

PARK RIVERSIDE VALET PROGRAM

Public Works
Parking Services

City Council
November 4, 2025

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BACKGROUND

July 2023 – Park Riverside Program launched with new parking rates and free 30/60-minute parking.

June 5, 2024 – Transportation Board recommended staff explore public valet service.

September 12, 2024 – Mobility & Infrastructure Committee directed staff to issue an RFP for a 6-month pilot valet service.

February 2025 – RFP No. 2452 released to identify a qualified valet operator.

Spring 2025 – Two proposals received; ACE Parking selected by panel.



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COMMUNITY ENGAGEMENT POLICY ADHERENCE

- 300+ public survey responses
- Downtown stakeholder meetings
- Collaboration with Riverside Downtown Partnership (RDP)
- RDP Participated in the Proposal Evaluation Process



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ELEVATING DOWNTOWN PARKING EXPERIENCE



Identify Need

Feedback from surveys and businesses called for easier access, better customer service, and more flexible parking options.



Pilot Program Goals

- Improve downtown access and curb appeal
- Support weekend/evening events and local businesses
- Partnerships with local businesses



Service Features

- "White Glove" valet experience with uniformed staff
- Complimentary water, event info, and seasonal amenities
- Flexible options for vehicle pick-up



Public Benefit

- Boosts customer experience
- Encourages spending at local businesses
- Reinforces a positive downtown image



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PILOT PROGRAM STRUCTURE & EXPECTATIONS



Pilot Duration

- 6-month trial period: January 1, 2026 – June 30, 2026
- Mid-point review at 3 months
- Council update at 6 months



Service Days and Hours

- Initial launch: Friday through Sunday
- Flexible operating hours based on demand and events
- Expansion possible based on pilot results



Valet Rates

- \$20 per vehicle – Regular Operation
- \$30 per vehicle – Special events
- Business validation options available



Performance Tracking

- Real-time data and metrics to assess:
 - Usage Patterns
 - Revenue trends
 - Customer feedback
- Staff will make operational adjustments weekly



Vendor Responsibilities

- Daily communication with downtown businesses
- Adjust staffing based on cover counts and event schedules
- Maintain customer service, safety and brand standards



Expected Outcomes

- Test viability of long-term downtown valet
- Evaluate potential for expansion or ongoing service
- Inform future parking strategies and service models

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AWARD RECOMMENDATION

Recommended Vendor:

ACE Parking

- Selected through a competitive RFP process
- Unanimously recommended by 5-member panel including City staff and Riverside Downtown Partnership
- Brings extensive municipal valet experience and operational capabilities



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SUCCESS METRICS AND EVALUATION



Tracked Weekly

- Vehicle count per day, per stand
- Business partnership rate
- Revenue performance
- Customer feedback and complaints
- Operational trends by time and day
- Staff coverage and efficiency metrics



Milestone Review

- 3-Month Operational Review
 - Internal performance and service quality assessment
- 6-Month City Council Follow-up
 - Formal update to Council with data and recommendations



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TEZ TECHNOLOGY

SMS Valet by TEZ Technology

- A **ticketless, app-free valet system** powered by SMS for a seamless guest experience.

Key Features:

- Guests check in with a phone number—no paper ticket
- Receive a text with a link to request vehicle, pay, and tip
- Cashless, secure, and fast transactions
- Real-time reporting and digital shift summaries

Benefits:

- Faster service, reduced wait times
- No lost tickets or manual tracking
- Tools for surveys, marketing, and damage photos
- Integrates with hotel/restaurant/property systems

