

## SIX-MONTH UPDATE ON THE PARK RIVERSIDE DOWNTOWN VALET PROGRAM

### Public Works

**City Council Meeting**  
July 14, 2026

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## BACKGROUND

On November 4, 2025, City Council:

1. Approved an agreement with ACE PARKING III, LLC to operate a six-month pilot program for the Park Riverside Downtown Valet Program for \$334,597 with a 10% change order authority of \$33,460 beginning January 1, 2026, through June 30, 2026, with two 1-year extensions, not to exceed a total term of 2-years and 6-months;
2. Authorized the City Manager, or designee, to execute the agreement including making minor, non-substantive changes, and contract extensions;
3. Conducted a public hearing on amending the City of Riverside's Master Fees and Charges Schedule;
4. Introduced and subsequently adopted an ordinance amending the Riverside Municipal Code (RMC) Chapter 3.30 Section 3.30.030 - Schedule of Regulation, Products and Services, subsection XI – Public Parking – Public Works, to add one additional category titled Valet Parking;
5. Adopted a resolution approving the proposed amendments to the Fiscal Year 2025/26 Master Fees and Charges Schedule; and
6. Directed staff to return to City Council with a status update on the program by the sixth month of operation for future consideration.

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# START-UP PROMOTIONS & OPERATIONS

Nov 2025 to Mar 2026 – Marketing and Promotions

January 15, 2026 – Soft Launch

January 16, 2026 – Official Launch

January 28, 2026 – State of the City Event

Feb-Mar 2026 – Weekly adjustments to align with downtown community, events, demand, etc.

Apr 2026 – Final adjustments made, Proof of Concept completed, SOP established



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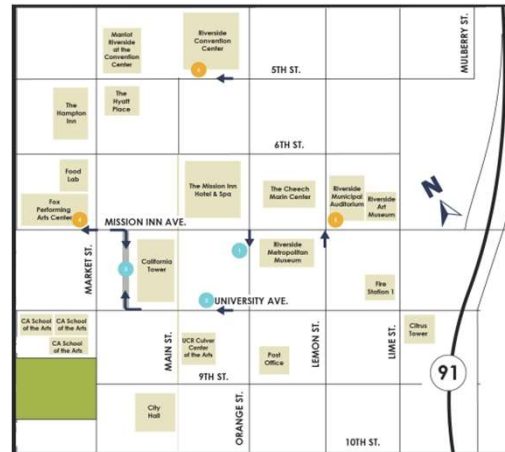
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# PROOF OF CONCEPT PROVEN SUCCESSFUL

Standard Operating Procedures were established and implemented:

- Friday and Saturday Evenings 7pm-3am
- Three “core” valet stations
- Three “event” valet stations
- Float “core” valet station #1 for events @ FOX, RMA, RCC



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## FISCAL IMPACT – WORK IN PROGRESS

Item	Expenses	Revenues	Net Loss
Budgeted Six-Month Total	\$334,597	\$144,000	(\$190,597)
Projected Six-Month Total	\$272,520	\$37,986	(\$234,534)

- One-Time Start-Up Costs: favorable \$2,832 versus budget
- Monthly Operating Costs: favorable \$9,874/month versus budget
- Monthly Revenues: unfavorable (\$17,669)/month versus budget
- Six-Month Financials: unfavorable (\$234,534) versus (\$190,597) budgeted net loss



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## DOWNTOWN VALET SURVEY/FEEDBACK



Developed by Parking Services with input from ACE Parking and support from Riverside Downtown Partnership to distribute the survey to the BID Members.

- Established in late April
- Distributed in early May
- 11 responses within a week
- Will leave survey open for more comprehensive feedback



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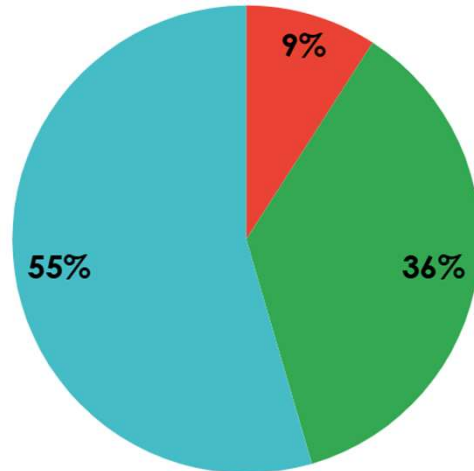
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## VALET PROGRAM AWARENESS

From a downtown business perspective how **aware were you of the valet program** prior to the survey?

- 55% Very Aware
- 36% Aware
- 9% Not Very Aware



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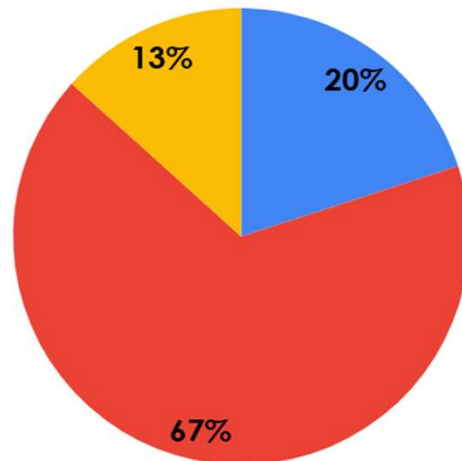
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## IMPACT TO CUSTOMER EXPERIENCE

How has the valet program affected the **customer experience** per downtown business perspective:

