



BURBANK COMMUNITY MOBILITY STUDY

DECEMBER 2011



CITY OF BURBANK COMMUNITY MOBILITY STUDY

FINAL DRAFT

2011

Prepared for the
City of Burbank
275 East Olive Avenue
Burbank, CA 91510

Prepared by
Moore & Associates, Inc.
28159 Avenue Stanford, Suite 110
Valencia, CA 91355
661.253.1277

Project Stakeholders

Burbank Advisory Council on Disabilities
Burbank Media District Transportation Management Organization
City of Burbank Connect with your Community
City of Burbank Senior Citizen Board
City of Burbank Transit Services Task Force
City of Burbank Transportation Commission
City of Burbank Youth Task Force

Special thanks to Deputy Director Gabriela Flores and Community Resources Coordinator Viviana Ardila from the City of Burbank Park, Recreation, and Community Services Department, for their contribution and assistance with community outreach.

Project funded by a California Department of Transportation Community-Based Transportation Planning grant.

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TABLE OF CONTENTS

1. INTRODUCTION	1
<i>Section 1.1 - Study Area Characteristics</i>	3
<i>Section 1.2 - About the Study</i>	5
<i>Section 1.3 - Relation to Other Plans and Programs</i>	6
2. EXISTING CONDITIONS	13
<i>Section 2.1 - Demographic and Economic Profile</i>	13
<i>Section 2.2 - Transportation Services</i>	22
<i>Section 2.3 - Transfer Stations</i>	32
<i>Section 2.4 - Bicycle and Pedestrian Facilities</i>	35
3. COMMUNITY OUTREACH	39
<i>Section 3.1 – Community Mobility Needs Survey</i>	42
<i>Section 3.2 – BurbankBus Onboard Customer Survey</i>	57
<i>Section 3.3 – BurbankBus Senior and Disabled Transit Customer Survey</i>	64
4. COMMUNITY TRAVEL ORIGINS & DESTINATIONS	69
5. IDENTIFICATION OF MOBILITY SOLUTIONS	77

APPENDICES

APPENDIX A – PRIVATELY-OPERATED TRANSPORTATION SERVICES

APPENDIX B – 2010 COMMUNITY NEEDS SURVEY RESULTS

APPENDIX C – 2009 BURBANKBUS ONBOARD CUSTOMER SURVEY RESULTS

APPENDIX D - BURBANK TRANSPORTATION SERVICES CUSTOMER SURVEY RESULTS

LIST OF EXHIBITS

Exhibit 1.1 Regional Map 4

Exhibit 2.1.1 Arroyo-Verdugo Subregion Population Growth..... 14

Exhibit 2.1.2 Population by Age, Burbank 15

Exhibit 2.1.3 Access to a Personal Vehicle, Burbank..... 15

Exhibit 2.1.4 Local Bus Services within Walking Distance of Burbank Focus Neighborhoods 16

Exhibit 2.1.5 Concentration of Target Populations in Burbank..... 17

Exhibit 2.1.6 Household Income, Burbank 18

Exhibit 2.1.7 Workforce, Burbank 18

Exhibit 2.1.8 Commute to Work, Burbank..... 19

Exhibit 2.1.9 Top Employers, Burbank..... 20

Exhibit 2.1.10 Major Employment Areas 21

Exhibit 2.2.1 Existing Fixed-Route Transportation Services serving Burbank 24

Exhibit 2.2.2 Public Transit Services Serving the Burbank Area 29

Exhibit 2.2.3 Human and Social Service Transportation Providers 30

Exhibit 2.2.4 Regional Commercial Airports 32

Exhibit 2.4.1 Existing Bicycle Facilities in Burbank..... 37

Exhibit 3.1 Summary of Survey Efforts 42

Exhibit 3.1.1 Burbank’s Five Focus Neighborhoods 43

Exhibit 3.1.2 Community Mobility Needs Survey Questions 44

Exhibit 3.1.3 Respondent Age Group..... 46

Exhibit 3.1.4 Vehicle Access and Primary Mode of Transportation 47

Exhibit 3.1.5 Persons with Access to a Vehicle and Use of Transportation Services 48

Exhibit 3.1.6 Reasons for Not Using Alternative Modes of Transportation 49

Exhibit 3.1.7 Transportation Services Used Recently and Respondent Age Group 50

Exhibit 3.1.8 Full-Time Student and Transportation Services Used Recently..... 51

Exhibit 3.1.9 Accessibility by Zip Code..... 52

Exhibit 3.1.10 Zip Code Boundaries..... 53

Exhibit 3.1.11 Accessibility to Services by Age Group..... 54

Exhibit 3.1.12 Satisfaction with Existing Transportation Services 54

Exhibit 3.1.13 Local Bus Services within Walking Distance of Burbank Focus Neighborhoods 56

Exhibit 3.2.1 Preferred BurbankBus Route/Service 58

Exhibit 3.2.2 Alternative Modes of Travel..... 58

Exhibit 3.2.3 Reasons for Riding BurbankBus 59

Exhibit 3.2.4 BurbankBus Routes and Transfer Activity..... 60

Exhibit 3.2.5 Transfer Activity amongst Various Transit Services and BurbankBus Routes 61

Exhibit 3.2.6 Typical Trip Purpose and BurbankBus Route Ridden Most Often 62

Exhibit 3.2.7 BurbankBus System Performance..... 63

Exhibit 3.3.1 Frequency of Use vs. Common Trip Destination..... 65

Exhibit 3.3.2 Main Reason for Riding BurbankBus Senior and Disabled Transit 66

Exhibit 3.3.3 Disability Status vs. Alternative Mode of Travel..... 67

Exhibit 4.1 Work Locations of Burbank Residents 72

Exhibit 4.2 Home Location of BurbankBus Riders that Work in Burbank 73

Exhibit 4.3 Most Common Work Locations of BurbankBus Riders 73

Exhibit 4.4 BTMO Member-Company Commute Data 74

1

1. INTRODUCTION

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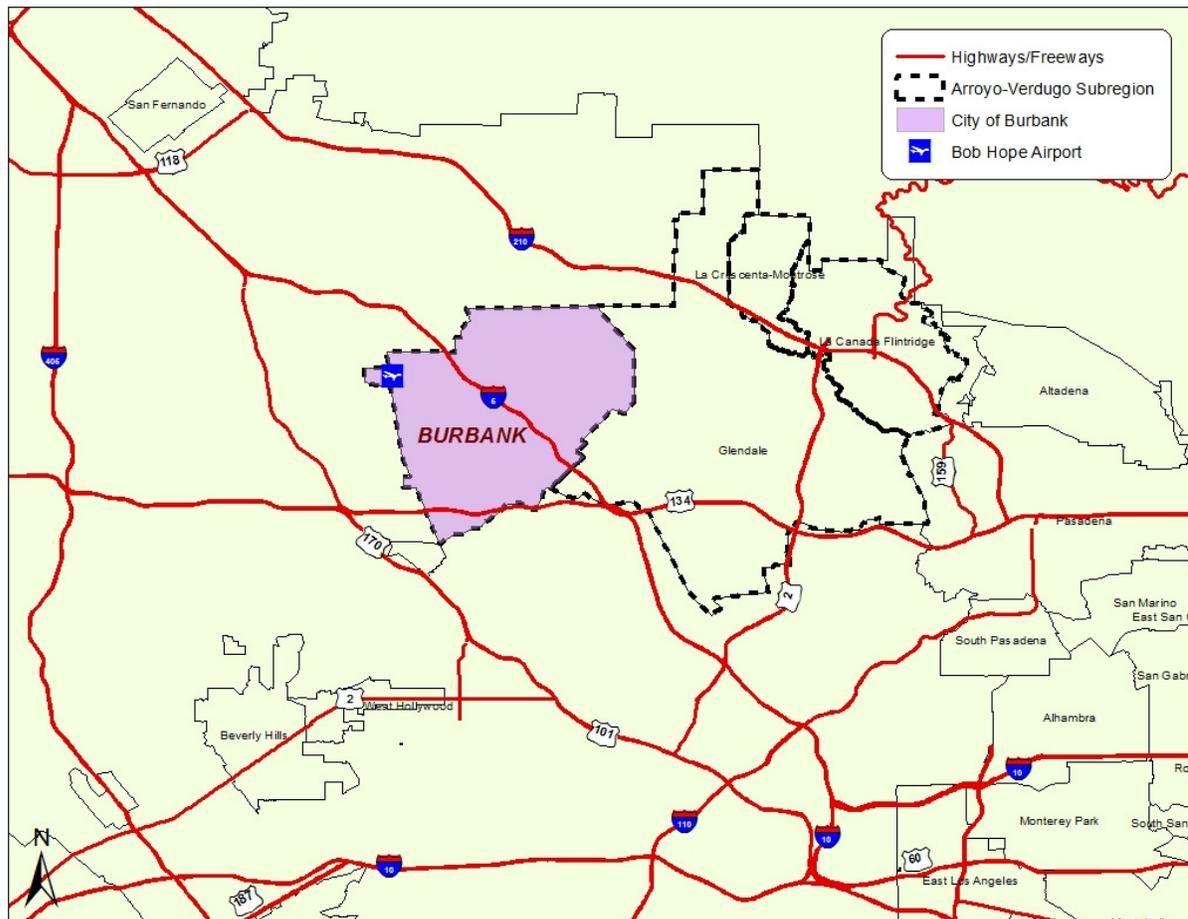
1. INTRODUCTION

SECTION 1.1 - STUDY AREA CHARACTERISTICS

The study area encompasses the city of Burbank as well as the adjacent communities of Glendale and North Hollywood. The primary goal of the study is to identify and quantify inter and intra-city mobility needs and gaps among those who travel throughout Burbank including residents, visitors and persons employed within Burbank (commuters). The process included analyzing the transportation network connecting Burbank with other communities in the Arroyo-Verdugo Subregion.

The city of Burbank lies within the Arroyo-Verdugo Subregion which also includes the cities of Glendale and La Canada Flintridge, and the unincorporated community of La Crescenta-Montrose. The Arroyo-Verdugo Subregion is located at the eastern edge of the San Fernando Valley. Burbank is the westernmost city within the Sub-Region and is adjacent to Glendale (located to the southeast); bordered by the City of Los Angeles (North Hollywood) to the west as well as the south (Toluca Lake and Griffith Park), Sun Valley to the north, and the Verdugo Mountains to the east (see Exhibit 1.1). Four key transportation corridors pass through the Sub-Region including Interstates 5 and 210, and State Highways 2 and 134. Burbank is bordered by two of the corridors (Interstate 5 and State Highway 134) and is home to the Bob Hope Airport (formally the Burbank-Glendale-Pasadena Airport). Located seven miles from Hollywood and eleven miles from downtown Los Angeles, Burbank residents enjoy many options with respect to employment, shopping, entertainment, and healthcare services. Burbank thrives on its ability to offer the services of an urban area while maintaining the character and feel of a small town.

Exhibit 1.1 Regional Map



The City of Burbank markets itself as the “Media Capital of the World.” The Burbank Media District, located in the southern portion of the city, is home to many well-known media and entertainment companies, including Warner Bros Studios/Home Entertainment, Walt Disney Pictures/Disney Channel, ABC, NBC, PBS, and Cartoon Network. Collectively these companies employ an estimated 20,000 persons, constituting a significant share of the region’s entertainment industry. As discussed in the City’s General Plan Mobility Element, given the high cost of living in Burbank many people employed within Burbank live in less costly areas outside the city. The peak travel demand created by the concentration of media companies and associated employment levels results in congestion not only on the surrounding freeways (namely Interstate 5), but also on arterial streets within Burbank causing additional traffic and strain on the local road infrastructure.

Burbank is largely built-out; wherein new development is either infill or redevelopment of existing properties/structures. With spatial limitations there are few opportunities to expand the street network to increase capacity and potentially relieve congestion. The City seeks to enhance mobility within and through Burbank employing strategies which will increase rather than diminish the

walkability and sense of community within the city. Consequently, solutions other than increased roadway capacity must be developed to ensure adequate mobility throughout Burbank.

SECTION 1.2 - ABOUT THE STUDY

In July 2010, the Community Mobility Study was initiated by the City of Burbank to identify and quantify mobility needs and to inventory transportation options associated with the city of Burbank. Services included both City-sponsored transportation services and other transit/rail/Transportation Demand Management (TDM) programs serving Burbank and surrounding communities. Three primary issues will be addressed:

1. **Jobs/Housing Balance.** Recent economic trends have impacted the regional jobs/housing balance and residents are seeking additional mobility options. Persons employed in Burbank and residing outside Burbank are seeking additional commute options. While Metrolink and Amtrak have high levels of service to/through Burbank, the City's public transit service (BurbankBus) has not been able to increase its service levels due chiefly to budgetary constraints. Additionally, an aging population presents new and additional mobility needs.
2. **Coordination of Transit Operators.** This project will assess mobility options within the city, including City-funded services such as BurbankBus and Burbank Senior and Disabled Transit; other transit providers such as LA Metro, LADOT, City of Glendale, City of Santa Clarita, and Access Services; rail operators Metrolink and Amtrak; TDM programs (City employee-based and others); and private-sector transportation providers such as taxis, shuttles, and inter-city bus services. The City has identified mobility enhancement within the sub-region (Burbank and Glendale) as a priority. The City could (eventually) assume responsibility for some of the regional services currently provided by LA Metro assuming sustainable funding was identified.

Burbank benefits from a community-driven mobility strategy. The downtown rail station is the third-highest rail/bus connecting point in the Metrolink system, and presents a cost-effective platform for further development of intermodal transportation options. To optimize the value of the Metrolink system and this transportation facility, local connecting transportation options need to ensure they effectively and efficiently meet the needs of both residents and persons employed within Burbank.

3. **Resource Allocation.** In an environment of unpredictable transportation funding, it is vital for planning decisions to be made so as to offer effective service delivery given available resources. By quantifying mobility needs within Burbank, service and planning decisions can be crafted which best address the community's mobility and sustainability needs and goals.

The primary objective of the Burbank Community Mobility Study is to identify mobility gaps and to provide an assessment of practical, sustainable solutions. The study relies heavily on public input to identify and quantify mobility needs. The result is a series of community-derived service recommendations and implementation strategies intended to enhance mobility for persons living and/or working in Burbank (and by extension, adjacent communities). Community outreach was targeted to individuals who historically do not participate in the planning process, many of whom represent traditionally ride-dependent demographics (listed below as “target populations”).

The study focuses more on population than physical boundaries. The diverse but stratified study population includes Burbank residents, visitors, and those employed within Burbank (regardless of whether they live in or outside Burbank). The methodology also includes an analysis of the transportation network throughout Burbank, examining the transportation systems within and leading to/from Burbank. More specifically, these groups can be categorized in the following population categories:

- Community at-large,
- Commuters,
- Visitors,
- Target Populations, including:
 1. Low-income individuals,
 2. Senior adults,
 3. Persons with disabilities,
 4. Youth, and
 5. Homeless individuals.

SECTION 1.3 - RELATION TO OTHER PLANS AND PROGRAMS

General Plan Update - Mobility Element. Concurrent with this project, the City is in the process of updating the Mobility Element of its General Plan. The goals of the Mobility Element are to support public transportation, regional connectivity, sustainable solutions, and balance between a quaint atmosphere and urban area. The Mobility Element establishes policies aimed at alleviating traffic congestion and encouraging drivers to seek transportation alternatives.

This Mobility Study seeks to complement the goals, policies, and programs adopted by the City’s General Plan Mobility Element by identifying mobility needs and identifying cost-effective solutions intended to enhance alternative transportation options for individuals traveling to, from, and throughout Burbank. While the Mobility Element seeks to describe the basic street classifications and basic transportation services available, the Study includes a more in-depth analysis as to the mobility needs throughout Burbank and whether the existing array of transportation services accommodates those needs.

Sustainability Action Plan. The City of Burbank’s Sustainability Action Plan sets goals and standards to achieve the Urban Environmental Accords goals to achieve urban sustainability, promote healthy economies, advance social equity and protect our ecosystem. The Sustainability Action Plan has seven “urban themes”: energy, waste reduction, urban design, urban nature, transportation, environmental health, and water. Action items under the Transportation theme deemed relevant to the Community Mobility Study are presented in the following table.

Action 13 – Public Transportation: Develop and implement a policy, which expands affordable public transportation coverage to within a half kilometer (1,640 feet) of all city residences by 2015.
<u>13.1. Transportation Demand Management Ordinance</u> – Amend the Transportation Demand Management (TDM) sections of Chapter 31 of the Burbank Municipal Code to include more of the City’s major employment centers such as the Golden State area.
<u>13.2. Mobility Element</u> – Review the proposed update to the Mobility Element of the General Plan to ensure all goals and policies are consistent with the intent of this action item. Adopt the document such that it becomes the official policy of the City of Burbank. Ensure future updates are consistent with the intent of this action item.
<u>13.3. Public Transit Coordination</u> – Proactively promote the development of better public transit services in Burbank through collaboration with regional and sub-regional transit planning groups as called for in the draft Mobility Element.

Source: City of Burbank Sustainability Action Plan

By quantifying the mobility options offered by all transportation providers serving Burbank, this Study will help the City achieve the goals outlined in its General Plan as well as its Sustainability Action Plan. Given Burbank’s future congestion and traffic capacity issues must be addressed largely through increased transit services, TDM, and non-motorized trip reduction strategies rather than increasing roadway capacity, assessing actual mobility resources versus community needs is vital to the most effective use of transit funding and resources.

SCAG 2008 Regional Transportation Plan. The Southern California Association of Governments (SCAG) is required to update the Regional Transportation Plan (RTP) on a five-year cycle for the six-county region of Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura counties. The Plan’s purpose is to create a long-term unified vision of the future of the regional transportation system. The RTP identifies major challenges and addresses mobility throughout the SCAG region.

As the second most-populated metropolitan area in the United States, population in the SCAG region in 2007 (18 million) was believed to account for nearly one-half of all Californians. The primary mobility challenges identified within the RTP were roadway congestion, roadway productivity losses, supply not keeping up with demand, modest growth in public transit usage, aging infrastructure, explosive growth in goods movement, and aviation capacity and ground access constraints. Although not included in the list, fiscal constraints and financing have become the biggest threats to the sustainability of the transportation system. As stated in the SCAG RTP, the region can no longer support low-density development to accommodate future growth. In terms of

the population within the region, the majority (at least 95 percent) commute to work using a single-occupant vehicle, while the balance walk or take public transit.

These challenges and constraints on the transportation system are the result of the region's growth in population, employment and households, a history of low-density land development, and declining income levels.

Burbank Transportation Demand Management. In light of the daily trips generated by large employment centers throughout Burbank, the City adopted a Transportation Demand Management (TDM) ordinance city-wide, as well as TDM measures adopted specifically for the Media District and Burbank Center (Downtown Redevelopment Area) specific plan areas.

The Burbank Transportation Management Organization (BTMO) was created in 1989 for the two specific plan areas noted above to achieve the trip reduction goals mandated through the City's Transportation Demand Management ordinance. The BTMO is a private sector, non-profit organization dedicated to reducing traffic and improving air quality. Member-companies of the BTMO with 25 or more employees must participate in an annual employee commute survey and report the findings to the City. More than 100 employers affiliate themselves with the BTMO which implements TDM strategies including:

- Employee flex-time and modified work schedules;
- Vanpool and carpool programs;
- Rail, bus, and shuttle programs;
- Satellite parking;
- Non-auto based commuting options;
- Parking management;
- Merchant incentives for commuters; and
- Telecommuting programs.

Many of the BTMO member-companies, either in coordination with the BTMO or as a separate benefit for their employees, fund various shuttle services. According to the National Renewable Laboratory (NREL), in collaboration with the BTMO, member-companies have successfully reduced vehicle miles traveled, in turn reducing air pollution and energy consumption. Based on 2006 estimate from the NREL, BTMO programming and membership activities between the period of 1992 and 2006 have reduced 68,000,000 one-way trips and 1,090,000,000 Vehicle Miles Traveled (VMTs). This equates to an annual average reduction of 4.9 million trips. This resulted in 42,000,000 hours of improved employee productivity and \$658,000,000 (USD) in economic benefits.

Some of the BTMO coordinated services include the Home-to-Work Shared Taxi Program and direct-route shuttle services for individual member companies.

City Rideshare Efforts. In addition to the City's TDM efforts to reduce vehicle miles traveled associated with major employers and land uses generating significant trips, the City leads by example. With the goal of improving air quality by relieving traffic congestion and Vehicle Miles Traveled, the City has adopted a rideshare program offering City employee incentives to carpool or chose an alternative mode of transportation (i.e., public transit, biking, walking). Employee commuter programs include the following:

- No-Pollute Commute,
- Guaranteed ride home,
- Preferential parking,
- Rideshare matching,
- Vanpool subsidy,
- Bus subsidy,
- Metrolink subsidy,
- Bicycle purchase program,
- Buck-A-Bike program,
- Cyclocommuting facilities,
- Suggestion box cash incentive, and
- Employee rideshare vehicle.

The highlight of the City's rideshare program is the No-Pollute Commute Subsidy. This financial incentive (subsidy) is offered to each employee enrolled in the program participating in an alternative mode. The subsidy amount is dependent on the number of times per month the employee participates in the program, as well as the mode used. In the No-Pollute Commute program, a minimum of eight days of participation is required to receive a cash subsidy. The subsidy is added to an employee's monthly paycheck.

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EXISTING
CONDITIONS

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2. EXISTING CONDITIONS

This chapter presents an assessment of existing mobility conditions within the study area as well as analysis of the most current population, demographic, and economic data. Additionally, the chapter provides a review of existing transportation services offered throughout the region. Analysis of existing conditions serves as the basis for quantifying existing transportation needs and available resources.

The chapter is organized into four main sections:

1. Demographic and Economic Profile,
2. Transportation Services,
3. Transfers Stations, and
4. Bicycle and Pedestrian Facilities.

SECTION 2.1 - DEMOGRAPHIC AND ECONOMIC PROFILE

Understanding the demographic and economic makeup of Burbank and adjacent areas will aid in directing future transportation enhancements and services to more effectively meet the mobility needs of residents and commuters. To ensure consistency and accuracy, estimates for population, demographic, and economic information were collected from the Census Bureau's 2009 American Community Survey as well as the California Employment Development Department. The following is a discussion of population, demographic, and economic characteristics present within the study area.

Population Growth

Population growth throughout Los Angeles County has slowed significantly since 1990, estimated to have increased by less than half the growth the county experienced between 1980 and 1990. According to the 2009 American Community Survey, subsequent to Census 2000, growth has declined throughout the entire region except in Pasadena which experienced six-percent growth. Los Angeles County as a whole grew by only three percent.

The population trends throughout the county are undoubtedly the result of both recent economic changes and availability of housing. According to both the City of Burbank and Los Angeles County Housing Elements, housing production has not kept pace with population growth for the past several years. The Los Angeles County Housing Element reveals limited housing growth is due to factors such as increased land and construction costs, lack of available and buildable land, lack of housing diversity, environmental interests and hazard protection, and community resistance. Potential for new housing growth in Burbank, as well as many areas throughout the county, is limited to downtown and redevelopment or infill sites. In addition, the recent economic trends have resulted in a changing regional jobs/housing balance; as people live where they can afford

housing and work where they can find a job. These issues have caused atypical trends in population and housing throughout the past decade.

Exhibit 2.1.1 Arroyo-Verdugo Subregion Population Growth

	1980	1990	2000	2009	1980-1990 Percent Change	1990-2000 Percent Change	2000-2009 Percent Change
Burbank	84,625	93,643	100,316	102,364	11%	7%	2%
Glendale	139,060	180,038	194,973	195,876	29%	8%	0%
Pasadena	118,072	131,591	133,936	142,013	11%	2%	6%
La Canada Flintridge	20,153	19,378	20,318	20,559	-4%	5%	1%
LA County	7,477,421	8,863,052	9,519,338	9,785,295	19%	7%	3%

Source: Census Bureau

Mobility-Disadvantaged Populations

An analysis of the demographic profile is important when seeking to identify transportation needs of a community or region, and more specifically when planning for mobility-disadvantaged and/or transit-dependent populations. Mobility-disadvantaged reflects demographic, economic, or social characteristics which inhibit a person's ability to travel independently, thereby having to rely upon transit services and/or family/friends for basic mobility needs. Traditionally, and for the purposes of this study, mobility-disadvantaged populations are characterized by age (senior adults and youth), income (low-income/poverty status), access to a personal vehicle, and mobility status. Transit-dependent is defined as mobility-disadvantaged individuals who are dependent on public transit services for their basic mobility. The following is a review of mobility-disadvantaged populations in Burbank.

Exhibit 2.1.2 presents the population in Burbank in six different age groups. The youth age-group is defined as ages 6 to 17, and seniors are defined as individuals 65 years or older. When analyzing the population of the various age groups, the age groups in which most Burbank residents fall are *30 to 44 years* (25.7 percent) and *45 to 64 years* (25.1 percent). These two age groups represent the majority of the workforce today, suggesting a high level of home-to-work travel demand throughout the area. However, this also indicates in the next twenty years the senior population will increase substantially, affecting mobility needs of the region and requiring transportation service providers to accommodate these increasing demands within the framework of already limited resources.

Exhibit 2.1.2 Population by Age, Burbank

	Population by Age	
	Number	Percent
< 5 years	6,127	6.0%
5 to 17 years	15,334	15.0%
18 to 29 years	16,090	15.7%
30 to 44 years	26,321	25.7%
45 to 64 years	25,686	25.1%
65 years and older	12,806	12.5%
Total	102,364	100.0%
<i>Median Age</i>	37.9	-

Source: Census Bureau, ACS 2009

Nearly six percent of households in Burbank do not have access to a personal vehicle. In comparing this figure to the county (9.5 percent) and the state (7.5 percent), a lower proportion of Burbank residents have access to a vehicle. Since 2000, the percent of households with no vehicle available has decreased significantly for both the county and Burbank by approximately three percent each. This suggests a greater number of persons have access to a personal vehicle now than ever before, further suggesting less reliance on public transit, especially in terms of the greater Los Angeles area.

Exhibit 2.1.3 Access to a Personal Vehicle, Burbank

	Number	Percent
None	2,396	5.9%
1 Vehicle	15,823	39.1%
2 Vehicles	15,740	38.9%
3+ Vehicles	6,546	16.2%
Total	40,505	100.0%

Source: Census Bureau, 2009

“Low-income” population is defined as individuals earning at or below the federal poverty level for a household of four (\$22,050 in 2010). According to the 2009 American Community Survey, there is a small percentage of Burbank residents within the “low-income” category. Estimates indicate persons below the poverty level comprise 8.3 percent of the Burbank population, which is significantly lower than both the state (13.2 percent) and county (15.4 percent).

Although the low-income population makes up a relatively small percentage of total Burbank residents, the City has identified specific neighborhoods for the preservation and enhancement of affordable housing. These have become known as the five Focus Neighborhoods identified for revitalization activities: Lake-Verdugo, Elmwood, Golden State, Peyton-Grismer, and Lake-Alameda. Through this program, the City and its Redevelopment Agency work with the Burbank Housing Corporation (BHC) to ensure long-term affordable housing is not only maintained, but expanded in these areas. The BHC is a non-profit housing developer which acquires, rehabilitates, and manages

rental properties for affordable housing. A certain percentage of housing under this program is made available to qualified residents with very low, low, or moderate incomes.

Exhibit 2.1.4 illustrates the locations of the City’s five Focus Neighborhood Revitalization Areas with a one-quarter mile buffer surrounding each neighborhood. Transportation research suggests most people, if able, are willing to walk one-quarter of a mile. This buffer shows the walking distance from these neighborhoods to nearby bus lines.

Three of the five Focus Neighborhoods (and by extension areas with the highest level of transit-dependency) are served by existing BurbankBus routes. Given the service is structured as a peak-hour (aka commute-oriented) service operating only on weekdays, it may not address the diverse mobility needs of low-income and other transit-dependent residents. At present, the focus of the service is “outbound” to the downtown rail station in the morning, and “inbound” to the station in the afternoon/evening. The City’s downtown area as well as the Elmwood and Lake-Alameda Focus Neighborhoods are not currently served by BurbankBus. However, these areas are directly served by Metro Local Lines 96 and 155 which operate on 15 to 60-minute headways (See Exhibit 2.1.4).

