

Parking and Transportation Services

California State University, Long Beach

Annual Report 2016-17





Message from the Director

It is my pleasure to present the 2016-17 Annual Report for Parking and Transportation Services (PTS). This year's report will provide an overview of our parking services, list our major accomplishments for the year, compare and contrast our statistics with other CSU campuses, and provide a detailed financial review including revenues and expenses from July 1, 2016 through June 30, 2017.

In our department, we take pride in providing excellent customer service and delivering a variety of parking and transportation services to students, employees, and the many different categories of campus visitors. Outside of the normal permitting and enforcement duties, our campus also hosts a large number of community events throughout the year including the Long Beach Marathon, Southern California Special Olympics, Beach Streets, and 38 youth camps during the summer. Our parking events team facilitates lot reservations, closures, and directional signage for over 500 patron-parking events each year including LBSU athletic competitions, theater and live concert performances. Our officers not only enforce parking regulations and ensure safety within parking facilities, but they also provide battery jumps, lost vehicle assists, and a variety of other service calls. At PTS, we also strive to adopt new and innovative technologies in order to continually improve your parking experience on campus. Two of our latest additions include our mobile payment option for Short-Term parking and virtual permitting/enforcement using License Plate Recognition (LPR).

Our department also offers multiple sustainable transportation options to the campus to further the university's goal of climate neutrality by the year 2030. PTS plays a vital role in helping to reduce our total carbon emissions, as drive-alone commutes make up an overwhelming 58% of the greenhouse gases produced by the campus. Our sustainable transportation programs provide free off-campus shuttle services, free rides on all Long Beach Transit buses, a free carpool ride-matching service for both students and employees, and other programs included in this report that aim to further reduce drive-alone commutes to campus and create a culture of sustainable commuting.

Our responsibility as a department is to address not only our existing parking and transportation requirements, but to effectively plan and prepare for the campus transportation needs of the future. As technology and individual behavior continue to change, our department will continue to adapt with new and innovative solutions to our most pressing parking necessities as a campus.

Sincerely,

Amy Gerety
Interim Director
Parking and Transportation Services

Event Services

The Parking and Transportation Services (PTS) Events Services team is responsible for all parking coordination and scheduling. They work evenings, weekends, and holidays to ensure these events and services run safely, effectively, and efficiently. Our largest activities this year included Track & Field events, Southern California Special Olympics, Homecoming, SOAR, and Commencement. In addition to these events, PTS also coordinated:

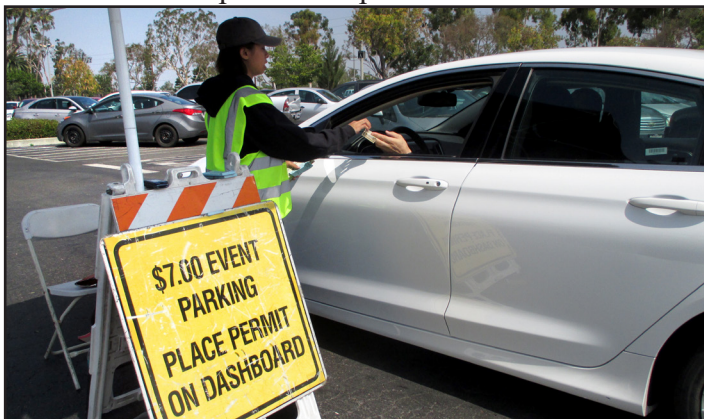
- 38** youth camps
 - 68** filming reservations
 - 583** patron-parking events
- and deployed over **1,413** directional signs

Filming Events

Professional filming groups choose to film on our campus for commercials, television shows, and feature films. These events require detailed coordination between PTS and University Police in order to schedule and secure parking lots and ensure the film crews have timely access with adequate space to complete their projects as scheduled.

Track & Field

With our newly renovated facilities, the CSULB Track has been in high demand for track and field events. This year we held the large-capacity Beach Invitational where nationwide teams converged on the CSULB campus to compete.



Southern California Special Olympics

CSULB has hosted the Southern California Special Olympics for almost two decades. This annual event draws over 3,000 athletes, coaches, and spectators, and requires extensive parking planning and vehicle management. We post directional and lot closure signage up to 10 days before the event to ensure that all lots are ready for use. Lots on campus not only host base camp and first aid tent facilities, but also the actual athletic events themselves.

Annual Commencement

The commencement ceremony is the most important event we hold on campus and is one of the largest events that occurs throughout the year. Lasting four full days, commencement involves the entire PTS staff. The signage itself totals over 50 different signs including lot closure aids, directional signs for vehicles and pedestrians, and shuttle stop markers. PTS also deploys over 30 student assistants to act as Parking Ambassadors during this time helping guests to/from shuttle pick-up and drop-off locations, providing commencement ceremony information, driving directions, accessible parking locations, and where to find ADA paths of travel.

Additional Parking Services

Visitor Information Center (VIC)

The VIC is another source for parking information. Parking staff provide campus visitors with maps, campus parking information, directions and general event information. Visiting guests are also offered the HotSpots@TheBeach info sheet and the Visitor's Guide magazine, both items providing valuable CSULB information for community visitors and prospective students.

