ash St. San Diego, CA 92101	
POLICY NUMBER SEE PAGE 1		EFFECTIVE DATE:	
CARRIER SEE PAGE 1	NAIC CODE SEE P 1		

ADDITIONAL REMARKS

THIS ADDITIONAL REMARKS FORM IS A SCHEDULE TO ACORD FORM,
FORM NUMBER: Acord 25 **FORM TITLE:** Certificate of Liability Insurance

- Coverage: Excess Liability – Lead Layer
- Policy #: 18303426
- Effective: 11/01/2024 – 11/01/2025
- Insurer: Lexington Insurance Company
- Limit: \$3,000,000
- \$3MM xs Primary (\$3MM)
- Coverage: Excess Liability – 2nd Layer
- Policy #: XW4EX00001-241 / ELD30071352900
- Effective: 11/01/2024 – 11/01/2025
- Insurer: Everest Indemnity Insurance Company / Endurance American Specialty Insurance Company (quota share)
- Limit: \$6,000,000
- \$6MM xs \$3MM (\$9MM)
- Coverage: Excess Liability – 3rd Layer
- Policy #: AEC 0772513 / UX000001232-01
- Effective: 11/01/2024 – 11/01/2025
- Insurer: Steadfast Insurance Company / Admiral (quota share)
- Limit: \$5,000,000
- \$5MM xs \$9MM (\$14MM)
- Coverage: Excess Liability – 4th Layer
- Policy #: XS1140124 / SX006024003
- Effective: 11/01/2024 – 11/01/2025
- Insurer: Certain Underwriters at Lloyd's / Indian Harbor Insurance Company (quota share)
- Limit: \$10,000,000
- \$10MM xs \$14MM (\$24MM)

PRICING

After a thorough walk through and spot checks during peak times, we anticipate Valet Zones 1-7 to operate in a similar capacity. While Valet Zones 8 & 9 are expected to be the busiest due to their locations. Below are projected budgets for each of the parking zones

Parking Zones One Through Seven

Valet Zones 1-7 (Each Zone) Revenue & Expense Projections

Valet Revenue		Car Count	Valet Price	\$20.00	Month	6 Months	
Monday		0			\$0.00	\$0.00	
Tuesday		0			\$0.00	\$0.00	
Wednesday		0			\$0.00	\$0.00	
Thursday		15			\$1,299.00	\$7,794.00	
Friday		20			\$1,732.00	\$10,392.00	
Saturday		25			\$2,165.00	\$12,990.00	
Sunday		0			\$0.00	\$0.00	
Total Estimated Revenue					\$5,196.00	\$31,176.00	
Expenses					Month	6 Months	
Labor							
Lead/Runner							
Valet Lead	Friday - Sunday Valet Lead 430pm-11pm				\$1,562.05	\$9,372.29	
Valet Runner	Friday - Sunday Valet Runner 5pm-10pm				\$1,104.15	\$6,624.90	
					\$0.00	\$0.00	
					\$0.00	\$0.00	
					\$0.00	\$0.00	
					\$0.00	\$0.00	
					\$0.00	\$0.00	
					\$0.00	\$0.00	
Total					\$2,666.20	\$15,997.19	
Total Payroll						\$2,666.20	\$15,997.19
Payroll Overhead		22.85%		\$609.23		\$3,655.36	
Vacation Accrual		4.00%		\$24.37		\$639.89	
Payroll Processing				\$60.00		\$720.00	
Insurance Impound				\$250.00		\$1,500.00	
Valet Technology				\$100.00		\$600.00	
Phone				\$50.00		\$300.00	
Supplies				\$25.00		\$150.00	
Credit Card & Bank Fees				\$259.80		\$1,558.80	
Management Fee				\$0.00		\$0.00	
Total Expenses					\$4,044.59	\$25,121.23	
NOI					\$1,151.41	\$6,054.77	

Parking Zones Eight and Nine

Valet Zones 8 & 9 (Each Zone) Revenue & Expense Projections

Valet Revenue		Car Count	Valet Price	\$20.00	Month	6 Months
Monday		0			\$0.00	\$0.00
Tuesday		0			\$0.00	\$0.00
Wednesday		0			\$0.00	\$0.00
Thursday		20			\$1,732.00	\$10,392.00
Friday		30			\$2,598.00	\$15,588.00
Saturday		30			\$2,598.00	\$15,588.00
Sunday		0			\$0.00	\$0.00
Total Estimated Revenue					\$6,928.00	\$41,568.00
Expenses					Month	6 Months
Labor						
Lead/Runner						
Valet Lead	Friday - Sunday Valet Lead 430pm-11pm				\$1,562.05	\$9,372.29
Valet Runner	Friday - Sunday Valet Runner 5pm-10pm				\$1,104.15	\$6,624.90
					\$0.00	\$0.00
					\$0.00	\$0.00
					\$0.00	\$0.00
					\$0.00	\$0.00
					\$0.00	\$0.00
					\$0.00	\$0.00
Total					\$2,666.20	\$15,997.19
Total Payroll					\$2,666.20	\$15,997.19
Payroll Overhead		22.85%		\$609.23	\$3,655.36	
Vacation Accrual		4.00%		\$24.37	\$639.89	
Payroll Processing					\$60.00	\$360.00
Insurance Impound					\$350.00	\$2,100.00
Valet Technology					\$100.00	\$600.00
Phone					\$50.00	\$300.00
Supplies					\$25.00	\$150.00
Credit Card & Bank Fees					\$346.40	\$2,078.40
Management Fee					\$0.00	\$0.00
Total Expenses					\$4,231.19	\$25,880.83
NOI					\$2,696.81	\$15,687.17

Total Costs

Below is a roll-up of all valet zones and total operational costs (including key security personnel, valet manager, amenities and startup costs):

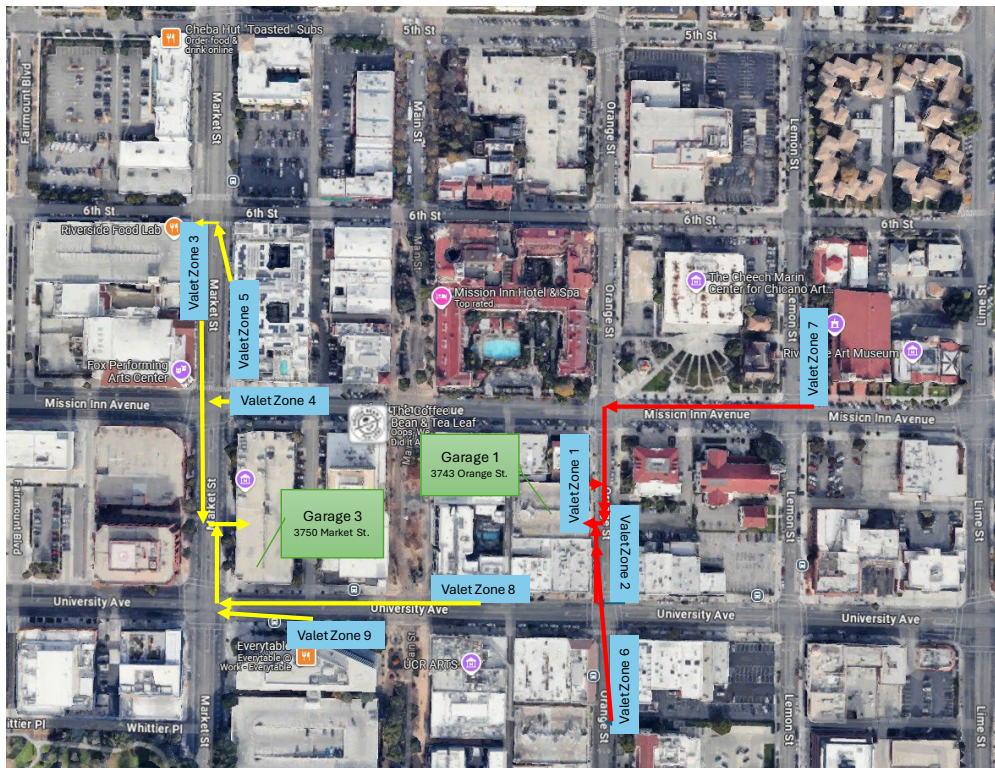
City of Riverside Valet Revenue & Expense Projections

Valet Revenue	Car Count	Valet Price	\$20.00	Month	6 Months
Valet Zone 1				\$ 5,196.00	\$ 31,176.00
Valet Zone 2				\$ 5,196.00	\$ 31,176.00
Valet Zone 3				\$ 5,196.00	\$ 31,176.00
Valet Zone 4				\$ 5,196.00	\$ 31,176.00
Valet Zone 5				\$ 5,196.00	\$ 31,176.00
Valet Zone 6				\$ 5,196.00	\$ 31,176.00
Valet Zone 7				\$ 5,196.00	\$ 31,176.00
Valet Zone 8				\$ 6,928.00	\$ 41,568.00
Valet Zone 9				\$ 6,928.00	\$ 41,568.00
Total Estimated Revenue				\$50,228.00	\$301,368.00
Expenses				Month	6 Months
Area Supervision				\$500.00	\$3,000.00
Labor					
Lead/Runner					
Valet Manager				\$3,879.68	\$23,278.08
Valet Zone 1				\$2,666.20	\$15,997.19
Valet Zone 2				\$2,666.20	\$15,997.19
Valet Zone 3				\$2,666.20	\$15,997.19
Valet Zone 4				\$2,666.20	\$15,997.19
Valet Zone 5				\$2,666.20	\$15,997.19
Valet Zone 6				\$2,666.20	\$15,997.19
Valet Zone 7				\$2,666.20	\$15,997.19
Valet Zone 8				\$2,666.20	\$15,997.19
Valet Zone 9				\$2,666.20	\$15,997.19
Key Security Friday - Sunday 5pm-11pm x 2				\$3,117.60	\$18,705.60
Total				\$30,993.06	\$185,958.35
Total Payroll				\$31,493.06	\$188,958.35
Payroll Overhead	22.85%			\$7,196.16	\$43,176.98
Vacation Accrual	4.00%	Manager Only		\$155.19	\$931.12
Health and Welfare	1	Full Time Employee (Manager)		\$901.00	\$5,406.00
Payroll Processing				\$540.00	\$3,240.00
Insurance Impound				\$2,450.00	\$14,700.00
Valet Technology				\$900.00	\$5,400.00
Phone				\$450.00	\$2,700.00
Supplies				\$225.00	\$1,350.00
Credit Card & Bank Fees				\$2,511.40	\$15,068.40
Management Fee				\$4,500.00	\$27,000.00
Amenities				\$250.00	\$1,500.00
Total Expenses				\$51,571.81	\$309,430.85
NOI				-\$1,343.81	-\$8,062.85
Start Up Costs	Uniforms, Signs, Equipment				\$22,500.00

