
2022



CATMA ANNUAL REPORT

Chittenden Area Transportation Management Association



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MESSAGE FROM EXECUTIVE DIRECTOR



"For 30 years, CATMA has been a leader in reducing traffic and parking congestion for major employers in the Greater Burlington area."



Welcome Friends,

It is a privilege to share with you the 2022 Annual Report of the Chittenden Area Transportation Management Association (aka CATMA). The past few years have been a challenge for everyone in all sectors, including transportation. We are on this journey together, and your inspiring work, resilience, innovativeness and partnership is appreciated.

Our expanded report includes pages of pride, achievements, commuting trends and passionate work that is possible with an amazing staff, Board of Directors, Members, Network, Partners, and our Commuters! You will read about the success of our long-time programs and services, as well as new endeavors in the year ahead.

We celebrated our 30th Anniversary with many activities, including a successful inaugural Fall 2022 Transportation Summit entitled: Equity and Transportation. Perhaps you attended and heard from inspiring keynote speakers, participated in sessions focused on equity, policy, funding, climate, and community, and had the pleasure of conversing with sponsors. Our 2nd annual Transportation Summit is scheduled for October 12, 2023 and you are all invited.

This year we reinstated in-person tabling events, ramped up social media and communications, navigated a bikeshare system challenge, attended the launch of Amtrak, cultivated relationships with community groups and advocated for continuation of fare free transit.

In 2023, we are eager to increase engagement with businesses, organizations, municipalities, and developers to strengthen transportation demand management in our region, and continue advocating for improved sustainable transportation options that enable more people to ride the bus, hop on their pedal bike or electric assist bike, carpool, vanpool, telework and utilize park and rides.

There is much more to say, but you are probably excited to begin reading our report. We hope this snapshot helps you to better understand CATMA, our work and dedication to improving mobility for our members, commuters and community.

Thank you for being our partner. We look forward to working with you in person and virtually in 2023. Together, we will make a difference!

Gratefully yours,

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

Sandy Thibault, Executive Director

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.

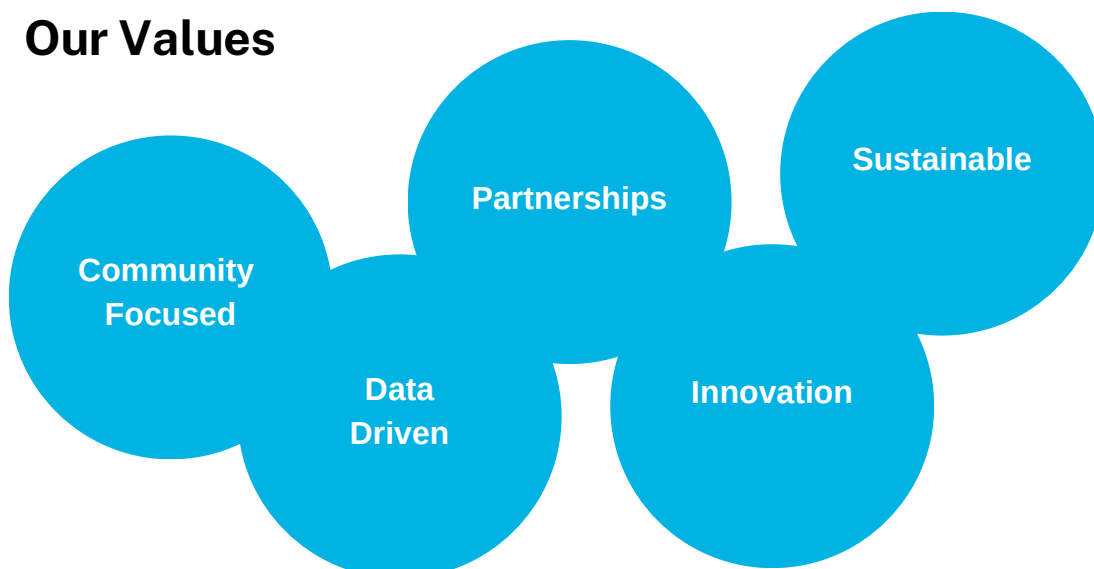
Our Mission

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.

"Three cheers for making it so easy to commute!"

Anonymous Commuter

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.



INDUSTRY LINGO

Graphic from TDOT

CATMA MEMBERS

Our members enjoy the benefits of a comprehensive set of managed programs and services that encourage and support the use of sustainable modes. The investment in TDM and CATMA achieves better transportation outcomes and support a vibrant community.