VIC services include:

- Maps
- Parking information
- Campus directions and guest services
- Assistance with LPR parking system
- Distribution of special request visitor passes
- Sustainable transportation information
- Campus activity and event information

In FY2016-17, the VIC issued over 1,800 guest permits to facilitate various types of campus visitors.

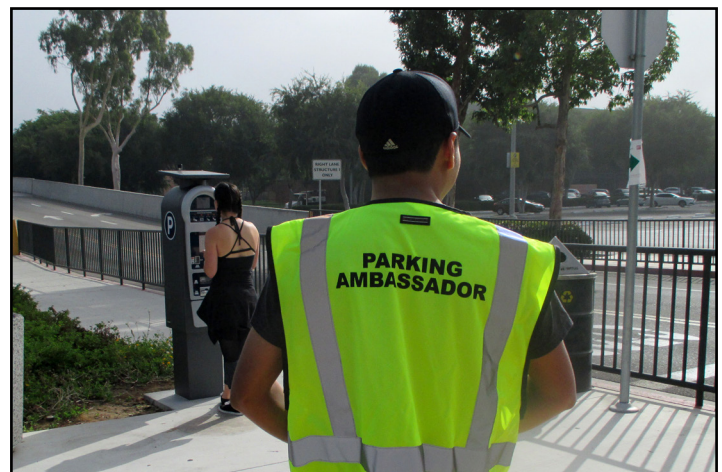
Guest Permits issued:

VIC Permits Issued: **1,837**

Parking Ambassadors

During times of heavy traffic and high customer demand, PTS deploys Parking Ambassadors throughout campus to provide direct assistance and superior customer services include providing campus directions, assistance with pay station purchases, shuttle information, and answering a wide array of parking questions.

Parking Ambassador Shifts (FY2016-17): **136**



Additional Parking Services (cont'd)

Parking Advisory Committee

The Parking Advisory Committee is comprised of representatives from ASI, Residential Housing, Academic Affairs, Facilities, Parking Enforcement, Special Events, Disabled Student Services, the Sustainability Task Force and Campus Faculty. The committee meets regularly throughout the academic year to discuss the most pressing parking issues and to provide advice and feedback to Parking and Transportation Services.

Enforcement Services

CSULB enforcement officers perform a wide variety of safety and customer assistance duties on campus. In addition to their routine enforcement duties (issuing citations, applying vehicle boots, monitoring lot safety), our enforcement officers also provide campus directions, help customers operate parking pay stations, locate lost vehicles, report stolen vehicles, and even jump-start dead vehicle batteries.

In times of heavy traffic, our officers respond quickly by deploying cones and barricades and providing spontaneous or scheduled traffic control for the safe ingress/egress of vehicles to campus. During the first weeks of each semester, enforcement officers will manage overflow parking situations including the safe progression of vehicles to/from the different overflow parking locations on campus.

Enforcement officers are our ambassadors in the field for customer service and they are often the first point of contact for individuals experiencing a parking problem. Our officers strive to help the individual get their question answered able to use our parking facilities effectively.

Enforcement Statistics FY2016-17

- Battery jumps: **421**
- Traffic control shifts: **223**
- Parking equipment resolutions: **205**
- Direct customer service responses: **204**



Sustainable Transportation Programs

Parking and Transportation Services is committed to decreasing the number of drive-alone commuters to campus in order to reduce our carbon footprint, meet the South Coast Air Quality Management District (AQMD) mandate, and decrease the parking demand on campus.

Students and staff can choose many different transportation options to get to campus including walking, bicycling, carpooling, taking campus shuttles, or participating in the U-Pass Program that allows qualifying participants to ride all Long Beach Transit buses for free. Parking also maintains four Electric Vehicle (EV) charging stations to encourage the use of electric vehicles to campus instead of standard combustion engine vehicles. Zipcars can also be a great alternative to vehicle ownership. These cars are available either by the hour or by the day.



U-Pass Program

CSULB continues to partner with Long Beach Transit to offer the [U-Pass Program](#), which provides free transit to eligible students, faculty and staff on all Long Beach Transit buses via the use of a CSULB-specific TAP card.

Number of new TAP cards issued FY2016-17:
7,455

Unique TAP card riders in FY2016-17
(number of students/employees that used the TAP card
at least one time within the year): **14,256**

Number of TAP card rides in FY2016-17:
1,509,191





Shuttles

Our [shuttles](#) are a great way to travel to campus without the use of a car. Campus shuttles also provide transit once on campus and vital accessibility services for students, staff and campus guests. During FY2016-17, our shuttles operated for over **21,847 hours**.

