



CALIFORNIA STATE UNIVERSITY

**LONG BEACH**

Parking and Transportation Services

# ANNUAL REPORT

## 2024-25



# WELCOME MESSAGE

Greetings CSULB Community,

We are pleased to share the 2024-25 Annual Report from Parking and Transportation Services. This report highlights our financial activity such as revenue, expenses, and reserve levels as well as our services, initiatives, and milestones that reflect our ongoing commitment to supporting the CSULB community.

This past year brought several exciting advancements. We launched BeachGO, a free commute assistance app that connects students, faculty, and staff with carpool partners, public transit options, bike routes, and even safe walking directions to and from the campus. The app strengthens our efforts to reduce drive-alone trips to campus while helping the university progress toward its goal of carbon neutrality by 2040. In addition, our new EV Charger policy introduced a modest idling fee, which encouraged turnover and increased electricity delivered to EVs by 22% within its first year.

In partnership with Design & Construction Services (DCS) We also made significant investments in campus infrastructure. Lots E2, G1, R2, and Beachside were resurfaced and restriped, while Lot G12 underwent a complete renovation featuring wider parking spaces and aisles, two-way traffic flow, an additional exit, and 12 new EV charging spaces.

Finally, in partnership with SOAR leadership, we streamlined parking for new students attending the one-day summer orientation resulting in a smoother and more welcoming first day at The Beach.

Looking ahead, we remain committed to enhancing the parking experience and expanding sustainable transportation options with input from faculty, staff and students. Thank you for your continued partnership and support as we work to make CSULB more accessible, sustainable and welcoming.

Sincerely,

The Parking and Transportation Services Team





# CUSTOMER SERVICE

Appreciate all the work that's been done these past three months, the accommodations for wayfinding over the summer, and the maps and guidance you've provided.

We're looking forward to patrons enjoying the new lot—and I'm personally going to enjoy no longer having to navigate those narrow aisles.

**Franz Neumann**  
Communications and Content Specialist  
Carpenter Performing Arts Center

First, thank you for all your support with our SOAR Programming this summer. Chad came out to train our SOAR leaders and was always keeping us updated with projects and closures and we really appreciated him! Plus taking part in our resource fair was so helpful.

**Rachel Sanchez**  
Associate Director  
New Student & Family Programs

I want to extend a big thanks to Ashley Frederick (BMAC), Liz Alessi (BMAC), Emily (Parking and Transportation Services), and Saul (IT) for helping me in being granted the Temporary Accessible Student Permit (TASP) for Spring 2025...All stress aside, I want to express my immense gratitude for the concerted effort everyone listed above has exerted to assist me in receiving the TASP accommodation, which I greatly rely on to continue being a successful student at CSULB.

**Amy Nguyen**  
CSULB Graduate Student

When I visited the office on Tuesday, your student staff were very helpful, empathetic, and professional.

**Laura Butt**  
Senior Coordinator, Government Affairs  
Associated Students Inc.

Thanks for your presentation today, for your thoroughness, and keeping it lighthearted. It really helps to get early information to our students early on these hot topics. You did a nice job!

**Miles Nevin, Ed.D.**  
Associate Vice President & Executive Director  
Beach Shops

Wow, thank you for a streamlined process. This will not only save the GEAR UP program money but reduce the back and forth between 4 departments. This is much appreciated.

**Corinne Saiers**  
Education and Outreach Coordinator  
Carpenter Performing Arts Center

Young Scientists Camp 2024 is over and I wanted to thank you for your contributions to our successful summer. Attached is a report that went to chairs and the dean in CNSM where I specifically call you out and thank you for your help.

**Laura Henriques**  
Faculty, College of Natural Sciences  
and Mathematics

You are all really great partners and stewards of our resources!

