



Introduction

Each year, employers with 25 or more employees in the City of Burbank's Downtown and Media Districts, as well as three developments in the airport area, are required to survey their employees about their commute trips. In the City of Burbank, 170 businesses are currently required to comply with the City's TDM Ordinance and submit surveys. Of those businesses, 78 paid dues as TMO members (46%) and 32 paying members submitted survey reports (41%).

Throughout a designated survey week, regulated employers collect information about their employees' peak hour commutes and then report to the BTMO their efforts to reduce vehicle trips. This year, the survey week was September 23rd - 27th, and the City set an AVR target of 1.61 for all BTMO employers.

This process provides valuable insights into employee commuting patterns, allowing us to refine our services, compare travel trends year over year, and guide the City's transportation planning efforts.

The BTMO is responsible for collecting, reviewing, and compiling the reports from members in order to prepare this cumulative report. We engaged in the following activities to ensure all members were aware of their responsibility to survey and were equipped with the information and resources necessary to complete the requirement:

- Conducting multiple email and phone communications to all members detailing the survey process
- Holding a virtual BTMO Office Hours open to all members, which was dedicated to the survey process and strategies for undertaking it
- Partnering with Metro Rideshare to assist members with online survey and reporting support
- Providing one-on-one assistance to members seeking guidance on the survey process

The BTMO report provides an overview of members' commute behavior data to and from work during the 4-6 p.m. peak hour window, and includes mode share breakdowns for the city, Downtown, and the Media District/Airport Area.



Survey Report Summary

In 2024, the BTMO received 32 employer reports, up from 21 in 2023, a 52% increase. This year’s dataset included six new respondents from diverse industries, including Finney’s Craffhouse & Kitchen, Icon Collective, Position Music, Roundabout Entertainment, Inc., Open Road Entertainment, and Chick-fil-A at Olive and Alameda. Across all participating companies, the peak employee response rate was 70%, providing a comprehensive snapshot of commuting activity in Burbank.

The reports captured travel behavior for more than 16,177 peak-hour commuters, with the vast majority (89%) working in the Media District and Airport Area. Beyond peak-hour commuters, the reporting employers accounted for a total workforce of over 20,081 in 2024. These businesses span multiple industries, with entertainment and retail being the most represented, as shown in Table 1.

Table 1: Number and Industry Types of Reporting Employers and Employees

Business Type	Number	Percent
Retail	7	22%
Government	1	3%
Real Estate	2	6%
Entertainment	15	47%
Manufacturing	1	3%
Education	2	6%
Law Office	1	3%
Healthcare	2	6%
Airport	1	3%
Total	32	100%



