



WHY TAKE THE BUS?

IDENTIFYING VARIABLES THAT AFFECT
RIDERSHIP ON THE BURBANK BUS

ABSTRACT

This qualitative research study examines characteristics, behaviors, and attitudes of passengers who ride the two fixed-route bus lines operated by the City of Burbank, California. The goal of this study is to identify opportunities for the BurbankBus and other municipal bus operators to better target potential riders, optimize operations to serve the most likely riders, and develop strategies to reinforce positive bus transit experiences.

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Introduction

The city of Burbank, California operates a municipal transit agency branded as the “BurbankBus.” This transit agency runs two fixed-route bus lines and offers on-demand curb-to-curb senior and disabled transportation. The BurbankBus is now conducting a Comprehensive Operational Analysis (COA), to “evaluate and update its current bus services to better meet the needs of current and future riders.”ⁱ This graduate research study seeks to complement this COA by independently surveying and interviewing bus passengers and identifying variables that may affect ridership on the BurbankBus.

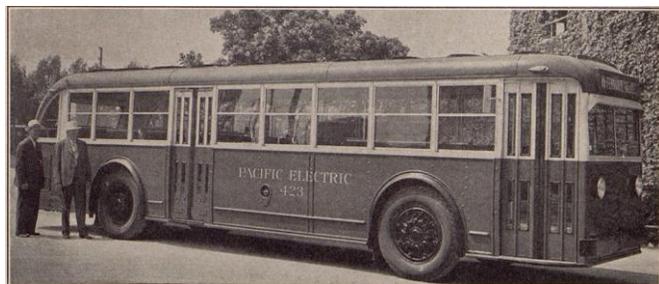
Bus ridership in the United States has been declining since it peaked in the years before World War II. The ubiquity of automobile ownership, the migration away from the urban cores of metropolitan areas, the rise of sprawling suburban communities, and the increasing opportunities to telecommute have all led to decreased demand for public transit, and in particular bus ridership.ⁱⁱ This decline has been noticeably dramatic in the United States, where bus ridership declined by 15% between 2012 and 2018, before plummeting in 2020, due to the Covid 19 pandemicⁱⁱⁱ. Nevertheless, local bus service still plays an important role in many communities, offering an appealing and climate-friendly transportation option that furthers municipal mobility goals. As noted in the mobility element of Burbank’s general plan (Burbank2035), municipal goal 4.1 is to “Ensure that local transit service is reliable, safe, and provides high quality service to major employment centers, shopping districts, regional transit centers, and residential areas.”^{iv}

History of Public Transportation in Burbank

The city of Burbank has invested in public transportation since before its official incorporation on July 8, 1911. The city's first public transportation network was operated by the Pacific Electric Railroad Company, which, in 1910, was paid \$48,000 and given the right of way to lay tracks to operate streetcars in Burbank.^v In 1936, the Pacific Electric Railroad Company enhanced this travel corridor by adding motor coaches in order to improve the speed and efficiency of the transit line.^{vi}



Pacific Electric "Red Car" on Glenoaks at Eton, 1939. Note Ben Mar Hills sign on front. ^{vii}



Pacific Electric supervisors with a new bus for the Glendale – Burbank line. 1936 (Pacific Electric Magazine)

The Pacific Electric Red Cars stopped service to Burbank in 1956.^{viii} Burbank subsequently began operating city managed transit services with the establishment of Burbank Senior Transportation in 1972 to provide curb-to-curb transportation for seniors and persons with disabilities. This service was overseen by Burbank Parks and Recreation until 1995 when the city created a transit agency to operate this service as well as fixed route commuter bus routes.^{ix} In 2005 this agency was rebranded as the "BurbankBus."^x

BurbankBus currently operates two fixed routes, the Pink line and the Orange line. These lines serve primarily as “first last mile” connectors for workers, residents, and visitors commuting via Metrolink train, Metro subway, Metro bus, and the Hollywood Burbank Airport. The BurbankBus runs Monday through Friday, 5:30 AM to 10:30 PM, with headways of fifteen to thirty minutes, depending on the daypart.

Literature Review

Many local transit agencies have recently conducted COAs that have led to network redesigns. In fact, between 2012 and 2025, all major US transit agencies will have redesigned their bus networks as a result of either a COA or Bus Network Redesign plan.^{xi} These network redesigns have been the subject of a growing number of research studies aimed at identifying the strengths and weaknesses of bus transit, as gauged by usage data and attitudinal studies of riders. Beyond analyzing ridership data, these studies have sought to understand the variables that affect both the stated and observed behaviors of transit riders. The analysis of these behaviors is widely based on the “Theory of Planned Behavior,” which posits, “Intentions to perform behaviors of different kinds can be predicted with high accuracy from attitudes towards the behavior, subjective norms, and perceived behavioral control...”^{xii} In relation to bus ridership, this translates to understanding how individuals feel about riding the bus, how their peer or affinity groups feel about riding the bus, and how comfortable an individual feels riding the bus. All three variables taken together offer a reliable indicator of propensity to ride public transit.

