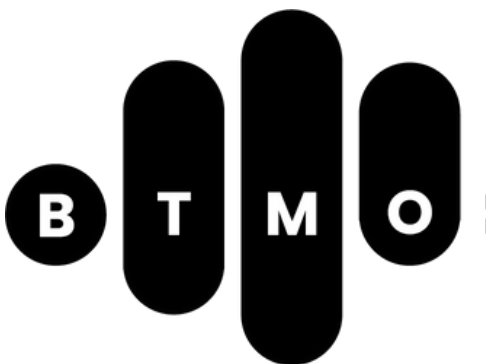


Burbank Transportation Management Organization

Annual Report 2023



March 1st, 2024



2023 Annual Report

Contact Us

www.btmo.org
@theBTMO



(818) 736-5230

200 W. Magnolia Blvd,
Burbank, CA 91502

Ken Premo

Executive Director
ken@btmo.org

Julia Wean

Project Director
julia.wean@steergroup.com

Zoe Bertol-Foell

Program Manager
zoe@btmo.org

Nainika Dasegowda

Intern
info@btmo.org

Timothy Labounko

Intern
info@btmo.org



Burbank Farmer's Market Tabling

Report Contents:

Letter from the Executive Director	1
Executive Summary	2
Annual Member Events	3
Bike, Walk, Breathe	6
Marketing & BTMO's Online Presence	7
2023 AVR Scores	8
Mode Share Breakdown	9
2023 ETC Awards	10
Data Initiatives/New Educational Materials	11
Looking Ahead to 2024	12





2023 Annual Report

Dear BTMO Members,

As the Executive Director of the Burbank Transportation Management Organization (BTMO) I am fortunate to be joined by an incredible team that includes Program Assistant Zoe Bertol-Foell, interns Tim Labounko and Nainika Dasegowda, and oversight from Julia Wean.

We happily welcomed 2023 with the return of our in-person programming, and we wasted no time ramping up our in-person events.

The BTMO took this year to focus on expansion of audience reach, with more inclusion of programming to expand to the wider Burbank community. With exciting new events such as the Student Art Showcase, farmers market tabling, and the Woodbury educational event – we are providing more resources/information to the Burbank community in addition to Burbank employees.

This programming has had a positive effect as our communication channels have continued to grow and we reach an ever-wider audience with significant increases in newsletter subscribers and website visits.

The results of our annual Average Vehicle Ridership (AVR) survey showed that Burbank employees are continuing to shift to more in-person workdays, highlighting the importance of continuing to promote sustainable transportation options for work commutes.

Thank you for your continued membership and support during this past year and I eagerly look forward to the upcoming year.

Warm regards,

Sincerely,

A handwritten signature in black ink that reads "Ken Premo". The signature is written in a cursive, flowing style.

Ken Premo
Executive Director

2023 Year in Review

Executive Summary

In the past year, through a myriad of events and initiatives, the Burbank Transportation Management Organization (BTMO) has not only engaged its members, but also made significant strides in expanding its impact on the wider community.

We are proud to have hosted numerous in-person events this year – including the triumphant in-person return of the "Bike Walk Breathe", our annual wellness and sustainable transportation event. We also hosted several new in-person events including our Bike Safety 101 workshop, and our Clean Air Day Emissions Education event – which underscores BTMO's dedication to promoting non-driving transportation resources and encouraging healthier lifestyles.

An exciting new campaign brought to the community this year was the Sustainable Transportation Art Showcase, where Burbank students leveraged art to explore the nuanced connection between transportation and climate change. This innovative initiative not only garnered engagement with 15 student submissions but also witnessed a substantial increase in website traffic, with 90 users casting votes. The recognition extended beyond our local sphere, as BTMO proudly won Association for Commuter Transportation's (ACT) Best Overall Marketing Campaign award for this campaign.