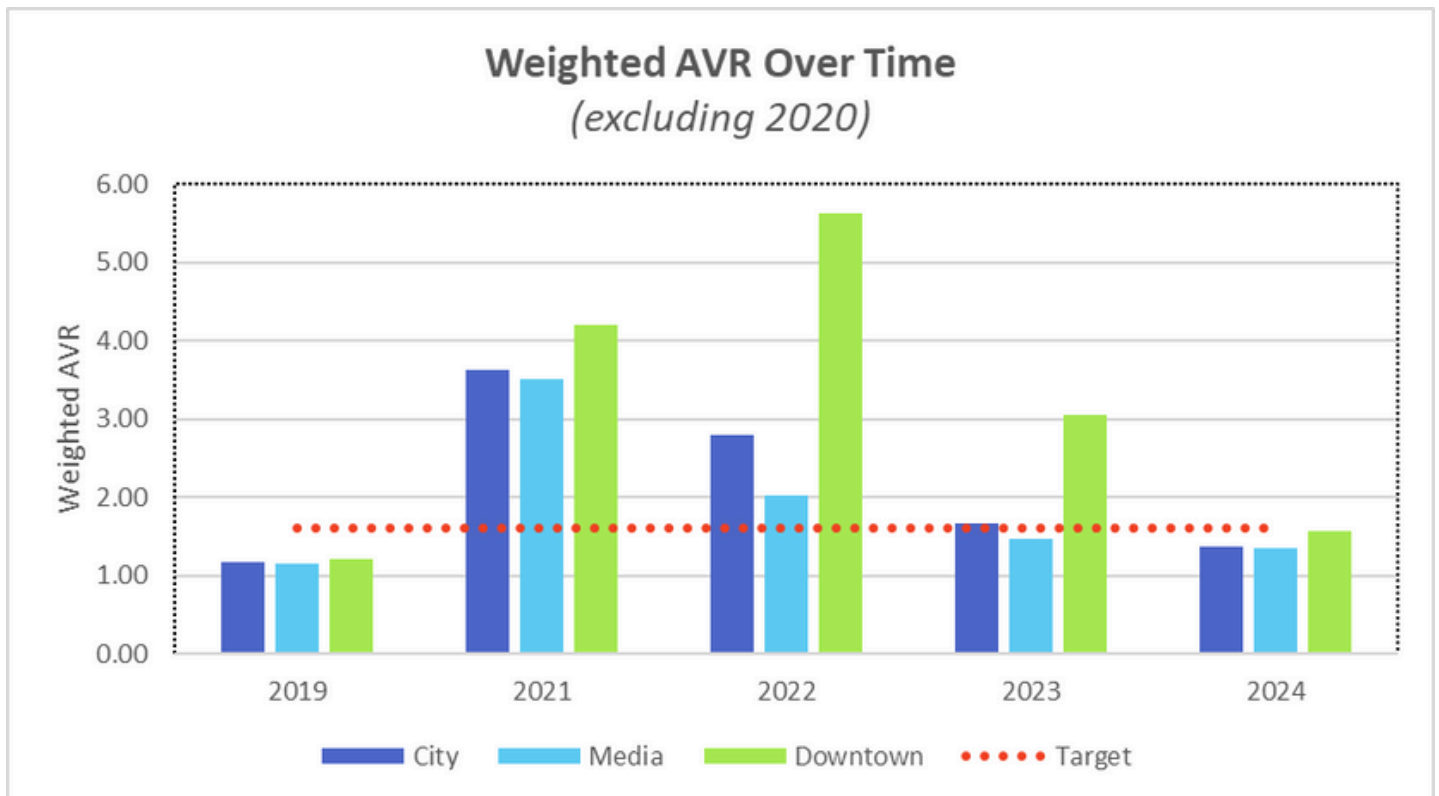
AVR Scores Reflect Post-Pandemic Shifts, Surpassing Pre-Pandemic Benchmarks with Regional Variations

The City's municipal code mandates that employers reduce evening peak-period auto travel to achieve an Average Vehicle Ridership (AVR) of 1.61. AVR measures the ratio of employees arriving at worksites during peak periods to the number of vehicles used for their commutes.

In 2024, 7 reporting companies—22% of the total—exceeded the citywide AVR target of 1.61. The City's overall AVR also declined to 1.37 from 1.66, falling slightly below the target for the first time in four years.

When examining specific areas, Downtown Burbank continued to lead with an AVR of 1.57, just below its 1.6 target, which it met last year. The Media District/Airport area remained below its goal, reporting an AVR of 1.35, a slight decline from the previous year.

Despite these differences, all three calculated areas reported higher AVR levels than in pre-pandemic 2019, reflecting the ongoing impact of evolving post-COVID policies, even as many employers have returned to in-person or hybrid work schedules.