The prior research has centered on several key aspects of bus ridership which can be broadly grouped into three categories. The first is understanding the ideal bus journey, the second is identifying deficiencies in the bus transit experience, and the third is analyzing how demography or other independent variables affect bus ridership.

The literature on ideal bus journeys looks at the experience and perception of bus travel and aims to offer direction to bus operators on ways to create a desirable travel experience that can favorably compete with the automobile. These studies have primarily focused on either regular bus users or residents living along high quality bus networks for whom the travel time and destination opportunities are most comparable to travel by automobile. Not surprisingly, these studies conclude that reducing boredom by offering Wi-Fi connectivity and charging outlets, and reducing social discomfort and stress by staffing busses with professional, uniformed, and courteous staff operating in a system that provides safe, punctual, and frequent service are key attributes of the ideal bus journey.^{xiii}

In identifying deficiencies in bus service, beyond complaints about infrequent service and deficient coverage areas, a common thread in the literature is that negative impressions are strongest in those who have never or who rarely travel by bus. These individuals, who comprise a significant proportion of the population of the United States, report their negative impressions are often based either on a single experience or are based on media or hearsay reports. Overcoming these perceptions that may not accurately portray actual experiences is extremely difficult and may ultimately prove impossible. Recognizing this perceptual framework, the literature suggests that bus operators must

identify the potential riders who are most likely to be receptive to public transit and ignore “bus refusers and bus pessimists.”^{xiv}

The literature on how demography and independent variables affect public transit usage is perhaps the broadest and least developed area of research. Though largely outside the control of bus operators, identifying the demographic groups most likely to use public transit and understanding the breadth of variables that affect how these groups make mobility mode choices, is important.

The research on understanding which demographic populations are most likely to use public transit notes four key variables. These variables are household income, automobile ownership^{xv}, ethnicity^{xvi}, and age^{xvii}. Beyond these demographic categories, the most significant independent variable is the perception of inter-modality. Given that public transportation rarely provides curb-to-curb service via a single mode, potential passengers must feel confident that inter-modal connections are available, intuitive, and comprehensive^{xviii}.

This research study aims to add to the literature by analyzing not just apparent rider attributes and attitudes but to also identify latent variables that could bolster municipal bus ridership. Identifying these latent variables may offer new opportunities for the BurbankBus and other municipal bus operators to attain their ridership goals through informed demographic targeting, optimizing operations to serve the most likely passengers, and developing strategies to reinforce positive bus experiences.

Methodology

This research study is based on grounded theory, using a combination of random and targeted sampling and archival research to answer the question, “Why take the bus?” All study participants were BurbankBus passengers who participated in the research in one of three ways. The first was observational, in which the author counted and categorized passengers boarding and disembarking the BurbankBus. The observation period covered a typical morning commute on the Pink Line (6:55 AM to 11:10 AM). Over the course of a little more than four hours, a total of 95 passengers were observed. The second data source was an online survey about usage of and attitudes toward the BurbankBus and public transit in general. The anonymous online survey participants (33), were recruited by handing out cards with a QR link to the survey. These cards were distributed to passengers as they boarded the bus over the course of six hours during both the morning and afternoon commute on the Pink and Orange lines. The third data set was generated through in-person interviews with current and former BurbankBus passengers who were representative of three distinct demographic groups: students, mid-career family, and senior citizen. Each of the subjects was known to the author and participated in the interview either via Zoom or in-person in the author’s kitchen. Finally, the author conducted archival research that included results from previous BurbankBus surveys, as well as historical news articles and related media about transportation in Burbank.

This research study analyzed 131 passenger rides, which is a small percentage of the projected 145,580+ passenger rides BurbankBus will provide this year.^{xix} The study also excluded non-English speakers and those without smart phones, which together represent

a significant observed minority of BurbankBus passengers. Future research should employ more extensive recruitment efforts, Spanish and Armenian language translation, and non-electronic survey response options.

