



**AGENDA REPORT**

<b>PROPOSED ACTION: Resolution and Ordinance:</b> Approve and Authorize the Executive Director to Execute Agreements with ACE Parking III, LLC for Self-Parking Services and with Valet Hospitality Services – Jack London Square, LLC for Valet Parking Services for Various Port-Owned Parking Facilities in Jack London Square for a Term of Three Years for an Amount Not to Exceed \$6,555,685 Over Three Years, and Finding that the Proposed Action is Exempt Under the California Environmental Quality Act. <b>(CRE)</b>	
<u>Submitted By:</u> Dorin Tiutin, Acting Chief Real Estate Officer; Kristi McKenney, Executive Director	
<u>Parties Involved:</u> ACE Parking III, LLC, Oakland, CA Valet Hospitality Services – Jack London Square, LLC, Walnut Creek, CA	<u>Amount:</u> Approximately \$6,555,685 over three years in Operating Expense
<b>EXECUTIVE SUMMARY:</b> The Port of Oakland manages various parking facilities that require self-parking and valet parking operations in Jack London Square. Following a comprehensive evaluation and interview process, ACE Parking III, LLC (ACE) and Valet Hospitality Services – Jack London Square, LLC (VHS) were selected as the self-parking and valet provider, respectively. The estimated \$6,555,685 is projected operating expenses over the three-year term, that are reimbursed by revenues generated. Of this amount, ACE’s combined profit and overhead fee are estimated to total approximately \$153,096 over the five-year term. The management model proposed by VHS improves the Port’s financial position by an estimated \$195,000 over the same period through operational savings and volume-based variable revenues. Both agreements are subject to the Port’s Labor Peace Rule under Chapter 11.03 of the Port of Oakland Administrative Code (POAC) and require retention of existing parking employees. This proposed agreements also attach License and Concession Agreements (L&Cs) for access to an on-site office for self-parking operations and valet booths for valet parking operations. The L&Cs will run longer than a year, concurrently with the parking agreements, and therefore require approval by a separate ordinance.	

**BACKGROUND & ANALYSIS**

The Commercial Real Estate Division manages various parking facilities within Jack London Square, including two parking garage structures, one surface parking lot, metered street parking on Alice Street, and limited valet parking services in one of the garages. There are approximately 1,309 parking stalls in Jack London Square that are owned by the Port. All of these existing facilities are currently managed by Douglas Parking for self-parking and VHS for valet services under two separate Parking Management Agreements (Agreements) that were approved by the Board in 2023. These agreements include

accompanying License and Concession Agreements that provide the self-parking operator access to an on-site office and the valet parking operator to valet booths.

**Table 1  
Parking Facilities**

<b>Parking Facility</b>	<b># Stalls</b>	<b>Location</b>	<b>Use</b>
Washington Street Garage	978	Washington & Embarcadero	Transient and Monthly Parking
Underground Garage (includes Valet Parking)	186	Broadway & Embarcadero	Transient Parking
	70	Broadway & Embarcadero	Valet Parking
Lot 11	54	Webster & Embarcadero	Monthly Parking
Alice Street Parking	21	Alice & Embarcadero West	Metered Street Parking
<b>TOTAL</b>	<b>1,309</b>		

Port Staff issued a Request for Proposal (RFP) on December 10, 2025, to solicit proposals from qualified parking operators to manage these various Port-owned parking facilities and services in Jack London Square.

Prospective respondents were provided with the opportunity to submit separate proposals for self-parking or valet parking, and/or a combined proposal for both self-parking and valet parking. This afforded the Port the opportunity to select the optimal combination of services and pricing for the parking operations. On January 15, 2026, six respondents submitted proposals in response to the RFP. The Port conducted interviews with all responders and evaluated each proposal based on the criteria set forth in the RFP, as shown in Table 2 below.

**Table 2  
Evaluation Criteria**

<b>Item</b>	<b>Criteria</b>	<b>Weights</b>
1	Minimum Qualifications Requirements	Pass/Fail
2	Required Forms and Adherence to Port Policy and Other Requirements and Debarment Statement	Pass/Fail
3	Company Information, Litigation and Other Information	10%
4	Knowledge and Experience and Client References	20%
5	Plan and Approach (including Transition Plan)	20%
6	Proposed Management Fee Worksheet	35%
7	Non-Discrimination and Small Local Business Utilization Policy	15%

The evaluation committee scored the proposals under the two scenarios, as stated in the RFP, which was inclusive of a comprehensive assessment of key cost drivers, such as the proposed management fees, general manager’s salary, projected workers’ compensation premiums, and state unemployment tax (SUTA) rates.

The table below summarizes the scores and ranking for the proposal evaluated for both scenarios.

**Table 3  
TWO SEPARATE CONTRACTS - SELF-PARK AND VALET**

SELF-PARK			VALET		
Company Name	Rank	Final Score	Company Name	Rank	Final Score
<b>ACE Parking</b>	<b>1</b>	<b>89.00</b>	<b>VHS</b>	<b>1</b>	<b>87.17</b>
LAZ Parking	2	83.25	ACE Parking	2	55.17
Douglas Parking	3	81.97	LAZ Parking	3	48.25
Wellington/CMA	4	73.17	Everpark	4	39.67
Everpark	5	62.19			

**ONE CONTRACT COMBINED FOR SELF-PARK AND VALET**

Company Name	Rank	Final Score
ACE Parking	1	83.55
LAZ Parking	2	83.25
Everpark	3	53.20

Concurrent with the Evaluation Committee’s review of the proposals, the Social Responsibility Division (SRD) evaluated the degree to which each proposal met any of the criteria of the Port’s Non-Discrimination and Small Local Business Utilization Policy (NDSLBU), including certification as being located in the Local Business Area (LBA) or Local Impact Area (LIA), and/or being a Small Business Enterprise (SBE) or Very Small Business Enterprise (VSBE), as well as eligibility for preference points for community awareness programs and activities conducted by each firm. SRD evaluation results are shown in Table 4 below.

