



CALIFORNIA STATE UNIVERSITY

**LONG BEACH**

# **Parking and Transportation Services**

2023-24

# **ANNUAL REPORT**





# WELCOME MESSAGE

Greetings CSULB Community,

We are excited to bring you this year's Parking Annual Report for fiscal year 2023-24. The purpose of our annual report is to provide the campus community with transparency for parking revenue, expenses, and reserve requirements. Along with these numbers, the report also provides visibility for services not typically associated with our department such as traffic control, battery jumps, event services, the sustainable transportation programs, and the campus shuttle system. We hope that you find the report informative and helpful in understanding our department operations at CSULB.

During this past academic year, we achieved some major milestones. We effectively froze parking fee increases for 1 year. In addition to this freeze, we have now adopted the new, less aggressive policy of matching future increases with inflation (Consumer Price Index) or 5%, whichever is lower. This ensures that parking fees will never increase over 5% but instead will move with inflation to ensure the lowest possible price increases to students but also allowing Parking to meet the inevitable year-to-year rise in the cost of construction materials, technology and labor.

Other achievements for the year included the largest capital improvement campaign to parking infrastructure since before the pandemic. This included slurry coating, crack sealing, and restriping in Lots E1 (ramp), E2, E3, E4, E5, E6, E9, E11, G1, G3, G5, G11, G13, G14, R2 and S1, repairs to the interior and exterior of all 3 parking structures, and even adding an additional vehicle exit to Lot E10. In addition to these campus-wide construction efforts, we also created 6 new pick-up and drop off zones for pedestrians, a no-fee cellphone waiting area, a new evening/weekend permit option, expanded the number of charging locations on campus to 50, launched an improved shuttle tracking mobile app and wrapped 5 of our shuttles with updated campus branding. Lastly, we were proud to have donated a record number of donations to the ASI Beach Pantry by way of our Donations for Citations program, which provides food and essential items to students experiencing food insecurity.

We look forward to the year to come as we remain committed to providing safe parking facilities, discounted sustainable transportation alternatives to driving to campus, and leveraging all available technology that will improve the parking experience for our customers.

Sincerely,

The Parking and Transportation Services Team



# WE DELIVER SUPERIOR CUSTOMER SERVICE

You made both events a lot easier for the Sparks with your professionalism and effort – I really appreciate you.

**Michael Freedman**  
LA Sparks

“Thank you very much! On Friday 9/29/2023, the CSULB campus hosted the 7th Annual CSU Systemwide Ombuds Roundtable physically and virtual at the Anna W. Ngai Alumni Center. I wish to thank each of you personally for your support, suggestions, guidance, and contributions to the success of this event. The CSU Ombuds were impressed and very complimentary of the services, support, lunch, and facility. The Roundtable outcomes were excellent, thank you for your great work.”

**Keith Freesemann, EdD**  
University Ombuds

“Thank you so much for working with me. I appreciate it. I just purchased the permit.”

**Ryan Mardon**  
CSULB student

“Thank you so much for taking care of this today. I very much appreciate the quick response.

**James Pavloff**  
Mesa Energy Systems, Inc.

“Thank you for these student-friendly (and staff, faculty, and guest-friendly) updates. I thank you for the time, consideration, and thought that you have given to these decisions. It will make being on campus and having others meet on campus much more enjoyable and cost effective!”

**Dina Perrone, PhD**  
Associate Dean of Graduate Studies

“Thank you for the great work parking is doing in Lot E10. I see your officers moving traffic and helping to relieve the congestion. Thank you!”

**Dan Olsen**  
Faculty, Journalism Department

“I can’t thank you enough and everyone in parking under Gene’s leadership. My parking as a BMAC student with limited mobility is paramount to my success as CSULB Film Student in the Directing Program. I could not have accomplished making the President’s Honor List without the support of BMAC, Campus Police and Parking Enforcement. You all are unsung heroes working with students who face disability challenges.”

**Ebony Tay**  
Student, Film & Electronic Arts

“Thank you very much [for the information regarding vendor parking permits]! This is super helpful.”

**Cheryl Slocomb**  
Human Resources Manager

“Thank you for the quick reply [to my refund request]. Have a great day!”

