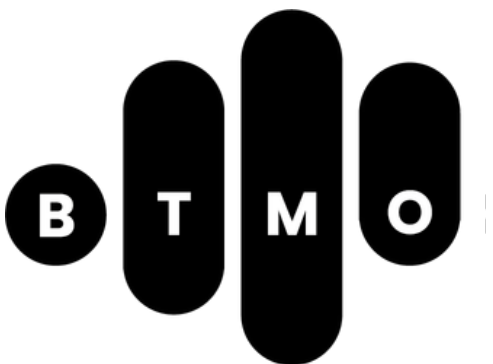


Burbank Transportation Management Organization

Annual Report 2024



March 1st, 2025



2024 Annual Report

Contact Us

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Try Transit Outing in the Media District

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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



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.

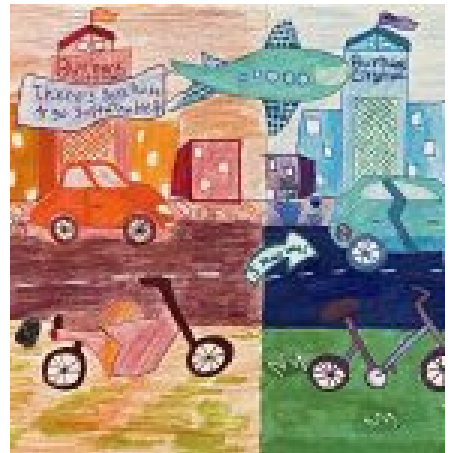
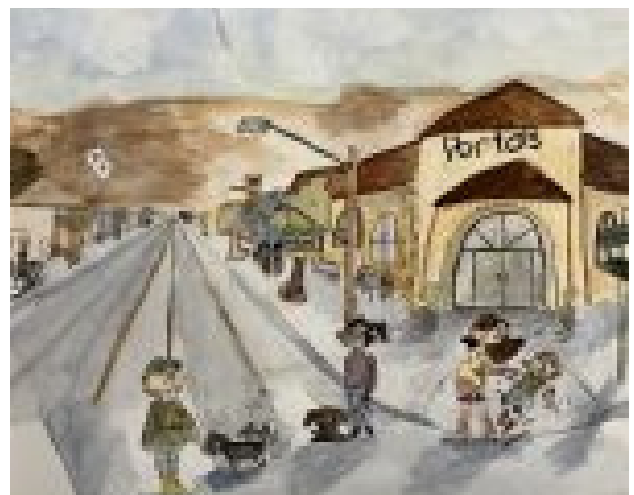
This event encourages younger BTMO members to learn about sustainability through a creative outlet. Art makes this conversation accessible to audiences who might not typically be interested in transportation-related topics and encourages students to reflect on their own transportation experiences. Our 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.



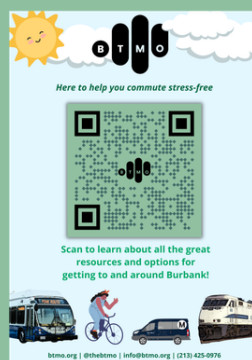
2024 Year in Review

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

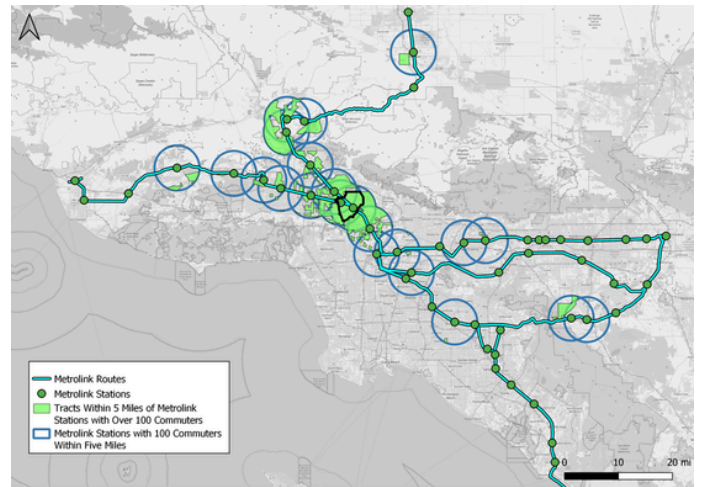
Our website saw more than 5,000 users, many coming directly from in-person and online promotion of our resources. However, of these visitors to our website, nearly 36% were a result of organic online searches (such as Googling "BTMO" or related terms). Our Student Art Showcase and Bike, Walk, Breathe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

