



**DRIVEN BY INNOVATION.
POWERED BY PEOPLE.**



RFP No. 2025-RFP-187

OPERATION OF NEV FOR COURTESY SHUTTLE SERVICE

Prepared Exclusively For: City of Palm Desert

July 2025





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COVER LETTER

July 31, 2025

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Management Analyst
vmager@cityofpalmdesert.org | (760) 776-6425

Cristal Ortega
Management Analyst
cortega@palmdesert.gov | (760) 776-6327

Dear Vanessa and Cristal,

ACE Parking (“ACE”) is pleased to present a proposal for THE Operation of Neighborhood Electric Vehicles (NEVS) for Courtesy Shuttle Service for the City of Palm Desert. Our proposal will outline an ambassador approach to our shuttle operations that will help ensure strong customer service and easy transportation experience for your City’s guests and visitors, while allowing a collaborative partnership to develop and thrive between the City of Palm Desert and ACE.

VALUE PROPOSITION

We have outlined the following benefits with a partnership approach with ACE.

- ▶ Extensive Local Market & Local Shuttle Experience
- ▶ Longstanding Relationships within the Community
- ▶ Experienced Local Support Team with High Level Engagement
- ▶ Palm Springs Labor Pool of Over 60 Hospitality Team Members
- ▶ ACE Regional Office Located in Palm Desert Just Minutes Away
- ▶ ACE Corporate Headquarters in San Diego

**Palm Springs Labor
Pool
Over 60
Hospitality
Team Members**

5-STAR HOSPITALITY LEVEL OF SERVICE

Your ACE team will leverage ACE Hospitality’s 55-year hotel experience to provide the finest personal services and facilities to our guests. Our guests will benefit from ACE’s 5-Star service standards, strategic advance planning, quick decision-making; accountability; and proactive communications with our local management team. “We are Ladies and Gentlemen serving Ladies and Gentlemen”!



ACE’S MUNICIPAL EXPERIENCE

ACE has built a reputation over the last 60 years of providing efficient operations and innovative consulting services for dozens of municipalities across the country. ACE takes pride in its collaborative approach to enforcement, providing services for many municipalities and government agencies. Our municipal experience started with the City of San Diego, a relationship which has continued without interruption for the past 60 years.



APPROACH TO YOUR SCOPE OF WORK

After a thorough review of the project requirements and objectives, our team has developed a strategic, thoughtful, and service-oriented approach designed to enhance mobility, elevate the rider experience, and optimize day-to-day operations. In the Proposed Method to Accomplish the Work section of our proposal we have included details about the following topics.

- ▶ Transition plan
- ▶ Customer Service Plan
- ▶ Technology Plan
- ▶ Staffing Plan
- ▶ Communication Plan
- ▶ Vehicle Maintenance Plan
- ▶ Continuity Plan
- ▶ Optional Amenities
- ▶ Additional Recommendations

INDIVIDUAL AUTHORIZED TO NEGOTIATE AGREEMENT TERMS

I, Mostafa Tohamy, am authorized to negotiate agreement terms and compensation. My contact information including my address and phone number is listed below.

COMMITMENT

Your ACE team will bring a forward-thinking mindset to our partnership with the City of Palm Desert by taking a proactive approach to achieving the City's service goals and exceeding operational expectations. We thank you for this opportunity to provide this proposal and do look forward to meeting with you to discuss next steps.

Sincerely,

Mostafa Tohamy
Regional Director
45400 Larkspur Lane
Palm Desert, CA 92260
mtohamy@aceparking.com | (949) 307-7738

EXPERIENCE AND TECHNICAL COMPETENCE BACKGROUND



EXPERIENCE AND TECHNICAL COMPETENCE

A. BACKGROUND

About ACE

Since 1950, ACE has grown to be one of the nation's largest parking, transportation and technology solution providers in the country, serving nearly half a million customers daily. Headquartered in San Diego, ACE is privately- & family-owned and offers direct access to our top executives and experts while maintaining transparency and a true partnership with our clients. We operate in many major markets across the U.S., partnering with municipalities, government agencies, Universities, airports, commercial property management firms, major hotel brands, property owners, developers, special event companies, and entertainment venues.

75
YEARS OF
INNOVATION



- ▶ 75-Year Family-Owned History
- ▶ Regional Office in Coachella Valley
- ▶ 1,000 Locations Coast to Coast
- ▶ 500,000 Parking Stalls
- ▶ 5,000 Team Members
- ▶ \$1B Annual Revenue

Service & Expertise

ACE's unique blend of experience, resources, relationships, and culture make us the parking and mobility services provider for operations of all sizes and designs. Below are some of ACE's core skill areas and our approach to each.



MUNICIPALITY

From airports to civic institutions, ACE has the experience to balance the regulatory requirements with customer satisfaction.



SHUTTLE AND TRANSPORTATION

Large focus on government/municipal fixed route shuttle transportation, hotel, mixed use, hospital campus, corporate campus, and residential community operations throughout the US.



CONSULTING

In 75 years of business, we've seen just about everything. If sound advice is what you seek, we're here to talk anytime.



EVENT & MAJOR ATTRACTIONS

ACE has developed proprietary technology solutions and service-centric procedures based on a 75-year history managing event venues and major attractions.



COMMERCIAL

ACE is more than a parking manager for some of the largest corporations in America. We're a revenue growth advisor and partner.



MOBILITY SOLUTIONS

When parking is just one component of a journey, you need smart, effective solutions that connect Point A to Point Anywhere.



HOSPITALITY AND RESIDENTIAL

We take the time and make the effort to provide your guests and residents with a flawless experience worthy of your brand.



HEALTHCARE

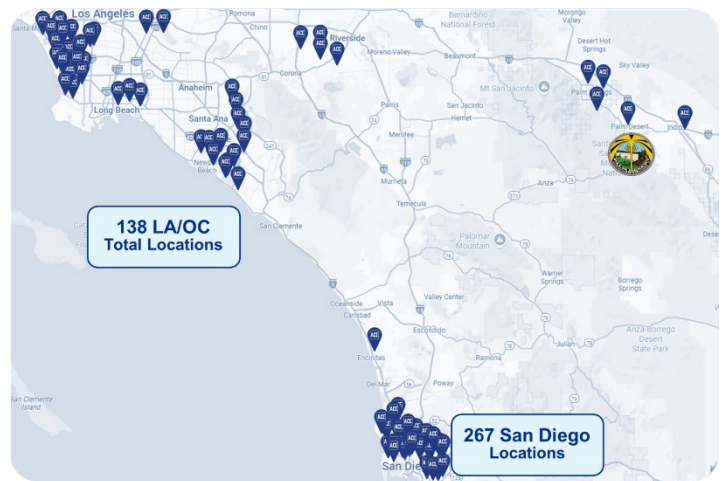
When lives and health are on the line, a flawless and efficient operation is critical. Our commitment is to help patients and families when they need it most.

EXPERIENCE AND TECHNICAL COMPETENCE BACKGROUND



Southern California Presence

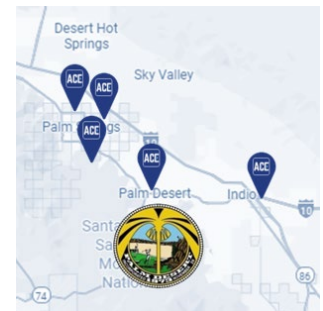
Our presence in Southern California includes long-term partnerships with dozens of prestigious municipal and hotel brands. In addition to our regional office in Coachella Valley, your operation will be supported by our two nearby regional offices in Los Angeles in addition to our corporate headquarters based in Southern California, your operation will benefit from ACE's investments in our support team which includes dedicated local Audit, Human Resources and Recruiting Managers.



 400+ Operations	 \$244 M Annual Revenue	 96% Account Retention	 1,700 Employees
		 143,000 Managed Stalls	 94% Audit Scores

Local Presence

ACE has extensive knowledge in large resort hotels and the service expectations that come with them. We pride ourselves on building operational plans that are as unique as the operation itself. With the City of Palm Desert NEV Shuttle, we will tailor an operation that is specific to the City and its clientele. ACE's hospitality clients are listed below. In addition, our regional office is located just one block away from the NEV shuttle route.



HOTEL PASEO
AUTOGRAPH COLLECTION
HOTELS



THOMPSON
PALM SPRINGS



RITZ-CARLTON RESORTS
DESERT PALMS



CANOPY
AT CITRUS



F/10
LUXURY HOTELS



EXPERIENCE AND TECHNICAL COMPETENCE BACKGROUND













EV Experience in the Coachella Valley

Our house car operations have become one of the WOW factors that take guest experience to the next level. In Palm Springs ACE partners with the Thompson Palm Springs Hotel providing complimentary transportation for our guests and VIP's. The hotel utilizes the all electric 2025 Escalades IQ which makes ACE qualified to manage the electric golf cart operation for the City of Palm Desert.





Shuttle Experience

Our shuttle division developed by President Steve Burton, has been in existence for almost 30 years and has become one of the most tech forward and innovative divisions of our company. With a large focus on fixed route shuttle transportation, ACE has also expanded into hospital campuses, corporate campuses, residential community, hotel, and government/municipal transit operations throughout the US. ACE currently operates more than 125 medium/heavy-duty shuttles and transit buses with over 200+ fully licensed drivers for our corporate offices and municipal clients such as San Diego International Airport, the City of San Diego, John Wayne Airport, and City of San Jose.

Location Name – Shuttles	Years Operated	# of Shuttles	Number of EV Shuttles ACE Implemented	Shuttle Size	# of Employees	Annual Ridership	Photo of Buses
 BALBOA PARK TRAM	11	5	-	40	10	1M+	
 SAN DIEGO INTERNATIONAL AIRPORT <small>LET'S GO.</small>	47	38	33 EV Shuttle/Buses	20 to 25	100	2M	
 JOHN WAYNE AIRPORT <small>ORANGE COUNTY</small>	1	10	5 Proterra ZX1 Transit Buses	Mix of Proterra BEB, CNG Transit Buses and Cutaway Shuttles	150	500K	
 illumina® <small>WORLDWIDE HEADQUARTERS</small>	7	6	6 EVs – First 100% Corporate EV Fleet	20	10	75K	
 Hollywood Burbank Airport	10	10	Electrification in progress	20 to 30	35	550K	

EXPERIENCE AND TECHNICAL COMPETENCE BACKGROUND



Location Name – Shuttles	Years Operated	# of Shuttles	Number of EV Shuttles ACE Implemented	Shuttle Size	# of Employees	Annual Ridership	Photo of Buses
 PHOENIX SKY HARBOR INTERNATIONAL AIRPORT	9	10	2 Shuttles + Service Vehicles	15 to 35	50	1.3M	
 @ LAX & HYATT REGENCY	22	15	15 EV Shuttles	15 to 21	55	1M	
 SAN JOSE MINETA INTERNATIONAL AIRPORT	Start Date 2025	14	10	35	4	750K	
 INTERNATIONAL AIRPORT TUCSON AIRPORT AUTHORITY	26	5	-	15 to 21	45	600K	
 BAY AREA	2	14	-	15 to 25	20	100K	
 Hospital San Diego	3	5	N/A	24-28 Passenger CNG E-450 Shuttles	15	125K	

Shuttle Operation Expertise

Your ACE team will leverage this experience in managing teams of drivers, dispatchers, supervisors, and professional personnel to operate the City of Palm Desert’s NEV shuttle and ensure it quickly becomes a source of pride and valued resource for the entire community. We will accomplish this by hiring, training, and retaining professionally trained, driving staff that will embrace a City Ambassador role in addition to their shuttle operation duties. All customer questions and requests for information will also be addressed through well trained drivers and from the central dispatch office.