**Jocelyn Quiroz**  
Benefits Services

“I am happy to be able to change this citation into helping the pantry. Thank you for that!”

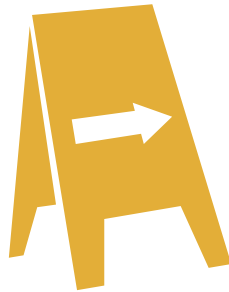
**Madison Cooper**  
CSULB student

# PARKING AND TRANSPORTATION SERVICES AT A GLANCE



**35+**

PAY STATION  
ASSISTANCE  
CALLS



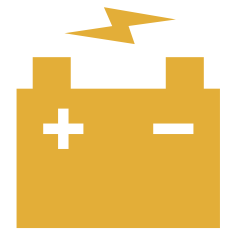
**350+**

DIRECTIONAL  
SIGNS  
DEPLOYED



**16**

TRAFFIC  
CONTROL  
ASSISTS



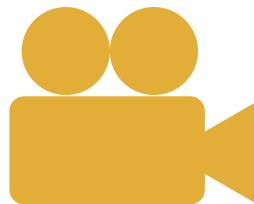
**130**

BATTERY  
JUMPS



**180+**

CUSTOMER  
SERVICE  
RESPONSES



**70**

TV & FILM  
RESERVATIONS

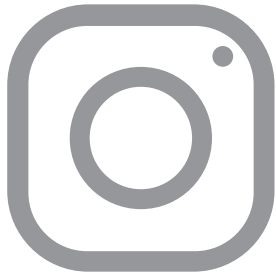


**1,460**

ITEMS DONATED  
TO BEACH PANTRY\*

*\*Donations for Citations program*

# WE COMMUNICATE



**3,700+**

INSTAGRAM  
FOLLOWERS



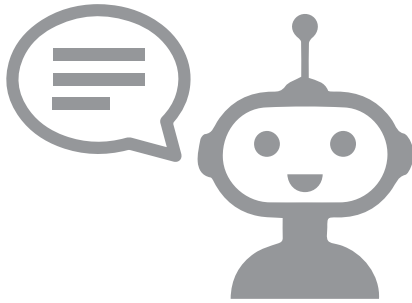
**28**

TIK TOK  
VIDEOS



**1,000+**

X/TWITTER  
FOLLOWERS



**10,600+**

CHAT BOT  
QUESTIONS  
ANSWERED



**120,000+**

INDIVIDUAL  
EMAILS SENT TO  
STUDENTS, STAFF  
& FACULTY



**5**

PARKING ADVISORY  
COMMITTEE MEETINGS



**8**

NEWSLETTER  
MENTIONS

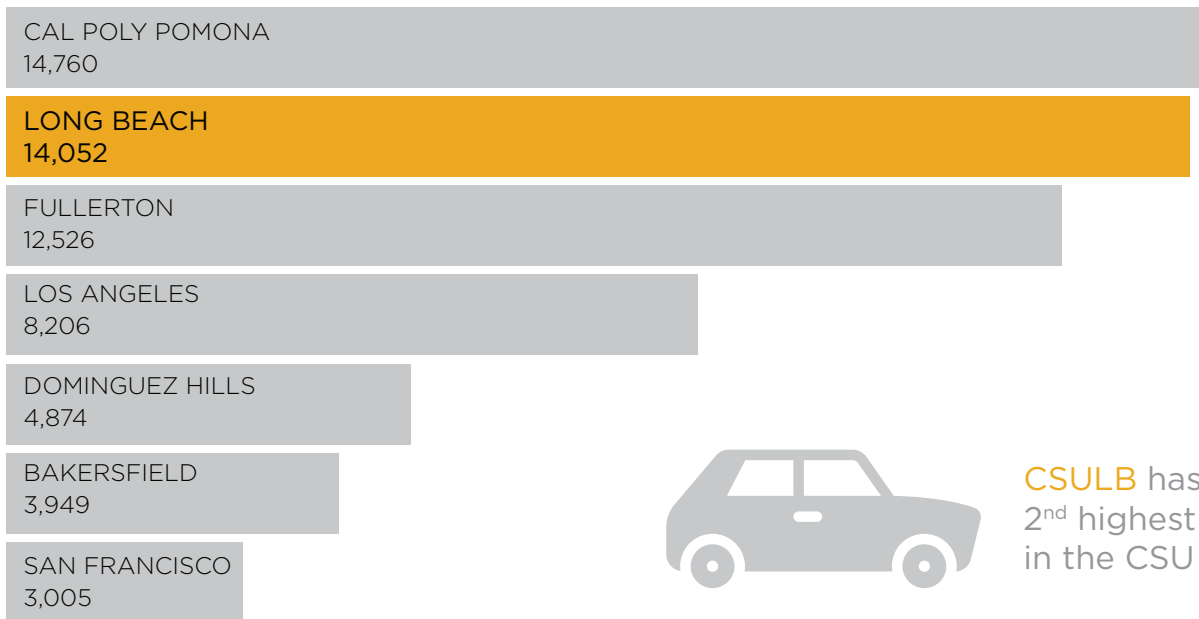


**12,000+**

SOAR ONLINE  
LEARNING  
MODULES TAKEN

# HOW WE COMPARE WITHIN THE CSU

## PARKING SPACES PER CAMPUS FISCAL YEAR 2023/24



CSULB has the 2<sup>nd</sup> highest space count in the CSU system.\*

## STUDENT PERMIT PRICE ACADEMIC YEAR 2023/24



Priced 4<sup>th</sup> of 23 campuses in the CSU system.\*

\*There are 23 campuses in the CSU system.



# WE TEACH

Our tabling events are a great opportunity for us to meet students and employees, answer questions, and connect them to parking programs, transportation services, discounts and the many different sustainable transportation alternatives to driving to campus in the Los Angeles and Orange County areas.



Large events for FY 2023-24:

- **SOAR Resource Fair (31)**
- **Parent Family Orientation (8)**
- **Shuttle Trivia Events (8)**
- **Week of Welcome (4)**
- **Fall Sustainability Fair (1)**
- **Green Generation Mixer (1)**
- **A Day at The Beach (1)**
- **Bike-to-Campus Day (1)**



# STAFFING, SIGNAGE, AND CUSTOMER SERVICE FOR CAMPUS

# EVENTS



**3,500+**

TOTAL EVENTS IN  
