Message from the Director

It is my pleasure to present the 2015-16 Annual Report for Parking and Transportation Services (PTS). This year’s annual report will outline our major accomplishments, compare parking statistics between CSULB and other CSU campuses, and detail our revenues and expenses for the past fiscal year (July 1, 2015 through June 30, 2016).

We are proud to serve the campus community with a variety of parking and transportation services. Our parking events team facilitates lot reservations, closures, traffic control and directional signage for over 1,000 patron parking events annually. CSULB also hosts a large number of community events including the Long Beach Marathon, the Special Olympics, and over 35 different youth camps. Our parking enforcement officers not only ensure parking regulations are followed, but also provide battery jumps, lost vehicle assistance, and respond to a variety of parking inquiries and customer response calls.

We are also proud to provide a diverse selection of sustainable transportation options to students and staff in order to further our progress toward the campus goal of achieving climate neutrality by the year 2030. Drive-alone commutes make up an overwhelming 52% of greenhouse gas emissions, therefore PTS plays a key role in this effort. One of our greatest achievements this year was the launch of the first off-campus shuttle route that now services the student-dense area of Los Coyotes Diagonal and Stearns Street. This shuttle has been a very popular service and an effective means of reducing our vehicle travel to campus.

As we continue to introduce creative and innovative solutions to our most pressing transportation problems, we are also challenged to look ahead for the changing behaviors and emerging technology that will influence us in the future. We have recently seen such items as mobile ridesharing software and “driverless” vehicles reshape the way we approach transportation in our daily lives. Our responsibility is not only to manage our current parking system, but also to prepare our campus for the parking and transportation needs of the future.

Sincerely,

Ellie Christov, Ed.D.
Director of Parking, Transportation and Support Services
Event Services

PTS is responsible for large scale event parking on campus including lot reservations, traffic diversion, coning, signage, staffing, cash reconciliation, and the safe ingress/egress for vehicles.

Our most labor-intensive events of this past year included Commencement, the Special Olympics, Homecoming, and the Long Beach Marathon. In addition to these events, PTS also staffed and facilitated:

- 38 youth camps
- 54 filming reservations
- 455 directional signs deployed
- 1,152 patron parking events

Special Olympics 2015
For the sixteenth year in a row our campus hosted the Special Olympics Southern California Summer Games. This large-scale partnership highlights our community involvement with an organization that has been changing lives through the power of sports for over 40 years. We reserve and manage a variety of lots for Special Olympics base camp, entertainment festivities and for conducting the game events themselves.

Homecoming at CSULB
Alumni from all over the country come back to CSULB during this time to spend the day on campus with their families, reconnect with old friends and meet new ones at this celebration. PTS helps to coordinate needed space in parking lots and to provide adequate parking services to support food trucks, carnival rides, games and activities. Shuttle services are also provided for the Open House portion for this event along with large amounts of cones and signage required for traffic direction.

Long Beach Marathon
Both PTS and University Police team up in conducting traffic control and road closures for vehicles and pedestrian crossing areas during this day-long event. Also, over 10 directional signs are deployed along with parking staff to mark closed roadways and alternative detours.

Other full-day or full-weekend 2015-16 events for our staff:
U.S. Sumo Open, Nikkei Games, International Brazilian Jiu-Jitsu Federation, Jim Kim Taekwondo, LA County Pop Warner Cheer, PCC Cheer, Jamz Cheerleading, Best of West Cheerleading, North America Brazilian Jiu-Jitsu Federation and King of Bleachers.
Additional Parking Services

Overflow Parking Services

PTS secures off-site parking during the first week of the fall semester in order to alleviate the temporary increase in vehicle traffic on campus. This past year overflow parking was located at the nearby Greek Orthodox Church less than a mile from campus. Students and staff could choose to bypass the campus roadways and parking lots altogether by using this convenient alternative.

