



CALIFORNIA STATE UNIVERSITY

**LONG BEACH**

## **Parking and Transportation Services**

2022-23

# **ANNUAL REPORT**



# WELCOME MESSAGE

## Greetings CSULB Community,

We are pleased to present to you this year's Annual Report for the fiscal year 2022-23. The purpose of our annual report is to provide transparency on parking revenue and expenses along with insight into perhaps unseen parking services and the scope of our parking infrastructure on campus. Inside this report you will find a detailed list of parking financials, interesting statistics, comparisons, and a brief list of our program achievements over the last fiscal year (July 1, 2022-June 30, 2023).

The 2022-23 academic year was unique in that we saw a full return to in-person instruction with 74% of classes available on campus, 5% of classes as hybrid with some portion of instruction held on campus, and 21% held fully online. With the campus back to full capacity, we are proud to report that parking capacity has met parking demand at every stage of the post-pandemic, repopulation process.

During this past year, we also saw campus events, theater performances, and athletics resume to near pre-pandemic levels. Our parking events team and enforcement officers responded with exceptional skill, safety practices, professionalism, and customer service to ensure traffic flow and parking for this surge in events was seamless and smooth. We enjoyed watching some events return to full capacity for the first time since the pandemic such as the Southern California Special Olympics and the World Jiu-Jitsu Championships.

Lastly, after a thorough review of our revenue, expenses and financial projections, we were excited to have the ability to freeze the scheduled parking fee increases for 1 year. Starting July 1, 2024, parking fee increases will be based on Consumer Price Index (CPI) or 5%, whichever is lower.

We remain committed to providing safe and effective parking facilities, efficient shuttle services, discounted sustainable transportation alternatives to driving to campus, and exceptional customer service to our students, staff, faculty and community partners. We look forward to serving you in the year to come!

Sincerely,

**The Parking and Transportation Services Team**

# WE DELIVER SUPERIOR CUSTOMER SERVICE

**“Thank you. I deeply appreciate this prompt action by your reviewer and the department.”**

Gurmohan Bevli  
CSULB Faculty

We wanted to take a moment to extend a heartfelt thank you for your participation in the Parent and Family Orientation (PFO) Resource Fair and at our New Student Mixer for New Student Orientation! Your presence and expertise enriched the orientation experience for all in attendance. The resources you shared at your table were incredibly valuable and contributed significantly to helping parents, families, and incoming students, better understand the university's resources, policies, and support systems as it relates to parking and transportation.

Rachel Sanchez  
Interim Associate Director  
New Student & Family Programs

**“Thanks so much for the understanding and flexibility.”**

Allen Caveness  
CSULB Faculty

**“I am incredibly grateful for the Parking Department's exceptional communication efforts, particularly through social media, as they consistently provide valuable information not only on parking, but also on alternative transportation methods and updates pertaining to campus construction and other traffic impacts.”**

Chris Woolett  
Director of Student Affairs Communications

**“Just saying thank you for making this process as easy as possible to renew for our employee. We will continue to update as needed.”**

Sean Ferrera  
Senior Associate AD, External Relations

**“I love our Parking and Transportation Office! Their Instagram page is a great place to keep students updated and share our campus sustainability efforts.”**