**Danielle Muñoz-Channel**  
Director, Basic Needs

# OUR YEAR AT A GLANCE



**30+**

PAY STATION  
ASSISTANCE  
CALLS



**400+**

DIRECTIONAL  
SIGNS  
DEPLOYED



**18**

TRAFFIC  
CONTROL  
ASSISTS



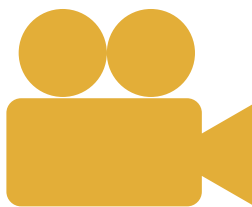
**144**

BATTERY  
JUMPS



**160+**

CUSTOMER  
SERVICE  
RESPONSES



**171**

TV & FILM  
RESERVATIONS



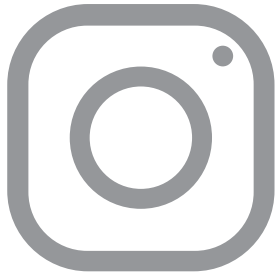
**6,970**

ITEMS DONATED  
TO BEACH PANTRY\*

*\*Donations for Citations program*



# OUR COMMUNICATIONS



**4,500+**

INSTAGRAM  
FOLLOWERS



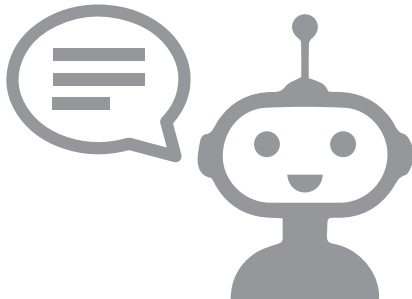
**42**

TIK TOK  
VIDEOS



**1,000+**

X  
FOLLOWERS



**5,000+**

CHAT BOT  
QUESTIONS  
ANSWERED



**120,000+**

INDIVIDUAL  
EMAILS SENT TO  
STUDENTS, STAFF  
& FACULTY



**9**

TRANSPORTATION  
SOLUTIONS MEETINGS (PCS)



