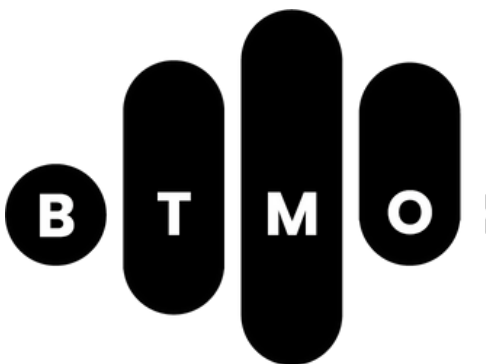


# Burbank Transportation Management Organization

## Annual Report 2024



March 1st, 2025



# 2024 Annual Report

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*Try Transit Outing in the Media District*

## Report Contents:

Letter from the Executive Director	1
Executive Summary	2
Events/Campaigns	3
Marketing & BTMO's Online Presence	8
BTMO Replica Analysis	9
New BTMO Apps and Website Updates	10
AVR Survey	11
Looking Ahead to 2025	16





# 2024 Annual Report

Dear BTMO Members,

Thank you to all our members for a wonderful 2024. As the Executive Director of the Burbank Transportation Management Organization (BTMO), I have had a fulfilling year serving the Burbank community with my team, Program Assistant Zoe Bertol-Foell and interns D’Ella Heschmeyer and Bailey Wong.

This year, BTMO continued to engage members with fun and informational transportation-based events both in-person and virtually. Our Sustainable Student Art Showcase returned for a second year in a row, and members voted on the winners. This not only increased engagement across communication platforms but also introduced the importance of sustainable transportation to our younger BTMO members. We also partnered with our members, like Ikea, to host the Earth Day Pedal Party and introduce bike safety to all ages.

Beyond events, we saw growth across our communication platforms, including our newsletter, social media, and website. Through relevant news and engaging resources, we expanded our audience and deepened our engagement with members. This year, we also leveraged data from Replica, a mobility data platform, to gain a deeper understanding of regional travel behavior, helping us shape future programming and ensure our initiatives address the real needs of commuters in Burbank.

As we look ahead to 2025, we remain dedicated to supporting our members, advocating for sustainable mobility, and finding new ways to enhance commuter experiences in Burbank. Thank you for your continued membership and support—we look forward to another impactful year together!

Sincerely,

Destree Bascos  
Executive Director

# 2024 Year in Review

## Executive Summary

In 2024, the BTMO continued expanding its programs, events, and digital tools to support sustainable commuting in Burbank. Our Sustainable Transportation Art Showcase returned for a second year, engaging students in conversations about transportation and climate change while increasing website traffic and newsletter engagement. Events like the All Commuters Meeting, Earth Day Pedal Party, Try Transit, and Bike Walk Breathe provided hands-on experiences with transit, biking, and active mobility, strengthening community connections and awareness. Additionally, the 20th Anniversary Celebration of the Chandler Bikeway introduced the Mobility Application and Cycling Route Guide application that our team uses to help answer questions at events about the best local cycling and transit routes.

Our digital presence saw significant growth, with newsletter subscribers increasing by 7%, website traffic exceeding 5,000 users, and Instagram engagement rising 100%, while Facebook reach surged 1,300%. These trends reflect strong momentum in digital outreach and engagement.

A key achievement this year was our Replica commuting analysis, which informed the 2025 Work Plan. Key recommendations include targeting short-distance commutes for mode shift, expanding Metrolink and vanpool promotions for long-distance commuters, and developing bilingual marketing campaigns to reach diverse employees. These insights will guide future programming and ensure our efforts align with commuter needs.

This year's AVR survey results reflect shifting work patterns, with declining AVR scores across most areas. While Downtown Burbank saw an increase, the Media District/Airport Area continued to trend downward, contributing to an overall rise in single-occupancy vehicle (SOV) use. Hybrid work remains prevalent, with telecommuting decreasing slightly from last year but still well above pre-pandemic levels, influencing commuter choices.

Looking ahead to 2025, the BTMO will continue refining its services, strengthening partnerships, and expanding outreach efforts. With the launch of new digital tools like the interactive Mobility Map and data-driven programming, we remain committed to shaping a more connected and sustainable transportation future for Burbank.