Miranda Bates  
Office of the Provost

**“Thank you so much for your informative response to my parking inquiry. Everything is cleared up now.”**

Lola Worthington  
Lecturer, American Indian Studies

# PARKING AND TRANSPORTATION SERVICES AT A GLANCE



120

PAY STATION  
ASSISTANCE  
CALLS



270

DIRECTIONAL  
SIGNS  
DEPLOYED



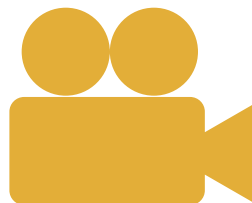
39

TRAFFIC  
CONTROL  
ASSISTS



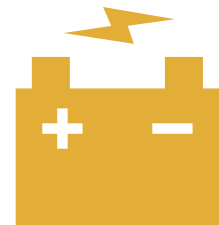
95

CUSTOMER  
SERVICE  
RESPONSES



21

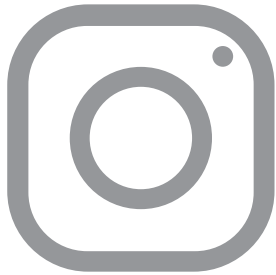
TV & FILM  
RESERVATIONS



97

BATTERY  
JUMPS

# WE COMMUNICATE



**3,750+**

INSTAGRAM  
FOLLOWERS



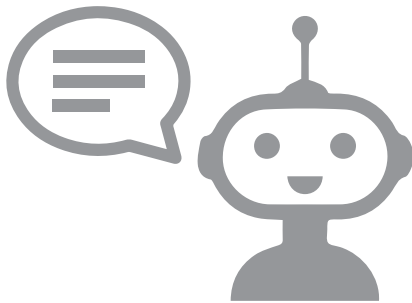
**28**

TIK TOK  
VIDEOS



**1,000+**

X/TWITTER  
FOLLOWERS



**7,000+**

CHAT BOT  
QUESTIONS  
ANSWERED



**120,000+**

INDIVIDUAL  
EMAILS SENT TO  
STUDENTS, STAFF  
& FACULTY



**5**

PARKING ADVISORY  
COMMITTEE MEETINGS



**10**

NEWSLETTER  
MENTIONS

**SOAR**

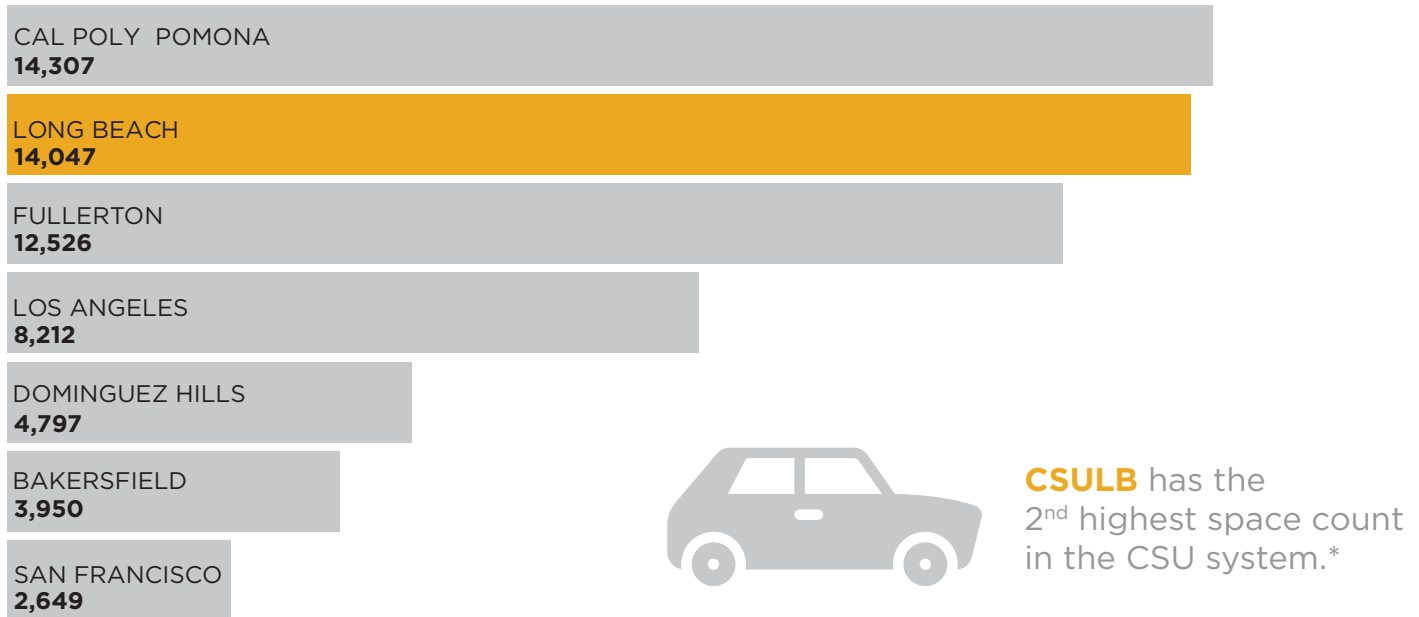
Student Orientation, Advising & Registration  
Division of Student Affairs