EXPERIENCE AND TECHNICAL COMPETENCE BACKGROUND



Current EV Transportation Operations

Over the past 3 years, ACE has led the procurement, implementation, and operation of electric bus and shuttle fleets throughout the Western United States and has developed unrivaled expertise and institutional knowledge in EV charging, maintenance solutions, battery load management and charger health monitoring.

Notable ACE achievements include:

- ▶ Ordering, financing, and procuring the 29 Endera electric shuttles in use at San Diego International Airport, including performing all post-delivery inspections, quality control measures and maintenance activities.
- ▶ ACE obtained nearly 6M in grants from CARB and HVIP to offset the capital investment into this fleet purchase, relieving the airport of an arduous and complicated process to maximize available funding. **The net result of these efforts accounted for 40% of the fleet investment, generating millions in savings to our SAN partners.**
- ▶ Electrified shuttle operations at **Illumina Worldwide Headquarters** in July 2021 via procurement and implementation of a 6-shuttle fleet. Assisted Illumina, the jewel of San Diego's burgeoning life science community, with meeting aggressive corporate sustainability transportation goals.
- ▶ Launching San Diego's first ever direct connection from the SD trolley system to SAN via all electric shuttles. The San Diego Flyer debuted in November 2021 as a free, 100% zero emission bus route designed to solve a historically challenging last-mile problem by seamlessly transporting airport employees and passengers between Old Town Station, a major San Diego transit hub, and SAN Terminals 1 and 2. This high-profile service has been covered substantially in local media as ridership has risen from 1,000/month to over 20,000/month in roughly 40 months of operation.
- ▶ Partnership with SAN staff and subcontractors to erect 10 50 and 60 KW level 3 fast chargers on short notice when EV operations debuted on November 1, 2021 after a Covid-related shutdown of 18 months.
- ▶ Operationalized 4 Proterra 35' battery electric buses at SAN after these vehicles sat idle during Covid-related shutdowns. These units went into service on January 10, 2022 supporting inter-terminal and employee passenger routes.
- ▶ Electrified fossil-fuel shuttles used for economy lot passenger transportation and operational support at Phoenix Sky Harbor international airport.
- ▶ Converted ACE's Quik Park LAX shuttle fleet to EV through retrofitting the existing units and installing an electric drivetrain through partnership with Karma Automotive.
- ▶ Electrified the Hollywood Burbank airport shuttle fleet in Q1 2025, aligning with the airport's long term sustainable transportation goals as well as CARB mandates.
- ▶ Delivered an innovative solution to John Wayne Airport leadership as part of new contract: ACE is procuring an XOS mobile EV charging hub to solve the airport's near-term infrastructure challenges with respect to bus charging, allowing ACE and JWA to begin utilizing a heretofore dormant 5-unit Proterra fleet.

EXPERIENCE AND TECHNICAL COMPETENCE BACKGROUND



Local Electric Shuttle Case Study

In 2021, ACE developed a new public transit connection to SAN airport that solved a longstanding connectivity gap between local public transit. Partnering closely with airport leadership, ACE created the San Diego Flyer, which transports passengers from Old Town Station to the terminal complex and back 21 hours per day, 365 days per year, using a fleet of electric vehicles provided by Endera



COINCIDES WITH TROLLEY & COASTER SCHEDULES

GREW RIDERSHIP FROM 500 ► 20,000 PASSENGERS PER MONTH



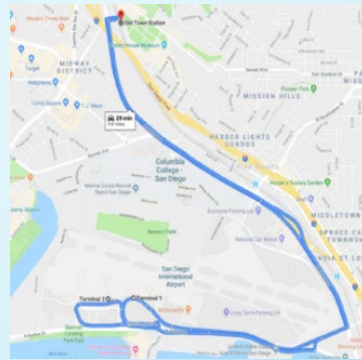
CONTINUALLY IMPROVING SERVICES (E.G. ADDING BIKE RACKS)

+50%

IMPROVED EFFICIENCY BY CONSOLIDATING SHUTTLE STOPS



Depart Old Town Station	Arrive To T1	Arrive to T2	Depart Old Town Station	Arrive To T1	Arrive to T2
04:50AM	05:05AM	05:10AM	02:50PM	03:05PM	03:10PM
05:10AM	05:25AM	05:30AM	03:10PM	03:15PM	03:20PM
05:30AM	05:45AM	05:50AM	03:30PM	03:45PM	03:50PM
05:50AM	06:05AM	06:10AM	03:50PM	04:05PM	04:10PM
06:10AM	06:25AM	06:30AM	04:10PM	04:25PM	04:30PM
06:30AM	06:45AM	06:50AM	04:30PM	04:45PM	04:50PM
06:50AM	07:05AM	07:10AM	04:50PM	05:05PM	05:10PM



ACE is proud of our longstanding partnership with the San Diego International Airport and our collaboration to build the first 'train-to-the-plane' connection in regional history for airport passengers and employees.

EXPERIENCE AND TECHNICAL COMPETENCE BACKGROUND



Municipal Experience

ACE has built a reputation over the last 60 years of providing efficient operations and innovative consulting services for dozens of municipalities across the country. ACE takes pride in its collaborative approach to enforcement, providing services for many municipalities and government agencies. *Our municipal experience started with the City of San Diego, a relationship which has continued without interruption for the past 60 years.*



Long-Term Partners = Proven Results

We believe there is no better proof of our commitment to operational excellence and to continuously achieving the results that matter most to our clients than the long-term partnerships we have maintained.



EXPERIENCE AND TECHNICAL COMPETENCE BACKGROUND



Consulting Experience

Our entire Executive Team will be directly engaged in creative solutions to continuously add value to shuttle services for the City of Palm Desert. Our Executive Team, led by President of Operations, Brian Gansert has assisted municipalities across the country with comprehensive consulting services based on over 30 years of parking and transportation management.

Your ACE team is committed to developing a long-term partnership with the City of Palm Desert. Throughout the term of a shuttle services agreement and will provide additional consulting services at cost. Following is a summary of the most relevant consulting services your ACE team can provide.

- ▶ EV Charging & Solar Trees
- ▶ Program Branding & Marketing
- ▶ Website Development & Hosting
- ▶ Website & Application Integration
- ▶ Parking Guidance & Inventory Systems
- ▶ Rideshare & Taxi Control Solutions
- ▶ Curb Management
- ▶ Live Dashboard Reporting
- ▶ Signage Program Development
- ▶ Acquisition Underwriting & Due Diligence
- ▶ Wayfinding & Traffic Flow
- ▶ Online Reservations & Sales
- ▶ Stakeholder Engagement and Outreach
- ▶ Online Customer Engagement Solutions
- ▶ Video Intelligence Solutions
- ▶ Utilization Management & Trend Analysis
- ▶ Revenue Growth Strategies
- ▶ Architectural Design Review
- ▶ Acquisition Underwriting & Due Diligence
- ▶ Gateless Revenue Control Solutions
- ▶ Smart City Integrations
- ▶ PARCS RFP Process Management

Consulting Examples



Caesars Las Vegas

- ▶ Coordinated new state of the art PARCS to control 28,000 spaces with 80 access lanes
- ▶ Installed 124 LPR cameras
- ▶ Designed parking guidance signage and individual space availability indicators



Seaport Village, San Diego

- ▶ Developed revenue projections for dynamic, mixed-use project
- ▶ Architectural design for multiple above/below grade parking options
- ▶ Robotic parking & lift systems



Manchester Pacific Gateway

- ▶ \$1.3 Billion redevelopment of 12.07-acre navy Broadway complex
- ▶ Revenue and expense projections
- ▶ 3,100 parking spaces



The Bellevue Collection

- ▶ Over 3,500 parking stalls
- ▶ Reorganized the valet assist Garage parking operation
- ▶ Decreased labor expenses by 12.5%

EXPERIENCE AND TECHNICAL COMPETENCE REFERENCES



B. REFERENCES

Local Shuttle References

Thompson Palm Springs

Contact:

Robert Hernden
651-282-8513



Description: ACE operates Valet, Self-Parking and House Car operations for the Thompson Palm Springs.

Hotel Paseo

Contact:

Director of Events
760-895-4866



Description: ACE has partnered with the Hotel Paseo, Palm Springs since opening in 2017. ACE provides Valet, Bell and Shuttle Services.

Vespera Resort on Pismo Beach

Contact:

David Morneau's
General Manager
david.morneau@vesperapismo beach.com.



Description: We provide full valet, bell and a shuttle service for Vespera Resort. Vespera is a 124 room Marriott Autograph collection on the boardwalk of Pismo Beach. It is also a valet-only location and parks 25,000-30,000 cars per year.



"We are very pleased with the shuttle service operated by ACE Parking. It has become one of the most popular inclusions in our resort fees and provides guests with an efficient way to get to various locations in town. The service provided by the ACE team has been top notch and many guests' comments on how pleased they are with the service and the hospitality exhibited by the team."

– David Morneau, General Manager

EXPERIENCE AND TECHNICAL COMPETENCE REFERENCES



San Diego International Airport

Contact:

Marc Nichols
Director, Ground Transportation
San Diego County Regional Airport Authority
P.O. Box 82776
San Diego CA, 92138
(619) 400-2824
mnichols@san.org



Description: For the last 25 years, ACE has provided management of the single largest privately owned and managed shuttle system in San Diego at the San Diego International Airport. The Shuttle bus system includes 29 Endera E450 & E550 EV shuttle buses, with capacities of 18, 21 & 25 passengers per vehicle (depends on configuration) plus 4 Proterra 40-foot EV transit size buses with capacity for 35 passengers. ACE owns the majority of this fleet. This shuttle operation requires over 100 CDL licensed drivers providing service 24 hours per day, 365 days per year on 4 different shuttle routes to the airport employees and the airport customers



“There is a good reason for our long-term mutual partnership. ACE gets the job done – plain and simple. We trust ACE managers, supervisors, and employees to represent the Authority as the first and last face that our customers see when they travel to and from our airport. ACE continues to impress and exceed our, and more importantly, our customer’s expectation – every day.”

