

# We Know Transportation



CATMA administers and manages a suite of transportation demand management strategies for our members that lessens the use of single occupant vehicles, while improving the commuter experience in and around Chittenden County.

We are a 501(c)3 non-profit, membership based organization, established in 1992 by Champlain College, University of Vermont and UVM Medical Center. Our membership and engagement has grown over the past year which is strengthening TDM activities in the region.

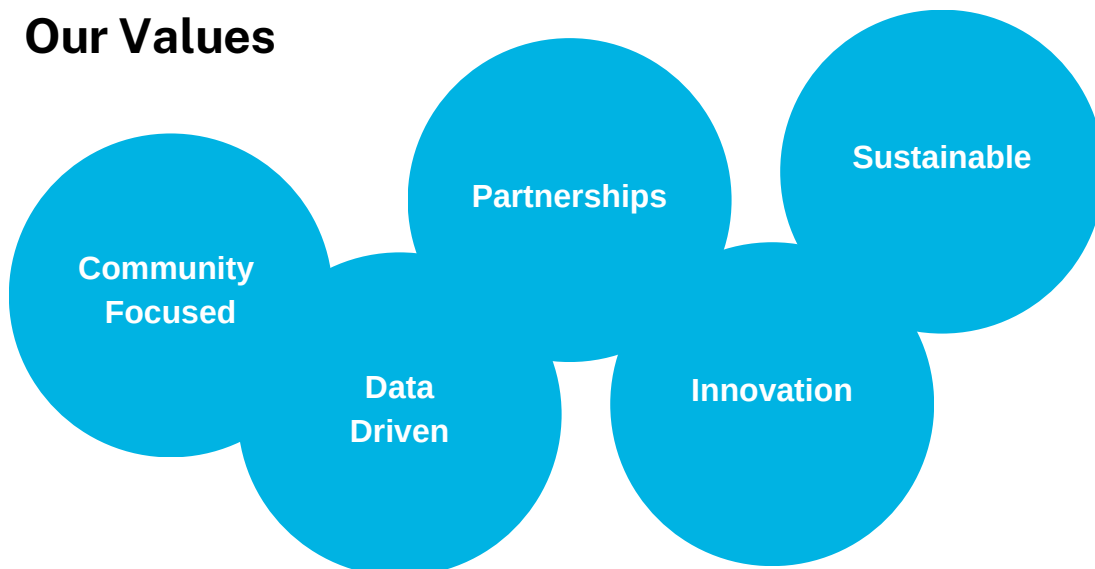
## Our Mission

Work with members and community partners to plan and manage safe, convenient, and economical parking and transportation options in ways that better coordinate land use and reduce environmental impacts.

## Our Vision

An efficient, reliable, and sustainable transportation network in Chittenden County that reduces the reliance on single occupant vehicles.

## Our Values



**WHO IS CATMA**

# What is a TMA?

A Transportation Management Association (TMA) is a membership based, public-private partnership of businesses, institutions & municipalities that are joined together under a formal agreement for the purpose of providing and promoting transportation options for commuters that reduce traffic congestion and improve air quality.

CATMA is one of two TMA's in Vermont and one of 175 in the country.

# What is TDM?

*The term 'transportation demand management' means the use of strategies to inform and encourage travelers to maximize the efficiency of a transportation system, leading to improved mobility, reduced congestion, and lower vehicle emissions, including strategies that use planning, programs, policies, marketing, communications, incentives, pricing, data and technology."*

*Definition as proposed by the Association for Commuter Transportation for federal law.*



"Three cheers for making it so easy to commute!"  
*Anonymous Commuter*

**INDUSTRY LINGGO**

# MTI Grant, Year 1

## CATMA Telework Program

***11/30/20 - 12/30/20 - \$35,000 (100%, no match)***

**Develop, produce, and publish a dynamic Telework portfolio of products including:**

- Telework toolkit/handbook for employers.
- Digital and print educational materials.
- Videos (2): Supporting employers & employees and TDM Success on the Hill.
- Comprehensive telework presentation for employers & Transportation Coordinators
- Strengthening of CATMA's telework resources and best practices.
- Virtual telework support webinar(s).

### **Metrics to Track:**

Number of employers and Transportation Coordinators engaged and utilizing CATMA's Telework Toolkit for employers.

# MTI Grant, Year 2

## CATMA Program Support

***10/1/21 - 9/30/23 - \$60,000 (+\$15,000 in-kind match)***

### **TMA Membership Restructure and Redesign of TDM Programs/Services**

- Evaluate CATMA's current membership structure, programs and services AND existing local and regional TDM programs and services.
- Research and assess TDM needs of businesses, as well as local, regional and state policies to better align our structure and services to assist in achieving our collective energy/ transportation goals.
- Plan marketing and outreach for newly designed membership with an emphasis on business outreach and membership recruitment.
- New membership model could serve as a template for existing and future TMAs within the State of Vermont. Membership serves various clients: residential and commercial developers, employers of all sizes, municipalities, schools, retail/restaurant, hospitality and manufacturing.