**10,500+**

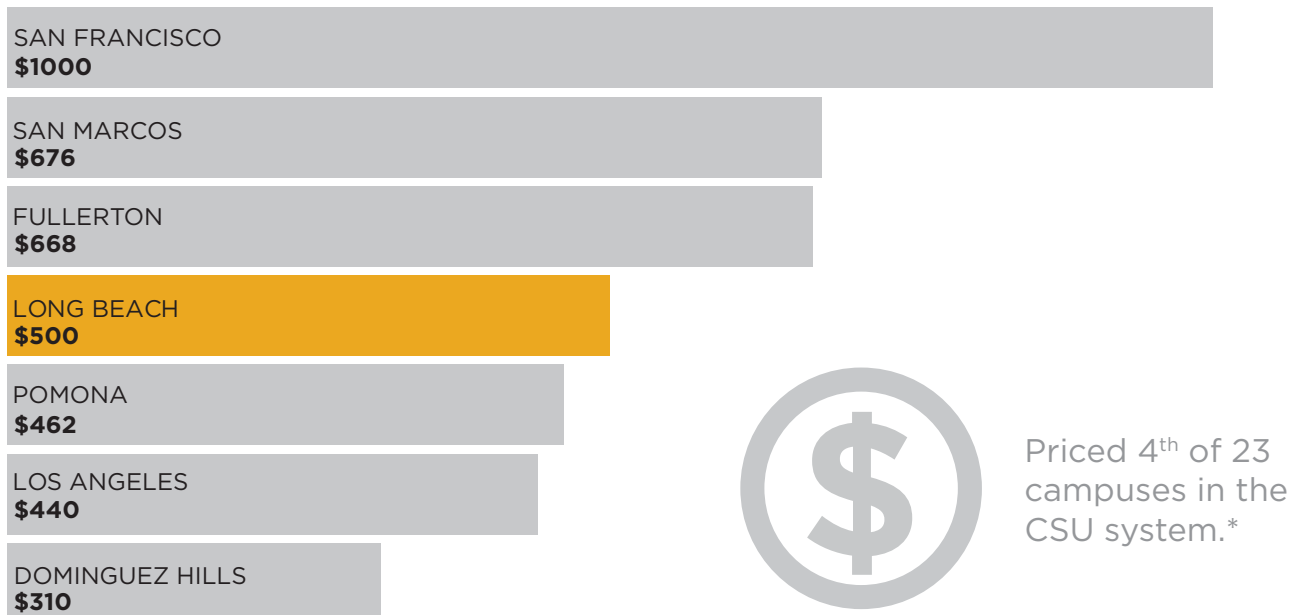
SOAR ONLINE  
LEARNING  
MODULES TAKEN

# HOW WE COMPARE WITHIN THE CSU

## PARKING SPACES PER CAMPUS FISCAL YEAR 2022/23



## STUDENT PERMIT PRICE ACADEMIC YEAR 2022/23



\*There are 23 campuses in the CSU system.

# WE TEACH

Our tabling events are a great place to educate students, staff and faculty on the many parking and transportation services and the different sustainable transportation options available to them within the City of Long Beach and the greater LA/OC area.



Large events for FY 2022-23:

- Clean Air, Cool Rides (1)
- SOAR Resource Fairs (31)
- Parent Family Orientation (8)
- Week of Welcome (2)
- International Student Day (1)
- Earth Week - Shuttle Trivia (4)



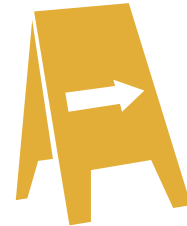
## STAFFING, SIGNAGE, AND CUSTOMER SERVICE FOR CAMPUS

# EVENTS



**4,000+**

TOTAL EVENTS IN  
THE SYSTEM



**250+**

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



**150+**

EVENTS ASSISTED  
BY EVENT SERVICES



**21**

TV & FILM EVENTS



# TOP EVENTS OF THE YEAR

- International Brazilian Jiu-Jitsu
- ASI Big Event 2022: T-Pain
- 23rd Annual US Sumo Open
- 2022 USA Volleyball Cup Tournament
- Damn Yankees
- 9 to 5 The Musical
- Grease
- Cinderella
- An American in Paris



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 including LBSU Athletic games and outside tournaments. Some of their services include barricading lots, coning and monitoring spaces, equipment management, and payment assistance for patrons using app-based software or pay station kiosks.

