



# CATMA

Chittenden Area Transportation  
Management Association

Vermont House Committee on Transportation  
April 18, 2025



# About CATMA | [www.catmavt.org](http://www.catmavt.org)

## We Know Transportation

CATMA plans, administers and manages a suite of transportation demand management (TDM) 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 continues to grow which is strengthening TDM activities in the region.

## Our Vision

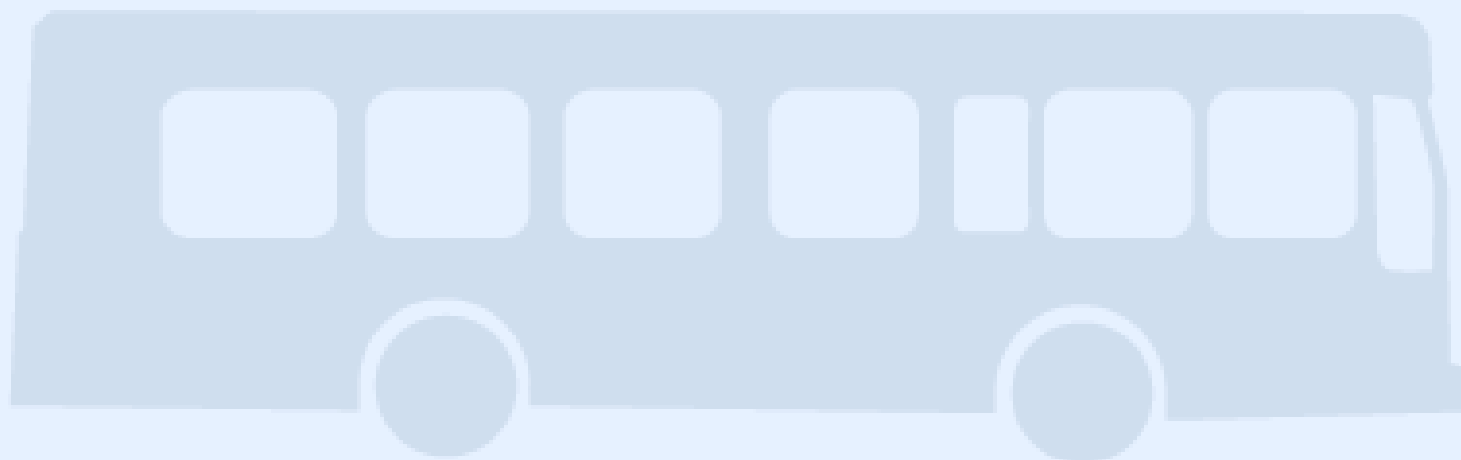
An efficient, reliable, and sustainable transportation network in Chittenden County that reduces the reliance on single occupant vehicles.

## 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 Goals

- Improve transportation network by working together with community
- Reduce green house gas emissions and the use of single occupant vehicles
- Provide a Regional Mobility Center
- Support our partners and advocate for TDM policy and best practices
- Create a strong network of TDM advocates
- Ensure a vibrant and cooperative organization



# CATMA Network

## CATMA Members

CATMA



## CATMA Transportation Coordinator Network



## Business Members: Founding Institutions, Associate Members

Our business members receive a comprehensive set of managed programs and services that encourage, support and track the use of sustainable modes.

Our business membership is comprised of over 15,000 employees, 1,400 residents and 15,000 college students in Chittenden County.

