

2021 Annual Report

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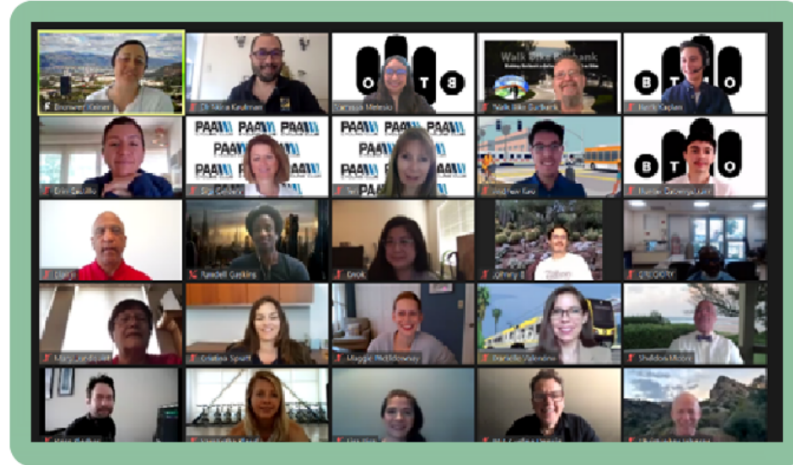
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Bike, Walk, Breathe, A Wellness Event, 5-6-21

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Dear BTMO Members,

I hope you are safe and well. Thank you for your continued membership. 2021 was another challenging year due to the persistence of COVID-19, but we continue to be inspired by your resilience and strength. It has been a privilege to assist you and your employees, students, residents, and tenants!

We were so grateful to have the opportunity to work with you as the quickly evolving transportation and travel landscape changed throughout the year. We welcomed onboard Avion Burbank as a new member and provided support both for our essential workers as well as for those who are juggling telework/hybrid work schedules. We continued to communicate updates on local construction and travel initiatives, and we hosted virtual events and in-person programs to celebrate and reward sustainable commuting. We also conducted two member surveys to understand your concerns on return-to-office.

This year has also been one of transition for me. I am sad to say that this will be my last Annual Report as I am stepping down from the role due to my family's cross-country move. I feel lucky to have had the opportunity to serve you these past four and a half years and to have been able to advocate for better transportation choices here in Burbank. I will really miss working with all of you.

But I am happy to share that you are in very good hands: Puja Thomas-Patel will be replacing me as Executive Director. Currently serving as Executive Director of the Santa Monica TMO, Puja is a skilled behavior change strategist with leadership experience, and she is familiar with managing the daily

operations of a TMO as well as coordinating with city government, businesses, and local communities to execute a shared TDM vision. Puja is excited to contribute her insights and creative ideas to move the organization forward. In addition, our wonderful consultant team will continue on in support of the BTMO and all of its members.

Heading into 2022, we are hopeful and encouraged to see so many people focused on sustainability. We know there is much work to do to build back the initiatives that will move people away from single-occupancy vehicles, reduce congestion, and benefit the environment. But your ongoing engagement in these efforts here in the community is an intrinsic part of the solution.

We are thankful for you – our valued BTMO Members – for your continued partnership! Our team looks forward to working together to improve mobility at the local level and build a brighter, greener, and more mobile future for Burbank.

Thank you so much again. Your support has meant a lot, and I wish each of you all the very best for the future! Please do not hesitate to contact our team if you have any questions or feedback.

Sincerely,

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

Bronwen Keiner,
Outgoing Executive Director



2021: Year in Review

Executive Summary

As the prevalence of telecommuting continued for many organizations during the past year, we provided guidance for those working from home as well as safe travel information for employees commuting to the office and publicized multi-modal messages to restore faith in shared transportation options.

In January, we conducted a second post-COVID member survey to understand your concerns on return-to-office plans and identify areas for the BTMO to provide support. In September, we oversaw the annual Average Vehicle Ridership (AVR) survey; results showed that although employees are still teleworking in large numbers, physical commuting is beginning to make a comeback and many commuters returned to driving alone.

Throughout the year, we provided personalized trip planning assistance and supported members through virtual All Members Meetings and community workshops. We also sustained our digital engagement through our biweekly transportation e-newsletters, social media and 14 new blog posts, including articles on NextGen changes, Metro Micro, and Commuters of Burbank testimonials.

In addition, we advocated for many transportation projects that are in the works here in Burbank, including the NextGen bus changes, Metro's NoHo to Pasadena Bus Rapid Transit project, Metrolink Antelope Valley Line improvements, I-5 Burbank Blvd. Bridge reconstruction, and active transportation projects, such as the City's first protected bike lanes on Hollywood Way.

