



2022 Annual Report

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Try Transit Lunch, 10-26-22

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Dear BTMO Members,

I am very honored to introduce myself to those I have not met as the new 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 Will Graswich and Ted Walker, and oversight from Julia Wean. While we miss Bronwen Keiner, our previous Executive Director, we are happy for her move to the east coast, and I am excited to lead our team's continued excellent work with the BTMO moving forward.

The first half of 2022 saw a continuing of Covid restrictions requiring events and outreach by the BTMO to continue to be virtual, such as our All Members meeting and Bike and Walk to Work Day event. Happily, the second half of the year brought a relaxing of Covid precautions, allowing the resumption of in-person events. The first in-person event was a "Try Transit" event held in October and attended by a very engaged group of commuters.

The BTMO took this year to focus on expansion of our communication channels. Our social media presence continued to grow in both the number of followers as well as the number of posts. We also worked on updating our brochures and we created a new Vanpool Brochure to extoll the amazing subsidies that are available to new vanpools, through Metro and the BTMO.



The results of our annual Average Vehicle Ridership (AVR) survey show that while employees are returning to the office, telecommuting and transit alternatives continue to play an important role for all our members and community.

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".

Ken Premo
Executive Director



2022: Year in Review

Executive Summary

With a steady rise in employees coming back into work regularly during the past year, we provided guidance for those continuing to work from home as well as safe travel information for workers commuting to the office, all while publicizing multi-modal messages to restore faith in shared transportation options.

In October and November, we oversaw the annual Average Vehicle Ridership (AVR) survey; results showed that although employees are still teleworking in large numbers, physical commuting is making quite the comeback and while many commuters returned to driving alone, there are still many Burbank employees traveling sustainably. As a way to help ETCs prepare for the survey process, we also held office hours to better understand what information we're asking for and how to get a high response rate.

Throughout the year, we provided personalized trip planning assistance and supported members through our virtual All Members Meetings and community workshops, like our Bike, Walk, Breathe Wellness Event. We also sustained our digital engagement through our biweekly transportation e-newsletters, social media and new blog posts, including articles on bus schedule improvements, student travel options, and a Commuters of Burbank testimonial.

In addition, we hosted our first in-person event since 2020! As part of our 2022 Try Transit event at the end of October, we took eight Burbank commuters on a ride on a Metro bus and then did a lunch-and-learn to teach them the ins and outs of using public transportation around town.

As our mission to improve commutes and help people travel more sustainably continued in 2022, we are excited for what is to come in 2023 through innovative programming and expanding our reach even further!

Annual Member Events

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

- In April, Employee Transportation Coordinators (ETCs) from various industries throughout Burbank gathered for the **BTMO's All Members Meeting**. The Meeting was a great platform to announce the ETC AVR Prize winners, share an analysis of the Member Feedback Survey results, and present our new Employee Home Distribution Map- a visual representation depicting where Burbank Employees begin their commute journeys. We also provided a forum for ETCs to exchange information on return to office plans. Guest Speakers included several key Burbank transportation providers, including the City of Burbank, Metrolink, and LA Metro who all presented to ETCs about their agency's exciting new initiatives
- In October, we sponsored **Burbank's State of the City Address** and connected with our members and various Burbank stakeholders
- In October, we were thrilled to host our first **Try Transit** event in person since the pandemic began! Participants joined us for a ride on the bus and learned all about using public transportation, including how to signal for your stop and how to save money with Metro's discounted passes.
- 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.



BTMO's Ken Premo networking at the State of the City Address, October 20th

2022: Year in Review

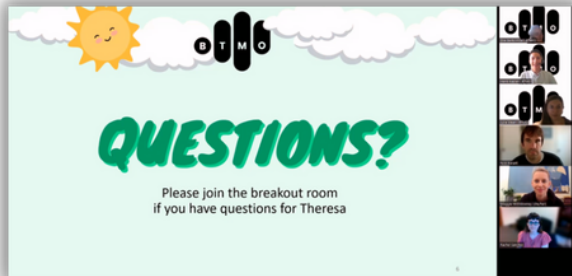
Bike, Walk, Breathe - A Wellness Event

In May, we had a blast hosting our virtual "Bike, Walk, Breathe: A Wellness Event" as part of Clean Air Week, thanks to the incredible support of The Clean Air Committee. The event was a celebration of all things bike and pedestrian-related, and featured presentations on everything from sprucing up and maintaining your ride to getting the most out of multi-modal journeys with bikes on public transit. **We had an incredible turnout, with over 40 participants. We gave away 63 prizes, including 19 shiny new or refurbished bikes, and even donated \$1,000 to Burbank Bike Angels, a local non-profit that helps get kids in the community on two wheels. 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!**

Bike, Walk, Breathe Testimonials

"This is great! It's the reason I dusted off my bike and got back on after 15 years! I can bike to your offices if I win anything. :D"

