

2025

CATMA ANNUAL REPORT

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MESSAGE FROM OUR EXECUTIVE DIRECTOR



Dear CATMA Members, Partners, and Friends,

As we reflect on 2025, I am proud to share a year defined by momentum, collaboration, and measurable impact. In a time when communities are seeking practical solutions to transportation, housing and climate challenges, CATMA's work continues to demonstrate that transportation demand management is about more than reducing single occupancy vehicle trips—it is about building a more connected, resilient, and sustainable Chittenden County. The progress highlighted in our report offers reason for continued optimism about what is possible when we work together with shared intention.

This year, CATMA strengthened its organizational foundation while expanding our reach and relevance. The development of its 2025-2030 Strategic Business Plan, aligned with the Chittenden County Regional Planning Commissions Transportation Options Plan, established a comprehensive roadmap with clarity, purpose and renewed commitment. This alignment provides a shared regional vision and positions CATMA to strengthen support of our founding institutions, members & region as the transportation landscape evolves.

Advancing accessibility and engagement in our TDM programming remained a priority in 2025. CATMA expanded its digital communications, produced multilingual outreach materials, and hosted in-person events across the region. These efforts reinforce our ability to connect with commuters in more inclusive ways. The launch of More Mobility May brought fresh energy to our programming, encouraging people to bike, roll or take transit, and to carry those mode choices into everyday travel habits.

CATMA's programs continue to deliver impactful results. More than 2,300 commuters engaged in CATMA supported programs in 2025, collectively avoiding hundreds of thousands of vehicle miles traveled and pounds of carbon emissions. These outcomes reflect a hopeful and encouraging reality; when people are provided with information, incentives and supportive systems, many are willing to choose alternatives to driving alone.

We also continued to grow our role as a regional leader in TDM. We strengthened partnerships with municipalities, developers, employers, and regional and state partners, while serving as a trusted voice in transportation planning, policy and advocacy. From a sold-out Transportation Summit to ongoing engagement in regional and statewide planning and advocacy efforts, our focus remains on aligning transportation solutions with land use, economic vitality, and climate resilience.

CATMA is energized by the opportunities ahead! We will continue to evaluate and streamline programs, expand education and engagement, and advance innovative approaches that make sustainable transportation choices easier for everyone.

Thank you to our members, Board of Directors, founding institutions, local, regional and state partners, and dedicated staff. Your continued investment, commitment, and collaboration make our work possible—and gives me great hope as we move toward a better transportation future for people, communities and our region.

Warm regards,

A handwritten signature in black ink that reads "Sandra Thibault". The signature is fluid and cursive, with the first name being more prominent.

Sandy Thibault, Executive Director since 2012

WHO IS CATMA?



WE ARE THE CHITTENDEN AREA TRANSPORTATION MANAGEMENT ASSOCIATION

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

Our mission is to lead and collaborate with public and private partners to advance transportation options that build a more connected, resilient, and, sustainable network for our members and region.

Who We Serve

Our members access a wide range of programs and services to support sustainable transportation. Their commitment to TDM and CATMA leads to better transportation, land use, and community vibrancy.



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

Developers

- Burlington Square
- City West (City Properties)
- Cambrian Rise (Farrell Properties)
- Redstone Lofts & Commons
- Nedde Real Estate
- Spinner Place

WHO IS CATMA?

CATMA Network

CATMA Members

CATMA



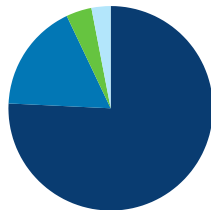
CATMA Transportation Coordinator Network



Financial Summary

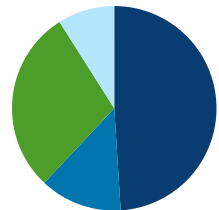
FY25 Operating Expenses:
\$365K

- 75% Administration & General
- 17% Programs & Services
- 4% Events
- 3% Projects



FY25 Operating Revenue:
\$360K

- 49% Institutional Assessments
- 29% Grants
- 13% Membership Dues
- 9% Events



EDUCATION & AWARENESS

CATMA provides resources and tools to promote various commuting options, engaging and supporting transit, biking, walking, and carpooling.

In 2025, CATMA aimed to attract new users to its digital platform and strengthen engagement of current users. "More Mobility May," a month-long event, was launched to kick off the biking and walking season. To reach non-English speakers, CATMA translated its materials into French, Spanish, Arabic, and Chinese. Brand activation efforts at wellness fairs meant existing users could receive "secret swag" by mentioning a code word.

DIGITAL MARKETING AND COMMUNICATIONS

CATMA communications encompass various digital channels, including emails, social media posts, news updates, and website pages. Together, these elements create CATMA's digital platform.