Startup Cost Breakdown

Uniforms: \$60 per employee at 27 employees	\$1,620
Portable Valet Podiums: \$800 per valet zone	\$7,200
Umbrellas with City of Riverside Logo:	\$300 per valet zone - \$2,700
Valet and Rate Signage: \$100 per valet zone	\$900
High Security Key Lock Boxes for Garages: \$1,700 per Garage (x2)	\$3,400
Flat Cones with custom images: \$110 ea. & 3 per valet zone	\$2,970
Portable Power Banks for TEZ System and Lighting	\$150 per valet zone - \$1,350
LED Umbrella Lights: \$50 per valet zone	\$450
Office Supplies (Pens, staplers, etc.): \$75 per valet zone	\$675
Coolers for Bottles of Water and Towels: \$100 per valet zone	\$900
Security and Safety Expenses (Flashlights, Security Vests, Radios)	\$3000

Route and Logistics:



Valet Operations would be based out of two Garges and could be completely adjusted due to self-parking impact. Ideally, the operation would utilize two of the garages available. Garage 3 being the main garage and Garage 1 being the secondary garage. Each garage would have a high security key box along with a Key Security team member and at least 3 valet runners available to return requested runners. As the night progressed, we would shift valet runners from receiving vehicles to being stationed at the garages, on the ready to return vehicles efficiently

Utilizing our TEZ system, radios and our key security team members serving as dispatches, we would ensure vehicles could be delivered to any of the 9 valet stations available. If one or more valet zones were not being utilized, then that zone would be shut down and team members would disperse to other zones or cut to minimize expenses. The valet manager's priority would be to adjust each zone's operations nightly based on traffic and demand. The ability to constantly adapt and shift team members around would be key to a successful and efficient operation. We anticipate different valet zones to be busier than others based on local events, promotions and demand.

EXHIBIT C

CONTRACTOR INFORMATION QUESTIONNAIRE FORM

Name of CONTRACTOR: ACE Parking III, LLC	
Address of CONTRACTOR: 645 Ash Street, San Diego, CA 92101	
Contact Name: Mostafa Tohamy	
Contact Number: 949.307.7738	
Email: mtohamy@aceparking.com	
With whom should problems be discussed?	Name: Mostafa Tohamy
	Address: 45400 Larkspur Lane, Palm Desert, CA 92260
	Phone: 949.307.7738
	Email: mtohamy@aceparking.com
With whom should billing discrepancies be discussed?	Name: Lori Guild
	Address: 645 Ash Street, San Diego, CA 92101
	Phone: (619) 233-6624 x 1136
	Email: lguild@aceparking.com

Names, addresses and telephone numbers of four other local government agencies within the vicinity of Riverside or Southern California area for whom, you have supplied similar services for in the past twelve months.

Business Name: City of Santa Clarita

Contact Name: Tracy Sullivan
Address: 23920 Valencia Boulevard, Santa Clarita, CA , 91355
Phone: 661-255-4960
Email: tsullivan@santa-clarita.com

Business Name: City of San Diego / Civic Communities

Contact Name: Jeff Zinner
Address: 8989 Rio San Diego Dr #100, San Diego, CA 92108
Phone: (619) 533-7122
Email: zinner@civiccommunities.com

Business Name: City of Chula Vista

Contact Name: Meya Alomar
Address: 276 4 th Avenue, Chula Vista, CA 91910
Phone: (619) 585-5688
Email: malomar@chulavistaca.gov

Business Name: City of Encinitas

Contact Name: Bryant Jemison
Address: 505 S Vulcan Avenue, Encinitas, CA 92024
Phone: (760) 633-2688
Email: bjemison@encinitas.gov

EXHIBIT D

DISCLOSURE QUESTIONNAIRE

Company Name: ACE Parking III, LLC

The CONTRACTOR shall complete the following questionnaire:

1. Has the CONTRACTOR, any officer of the CONTRACTOR, or any employee of the CONTRACTOR who has proprietary interest in the CONTRACTOR, ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of a violation of law or safety regulation?

Yes ____ No ☒

If the answer is yes, explain the circumstances in the following space.

2. Has the CONTRACTOR, any officer of the CONTRACTOR, or any employee of the CONTRACTOR who has proprietary interest in the CONTRACTOR, ever had any administrative proceedings, claims, lawsuits, or other exposures pending against the CONTRACTOR?

Yes ☒ No ____

If the answer is yes, explain the circumstances in the following space.

ACE is not involved in any claim, settlement, lawsuit or litigation which could have a material impact on the services proposed for the City of Riverside. As the largest privately held parking operator in the country with over 1,000 operations and over 5,000 employees, ACE is involved with numerous legal activities and/or work-related injuries at any time, which are too long to list here. The vast majority of these activities relate to vehicle damage claims from parking operations and none of these activities could pose a material impact on the proposed services for Riverside. Additional details are available upon request.

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1. Has the CONTRACTOR, any officer of the CONTRACTOR, or any employee of the CONTRACTOR who has proprietary interest in the CONTRACTOR, ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of a violation of law or safety regulation?

Yes ____ No ☒

If the answer is yes, explain the circumstances in the following space.

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Yes ☒ No ____

If the answer is yes, explain the circumstances in the following space.

ACE is not involved in any claim, settlement, lawsuit or litigation which could have a material impact on the services proposed for the City of Riverside. As the largest privately held parking operator in the country with over 1,000 operations and over 5,000 employees, ACE is involved with numerous legal activities and/or work-related injuries at any time, which are too long to list here. The vast majority of these activities relate to vehicle damage claims from parking operations and none of these activities could pose a material impact on the proposed services for Riverside. Additional details are available upon request.

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Parking Company of America

RESPONSE TO THE
CITY OF RIVERSIDE

REQUEST FOR PROPOSALS FOR PROFESSIONAL SERVICES
CITY VALET PARKING SERVICES
RFP NO. 2452

April 1, 2025

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The City of Riverside
Finance-Purchasing Division for:
Public Works Department
3900 Main Street
Riverside, California 92522



April 1, 2025

To Whom It May Concern,

Parking Company of America (PCA) is pleased to present its proposal to provide valet parking services to the City of Riverside (the City). As you will see demonstrated in the following pages, PCA is extremely well qualified to serve the City and its residents in bringing this pilot program to life. Our high-quality services can add an additional element of luxury and customer satisfaction to the Downtown Riverside experience, and most importantly, PCA can bring the flexibility and innovative thinking required to launch and operate this program, along with the ability to quickly scale efforts as needed.

Established in 1964, PCA is a **100% certified minority-owned and one-third woman-owned company** with **over 60 years of parking and transportation management experience** providing a wide range of services to clients in both the public and private sectors, including but not limited to municipalities **(including parking management/valet parking and transportation services for multiple municipalities in California)**, the healthcare industry, commercial real estate entities, hospitality industry, movie/entertainment industry, and educational institutions. PCA currently operates over 40 separate parking and transportation municipal/public agency accounts, including for the County of Los Angeles, with nearly 190 additional parking and transportation management contracts companywide.

Our esteemed executive team, with **more than 200 combined years of industry management experience**, together with our premier personnel training model, distinguishes us as an industry leader. PCA prides itself on our **unparalleled customer service levels**, which is evidenced by our extensive list of long-term clients and frequent positive customer feedback. PCA's services continue to reflect our vision to become an extension of our clients' vision and mission, along with incorporating our expertise, creating the ultimate parking experience.

Enclosed within this proposal, you will find:

- **Information about our authorized representatives**
- **A detailed summary of our qualifications**
- **Our understanding of the responsibilities outlined in the RFP and acceptance of the terms of the Sample Agreement**
- **Our proposed cost structure.**

We appreciate the opportunity to submit this proposal and look forward to the possibility of working with the City of Riverside. Should you require any additional information, please do not hesitate to contact us.

Sincerely,

Pep Valdes
Executive Vice President

STATEMENT OF UNDERSTANDING AND APPROACH

Service and Performance Standards

I. CUSTOMER EXPERIENCE

Parking Company of America (PCA) is committed to delivering an exceptional valet experience for the City of Riverside. Drawing on our 60+ years of industry experience, we've developed a customer-focused approach that ensures both efficiency and hospitality.

Upon arrival, guests will be promptly greeted by our professionally trained valets who will complete the entire drop-off process within the required five-minute window. Our staff will conduct a thorough 360° vehicle inspection and digitally document any pre-existing damage to ensure vehicle protection. Each customer will receive both a digital and physical valet ticket, while our team maintains strict custody protocols for all vehicles and keys.

Vehicle retrieval is equally efficient, with PCA's "Universal Retrieval" system allowing customers to pick up their vehicle from any operational valet station, regardless of drop-off location. Our focus on rapid service ensures wait times remain under ten minutes even during peak periods. Customers can conveniently pay using cash, all major credit cards (VISA, MasterCard, Discover, American Express), or NFC contactless options. After service, customers will receive a digital satisfaction survey, allowing PCA to continuously monitor and improve our performance.