## Transportation Coordinator Network

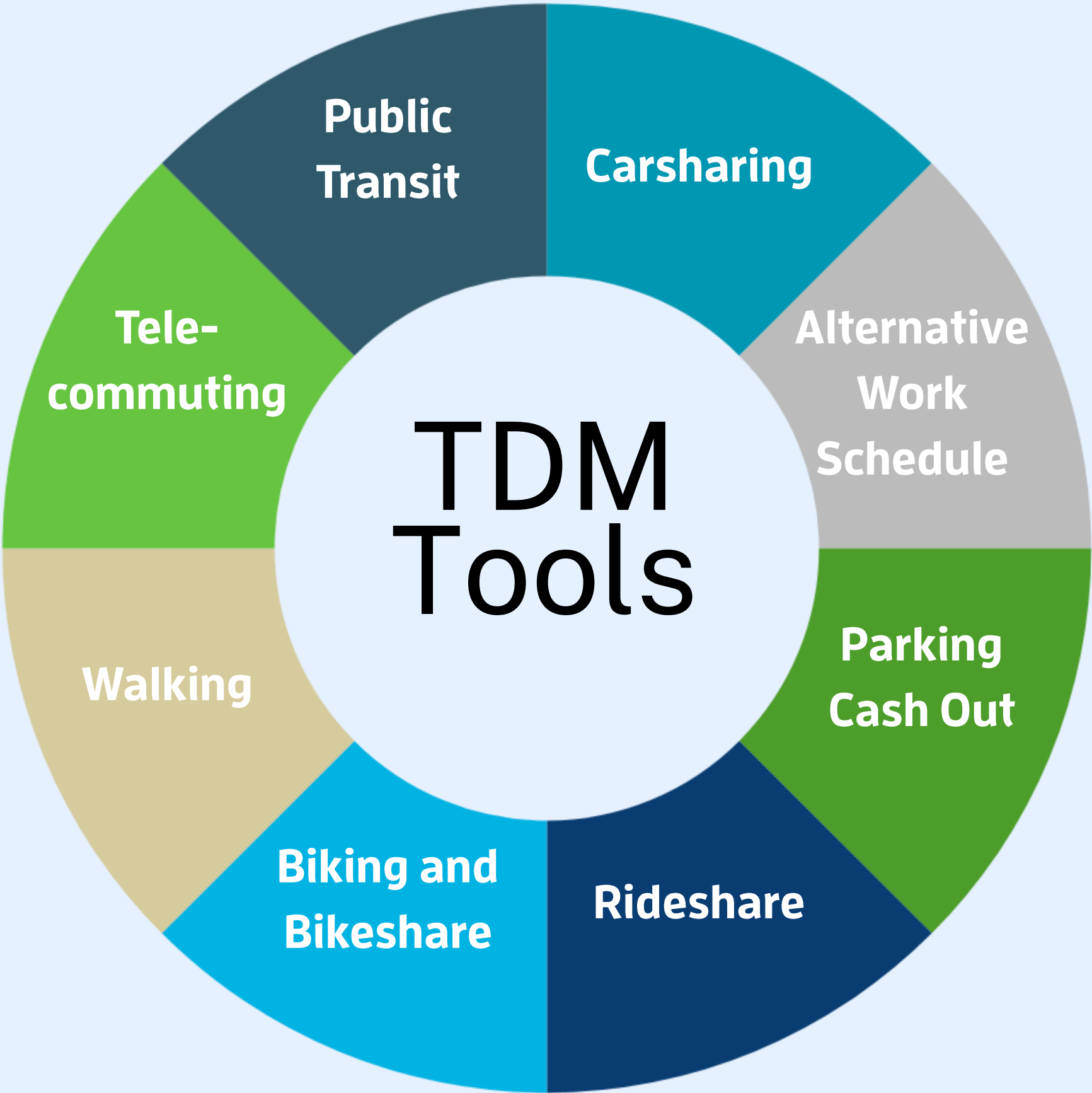
Our Network of 90+ partners is a forum for employers, developers and municipalities to broaden their knowledge of TDM, share, learn and engage in TDM initiatives. We provide our partners with support, resources, communications and annual events

## Regional TDM

We serve as a gateway connecting our regional businesses, developers and organizations with resources, guidance and support to aid in solving transportation challenges.



# Industry Lingo



## What is a TMA?

A Transportation Management Association (TMA) is a membership based, public-private partnership of businesses, institutions and 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 125 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.*

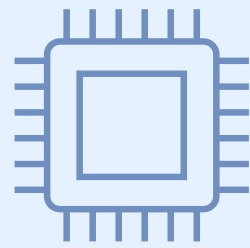


# CATMA Membership



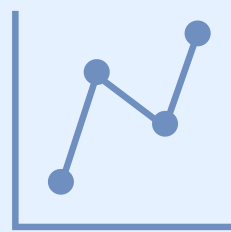
TDM Planning & Support

Commuter Programs



Education & Outreach

Data Collection & Reporting



Transportation Solutions for Businesses, Employers, Developers, Property Managers

**CATMA Membership** provides access to a comprehensive set of managed programs and services that encourage, support and track the use of sustainable mode usage.