Ko Maruyama, Bike Prize Winner and Burbank Resident



Screenshot from May's Bike, Walk, Breathe Bike Month Event

"Great event! Loved all of the sessions, thanks so much for putting this on :) I've been wanting to get into biking so this was perfect! "

Jasmine Yen, Bike Prize Winner and BTMO Member Employee

New Marketing and The BTMO's Online Presence

Social Media and The BTMO Website

In 2022, the BTMO was able to expand its online presence to get our message out to a wider range of stakeholders. Our bi-weekly newsletter, which covers transportation news in Burbank and beyond, gained a total of 123 new contacts this year, bringing the full subscriber count to **1,434**. Our social media presence is also still strong with 151 likes on the BTMO Facebook page, 231 Instagram followers, and 161 followers on Twitter. In order to have a stronger brand image on our social media accounts, in 2022, the BTMO started to create more of its own branded graphics to reach new audiences.

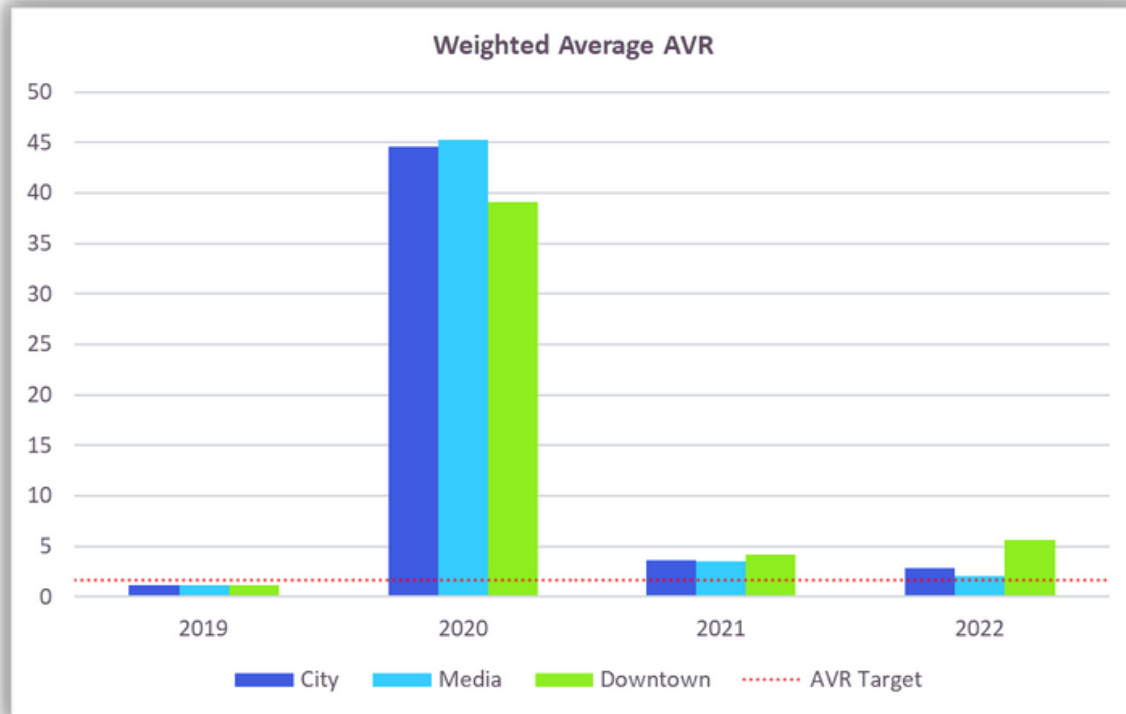


On the first of October of this year, the BTMO began formally tracking its website analytics to better understand where our audience is coming from and how they are using our site. In just that short period of time, the website has seen a total of **762** users. From those 762 users, the site has over 1,200 page views, with the most-viewed information being about our AVR Survey, the TDM ordinance, and our blog posts. This year, the BTMO posted 7 different blog posts on topics from service changes to our "Commuters of Burbank" series to public safety.

2022 Annual Trip Reduction Survey Analysis

2022 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 AVR. This year, 25 employers submitted survey reports, accounting for more than 8,660 PM peak hour commuters. Roughly a third of the reporting employers (8 members) surpassed the City’s target AVR of 1.61.



Despite a continued decrease from their historic highs during the peak of the COVID-19 pandemic, the average AVR scores for the City remain well-above pre-pandemic levels, primarily due to the continued prevalence of telecommuting*. The weighted average AVR score for the Media District, Downtown, and Citywide was 2.03, 5.63, and 2.78 respectively, exceeding the citywide target for the third year in a row.

