

SERVICES AGREEMENT

ACE PARKING III, LLC

Park Riverside Downtown Valet Program

On this ____ day of _____, _____, the CITY OF RIVERSIDE, a California charter city and municipal corporation (“City”), and ACE PARKING III, LLC, a California limited liability company (“Contractor”), mutually agree as follows:

1. **Scope of Services.** Contractor shall furnish all labor, materials and equipment for and perform the work of Park Riverside Downtown Valet Program (“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 on January 1, 2026 and shall remain for six (6) months, unless otherwise terminated pursuant to the provisions herein. The Term may be extended for two (2) additional one (1)-year periods, not to exceed a total Term of two (2) years and six (6) months, 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 Three Hundred Thirty-Four Thousand Five Hundred Ninety-Five Dollars and Eighty-Five Cents (\$334,595.85), 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.** Except as to the sole negligence or willful misconduct of the City, 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, to the extent it is based or asserted upon any wrongful act or omission of Contractor, its officers, employees, subcontractors, agents or representatives, or arises out of or in any way relates to this agreement 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/Public-Works/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

Public Works Department
City of Riverside
Attn: Jacqueline Rodriguez
3900 Main Street
Riverside, CA 92522

To Contractor

ACE Parking III, LLC
Attn: Mostafa Tohamy
645 Ash Street
San Diego, CA 92101

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

ACE PARKING III, LLC,
a California limited liability company

By: _____
City Manager

By: John Baumgardner
Print Name: John Baumgardner
Title: CEO

Attest: _____
City Clerk

and

By: Ross Seibert
Print Name: Ross Seibert
Title: CFO

Certified as to Availability of Funds:

By: Kristin
Chief Financial Officer

Approved as to Form:

By: Jan A. Taro
Deputy City Attorney

EXHIBIT “A”

SCOPE OF SERVICES

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:

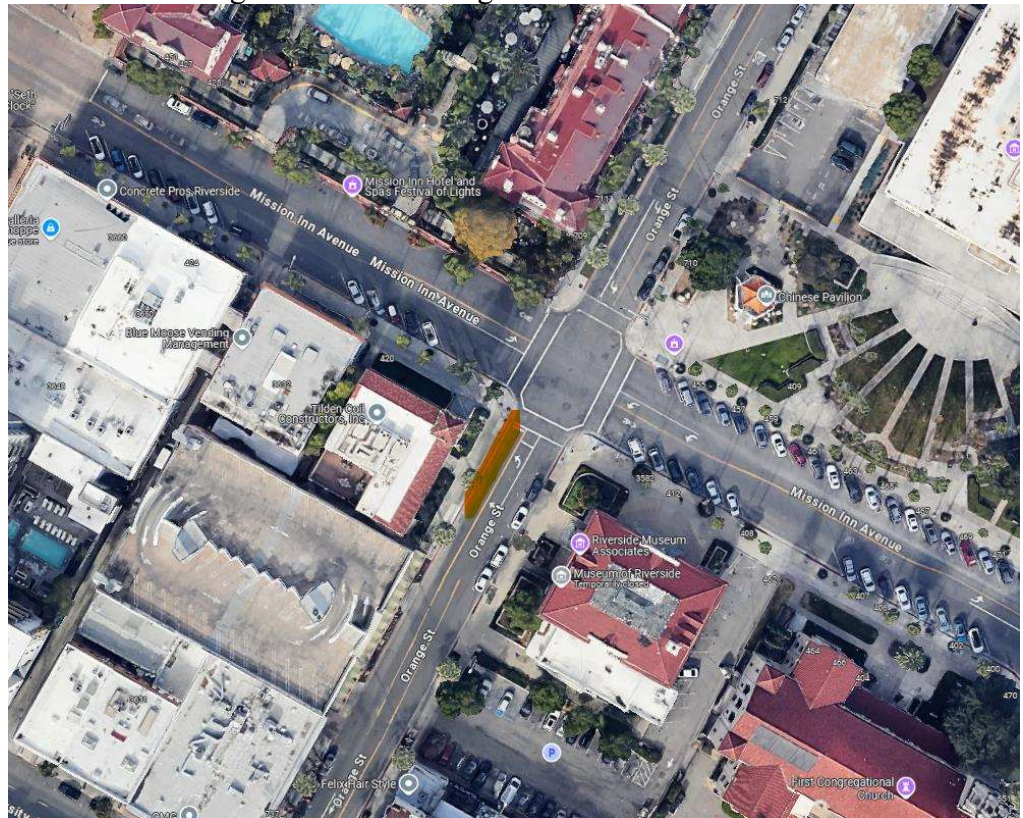
- a. The drop-off area must be designed for inclement weather and illuminated during the evening.
- b. Vehicle keys must be secure at all times.
- c. Signs must post operating hours, parking fees, price per hour, any parking validations (if applicable), payment forms accepted, and company name and phone 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.