Study Results

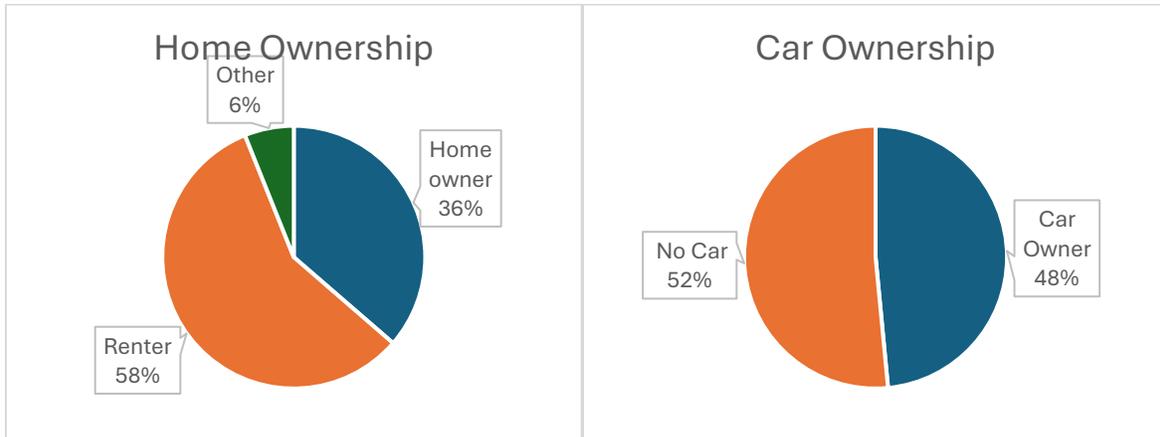
BurbankBus passengers who participated in this study were predominantly male and on their way to or from work. The study participants were roughly evenly divided between directly boarding the BurbankBus by walking to a bus stop, and those boarding the bus via another transit connection.

The author observed that most passengers were travelling alone and not interacting with other passengers. The vast majority of passengers were dressed casually, suggesting they were “middle class.” Along the route, very few people were observed boarding at the intermediate stops.

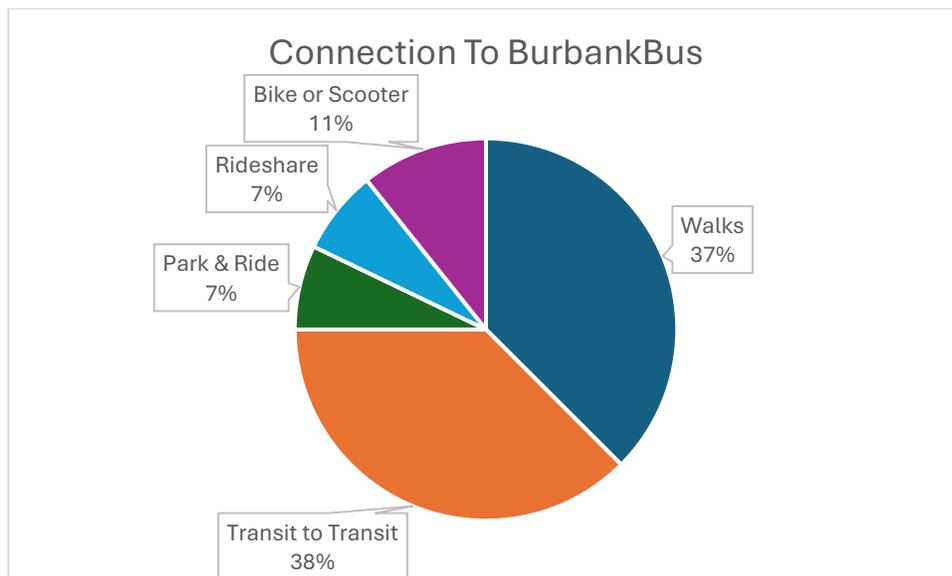
Table 1 Passenger Demographics

Attribute	Count
Male	83
Female	45
Non Binary	3
Under 18	1
18 to 39	57
40 - 59	67
60 and Up	3
TOTAL OBSERVED + SURVEYED	131

Owning an automobile and owning a home was not a definitive positive indicator of public transit use, contrary to results reported in the literature.



Inter-modality was a significant contributor to choosing to ride transit, with half of all survey respondents indicating that the BurbankBus was typically one leg of their commute. Additionally, it should be noted that Burbank residents are an important passenger cohort as many passengers walked to the transit stop.



