
2024

**CATMA
ANNUAL
REPORT**

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MESSAGE FROM EXECUTIVE DIRECTOR



Dear CATMA Members and Friends,

We chose the theme “Adapting to Change” for our 2024 Transportation Summit for good reason. Our environment, transportation options and policies continue to change, and CATMA remains steadfast to adapt by providing supportive programs, plentiful information and opportunities to engage in our community.

I am proud of the hard work, perseverance and success of the CATMA organization. We have a lot to celebrate, as a small non-profit organization in existence for 32 years, who is recognized as the “go to” for anything transportation in Chittenden County.

A key focus this year was to improve efficiency in our processes and programming, enabling us to better serve and respond to the increasing needs of our region, membership and commuters. In addition, we strengthened our business relationships and partnerships, increased our engagement in developing regional transportation demand management policy, led key stakeholder groups to develop effective transportation solutions and ramped up the frequency and content of our communications.

The achievements highlighted in the following pages embody thoughtful strategic planning, a talented motivated team, the investment and commitment of our founding institutions, associate members, partners and, of course, all the commuters. It takes a collaborative and cooperative village.

We are kicking off 2025 with the development of our next 5-year Strategic Business Plan, a Call for Papers in the spring for our 4th Annual Transportation Summit and a concerted focus on providing our members and their employees, students and residents with the programming and information they need to optimize the transportation options that exist. Membership experience is at our forefront.

Enjoy our 2024 Annual Report and mark your calendar for our 2025 Transportation Summit at UVM Davis Center on Tuesday, October 14!

Thank you for your partnership and continued work together on this journey!

Warm regards,

A handwritten signature in black ink that reads "Sandy Thibault".

Sandy Thibault, Executive Director

We Know Transportation

CATMA plans, 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 continues to grow which is strengthening transportation demand management (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

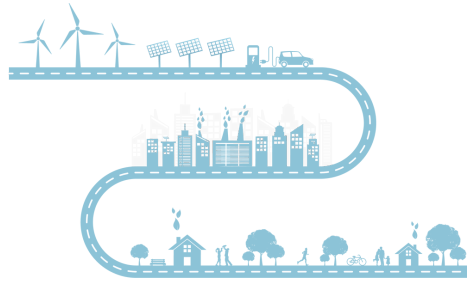
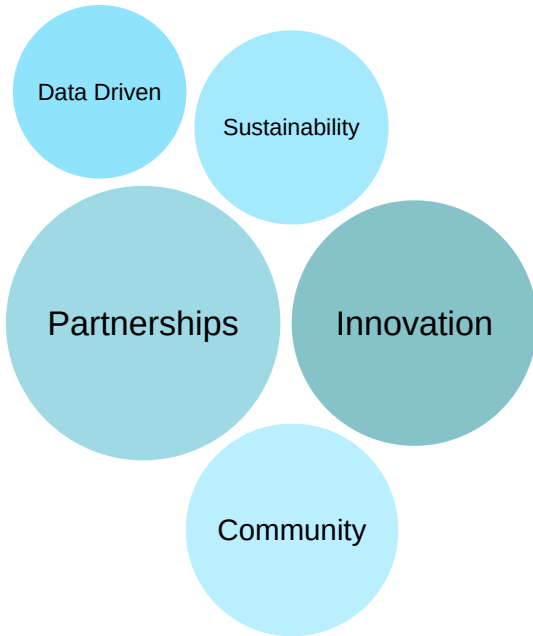
An efficient, reliable, and sustainable transportation network in Chittenden County that reduces the reliance on single occupant vehicles.