BTMO continued its commitment to informing and engaging members through various meetings and workshops. We collaborated with key transportation providers, including the City of Burbank, Metrolink, Commute with Enterprise, BurbankBus, and LA Metro to keep Burbank employees and residents informed on the latest transportation updates and resources.

This year, the BTMO introduced the innovative Bike Safety Score Map. A first of its kind, this map, incorporating accident data, bike lane infrastructure, and other bikeability metrics, serves as a valuable tool for cyclists in Burbank, aligning with BTMO's commitment to safety and sustainability.

As we turn our gaze toward 2024, BTMO is well-equipped to continue its impactful reach. We are excited to continue expanding services, enhancing outreach, and supporting a future with reduced congestion and healthier, happier commuters.



2023 Year in Review

Annual Member Events

To start the year off strong, we hosted a new Sustainable Transportation Art showcase in which Burbank students were challenged to use art as a tool to explore the connection between transportation and climate change. Students submitted artwork and users visited our website to vote on their favorite, boosting our website traffic and newsletter exposure.

Using art as a medium made conversations about this connection engaging and accessible to audiences who might not typically be interested in transportation-related topics while also prompting students to reflect on their own transportation experiences. We are excited to announce that the BTMO won the Association for Commuter Transportation (ACT) Best Overall Marketing Campaign award for this innovative event!



Submissions from our first Sustainable Transportation Art showcase

2023 Year in Review

Annual Member Events

The BTMO also organized numerous meetings and community workshops open to all members throughout the year to help everyone stay informed:

An All-Commuters meeting was held in March to inform BTMO members of current transportation services in Burbank, vanpool options from Enterprise, and support with the AVR survey. Guest Speakers included several key Burbank transportation providers, including the City of Burbank, Metrolink, and LA Metro who all presented to employee transportation coordinators about their agency's exciting new initiatives.

In July, the BTMO facilitated a virtual Vanpool Q&A with Commute with Enterprise where BTMO members learned about Enterprise's vanpool matching services, the subsidies available for new vanpools, and the numerous benefits of vanpooling.



All Commuters Meeting Flyer



Bike Safety 101 Workshop

At our virtual BTMO Office Hours in September, we provided ETCs with an overview of the survey process this year, tips for getting a high response rate, and information about how to account for telecommuters.

In September, we facilitated a Bike Safety 101 Workshop with a Certified Cycling Instructor. This interactive workshop covered essential biking topics, such as helmet fitting, bike checks, CA Laws, bike maintenance, and Burbank bike routes.

2023 Year in Review

Annual Member Events

We engaged with patrons in September at the Burbank Farmers Market where we discussed Burbank's local transportation options.

In October, we sponsored Burbank's State of the City Address and connected with our members and various Burbank stakeholders.



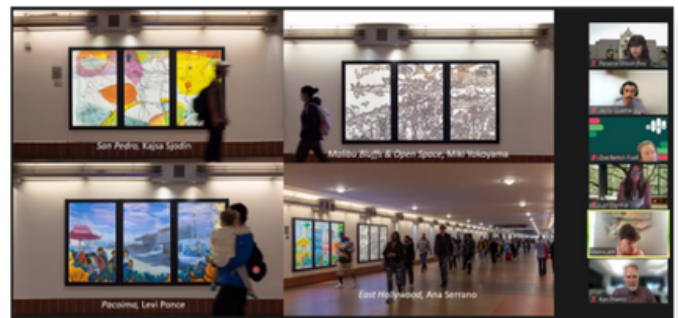
Burbank Farmers Market



Woodbury Educational Event

The BTMO collaborated with Woodbury University and Metrolink to secure a Clean Air Day microgrant in October. The grant's purpose was to educate students about local vehicle air pollution by organizing an educational event on Woodbury's campus. We provided helpful resources and information to raise awareness among students about the environmental impact of transportation and encouraged them to explore alternative methods such as utilizing public transportation services like Metrolink to reduce their contribution to air pollutants.

