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Burbank Sees Bus Ridership Reach All-Time High

Burbank, CA – The little bus that could has arrived.

Burbank city officials were all smiles this week as ridership tallies for the City's public transit service – aka Burbank Bus – were released. The 12-year old program, which traces its roots to a taxi-subsidy program started by the Burbank Media District Transportation Management Organization, provided more than 400,000 unlinked trips for the year ending June 30, 2008. "It's a rather remarkable achievement for a program which had relatively modest beginnings. When the City assumed responsibility for the service in 1996, it was seen chiefly as a rail-bus link to employers located in the Media District," Burbank Mayor Dave Golonski observed. However, thanks to the City's strategic mobility vision, combined with support from businesses throughout the community, the number of persons riding Burbank Bus has increased steadily.

In recent years, Burbank Bus has evolved into a traditional public transit service. Among the recent developments were connecting service with Metro's Red and

Orange Lines; expanded service in the downtown area, airport area, and Media District; and larger, environmentally-friendly buses. “While the rise in gas prices has certainly changed the face of public transit country-wide, Burbank Bus’ ridership growth is significantly higher than the national trend,” Golonski noted. “Nearly everyone I speak with is taking a second look at their travel behavior. Each month, an increasing number of Southern Californians are turning to mobility alternatives such as public transit. And Burbank is committed to making the transit experience a positive one.”

For service and schedule information call (818) 246-4258 or visit burbankbus.com.