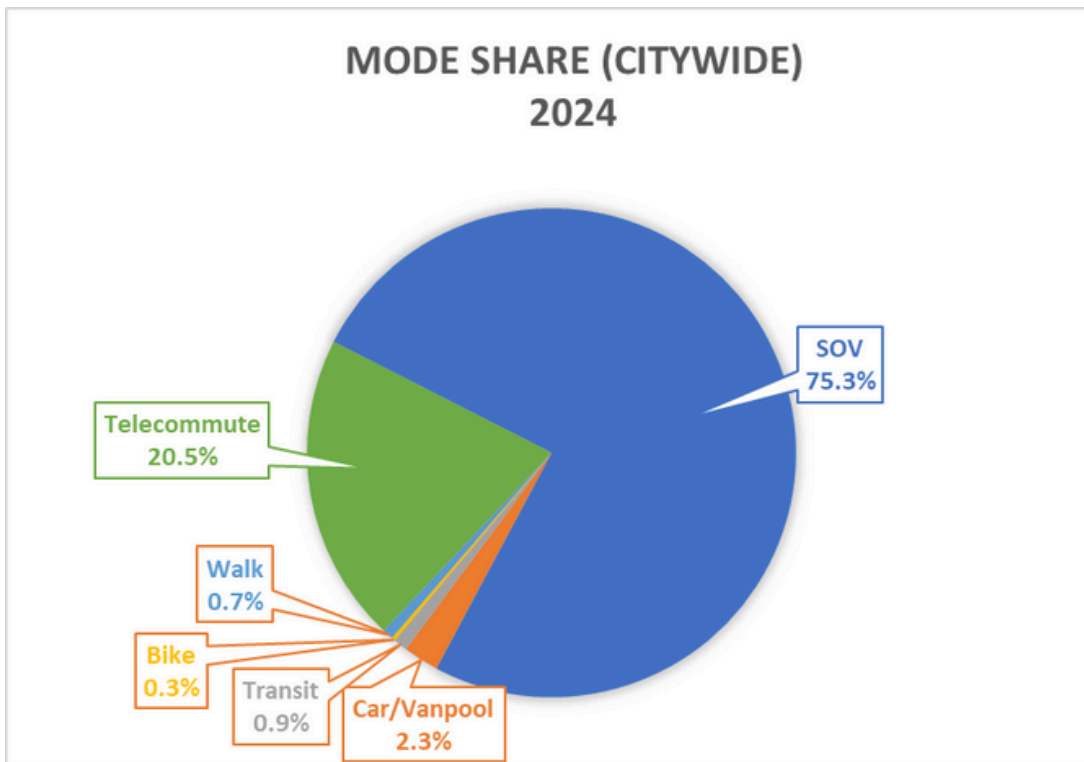




Mode Share Breakdown

Change in Citywide Modeshare (2023-2024)					
SOV	Car/Vanpool	Transit	Bike	Walk	Telecommute
+7.8%	-0.3%	+0.2%	-0.1%	0%	-7.6%

In 2024, Single-Occupancy Vehicle (SOV) usage remained the dominant commute mode, accounting for 75.3% of trips citywide. This represents a 7.8% increase compared to 2023, reflecting a continued shift back to personal vehicle use as more employees return to in-person work. Electric Vehicles (EVs), included within the driving mode shares, accounted for 3.6% of all employee trips, an increase from 2023. This growth highlights the continued adoption of EVs, which is a positive trend for air quality improvements but does not address congestion challenges.