Our Goals

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

WHO IS CATMA

Our Values

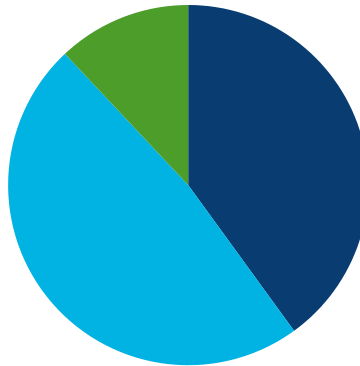


WHO IS CATMA

Financial Summary

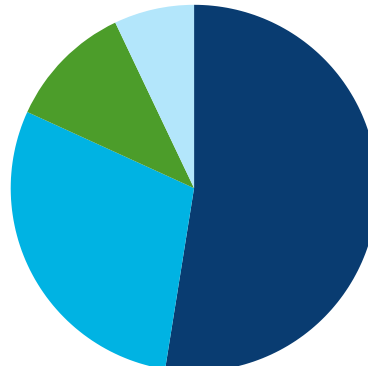
FY24 Operating Expenses:
\$338K

- 40% Administration & General
- 48% Programs & Events
- 12% Professional Services



FY24 Operating Revenue:
\$337K

- 52% Institutional Assessments
- 29% Grants
- 11% Membership Dues
- 7% Events



What is a TMA?

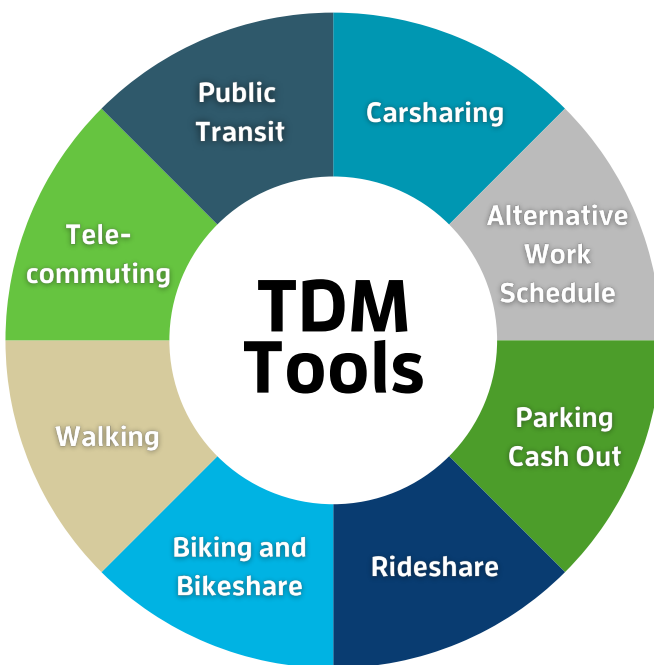
A Transportation Management Association (TMA) is a membership based, public-private partnership of businesses, institutions and municipalities that are joined together under a formal agreement for the purpose of providing and promoting transportation options for commuters that reduce traffic congestion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

Our members have access to a comprehensive set of managed programs and services that encourage, support and track the use of sustainable mode usage. The investment and commitment of our members to TDM and CATMA achieve better transportation, land use outcomes, and a vibrant community.

FOUNDING INSTITUTIONS

Champlain College
University of Vermont
University of Vermont Medical Center

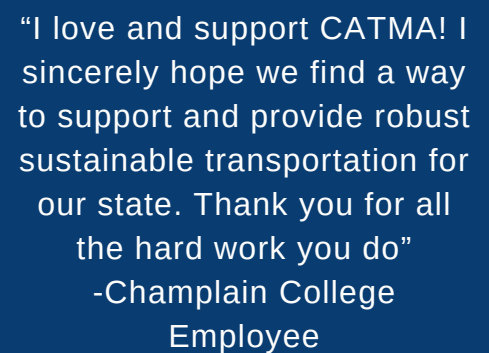
EMPLOYERS

Birchwood Terrace
Chittenden County Regional Planning Commission
City of Burlington
City of Essex Junction
Community Health Center – Riverside Avenue
Seventh Generation

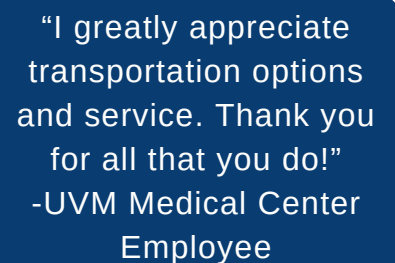
RESIDENTIAL DEVELOPERS

City Properties - City West
Main Street Family Housing Ltd Partnership, COTS 278 Main St.
Farrell Properties - Cambrian Rise
Redstone Lofts & Commons
Nedde Real Estate
Spinner Place

The next few pages highlight collective achievements of CATMA members in 2024, including awareness and education efforts, program participation and commuting mode trends.