### **Regional Education and Outreach**

- Advance transportation equity by improving mobility awareness and affordable access to transit dependent travelers with a fair distribution of resources, benefits, costs, services based on different factors.
- Engage with diverse perspectives by developing campaigns, events and communications to support transit dependent travelers.

### **Metrics to Track:**

Number of inquiries about membership, new memberships, travel behavior change, new and improved outreach strategies, online clicks and impressions, community members reached.

# CATMA PROGRAMS & IMPACTS

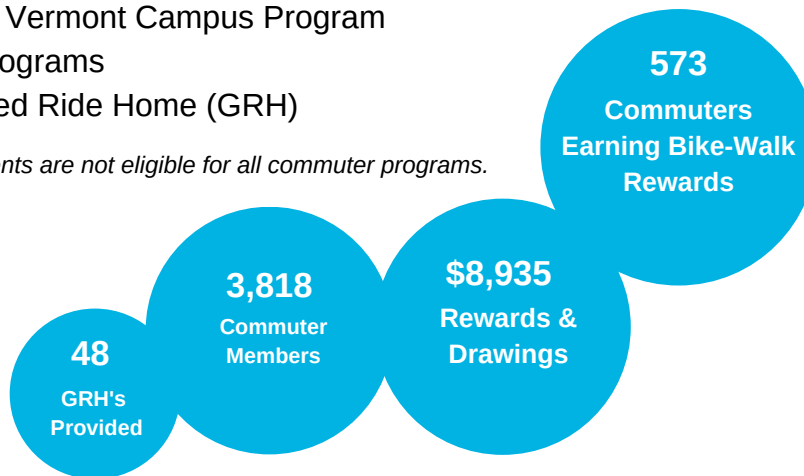
"I love the CATMA incentive program! It has encouraged me to keep walking to work and I love receiving the rewards in the mail."

*Anonymous Commuter*

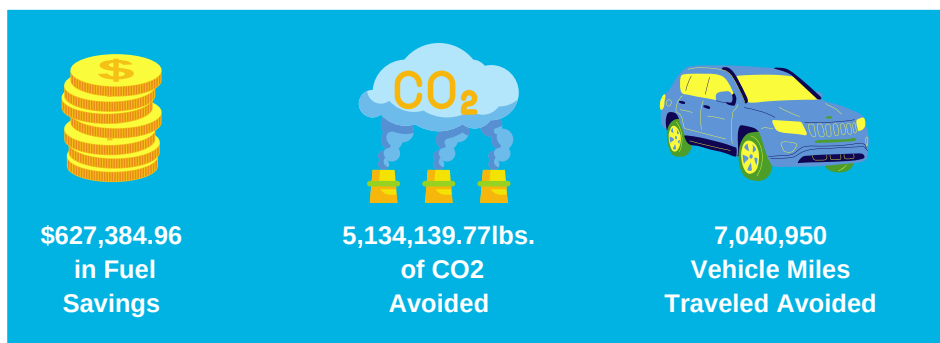
We have over 13,000 employees, 600 residents and 20,000 college students in Chittenden County eligible to participate in our member based commuter programs.

- Bike/Walk Rewards
- Monthly & Quarterly Drawings
- Bikeshare Membership Discounts
- CarShare Vermont Campus Program
- Transit Programs
- Guaranteed Ride Home (GRH)

*Note that students are not eligible for all commuter programs.*



Our 2022 collective impact data based on 3,800+ commuters enrolled with CATMA.