Exhibit 2.1.4 Local Bus Services within Walking Distance of Burbank Focus Neighborhoods

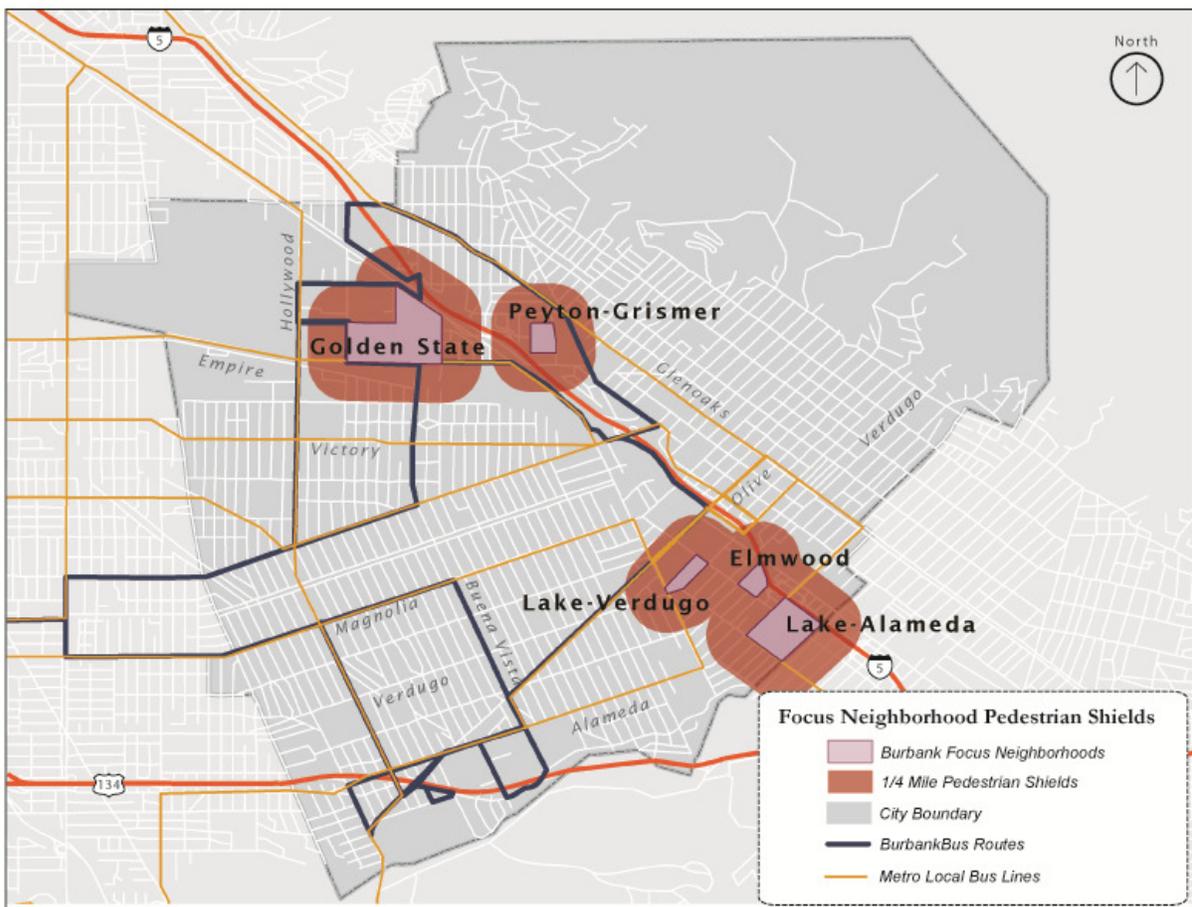
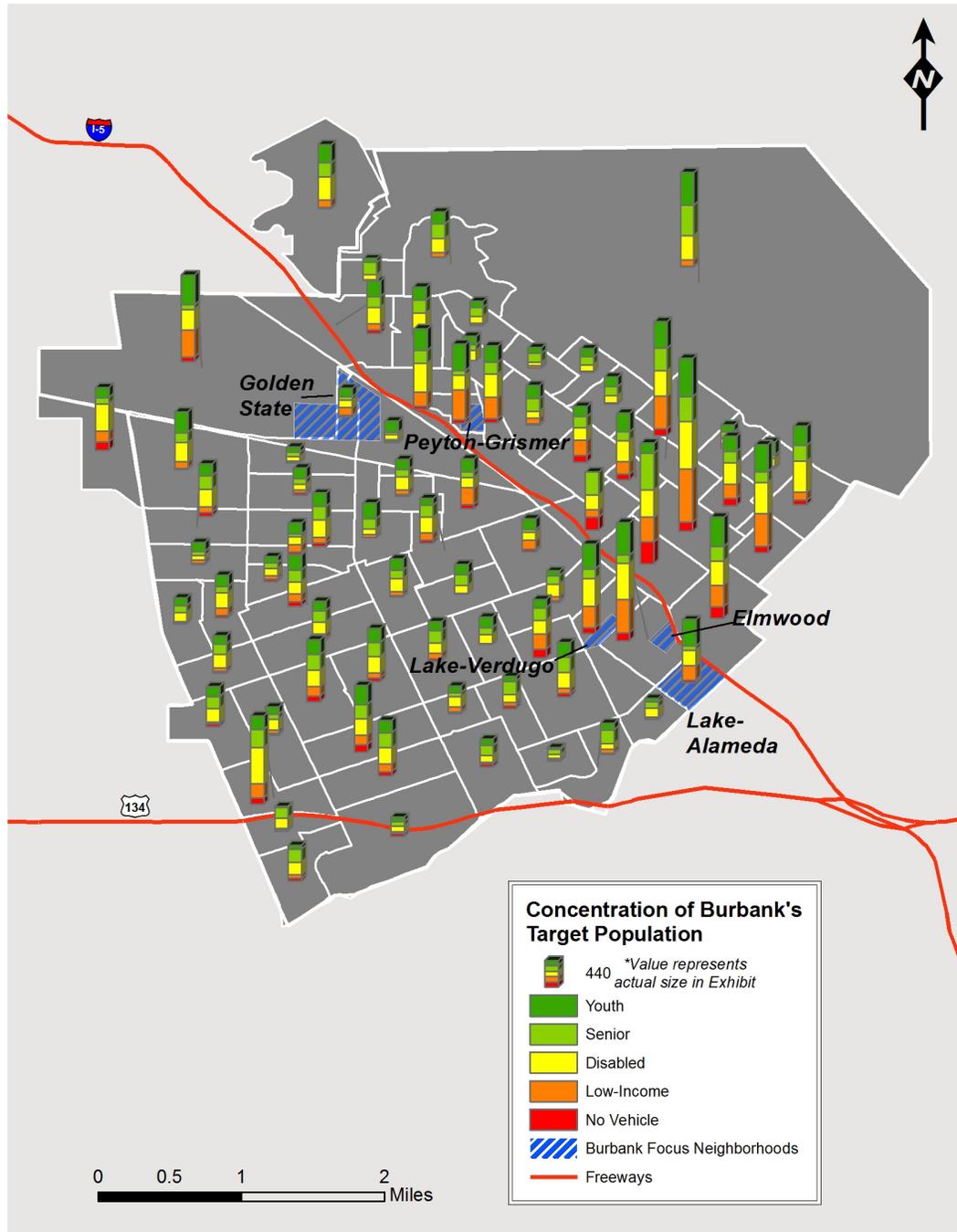


Exhibit 2.1.5 illustrates the concentration of mobility-disadvantaged populations within each census block group within Burbank. In the exhibit, each census block group is illustrated by a boundary line and a stacked bar indicating the population for each target group. As illustrated in the exhibit, the majority of the block groups with high concentrations of mobility-disadvantaged persons are located near downtown and adjacent to the Interstate 5 corridor. In comparing Exhibit 2.1.5 with the map of the five Focus Neighborhoods (see Exhibit 2.1.4), it is evident these neighborhoods have some of the highest concentrations of mobility-disadvantaged populations.

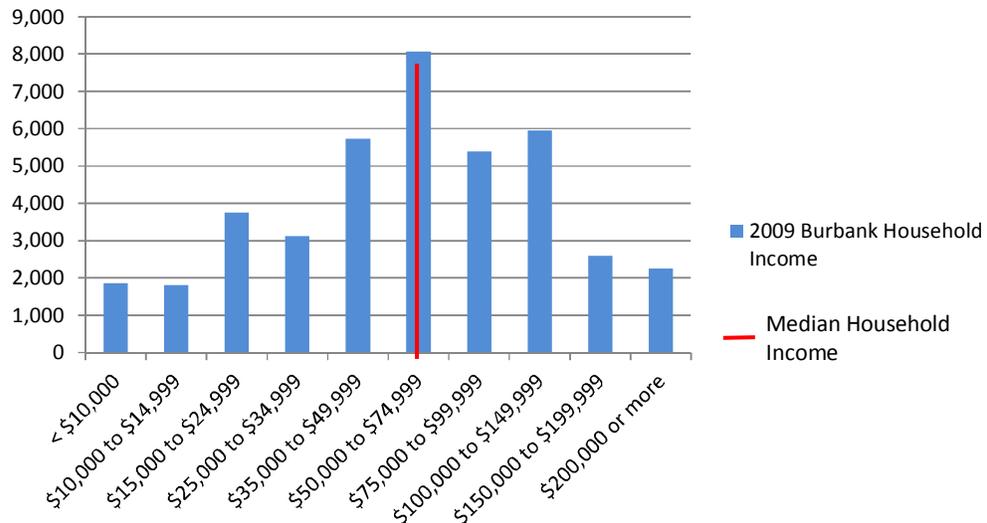
Exhibit 2.1.5 Concentration of Target Populations in Burbank



Economic Characteristics

Another component of quantifying mobility needs is assessing income and employment characteristics. According to the 2009 American Community Survey, the median household income in Burbank was \$62,255, nearly 14 percent higher than the county (\$54,828), and four percent higher than California (\$60,000). As shown in Exhibit 2.1.6, household income is highly concentrated in the middle spectrum between \$35,000 and \$149,999.

Exhibit 2.1.6 Household Income, Burbank



Source: Census Bureau, ACS 2009

Employment characteristics of a community have significant impacts on mobility needs and hence demand on the transportation system. An inventory of home-to-work trips, or commute trends, will serve as the basis for understanding daily trip origin and destination pairings and will seek to identify improvement areas with respect to transportation services. This section describes employment information, while Chapter 4 will include an analysis of home-to-work commute patterns.

Data from the California Employment Development Department reveal individuals in the workforce (actively employed and unemployed seeking employment) in Burbank constitute approximately 50 percent of the city’s total population. The unemployment rate in Burbank stood at 6.2 percent, less than the state and county (12.7 and 12.3 percent, respectively).

Exhibit 2.1.7 Workforce, Burbank

2009 Burbank Major Employment by Sectors		
Sector	Number Employed	Percent
Educational services, and health care and social assistance	9,567	18.0%
Professional, scientific, and management, and administrative and waste management services	6,672	12.5%

Source: California Employment Development Department, 2010; 2010 Census

Exhibit 2.1.8 illustrates mode of travel for Burbank residents’ commute to work. Note the dataset is from the 2009 American Community Survey, reflecting a slightly different total employment number than the EDD estimate used in Exhibit 2.1.7. According to the American Community Survey, of Burbank residents employed within the city, 80 percent drive alone. In addition, the mean travel time to work is 26 minutes. Given the majority of commuters drive alone, with only 3.1 percent using public transportation, the travel time to work is most likely due to traffic congestion versus a slower mode of travel (i.e., walking, biking, bus, etc.).

Exhibit 2.1.8 Commute to Work, Burbank

	Commute to Work	
	Number	Percent
Drove alone - Car, truck, or van	41,820	80.8%
Carpooled - Car, truck, or van	3,648	7.1%
Public transportation	1,609	3.1%
Walked	1,320	2.6%
Other means	1,493	2.9%
Worked at home	1,854	3.6%

Source: American Community Survey, 2009

Exhibit 2.1.9 presents the top employers in the city of Burbank and the number of persons employed by each. Half of the top employer companies are in the entertainment sector, which accounts for 22,332 jobs. The Walt Disney Company and Warner Brothers Entertainment account for more than 50 percent of the jobs among the top employers of Burbank. Both companies are located in the Media District (see Exhibit 2.1.9). Other key employment sectors include healthcare, education, and government. The top employer for healthcare is the Providence/Saint Joseph Medical Center, employing approximately 11 percent or 3,500. Approximately 15,000 persons commute into Burbank during a typical business day (Monday through Friday), indicating the majority of employees commute into Burbank for work yet live outside the city (BTMO member-employee data).

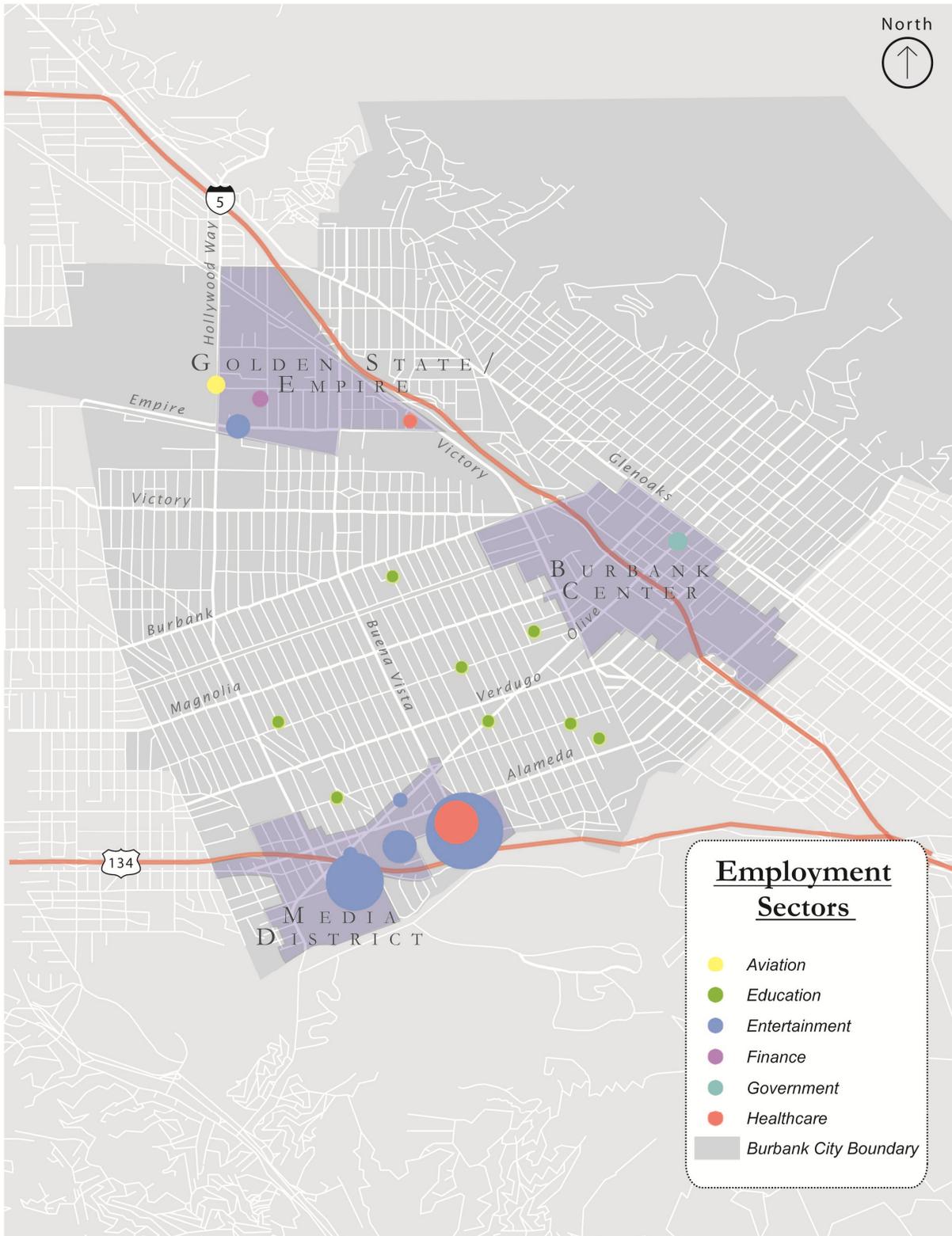
Exhibit 2.1.9 Top Employers, Burbank

Company	Sector	Employees	Percent
The Walt Disney Company	Entertainment	9,466	29.4%
Warner Bros. Entertainment	Entertainment	8,000	24.8%
Providence/Saint Joseph Medical Center	Healthcare	3,500	10.9%
NBC/Universal	Entertainment	2,045	6.3%
Burbank Unified School District	Education	2,010	6.2%
Yahoo!	Entertainment	1,800	5.6%
City of Burbank	Government	1,509	4.7%
Bob Hope Airport	Aviation	1,400	4.3%
WMC Mortgage	Finance	900	2.8%
Health Line Clinical Labs	Healthcare	560	1.7%
Foto-Kem Industries	Entertainment	544	1.7%
Clear Channel Communications	Entertainment	477	1.5%
Total		32,211	100.0%

Source: City of Burbank, 2010

To illustrate the concentration and location of these large employers, which also supports the identification of trip generators, the following graphic (Exhibit 2.1.10) shows the majority of these jobs are located in the southern portion of the city, commonly referred to as the Media District. Given several of the top employers are member-companies of the BTMO, they are required to report annual employee commute patterns, the outcome of which is presented in Chapter 4.

Exhibit 2.1.10 Major Employment Areas



SECTION 2.2 - TRANSPORTATION SERVICES

As part of the identification and quantification of transportation needs and gaps, an inventory of existing transportation services operating throughout Burbank was undertaken. Through quantification of transportation demand, gaps and overlaps in the existing network can be identified and solutions crafted.

Given Burbank is included within the second-largest metropolitan area in the nation, the number of transportation services operating in and around the study area was significant. Burbank is served by local and regional bus, subway, and commuter and light rail services. The Bob Hope Airport, located in the northwestern portion of Burbank, offers scheduled air service to more than fifteen U.S. cities.

During the inventory it was also discovered although there are information sources which list public transportation providers, there is no central source listing all private and human service transportation providers in the sub-region. Therefore, in order to complete the inventory, our project team reviewed all documented services in recent documents, surveys, and studies which presented information on transportation providers. This inventory is of value in that it includes a full and accurate presentation of all public transit services serving the Burbank area. However, it was not in the scope or intent of this project to conduct a full inventory of all human and social service agencies, as well as private companies, providing transportation to their clients/customers. The following sources were consulted as a starting point for compiling information on transportation services provided throughout Burbank and surrounding areas:

- *Transit Guide* (Southern California Transit Advocates, 2009-2010).
- *Coordinated Public Transit-Human Services Transportation Plan for Los Angeles County* (Access Services, Inc.).
- *City of Burbank General Plan, Mobility Element (October 2008)*.

Other sources used to identify transportation services included websites of all transportation operators in Burbank (i.e., LA Metro, Metrolink, LADOT, City of Glendale, etc.), phone directories for Burbank and Glendale, online Google search, Wikipedia, City of Burbank, Access Services, Inc., and Mobility Management Partners.

For the purposes of this study, the identified transportation services are segregated into the following categories:

- Ground transportation, including:
 - Public transit (fixed-route, specialized, commuter bus and rail),
 - Human services (social services, health services, non-emergency medical transport, etc.),
 - Private transportation (taxi and limo services, charter bus, Amtrak, etc.),
- Air transportation, including:

- Airports, and
- Airport shuttles services.

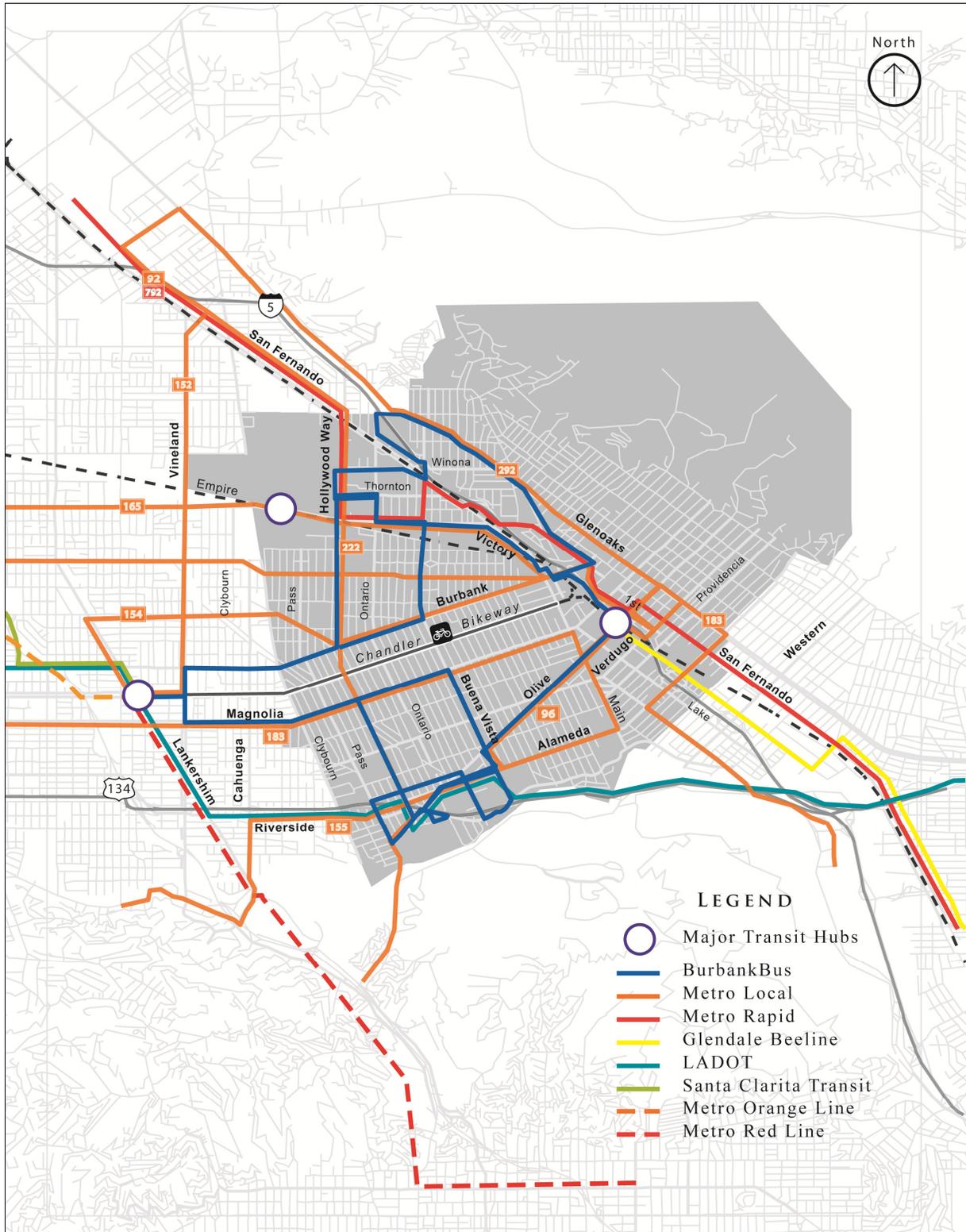
Ground Transportation

Public Transit Services

Whether a resident, visitor, or commuter to Burbank, several general public transit services are available. For the purposes of this study, public transit services are presented by fixed-route and demand-response or ADA-complementary paratransit services. Fixed-route transit is defined as having a regular fixed schedule, fixed alignment/route, and a fixed fare. These services vary in the forms of bus (traditional, rapid, express, or commuter) and fixed-guideway rail services throughout the Arroyo-Verdugo and San Fernando Valley subregions. Some services are intra-city and provide local travel, while others are inter-city and provide regional travel. Exhibit 2.2.1 illustrates the fixed-route services offered to/from and throughout Burbank.

In total, there are six different operators of fixed-route services within Burbank, including the City of Burbank, City of Santa Clarita, City of Glendale, Los Angeles Department of Transportation (LADOT), Los Angeles Metropolitan Transportation Authority (Metro), and the Southern California Regional Rail Authority (Metrolink). These public transportation services are also listed in detail in Exhibit 2.2.2 on page 29, demonstrating the magnitude of transportation options serving the Burbank area.

Exhibit 2.2.1 Existing Fixed-Route Transportation Services serving Burbank



Local Bus Services. The City of Burbank funds BurbankBus, a program composed of four fixed-routes operating primarily within Burbank city limits. The routes link the four major employment and commercial areas: the Downtown Metrolink Station (Burbank Center), Bob Hope Airport, North Hollywood Metro Station (NoHo Red Line Station), and the Media District. BurbankBus is currently operated primarily as a commuter service, providing peak hour services in the AM and PM peak periods. In addition to providing bus circulation within city limits, BurbankBus also provides connection opportunities with Metrolink and Metro. BurbankBus operates Monday through Friday with frequencies of 12 to 18 minutes. In the morning, buses run from around 6:00 a.m. to 9:45 a.m., and in the evening from around 2:20 p.m. to 6:40 p.m.



In Fiscal Year 2009/10, the BurbankBus program provided 374,523 unlinked passenger trips, an average of 31,210 monthly unlinked trips. The Metrolink-Media District route provided the most annual unlinked trips (132,916) in Fiscal Year 2009/10, followed by the NoHo-Empire (Airport) route (89,854 unlinked trips). Funding for the service comes from Proposition C local return revenues, a half-cent sales tax for Los Angeles County through Measure R (approximately 450,000 annually to transit), rider fares (approximately \$10,000 per month), and fare agreements (i.e., Metrolink fares and Metro EZ Pass reimbursement).

The Los Angeles County Metropolitan Transportation Authority (LACMTA/Metro) operates several services in and around Burbank including Metro Local, Metro Rapid, Metro Orange Line (fixed-guideway), and Metro Red Line (subway). Metro Local functions as the county's regional fixed-route bus service, however it provides service at the local level. Given the geographic coverage of Metro is so large, the Metro has adopted Local Service Councils (Sector Governance Councils) for five geographic regions. Burbank and Glendale lie within the San Fernando Valley Service Council region. The main purpose of the Service Council is to advise on planning and implementation of bus service in their region. This ensures Metro's service receives local feedback and support.

Metro Local operates seven days a week, from early morning to late evening. Eleven Metro Local bus lines operate throughout Burbank and make connections with other services at the key transit centers. Metro Rapid is a BRT service consisting of limited-stop lines with fast and frequent service linking cities throughout Los Angeles County. Metro Rapid Line 794 stops in downtown Burbank at Olive and San Fernando, and travels from downtown Los Angeles to Sylmar in the San Fernando Valley neighborhoods. System average weekday ridership in January 2011 for Metro's bus system was 1,086,902 unlinked passenger trips (boardings). Therefore, in a typical week (Monday through Friday), the Metro bus system averages 5,434,510 boardings. Weekday ridership has increased slightly from 2009 to 2011. However, average weekend ridership has decreased from 1,249,951 to 1,203,628.

Commuter/Inter-City Services. Commuter services provide home-to-work trips, usually in the form of inter-city express buses or rail which operates during the morning and evening peak periods.

Given the services cater to employed persons, they often include amenities to allow commuters to work on the trip such as; high-back, upholstered seating, internet access (WiFi), and onboard lavatory.

Two commuter rail lines (Metrolink) travel through Burbank and are operated by the Southern California Regional Rail Authority. Metrolink trains can be accessed at the Burbank Downtown Metrolink Station as well as the Bob Hope Airport rail station. Metrolink's Ventura County Line operates Monday through Friday only and travels from Union Station in downtown Los Angeles running parallel to Interstate 5; stopping in Glendale, Burbank (downtown station and Bob Hope Airport), Van Nuys, Northridge, and into Ventura County. Union Station allows for connections with other Metrolink and Metro rail lines traveling into Orange, Riverside, and San Bernardino counties. The Ventura County Line serves Burbank with 17 trains in both the southbound and northbound direction each weekday service day. Service spans from 5:04 a.m. to 8:37 p.m.



Metrolink's Antelope Valley Line operates seven days a week and travels from Union Station to Lancaster, serving Burbank at the Downtown Metrolink Station. Based on data collected in January 2011, the Metrolink system served 38,684 unlinked trips on a typical weekday, or 193,420 boardings during a typical week (Monday through Friday). The Ventura County Line made up nearly 12 percent of system ridership (3,381 average weekday boardings), while the Antelope Valley Line made up 14 percent of system ridership (5,340 average weekday boardings). This Line serves Burbank with 15 southbound and northbound trains each weekday service day, service spanning from 3:58 a.m. to 11:15 p.m.

LA Metro/MTA operates two regional/commuter services that serve the North Hollywood (NoHo) Red Line Station connecting to BurbankBus and Metro Local services traveling into Burbank. The Red Line is a rail line (subway) running north/south connecting Union Station in downtown Los Angeles with North Hollywood, with stops in Wilshire/Koreatown, Hollywood, and Universal City. Average weekday boardings for January 2011 for the Red Line were estimated to be 143,634 (718,170 average weekly boardings). Metro's Orange Line operates similar to a BRT service traveling along a dedicated busway. The Orange Line travels east/west, from the Warner Center to the NoHo Red Line Station. Extensions to the Orange Line is planned to extend four miles north from Warner Center to the Chatsworth Metrolink Station. In January 2011, on an average weekday, the Orange Line provided 21,116 unlinked trips, four times the activity of the two Metrolink lines serving Burbank.

Amtrak's Pacific Surfliner travels through Burbank stopping at the Bob Hope Airport rail station. The Pacific Surfliner travels from San Diego to San Luis Obispo, with daily service including six

northbound and five southbound trips. An additional southbound trip is offered on weekends and holidays.

Two commuter bus lines travel through Burbank: LADOT Commuter Express 549 and Santa Clarita Transit Route 747. Line 549 travels east/west from Pasadena to Encino with stops in Glendale, Burbank (Media District and North Hollywood Red Line Station), and North Hollywood. Line 549 only operates during morning and evening peak periods Monday through Friday with five trips in the morning and five in the evening. Service spans from 5:55 a.m. to 7:16 p.m. with peak-hour frequencies of 30 minutes.

Route 747 provides express bus service, traveling along Interstate 5 from Santa Clarita to the North Hollywood Red Line Station. Route 747 operates 21 trips each weekday service day, 13 trips on Saturday, and 10 trips on Sunday. Weekday service spans from 5:10 a.m. to 8:53 p.m. departing Santa Clarita every 20 to 30 minutes during morning and evening peak-periods.

Additional commuter-oriented services include shuttle programs offered through the Burbank Transportation Management Organization (BTMO) for member-companies, as well as vanpool and ridesharing services sponsored by LA Metro.

Senior and Disabled Transit Services. Senior and disabled transit services in the area are provided by the City of Burbank, Los Angeles County, and City of Glendale. These are curb-to-curb, shared-ride transportation services which provides independence to those who are mobility-disadvantaged to requested destinations ranging from shopping, medical appointments, community gatherings, church, visit friends/family, etc. There are restrictions to these services which may impact their use, including limited service hours, ride availability, trip schedule and eligibility requirements, and limited service area.

BurbankBus Senior and Disabled Transit program is a curb-to-curb service available to residents of Burbank who are 60 years of age or older and/or have a disability determined by a physician. This is a suggested-donation service providing rides throughout Burbank and is funded primarily through Proposition A and Measure R. Service hours vary by day, from the typical span is 7:15 a.m. to 5:15 p.m. on weekdays; 8:15 a.m. to 6:15 p.m. on Saturday; and 8:15 a.m. to 4:15 p.m. on Sunday. Eligible riders are asked to book their appointment at least one day in advance. Trips are provided on a first-come, first-served basis.

The City also operates a youth subscription para-transit service called Got Wheels. This program is available to youth age 10 to 18 years who live in Burbank and are registered for the service. The route circulates to schools, skate parks, libraries, malls, and other youth program sites. Given declining program funding, service during the school year was discontinued effective August 2011. It is expected that summer service will continue. In Fiscal Year 2009/10 the service provided 45,000 unlinked trips.

The City of Glendale's operates an eligibility based dial-a-ride service. A mandatory one-dollar fare is required for each unlinked trip. To schedule a trip, a rider must be a senior (60 years or older) or person with a disability and registered with the City. Glendale Dial-A-Ride provides curb to curb service throughout the cities of Glendale and La Canada Flintridge, as well as the unincorporated portions of neighboring Montrose and La Crescenta. Weekday service hours span from 8:00 a.m. to 6:00 p.m., and 9:00 a.m. to 4:00 p.m. on Saturday. Sunday service hours are 9:00 a.m. to 2:00 p.m. Trips can be scheduled up to two weeks in advance but no later than 24 hours in advance.

Access Services is the Coordinated Transportation Service Agency (CTSA) for Los Angeles County. Access Services provides complementary curb-to-curb service for persons with disabilities. Access Services operates within three-quarters of a mile of all Los Angeles County fixed-route bus and Metro Rail lines. This covers Los Angeles County and portions of San Bernardino, Orange, and Ventura counties. Service is offered from 4:00 a.m. to 12:00 a.m. seven days a week. One-way fares are based on distance traveled not to exceed three dollars. Eligible and registered riders may schedule up to six trips during one phone call.

Cityride is a transportation assistance program serving seniors (age 65 or older) and persons with disabilities who reside in the City of Los Angeles and select areas of Los Angeles County. The program includes a Dial-A-Ride service as well as ride subsidy for qualifying City of Los Angeles taxi operators.