Number of rides per shuttle route are as follows:

- East Loop: **138,878**
- West Loop: **118,049**
- All Campus Tripper: **46,815**
- Beachside: **153,740**
- Los Coyotes: **168,374**
- Anaheim (new route): **28,332***



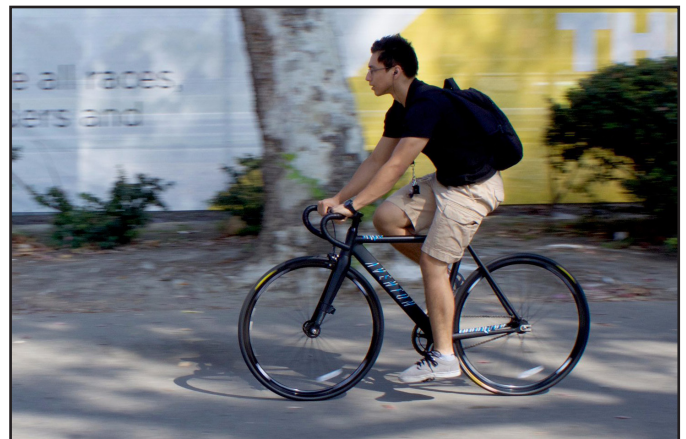
After the success of our first Off-Campus Shuttle, an additional Off-Campus route was added in August 2016 to the areas west of campus based on student density surveys. The new Anaheim Shuttle now services this location, Monday-Thursday, 7:30 a.m.-11 p.m.

*Throughout FY2016-17, the ridership on the Anaheim shuttle was lower than anticipated while the usage of the Los Coyotes shuttle increased by over 20,000 rides. We will continue to monitor all shuttle usage to ensure the most effective use of all parking resources and redistribute shuttles as needed.



Biking

Parking and Transportation Services provides a variety of infrastructure features and bicycle installations on campus that create a safe, secure, and convenient environment for individuals who wish to cycle to campus. During FY 2016-17, the first Long Beach Bike Share racks were installed on Atherton Street near the Walter Pyramid with further plans in progress to create seven new locations on campus to provide LB Bike Share resources directly to students and staff.



- Campus Bike Lanes
- 65 Bike Racks & 3 Repair Stations
- Free Traffic Skills/Bike Safety courses (TS 101)
- Free Bike Registration by University Police

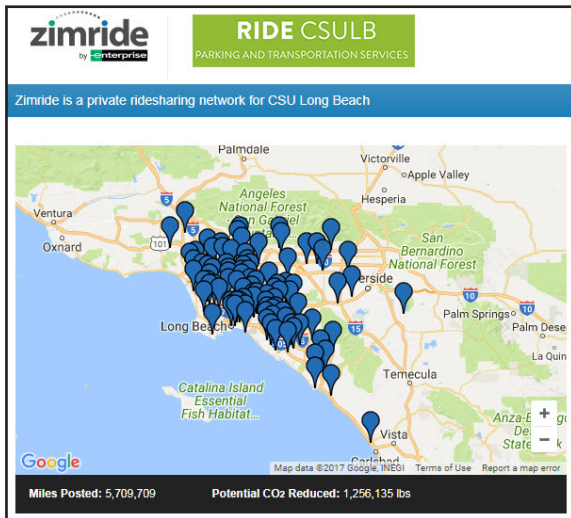
Number of bikes registered in FY2016-17: **105**



CSULB has been recognized as a [Silver Level](#), Bike Friendly University 2016-17

Electric Vehicle Charging Stations

CSULB supports the use of electric vehicles as part of our campus carbon reduction strategy. PTS provides charging stations and complimentary electricity when parking is purchased. There is currently two, single unit, 240-volt, [Electric Vehicle Charging Stations](#) on campus that can charge up to four vehicles. These facilities will be greatly expanded during FY2017-18 with the addition of over 44 charging stations in Lots 3, 7, 11C and 14. CSULB charging stations are available to students, faculty/staff, and campus visitors.



Zimride Carpool Matching Service

Zimride is an online ride-matching system that provides services specifically tailored to the CSULB community. With [Zimride](#), individuals can quickly find CSULB friends, classmates, or coworkers that commute to campus from the same direction, at the same time. They can then join these Zimride participants in a carpool and reduce their collective carbon footprint. Carpooling is a great option for students and staff to save money, time, and gas as well as taking a large step forward in reaching our campus Climate Action Plan goal of net zero greenhouse gas emissions by 2030.

Zipcar Car Sharing Services

[Zipcars](#) are available on campus as an easy alternative to traditional car ownership or car rental. Zipcars offer a convenient way to access a vehicle on an as-needed basis. There are currently seven cars at various locations on the CSULB campus; four cars on the main campus and three cars at Beachside.

Zipcar statistics of FY2016-17:

- Active University memberships: **487**
- Average Distance (per trip): **44.1 miles**
- Average Reservation Time: **4.3 hours**
- Reservations (FY2016-17): **3,143**
- Hours driven (FY2016-17): **13,512 hours**
- Miles driven (FY2016-17): **138,670 miles**



New Items

License Plate Recognition (LPR)

CSULB recently implemented Phase 1 of our License Plate Recognition (LPR) and virtual permitting system on campus. This new technology links a virtual permit to a vehicle's license plate thereby eliminating the need for paper permits or plastic hangtags. LPR has increased parking efficiency while at the same time greatly reduced paper and plastic waste produced by the campus. CSULB is the first university within the CSU system to successfully complete a campus-wide integration of the LPR system.



Student Summer TAP Extension

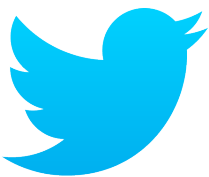
In response to student feedback, CSULB partnered with Long Beach Transit to offer the heavily-discounted Summer TAP Extension that extends their normal TAP services through the summer months. Students can now purchase the Summer TAP option for \$100, which provides them with unlimited rides on any Long Beach Transit bus for the entire summer.

