



CATMA

Chittenden Area Transportation
Management Association

GMT Board of Directors
October 1, 2024



Who is CATMA?

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

CATMA Network

Business Members: Founding Institutions, Associate Members

Our business members receive a comprehensive set of managed programs and services that encourage and support the use of sustainable modes.

Our business membership is comprised of over 15,000 employees, 1,400 residents and 15,000 college students in Chittenden County.

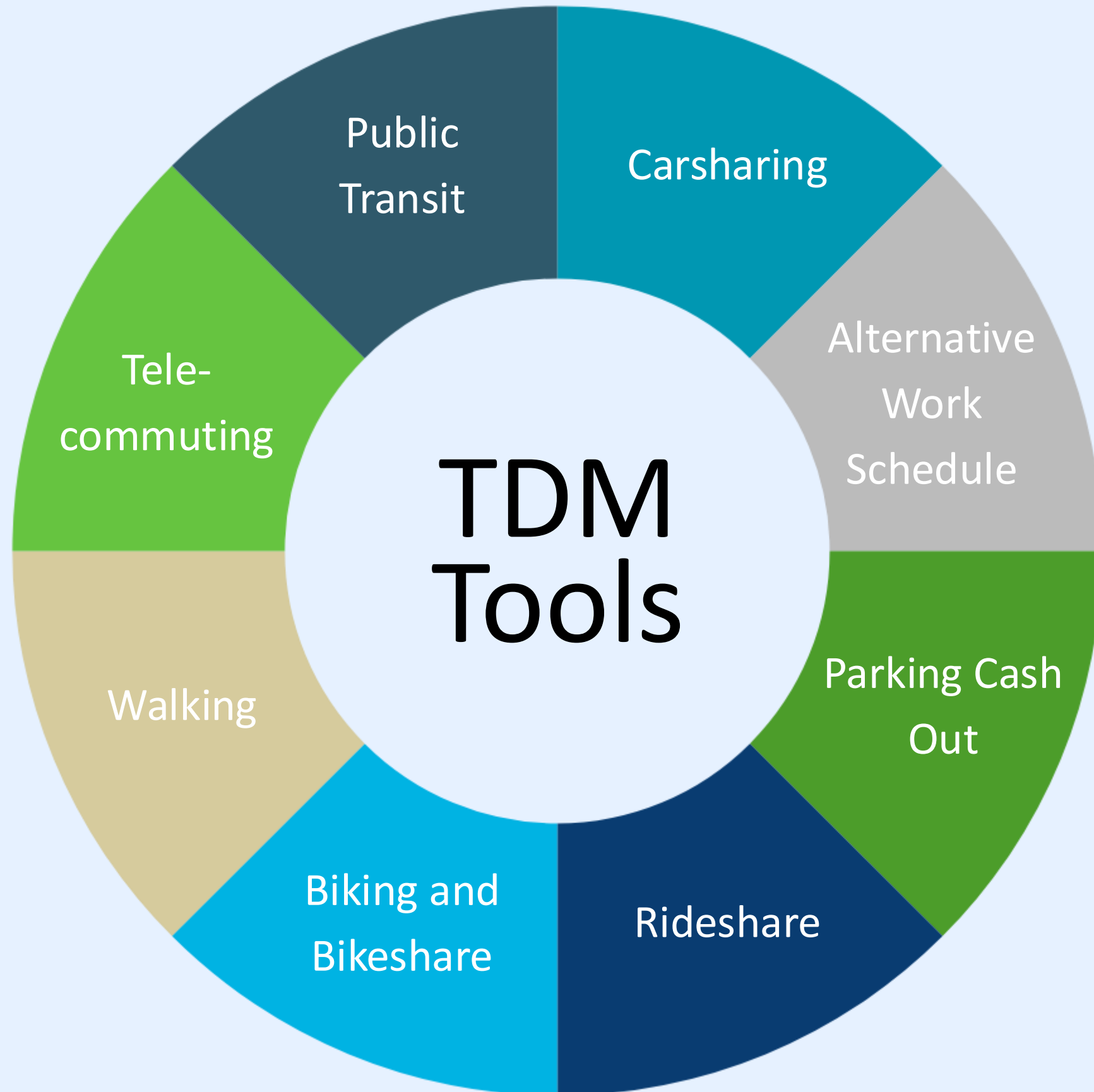
Transportation Coordinator Partner

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

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.





