

PRACTICAL ASPECTS OF VALET PARKING

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**Healthcare Engineers Society of Northern Illinois
2009 Annual Conference
Oakbrook Terrace, Illinois**

May 7, 2009

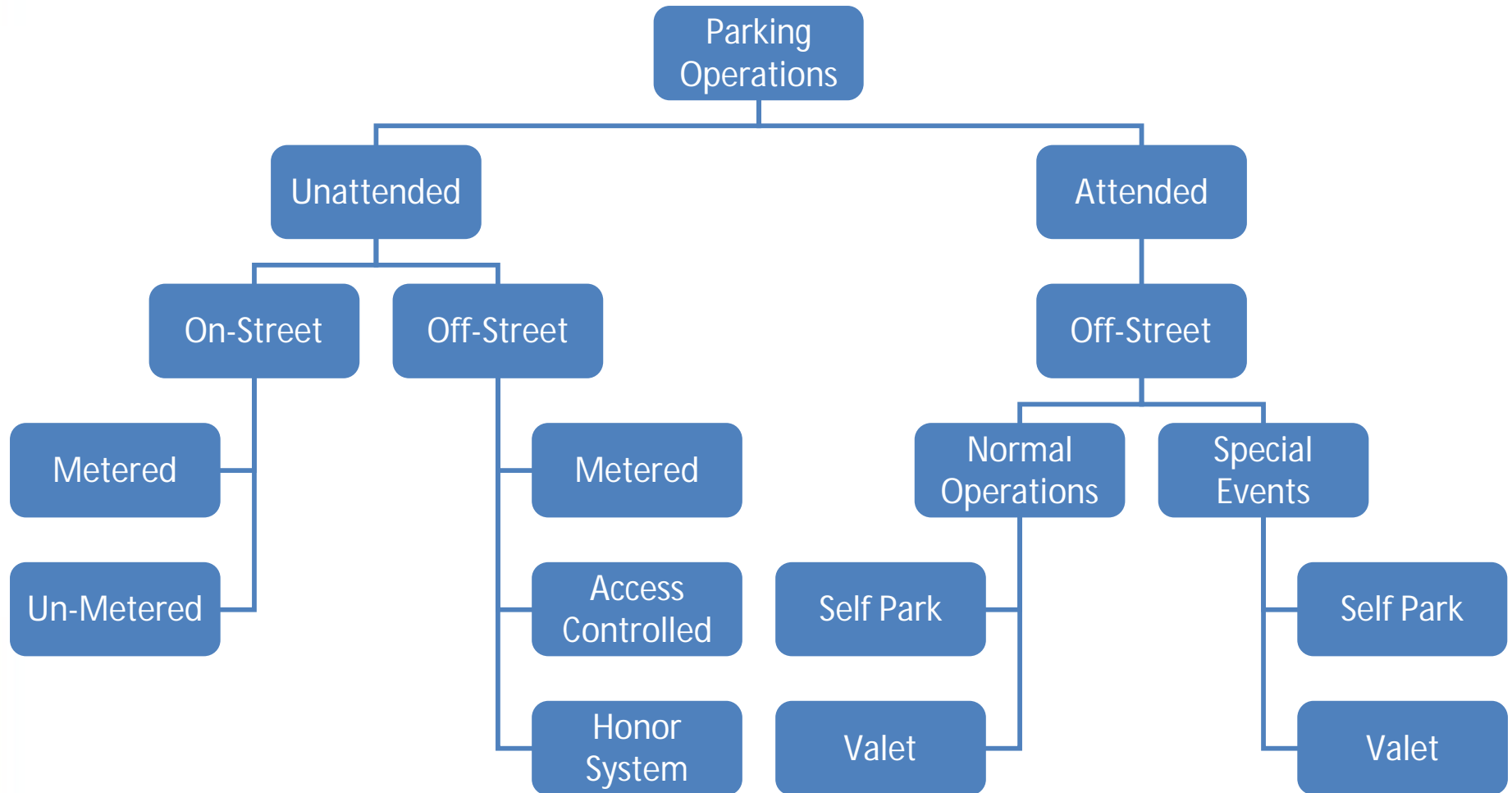


Agenda

- Parking Operations
- Valet – Normal Operations
- Valet – Special Events
- Staffing Guidelines
- Practical Tips
- Lessons Learned
- Questions/Comments



Parking Operations



Practical Aspects of Valet Parking

Valet Parking is a Service.