– Marc Nichols, Director, Ground Transportation

EXPERIENCE AND TECHNICAL COMPETENCE

REFERENCES



Illumina Campus Shuttles, La Jolla, CA | Foster City, CA

Contact:

Heather Archer
Facilities Services & Contracts Manager
Mobile: 858-202-4500
harcher@illumina.com



Description: ACE has been the operator of the Illumina Headquarters Campus shuttle system since 2016. ACE designed, procured, and currently operates seven 19-passenger Champion Challenger shuttles complete with GPS, the latest in driver monitoring and safety technology, and a full-color shuttle wrap. Currently, there are four separate routes ranging from campus connector services, to coaster train connector routes with an annual ridership of close to 70k rides.

ACE also designed, procured, and inaugurated operations between Illumina's Hayward, CA facility and their brand-new state of the art campus in Foster City, CA in April 2018. This fleet of five (5) E350 StarTrans shuttles, are temporarily in service while the custom E450 Champion Challenger units are built from scratch. The service currently operates first/last mile connections to mass transit in Oakland and Foster City and an intercampus route that averages 1.2k riders per month with the campus only half full. Once at capacity, ridership is expected to triple and the long mileage routes will continue to see greater utilization and customization over time.

Municipal References

Balboa Park Tram Operations

Contact:

Tyler Canales
District Manager – Developed Regional Parks Division
City of San Diego, Department of Parks and Recreation
2125 Park Blvd. San Diego, CA 92101
(619) 235-1124
tcanales@sandiego.gov



Description: Since 2013, ACE has managed operation of three Metro Trams with the capacity of simultaneously shuttling up to 44-72 passengers per tram. at Balboa Park in San Diego. The hours of service are 9am - 8pm during the peak season (Memorial Day through October 31) and 9am - 6pm during the off-peak season (November 1 to the day prior to Memorial Day). ACE has one manager and seven employees for this operation. Trams serve as the primary means of transport for customers traveling between the main parking lots, the Plaza de Panama, Pan American Plaza and Inspiration Point. The Balboa Park operation transports more than 500,000 park guests safely and seamlessly each year.



EXPERIENCE AND TECHNICAL COMPETENCE REFERENCES



San Diego Zoo Shuttle Services

Contact:

Susan Alvarez
Director of Guest Services
San Diego Zoo
2920 Zoo Drive, San Diego CA 92101
619-231-1515 ext 4126
salvarez@sdzwa.org



Description: ACE has operated shuttle services on behalf of the San Diego Zoo since 2021. ACE shuttles transport guests both from within the main Zoo lot to the guest entrance, in addition to remote shuttle services transporting guests from overflow parking areas at Inspiration Point to the Zoo itself. ACE and the SDZWA have also collaborated on shuttle services for numerous VIP groups and special events held at the Zoo. ACE has been instrumental in assisting the Zoo with efficient transport of guests into and out of the facility, particularly in 2024 as the Zoo experienced record growth after the debut of its new Panda habitat. ACE operates shuttles in conjunction with Zoo operating hours and tailors shuttle supply to guest demand, operating anywhere from 1-4 shuttles at a given point in the service day.

John Wayne Airport

Contact:

Charlene Reynolds
Airport Director
creynolds@ocair.com, O 949.252.5167 | C 949.252.5183



Description: ACE manages comprehensive parking operations at John Wayne Airport, including self-parking, valet, shuttles, shuttle maintenance, auto detailing, car wash, facility cleaning, reservations, and marketing. They successfully transitioned nearly 130 existing employees, demonstrating expertise in workforce management and Union relations. ACE's premium services cater to John Wayne Airport's affluent travelers.



Hollywood-Burbank Airport

Contact:

Scott Kimball
Deputy Executive Director, Business and Properties, Safety, Procurement, Operations, Parking,
818 565 1374, SKimball@bur.org



Description: ACE took over operations of parking and shuttle services at Hollywood Burbank airport on October 1, 2023. This operation consists of parking and Valet management services and 24/7 shuttle service for airport employees, parkers, and visitors. ACE successfully integrated more than 125 team members into our family culture as part of a seamless operator transition that was largely invisible to the traveling public. As part of this contract, ACE operates shuttle buses and fleet vehicles, employing CDL drivers, Supervisor, and support staff throughout the operation.



FIRM STAFFING & KEY PERSONNEL

STAFFING



FIRM STAFFING & KEY PERSONNEL

A. STAFFING:

The sections below further outline the staffing components of this operation. Topics covered include:

- ▶ Staffing Plan
- ▶ Job Descriptions
- ▶ Recruiting and Training
- ▶ Scheduling
- ▶ Local Pool of 60+ Team Members

Staffing Plan

Based on input from the City of Palm Desert, *we will evaluate and adjust the staffing plan to contribute to a seamless transition.* Each staff member will be specifically trained by your ACE team to deliver a welcoming and engaging guest experience for everyone that rides the NEV shuttle. We will develop customized staffing plans based on our initial review of your operation and will provide a comprehensive assessment with recommendations for potential adjustments within the first 60 days of our operation. ACE is flexible if there is a need to expand or reduce staffing and will work with the City should the need arise.

Palm Desert - Neighborhood Electric Vehicle Service

Position	MON	TUES	WED	THURS	FRI	SAT	SUN	WEEKLY TOTAL
Manager <i>*included at no extra cost*</i>	2	2	2	2	2	2	2	14
Driver 1	7.0	7.0	7.0	7.0	9.0	9.0	7.0	53.0
Driver 2	7.0	7.0	7.0	7.0	9.0	9.0	7.0	53.0
Driver 3	7.0	7.0	7.0	7.0	9.0	9.0	7.0	53.0

Job Descriptions

Shutter Driver: The Golf Cart Shuttle Driver is responsible for safely operating the electric golf carts to transport guests at El Paseo. This role supports the city's commitment to accessible, convenient, and environmentally friendly transportation options.

Key Responsibilities:

- ▶ Operate municipal golf cart shuttles along assigned route, ensuring the safe and timely transport of passengers.
- ▶ Provide courteous and professional service to all riders, including seniors, individuals with disabilities, and tourists or event attendees.
- ▶ Conduct daily safety inspections of the vehicle, including brakes, tires, lights, and battery levels; report maintenance needs promptly.
- ▶ Assist passengers with boarding and exiting as needed, ensuring safe use of handrails or ramps (if equipped).
- ▶ Adhere to all city safety guidelines, traffic regulations, and departmental policies while driving within pedestrian-heavy or shared-use areas.
- ▶ Monitor passenger activity to ensure safe and appropriate behavior onboard; report any safety concerns or incidents to supervisory staff.

FIRM STAFFING & KEY PERSONNEL

STAFFING



- ▶ Maintain cleanliness of the golf cart throughout the shift and ensure it is secured and properly stored at the end of service.
- ▶ Communicate clearly and promptly with supervisors or dispatch via radio or phone regarding delays, route changes, or passenger issues.
- ▶ Support special events, festivals, or emergency transportation needs as directed by the department.

Shuttle Manager: The Shuttle Manager is responsible for the comprehensive management and oversight of shuttle operations for the City of Palm Desert, ensuring safe, efficient, and reliable transportation services for guests at El Paseo. This role involves direct supervision of the driver workforce, operational planning, driver training and adherence to public sector regulations and service standards.

Key Responsibilities:

- ▶ Oversee the daily operations of the shuttle system, including route planning, driver scheduling, and on-time performance.
- ▶ Supervise and support the driver team, including hiring, onboarding, training, evaluating performance, and administering discipline as needed in accordance with civil service or HR policies.
- ▶ Ensure full compliance with all local, state, and federal transportation regulations, including ADA accessibility, DOT standards, and municipal ordinances
- ▶ Coordinate with vehicle maintenance teams to ensure shuttle fleet safety, cleanliness, and operational readiness.
- ▶ Develop and implement operational policies and procedures to align with City goals and improve service delivery.
- ▶ Monitor ridership data and operational metrics to optimize route efficiency and respond to service demands.
- ▶ Serve as the primary point of contact for internal departments, public agencies, and community partners regarding shuttle operations.
- ▶ Manage customer service inquiries and resolve service-related complaints in a professional and timely manner.
- ▶ Prepare reports, documentation, and presentations for city leadership, advisory boards, or public hearings as needed.
- ▶ Assist in the preparation and administration of operating budgets, grants, and procurement related to shuttle services.

Recruiting and Training

ACE has extensive experience developing customized training plans for municipalities such as the City of Palm Desert. We have included a detailed explanation in the Proposed Method to Accomplish the Work Section of this proposal.

Scheduling

Your ACE team will establish regular schedules but in the case an employee calls out we utilize when to work to cover shifts and for employee communication.

FIRM STAFFING & KEY PERSONNEL

STAFFING



Team Member Management: When-To-Work

ACE has utilized WhenToWork for decades throughout the country for scheduling and employee communications. This scheduling app makes it easy for our managers to create and modify schedules efficiently, which is incredibly important when managing multiple facilities.



With WhenToWork we can categorize employees and assign shifts based on who has been properly trained and badged. It also makes covering call-offs easy even while ensuring contractual obligations. Since 2000, WhenToWork has been a trusted leader in online employee scheduling services. The benefits of WhenToWork include:

- ▶ Advanced notification and shift reminders
- ▶ Allows managers to oversee all open shifts and cover requests from employees.
- ▶ Over 12 different scheduling views
- ▶ Works on any type of browser and can be used by everyone.
- ▶ Free App via Apple Store and Google Play store for employees and managers

Local Pool of 60+ Team Members

Your ACE team includes over 60 local team members who are highly qualified and specifically trained to support the t shuttle operation for the City of Palm Desert. Each team member has undergone rigorous training tailored to our service standards and operational procedures, ensuring safe, efficient, and friendly service at all times. Our drivers, managers, and support personnel bring both experience and local knowledge to the table. The City will not only benefit from this strong local workforce but also have the full backing and resources of the entire ACE team. This includes operational oversight, administrative support, and a dedicated management team to ensure the program runs smoothly and adapts to the City's evolving needs.