TAP Extensions purchased (FY2016-17): **113**

Single-Use Parking Lot Consolidation

During FY2016-17, campus lots were reconfigured wherever possible to be employee, general, or resident use only to reduce confusion and improve the campus parking experience. Short-Term parking spaces were consolidated within Lots 1, 8A, 11C, 16, 17. These changes enabled visitors to easily locate Short-Term parking and it allowed our Enforcement Officers to be more efficient during LPR parking patrols.

Parking Twitter Account



Since launching our CSULB Parking Twitter account in May 2016, we have gained more than 400 new followers in less than a year. According to Twitter analytics, our followers' demographics are predominately students, with over 64 percent between the ages of 18 to 24. Our goal with social media is to provide students and employees with real-time, newsworthy information regarding CSULB's many parking services and to provide fast responses to customer questions and concerns.

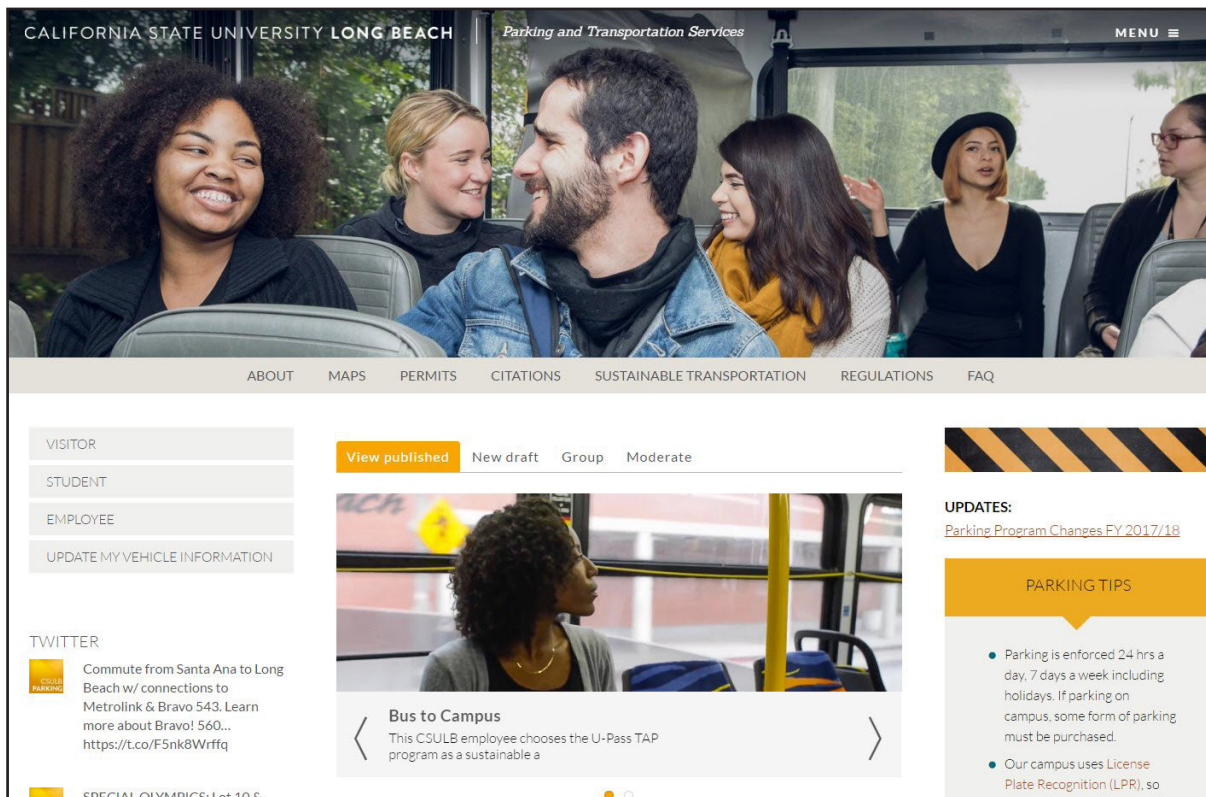
New Items (cont'd)

Shuttle Advertisement Program

The shuttle advertisement program was launched in 2016 and provides a means for both on and off campus entities to get their message across to students. This program functions as a minor source of revenue as well as a service to on-campus departments such as Associated Students Inc. (ASI), Carpenter Performing Arts Center (CPAC), and the College of the Arts (COTA).

New Parking Website

This year, we were pleased to launch our new Parking and Transportation website. Users can now access parking information more easily and much faster than ever before. The new website greatly improves the ability of the user to navigate a long list of upgraded features including a slide show carousel, expanded FAQ sections, and embedded video features. The website also provides the option to quickly purchase permits, pay or appeal a parking citation, update license plate information in LPR, and view the most recent news and social media activity.



Financial Review

Our goal each year is to maintain a balanced budget while providing quality and accessible transportation services to all members of the campus community. We hope that the following pages will provide further insight into how parking income is received and allocated at CSULB.

