

## JOIN CATMA AND WE'LL HELP YOU GET THERE!

For over 30 years, CATMA has worked to advance transportation demand management (TDM) strategies for major institutions, employers and developers in Chittenden County. We administer and manage customized, turn-key TDM programs that offer a better way to get to work, save money, reduce parking challenges and cut carbon emissions.

We 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, lessen environmental impacts and boosts economic vitality.

## EMPLOYER MEMBERSHIP PACKAGE

CATMA provides the framework to encourage and support your employees use of alternative commute modes to and from your site. Additionally, we provide the tools to monitor, evaluate and measure the effectiveness of your TDM program. We are dedicated to strengthening your community and our environment by increasing your employees' awareness and discovery of better ways to commute. Elements of a comprehensive membership package include:

### TDM Planning & Support

A TDM Work Plan will function as a road map to guide your organization towards successful attainment of specific transportation and parking goals.

TDM Plan	Helps identify and determine your transportation and parking conditions. Informs the design of an effective Commuter Program, strategy implementation & an assessment method.
TDM Support	Assists with the development and or planning of TDM strategies, policies and/or municipal requirements.

### Commuter Programs & Services

Commuter programs, incentives and services can influence employees use of sustainable transportation. Our turn-key services are free to employees as part of employer membership.

Commuter Solutions Platform	Our Online digital App available on Mobile or Desktop enables employees to earn rewards, enter commuter drawings, search for carpools, access Guaranteed Ride Home, plan commutes and trips, calculate annual cost savings, carbon output reduction and vehicle miles reduced.
Commute Planning	Ensures employees have access to personal trip planning support via phone, email or app.
Bikeshare Discount	Provides employees with a 20% discount per trip on Bird Bikeshare system located throughout Burlington, South Burlington and Winooski.
*Bike/Walk Rewards Program	Rewards program via CATMA App where employee commuters log bike or walk commutes to earn \$15 gift cards. The employer and/or employee are responsible for these program costs.
*Discounted Transit Passes	Access to discounted Green Mountain Transit fares through a bulk pass program or transit pass program. The employer and/or employee are responsible for these program costs.

## Education & Outreach

Various education and outreach strategies will help engage, motivate and support employees to use alternative modes.

Educational Resources	Encourages & supports employees' sustainable transportation choices. Resources include information on commuter programs, incentives, services, as well as bus map and guides, safe walking and biking guides, carshare options and more.
Outreach Promotions	Inspires the use of sustainable commute modes via commuter campaigns.
Events	Organizing and supporting transportation related events, workshops, focus groups or activities
Transportation Coordinator (TC)	Provides point of contact for CATMA to work with on TDM planning, assessments and program modifications, along with receiving guidance and communications.

## Data Collection, Analysis & Reports

An essential element of a successful TDM Plan is collecting, analyzing and reporting on various data points, from measuring program participation and behavior trends to parking conditions at a site.

Worksite Assessment	Assesses the existing infrastructure, programs, and policies at a site by completing our Worksite Assessment Tool. This will assist with determining and prioritizing effective commute strategies for maximum impact.
Annual Transportation Survey	Offers quantitative and qualitative data collection via our conducting an annual travel survey and analyses. The survey establishes organizational baseline data, reveals preferences and barriers to sustainable commutes, and provides insight on your organization's parking and transportation challenges and opportunities. It also monitors and tracks your progress towards commute goals.
Annual Activities Report	Provides a comprehensive TDM report on program participation, commute impact, survey data, trends and recommendations to reach your sustainable transportation goals.

## MEMBERSHIP BENEFITS & VALUE

-  Reduce parking demand impacts your bottom line
-  Supports your goals and reduces environmental impacts with advocacy efforts
-  Amplifies your image by demonstrating your commitment and engagement
-  Enhance commuter benefit amenities, packages, retention and recruitment
-  Access to CATMA's network of professional partners
-  Enhance community livability and reduced traffic congestion

## MEMBERSHIP COST

Membership cost is assessed by number of employees at your organization and facilitated through an annual, dues-based agreement.

1-50 Employees	\$1,000/year
51-150 Employees	\$2,500/year
151-300 Employees	\$4,000/year
301-500 Employees	\$5,500/year
Over 500 Employees	Contact us for a custom cost

## BECOME A MEMBER

Contact CATMA	<a href="http://www.catmavt.org">www.catmavt.org</a>   <a href="mailto:info@catmavt.org">info@catmavt.org</a>   802-881-0283
---------------	--