As our mission to improve commutes and help people travel sustainably continued in 2021, we were excited to welcome onboard one new member, Avion Burbank!



The BTMO Team at National Night Out, 8-3-21



The BTMO Table at the State of the City, 10-10-21



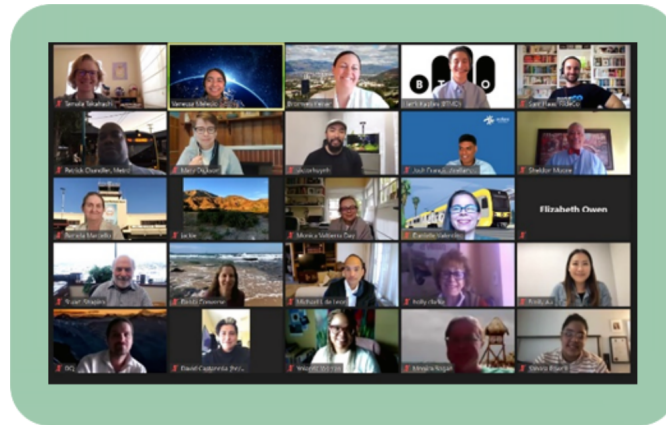
The BTMO Team at Chamber of Commerce Reopen House, 6-17-21

2021: 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 virtual All Members Meeting in April, 20 Employee Transportation Coordinators (ETCs) gathered on Zoom to hear from guest speakers from Metro, Metrolink, the City of Burbank, and BurbankBus. They discussed the plethora of local transportation options and programs, the many regional projects they are working on, and safety and cleaning strategies used by local transit agencies. We also provided a forum for ETCs to exchange information on return to office plans. In addition, we contributed \$200 to support St. Joe's Emergency Services Minutes Matter Campaign.
- At our Metro Micro Lunch and Learn in March, we shared information about Metro's new, on-demand rideshare program with 60 commuters interested in microtransit.
- At the in-person Chamber of Commerce Reopen House we sponsored in June, we opened our doors after 15 months of pandemic closure and connected with over 100 stakeholders.
- At our virtual BTMO Office Hours in September, we provided 21 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.



Metro Micro Lunch and Learn, 3-25-21

We also helped organize a Cross-TMO Return-to-Commuting Webinar in April attended by 15 ETCs, and we attended National Night Out in August as well as the State of the City, which we also sponsored, in October.

Clean Air Month

Although we couldn't be together in person for our usual Clean Air and Bike Month events in May, we remained committed to celebrating bicyclists and pedestrians this year. A special highlight was our "Bike, Walk, Breathe: A Wellness Event," which we hosted on May 6th over Zoom. The event was a great success, and we received overwhelmingly positive feedback. We had 80+ participants and 39 raffle prize winners. We distributed 62 raffle prizes (including 18 new/refurbished bikes). We also donated \$1,000 to Burbank Bike Angels, a local non-profit that restores and donates used bikes to kids in our community. A big thanks to our Clean Air Committee chairs from Disney, Warner Bros., Worthe Real Estate Group, and the City for all their support.

Bike, Walk, Breathe Testimonials



"I'm completely blown away... Thank you all so much for what you do to encourage environmental stewardship and personal fitness in the community!... Cyclically, Ross"