# PARKING ENFORCEMENT

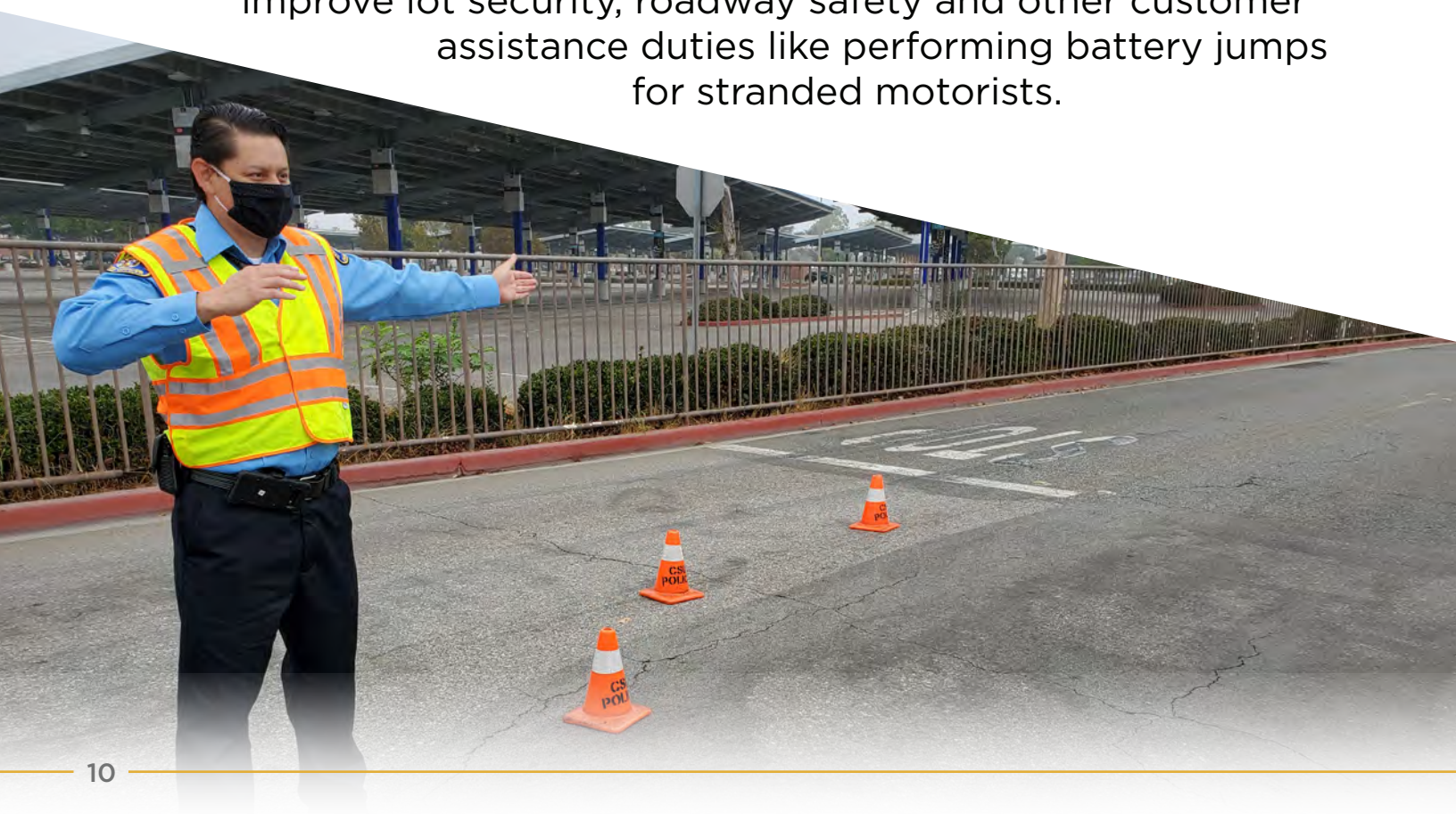
## TRAFFIC CONTROL

### BATTERY JUMPS &

# SAFETY

Parking Enforcement officers perform a wide range of duties outside of simply issuing citations. While out on patrol, these individuals are often the first person our students, employees and visitors see and approach for questions about parking, reporting criminal behavior, campus directions or even roadside assistance.