FY2016-17 Parking Operations

Revenue

Permit Sales	\$8,347,908	
Events	742,644	
Citations	758,822	
Other Revenue	<u>1,222,443</u>	
Total Revenue		<u>\$11,071,817</u>

Expenses

Non-Operating Expenses

Debt Service/Overhead	\$3,223,801
Equipment Fund	300,000
Construction Fund	<u>3,000,000</u>

Subtotal Non-Operating Expenses \$6,523,801

Operating Expenses

Staffing	\$1,677,209
Utilities/Operating Expenses	1,137,390
Landscaping	752,041
Sustainable Transportation	<u>2,188,263</u>

Subtotal Operating Expenses \$5,754,903

Total Expenses **\$12,278,704**

Net Operating Shortfall* **(\$1,206,887)**

*Net operating shortfall funded from prior year retained earnings.

Financial Review

FY2016-17 Parking Retained Earnings/Reserves

Retained Earnings

Retained Earnings as of 6/30/2016	\$7,590,545*
Less: Net Operating Shortfall	<u>(1,206,887)</u>
Retained Earnings as of 6/30/2017	<u><u>\$6,383,658</u></u>

The campus is required per Chancellor’s Office policy to ensure adequate earnings exist to cover the following items should a disaster occur:

- Future debt service - equal to one year of debt service
- Catastrophic Events - property insurance deductibles and uninsured losses
- Economic Uncertainty - six months of the annual operating budget

The operating parking fund balance of \$6,383,658 falls short of the minimum reserve requirement of \$6,750,230.

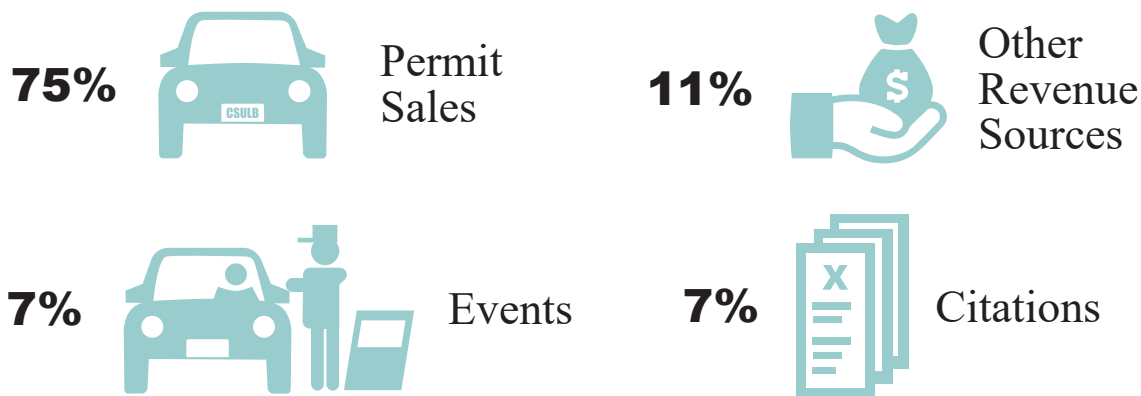
***Retained earnings includes a credit of \$1,092,472, which reflects the portion of construction expenses from the Lot 7 project that were related to university activity and reimbursed to the parking program.**



Parking Revenue

Parking and Transportation Services is a self-supporting operation. All parking expenses are funded almost exclusively through permit sales and citation fees.

Total Revenue \$11,071,817



Permit Sales

Permit sales account for the largest portion of parking annual revenue. These sales include annual, semester, daily, and hourly passes for staff, faculty, students and campus visitors.

Revenue generated from permit sales remained static in FY2016-17 compared to the prior year. The daily parking rate increased in FY2016-17 by \$2 from the prior year while semester permit rates remained unchanged over the same time period. The change of the daily parking rate resulted in a decrease of 7% in the number of daily permits sold while the sale of semester parking permits increased by 19% as compared to the prior year. The effect of the daily parking rate change was an increase in revenue earned from semester permits; this additional revenue was offset by the decrease in revenue from daily parking permit sales.

Other Revenue Sources

Along with permit sales, events and citations, PTS generates a significant source of revenue from community and academic activities held on campus as well as a small portion of revenue from Barrett Athletic Administration Center (BAAC) space rentals and earned interest.

Parking Revenue (cont'd)

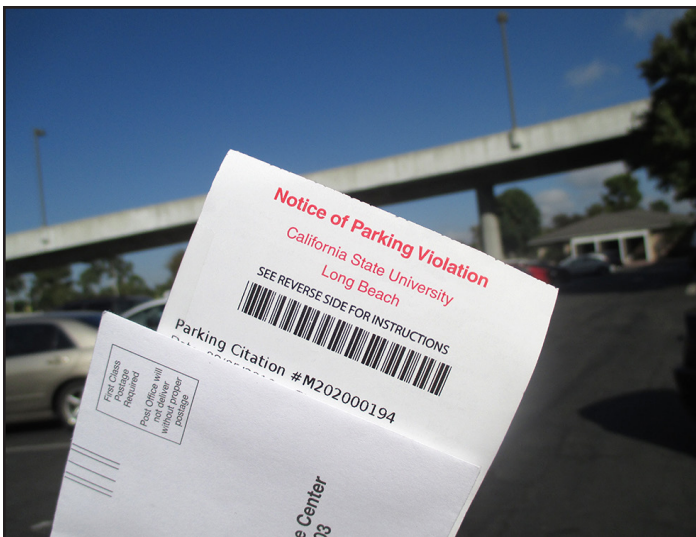
Events

Event parking sales includes patron parking for sporting events and other special engagements held on campus. Event parking revenue increased 26% in FY2016-17 as compared to the prior year. The additional revenue was generated by implementing a policy to reduce waived parking fees for campus events and activities accompanied by an increase in the daily parking permit rate.