Finally, we teamed up with Go Glendale to host a virtual Union Station Art and Architecture Tour in September. Through this tour, we explored the history and symbolism behind Union Station's renowned multi-medium art installations and Spanish Colonial/Art Deco architecture. This was a great opportunity to highlight how history and art could elevate a transit user experience and showcase the importance of sustainable travel.



Union Station Art and Architecture Tour

2023 Year in Review

Bike, Walk, Breathe - A Wellness Event

We were thrilled this year to host our annual Bike to Work Day event, "Bike, Walk, Breathe" in person for the first time since the pandemic. We hosted two pitstops at the Downtown Burbank Metrolink Station and at The Pointe. With the collaboration of 13 vendors, we facilitated a variety of activities aimed at shedding light on active transportation resources and promoting healthy lifestyles.

"And thank you (and the rest of BTMO) for putting on such a great event. My husband and I came with our toddler and all three of us enjoyed the event and the biking that it inspired immensely. We're looking forward to being more active members of the Burbank biking (and walking + public transit) community, in large part thanks to the resources offered at Bike, Walk, Breathe."

– Jessica D, Bike Walk Breathe Attendee

Some of these activities included bike tune-ups courtesy of Hoopy Bike Repair, refreshing juice samples from Suja Juice, an energizing outdoor spin class from Fit Health Club, and refurbished bikes for sale from Burbank Bike Angels. Additionally, numerous resources were provided by local businesses and transit agencies, including YMCA, Metrolink, Metro, Burbank Bus, Go Green Bicycles, Fleet Feet, Commute with Enterprise, Burbank Police Department, and SFV Bicycle Club.

The event resonated beyond our membership, fostering more awareness of BTMO's sustainability/transportation goals and of local transportation options. Participants not only received exclusive BTMO shirts, but also engaged in an exciting raffle for numerous prizes including two Warner Bros Studio Tour Tickets, Disney Plushies, and water bottles. A big shout-out to the Clean Air Committee participants from Disney, Warner Bros., Worthe Real Estate Group, and the City for making it all possible!



Transportation organization tables

FIT Heealth Club Outdoor Spin Class

6
Suja Juice Samples

2023 Year in Review

The BTMO's Online Presence

Social Media and The BTMO Website

In 2023, the BTMO was able to expand its online presence to get our message to a wider range of stakeholders. Our bi-weekly newsletter, which covers transportation news in Burbank and beyond, had its subscriber count increase by 3%, bringing the full subscriber count to 1,434 subscribers.

In the past year, our Newsletter saw a 6% increase in open rates, and our social media presence thrived with an 8% rise in Twitter followers and a noteworthy 10.4% growth in Instagram followers. January's BTMO art showcase contributed to a remarkable 48.2% increase in Instagram visits, highlighting a key success. Furthermore, our Facebook posts gained a 14.3% increase in likes, showcasing the positive momentum of our digital engagement strategies.