Burbank Replica Analysis

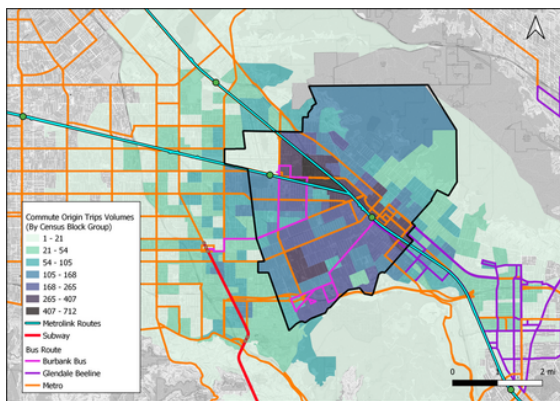
Data Driven Recommendations

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.

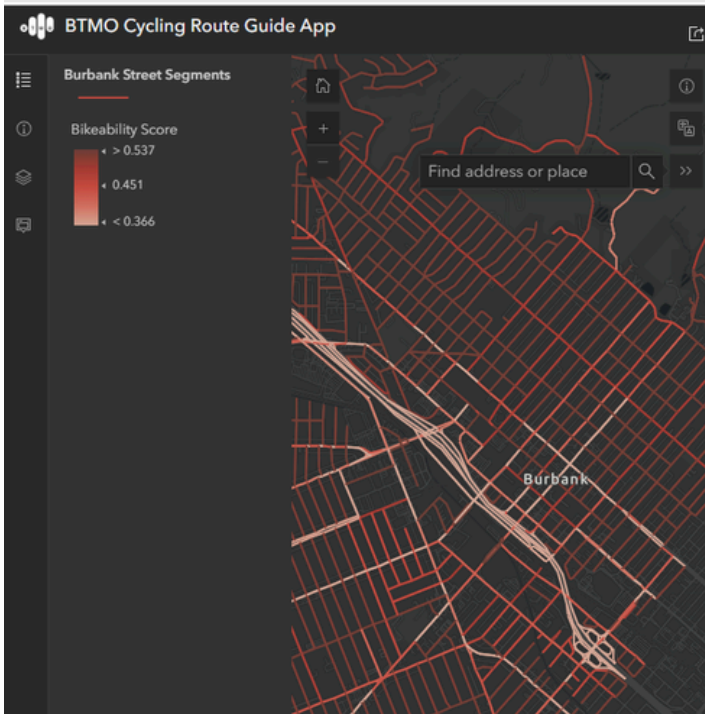
Key recommendations from the report included:

- **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.

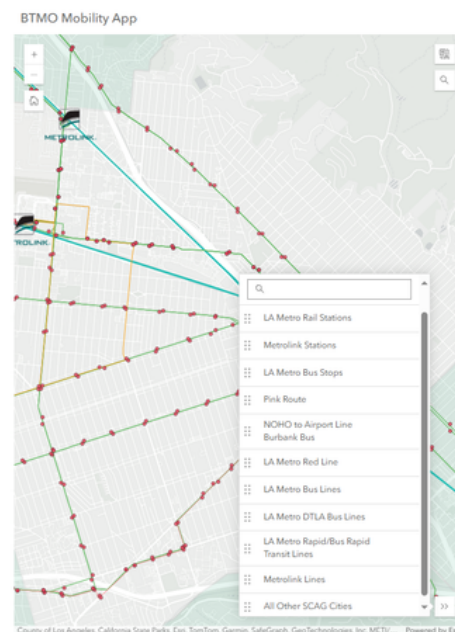


Bike Safety Application

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.

