

PARK RIVERSIDE VALET PROGRAM

Public Works Parking Services

City Council November 4, 2025

RiversideCA.gov

1

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.



2

RiversideCA.gov

COMMUNITY ENGAGEMENT POLICY ADHERENCE

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





RiversideCA.gov

3

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



RiversideCA.gov



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



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

RiversideCA.gov

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



RiversideCA.gov



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



RiversideCA.gov

7

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

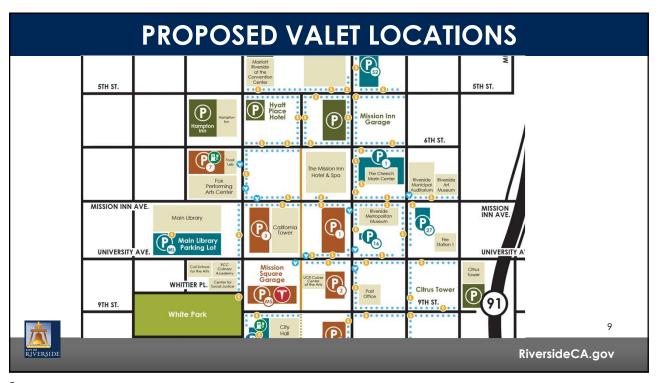




8

RiversideCA.gov





Expenses	One-Time	Monthly	Estimated 6-Month
	Start-Up Costs	Operating Costs	Pilot Cost
	\$25,165	\$51,572	\$334,596
Revenue	Valet Fee for Regular	Valet Fee for Special	Estimated 6-Month
	Operations	Events	Pilot Revenue
	\$20 per Vehicle	\$30 per Vehicle	\$114,000
Net Loss		(\$190,595)	
Goal is	s to adjust operations and m	narketing to reach cost ne	eutrality.





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
- Authorize City Manager (or designee) to execute the agreement including making minor, non-substantive changes, and contract extensions; and
- Conduct a public hearing on amending the City of Riverside's Master Fees and Charges Schedule; and



13

RiversideCA.gov

13

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.



14

RiversideCA.gov