**10**

NEWSLETTER  
MENTIONS

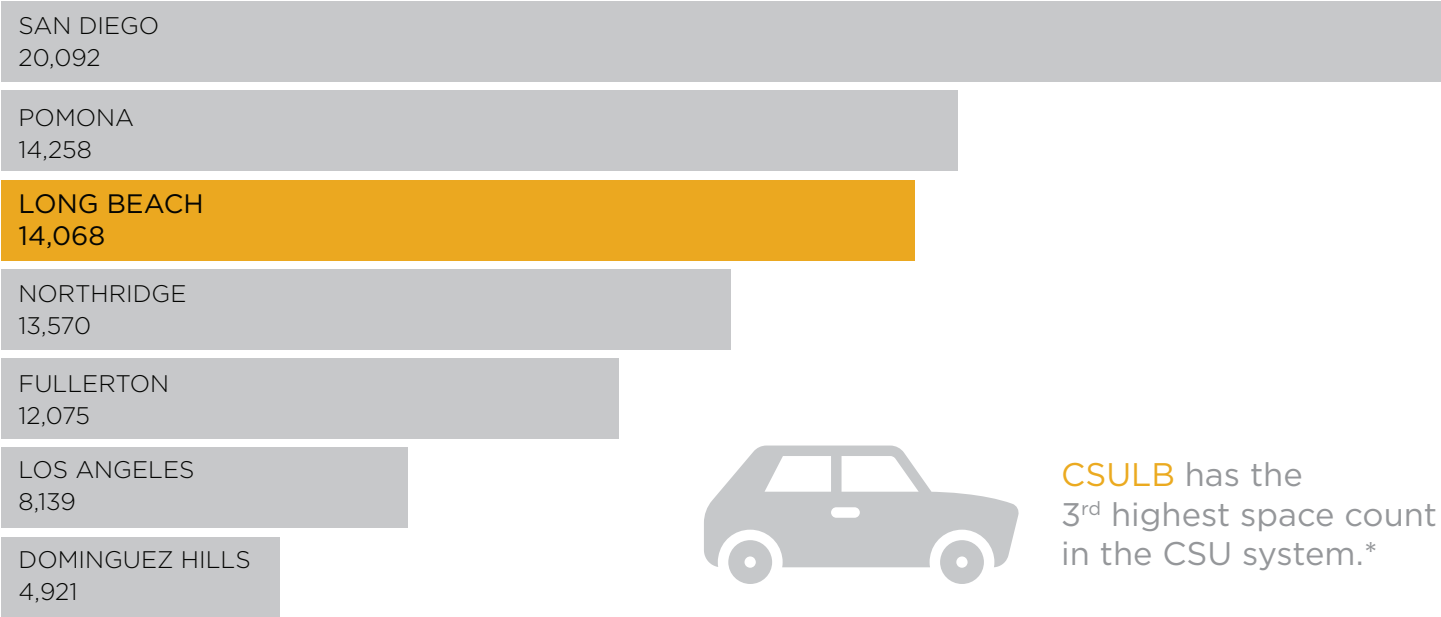


**12,000+**

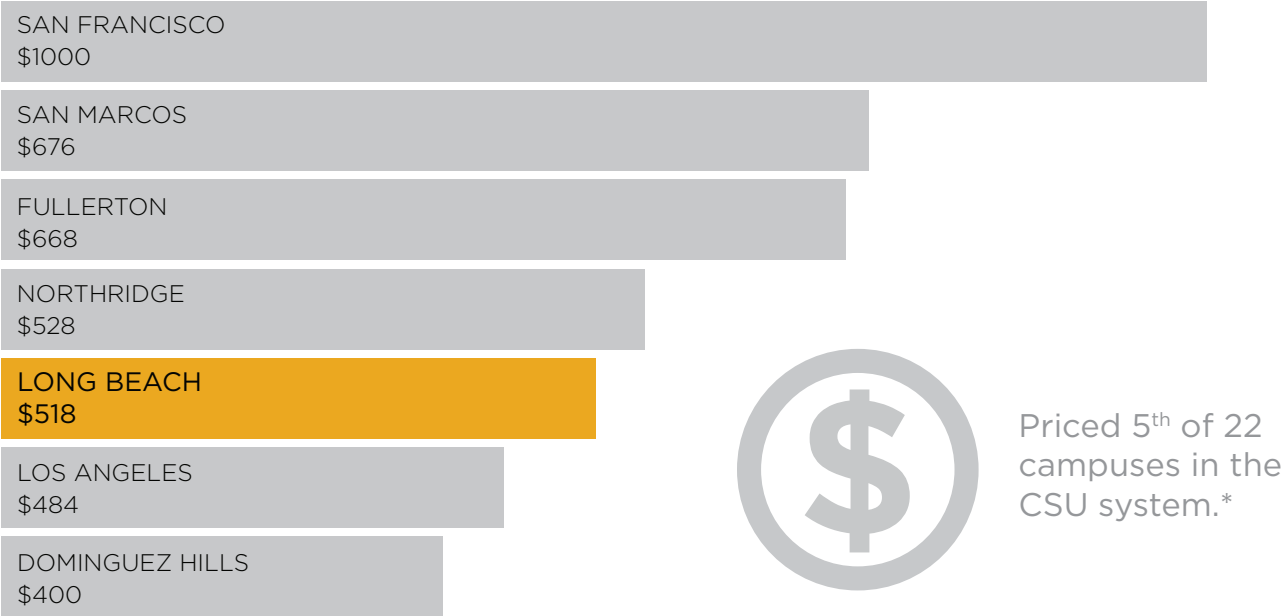
SOAR ONLINE  
LEARNING  
MODULES TAKEN

# PRICE/SPACE COMPARISON

## PARKING SPACES PER CAMPUS FISCAL YEAR 2024/25



## STUDENT PERMIT PRICE ACADEMIC YEAR 2024/25



\*There are 22 campuses in the CSU system.

# OUTREACH

Our tabling events are a valuable opportunity to engage with students and employees, answer questions, and connect them to parking programs, transportation services, commuter discounts, and a wide range of sustainable transportation alternatives available throughout Los Angeles and Orange County.