Valet Parking

- Highest level of service in parking
- “Attendant Assist” is different



When to Offer Valet Service?

- Limited parking supply – Parking Supply Management
- Availability of parking at inconvenient location
- Availability of parking at undesirable locations
- Value added service
- During major construction
- After major changes in the system (parking or facility)
- Extreme weather conditions

Valet Parking

- Hospitals and Medical Centers
- Hotels and Resorts
- Restaurants
- Malls
- Airports
- Special Events – Weddings, Graduations, etc.



Valet Parking

- Advantages
 - Higher level of customer service
 - Convenience for customers
 - Increased parking supply
 - Better use of undesirable parking spaces



Valet Parking

- Advantages
 - Ideal for large or high profile events where invitees have a limited arrival window
 - Improves favorable organization/business image, if done correctly
 - May help people with mobility issues who do not have ADA privileges



Valet Parking

- Disadvantages
 - Can be perceived as bad customer service
 - Not considered as a preferred parking option in many areas
 - Susceptible to higher claims and litigations (legitimate and fraudulent)
 - Higher operating costs
 - Higher insurance costs

Practical Aspects of Valet Parking

User Comfort Factor (UCF)

UCF for Valet Parking

- Original concept from traffic engineering combined with standards of service industry
- Relates to the “patrons’ wait time” (from presentation of valet ticket to return of vehicle)

UCF for Valet Parking

<u>UCF</u>	<u>Wait Time for Departing Patrons*</u>
A	4 minutes or less
B	4 – 6 minutes
C	6 – 8 minutes
D	8 – 10 minutes
F	10 minutes or more

* No or minimal wait time for arriving patrons

Key Factors for Wait Time

- Distance to the parking facility
- Non-valet traffic activity in the vehicle drop-off and pick-up area
- Level of pedestrian activity in the vehicle drop-off and pick-up area
- Design of vehicle drop-off and pick-up area
- Valet abuse by vendors and/or employees

Practical Aspects Valet Parking

Staffing Guidelines

Staffing Guidelines

- Largest line item in any valet operation's financials
- Staffing must be appropriate for:
 - Daily operations
 - Special event
 - Impact on service/tips
- Assigned greeter to receive arriving patrons
(Rotate valet or drive position)
- Assigned staff to receive departing patrons
- Checker(s), key dispatcher(s)

Staffing Guidelines

- Hourly activity (arriving and departing patrons)
- Time needed to park vehicles
- Time needed to retrieve vehicles



Staffing Guidelines

- Example - Daily Operation
 - Hospital operation – Mid afternoon conditions
 - 50 departing vehicles
 - 15 arriving vehicles
 - 5.50 minutes to park a car
 - 4.25 minutes to retrieve a car

Staffing Guidelines - Example

Activity	No. of Vehicles	Activity Time	Total Time
Arriving Vehicles	15	5.5 min/veh.	82.5 min
Departing Vehicles	50	4.25 min/veh.	212.5 min
Total	65		295.0 min

Staffing Guidelines - Example

- Approximately 300 minutes of valet activity
- Assuming each valet works 50 minutes per hour
- Staffing level = $300/50 = 6$ valets
- Possible efficiency improvements – Parking and retrieving vehicles in one trip (generally during peak hours)
- To maintain higher service levels, treat parking and retrieving separately



Staffing Guidelines

- Rule-of-Thumb
 - Up to 50 vehicles 3 valets
 - 51 to 200 vehicles 4 to 5 valets
 - 201 to 300 vehicles 5 to 7 valets
 - 301+ 7+ valets

Staffing Guidelines



- Special Event
 - Average vehicle occupancy: 2 to 2.5 persons/veh.
 - 45% will choose valet if economical and convenient parking is available
 - 65% will choose valet if similarly priced parking is available
 - For large off-site parking, consider the use of valet shuttle to improve efficiency
 - For large operations, add 15 to 20% additional staff for greeter, traffic director, shuttle drivers, ticket checker

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Hiring/Training

Hiring/Training

- “Can you drive a stick?”
- Driving record, background checks, drug tests, credit check (if permissible)
- Special attention to hiring, driving abilities, back-in parking, training, customer service, damage reporting, claims, supervision
- Physically fit to run – rain or shine



Hiring/Training

- Follow state and federal employment laws
- Common complaint – Seat has been moved
 - Average Americans' height
 - Male 5' – 9"
 - Female 5' – 4"
- Ideally, seats should be rarely moved
- Develop employee handbook
- Training is essential for a successful operation

Damage Report

- ALL damage must be reported
- Who pays for the damage?