Exhibit 2.2.2 Public Transit Services Serving the Burbank Area

Public Transit Services						
Program/Service	Type of Service	Lines/Routes Serving Burbank and Surrounding Areas	Service Provider	Service Coverage	Eligible Riders	Base Cash Fare
Fixed Route						
BurbankBus	Fixed-Route Bus	Empire-Downtown, Media District-Metrolink, NoHo-Media District, and NoHo-Empire	City of Burbank	Burbank city limits	General Public	\$1.00
Glendale Beeline	Fixed-Route Bus	Metrolink Express Route 12	City of Glendale	Glendale city limits	General Public	\$0.25
Metro Local	Fixed-Route Bus	Serving Burbank: 92, 94, 96, 152, 154, 155, 164, 165, 183, 222, 292 Serving NoHo Station: 156, 224, 353, 363, 656, 656 Owl, 902	LA Metro/MTA	Los Angeles County	General Public	\$1.50
Metro Rapid	Fixed-Route Express Bus / Rapid Transit	Line 794	LA Metro/MTA	Los Angeles County	General Public	\$1.50
Metro Transitway	Fixed-Route Bus Rapid Transit	Orange Line	LA Metro/MTA	San Fernando Valley, North Hollywood, Burbank	General Public	\$1.50
Metro Rail	Heavy Rail/Subway	Red Line	LA Metro/MTA	Los Angeles, North Hollywood, Burbank	General Public	\$1.50
Senior & Paratransit						
Burbank Senior & Disabled Transit Service	Eligibility-based Demand Response	N/A	City of Burbank	Burbank city limits	Seniors & Persons with Disabilities	Donation
Got Wheels!	Subscription-service para-transit for youth	N/A	City of Burbank	Burbank city limits	Youth (ages 10 to 18)	N/A
Access Paratransit	ADA Complementary Paratransit	N/A	LA County	Los Angeles County - within 3/4 mile of all fixed-route bus & METRO rail services	Persons with Disabilities	Varies
Glendale Dial-A-Ride	Eligibility-based Demand Response	N/A	City of Glendale	Glendale city limits, Montrose, La Canada-Flintridge, & La Crescenta	Seniors & Persons with Disabilities	\$1.00
Cityride	Eligibility-based Demand Response and taxi subsidy program	N/A	Los Angeles DOT	City of Los Angeles and select areas of Los Angeles County	Seniors & Persons with Disabilities	Varies (\$2 to \$8)
Commuter						
LADOT Commuter Express	Commuter Bus	Commuter Express Route 549	Los Angeles DOT	San Fernando Valley, Encino, Burbank, Glendale, Pasadena	General Public	\$1.25 - \$2.75
Santa Clarita Transit	Commuter Bus	Commuter Express Route 757	City of Santa Clarita	Santa Clarita to Burbank	General Public	\$2.50
Metrolink Commuter Rail	Heavy Rail	Ventura County and Antelope Valley	Southern California Regional Rail Authority (SCRRA)	Los Angeles and Ventura counties	General Public	Varies
Amtrak	Heavy Rail	Pacific Surfliner	Amtrak California	San Luis Obispo to San Diego	General Public	Varies
Metro Vanpool Program	Vanpool	N/A	LA Metro/MTA	Los Angeles County	General Public	N/A

Human and Specialized Transportation

Exhibit 2.2.3 lists the various human service and specialized transportation services/programs within Burbank and adjacent areas. Human and specialized transit are defined as transportation services provided to clients or patients of human service organizations such as health services, social services, rehab programs, non-profit agencies, etc. These organizations, as part of their mission, will transport their clients/patients who require mobility assistance to/from the services or programs they provide/sponsor.

Eligible riders for the majority of these services are either clients of the organization or are seniors and persons with disabilities. In addition to these services, 19 non-emergency medical transportation services were identified which serve the Burbank area and are shown in the Appendix.

Exhibit 2.2.3 Human and Social Service Transportation Providers

Human Services and Specialized Transportation			
Provider	Service Area	Eligible Riders	Primary Population Served
Glenoaks Adult Day Health Care Center	Burbank, Glendale, Los Angeles, N. Hollywood, Sherman Oaks, Reseda, Panorama City	Clients	Senior adults
Beacon House Association of San Pedro	Los Angeles County, Harbor, Long Beach Area	Clients	Men 18 years or older
CRI-Help, Inc.	Greater LA Area	Clients	Drug and alcoholic addicts
East Valley Multipurpose Senior Center	East San Fernando Valley	Clients	Senior adults
Kaiser Foundation Hospital	Medical center patients	Clients	Senior, disabled and commercial Kaiser members
New Horizons	San Fernando Valley	Clients	Developmentally disabled
Project New Hope: Echo Park	LA County	Clients	HIV homeless population - adults
San Fernando Valley Community Mental Health Center, Inc.	San Fernando Valley, Sunland/Tujunga area, LA	Clients	All
Tarzana Treatment Center	Antelope Valley, San Fernando Valley, Long Beach/South Los Angeles	Clients	All
Tierra del sol Foundation	San Fernando and San Gabriel Valley	Clients	Adults with development disabilities
Watts Health foundation (UHURU)	LA County	Clients	Adults and low income
LAC & USC Medical Center	LA County and adjacent counties	Clients	All
LADOT - Citiride	City of LA and adjacent areas	Seniors & Persons with Disabilities	Seniors & Persons with Disabilities
Women At Risk		Clients	HIV and Women
Hollywood Community Hospital of Van Nuys	Van Nuys area	Clients	Chronically mentally ill adults

Private Transportation

Privately-owned and operated transportation services include transportation providers offering transportation to the general public for a specified price or fee, such as a fee per hour or mile. These include services such as charter buses, taxis, and limousines. Given the cost of using these services is significantly higher than other public transportation options (i.e., BurbankBus, Metro Local), many mobility-disadvantaged persons are unable to use or afford taxi or limo services. Other private transportation services include non-emergency medical transport. A list of readily available private transportation services offered in and around Burbank is presented in the Appendix.

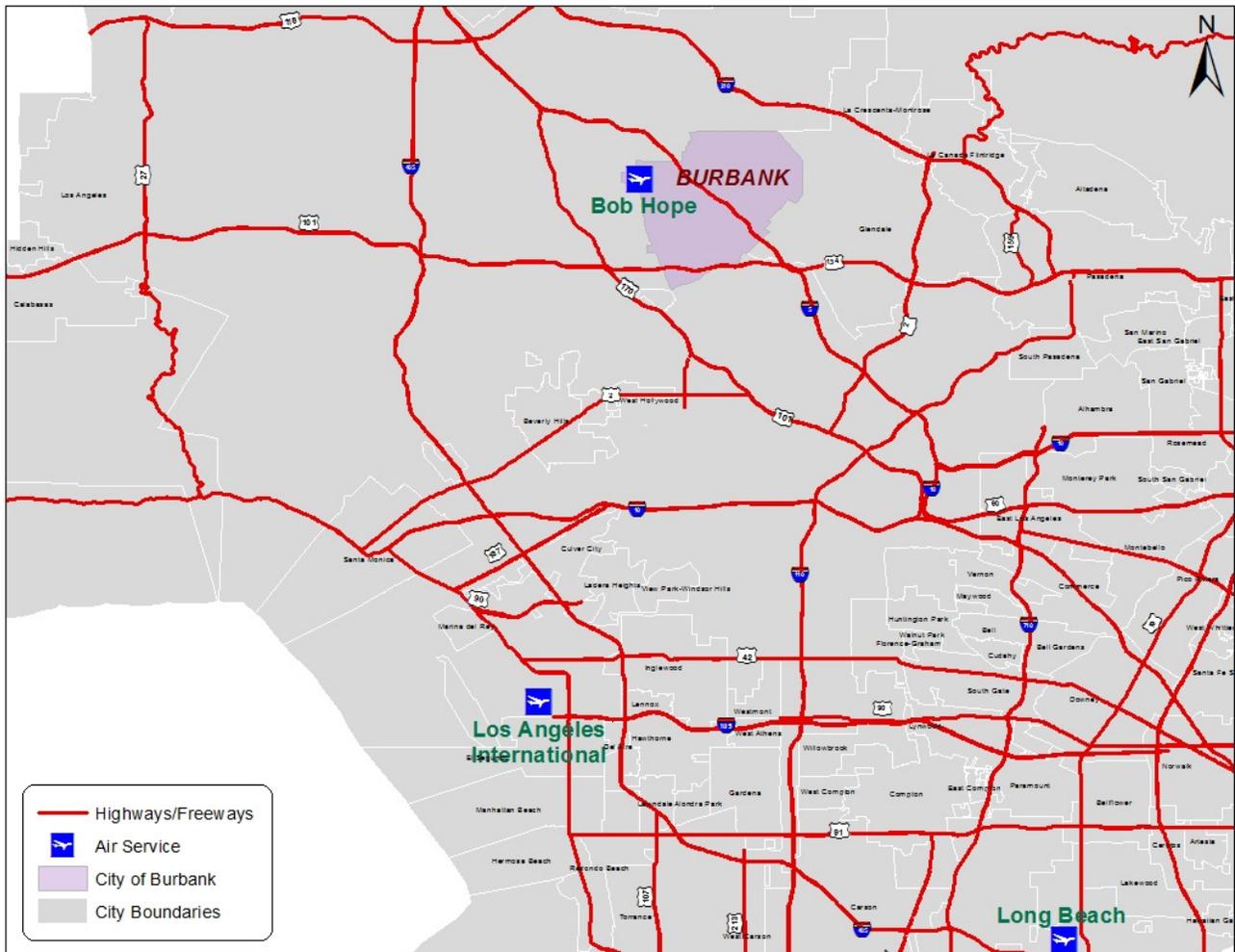
Air Transportation

There are four regional and international commercial (scheduled-service) airports in Los Angeles County including the Bob Hope Airport in Burbank, Los Angeles International Airport (LAX) in Westchester, Palmdale Regional Airport, and Long Beach Airport. Three additional commercial airports are located outside the county including the Ontario International Airport in San Bernardino County, John Wayne Airport in Orange County, and Palm Springs International Airport.

The Bob Hope Airport in Burbank is the only scheduled-service airport serving the Arroyo-Verdugo Subregion and the San Fernando Valley. The Airport is located in the northwest border of Burbank in the Empire District, and is adjacent to Interstate 5. The Bob Hope Airport, which provides domestic flights only, served 4.6 million passengers in 2009. The Airport is served by several public transportation services with pick-up and drop-off locations at the terminal as well as the Bob Hope Airport rail station adjacent to the air terminal. These services include Metrolink (Ventura County Line), BurbankBus (NoHo-Empire and Empire-Downtown lines), Amtrak (Pacific Surfliner), Metro Local bus (Lines 165, 222, and 94), and Metro Rapid (Line 794).

In addition to the many public transit options available from the Bob Hope Airport, there are two free shuttle services offered between the Airport and the Burbank Downtown Metrolink Station as well as the North Hollywood Metro Red Line Station. The free shuttle services are provided under an agreement between the Burbank-Glendale-Pasadena Airport Authority and SuperShuttle. The two multimodal transportation centers served by the shuttle provides connections with local, regional, and commuter bus and rail services (see Section 2.3).

Exhibit 2.2.4 Regional Commercial Airports



SECTION 2.3 - TRANSFER STATIONS

Connectivity between services is extremely important when assessing multi-modal transportation throughout a region. Although there are many services available throughout the study area, one service may not go the entire distance of a person's trip; from origin to destination. Transfers or connections between services are an integral part to the transportation network and should be made as seamless as possible for the rider to encourage the use of alternative modes of transportation across a broad demographic spectrum.

There are three established multimodal transfer centers serving the Burbank area.

Downtown Burbank Metrolink Station. This multimodal transportation centers includes six different services:

- BurbankBus: Media District-Metrolink and Empire-Downtown.
- Metro Local: Lines 92, 96, 154, 155, 164, 165, and 292.
- Metro Rapid: Line 794.
- Metrolink: Antelope Valley and Ventura County lines.
- Glendale Beeline: Metrolink Express Route 12.
- Santa Clarita Transit: Route 794.

The Downtown Metrolink Station generates high levels of transfer activity between the local BurbankBus service, Metro Local, and regional services such as Metrolink commuter rail. This facility also includes a park-and-ride lot and bike lockers and racks. At the station, patrons may purchase Metrolink passes at a ticket vending machine (TVM). A positive aspect of the station is that it accommodates transfer opportunities to four separate fixed-route bus services: BurbankBus, Metro Local, Metro Rapid, and Glendale Beeline.



North Hollywood Red Line Station. This station is located to the immediate west of Burbank in North Hollywood. The NoHo Station offers connections between six services:

- BurbankBus: NoHo-Media District and NoHo-Empire.
- Metro Local: Lines 152, 154, 156, 183, 224, 353, 363, 656, 656 Owl, 902.
- Metro Rail: Red Line (subway).
- Metro Orange Line (fixed-guideway).
- Santa Clarita Transit: Route 757.
- LADOT: Commuter Express Route 549.

This station now serves commuter/regional LA Metro services that accommodate weekday passenger loads 19 times that of the Metrolink commuter rail lines stopping in Burbank (see Commuter/Inter-City Services discussion above). The two BurbankBus routes serving this station have increased in ridership significantly through the past four years. Between Fiscal Years 2006/07 and 2009/10, the NoHo-Media District route has increased ridership by 28,571 (61 percent), while the NoHo-Empire route experienced 42 percent growth in ridership of 26,622 during that time. This shows the NoHo Red Line Station has substantially increased its commute and transfer activity, now rivaling the Downtown Burbank Metrolink Station.

Bob Hope Airport Metrolink/Amtrak Station. The Bob Hope Airport Station is not as well known for its transfer activity, yet it is the only station which offers direct connection to scheduled air services. The following services are available:

- BurbankBus: Media District-Metrolink and Empire-Downtown.

- Metro Local: Lines 94, 165, 222, and 794.
- Metro Rapid: Line 794.
- Metrolink: Ventura County Line.
- Amtrak: Pacific Surfliner.
- Downtown Burbank Metrolink Station Airport Shuttle.



To encourage and accommodate alternative modes of transportation to and from the airport, the Burbank-Glendale-Pasadena Airport Authority has been working with the City of Burbank to develop a transit center for the Bob Hope Airport. The project was approved by the Burbank City Council in August 2010. The Regional Intermodal Transportation Center (RITC) will be located adjacent to the Bob Hope Airport at the Metrolink Train Station on Hollywood Way and Empire Avenue. The Center was originally going to incorporate all bus transit and rental car facilities on the airport property. At the time of this study, the specific details of the center design were being updated to reflect projected funding.

Another large multimodal facility linking regional services throughout southern California is Los Angeles Union Station in downtown Los Angeles. This station provides connectivity to regional transit services and intercity rail services. The following list illustrates the level of service and transfer activity occurring at this facility:

- Amtrak: Coast Starlight, Pacific Surfliner, Southwest Chief, Sunset Limited, Texas Eagle.
- Metrolink Lines: Ventura County, Antelope Valley, San Bernardino, Riverside, Orange County.
- Metro Rail: Red Line, Purple Line, Gold Line.
- Metro Local: 40, 42, 68, 70, 71, 78, 79, 378.
- Metro Rapid: 714, 728, 770.
- LADOT Dash: Lincoln Heights/Chinatown.
- El Monte Busway.

The Glendale Amtrak/Metrolink Station, hereby referred to as the Glendale Transportation Center, is located in the southern portion of Glendale, and features the following transportation services:

- Metro Local: Line 183.
- Glendale Beeline: Routes 1, 2, 11, and 12.
- Metrolink: Antelope Valley and Ventura County Lines.
- Amtrak: Pacific Surfliner.

SECTION 2.4 - BICYCLE AND PEDESTRIAN FACILITIES

Non-motorized transportation options such as walking and biking represent healthier and more environmentally-friendly ways of traveling than other alternative transportation modes discussed previously in this study. The City's pedestrian and bicycle network is extremely important when looking at mobility options available in Burbank. The following is a discussion of existing and planned bicycle facilities within Burbank. This information was gathered from the City of Burbank Bicycle Master Plan (2009) and the City's General Plan Mobility Element update (2008).

To promote bicycle travel, for both commute and recreational purposes, the City of Burbank has created a Bicycle Master Plan updated and adopted in 2009. The City also maintains a webpage (www.burbankbike.org) with additional information pertaining to bicycle facilities and planning activities. The Master Plan serves as a policy document that guides the development and maintenance of a bicycle network, support facilities, and other programs over the next 25 years. The Bicycle Master Plan ensures adequate facilities such as the recently opened Bikestop parking facility in downtown Burbank which houses 40 bicycle racks as well as a classroom to promote alternative transportation are maintained, enhanced, and planned for throughout the city to promote bicycle travel in a safe and effective manner.



Chandler Bikeway in Burbank

Bicycle facilities throughout Burbank can be categorized using the three standard classifications:

- **Class I Bikeway** - Defined as paved bike paths completely separated on its own right-of-way from any motor vehicle traffic (street or highways).
- **Class II Bikeway** – Defined as a bike lane, designated by paint and signage illustrating it is a designated bike lane. These bikeways (bike lanes) are one-way lanes located on a street or highway next to motor vehicle traffic going the same direction, and are best suited for high traffic roadways (arterials).
- **Class III Bikeway** – Defined as a bike route integrated with pedestrian or motor vehicle traffic (shared use). These bikeways are usually designated only by signage. These are usually best located on streets with slow traffic (residential) and/or roadways with enough width to allow cars to pass.

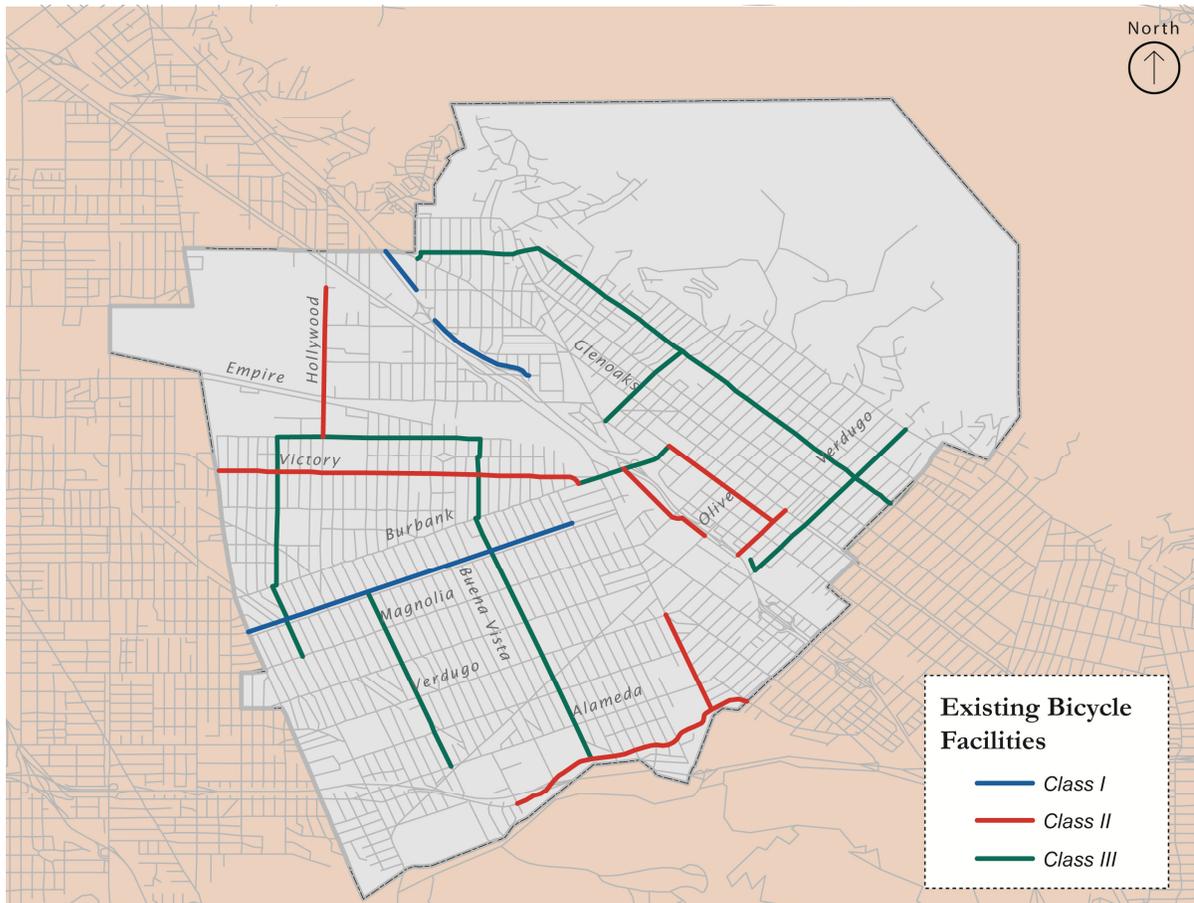
According to the City of Burbank 2009 Bicycle Master Plan, Burbank has 18 existing bikeways consisting of a total of 22 miles of bikeway: 3 miles of Class I bikeways, 7 miles of Class II bikeways, and 12 miles of Class III bikeways. The City has also implemented and plans for additional bicycle amenities throughout the city to enhance visibility and increase safety of bicyclists traveling on roadways, and allowing better connectivity between the various bikeways. These amenities and treatments include street calming or speed reduction techniques, auto traffic reduction, reducing

street crossing barriers, and bike boulevard signage and markings. These are described further in the Bicycle Master Plan.

To enhance regional connectivity, the City is planning for a three-mile Class I bike path along San Fernando Boulevard, Victory Place, Lake Street, and the Burbank Western Flood Control Channel near the Downtown Metrolink Station in Burbank. The San Fernando Bikeway is planned to be completed by 2014. The bikeway will connect with a regional bike path completing the link between Sylmar and the Burbank Downtown Metrolink Station. In Burbank the bikeway will connect with other Class II and Class III bikeways leading into downtown and west on Victory Boulevard. From Victory bicyclists can connect with the Media District and the Empire/Airport Area through other Class II and Class III bikeways.

Exhibit 2.4.1 illustrates the various bikeways throughout Burbank and their class designations. The map reveals connectivity between the bikeways is limited in certain areas. The San Fernando Class I bike path will add connections between the downtown area and the northern part of the city in the Empire/Airport Area, however there will still be a disconnect between downtown and the Chandler bike path. There are few bikeways connecting the Elmwood, Lake-Verdugo, and Lake-Alameda Focus Neighborhoods, located in the southern portion of the city adjacent to Interstate 5, with other areas of the city. Given many residents in these neighborhoods are low-income and/or ride-dependent, better bicycle and pedestrian connectivity with other paths may enhance mobility options in making certain trips.

Exhibit 2.4.1 Existing Bicycle Facilities in Burbank



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3. COMMUNITY
OUTREACH

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3. COMMUNITY OUTREACH

Community input, a key component of the Mobility Study, was encouraged using various methods to elicit information across all demographic segments of the Burbank community. The primary goal of the public outreach was to assess awareness of existing mobility services and identify mobility needs through a variety of forums, including established City of Burbank committees, surveys, roundtable meetings, and community events. Doing so ensured the Mobility Study incorporates community-driven recommendations and implementation strategies designed to enhance mobility options.

In 2000, Burbank had a population of 100,316. Of that population, 10 percent (approximately 10,000) were individuals with a household income below the federal poverty level (earning less than 30 percent than the median income of \$75,437). Eighteen percent indicated having a disability, 13 percent were 65 years or older, and more than 22,000 were 18 years or younger. This indicates a significant number of residents reflecting socioeconomic and demographic characteristics which may impact their personal mobility. In addition, the BTMO estimates approximately 20,000 persons work for BTMO-member companies, and of those employees an estimated 75 percent commute from places outside Burbank and Glendale. These demographic and economic characteristics translate to growing demand for transportation and use of specific services.

As discussed in Chapter 1, many other parallel planning studies/reports were underway and/or had recently been completed prior to the development of the Mobility Study. In utilizing primary data from past/recent public input efforts, this study was able to incorporate the needs of various population groups and commuters throughout Burbank. These include an analysis of individuals who live, work, and visit in Burbank. Primary market research included:

- 2010 Burbank Community Mobility Needs direct mail and online survey,
- 2009 BurbankBus Onboard Customer survey,
- 2010 Burbank Transportation Services Customer direct mail survey (dial-a-ride survey), and
- 2010 Burbank Transportation Management Organization commute survey.

These surveys gathered compatible information such as travel origin/destination, typical travel characteristics and dependence on public transportation, awareness of and satisfaction with existing transportation services, and demographic characteristics.

The following table summarizes the various survey efforts conducted for both the Mobility Study and other recent survey efforts. In total, 551 surveys were completed as part of the community outreach efforts for this study, and 755 surveys from other recent market research activities. For evaluation purposes, our analysis reflects a sample size of 1,306 plus the data collected from the BTMO member-companies.

Exhibit 3.1 Summary of Survey Efforts

Community Mobility Needs Survey - Target Populations	Survey Method	Surveys Completed
Low-Income	Mail	368
Senior Adults and Persons with Disabilities	Senior Citizen Board Meeting	13
Youth	Youth Task Force Meeting	24
General Community	Online	95
General Community	Intercept (Events)	51
<i>Total Project Survey Efforts</i>		<i>551</i>
Additional Data - Recent Surveys		
Current transit riders	BurbankBus Onboard Customer Survey (2009)	540
Area commuters	BTMO Commute Survey Data Summary (2010)	N/A*
Burbank Senior and Disabled Transit riders	Customer Mail Survey (2010)	215
<i>Total Prior Survey Efforts</i>		<i>755</i>
TOTAL SAMPLE		1306

*Commute survey data was provided by the BTMO in summary form where a specific number of surveys completed were not specified. Therefore the number of completed commuter surveys is unknown.

Given each survey effort, as defined above, focused on a particular audience/population, the following presents the results by survey effort. As there are variations in questions across the four surveys, slight differences in survey responses may exist. In assessing overall trends, we focused on compiling results by survey with an overall discussion of trends among target populations at the conclusion of each section. The chapter is organized into three sections:

1. Community Mobility Needs Survey,
2. BurbankBus Onboard Customer Survey, and
3. BurbankBus Senior and Disabled Transit Customer Survey.

SECTION 3.1 – COMMUNITY MOBILITY NEEDS SURVEY

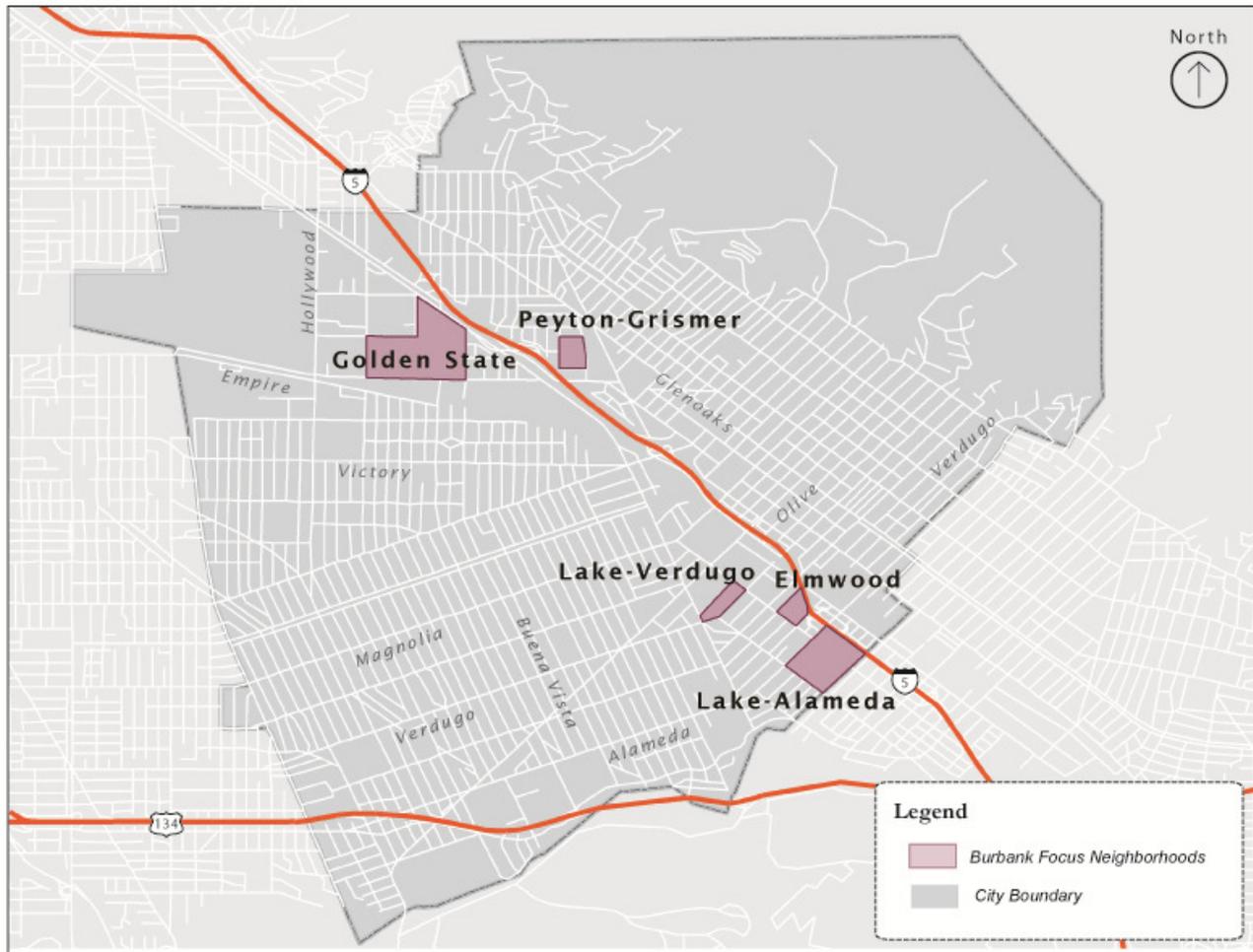
Methodology

The community mobility need is identified through an analysis of the general community, commuters, existing bus riders, and persons who are mobility-disadvantaged. Mobility-disadvantaged populations include low-income individuals (persons living at or below federal poverty level), senior adults (age 65 and older), persons with a disability, and youth (ages 5 to 17). For this study, a variety of outreach techniques were utilized to ensure traditionally under-represented and mobility-disadvantaged populations were included.

As the primary avenue for public input for this study, our project team designed a survey instrument, called the Community Mobility Needs Survey. The survey was conducted during November 2010 via online, mail, and intercept at various community events and public meetings

(included a post-paid return option). The direct mail, as well as many of the intercept surveys, was distributed and collected from the City's five Focus Neighborhoods: Elmwood, Golden State, Lake-Alameda, Lake-Verdugo, and Peyton-Grismer. Therefore, the findings from this survey effort focus on the needs of these five neighborhoods, as illustrated in Exhibit 3.1.1.