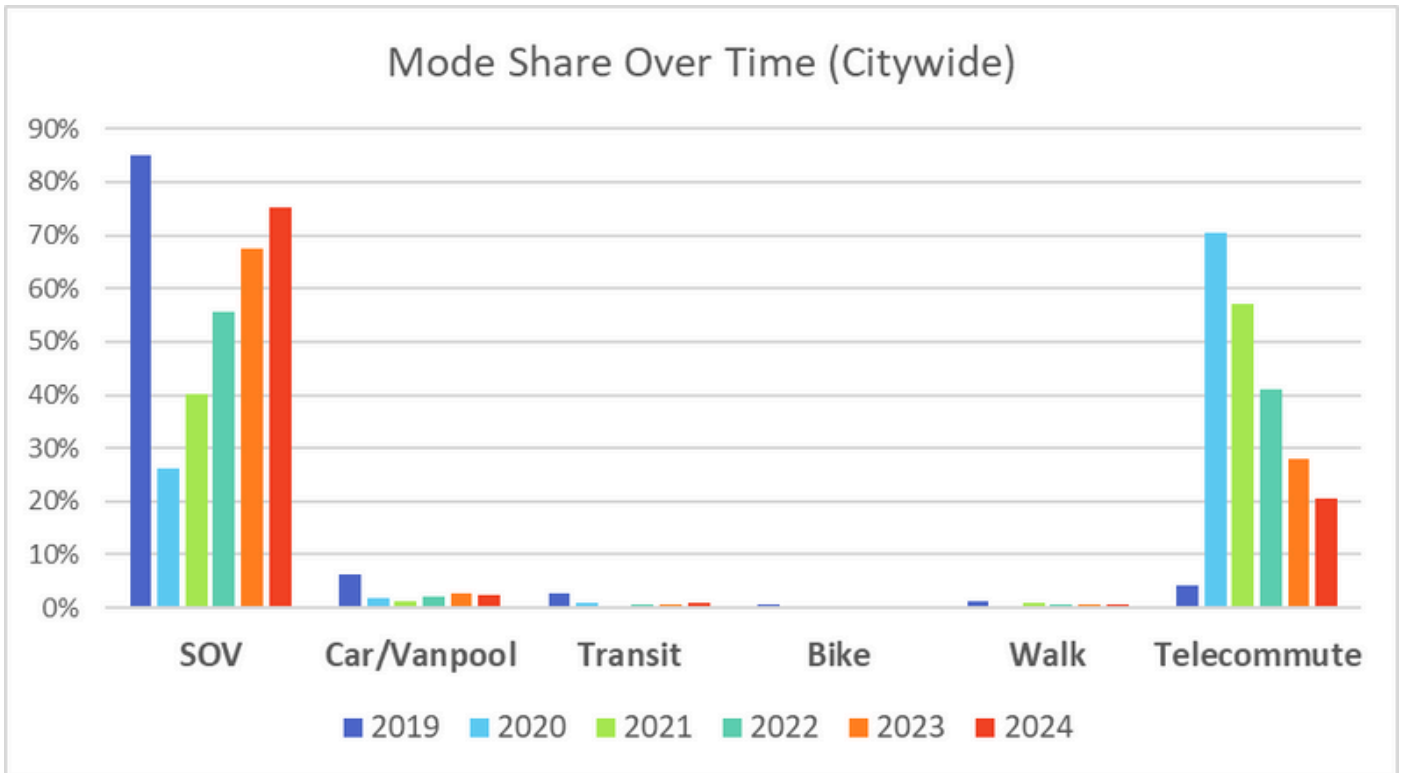


*Telecommuters are defined as those who telework, work flexible schedules or work compressed weeks.

Telecommuting remains the second most common mode at 20.5%, but it experienced a significant 7.6% decline compared to the previous year, likely due to the continuing changing landscape of hybrid work policies - with more employees returning to physical workplaces full time or on a hybrid schedule.



Sustainable non-telecommuting modes such as car/vanpooling (2.3%), transit (0.9%), walking (0.7%), and biking (0.3%) represent smaller shares, with minor fluctuations (less than .5% change). There were minor increases in transit use - which is reflective of overall higher ridership levels on local transit systems.



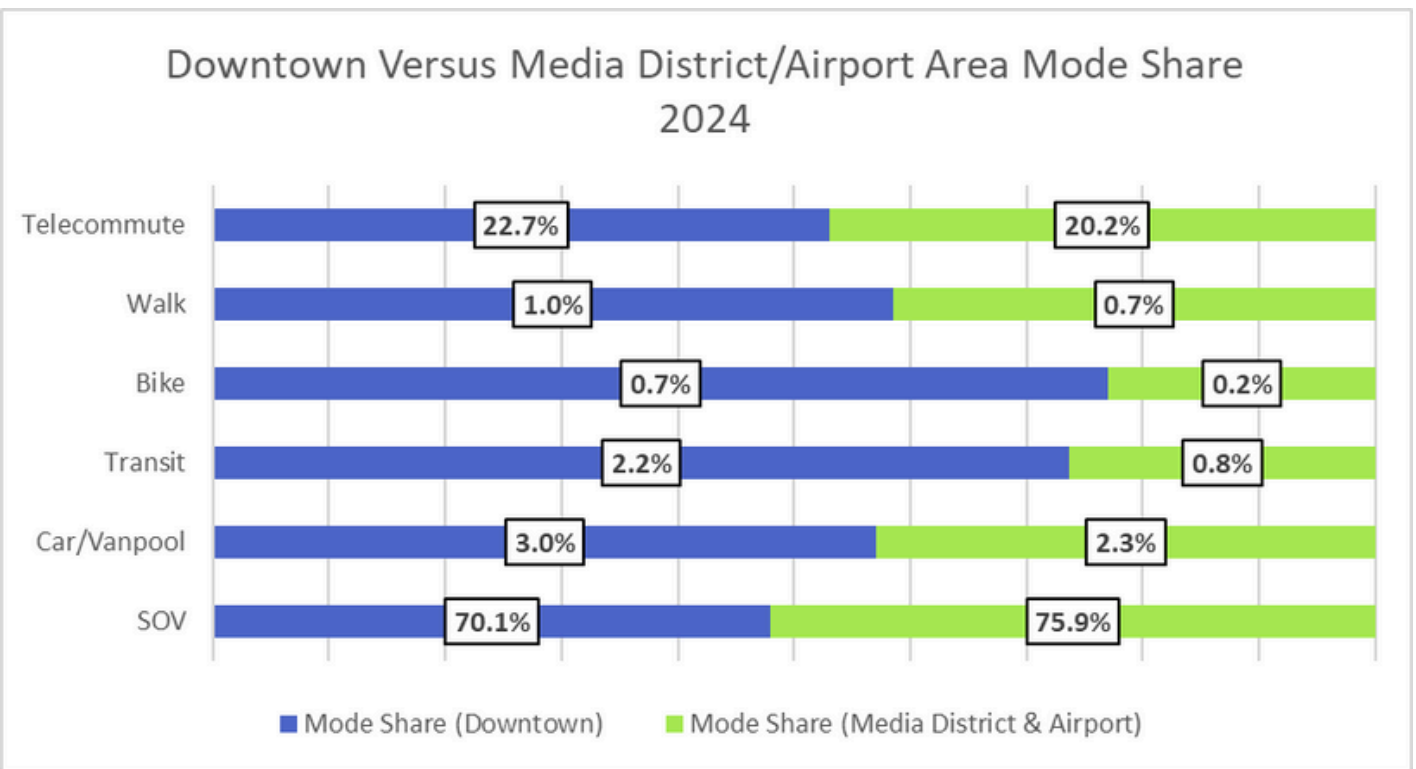
Looking at trends over time, the rebound in SOV usage continues to approach pre-pandemic levels, showing a steady rise since its sharp decline during 2020 and 2021. Telecommuting, which surged during the pandemic, has declined steadily from its peak in 2020 but remains significantly higher than pre-pandemic levels. The sustained increase in telecommuting, considered a sustainable mode, may partly explain the stagnant or slightly declining mode share of physical sustainable modes, such as biking, walking, and transit. With telecommuting accounting for a large share of all commutes, these stagnant rates may reflect a positive trend, as telecommuting offsets physical travel and contributes to overall sustainability goals. Transit and car/vanpooling usage, however, have seen limited recovery and remain well below their 2019 levels, suggesting ongoing challenges in encouraging shared and public transportation.