Events for FY 2024-25:

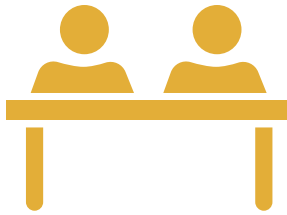
- **SOAR Resource Fairs (31)**
- **Parent Family Orientation (8)**
- **Shuttle Trivia Events (8)**
- **Week of Welcome (4)**
- **Fall Sustainability Fair (1)**
- **Green Generation Mixer (1)**
- **A Day at The Beach (1)**
- **Bike-to-Campus Day (1)**





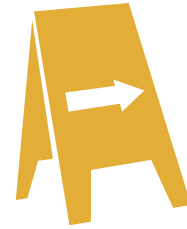
# EVENT SERVICES

STAFFING, SIGNAGE, AND  
CUSTOMER SERVICE



**2,800+**

TOTAL EVENTS



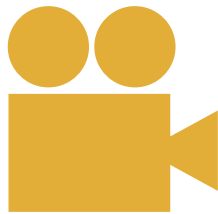
**400+**

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



**240+**

EVENTS ASSISTED  
BY EVENT SERVICES



**171**

TV & FILM EVENTS



# TOP EVENTS OF THE YEAR

## WALTER PYRAMID

- Special Olympics at CSULB
- USA Women's Volleyball
- 25th Annual US Sumo Open
- International Brazilian Jiu-Jitsu
- LBSU Men's Volleyball vs. UCLA (SOLD OUT)  
vs. Hawaii (SOLD OUT)
- Friday Night Lights (George Allen Field)

## MUSICAL THEATER WEST

- Newsies  
*The Broadway Musical*
- Jersey Boys
- Into the Woods
- Ain't Misbehavin'



This year, Lot G12 was unavailable during a three-month renovation project. In response, our team implemented a comprehensive communications plan, identified alternative parking locations, and launched an innovative people-mover service using contracted carts to assist our patrons requiring additional assistance. As a result of these efforts, events at the Carpenter Performing Arts Center (CPAC), Bob Cole Conservatory of Music, and Walter Pyramid proceeded with minimal disruption, allowing patrons to continue to enjoy the diverse and enriching programs offered at these venues.



# ENFORCEMENT

## TRAFFIC CONTROL, BATTERY JUMPS, & CAMPUS SAFETY.

Our Parking Enforcement officers play a critical role in supporting campus operations. In addition to enforcing parking regulations and ensuring permit holders have access to the parking spaces designated for them, officers provide a range of customer services, including campus directions, traffic control, and assisting customers making purchases at pay stations and with the ParkMobile app.

While on patrol, they frequently serve as the initial point of contact for students, employees, and visitors seeking parking information, campus navigation, reporting potential criminal activity, or requesting roadside assistance such as battery jumps. Their daily presence is integral to providing campus information, managing parking demand, and contributing to overall campus safety.





# NEW SERVICES

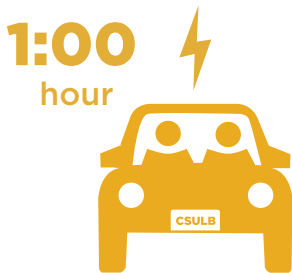
FY2024-25

## BeachGO App



In February 2025, we launched a new commute assistance app for students, staff and faculty. This app matches individuals with potential carpool partners, public transportation routes, bike corridors and even safe walking directions. The free BeachGO app will further support our efforts to reduce drive-alone commutes to campus and reach our campus-wide goal of carbon neutrality by 2040.

## EV Charger idling policy



In Fall 2024, we introduced an EV Charger policy that added an idling fee of \$0.10 per min for vehicles that remained in an EV space but were no longer actively charging. Although the fees were not large, this policy encouraged vehicle turnover allowing more individuals to charge vehicles more frequently than before. This resulted in 22% more electricity being disbursed to EVs on campus than the previous year.

## Transportation & Wayfinding to CPAC



During the Lot G12 renovation project, we ensured there was robust signage, wayfinding and even ADA golf cart services from alternative parking locations on West Campus to the Carpenter Performing Arts Center (CPAC) ensuring all spring and summer performances continued with minimal disturbance.