Our officers also “step out” to perform traffic control to help keep campus roadways moving during peak times of campus travel. We are thankful for our dedicated officers who show up daily to improve lot security, roadway safety and other customer assistance duties like performing battery jumps for stranded motorists.



# NEW SERVICES

## 2022-23



### Extra Shuttles

Additional West Loop and Beachside shuttles were added at the beginning of the fall 2022 and spring 2023 semesters to respond to a sharp increase in student demand on these two service routes during the first 4 weeks of each semester. Shuttles get students to their classes on time and stress free.



### Additional EV Chargers

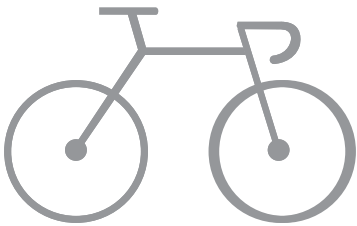
Four new EV charging spaces were added in Lot E8 on upper campus to expand the EV charging capability on upper campus from 8 spaces to 12 spaces. The first two charging spaces were added in February 2023 with the remaining two chargers coming online in July 2023.



### Tik Tok account

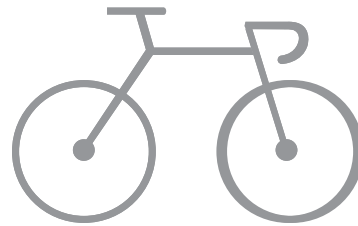
We launched our Tik Tok account in July 2022 and quickly added over 25 short videos of 30 seconds or less to better engage our changing student audience. By establishing a presence on Tik Tok, we were able to expand our communications to new groups beyond our previous reach.

# SUSTAINABLE TRANSPORTATION ALTERNATIVES



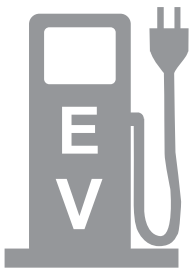
**66**

BIKE RACKS  
ON CAMPUS



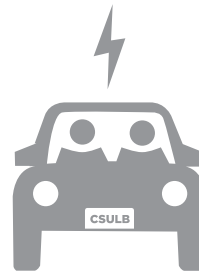
**1,690**

BIKE PARKING  
SPACES



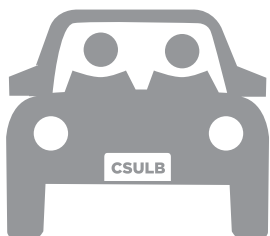
**50**

EV CHARGING  
STATIONS



**159,058**

kWh OF  
ELECTRICITY  
CHARGED



**1,279**

ZIPCAR  
RESERVATIONS



**12,066**

SHUTTLE  
HOURS  
DRIVEN

**4,400**

LB TRANSIT  
GO BEACH!  
PASSES  
PURCHASED

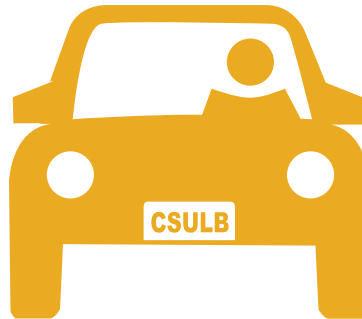
**434,404**

NUMBER OF  
BUS TRIPS  
TAKEN



## PARKING REVENUE

# \$16.8M



## 86.8%

Permit Sales



## 6.5%

Cost Recovery/  
Campus/Aux/  
Events



## 5.5%

Fines &  
Forfeitures  
(Citations)



## 0.5%

Other  
Revenue



## 0.4%

Sustainable  
Transportation



## 0.3%

Interest  
Income

## PARKING EXPENSES

# \$8.2M



### 34.5%

Debt Service  
Payment

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



### 25.0%

Staff, Student  
Assistants &  
Benefits



### 14.3%

Supplies & Services  
(campus shuttles)



### 12.5%

Regular  
Maintenance



### 3.0%

Services from  
Campus/EO1000



### 2.9%

State/CSU  
Overhead



### 2.5%

Utilities (electricity,  
water, etc.)