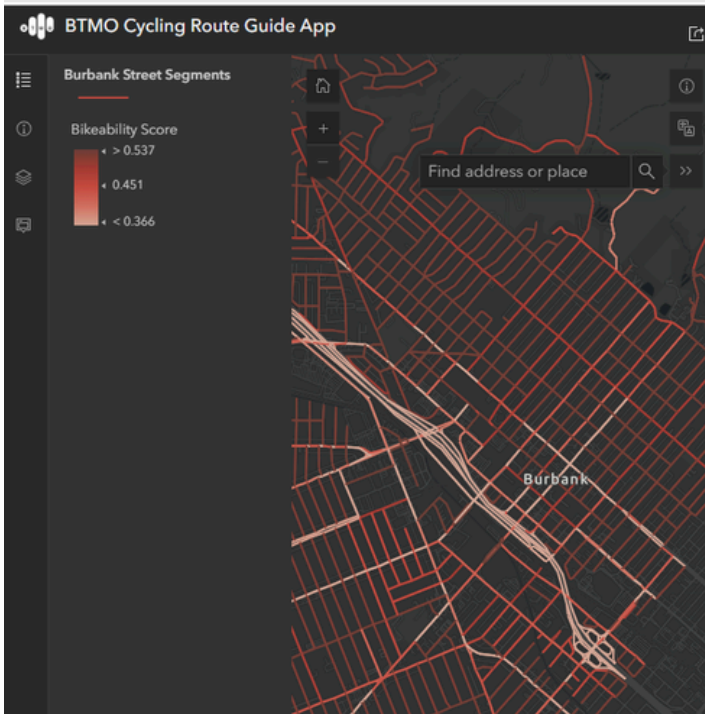


BTMO Mobility App

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BTMO Mobility App



2025 Annual Trip Reduction Survey Report

Each year, employers with 25 or more employees in the City of Burbank’s Downtown and Media Districts, as well as three developments in the airport area, are required to survey their employees about their commute trips. In the City of Burbank, 127 businesses are currently required to comply with the City’s TDM Ordinance and submit surveys. Of those businesses, 65 paid dues as TMO members (51%) and 29 paying members submitted survey reports (45%).

Throughout a designated survey week, regulated employers collect information about their employees’ peak hour commutes and then report to the BTMO their efforts to reduce vehicle trips. This year, the survey week was September 22rd - 26th, and the City set an AVR target of 1.61 for all BTMO employers.

This process provides insights into employee commuting patterns, allowing us to refine our services, compare travel trends year over year, and guide the City's transportation planning efforts.

The BTMO is responsible for collecting, reviewing, and compiling the reports from members in order to prepare this cumulative report. We engaged in the following activities to ensure all members were aware of their responsibility to survey and were equipped with the information and resources necessary to complete the requirement:

- Conducting multiple email and phone communications to all members detailing the survey process
- Holding a virtual BTMO Office Hours open to all members, which was dedicated to the survey process and strategies for undertaking it
- Partnering with Metro Rideshare to assist members with online survey and reporting support
- Providing one-on-one assistance to members seeking guidance on the survey process

The BTMO report provides an overview of members’ commute behavior data to and from work during the peak hour window, and includes mode share breakdowns for the city, Downtown, and the Media District/Airport Area.



Survey Report Summary

In 2025, the BTMO received survey responses from 29 member companies. This year’s dataset included six new respondents representing a range of industries, including Bento Box Entertainment, Central Park, The Pinnacle, Crunch, Whole Foods, and Wokcano. Additional companies registered for the survey but did not meet a minimum response threshold needed to receive site-level results. Across all participating companies, the peak-period response rate reached 74 percent, up from 70 percent in 2024, providing a snapshot of peak-hour commuting activity in Burbank.

The reports captured travel behavior for 8,709 peak-hour commuter respondents, with the vast majority (85%) working in the Media District and Airport Area.

Participating businesses span multiple industries, with entertainment representing the largest share, followed by retail and office buildings, as shown in Table 1. Among these sectors, office buildings, law offices, and entertainment employers reported the highest AVRs.

