

# 2023

---

## CATMA ANNUAL REPORT



# TABLE OF CONTENTS

<b>03</b>	Message from Executive Director
<b>04-05</b>	Who is CATMA
<b>06</b>	Industry Lingo
<b>07</b>	Our Members
<b>08-09</b>	Education and Awareness
<b>10-11</b>	Programs and Impacts
<b>12</b>	Surveys
<b>13-14</b>	Regional Transportation Demand Management
<b>15</b>	Moving Forward
<b>16-17</b>	Acknowledgements

# MESSAGE FROM EXECUTIVE DIRECTOR

Dear CATMA Members and Friends,

As we adapt to today's environment and respond to the impacts and challenges of climate change, I want to thank everyone for your hard work, perseverance, dedication, and partnership. I also want to give a shout out to the commuters at our founding institutions and membership who get around by bike, bus, carpool, walk or a combination of modes. You are truly making a difference!

Over the past year, CATMA has strengthened our engagement, programming, and advocacy for our members and community, and I am proud of our progress and growth. Some highlights include:

- We published a new [website](#) that is more user friendly, mobile responsive and stylish.
- We launched our first feature-packed [CATMA App](#) that makes redeeming rewards easy and fun for our members, and provides a comprehensive online trip planner.
- We led the reinstatement of an electric bikeshare system with Bird in the Cities of Burlington, South Burlington and Winooski (which will return soon after its winter hibernation).
- We hosted our [2nd Annual Fall Transportation Summit](#) focused on Transportation and Economic Development.
- We strengthened our voice and advocacy, including an active membership with the Transportation for Vermonters Coalition.

In addition, CATMA provided regional transportation demand management outreach and guidance to businesses, developers, and municipalities with support from the Chittenden County Regional Planning Commission's Unified Planning Work Program. Our Transportation Coordinator Network has grown to over 90 partners and serves as a regional gateway connecting organizations with transportation resources.

It is a time to reimagine how people move through our towns, cities, and state as post-pandemic travel patterns take shape. CATMA is committed to ensuring our members and community have access to affordable, convenient, and reliable transportation options and that they are aware of the options.

Thank you for believing in our work and for joining us on this journey. Our strong partnerships and collective efforts will revitalize our transportation network that better serves the mobility needs of today.

I hope this Report provides you with insights on our work, and that you will join us on Tuesday, October 15, 2024 at the UVM Davis Center for CATMA's 3rd Annual Transportation Summit!

Sincerely,



Sandy Thibault, Executive Director



"It is time to reimagine how people move through our towns, cities and state as post-pandemic travel patterns take shape."



# 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

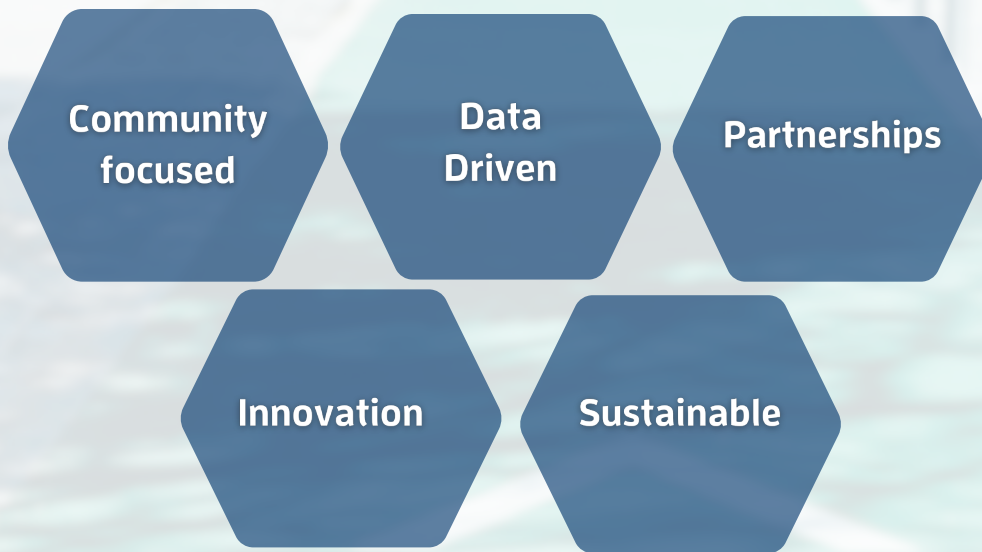
An efficient, reliable, and sustainable transportation network in Chittenden County that reduces the reliance on single occupant vehicles.