Exhibit 3.1.1 Burbank's Five Focus Neighborhoods



The Community Mobility Needs survey gathered information regarding awareness and use of existing services, both home-to-work and home-to-school commute patterns, as well as basic mobility needs. Evaluating 551 statistically-valid responses, our project team extracted data regarding community transit perception and preference based on employment status, vehicle accessibility, and age among other factors. The following exhibit includes the nine survey questions of the mobility needs survey.

Exhibit 3.1.2 Community Mobility Needs Survey Questions

1. What is the zip code where you live?	
2. Are you currently employed outside your home	
	a. If yes, what is the zip code of your work site?
3. Are you a full-time student?	
	a. If yes, name of school?
4. Do you have access to a personal vehicle?	
	a. If not, what is your primary method of transportation?
5. Has the absence of affordable transportation (i.e., public transit, private auto, ridesharing) impacted your ability to...	
	• Access healthcare?
	• Access school or vocational training?
	• Access social service programs?
	• Access employment opportunities?
6. Which of the following non-auto transportation options have you used within the past 12 months? (mark all that apply)	
	a. If you <u>have not used</u> any of the transportation services listed above, please indicate the primary reason. (mark one only).
7. Indicate your overall satisfaction with those transportation services listed under Question 6 currently available in Burbank.	
8. What is your preferred method of receiving information regarding City transportation services?	
9. Please indicate your age group.	

Community Events

Community events were employed not only as an opportunity to promote the study, but also to gather community input regarding mobility needs, as well as to disseminate information regarding those transportation services available throughout Burbank. Two community events were staffed by the project team: *National Night Out* on July 8, 2010 and *Connect with Your Community Back to School* event on August 7, 2010. During these two community events, intercept surveys were conducted, resulting in 51 valid surveys from Burbank residents.

Meetings and Roundtables

At the beginning of the project, and prior to distribution of the community mobility needs surveys, our project team attended several stakeholder meetings to promote the Mobility Study. At these meetings, the consultant team provided informational materials and presented a project overview regarding the *Community Mobility Study* and upcoming outreach efforts. At the end of each presentation, project team members answered questions and discussed avenues for outreach for the groups' constituents. The following meetings were attended:

- Transportation Commission monthly meeting (October 18, 2010),
- Senior Citizen Board monthly meeting (October 20, 2010),
- Youth Task Force monthly meeting (October 27, 2010), and
- Transit Services Task Force meeting (January 24, 2011).

As a result of the October 2010 board/task force meetings, several surveys were completed by meeting attendees and in addition, several attendees requested (and later received) copies of the

survey to distribute amongst their constituents. The meetings mainly addressed the Youth and Senior adult target populations.

In an attempt to standardize the analysis, the survey questions remained the same for all target population groups, although the survey instrument may have been tailored to each specific target group. For example, online surveys may be effective for the general population, but not for Burbank residents who do not have access to, or are unable to use, a personal computer (e.g., low-income and senior adult target populations). The following discussion describes outreach efforts specific to each target population.

General Community. To survey the general population at-large, the consultant team worked with the City to develop a project webpage to be placed within the City's website (www.BurbankMobility.info). The purpose of the website was two-fold: to provide general information about the study and outreach activities, and to direct traffic to the online community mobility needs survey. The project webpage link was advertised on the home page of the City's website under the "City News" section, as well as in the "Stay Posted" section on the front page of the BurbankBus website.

Using Survey Monkey, an online survey tool, our project team designed an online community mobility needs survey launched on October 29, 2010 with a closing date of November 19, 2010. Our project team developed an online mobility needs survey linked to the project webpage. The online survey was aimed at garnering input from the general community at-large. To promote the survey, several advertisement materials/avenues were used: an electronic advertisement displayed on Channel 6 (public access); Burbank *Leader* display advert in the Saturday edition on October 30, 2010; and City e-blasts to website subscribers. The online survey resulted in 95 valid responses.

Low-Income Individuals. To address the City's low-income population, mobility needs surveys were distributed via mail to each resident (3,476 households) within the City's five Focus Neighborhoods. Each envelope included a postage-paid envelope for the return of the completed surveys. The surveys were mailed on October 28 with a response deadline of November 12, 2010, resulting in 368 valid responses. This produced a statistically-valid sample of the target population with a confidence level of 95 percent and margin of error of five percent. In doing so, the project team worked closely with the City's Community Resources Coordinator.

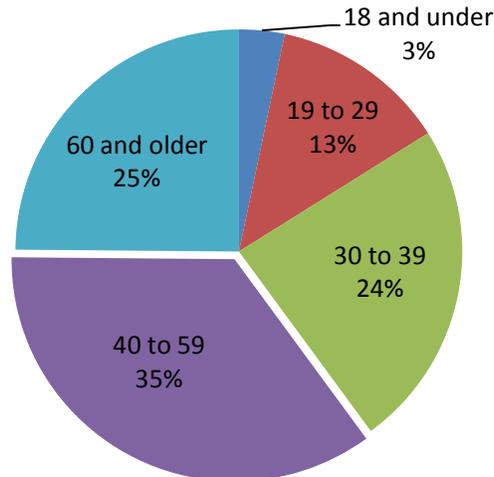
Youth, Senior Adults, Persons with Disabilities. As a direct result of the Senior Citizen Board (Advisory Council on Disabilities attended) and Youth Task Force meetings, 37 surveys were obtained from meeting attendees as well as constituents of the meeting attendees. The survey data was then entered into the Statistical Package for the Social Sciences (SPSS) software database and refined for further analysis.

Results

A snapshot or “profile” was developed of the average respondent through a series of questions which asked the respondent to indicate their *age*, whether they are *employed outside the home*, and if they were a *full-time student*. The largest group of respondents were between 40 and 59 years of age, had access to personal vehicle, were employed outside the home, and only on a few instances enrolled as a full-time student.

Respondent age group, as illustrated in Exhibit 3.1.3 was somewhat evenly distributed; wherein each age group was represented relatively fairly. The second-most cited age group was *60 years and older* at 25 percent, while *18 and under* reflect only three percent. Under-sampling of this age group was due to the fact the survey efforts focused on persons 18 and older (direct mail and intercept surveys at various stakeholder meetings).

Exhibit 3.1.3 Respondent Age Group

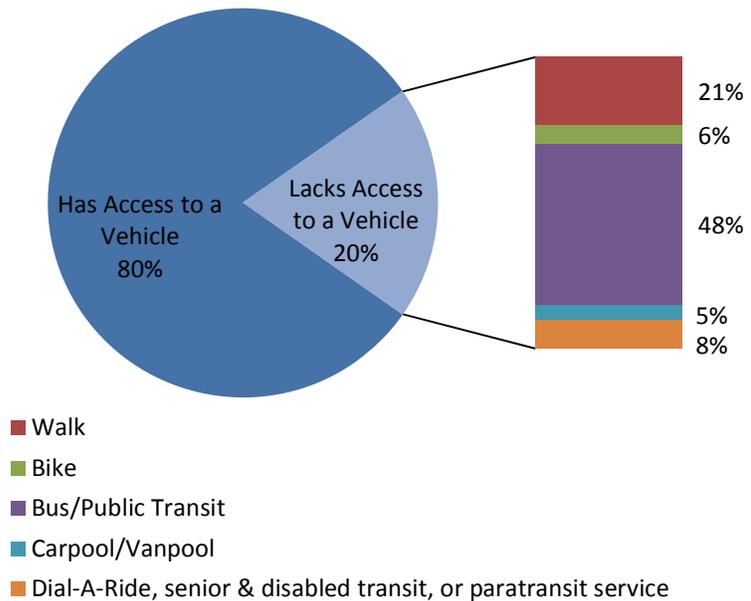


Transit-Dependency

Approximately 20 percent of survey respondents indicated they lack ready-access to a personal vehicle, therefore must rely on family/friends or other modes of travel for basic mobility needs. When asked their primary mode of transportation, nearly half cited using the *bus or public transit* (48 percent), with the second-most cited category being *walking* (21 percent). This suggests a large portion of respondents who lack ready-access to a personal vehicle rely heavily on public transit for basic mobility.

The majority of bus riders cited Metro Bus, BurbankBus, and Metro Red Line (subway) as their primary travel, likely due to these services being the most readily available in and around Burbank for modal options.

Exhibit 3.1.4 Vehicle Access and Primary Mode of Transportation



Mode Choice

In discussing transit demand and community preferences regarding various transportation modes, it is important to consider “choice riders.” For purposes of this study, we define “choice riders” as respondents indicating accessibility to a personal vehicle, yet have voluntarily chosen to utilize alternative modes of transportation for at least a portion of their recurring travel needs.

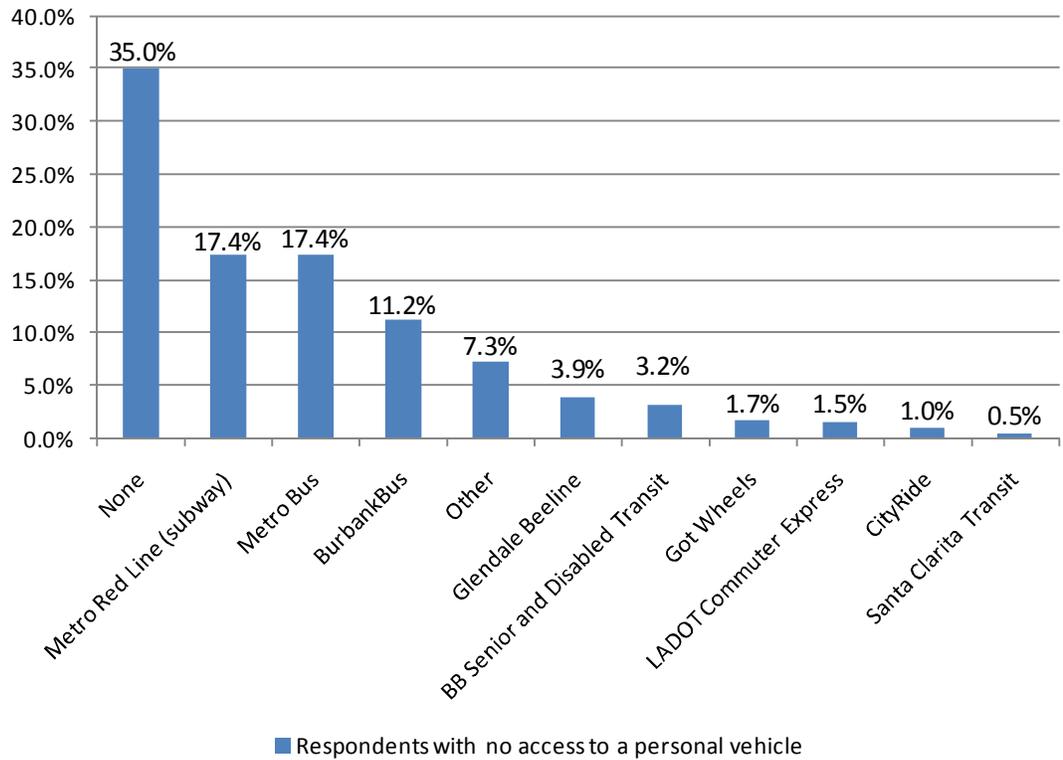
Survey respondents were asked if they had ready-access to a personal vehicle as a mobility option. Exhibit 3.1.5 presents the “choice riders” use of transit services; showing the relationship between respondents who cited access to a personal vehicle and what transportation services they had used during the prior 12 months. Note: Respondents were given the option of choosing more than one mode of transportation. Therefore, percentages shown in the following exhibit may not equal 100 percent. Each percentage shown in the exhibit for each transportation service represents the percent of individuals who stated they have access to a personal vehicle.

Based on Exhibit 3.1.5, many choice riders used *none* of the transportation modes offered throughout the study area (35 percent). Nearly 17 percent indicated both the Metro Red Line (subway) and Metro Bus as the preferred transportation modal option. BurbankBus ranked third at nearly 11 percent among the 10 services available. With 52 percent of respondents indicating that they work in communities adjacent to Burbank and Los Angeles it is expected that a higher

percentage of respondents would utilize Metro Bus, Metro Red Line, and BurbankBus compared with other transit services.

When considering *other* (7.3 percent of respondents) transportation services or modes used in the past 12 months, most cited using Metrolink and walk/bike. Other services mentioned included Access Services, LADOT DASH, taxi, and Van Nuys Flyaway service.

Exhibit 3.1.5 Persons with Access to a Vehicle and Use of Transportation Services



Nearly 32 percent of survey respondents indicated they had not used transportation services during the past 12 months; of which the majority (90 percent) was “choice riders”, with the balance being defined as transit-dependent. Exhibit 3.1.6 illustrates the reasons why survey respondents may not have used other transportation options. The analysis suggests a preference among respondents for the personal vehicle. Other reasons identified include perception regarding inconvenience, lack of awareness of services, and or assistance from friends/family for their personal mobility.

Exhibit 3.1.6 Reasons for Not Using Alternative Modes of Transportation

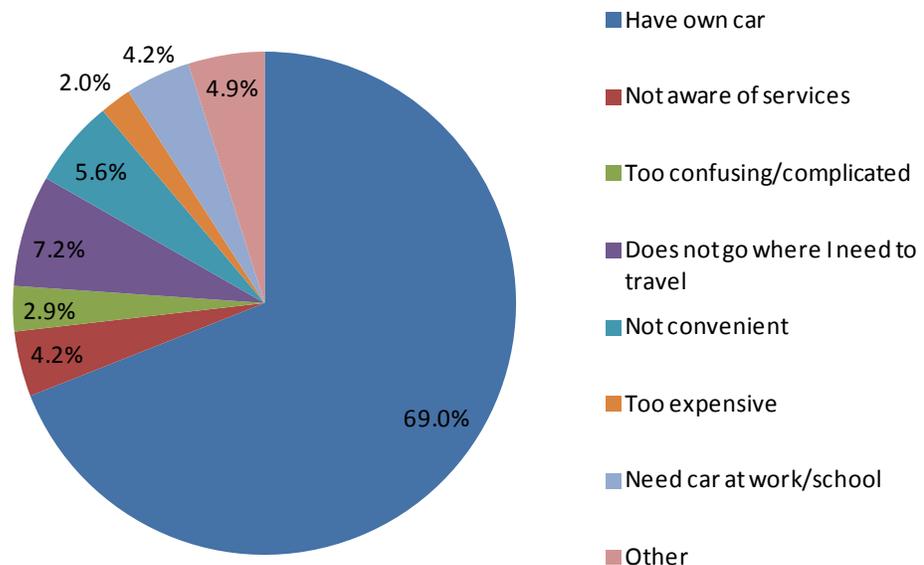
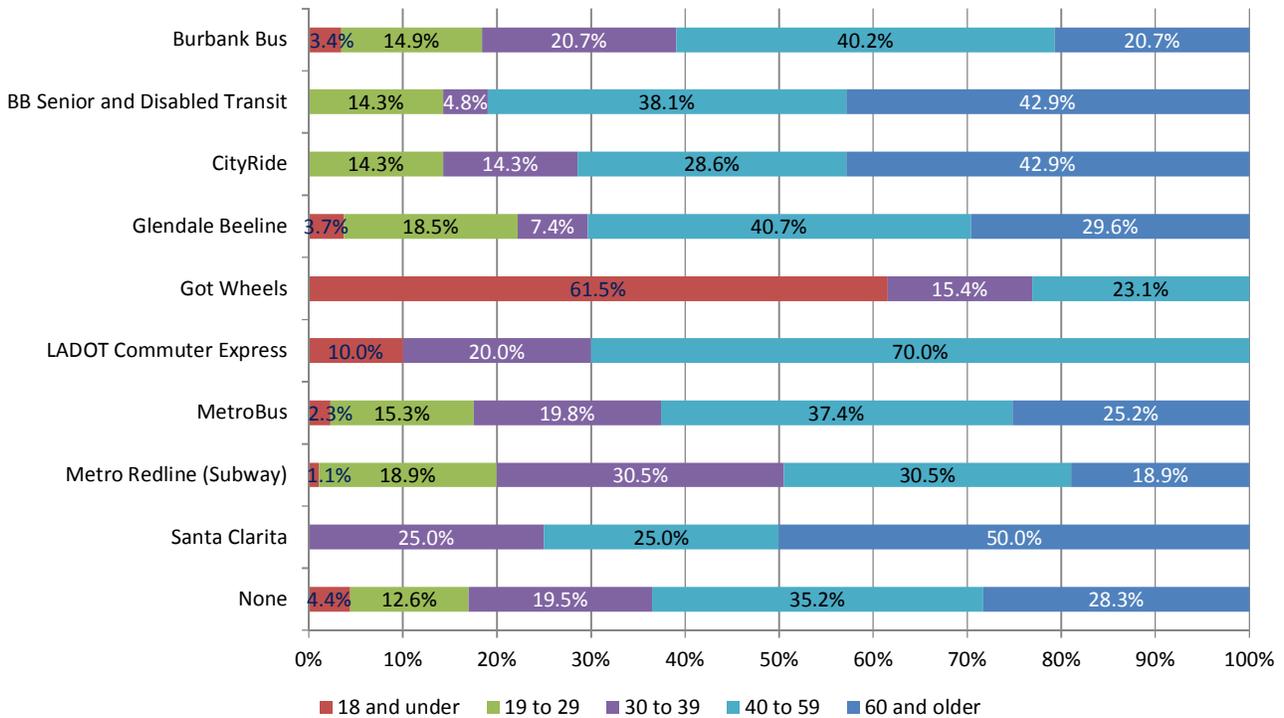


Exhibit 3.1.7 further illustrates transit service preference and usage across the prior 12 months by age group. For purposes of this study, respondents *ages 18 and under* are considered to be representative of the youth population and respondents *60 and older* as representative of the senior population. On an aggregate basis, the majority of transit users were age 40 and above.

As shown in Exhibit 3.1.7, the youth age group (three percent of survey respondents) use the Got Wheels program more than any other transit service. This was not surprising, as the Got Wheels program is specifically dedicated to providing transportation to youth-oriented locations (i.e., schools, skate parks, YMCA, etc.). Effective August 15, 2011, the Got Wheels program during school days was discontinued given City budget shortfall. The operation of Got Wheels during the summer on a limited schedule is expected to continue. The elimination of the Got Wheels service during the school year may require the current BurbankBus program to offset the loss of service to high youth activity locations. However, given only four percent of *youth* surveyed stated they ride BurbankBus, the City may wish to undertake targeted outreach to assist youth in making the mode-shift to traditional fixed-route bus service.

Not surprisingly, senior adults make up the majority of the City’s Senior and Disabled Transit and CityRide program riders; as these programs focus specifically on providing service for seniors and persons with disabilities throughout Burbank and Los Angeles County. Senior adults also comprise a large share of users for other services except LADOT Commuter Express and Got Wheels. Some respondent ages for Got Wheels were in the adult range, suggesting parents of the children using the service filled out the survey on behalf of the rider.

Exhibit 3.1.7 Transportation Services Used Recently and Respondent Age Group



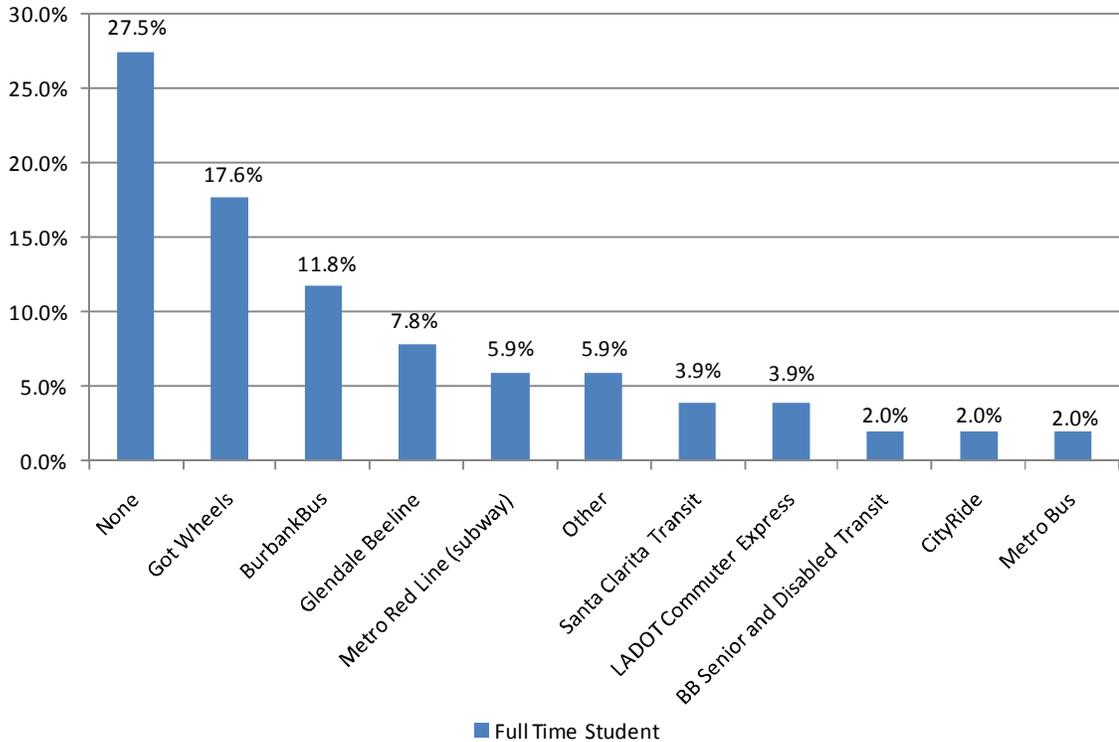
Student Mobility Needs

Similar to the youth population trends, addressing student mobility needs is critical to understanding how to provide alternative mobility options, especially to persons under the age of 18. Full-time students comprised 6.2 percent of survey respondents. Nearly half of the respondents identifying themselves as full-time students were comprised of individuals under the age of 18 (youth); while 27 percent were between the ages 19 and 29, with the balance between the ages 30 and 59. The majority of school-age respondents cited attending John Burroughs High School, followed by California State University Northridge and Glendale City College.

Exhibit 3.1.8 presents the modes of transportation ridden recently among full-time student respondents. As noted therein, approximately 18 percent of full-time students indicated using the Got Wheels program. The next highest-ranked mode choices were BurbankBus, Glendale Beeline, and Metro Red Line (subway). This corresponds with the largest number of student respondents

attending John Burroughs High School and Burbank High School, as well as California State University Northridge and Glendale City College.

Exhibit 3.1.8 Full-Time Student and Transportation Services Used Recently



Note: Given the survey question allowed respondents to choose multiple answers (modes of transportation used in the past 12 months), the data does not equal 100 percent.

Accessibility to Services

The Community Mobility Needs survey asked respondents to indicate whether the absence of affordable transportation (i.e., public transit, private auto, ridesharing) has impacted their ability to access key lifestyle activities such as healthcare, school or vocational training, social services, and employment opportunities. The cost of transportation can be associated with cost of operating a personal vehicle, or cost of other available services, such as public transit. This correlation is demonstrated in Exhibit 3.1.9 by respondent home zip code.

Exhibit 3.1.9 shows the four zip codes in Burbank where the majority of respondents (approximately 91 percent) reside. Zip codes 91502 and 91504 include the five Focus Neighborhoods, which was home to nearly 81 percent of all survey respondents. The exhibit displays the percentages of the total number of respondents from each zip code who answered the question. The results will reveal the level of mobility-dependency that exists amongst the different areas of the city, and what types of services are most difficult to access.

As shown in the exhibit, approximately 17 percent of residents in zip code 91502 (Focus Neighborhoods Golden State and Peyton-Grismer) stated having the greatest difficulty accessing employment opportunities due to the cost of transportation. Difficulty accessing healthcare was the top-ranked challenge for respondents residing in zip code 91504 (Focus Neighborhoods Lake-Verdugo, Elmwood, and Lake-Alameda), followed by access to employment opportunities.

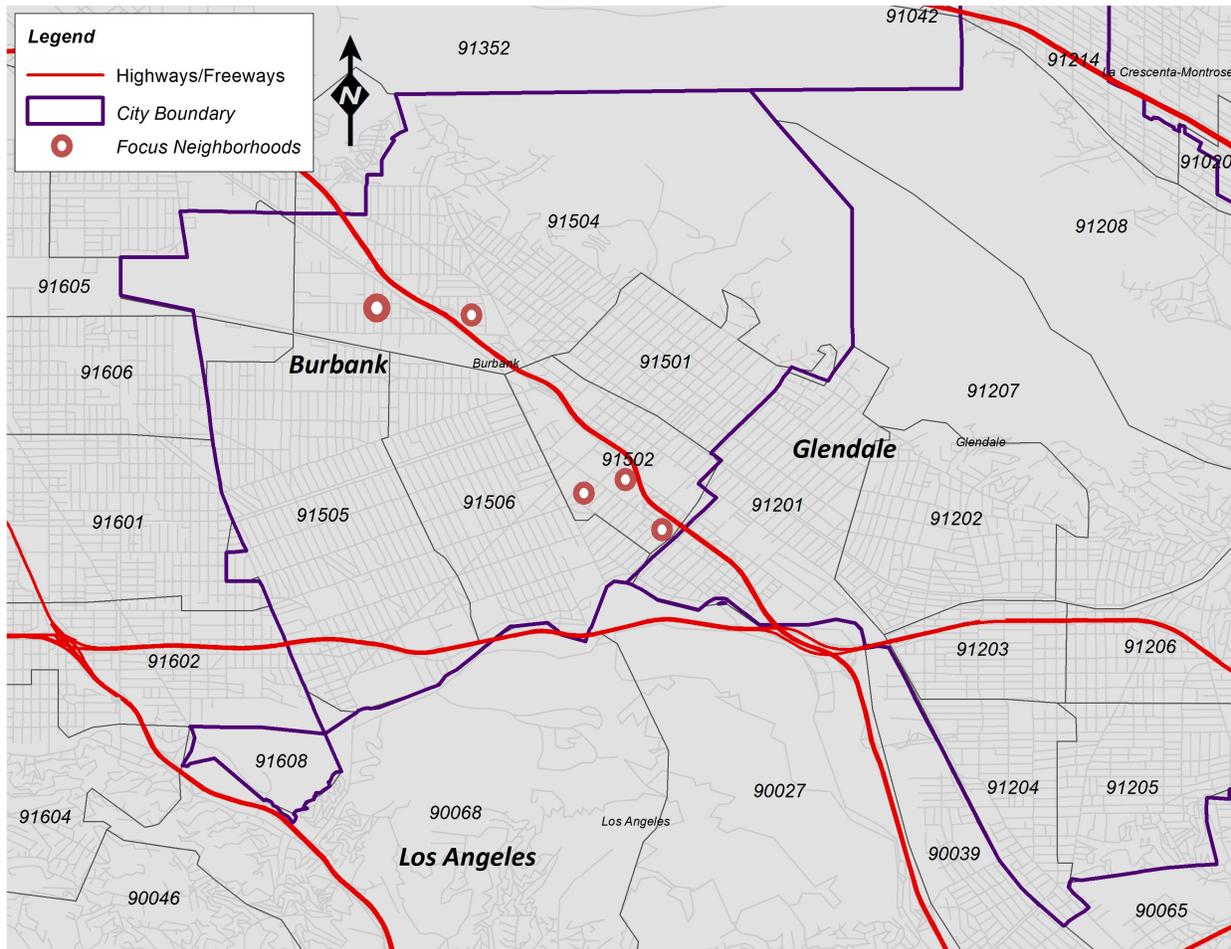
A statistically-valid sampling was not achieved for those claiming residence within zip codes 91505 and 91506. However, the low response rate in these zip codes mirrors that of individuals residing within zip codes 91502 and 91504. This could indicate the question did not apply to them (i.e., cost of transportation did not inhibit their access to the cited services) or they simply skipped the question due to other unrelated reasons. Of the respondents residing in zip code 91506, almost half stated difficulty with accessing school or vocational training.

Exhibit 3.1.9 Accessibility by Zip Code

	Zip Code			
	91502	91504	91505	91506
Access healthcare	9%	16%	3%	4%
Access school or vocational training	8%	7%	3%	17%
Access social service programs	9%	6%	3%	9%
Access employment opportunities	17%	13%	7%	9%
No answer	57%	58%	83%	61%
Total from Zip Code	100%	100%	100%	100%

Exhibit 3.1.10 illustrates the geographic location of the four zip codes in Exhibit 3.1.9, as well as identifying the five Focus Neighborhoods. When comparing the two exhibits, transportation to healthcare is a greater concern for those residing in the northern portion of the city adjacent to the Interstate 5 corridor. Transportation access to employment opportunities was more of a concern for those residing in the areas to the south of the city, mainly the neighborhoods on the southwest side of Interstate 5.

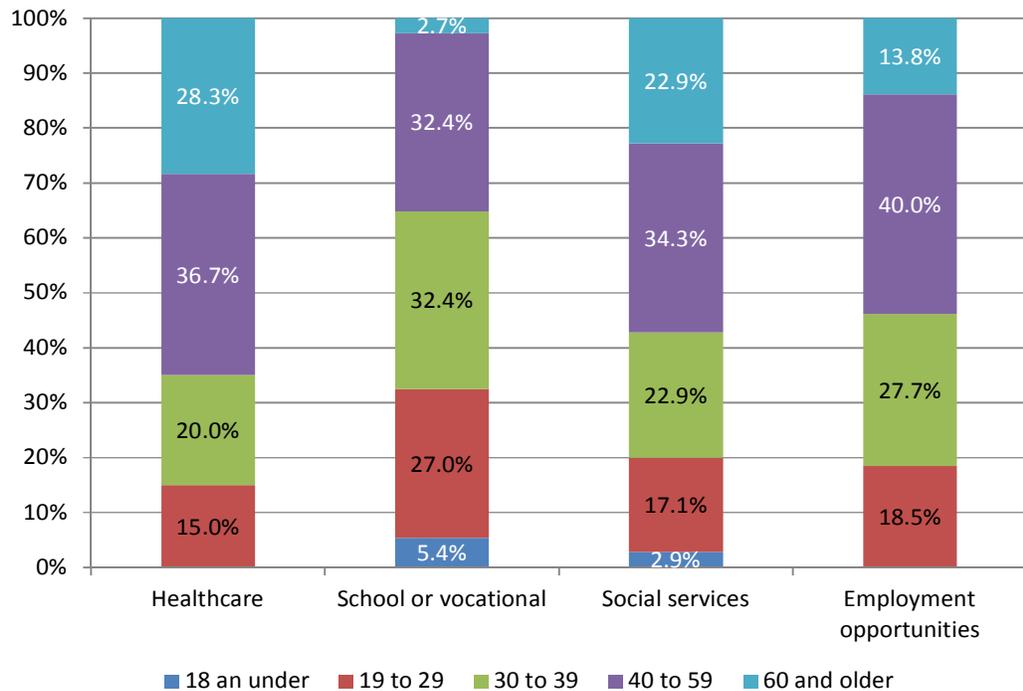
Exhibit 3.1.10 Zip Code Boundaries



In analyzing the senior population group, the absence of affordable transportation options affected seniors the most in terms of accessing healthcare and social services. In addition to the publicly-funded specialized transportation services available to senior adults such as CityRide and BurbankBus Senior and Disabled Transit, some social service and health providers offer transportation services to their clients/customers requiring mobility assistance. Examples of social service and health agencies providing transportation include the Glenoaks Adult Day Health Care Center, Beacon House Association of San Pedro, CRI-Help, Inc., and Watts Health Foundation (UHURU).

