



Weekly Management Report

April 23, 2021

- 1. Memo** Transportation Commission Meeting
on February 22, 2021
Community Development Department

- 2. Memo** Burbank Hospitality Association
Meeting on March 17, 2021
Community Development Department

- 3. Minutes** Sustainable Burbank Commission
Meeting on March 15, 2021
Public Works Department

MEMORANDUM




COMMUNITY DEVELOPMENT

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DATE: April 15, 2021

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: David Kriske, Assistant Community Development Director –
Transportation
BY: Nick Burant, Administrative Analyst I

SUBJECT: Transportation Commission Meeting Synopsis - February 22, 2021

- The Commission welcomed two new members, Michael Neckerman, and Jason Lewis.
- Staff presented information on BurbankBus Senior and Disabled Transit operations and alternative demand-responsive transit service delivery models. Staff outlined the status of the City's Senior and Disabled service. Demand had been low prior to COVID, and during the COVID pandemic demand dropped to about a tenth of the pre-COVID ridership. Staff also brought up a set of policy considerations as a basis for studying the alternative service delivery models.
- Staff presented seven alternatives:
 - I. Option One involves shrinking the service, fleet, and full-time staff to meet lower demand. Staff already reduced service to some extent, though the full suite of cost measures have not been implemented.
 - II. Option Two is to contract the service to the City's Fixed-Route contractor and shrink the service to meet demand. The contractor would be responsible for meeting service demands.
 - III. Option Three is to eliminate the Senior and Disabled service and replace it with a program to provide taxi vouchers to those who need the service.
 - IV. Option Four is to create an app-based on-demand micro-transit service as a replacement for the current service. Customers would be able to request rides with a smartphone app and a phone number and would extend service beyond seniors and persons with disabilities. The app company would handle the scheduling, and City staff and vehicles would provide the service.

- V. Option Five is to partner with LA Metro's new Metro Micro service, which recently launched. The Metro Micro service does not fully cover Burbank, and the partnership with Metro would extend to the full area of Burbank.
 - VI. Option Six is to implement Option One and to add a new semi-fixed route service. This service uses small electric street legal carts and is currently being used by the City of Anaheim's downtown area.
 - VII. Option Seven is to fully eliminate the service and to redirect funds to other transit projects. Existing Senior and Disabled riders would transition to Access services, BurbankBus, and Metro's fixed route.
- While the Commission did not provide any formal recommendations to staff, each Commissioner provided questions and comments on the presentation. These comments are synthesized below:
 - The low ridership due to COVID means that it's a good idea to continue with the lower service levels that staff already implemented.
 - The service should not be cut altogether. It is important that Burbank's senior and persons with disabilities population have a transportation mode that is available to them, as they often have limited transportation options.
 - Staff should be ready to nimbly respond to changes in demand for service.
 - The Commission is open to opening the demand-response service beyond seniors and persons with disabilities.
 - Any system implemented should not compete with the Metro Micro program.
 - Staff should investigate partnerships with third parties such as the Burbank Transportation Management Organization, the Downtown Burbank Property Based Improvement District, and the Magnolia Park Merchants Association.

MEMORANDUM



COMMUNITY DEVELOPMENT



DATE: April 19, 2021

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director 
VIA: Simone McFarland, Asst. Community Development Director 
Mary Hamzoian, Economic Development Manager
BY: Erika De Leon, Administrative Analyst I

SUBJECT: Burbank Hospitality Association Meeting – March 17, 2021

- The Board received a wrap-up summary on CTN Live. CTN Live was a seven-day virtual event from November 16 – 22, 2020. Event demographics included more than 14,000 CTN-Live viewers, 3,450 YouTube views and growing, about 57% of attendees were from the United States and 27% from outside of the United States, close to 40% were between ages 25 and 34, and about 33% were freelance/independent workers. The goal for 2021 is to host the CTN Animation Expo as well as virtual stream.
- The Board received an update on the Burbank Economic Recovery Plan, based on City Council's presentation on February 2021.