## Our Goals

- Improve transportation network by working together with community
- Reduce green house 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

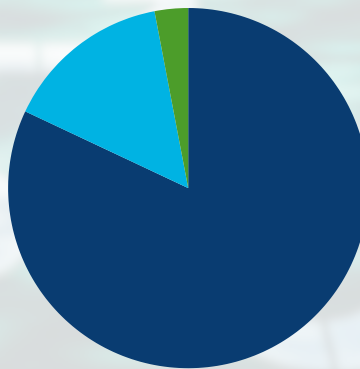
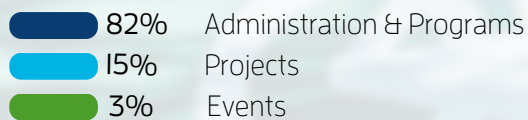
**WHO IS CATMA**

## Our Values

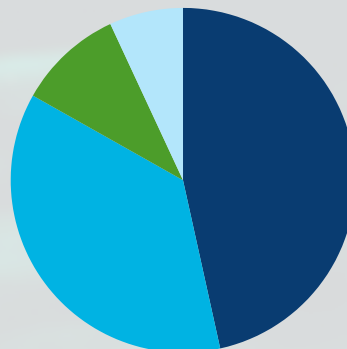
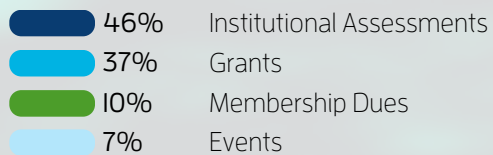


## Financial Summary

FY23 Operating Expenses:  
**\$375K**



FY23 Operating Revenue:  
**\$377K**



WHO IS CATMA

## What is a TMA?

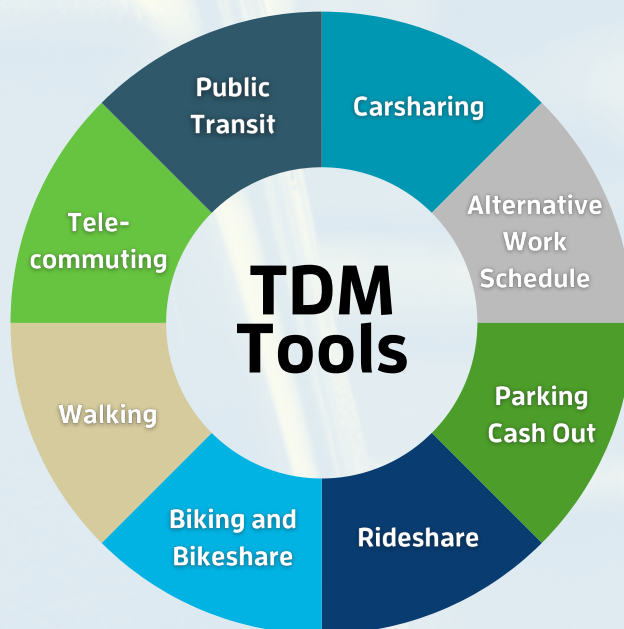
A Transportation Management Association (TMA) is a membership based, public-private partnership of businesses, institutions and municipalities that are joined together under a formal agreement for the purpose of providing and promoting transportation options for commuters that reduce traffic congestion 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 enjoy the benefits of a comprehensive set of managed programs and services that encourage and support the use of sustainable modes. Their investment in TDM and CATMA achieves better transportation outcomes and supports 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  
Community Health Center  
The Greater Burlington YMCA  
Seventh Generation  
Vermont Housing Finance Association