CATMA's robust app-based commuter solutions platform is powered by Agile Mile. The CATMA app allows members to:

- Earn rewards for commuting
- Plan their commutes
- Locate carpool or vanpool options
- Access commuting resources, including Guaranteed Ride Home

In 2025, the CATMA app served as the central hub for the inaugural "More Mobility May" featuring a leaderboard for trips and badges for engagement, with prize drawings at the end.

Instagram Followers

4% Increase ↗

LinkedIn Followers

30% Increase ↗

Active Web Users

18% Increase ↗

Email Open Rate

52%

Email Click-Through Rate

8.5%

EDUCATION & AWARENESS

OUTREACH ACTIVITIES

CATMA engaged 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 and outreach. We enjoy talking with our members!

Events & Campaigns

- Transportation for Vermonters Coalition Coffee & Lobby Day at the VT State House
- Earth Day Transit Treats Giveaway at UVMMC
- Bike Me Out to the Ballgame

CATMA Hosted Gatherings

- Winter Bike Day get-together at UVM Bikes!
- International Bike Day, Coffee & Donuts with VPoP at Waterfront Park
- June Transportation Coordinator Meet-up
- TDM Week Coffee Talk
- CATMA 2025 Transportation Summit

Member Resource Fairs

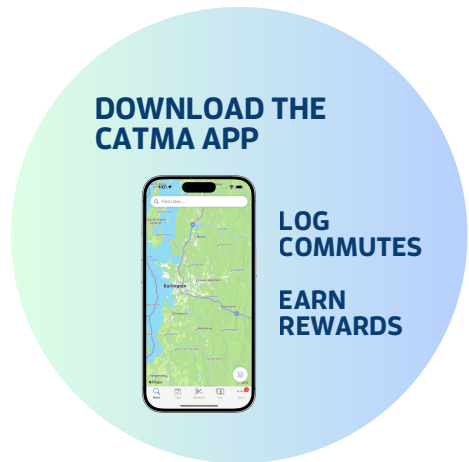
- UVM New Faculty Orientation
- Champlain College Nuts 'n Bolts Fair
- Champlain College Used Bike Sale
- UVM Off Campus Student Resource Fair
- City of Burlington Wellness Fair
- Cambrian Rise Office Hours at Liberty House, Sunset House, and The Rise
- Nedde Summer Pop-up at Kestrel Coffee
- CityWest Summer Pop-up
- UVM Ride Ready Tabling at Medical College and University Commons

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.

Commuter Programs

- CATMA Commuter Solutions Platform, App & Rewards
- Bike/Walk Rewards
- Monthly & Quarterly Commuter Drawings
- CarShare Vermont Campus Program
- Guaranteed Ride Home (GRH)
- Transit Programs
- Trip Planner



2025 Impact Data

2,321

Total Members

87K

Trips recorded

33%

Active member participation rate*

18K

Gallons of Fuel Saved

360K

Pounds of CO2 avoided

47

Guaranteed Ride Home

424K

Vehicle Miles Travel avoided

\$19,127

Reward value redeemed

4,175

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

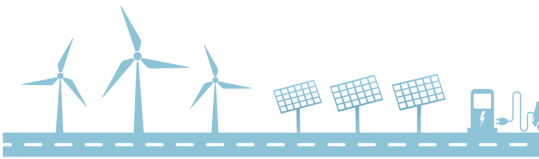
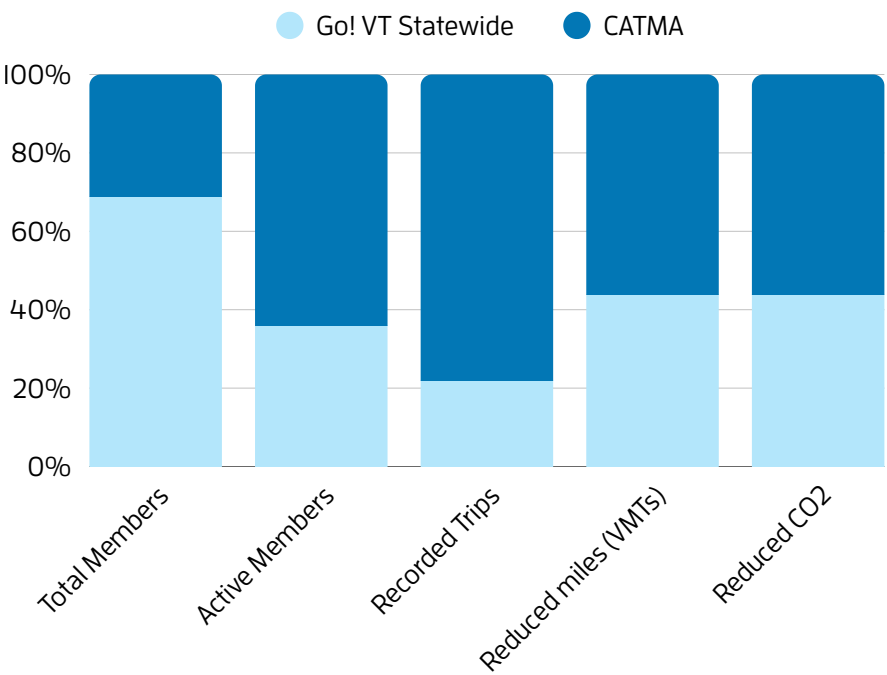
Our digital platform enables CATMA to better demonstrate the impact of our members as well as our contribution to Vermont's impact data.