**SUSTAINABLE BURBANK COMMISSION
MARCH 15, 2021 MINUTES**

I. CALL TO ORDER:

The meeting of the Sustainable Burbank Commission was held online via Zoom on the above date. Chair Heather Robb called the meeting to order at 5:00 p.m.

II. ROLL CALL:

Members Present:

Robin Gemmill
Victoria Kirschenbaum
Dion Mokhtari
Kevin O'Brien
Heather Robb (Chair)
Jean Schanberger
Laura Tenenbaum
Chris Weber
Limor Zimskind
Darin Chase
Chris Rizzotti

Members Absent:

Larry Cross
Maggie Martinez

Council Members and Staff Present:

Bob Frutos – Mayor
Nick Schultz – Council Member
Ken Berkman – Public Works Director
John Molinar – Asst. Public Works Director - Street & Sanitation
Kreigh Hampel – Recycle Center Coordinator
Noemi Garcia – Clerical Worker, Public Works

III. GREEN SPOTLIGHT AWARD:

The Green Spotlight Award was presented to Wendy and London Ruff. They created a community aquarium in their front yard using recycled material. They took Amazon boxes and cut out different shapes of creatures and put them out for kids in the neighborhood to decorate. At their "Aquarium on Parkside" you will find penguins made out of water bottles, otters made out of a bubble bottles, a turtle made out of an Ocean Spray bottle, and many other sea creatures. Wendy and London were acknowledged for their sustainability practices.

IV. ORAL COMMUNICATIONS: (Limited to items on the printed agenda or items regarding the business of the Sustainable Burbank Commission. The Commission has adopted rules to limit oral communications to 2 minutes; however, the Commission reserves the right to extend this time period.)

A. Public Communication:

Burbank Resident, Sharis Manokian, expressed her support for a Green New Deal for the City of Burbank. She thanked the Commission for all of their work.

Burbank Resident, Tamala Takahashi, encouraged the Commission to sign the letter regarding the Intermountain Power Plant. She emphasized the importance of switching to clean energy and asked the Commission to add an addendum to the letter, regarding the concerns of the community. Ms. Takahashi encouraged the Commission to consider supporting a Green New Deal for the City of Burbank and suggested comparing it with the City's current Sustainability Plan. Lastly, she shared that a small group of Burbank residents are working on implementing a re-usable container program in Burbank to replace takeout containers.

Los Angeles Resident, Rachel Smith, expressed her support for the proposed Green New Deal in Burbank. She thanked the Commission for their efforts in reducing emissions substantially in Burbank and called on the Commission to take bold action to eliminate the rest.

Co-founder of the Burbank Eco Council, Karen Lau, shared that the Burbank Eco Council is working on building sustainability teams and eco clubs across all Burbank schools. She asked the Commission for collaborative support to create equity and accessibility for all schools.

Glendale Resident, Linnea Norton, supports the proposed Green New Deal and believes it is an opportunity to build a more sustainable future for Burbank.

Glendale Resident, Olivia Ramirez, expressed her support for the proposed Green New Deal for Burbank. She shared her excitement for the emphasis on equity by committing to providing job opportunities to former fossil fuel industry workers.

Burbank Resident, Margo Rowder, voiced her support for the proposed Green New Deal for Burbank. She supports having a Sustainability Coordinator for the City of Burbank, one-hundred percent clean electricity by 2030, and natural gas incentives for businesses to allow people to work remotely.

B. Commission Member Communication:

Ms. Kirschenbaum shared that she attended a Los Angeles Sustainability Committee meeting.

Ms. Tenenbaum announced she published an essay in Time Magazine about climate censorship. She also met with staff from the House Committee on Science and Technology.

Ms. Gemmill announced she would be introducing additional agenda items later in the meeting pertaining to the Burbank Eco Council and Earth Week.

Ms. Robb reminded the group of Mayor Bob Frutos' invitation to create a presentation for the month of April to educate the public and celebrate Earth Day.

Ms. Schanberger attended the Burbank Recycle Center's "Curb your Recycling" course and encouraged others to participate and share this program.

C. Staff Communication:

Ken Berkman, Public Works Director, provided an update on the Commission's upcoming Earth Day presentation.

