



City of Arts & Innovation

News Release

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City of Riverside to Launch New Downtown Valet Program — A Premier Parking Experience for Visitors & Businesses

Launch scheduled for 5 p.m. Jan. 16

RIVERSIDE, Calif. – The City of Riverside next week will launch its Downtown Valet Program, a six-month pilot initiative designed to elevate the parking and visitor experience in the heart of Downtown Riverside. This “white glove” valet service will make it easier for patrons of restaurants, entertainment venues and downtown businesses to enjoy all that Downtown Riverside has to offer.

Key highlights of the program, which launches at 5 p.m. on Jan. 16, include:

- A convenient valet drop-off and retrieval experience at up to nine high-traffic downtown zones, operating Fridays through Sundays from 5 p.m. to 11 p.m.
- A modern ticket-less system, allowing customers to request their vehicle and pay/tip via phone, eliminating the need for paper tickets.
- Dedicated uniformed attendants, professional service and streamlined circulation that is designed to reduce congestion and way-finding frustrations in key downtown corridors.
- A service designed to support local businesses by making parking easier for their customers; encouraging longer stays, increased patronage and repeat visits.

While the program is a pilot and the city remains conservative in its projections, the focus is on building long-term value, not just in revenue but also in visitor satisfaction, business support and downtown vitality. The pilot is closely tied to measurable metrics including vehicle counts, business participation, customer feedback and weekly zone performance checks.

The City will provide an operational review after three months, and a full status update to the City Council at the conclusion of the six-month pilot.

Businesses interested in participating in the validation program, and patrons curious about how the service works, are encouraged to visit the City’s Parking Services website at

<https://www.riversideca.gov/publicworks/parking/riverside-valet-parking> or email Parking@RiversideCA.gov for additional details.