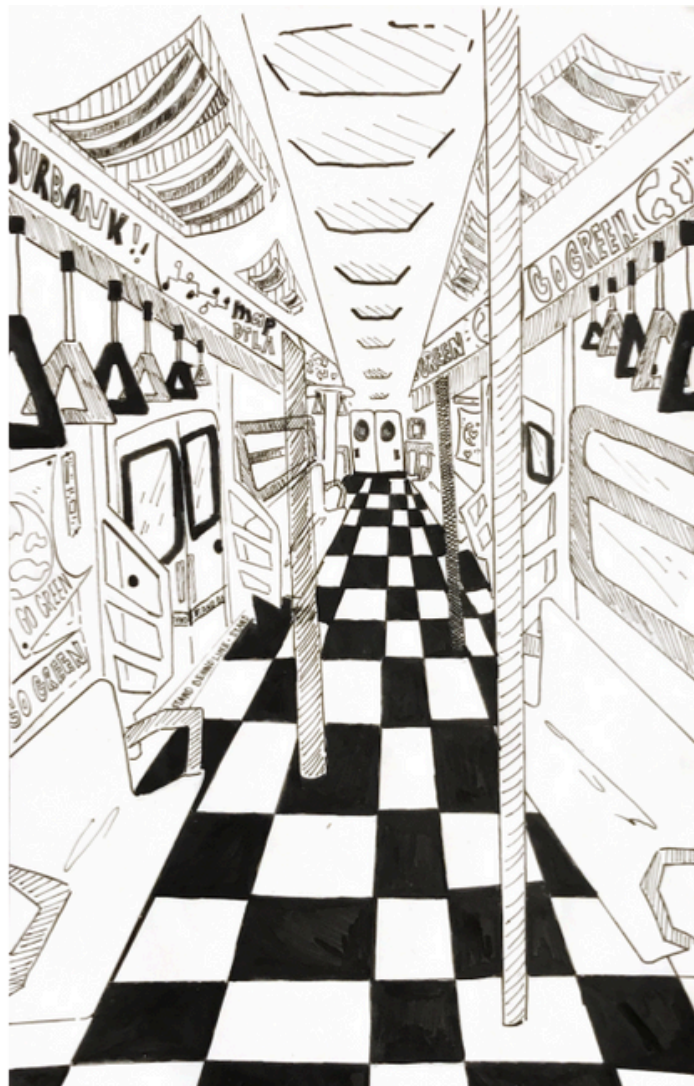


# 2024 Year in Review

## Annual Sustainable Transportation Art Showcase

The BTMO Sustainable Transportation Art Showcase returned for the second year and continued to encourage Burbank students to explore the connection between transportation and climate change. This year, 18 Burbank students submitted pieces were voted on by the BTMO community on our website, boosting website traffic and newsletter exposure.

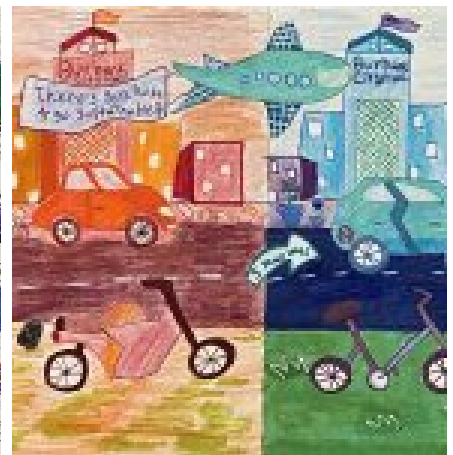
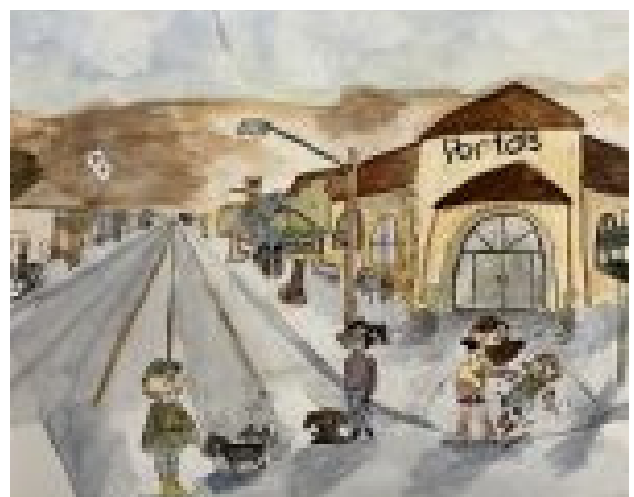
This event encourages younger BTMO members to learn about sustainability through a creative outlet. Art makes this conversation accessible to audiences who might not typically be interested in transportation-related topics and encourages students to reflect on their own transportation experiences. Our Instagram users and website viewers can enjoy the art - and reflect on the impact of their own transportation choices.



*The Three Winning Submissions: Heal the World, Subway Ride, Metro Station*

# 2024 Year in Review

## Sustainable Student Art Showcase Submissions Snippet



# 2024 Year in Review

## Annual Member Events

The BTMO hosted multiple events throughout the year to keep constituents informed about the transportation updates within Burbank and the surrounding areas:



*All Commuters Meeting  
Flyer*

In April, we held the All Commuters Meeting, bringing together BTMO members to discuss employee and employer transportation options, city programs, and available incentives. Industry representatives provided the latest updates on Burbank's transportation initiatives, offering valuable insights into commuter benefits, sustainability efforts, and upcoming projects.