### 2.3%

Misc. Other  
Expenses



### 1.5%

Insurance  
Premiums



### 1.5%

Technology

# Financial Outlook

3-Year Review (pg. 1)

## Revenue

| Operating Revenues                 | 2021-22<br>Actuals | 2022-23<br>Actuals | 2023-24<br>Budget |
|------------------------------------|--------------------|--------------------|-------------------|
| Student & Employee Parking Permits | \$6,537,030        | \$11,206,127       | \$10,553,864      |
| Short-Term Parking Permits         | 2,219,935          | 3,070,063          | 2,232,787         |
| Fines & Forfeitures (Citations)    | 649,151            | 919,698            | 690,000           |

| Other Revenues                           | 2021-22<br>Actuals  | 2022-23<br>Actuals  | 2023-24<br>Budget   |
|------------------------------------------|---------------------|---------------------|---------------------|
| Parking Event Services                   | 205,926             | 270,183             | 293,332             |
| Sustainable Transportation               | 37,959              | 63,782              | 60,000              |
| Interest Income                          | 106,617             | 58,629              | 200,000             |
| Cost Recovery/Campus/Aux/Events          | 862,869             | 1,090,899           | 812,000             |
| Other Revenue                            | 13,351              | 80,716              | 75,500              |
| <b>Total Revenue (Operating + Other)</b> | <b>\$10,632,838</b> | <b>\$16,760,097</b> | <b>\$15,917,483</b> |



# Financial Outlook

3-Year Review (pg. 2)

## *Expenditures*

| Compensation        | 2021-22<br>Actuals | 2022-23<br>Actuals | 2023-24<br>Budget |
|---------------------|--------------------|--------------------|-------------------|
| Management Salaries | \$325,134          | \$267,901          | \$357,210         |
| Staff Salaries      | 726,056            | 758,921            | 884,543           |
| Student Assistants  | 59,220             | 124,976            | 147,822           |
| Other Salary Costs  | 13,116             | 62,788             | 15,000            |
| Benefits            | 847,209            | 834,140            | 947,132           |

| Operating Expenses                               | 2021-22<br>Actuals | 2022-23<br>Actuals | 2023-24<br>Budget  |
|--------------------------------------------------|--------------------|--------------------|--------------------|
| Utilities                                        | 192,045            | 201,314            | 176,364            |
| Technology                                       | 181,840            | 121,493            | 208,500            |
| Debt Service                                     | 2,588,431          | 2,822,562          | 2,824,905          |
| Regular Maintenance                              | 999,936            | 1,024,910          | 1,136,000          |
| Supplies & Services*                             | 131,715            | 1,165,026          | 1,543,417          |
| Insurance Premiums                               | 80,715             | 120,355            | 146,185            |
| Misc. Other Expenses                             | 161,147            | 190,506            | 173,900            |
| State/CSU Overhead                               | 204,059            | 238,434            | 245,000            |
| Services from Campus/EO1000                      | 422,970            | 250,759            | 452,111            |
| <b>Total Expenses (Compensation + Operating)</b> | <b>\$6,933,592</b> | <b>\$8,184,083</b> | <b>\$9,258,089</b> |
| <b>Budget Balance Available</b>                  | <b>\$3,699,246</b> | <b>\$8,576,014</b> | <b>\$5,659,394</b> |

\*In 2021-22, \$575,000 of shuttle expenses were paid by campus and HEERF funds.