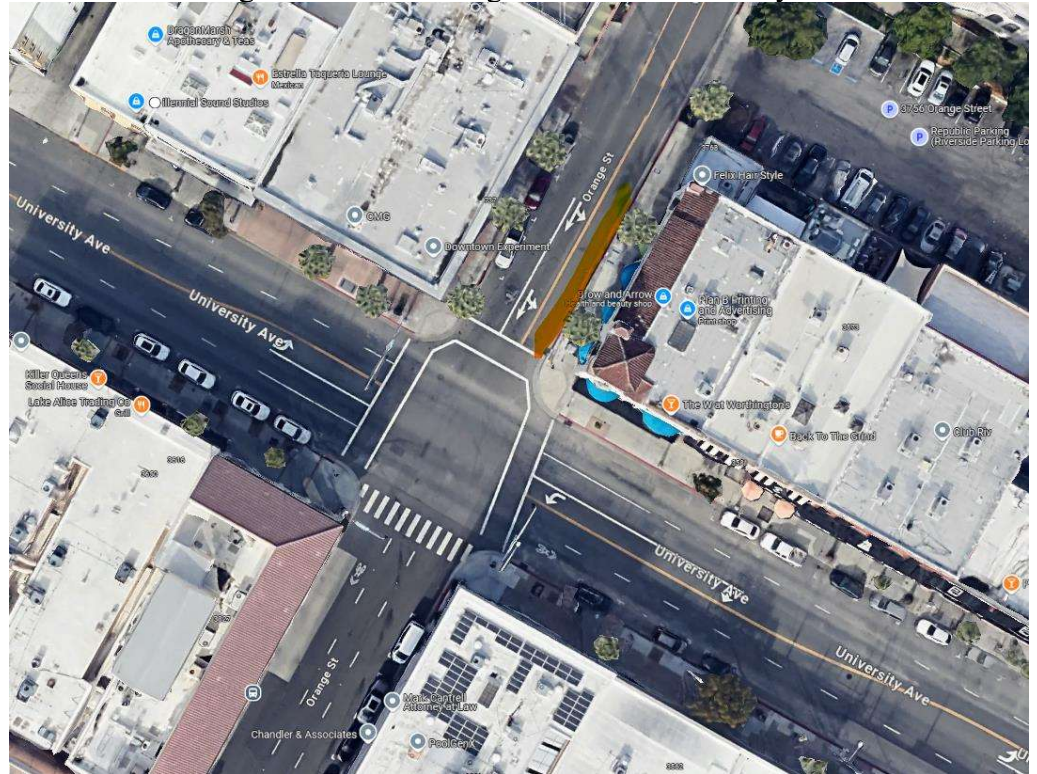
IV. The CITY is not responsible for lost or stolen valet equipment. If items are lost or stolen, it is the responsibility of the CONTRACTOR to replace with the same or similar version, at the cost of the CONTRACTOR. Use of right-of way: CITY will provide to CONTRACTOR the use of public right of way at 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.