Table 1: Number and Industry Types of Reporting Employers and Employees

| Business Type | Number | Percent | Category AVR |
|-----------------|-----------|-------------|--------------|
| Entertainment | 10 | 34% | 1.53 |
| Retail | 5 | 17% | 1.11 |
| Office Building | 5 | 17% | 1.57 |
| Manufacturing | 2 | 7% | 1.1 |
| Restaurant | 2 | 7% | 1.05 |
| Government | 1 | 3% | 1.26 |
| Airport | 1 | 3% | 1.01 |
| Law Office | 1 | 3% | 2.01 |
| Education | 1 | 3% | 1.2 |
| Healthcare | 1 | 3% | 1.35 |
| Total | 29 | 100% | 1.35 |

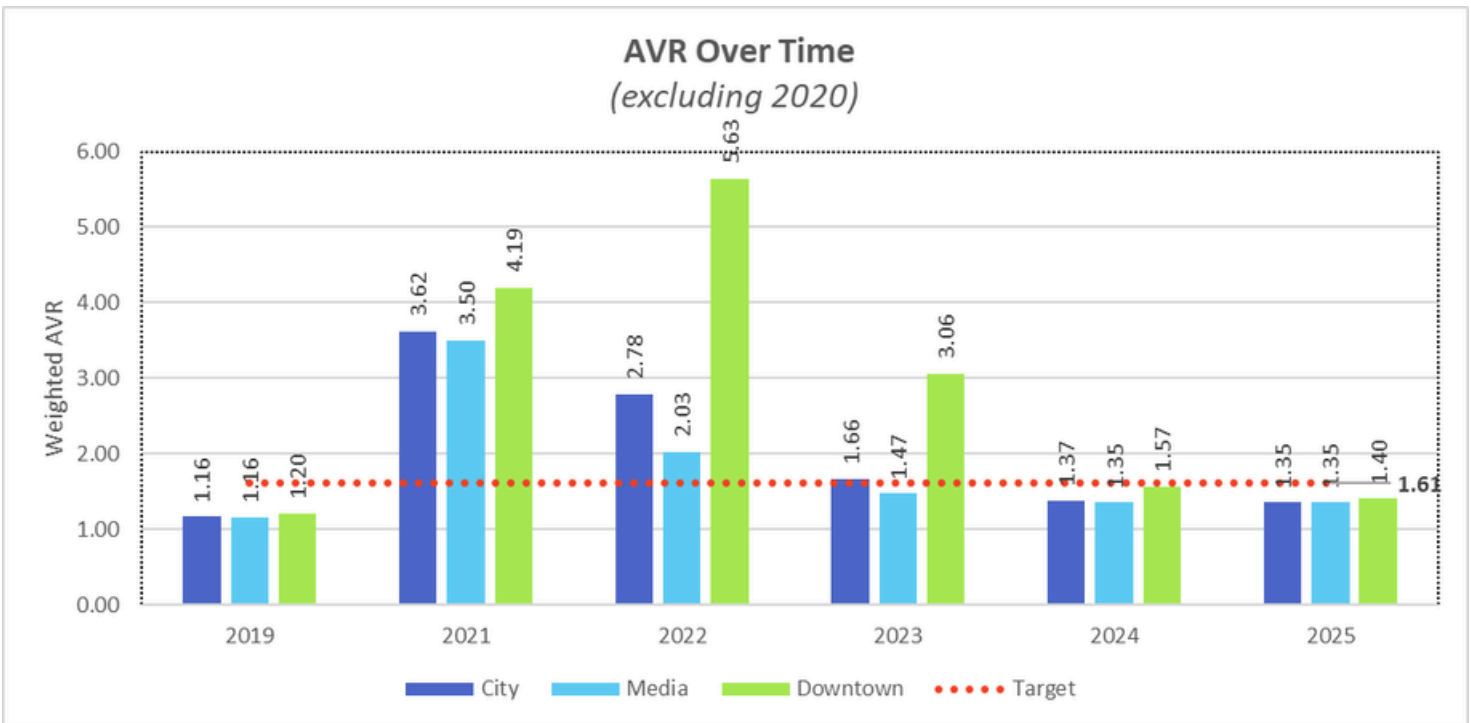


Average Vehicle Ridership (AVR) Rate

The City’s municipal code requires employers to reduce evening peak-period auto travel by achieving an Average Vehicle Ridership (AVR) of 1.6. AVR measures the ratio of employees arriving at worksites during peak periods to the number of vehicles used for those commutes. In simple terms, a higher AVR means more employees are taking sustainable modes, sharing rides, or telecommuting, resulting in fewer vehicles on the road and reduced congestion and emissions.