## Completed Construction



Lots E2, G1, R2, and the Beachside Lot were patched, resurfaced, slurry coated, and restriped this summer and Lot G12 was completely redesigned and renovated. New features in Lot G12 include wider parking spaces, wider aisles, two-way traffic flow instead of one-way, an extra vehicle exit, 12 new EV charging locations (October 2025) and much more!

# CONSTRUCTION PROJECTS

## FY2024-25



Complete overhaul and upgrade of Lot G12.



Repair, reslurry, and restripe of Lot E2.



Repair, reslurry, and restripe of Lot G1.



Repair, reslurry, and restripe of Lot R2.



Repair, reslurry, and restripe of the Beachside Lot.



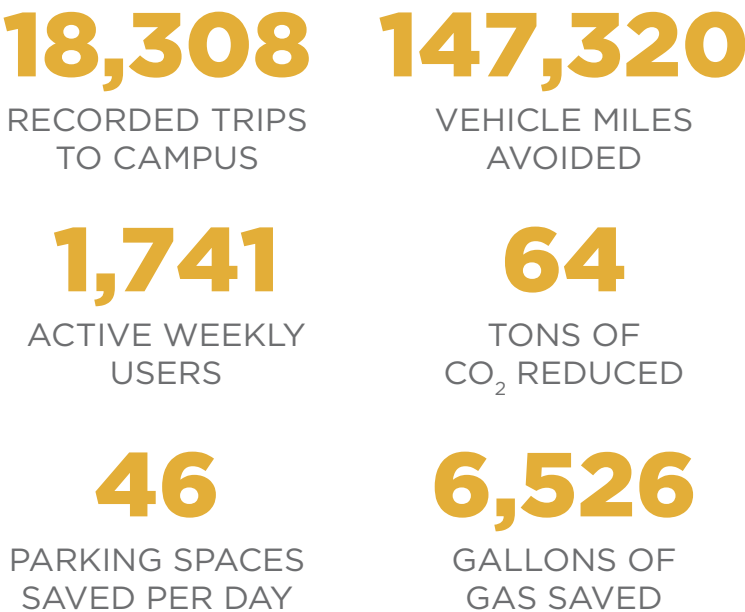
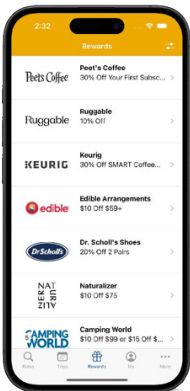
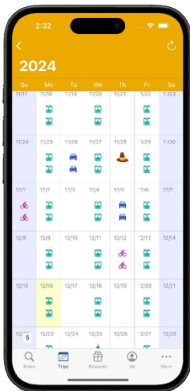
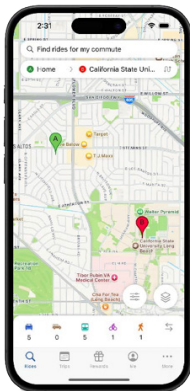
# BeachGO

## MOBILE APP



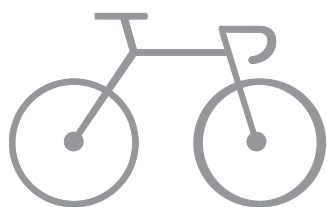
Launched in February 2025, BeachGO is a comprehensive commute-planning app that offers step-by-step navigation to and from the CSULB campus while rewarding users for the carbon they save. Whether commuting by carpool, bike, public transit (bus or light rail), or walking, BeachGO simplifies the daily journey.

Since its launch, users have logged more than 18,300 trips, reducing over 147,000 vehicle miles traveled (VMT), saving 6,500 gallons of gas, and preventing more than 64 tons of carbon emissions. This app is available for free to all CSULB students, staff and faculty members.