# Financial Outlook

3-Year Review (pg. 3)

## *Designated Balances & Reserves Summary*

| Designated Balances & Reserves Summary          | 2021-22<br>Actuals  | 2022-23<br>Actuals  | 2023-24<br>Budget   |
|-------------------------------------------------|---------------------|---------------------|---------------------|
| Beginning Balance                               | \$9,016,202         | \$12,159,547        | \$13,425,237        |
| Year End Balance Available                      | 3,699,245           | 8,576,014           | 5,659,394           |
| Transfer to Construction/Maintenance Fund       | (555,900)           | (7,310,323)         | (5,750,000)         |
| <b>Total Designated Balances &amp; Reserves</b> | <b>\$12,159,547</b> | <b>\$13,425,238</b> | <b>\$13,334,631</b> |

| Designated Balances & Reserves                  | 2021-22<br>Actuals  | 2022-23<br>Actuals  | 2023-24<br>Budget   |
|-------------------------------------------------|---------------------|---------------------|---------------------|
| Capital Improvement                             | \$7,254,976         | -                   | -                   |
| Equipment                                       | -                   | 887,983             | 500,000             |
| Future Debt Service                             | 2,957,475           | 2,824,905           | 2,824,905           |
| Maintenance & Repair                            | -                   | 5,750,000           | 6,409,726           |
| Outstanding Commitments                         | -                   | 561,487             | -                   |
| Catastrophic Events                             | -                   | 100,000             | 100,000             |
| Encumbrances                                    | 220,134             | 300,862             | -                   |
| Reserve for Economic Uncertainty                | 1,726,961           | 3,000,000           | 3,500,000           |
| <b>Total Designated Balances &amp; Reserves</b> | <b>\$12,159,547</b> | <b>\$13,425,237</b> | <b>\$13,334,631</b> |

| Parking Maintenance and Construction Fund | 2021-22<br>Actuals | 2022-23<br>Actuals | 2023-24<br>Budget  |
|-------------------------------------------|--------------------|--------------------|--------------------|
| Beginning Balance                         | \$0                | \$121,626          | \$7,338,674        |
| Transfer from Parking Funds & Reserves    | 561,291            | 7,310,324          | 5,750,000          |
| Project Expenditures                      | (439,664)          | (93,277)           | (12,000,000)       |
| <b>Ending Balance</b>                     | <b>\$121,626</b>   | <b>\$7,338,674</b> | <b>\$1,088,674</b> |

# Financial Notes

## Page 15

### Operating Revenues

#### *Student & Employee Parking Permits (Monthly, Semester, Academic Year, Annual)*

Permit sales and revenue have returned to pre-pandemic levels as a result of campus repopulation post-pandemic. There are now more students on campus and a slight increase in enrollment.

#### *Short-Term Parking (Short-Term, Daily, Event)*

Budgeted numbers for Short-Term revenue are forecasted to decrease due to the introduction of a new Evening/Weekend permit at \$10 as an alternative to the previous option of a full Daily permit at \$15.

#### *Fines & Forfeitures (Citations)*

Citation revenue increased with the increase in the amount of vehicles driving to and parking on campus resulting from campus post-pandemic repopulation.

### Other Revenues

#### *Sustainable Transportation*

Sustainable Transportation revenue has increased due to increased EV charging on campus. This is a result of increased vehicle travel to campus after repopulation and an increase in EV ownership.

#### *Interest Income*

Changes in fund balances, and volatility of the market created a fluctuation in the amount of income received from investments managed centrally at the CSU Chancellor's Office.

#### *Cost Recovery/Campus/Aux/Events*

Revenue in this category fluctuates based on the amount of guest permits, and hosted events hosted by the campus and auxiliaries which are paid directly to parking through charge backs. As revenue increases, the expenditures required to support these events also increases.

## Page 16

### Expenditures

#### *Compensation*

##### *Management Salaries*

Vacant staff positions resulted in a decrease in expenditures during FY22/23. These positions have been filled, and we anticipate expenditures will return to previous levels in FY23/24.

##### *Student Assistants*

Events and activities on campus resumed to pre-pandemic levels demanding an increase in the number of student assistants hired to facilitate this increased number of campus events. We also saw an increase in foot traffic and phone calls into the Parking Office as campus repopulation continued. This produced a demand for more student assistants in our main office for customer service support.