**Palm Springs Labor
Pool
Over 60
Hospitality
Team Members**

FIRM STAFFING & KEY PERSONNEL

KEY PERSONNEL



B. KEY PERSONNEL:

Your ACE Management Team will energize the NEV shuttle operations by emphasizing guest experience and leading your on-site staff to embrace a hospitality ambassador role to create a welcoming experience for your guests and shuttle customers. With 100+ years combined experience, your shuttle operation will be supported by the most accomplished and professional parking and transportation management team. In addition to friendly on-site team members, your shuttle operations will also be supported by our extensive local resources including 50 valets here in Coachella Valley.



Aimee Ball (Full resume is available in the designated portal)

Proposed Manager

- ▶ 25+ Years of Hospitality Transportation and Parking Management Experience
- ▶ Deep Understanding of Logistics with a Passion for Guest Experience
- ▶ Dynamic and Self-Driven Leader
- ▶ Successful Track Record in Managing High-Performance Hospitality Teams
- ▶ Directly responsible for the day-to-day supervision, coordination, and performance of shuttle services including overseeing golf cart shuttle operations, managing frontline personnel, ensuring safety and compliance, and maintaining high standards of public service.

BASED OUT OF
PALM DESERT

HOTEL TRANSPORTATION & SHUTTLE EXPERIENCE



Mostafa Tohamy (Full resume is available in the designated portal)

Regional Director, Hotel Operations

- ▶ 10+ Years of Hospitality Parking Management Experience
- ▶ Oversees Multiple Hotel Locations for ACE in Los Angeles, Orange County, Pismo Beach, and Palm Desert
- ▶ Proficient in Utilizing the Latest Parking Platforms and Technologies
- ▶ Specializes in Building Relationships with Clients
- ▶ Responsible for the strategic oversight, leadership, and performance of the City's NEV operation

BASED OUT OF
PALM DESERT



Morgan Leslie

Managing Director, Ground Transportation

- ▶ 20+ Years of Transportation and Parking Management Experience
- ▶ Leadership Roles at Airports and Municipalities Across the U.S.
- ▶ Leads all Fleet Electrification Initiatives on Behalf of ACE

BASED OUT OF
SAN DIEGO

FIRM STAFFING & KEY PERSONNEL

KEY PERSONNEL



Mike Tweeten

President, Hospitality

- ▶ 30+ Years Hospitality and Parking Experience
- ▶ Oversees the Entire Hospitality Division Portfolio for ACE Parking
- ▶ An Industry Leader on Market Trends for All ACE's Hotel Client Partners



Sasha Lally

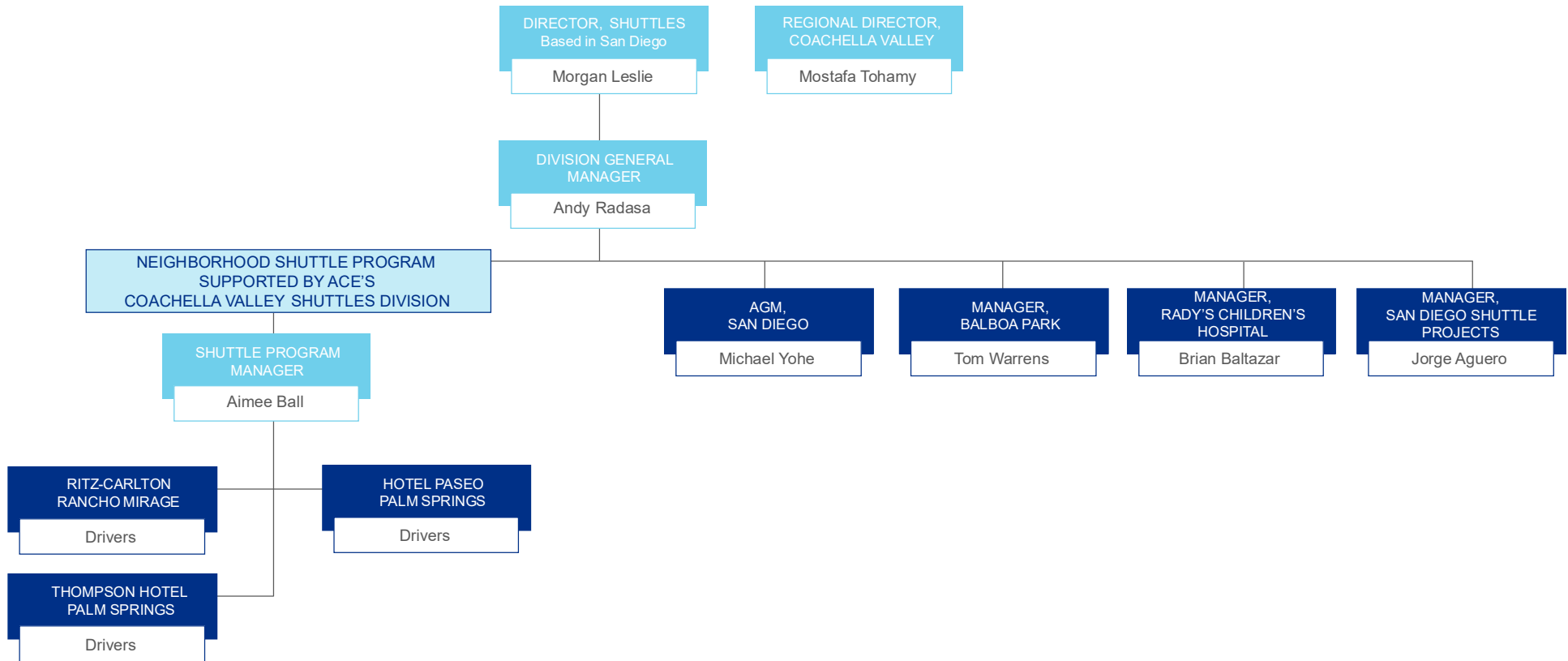
Senior Vice President, Hospitality

- ▶ 30+ Years Hospitality Experience
- ▶ Passionate about Developing and Maintaining the Highest Service Standards
- ▶ Responsible for our Hospitality Partnerships and Financial Performance



C. TEAM ORGANIZATION

Southern California Shuttle Division



D. SUBCONTRACTORS

An advantage to working with ACE is that we will manage this with 100% ACE staff and there will be no subcontractors.

PROPOSED METHOD TO ACCOMPLISH WORK



PROPOSED METHOD TO ACCOMPLISH THE WORK

We have prepared the following proposed method to accomplish the work after thoroughly reviewing the RFP for the City of Palm Desert’s NEV Shuttle program. After a thorough review of the project requirements and objectives, our team has developed a strategic, thoughtful, and service-oriented approach designed to enhance mobility, elevate the rider experience, and optimize day-to-day operations. Our proposal outlines the following topics:

- ▶ Transition plan
- ▶ Customer Service Plan
- ▶ Technology Plan
- ▶ Staffing Plan
- ▶ Communication Plan
- ▶ Vehicle Maintenance Plan
- ▶ Continuity Plan
- ▶ Optional Amenities
- ▶ Additional Recommendations

TRANSITION PLAN

We develop customized plans for every transition based on the implementation scope and the requested timeline from our clients. Although we typically recommend 30-day transition plans, we can accomplish emergency transitions in as little as 24 hours and may recommend longer periods for highly complex or phased openings. Our transition plans cover over 100 individual tasks ranging from holding tenant/stakeholder meetings to implementing new technology solutions. We will customize a three-phased transition plan for the City, which will focus on delivering a smooth transition for your guests and existing staff. We will include the following actions:

Phase I 	Phase II 	Phase III 
Site Tour & Implementation Meeting <u>Community Notice & Outreach</u> <u>Employee Retention Engagement</u> <u>Coordinate Monthly Billing</u> Initiate Revenue Growth Strategies Coordinate New Technology Plan Maintenance Improvements Identify Customized Training Needs Licenses & Permit Applications	Establish Weekly Client Updates <u>Manager Meetings</u> <u>Hand Deliver Invoices</u> <u>Interview Existing Employees</u> <u>Distribute ACE Employee Benefits</u> <u>Initiate Surveys</u> Initiate Marketing Campaigns Coordinate Site-Specific Reporting Confirm Statement Requirements	<u>Plan Opening Day Executive Support</u> <u>Employee Onboarding & Training</u> <u>Issue Employee Uniforms & IDs</u> Equipment Testing Pre-Opening Detailed Cleaning Install Enhanced Signage Confirm Supplies & Tickets Establish Audit Controls Change Passwords & Locks

PROPOSED METHOD TO ACCOMPLISH WORK



Your Transition Team Manager

We assign a transition manager for each new operation who is responsible for overseeing a team that includes representatives from our recruitment, training, audit, technology, marketing, and maintenance departments to ensure a smooth transition.