Citations

The funds received from citations are restricted and can only be used to fund citation processing, parking enforcement and alternative transportation expenditures, per Ed Code 89701.5

Citation revenue is underreported in the financial ledger due to an accounting change in recording revenue. Comparing revenue collected in FY2016-17 to the prior year, citation revenue decreased by 18% in part due to the migration to virtual permitting, which required a transition period for the campus community to fully understand the new parking permitting system. As citation revenue does not generate sufficient funds to cover all costs associated with enforcement, citation processing, and sustainable transportation, a decrease in citation revenue results in additional pressure on permit sales to cover a larger percentage of the full cost of all Parking and Transportation Services. In FY2016-17, citation revenue covered 27% of enforcement, citation processing, and sustainable transportation expenses while the remaining portion was funded with revenue generated from permit sales.



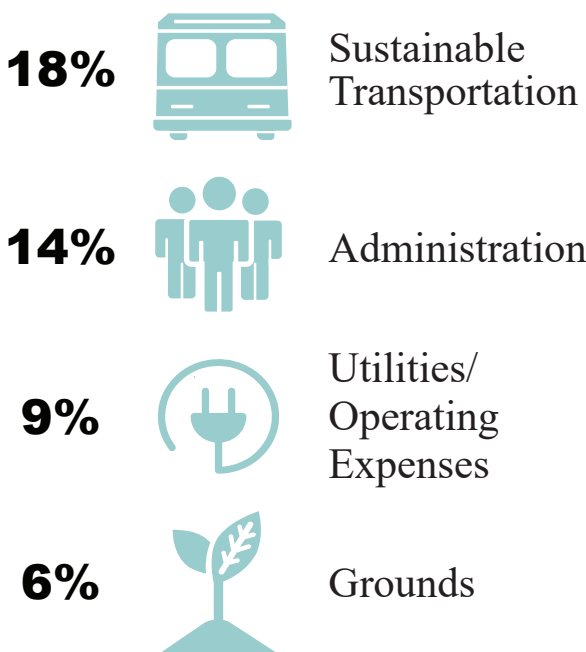
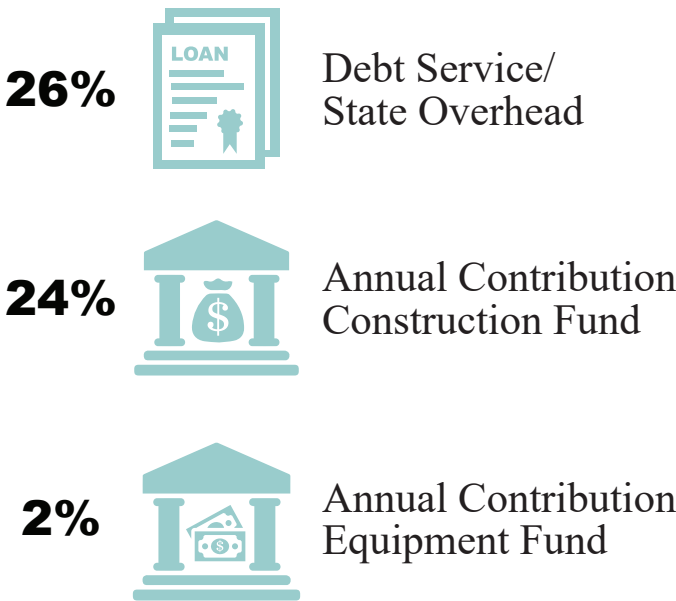
Parking Expenses

In addition to operating costs, our parking expenses include debt service for our parking structures and construction/equipment reserve contributions. These reserve contributions fund future projects, required equipment purchases, and catastrophic events. Routine maintenance and periodic large-scale overhaul projects are required in order to keep our facilities safe and functioning properly. We also will adjust our programs and services on campus as customer expectations and available technology continue to evolve in a dynamic campus environment.

Total Expenses \$12,278,704

Non-Operating Expenses \$6,523,801

Operating Expenses \$5,754,903



Parking Expenses (cont'd)

Non-Operating Expense Descriptions

Debt service - our annual payments on loans used to finance our three Parking Structures at the time of construction. State overhead encompasses fees paid for fund movement, auditing, and accountability services provided by the State of California and the Chancellor's Office.

Annual Contribution Construction Fund - an annual contribution from parking permit revenue to cover required parking lot maintenance. Detailed description is provided on pages 15 and 16.

Annual Contribution Equipment Fund - an annual contribution from parking permit revenue to fund future equipment purchases. Detailed description is provided on pages 15 and 16.

Operating Expenses Descriptions

Sustainable Transportation - funding for our on/off campus shuttle services, U-Pass TAP program, green transportation initiatives, and additional rideshare incentive programs.