Visitor Information Center (VIC)

The VIC is another source for parking information. Parking staff provides maps and directions along with campus parking and general event information. Visiting guests are also offered the HotSpots@TheBeach info sheet and the Visitor’s Guide magazine, both of which provide great CSULB information for visitors and prospective students.

VIC services include:

- Maps
- Parking information
- Campus directions and guest services
- Distribution of special request visitor passes
- Sustainable transportation pamphlets
- Campus activity and event information

Enforcement Services

CSULB enforcement officers perform a myriad of safety and assistance duties to help the campus community on a daily basis. Our enforcement officers are ambassadors to the campus community in all aspects of parking from finding lost vehicles to jump-starting dead vehicle batteries. Enforcement also provides traffic control for large events to ensure safe ingress and egress during times of heavy vehicle traffic on campus.

Enforcement Statistics FY 2015-16

- Traffic control assists: 40
- Parking equipment resolutions: 247
- Lost vehicle assists: 12
- Battery jumps: 420
- Direct customer service responses: 209
Parking and Transportation Services is committed to decreasing the number of drive-alone commutes to campus in order to reduce our carbon footprint, meet our air quality mandate, and accommodate the increasing demand for parking as the campus community continues to grow.

Students and staff can now choose to walk, bike, carpool, ride a campus shuttle, or take the bus with the U-Pass TAP card rather than drive alone. Parking also maintains four EV Charging Stations on campus to encourage the use of electric vehicles. Zipcars are also available on campus that can be an alternative car sharing option.

**U-Pass TAP Card**

CSULB has partnered with Long Beach Transit to offer the U-Pass TAP card program, which provides free transit to eligible students, faculty and staff on all Long Beach Transit buses.

Total number of TAP cards issued FY 2015/16: 7,094

Unique TAP Card Riders FY 2015/16 (number of students/employees that used the TAP card at least one time this year): 16,927

Total number of TAP card rides in FY 2015/16: 1,683,674
Campus Shuttles

Campus shuttles are an easy way to get to campus and around campus without a car. These shuttles also provide vital accessibility services for individuals with disabilities. The shuttles ran over 18,500 shuttle hours in FY 15/16.

Total number of rides per shuttle route are as follows:

- East Loop: 151,827
- West Loop: 157,265
- All Campus Tripper: 34,133
- Beachside Shuttle: 155,828
- Off-Campus Shuttle*: 147,402

*The new, Off-Campus Shuttle line was launched on August 17, 2015 and had so many recorded riders during the first week of service that an additional shuttle was immediately added to meet the demand. This shuttle now runs every 15 minutes, Monday-Thursday, 7:30 a.m. - 11 p.m.

Biking

Parking and Transportation Services maintains a number of bicycle infrastructure installations around campus to facilitate individuals who wish to cycle to campus. These facilities include Dero Fix-It stations, bike racks and campus bike lanes. CSULB also offers Free Bicycle Safety Checks and Fix-It Clinics on the second Wednesday of every month.

CSULB has been recognized as a Silver Level, Bike Friendly University

Services Offered:

- Campus Bike Lanes
- Bike Racks
- Bike Clinics
- Free Bicycle Safety Classes
- Free Bike Registration through University Police
Electric Vehicle Charging Stations
Presently there are four, single unit, 240-volt, Electronic Vehicle Charging Stations on campus with a plan to expand these services by installing additional charging stations in Lot 7 and Lot 14 by summer 2017.

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 in the same direction at the same time and join these fellow carpool participants in reducing our collective carbon footprint.

Zipcar Car Sharing Services
Zipcars are available on campus as easy alternative to traditional car ownership or car rental. Zipcars offer a great way to access a vehicle when one is needed without owning a vehicle. There are currently seven cars at various locations on the CSULB campus; four cars on the main campus and three cars at Beachside.