For after-hours situations, PCA will implement proactive communication protocols to contact vehicle owners before closing. When necessary, we'll provide a clearly displayed 24/7 retrieval phone number on all claim tickets and coordinate secure overnight storage with the Parking Operator—all without charging customers additional after-hours fees as long as the vehicle is picked up by 3 a.m.

II. WHITE GLOVE SERVICE

PCA understands that Riverside patrons deserve a premium "White Glove" valet experience that reflects the city's commitment to excellence. Our service will feature staff in City-approved crisp uniforms, with our greeters distinguished by professional blazers and white gloves. We strictly enforce a fragrance-free policy for all staff to ensure a comfortable experience for all guests.

Beyond basic valet services, PCA will provide enhanced vehicle care with specialized handling procedures and complimentary exterior inspections. Through PCA's excellence in service standards, we are also able to offer customers amenities such as:

- Seasonal temperature-appropriate towel service
- Concierge assistance for local information and reservations
- Umbrella escort service during inclement weather
- Vehicle climate pre-adjustment before retrieval

Our technology integration further enhances the customer experience, with pre-arrival and pre-departure communications, electronic ticketing, digital payment processing, and real-time vehicle status tracking. For customers seeking additional services, PCA will coordinate with vetted third-party partners to offer premium vehicle detailing while their car is parked.

III. REPORTING AND FINANCIAL MANAGEMENT

Transparency and accountability form the foundation of PCA's financial management approach. We will implement comprehensive reporting systems that track key performance metrics, including vehicle volume, wait times, customer satisfaction scores, and revenue collection.

Our daily operational reports will provide the City with detailed summaries of service activity, customer feedback, and any incidents requiring attention. PCA's accounting team will ensure secure transaction processing for all payment types with meticulous daily reconciliation procedures.

Monthly invoices will itemize all charges, providing detailed breakdowns of:

- Vehicle counts by facility
- Daily and monthly revenue summaries
- Comprehensive staffing expenditures
- Operational expenses

Each report will be designed to give City stakeholders complete visibility into the valet operation's performance and financial status.

IV. REVENUE DEPOSITS

Financial accountability is paramount in PCA's operating philosophy. We will provide comprehensive monthly financial statements detailing total revenue, operational costs, additional service income, and gratuity accounting. All revenue deposits will be made via ACH, with complete documentation for verification.

Our secure reporting systems maintain audit-ready financial records, supported by quarterly internal audits and full cooperation with any independent City audits. This multilayered approach ensures complete financial transparency throughout the contract term.

V. DAILY OPERATIONS, MANAGEMENT, AND SUPPORT COORDINATION

Successful valet operations require seamless coordination across multiple functions. PCA will implement structured protocols featuring clear communication channels between staff, supervisors, and customers to maintain service excellence.

Daily Operations Coordination

PCA recognizes that effective daily coordination is essential for a premium valet service. We will establish clear communication channels connecting our frontline valets, supervisors, and customers to ensure seamless information flow. Our streamlined service workflows eliminate unnecessary steps, allowing our team to focus on customer experience while maintaining efficiency. Throughout each operating period, PCA management will make real-time operational adjustments based on changing conditions, traffic patterns, and customer volume.

Management Oversight

Constant supervision is the cornerstone of PCA's operational excellence. We will maintain on-site supervisor presence during all operating hours, ensuring immediate response to any situation that may arise. Our comprehensive performance monitoring systems track key service metrics including drop-off times, retrieval speed, and customer satisfaction, allowing for data-driven improvements. When issues occur, our established resolution protocols provide clear escalation paths and accountability. All operations are measured against our rigorous service standard enforcement policies that ensure consistency across all shifts and personnel.

Support Structure

PCA's frontline operations are supported by our robust corporate infrastructure, including dedicated departments for human resources, risk management, accounting, and information technology. This comprehensive support system enables immediate resolution of customer concerns through established escalation procedures and response protocols. Our safety and compliance team conducts regular audits and inspections to maintain the highest operational standards, while financial oversight ensures accurate revenue handling and reporting.

Staff Communication

Effective communication is critical to valet operations. PCA will deploy a reliable two-way radio network connecting all staff members regardless of their location within the operation. This is supplemented by our mobile staff applications that provide scheduling information, operational updates, and customer

service protocols. Together, these systems enable real-time operational updates that keep all team members informed of changing conditions, special requests, or emerging issues that require attention.

System Backup Plan

PCA understands that technology, while beneficial, can sometimes fail. We've developed comprehensive contingency procedures to ensure uninterrupted service in all situations. If our digital systems experience any disruption, we immediately implement manual ticketing procedures using pre-printed, sequential claim checks with carbon copies. These forms capture all essential vehicle and customer information while maintaining strict accountability.

For payment processing, our backup plan includes paper receipt systems with clear documentation of all transactions. We maintain the ability to process credit card payments through manual imprinters with batch processing when systems are restored. For cash transactions, detailed receipt books with sequential numbering ensure full accountability.

Vehicle tracking during system outages relies on printed location logs organized by section, row, and space designations. Each vehicle's location is recorded on both the customer claim check and our master log. During retrieval, runners communicate vehicle locations to valets via radio, maintaining efficient service even without digital assistance.

We test these backup procedures quarterly to ensure all staff remain proficient in their implementation, guaranteeing seamless service continuation regardless of technical challenges. After any system restoration, reconciliation procedures ensure all transaction data is properly captured in our main systems.

This multi-layered approach ensures that PCA can maintain premium valet service under any circumstances, protecting both the customer experience and financial accountability regardless of technical challenges.

VI. COLLABORATION WITH PARKING OPERATOR AND CITY

PCA recognizes that our proposal represents a somewhat unorthodox approach in separating valet services from the primary parking operator. While traditional models often consolidate these functions under a single entity, we believe that specialized expertise in valet operations can significantly enhance the downtown Riverside experience. However, we understand this structure requires exceptional collaboration and flexibility to succeed.

Commitment to Seamless Integration

PCA approaches this partnership with a fundamental commitment to function as an extension of both the City and the existing parking operator rather than as a separate entity. We understand that visitors perceive parking services as a unified system, regardless of which company handles specific aspects. To that end, we've developed comprehensive strategies to ensure operational harmony.

Communication Plan

Clear, consistent communication forms the foundation of our collaborative approach. PCA will establish regular stakeholder meetings with both City representatives and parking operator management to address operational needs, upcoming events, and evolving strategies. These structured interactions will be supplemented by shared digital platforms providing real-time operational data, vehicle counts, and revenue metrics visible to all authorized parties.

Our standardized reporting systems will integrate with existing parking management documentation, creating unified information flows that eliminate silos and enable comprehensive oversight. By adopting compatible data formats and metrics, we ensure that all stakeholders can easily monitor the entire parking ecosystem through familiar dashboards and reports.

Meetings and Proactive Communication

Beyond mandatory attendance at all required operational meetings, PCA commits to proactive engagement through additional coordination sessions focused on continuous improvement. Our management team will maintain regular personal contact with parking operator counterparts, establishing the professional relationships necessary for effective collaboration.

We'll implement regular "walk-the-operation" sessions where representatives from both PCA and the parking operator physically review facilities together, identifying potential issues and opportunities for enhancement. These in-person interactions build mutual understanding of operational challenges that might not be apparent through formal reporting channels.

Collaborative Problem-Solving

When operational challenges arise, PCA will employ joint issue resolution procedures that include all affected stakeholders rather than attempting isolated solutions. Our traffic management coordination will ensure valet operations complement rather than compete with self-parking traffic flows, particularly during high-volume periods or special events.

Customer service alignment between PCA and the parking operator will present visitors with a consistent experience regardless of which service they choose. This includes harmonized messaging, compatible signage, and coordinated staff training to ensure consistent information delivery. For after-hours storage arrangements, we'll develop clear protocols with the parking operator defining secure overnight locations, key management procedures, and vehicle retrieval processes.

Integrated Operations

PCA will develop coordinated parking management strategies that optimize overall system capacity rather than focusing solely on valet efficiency. This includes dynamic space allocation during varying demand periods and complementary service delivery that positions valet options as part of a spectrum of parking choices rather than a competing alternative.

Through careful planning and coordination, we'll create a unified customer experience where transitions between valet and self-parking areas feel seamless and intentional. This integration extends to validation programs, payment systems, and customer service approaches, presenting a unified parking solution regardless of entry point.

Shared Resources and Operational Flexibility

Efficient resource allocation between valet and self-parking operations maximizes system-wide capacity during varying demand conditions. PCA will coordinate equipment utilization with the parking operator to avoid duplication and ensure a consistent customer experience. Our space utilization optimization considers both valet and self-parking needs, with flexible boundaries that can shift based on real-time demand patterns.

When special events create unusual demand profiles, PCA will work with the parking operator to implement temporary modifications to standard procedures, ensuring the overall system accommodates visitor needs rather than rigidly maintaining operational boundaries.

Liability Acceptance and Risk Management

PCA accepts full responsibility for subcontractor management related to valet services, maintaining comprehensive insurance coverage that protects all stakeholders. Our risk mitigation protocols include regular safety reviews conducted jointly with parking operator representatives to identify and address potential hazards before incidents occur.

We understand that this dual-provider model requires exceptional commitment to partnership principles. PCA brings not only valet expertise but also a collaborative mindset focused on system-wide success rather than departmental optimization. Through transparent operations, shared objectives, and genuine partnership with the City, we will deliver a premium valet service that enhances the overall downtown Riverside experience.

VII. VALET SERVICE FEES

PCA acknowledges that valet parking fees will be determined by the City and will ensure:

- Clear fee posting at all valet stands
- Immediate implementation of any fee changes
- City approval of all fee displays

PCA fully understands and respects the City of Riverside's authority in establishing all valet service fees. As the service provider, we will maintain clear, professional signage at each valet stand displaying the current fee structure in accordance with City requirements. Our operational protocols include immediate implementation of any fee adjustments communicated by the City, ensuring visitors always encounter accurate pricing information.

