

Stamford Downtown & City of Stamford Request for Proposals (RFP)

Valet Parking Program – Bedford Street & Columbus Park Neighborhoods

RFP Release Date: December 23, 2025

Submission Deadline: January 20, 2026, at 4:00pm

Contact: Marisa Rogo, Stamford Downtown Special Services District

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Introduction

Stamford Downtown, the Business Improvement District serving the City's urban core, in partnership with the City of Stamford, is seeking proposals from qualified valet parking operators to design, manage, and implement a coordinated valet parking program serving the Bedford Street and Columbus Park neighborhoods.

These districts are among Stamford's most active dining and entertainment areas and face significant parking demand, particularly during evenings and weekends. The purpose of this RFP is to select a professional operator capable of delivering a safe, efficient, customer-focused valet service that supports businesses, improves mobility, and enhances the visitor experience.

This RFP follows Stamford Downtown's 2025 Request for Expressions of Interest (EOI), which gathered preliminary market feedback and informed the structure of this formal solicitation.

Project Overview

The valet program is intended to:

- Provide clearly marked, convenient valet drop-off and pick-up zones.
- Improve traffic flow and reduce congestion on Main Street (between Washington Boulevard and Clark Street) and Bedford Street (between Broad and Forest Streets) and surrounding areas.
- Maximize use of underutilized off-street parking resources such as the Bedford Street Garage and Bell Street Garage.
- Support small businesses, nightlife destinations, and overall economic activity.
- Ensure equitable pricing, ADA accessibility, and high-quality customer service.

The program may launch as a pilot initiative before transitioning into a longer-term contract.

Scope of Services

The selected operator will be responsible for:

Valet Operations

- Establishing and managing valet service stations at designated curbside locations.

- Providing trained, uniformed staff for greeting, key management, vehicle transfer, and retrieval.
- Managing vehicle storage using designated off-street public parking garages.
- Ensuring ADA-compliant queuing and safe pedestrian circulation.

Technology & Customer Interface

- Digital ticketing system (app-based and/or text-to-retrieve).
- Contactless payment options.
- Real-time vehicle tracking for customers.
- Data reporting dashboards for Stamford Downtown and the City.

Traffic Management & Safety

- Procedures for preventing congestion at valet stations.
- Coordination with City Transportation, Traffic & Parking Departments.
- Safety protocols for nighttime operations and inclement weather.

Program Administration

- Scheduling, staffing plans, and employee supervision.
- Customer service standards.
- Coordination with participating businesses.
- Compliance with all municipal regulations.

Insurance & Risk Management

- General liability, garage-keepers liability, automobile liability, and workers' compensation.
- Bonding of employees handling keys and customer property.
- Incident reporting and claims procedures.

Proposal Requirements

Proposals must include the following sections:

Company Background

- Ownership structure
- Years in operation
- Experience operating valet/parking programs of similar scale
- Examples of comparable projects
- References

Operational Plan

- Proposed service model
- Staffing structure, roles, and uniforms
- Technology platform description (apps, ticketing, communication)
- Approach to partnerships with city-owned garages
- Sample station layout and traffic flow plan

Cost & Revenue Plan

Building upon concepts requested in the EOI:

- Proposed customer pricing
- Operator fee structure
- Suggested revenue-sharing models
- Pilot vs. long-term budget outline

Risk Management

- Insurance coverage details
- Safety and compliance protocols
- Employee screening and training
- Proposed quality control processes

Implementation Timeline

- Proposed launch schedule
- Ramp-up plan for pilot or full launch

Value-Added Options (Optional)

- Marketing partnerships
- Seasonal service enhancements
- Incentives for validated parking with restaurants/venues

Evaluation Criteria

Stamford Downtown and the City of Stamford will evaluate proposals based on:

1. Relevant Experience & Qualifications
2. Quality, clarity, and feasibility of the operational plan
3. Technology and customer experience features
4. Cost-effectiveness and financial model
5. Safety, compliance, and risk mitigation
6. Ability to support economic development and improve mobility

Shortlisted firms may be invited to interview or present before final selection.

Submission Instructions

Submission Deadline

January 20, 2026 at 4:00pm

Format:

- PDF format or Word document

Submission Method:

Email proposals to:

Marisa Rogo

marisa@stamford-downtown.com

Stamford Downtown Special Services District

5 Landmark Square, Suite 110, Stamford, CT 06901

Questions

Direct all questions in writing to marisa@stamford-downtown.com.

Project Timeline

- **RFP Release:** December 23, 2025
- **Deadline for Questions:** January 9, 2026
- **Proposals Due:** January 20, 2026, at 4:00PM
- **Interviews (if applicable):** January 30, 2026
- **Contract Notice of Award:** February 13, 2026 (tentative)
- **Program Launch (Pilot or Full):** February 26, 2026 (tentative)

Terms & Conditions

- This RFP does not commit Stamford Downtown or the City of Stamford to award a contract.
- Stamford Downtown reserves the right to reject any or all proposals or issue a new solicitation.
- All materials submitted become the property of Stamford Downtown.
- Stamford Downtown may negotiate scope, pricing, and terms with the selected operator.