Individuals between the ages of 19 and 59 comprised the bulk of respondents indicating affordable transportation has impacted their accessibility to the identified services. Among the 40 to 59-year age group, the absence of affordable transportation options was more likely to act as a barrier to accessing employment. This age group also included the greatest number of respondents, hence reflecting the greater percentages across the board.

Exhibit 3.1.11 Accessibility to Services by Age Group



Approximately 65 percent of the survey sample (551 respondents) expressed an overall satisfaction level with available transportation services throughout Burbank. In total, nearly 90 percent of these respondents characterized transit services offered in Burbank as satisfactory or better in addressing current mobility needs.

In reviewing the satisfaction levels by individual transportation service, the City of Burbank (BurbankBus and Senior and Disabled Transit), along with CityRide, garnered the highest levels of satisfaction with few unsatisfactory responses (see Exhibit 3.1.12). By contrast, the City’s youth transportation program (Got Wheels) received the highest percent of critical comments (25 percent).

Exhibit 3.1.12 Satisfaction with Existing Transportation Services



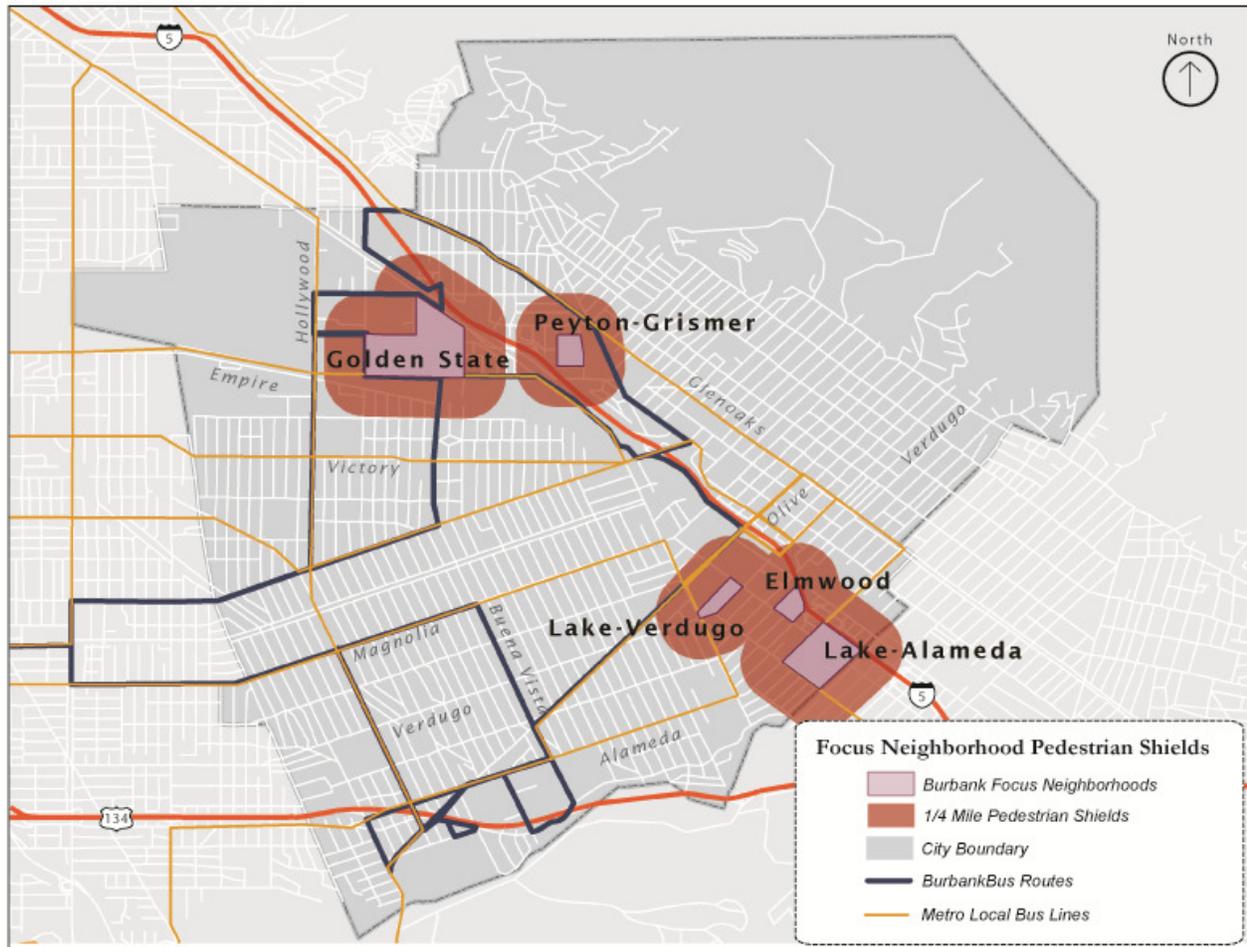
Analysis of Key Findings

High concentrations of mobility-disadvantaged populations reside within the City's five Focus Neighborhoods. Transportation needs for seniors and persons with disabilities are mainly addressed through the Burbank Senior and Disabled Transit and other social/human service agencies. However, other ride-dependent populations, such as low-income individuals not eligible for these specialized transportation services have more difficulty accessing healthcare and employment services when needed.

Through the surveying effort for this study it was found many residents of the Focus Neighborhoods actually have access to a personal vehicle; a mode of travel preferred over others. Reasons for not riding public transportation services were due to perceived inconvenience and/or lack of awareness of services available. Of residents who are dependent on public transportation for primary mobility, most utilize Metro Local services throughout Burbank.

Exhibit 3.1.13 illustrates a buffer around each Focus Neighborhood which represents a one-quarter mile radius. This is intended to show what transit services can be accessed by walking from within each neighborhood. Although the map suggests each neighborhood is served by at least one transit service within walking distance, there are limited points of access and most services travel along the outside of the neighborhoods. With respect to public transit, residents in the northern portion of the Golden State neighborhood are limited (walking distance of) to BurbankBus; which only operates during morning and evening peak hours.

Exhibit 3.1.13 Local Bus Services within Walking Distance of Burbank Focus Neighborhoods



Although most home and work locations in Burbank are within walking distance of existing public transportation services discussed herein, regional and express services are limited in terms of accessing stop locations. In most cases many commuter-related transportation services do not connect directly to a person's trip origin and/or destination. Therefore, commuters using public transportation services for their home-to-work travel into or out of Burbank most likely are required to make at least one transfer in order to complete a typical trip.

Given the array of transportation services are offered throughout Burbank, it appears service awareness as well as lack of connectivity between services are the biggest barriers to use. The findings from this analysis not only substantiate the high level of morning and evening peak commute activity in and around Burbank, yet underscores the importance of coordination between local transit services and regional services serving Burbank. Doing so would ensure the City not only maintains, but increases its transit ridership.

SECTION 3.2 – BURBANKBUS ONBOARD CUSTOMER SURVEY

Methodology

In addition to the public involvement efforts undertaken as part of this study (Section 3.1), to gather more specific information regarding transit riders we utilized data collected from the 2009 customer survey conducted onboard each of the four BurbankBus routes. The following analysis chronicles BurbankBus riders' overall perception, experience, and preferences regarding the BurbankBus fixed-route service. Coupled with the findings from the Community Mobility Needs survey, this information helps characterize overall mobility throughout Burbank.

As background, BurbankBus's fixed-route service operates during the morning and evening peak periods chiefly as a commuter link between rail services and employment locations. Although BurbankBus is primarily a commuter-oriented service, it is open to the general public. The program includes four routes which link the two main transportation centers with major employment centers throughout Burbank. Two of the routes (NoHo-Media District and NoHo-Empire) link the North Hollywood (NoHo) Red Line Station with the Media District and Empire/Airport area; and two routes link the Downtown Burbank Metrolink Station with the Media District and the Empire/Airport area (Metrolink-Media District and Empire-Downtown).

Survey Results/Findings

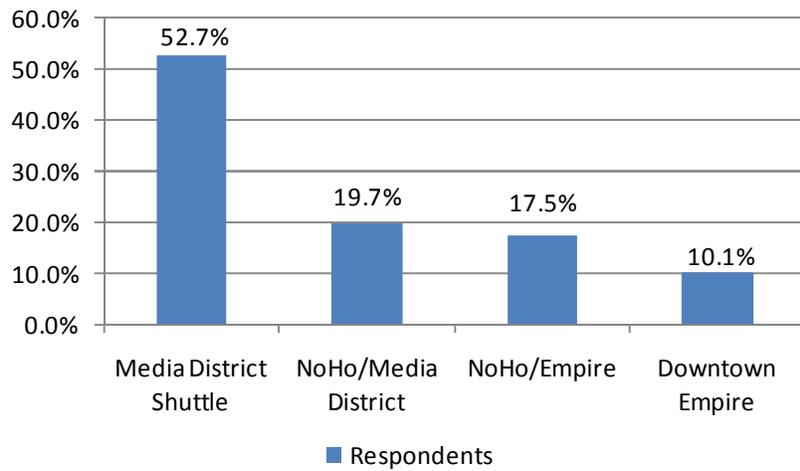
To craft a profile of the typical BurbankBus customer, respondents were asked a series of questions regarding frequency of use, length of patronage, personal vehicle ownership, driver license possession, and location of home and work sites. Utilizing results from these questions, a "snapshot" was developed, which describes the "typical" rider as one who has patronized the service for more than 12 months, rides four or more days per week, has access to a personal vehicle, possesses a valid driver license, and works in Burbank. See the Appendix for a detailed listing of survey question responses.

Based on this profile, the majority of BurbankBus respondents can be characterized as "choice riders," having access to a personal vehicle yet choosing to utilize BurbankBus for their home-to-work commute.

BurbankBus Rider Preferences

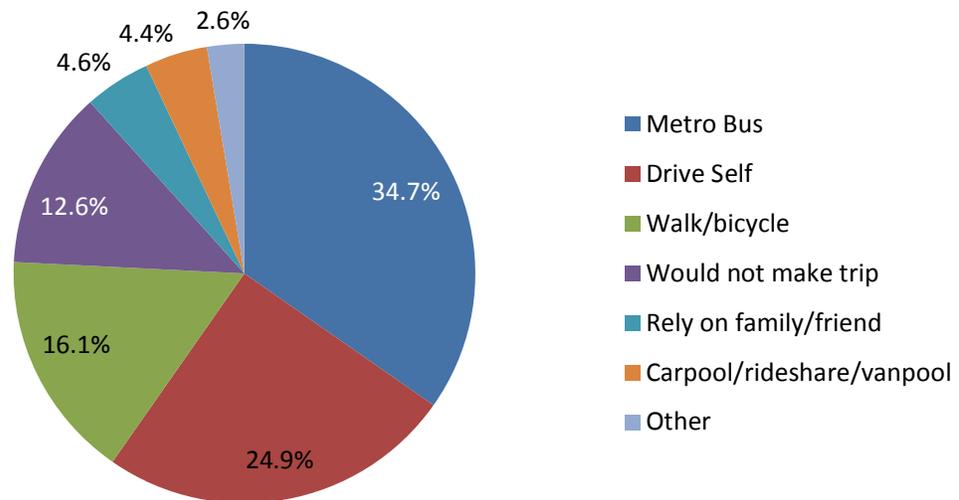
Of the four BurbankBus routes, 52 percent of survey respondents stated they use the Metrolink-Media District route most often. The second-most ridden BurbankBus route was the NoHo-Media District route at 19.7 percent. This suggests many riders originate from the NoHo Red Line Station and the Downtown Burbank Metrolink Station. This reiterates the importance of ensuring timely transfer connections between BurbankBus and the Metrolink rail and Metro Red Line services.

Exhibit 3.2.1 Preferred BurbankBus Route/Service



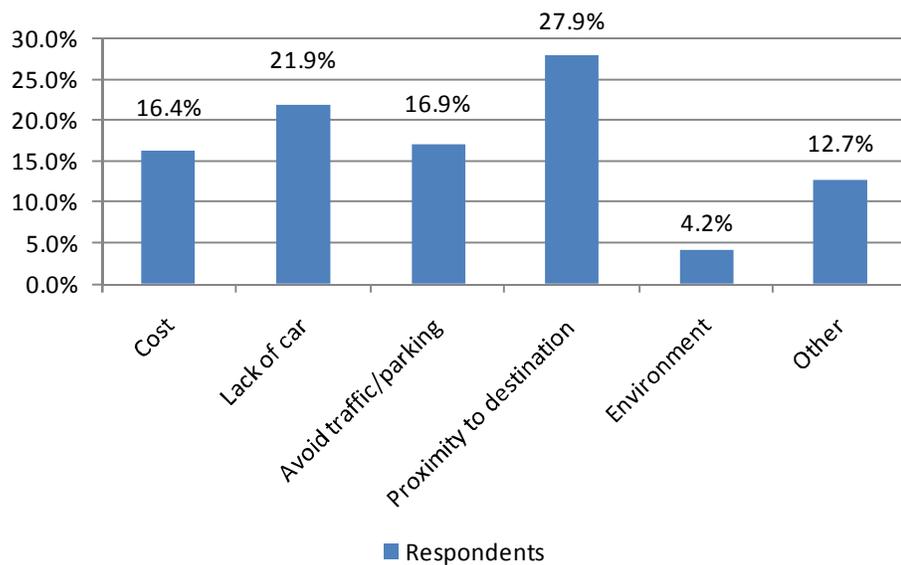
Riders were asked how they would have made the surveyed trip had BurbankBus not been available. Many (41 percent) stated they would use a personal mode of travel (driving their personal vehicle or walking/biking); while 34.7 percent cited Metro Local (bus) as their travel alternative. While BurbankBus has a relatively loyal customer base, as evidenced by frequency of use and length of patronage, given the majority of riders can be termed “choice riders”, it is critical the City accommodate the needs of this group in order to maintain and increase ridership levels. In addition, increasing transit’s mode share is critical to regional air quality goals, as well as reducing stress on transportation infrastructure.

Exhibit 3.2.2 Alternative Modes of Travel



Respondents were asked why they typically selected BurbankBus as their primary method of transportation to complete their trips. Nearly 28 percent cited proximity to destination as their main selection criterion. Lack of car or access to a personal vehicle ranked second at 22 percent. Similar to the Community Mobility Needs Survey conducted for this study, nearly 80 percent cited having ready-access to a personal vehicle, further supporting the supposition the majority of BurbankBus riders are “choice riders.” Cost of service was also a major contributing factor to riding BurbankBus, which may be interpreted as cost of service or cost savings realized through choosing BurbankBus over other modes of travel.

Exhibit 3.2.3 Reasons for Riding BurbankBus

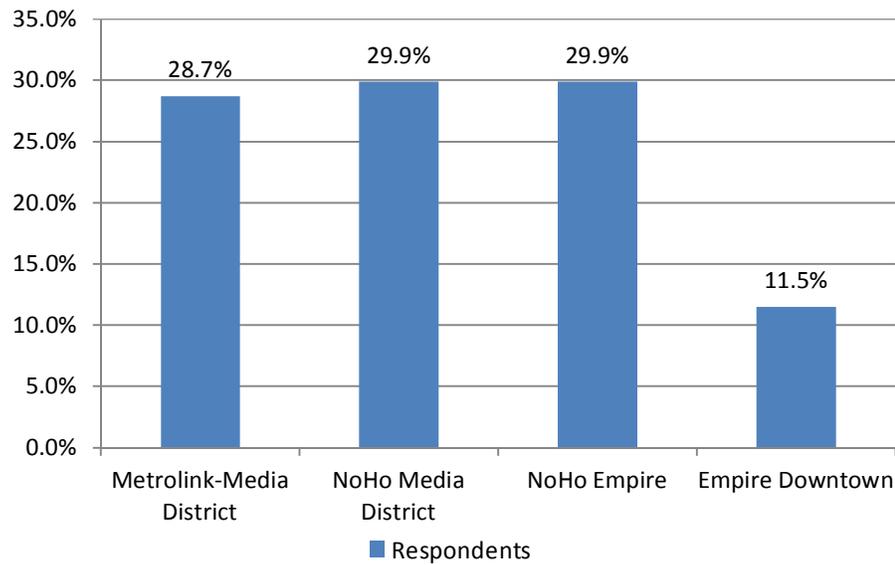


BurbankBus Rider Transfer Activity

Given one of the core functions of BurbankBus is a bus-rail link, with transfer opportunities to/from other transit services at the North Hollywood Red Line Station and the Downtown Burbank Metrolink station are integral to the service’s success. Assessing transfer activity will identify what services riders are most commonly connecting with, supporting future service planning efforts.

Nearly 61 percent of riders/respondents reported making at least one transfer between a BurbankBus route and non-Burbank service/route to complete the surveyed trip. The NoHo-Media District and NoHo-Empire routes, as well as the Metrolink-Media District had the highest incidence of transfer activity.

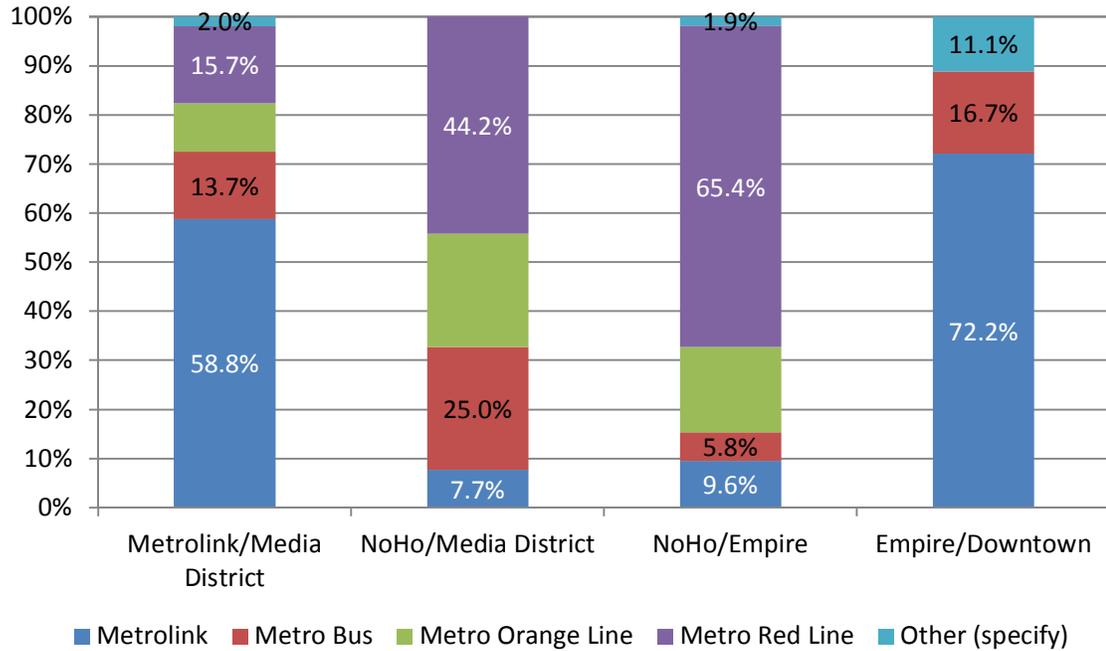
Exhibit 3.2.4 BurbankBus Routes and Transfer Activity



Respondents were asked a follow-up question to identify which service they most often connect to/from when using BurbankBus. The majority cited either Metro Red Line (37.3 percent) or Metrolink (29.4 percent). Exhibit 3.2.5 presents each BurbankBus route and the level of transfer activity with other transportation services. The greatest transfer activity at the Downtown Burbank Metrolink station occurred between the Metrolink rail service and BurbankBus. At the NoHo Red Line Station, the highest incidence of transfers occurred between BurbankBus and the Metro Red Line service. Transfers between BurbankBus and Metro Local (bus) occurred chiefly on the NoHo-Media District route.

Respondents, who stated they transfer to BurbankBus from the Metrolink rail service, were asked to identify the line from which they transferred. The highest transfer activity occurred to/from the Antelope Valley Line, suggesting a high level of daily commute activity between northern Los Angeles County and Burbank.

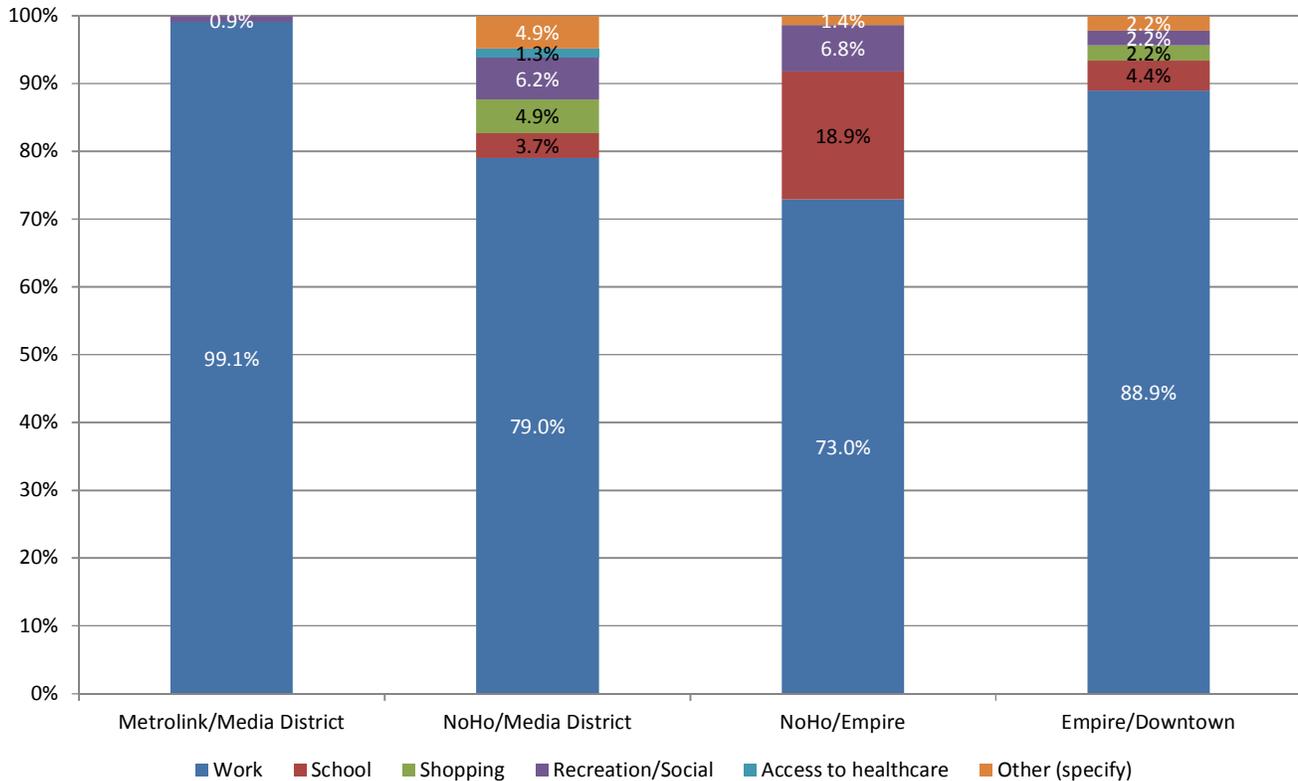
Exhibit 3.2.5 Transfer Activity amongst Various Transit Services and BurbankBus Routes



BurbankBus Rider Trip Purpose

The most common trip purpose, as shown in Exhibit 3.2.6, of BurbankBus riders across all routes was work/employment (90 percent of respondents). Nearly all riders who ride the Metrolink-Media District route did so to access employment locations. This further confirms the findings that the typical BurbankBus fixed-route rider is employed within Burbank and uses the service as the “final link” in their home-to-work travel.

Exhibit 3.2.6 Typical Trip Purpose and BurbankBus Route Ridden Most Often



BurbankBus Rider Satisfaction Levels

On a scale from 1 to 5 (1=very unsatisfied and 5=extremely satisfied), respondents were asked to rate certain service aspects of BurbankBus. On an aggregate basis, BurbankBus fixed-route riders are very satisfied with program performance, confirming the findings of the Community Mobility Needs Survey. The highest level of satisfaction pertains to bus stop proximity to rider destination, followed by connectivity with other transportation services. The lowest levels of satisfaction concerned comfort onboard the bus, driver performance, and condition of buses.

Exhibit 3.2.7 BurbankBus System Performance

Service Attribute	System Performance
Proximity of bus stop to your destination	4.28
Connectivity with other transit (trains, buses, subway)	4.23
On-time performance	4.12
Seating availability	4.10
Cost	4.02
Convenience	3.99
Hours of operation	3.94
Frequency of service	3.92
Safety on board buses	3.73
Condition of buses	3.68
Driver performance	3.53
Comfort on board buses	3.47

Although satisfaction levels are very high for BurbankBus, given the City changed its operating schedule and reduced service levels during 2010, we recommended the City conduct another customer survey within the next few months. Doing so would provide important insight into current customer satisfaction and support the City's goal of increasing transit ridership, and increasing service productivity and efficiency.

Analysis of Key Findings

The majority (approximately 63 percent) of existing BurbankBus riders are employed within Burbank and use the service for a portion of their home-to-work commute. Most riders connect with other regional transportation services, namely the Metrolink rail and Metro Red Line. These findings further enforce the need for enhanced connectivity specifically between these regional transportation services and BurbankBus.

Customers feel the service is convenient, however they are dissatisfied with the conditions of the bus, affecting their overall perception. To enhance the service's image and encourage local residents to use the service, BurbankBus should enforce daily cleaning policies of bus drivers and monitor driver courtesy and performance on an ongoing basis.

SECTION 3.3 – BURBANKBUS SENIOR AND DISABLED TRANSIT CUSTOMER SURVEY

Methodology

The BurbankBus Senior and Disabled Transit is an eligibility-based (age and mobility-based), curb-to-curb service dedicated to providing service for seniors (ages 60 and up) and persons with disabilities throughout the city of Burbank. To further understand and address the needs of these target populations, the City regularly conducts a transit needs and customer survey of BurbankBus Senior and Disabled Transit riders. Conducted in May 2010, the most recent survey yielded 215 valid responses collected through a direct mail campaign. Findings generated from the analysis of the Senior and Disabled Transit customer survey will assist in determining overall trends among seniors and persons with disabilities residing in Burbank who need, or choose to use, the service.

Survey Results/Findings

From the survey data it was revealed the typical BurbankBus Senior and Disabled Transit rider has a disability impairing their mobility (68.4 percent), lacks access to a personal vehicle (87.9 percent), does not have a valid driver license (82.3 percent), and does not travel with an attendant (74.9 percent). In using this profile, we will be able to identify trends among this growing senior population.

Trip Purpose and Reasons for Riding BurbankBus Senior and Disabled Transit

Over 50 percent of Burbank Senior and Disabled Transit riders utilize the service to access healthcare or doctor's appointments (see appendix for more detailed results of survey question responses). Given 68.4 percent of respondents indicated having some form of disability which may limit or impact their personal mobility, it was expected to see a large majority of riders involved in home-to-healthcare travel.

Exhibit 3.3.1 shows the relationship between patrons frequency of use and common trip destinations. As illustrated, the majority of respondents utilize the service one to two times per week for various trip destinations. Many riders who use the service more than five times per week travel to more “typical” daily activities such as senior centers, religious services, and recreational and social trips. Those who frequent the service less than once a week use the service for more specific purposes, mostly for doctor appointments or other healthcare services. This suggests one of the primary transportation needs of senior adults and persons with disabilities in Burbank are to access healthcare and other human and social services.

Exhibit 3.3.1 Frequency of Use vs. Common Trip Destination

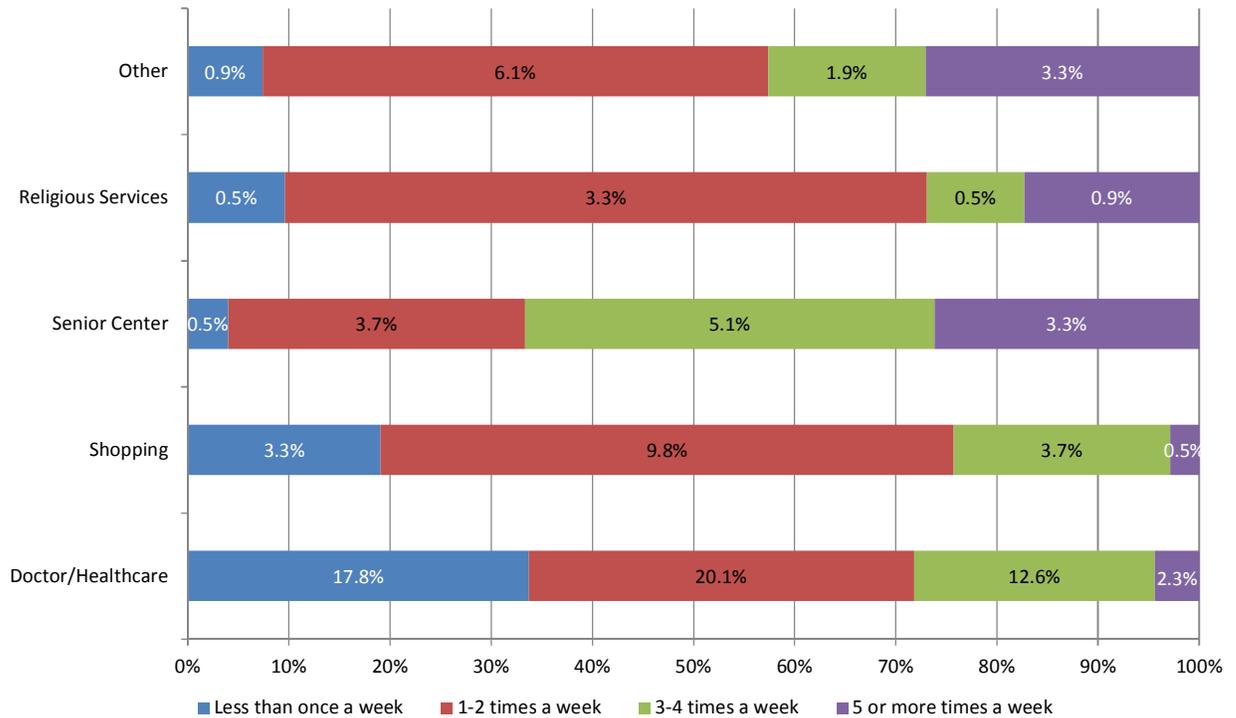
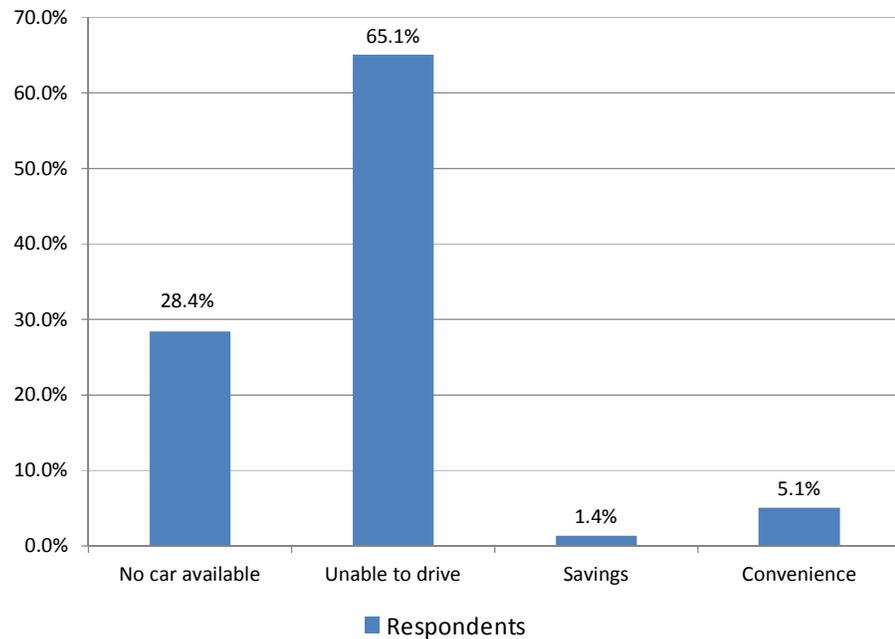


Exhibit 3.3.2 presents the most common reasons Senior and Disabled Transit riders choose the service for the various travel needs shown in Exhibit 3.3.2. Of the 215 respondents, more than 65 percent indicated utilizing BurbankBus Senior and Disabled Transit because they were unable to drive. Convenience (5.1 percent) and savings (1.4 percent) ranked low as the reason for utilizing the service. This underscores the findings that Senior and Disabled Transit riders are transit-dependent, and therefore use the service out of necessity for basic mobility needs.