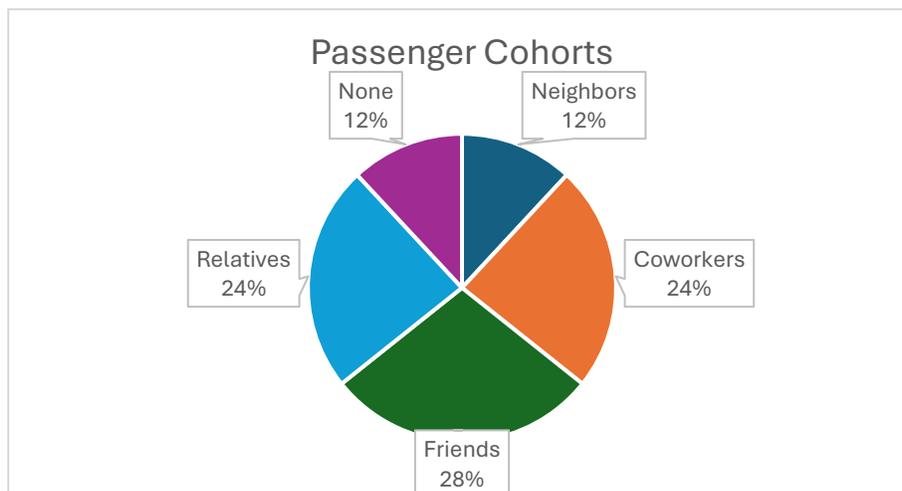
While BurbankBus passengers use the service to travel to a variety of destinations, work and home are the primary destinations. It is notable that a sizable minority of

respondents use the BurbankBus for leisure trips, suggesting that for these riders, taking the bus may be a lifestyle choice.

Table 4 Destinations

Attribute	Count	Quotation
Work	25	"I like when I catch all 3 of my work commute connections within a couple minutes of each other. Feels like winning the lottery."
Home	17	
Shopping	8	
School	3	"The vast majority are driving, but there's a there's a cohort that does take Metrolink. Actually, the trains in and out of Northridge are packed."
Leisure	13	"... go to the farmers market, they'll go to their yoga classes because they can, they don't have to call a day in advance..."
Medical Appt	6	

While no single demographic grouping describes BurbankBus passengers, the majority of passengers were members of cohorts that also use the bus.



In identifying attributes of bus travel that discourage use, four factors were identified: limited local stops, difficulty in getting to stops, infrequent service, and safety.

Table 6 Deficiencies

Attribute	Count	Quotation
Wants A City Circulator	3	“And that Burbank residents want to go to, so I would love to use. The Burbank bus, for example, to get around from downtown to Mag Park, I would use that daily, so maybe not daily, but I would use it weekly, right? If there was a way to make that connection.”
FLM Improvements	3	“The first challenging thing is the walk. It's 15 minutes or so.”
Poor Headways (Frequencies)	3	“It's just not feasible due to schedule for a lot of people I know. I know for example Ever who really wants to take the bus...”
Safety Concerns	1	“So I went down all those stairs and I was alone in the middle of the day completely alone. There was a guy living out of his van and there were some other people that looked a little sketchy.”

Study participants shared a variety of positive associations with travelling via public transportation.

Table 7 Positive Impressions

Attribute	Count	Quotation
Favorite – Group	2	“Riding a train with the football team.”
Favorite – Tourist	10	“Vancouver SkyTrain - Fully automated rail that you can walk out of the airport and take directly downtown, or Shanghai Metro despite zero English signage, was safe/easy to navigate/frequent.”

Favorite – Feeling Free	1	“When I first rode it I felt like I could go ANYWHERE and it was such a freeing feeling for a child.”
When it’s empty	1	“When the cars are quiet and empty.”
Favorite – NYC	3	“When I was in New York every inch of that city has a rail connecting it.”
When it’s free	1	
Interesting People	6	“Being stuck due to a mechanical issue and all of the bus inhabitants started talking to each other and kidding around until the next bus came along.”
Nice Drivers	2	
Good connections	2	“I like when I catch all 3 of my work commute connections within a couple minutes of each other. Feels like winning the lottery.”
Riding with Family	1	“When I was very young, I remember we took the Glendale Beeline to see my grandparents, we would take the Surfliner or Metrolink to the beach to San Diego. You know, just to go on day trips.”

In imagining a better BurbankBus, the most asked for new feature was a city circulator. As noted by one survey participant, “To get around from downtown to Mag Park, I would use that daily, maybe not daily, but I would use it weekly.”

Conclusions

Confirming the prior literature on buses, good service and infrastructure, specifically the quality of the FLM connections, frequency (good headways), wide coverage, and clean and safe vehicles are important to those who use public transit. Contrary to the literature, socio economic levels, as indicated by home and car ownership were not significant factors in this study.

This study only included “bus acceptors” and therefore did not bring any new perspective to the literature’s recommendation to ignore “bus pessimists.” However, every study participant had a positive association with public transit, so one might conclude that efforts to increase ridership should focus on individuals and cohorts that bring a positive mindset to public transportation.