THE SYSTEM



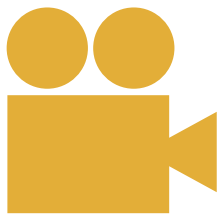
**350+**

DIRECTIONAL SIGNS  
DEPLOYED  
(Both custom event signage  
& ParkMobile signs)



**220**

EVENTS ASSISTED  
BY EVENT SERVICES



**70**

TV & FILM EVENTS





# Top Events of The Year

- International Brazilian Jiu-Jitsu
- ASI Big Event 2024: Swae Lee
- 24th Annual US Sumo Open
- NCAA Men's Volleyball Championships
- A Day at The Beach
- The Wizard of Oz
- The Sound of Music
- 42nd Street
- Million Dollar Quartet



Our Event Services team handles all event parking on campus including the Carpenter Performing Arts Center (CPAC), University Theater, Bob Cole Conservatory, and Walter Pyramid events that host LBSU Athletic games and other outside athletic tournaments. Some of the services we provide include barricading lots, coning lanes for traffic flow, safety, equipment management, and payment assistance for patrons using pay-by-app software or the pay station kiosks.

# PARKING ENFORCEMENT TRAFFIC CONTROL BATTERY JUMPS & **SAFETY**

Parking Enforcement officers perform a vital service on campus. In addition to enforcing our parking regulations and ensuring permit holders have the access to parking that they need, they also provide directions, perform traffic control, assist patrons in using the campus pay stations and purchasing parking via the ParkMobile app.

While on patrol, our officers are often the first person our students, employees and visitors see when they have questions about parking rules, payment, campus directions, reporting possible criminal behavior, or even roadside assistance like battery jumps. We are thankful for our dedicated officers who show up each day to ensure parking lot security, roadway traffic control, and customer safety actions.





# New Services 2023-24

## 1-year fee increase freeze



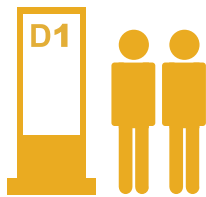
During FY 2022-23, Parking and Transportation Services completed a full budget review. The results guided the decision to freeze fee increases for Academic Year 2023-24 and tie future fee increases to Consumer Price Index (CPI) or 5%, whichever is lower.