Before deploying any fee displays or signage, PCA will submit designs for City approval, ensuring consistency with downtown aesthetic standards and clarity of information. Our digital payment systems will be programmed to reflect authorized rates, with built-in flexibility for easy updates when changes occur. This comprehensive approach to fee management ensures transparency for customers while maintaining the City's control over this important aspect of the valet program.

Curbside Valet Zone Locations and Hours of Operation

I. VALET HOURS OF OPERATION

PCA will operate according to the following schedule:

- Adhere to the designated Friday, Saturday, and Sunday service schedule during pilot phase
- Maintain flexibility for schedule adjustments as directed
- Provide enhanced staffing during holidays and special events
- Implement dynamic scheduling to address demand fluctuations

II. VALET STATION EQUIPMENT AND STORAGE

PCA will submit detailed purchase requests for the following equipment:

Valet Podiums:

- PCA will utilize Deluxe, 175-Hook podiums acquired from Sign Factory in Culver City, CA, at a rate of \$1,199.00 each to serve the City of Riverside's white glove valet operation.



Key Management Systems:

- As it relates to the procurement of a Key Management System, should the City of Riverside prefer this service offering (as opposed to traditional valet podiums, or in addition to), PCA proposes to procure Assa Abloy's Medeco T21 units, should we be awarded. The Medeco T21 is an electronic key cabinet that helps to organize, track and audit your company's keys. This low cost and convenient key management system allows you to authorize keys with a unique pass code for each user.
 - Cost: \$2,695.00 ea.
 - Vendor: E.D. Locks & Security



Signage:

- For signage on this project, PCA is proposing to use Sandoval & Signs, Inc. out of Los Angeles, CA.
- The proposed signage would be: S/F Aluminum sign measuring 24" wide x 36" high x .040" thick with customized messaging and logos (TBD based on the award and discussion with the City). Signage would be installed bolted to new A-frames.
- Cost: \$375.00 ea. for double-sided signage/A-frames. (\$200 ea. sign and \$175 ea. A-Frame).

Traffic Control Equipment:

For traffic control equipment, we procure equipment from vendor, Sign Factory in Culver City, CA. For the City of Riverside, this is what we plan to utilize (images attached):

- T-Top Delineators
Segment off portions of parking lots or lanes of traffic with our two-part weighted delineators. The easy-grab "T-top" combines with plastic chain and hooks strung together to form sections and lines. Available in either white or orange pylon with 9lb base.
Cost: \$175.00 for each set of (8) w/ weighted bases.
- Traffic Cones
Durable PVC, all-weather traffic cones available in white color (orange also available if preferred by the City), 28" size (18" size also available).
Cost: \$168.00 for each set of (12).



Communication Devices:

For communication devices, we would propose using two-way radios procured from vendor SJM Industrial in El Segundo, CA. Specifics as follows:

- CP200d Motorola UHF Digital Portable Radio, 16 channel 403-470 MHz. With lithium battery, antenna, belt clip and rapid charger.
- 3 yr warranty

Cost: \$550.00 each radio with a (1) time charge of \$650.00 for a (10) year FCC license for the location.

For other communications, PCA's managers shall either be provided with a company-issued cell phone for staff communication, or, provided with a phone allowance for the use of their personal phone.

Cost: \$75.00 per month, per device.

Miscellaneous Supplies:

- Reflective safety vest
 - » Cost: \$6.00 per vest
- Baton flashlight
 - » Cost: \$13.00 per flashlight
- Flashing arrows
 - » Cost: \$30.00 per item
- Valet umbrellas
 - » Cost \$1.95 per umbrella

• VALET STATIONS

PCA will provide premium valet stations with the following features:

- Weather-resistant canopy with night illumination
- Secure key management system
- Clear signage displaying hours, fees, payment options, and contact information
- Visually compatible design with downtown Riverside aesthetic
- ADA-compliant pedestrian access
- Durable construction materials
- Nightly disassembly and secure storage
- City access to storage location

Current Valet Station Example:



Setup/Dismantling Process:

Our valet stations feature a modular design allowing for quick assembly and disassembly. Each station consists of:

1. Lightweight aluminum frame with weather-resistant canopy
2. Fold-out service counter with secure storage
3. Integrated signage system
4. Portable lighting system

Our team requires approximately 15 minutes for complete setup or dismantling, with all components securely stored in our designated storage location each night.

IV. VALET ZONES

PCA acknowledges the designated valet zones and understands:

- The City reserves the right to alter locations, hours, or number of zones
- Operations are restricted to authorized days and hours
- Potential for zone relocation based on traffic patterns and demand
- All zone operations are subject to City approval

V. PARKING FACILITIES

PCA acknowledges that the City will provide operational use of parking spaces in designated facilities at no cost for valet-parked vehicles. We understand this includes access to the following facilities:

Garages:

- Garage at 3743 Orange Street
- Garage at 3851 Orange Street
- Garage at 3750 Market Street
- Garage at 3901 Orange Street
- Garage at 3601 Market Street

Lots:

- Lot 18: 3940 Market Street
- Lot 19: 4064 Market Street
- Lot 33: 3300 Market Street
- Lot 52: 3460 Orange Street

PCA recognizes that the City maintains full authority to determine which facilities may be used for valet parking and may add or revoke spaces and facilities as deemed appropriate based on operational needs. Our operations team will maintain current facility maps and parking procedures for all authorized locations, ensuring our valets can efficiently navigate these facilities even as they change over time.

Operations

I. VALET MANAGEMENT SYSTEM AND HARDWARE MAINTENANCE

PCA will implement the following technology solutions:

TEZ Technologies Integration:

- Purchase and deploy TEZ Technologies system compatible with the City's TIBA parking system
- Ensure seamless integration at no cost to the City

Mobile Ticketing:

- Digital ticket delivery to customer phones
- Physical ticket option for those who prefer it

Restaurant Partnership:

- Integrated validation system with participating restaurants
- Seamless service coordination

Advance Vehicle Requests:

- Mobile app and text-based vehicle retrieval system
- Reduced wait times through advance notification

Flexible Pickup:

- Optional alternate pickup locations
- Coordination with City on designated zones

Vehicle Status Tracking:

- Real-time tracking through TEZ platform
- Customer notification system

Mobile Payment:

- Contactless payment processing
- Digital tipping options
- Multiple payment method acceptance

Hardware Maintenance:

- Regular equipment inspections
- Preventative maintenance schedule
- Rapid replacement protocols for malfunctioning equipment

PCA has extensive experience using and implementing all of the above technologies, hardware, and software, ensuring management and operations of all services will be seamless and efficient.

II. MANAGEMENT AND SUPPORT

PCA will provide a comprehensive management structure:

Onsite Supervision:

- Dedicated location manager during all operating hours
- Shift supervisors for direct staff oversight
- Available for stakeholder meetings with advance notice

Accounting Staff:

- Dedicated financial team for revenue processing
- Daily reconciliation procedures
- Transparent financial reporting

Human Resources:

- Specialized valet recruitment and retention
- Performance management systems
- Comprehensive benefits administration

Risk Management:

- Dedicated safety protocols
- Incident reporting procedures
- Comprehensive insurance coverage

Safety Manager:

- Designated safety compliance officer
- Regular safety audits
- Hazard identification and mitigation

Training Coordinator:

- Specialized valet training curriculum
- Ongoing education program
- Operational standards enforcement

PCA believes that exceptional valet service begins with strong management oversight. Our organizational structure provides multiple layers of supervision and support to ensure consistent, high-quality service delivery for Riverside's downtown valet program.

Our onsite operations will be led by a dedicated location manager present during all service hours, providing continuous oversight and immediate decision-making authority. This manager will be supported by shift supervisors responsible for direct staff monitoring, customer interaction, and moment-to-moment operational adjustments. All management personnel will maintain availability for stakeholder meetings with reasonable advance notice, ensuring responsive communication with City representatives and business partners.

Financial accountability is maintained through our dedicated accounting team, which implements rigorous revenue processing protocols and daily reconciliation procedures. Their transparent financial reporting provides stakeholders with clear visibility into all aspects of the operation's fiscal performance, from transaction volumes to revenue patterns and expense management.

PCA's human resources department specializes in valet recruitment and retention, identifying candidates with both technical skills and customer service aptitude. Our performance management systems establish clear expectations and development paths for all staff members, while comprehensive benefits administration supports workforce stability and reduces turnover in this critical customer-facing role.

Risk management remains a priority throughout our operation, with dedicated safety protocols governing all aspects of vehicle handling, customer interaction, and facility utilization. Our incident reporting procedures ensure immediate documentation and appropriate response to any operational issues, backed by comprehensive insurance coverage that protects all stakeholders.

Safety oversight is provided by our designated compliance officer who conducts regular audits of all operational aspects against established standards and best practices. This proactive approach includes systematic hazard identification and mitigation, preventing potential issues before they affect service quality or create liability exposure.

The foundation of our service quality is our training program, led by a dedicated coordinator who implements our specialized valet curriculum covering everything from vehicle handling techniques to customer interaction protocols. Our ongoing education program ensures staff skills remain current, while operational standards enforcement maintains consistency across all shifts and personnel.

This integrated management approach ensures that every aspect of PCA's valet service receives appropriate oversight, support, and continuous improvement, delivering a premium experience for downtown Riverside visitors.