The most significant findings of this study are the importance of peer influence and community in choosing to use public transportation. Whether one’s transportation cohort includes family, friends, or co-workers, having a connection to other known public transportation users is an important indicator and perhaps motivator for bus usage. Additionally, the desire to connect with other passengers may be an important latent variable that supports bus ridership. Finally, the research suggests that non-commuting bus ridership (leisure travel) is an important positive variable that correlates to general public transit usage.

Potential Policy Impacts

The Southern California Association of Governments (SCAG), estimates that the population of Burbank will increase to 118 ,700 by 2040, a 13.5% increase. With this increase, and the hundreds of new hotel rooms already approved and under construction in Burbank^{xx}, operating a quality public transportation network is important to ensuring that the city meets its mobility goals. Quality public transportation will lead to fewer car trips, which will lead to better traffic management and prevent city streets from becoming gridlocked with thousands of new automobiles.

BurbankBus is also facing budgetary pressures from both declining passenger counts and an unfunded State mandate that requires electrification of its fleet by 2040.^{xxi} To ensure continued fiscal viability, BurbankBus must articulate a plan that promises future service will be effective, convenient, and most importantly, well used.

Based on the literature and the results of this study, there are several specific programs that BurbankBus and other municipal bus operators can utilize to meet their goals. These strategic programmatic recommendations focus on three essential outcomes. The first is better targeting potential new riders, the second is optimizing operations to better serve the most likely riders, and the third is developing strategies to reinforce positive bus transit experiences.

Programmatic Suggestion #1: Messaging to Passenger Cohorts to Increase Ridership

This study identified that most riders belonged to a public transportation using cohort, such as friends, family, or co-workers. This suggests that messaging will be most effective if it focuses on building and promoting public transportation cohort behaviors (as opposed to messaging individuals). Programs such as “Take the bus to work day” targeted to specific work sites or “Families ride free day,” should be explored. A particularly promising cohort to target are students, as younger demographics have shown greater interest in the personal, societal, and ecological benefits of utilizing public transportation.^{xxii} Reviving the “Got Wheels” youth transportation service should be considered.

Programmatic Suggestion #2: Leisure Transit, Encouraging Non-Commuting Rides

The majority of positive associations that study participants expressed were related to using public transit for leisure trips. Highlighting leisure and other non-commuting rides should therefore be a focus of future planning and messaging. Non-commuting trips will become more appealing (and widely available) if BurbankBus launches a city circular and expands service to weekends.

Programmatic Suggestion #3: Community Building

The potential for bus ridership to build community is an important new finding identified in this study. At a time when many people are disconnected from their neighbors, encouraging interaction amongst passengers may be a very important tool in increasing positive associations with bus ridership. A recommended program to promote community is to gamify the passenger experience by offering rewards for achievements such as frequent riding. Additionally, promotions that encourage passengers to “bring a friend with you on the bus,” may be effective at increasing public transportation sampling by new riders.

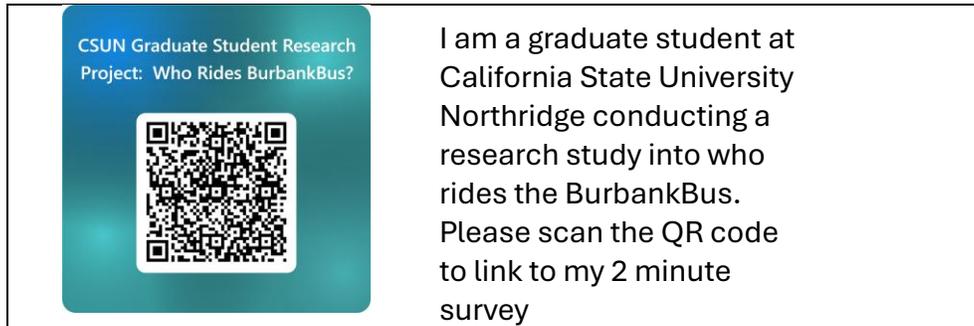
Closing Comments

The success of the BurbankBus, as measured by increased passenger counts, will only be achieved by programming the service as one piece of a holistically integrated regional transportation network and focusing more on the needs of residents and visitors as opposed to its current orientation of primarily serving commuters. Additionally, messaging that reinforces positive bus experiences and consequences (e.g. environmental benefits) are important in overcoming current perceptions that depress bus ridership.

Appendix

Interview Protocol: Online Survey

Survey Card Handed Out to Passengers as they boarded the bus:



Online Survey Form:

CSUN Graduate Student Research Project: Who Rides BurbankBus?

I am a graduate student at California State University Northridge, and I am conducting a research study into who rides the BurbankBus. Thank you for your participation. If you have any questions or would like to share further thoughts about the BurbankBus, please email me at eddy@eddypolon.com.