## Reduced Rate Evening/Weekend Permit



A new Evening/Weekend permit option was launched on July 1, 2023, at the price of \$10 per day. This permit is available as a less expensive alternative to a full daily permit (\$15) for individuals who are parking on campus after 5:30 p.m. or all day on the weekends.

## Improved Pick-Up/Drop-Off Areas



Last fall, we introduced new and improved Drop-off/Pick-up zones around our campus. In addition to these designated zones, a no-fee cellphone waiting area was also installed at the South Turnaround where individuals can wait without purchasing a parking permit while they contact their passenger and coordinate pick up.

## New Shuttle App



In Fall 2023, we launched the new PassioGO app, which provided increased GPS accuracy, an improved UX/UI design and time estimates for shuttle arrivals.

## Donations for Citations expanded



The Donations for Citations program was expanded this last year to include more citation types and the ability to utilize the program more frequently (once per year).



# Completed Construction 2023-24



## Resurfacing, slurry coating, and restriping

Large-scale construction improvements to our parking infrastructure have finally resumed. Much of this maintenance was deferred during the budget impacted years of the COVID-19 pandemic. Resurfacing, crack fills, slurry coating, and restriping was accomplished in Lots E1 (ramp), E2, E3, E4, E5, E6, E9, E11, G1, G3, G5, G11, G13, G14, R2 and S1. Additionally, a second vehicle exit was added to Lot E10.



## Parking Structure repairs

In addition to our parking lots, we also removed, resurfaced, and repaired the exterior brick facades of the Palo Verde North, Palo Verde South, and Pyramid parking structures. Along with these external repairs, additional internal repairs were made to expansion joints, slab cracks, traffic coatings, and stairway railings.



Lot G13 - Before

Lot G13 - After



# Construction Projects

## FY2023-24

Additional lot/structure repairs were performed that do not appear below.



Brick facade removal, resurface, and internal repairs to all 3 parking structures.



Repair, reslurry, and restripe G11.



New vehicle exit added to Lot E10.

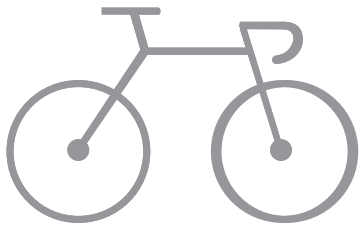


Repair, reslurry, and restripe Lot E4.



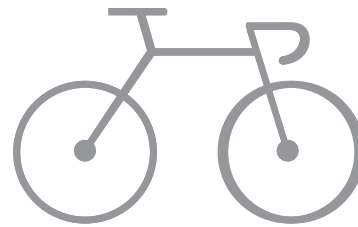
Repair, reslurry, and restripe Lot E9.