The overall shifts in mode share reveal a continued gradual return to pre-pandemic commuting habits, particularly in the reliance on SOV, but, telecommuting continues to maintain a significant share, underscoring its importance in achieving long-term commute reduction goals.



Mode Share Breakdown by Location

The 2024 mode share breakdown shows that while Downtown Burbank performs slightly better than the Media District/Airport area in terms of sustainable transportation modes, the differences are relatively modest. In Downtown, telecommuting accounts for 22.7% of trips, compared to 20.2% in the Media District/Airport area. This small gap may reflect a slightly higher share of office-based roles in Downtown that allow for remote or hybrid work, while the Media District/Airport area includes more in-person roles related to production, broadcasting, and aviation.



SOV usage is high in both areas, with 70.1% of Downtown commuters driving alone compared to 75.9% in the Media District/Airport area. Walking plays a slightly larger role in Downtown at 1%, compared to 0.7% in the Media District/Airport area, likely due to Downtown’s more walkable, mixed-use environment. While Downtown does offer a somewhat more supportive setting for sustainable travel, these advantages could be better leveraged and promoted to encourage further shifts away from drive-alone trips.



Sixth Annual Burbank ETC Awards

For the Sixth Annual Burbank ETC Awards, we awarded three prizes to the ETC's with the most improved AVR score. All winners were presented with a \$50 gift card. We want to thank all the ETCs who submitted their 2024 Burbank Trip Reduction Survey Reports and wish congratulations to our winners!

The winners of ETC Awards in 2024 were:

- Denise Van Stratten from Nickelodeon
- Edward Idian from Ralph's Grocery Company
- Gladys Loza from Pixelogic Media