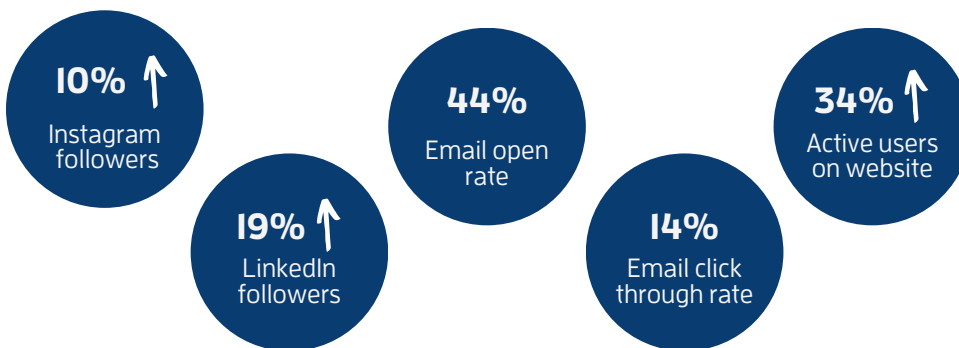
“I love and support CATMA! I sincerely hope we find a way to support and provide robust sustainable transportation for our state. Thank you for all the hard work you do”
-Champlain College Employee



“I greatly appreciate transportation options and service. Thank you for all that you do!”
-UVM Medical Center Employee

EDUCATION & AWARENESS

A mix of digital marketing, resources, member exclusive events and community gatherings are essential strategies we use to educate, motivate and support commuters with sustainable transportation options.



Digital Marketing & Communications

CATMA’s digital platform consists of emails, social media posts, news updates and website pages.

In 2024 CATMA finalized a large-scale refresh of its digital platform by updating our marketing automation and customer relationship management platform. This updated digital platform allows CATMA to serve more commuters and more members.

As social media platforms evolve, CATMA is investing more in our website and email automation technology as we move into 2025.



EDUCATION & AWARENESS



Outreach Activities

Our 2024 calendar filled up with a variety of in-person events. From advocating for sustainable transportation options at the State House to handing out snacks to GMT Riders as part of Earth Day. CATMA recognizes the importance of in-person events and gatherings for education and outreach, and we enjoy talking with our members.



EVENTS AND CAMPAIGNS

- Transportation for Vermont (T4VT) Coffee & Lobby Day at the Vermont State House
- Earth Day Transit Treats Giveaway at UVMCC
- Bike Me Out to the Ballgame
- Winter-Bike-to-Work-Day Get-Together at UVM Bikes!
- Online Winter Bike Webinar with Local Motion and Vermont Clean Cities
- May Bike/Walk Conference CATMA Presentation
- White & Burke developer conference exhibitor
- VBSR exhibitor



MEMBER RESOURCE FAIRS

- Champlain College Orientation
- UVM New Faculty Orientation
- UVM Off Campus Student Resource Fair
- UVM Wellness Fair
- UVMCC Bike Garage Grand Opening
- Earth Day Bike Helmet Give-away
- Nedde / Kestrel Coffee – Resident Coffee & Resources Gathering
- Cambrian Rise – Resident Info & Resource Gathering (4 events)
- City of Burlington Wellness Fair