## RESIDENTIAL DEVELOPERS

Main Street Family Housing Ltd Partnership, COTS 278 Main Street  
Farrell Properties - Bacon Street  
Farrell Properties - Cambrian Rise  
Farrell Properties - Olympiad Housing  
Farrell Properties - Schoolhouse Lofts  
Farrell Properties - Thayer Commons House  
Nedde Real Estate  
Redstone Lofts & Commons  
Spinner Place



Three cheers to CATMA! It's a great resource and was one of the first things my co-workers told me about  
-UVM Employee

The next few pages highlight collective achievements of CATMA members in 2023, including awareness and education efforts, program participation and commuting mode trends.

# EDUCATION & AWARENESS

CATMA provides messaging, resources and tools to educate, market and promote commute options. This is an essential strategy to engage, motivate and support commuters using transit, biking, walking, carpooling and multimodal options.

In 2023, CATMA relied on a mix of digital marketing, member exclusive events and community gatherings to educate commuters and the general public about our programs, benefits and sustainable transportation options.



## Digital Marketing & Communications

CATMA communications consists of digital emails, social media posts, news updates and website pages. All of these together form CATMA's digital platform.

Our digital platform saw a major overhaul in 2023. CATMA published a new website that is optimized for both desktop and mobile and provides the option to translate pages into different languages.

CATMA launched a new comprehensive app-based commuter solutions platform, powered by Agile Mile, that enables members to earn rewards for commuting, plan commutes, find a carpool or vanpool, and access commuting resources.

**54%** ↑  
Instagram  
followers

**2.5x** ↑  
LinkedIn  
followers

**10%** ↑  
Newsletter  
open rate



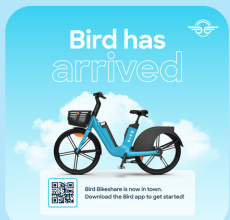
**1,575 LINKEDIN  
IMPRESSIONS**

**PARK  
YOUR  
CARbon**

**1,068 INSTAGRAM  
IMPRESSIONS**



**3,100 ORGANIC  
FACEBOOK IMPRESSIONS**



**1.2K INSTAGRAM IMPRESSIONS  
2.8K FACEBOOK IMPRESSIONS**

# EDUCATION & AWARENESS



## Outreach Activities

CATMA participated in a variety of in-person events throughout the year. 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 in 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



## CATMA HOSTED GATHERINGS

- Winter Bike to Work Day Get-Together at UVM Bikes!
- June Transportation Coordinator Meet-up
- CATMA Annual Transportation Summit



## MEMBER RESOURCE FAIRS

- UVM New Faculty Orientation
- UVM Off Campus Student Resource Fair
- City of Burlington Wellness Fair



# 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.

- Bike/Walk Rewards
- Monthly & Quarterly Drawings
- Bikeshare Membership Discounts
- CarShare Vermont Campus Program
- Transit Programs
- Guaranteed Ride Home (GRH)

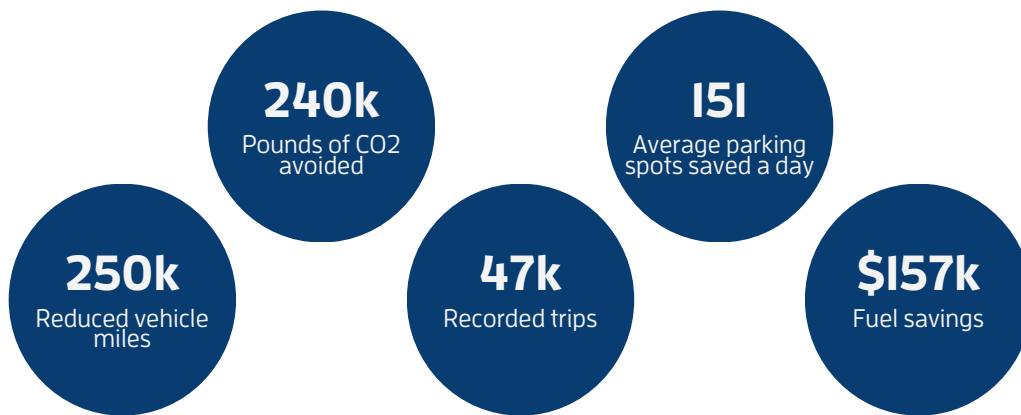
*Note that students are eligible for some commuter programs.*