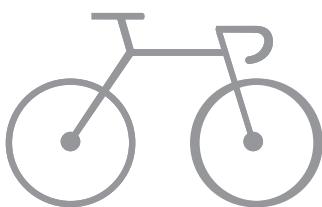


# SUSTAINABLE TRANSPORTATION SUMMARY



66

BIKE RACKS  
ON CAMPUS



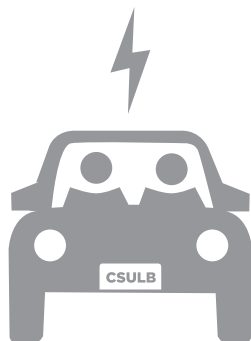
317

BIKESHARE  
MEMBERSHIPS  
PURCHASED



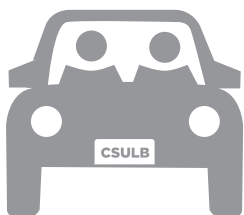
50

EV CHARGING  
STATIONS



244,236\*

kWh OF  
ELECTRICITY  
CHARGED



2,901

ZIPCAR  
RESERVATIONS

17,843

CHARGING  
SESSIONS

\*An increase of 22%  
from last year as a  
result of the new  
EV idling Policy.

156,935

ZIPCAR  
MILES DRIVEN

17,843

ZIPCAR  
HOURS DRIVEN



15,462

SHUTTLE  
HOURS  
DRIVEN



4,128

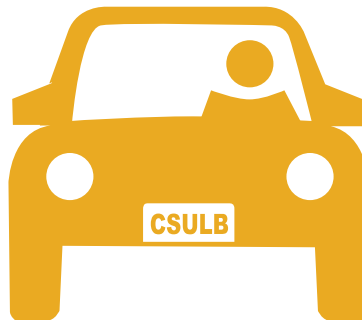
LB TRANSIT GO  
BEACH! PASSES  
PURCHASED

430,527

NUMBER OF  
BUS TRIPS  
TAKEN

## PARKING REVENUE

# \$20.7M



## 76.7%

Permit Sales



## 9.5%

Fines &  
Forfeitures  
(Citations)



## 8.3%

Cost Recovery/  
Campus/Aux/  
Events



## 3.8%

Interest  
Income



## 1.2%

Other  
Revenue



## 0.5%

Sustainable  
Transportation

## PARKING EXPENSES

# \$10.1M



### 27.9%

Debt Service  
Payment

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



### 26.2%

Staff, Student  
Assistants &  
Benefits



### 16.2%

Supplies & Services  
(campus shuttles)



### 12.5%

Regular  
Maintenance



### 4.9%

Misc. Other  
Expenses



### 4.1%

Services from  
Campus/EO1000



### 3.2%

Utilities  
(electricity,  
water, etc.)



### 3.0%

State/CSU  
Overhead &  
Insurance



### 2.0%

Technology



# FINANCIAL OUTLOOK

## 3-YEAR REVIEW (PG. 1)

### Revenue

Operating Revenues	2023-24 Actuals	2024-25 Actuals	2025-26 Budget
Student & Employee Parking Permits	\$11,528,601	\$12,765,879	\$12,789,855
Short-Term Parking Permits	2,793,243	3,129,633	2,788,494
Fines & Forfeitures (Citations)	1,322,794	1,970,615	1,857,884

Other Revenues	2023-24 Actuals	2024-25 Actuals	2025-26 Budget
Parking Event Services	295,352	318,067	290,000
Sustainable Transportation	77,985	85,938	85,000
Interest Income	183,731	794,892	150,000
Cost Recovery/Campus/Aux/Events	1,175,201	1,403,240	1,363,652
Other Revenue	176,727	248,325	330,319
<b>Total Revenue (Operating + Other)</b>	<b>\$17,553,633</b>	<b>\$20,716,588</b>	<b>\$19,655,204</b>



# FINANCIAL OUTLOOK

## 3-YEAR REVIEW (PG. 2)

### ***Expenditures***

Compensation	2023-24 Actuals	2024-25 Actuals	2025-26 Budget
Management Salaries	\$389,220	\$417,784	\$415,000
Staff Salaries	890,366	1,065,474	726,590
Student Assistants	100,293	104,893	100,000
Other Salary Costs	16,453	10,762	10,000
Benefits	944,752	1,050,317	1,007,040