# SUSTAINABLE TRANSPORTATION ALTERNATIVES



**66**

BIKE RACKS  
ON CAMPUS



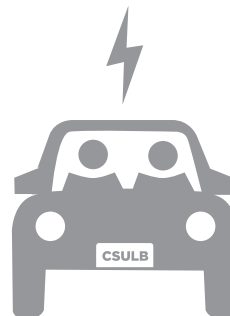
**188**

BIKESHARE  
MEMBERSHIPS  
PURCHASED



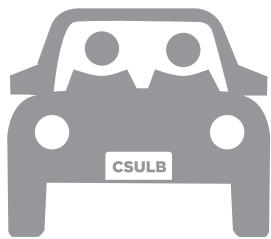
**50**

EV CHARGING  
STATIONS



**200,103**

kWh OF  
ELECTRICITY  
CHARGED



**2,931**

ZIPCAR  
RESERVATIONS



**15,033**

SHUTTLE  
HOURS  
DRIVEN

**153,300**

ZIPCAR  
MILES DRIVEN

**14,638**

ZIPCAR  
HOURS DRIVEN

**5**

SHUTTLES WRAPPED  
WITH NEW BRANDING



**4,055**

LB TRANSIT  
GO BEACH!  
PASSES  
PURCHASED

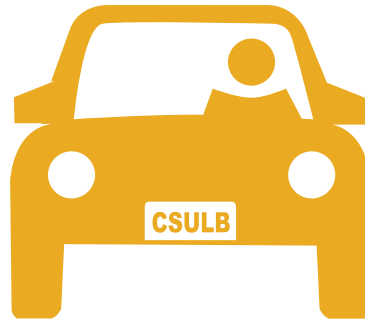
**465,322**

NUMBER OF  
BUS TRIPS  
TAKEN



## PARKING REVENUE

# \$17.6M



## 81.6%

Permit Sales



## 8.4%

Cost Recovery/  
Campus/Aux/  
Events



## 7.5%

Fines &  
Forfeitures  
(Citations)



## 1.1%

Interest  
Income



## 1%

Other  
Revenue



## 0.4%

Sustainable  
Transportation

## PARKING EXPENSES

# \$9.2M



### 30.6%

Debt Service  
Payment

Loan payments for the PV South & PV North parking structures continue through 2035.



### 25.4%

Staff, Student  
Assistants &  
Benefits



### 14.7%

Regular  
Maintenance



### 14.3%

Supplies & Services  
(campus shuttles)



### 3.8%

Misc. Other  
Expenses



### 3.7%

Utilities  
(electricity,  
water, etc.)



### 3%

State/CSU  
Overhead



### 1.9%

Services from  
Campus/EO1000



### 1.2%

Technology

# Financial Outlook

## 3-Year Review (pg. 1)

### Revenue

| Operating Revenues                 | 2022-23<br>Actuals | 2023-24<br>Actuals | 2024-25<br>Budget |
|------------------------------------|--------------------|--------------------|-------------------|
| Student & Employee Parking Permits | \$11,206,127       | \$11,528,601       | \$11,828,294      |
| Short-Term Parking Permits         | 3,070,063          | 2,793,243          | 2,589,394         |
| Fines & Forfeitures (Citations)    | 919,698            | 1,322,794          | 1,301,800         |

| Other Revenues                           | 2022-23<br>Actuals  | 2023-24<br>Actuals  | 2024-25<br>Budget   |
|--|---------------------|---------------------|---------------------|
| Parking Event Services                   | 270,183             | 295,352             | 305,689             |
| Sustainable Transportation               | 63,782              | 77,985              | 78,764              |
| Interest Income                          | 58,629              | 183,731             | 180,000             |
| Cost Recovery/Campus/Aux/Events          | 1,090,899           | 1,175,201           | 1,156,270           |
| Other Revenue                            | 80,716              | 176,727             | 331,782             |
| <b>Total Revenue (Operating + Other)</b> | <b>\$16,760,097</b> | <b>\$17,553,633</b> | <b>\$17,771,994</b> |





# Financial Outlook

## 3-Year Review (pg. 2)

### *Expenditures*

| Compensation        | 2022-23<br>Actuals | 2023-24<br>Actuals | 2024-25<br>Budget |
|---------------------|--------------------|--------------------|-------------------|
| Management Salaries | \$267,901          | \$389,220          | \$408,681         |
| Staff Salaries      | 758,921            | 890,366            | 1,065,893         |
| Student Assistants  | 124,976            | 100,293            | 99,346            |
| Other Salary Costs  | 62,788             | 16,453             | 16,160            |
| Benefits            | 834,140            | 944,752            | 895,453           |

| Operating Expenses                               | 2022-23<br>Actuals | 2023-24<br>Actuals | 2024-25<br>Budget   |
|--|--------------------|--------------------|---------------------|
| Utilities  | 201,314            | 336,677            | 301,309             |
| Technology                                       | 121,493            | 109,854            | 208,500             |
| Debt Service                                     | 2,822,562          | 2,819,458          | 2,828,955           |
| Regular Maintenance                              | 1,024,910          | 1,352,236          | 1,458,694           |
| Supplies & Services                              | 1,165,026          | 1,321,550          | 2,606,918           |
| Insurance Premiums                               | 120,355            | 135,814            | 143,051             |
| Misc. Other Expenses                             | 190,506            | 348,152            | 319,688             |
| State/CSU Overhead                               | 238,434            | 279,211            | 258,100             |
| Services from Campus/EO1000                      | 250,759            | 174,570            | 369,063             |
| <b>Total Expenses (Compensation + Operating)</b> | <b>\$8,184,083</b> | <b>\$9,218,605</b> | <b>\$10,979,811</b> |
| <b>Budget Balance Available</b>                  | <b>\$8,576,014</b> | <b>\$8,335,028</b> | <b>\$6,792,183</b>  |