In 2025, 5 of 29 reporting companies exceeded the citywide AVR target of 1.6. The City’s overall AVR declined to 1.35, a slight decrease from 1.37 in 2024.* When examining specific areas, Downtown Burbank reported an AVR of 1.40, below the target and down from 1.57 last year. The Media District/Airport Area reported an AVR of 1.35, consistent with its 2024 performance.

Despite recent fluctuations, all three calculated areas continue to report higher AVR levels than in pre-pandemic 2019, reflecting shifts in commute behavior associated with hybrid and flexible work arrangements.

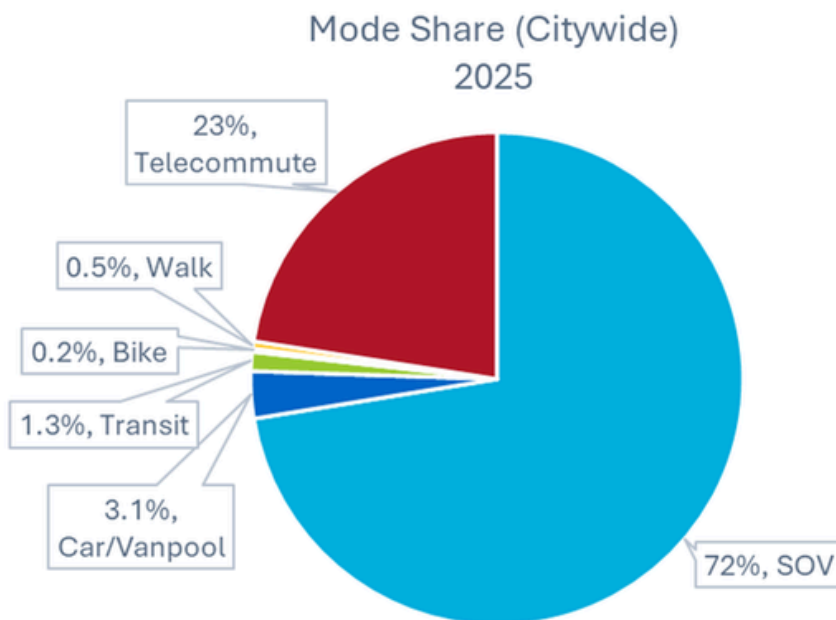


*For 2025, AVR is reported as a system-wide ratio of total employee trips to total vehicle trips. Prior reporting applied an employee-weighted average of site-level AVRs. The updated approach more directly represents aggregate travel activity; year-to-year comparisons should be interpreted with this refinement in mind.



Mode Share Breakdown

Single Occupancy Vehicles (72%) remain the dominant commute mode in 2025. Telecommuting represents the second largest share at 23%, continuing to play a significant role in overall travel patterns. All other modes represent relatively small shares of total trips: car/vanpool (3.1%), transit (1.3%), walking (0.5%), and biking (0.2%). While these modes account for a smaller portion of overall travel, they contribute to reducing vehicle trips and parking demand. Electric Vehicles (EVs), included within the driving mode shares, accounted for 5.1% of all trips, an increase of 3.6% from 2024. 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.*

Compared to 2024, SOV share declined by 2.9 percentage points. However, SOV includes non-response trips coded as drive-alone. Because response rates improved by 4% this year, some of the observed SOV reduction may reflect improved survey participation rather than a true behavioral shift.

Overall, changes across most modes were modest. Some sustainable mode shares (car/vanpool, transit, and telecommute) increased by .75%, .33%, and 2.09% respectively. These increases, though are relatively small in magnitude and the increase in transit use aligns with broader regional ridership recovery trends.