CATMA HOSTED GATHERINGS

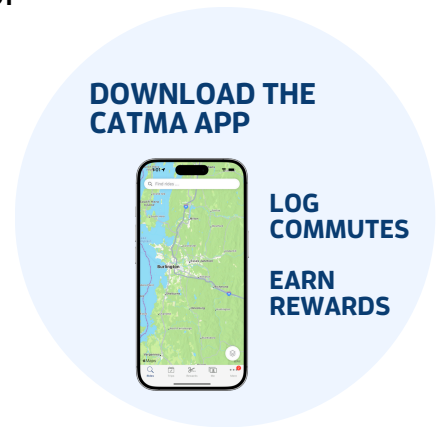
- Innovation Workshop at June Transportation Coordinator Meet-up
- CATMA Annual Fall Transportation Summit

PROGRAMS & IMPACTS

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

- CATMA Commuter Solutions Platform, App & Rewards
- 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.



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

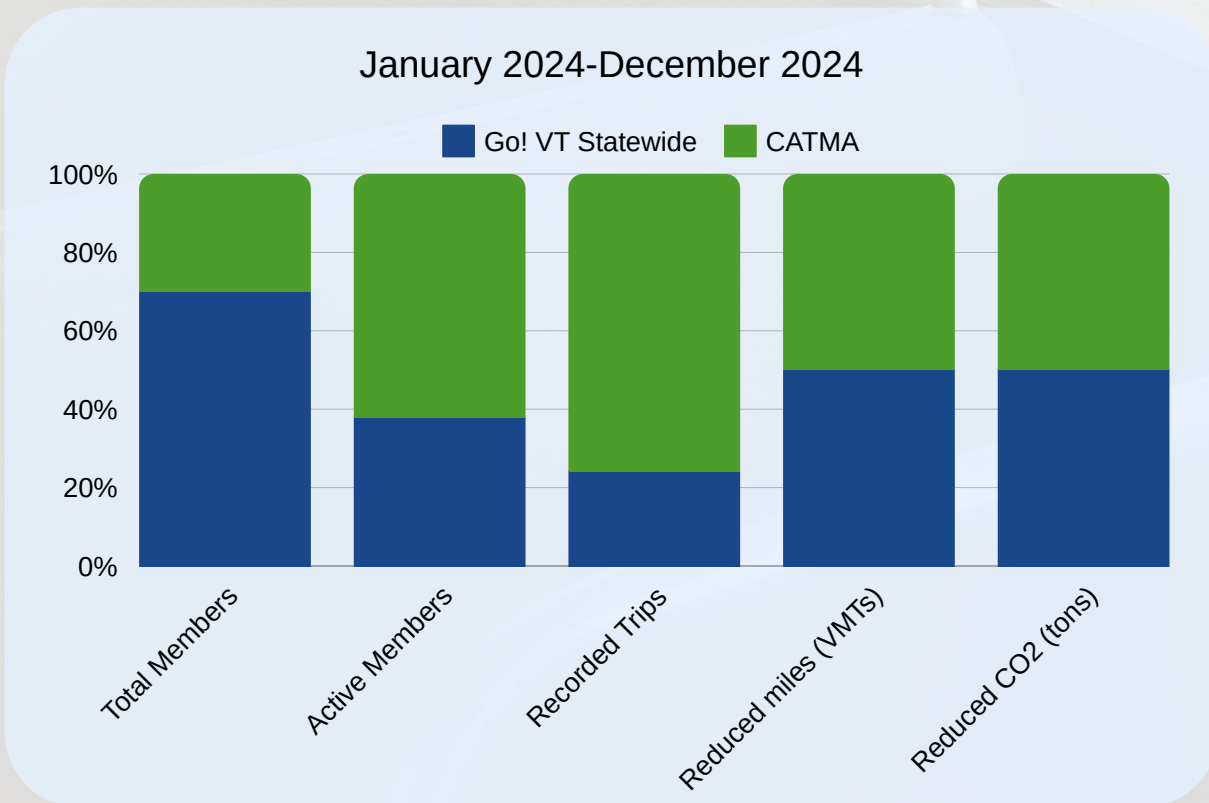
PROGRAMS & IMPACTS

A snapshot of CATMA's collective commuter impact data

Our new digital platform enables CATMA to better demonstrate the impact of our members as well as our contribution to Vermont's impact data.