Later that month, in partnership with the Burbank Eco-Council and BTMO member IKEA, we hosted the Earth Day Pedal Party. Community members were invited to bring their bikes and take part in a fun-filled day celebrating bike safety. The event featured obstacle courses, arts and crafts, games, and engagement opportunities with transit, biking, and community organizations. Attendees also received free bike check-ups, ensuring that the Burbank community stays geared up and ready to ride.

We also hosted a Try Transit event in July, giving Burbank travelers a hands-on experience with local transit options. Participants joined us for a guided ride on the Burbank Bus Pink Route, followed by a lunch, a transit presentation, and exciting giveaways. This event highlighted the ease and benefits of public transportation while helping riders feel more confident navigating the system.



*Ikea Earth Day Pedal Party Obstacle Course*



*Try Transit Event*

# 2024 Year in Review

## Bike, Walk, Breathe - A Wellness Event

In May, the BTMO continued its mission to promote sustainable commuting and healthy lifestyles with Bike Walk Breathe, a lively and engaging event held at a new location - Johnny Carson Park. Designed to encourage biking, walking, and active mobility, this annual event provided attendees with the tools, resources, and inspiration to make sustainable transportation a part of their daily lives.

From bike check-ups and bike-on-bus demonstrations to refurbished bike sales, fitness activities, giveaways, and interactive workshops, the event catered to both seasoned cyclists and newcomers alike. Representatives from local bike shops, planning agencies, and community organizations were on-site, offering route planning advice, group ride information, and first/last-mile solutions to help participants navigate Burbank and beyond with ease.



*Refurbished Bikes from Burbank Bike Angels*



*Pedal-Powered Phone Charger*



*Bike-On-Bus Demonstration*

Attendees also had the opportunity to engage with Metrolink, Metro, and local health and community organizations, ensuring that sustainable transportation options were accessible and well-supported. To further encourage participation, a prize drawing featured exciting giveaways, including gift cards, Disney gift baskets, Warner Bros. Studio Tour tickets, and Dodger game tickets sponsored by Worth.

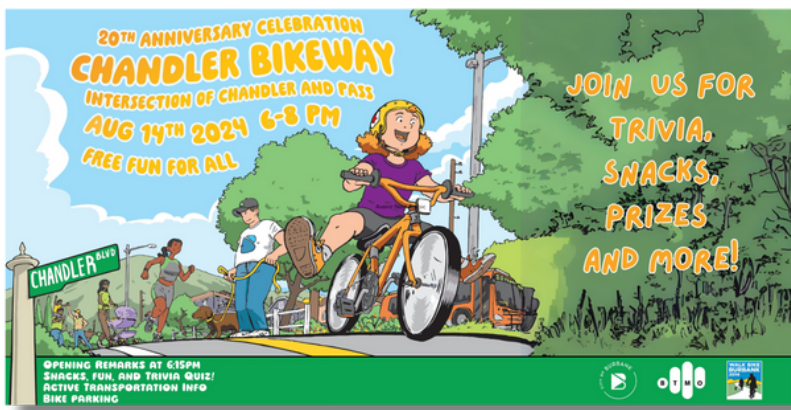
For those unable to attend the main event, BTMO set up a second engagement at the Downtown Burbank Metrolink Station, where commuters could access transportation resources and additional giveaways.



# 2024 Year in Review

## Chandler Bikeway 20th Anniversary Celebration

In August, the BTMO collaborated with Walk Bike Burbank to celebrate the 20th anniversary of the Chandler Bikeway with a fun and engaging community event. Attendees participated in the Chandler Trivia Challenge, met City of Burbank transportation planners, and explored local transportation options to reduce car dependency. The event also featured cycling advocates, representatives from Metro and Burbank Bus, and interactive activities highlighting the bikeway's history and impact. We also introduced the BTMO's new Burbank Cycling Route Guide and application, now available on our website, providing valuable resources for safer biking.



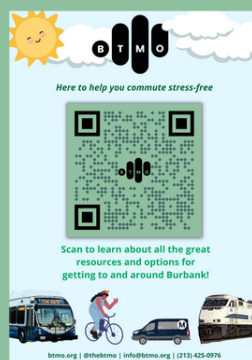
# 2024 Year in Review

## The BTMO's Online Presence

### Social Media and The BTMO Website

In 2024, the BTMO continued working to expand its online presence, spreading our message to our members and beyond. Our newsletter, which serves as a way to update our audience on our events, transportation updates in Burbank, and related news from Southern California and beyond, grew in contacts and engagement over the last year. The newsletter's subscriber count grew by nearly 7% from 2023, bringing our total contact list to more than 1,500. In addition, these new subscribers engaged with our newsletter, reading articles of interest and visiting our website, at a rate of 2% more than the previous year.

Our social media channels also saw significant improvements throughout 2024. Our Instagram profile, @TheBTMO, grew by 30 followers and saw an increase of 100% in content interactions and a 40% increase in page visits compared to 2023. Most striking, the reach of our Instagram page, or the amount of accounts seeing our content, increased by 218%. Our Facebook had even more impressive growth, with content interactions improving by 1.3K% and reach improving by 829%. This growth is both showcasing the positive momentum of our digital engagement strategies and serves as a motivator for further emphasis in this area of promotion.