Table 2: Change in Mode Share (2024 - 2025) -*Absolute Change*

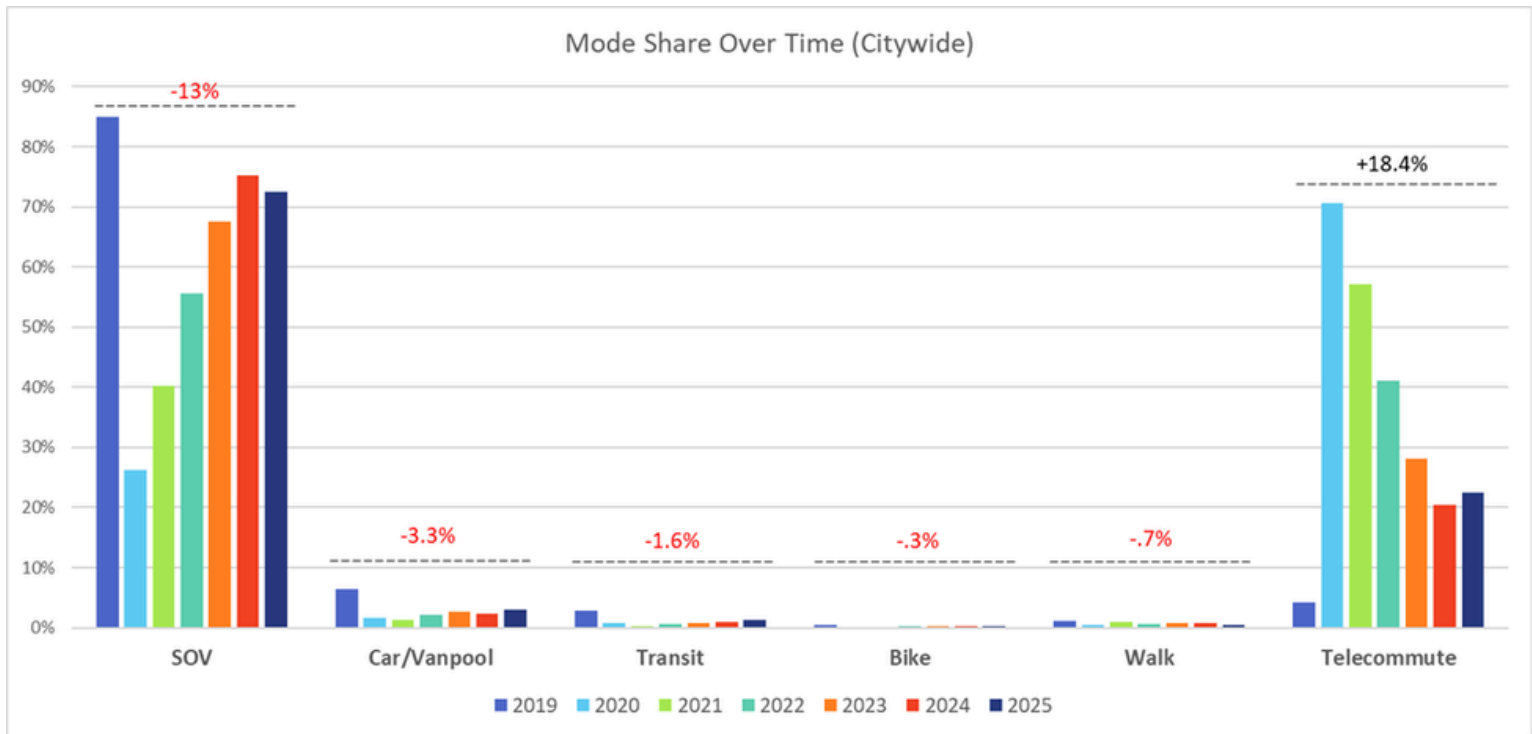
| SOV | Car/Vanpool | Transit | Bike | Walk | Telecommute |
|--------|-------------|---------|--------|--------|-------------|
| -2.86% | 0.75% | 0.33% | -0.04% | -0.24% | 2.09% |



Overall, 2025 reflects a stabilized post-pandemic commute landscape. Over the longer term, commute patterns continue to reflect a structural shift that began during the pandemic. Telecommuting surged in 2020 and, while it has steadily declined since that peak, it remains well above pre-pandemic levels. Even with some year-to-year fluctuations, remote and flexible work continue to represent a sustained change in how employees travel.