1.How often do you ride the BurbankBus?

- Hardly Ever
- Occasionally (2 or more times in the past 6 months)
- Frequently (4 or more times per month)
- Regularly (3 or more days a week)

2.How often do you use public transportation (in general)?

- Hardly Ever
- Occasionally (2 or more times in the past 6 months)
- Frequently (4 or more times per month)
- Regularly (3 or more days per week)

3.How do you travel to board the BurbankBus? (Check all that apply).

- MetroLink Train
- Metro Subway
- Metro Bus
- Walk
- Drive
- Bike or Scooter
- Ride share (Uber, Lyft, carpool)

4.Where do you go on the BurbankBus? (Check all that apply).

- Work
- Home
- School
- Shopping
- Medical Appointment
- Leisure or Entertainment

5. Who else do you know rides the BurbankBus? (Check all that apply).

Relatives

Friends

Neighbors

Coworkers

No one

6. How old were you when you first travelled on public transportation?

7. Describe your favorite public transportation experience.

General Demographic Information

8. Gender.

Woman

Man

Non-binary

Prefer not to say

9. Age.

Under 18 years old

18 to 39 years old

40 to 59 years old

60 or older

10. Do you own a car?

Yes

No

11. Do you own or rent your home?

Own

Rent

Other

Interview Protocol: In Person Interview Form:

Time of Interview:

Date:

Place:

Interviewer: Eddy Polon

Interviewee:

I am a graduate student, at California State University Northridge, conducting a research study into who rides the BurbankBus and what their motivations are for making that choice.

May I have your permission to record this interview?

Demographic Information

Gender: Age:

Burbank Resident/Worker:

in HH/Position:

Car Ownership?

Home Owner/Renter?

Question 1: How often do you ride the BurbankBus?

Regularly (3+ days/week)

Frequently (4+ times/month)

Occasionally (2+times in last 6 months)

Hardly Ever

Question 2: How often do you ride Public Transit (in general)?

Regularly (3+ days/week)

Frequently (4+ times/month)

Occasionally (2+times in last 6 months)

Hardly Ever

What other transportation modes do you use?

Question 3: Are your BurbankBus trips primarily one way or round trip?

Question 4: How do you get to/from the BurbankBus?

Question 5: Where do you go on the BurbankBus?

Question 6: Who else do you know uses public transit?

Question 7: How old were you when you first travelled on public transit?

Were there (other) times in your life when you used public transit regularly?

Question 8: Describe your favorite public transit experience

Coded Observations

Open Codes	Count	Example Quotations
Open Code 7: Leisure	8	(clothes for play, not for work)
Open Code 8: Casual	80	(predominantly jeans, sneakers, and sweatshirts)
Open Code 9: Business	7	(briefcase, business backpack, roller bag, suit or suit coat)
Open Code 11: Solo Traveler	84	(Not interacting with other travelers)
Open Code 12: Connected	9	(part of a couple or larger group)
Open Code 13: Has a dog	2	(small dogs on leash)
Open Code 14: Scooter	1	(1 passenger had an electric scooter)
Open Code 21: In Route	6	(boards or disembarks in route)

Codes Table:

Focused Codes	Open Codes
Focused Code 6: Demographic	Open Code 7: Leisure
	Open Code 8 : Casual
	Open Code 9: Business
Focused Code 10: Cohort	Open Code 11: Solo
	Open Code 12: Connected

	Open Code 13: Has a dog
Focused Code 14: Inter-Modality	Open Code 15: Scooter
	Open Code 16: Bicycle
	Open Code 17: Train/Subway
	Open Code 18: Park and Ride
	Open Code 19: Walk
Focused Code 20: Boarding Location	Open Code 21: Terminus
	Open Code 22: In Route

Counts and Quotations: Surveys and Interviews

Open Codes	Count	Example Quotations
Open Code 11: Car Owner	16	
Open Code 12: No Car	17	
Open Code 14: Home owner	12	
Open Code 15: Renter	19	
Open Code 16: Other	2	
Open Code 18: Walks to Transit	21	
Open Code 19: Transit to Transit	21	“There are cases where I use it as a backup to Metrolink, so I'll have used my E bike or I've used a car and I park and ride. Or as a connection from a metro bus.”
Open Code 20: Park & Ride	4	
Open Code 21: Rideshare to transit	4	
Open Code 22: Bike or Scooter	6	
Open Code 24: Work	25	
Open Code 25: Home	17	
Open Code 26: Shopping	8	
Open Code 27: School	3	“The vast majority of driving, but there's a there's a cohort that does take Metrolink. Actually, the trains in and out of Northridge are packed.”
Open Code 28: Leisure	13	
Open Code 29: Medical Appt	6	
Open Code 31: Cohort – Neighbors	5	