*Two examples of BTMO-branded graphics from 2023*

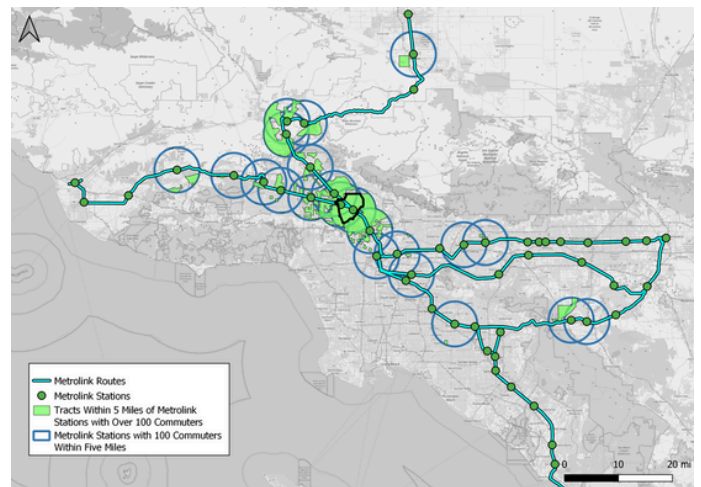
Our website saw more than 5,000 users, many coming directly from in-person and online promotion of our resources. However, of these visitors to our website, nearly 36% were a result of organic online searches (such as Googling "BTMO" or related terms). Our Student Art Showcase and Bike, Walk, Breathe events were some of our most popular pages, highlighting the strength of these events in creating engagement.

# Burbank Replica Analysis

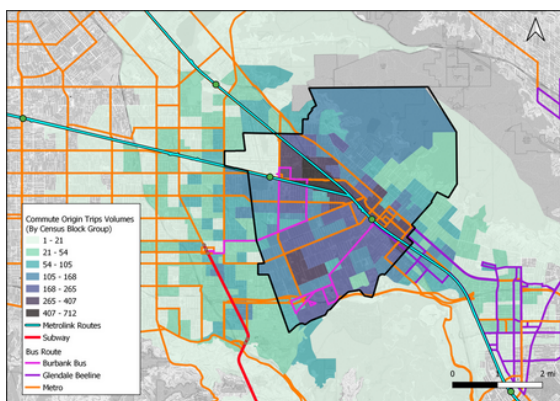
## Data Driven Recommendations

The BTMO conducted an in-depth analysis of commuting patterns and behaviors using Replica, a comprehensive data platform that models and visualizes travel and demographic trends.

The Replica report has been instrumental in shaping BTMO's priorities for the coming years and has directly informed the 2025 Work Plan, ensuring that initiatives are data-driven and aligned with community needs.



*Metrolink High Priority Zones Identified through Analysis*



*Short Distance Commute Trip Origins*

The analysis provided valuable insights into how residents and employees in Burbank travel, with a particular focus on mapping areas with high trip volumes, identifying trip types with strong potential for conversion to alternative modes, and understanding the demographics of Burbank travelers using various transportation modes.

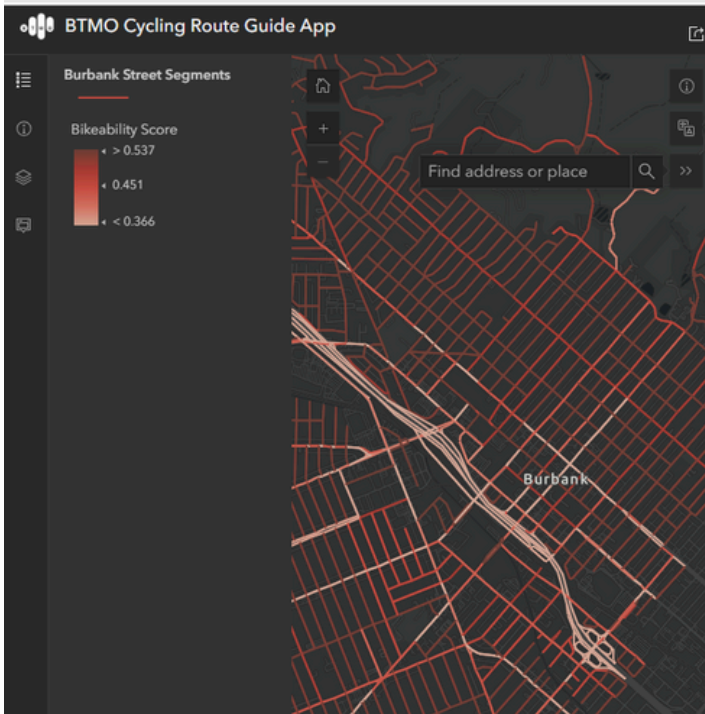
### Key recommendations from the report included:

- **Mode Shift Focus:** Target short-distance commutes (<4 miles) that have the highest potential for conversion. Promote Metrolink, Vanpool, and Commuter Express services for the notable share of long-distance commuters.
- **Demographics-Driven Marketing:** Use non-monetary incentives (health, environment) for higher-income, "choice" travelers. Create bilingual campaigns to reach diverse employees. Focus on younger and educated employees for sustainability and smart commuting campaigns.
- **Regional Collaboration:** Work with agencies like Glendale Beeline and Metro to support high transit usage, especially from neighboring cities.
- **Destination-Based Marketing:** Promote sustainable modes for mid-day trips to popular destinations like Burbank Empire Center. Emphasize flexible work hours and off-peak transit options.
- **Transit & Active Modes Promotion:** Target Metrolink promotions within 5 miles of stations and highlight park-and-ride options. Focus Metro B Line for transit-related campaigns. Develop biking and walking programs for younger commuters.

# BTMO Member Resources

## New BTMO Applications and Website Updates

Structure updates were made to the BTMO website, so it is easier to locate newsletters and BTMO-exclusive maps and applications. Applications on the BTMO website are key resources to inform participants about transportation information at our events so members can easily access them when needed.

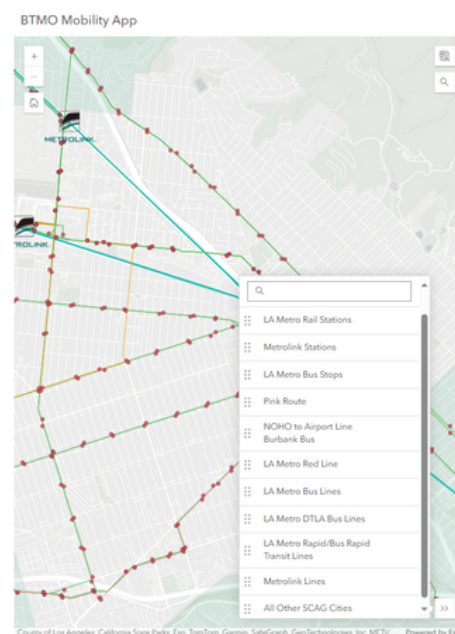


*Bike Safety Application*

This year, the BTMO launched the BTMO Mobility Map, an interactive web tool designed to help commuters explore all rail, bus, and bicycle options serving Burbank. This dynamic resource allows users to personalize their experience by selecting mobility options of interest and accessing real-time route and schedule details through interactive pop-up tables. By providing a user-friendly way to navigate Burbank's transportation network, the BTMO Mobility Map empowers employees and residents to make informed, sustainable commute choices.

In 2024, the BTMO created an interactive application on our website to highlight Burbank's bikeability index and help cyclists view different routes. The application methodology utilizes accident and bike path data from Open Streets Maps and UC Berkley's TIMS to provide detailed information about road conditions and cycling infrastructure to navigate the roads with confidence in Burbank.

The application has a search bar so users can identify their exact starting location. Layers can also be toggled on and off to illustrate alleyways or narrow streets and dedicated bike paths.