# SURVEYS

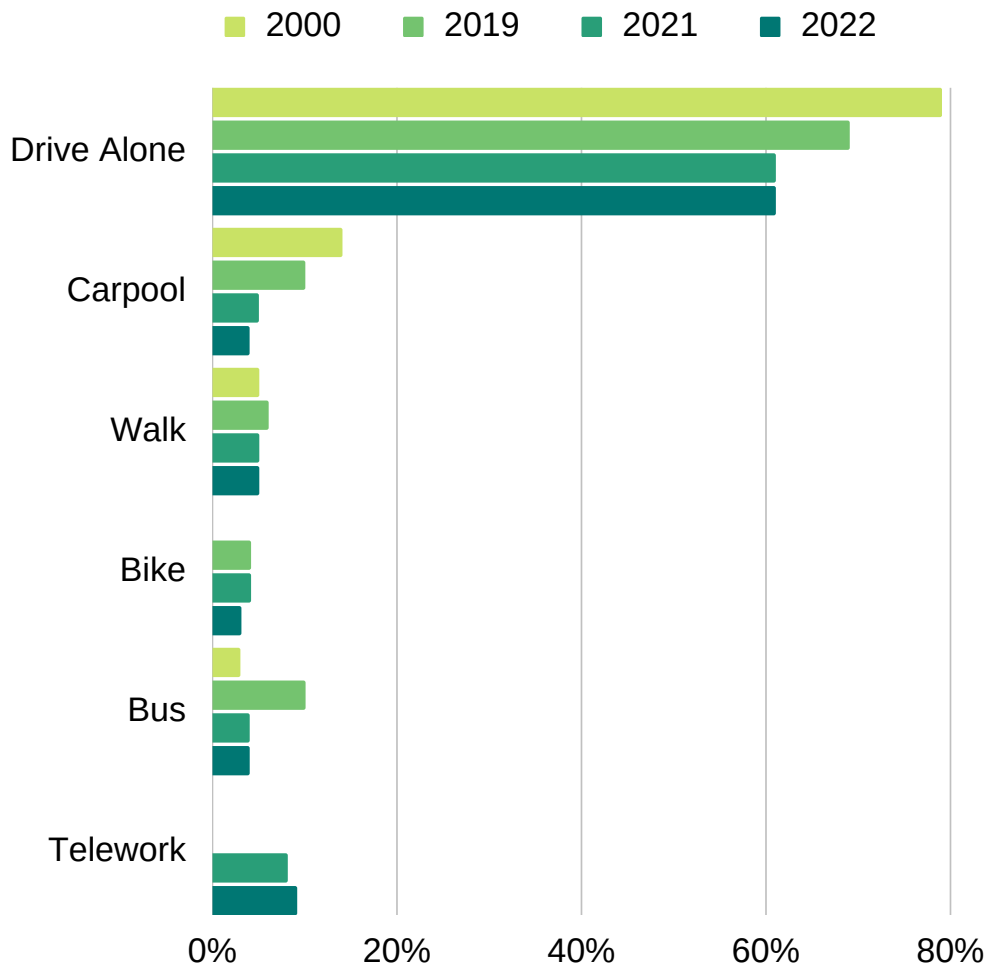
We specialize in transportation surveys to monitor mode trends, travel patterns and to better understand what motivates the use of sustainable modes.

"Our data is valued and utilized locally, regionally to support projects, services and impacts."

Josh Katz,  
CATMA Analyst

## Commute Modes Over Time

CATMA's Employee Transportation Survey Data. This survey has been conducted to CATMA membership since 2000.



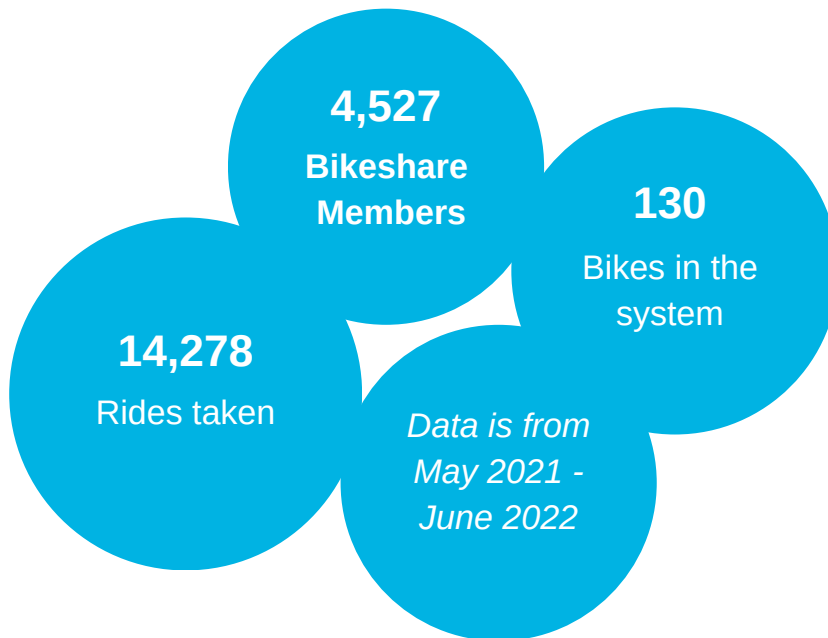
18%

Less people are driving alone as their primary commute mode today as compared to 2000.

# BIKESHARE IN CHITTENDEN COUNTY

"Electric bikeshare is definitely needed. It is... important for employers/employees, students, tourist, etc."

*Anonymous Community Member*



Greenride Bikeshare was launched in April 2018 in the Cities of Burlington, South Burlington and Winooski and on Champlain College and University of Vermont medical/ academic campus'. The original system featured 105 pedal bikes and 17 stations. In December 2020, the pedal bikes were replaced with 200 electric assist bikes and the number of stations was expanded to 29. Due to the system vendor, Bolt, ceasing its operations, CATMA issued an RFP in December 2022 in order to reinstate a bikeshare system within the Cities and campus' in late Spring 2023.

The new system requirements will include a minimum of 200 electric-assist bikes at a minimum of 30 stations. These could be located at previous and/or new station locations, and expanded into more neighborhoods.

In November to December 2022 CATMA conducted a Community Bikeshare Survey. Over 75% of respondents agreed that that the bikeshare system should be rebooted moving forward.

CATMA and our project partners are committed to creating a broader and more integrated transportation system that connects people to their community, housing and jobs.