**Table 4  
NDSLBP Evaluation Results**

<b>Company Name</b>	<b>LBA</b>	<b>LIA</b>	<b>SBE</b>	<b>VSBE</b>	<b>Points</b>
ACE Parking III, LLC		<b>X</b>			5.50
Douglas Parking, LLC		<b>X</b>	<b>X</b>		8.50
Everpark, Inc.					0.00
LAZ Parking California, LLC					0.25
Valet Hospitality Services, LLC	<b>X</b>				2.50
Wellington/CMA, LLC		<b>X</b>		<b>X</b>	9.00

**Recommended Respondents**

ACE is a third-generation, family-owned company, certified with the Port as an LIA business. When evaluating the proposal from ACE, the fact that they bring over 75 years of expertise in parking management and technology solutions and a proven track record of managing operations comparable in size and scope to Jack London Square, including various municipalities and government agencies such as the Port of San Diego and Sutter Health facilities in Oakland and Berkeley, contributed to their high ranking. In addition, ACE leverages its proprietary DEEP BLUE Technology Suite to streamline operations, identify cost-saving opportunities, and maximize overall parking revenue. This technology will generate efficiencies the Port can directly leverage. Combined with a localized marketing approach—including strategic signage, social media monitoring, and outreach to neighboring businesses to support revenue growth—the Port will realize further benefits.

The proposed agreement with ACE allows the Port to maintain a positive cash flow by retaining all revenue generated by self-parking while reimbursing ACE for approved operating expenses.

VHS is a subsidiary owned by Scott’s Seafood Restaurant in Jack London Square. Because Scott’s patrons are the primary users of the valet, VHS has a vested interest in delivering excellent customer service. The company has significant local experience, having provided valet services at Jack London Square. Furthermore, an associated entity successfully managed similar operations in Walnut Creek for 18 years prior to the pandemic.

The proposed agreement requires VHS to completely manage the valet parking operations, absorbing all of the operating costs and retaining the customer revenue. In exchange, VHS will pay the Port a variable annual revenue depending on volume. The model estimates \$65,000 in net revenue annually. VHS was the only respondent to submit a proposal guaranteeing net revenue to the Port. Traditionally, valet operations have operated at a net loss and had resulted in an operational deficit to the Port.

Both of the proposed agreements with ACE and VHS are subject to the Port's Labor Peace Rule under Chapter 11.03 of the POAC and require retention of existing parking employees.

**OTHER FINDINGS AND PROVISIONS**

**ENVIRONMENTAL REVIEW**

The proposed action was analyzed under the California Environmental Quality Act (CEQA) and was found to be:

Categorically exempt under the following CEQA Guidelines Section:

Choose an item.

"Common Sense" exemption under CEQA Guidelines Section 15061(b)(3).

Other/Notes:

**BUDGET**

Administrative (No Impact to Operating, Non-Operating, or Capital Budgets); OR

Operating                       Non-Operating                       Capital

Analysis: Approval of the proposed Parking Management Agreements with ACE Parking and VHS will result in an estimated annual cost savings of \$22,000 compared to recent operating expenses. These savings are primarily driven by the lower management fee and general manager salary proposed by ACE. With an implementation date of May 1, 2026, the Port will realize approximately \$3,667 in prorated savings for the remainder of the current FY 2026 CRE operating budget.

**STAFFING**

No Anticipated Staffing Impact.

Anticipated Change to Budgeted Headcount.

Reason:

Other Anticipated Staffing Impact (e.g., Temp Help).

Reason:

**MARITIME AND AVIATION PROJECT LABOR AGREEMENT (MAPLA):**

Applies? No (Not Aviation or Maritime CIP Project) – proposed action is not covered work on Port's Capital Improvement Program in Aviation or Maritime areas above the threshold cost.

Additional Notes:

**LIVING WAGE** (City Charter § 728):

Applies?

No (CRE) – proposed action entails tenancy outside of the Maritime or Aviation areas and therefore not subject to Living Wage requirements.

Additional Notes:

<p><b><u>SUSTAINABLE OPPORTUNITIES:</u></b></p> <p><u>Applies?</u> <b>No.</b></p> <p><u>Reason:</u> There are no sustainability opportunities related to the proposed action because it does not involve a development project, purchasing of equipment, or operations that present sustainability opportunities.</p>	<p><b><u>GENERAL PLAN</u></b> (City Charter § 727):</p> <p><u>Conformity Determination:</u></p> <p>Not Required – conformity determination not required because proposed action does not change use of or make alterations to an existing facility, or create a new facility.</p>
<p><b><u>STRATEGIC PLAN.</u></b> The proposed action would help the Port achieve the following goal(s) in the Port’s Strategic Plan:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Capture Our Market and Grow the Economic Base</li> <li><input type="checkbox"/> Modernize and Upgrade Infrastructure</li> <li><input type="checkbox"/> Transition to Zero-Emissions and Build Climate Resilience</li> <li><input checked="" type="checkbox"/> Maximize Land Use Value and Revenues</li> <li><input type="checkbox"/> Workforce Training and Jobs Development</li> <li><input type="checkbox"/> Create Opportunities for Local Businesses and Community Economic Development</li> </ul>	