*BTMO Mobility App*

# 2024 Annual Trip Reduction Survey Analysis

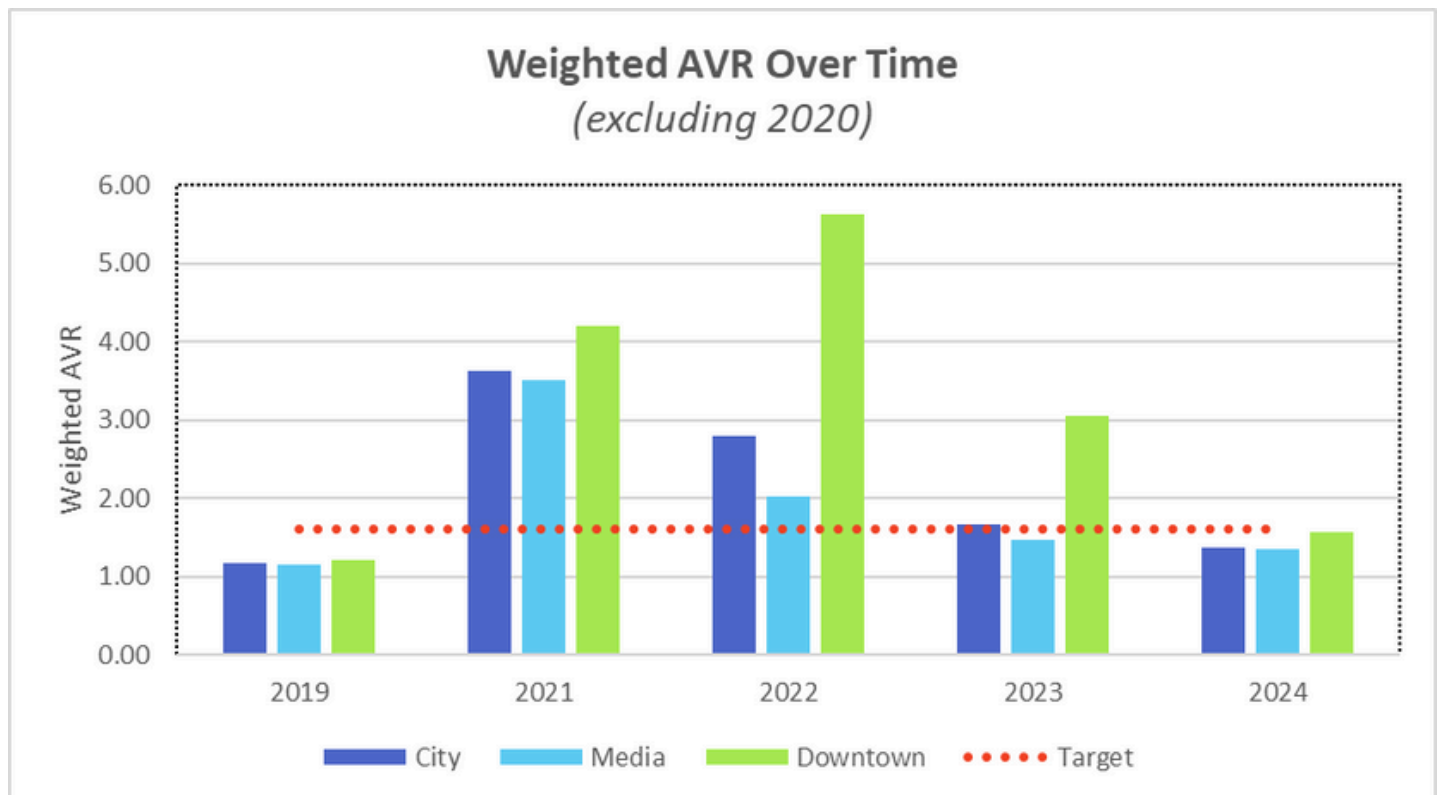
## Average Vehicle Ridership (AVR) Scores - Year on Year Comparison

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.