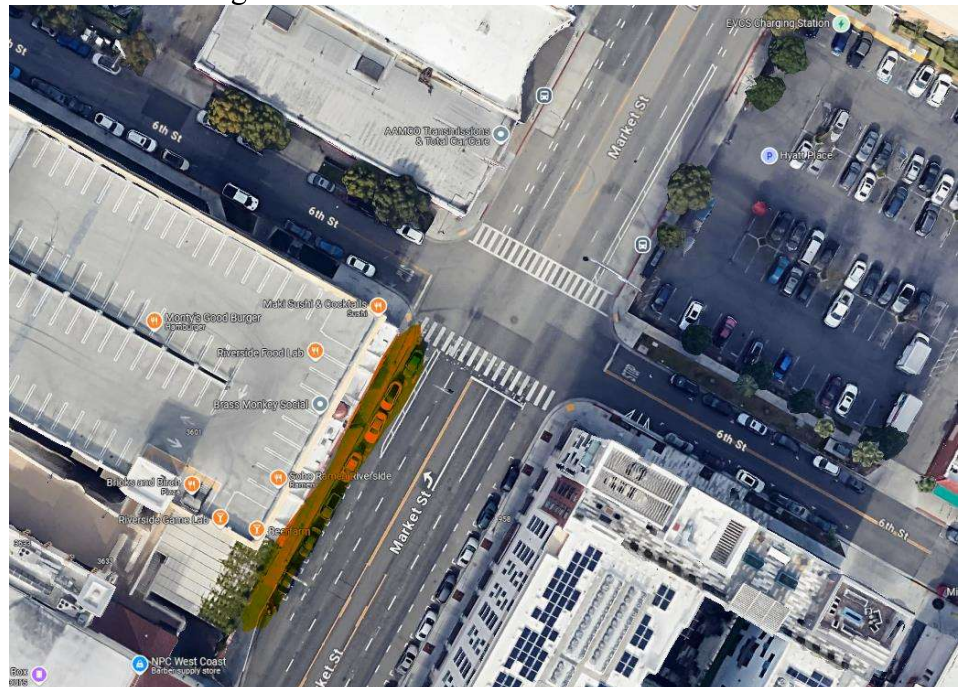
b. Valet Zone 2

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



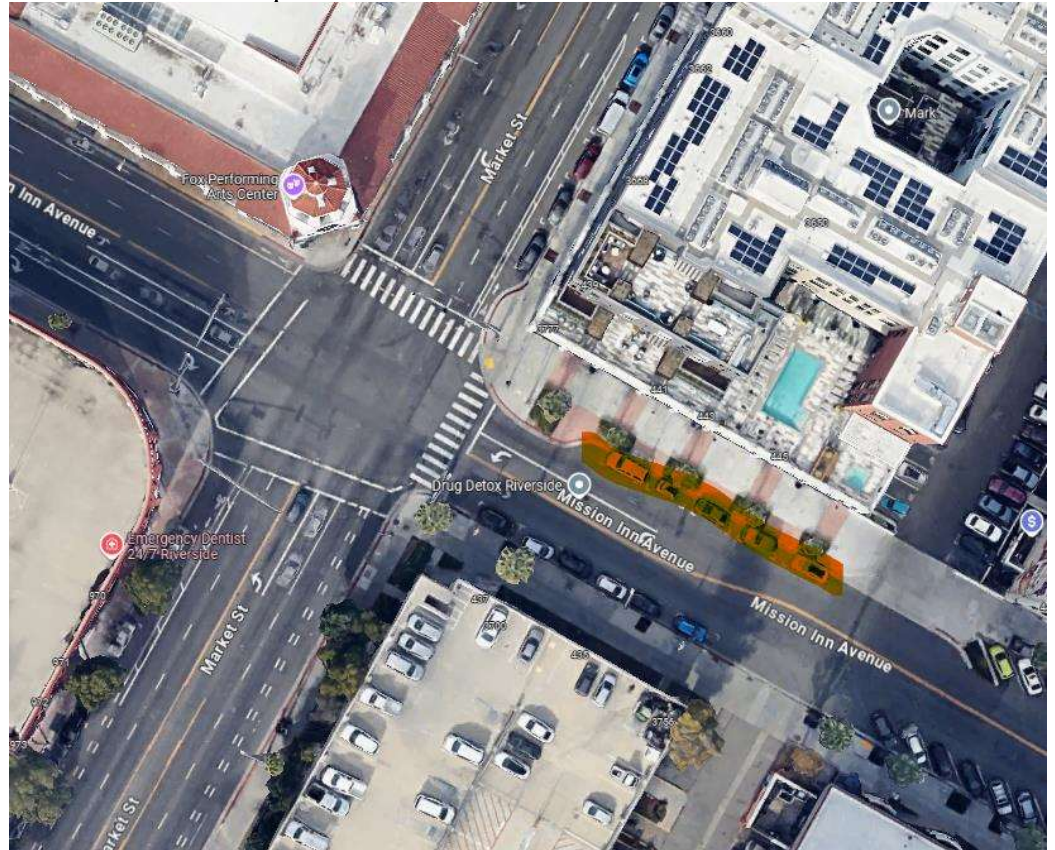
c. Valet Zone 3

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



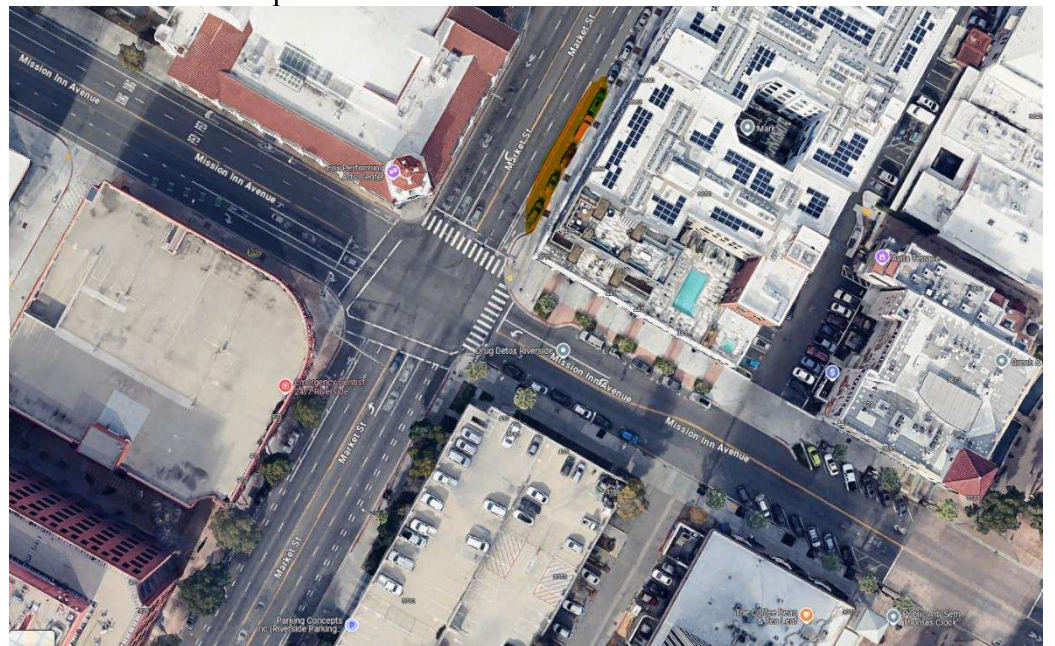
d. Valet Zone 4

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



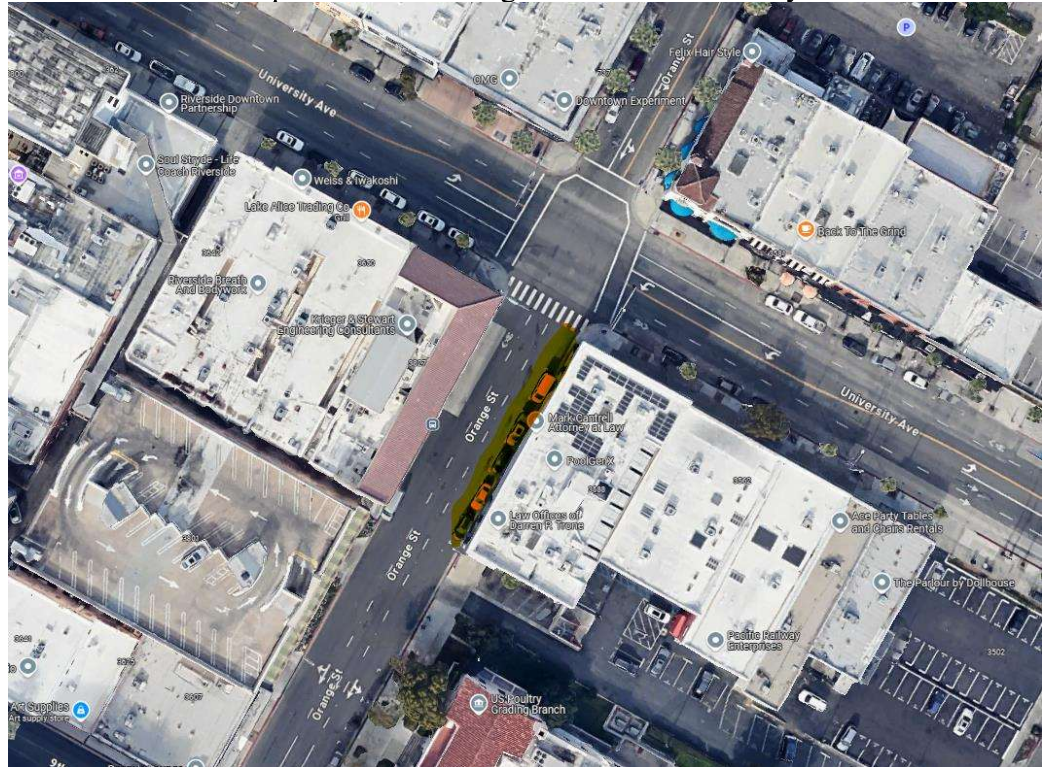
e. Valet Zone 5