# Financial Outlook

## 3-Year Review (pg. 3)

### ***Designated Balances & Reserves Summary***

| Designated Balances & Reserves Summary          | 2022-23<br>Actuals  | 2023-24<br>Actuals | 2024-25<br>Budget  |
|---|---------------------|--------------------|--------------------|
| Beginning Balance                               | \$12,159,547        | \$13,425,238       | \$7,983,670        |
| Year End Balance Available                      | 8,576,014           | 8,335,028          | 6,792,183          |
| Transfer to Construction/Maintenance Fund       | (7,310,323)         | (13,776,596)       | (8,500,000)        |
| <b>Total Designated Balances &amp; Reserves</b> | <b>\$13,425,238</b> | <b>\$7,983,670</b> | <b>\$6,275,852</b> |

| Designated Balances & Reserves                  | 2022-23<br>Actuals  | 2023-24<br>Actuals | 2024-25<br>Budget  |
|---|---------------------|--------------------|--------------------|
| Equipment                                       | \$887,983           | 0                  | \$240,779          |
| Future Debt Service                             | 2,824,905           | 2,828,955          | 2,935,070          |
| Maintenance & Repair                            | 5,750,000           | 0                  | 0                  |
| Outstanding Commitments                         | 561,487             | 1,916,233          | -                  |
| Catastrophic Events                             | 100,000             | 100,000            | 100,000            |
| Encumbrances                                    | 300,862             | 138,481            | -                  |
| Reserve for Economic Uncertainty                | 3,000,000           | 3,000,000          | 3,000,000          |
| <b>Total Designated Balances &amp; Reserves</b> | <b>\$13,425,237</b> | <b>\$7,983,670</b> | <b>\$6,275,849</b> |

| Parking Maintenance and Construction Fund | 2022-23<br>Actuals | 2023-24<br>Actuals  | 2024-25<br>Budget  |
|---|--------------------|---------------------|--------------------|
| Beginning Balance*                        | \$121,626          | \$7,338,674         | \$20,002,449       |
| Transfer from Parking Funds & Reserves    | 7,310,324          | 13,776,596          | 8,500,000          |
| Project Expenditures                      | (93,277)           | (1,112,821)         | (20,000,000)       |
| <b>Ending Balance</b>                     | <b>\$7,338,674</b> | <b>\$20,002,449</b> | <b>\$8,502,449</b> |

\*In 2024-25, \$20M is budgeted as the beginning balance; however, this amount is already committed to construction projects scheduled with Design and Construction Services.

# Financial Notes

## Page 16

### Other Revenue

#### Interest Income

Interest income increased as a result of higher balances in parking accounts as compared to the years during the COVID-19 pandemic.

## Page 17

### Operating Expenses

#### Supplies & Services

Costs are estimated to increase as a result of increased shuttle costs, upcoming Lot G12 construction project and the fall semester Overflow Lot.

## Page 18

### Parking Maintenance and Construction Fund

#### Beginning Balance

This account lists \$20M as the budgeted Beginning Balance for 2024-25; however, it should be noted that this total has already been committed to the scheduled construction projects listed in the Project Expenditures line item in the same chart. This is not a surplus balance. These projects have already started as of July 1, 2024.





# LOOKING AHEAD

## Look for these NEW SERVICES coming to CSULB in 2024-25:

- Campus-Wide construction improvements
- New Electric Vehicle charging policy
- Redesign of the Visitor Information Center (VIC)
- Return of the Overflow Lot & Discounted Permit
- Lot G12 overhaul & redesign







# PARKING AND TRANSPORTATION SERVICES

CALIFORNIA STATE UNIVERSITY, LONG BEACH

1250 Bellflower Boulevard,  
Long Beach, CA 90840

(562) 985-4146  
8 a.m-5 p.m.

[www.csulb.edu/parking](http://www.csulb.edu/parking)  
[www.csulb.edu/ride](http://www.csulb.edu/ride)