III. LOGISTICS AND PLANNING TECHNIQUES

PCA will implement structured operational protocols:

Process Overview:

- Streamlined valet workflow from drop-off through retrieval
- Customer-focused service model
- Efficiency-optimized operations

Roles and Responsibilities:

- Clearly defined staff positions
- Specific duty assignments
- Accountability structure

Operational Management:

- Comprehensive daily oversight
- Real-time coordination
- Proactive issue resolution

Daily Operation Plan:

Opening Procedures:

- Pre-shift staff briefings covering daily expectations, safety reminders, and special instructions

Traffic Flow Management:

- Designated drop-off/pickup lanes
- Organized queuing systems
- Congestion prevention strategies

Customer Interaction Protocols:

- Standardized greeting procedures
- Consistent service delivery
- Special request accommodation

Vehicle Handling Procedures:

- Safe driving practices
- Specialized protocols for high-value vehicles
- Consistent parking patterns

Safety Checks:

- Daily equipment inspections
- Vehicle condition documentation
- Safety standard enforcement

Breaks and Shift Changes:

- Staggered scheduling to maintain service levels
- Detailed shift handover procedures
- Access to designated staff restroom facilities

Incident Reporting:

- Immediate documentation of any incidents

- Customer notification protocols
- Resolution tracking system

Communication Equipment:

- Two-way radio network for all staff
- Backup communication systems

Transportation Vehicles:

- Staff transportation options if needed
- Maintenance protocols for any vehicles used

IV. STAFFING

PCA will implement comprehensive staffing protocols:

Staffing Selection:

- Thorough applicant screening
- English proficiency requirement
- Multilingual staff availability where possible

Employee Background Checks:

- Criminal background verification
- Driving record review prior to hiring
- Regular driving record updates (quarterly)
- Immediate accident reporting requirement
- Thorough accident investigation procedures with City notification

Uniform and Laundering:

- City-approved uniform design
- Daily cleanliness inspection
- High-visibility safety vests when required
- Professional appearance standards

Staff Training:

- Comprehensive initial training program
- Customer service excellence focus
- Vehicle handling procedures
- Safety protocol instruction
- Technology systems training
- Regular refresher courses
- City-selected training participation as required

Staff Scheduling:

- Demand-based scheduling model
- Enhanced staffing during peak periods
- Holiday and special event coverage

Managing Customer Influx:

- On-call staff availability
- Rapid deployment procedures

- Service adjustment protocols

Handling Call-Offs:

- Mandatory notice window
- Designated backup personnel
- On-call staff roster
- Cross-training to ensure coverage

V. CUSTOMER SUPPORT

PCA will provide comprehensive customer support:

Contact Information:

- Designated customer service representatives
- Clear role identification
- Multiple contact methods

Availability:

- Support during all operating hours
- After-hours contact options

Location:

- On-site representatives at valet stations and parking garages
- Centralized support team availability

Toll-Free Number:

- Dedicated customer support line
- Prominently displayed at all valet stations
- Immediate call answering during operations

Claims Handling:

- Designated claims management team
- Clear responsibility structure
- Customer-focused resolution

Claims Process:

- Simplified claim submission
- Transparent processing steps
- Regular status updates

Claims History:

- Comprehensive tracking system
- Resolution timeline monitoring
- Outcome documentation

Exceptional customer support is central to PCA's valet service approach. We understand that responsive, professional assistance enhances the overall downtown experience and builds confidence in the City's parking infrastructure.

PCA will assign designated customer service representatives with clearly identified roles and responsibilities, ensuring customers always know who to contact for specific needs. These representatives

can be reached through multiple channels including in-person interactions, phone support, and digital communication options that accommodate diverse customer preferences.

Support will remain continuously available during all operational hours, with additional after-hours contact options for situations requiring assistance outside regular service windows. This ensures that customers never feel abandoned, even in unusual circumstances or schedule disruptions.

Our support structure includes both on-site representatives stationed at each valet location and a centralized team that provides backup assistance and specialized expertise. This multi-level approach ensures immediate response to routine inquiries while maintaining capacity for more complex situations.

All customers will have access to our dedicated toll-free support line, prominently displayed on signage at every valet station. During operational hours, we commit to immediate call answering through appropriate staffing levels and call routing protocols, eliminating frustrating wait times when assistance is needed.

For situations requiring claims management, PCA maintains a specialized team with clear responsibility structures and customer-focused resolution processes. These trained professionals handle all aspects of incident documentation, investigation, and resolution with a focus on fairness and customer satisfaction.

Our claims process features simplified submission procedures that minimize customer burden while capturing essential information. We maintain transparent processing steps with clear timelines and expectations, supported by regular status updates that keep customers informed throughout resolution.

All customer interactions are documented in our comprehensive tracking system, enabling both individual case management and broader pattern analysis. This system monitors resolution timelines to prevent delays and documents outcomes for quality control and continuous improvement purposes.

Through this integrated support approach, PCA ensures that every customer interaction reinforces positive perceptions of downtown Riverside's valet services, whether addressing routine questions or resolving more complex concerns.

VI. SECURITY

PCA will implement robust security measures:

Vehicle Security:

- Secure parking locations
- Continuous staff presence
- Communication capabilities at all times

Key Protection:

- Electronic key management system
- Secure storage protocols
- Limited access controls

Lost/Stolen Key Procedures:

- Immediate customer notification
- Vehicle security measures
- Resolution services including locksmith access

Lost/Stolen Vehicle Procedures:

- Immediate authority notification
- Customer communication protocol
- Internal incident management

Incident Reporting:

- Thorough documentation procedures
- Investigation protocols
- Resolution tracking

Service Complaint Procedure:

- Formal complaint documentation system
- 48-hour reporting to City
- Written response within 10 calendar days
- Detailed incident documentation
- Corrective action implementation

Intoxicated Customers:

- Safety-focused assessment procedures
- Alternative transportation coordination
- Vehicle holding options
- Prevention of unsafe driving situations

Security is paramount in PCA's operational philosophy, particularly when handling customer vehicles worth thousands of dollars. Our comprehensive security protocols protect both physical assets and customer confidence in the downtown valet service.

Vehicle security begins with carefully selected parking locations featuring appropriate lighting, controlled access, and clear sightlines. PCA maintains continuous staff presence in all parking areas, eliminating periods when vehicles might be left unattended and vulnerable. Our personnel maintain communication capabilities at all times through two-way radios and mobile devices, ensuring immediate response to any security concerns.

Customer keys receive special protection through our electronic management system that tracks custody from receipt to return. Our secure storage protocols include tamper-evident containers and dedicated storage areas, while limited access controls restrict key handling to authorized personnel only.

In the rare event of lost or stolen keys, PCA implements immediate customer notification procedures followed by enhanced vehicle security measures such as relocation to monitored areas. We provide comprehensive resolution services including coordination with locksmiths for replacement key creation when necessary.

For the even more serious situation of a lost or stolen vehicle, our procedures include immediate notification of appropriate authorities with complete vehicle information. Our customer communication protocol ensures transparent updates throughout the situation, while internal incident management tracks investigation progress and resolution efforts.

All security incidents receive thorough documentation through our standardized reporting procedures, followed by comprehensive investigation protocols that identify both immediate causes and potential system improvements. Our resolution tracking ensures that each incident reaches an appropriate conclusion with lessons incorporated into ongoing operations.

PCA's service complaint procedure features a formal documentation system that captures all relevant details for analysis and resolution. We commit to 48-hour reporting to City representatives for any significant concerns, followed by written responses within 10 calendar days, including detailed incident documentation and corrective action plans.

For situations involving intoxicated customers, PCA implements safety-focused assessment procedures to identify potential risks. When necessary, we coordinate alternative transportation options and provide

vehicle-holding services to prevent unsafe driving situations. These interventions are conducted with professionalism and respect while maintaining the safety of all parties.

Through these comprehensive security measures, PCA protects both customer property and public safety while ensuring a positive experience for downtown Riverside visitors.

VII-X. COMPLIANCE AND INSPECTION

PCA acknowledges and commits to:

- Full compliance with Riverside Municipal Code and California Vehicle Code
- Regulation by the Director of Public Works or designee
- Access to all relevant records for inspection
- Participation in unscheduled inspections to verify contract compliance

PCA recognizes that public trust and regulatory compliance form the foundation of successful municipal services. As a valet provider for the City of Riverside, we commit to operating with complete transparency and adherence to all applicable regulations.

Our operations will maintain full compliance with all provisions of the Riverside Municipal Code and California Vehicle Code, with regular staff training to ensure awareness of relevant requirements. We understand and accept regulation by the Director of Public Works or their designee, recognizing the City's authority in overseeing all aspects of the valet program.

PCA will maintain comprehensive operational records and make them available for City inspection upon request. These records include but are not limited to transaction data, staff certifications, vehicle logs, customer feedback, financial documentation, and incident reports. All information will be organized in a manner that facilitates efficient review and demonstrates ongoing compliance.

We welcome unscheduled inspections as an opportunity to demonstrate our commitment to operational excellence and contract adherence. PCA management will cooperate fully with all inspection activities, providing immediate access to facilities, personnel, and documentation as requested. Following any inspection, we will promptly address any identified concerns or opportunities for improvement.

This commitment to regulatory compliance and transparent operations ensures that PCA will maintain the highest standards of professional service while representing the City of Riverside to downtown visitors and patrons.

COMPANY INFORMATION

Corporate Headquarters:

PCAM, LLC dba Parking Company of America
3165 Garfield Ave.
Los Angeles, CA 90040
(877) 823-3857 Office
(213) 622-9007 Fax
www.parkpca.com

Type of Entity: LLC

Year Established: 1964

Number of Employees: 1,600+

Ownership: Privately Owned / Minority Business Enterprise – Alex M. Chaves / Eric Chaves / Renee Chaves-Valdes

PCA has not been involved in any litigation, mediation, or arbitration, regarding the performance of any services similar to the Services described in the RFP during the past five (5) years.

About Parking Company of America

Parking Company of America (PCA) has been in business for more than 60 years, providing parking and transportation management services to both the public and private sectors. PCA strives to be an extension of the clients we serve and provide innovative solutions and services that make a difference. PCA prides itself on our superior customer service, and our never-ending mission is to provide quality customer-focused service and add value to the lives of the people we serve.