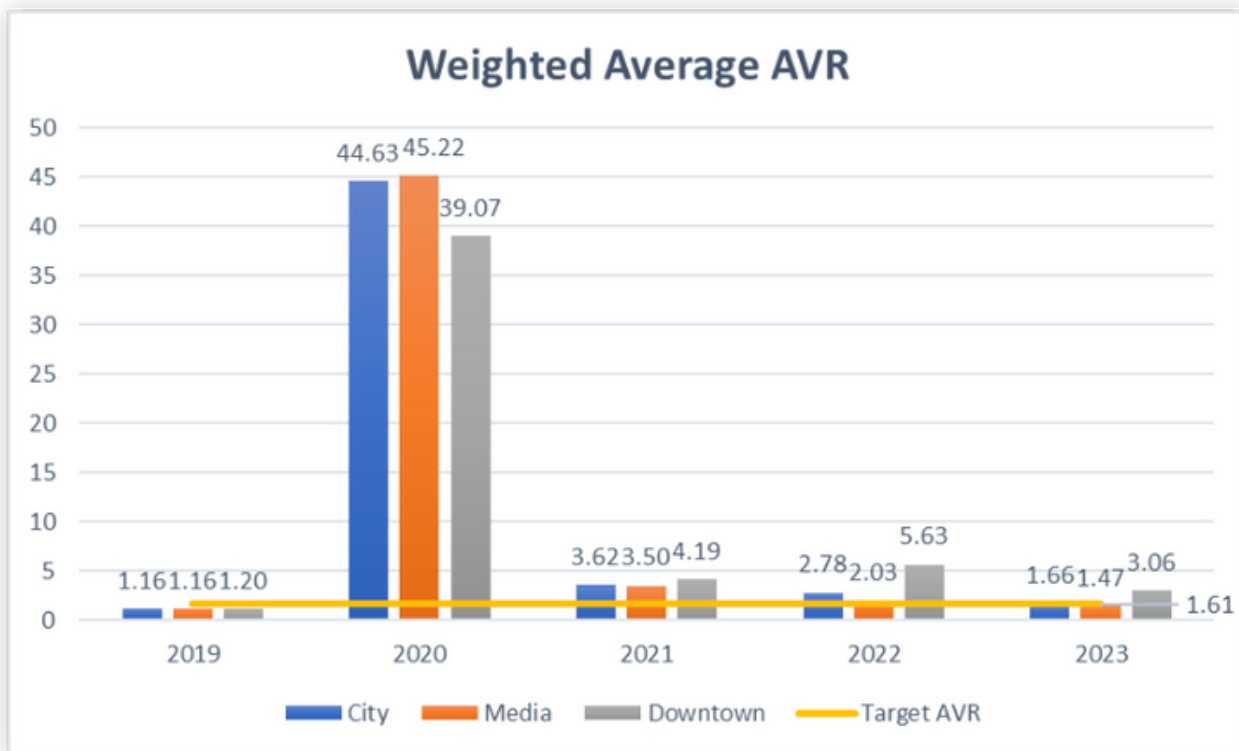
Two examples of BTMO-branded graphics from 2023

The student art showcase proved to serve as a valuable boost to our website engagement, resulting in a significant increase in the number of website users. During the contest, we observed a growth of 114.9% in website visitors compared to the previous period of the same duration. Out of the 288 visitors, a majority of 97% (278) were new to our website. Furthermore, the number of direct searches for the BTMO (such as Googling "BTMO" or related terms) also went up during this period by 76% to 191.

2023 Annual Trip Reduction Survey Analysis

2023 Average Vehicle Ridership (AVR) Scores

The City's municipal code specifies that employers are required to reduce their evening peak period auto travel by 38% which translates to a 1.61 Average Vehicle Ridership (AVR). This year, 21 employers submitted survey reports, accounting for more than 14,986 PM peak hour commuters. A third of the reporting employers (7 members) surpassed the City's target AVR of 1.61.



In all surveyed areas, AVR scores in 2023 continued to decline from their telecommute-inflated high scores of 2020-2021 as more employees returned to in-person work. When looking at specific areas, Downtown Burbank continued to exceed its AVR target with an average AVR of 3.06. Unfortunately, the Media District/airport area fell short of its target with an AVR of 1.47.

Despite the increase in employees returning to work, the average citywide AVR remains higher than the levels seen in 2019 prior to the pandemic. The weighted average AVR across all businesses in the city was 1.66, exceeding the citywide target for the fourth consecutive year.