Why Join?

- Reduce traffic congestion, parking costs and carbon emissions
- Comply with local state requirements
- Demonstrate your commitment to the community



# CATMA Impacts & Programs

Currently, over 15,000 employees, 1,400 residents and 15,000 college students in Chittenden County are eligible to participate in CATMA's managed member commuter programs.

## Commuter Impact (CATMA Database of Employees & Residents)

**2,109**

Total Members

**164**

Average parking spots  
saved per week

**22%**

Active member  
participation rate\*

**\$307K**

Fuel savings

**434K**

Pounds of CO2  
avoided

**29**

Guaranteed Ride Home

**458K**

Vehicle Miles Travel  
avoided

**\$12,675**

Reward value redeemed

**4,035**

Total reward redemptions

\*Active member participation rate is the percent of people signed up in the app that have recorded at least one trip

## Commuter Programs

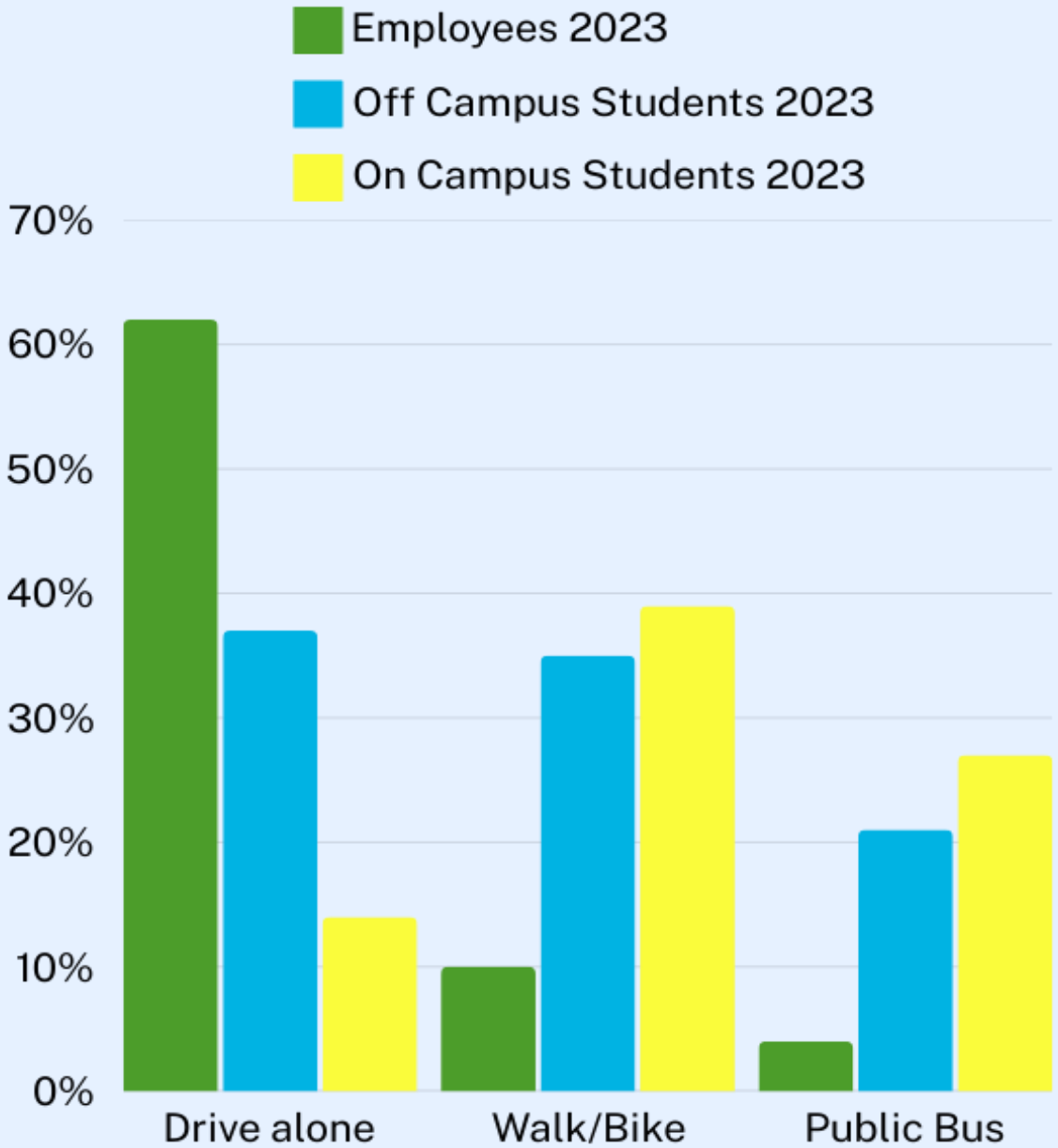
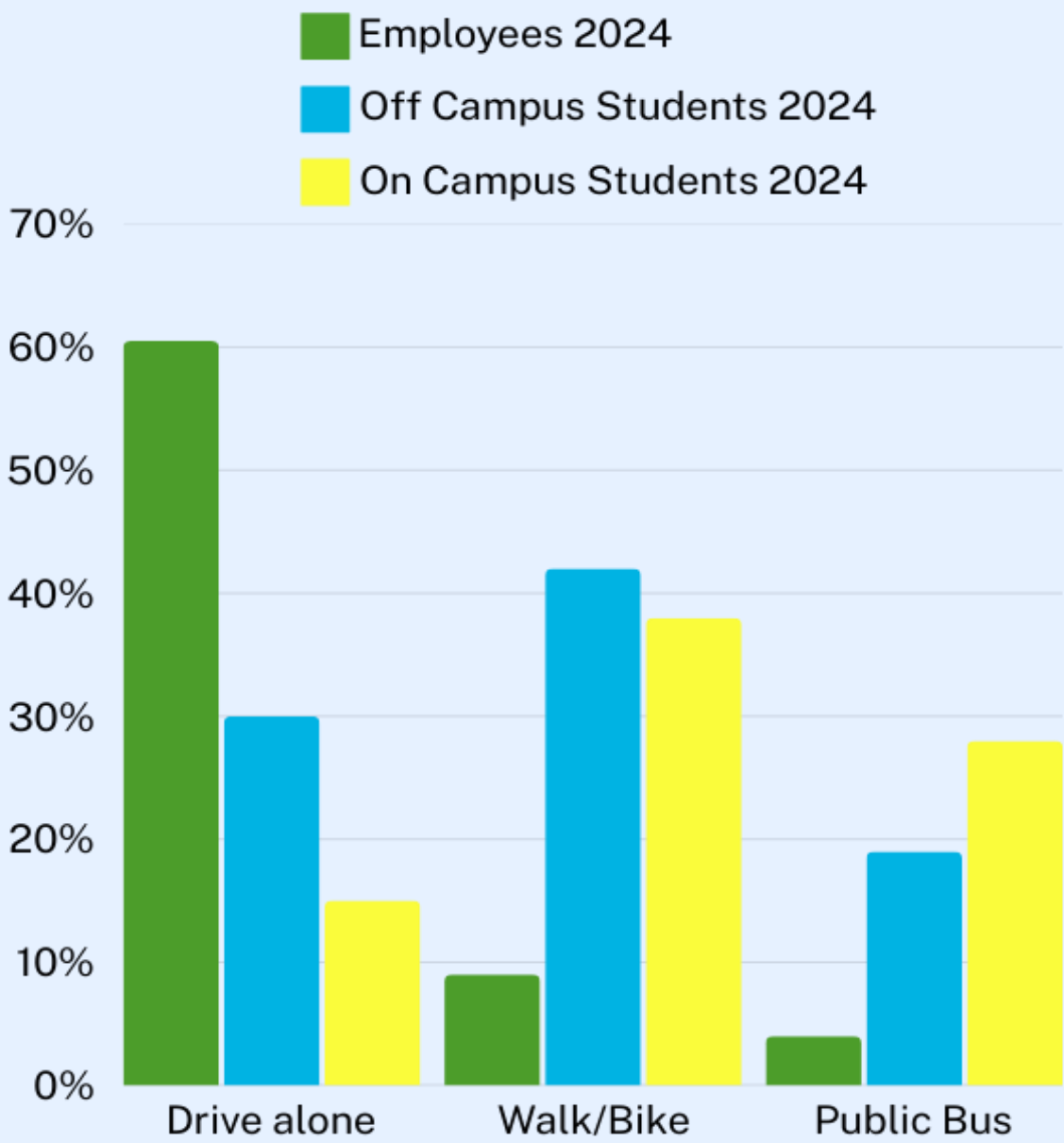
- CATMA Commuter Solutions Platform, App
- Incentives/Rewards for commutes
- Bike/Walk Rewards
- Bikeshare Discounts
- CarShare Vermont Campus Program
- Guaranteed Ride Home (GRH)
- Transit Programs
- Trip Planner