With Zipcars, students and staff can have the ability to access a car on an as-needed basis; freeing them to travel to campus by other means of sustainable transportation without the fear of not having a car when a situation might call for one. Members can reserve Zipcars either by the hour or by the day via the online system, Zipcar mobile app or by calling Zipcar directly. Fuel, parking fees, insurance, and maintenance are all included in the price.
New items

CSULB Ride Campaign
Sustainable Transportation underwent an entire rebranding process during the summer of 2015 and emerged with a new identity and stronger message. The result was the Ride Campaign that now embodies a clean and concise message to the campus community regarding all the benefits of sustainable transportation. This past year, the Ride team brought enthusiasm, valuable information & prizes to these campus events:

- SOAR (summer/winter)
- Week Of Welcome (fall/spring)
- Dorm Move in
- Lost and Found Auction
- Staff Day
- Graduation Fair
- Earth Week
- Rideshare Week

Launch of the 1st Off-Campus Shuttle
The new Off-Campus Shuttle was launched this year and provided students and staff with yet another way to arrive on campus without driving a vehicle.

Parking Advisory Committee
A new committee was formed this year with faculty, staff and student representation to provide a one-of-a-kind forum for a variety of different constituents on campus to meet together, voice parking issues and implement the resolutions to them. Departments providing representation included ASI, Residential Housing, Academic Affairs, Facilities, Parking Enforcement, Special Events, Disabled Student Services, the Sustainability Task Force and Parking Administration. This committee was instrumental in moving the efforts forward to improve the parking experience on campus and in providing equitable access to parking services and sustainable transportation choices to all.

Parking Twitter Account
Furthering our efforts to improve communications to the campus community, PTS created an official twitter page on May 2, 2016. Students and staff can now follow us for real-time updates on lot closures, commute impacts and new options for sustainable transportation. @CSULB_Parking
Financial Review

Our challenge each year is to maintain a balanced budget, provide quality transportation services to all members of the campus community, and remain within the greenhouse gas emission limitations set forth by the state of California and the Air Quality Management District (AQMD).

While keeping within these guidelines, PTS is also required to maintain a reserve to cover unforeseen costs and budget shortfalls. These reserves are designed to fund future debt service payments on parking structures, large construction projects, technology upgrades and any unforeseen catastrophic events. We hope that the following pages will provide further insight into how parking income is received and allocated on CSULB campus.

FY 2015-16

Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Permit Sales</td>
<td>$9,229,730</td>
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<tr>
<td>Citations</td>
<td>1,134,792</td>
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<tr>
<td>Other Revenue</td>
<td>361,973</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$10,726,495</strong></td>
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Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debt Service</td>
<td>$3,164,012</td>
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<tr>
<td>Sustainable Transportation</td>
<td>2,084,115</td>
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<tr>
<td>Operations</td>
<td>3,931,028</td>
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<tr>
<td>Construction &amp; Maintenance</td>
<td>8,985,945</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$18,165,100</strong></td>
</tr>
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</table>

Net Operating Shortfall

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue</td>
<td>$10,726,495</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>18,165,100</td>
</tr>
<tr>
<td><strong>Net Operating Shortfall</strong></td>
<td><strong>($7,438,605)</strong></td>
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<td><strong>Transferred from</strong></td>
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<tr>
<td>Retained Earnings</td>
<td>$7,438,605</td>
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</table>

Retained Earnings

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
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<tr>
<td>Retained Earnings as of 6/30/2016</td>
<td>$6,498,075</td>
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<tr>
<td>Less Reserve Requirement 2015-16</td>
<td>7,115,281</td>
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<tr>
<td>Retained Earnings Shortfall</td>
<td><strong>($617,206)</strong></td>
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</table>
Parking Income

Parking and Transportation Services is a self-supporting operation, which means that only parking fees are used to fund parking expenses. In looking at all sources of revenue, it can quickly be seen that the entire PTS budget is funded almost exclusively from permit sales.