In July, we launched a new **comprehensive app-based commuter solutions platform (powered by Agile Mile and supported by Go! Vermont)**. The launch of our App establishes a new baseline set of impact data for commuters currently enrolled with CATMA. In this platform transition, we took an opportunity to declutter our commuter accounts, identifying those that were inactive, and we generated activation metrics and baseline data.

# PROGRAMS & IMPACTS

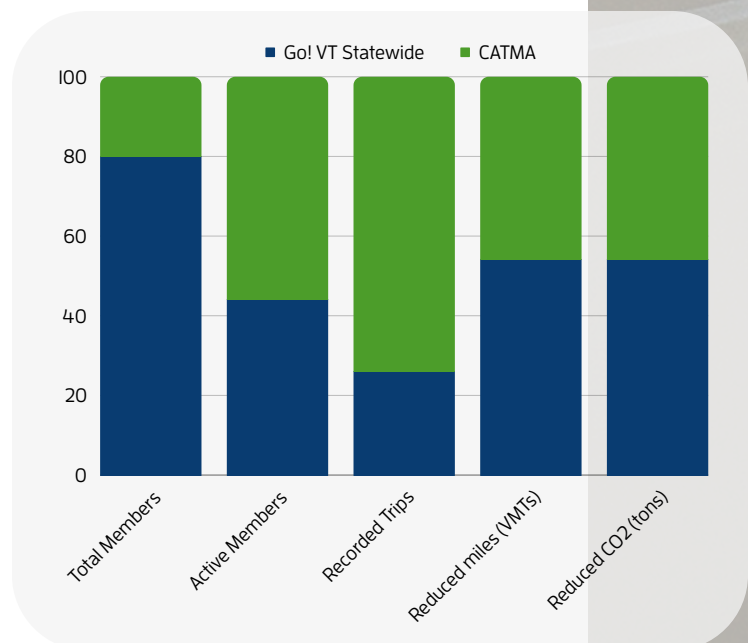
A snapshot of CATMA's collective commuter impact data



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 here highlights key impact metrics from the past six months. Of particular note:

- CATMA members account for nearly 75% of recorded trips while making up only 20% of total membership.
- CATMA commuters are almost equivalent to the State vehicle miles traveled and tons of CO2 data.



# SURVEYS

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

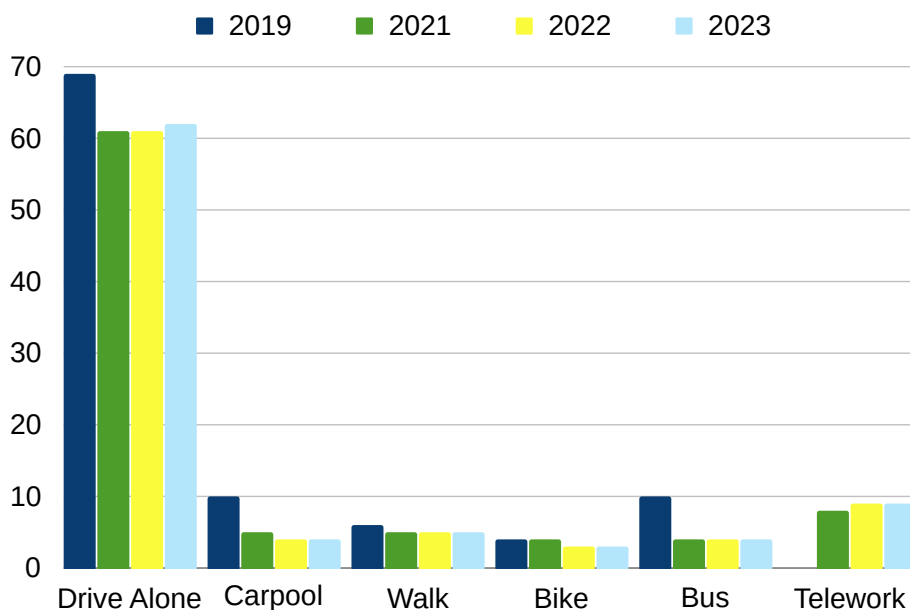
Surveys conducted in 2023 included:

