CATMA Strategic Business Plan 2025–2030

Building a Connected, Sustainable Mobility Future for Chittenden County

CCRPC TAC
November 4, 2025

CATMA
We'll help you get there

About CATMA

- 501c3 non profit established in 1992 by the "Hill" institutions to jointly plan transportation & parking that better coordinates land use.
- In 2015, expanded to a regional association serving as a regional leader in transportation demand management (TDM) with a mission to reduce single occupant vehicles.
- Thrive on partnerships with employers, developers, transportation providers and local, regional, state agencies.

CATMA

Mission, Vision & Values

Our Mission

CATMA leads and collaborates with public and private partners to advance transportation options that build a more connected, resilient, and sustainable network for its members and the region.

Our Vision

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

Core Values

- Data-Driven
- Sustainability
- Partnerships
- Innovation
- Community

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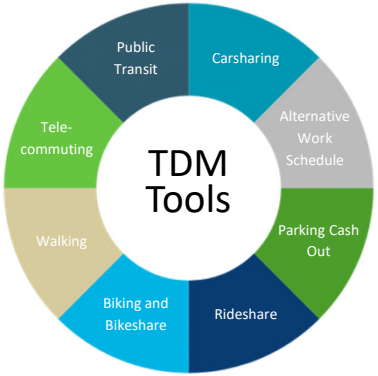
Industry Lingo

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.



ACT
Association for Commuter Transportation

CATMA

CATMA Members & Network

"I love and support CATMA! I sincerely hope we find a way to support and provide robust sustainable transportation for our state. Thank you for all the hard work you do"
-Champlain College Employee

"I greatly appreciate transportation options and service. Thank you for all that you do!"
-UVM Medical Center Employee

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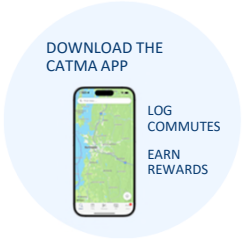
TDM Strategies & Impacts

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.



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

2,109
Total Members

164
Average parking spots saved per week

22%
Active member participation rate*

$307K
Fuel savings

434K
Pounds of CO2 avoided

29
Guaranteed Ride Home

458K
Vehicle Miles Travel avoided

$12,675
Reward value redeemed

4,035
Total reward redemptions

*Active member participation rate is the percent of people signed up in the app that have recorded at least one trip
*Data is reflective of calendar year 2024.

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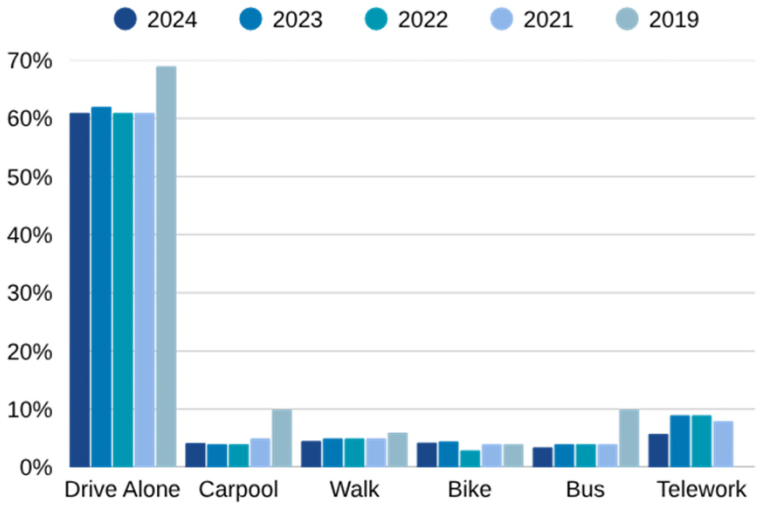
Transportation Survey

CATMA specializes in transportation surveys to monitor mode trends, travel patterns & to better understand what motivates use of sustainable modes.

- Employee Transportation Fall Survey
- Student Transportation Fall Survey
- Residential Transportation Spring Survey

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%,

3%
decrease in telework from 2023-2024

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CATMA Strategic Business Plan 2025–2030
Why This Plan, Why Now

- Evolving commuter behavior reshaping traditional & emerging mobility options
- Anticipated regional growth requires integrated multimodal planning.
- Federal policy & funding shifts creating new opportunities & constraints.
- Climate and equity commitments need increased coordinated action and alignment.

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What the Plan Does

- Defines a 5-year roadmap for organizational growth and regional impact.
- Aligns CATMA's initiatives with transportation and climate goals.
- Strengthens partnerships, accountability, and transparency.
- Ensures data-informed decision-making and continuous improvement.

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CATMA's 2025-2030 Plan
Five Strategic Pillars

Enhance Value – Deliver customized, high-impact mobility solutions to meet diverse member needs

Advocate & Educate – Expand CATMA's voice and influence through targeted advocacy, shared messaging, and public engagement

Strengthen Identity – Clarify and promote CATMA's evolving role as a regional convener and mobility innovator

Build Capacity – Strengthen internal systems, staff development, and sustainable funding to support growth and resilience

Measure Impact – Track outcomes and communicate CATMA's contributions through data-informed reporting and storytelling

Each pillar includes a defined set of **goals, strategies, and key actions** that provide a clear roadmap for advancing CATMA's mission.

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What This Means for Municipalities

- Transportation is about People and Connections.
- Developers are seeking ways to enhance livability, including sustainable mobility.
- CATMA offers:
  expertise, data, insights, resources and partnerships
  education and messaging to engage residents, employers and communities w/ options
  join our Transportation Coordinator Network!
- Opportunities to partner on grants, planning, and pilot programs.

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Implementation & Measuring SBP Success

Implementation of SBP organized in three phases:

1. laying the foundation
2. expanding programs
3. refining systems

CATMA will measure and report progress using clear, practical indicators:

- Member and municipal engagement
- Commuter behavior change
- Equity and access reach
- Program utilization and impact stories

Looking Ahead

- Strengthen and expand collaboration with municipalities and regional agencies on TDM strategies to support municipal goals and policy.
- Collect data to support local decisions and planning.
- Build a unified regional voice for sustainable, equitable transportation.

CATMA

Thank You

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