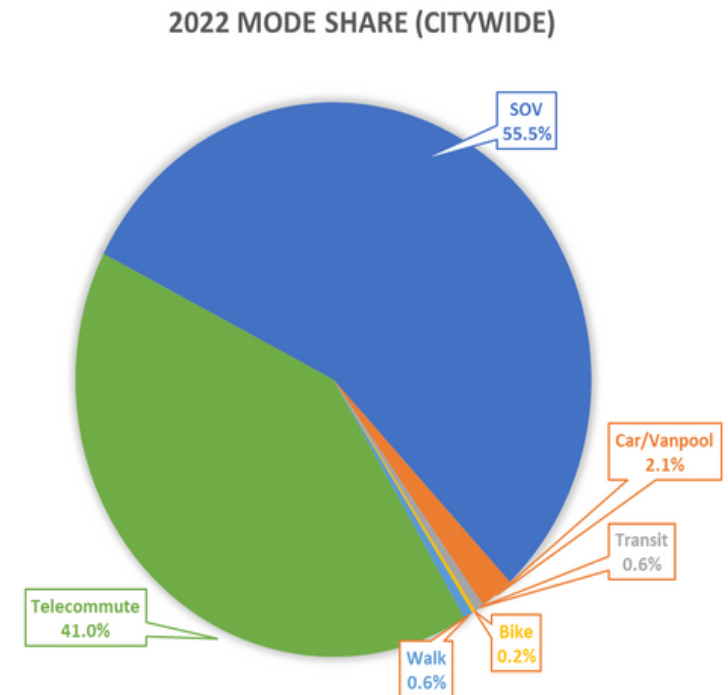
*Telecommuters are defined as those who telework, work flexible schedules or work compressed weeks.

Mode Share Breakdown

Average AVR scores Citywide declined slightly since 2021, which was largely due to the replacement of some telecommuting* trips with vehicle trips as more employees returned to in-person work. The rate of telecommuting has decreased significantly from 57% in 2021 to 41% in 2022, while the rate of SOV trips increased from 40% in 2021 to 56% in 2022. This trend highlights the need to continue supporting and encouraging alternative modes of transportation to reduce congestion and promote sustainable mobility, especially as employees continue to transition to new commute habits.

Despite this increase, the SOV mode share remains well below the pre-pandemic baseline of 85% SOV mode share. Moreover, a higher portion of these trips were taken in vehicles with fewer emissions as the share of SOV trips made by EVs doubled over the past year. We are also happy to see an increase in the mode share of more sustainable modes among the physical commuters including car/vanpool, transit, and biking.

While these increases are marginal, they could reflect a growing comfortability of taking shared transport modes as the threat of COVID declines.



2022 Burbank ETC Awards

For the Fourth 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 2022 Burbank Trip Reduction Survey Reports and wish congratulations to all our winners!

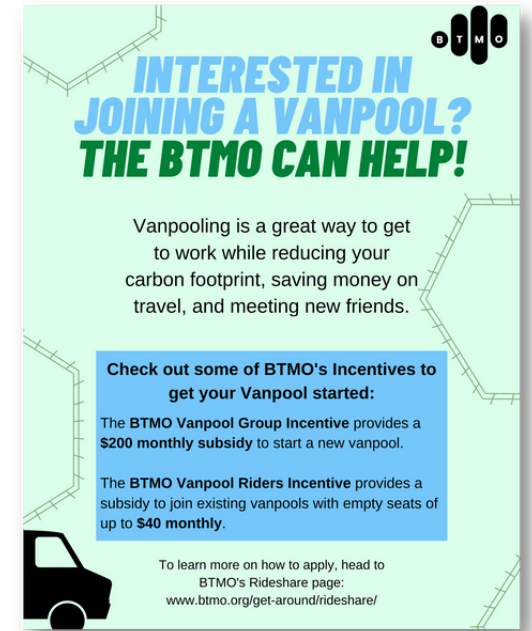
- 1st Prize: **Avalon Blinn of Horvitz & Levy LLP**, who for the second year in a row takes home the top spot after achieving the highest 2021 AVR of 5.2!
- 2nd Prize: **Azhalea Lemus of Aramark**, scored a 2.58 AVR this year.
- 3rd Prize: **Grant Dawdy and Cassi Basile of Disney**, obtained a 2.37 AVR score this year.



BTMO Vanpool Subsidy Brochure

The BTMO Vanpool Subsidy is a fantastic way to incentivize groups to form new vanpools and to get individuals to join existing vanpool.

This year, we've also created a brochure to distribute to our ETCs to promote the subsidy and encourage more employees to leave their cars at home.



Letting Your Creative Juices Flow

In the beginning of 2023, the BTMO will be putting on its first-ever art event for the entire Burbank community and beyond. We will be asking Burbank students of all ages to submit their artwork to be featured in a Sustainable Transportation Art Showcase!

Once we have received all the submissions, we will be displaying all the pieces in our newsletter and on our social media accounts to remind people that traveling more sustainably can be fun for the whole family!



Looking Ahead to 2023

BTMO 2023 Goals

As we look ahead to 2023, 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 get back to 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 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 2023 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%



Thank you, BTMO Board of Directors!

Michael Cusumano, Board Chairman
Cusumano Real Estate Group

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City of Burbank

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Warner Bros. Entertainment, Inc.

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