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



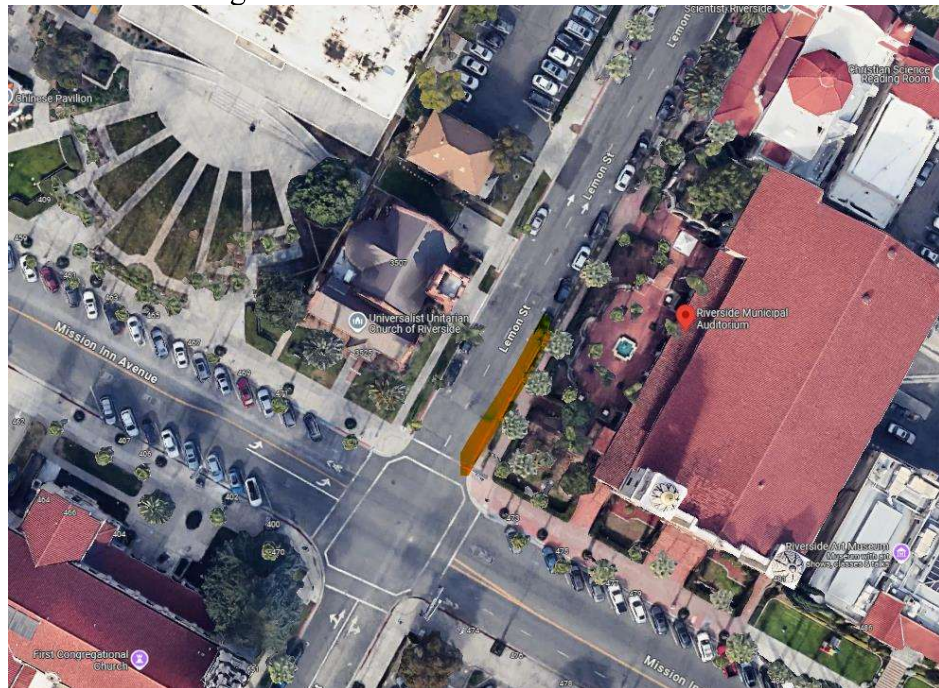
f. Valet Zone 6

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



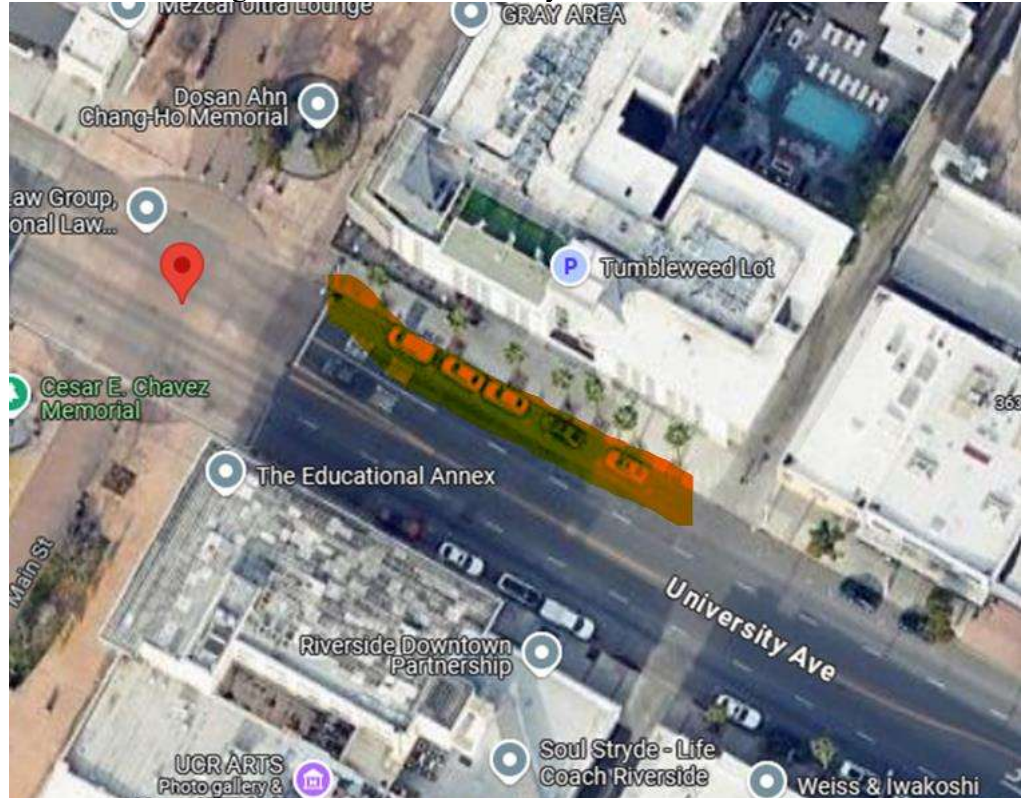
g. Valet Zone 7

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



RiversideCA.gov/Parking

Map is for reference purposes only. Please observe and obey all regulations before parking.

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.