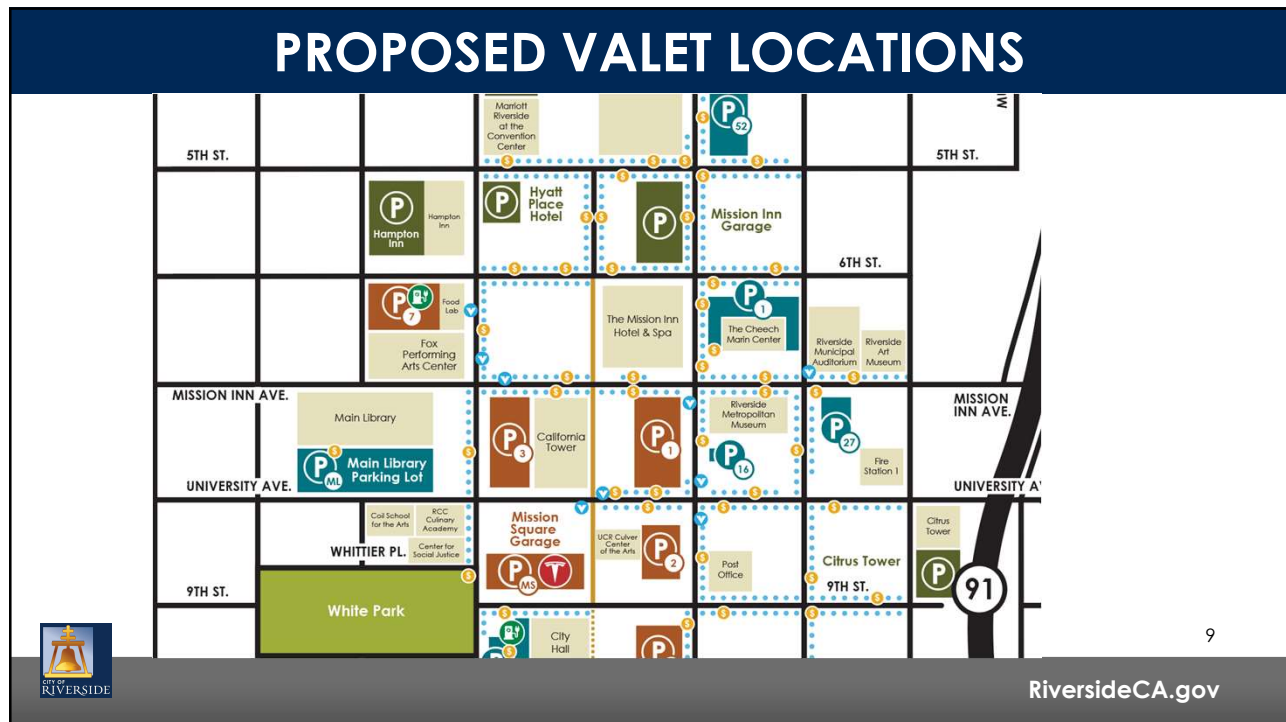


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FINANCIAL SUMMARY

Expenses	One-Time Start-Up Costs \$25,165	Monthly Operating Costs \$51,572	Estimated 6-Month Pilot Cost \$334,596
Revenue	Valet Fee for Regular Operations \$20 per Vehicle	Valet Fee for Special Events \$30 per Vehicle	Estimated 6-Month Pilot Revenue \$114,000
Net Loss	(\$190,595)		

Goal is to adjust operations and marketing to reach **cost neutrality**.

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RECOMMENDATIONS

That the City Council:

1. Approve an agreement with ACE Parking III, LLC to operate a six-month pilot program for the Park Riverside Downtown Valet Program for \$334,597 beginning January 1, 2026 through June 30, 2026, for \$334,597, with two 1-year extensions, not to exceed a total term of 2-years and 6-months; and
2. Authorize City Manager (or designee) to execute the agreement including making minor, non-substantive changes, and contract extensions; and
3. Conduct a public hearing on amending the City of Riverside's Master Fees and Charges Schedule; and



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RECOMMENDATIONS

That the City Council:

3. Introduce and subsequently adopt 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
4. Adopt a resolution approving the proposed amendments to the Fiscal Year 2024/25 Master Fees and Charges Schedule; and
5. Direct staff to return to City Council with a status update by the sixth month of operation for future consideration.



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