Exhibit 3.3.2 Main Reason for Riding BurbankBus Senior and Disabled Transit



Persons with Disabilities

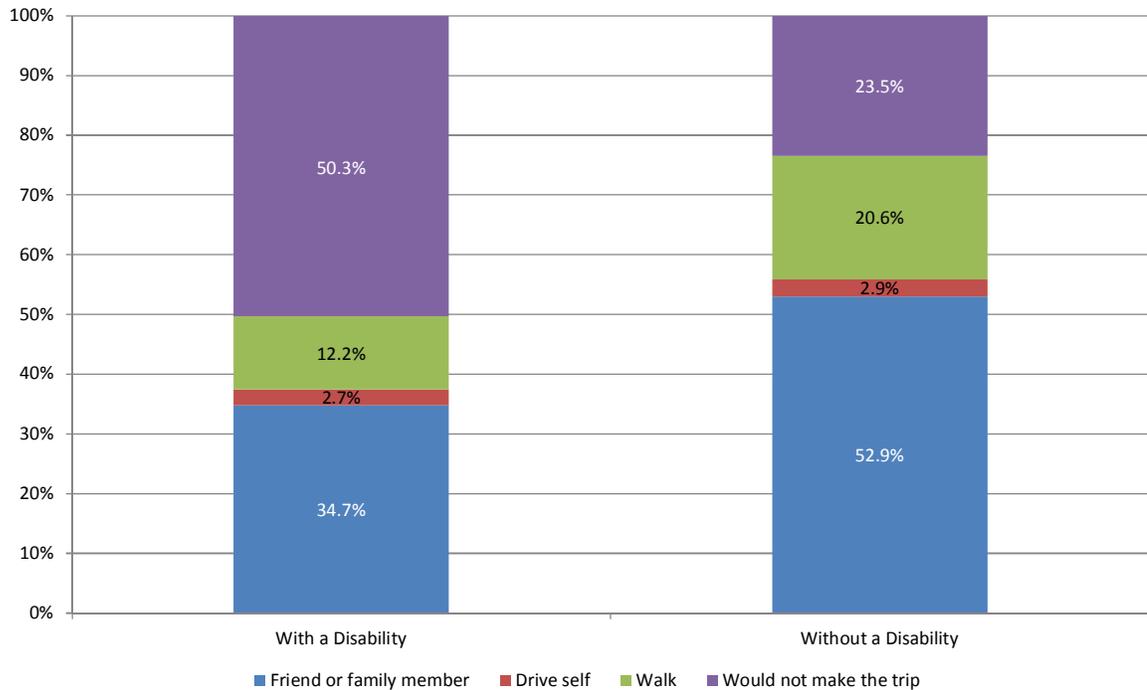
To assess the mobility needs of persons with disabilities (68 percent of survey respondents), cross tabulations were performed of Senior and Disabled Transit riders who stated they have a disability which impacts their personal mobility, with questions regarding alternative travel methods, most common trip destinations, and main reasons for choosing Senior and Disabled Transit to travel.

Of riders who cited having a disability, 24 percent travel with an attendant. The main reasons cited for riding Senior and Disabled Transit for persons with disabilities were *unable to drive* (74.1 percent) and *no car available* (20.4 percent). In addition, the most common trip purpose of riders with a disability was found to reflect the same trend as riders without a disability; being *doctor/healthcare* (36.7 percent), followed by *shopping* and *senior center*.

Exhibit 3.3.3 presents survey respondents disability status versus how they would travel if Senior and Disabled Transit was not available. Although more than half the riders who cited having a disability would most likely not travel if Senior and Disabled Transit was not available, 34.7 percent

of riders with a disability indicated they would get a ride with a friend or family member. This finding was contrary to individuals absent a disability, showing friend or family member as the top alternative travel mode and not making the trip as the second-most cited alternative. This suggests riders who have a disability are more dependent upon the Senior and Disabled Transit service for their mobility needs, wherein there are little or no other travel options available or accessible to them.

Exhibit 3.3.3 Disability Status vs. Alternative Mode of Travel



Analysis of Key Findings

Findings from the Burbank Senior and Disabled Transit customer survey reveal riders of the service are heavily dependent on the service mainly to access healthcare and other social and human services. If Senior and Disabled Transit was not available, many current riders would be unable to access these essential services. Persons who use Senior and Disabled Transit for their travel needs tend to use the service relatively frequently, at least weekly. This data reveals Senior and Disabled Transit provides a service that is essential to the quality of life for a growing portion of Burbank’s population (seniors and persons with disabilities).

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4. COMMUNITY TRAVEL ORIGINS & DESTINATIONS

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4. COMMUNITY TRAVEL ORIGINS & DESTINATIONS

As part of the identification and quantification of mobility needs, our project team conducted an origin and destination analysis of home-to-work commute patterns of Burbank residents, persons employed within Burbank, and existing transit riders.

The data presented in this analysis reflects information collected from the 2010 Community Mobility Needs Survey, 2009 BurbankBus Onboard Customer Survey, and 2010 Burbank Transportation Management Organization Member Survey. Each survey included a question asking survey participants to identify their work and home zip codes. In using the zip code data gathered from these three surveys, we were able to identify daily travel patterns and compare this with existing transportation services, so as to identify gaps. Similar to Chapter 3, this analysis is divided into three sections by survey. Doing so ensures trends and findings accurately portray the group surveyed, and avoids double-counting individuals who may have participated in more than one of the survey efforts.

Burbank Residents

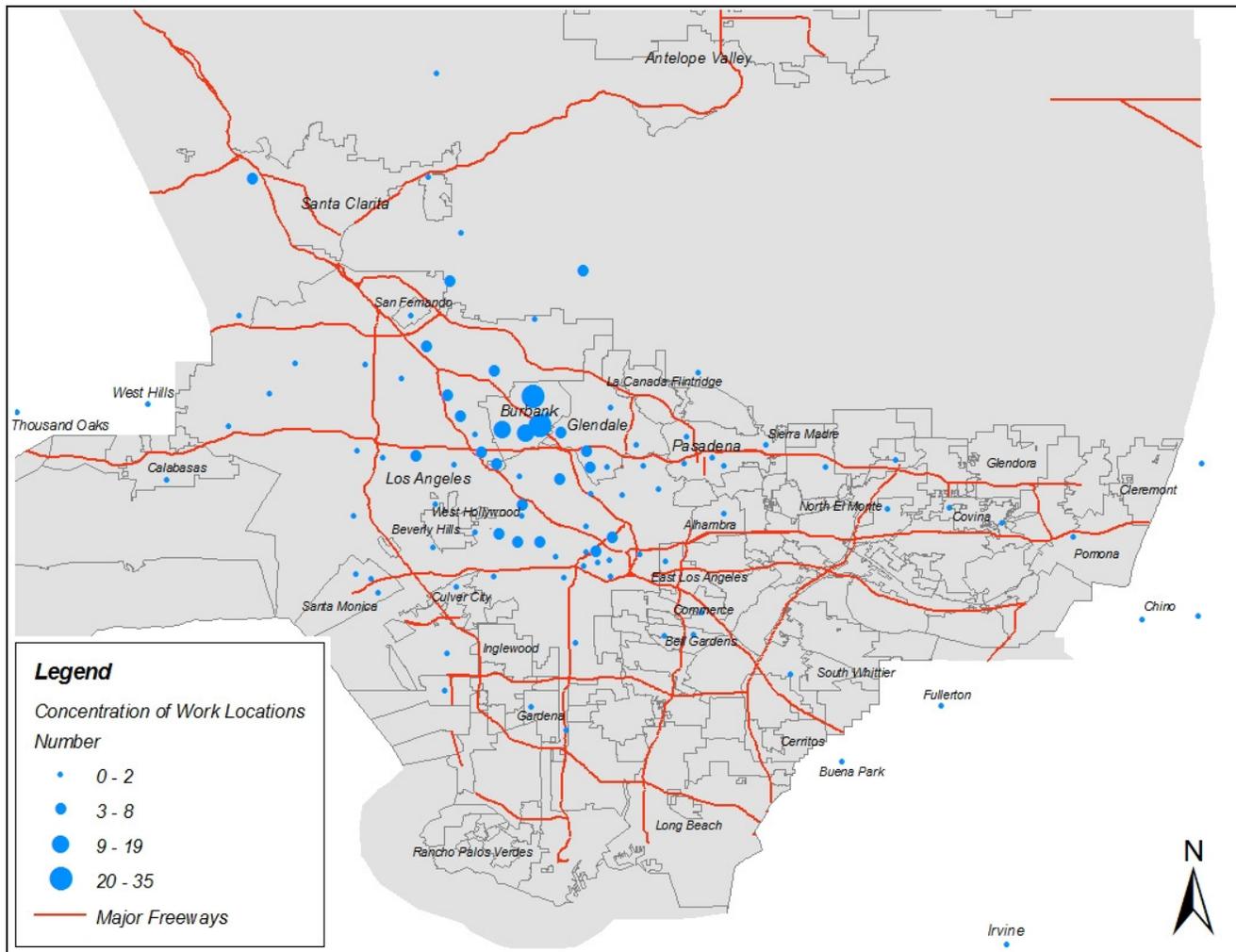
This section presents the findings from the Community Mobility Needs Survey conducted for this study. As discussed in previous chapters, the majority of respondents from the Community Mobility Needs Survey are residents of the City's five Focus Neighborhoods; large populations of low-income and under-represented demographics. Burbank residents reflect 93 percent of survey respondents; while Glendale, the next highest residential location, made up less than one percent.

Exhibit 4.1 is a density-dot map illustrating the geographic location and concentration of work sites of Burbank residents. The exhibit shows the home-to-work commute, where the home location is Burbank, and work locations are represented by the blue dots. The larger the dot, the more people traveling to that location for work. The most common work destinations among survey respondents were Burbank (21.6 percent), Los Angeles (11.3 percent), Glendale (4.7 percent), and North Hollywood (2.1 percent).

Within Burbank, the most common work locations are distributed amongst the Media District, Downtown area, and the Airport/Empire area. This poses challenges to providing transportation to key employment centers throughout Burbank, as these employment centers are located at opposite ends of the City and not in one central location.

Although work locations within Los Angeles are largely dispersed, most appear to be concentrated near US 101 and State Highway 170. Work sites located in Glendale tend to cluster near the southern and western edges of the city, near Interstate 5 and State Highway 134. There is some concentration of work locations north of Burbank, yet most work locations are in the southern and western portions of the city.

Exhibit 4.1 Work Locations of Burbank Residents



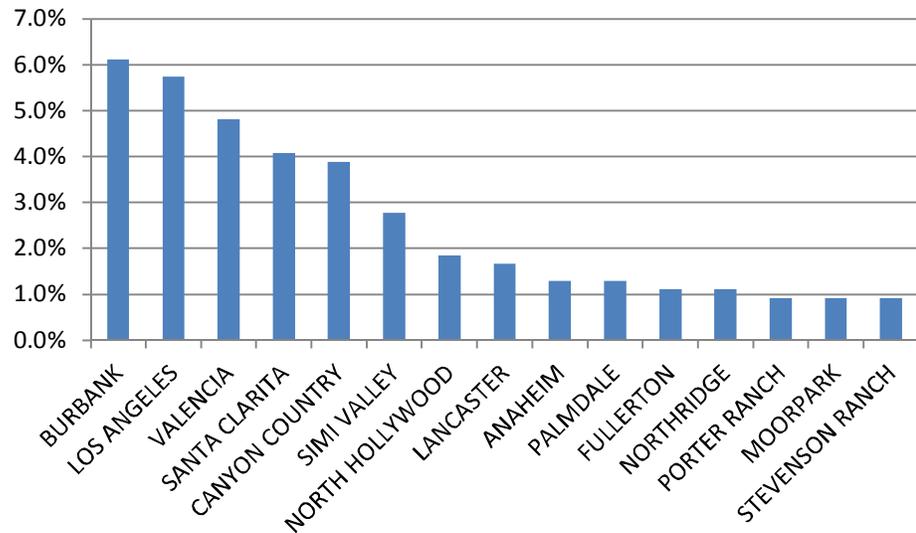
Transit Riders

The BurbankBus onboard customer survey received input from riders, which included both residents and individuals employed within Burbank. Findings specific to home and work location revealed the majority of BurbankBus riders work in Burbank (64 percent) yet live outside Burbank. Although many regional transportation services are offered to/from Burbank and surrounding areas, most have only one or two stops in Burbank at the two transportation centers. Therefore, if these riders are using public transportation for their home-to-work commute, it is likely their trip involves a transfer to/from one or more transportation services.

Exhibit 4.2 indicates the place of residence of BurbankBus riders whose work location is Burbank. Although the exhibit suggests the majority of individuals employed within Burbank live in Burbank and Los Angeles, respondents who live in the northern areas of the Santa Clarita and Antelope Valleys reflect a combined 18 percent. This illustrates there is a significant amount of commute

activity coming into Burbank in the morning peak-period originating from communities in northern Los Angeles County.

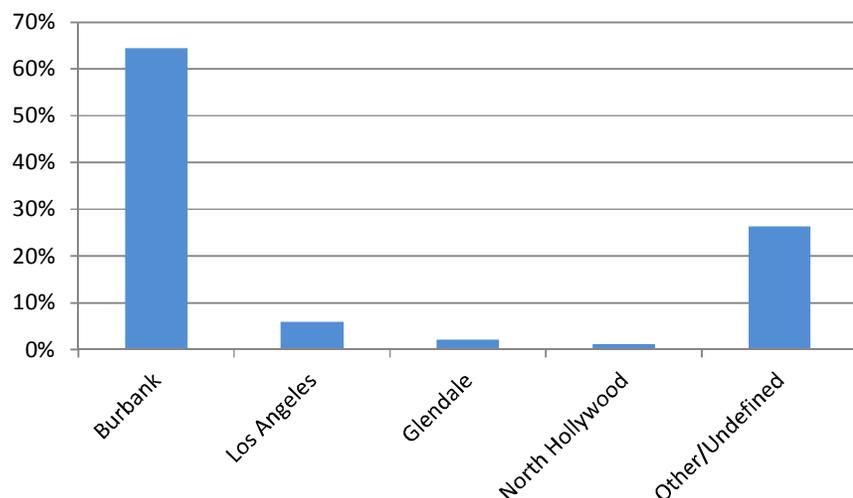
Exhibit 4.2 Home Location of BurbankBus Riders that Work in Burbank



The data suggests many respondents who ride BurbankBus are doing so as part of their home-to-work commute. Of the BurbankBus riders who stated they (also) live in Burbank (14 percent of respondents), the majority work either in Burbank (approximately 42 percent) or Los Angeles (approximately 33 percent).

Exhibit 4.3 illustrates the most common work locations of all BurbankBus riders, (as a subset of Exhibit 4.2). This supports the findings from above, in which the majority of riders work in Burbank and are most likely using the service as part of their normal home-to-work travel.

Exhibit 4.3 Most Common Work Locations of BurbankBus Riders



Burbank Employee Commute

The following discussion pertains solely to the Burbank Transportation Management Organization (BTMO) member-company data. For the purpose of this study, the BTMO provided information from their annual member-company survey data, which consisted primarily of a summary of BTMO employee home zip codes.

As presented in Exhibit 4.4, Los Angeles County home locations are segregated into five geographic areas of the county. The data reveals a similar trend as found from the previous two surveys. That is, a high percentage of persons employed within Burbank live in Burbank and immediate surrounding areas. However, a significant number of persons also travel from outside Los Angeles County (20 percent) in order to reach employment locations in Burbank.

Exhibit 4.4 BTMO Member-Company Commute Data

Employee Residence Location	Percent	Number
Ventura, San Bernardino, Riverside, and Orange counties	20%	4,000
Los Angeles county	80%	16,000
Studio City, Sun Valley, Burbank, Glendale	25%	5,000
North (San Fernando, Valencia, Santa Clarita)	11%	2,250
West (Chatsworth, Northridge, Van Nuys)	18%	3,500
East (La Canada, Pasadena, Covina, Pomona)	11%	2,250
South (Los Angeles, Santa Monica, Long Beach)	15%	3,000
Total employees	20,000	100%

Source: Burbank Transportation Management Organization (BTMO), 2010 BTMO member-company survey.

In examining the home-to-work travel patterns of Burbank residents, transit riders, and individuals employed within Burbank, it's apparent that a significant level of regional employment is located within the city. This is most likely a result of the significant number of jobs generated by the larger employers in Burbank. A surprisingly large number of individuals employed within Burbank live north in the Santa Clarita Valley; while residents of Burbank who work outside the City work in nearby Glendale and/or downtown Los Angeles.

When looking at home-to-work travel patterns, it was found that the commute travel activity into Burbank exceeds the travel activity out of Burbank for employment: an estimated 15,000 of BTMO member employees commute into Burbank to reach their job site. There is a relatively large number of jobs within Burbank employed by residents of the Santa Clarita Valley (11 percent of BTMO-member employees, or 2,500); yet this number does not exceed the level of commuters coming from Glendale and Los Angeles to access employment in Burbank (over 3,000, or 15 percent of BTMO-member employees). It was also found there is a high level of cross-town commute travel of people who both live and work in Burbank: nearly 22 percent of mobility needs survey respondents who live in Burbank work in Burbank, and approximately 5,000 (25 percent) of BTMO-member employees live in Burbank or adjacent areas. Many surveyed residents of Burbank who work outside Burbank tend to work in Glendale or Los Angeles.

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IDENTIFICATION OF
MOBILITY SOLUTIONS

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5. IDENTIFICATION OF MOBILITY SOLUTIONS

The purpose of this chapter is to advance a series of mobility solutions addressing mobility needs identified through the project's public involvement activities. The chapter is intended as a guide for the phased and ongoing implementation of enhancements to improve mobility to, from, and within Burbank. The solutions focus on encouraging the use of alternative modes of transportation so as to reduce reliance on the single occupant vehicle; to not only reduce stress on road infrastructure that is near capacity, but also to achieve environmental and livability goals established by the City of Burbank.

Given the current economic climate, funding for transportation services and programs is very limited. Given this funding reality, the following mobility solutions were crafted with the goal of maximizing use of existing resources (i.e., services and programs). Cost-effective solutions include Transportation Demand Management (TDM) activities aimed at increasing the use of public transit. TDM measures and strategies reallocate demand amongst transportation modes and include improved transport options, incentives to use alternative modes and reduce driving, parking and land use management, and policy and institutional reforms. The City currently administers and supports many TDM measures, some through city-wide and area-specific TDM ordinances, others through offering commuter/employee-based programs as well as programs promoting non-motorized travel (i.e., bike and pedestrian access and facilities). These recommendations improve and expand upon existing TDM efforts.

The following is a description of the recommended mobility solutions. The solutions should be used by the City more as a menu of options rather than a specific implementation guideline. Doing so will allow the City to implement recommendations as funding becomes available, as well as support applications for specialty grants.

Mobility Solution 1 - Improved Rider Information and Ongoing Marketing Program

As a key finding of this study, many mobility options are readily available to the majority of residents and commuters within Burbank. However, community awareness of the various transportation services available remains relatively modest. To increase awareness of available services, we recommend the City focus on marketing of services as well as coordination with other alternative mobility services and programs. Coordination between BurbankBus and the other operators serving Burbank is critical, not only to eliminate redundancy in coverage, but also to leverage each service as an important component of the local and regional transportation network; each providing a service which is identifiable and discernable from the "general mix".

We recommend a variety of marketing campaigns be considered to increase community awareness of existing transportation services operating within Burbank. We recommend the City incorporate marketing of not only BurbankBus but also its connectivity with other services. The following four

strategies under Mobility Solution 1 are organized from least cost-intensive (with no capital component) to most cost-intensive (requiring some capital investment).

1.1 Promote transportation services at community events. Historically the City of Burbank has been extremely proactive in designing events to bring the community together throughout the year. Some are targeted to specific populations, such as the Back to School Event, while others are oriented to the population at-large, such as National Night Out. These events present opportunities for the City to promote the various transportation options available to its residents, visitors, and commuters. Given the City already possesses equipment to support an event booth (i.e., display board, tables, and canopy), the only cost incurred would be staff time and production of any supporting collateral. In addition to community events, the City should distribute BurbankBus information at the Town Center retail complex, government offices, and key employment centers (e.g., BTMO-member employer office buildings).

1.2 Increase marketing of BurbankBus service at transportation centers and transfer points. Enhance marketing and presence of BurbankBus service at the North Hollywood Red Line Station, Downtown Burbank Metrolink Station, and Bob Hope Airport. These sites experience the most transit customer and commuter traffic traveling into/out of the city and therefore should be leveraged to increase the visibility of BurbankBus to transit riders and non-riders alike. At a minimum, the information available should include BurbankBus route information (i.e., service maps and schedules) and contact information (i.e., call center number and website) to be displayed at each of these locations.

Current and planned marketing efforts at the rail stations include info-post check and replace throughout the city; poster placement at Downtown Metrolink Station; brochure placement at the Bob Hope Airport in hallway racks, baggage claim racks, and inclusion of BurbankBus in the Airport Direct Dial board.

1.4 Youth education and promotional campaign. In August 2011 the City discontinued the youth bus service Got Wheels during the school year, reverting this service to summer only. As a result of the service reduction, some youth may not have alternative mobility options to get to/from school and either home or another destination. We recommend the City, as part of its overall marketing efforts, develop a specific marketing campaign to educate youth and parents on the various transportation options and how to use each. This could include coordinating with after-school programs, youth non-profit groups and the Youth Task Force to promote BurbankBus as a mobility option. See Strategy 2.3 for a discussion of expanding BurbankBus service to capture Got Wheels ridership.

1.5 Create a multi-modal access guide. There are numerous advanced transit programs serving Burbank residents and commuters which can result in confusion for the traveler. We recommend a targeted marketing campaign to residents regarding all transportation services operating within Burbank (Metro Local, Metrolink, Metro Red Line, Metro Orange Line, LADOT, Glendale Beeline, Santa Clarita Transit). The guide should include information on fare media (transferable/universally

accepted fares, purchase locations and acceptable forms of purchase, etc.), connections, and transfers locations. The Guide should only include maps and not include schedules of the regional services, as they change frequently. Include information on where to purchase fares, where to access service information, contact phone numbers, websites, and a link to regional rideshare site. The Guide should also include non-motorized transportation options and travel tips.

As the City's Transportation and BurbankBus websites include the various transportation services operating within Burbank, there is no clear identification of fare media types (including universal fare media) and purchase locations, as well as destination (service area) of each regional service. We recommend the City include the regional services map with more clarity on transit service origin/destination, fare information, and transfers/connections. The City should also coordinate with regional services, specifically Metro and Metrolink, to promote their services in the Burbank Transit Guide, as well as to possibly advertise BurbankBus on regional transportation services.

1.6 Implement real-time information on BurbankBus. For persons using the BurbankBus service for a portion of their home-to-work travel, many transfer to/from another regional or commuter service. Therefore, patrons must rely on BurbankBus to make transfers and get to work on-time. To allow patrons to see at any time when the next bus is arriving at a given location enhances not only the image of the service but also its reliability. Real-time information on bus arrival times at published time-points requires the installation of onboard GPS technology, a website such as Next Bus, and installation of real-time signage bus stops. This is a long-term and capital-intensive investment.

Mobility Solution 2 – Expand BurbankBus to serve residents

The main goal of this strategy is to expand the City's local bus service (BurbankBus) to better serve Burbank residents while maintaining service to commuters and minimizing cost. Given the current funding environment we recommend the City eliminate overlap with Metro Local bus service in order to reallocate resources to serve new areas. In addition, through minimizing service redundancy, the BurbankBus program will be able to build a unique identity throughout the community.

As with the sub-strategies under Mobility Strategy 1, the following three strategies under Mobility Solution 1 are organized from least cost-intensive (with no capital component) to most cost-intensive (requiring some capital investment).

2.1 Monitor employment patterns with BurbankBus service area on a continuous basis. We encourage the City to monitor employment patterns within the BurbankBus service area on an annual basis. Detailed employee origin and destination data from the BTMO's annual member employee survey should be utilized to re-evaluate the alignment and stops along the various BurbankBus routes. We recommend the City consider modifying BurbankBus routes as necessary to effectively meet the most current demand of commuters.

2.2 Reduce overlap with Metro Local bus service. Through analysis of existing transportation services and coverage in Burbank, several areas of overlap were identified amongst local bus services. We recommend the City consider reducing service in areas with excess supply in order to provide more service in areas with demand (i.e., residential areas) and little to no supply of public transportation. The following are segments of BurbankBus routes which overlap with Metro Local routes:

- BurbankBus Metrolink/Media District – Metro Local Routes 155 and 96 along W Olive Avenue and W Alameda Avenue.
- BurbankBus NoHo/Media District – Metro Local Route 183 along Magnolia Boulevard.
- BurbankBus NoHo/Empire – Metro Local Routes 154 along Burbank Boulevard and Route 222 along Hollywood Way.
- BurbankBus Empire/Downtown – Metro Local Route 292 along Glenoaks Boulevard.

Route segments which overlap with Metro Local Routes and are not directly serving a major employment center/job site, should be considered for rerouting to new areas not currently served by any other local bus service. When rerouting, the new alignment should serve in the general direction of the existing route so as to not add significant additional service miles or service hours.

2.3 Expand BurbankBus to residential areas identified with unmet needs. Through this strategy we recommend BurbankBus maintain and promote itself as a link between regional transportation services and employment centers/areas, with the expansion of BurbankBus as a home-to-work travel option for residents. Using this approach the City should maintain peak hour service, yet reroute BurbankBus alignments to areas not served by other local bus services (i.e., Metro Local) where it is warranted. This will allow the City to reallocate resources versus increasing service costs.

As a result of the Mobility Needs Survey conducted for this study, it was found there is demand for home-to-work travel within the city as well as outside the city (outbound AM commute and inbound PM commute). With this this option, it is essential routes connect residential areas with major employment areas within the city, as well as with the main rail/transfer stations (i.e., NoHo Red Line station and Downtown Burbank Metrolink Station).

The study identified several residential areas with demand for transit and lacking mobility options to essential services such as employment and healthcare services. These include:

- Service connecting the Peyton-Grismer and Golden-State neighborhoods with the southern portions of the city to access healthcare facilities (Providence St. Joseph Medical Center) and employment opportunities (Media District).
- Service directly serving the Elmwood, Lake-Verdugo, and Lake-Alameda neighborhoods to connect residents with employment opportunities located in the Media District, Golden State/Empire area. In addition, a connection to the rail/transfer stations. For example, the City could reroute BurbankBus Metrolink/Media District from W Olive Avenue to travel through downtown, then south to serve the abovementioned three neighborhoods along S Lake and S Victory Boulevard, and then continue its travel to the Media District. This would

eliminate overlap of service with Metro Local Route 155 along W Olive Avenue, and will provide a direct service connection to the three Focus Neighborhoods.

Given the elimination of the Got Wheels school year service, there may be demand for after-school travel for youth patrons. We recommend the City further evaluate the opportunity of developing a loop connecting the schools with youth program destinations as well as other community generators. This could be a one-hour service prior to the start of existing BurbankBus routes in the evening peak period, operating possibly four trips on 15-minute headways. This service would not only improve mobility for youth riders, but would also be open to the general public, providing additional trips prior to commencement of traditional service. The service would require riders to pay a fare for each trip or purchase a discount fare media, such as a monthly pass. The stops can be identified through review of the most recent Got Wheels ride check data.

Mobility Solution 3 - Regional fare media coordination

Enhance fare media coordination and transfer discounts between regional and BurbankBus services. The City currently participates in the EZ Pass program which allows BurbankBus customers to purchase a monthly pass that is transferable with around 24 public transit services including the Glendale Beeline, and Metro bus and rail services. Other universal fare media includes the Transit Access Pass (TAP). The TAP card is accepted by several services including the Santa Clarita Transit, Antelope Valley Transit, and Metro bus and rail lines. The TAP card is different than the EZ pass and allows the customer to add value to the card and use it similar to a credit card.

Given the increasing ridership and transfer activity at the NoHo Red Line Station, as well as the commute travel between Burbank and the region, the City should consider further evaluation of utilizing the TAP fare media for BurbankBus riders. However, at this time the costs associated with implementation of the TAP card (fare box infrastructure) do not appear warranted given few properties use TAP, but Metro represents a large rider population base that transfers to BurbankBus.

The fare types BurbankBus accepts should be heavily advertised, informing patrons of the other services which accept the same payment, and locations where fare may be purchased.

Mobility Solution 4 - Enhance coordination with Burbank Transportation Management Organization

The study revealed a need to be more closely coordinated with BTMO to enhance route planning for BurbankBus routes and schedules. Given BurbankBus is chiefly a peak-hour service, BTMO member employees represent the largest group of current BurbankBus riders.

- Review annual BTMO member employee origin and destination locations each year to re-evaluate BurbankBus routes and schedules. The City of Burbank should ensure the City receives the mandated annual BTMO employee commute data to better understand commute travel patterns in Burbank, and to incorporate the data in future transportation studies to support more in-depth analysis.