- Resident transportation survey to Spinner Place and Nedde Real Estate residents
- 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 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%

# 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.



## Annual Fall Transportation Summit

We hosted our second annual Transportation Summit at UVM in Fall 2023. The Summit focused on the role of equitable transportation in regional and state economic development, particularly relating to jobs and housing. Over 120 business professionals, policy makers, local, regional and state agencies, transportation providers and community members attended.



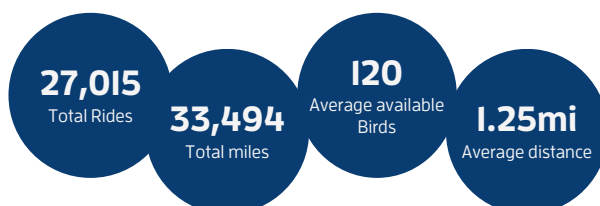
## Transportation Coordinator Network

Our Network of over 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. Our Spring 2023 event featured Global Foundries, who shared their experience and success with vanpools.



## Regional Bike Share

Bird's electric assist bikeshare system launched in June 2023 in the Cities of Burlington, South Burlington, and Winooski, offering a 24/7 convenient and sustainable transportation option in our region. Data from the first two quarters of operations indicates a well utilized, purpose driven system, supporting city, regional and state goals of reducing vehicle miles traveled.



# REGIONAL TDM

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



## 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.



## MTI Grant

The Vermont Agency of Transportation launched the [Mobility and Transportation Innovation Grant Program \(MTI\)](#) with the passage of the 2020 Transportation Bill. It is designed 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 and the Transportation for Vermonters Coalition are advocating for a strengthened MTI program that provides multi-year grants, funding expectations and sufficient appropriations to support the success of large-scale projects, implementation and sustainable operation of services.

# MOVING FORWARD

There is important work to do in adapting our transportation network to the needs of our community today. A network that provides safe, healthy, and sustainable mobility options for everyone. A network that supports the movement of people, not just vehicles.

As we move forward, we are inspired and excited to continue enhancing our programs, resources, and services to better serve our members and region.

**Below is a glimpse of our work in the year ahead.**

## **01** **GMT Urban Fares Return**

Public fare collection will resume on April 1, 2024 after being free since March 2020. CATMA will support GMT, our members and community in navigating this transition which includes new pricing and contactless/digital payment options.

## **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 who can benefit from TDM and CATMA services to change travel behavior.

## **03** **Spring Bikeshare**

The Bird electric assist bikeshare system will return soon in the Cities of Burlington, South Burlington, and Winooski. We continue to lead this effort with the municipalities, institutions and partners.

## **04** **Transportation Summit**

We will host our 3rd annual Transportation Summit on October 15, 2024 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

**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

**Luce Hillman**, *Vice Chair*, Executive Director Facilities Management, 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



## Follow Us



## Contact

### CATMA

20 West Canal St, Suite C9, Winooski, VT

802-881-0283

[www.catmavt.org](http://www.catmavt.org)

[info@catmavt.org](mailto:info@catmavt.org)