SOV use has rebounded from its 2020 low, but it has not returned to pre-pandemic levels. This suggests that while on-site work has resumed, commute behavior has not fully reverted to 2019 patterns.

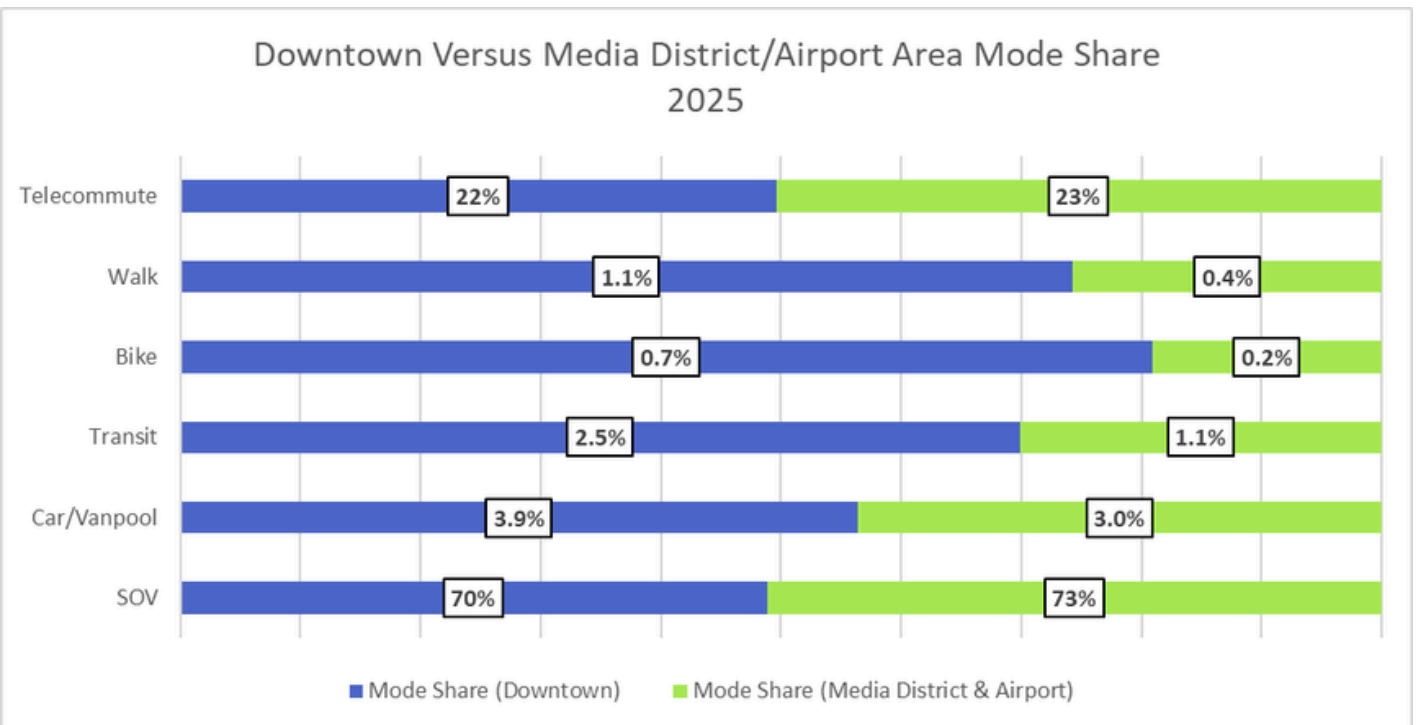
Carpool/vanpool and transit experienced sharp declines during the pandemic and have gradually increased in recent years. However, both modes remain below their pre-pandemic shares. Part of this lag may be linked to telecommuting, which reduces the frequency of commute trips overall and can make shared commuting arrangements more difficult to coordinate. While recent increases are encouraging, additional strategies are needed to support recovery in shared and transit modes.