Since its founding in 1964, PCA has remained a family-owned and operated business with over 1,200 employees and continues to be one of the largest privately owned minority-certified parking and transportation companies in America. PCA currently operates the following service divisions:

- Parking Management
- Hospitality & Hotel Parking Services
- Transportation Management Services
- PCA Med Non-Emergency Transportation
- Fleet Maintenance
- Healthcare Industry Management

PCA is proud of its longevity in the transportation industry, the broad range of its experience, and the high standard of excellence in its operations. PCA has a strong reputation for recruiting, training, nurturing, and maintaining a highly motivated, knowledgeable, and dedicated team with special emphasis on customer service, teamwork, and integrity; all tenets that begin with the Executive Management team and pervade to all levels of the organization. The continuous growth and financial success of PCA is the natural result of this philosophy.

PCA also believes in supporting the industries that support us. We understand that to stay abreast of industry developments like electric vehicles, clean fuels, bus design, advanced communications, computerized scheduling and dispatching, and electronic fare collection technologies, we must be involved in the professional/trade organizations that make the transportation industry an ever-changing arena. PCA is a current member of organizations such as the American Public Transportation Association (APTA), International Parking and Mobility Institute (IPMI), and the National Parking Association (NPA) among other local and regional industry organizations.

Parking Management

PCA currently manages over 54,000 parking spots daily. We understand that our services can influence guest, patron, employee, customer, vendor, or other stakeholders' first and last impressions. Thus, we seek to make their parking experience a positive and memorable one so that they can focus on the immediate reason for their arrival. Our reputation has been upheld and maintained by our associates in the field, mainly due to our latest training models and ongoing commitment to customer service. This experience has taught PCA's staff exemplary customer service skills and the ability to service high-need clients.

Valet Services

PCA also operates some form of valet parking services at nearly 50% of our active operating accounts. From retail centers to commercial buildings, off-airport facilities to hospitals, PCA has touchpoints in every industry imaginable, and with that experience comes a variety of valet parking programs implemented and managed. Our Vice President of Operations, Aaron Chaves, sits on the National Parking Association's Valet Parking Council, where he attends quarterly and annual meetings with other industry professionals to discuss the latest trends and topics in the world of valet parking.

We are confident that our knowledge of existing operations, as well as the diversity of our programs and strategies, will demonstrate our understanding of the contractual undertaking of any agreement, as well as remaining keen to the importance of the successful operation of all aspects of any given parking services.

Mission Statement

We strive to be an extension of the clients we serve and provide innovative solutions and services that make a difference.

Our Core Values

- Integrity: We do what we say we will do.
- Safety: We have a safety-first, zero-incident culture.
- Sustainability: We are focused on a brighter tomorrow.
- Technology: We utilize state-of-the-art technology and techniques.
- Leadership: Our people are by far our greatest asset.
- Community Service: We believe deeply in supporting our community.

Commitment to Diversity

PCA is a California-recognized certified Minority Business Enterprise (MBE) and as such, we recognize and realize the importance of embracing and encouraging our employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and/or other characteristics, as that is what makes our employees unique. As the current operator of over 190 locations companywide, we have remained extremely diverse as it relates to our frontline and management staffing. Of our active employees, over 94% fall into a minority classification, 20% of which are women.

COMPANY PERSONNEL

The ability to seamlessly kick off operations with an experienced staff, coupled with our well-established management team, will ensure there are no obstacles to meeting the City's service demands. PCA approaches the availability of personnel, including Account and Project Managers and Corporate team members, with a well-structured strategy to ensure that existing commitments will not interfere with the seamless delivery of our services. Our approach is designed to maintain the highest level of service quality and meet the specific needs of our clients. The City can remain confident that appropriate key personnel will be available to join regular meetings and provide top-tier service operations.

Information on PCA's Executive Team, as well as our proposed Project Manager can be found below. Full resumes are attached in the Appendix.

Executive Team

Alex Martin Chaves: Chief Executive Officer

Mr. Alex Martin Chaves is involved in the implementation of PCA's standard operating procedures and top management decisions, while maintaining close contact with all members of the management team.

Contractual Duties: Contract Compliance

Eric Chaves: President: General Counsel

Mr. Eric Chaves is legal counsel for PCA and performs and/or oversees all legal and related activities. He is involved in the implementation of management contracts with the respective contracting authority. Mr. Chaves implements and ensures direct compliance with all contract matters. He responds to any legal inquiries.

Contractual Duties: Contract Compliance, Vehicle/Equipment Procurement, General Contract Oversight

Renee Valdes: Executive Vice President

Mrs. Renee Valdes is responsible for Auditing and Risk Management for the entire company. She works closely with our compliance departments and insurance companies to ensure that Safety and Compliance are a number one priority. Her diligence and guidance provide for a safe work environment for all of our staff.

Contractual Duties: Safety and Compliance, Accident/Incidents, Auditing

Joseph "Pep" Valdes: Executive Vice President

Mr. Pep Valdes is responsible for overseeing and implementing business development activities including location start-up and management. He is based in Southern California and serves as PCA's liaison and representative to the contracting authorities. Through his extensive experience in the parking and transportation industry, Mr. Valdes has been instrumental in the continued growth of PCA.

Contractual Duties: Contract Compliance, Direct Contract Oversight, Technology Integration

Suzie Cooley: Senior Vice President

Ms. Suzie Cooley is currently the Senior Vice President for PCA and has been with the company since 2006. She is responsible for more than 1400 employees in more than 185 locations. All Vice Presidents report directly to her. Mrs. Cooley has more than 25 years of experience in the management of Operations, Human Resources, and Safety and Compliance within the Transportation Industry.

Contractual Duties: Contract Compliance, General Contract Oversight, Personnel Development

Aaron Chaves: Vice President of Operations (Proposed Project Manager)

Mr. Aaron Chaves is a business-focused management professional with over 18 years of experience in driving operational processes and areas that include building high-performance teams, financial management, administrative management, sales, new business development, and client relations for multiple facilities simultaneously within the parking industry. Aaron has a proven background in successfully managing strategic direction through the analysis and development of core business processes, identifying deficiencies, and developing cost-effective solutions for enhancing competitiveness, spearheading growth, and increasing both client acquisition and revenue.

Contractual Duties: Operations Management, Business Development, Contracts & Agreements, Staff & Client Relations, Parking & Traffic Control, Accounting & P&L, Field Operations, Sales Management, Team Building & Oversight, Process Improvement, Relationship Management, Auditing & Payroll

EXPERIENCE AND REFERENCES

PCA currently manages parking and valet services at many high-profile venues in Southern California, including, but not limited to:

- Los Angeles Music Center
- Walt Disney Concert Hall
- Cathedral of Our Lady of the Angels
- Children's Hospital Los Angeles (CHLA)
- Loyola Marymount University
- Adventist Health White Memorial
- La Plaza de Cultura y Artes

Like Riverside, these prominent sites have a valuable public reputation to uphold, and PCA is proud to contribute to their reputations through our superior parking services.

References

PCA proudly submits the following references of contracts for whom similar work is performed:

1. Loyola Marymount University
2. County of Los Angeles
3. Tesla Motors
4. Hyatt Regency of Orange County

Contact information and relevant details are provided on **Exhibit C** of this proposal.

We would also like to take this opportunity to highlight the availability and extensive experience of PCA's personnel after successfully completing comparable parking contracts, as demonstrated above. Our team's track record of managing similar contracts underscores their ability to adapt to various project scopes, complexities, and client expectations, without sacrificing accessibility. This history of successful service delivery is a testament to their competence and dedication.

Availability: Our team is committed to being readily available to address the City's needs, questions, and concerns. We understand the importance of timely and effective communication, and our personnel make it a priority to be accessible to clients. Whether you require immediate support, regular updates, or have specific inquiries, our team is here to ensure your needs are met. This includes attending regular meetings with the City.

Experience: We take immense pride in our team's wealth of experience, which has been garnered through the successful completion of similar contracts over more than 60 years. Their experience not only encompasses technical proficiency but also a deep understanding of parking industry regulations, standards, and best practices. This knowledge and experience allow us to provide our clients with informed, efficient, and high-quality solutions tailored to their unique requirements.

Technical Resources: PCA recognizes that the efficiency and effectiveness of our parking management service offerings hinge on the caliber of our technical resources. We are committed to providing our clients with the highest standard of technical capabilities. This includes state-of-the-art access control systems, real-time data analytics, and advanced revenue tracking tools. These technologies enable us to streamline operations, improve security, and enhance the overall user experience. We also continuously seek out cutting-edge technology providers to partner with for service delivery. Importantly, we understand the importance of ease-of-use, and our technology solutions are designed to be intuitive and accessible for all users, ensuring a seamless experience.

EVIDENCE OF INSURANCE

PCA hereby certifies that it has insurance in the coverage and amounts listed in the Sample Agreement (Exhibit B). A Certificate of Insurance is attached in the Appendix.

PRICING

PCA proposes an initial, competitive pricing structure based on the following parameters, but collaborative and designed with the best financial and service-related needs in mind for The City of Riverside:

A. Hybrid management agreement resulting in a **Net Revenue Share** split.

B. Any operational costs associated with the management of the location shall be passed through at cost to The City of Riverside. Said costs shall include, but not be limited to: employee salaries and wages, associated overhead (payroll taxes, workers compensation, etc.), healthcare coverage, liability insurances (GL, Auto, etc.), associated taxes, licenses, fees (banking, credit card, etc.) and operational equipment (podiums, cones, communicative devices, signage, etc.).

C. In the event that PCA is awarded a notification to proceed, we shall begin the recruiting process and build out an operating budget based a general staffing plan that would cover all sites in operation. PCA shall recruit and hire new staffing, or transfer in existing staffing from current regional PCA locations, and said competitive wage rates shall apply and be utilized for the purpose of creating and finalizing budget and operating schedule. Any final schedules created shall be subject to approval by The City of Riverside.

D. Operationally related costs that shall not be passed through, i.e., excluded, shall include restitution for PCA at-fault accidents or incidents (should there be a questionable claim, and The City of Riverside prefers liability is accepted and claim is processed, PCA shall pass through these costs on a case-by-case basis), uniforms (unless a specific brand and/or design unrelated to PCA's general uniform distribution is required by the City), and employee relations.