- More direct marketing to employers of BTMO member-companies regarding BurbankBus services and connections with other transit services, as well as regional fare media.
- Consider establishing employee discount pass or something similar to a student pass (perhaps subsidized by BTMO member-companies).

Mobility Solution 5 - Management of Metro Local Service

In the last several years there have been discussions between the Los Angeles County Metropolitan Transportation Authority (LACMTA) and the local jurisdictions in the Arroyo-Verdugo Subregion regarding operations and management of Metro Local bus service. While the City of Burbank is open to the concept of assuming responsibility of Metro Local service, there are many concerns regarding funding of such services as well as ability to sustain existing transportation services currently being operated by the City (i.e., BurbankBus and Senior and Disabled Transit). Given there are 11 Metro Local routes which operate in and through Burbank, we recommend the City evaluate this option on a case-by-case, or route-by-route, basis. In addition, if the City is considering this option, we believe appropriate supporting resources and a permanent arrangement or cost participation follows.

Some advantages to the City include better coordination amongst BurbankBus and Metro Local services, development of more efficient and effective local bus service, ability to better serve/respond to local resident needs and travel through the city, and elimination of customer confusion through creating one cohesive transit network and marketing campaign. Disadvantages to this option include not only the obvious long-term costs of bus operations, but also the addition of administrative support staff needed to oversee and manage the day-to-day and planning of expanded operations.

APPENDIX

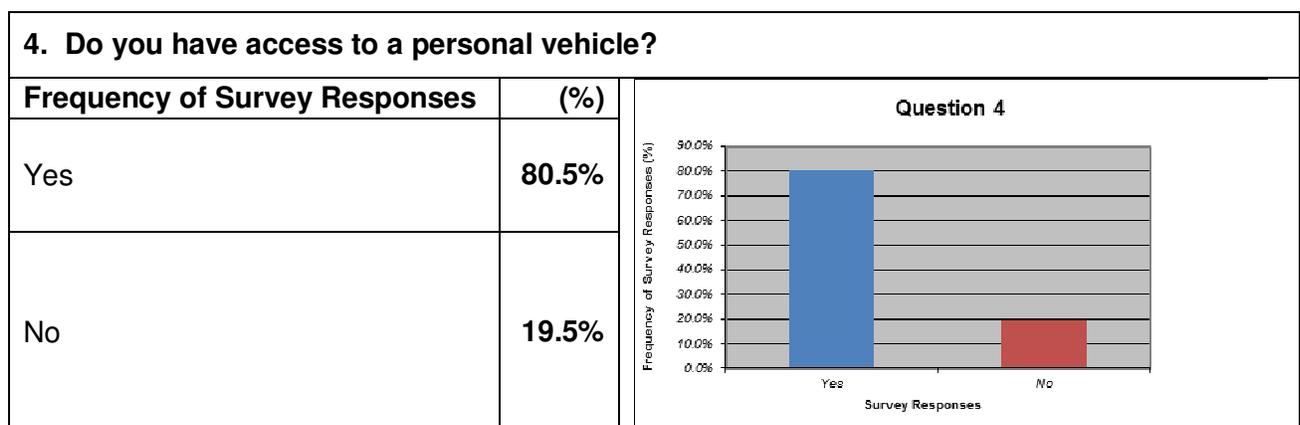
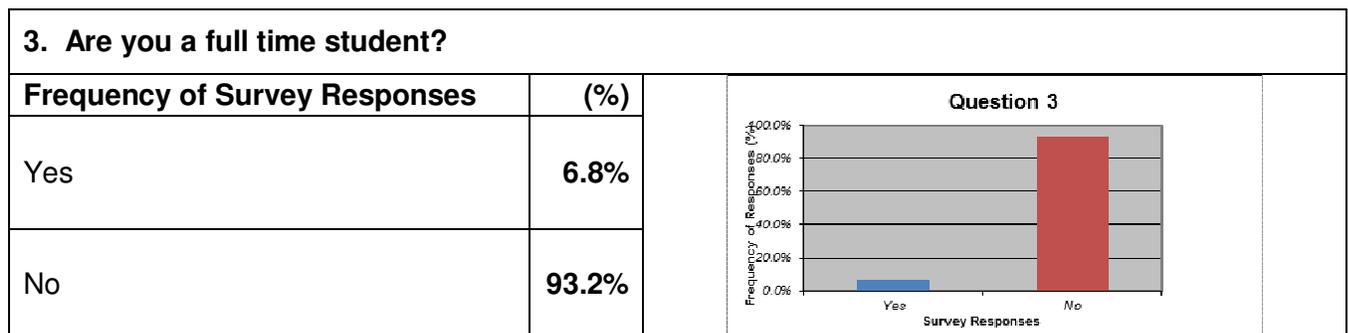
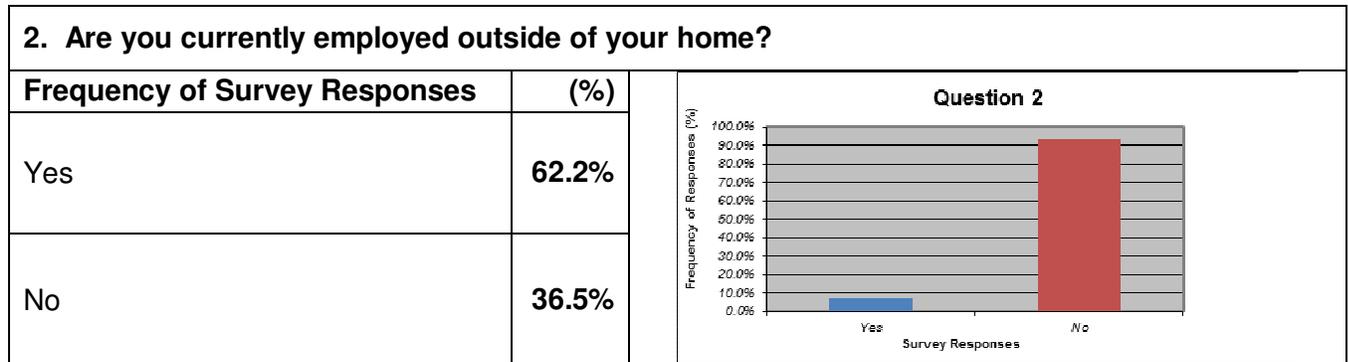
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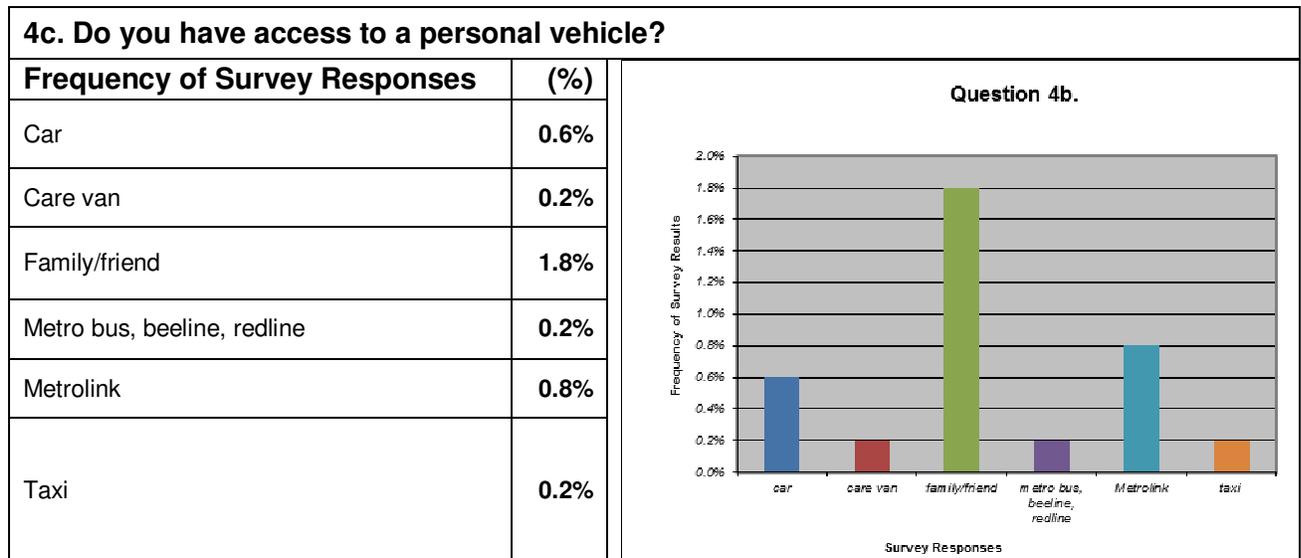
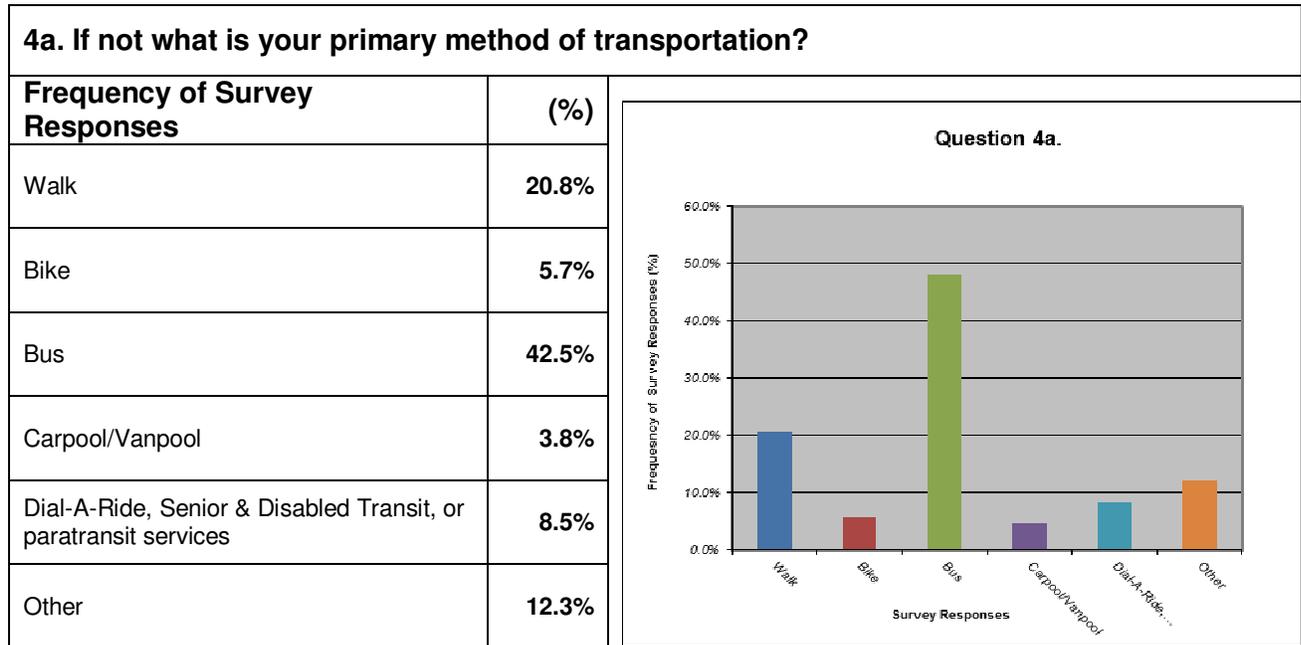
APPENDIX A – PRIVATELY OPERATED TRANSPORTATION SERVICES

Service	Type of Service	Service Coverage
Privately Operated Services		
Blue Star Coach Services	Bus	N/A
Greyhound Bus Services	Bus	N/A
American Transportation Systems	Charter Bus	Los Angeles, Southern California
Glendale Car Services	Taxi	Glendale area
Independent Taxi	Taxi	Los Angeles area
Peoples Taxi	Taxi	Glendale-Burbank area
Yellow Cab	Taxi	N/A
LAX Car and Limo Service in LA	Taxi	Southern California
Checker Cab of Burbank	Taxi	Burbank area
Medical Transport (non-emergency)		
		Los Angeles, Santa Monica, Inglewood, Northridge, (N. Hollywood) (W. Hollywood), San Fernando Valley, Burbank, Woodland Hills
MedTrans (LA County)	Non-Emergency Medical Transport	Los Angeles, Burbank, San Fernando Valley and West Hollywood
Pioneer Medical Transport	Non-Emergency Medical Transport	Greater LA Area
Trans Aid Ambulance	Non-Emergency Medical Transport	Greater LA Area
Silver Non-Emergency Medical Transportation	Non-Emergency Medical Transport	Hollywood/LA Area
On Time Med Transportation	Non-Emergency Medical Transport	LA, Ventura, SB, Orange, Riverside, and San Bernardino Counties
Maxx Shuttle Service	Non-Emergency Medical Transport	Burbank
Caramedix	Non-Emergency Medical Transport	LA & Orange Counties
Priority One Medical	Non-Emergency Medical Transport	Southern CA
Transit Van	Non-Emergency Medical Transport	Southern CA
Prime Medical Transport	Non-Emergency Medical Transport	Southern CA
A&H Non Medical Transportation	Non-Emergency Medical Transport	LA County
MS Transportation	Non-Emergency Medical Transport	Southern CA, Van Nuys
Impulse Ambulance	Non-Emergency Medical Transport	Hollywood Area
		Ventura, Los Angeles, Orange, Riverside, and San Bernardino counties. Lancaster, Los Angeles, Anaheim, and Redlands
Health Link Medi-Van	Non-Emergency Medical Transport	Los Angeles & Ventura Counties
World Med Trans.com	Non-Emergency Medical Transport	Los Angeles & Ventura Counties
All Town Medical Transport	Non-Emergency Medical Transport	Glendale
MED Coach	Non-Emergency Medical Transport	Nationwide long distance travel
AMERITRANS	Non-Emergency Medical Transport	Nationwide long distance travel
Rural/Metro	Non-Emergency Medical Transport	California

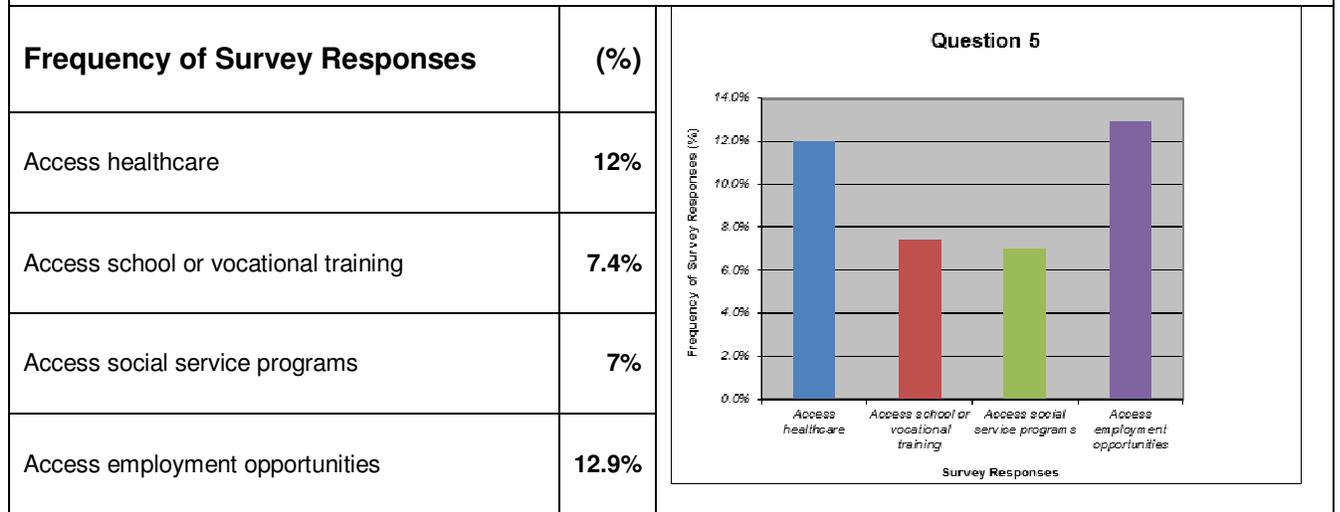
APPENDIX B – 2010 COMMUNITY NEEDS SURVEY RESULTS

The following presents the results from the community mobility needs survey conducted for the Community Mobility Study.

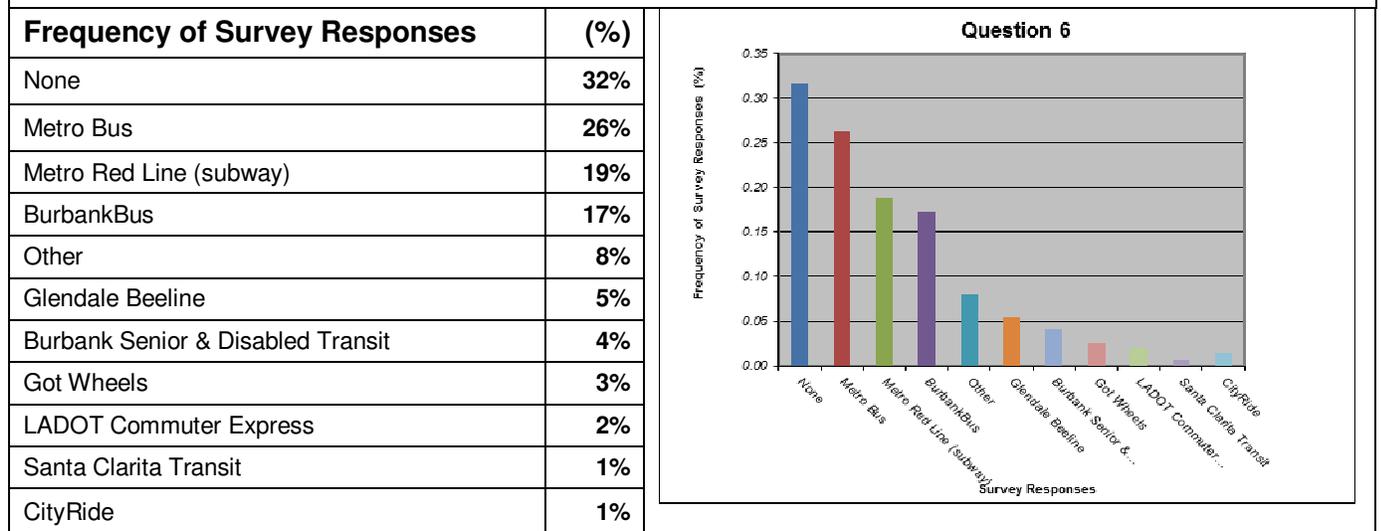


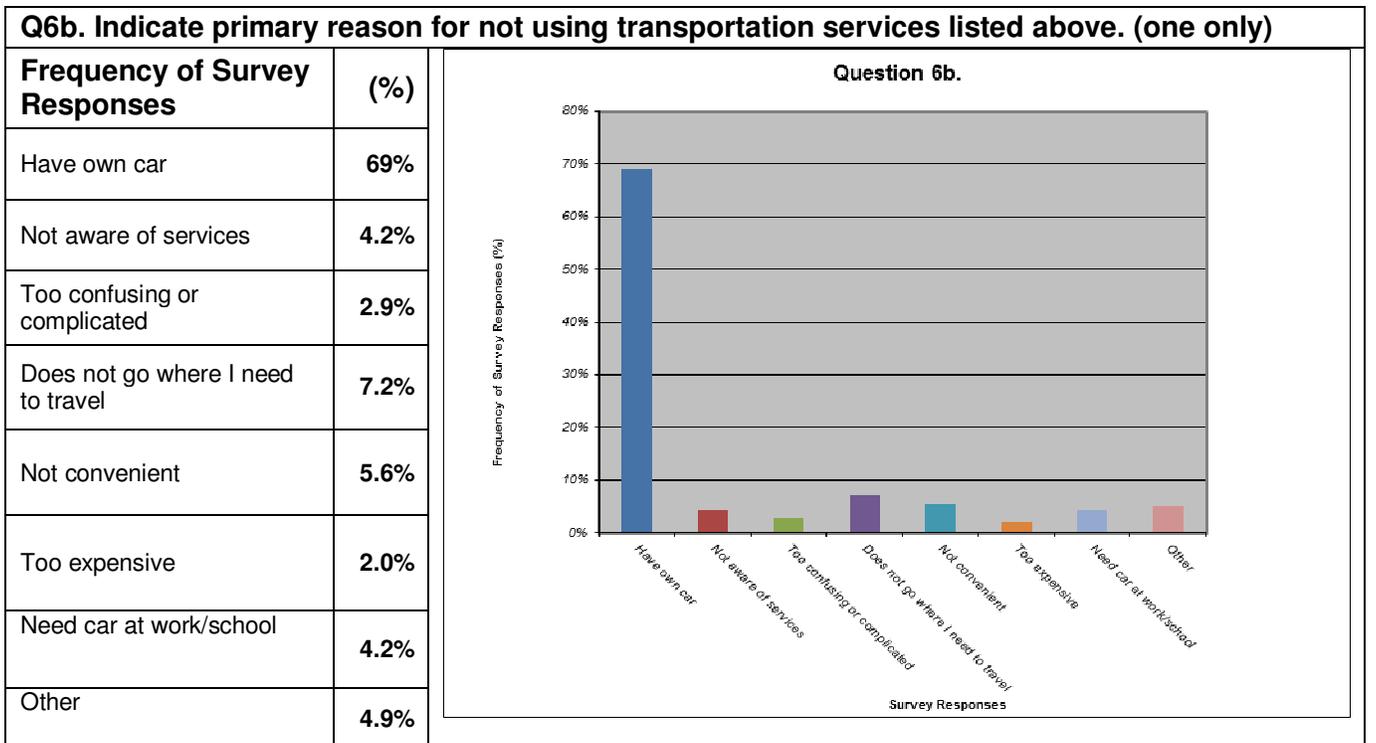
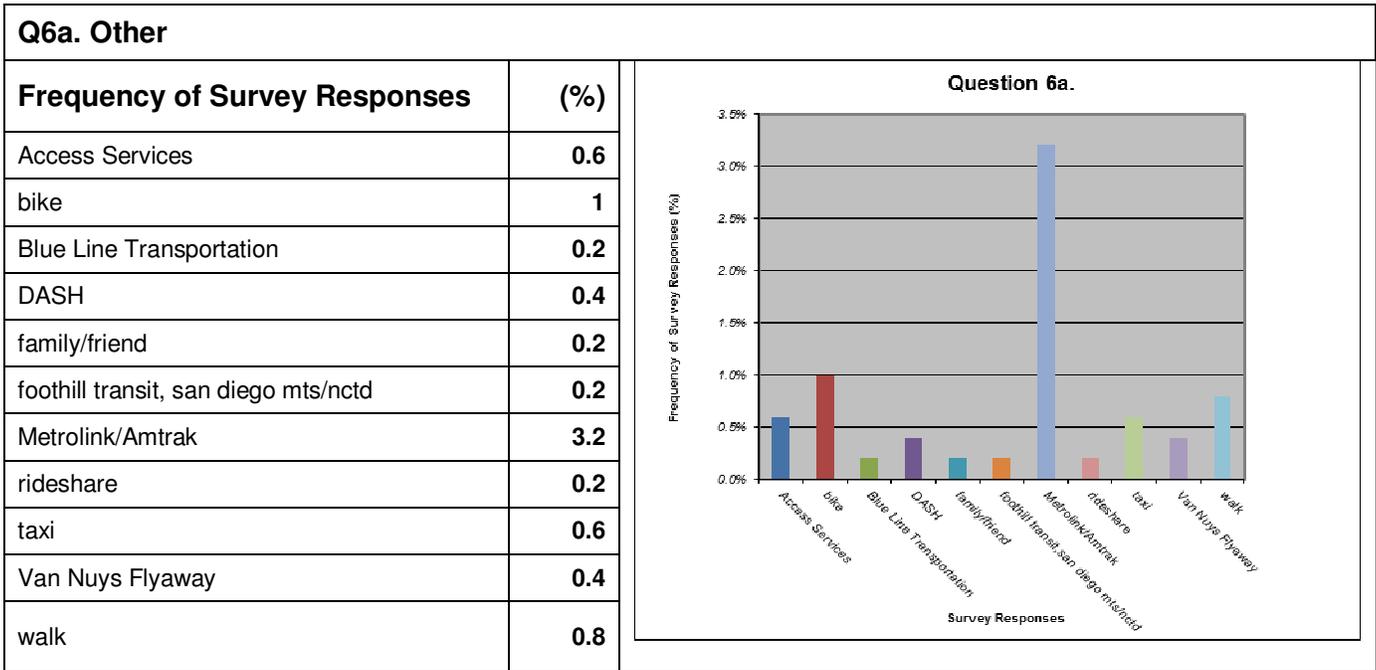


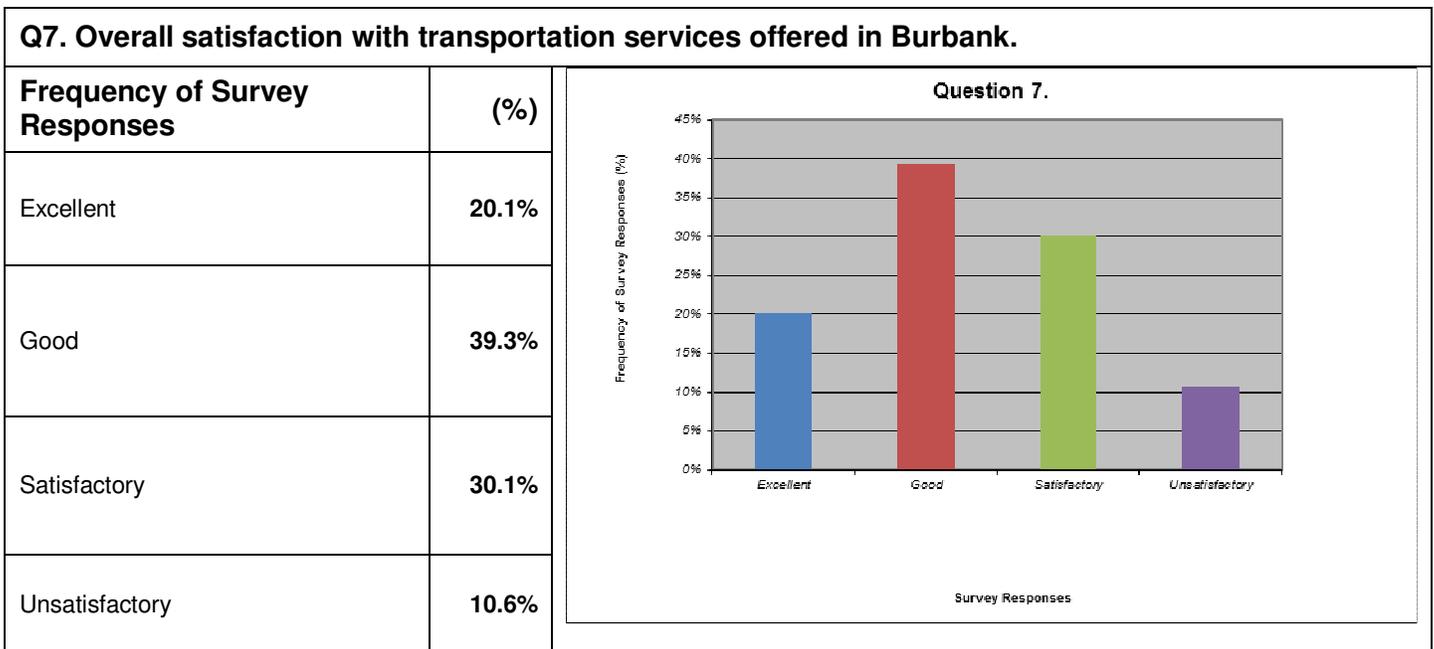
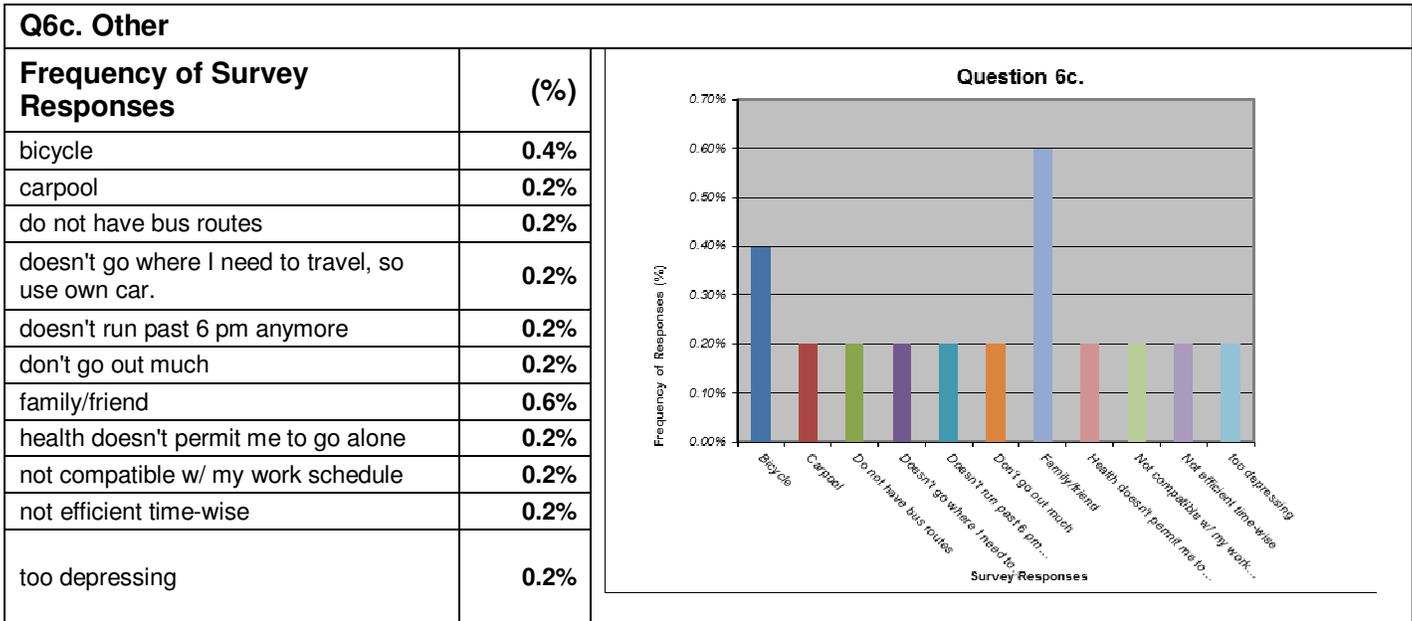
5. Has the absence of affordable transportation impacted your ability to...



Q6. Non-auto transportation options used in the past 12 months.