2024 Survey Responses

2024 Annual Trip Reduction Report												
Business	Type	Area	# of Employees	# of Peak Hour Employees	FY24 Peak Hour Response Rate	FY23 Peak Hour Response Rate	% Employees Commuting During PM Peak	Total Non Responses	Total Vehicle Trips	Total Employee Trips	FY24 AVR	FY23 AVR
Downtown												
Barnes & Noble	Retail	Downtown Burbank	25	15	29%	70%	60%	11	33	42	1.27	1.20
Carmax	Retail	Downtown Burbank	120	83	32%	74%	69%	57	384	387	1.01	1.01
City of Burbank	Government	Downtown Burbank	800	800	92%	83%	100%	62	3041	3655	1.20	1.27
Cusumano Real Estate Group	Real Estate	Downtown Burbank	42	42	81%	#N/A	100%	8	192	209	1.09	#N/A
Entertainment Partners	Entertainment	Downtown Burbank	44	44	104%	#N/A	100%	0	179	271	1.52	#N/A
NA	Retail	Downtown Burbank	25	10	100%	#N/A	40%	0	30	42	1.40	#N/A
Macy's	Retail	Downtown Burbank	145	97	100%	#N/A	67%	0	465	504	1.08	#N/A
Nickelodeon	Entertainment	Downtown Burbank	544	478	85%	61%	88%	72	938	2314	2.47	1.85
Icon Collective	Education	Downtown Burbank	73	25	33%	#N/A	34%	17	70	86	1.23	#N/A
Position Music	Entertainment	Downtown Burbank	34	33	61%	#N/A	97%	13	117	158	1.36	#N/A
Roundabout Entertainment, Inc	Entertainment	Downtown Burbank	123	80	53%	#N/A	65%	38	331	366	1.11	#N/A
Trader Joe's Company	Retail	Downtown Burbank	16	16	63%	100%	100%	6	49	55	1.12	1.12
2G Digital Post Inc.	Entertainment	Downtown Burbank	25	10	100%	#N/A	40%	0	10	44	4.40	#N/A
			2016	1733	84%	73%	0.859623	281	5837	8133	1.57	3.06
Media District & Airport Area												
The Walt Disney Company	Entertainment	Media District	6300	5620	89%	85%	89%	604	15094	24210	1.60	2.37
Foto-Kem Industries, Inc.	Entertainment	Media District	398	202	97%	92%	51%	5	505	916	1.82	1.85
Horvitz & Levy LLP	Law Office	Media District	73	52	101%	92%	71%	0	86	222	2.58	5.20
New York Film Academy	Education	Media District	70	70	53%	58%	100%	33	290	325	1.12	1.16
Open Road Entertainment	Entertainment	Media District	10	10	70%	#N/A	100%	3	26	37	1.42	#N/A
Overton Moore Properties	Real Estate	Burbank Airport Area	150	19	100%	20%	13%	0	725	740	1.02	1.01
S&H Machine, Inc.	Manufacturing	Burbank Airport Area	52	27	70%	100%	52%	8	92	94	1.02	1.06
Pixelogic Media	Entertainment	Media District	550	92	78%	74%	17%	20	173	393	2.27	2.09
Providence Saint Joseph Medical Center	Healthcare	Media District	2189	1366	97%	92%	62%	39	4146	5478	1.32	1.39
Ralph's Grocery Company	Retail	Media District	120	20	70%	#N/A	17%	6	59	79	1.34	#N/A
Therapeutic Associates at Providence St Joseph	Healthcare	Media District	46	18	203%	84%	39%	0	166	175	1.06	1.07
Schopp Hospitality LLC - Chick-Fil-A Olive and Alan	Retail	Media District	74	33	93%	#N/A	45%	2	38	55	1.44	#N/A
Swaner Hardwood Co., Inc	Manufacturing	Media District	61	29	93%	68%	48%	2	100	112	1.12	1.04
Worthe - The Burbank Studios	Entertainment	Burbank Airport Area	1015	178	100%	100%	18%	0	4501	4935	1.10	1.01
Worthe - The Pointe	Entertainment	Media District	500	347	100%	84%	69%	0	1488	2200	1.48	1.52
Worthe - The Tower	Entertainment	Media District	250	250	46%	92%	100%	135	968	1160	1.20	1.85
Horvitz & Levy LLP	Law Office	Media District	73	52	101%	71%	71%	0	86	222	2.58	5.20
Warner Bros. Discovery	Entertainment	Media District	3434	3359	68%	63%	98%	1089	10326	13134	1.27	1.30
Hollywood Burbank Airport	Airport	Burbank Airport Area	2700	2700	2%	13%	100%	2659	13431	13468	1.00	1.02
			18065	14444	68%	72%	80%	4587	52299	67955	1.35	1.47
			20,081	16,177	70%	81%	4868	58136	76088	1.37	1.66	