##### *Other Salary Costs*

A one-time bonus approved for all employee groups by the CSU, and other salary increase obligations per collective bargaining agreements and actual overtime worked.

##### *Utilities*

Utilities costs are managed centrally on campus and are billed to Parking based on actual usage within parking managed buildings and structures. Rates spiked in FY22/23 and may continue to increase in FY23/24.

##### *Technology*

Increased expenses are projected based on the upcoming need to upgrade our parking pay station credit card processing system.

##### *Debt Service*

This covers the loan payment on the Palo Verde parking structures based on financing through the Systemwide Revenue Bond program.

# Financial Notes (cont'd)

## *Regular Maintenance*

These costs are related to regular ongoing maintenance to parking lots and structures and buildings. Larger projects are managed through the Parking Maintenance/Construction account on page 16.

## *Supplies & Services*

This includes contracts for services and supplies for regular operation of campus parking. In FY21/22, federal HEERF funds and the campus covered a large portion of the shuttle contract. The campus portion of the contract for FY22/23 will be used in FY23/24.

## *State/CSU Overhead*

Several charges are passed through by the campus budget office from the State or the CSU Chancellor's office to cover costs generated by those entities on behalf of CSULB parking.

## *Services from Campus/EO1000*

Parking contracts with the campus for a number of financial management and technology services. These charges are determined each year by Financial Management through the EO 1000 cost recovery process.

## **Page 17**

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

Reserves in FY22/23 increased because revenue increased more quickly post-pandemic while the department kept operating at a low rate of expenditures. Large maintenance projects were suspended during the pandemic, and balances were being saved to fund larger projects in FY23/24 and each year after.

### **Designated Balance & Reserves**

This table shows the designated areas where reserves may be needed to cover one-time expenses above and beyond the expenditures planned in the annual budget. These categories are used in CSU operating funds across all CSU campuses.

## *Capital Improvement*

We had previously set aside money in this category but will now shift funds to the Maintenance and Repair category going forward as that is the more appropriate designation since new Capital projects (structures or buildings) are planned at this time.

## *Equipment*

This category sets aside money to support needed updates to vehicles, pay stations or elevators in our parking lots and structures.

## *Future Debt Service*

The amount is equal to the following year's required debt service payment. This ensures that if revenues decline, there will always be adequate funding to pay our debt service obligations.

## *Outstanding Commitments*

Funds in this category are set aside for known expenses in the following year, but are not yet encumbered.

## *Maintenance & Repair*

These funds will be transferred to the Construction & Maintenance Fund each year to pay for scheduled updates and maintenance required in our parking lots and structures. These projects were halted during the pandemic but are restarting in FY23/24.

## *Catastrophic Events*

The funds in this category would be used if a catastrophic event such as a fire, flood or earthquake, affected parking lots or structures. The amount of our insurance deductible that would be paid in the event of a large catastrophic event would be \$100,000.

# Financial Notes (cont'd)

## *Encumbrances*

Encumbrances at year end are saved in our Designated Balances and Reserves and then moved into the operating expenses the following budget year.

## *Reserve for Economic Uncertainty*

The Reserve Policy requires that all CSU operating funds set aside 3-6 months of operating expenses in a reserve that can be used in case of unplanned changes in revenue or expenses. We use our total operating expenses for the year as our basis of determining how much to set aside.

## **Parking Maintenance & Construction Fund**

State statutes require that all large maintenance and construction projects are managed in funds outside of the operating funds. At CSULB, we use PK004 as our maintenance and construction fund. As projects are planned with Beach Building Services & Design and Construction departments on campus, funds are moved out of our operating funds and reserves to pay for these costs. Now that the campus is back to normal operations, long-delayed parking maintenance projects will resume, and more funds will be moved to this maintenance and construction fund each year.



# LOOKING AHEAD

Look for these  
**NEW SERVICES**  
coming to CSULB  
in 2023-24:

- 1-year Permit Fee Freeze
- Reduced Rate Evening/Weekend Permit
- Expanded Daily Permit Privileges
- Improved Pick-Up/Drop-Off Areas
- No-Fee Cellphone Waiting Area





# **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)