The graph below highlights key impact metrics from 2025

- CATMA members account for 78% of recorded trips while making up 31% of total membership.
- Of those recorded trips, CATMA commuters make up more than half of VMTs reduced and reduced CO2.

January 2025-December 2025

CATMA's Commuter Impact Metrics



SURVEYS

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

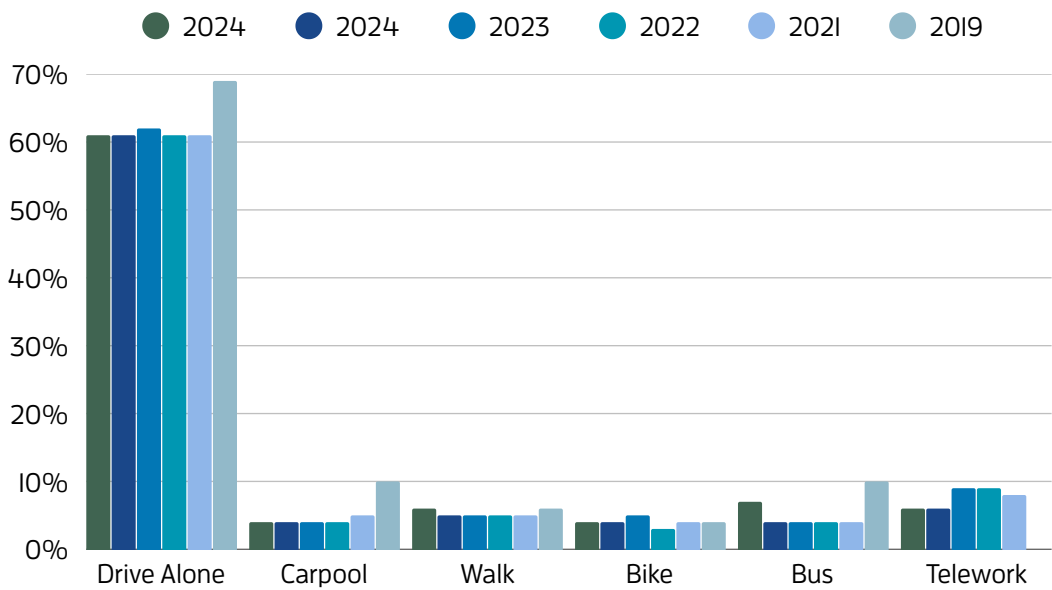
Surveys conducted in 2025 include:

- Resident Transportation Survey for Farrell Properties, Spinner Place, City West, and Nedde Real Estate residents
- Fall Transportation Survey for all CATMA employer members
- Fall Transportation 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



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

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.

Transportation Coordinator Network

The CATMA TC Network now includes over 100 partners, serving as a regional platform for employers, developers, and municipalities dedicated to enhancing commuting options. It functions as a collaborative learning community where partners can build knowledge, share strategies, and strengthen transportation programs tailored to their organizations.

CATMA provides technical assistance, curated resources, regular communications, and annual events. In 2025, CATMA conducted a partner survey, hosted two Transportation Coordinator (TC) events, and developed a Transportation Coordinator Toolkit to support TC efforts. We are in the process of refreshing our TC Network brand and engagement strategy.

Transportation Summit

We hosted a sold-out 2025 Transportation Summit at UVM in the fall. More than 160 business leaders, policy makers, transportation providers, and representatives from local, regional, and state agencies came together to explore how collaborative sustainable mobility solutions can drive housing and economic development. We greatly appreciate the generous support of our sponsors!



REGIONAL TDM

Regional Bike Share

CATMA completed a comprehensive assessment report of past bikeshare systems in the greater Burlington area. The report analyzed data, identified success, challenges and opportunities, explored various system models and provided data-driven recommendations for future bikeshare efforts. CATMA will continue to explore regional bikeshare systems options that best serve our community needs.