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.

Partnership History * Data

Unlimited Access program (UA)

- Jan 2003, Launched UA Agmt (UVM)
- Aug 2006: Champlain College joined

UA Program Structure (2003-2020)

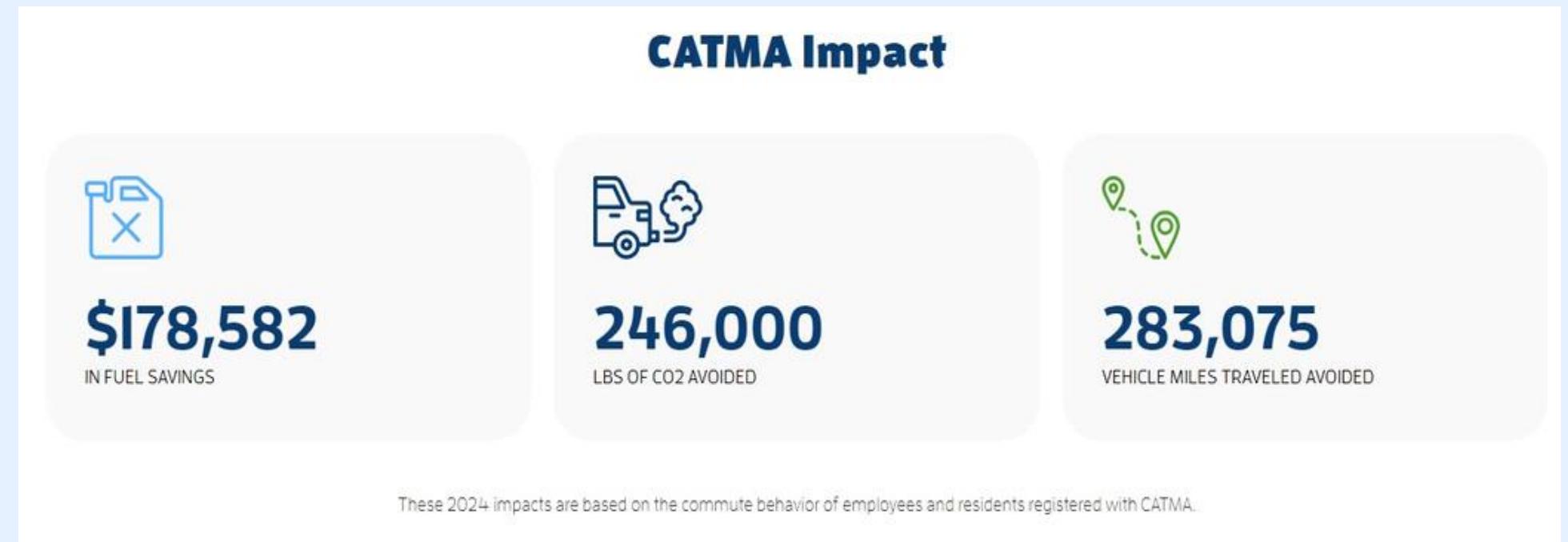
- 28% discount/trip
- UVM & CC fully subsidized faculty, staff, student transit rides
- New CATMA members joined (COB, Seventh Generation)
- Pay Per Trip
- GMT's 2nd largest customer (~20% of overall)

UA Program Stats

- FY08: CC 26,632 trips = \$29,508
- FY13: CC 42,789 trips = \$44,385
- FY19: CC 41,815 trips = \$43,965
- FY08: UVM 235,184 trips = \$257,675
- FY13: UVM 382,923 trips = \$418,982
- FY19: UVM 300,940 trips = \$332,125

UA Program Structure (July 2022 - Current)

- Annual contribution (CC & UVM)
- FY23: \$104,506
- FY24: \$196,217
- FY25: \$414,032



Thank you!

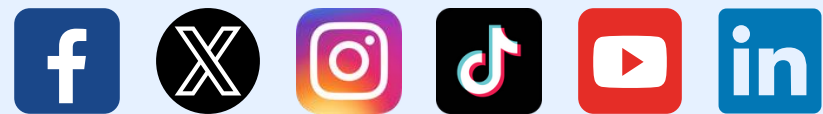
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Tuesday, October 15, 2024
UVM Davis Center