E. Net operating revenue, after approved pass through expenses are calculated, shall be split at a rate of 85% City of Riverside and 15% PCA. Any shortfall in revenue collection necessary to offset operational expenditures shall be billed back to the City of Riverside to at worst remain cost neutral in the operation.

As an additional pricing option, should The City of Riverside elect not to proceed with a hybrid management/net revenue share proposal, PCA also proposes, as an option, an all-inclusive hourly bill rate for services. Said rates for services shall be as follows:

1. \$35.74 per Valet Attendant, per hour.

2. \$52.33 per Account Manager, per hour.

- Bill Rate(s) are inclusive of wages, associated payroll taxes, workers' compensation, health/welfare, liability insurance, and PCA management fees.

- Any other expenses associated with the operation (parking supplies, repairs and maintenance, etc.) shall be passed through at cost on each month's invoice.

- Bill Rate(s) are subject to a 3% annual increase, effective on the anniversary of the commencement date of the contract.

- In the event there is any local, state, or federal government-mandated increase in wages or benefits (for example, and increase in minimum wage, the creation of living wage or increases caused by the Patient Protection and Affordable Act) that is mandated after the submission of this proposal, and that shall fall within the term of our Agreement, PCA will be allowed a price increase only up to the amount of the wage increase, + 35% (for example, \$1.00 wage increase = \$1.35 rate increase). The increase must be paid as an adjustment in the hourly rates for each affected line item of work.

EXHIBIT C**CONTRACTOR INFORMATION QUESTIONNAIRE FORM**

Name of CONTRACTOR: Parking Company of America (PCAM, LLC)	
Address of CONTRACTOR: 3165 Garfield Ave. Los Angeles, CA 90040	
Contact Name: Joseph "Pep" Valdes	
Contact Number: (562) 862-2118	
Email: pvaldes@parkpca.com	
With whom should problems be discussed?	Name: Aaron Chaves
	Address: 3165 Garfield Ave., Commerce, CA 90040
	Phone: 949-235-3773
	Email: aaronchaves@parkpca.com
With whom should billing discrepancies be discussed?	Name: Monnique Reynes
	Address: 3165 Garfield Ave., Commerce, CA 90040
	Phone: 562-862-2118
	Email: mreynes@parkpca.com
Names, addresses and telephone numbers of four other local government agencies within the vicinity of Riverside or Southern California area for whom, you have supplied similar services for in the past twelve months.	
Business Name: Loyola Marymount University	
Contact Name: Gary Bolton	
Address: 1 LMU Drive Suite 1766 Los Angeles, CA 90045	
Phone: 310.338.1681	
Email: Gary.Bolton@lmu.edu	
Business Name: County of Los Angeles	
Contact Name: Anet Charbakhsh	
Address: 1100 N. Eastern Ave., Los Angeles, CA 90063	
Phone: 562.413.6750	
Email: ACharbakhsh@isd.lacounty.gov	
Business Name: Tesla Motors	
Contact Name: Ronald Allen Quimel	
Address: 3500 Deer Creek Rd., Palo Alto, CA 94304	
Phone: +1 (707) 720-8114	
Email: Rquimel@tesla.com	
Business Name: Hyatt Regency Orange County	
Contact Name: Kristine Hall	
Address: 11999 Harbor Blvd., Garden Grove, CA 92840	
Phone: 714-740-6001	
Email: Kristine.Hall@Hyatt.com	

EXHIBIT D
DISCLOSURE QUESTIONNAIRE

Company Name: Parking Company of America (PCAM, LLC)

The CONTRACTOR shall complete the following questionnaire:

1. Has the CONTRACTOR, any officer of the CONTRACTOR, or any employee of the CONTRACTOR who has proprietary interest in the CONTRACTOR, ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of a violation of law or safety regulation?

Yes _____ No X

If the answer is yes, explain the circumstances in the following space.

2. Has the CONTRACTOR, any officer of the CONTRACTOR, or any employee of the CONTRACTOR who has proprietary interest in the CONTRACTOR, ever had any administrative proceedings, claims, lawsuits, or other exposures pending against the CONTRACTOR?

Yes _____ No X

If the answer is yes, explain the circumstances in the following space.

Appendix



Alex Martin Chaves

Chief Executive Officer

Alex Martin Chaves has worked in the parking, fleet and transportation industry his entire professional life. His expertise in developing parking, fleet and transportation service companies is the strength he possesses to lead the PCA (Parking Company of America Management) group of entities today. Under his leadership as Chief Executive Officer, PCA has embarked on an aggressive and profitable program of developing new parking locations nationwide, securing transportation accounts, and acquiring established parking service and vehicle maintenance companies.

He entered the family business during high school working weekends as a Site Manager at locations in Los Angeles and San Francisco and started his own company during his college years securing several contracts in the Los Angeles area. By the late 1980s, he facilitated impressive growth with his parking service company, 100% in three consecutive years, by employing a full-time professional sales force and by the acquisition of an established parking company in Southern California. Clients currently include Hilton, Hyatt, and Marriott Hotels, several premier office buildings, upscale restaurants, hospitals and country clubs in California and elsewhere.

In 1995, Mr. Chaves started PCA's Transportation Division, which includes shuttle services for fixed-route continuous service, demand-response commuting service, and ADA certified transportation service of hospital patients and the disabled. Since then, Mr. Chaves has devoted much effort to acquire and develop over 250 acres of off-airport parking properties and related enterprises nationwide. He was particularly instrumental in securing private and institutional lending to purchase real estate for new parking developments, existing facilities for reorganization, and an established fleet service company which maintained fleet vehicle contacts in and around Los Angeles County.

During the past several years, he has guided the Company to another level of unprecedented growth. From off-airport locations across the United States, he envisions continued expansion in those markets of every other division in the company: parking management, transportation, and fleet services.

In 2012, Alex opened a new facility at 3100 Sylvan Road in Atlanta, GA. Peachy Airport Parking is the closest Atlanta ATL off-airport parking facility. He purchased a 500,000 sq' warehouse and converted it into a completely Indoor parking facility with 1,500 parking spaces. Additionally, Alex developed an Outdoor facility with 1,500 spaces for a total of 3,000 parking spaces. The indoor facility is Atlanta's only completely enclosed, indoor & climate-controlled Parking Facility.

Mr. Chaves is a graduate of Loyola-Marymount University of Los Angeles with a Bachelor of Science in Business Administration. Currently he is an active member of the LMU Latino Alumni Association where he serves as President. He received LMU's Distinguished Alumni Award and in 2012 he was selected as one of 58 distinguished LMU alumni who have excelled in their fields: the profiles of the honorees are featured in the "I AM LMU" exhibit lining the hallways of the Charles Von Der Ahe Building on the LMU campus. Mr. Chaves serves on LA 2024 (Los Angeles 2024 Olympics Board of Directors). Additionally, Mr. Chaves is a former member of Loyola Marymount University Board of Trustees, a former Board Member of the East Los Angeles YMCA and a former Board Member and Chapter Chairman of the Young Presidents' Organization (YPO) San Gabriel Valley Chapter, a prestigious international professional organization recognizing the accomplishments of company presidents and chief executive officers before age 40. He is a member of the YPO SGV Gold and YPO Angeleno Gold Chapters. In addition, he is an avid golfer and member of the Los Angeles Country Club, and a member of the California Club. Mr. Chaves and his wife Nora have four children and reside in Manhattan Beach, California.



Eric Chaves

President, General Counsel

Eric Chaves is President and General Counsel for PCAM, LLC d/b/a Parking Company of America (PCA) and has been with the company since 1997. He has been an important part of the company's exponential expansion in PCA'S parking and transportation services by spearheading the company's acquisition and organic growth strategy. He oversees the day-to-day operations of PCA which has over 1,000 employees and over \$50,000,000 in annual sales. All senior management reports directly to him. As head of the Legal Department, he approves all contracts, the legal side of all transactions, manages litigation, and controls special legal work by outside counsel.

Mr. Chaves is a founder and former board member of ProAmerica Bank, in Los Angeles, the largest Hispanic owned bank in Los Angeles, which was later sold to Pacific Commerce Bank in early 2016. Mr. Chaves is also board member of the Georgetown Law Center, Los Angeles Library Foundation and Young Presidents Organization (Beverly Hills Chapter), He was also a former Civil Service Commissioner of Los Angeles.

He is or has been a member of the California State Bar, the American Bar Association, the Los Angeles County Bar Association, the Los Angeles District Court, Mexican American Bar Association and the Central District Court of California.

Mr. Chaves received his JD from Georgetown University Law Center in 1992. He earned his BA in Political Science from the University of California at Los Angeles in 1989.



Renee Valdes

Executive Vice President

Mrs. Renee Valdes, Executive Vice President, has worked for Parking Company of America her entire professional life. Renee started working in the family business at the age of 15. Starting as parking booth cashier, Renee went on to oversee Parking Companies of America's airport operations encompassing 21 parking operations from coast to coast.

Most recently, Renee oversees the companies Auditing, Risk Management and Human Resources Departments, encompassing compliance, insurance operations and Workman's Compensation. Insurance Safety and Compliance are a number one priority. Her diligence and guidance has resulted in a safe work environment for PCA's entire staff.

Mrs. Valdes is a graduate of University of California, Irvine, earning a bachelor's Degree in business.

Currently, Renee serves on the following boards:

- Dolores Mission
- Habitat for Humanity
- Archdiocese of Los Angeles Cardinals Awards Dinner
- Catholic Education Foundation
- Catholic Association of Latino Leaders

Past Board Affiliations:

- St. Marks Episcopal School Board of Trustees
- St. Philip The Apostle School Board (President)
- Ronald McDonald Camps Board Member
- Weingart YMCA Board member

Renee is a Lady, in the Equestrian Order of the Holy Sepulcher of Jerusalem, a member of Legatus and a member of the California Club and Annandale Golf Club.