Ross Blocher, Bike Prize Winner and Disney Employee



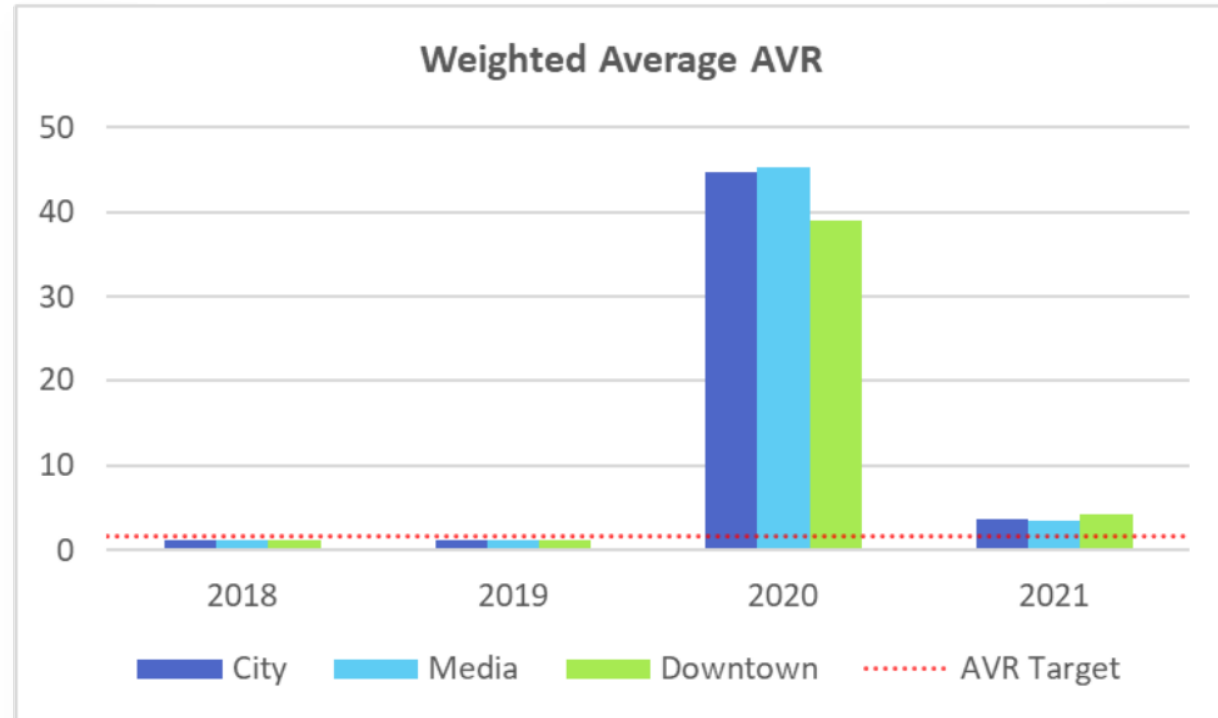
"BTMO: Thanks for the Bike Walk Breathe online event. The information provided by all the speakers was very beneficial... Thanks for all the work you do for the Burbank community."

Deborah Zavitka, Bike Prize Winner and Burbank Resident

2021 Annual Trip Reduction Survey Analysis

2021 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 AVR. This year, 31 employers submitted survey reports, accounting for more than 11,100 PM peak hour commuters. Roughly a third of the reporting employers (10 members) achieved the City's target AVR of 1.61.

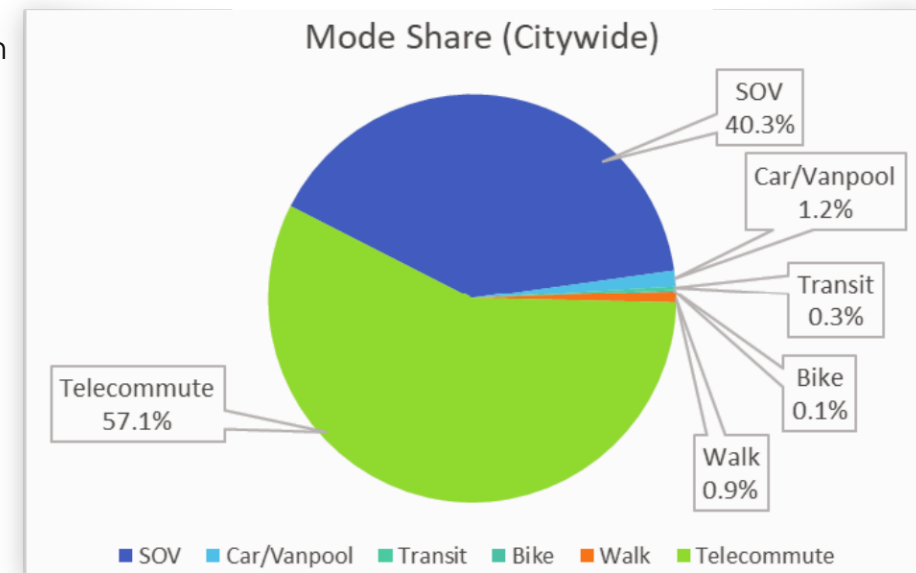


AVR scores in 2021 declined from their telecommute-inflated and unprecedentedly high scores of 2020, yet remain more than double what they had been pre-pandemic. The weighted average AVR score for the Media District was 3.50 while Downtown achieved an average AVR score of 4.19. Across all businesses citywide, the weighted average AVR was 3.62 and exceeded the citywide target for the second year in a row.

Mode Share Breakdown

While average AVR scores for the TDM districts and City declined from their all-time highs in the thirties and forties last year, this year's AVR scores are still well above pre-pandemic levels largely due to the remaining prevalence of *telecommuting. The rate of telecommuters declined from 70.6% in 2020 to 57.1% this year, with the decline largely accounted for by a return to driving alone to physical worksites.