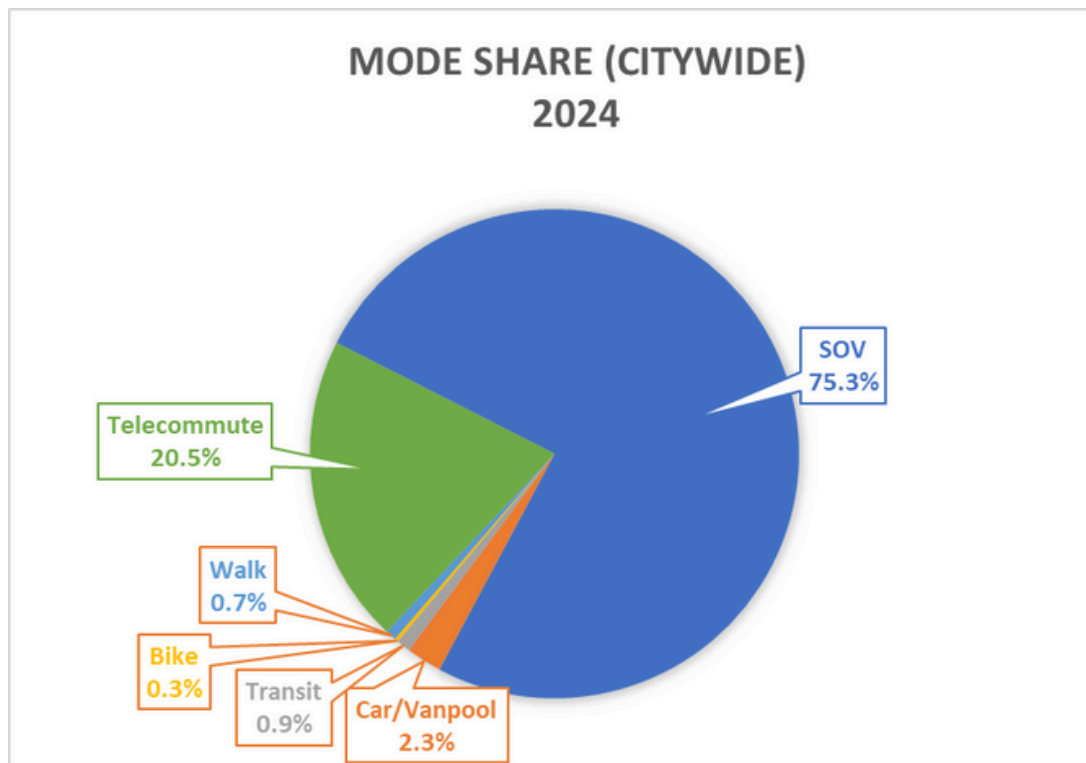


# 2024 Annual Trip Reduction Survey Analysis

## 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.

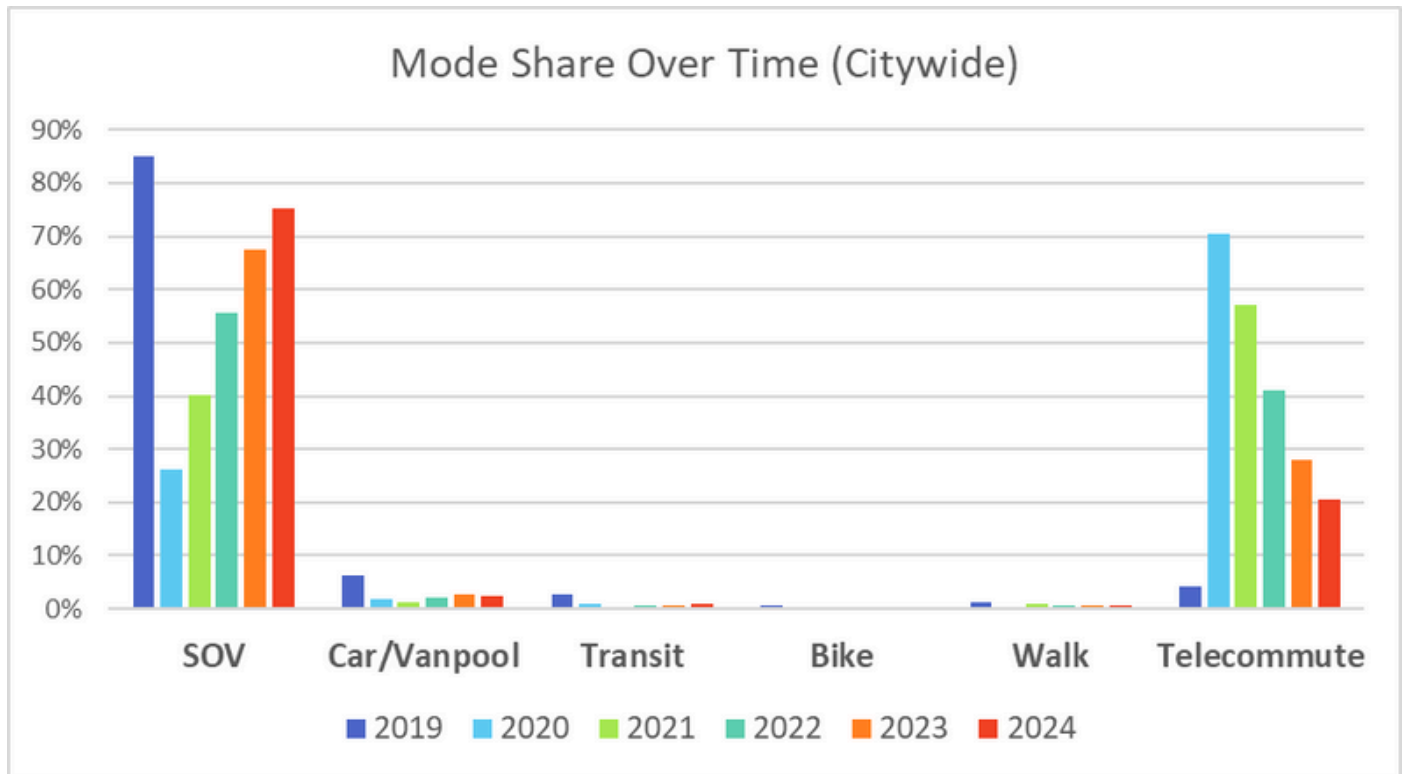


*\*Telecommuters are defined as those who telework, work flexible schedules or work compressed weeks.*

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.

# 2024 Annual Trip Reduction Survey Analysis

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.