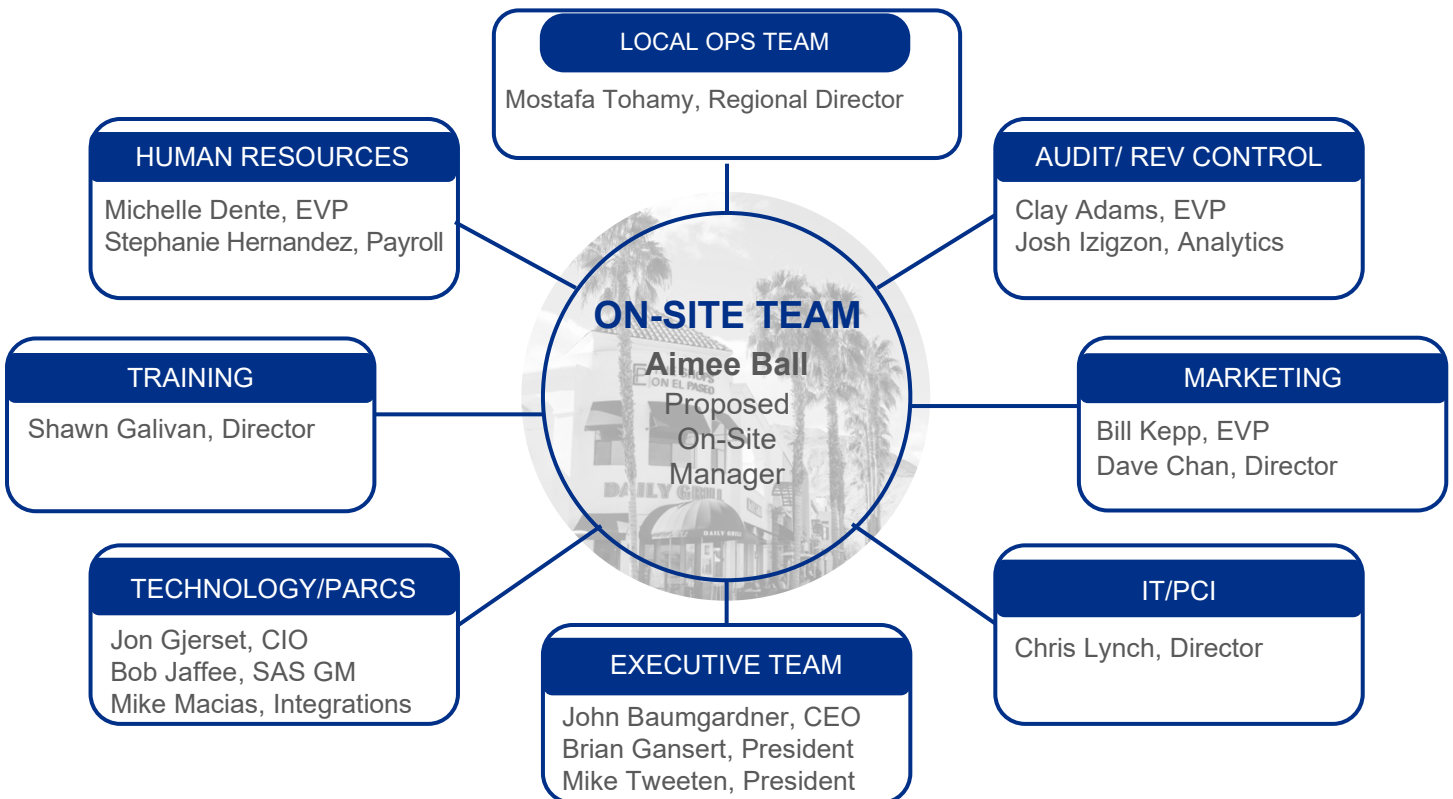


Aimee Ball,
Proposed Manager

Delivering Successful Transitions

By focusing on the details that are important to our clients, property visitors, and stakeholders, our transition teams consistently exceed the expectations of our new client partners. Every quarter, we conduct Client Surveys to ensure that we are meeting the expectations of our long-term and new clients. In 2024, over 90% of our 94 new clients indicated that we delivered on ALL the improvements we proposed.

Your Transition Team



PROPOSED METHOD TO ACCOMPLISH WORK



Corporate Transition Team

All corporate team members from regional and corporate executives to our recruiting and training team will be provided at no cost to the City of Palm Desert. ACE commits the following corporate resources to be directly involved remotely and on-site in both the transition and post go live operations. This is the ACE Executive Commitment.

EXECUTIVE	POSITION	ROLE	ON-SITE HOURS	REMOTE HOURS	TOTAL HOURS
Brian Gansert	President	Operations	4	12	16
Michelle Dente	EVP	H/R	0	8	8
Clay Adams	EVP	Audit & Revenue	0	8	8
Bill Kepp	EVP	Marketing	0	4	4
Jon Gjerset	CIO	IT	0	4	4
Josh Izigzon	Director	Analytics	0	8	8
Shawn Galivan	Director	Training	4	12	16
TOTAL EXECUTIVE HOURS					64

CUSTOMER SERVICE PLAN

For the City of Palm Desert’s NEV Shuttle Program, we are committed to cultivating a team that reflects the City’s values and delivers an exceptional rider experience. Our approach to customer service starts with intentional recruitment, hiring, and training. Through this people-first strategy, we aim to create a welcoming, respectful, and dependable transportation experience for every rider.

Recruiting

ACE understands that our Team Members are our greatest asset. As such, identifying, nurturing, and developing the right people, in the right places, at the right time has been the hallmark of our success for nearly 75 years. *Our recruitment and selection processes make sure that qualified candidates are always available for the City.* Key features of our recruitment and selection process include:

- ▶ Robust recruitment plans to ensure a constant applicant flow
- ▶ Bi-Weekly interviews conducted by our Recruiting & Operations Team
- ▶ *ACE City leadership personally interviews all candidates*



Talent Acquisition

Our approach is simple: We recruit and continually update our pool of outstanding candidates, and we match them to jobs that challenge and motivate them. We do this by combining the latest technologies and online tools with our unique talent acquisition strategy. This allows us to quickly target passive and active job seekers who possess specific behaviors and targeted skill sets that match our requirements.

PROPOSED METHOD TO ACCOMPLISH WORK













Identifying Talent: Who and How?

ACE utilizes the most sophisticated technology tools that scour social networking sites for potential candidates, some of whom may not even be actively seeking new jobs. Our Talent Acquisition team actively pursues everyone in the labor market with an internet footprint, broadening the talent pool, and changing the dynamics of talent acquisition. Using the right keywords, talent is found and pursued!

With just the push of a button, our advanced system instantly distributes our jobs to every corner of the digital landscape – social media, job sites, email and mobile, so we never miss out on finding great candidates. In turn, job seekers have instant access to our jobs on their mobile phones through our leading smart phone application, SMS text messages, and other social applications. Our Talent Acquisition Strategy incorporates the following key considerations:



	Social Job Sharing	We share advertised jobs across hundreds of social networks.
	Candidate Experience	Unique employment brand and candidate experience. We can create a tailored career site for your unique needs.
	Talent Network	Candidates can share their profiles without completing a job application
	Talent Exchange	Not all candidates are a fit for our Company. We provide a great candidate experience by connecting them with other companies.
	Requisition Management	Allows for tracking and managing openings and supports segmented hiring
	Job Matching	Candidates can receive job matches in real time.
	Screening & Assessment	Unique multi-tiered precision matching capabilities that ensure the most qualified candidates
	Interview Management	Accelerates the hiring process utilizing various interviewing formats, i.e. video, group, panel, mass
	Compliance	Ensures compliance with OFCCP and EEO hiring.
	Reporting and Analytics	Provides ad hoc reports and writing tools for tracking compliance, recruiter efficiency, and sourcing effectiveness

Better Screening

ACE's cloud-based hiring platform combines automation with powerful tools to help with more effective and accurate screening and selection. The result is we can quickly and cost-effectively source, recruit, and onboard the best people. This enterprise system enables our Talent Management team to:

- ▶ Recruit anywhere and anytime through email and mobile
- ▶ Engage “drive-by” candidates
- ▶ Tap into social networks
- ▶ Utilize precision job-matching tools

PROPOSED METHOD TO ACCOMPLISH WORK



- ▶ Apply multi-tiered screening and assessment tools for candidates':
 - Precise abilities
 - Certifications
 - Experience
- ▶ Use scientifically validated behavioral assessments to measure:
 - Attitudes
 - Attributes
 - Cultural Fit
- ▶ Seamlessly onboard new team members

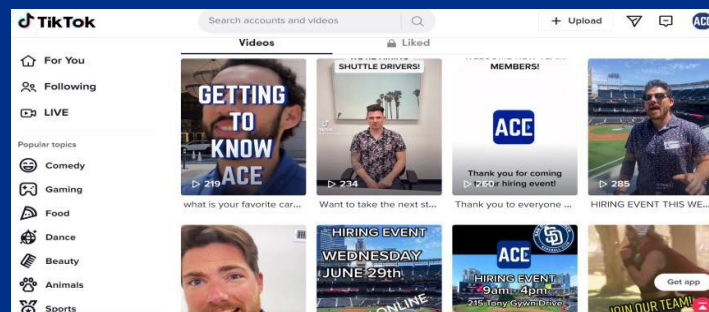
Proven Recruiting Strategies

ACE is committed to fulfilling the goals of our mission statement. To that end, we make every effort to offer employment to those that model our mission objective, "Operating under the ideals of moral integrity, quality and accountability." ACE strongly believes in promoting from within our existing staff. Existing team members are encouraged to apply for any open position. Team members are made aware of job postings through the ACE employee website and on-site job postings. In recent years, our recruiting strategies have shifted towards the vast digital world in addition to hosting interactive and engaging hiring events and job fairs.

HIRING EVENT EXAMPLE

PETCO PARK HIRING EVENT

The event was hosted at Petco Park which allowed for a unique experience for attendees at one of San Diego's iconic locations as well as giving them an opportunity to learn more about the company's hiring process. This event was *attended by over 175 people* who were interested in learning more about the company's job opportunities and *resulted in 38 new hires*. ACE used digital marketing to promote the event on social media (Facebook, Instagram, TikTok, Twitter), blogs, local news stations, and other channels.





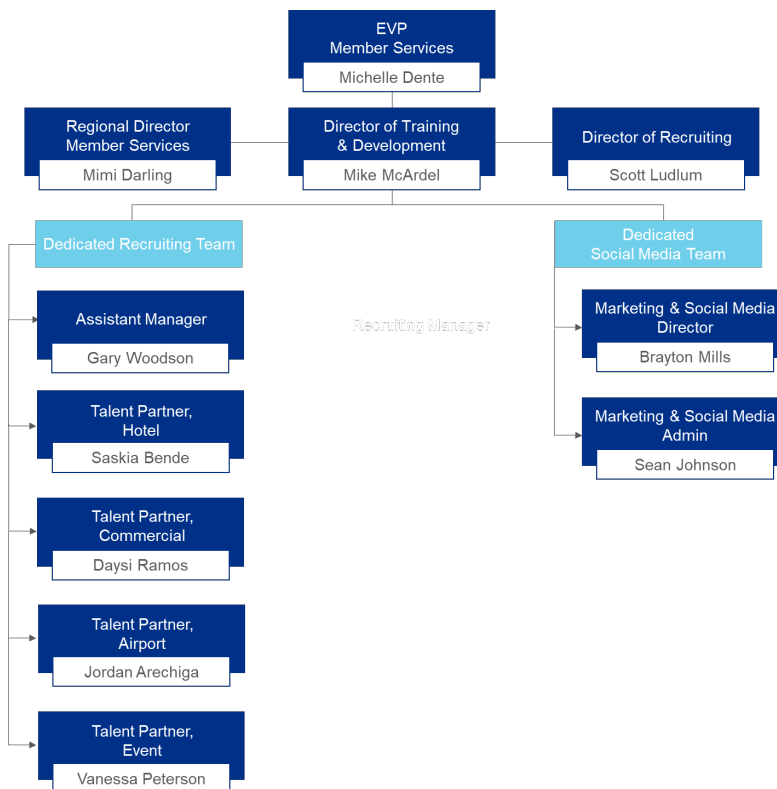
Comprehensive Local Outreach

Outside applicants are directed to the ACE website to apply; when an online application is not possible paper applications will be substituted. Open positions are announced using a variety of recruiting techniques including:

- ▶ Job Postings, Job Fairs
- ▶ Networking & Local Relationships
- ▶ School Career Counselor Outreach
- ▶ Faith Based Organizations Outreach
- ▶ Employee Referrals
- ▶ Local Veteran Organizations
- ▶ Online Job Search Engines and Websites
- ▶ Print Advertising
- ▶ ACE Sponsored Meet & Greet Events

Dedicated Local Recruiting Team

ACE has the largest and most successful recruiting teams which are led by Michelle Dente, Executive Vice Present, Member Services. Michelle will spearhead recruiting efforts for the City and work directly with the local ACE team and the city management to ensure both initial and ongoing recruiting goals are met. Our recruiting department is shown in the chart below.