**Permit Sales**

Permit sales account for the largest portion of parking revenue and include annual, semester, daily, and hourly passes for staff, faculty, students and visitors. Patron parking sales for sporting events and other special engagements on campus are also included in this category.

**Citations**

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

**Other Revenue Sources**

Along with permit sales and citations, PTS receives a very small portion of revenue from additional items such as BAAC space rentals and earned interest.

*Note:* In addition to parking revenue, sustainable transportation receives $280,950 from the Student Excellence Fund and the General Fund to help reduce the costs of providing campus shuttle services and the TAP card program.

<table>
<thead>
<tr>
<th>Total Revenue</th>
<th>$10,726,495</th>
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</thead>
<tbody>
<tr>
<td>Permit Sales</td>
<td>85%</td>
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<tr>
<td>Citations</td>
<td>10%</td>
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<tr>
<td>Additional Revenue Sources</td>
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</table>

Revenue = $10,726,495
Parking Expenses

When parking at CSULB or other CSUs, some may only think of parking lots with few staff members monitoring parking booths. What many do not see are the large costs involved to repair, maintain and operate these large structures and lots on campus. Routine maintenance and periodic large-scale construction projects are needed in order to keep our parking facilities safe and functioning at their optimal levels.

The Sustainable Transportation services provided at CSULB are also a parking expense. These services provide a convenient and reliable travel option to campus for students and staff without the need for a car or a parking permit. These services also alleviate parking congestion on campus and reduce our carbon emissions.

The purpose of showing permit/citation revenue, expenses, sustainable transportation costs, and enforcement is to be transparent about the unknown costs that a successful parking program demands. As we continue to evolve programs on campus to best fit the requirements of our students and staff, the costs may shift in order to adjust our programs to the changing needs of the campus community.

We have four main expenses:

- Construction & Maintenance
- Debt Service (PS 2 & PS 3)
- Operational Costs
- Sustainable Transportation

<table>
<thead>
<tr>
<th>Total Expenses</th>
<th>$18,165,100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot Construction &amp; Maintenance</td>
<td>51%</td>
</tr>
<tr>
<td>Debt Service</td>
<td>18%</td>
</tr>
<tr>
<td>Operational Costs</td>
<td>17%</td>
</tr>
<tr>
<td>Sustainable Transportation</td>
<td>14%</td>
</tr>
</tbody>
</table>
Lot Construction & Maintenance

This is a summary of the major construction projects completed this year in all lots, which totaled $8,985,945.

Major Construction in FY 2015-16 performed in Lots 1, 3, 6 & 7
- Install ADA layout feature installation
- Pulverize/cement treat existing asphalt
- Replace concrete light poles
- Repair irrigation and landscaping
- Install/paint wheel stops and curbs
- Sealcoat and restripe asphalt
- Upgrade lighting to LED
- Large-scale demolition
- Engineering planning and design
- Feasibility studies
- Upgraded parking pay stations installation
- Infrastructure install for future solar panels and EV Chargers

Minor Maintenance in FY 2015-16 performed in Parking Structure 1
- Repainting and restriping
- Repair to concrete isle end curbs, slab cracks, fire hose cabinets
- Upgrade all stairwell lighting
- Elevator and fire alarm maintenance

Parking Fact:
Routine maintenance may be deferred if the cost of maintenance is greater than the funds available from revenue. If routine maintenance is deferred too long, then damage can become so severe that the item could turn into a Capital Project and cost much more than the routine maintenance would have cost initially if performed on schedule.

Think of the analogy of a cavity and a root canal. If a cavity is not addressed on time, then over time a more invasive and more costly root canal will have to be performed.
Financial Review

Debt Service
During the time of construction, the costs of parking structures were financed with loans. Annual payments are made for the duration of the loan much like a car payment. Parking makes annual contributions to these debts until the loans are paid in full.

