



CHITTENDEN AREA TRANSPORTATION MANAGEMENT ASSOCIATION STRATEGIC PLAN OVERVIEW JANUARY 2020 – JUNE 2023

Vision (Our Dream): Our vision is an efficient, reliable and sustainable transportation network in Chittenden County that reduces the reliance on single occupant vehicles.

Mission: CATMA works 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.

EXECUTIVE SUMMARY

The Board of Directors and Staff of CATMA engaged in a strategic planning process in early 2019. In collaboration with the Chittenden County Regional Planning Commission and Jane Van Buren of Noonmark Services, a process was developed that included extensive data gathering through interviews with local community partners and Transportation Management Associations (TMAs) across the county, document review, and a day long planning retreat. The resulting strategic plan represents the culmination of the data gathered and reflects realistic goals and strategies as identified by those closely associated with the work of CATMA.

The plan is intended to guide CATMA through the next three years and the organization will grow strategically in response to the areas identified in the plan. We understand that there will undoubtedly be external factors outside of our control that will necessitate a change in direction, however the plan is fluid and CATMA will always keep in mind the following overarching, catalyzing goals that have motivated CATMA since its inception:

1. Improve the transportation network by working together with the community
2. Reduce greenhouse gases by reducing the use of single occupant vehicles
3. Become the Mobility Management Center/ Disseminator of Information for region
4. Support our partners and advocate for Transportation Demand Management (TDM) Policy and Best Practices
5. Create a strong network of TDM Advocates (i.e. Membership)
6. Ensure a vibrant and cooperative organization

SUMMARY OF THE PLAN'S KEY STRATEGIC AREAS AND OUTCOMES

1. Advocacy and Policy

- a. Members and transportation partners are fully engaged and invested in TDM policy issues, and adopt best practices for their operations
- b. CATMA programs, services, and policies are informed by relevant primary and secondary data sources
- c. CATMA members are strong TDM Advocates, which promotes a decrease in the use of single occupancy vehicles (SOV) and reduction in greenhouse gasses

2. Marketing

- a. Increase and sustain CATMA membership through marketing its value
- b. Members to take greater advantage of CATMA resources to promote best transportation practices at their organizations
- c. CATMA is the go-to place for regional mobility information to support and encourage travel behavior change

3. Governance

- a. Board becomes more reflective of membership and increases its strategic role with the organization
- b. Board explores role of associate membership and the function of the annual meeting
- c. Board explores opportunities for increased collaboration and efficiencies
- d. Board evaluates and updates bylaws and corporate documents as needed

4. Programs and Services

- a. Increase communication with community partners about CATMA services and TDM best practices resulting in fewer SOVs
- b. Create data collection and data sharing policies
- c. Ensure CATMA programs and services are innovative, collaborative & measureable

5. Operations

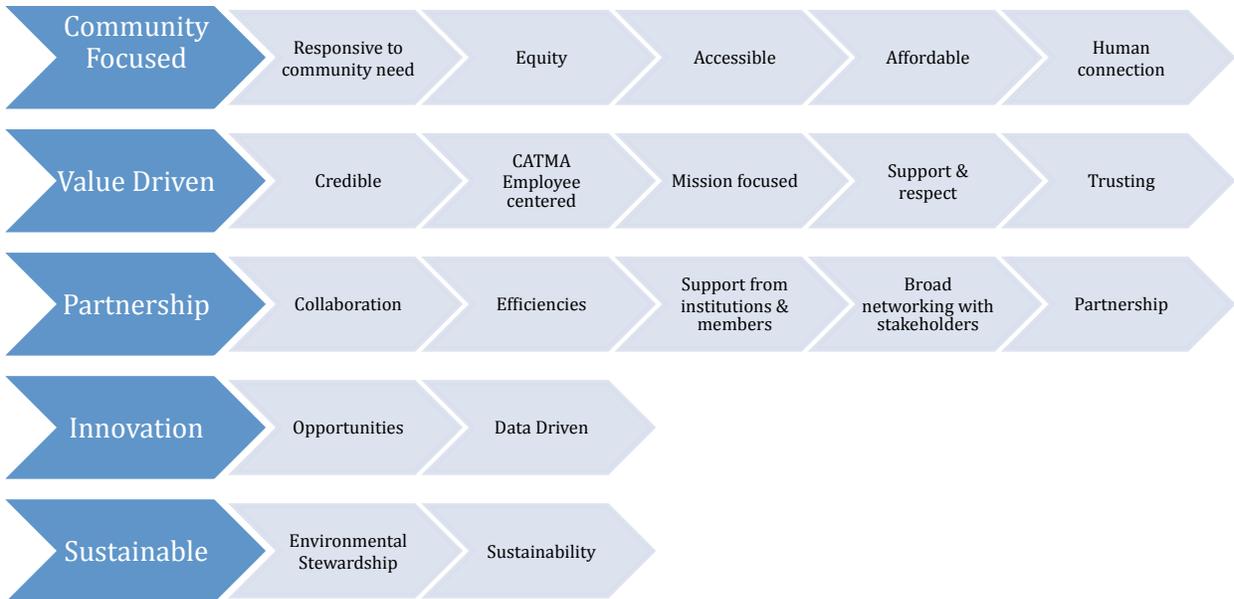
- a. Increase interns and staff to create a more reasonable work load distribution and allows for expansion of services
- b. Collaborate with Chittenden County Regional Planning Commission (CCRPC) and other community partners to continue strong partnerships and accomplish shared transportation goals
- c. Develop comprehensive organizational, employment and compensation policies

6. Financial Sustainability

- a. Ensure revenue is diverse and sustainable
- b. Develop financial planning framework
- c. Explore new membership and consulting services structure
- d. Create special event fundraisers

VALUES:

CATMA’S values fall into 5 categories and encompass additional community and organizational values.



APPROVED BY CATMA Board of Directors, January 22, 2020