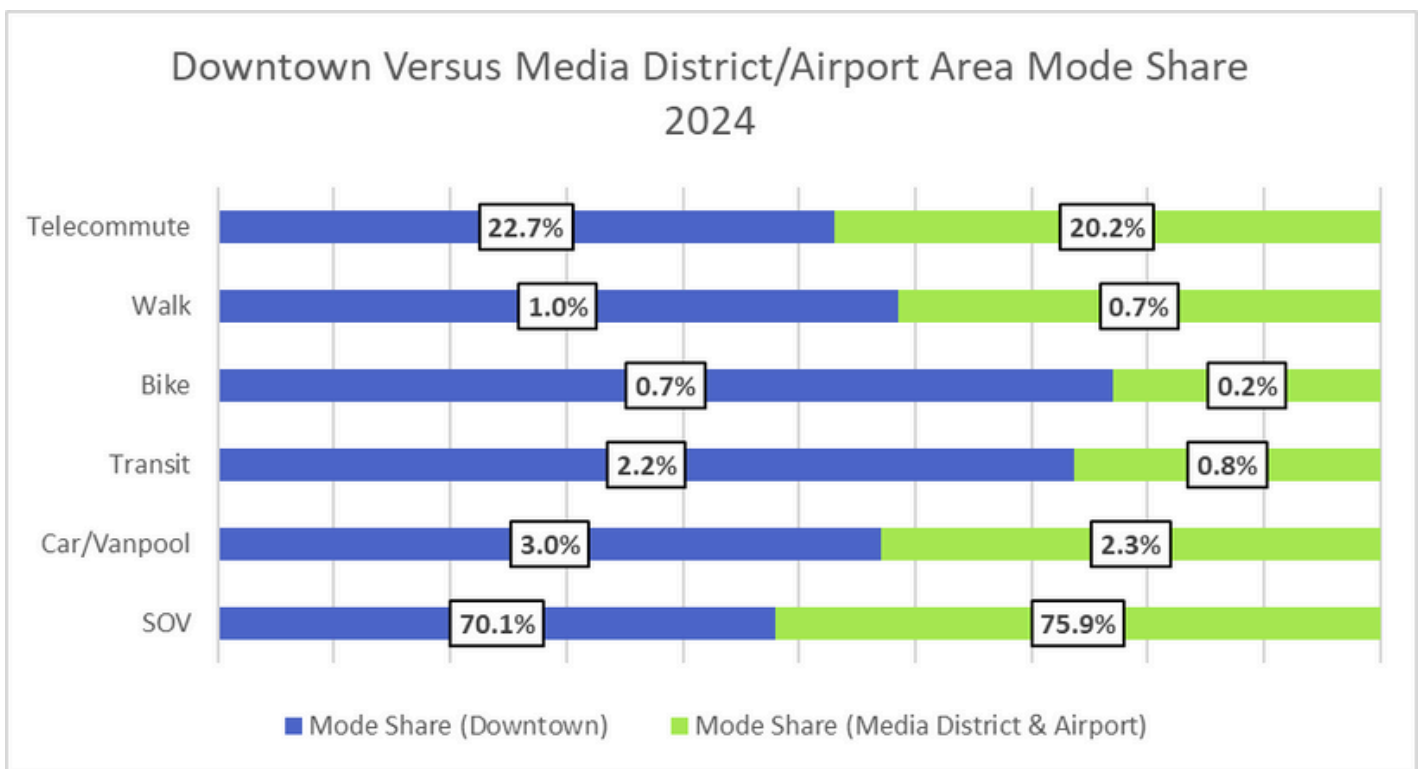
Looking at trends over time, the rebound in SOV usage continues to approach pre-pandemic levels, showing a steady rise since its sharp decline during 2020 and 2021. Telecommuting, which surged during the pandemic, has declined steadily from its peak in 2020 but remains significantly higher than pre-pandemic 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<sup>5</sup> 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.

# 2024 Annual Trip Reduction Survey Analysis

## 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.



# 2024 Annual Trip Reduction Survey Analysis

## 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



# Looking Ahead to 2025

## Looking Ahead to 2025

As we enter 2025, the BTMO remains dedicated to improving transportation options and reducing congestion in Burbank. With insights from our Replica analysis, we will continue refining our programs to align with evolving commuting patterns and the needs of our members. This data will help shape our strategies over the next several years, ensuring that our efforts have a meaningful impact on mobility in the region.

Next year, we will focus on strengthening employer support by enhancing our menu of services, refining TDM planning resources, and providing targeted outreach to help businesses implement effective commuter programs. We are also excited to continue and expand successful in-person events, such as the Sustainable Student Art Showcase, Bike Walk Breathe, and Try Transit, creating more opportunities for engagement and awareness around sustainable commuting.

As we implement this vision, we look forward to working alongside our members to create a healthier, more connected, and more accessible transportation network for Burbank commuters. With your continued engagement, we can build on our successes and drive meaningful change in how people move throughout the city.



# Thank you!

*“CarMax appreciates all things BTMO! Staff are always so informative, helpful, and understanding. We support similar programs in other States, and can say with confidence, that Burbank-CA is the best at what they do for the community and environment. Thanks BTMO!” – Bentley P, Carmax*

## Thank you, BTMO Board of Directors!

Michael Cusumano, Board Chairman  
Cusumano Real Estate Group

Patrick Prescott & David Kriske  
City of Burbank

Michael Walbrecht, Secretary  
Warner Bros. Entertainment, Inc.

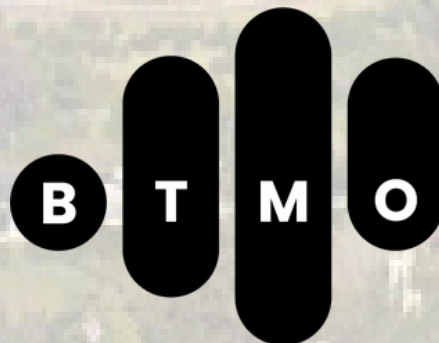
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