Operating Expenses	2023-24 Actuals	2024-25 Actuals	2025-26 Budget
Utilities	336,677	323,867	251,958
Technology	109,854	202,641	183,769
Debt Service	2,819,458	2,818,102	2,935,070
Regular Maintenance	1,352,236	1,262,069	1,529,001
Supplies & Services	1,321,550	1,636,342	3,031,314
Insurance Premiums	135,814	168,648	189,080
Misc. Other Expenses	348,152	494,313	471,367
State/CSU Overhead	279,211	137,033	245,070
Services from Campus/EO1000	174,570	419,064	567,135
<b>Total Expenses (Compensation + Operating)</b>	<b>\$9,218,605</b>	<b>\$10,111,309</b>	<b>\$11,662,394</b>
<b>Budget Balance Available</b>	<b>\$8,335,028</b>	<b>\$10,605,279</b>	<b>\$7,992,810</b>

# FINANCIAL OUTLOOK

## 3-YEAR REVIEW (PG. 3)

### *Designated Balances & Reserves Summary*

Designated Balances & Reserves Summary	2023-24 Actuals	2024-25 Actuals	2025-26 Budget
Beginning Balance	\$13,425,238	\$7,983,670	\$13,588,949
Year End Balance Available	8,335,028	10,605,279	7,992,810
Transfer to Construction/Maintenance Fund	(13,776,596)	(5,000,000)	(8,083,589)
<b>Total Designated Balances &amp; Reserves</b>	<b>\$7,983,670</b>	<b>\$13,588,949</b>	<b>\$13,498,170</b>

Designated Balances & Reserves	2023-24 Actuals	2024-25 Actuals	2025-26 Budget
Equipment	0	0	\$150,000
Future Debt Service	2,828,955	2,935,070	2,874,879
Maintenance & Repair	0	7,410,277	0
Outstanding Commitments	1,916,233	39,214	50,000
Catastrophic Events	100,000	100,000	100,000
Encumbrances	138,481	104,388	150,000
Reserve for Economic Uncertainty	3,000,000	3,000,000	3,000,000
<b>Total Designated Balances &amp; Reserves</b>	<b>\$7,983,670</b>	<b>\$13,588,949</b>	<b>\$6,324,879</b>

Parking Maintenance and Construction Fund	2023-24 Actuals	2024-25 Actuals	2025-26 Budget
Beginning Balance*	\$7,338,674	\$20,002,449	\$17,520,234
Transfer from Parking Funds & Reserves	13,776,596	5,000,000	8,083,589
Project Expenditures	(1,112,821)	(7,482,215)	(12,000,000)
<b>Ending Balance</b>	<b>\$20,002,449</b>	<b>\$17,520,234</b>	<b>\$13,603,823</b>



# FINANCIAL NOTES

## Page 17

### Other Revenues

#### *Interest Income*

Interest income increased as a result of higher balances in parking accounts and higher interest earnings as compared to prior years. Projected amounts are dependent on fund balances and projected rates.

## Page 18

### Operating Expenses

#### *Supplies & Services*

Costs are projected to increase because of increased hourly shuttle rate, Lot G12 construction related costs and the fall semester off-campus Overflow Lot including discounted permits.

## Page 19

### Designated Balances & Reserves

#### *Maintenance & Repair*

An addition of \$7,410,277 was allocated to this account in anticipation of another large lot renovation scheduled for summer of 2026. Funds will be allocated to the construction fund once the lot analysis is complete and necessary funding determined.





# LOOKING AHEAD

Look for these  
**NEW SERVICES**  
coming to CSULB  
in 2025-26:

- West Turnaround Bus Zones & enforcement
- Return of the Overflow Lot & Discounted Permit
- 1-year fee freeze for Academic Year 2025-26
- Redesign of the Visitor Information Center (VIC)
- ADA parking redistribution project







# 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)