V. APPROVAL OF MINUTES:

Minutes from the February 1, 2021, meeting were approved with edits by Ms. Gemmill, Ms. Kirschenbaum, Mr. Mokhtari, Mr. O'Brien, Ms. Robb, Ms. Schanberger, Ms. Tenenbaum, Mr. Weber, and Ms. Zimskind.

VI. DISCUSS AND VOTE ON THE INTERMOUNTAIN POWER PLANT LETTER IN SUPPORT OF RENEWABLE ENERGY:

Mr. Berkman suggested the Commission delay any decision-making until the next meeting to allow Burbank Water and Power to present and weigh-in on this matter.

Tom Pike and Nicki Perez from Sunrise Movement LA and the Commissioners engaged in a question and answer session.

Ms. Robb moved and Ms. Tenenbaum seconded a motion to create a subcommittee to draft a letter in support of renewable energy specific to the City of Burbank. The letter would be presented to City Council. The motion passed unanimously by all in attendance.

VII. DISCUSS AND VOTE ON THE DRAFT PROPOSAL FOR A GREEN NEW DEAL FOR THE CITY OF BURBANK:

Mr. Berkman emphasized that sustainability is a Council goal and encouraged the Commission to send a representative to speak during the public comment portion of City Council meetings.

Mr. Pike, Ms. Perez, and the Commissioners engaged in a question and answer session.

Ms. Robb moved and Ms. Schanberger seconded a motion to move the discussion and approval of a draft proposal for a Green New Deal for the City of Burbank to the April 19, 2021 meeting. The motion passed unanimously by all in attendance.

VIII. AD HOC WORK PLAN DEVELOPMENT SUBCOMMITTEE:

Ms. Robb and Ms. Gemmill shared a work plan draft that includes different goals and objectives for the Commission to consider. This item will be tabled until the April 19, 2021 meeting.

IX. AD HOC COMMUNITY ENGAGEMENT PHASE 2 SUBCOMMITTEE REPORT:

Ms. Tenenbaum shared that she has been invited by the Burbank Eco Council to give a presentation on the week of Earth Day. She also shared that there has been a request for a public calendar in which all the Earth Day events are announced.

X. AD HOC GREENHOUSE GAS REDUCTION PLAN UPDATE SUBCOMMITTEE REPORT:

Mr. Kirschenbaum attended the latest GGRP community meeting and voiced her disappointment with the lack of mention of their energy portfolio.

XI. EQUITY AND ECONOMIC SUSTAINABILITY SUBCOMMITTEE REPORT:

There were no updates to report.

XII. AD HOC FOOD SYSTEM SUSTAINABILITY COMMITTEE:

There were no updates to report.

XIII. AD HOC TRANSPORTATION SUBCOMMITTEE:

There were no updates to report.

XIV. DISCUSS UPCOMING SUSTAINABILITY RELATED COUNCIL AGENDA ITEMS:

Ms. Gemmill shared that the following Council agenda item concerns the Commission:

- Approval of Assignments to the Los Angeles Community Garden Council of License Agreements Between the City of Burbank and the Los Angeles Department of Water & Power, to Manage and Operate Community Gardens in Burbank – PRCS

XV. INTRODUCTION OF ADDITIONAL AGENDA ITEMS:

Ms. Gemmill moved and Ms. Robb seconded a motion to discuss having a Burbank Eco Council liaison. The motion was unanimously approved by all in attendance.

The group agreed to add the following items to the April 19, 2021 meeting:

- Discuss the Intermountain Power Plant letter in support of renewable energy.
- Discuss the draft proposal for a Green New Deal for the City of Burbank.

XVI. BURBANK GREEN SPOTLIGHT AWARD FOR APRIL 2021:

The April 2021 Green Spotlight Award recipient is Kreigh Hampel.

XVII. ADJOURNMENT:

The meeting was adjourned at 7:06 p.m. The next meeting will be held on Monday, April 19, 2021 at 5:00 p.m. Location will be determined at a future time.

Respectfully submitted,

John Molinar, Assistant Public Works Director - Street & Sanitation
JM: ng

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