

Chapin Spencer

From: Sandy Thibault <sandy@catmavt.org>
Sent: Monday, March 16, 2020 1:52 PM
To: Chapin Spencer
Cc: Nicole Losch; Phillip Peterson; Katie Martin; Kim Furtado
Subject: Re: CATMA Commuter Incentives for City

[WARNING]: External Message

Hi Chapin and team,

Hope everyone is well. Thank you for all you are doing to ensure the safest environment possible in our community.

Below is a brief summary of the City's membership with CATMA for your 5-minute update. This past August CATMA provided Jen Green and Jordan Redell with a FY19 report that included program participation and recommendations for FY20 Plan and Goals. CATMA is finalizing a mid-year FY20 update and happy to share with you if you are interested.

Let me know any questions. Take care,

Summary of City of Burlington's CATMA Membership Plan

The purpose of the City's membership with CATMA is to reduce single occupant vehicle use among City employees through TDM programs and incentives that shift travel to a sustainable mode. Membership benefits include:

-) administered and managed, turn-key TDM programs, incentives, marketing and services
-) access to healthy sustainable mobility choices
-) supports the work of the City's Wellness Committee by encouraging healthy lifestyles through walking and biking
-) provides an employee recruitment and retainment benefit
-) reduces traffic congestion, parking demand downtown and carbon emissions
-) serves an important role in addressing parking limitations in the downtown core
-) enables City to lead by example for the residential and employee population in Burlington and the greater region
-) supports the goals outlined in the City's Climate Action Plan, planBTV Comprehensive Plan, and the BED strategic plan to transition the City to "net zero energy" in the transportation, thermal and electric sectors

Membership Plan includes:

-) Bike-walk rewards program (on-going \$15 gift cards to City Market, Roxy Theater, Ski Rack)
-) Discounted Greenride Bikeshare memberships
-) Participation in CATMA's Employee Transit Pass Program (City pays negotiated rate per ride)
-) Carpool/Vanpool matching service support
-) Guaranteed Ride Home program
-) Trip Planning for Employees. One-on-one support and information to employees interested in trying new or improved commute
-) Education, Marketing, On-Site events, Newsletters and Communications provided and coordinated by CATMA
-) Collaboration with CATMA members on TDM strategies (i.e. off-site parking and shuttles)
-) Employee Transportation Biennial Survey to assess commuter trends and serve as a resource for evaluating the City's progress in meeting Climate Action Plan, Net Zero Energy, and other policy goals
-) TDM Strategy Development and Planning

~Sandy

Sandy Thibault
Executive Director