Mode Share Breakdown by Location

In 2025, commute patterns differ modestly between Downtown and the Media District/Airport Area although both subareas remain predominantly drive-alone. SOV use is slightly lower in Downtown at 70 percent compared to 73 percent in the Media District/Airport Area. Downtown also shows higher shares of transit, carpool/vanpool, walking, and biking. Transit usage in particular is more than double in Downtown, reflecting stronger connectivity, route availability, and proximity to regional services. Walking and biking, while small overall, are also more prevalent in Downtown, likely due to a more compact street network and closer proximity between employment, housing, and amenities.



Telecommuting levels are similar across both areas, accounting for roughly one in five trips. It is also important to note that the Media District/Airport Area has a higher share of employees commuting during off-peak hours, which can limit the availability or convenience of certain transit services and make shared commuting arrangements more complex. This context should be considered when developing targeted strategies and mode shift recommendations for that area.



Vehicle Miles Traveled

In 2025, a new AQMD reporting requirement introduced the collection of commute distance data in order to better understand total miles traveled and the relative impact of each mode on congestion and emissions. Participants who completed the survey using the Metro Survey tool provided commute distance information, allowing for the calculation of total weekly Vehicle Miles Traveled by mode. It is important to note that respondents who submitted manual surveys and did not use the Metro tool did not report commute distance data; therefore, their trips are not included in the VMT totals shown here. While mode share reflects how people travel, VMT provides deeper insight into how far they travel, which directly relates to roadway congestion, fuel consumption, and greenhouse gas emissions.

Table 3: Vehicle Miles Traveled (VMT) Breakdown by Mode

| Mode | Total Weekly VMT | Share of Total Weekly VMT | Total Weekly Trips | Average VMT Per Trip |
|-----------------------|------------------|---------------------------|--------------------|----------------------|
| Drive Alone | 451446 | 48% | 23031 | 20 |
| Telecommute | 353246 | 38% | 10064 | 35 |
| Zero Emission Vehicle | 89817 | 10% | 2846 | 32 |
| Carpool | 23070 | 2.45% | 1624 | 14 |
| Public Transit | 20092 | 2.13% | 741 | 27 |
| Vanpool | 1961 | 0.21% | 115 | 17 |
| Bicycle | 1143 | 0.12% | 119 | 10 |
| Walk | 961 | 0.10% | 277 | 3 |
| Total | 941736 | 100% | 38817 | 24 |

Drive Alone accounts for the largest share of total VMT due to its high volume of trips. Notably, telecommuting, Zero Emission Vehicles, and public transit have the highest average trip lengths, indicating that these modes are most associated with longer-distance commutes. For telecommuting in particular, the reported miles represent trips that likely would have occurred as drive-alone travel, underscoring its significant role in reducing total miles on the road. Similarly, public transit supports longer-distance commuters who might otherwise drive alone, while Zero Emission Vehicles reduce emissions for long trips but still contribute to roadway demand.



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 2025 Burbank Trip Reduction Survey Reports and wish congratulations to our winners!

The winners of ETC Awards in 2025 were:

- Cristina Spratt from The Pointe
- Katie Herrera from The Tower
- Maggie McEldowney from Warner Bros. Discovery



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

David Kriske
City of Burbank

Michael Walbrecht, Secretary
Warner Bros. Entertainment, Inc.

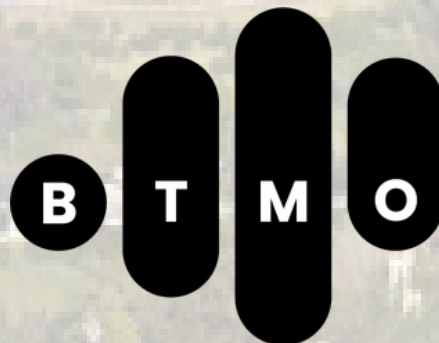
Jim O’Neil
Crowne Realty & Development

Cristina Spratt
Worthe Real Estate Group

Tae Kim
Overton Moore Properties

Grant Dawdy,
The Walt Disney Company

Aaron Galinis
Hollywood Burbank Airport



Burbank Transportation
Management Organization