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

2023 Annual Trip Reduction Survey Analysis

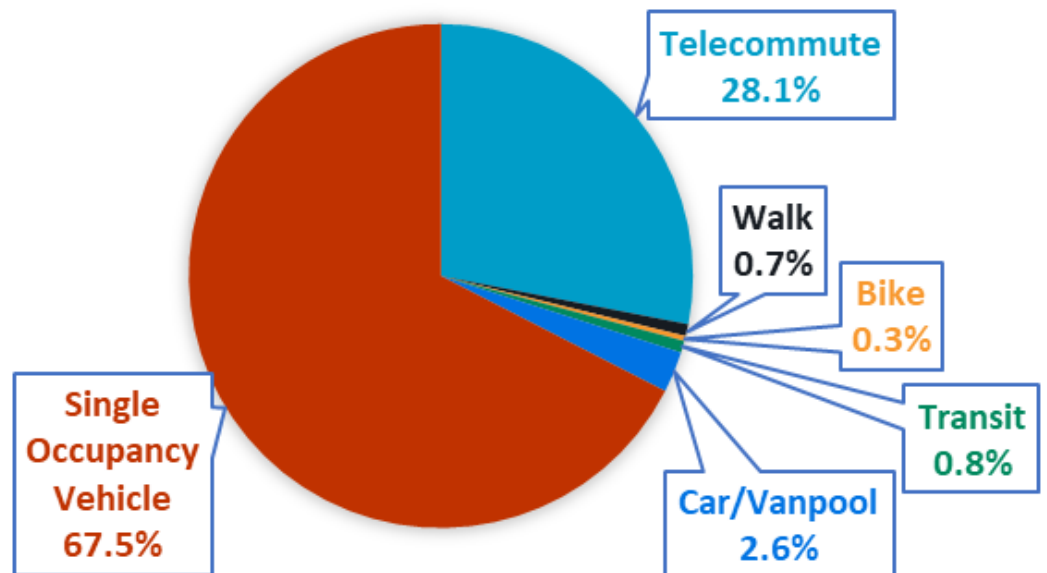
Mode Share Breakdown

In 2023, there was a continuation of the trends observed since 2020, the shift back to in-person work and the corresponding reduction in telecommuting.

Currently, the majority of commutes are being made by SOVs, followed by telecommuting, and carpool. 67.5% of commute trips were made by SOV, an increase of 11.9 percentage points from 2022 (which is largely explained by the 12.9 percentage point decline in telecommuting trips that were replaced by SOV trips). It is important to note that even with this increased SOV rate, the use of SOVs remains significantly lower than the pre-pandemic baseline of 83%. Alongside this increase in SOV use, the share of SOV commutes made by electric vehicles (EVs) has also increased since last year, with 5% of SOV trips being made with EVs as opposed to only 3% in 2022.

Additionally, there has also been a slight (.1% - .5%) increase in the prevalence of other sustainable mode shares including walk, bike, transit, and carpool. This highlights the importance of continuing to support and encourage alternative modes of transportation to alleviate congestion and promote sustainable mobility, especially as more workplaces require greater frequency of in-person work.

CITYWIDE MODESHARE
2023



Burbank's TDM Ordinance Annual Report

2023 Burbank ETC Awards

For the Fifth Annual Burbank ETC Awards, we awarded 1st Prize, 2nd Prize, and 3rd Prize to the Employee Transportation Coordinators (ETCs) who turned in their company surveys the earliest. All winners received a \$50 gift card. We want to thank all the ETCs who submitted their 2023 Burbank Trip Reduction Survey Reports and wish congratulations to our winners!

The winners of ETC Awards in 2023 were:

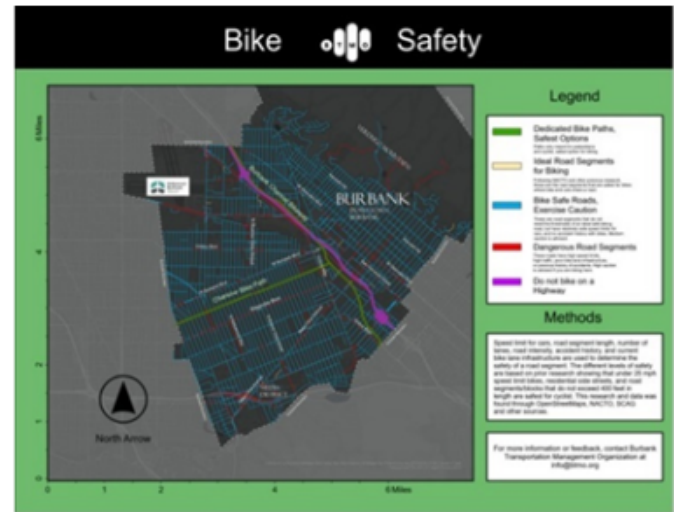
- **Beatrice Alfonso** at **FotoKem**
- **Kim Hefner** at **Worthe Real Estate Group**
- **Bernadette Bonfiglio** at **Nickelodeon**



Data Initiatives and New Educational Materials

New BTMO Bike Safety Maps and Website Updates

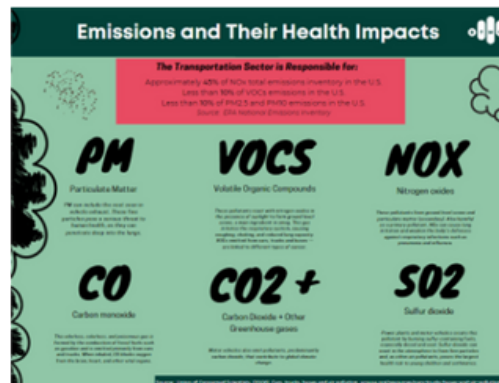
We were excited to roll out our new Bike Safety Score Map, which incorporates various types of data, including accident data, current bike lane infrastructure, and other bikeability metrics (road type, speed limit, # lanes, etc.) to create a bike safety score index. This type of map gives those who are thinking of cycling in Burbank a tool to plan their route based on comprehensive safety data. We were excited to showcase this tool at our Bike Safety 101 workshop and we are looking forward to expanding its distribution at our upcoming bike events.



BTMO Bike Safety Score Map

Looking at the Health Impacts of Transportation Emissions

Upon winning a microgrant from the Coalition for Clean Air, the BTMO collaborated with Metrolink and Woodbury University to facilitate an interactive transportation emissions educational event to empower students to take action to mitigate local vehicle air pollution. Through this collaboration, we create BTMO branded infographics, detailing the different types of air pollutants (ie: NOx, CO2, etc.) and the adverse health effects of each pollutant. These materials are available for members to use to highlight the importance of transportation choices with visually appealing and easy-to-understand content.



Transportation Emissions Infographics

Looking Ahead to 2024

Looking Ahead to 2024

As we look ahead to 2024, the BTMO is thrilled to work with our valued members to enhance and expand our services and programs. Our goal is to reach a wider audience and continue supporting our members and Burbank employees in finding healthier more sustainable commutes.

We are excited to continue in-person events and outreach in the coming year, starting with our Sustainable Student Art Showcase for Burbank students. We are also looking forward to celebrating holidays close to our cause, such as Earth Week, Bike Month, and Clean Air Day, by working with partner organizations to host events in person where we can connect with members of the public.

We will continue to promote and expand our services, assist our members, reduce traffic congestion in Burbank, and help create happier, healthier commuters. Join us as we work towards a brighter future for sustainable transportation in our community.

Allocation of staffing and resources from the 2024 BTMO Work Plan approved by the Board of Directors:

TMO Operations, Membership, and Strategic Planning	35%
Communications, Marketing and Advocacy	20%
Programs, Other Events and Incentives, incl. Metro Travel Rewards Pilot	20%
ETC Education, Program Information, and 2023 Annual Survey	15%
Major Events	10%



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.

Jim O’Neil
Crowne Realty & Development

Cristina Spratt
Worthe Real Estate Group

Timer Tecimer
Overton Moore Properties

Grant Dawdy,
The Walt Disney Company

Aaron Galinis
Hollywood Burbank Airport