*Note that students are eligible for some commuter programs.*

# CATMA Transportation Survey

Fall 2024 Data

## Primary Mode (2024 & 2023)



## Transit Route Data 2024

### Employees Top 5 Routes

|       |                   |
|-------|-------------------|
| 41.8% | #2 Essex Junction |
| 19.3% | #11 Airport       |
| 17.3% | #1 Williston      |
| 16.4% | #7 North Avenue   |
| 10.4% | #6 Shelburne Rd   |

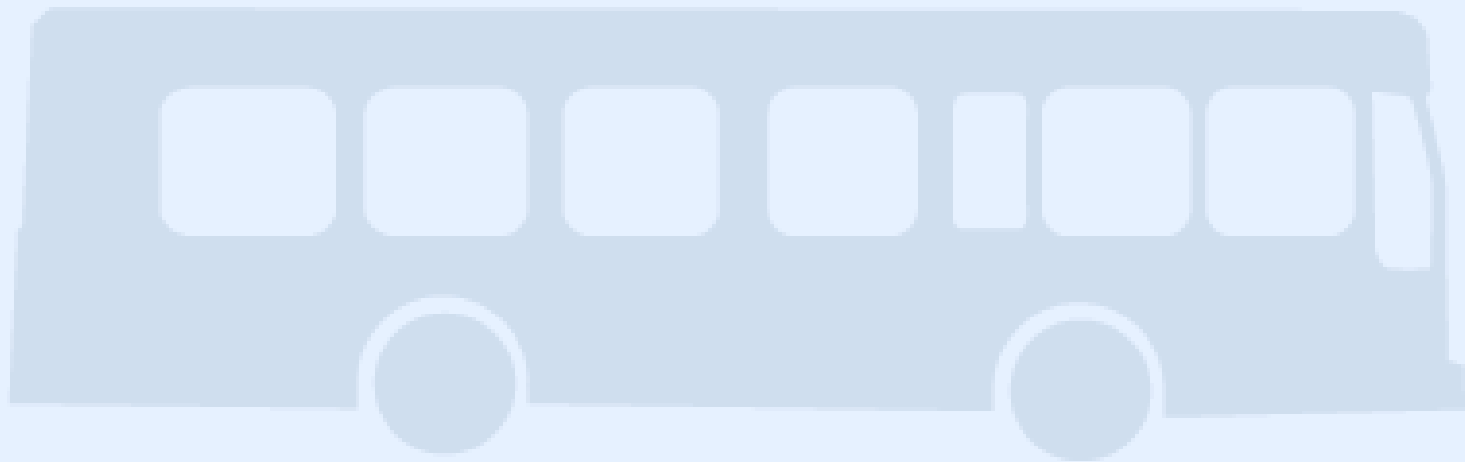
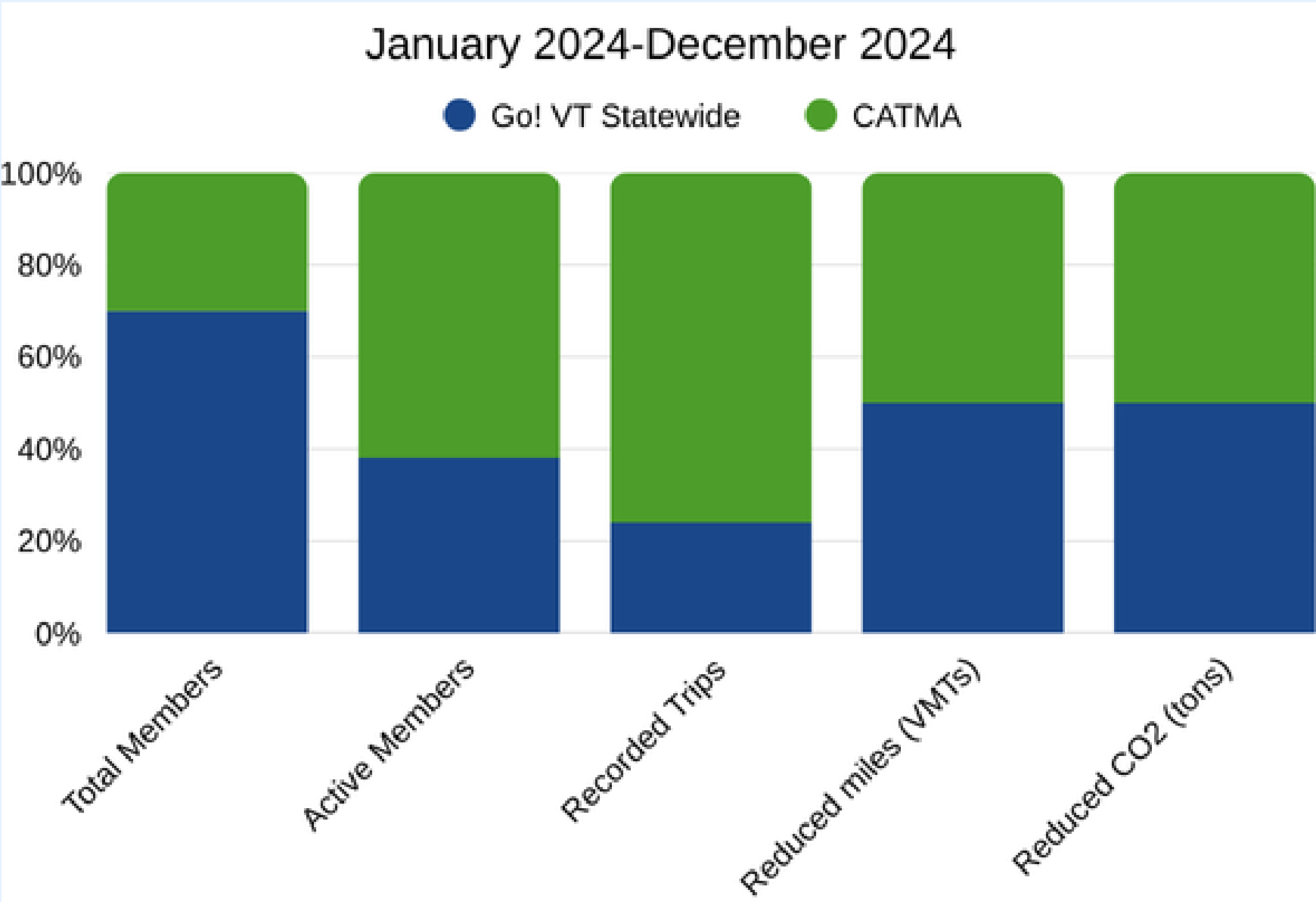
### Students Top 5 Routes