The graph below highlights key impact metrics from 2024

- CATMA members account for more than 75% of recorded trips while making up 30% of total membership.
- CATMA commuters are almost equivalent to the State vehicle miles traveled and tons of CO2 reduced.



SURVEYS

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

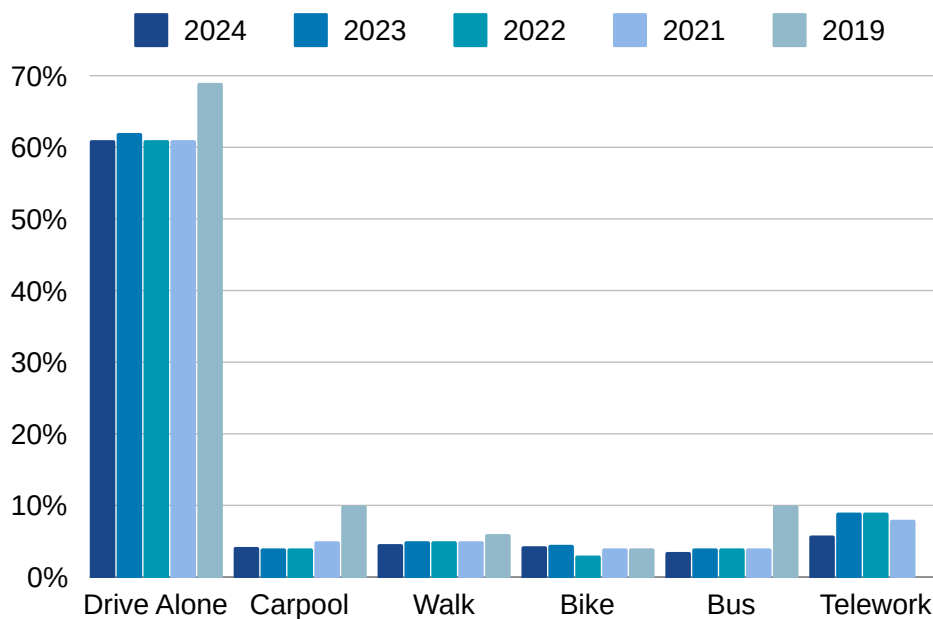
Surveys conducted in 2024 include:

- Resident Transportation Survey for Farrell Properties, Spinner Place, and Nedde Real Estate residents
- Fall Transportation Micro-Survey for all CATMA employer members
- Fall Transportation Micro-Survey for students at Champlain College and UVM

Our employee transportation survey has been measuring commute modes of CATMA membership since 2000. Below are mode results from our survey over time.

Commute Mode Trends

CATMA's Employee Transportation Survey Data



18%

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

In 2000, the drive alone rate was 79%, carpool 14%, walk 5%, bus 3%

3%

decrease in telework from 2023-2024

REGIONAL TDM

We serve as a gateway connecting regional businesses, developers and organizations by providing TDM strategies that aid in mitigating congestion, better coordinate land use and boosts economic vitality.



Annual Fall Transportation Summit

Our signature [Transportation Summit](#) was held at UVM in Fall 2024 with a sold-out crowd of 160 professionals, policy makers, local, regional and state agencies, transportation providers and community members. The day kicked off with Burlington Mayor Emma Mulvaney-Stanak delivering the opening keynote, followed by a panel of North American perspectives on transportation and housing, and an afternoon packed with amazing presenters, all with a focus on the changing landscape in Vermont and the need to modify our transportation network.



Transportation Coordinator Network

We actively engage with a diverse group of over 100 partners on TDM strategies, approaches and collaborative efforts. Partners in the Network receive support, resources, communications, and events from CATMA. Our Spring 2024 Lunch & Learn event featured content designed by Senior Marketing Associate, [Marlena Compton](#) to help TCs encourage commuters to make sustainable transportation choices.