Michelle Dente,
EVP, Member Services

Hiring And Training

Building Our Team With The Right Training

Putting our guests needs first ACE has developed our Speed is Service program specifically for venue-based facilities. Our service approach is founded on what our guests expect when they enter a parking facility; a seamless, and **FAST** parking experience.

PROPOSED METHOD TO ACCOMPLISH WORK



Every Thank You Earned Model™

Our motto, Every Thank You Earned™, applies at every level of our company. It's our commitment to do whatever possible to create a positive, authentic experience and truly impress the customer. Our approach to service delivery is an ongoing process of Recruiting/Training, Service Delivery, and Quality Assurance/Measurement.

Through each phase, we focus on ensuring we are applying the Every Thank You Earned model. Ensuring we hire hospitality-minded people, training them to our standards, making sure they are delivering high levels of service and measuring at every turn. Today's consumer expects a memorable experience to justify their buying decision. Parking and transportation services are not any different. Our Team Members are the first and last representatives with whom our guests interact, and thus play a critical role in maintaining brand integrity.

OUR MODEL: EVERY THANK YOU EARNED	
SERVICE MODEL	COMMUNICATION MODEL
<p>Hire On average, ACE selects 1 in 20 candidates that we source. We hire team members who are hyper-focused on creating impactful guest experiences.</p>	<p>1-800-925-PARK We have a team standing by 24/7 to answer any customer challenges. Our management teams are also available by cell phone day or night.</p>
<p>Train Every Thank You Earned means our team members are continually trained to engage with customers and deliver an authentic and positive impression. Services are intangible, but experiences are memorable. It is this insight that brings our customers back and yields superior customer service scores.</p>	<p>Customer Service Call Center ACE Assist is our 24-hour Customer Service Call Center which instantly connects people to our bilingual representatives. It also means reduced staffing and operating expenses and the ability to collect revenue around-the-clock.</p>
<p>Engage Every customer engagement is an opportunity to create an Ace Moment, an act of kindness or help that earns a heartfelt "Thank You!". We even share these stories internally to inspire us all.</p>	<p>Electronic Monitoring Ace monitors our customer service email and social media accounts in real time so we can quickly respond to customers, across the nation, day, or night.</p>

We See The People. Not The Cars.

Our training programs are designed to teach your ACE team members to make a connection with every customer to deliver authentically engaging experiences. Our "We See the People. Not the Cars." training philosophy is centered around developing a sense of empathy for the unique needs of each guest.



WE SEE THE PEOPLE. NOT THE CARS.

Training Program: ACE Driver Training and Commitment to Service Delivery

ACE recognizes the unique talent of our employees as our competitive advantage and greatest single resource. In addition to service delivery training outlined in our transition plan every NEV driver will receive location and vehicle training that is specific to the route, incorporates the significant differences between fossil fuel and electric vehicles, provides introduction to EV operation (ACE is well versed from training its 100 driver SAN airport team on our new electric vehicles) and focuses on safe driving behaviors, defensive operation of the vehicle, and emergency procedures as points of emphasis.

PROPOSED METHOD TO ACCOMPLISH WORK



Typical Training Schedule and Training Certification:

The ACE Mobility Solutions training period for newly hired shuttle drivers and support staff is intensive and ongoing.

- ▶ Day one encompasses a general orientation to the company and our culture.
- ▶ Day two is shuttles-centric and orients the new team member to all shuttle routes, our operations location and break room, passenger drop-off and pick-up points at
- ▶ ACE reviews required tasks with each new employee and requires that they communicate understanding and acceptance of all training precepts.
- ▶ Drivers will then begin shadowing a more Senior driver, usually for 2-3 full shifts, and will be evaluated at the end of each day by the Senior driver and management staff.
- ▶ The final step in this sequence is the ACE trainer 'clearing' the new team member to begin driving on his or her own.

At the end of this training period, the trainer, supervisor, and manager will provide feedback to the employee and continue to monitor performance closely over the first thirty days of employment. Throughout the year all shuttle drivers, irrespective of tenure, will **undergo 6-8 hours of classroom** and computer-based training to learn new skills, sharpen existing skills and be advised of updates to operations, policies, and procedures.

Examples of re-training courses include:

- ▶ Motor Vehicle Safety
- ▶ Distracted Driving
- ▶ Conflict Resolution
- ▶ Service Delivery Re-Training
- ▶ Safety Fundamentals
- ▶ Motivating Employees

ACE Mobility Solutions' comprehensive driver training programs combine intensive classroom training, yard training and behind-the-wheel-route training to establish a strong foundation of future success for every airport shuttle team member. These targeted, thoughtful programs are rolled out upon hire, at periodic intervals, and as refresher training completed annually and pursuant to a claim, accident, or negative incident.

Road Tests

In accordance with DOT, FMCSA and company guidelines, all commercially licensed drivers must pass a road test certification. This process also enables the Supervisor and the ACE trainer to share valuable information regarding the Airport campus, customer service best practices, and operating policies and procedures (I.E. incident response, lost items, T1 redevelopment detours, etc.)

Ride Along

During a ride along a Supervisor, trainer or manager spontaneously boards a shuttle and observes the driver on route to ensure all policies are being followed and that the driver is demonstrating professionalism and competence with respect to driving behaviors, customer interactions, and general job performance.

Shuttle Shadows

Supervisors or managers will follow each driver from a distance to verify safe operation of the vehicle, adherence to all traffic laws and rules of the road, and company policies with respect to commercial transportation.

ADA Training

ACE's commitment to providing outstanding customer service extends to every individual with whom we interact during our job duties. Supporting our passengers with disabilities requires attentiveness, solid communication

PROPOSED METHOD TO ACCOMPLISH WORK



skills, and empathy. Our goal when servicing our disabled customers is to ensure equal service and access. All team members are required to complete training on ADA policies and procedures through our member services department and the designated onsite training personnel. Our training covers all applicable laws, rules and regulations that comprise ADA passenger transport, and ensures team members are familiar with Q-straints, operating shuttle lifts, showing empathy while treating all passengers equally, and delivering uniformly excellent outcomes for ADA guests. ACE takes great pride in delivering world class customer service in every interaction, and fully meeting the needs of all persons with disabilities is foundational to this overall commitment.

ACE recognizes the unique talent of our employees as our competitive advantage and greatest single resource. Every shuttle driver will receive service delivery excellence training in addition to the intensive typical training protocol all ACE drivers receive.

At the end of this training period, the trainer, supervisor, and manager will provide feedback to the employee and continue to monitor performance closely over the first thirty days of employment. Throughout the year ACE's drivers, irrespective of tenure, will **undergo 6-8 hours of classroom** and computer-based training to learn new skills, sharpen existing skills and be advised of updates to operations, policies, and procedures.

Examples of re-training courses include:

- ▶ Motor Vehicle Safety
- ▶ Distracted Driving
- ▶ Conflict Resolution
- ▶ Service Delivery Re-Training
- ▶ Safety Fundamentals
- ▶ Motivating Employees

ACE Mobility Solutions' comprehensive driver training programs combine intensive classroom training, yard training and behind the wheel route training to establish a strong foundation of future success for every team member. These targeted, thoughtful programs are rolled out upon hire, at periodic intervals, and as refresher training completed annually and pursuant to a claim, accident, or negative incident.

Radio Communication

The importance of the two-way radio as a tool to communicate, organize, and operate with accuracy and efficiency cannot be emphasized enough. ACE drivers will be equipped with a radio and/or a cell phone for communication with other staff. Handheld devices allow individuals to affect their curb without communicating to others; because of this possibility our training emphasizes the importance of continued radio communications. ACE in our current operations has set a variety of standards for the use of the two-way radio tool as outlined in the following sub-sections.

Radio Training

ACE drivers undergo Radio Training, which incorporates the following:

- ▶ How to check to make sure the radio is fully charged and in good working condition
- ▶ Notify the supervisor if a radio does not work and locate a replacement
- ▶ How to turn the radio on to the designated channel
- ▶ How to set the volume at a comfortable level
- ▶ How to place the radio back in its charger at the end of the shift

Radio Operator Best Use:

- ▶ Talk across the microphone slanted toward the face about 5 inches away.
- ▶ Use a normal voice. Do not shout.
- ▶ Make sure the information that you broadcast is correct. Be exact in giving locations, descriptions, etc.

PROPOSED METHOD TO ACCOMPLISH WORK



- ▶ Make all conversations short but complete. Do not use the radio as if it were a telephone. Use proper codes and keep the broadcast simple.
- ▶ Speak in a clear distinct voice. Do not mumble, talk in low tones or raise the pitch of your voice. Do not talk too fast. Use your normal voice.
- ▶ Think before you speak so that your transmission will sound intelligent.
- ▶ Refer to all officers and personnel by their call sign or number.
- ▶ Keep your composure. Do not display emotion by words or voice inflections that will reflect excitement, irritation, disgust, or sarcasm. Watch your choice of words.
- ▶ Be courteous. Monitor your radio before you start transmitting. Make sure no other person is transmitting.
- ▶ Do not break in or disrupt on-going transmissions. Wait for your turn.
- ▶ When using the radio, push and hold down the transmit button and wait at least a second before you speak.
- ▶ Always identify the person you are trying to reach first and then identify your call sign before transmitting your message.

Radio Codes

10-4 Affirmative	10-9 Repeat	10-22 Disregard
10-6 Busy	10-17 Enroute or On the Way	10-23 On Scene
10-7 Going off duty	10-20 Location	Code 4 All Clear
10-8 On duty	10-21 Telephone	Code 7 Lunch Break

TECHNOLOGY PLAN

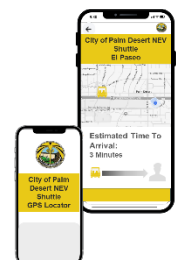
ACE integrates a comprehensive suite of technologies designed to enhance safety, efficiency, transparency, and rider experience. The following approach creates a seamless ecosystem that supports a high-quality, smart, and community-centered NEV shuttle operation.