As many businesses have begun returning to in-person work, the majority of physical commutes are being made by single-occupancy vehicles. The SOV rate among surveyed employers increased to 40.3%, compared with 26.3% in 2020 and 84.9% before the pandemic. Despite this increase in drive-alone commutes, we are encouraged to see a more than doubling of the number of walking commutes compared to last year, jumping from 0.4% during the height of the pandemic to 0.9% in 2021. We anticipate the continued increase in walking commutes to return to and hopefully surpass pre-pandemic levels, as well as biking, transit, and car/vanpool commutes as pandemic-related concerns subside.



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

Burbank's TDM Ordinance Annual Report

2021 Burbank ETC Awards

For the Third Annual Burbank ETC Awards, we awarded 1st Prize, 2nd Prize, and 3rd Prize to the ETCs whose sites achieved the highest AVR scores among businesses that are not entirely working remotely. All three winners received a \$50 gift card. We want to thank all the ETCs who submitted their 2021 Burbank Trip Reduction Survey Reports and wish congratulations to all our winners!

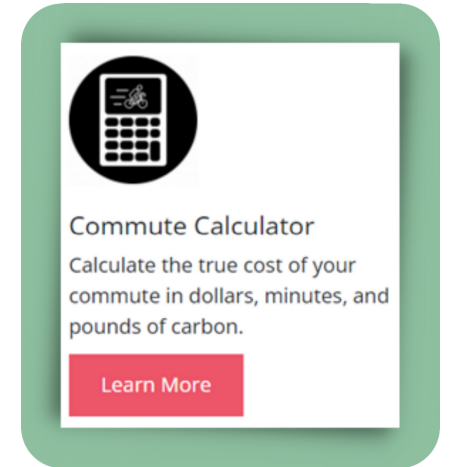
- 1st Prize: **Avalon Blinn of Horvitz & Levy LLP**, who for the second year in a row takes home the top spot after achieving the highest 2021 AVR of - **18.15!**
- 2nd Prize: **Noelle Andonian and team of Media Studios North (Worthe)**, scored a **4.92 AVR** this year.
- 3rd Prize: **Grant Dawdy and Cassi Basile of Disney**, obtained a **4.64 AVR** score this year.

congrats!

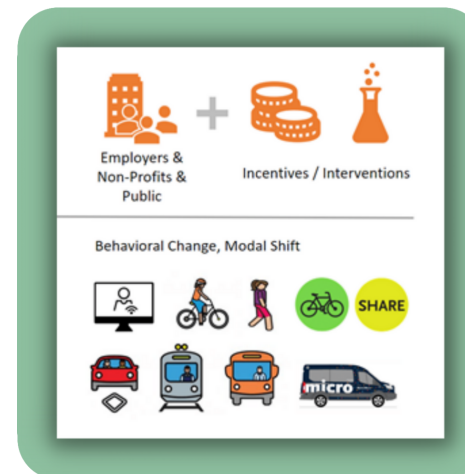
New Technology and Data Initiatives

Commutifi Partnership

This year, we were the first TMO in the country to partner with tech provider Commutifi to integrate their Commute Calculator with our website. This innovative tool helps commuters understand the true cost of their commutes, gives links to resources, and provides the BTMO with valuable travel data. It can be conveniently accessed via btmo.org/get-around/commute-calculator/.



The Commute Calculator can be used to help users quantify the cost of their commutes and explore alternative commuting options



The Metro Travel Rewards Research Pilot will explore how incentives could lead to modal shifts

Metro Travel Rewards Research Pilot

In 2021, we began coordinating and planning to conduct a sustainable travel incentives pilot initiated by Metro. The pilot, which will be led in partnership with Go Glendale, will utilize technology furnished by the Miles app, and be funded by a Metro Travel Rewards Research Federal Transit Administration grant. Stay tuned!

Looking Ahead to 2022

BTMO Goals

The BTMO is excited to work with our valued members in 2022 to expand upon our services and programs. We aim to broaden our reach, and we will continue to help members (including those that never ceased physically commuting as well as those with return to office plans) as they build back their shuttle, group transportation, and first/last mile connections. One of our most important goals will be to support the Burbank business community as we navigate the pandemic recovery, and in doing so we will strive to diversify our engagement, coordinate larger programs among multiple members to leverage economies of scale, and provide better, more cost-effective services to a wider audience.

So many people’s lives have changed over the past 22 months, and we want to sustain positive travel behavior shifts brought about by the pandemic (such as increases in teleworking, biking, and walking). As more people resume travel, now is the ideal time for us to encourage the formation of new habits. We are eager to deploy our programs at this critical time to help mitigate an SOV backslide as workers “return-to-commuting”.

Allocation of staffing and resources from the 2022 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 2022 Annual Survey	15%
Major Events	10%

These changing times offer an opportunity for us to update our programs for a pandemic recovery context, including the reintroduction of in-person events (when it is safe to do so) and incentives for sustainable commuting. We are grateful for your partnership along the way.