Open Code 32: Cohort – Coworkers	10	
Open Code 33: Cohort – Friends	12	
Open Code 34: Cohort – Relatives	10	
Open Code 35: Cohort – None	5	
Open Code 37: Favorite – Group	2	
Open Code 38: Favorite – As a	10	
Open Code 39: Favorite – Feeling	1	
Open Code 40: Favorite – NYC	3	
Open Code 41: When it’s empty	1	
Open Code 42: When it’s free	1	
Open Code 43: Interesting People	6	
Open Code 44: Nice Drivers	2	
Open Code 45: Good connections	2	
Open Code 46: Riding with Family	1	“When I was very young, I remember we took. The Glendale Beeline to see my grandparents, we would take the Surfliner or Metrolink to the beach to San Diego. You know, just to on on day trips.”
Open Code 48: Hardly Ever Ride	1	
Open Code 49: Occasional Rider	7	
Open Code 50: Frequent Rider	9	
Open Code 51: Regular Rider	16	
Open Code 53: Hardly Ever	1	
Open Code 54: Occasional		
Open Code 55: Frequent (general)	1	
Open Code 56: Regular (general)	1	
Open Code 58: One Way	1	“...schedule is so infrequent that it never works out... so I'll go with the Burbank bus and return with a metro or vice versa. It's very rare that I'll use it for a round trip.”
Open Code 59: Round Trip	2	
Open Code 61: Ebike (other)	1	
Open Code 62: Metrolink	1	
Open Code 63: Metro Bus	1	

Open Code 65: City Circulator	3	“And that Burbank residents want. To go to, so I would love to use. The Burbank bus, for example, to get around from downtown to Mac Park, I would use that daily, so maybe not daily, but I would use it weekly, right? If there was a way to to make that connection.”
Open Code 66: FLM Improvements	3	“The first challenging thing is the walk. It's 15 minutes or so.”
Open Code 67: Better Headways	3	“It's just not. Feasible due to schedule for a lot of people I I know. I know for example ever who really wants to take the bus...”

Coded Surveys and Interviews

FOCUSED CODES	OPEN CODES
Focused Code 10: Car Ownership	Open Code 11: Owns Car
	Open Code 12: No Car
Focused Code 13: Home Ownership	Open Code 14: Home Owner
	Open Code 15: Tennant
	Open Code 16: Other
Focused Code 17: Path to Bus	Open Code 18: Walk
	Open Code 19: Transit Connection
	Open Code 20: Park & Ride
	Open Code 21: Rideshare
	Open Code 22: Bicycle or Scooter
Focused Code 23: Destination	Open Code 24: Work
	Open Code 25: Home
	Open Code 26: Shopping
	Open Code 27: School
	Open Code 28: Leisure
Focused Code 30: Cohort	Open Code 29: Medical Appointment
	Open Code 31: Neighbors
	Open Code 32: Coworkers
	Open Code 33: Friends
	Open Code 34: Relatives

	Open Code 35: None
Focused Code 36: Favorite Transit Experience	Open Code 37: Travelling in a group
	Open Code 38: Tourist
	Open Code 39: Feeling of Freedom
	Open Code 40: New York City
	Open Code 41: Empty Bus
	Open Code 42: When it's free
	Open Code 43: Interesting sites & people
	Open Code 44: Nice drivers
	Open Code 45: Good transit
	Open Code 46: Riding with family
Focused Code 47: Frequency	Open Code 48: Hardly Ever Ride
	Open Code 49: Occasional Rider
	Open Code 50: Regular Rider
	Open Code 51: Frequent Rider
Focused Code 52: General Transit Use	Open Code 53: Hardly Ever
	Open Code 54: Occasional
	Open Code 55: Frequent
	Open Code 56: Regular
Focused Code 57: Trip Description	Open Code 58: One Way
	Open Code 59: Round Trip
Focused Code 60: Modes of Transport	Open Code 61: Ebike
	Open Code 62: Metrolink
	Open Code 63: Metro Bus

Focused Code 64: Bus Improvements	Open Code 65: City Circulator
	Open Code 66: FLM Improvements
	Open Code 67: Better Headways