Mobility and Transportation Innovation (MTI) Grant

CATMA was awarded funding through the Vermont Agency of Transportation MTI grant, established under the 2020 Transportation Bill. The MTI program supports innovative strategies that improve both mobility and access for transit-dependent Vermonters, reduce use of single occupant vehicles, and lowers GHG emissions.

The current grant supports CATMA's engagement with commuters, transportation coordinators, and business development by enabling the development of new resources for commuters, enhanced tools for TCs, and creative behavior change campaigns.



ADVOCACY

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

Through active participation in the Transportation for Vermonters Coalition, the Association for Commuter Transportation, and Best Workplaces for Commuters, CATMA collaborated with partners to advance policies and practices that support equitable, sustainable, and effective transportation systems.

In 2025, CATMA advocated at all levels to prioritize transportation options, especially TDM strategies, in policy and funding discussions. Key initiatives included:

- Testifying to the House and Senate Transportation Committees
- Participating in the Act 181 Transportation Support Study
- Updating of the City of Burlington Parking Ordinance
- Being a member of the Transportation for Vermonters Coalition
- Building relationships with policymakers to advance TDM policies aligned with development, land use, and climate goals



A HOPEFUL PATH AHEAD

As CATMA progresses, we focus on adapting the region's transportation network to meet the community's changing needs: promoting safe, healthy, and sustainable mobility for all. Guided by our Strategic Business Plan, we aim to enhance partnerships, broaden programs, and provide tools and services that facilitate choices beyond solo driving. These initiatives contribute to a more interconnected, equitable, and resilient transportation system.

MORE MOBILITY MAY

CATMA's annual challenge motivates people to explore sustainable transportation—walking, biking, rolling, or using transit—beyond driving alone. Participants earn badges and prizes while increasing awareness of mobility options. The initiative aims to normalize sustainable travel, reduce single-occupancy vehicle trips, and promote healthier travel year-round.



TDM SPEAKER SERIES

Will convene diverse voices from across the transportation, planning, and policy landscape to explore emerging trends, share best practices, and spark dialogue on TDM. This effort supports ongoing learning, broader participation, and sustained engagement across CATMA's network of partners and stakeholders.

CCRPC'S TRANSPORTATION OPTIONS PLAN

Will lead and support key CCRPC Transportation Options recommendations, including employer engagement, commuter behavior change, municipal TDM support, and program administration.

TDM ENGAGEMENT, INSIGHT, & IMPACT

A comprehensive effort to support partners, advocacy, and awareness around TDM through structured engagement, policy conversations, and accessible resources.

ACKNOWLEDGMENTS

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 Unified Planning Work Program (UPWP) 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

Amanda Clayton, Vice Chair Executive Director of Facilities Management, University of Vermont

Nic Anderson, Treasurer, Assistant Vice President of Planning and Operations, Champlain College

Ashley Bond, Secretary, Director of Real Estate, Facilities Planning, Design, Construction & Real Estate, 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

INDUSTRY LINGO

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.

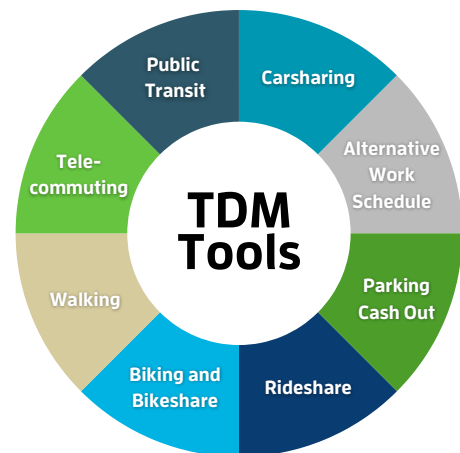
CATMA is one of two TMA's in Vermont and one of 125 in the country.



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.



JOIN CATMA

Transportation Solutions for Businesses, Employers, Developers, and Property Managers

CATMA Membership provides access to a comprehensive set of managed programs and services that encourage, support, and track the use of sustainable mode usage.

Why Join?

- Reduce traffic congestion, parking costs, and carbon emissions
- Comply with local state requirements
- Demonstrate your commitment to the community



CATMA Transportation Coordinator Network provides an opportunity to learn about how transportation demand management (TDM) strategies can make your organization more competitive and efficient while helping to improve the sustainability of our community and environment!

Why Join?

- Learn and share strategies
- Get commuting resources
- Connect with peer organizations
- Promote your participation

**JOIN THE NETWORK
IT'S FREE!**

**CATMAVT.ORG/TCN
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