|       |                   |
|-------|-------------------|
| 63.7% | #1 Williston      |
| 32.3% | #2 Essex Junction |
| 24.9% | #11 Airport       |
| 23.5% | #8 City Loop      |
| 15.3% | #6 Shelburne Rd   |



# CATMA State Impacts

CATMA’s digital platform enables us to better demonstrate the impact of our members as well as our contribution to Vermont’s impact data. Thanks for the partnership with GoVermont!





# CATMA Legislative Priorities

- ❖ Include the Transportation Demand Management (TDM) definition in the Transportation Bill.
- ❖ Identify and advance a dedicated funding source(s) for public transportation and TDM programs, particularly public transit and electric assist bikes, as well as the required infrastructure to support the future transportation demands anticipated with Vermont's housing, employment and economic goals.
- ❖ Invest to maintain public transit services, while exploring a sustainable funding source(s) to support a robust transit and multimodal system.



# Regional Electric Assist Bikeshare

## Bird System 2023-2024

- Launched electric assist bikeshare w/ Bird
- July 2023 – November 2024
- CATMA led w/ institutional & municipal partners
- Operated in Cities of Burlington, South Burlington, Winooski
- Dockless system
- Technology driven, Community pricing, incentives for riders to park correctly
- We will pause, assess & convene w/ stakeholders to plan next iteration of bikeshare

### Members

**9,017** Unique Members

**5.6 trips** per Member

**28.5 tons** of CO2 saved

### Trips

**50,547** Total Trips

**64,615** Total Miles

**1.27** Miles per Trip

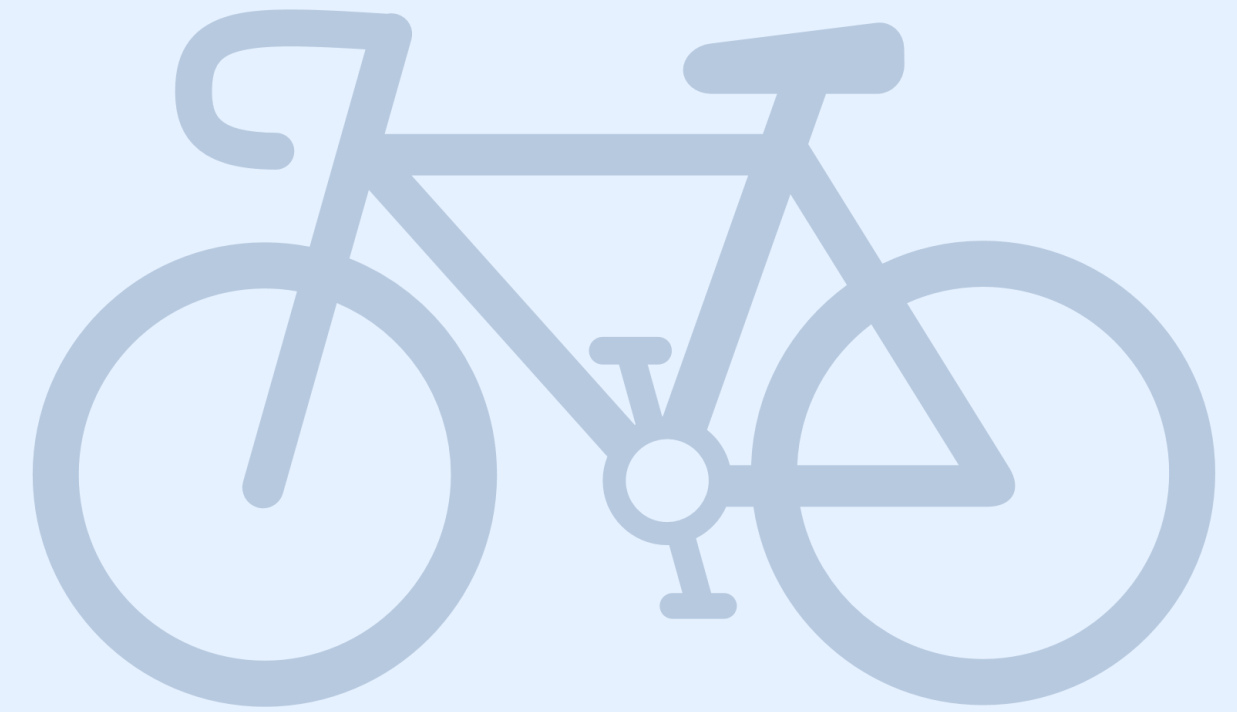
**10.16** minutes per trip

### Bikes

**130** Bikes in PROW

**0.92** Trips per bike daily

**300%** increase in trips from old system w/ Bolt to new system w/ Bird



# CATMA Transportation Survey

Fall 2024 Data



## What factors prevent you from using the Green Mountain Transit bus system?

|                                       | Employees | Students |
|---------------------------------------|-----------|----------|
| Service too infrequent                | 21%       | 56%      |
| Timing does not work for my schedule  | 48%       | 83%      |
| Routes do not go to desired locations | 35%       | 49%      |
| Safety concerns                       | 12%       | 30%      |
| Prefer other transportation modes     | 29%       | 59%      |
| Cost                                  | 6%        | 9%       |
| Long travel times                     | 31%       | 39%      |
| Accessibility issues                  | 6%        | 6%       |
| Other (please specify)                | 19%       | 23%      |