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

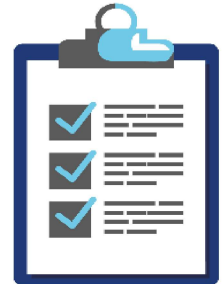
A fast hire means nothing if it's not the right hire. Ensuring quality hires is our top priority. In order to be considered for employment, every applicant must first complete an extensive employment application and successfully pass a series of pre-employment assessments. Pre-employment and post-employment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



- ▶ 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.

EXHIBIT “B”
COMPENSATION

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):

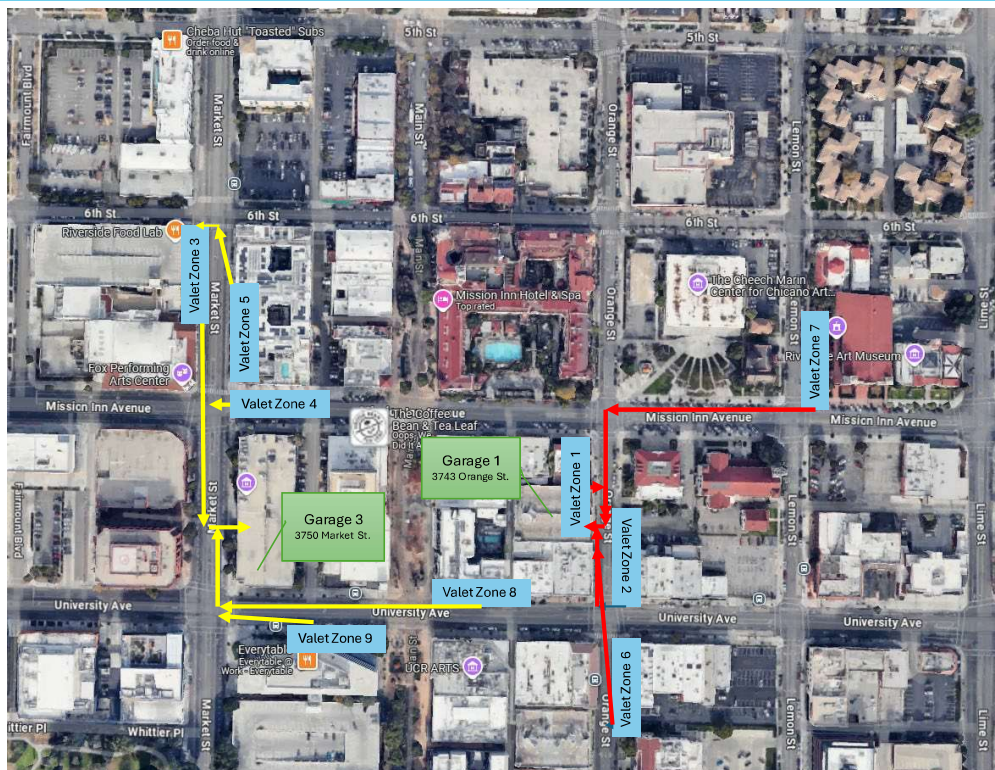
City of Riverside Valet Revenue & Expense Projections

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 Garages 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