Renee has been Married for 29 years and has two adult daughters. She and her husband reside in Pasadena, CA.



Pep Valdes

Executive Vice President

Mr. Valdes has worked for Parking Company of America for the past 15 years. Pep is responsible for overseeing and implementing all aspects of business development activities including location start up and management. Pep based in Los Angeles and serves as PCA's liaison and representative to the contracting authorities. Through his extensive experience in the parking and transportation industry, Mr. Valdes has been instrumental in the continued growth of PCA. Prior to joining PCA, Pep spent 30 years in the Mortgage Industry overseeing and managing a sales force 150 strong.

Mr. Valdes believe in giving back to the community, he currently serves on the following Boards:

- Board of Directors, YMCA of Metropolitan Los Angeles
- Board of Trustees at PBS So Cal
- Board of Governors at White Memorial Medical Center,
- Member and Past Board Chair of the White Memorial Medical Center Charitable Foundation,
- Board of Trustees, National Association of Elected & Appointed Officials (NALEO) Education Fund
- Board Member and Past President of the Los Angeles chapter of the Catholic Association of Latino Leaders (CALL)
- Committee Co-Chair for the Queen of Angels Center for Priestly Formation.
- Member & Past President of Legatus

Past Board affiliations:

- Past Board President of the Board of Trustees at East L A Classic Theater
- Past Board member and Secretary of the Pasadena YMCA
- Past School Board Member of Blessed Sacrament School

Mr. Valdes is a Knight of the Equestrian Order of the Holy Sepulcher of Jerusalem, a member of the California Club and Annandale Golf Club. Pep has been married for 29 years and has two adult daughters. He resides in Pasadena, CA.



Suzie Cooley

Senior Vice President

Suzie Cooley is currently the Senior Vice President for PCA and has been with the company since 2006. She is responsible for more than 1400 employees in more than 185 locations. All Vice Presidents report directly to her. Mrs. Cooley has more than 25 years of experience in the management of Operations, Human Resources, and Safety and Compliance within the Parking and Transportation Industries.

Mrs. Cooley attended California State University Long Beach where she majored in Business Administration. She later obtained her Masters' Degree in Human Resources Management from Trident University International.

She maintains memberships with Society of Human Resources Management (SHRM), California Chamber of Commerce (CCC), and National Seminars (NST). Mrs. Cooley strives to continue her education in current processes and operational training programs to create new and exciting training programs for our staff.

Mrs. Cooley has spent more than 20 years volunteering to raise money for Hospice programs through CHW, where she coordinated the activities of 200 plus volunteers and provided Fund Raising Event planning. Mrs. Cooley is an ardent supporter of the Long Beach Police Officer's Association (LBPOA). She is also an active volunteer with Elementary and Junior High Schools and The Boys and Girls Clubs, providing counseling and guidance to our youth, as they are our future.

Mrs. Cooley is very passionate about preserving our environment for future generations and is a member of the National Parks Conservation Association (NPCA) and participates in coastal and desert cleanup activities regularly. She is also a volunteer with the Bureau of Land Management (BLM), helping to care for our nation's natural and cultural resources.



Aaron Chaves

Vice President of Operations

A current Board Director with the National Parking Association's Women in Parking and a member of the organization's "40 Under 40" Class of 2018, Aaron Chaves is a business-focused and driven management professional with over 20 years of experience in driving operational processes. His documented successes in strategic business planning, parking and transportation management operations, organizational leadership, financial management, sales management, and team building have all solidified Aaron as a respected professional within the industry.

Born into a family of parking professionals, Aaron has received his training and mentorship from industry veterans that individually each have more than 60 years' worth of parking experience. It is this leadership that has allowed for Aaron's vision, strategies, and operations leadership to continue to evolve as the industry evolves and to further develop his core industry competencies. Said competencies include, but are not limited to:

- Operations Management (Parking & Transportation)
- Business Development (RFP Process, Sales, Client Retention, Client Growth)
- Legal Contracts and Agreements
- Staff Retention & Team Building
- Accounting
- Process Improvement
- Payroll

Throughout his professional career, Aaron has successfully led the operation and strategic direction of various facilities and business units through the management and hands-on guidance of high-performance teams, oversight of company functions, and the execution of operational management methodologies. Aaron is well versed in driving business development objectives including team building and performance, contract management, increasing sales and profitability, and cost control. Possessing strong business acumen, Aaron has earned his track record of being able to manage complex business initiatives through the conceiving, developing, and implementation of strategies that drive growth, market positioning, and exceptional, rather than expected results. This success includes the turnaround and transformation of failing business units.

Aaron is currently enrolled at the University of Phoenix, finalizing the completion of his Bachelor of Science (BS) Degree in Business Administration and Management in mid-2024. Additionally, also in 2024 Aaron will be finalizing his Certified Parking Professional (CPP) and Certified Administrator of Public Parking (CAPP) certifications.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

7/26/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Arthur J. Gallagher Risk Management Services, LLC 500 N Brand Boulevard, Suite 100 Glendale CA 91203	CONTACT NAME: Global Risk Management Practice PHONE (A/C, No, Ext): 818-539-2300 FAX (A/C, No): 818-539-2301 E-MAIL ADDRESS: certrequests@ajg.com
INSURED PCAM LLC 3165 Garfield Avenue Commerce, CA 90040	INSURER(S) AFFORDING COVERAGE INSURER A: Everest National Insurance Company INSURER B: Everest Premier Insurance Company INSURER C: Federal Insurance Company INSURER D: Everest Indemnity Insurance Company INSURER E: Beazley Excess and Surplus Insurance, Inc. INSURER F: Hanover Insurance Company
License#: 0D69293	NAIC # 10120 16045 20281 10851 17520 22292

COVERAGES**CERTIFICATE NUMBER:** 38044974**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☒ POLICY ☐ PRO-JECT ☐ LOC OTHER:			RM1GL00020-241	4/24/2024	4/24/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Deductible \$ 250,000
A	☒ AUTOMOBILE LIABILITY ☒ ANY AUTO ☐ OWNED AUTOS ONLY ☐ SCHEDULED AUTOS ☐ HIRED AUTOS ONLY ☐ NON-OWNED AUTOS ONLY			RM1CA00015-241	4/24/2024	4/24/2025	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ Deductible \$ 250,000
A C	☐ UMBRELLA LIAB ☒ OCCUR ☒ EXCESS LIAB ☐ CLAIMS-MADE DED RETENTION \$			XC2CU00047241 5672-13-48	4/24/2024 4/24/2024	4/24/2025 4/24/2025	EACH OCCURRENCE \$ 10,000,000 AGGREGATE \$ 10,000,000 \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y / N ☐ N / A		RM1WC00057-241	4/24/2024	4/24/2025	☒ PER STATUTE ☒ OTH-ER \$250,000 DED E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
D E F	Auto PD & GKLL Cyber Property - All Risk			RM1CA00016-241 D3754F240101 FHF-A319871-11	4/24/2024 5/22/2024 4/24/2024	4/24/2025 4/24/2025 4/24/2025	Auto Limit \$1,000,000 Cyber Limit \$2,000,000 Property Limit \$1,440,788

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER**CANCELLATION**

For Bid Purposes

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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EXHIBIT D

DISCLOSURE QUESTIONNAIRE

Company Name: Parking Company of America (PCAM, LLC)

The CONTRACTOR shall complete the following questionnaire:

1. Has the CONTRACTOR, any officer of the CONTRACTOR, or any employee of the CONTRACTOR who has proprietary interest in the CONTRACTOR, ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of a violation of law or safety regulation?

Yes _____ No X

If the answer is yes, explain the circumstances in the following space.

2. Has the CONTRACTOR, any officer of the CONTRACTOR, or any employee of the CONTRACTOR who has proprietary interest in the CONTRACTOR, ever had any administrative proceedings, claims, lawsuits, or other exposures pending against the CONTRACTOR?

Yes _____ No X

If the answer is yes, explain the circumstances in the following space.

EXHIBIT C**CONTRACTOR INFORMATION QUESTIONNAIRE FORM**

Name of CONTRACTOR: Parking Company of America (PCAM, LLC)	
Address of CONTRACTOR: 3165 Garfield Ave. Los Angeles, CA 90040	
Contact Name: Joseph "Pep" Valdes	
Contact Number: (562) 862-2118	
Email: pvaldes@parkpca.com	
With whom should problems be discussed?	Name: Aaron Chaves
	Address: 3165 Garfield Ave., Commerce, CA 90040
	Phone: 949-235-3773
	Email: aaronchaves@parkpca.com
With whom should billing discrepancies be discussed?	Name: Monnique Reynes
	Address: 3165 Garfield Ave., Commerce, CA 90040
	Phone: 562-862-2118
	Email: mreynes@parkpca.com
Names, addresses and telephone numbers of four other local government agencies within the vicinity of Riverside or Southern California area for whom, you have supplied similar services for in the past twelve months.	
Business Name: Loyola Marymount University	
Contact Name: Gary Bolton	
Address: 1 LMU Drive Suite 1766 Los Angeles, CA 90045	
Phone: 310.338.1681	
Email: Gary.Bolton@lmu.edu	
Business Name: County of Los Angeles	
Contact Name: Anet Charbakhsh	
Address: 1100 N. Eastern Ave., Los Angeles, CA 90063	
Phone: 562.413.6750	
Email: ACharbakhsh@isd.lacounty.gov	
Business Name: Tesla Motors	
Contact Name: Ronald Allen Quimel	
Address: 3500 Deer Creek Rd., Palo Alto, CA 94304	
Phone: +1 (707) 720-8114	
Email: Rquimel@tesla.com	
Business Name: Hyatt Regency Orange County	
Contact Name: Kristine Hall	
Address: 11999 Harbor Blvd., Garden Grove, CA 92840	
Phone: 714-740-6001	
Email: Kristine.Hall@Hyatt.com	