EMPLOYERS

Birchwood Terrace
Champlain College
Chittenden County Regional Planning Commission
City of Burlington
Seventh Generation
University of Vermont
University of Vermont Medical Center
Vermont Housing Finance Association
Vermont Green Football Club
YMCA of Burlington

RESIDENTIAL DEVELOPERS

COTS
Farrell Properties
Nedde Real Estate
Redstone Lofts & Commons
Spinner Place

"Our membership in CATMA is a critical component of our sustainable development, growth and environmental responsibility."

Joe Speidel,
University of Vermont

"We value our membership with CATMA as it enables us to collectively address transportation and parking challenges, opportunities..."

Gary Scott,
University of Vermont
Medical Center



The next few pages highlight collective achievements of CATMA members in 2022, including awareness and education efforts, program participation and commuting mode trends.

EDUCATION & AWARENESS

Our commuter members receive resources and tools to support their use of alternative modes via communications, events and targeted campaigns.



Telework Tuesday

A social media campaign providing support for telework and promoting our telework toolkit. This campaign successfully reached an audience of over 5,600 people on our Instagram channel.



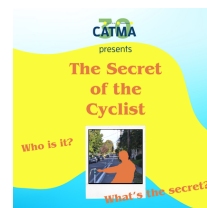
Claim Your CATMA

An educational campaign designed to attract new commuters to sign up for CATMA programs as their employers pay for the incentives and services thru membership.



The Secret Cyclist

An email campaign aimed at non-cycling-nerds in Chittenden County who could benefit from e-bikes. Worked with community partners Local Motion & V-Bike to spread awareness.

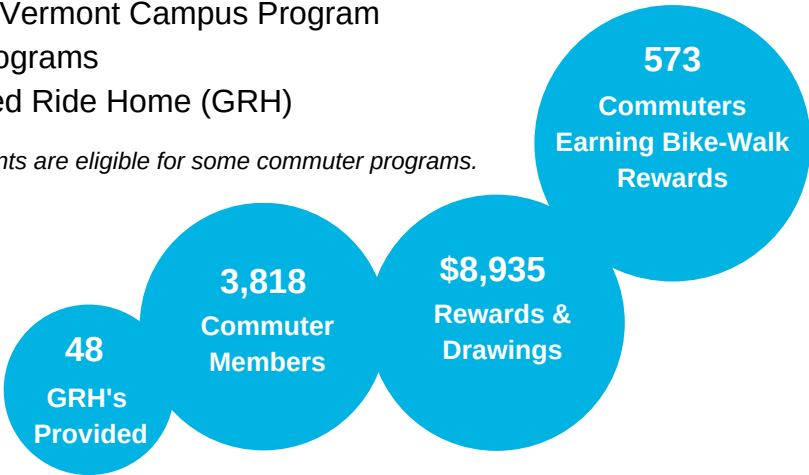


PROGRAMS & IMPACTS

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 eligible for some commuter programs.

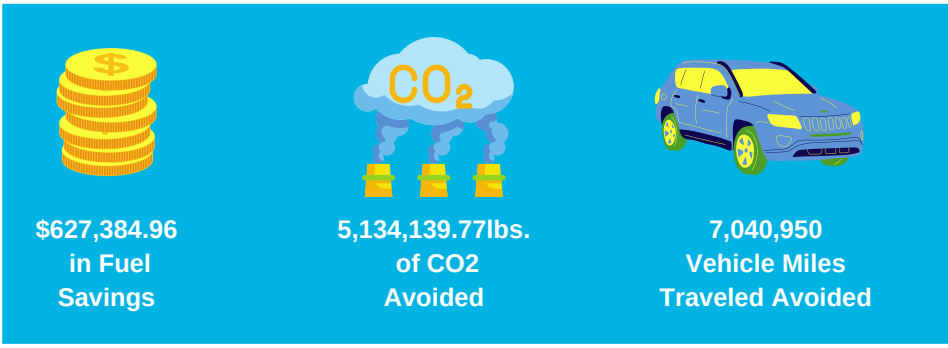


"I love the CATMA incentive program! It has encouraged me to keep walking to work and I love receiving the rewards in the mail."

Anonymous Commuter



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

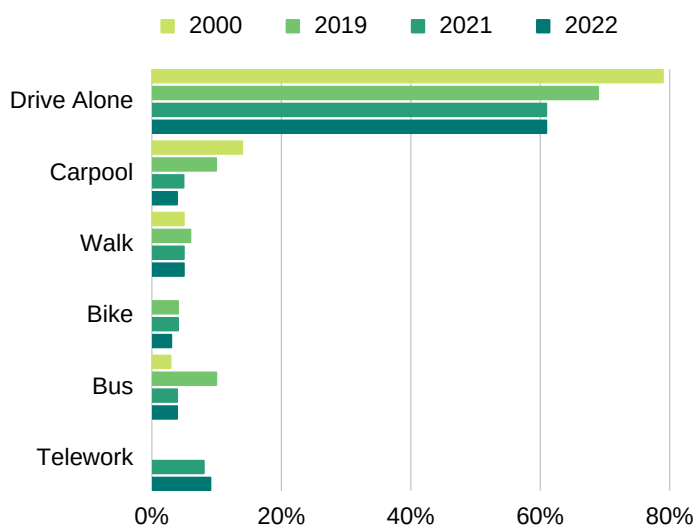
Surveys conducted in 2022 included:

- Resident transportation survey to Farrell properties
- Employee survey to Vermont Green Football Club
- Regional survey on Bikeshare to folks in Burlington, Winooski and South Burlington
- Transportation surveys for all CATMA employer members

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

Commute Modes Over Time

CATMA's Employee Transportation Survey Data



18%

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

REGIONAL TDM

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

"CATMA plays a valuable role in VT's Transportation Ecosystem."

CATMA Member



Coordinator Network

Our Network is a forum for employers, developers and municipalities to broaden their knowledge of TDM, share and learn and engage in TDM initiatives. We have over 90 members who meet twice a year and receive frequent communications on what's happening in transportation.



Inaugural Transportation Summit

We hosted an inaugural Transportation Summit at UVM in Fall 2022. This was an in-person event that focused on transportation in and around Chittenden County, along with state and national industry perspectives.

Attendees included businesses, policy makers, local, regional and state government agencies, transportation providers and community members.



REGIONAL TDM

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

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

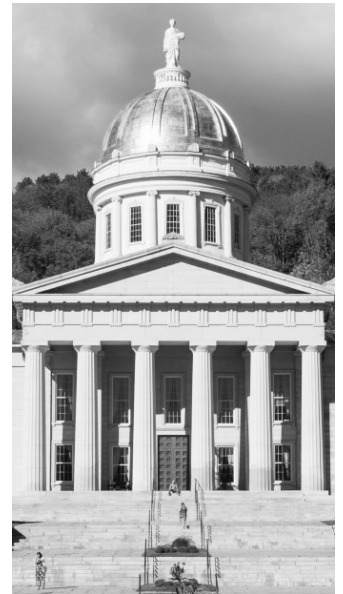
Anonymous Community Member



Advocacy

We have branched out more in local, regional and state advocacy and policy arenas to ensure transportation options are a priority including advancing a TDM definition into federal law.

We are an active member of the [Transportation for Vermonters Coalition](#), the [Association for Commuter Transportation](#) and Best Workplaces for Commuters.



Bike Share

Over the past six months, we have been working on reinstating a bikeshare service upon the Greenride Bikeshare vendor abandoning our system. We conducted a community survey which demonstrated overwhelming support to bring bikeshare back.

An RFP has been issued and we expect to have a system back on the ground within the next six months. For updates going forward and results of our survey, please visit the [CATMA website](#).

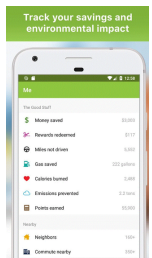


WHAT'S ON THE HORIZON

CATMA has a lot of exciting initiatives in 2023!

As we move ahead, we are committed to enhancing our programs, resources and services to better serve our members and region. There is important work to do in building a more robust transportation network that is sustainable, accessible and affordable for everyone!

With more voices at the table, we can strengthen our work and collective impact.



01 New Membership Model

We are implementing a new membership model to enhance our TDM services to members as transportation and climate environments evolve. A membership and needs assessment will be conducted looking at mobility gaps and opportunities in our region, along with supporting industry research and best practices.

02 New Digital Platform

We are launching a new digital platform in early summer 2023 that will better reflect our brand, empower and engage existing and new members, and advance ourselves as a Regional Mobility Center.

03 Reinstate Bikeshare

We are bringing back an electric assist bikeshare system in the Cities of Burlington, South Burlington and Winooski in Spring 2023. We are leading this effort with the municipalities, institutions and partners.

04 Transportation Summit

We will host our 2nd annual Transportation Summit on October 12, 2023 at the UVM Davis Center. We have released our sponsorship prospectus, and are beginning to plan the program, in partnership with the Chittenden County Regional Planning Commission.

**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
Josh Katz, Program Analyst
Marlena Compton, Marketing Associate

AND to the CATMA Board of Directors
Charlie Baker, Executive Director at the Chittenden County Regional Planning Commission
Joe Speidel, Director of Local Government and Community Relations at the University of Vermont
Gary Scott, Vice President of Hospital Services at the University of Vermont Medical Center
Shelley Navari, Vice President of Finance, Treasurer, at Champlain College

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

ACKNOWLEDGEMENTS



Follow Us



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