GPS Locator

The basic GPS locator system will be include at our cost, but ACE can also provide an option for a custom app where the City will get the class A experience GPS locator app that is inclusive of the City's branding and guests can see exactly where the golf carts are on the map.



ACE will utilize the Passio GPS and Bus Buzz Customer Feedback system to display golf carts on route, provide ETA's for the next arriving vehicle, and allow passengers to interface with ACE operations leadership in real time. The Bus Buzz allows passengers to scan a QR code on the shuttle and leave a feedback comment, which immediately routes to ACE dispatch and managers for review and response.



PROPOSED METHOD TO ACCOMPLISH WORK



Fleet Utilization Technology

ACE's shuttle management team utilizes this system to create and analyze headway, trip count, and shuttle on-route reporting. ACE management can also seamlessly download headway, shuttle count, and feedback reporting, make changes to route maps and stop locations, and respond quickly to passenger feedback.

Real-Time GPS on Route

ACE offers real time cart location information to all passengers and can display ETA's to monitors at pick up points. Shuttle information is provided with estimated time of arrival for the next cart and can display current shuttles on route, allowing passengers to reference the app for convenience at any time.. The ACE management team can review data quickly, make operational changes when necessary, and respond nimbly to urgent feedback items or changes to the operational environment.

Safety Dash Cams

Every shuttle vehicle operated by ACE will be equipped with the Lytx risk monitoring system that utilizes cameras, bumper sensors, and sophisticated cloud-based software to identify and report instances of distracted and potentially dangerous driving situations. This system is configured by ACE to send immediate alerts to our team anytime an accident or significant issue is observed. This enables our team to quickly mobilize support and, when appropriate, replace a driver to initiate a formal review of the incident. Our management team utilizes reports organized by driver and issue type to provide ongoing feedback and counseling to continuously elevate the skills and performance of each ACE Shuttle Driver. Statistics from the Lytx system are automatically entered into our Driver Report Cards which track safety compliance, customer service scores and training compliance.



ACE has utilized Lyx's industry leading technology on electric shuttles and buses, trams, trolleys, golf carts, as well as passenger pool vans, and trusts Lytx to tailor their solution to the inherent differences of our many EV and fossil fuel transportation operations.

Ridership Reporting

With ridership dashboarding you will know exactly how many passengers ride by day by hour by route. We will see on average how many passengers are riding each route during peak and non-peak periods. We'll keep track how frequently shuttles are at capacity so we can determine if passengers are still waiting at the stop and we need to consider increasing the number of shuttles in operation.



PROPOSED METHOD TO ACCOMPLISH WORK



STAFFING PLAN

Based on input from the City of Palm Desert, *we will evaluate and adjust the staffing plan to contribute to a seamless transition. Each staff member will be specifically trained by your ACE team to deliver a welcoming and engaging guest experience for everyone that rides the NEV shuttle. We will develop customized staffing plans based on our initial review of your operation and will provide a comprehensive assessment with recommendations for potential adjustments within the first 60 days of our operation. ACE is flexible if there is a need to expand or reduce staffing and will work with the City should the need arise.*

Palm Desert - Neighborhood Electric Vehicle Service								
Position	MON	TUES	WED	THURS	FRI	SAT	SUN	WEEKLY TOTAL
Manager <i>*included at no extra cost*</i>	2	2	2	2	2	2	2	14
Driver 1	7.0	7.0	7.0	7.0	9.0	9.0	7.0	53.0
Driver 2	7.0	7.0	7.0	7.0	9.0	9.0	7.0	53.0
Driver 3	7.0	7.0	7.0	7.0	9.0	9.0	7.0	53.0

Job Descriptions

Shutter Driver: The Golf Cart Shuttle Driver is responsible for safely operating the electric golf carts to transport guests at El Paseo. This role supports the city’s commitment to accessible, convenient, and environmentally friendly transportation options.

Key Responsibilities:

- ▶ Operate municipal golf cart shuttles along assigned route, ensuring the safe and timely transport of passengers.
- ▶ Provide courteous and professional service to all riders, including seniors, individuals with disabilities, and tourists or event attendees.
- ▶ Conduct daily safety inspections of the vehicle, including brakes, tires, lights, and battery levels; report maintenance needs promptly.
- ▶ Assist passengers with boarding and exiting as needed, ensuring safe use of handrails or ramps (if equipped).
- ▶ Adhere to all city safety guidelines, traffic regulations, and departmental policies while driving within pedestrian-heavy or shared-use areas.
- ▶ Monitor passenger activity to ensure safe and appropriate behavior onboard; report any safety concerns or incidents to supervisory staff.
- ▶ Maintain cleanliness of the golf cart throughout the shift and ensure it is secured and properly stored at the end of service.
- ▶ Communicate clearly and promptly with supervisors or dispatch via radio or phone regarding delays, route changes, or passenger issues.
- ▶ Support special events, festivals, or emergency transportation needs as directed by the department.

Shuttle Manager: The Shuttle Manager is responsible for the comprehensive management and oversight of shuttle operations for the City of Palm Desert, ensuring safe, efficient, and reliable transportation services for

PROPOSED METHOD TO ACCOMPLISH WORK



guests at El Paseo. This role involves direct supervision of the driver workforce, operational planning, driver training and adherence to public sector regulations and service standards.

Key Responsibilities:

- ▶ Oversee the daily operations of the shuttle system, including route planning, driver scheduling, and on-time performance.
- ▶ Supervise and support the driver team, including hiring, onboarding, training, evaluating performance, and administering discipline as needed in accordance with civil service or HR policies.
- ▶ Ensure full compliance with all local, state, and federal transportation regulations, including ADA accessibility, DOT standards, and municipal ordinances
- ▶ Coordinate with vehicle maintenance teams to ensure shuttle fleet safety, cleanliness, and operational readiness.
- ▶ Develop and implement operational policies and procedures to align with City goals and improve service delivery.
- ▶ Monitor ridership data and operational metrics to optimize route efficiency and respond to service demands.
- ▶ Serve as the primary point of contact for internal departments, public agencies, and community partners regarding shuttle operations.
- ▶ Manage customer service inquiries and resolve service-related complaints in a professional and timely manner.
- ▶ Prepare reports, documentation, and presentations for city leadership, advisory boards, or public hearings as needed.
- ▶ Assist in the preparation and administration of operating budgets, grants, and procurement related to shuttle services.

Route Compliance

ACE will operate along the planned routes as outlined in the City's NEV Shuttle Program scope of work. We are fully committed to adhering to the approved route structure and maintaining consistent, reliable service along all designated paths. Should the City choose to expand, adjust, or pilot new routes in the future, ACE will collaborate closely with City to evaluate feasibility, ensure compliance, and implement changes efficiently and seamlessly.



PROPOSED METHOD TO ACCOMPLISH WORK



COMMUNICATION WITH THE CITY

As the NEV Shuttle provider for the City of Palm Desert, ACE is committed to maintaining open and consistent communication through regular meetings and detailed reports.



In the event of any incident, we will follow a clearly defined hierarchy of reporting. All incidents will be reported within 24 hours at minimum, with immediate notifications—via text, email, and phone—for any significant events.

To support public engagement and promote the shuttle program within the community, our team will actively collaborate with retailers on El Paseo. Our on-site manager will connect with businesses and community stakeholders weekly to ensure they are informed and involved. We will also distribute program maps and provide marketing and advertising materials to raise awareness and support among residents, visitors, and businesses alike.

Program Branding

We plan to purchase two standard 8-seater golf carts to support this operation that meet the minimum requirements of the RFP to hold at minimum 6 passengers. In addition, we will acquire at least one ADA-compliant golf cart, which is expected to cost a minimum of \$50,000, to ensure our services are inclusive and meet the needs of individuals with disabilities.

To promote program branding and increase public awareness, we recommend adding the city's official logo to each golf cart as shown in the mockups below. Our recommendation is to include a catchy name for the operation, such as “The El Paseo Express”, so guests and residents can promote this operation by word of mouth to friends and visitors of the City. This will not only create a unified and professional appearance but also reinforce the city’s commitment to accessible, sustainable transportation for all guests.





VEHICLE MAINTENANCE PLAN

All golf cart interiors will be swept and cleaned daily by ACE personnel as part of the daily operations plan. Vehicle exteriors will be washed weekly to assure golf cart passengers are transported in a clean, comfortable vehicle on every trip.

DOT and CHP Inspections

All NEV Shuttles for the City of Palm Desert will be outfitted with CHP-compliant exterior signs or verbiage indicating operator of record and inclusive of required DOT and CPUC/TCP numbers.

ACE is stream lines the mandatory DOT and CHP pre-shift and post-shift vehicle inspection process each driver must complete. Our system utilizes digital “tags” attached to each area on the shuttles that require a visual or mechanical inspection. Our drivers then utilize Zonar handheld devices to read the tags and answer mandatory automated questions to confirm vehicle specifications and performance requirements. If an issue is observed, the driver will be assigned a new vehicle to inspect and the system will automatically notify the ACE management team and initiate repair work orders. This convenient system streamlines CHP inspections and will assist maintenance staff with handling and responding to vehicle maintenance issues, improving efficiency and assisting shuttle maintenance expense control.



Cleaning and Washing

Cleaning will be performed by ACE and use only sustainability-friendly and city-approved cleaning products as part of its routine. Daily and weekly procedures are as follows:

- ▶ Prior to every shift, all seats are wiped down and sprayed with FDA registered disinfectant which also is approved for elimination of SARS-COV-2.
- ▶ After every shift, each golf cart is swept, and all trash and debris is removed from the golf cart.
- ▶ At the end of every service day, golf cart interiors are deep cleaned by the ACE driver, inclusive of windows, floors, passenger seating areas and driver cabin.
- ▶ All golf carts are washed on a weekly basis using a combination of power washing/hand washing, inclusive of tires, wheels, seats, seatbelts, handles, armrests, knobs, etc.and other high-profile exterior surfaces

Vehicle Maintenance

ACE will ensure the Palm Desert NEV fleet is well maintained through partnership with our maintenance subcontractor Ecofleet industries. Ecofleet supports ACE’s EV fleets throughout the State of California, with a network of maintenance professionals across the state as well as offices and shops in Oceanside and San Diego. Ecofleet employs leading engineers in the EV space who have designed vehicles on behalf of Tesla, Endera, and other leading manufacturers, and now provide subject matter expertise on all electric vehicle issues and maintenance concerns. Ecofleet, through its network of partners, will ensure that Palm Desert NEV’s are well maintained and stay on the road to ensure program success.



