

# 2020 Annual Report

## Contact us!

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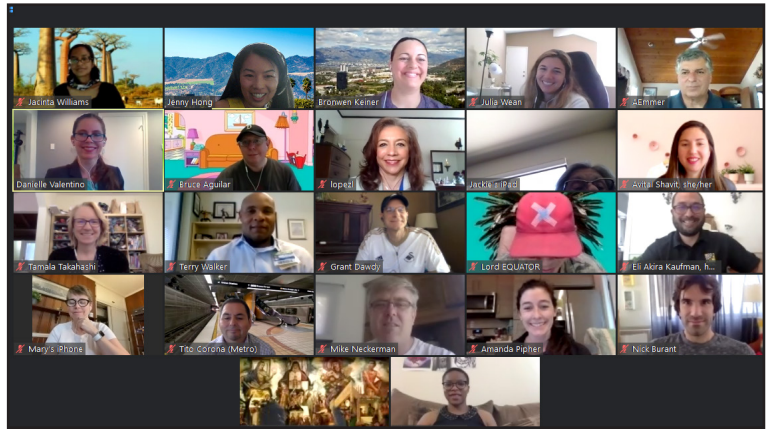
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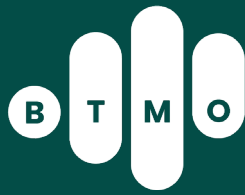
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Dear BTMO Members,

I hope you and your families are safe and well. 2020 was quite a challenging year, yet we have been inspired by your resilience and adaptability. It has been a privilege to assist you, your employees and your residents this year, and we thank you for your membership!

Many of you have supported essential workers commuting to jobs on the frontlines. Others shifted to remote working environments, creating new programs to maintain health and wellness for your staff and stakeholders. Whatever your obstacles, we have been encouraged to see you come together and help each other persevere through the pandemic, recognizing opportunities to learn and working towards a post-COVID-19 future that's full of hope, appreciation and community.

As our mission to improve commutes and help people travel sustainably continued in 2020, we were excited to welcome onboard nine new members, including Hollywood Burbank Airport, and we are planning for Avion Burbank to join in 2021. In March, we pivoted our outreach to provide guidance for those working from home, safe travel information for employees making essential trips and coordinated multi-modal transportation messages. In May, we surveyed our members to gather data and insight on their return-to-work plans and the likelihood of continued teleworking after businesses reopen. In September, we conducted the annual Average Vehicle Ridership (AVR) survey.

Throughout the year, we provided personalized trip planning assistance for commuters and supported members through virtual All Members Meetings

and community workshops. We also enhanced our digital engagement through our biweekly transportation e-newsletters, social media and 14 new blog posts, including a Working from Home page, COVID-19 resources page, and six Commuters of Burbank testimonials. In addition, we advocated for many transportation projects moving forward in Burbank, including the Burbank Bus Pink Route extension, I-5 and Burbank Blvd. Bridge reconstruction, and NoHo to Pasadena Bus Rapid Transit project.

2021 presents a unique opportunity to affect positive change by capitalizing on lessons learned during the pandemic and leveraging the successful aspects of the travel behavior shifts brought about by COVID-19, such as substantial increases in teleworking, biking and walking.

We extend our heartfelt gratitude to you – our valued BTMO Members – for your continued partnership! Our team looks forward to working together to guide our path to a safe and sustainable recovery and build a cleaner, greener and more mobile future for Burbank. We are always open to your input, so do not hesitate to contact me if you have any questions or feedback.

Sincerely,

A handwritten signature in black ink that reads "Bronwen Keiner".

Bronwen Keiner  
Executive Director



# 2020: Year in Review

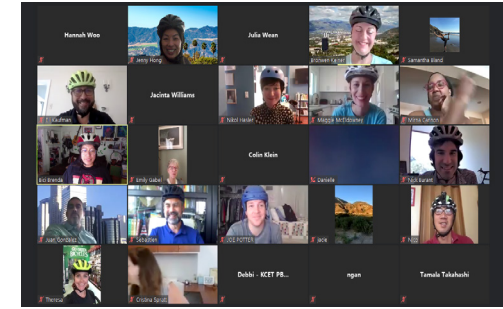
## Annual Member Events

The BTMO organized four meetings and community workshops open to all members throughout the year to help everyone stay informed.