Parking’s annual commitment for parking structures on campus are as follows:

- Parking Structure 1 – Paid in full
- Parking Structure 2 - $1.4 million/year (to be paid off in 2032)
- Parking Structure 3 - $1.7 million/year (to be paid off in 2035)

Sustainable Transportation Programs
PTS continues to develop sustainable transportation programs to provide alternatives to drive-alone commutes to campus. The major program services provided include the U-Pass TAP Card program with Long Beach Transit buses and the extensive On-Campus and Off-Campus Shuttle Program. Additionally, a small percentage of the Student Excellence Fund and the General Fund are provided to help slightly offset the costs for the campus shuttle and TAP card programs.

Operational Costs

Staffing
Staffing levels are maintained at a minimum level to effectively operate a parking operation of our size and scope at CSULB. With over 35,000 students and 5,600 staff and faculty members, 24 lots, three parking structures and countless daily visitors, it is no small task to keep these services and facilities running smoothly.

Parking Enforcement
Parking Enforcement is provided by University Police; however the funding for the portion responsible for the enforcement officers, equipment, and vehicle gas/maintenance is funded from the PTS budget.

Landscaping
Landscaping of all 24 parking lots and three parking structures includes all tree trimming, grounds keeping, plant replacement, irrigation costs, sprinkler repairs, parking structure pressure washing, trash receptacle pick-up and street sweeping services.

Utilities
Office operating expenses and general supplies are covered within this category including phone service, electricity, printing supplies and computer repair.

State Overhead
Fund movement, auditing accountability and other various fees are covered by this category.

Retained Earnings/Reserves
Additionally, we are mandated by the Chancellor’s Office reserve policy to set aside a portion of the annual parking revenue to cover one year of debt service payments, property insurance and losses for unforeseen catastrophic events, and unexpected expenditures that precede revenue. The current reserve requirement is calculated at $7,115,281. In FY 2015/16, all funds were used on required operational needs, therefore no excess current year funds were available to be used towards meeting the reserve requirements this fiscal year.
This section provides direct comparisons between CSULB and other universities within the CSU system. What you find might surprise you. CSULB has more available parking spaces and almost the least expensive permit prices than any other campus.

General (Student) – 10,543
Restricted (Faculty/Staff) – 2,123
Metered/Pay-by-Space – 211
Other spaces (Disabled, Visitor, Low Emissions, State Vehicles, etc.) – 1,135

Total Car spaces – 14,016

CSU Survey of Parking Facilities
Total spaces available on each campus as of June 30, 2015

**Long Beach – 14,016**
San Diego – 13,707
Pomona – 11,693
Northridge – 11,852
Fullerton – 10,397
San Bernardino – 8,385
Los Angeles – 7,557
Dominguez Hills – 4,881

**CSU Comparison, Student**
Annual Parking Permit Prices

Academic Year 2015/16

Fullerton – $458
Pomona – $402
Northridge – $360
San Diego – $324
San Bernardino – $306
Los Angeles – $300

**Long Beach – $246**
Dominguez Hills – $220

**CSU Comparison, Daily Permits**

Academic Year 2015/16

San Diego – $10
Fullerton – $8
Pomona – $7
Northridge – $6
San Bernardino – $6
Los Angeles – $6
Dominguez Hills – $6

**Long Beach – $5**
Looking Ahead

2016-2017

Look forward to these new services coming up next year:

• Pay-By-Phone, Parkmobile technology
• Summer U- PASS TAP Card Extension Program
• Upgraded parking pay stations
• License Plate Recognition (LPR) – increased sustainable practices on campus and paperless parking convenience
• Solar carports and additional EV Chargers in Lot 7 & Lot 14
• Lot 7 expansion project
• Improved parking lot signage, space location information and wayfinding signs
• New Anaheim Street Shuttle
• Lot space reconfiguration to ease navigation, simplify lot usage and consolidate Short-Term Parking locations
• Shuttle advertising program
• New Parking website