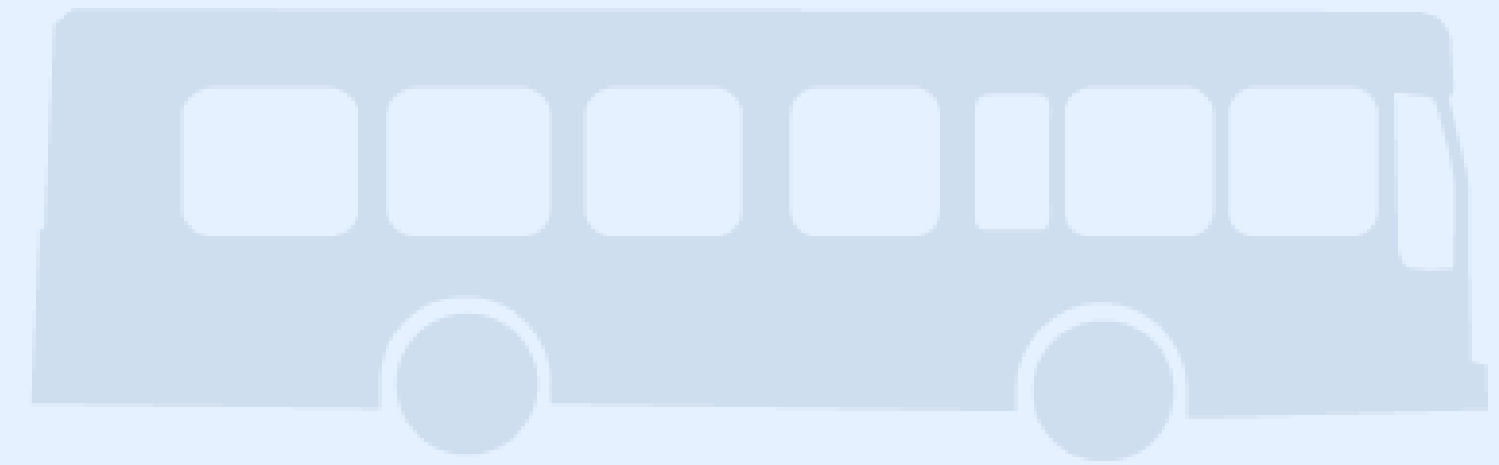
This questions went out to 2,606 employees survey participants--those that did not select using the bus as their primary mode.

### Top comments in “Other”:

- Not understanding how the bus system/app works
- Haven't found the need to take the bus, e.g. walking/biking most of the time
- Not reliable enough

# CATMA Transportation Survey

Fall 2024 Data



## General Transit Related Comments

### From employees:

I would like to be able to commute via bus, but service is too infrequent and doesn't align with my schedule so I have to drive

Although I don't often use the bus system, I have many friends who use it as a primary transportation service. Please do not get rid of our amazing bus services. This is an essential service that helps keep our city accessible

It's challenging when I have to work on days where there is no bus service such as Labor Day. It is often difficult to secure a rideshare (Uber, Lyft) on those days or the pricing is way higher.

I take the bus because of ease, less traffic stress, betterment of the environment and extremely limited parking on campus... I know that large numbers of students, faculty, staff and hospital personnel would be more than unhappy if the bus services were restricted or unavailable.

### From students:

I find many bus stops are at awkward locations in relation to crosswalks and sidewalks, and busses rarely arrive on time.

I take the bus as often as I can, especially as it is getting colder. I wish that it ran more frequently, especially at night since I often have to wait a long time or just walk home which feels less safe as it is getting darker.

I use the GMT buses when possible but many stops don't have accessible seating or times that line up with my plans which make them not my first choice unfortunately.

I would really love to use the bus more often. I think it's a great resource. However, it's really hard to navigate the schedule and times and that makes it overwhelming.

# Thank you!

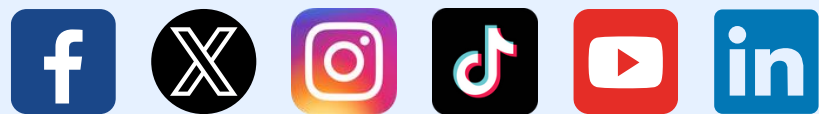
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## Follow Us



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**Save the Date!**

**CATMA Annual Transportation Summit**

Tuesday, October 14, 2025

UVM Davis Center

**Future in Motion: Elevating Transportation in  
Housing & Economic Growth**