- At our in-person Try Transit Breakfast in March, we shared information about BurbankBus, Metrolink, Burbank BikeStop and Via with nine transit-curious employees.
- At our virtual All Members Meeting in June, 28 ETCs gathered on Zoom, guest speakers from Disney, Warner Bros., and Worthe Real Estate Group discussed how they were responding to COVID-19, and we provided a forum to exchange information about the City's recovery plans as well as changes to the South Coast AQMD requirements. In addition, we contributed \$600 to Support COVID-19 Heroes of St. Joe's.
- At our virtual Commuters of Burbank Meeting in July, guest speakers from Metro, BurbankBus, Metrolink, and Los Angeles County Bicycle Coalition spoke to 40 commuters about how to travel safely, how agencies have stepped up their pandemic response efforts, and how expanded teleworking can have a positive impact on overall congestion reduction.
- At our virtual Commuters of Burbank Meeting Part II, 27 commuters heard from Metro representatives about how to travel safely via transit and rideshare during the pandemic. Overviews on two transit projects in the environmental planning phase, the Antelope Valley Line Improvements and NoHo to Pasadena BRT, were also provided. Gift cards for telework supplies and sustainable commute gear were raffled to participants of both Commuters of Burbank meetings to encourage participation and green travel choices.



Try Transit Breakfast,  
March 2020



Bike and Walk to Work Day,  
September 2020

## Clean Air Month

Although we couldn't be together in person for our usual Bike Month events in May, we remained committed to celebrating cyclists and pedestrians. So, we hosted our annual "Bike and Walk to Work Day" on Tuesday, September 22nd on Zoom. We continued with the theme "Bike. Walk. Breathe!" to promote healthy living, clean air, and getting people out of their homes and away from their computers to help alleviate the stress and uncertainty that defined 2020 for so many. The September event was a success with 53 participants. We distributed 16 great prizes, including a Pure Cycles commuter bike, and we donated \$1,000 to Burbank Bike Angels, a local non-profit that restores and donates used bikes to kids in our community.



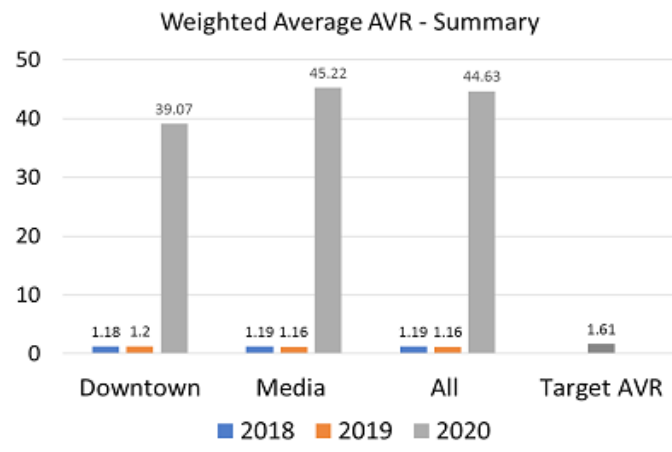
Bikers of Burbank

# Burbank's TDM Ordinance Annual Report

## Average Vehicle Ridership (AVR), Enormous Increases Due to Increased Telework

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 AVR. This year, the increased number of telecommuters led to huge increases to AVR scores, resulting in unprecedentedly high weighted average AVR scores of 39.07 and 45.22 for Downtown and Media District businesses, respectively. Across all businesses, the weighted average AVR was 44.63 and exceeded the citywide target.

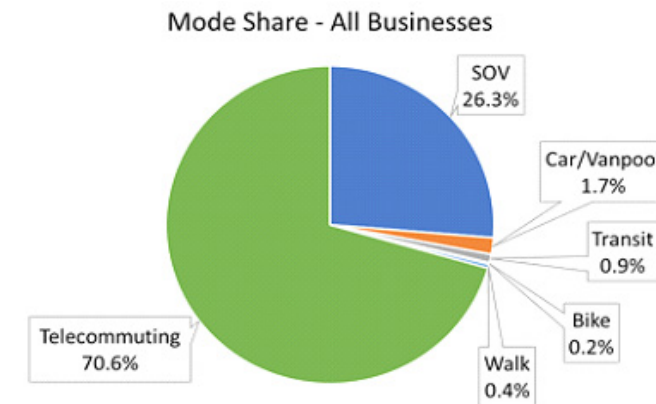
More than half the reporting employers (18 members) achieved a target AVR of 1.61 or greater and 90% (27 members) showed substantial increases to their AVRs. Entertainment firms, which tended to shift significant portions of their employees to working from home, primarily drove the sharp rise in AVR scores across both districts. Some of these employers reported AVR scores in the triple digits as nearly all their commute trips were estimated to be made by telecommute. Only three members had lower AVR scores than last year, and these decreases are likely attributable to a high percentage of employees at these businesses who opted to drive alone to worksites to fulfill job roles that may not be conducive to telecommuting.