Coded Archival Research

OPEN CODE	COUNT	EXAMPLE TEXT	SOURCE
Dissatisfied with Hours of Operation	1	"Riders of the city's bus service are most dissatisfied with the system's hours of operation"	Local newspaper report on City's Bus Survey. August 16, 2014
Dissatisfied with Headways	1	"On a scale from one to five, with one being "poor" and five being "excellent," respondents on average rated overall hours of operation at 2.65 and frequency at 2.91."	Local newspaper report on City's Bus Survey. August 16, 2014
Satisfied with Service	1	"Riders... reported overall satisfaction with the service, according to results of a city-administered survey."	Local newspaper report on City's Bus Survey. August 16, 2014
Frequent Commuters	1	"60% use the system four or more days a week, according to the data released by city officials this week."	Local newspaper report on City's Bus Survey. August 16, 2014
Commuting to Work	1	"A majority of the 172 riders who took the survey use the system to get to work"	Local newspaper report on City's Bus Survey. August 16, 2014
Want Weekend Service	1	"Riders also asked about adding weekend hours"	Local newspaper report on City's Bus Survey. August 16, 2014
High gas prices drive ridership	1	"Some of it had to do with the high gas prices"	Daily News October 27, 2003
MTA disruption drives ridership	1	"The strike this month by mechanics and drivers in the Metropolitan Transportation Authority also affected local shuttle services, Carrasco said. "We've seen an additional 10 percent growth since the strike."	Daily News October 27, 2003

Dissatisfied with Headways	1	“Residents who do not ride the local transit shuttles say they are unpredictable.”	Daily News October 27, 2003
Dissatisfied with Bus Stops	1	“(Shuttles) don't go where they (people), want to go.”	Daily News October 27, 2003
Should support local businesses	1	"We need to give our smaller businesses more opportunity for foot traffic."	Daily News October 27, 2003
Want bike bus connectivity	1	“A longtime gripe among cyclists in the L.A. region has been the lack of accommodations for their bikes at public transit hubs, but Burbank and state transportation officials on Monday touted the so-called Bike Stop a major leap in convenience.”	Glendale News-Press November 15, 2011
Poor First Last Mile (FLM) Connection	1	“I [think] it would be wonderful if there was a transit system that I could walk to two blocks from my house...”	Letter to the Editor My Burbank April 20, 2021

FOCUSED CODES	OPEN CODES
1 Service Satisfaction	2. Headways
	3. Hours of Operation
	4. Quality of onboard Experience
	5. Destinations
6. Connectivity	7. First Last Mile Connection
	8. Bike-Bus Connectivity
9. Outside Factors	10. Gas Prices
	11. MTA Strike

12. Other Benefits	13. Support local businesses.
14. Passenger Category	15. Commuting to work
	16. Frequent Rider

Axial Coding

Theme	Focused Codes	Open Codes	Source (Method)	Quotations
Why Ride the Bus?	Destinations	Work	Archival Research	“A majority of the 172 riders who took the survey use the system to get to work”
		Home	Survey	“So he likes to walk. So he actually was like, yeah, I totally walked from the Metrolink station...”
			Archival	“I [think] it would be wonderful if there was a transit system that I could walk to two blocks from my house,”
		Leisure	Survey	“The Glendale Beeline to see my grandparents, we would take the Surfliner or Metrolink to the beach to San Diego. You know, just to on on day trips.”
		School	Interview	“Here I was. I was actually staying in the valley with my grandparents and I needed to get around, so I started taking the RTD. To go to the library, usually on days when it was too hot to ride a bike.”

Cohorts	Community	<p>None</p> <p>Family</p> <p>Friends</p> <p>Other Passengers</p>	<p>Interview</p> <p>Interview</p> <p>Interviews</p> <p>Survey</p>	<p>“...You just go in the direction. So I went. I just did that since I was so used to”</p> <p>“...parents, so you say your parents. Were, I mean, they, they, they, they've they've bought into it when you were a kid as. A fan, you. Would do stuff.”</p> <p>“I do tend to know people with unusual schedules and maybe a little bit different lifestyle. I know a couple of people who don't have cars and they take public transit.”</p> <p>“I loved taking the bus home after the Eras tour in Pittsburgh. Everyone singing and having a great time, it was magical.”</p>
Inter Modality	Connections	Transit	Archival (2015 passenger survey)	<p>“76 percent indicated “LA Metro” while 16 percent indicated “Metrolink.” Within “LA Metro,” 90 percent indicated Red Line and 5 percent indicated Orange Line.”</p>

		Bike/Scooter	Observation	(Observed one bike and two scooters brought on by passengers)
		Walk	Survey	(28 respondents indicated “walk to bus”)
Bus Deficiencies	Safety	Creepy People	Interview	“So I went down all those stairs and I was alone in the middle of the day completely alone. There was a guy living out of his van and there were some other people that looked a little sketchy.”
	Poor Coverage	City Circular	Interview	“... well, I'll take Burbank bus. But it just doesn't go anywhere.”
			Archival	“(Shuttles) don't go where they (people), want to go.”^{xxiii}

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