- 67% stating it has Improved
- 13% stating it has Not Changed
- 20% stating it has Declined



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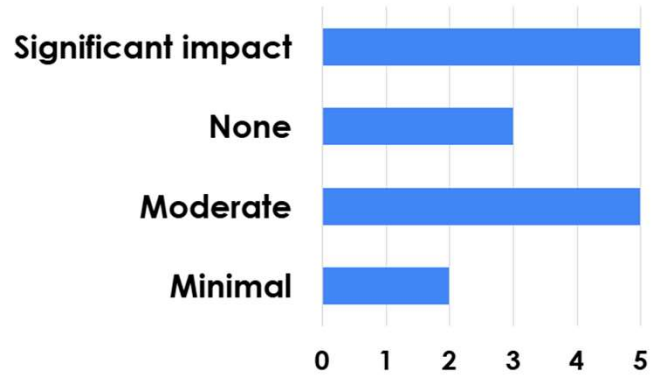
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## ACCESS & CONVENIENCE

Has the valet program **impacted customer access and convenience to your business?**

- 33% Significant Impact
- 33% Moderate Impact
- 13% Minimal Impact
- 20% No Impact



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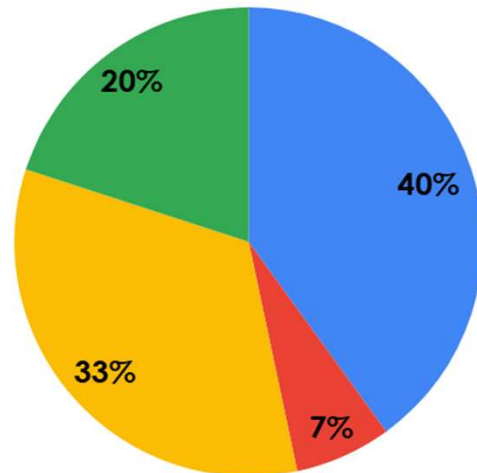
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## BUSINESS REVENUE IMPACT & PERCENT CHANGE

Has the valet program **impacted your revenue**, if so, what was the **estimated change** since the program launch?

- 33% Not applicable/Unsure
- 7% No Noticeable Change
- 40% Moderate Increase (5-10%)
- 20% Significant Increase (>10%)



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# POSITIVE MEDIA SUPPORT

Unsolicited articles written on valet program with very positive comments:

 **The Raincross Gazette**

*IE Business Daily*

**PARKING TODAY**

**THE PRESS-ENTERPRISE**

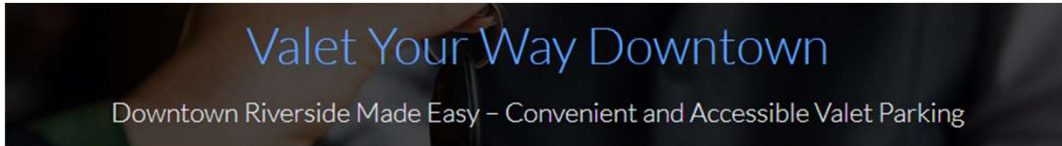


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# PUBLIC SENTIMENT – PRESS ENTERPRISE ARTICLE



Los Angeles resident Esther Martinez said it was her first time using the program and attending a show at the Fox.

“It’s good so far,” Martinez said, adding that it was easier to use the service after a long drive.

Judith Verduzco, who came from La Puente, chose valet parking while attending the Elefante show with Gabriela Santisteban and Mary Cortez.

“It’s my first time using the valet and we were just driving around looking for parking,” Verduzco said as she exited the vehicle and put on a pair of high heels. “This gets us closer to where we’re going without having to keep looking to park.”

Claribel Wayt, an Orange County resident trying Riverside’s valet parking for the first time, said it was “perfect” for a woman traveling alone who isn’t familiar with the area. For her, that justified the cost.

“It’s a lot easier than driving around a busy area and trying to find parking,” Wayt said, adding she didn’t want to walk alone in a downtown area with which she wasn’t familiar.



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# BUSINESS PARTICIPATION

Survey results have indicated that majority of businesses want to participate in validations and promotions. Parking Services will continue to develop this aspect of the valet program as it will help create a monthly revenue base and growth.

### Business validation

- ✓ Pre-paid: \$1,800 for 100 vehicles (\$18 each, 10% discount).
- ✓ Pay as you validate: \$20-\$30 per vehicle.
- ✓ Promotional amenities: \$1,000/mo co-branded items.



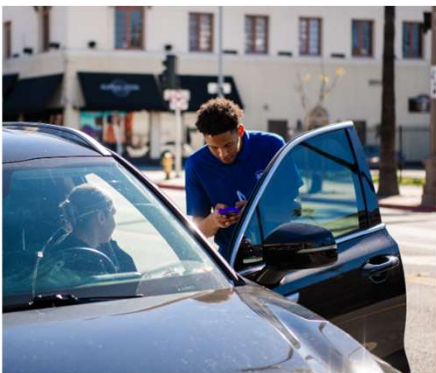
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# PARK RIVERSIDE DOWNTOWN VALET PROGRAM



Sufficient funds are available in Public Works, Public Parking Fund, Professional Services 4150000-421002 to cover the cost of the Park Riverside Downtown Valet Program for FY2026-27.

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

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## RECOMMENDATIONS

That the City Council:

1. Receive and file a six-month update on the Park Riverside Downtown Valet Program.



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## QUESTION AND ANSWERS



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