Regional Bike Share

Bird's electric assist bikeshare system relaunched in mid-March 2024 with about 150 bikes on the ground through November 2024. Data demonstrated a purpose driven system that was well utilized for a community our size. This system will not return to the cities of Burlington, South Burlington, and Winooski in 2025 due to economics. See our [Moving Forward](#) section for the future of bikeshare in our community.

Bird Bikeshare Data

50,547

Total Rides

64,615

Total Miles

1.27

Avg Miles per Ride

130

Avg Bikes in PROW

REGIONAL TDM

We are committed to generating change by advancing and advocating for sustainable transportation options that positively and consistently impact our community.



Advocacy

Over the past year, CATMA was actively engaged in developing TDM policy for several municipalities in Chittenden County, served on the Chittenden County Regional Planning Commission and City of Burlington's Transportation Options Studies Advisory Committees, and a contributing member of the [Transportation for Vermonters Coalition](#).



MTI Grant

Since the passage of the State's 2020 Transportation Bill, a [Mobility and Transportation Innovation Grant Program \(MTI\)](#) was implemented to support innovative strategies and projects that improve both mobility & access to services for transit-dependent Vermonters, reduce use of single occupant vehicles and reduce GHG's.

CATMA is a recipient of a 2-yr MTI grant that will support more unified education, messaging and synergy with Go! Vermont which, in turn, will lead to more efficiencies in regional TDM adoption and implementation.

MOVING FORWARD

As we move forward in 2025, we are truly inspired and excited to strengthen our programs, resources, and services to better serve our members, commuters and region.

We are also eager to broaden and strengthen our partnerships in Chittenden County with the institutions, employers, developers, municipalities, transportation providers, policy makers and our community. Relationships are essential. This journey of ensuring our members and Vermonters have access to non-single occupant vehicle travel requires we communicate and work together!

Sneak Peak at 2025!

01 Strategic Business Plan 2025-2030

CATMA is kicking off 2025 with the development of the next 5-year Strategic Business Plan. This effort will generate a new focused, actionable, and cost-effective plan, emphasizing CATMA's mission to advance TDM in the region. Building on data and insights, this plan will refine programming, governance and funding strategies while leveraging recent studies and input to chart CATMA's direction in alignment with regional goals.

03 Transportation Summit

We will host our 4th annual Transportation Summit on October 14, 2025 at the UVM Davis Center. A Call for Papers and Sponsorship Prospectus will be available soon.

02 Business, Municipal & Community Engagement

We will leverage our convenor role and TDM expertise to strengthen engagement with stakeholders. We want to inclusively connect within our membership and community, including rural areas in the county, who can benefit from TDM and CATMA services to change travel behavior.

04 Regional Bikeshare

With Bird bikes not returning in Spring 2025, CATMA will pause to conduct a comprehensive assessment of previous bikeshare systems, data and operations with our key stakeholders. This will provide direction on the next iteration of bikeshare and timeline.

Thank you to each and every member of CATMA for your investment and commitment to strengthening CATMA and TDM this past year!

We are grateful for the support of our founding institutions, members, the Chittenden County Regional Planning Commission annual Work Plan and the State Mobility & Transportation Innovation Grant that has enabled us to expand regional TDM efforts.

A special thanks to the CATMA Team
Sandy Thibault, Executive Director
Katie Martin, Associate Director
Emily Adams, Program Analyst
Marlena Compton, Senior Marketing Associate

AND to the CATMA Board of Directors
Charlie Baker, *Chair*, Executive Director, Chittenden County Regional Planning Commission
James Smith, *Interim Vice Chair*, Director of Transportation and Parking Services, University of Vermont
Nic Anderson, *Treasurer*, Assistant Vice President of Planning and Operations, Champlain College
Mike-Ann Young, *Secretary*, Director of Security, Parking & Transportation, University of Vermont Medical Center

AND to our regional TDM Partners
CarShare Vermont
Chittenden County Regional Planning Commission
Green Mountain Transit
Go Vermont
Local Motion
Old Spokes Home

ACKNOWLEDGEMENTS

CATMA Members



CATMA Transportation Coordinator Network



Follow Us



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