## Mode Share Breakdown

As predicted, most workers telecommuted\* for their "commute trips" this year due to the pandemic. More than seven out of every ten peak-hour trips (71%) were made by telecommute among all businesses. 61% of workers beginning/ending work during the peak hour window telecommuted in Downtown and 72% did so in the Media District. The substantial increases in telecommuting corresponded with a precipitous drop in SOV mode share, which fell by almost two-thirds from 85% for all businesses last year to 26% in 2020. A similar magnitude decrease was observed in the Media District, where the share of SOV trips dropped sharply from 86% to about 25%. In Downtown, SOV mode share was cut by more than half from 79% to about 35% in 2020. The pandemic appears to have also caused an 8% cumulative decrease in the mode share of sustainable options like car/vanpool, transit, walking, and biking for all businesses. However, survey results from Providence Saint Joseph Medical Center in the Media District, which increased both its total number and proportion of shared and active trips from last year, demonstrate the potential for employees who cannot work from home to safely commute by sustainable, non-SOV modes.

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



# Burbank's TDM Ordinance Annual Report

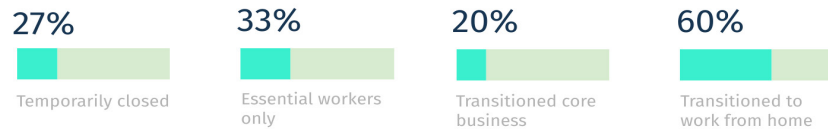
## Post-COVID Employer Survey

In May, we conducted a survey to find out how members had been impacted by the pandemic and what we could do to help. We asked how COVID-19 had affected operations, when our members thought they would return to worksites, and how they expected employees will commute when they return to work.

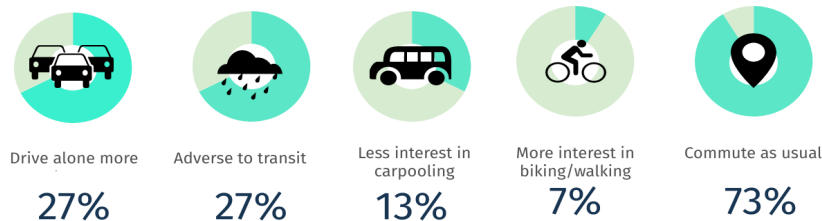
- 60% of our members shifted their operations to working from home
- 27% of our members think employees will drive alone more upon their return
- 73% of our members think employees will be commuting as usual upon their return\*

\*Adds up to more than 100% because respondents could choose more than one answer

### How has COVID-19 affected operations?



### How do you think your employees' commutes will be impacted upon their return?



As shown, 73% of respondents think their employees will go back to their old ways of commuting when they return. Yet, COVID-19 has called into question the ways we've previously done things, demonstrating that we don't necessarily have to drive alone to a physical office. The BTMO is here to help employers explore new opportunities and assist commuters with the remote work support and commuting options that are right for them.

## 2020 Burbank ETC Awards

For the Second Annual Burbank ETC Awards, we awarded 1st Prize, 2nd Prize, and 3rd Prize to the ETCs with the most improved Average Vehicle Ridership (AVR) and highest overall AVR scores. All winners received a \$50 gift card. We want to thank all the ETCs who submitted their 2020 Burbank Trip Reduction Survey Reports and wish congratulations to all of our winners!

- 1st Prize: Avalon Blinn, from Horvitz and Levy, achieved the highest AVR as well as the most improved AVR. Her AVR score of 23.90 represented an increase of 22.39 from last year!
- 2nd Prize: Desiree Solano, from Fotokem, scored a 3.77 AVR this year, an increase of 1.41 since last year.
- 3rd Prize: Azhalea Lemus and George Castro, from Aramark, got a 2.68 AVR this year, an increase of 1.43 since last year.

# Looking Ahead: BTMO Goals

The BTMO is excited to work with our valued members in 2021 to build upon the services and programs that are currently offered. The focus for the upcoming year entails a three-pronged approach to the BTMO's programming efforts:

First, we will focus on engaging with you as your employees and residents continue to telework, providing resources and support for both employees and managers to promote healthy and productive remote work policies and programs.

Next, we will work with you as commuters gradually return to work, providing information and guidance for safe travel behavior. That behavior shift will offer a "fresh start" chance to engage with commuters as they transition back to work, and we will support you with strategic planning and preparation as you implement your return to work plans.

Third, we will identify new opportunities to promote sustainable commute behavior, mitigate the solo-occupant vehicle backslide and minimize traffic congestion and parking impacts.

Below is the allocation of staffing and resources from the 2021 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: 20%
- ETC Education, Program Information, and 2021 Annual Survey: 15%
- Major Events: 10%

Rather than return to the "old normal", we can make a difference. When we all go back to work, let's make a change for the better for ourselves, our community and our planet. When we return, let's not just revert to commuting as usual; let's dramatically move the needle by preserving the gains we've made with new teleworking policies, shifts to biking and walking, and improvements to safer carpool, rideshare and transit that have expanded the mobility options that we have available in Burbank.