Administration - funding for staffing to operate parking services including administrative office staff, events team, and parking enforcement officers. Parking enforcement is provided through University Police; however, the funding for the portion of enforcement officers, equipment, and vehicle fuel/maintenance is funded by the PTS budget. Staffing levels are maintained at a minimum level for a parking operation of our size. PTS provides parking services for over 35,000 students, 5,600 employee/faculty members, and countless campus visitors along with maintaining and patrolling 27 parking lots and three, multi-level parking structures.

Utilities/Operating Expenses - funding for general office operating expenses and supplies including phone services, electricity, printing supplies and computer repair.

Grounds - funding for the landscaping and upkeep of 24 parking lots and three parking structures including tree trimming, plant replacement, irrigation costs, sprinkler repair, parking structure pressure washing, trash receptacle pick-up and street sweeping services.



Construction and Equipment Funds

Revenue generated from parking operations also funds an annual contribution to construction and equipment funds. The contribution to these funds was based on a complete assessment of all parking lot required maintenance (\$30 million) and equipment (\$3 million) needs over a 10-year period. At the time of the assessment, an estimated \$3 million per year contribution for maintenance and \$300,000 per year for equipment appeared appropriate; however, a revised 10-year maintenance plan is under review and the annual contribution for construction may require revision in the future.

FY2016-17 is the first year of the establishment of the construction and equipment funds, which allows construction and equipment expenses to be segregated from parking operations in order to avoid major fluctuation in operating expense reporting when major construction occurs. Fund balances in both funds are earmarked for planned construction projects and future equipment procurement needs. The list of planned constructions projects can be found in the “Lot Construction & Maintenance” section.

It is important to note that the 10-year plan is based on future maintenance for lots and structures in premium shape at the time of the plan. The damage to lot 14 is so severe that the total cost of repair to bring the lot to standard will be \$26 million. The cost of repair to lot 14 exceeds revenue generation from parking operations and external funding will be required.

FY2016-17 Construction Fund

Annual Contribution from Operations	\$3,000,000
Less: Construction Expenses	<u>(583,268)</u>
Ending Fund Balance as of 6/30/2017	<u><u>\$2,416,732</u></u>

FY2016-17 Equipment Fund

Annual Contribution from Operations	\$300,000
Less: Equipment Expenses	<u>(0)</u>
Ending Fund Balance as of 6/30/2017	<u><u>\$300,000</u></u>

Financial Review

Construction Fund

Below is a summary of the major and minor construction projects completed in FY2016-17, which totaled \$583,268.

Major Construction in FY2016-17 performed in Lot 4

- Trenching and conduit for new light poles
- Install light poles and concrete bases
- Repair landscape and irrigation
- Slurry coat
- Restripe asphalt
- Install ADA signage

Minor Maintenance in FY2016-17 performed in Lot 11B & 18

- Reseal with Rubberized SealCoat
- Restriping and repainting

Additional parking construction projects were initially planned for FY2016-17; however, due to delays in construction quotes and planned construction timing for summer months, the expenses will occur in FY2017-18 when the work is performed. Below is a list of planned parking projects for FY2017-18:

Deferred from FY2016-17 (\$1.3 million)

- East campus and 7th Street handicap ramp
- Additional work on Lot 4 to remove curb islands
- Parking lot signage project

Planned for FY2017-18 (\$4.4 million)

- Lot 16 improvements
- Lot 14 solar project
- CDC lot routine maintenance
- Lot 8A routine maintenance

Equipment Fund

These reserve funds are used to fund future equipment purchases such as pay stations, permitting systems, enforcement vehicles, and unforeseen future technology requirements. The campus pay stations purchased during FY 2016-17 typically have a 10-year life cycle, therefore funds must be available at that time in order to replace any malfunctioning equipment on schedule. This fund is also designed to meet any future technology needs of the campus not yet known.



CSU Comparisons

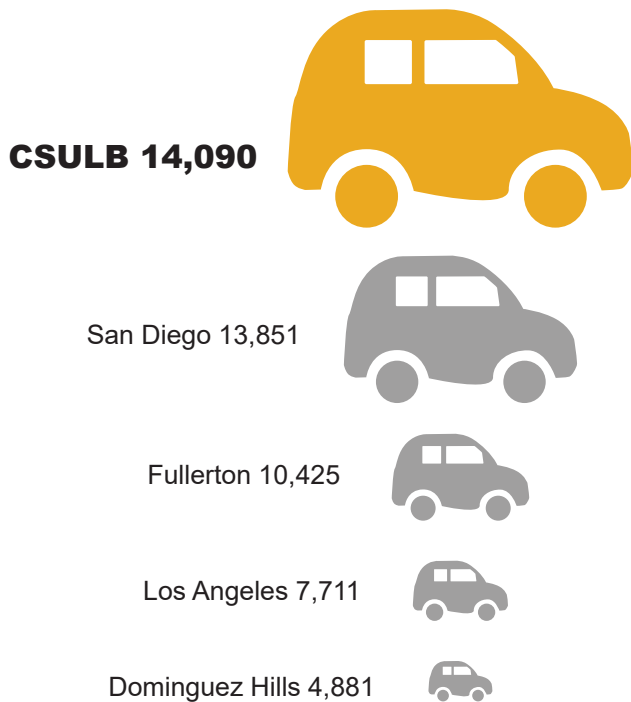
This section provides direct comparisons between CSULB and other universities within the CSU system. CSULB has more available parking spaces and one of the least expensive permit prices of any of the CSU campuses.