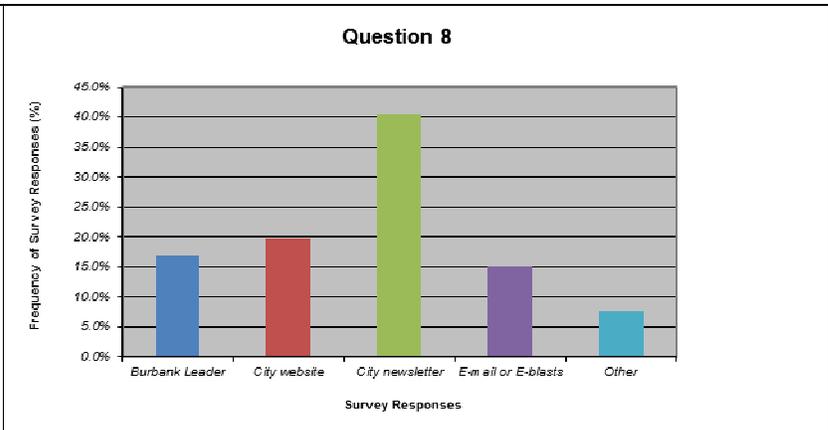






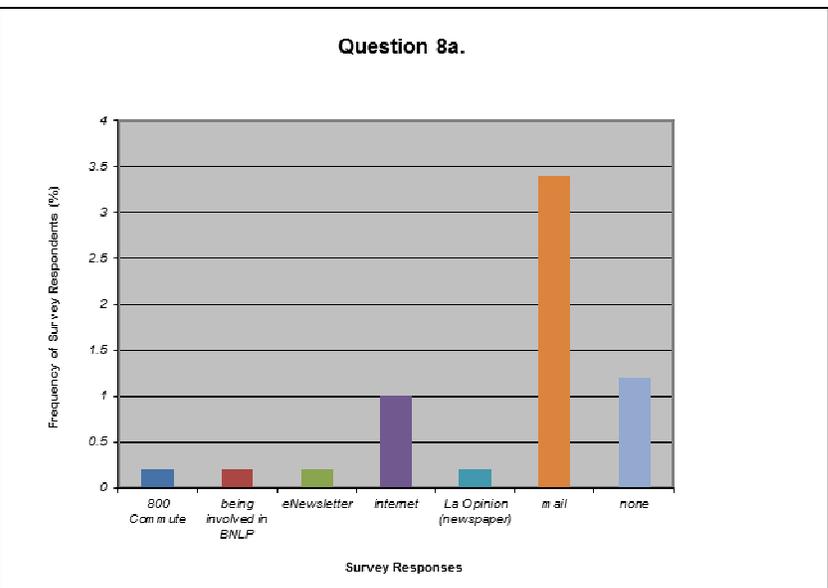
Q8. Preferred method of receiving information.

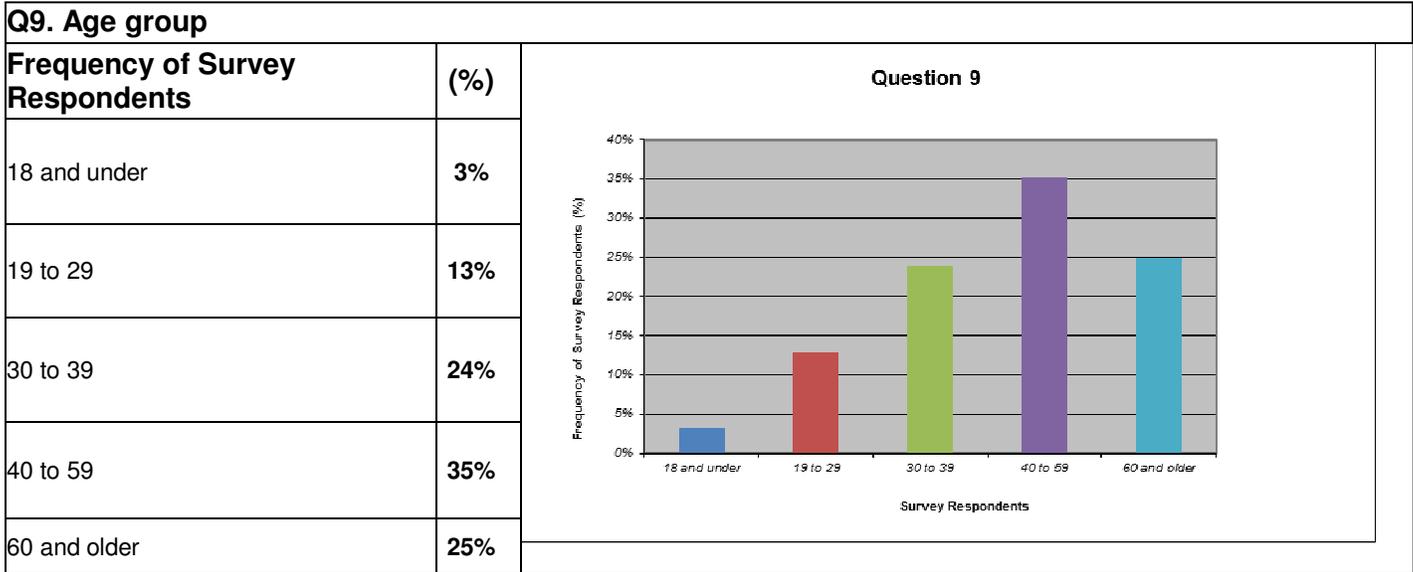
Frequency of Survey Responses	(%)
Burbank Leader	14.9%
City website	17.3%
City newsletter	35.5%
E-mail or E-blasts	13.1%
Other	6.8%



Q8a. Other

Frequency of Survey Respondents	(%)
800 Commute	0.2%
being involved in BNL P	0.2%
eNewsletter	0.2%
internet	1%
La Opinion (newspaper)	0.2%
mail	3.4%
none	1.2%

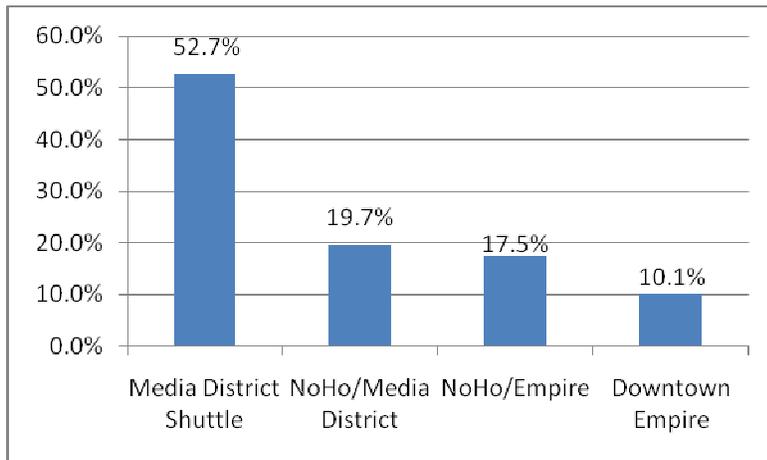




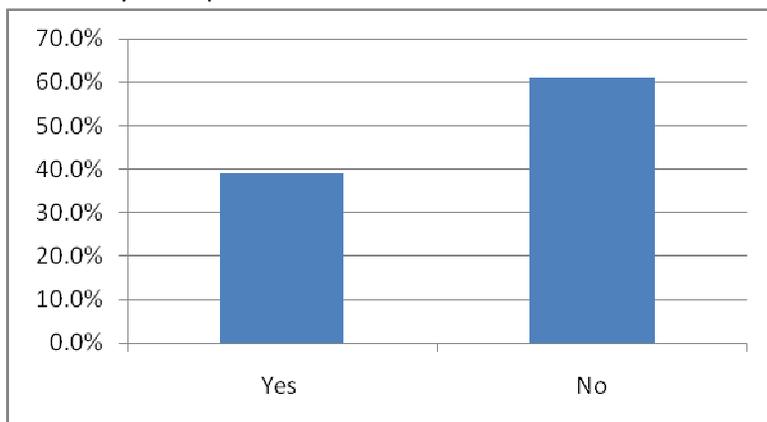
APPENDIX C – 2009 BURBANKBUS ONBOARD CUSTOMER SURVEY RESULTS

The following presents the results from the BurbankBus rider/customer survey conducted onboard BurbankBus routes in 2009.

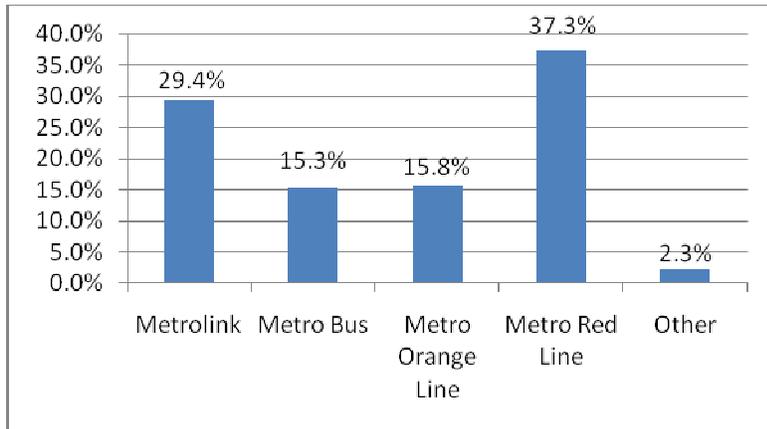
Q1. Which Burbank Bus route/service do you ride most often?



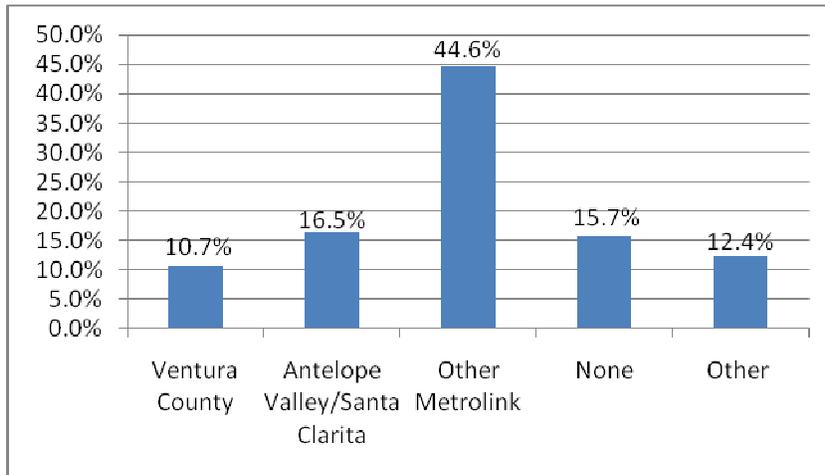
Q2. Does your trip include a transfer?



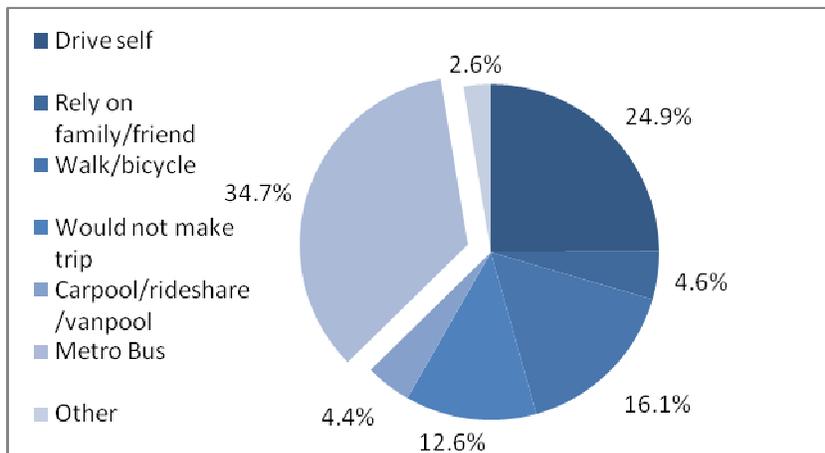
Q3. If you answered “yes” to Question 2, please select the service you most often connect to/from.



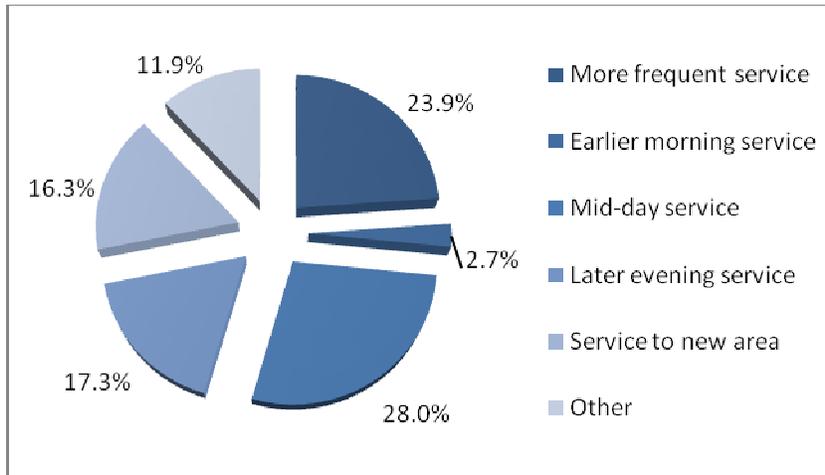
Q4. If you answered “yes” to Question 2, please select the service line you most often transfer to/from.



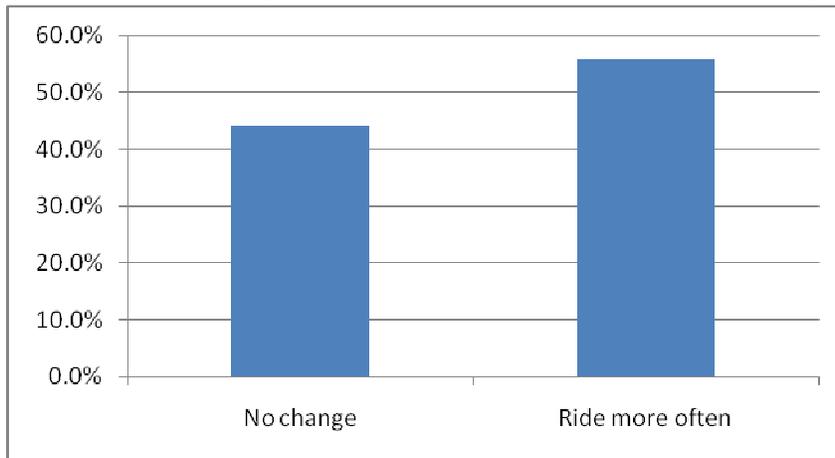
Q7. How would you make this trip if Burbank Bus was NOT available?



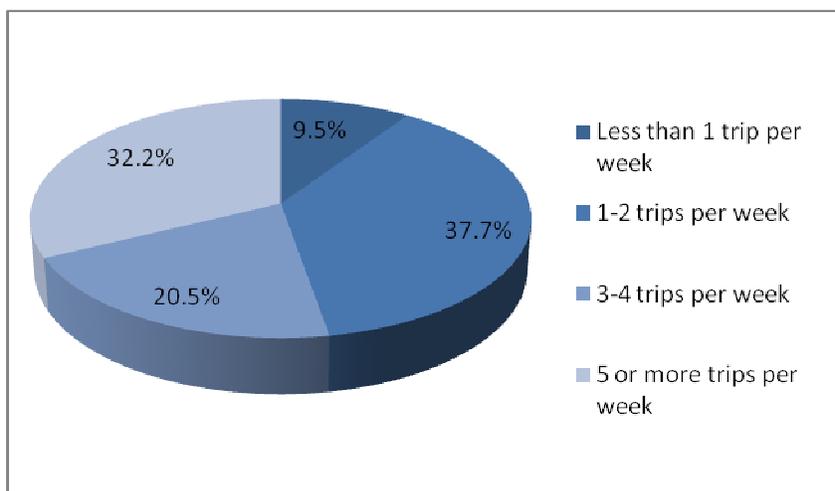
Q12. Which service improvement would you most like to see introduced?



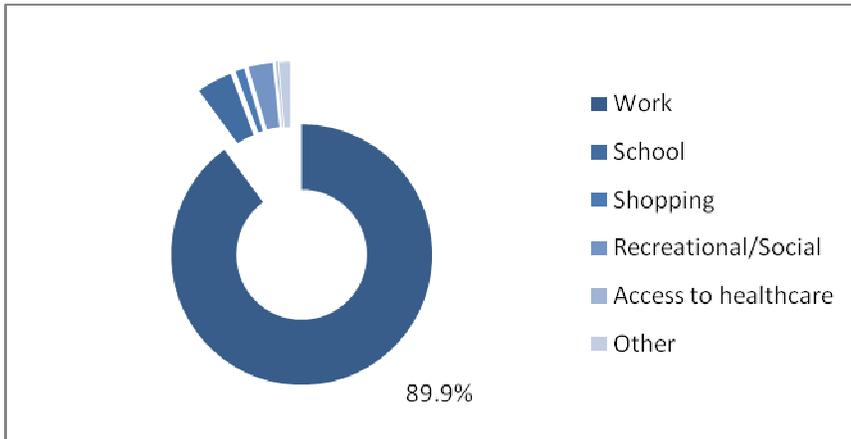
Q13. If the desired improvement were made, how would this affect your use of Burbank Bus?



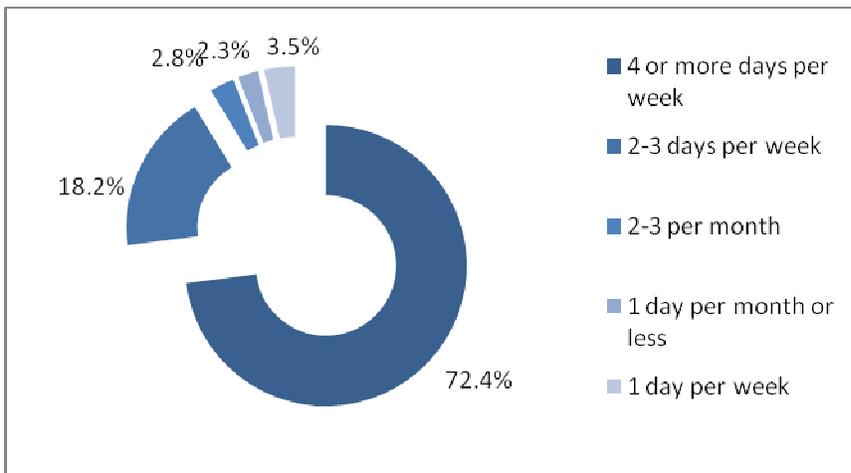
Q13a. If you selected “ride more often” to Question 13, how many additional trips would you make per week?



Q20. Trip purpose



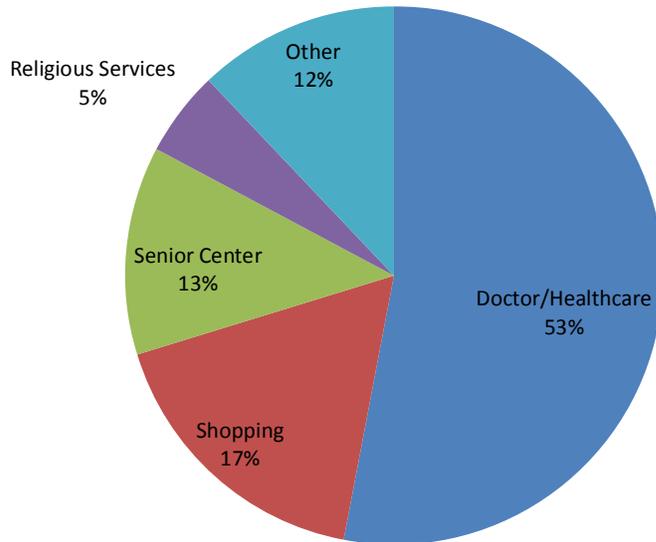
Q21. How often do you use Burbank Bus?



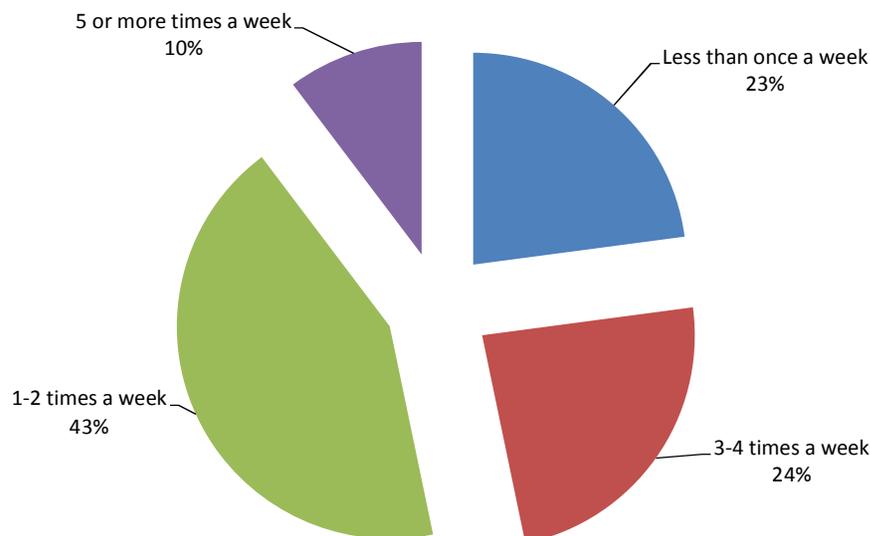
APPENDIX D – BURBANK SENIOR AND DISABLED TRANSIT CUSTOMER SURVEY RESULTS

The following presents the results from the 2010 annual customer survey, distributed to all registered patrons of Burbank Senior and Disabled Transit service.

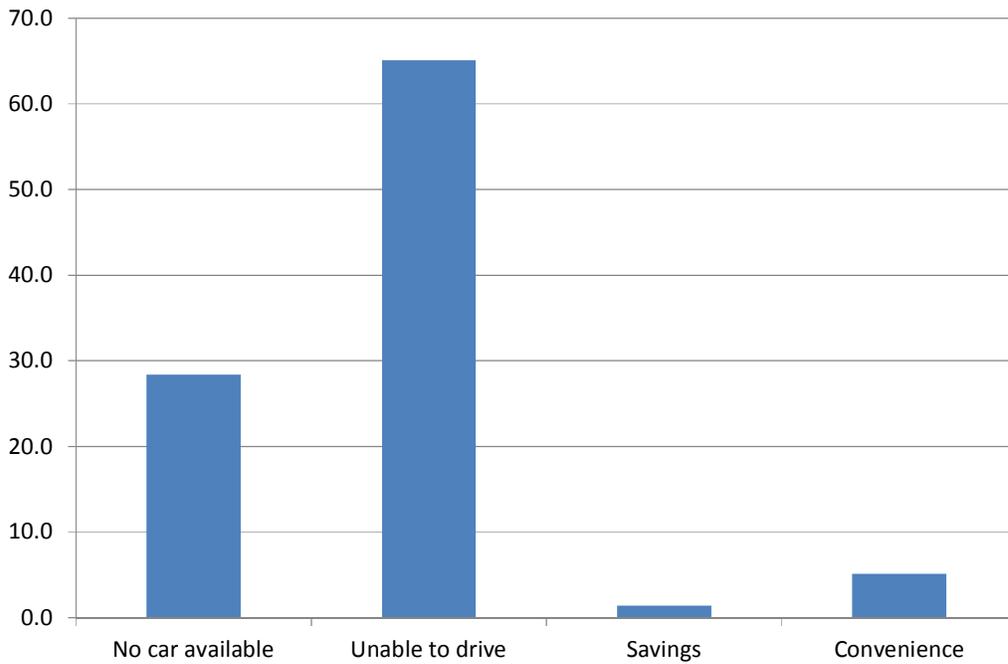
Q1. What is your most common destination when riding *Burbank Transportation Services*? (select one)



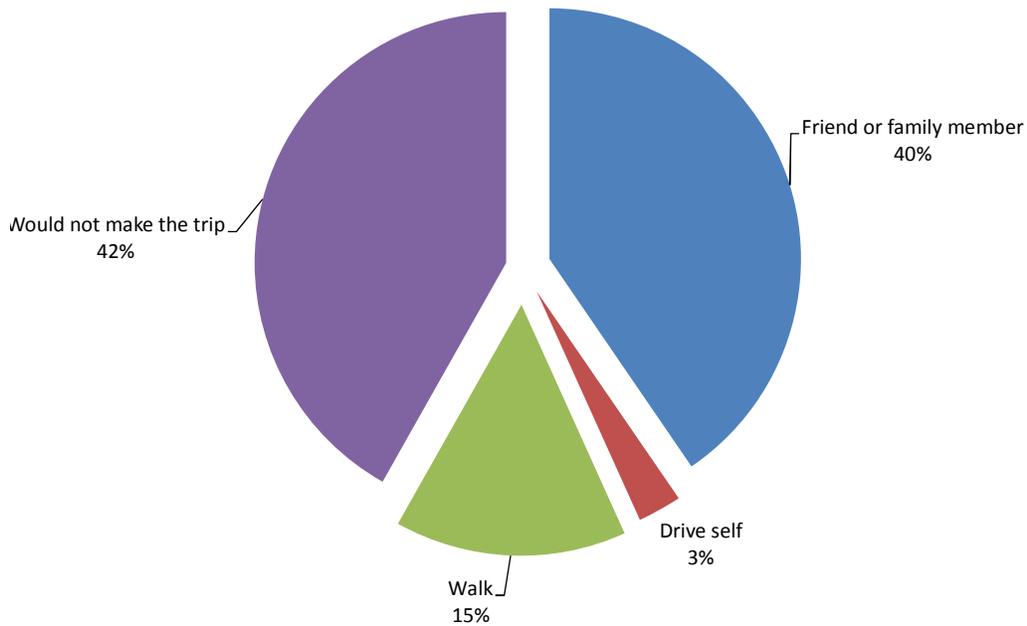
Q2. In an average week, how often do you ride *Burbank Transportation Services*?



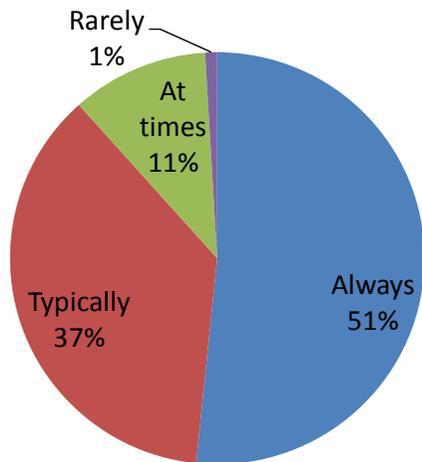
Q3. What is the main reason you ride *Burbank Transportation Services*? (select one)



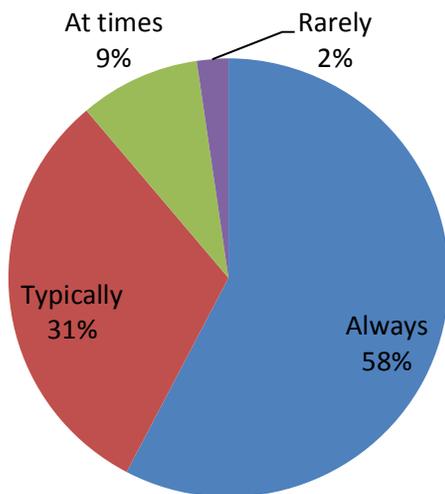
Q4. If *Burbank Transportation Services* was not available, how would you most likely travel? (select one)



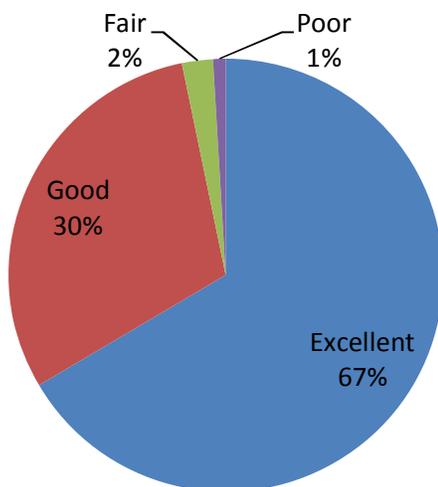
Q5. When making your ride reservation, are you able to get the desired pick-up time?



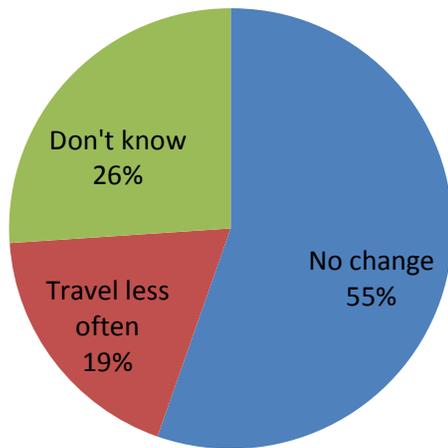
Q6. Are you able to schedule your return rides easily?



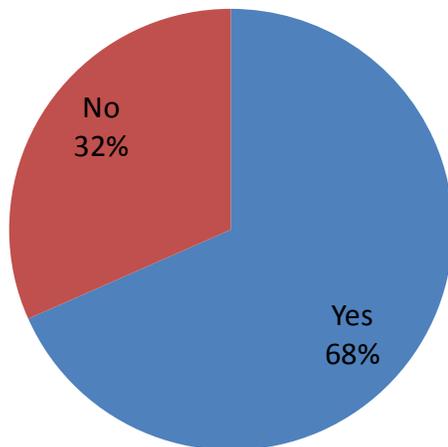
Q7. How would you characterize *Burbank Transportation Service* service quality?



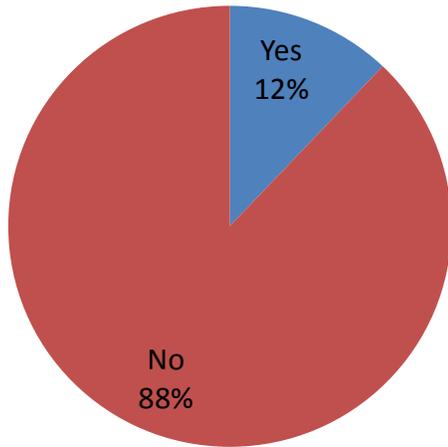
Q8. If the City introduced a set fare policy (versus the current voluntary donation), how would this affect your use of *Burbank Transportation Services*?



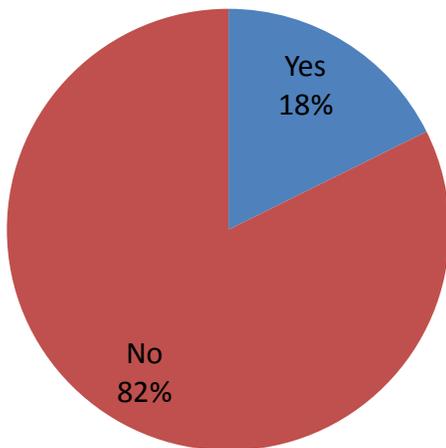
Q9. Do you have a disability which impacts your personal mobility?



Q10. Do you have access to a personal vehicle?



Q11. Do you have a valid driver license?



Q12. When traveling, are you usually accompanied by an attendant?

