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Burbank Bus Strives to Reach New Heights

Burbank, CA. – Burbank Bus experienced a 26 percent increase in ridership during the first three quarters of Fiscal Year 2006-2007 when compared to the same period in Fiscal Year 2005-2006. Further March 2007 saw a 16 percent increase in ridership when compared to the prior month.

The local transit service recently made schedule adjustments to better facilitate the residents, visitors, and employees of the City of Burbank. With the implementation of these changes, Burbank Bus continues to see industry-leading ridership growth. City officials attribute this growth to targeted market research reflected in route adjustments.

“Burbank Bus continually strives to accommodate the transportation needs of the City of Burbank,” commented City of Burbank Transportation Manager, Andrew Carrasco. “Our recent route adjustments were made with the commuter in mind. We expect current and prospective riders to appreciate the route changes.”

Along with the local system’s route and schedule changes, the City has also expanded its transit fleet to include five new Blue Birds transit vehicles. The Blue Birds not only accommodate more passengers but they also provide an environmentally-friendly mode of transportation as they utilize a cleaner-burning fuel. The vehicles are also equipped with amenities such as a kneeling feature provided for those who have difficulty stepping onto the bus and includes a climate control system to better facilitate the needs of passengers.

With last fall’s incorporation into the Google Transit family, Burbank Bus has also recently joined the ranks of Google Earth. Google Earth is a virtual globe program used to map the earth by superimposing images obtained from satellite imagery, aerial

photography, and GIS over a 3D globe. When planning a trip aboard Burbank Bus, transit riders can view the entire Burbank Bus system, along with other local transportation systems from an aerial view. The site has been updated with Burbank Bus's newest route information. Google has been making many advances in the transit world and Burbank Bus has chosen to follow, leading the pack among Southern California agencies.

Burbank Bus operates five convenient routes, mornings and evenings, throughout Burbank. Fare is \$1.00, or free for connecting Metrolink or MTA passengers. For route and schedule information, call (818) 246-4258, or visit www.burbankbus.org.

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