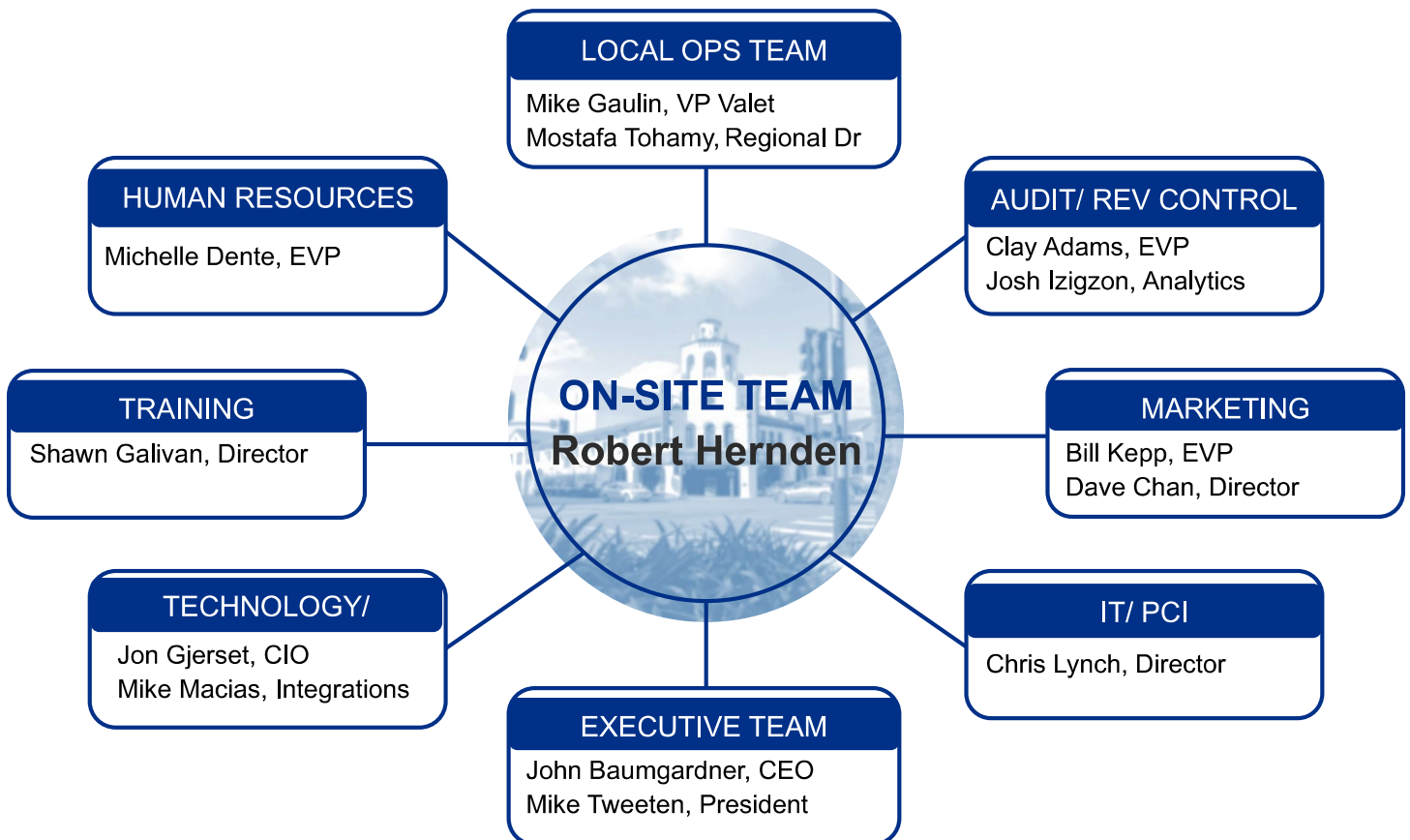
Utilizing our TEZ system, radios and our key security team members serving as dispatches, we would ensure vehicles could be delivered to any of the 9 valet stations available. If one or more valet zones were not being utilized, then that zone would be shut down and team members would disperse to other 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”

KEY PERSONNEL

COMPANY PERSONNEL

EXECUTIVE TEAM AND SUPPORT

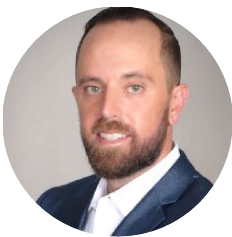


YOUR PROPOSED ACE TEAM



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.