- General (Student) – 10,571
- Restricted (Faculty/Staff) – 2,187
- Short-Term – 183
- Other spaces (Disabled, Visitor, Low Emissions, State Vehicles, etc.) – 1,149

Total Spaces On Campus – 14,090

Total Number of Parking Spaces On Campus

(as of June 30, 2016)

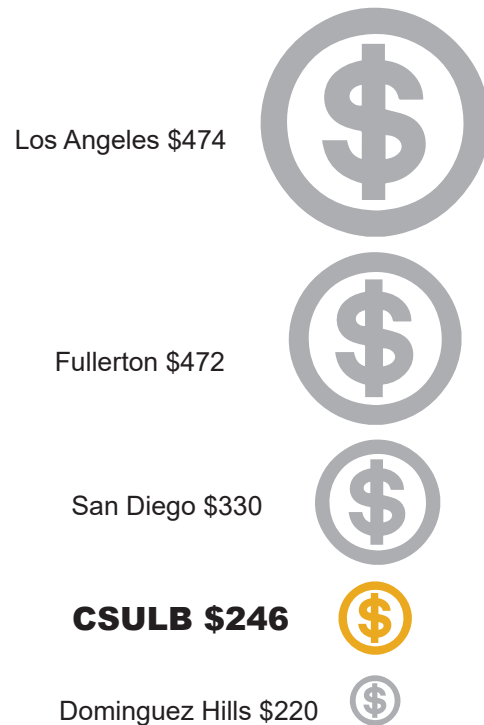


CSU Comparison, Daily Permits

Academic Year 2016/17

- San Diego – \$10
- Fullerton – \$8
- Northridge – \$8
- Long Beach – \$7**
- Pomona – \$7
- San Bernardino – \$6
- Los Angeles – \$6
- Dominguez Hills – \$6

Prices of Annual Parking Permits, FY2016-17

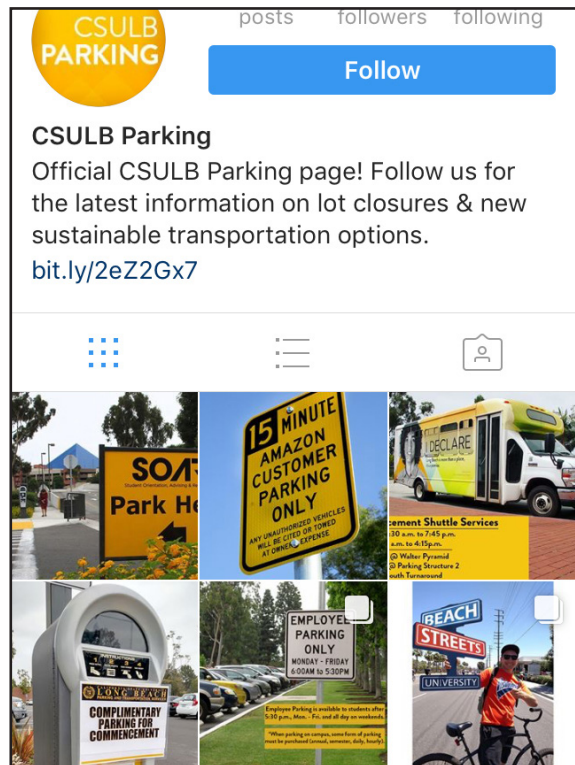
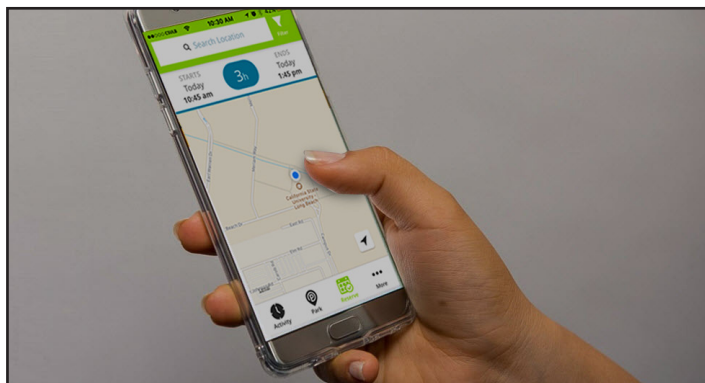


Looking Ahead

FY2017-18

Look forward to these new services coming up next year:

- Campus-Wide Signage and Wayfinding project
- Lot 16, complete demolition and overhaul
- Long Beach Bike Share available on campus
- Pay-By-Phone, Parkmobile technology
- New Solar canopies
- Additional EV Chargers in Lots 3, 7, 11C & 14
- Phase 2 implementation of LPR
- CSULB Parking on Instagram



CALIFORNIA STATE UNIVERSITY LONG BEACH
PARKING AND TRANSPORTATION SERVICES
1250 Bellflower Boulevard, Long Beach, CA 90815
(562) 985-4146 | 8 a.m.-5 p.m.
www.csulb.edu/parking | www.csulb.edu/ride