Tips (\$\$\$)

- Pool
- Individual tips
- Let them decide
- Evaluate tip distribution issues



Valet Parking Procedures

- Operator is legally responsible for vehicles
- Back-in vehicles
- Five part ticket
- Completely fill out the valet tickets (note damages)
- At vehicle return, valet must wait by the vehicle with the driver's door open

Who is responsible?

CAR CHECK **000**

LIC. NO. _____

OFFICE CHECK **000**

LOCATION _____

LIC. NO. _____

Black	Acura	Hyundai	Mitsubishi
Blue	Audi	Infiniti	Nissan
Brown	BMW	Isuzu	Olds
Gray	Buick	Jaguar	Pontiac
Green	Cadillac	Jeep	Porsche
Pink	Chevrolet	Land Rov.	Saab
Red	Chrysler	Lexus	Saturn
Silver	Dodge	Lincoln	Toyota
White	Ford	Mazda	VW
Yellow	GMC	Mercedes	Volvo
	Honda	Mercury	Wag. Tr.

CLAIM CHECK **000**

TIME IN _____

Cars parked at owner's risk
Reasonable care is given to cars left in our custody. But we are not responsible for loss or damage due to fire, theft, breakage or collision. Articles left in car at owner's risk.

TIME & RATES AS POSTED

NATIONAL TICKET CO. #, SHANNON, PA 17872 U.S.A. 670-873-2800

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Valet and State Cars

- Can a valet drive a state car?
- Authorized drivers - Employees, official volunteers, and official agents
- What is your exposure?

Valet Insurance

- In the USA, 120 million cars valet parked annually (325,000 cars a day)
- Must have appropriate type of insurance coverage, sufficient amount of coverage, and proper riders
- Standard forms of insurance do not carry necessary extension of coverage for valet service



Valet Insurance

- Type of Coverage
 - General Liability (GL)
 - \$1M for each occurrence
 - \$2M general aggregate
 - \$1M personal injury
 - Garage Keepers Legal Liability (GKLL)
 - \$1M per occurrence
 - Workers Compensation/Employee Liability (WC/EL)
 - \$500,000 each accident
 - Excess Umbrella Liability (EUL)
 - \$4M each occurrence



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Practical Tips



Practical Tips

- Do several test runs before starting a new valet operation
- Print VALET (with facility/company name and logo, use special fonts) on the front and back of valet shirts/jackets)
- Maintain digital cameras on-site
- Uniforms with ONE or preferably NO pockets
- Ink pen with click tops
- Train valet to watch for pedestrians especially for the passengers of the vehicles

Practical Tips

- Valet should request customers to visually inspect their vehicle, especially for exotic and/or expensive cars – Note any damage or scratch on the ticket
- Valet should ask for “weird quirks” in the cars
- Keys lost or locked in the car - Provide ride or pay for taxi
- Disclaimers about stolen items written on the tickets will not hold up in court



Practical Tips

- Large rings or loose metal wrist watches may cause scratches on the vehicles
- Watch for vehicles' "door-designs"
- Valet hands should have a "cared-for" appearance
- Oil resistant shoes for valets
- Contact information for several qualified locksmiths
- Emergency Equipment
 - Jacks, vehicle trolleys, air compressor, oil absorbent, fire extinguishers

Valet Parking Systems



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Lessons Learned

Case Study #1

- Midwest Hospital
- Valet cost \$4 - Self park \$2
- 400 – 500 cars per day
- Concerns about valet delays
- Six cars were stolen in the last 18 months



Case Study #2

- Major cancer center
- Long wait and queues
- Three valet locations
- Several complaints from patients
- Excessive delays



Acknowledgements

- “Successful Management of a Valet Operation,” IPI Parking Primer
- CPFM Study Guide, National Parking Association
- “Drive on up to the Valet Parking Business” an article by Jennifer I. Zebel, 1999
- “Valet Parking Guides” by University of California, Irvine Medical Center



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Questions/Comments