CONTINUITY PLAN

As part of our comprehensive continuity plan, we will ensure uninterrupted service by maintaining a relationship with a local golf cart rental company to provide backup golf carts in the event of a breakdown or mechanical issue. Our operations team will routinely inspect all vehicles to minimize the risk of disruptions, but in the event that a cart is taken out of service, a replacement unit will be deployed immediately from our reserve inventory. The ACE team has over 60 team members on call ready to assist your operation if needed and will never have a position un-filled. Below is the software we use to ensure call outs are handled and the operation is always staffed. This proactive approach ensures that service remains smooth, reliable, and consistent for all visitors in the City of Palm Desert.

Team Member Management: When-To-Work

ACE has utilized WhenToWork for decades throughout the country for scheduling and employee communications. This scheduling app makes it easy for our managers to create and modify schedules efficiently, which is incredibly important when managing multiple facilities.



With WhenToWork we can categorize employees and assign shifts based on who has been properly trained and badged. It also makes covering call-offs easy even while ensuring contractual obligations. Since 2000, WhenToWork has been a trusted leader in online employee scheduling services. The benefits of WhenToWork include:



- ▶ Advanced notification and shift reminders
- ▶ Allows managers to oversee all open shifts and cover requests from employees.
- ▶ Over 12 different scheduling views
- ▶ Works on any type of browser and can be used by everyone.
- ▶ Free App via Apple Store and Google Play store for employees and managers

OPTIONAL AMENITIES

Our motto, Every Thank You Earned, is our commitment to do whatever possible to create a positive, authentic experience and truly impress City of Palm Desert guests. We understand that the transportation business is about taking care of people. That is why everyone at ACE – from our Ambassadors to our CEO – is ready to assist you and your customers in any way, at any time, at a moment's notice.

We are committed to delivering a premium rider experience through exceptional customer service and thoughtful additional amenities. Our team will be trained to provide courteous, professional assistance, ensuring every interaction reflects the values of ACE and the City of Palm Desert. To enhance comfort during rides, our shuttles will offer complimentary City of Palm Desert-branded water bottles, adding a local touch that promotes community pride. Additionally, each vehicle will be equipped with a rear basket to accommodate a cooler for the waters as well as guest's personal belongings, providing convenience for passengers.



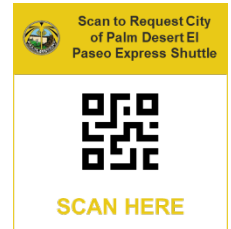


ADDITIONAL RECOMMENDATIONS

Shuttle Request QR Code

To improve accessibility and ease of use for guests, ACE will implement a dedicated system for shuttle requests, including a hotline and QR code feature that allows guests to quickly call for a shuttle directly from their mobile devices.

All vehicles in our fleet will be ADA-accessible, and we will provide a specialized phone line specifically for ADA shuttle requests, ensuring equitable service for passengers with disabilities.



Signage

ACE will ensure that shuttle route destination signs always display the correct information on route and post them along El Paseo so guests know where they can catch the shuttle. ACE will work with the City to create this customized signage. We would start by taking the provided route map and make it easier to see as shown below.



FEE PROPOSAL – ACE Parking

City of Palm Desert 2025-RFP-187



We believe partnerships are the key to ensuring the services the City provides to the public reach their full potential. We are confident that once you partner with ACE, you will never look at shuttle management the same. We are prepared to improve every aspect of your shuttle operation and the service it provides to the public. In the spirit of partnership and transparency, we have provided the following line-item budget along with our lump-sum, not-to-exceed fee proposal for the scope of Services. We have also provided the requested hourly rates for “Additional Work”.

ACE Parking Budget for Operation of NEVS for Courtesy Shuttle Service														
City of Palm Desert 2025-RFP-187														
	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Weekly	Driver					Year 1 Costs (7.25 Months)
									Monthly	Daily	Avg Hourly	Est Monthly	Year 1	
								Total	Hours	Hours	Wage Rate	Costs	Costs	
Shuttle 1	7	7	7	7	9	9	7	53	229.49	7.57	\$ 20.00	\$ 4,590	\$ 33,276	
Shuttle 2	7	7	7	7	9	9	7	53	229.49	7.57	\$ 20.00	\$ 4,590	\$ 33,276	
Shuttle 3	7	7	7	7	9	9	7	53	229.49	7.57	\$ 20.00	\$ 4,590	\$ 33,276	
Manager	2	2	2	2	2	0	0	10	43.30	1.43	\$ 33.00	\$ 1,429	\$ 10,360	
Labor Sub Total									-	-		\$ -	\$ -	
Holiday/Sick/OT/Training	8.00%	% Rate										\$ 15,198	\$ 110,188	
TOTAL								169	732	24		\$ 16,414	\$ 119,003	
Payroll Overhead (Payroll Taxes, Workers Comp, etc.)		22.85%	% Rate									\$ 3,751	\$ 27,192	
Health & Welfare		\$ 1,079	Per each FT Employee Per Mo	x	0	Estimated FT Employees						\$ -	\$ -	
Payroll Processing Software		\$ 75	Per Month Given									\$ 75	\$ 544	
Recruiting / Testing / Training		\$ 50	Per Month - Depending Number of Employees									\$ 50	\$ 363	
Uniforms		\$ 50	Per Month									\$ 50	\$ 363	
Supplies		\$ 25	Cost Per Month									\$ 25	\$ 181	
Telephone		\$ 199	Cost for 3 Phones									\$ 199	\$ 1,440	
Radio		50	Cost for 3 Radios									\$ 50	\$ 360	
Insurance-Vehicles		\$ 1,854	Per Vehicle Rate	x	3	Number of Vehicles						\$ 5,561	\$ 40,320	
Vehicle Charging		\$ 10	Per Vehicle Per Day	x	3	Number of Vehicles						\$ 909	\$ 6,592	
Vehicle Financing		\$ 26,389	Annual Financing Cost		3	Number of Vehicles						\$ 3,640	\$ 26,389	
Wraps and Signage		\$ -	Included with Vehicle Financi	/	0	Months to Depreciate						\$ -	\$ -	
Vehicle Tax & License		\$ 250	Per Vehicle Rate	x	3	Number of Vehicles						\$ 103	\$ 750	
Office Lease		\$ -	Est. Cost Per Vehicle	x	0	Number of Vehicles						\$ -	\$ -	
Vehicle Cleaning		\$ 25	Est. Cost Per Vehicle	x	3	Number of Vehicles	0.50	Frequency (Weekly)				\$ 150	\$ 1,088	
Vehicle Maintenance		\$ -	Est. Cost Per Vehicle	x	3	Number of Vehicles						\$ -	\$ -	
GPS, Customer Feedback and Camera		\$ 400	Est. 8 Month Cost Per Vehicle		3	DashCam: Lytx (Total Cost)						\$ 166	\$ 1,200	
Management Fee (Profit)												\$ 5,517	\$ 40,000	
Total Proposed Operating Cost												\$ 36,661	\$ 265,784	
Additional Work Cost												Regular Hourly Rate	\$ 27.07	
												Overtime Hourly Rate	\$ 40.61	

ACE Parking Budget for Operation of NEVS for Courtesy Shuttle Service

City of Palm Desert 2025-RFP-187

								Driver						
	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Weekly	Monthly	Daily	Avg Hourly	Est Monthly	Year 1	
								Total	Hours	Hours	Wage Rate	Costs	Costs (7.25 Months)	
Shuttle 1	7	7	7	7	9	9	7	53	229.49	7.57	\$ 20.00	\$ 4,590	\$ 33,276	
Shuttle 2	7	7	7	7	9	9	7	53	229.49	7.57	\$ 20.00	\$ 4,590	\$ 33,276	
Shuttle 3	7	7	7	7	9	9	7	53	229.49	7.57	\$ 20.00	\$ 4,590	\$ 33,276	
Manager	2	2	2	2	2	0	0	10	43.30	1.43	\$ 33.00	\$ 1,429	\$ 10,360	
Labor Sub Total									-	-		\$ -	\$ -	
Holiday/Sick/OT/Training	8.00%	% Rate										\$ 15,198	\$ 110,188	
TOTAL								169	732	24		\$ 16,414	\$ 119,003	
Payroll Overhead (Payroll Taxes, Workers Comp, etc.)		22.85%	% Rate										\$ 3,751	\$ 27,192
Health & Welfare		\$ 1,079	Per each FT Employee Per Month		x	0	Estimated FT Employees					\$ -	\$ -	
Payroll Processing Software		\$ 75	Per Month Given										\$ 75	\$ 544
Recruiting / Testing / Training		\$ 50	Per Month - Depending Number of Employees										\$ 50	\$ 363
Uniforms		\$ 75	Per Month										\$ 75	\$ 544
Supplies		\$ 25	Cost Per Month										\$ 25	\$ 181
Telephone		\$ 199	Cost for 3 Phones										\$ 199	\$ 1,440
Radio		50	Cost for 3 Radios										\$ 50	\$ 360
Insurance-Vehicles		\$ 1,854	Per Vehicle Rate		x	3	Number of Vehicles					\$ 5,561	\$ 40,320	
Vehicle Charging		\$ 10	Per Vehicle Per Day		x	3	Number of Vehicles					\$ 909	\$ 6,592	
Vehicle Financing		\$ 56,402	Annual Financing Cost										\$ 7,780	\$ 56,402
Wraps and Signage		-	Included with Vehicle Financing		/	0	Months to Depreciate					\$ -	\$ -	
Vehicle Tax & License		\$ 250	Per Vehicle Rate		x	3	Number of Vehicles					\$ 103	\$ 750	
Office Lease		\$ -	Est. Cost Per Vehicle		x	0	Number of Vehicles					\$ -	\$ -	
Vehicle Cleaning		\$ 25	Est. Cost Per Vehicle		x	3	Number of Vehicles		0.50	Frequency (Weekly)		\$ 150	\$ 1,088	
Vehicle Maintenance		\$ -	Est. Cost Per Vehicle		x	3	Number of Vehicles					\$ -	\$ -	
GPS, Customer Feedback and Camera		\$ 400	Est. 8 Month Cost Per Vehicle			\$ 3	DashCam: Lytx (Total Cost)					\$ 166	\$ 1,200	
Management Fee (Profit)													\$ 5,517	\$ 40,000
Total Proposed Operating Cost											\$ 40,825	\$ 295,979		

Additional Work Cost	Regular Hourly Rate	\$ 27.07
	Overtime Hourly Rate	\$ 40.61