

Scope of Services

Valet Services for Worth Avenue

PURPOSE

The Town of Palm Beach, Florida ("Town") is soliciting proposals for **Valet Services for Worth Avenue** from qualified and experienced professional firms ("Proposer"), readily available to provide the services outlined in this solicitation, in accordance with rules and regulations related to valet operations within the Town. Appendix A includes a map of potential locations for valet stands on Worth Avenue.

SCOPE OF SERVICES

There are currently no valet operations directly managed or outsourced by the Town of Palm Beach, but the Town does issue permits for private operators seeking to provide valet services for town businesses. Most of the current valet services are limited to restaurants but the Town seeks to implement valet services to provide an alternative parking solution for visitors to Worth Avenue during daytime business hours. The Town expects there to be a minimum of 2 valet stands on Worth Avenue, with locations to be determined at a later date. The scope of service to be used in procuring a vendor to provide valet services is as follows:

- A. Branding of Service** - The Town will define the brand of the services and must approve the layout of valet stands. The Town will supply umbrellas, key stands, and kiosks, but the selected operator will be required to provide Town approved uniforms to its employees. Storage and care for the Town provided equipment will be the responsibility of the operator.
 - 1. The Town will approve of any Apps or collateral material to be used in providing the valet services.
 - 2. Operator will provide all valet staff with uniforms and ID badges as approved by the Town. These badges must be clearly visible at all times while working.
 - 3. Uniforms must be well maintained and in good condition any-time an employee is working.
- B. Customer Service** - The Town is looking for valet operator that provides a high level of personalized customer service, including:
 - 1. Vehicle pickup and delivery at any of the valet stands located on Worth Avenue.
 - 2. Valet should act as an ambassador to the Town, with sufficient knowledge to provide directions to key destinations.
- C. Operational Requirements** - The Town's expectation is that valet services provided will be exceptional service to customers.
 - 1. The Proposer must provide Proposed Operational Plans. At a minimum, such plan should state the intended valet parking concessions which are contemplated, number and qualifications of all personnel, including supervisors, together with a statement of screening procedures for all employees, including those with driving responsibilities.

2. All costs associated with operating valet shall be paid solely from revenues derived from valet operations. The Town shall have no obligation to pay or contribute toward any expense, with the exception of the equipment and supplies provided by the Town and on-street spaces reserved for valet use only.
 3. Staffing at all valet stands will be maintained to ensure that the Proposer must greet patrons and take possession of their vehicles within three (3) minutes of arrival of each patron, and the Proposer must return their vehicles to the patrons within ten (10) minutes of each patron's request for the vehicle. The Town reserves the right to have any unsuitable employee(s) of the Proposer removed.
 4. Operator will obtain a valet permit, but the fee for said permit will be waived.
 5. System to monitor valet traffic and ensure accountability for access to public parking spaces.
 6. Valet Operator must maintain phone or radio system to communicate between storage locations and all valet stands.
 7. The Proposer shall maintain a neat and orderly operation at all times and shall be solely responsible for the necessary services to properly maintain the premises being used for valet parking services. Proposer to maintain their operating areas and general vicinity free of all debris, litter, and trash.
 8. The operator shall comply with all laws, ordinances, and Town regulations.
 9. Any additional equipment which the operator intends to supply for the valet services operation should be listed and described in detail.
- D. Rates** - Operator will propose standard rate as part of their response to the Town's RFP.
- E. Enforcement** - Operator is responsible for compliance with all insurance requirements, rules and regulations related to valet operations within the Town.
1. Violations such as illegal ramping, blocking traffic, illegal storage, failing to wear required name tag, etc. will result in fines as provided for in the Town Code.
 2. Compliance requires vendor to maintain insurance to the satisfaction of the Town's Risk Manager.
 3. Proposals should include information on how operational data will be shared with the Town and how any operational systems will assist the Town in ensuring compliance with the contract requirements.
- F. Hours of Operation** - Operator will propose a plan for delivery of cars remaining in storage at the end of each day and will at a minimum provide staff at all valet stand as follows:
1. Monday through Friday - 11:00 a.m. to 5:30 p.m.

Days and hours of operation may only be modified with the prior review and approval of the Town Manager or designee.

G. Use of on-street parking spaces – The Town will restrict the use of a limited number of on-street spaces for valet use only on each block during the hours of valet services operations. These spaces will be provided at no cost to the operator.

1. Ramping of vehicles shall consist of allowing customers to enter or exit a vehicle and to turn it over to or retrieve it from valet employees. Ramping shall only be operated in the public on-street/curbside spaces provided for ramping. There shall be no storage of vehicles in the area designated for ramping.
2. Ramping on public property shall not occur in any other location than the on-street/curbside spaces provided for ramping. Vehicle key lock boxes used at the ramp locations are not to obstruct pedestrian or vehicular traffic.

H. Private storage of valet vehicles - Valet operator may store vehicles in private parking lots which are properly zoned and permitted as parking lots. The valet operator shall provide to the Town satisfactory documentation from the parking facility owner or management company/agent authorizing the valet operator to use those facilities for the purpose of storing valet parked vehicles.