

APPENDIX:
TRANSPORTATION DEMAND MANAGEMENT MEASURES (Draft)

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INTRODUCTION

Madison would offer a menu of options as part of its proposed city-wide Transportation Demand Management (TDM) program. Developers applying for building permits in Madison would need to choose measures from this menu to meet TDM requirements, that would be defined based on the project's land use and proposed parking capacity.

Determining TDM requirements

Individual TDM requirements for each development would range from five to forty points and can be determined using the tables provided below. Each table also mentions the maximum achievable points in that particular land use category, based on the various measure options listed ahead.

Table 1: TDM requirements for different land uses

	Projects that may need to submit annual or biennial reports
	Maximum achievable points in that land use category, based on all the available TDM options

Maximum Points ~ 90		Small	Low-Medium	Medium	High-Medium	Large
	Residential	10-25 DU	26-50 DU	51-100 DU	101-150 DU	> 150 DU
	Parking Stalls per Dwelling Unit (DU)	Mitigation Points required				
	< 0.5	5	8	10	12	15
	0.5 - 0.99	10	12	15	18	20
	1.0 - 1.49	15	18	20	22	25
	1.49 - 2.0	20	22	25	28	30
	2.0 - 2.5	25	28	30	32	35
	2.5 +	30	32	35	38	40

Maximum Points ~ 100		Small	Low-Medium	Medium	High-Medium	Large
	Commercial/Office	10,000 - 25,000 sq.ft	25,001 - 50,000 sq.ft	50,001 - 100,000 sq.ft	100,001 - 150,000 sq.ft	> 150,000 sq.ft
	Parking Stalls per 500 sq. ft gross area	Mitigation Points required				
	< 0.5	5	8	10	12	15
	0.5 - 0.99	10	12	15	18	20
	1.0 - 1.49	15	18	20	22	25
	1.49 - 2.0	20	22	25	28	30
	2.0 - 2.5	25	28	30	32	35
	2.5 +	30	32	35	38	40

Maximum Points ~ 110		Small	Medium	High-Medium	Large
	Institutional	10,000 - 100,000 sq.ft	100,001 - 200,000 sq.ft	200,001 - 300,000 sq.ft	>300,000 sq.ft
	Parking Stalls per 500 sq. ft gross area	Mitigation Points required			
	< 0.5	8	10	12	15
	0.5 - 0.99	12	15	18	20
	1.0 - 1.49	18	20	22	25
	1.49 - 2.0	22	25	28	30
	2.0 - 2.5	28	30	32	35
	2.5 +	32	35	38	40

Maximum Points ~ 110		Small	Medium	High-Medium	Large
	Big-box stores	50,000 - 100,000 sq.ft	100,001 - 200,000 sq.ft	200,001 - 300,000 sq.ft	>300,000 sq.ft
	Parking Stalls per 500 sq. ft gross area	Mitigation Points required			
	< 0.5	8	10	12	15
	0.5 - 0.99	12	15	18	20
	1.0 - 1.49	18	20	22	25
	1.49 - 2.0	22	25	28	30
	2.0 - 2.5	28	30	32	35
	2.5 +	32	35	38	40

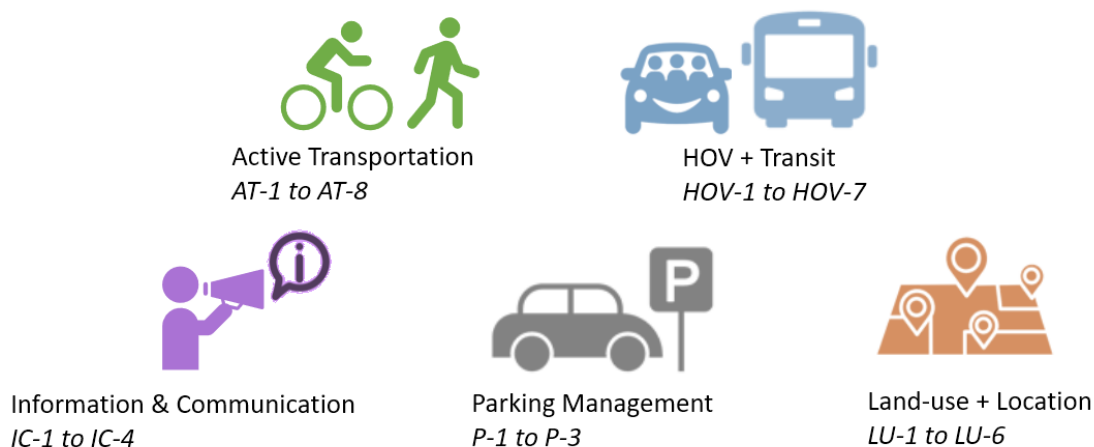
Menu of TDM measures

The following section lists out each of the thirty-one measures that could possibly be included in the menu of TDM options. The weighted menu has been created based on documented best practices, efficacy in reduction of vehicle miles travelled (VMT)¹ and contextual relevance for Madison.

There are three basic measures that are required to be implemented by all projects, irrespective of land use and parking capacity. These include designation of a TDM coordinator and annual payment of the program fee, as well as provision of bicycle parking and pedestrian access. The latter two acknowledge and provide credit to developers for adhering to existing city requirements. All the remaining TDM

¹ Quantifying Greenhouse Gas Mitigation Measures. California Air Pollution Control Officers Association (Aug 2010). Retrieved from: <http://www.capcoa.org/wp-content/uploads/2010/11/CAPCOA-Quantification-Report-9-14-Final.pdf>

measures are grouped into five broad categories – Active Transportation (AT), High Occupancy Vehicles (HOV), Information and Communication (IC), Land Use and Location (LU) and Parking Management (P).



Under each of these broad categories, there are multiple measures to choose from. Some of the measures offer further options based on varying degrees of implementation or different conditions and requirements and award a range of points that are proportional to the level of implementation and/or conditions being met. Additionally, developers could propose any other TDM measure they wish to implement, for which they may be awarded points, based on the city staff's discretion. The possible measure categories with their respective measures are listed below:

BASIC MEASURES (B)

Table 2: Menu of Options – Base Measures

S. No.	Measure & Options	Points
B-1	Designated coordinator & pay program fee	1
B-2	On-site pedestrian path to sidewalk	1
B-3	Provide bike parking as per city standards	1

ACTIVE TRANSPORTATION (AT)

Table 3: Menu of Options – Active Transportation

S. No.	Measure & Options	Points
AT-1	Enhanced access to bike parking	1-2
Option A	Segregated access to bike parking with no stairs	1
Option B	Locational Advantage	1
AT-2	On-site pedestrian access - No drive aisle crossing	1
AT-3	Provide off-site bike facilities (provide ROW and/or funding)	2-8
Option A	Along building frontage	2
Option B	Beyond building frontage	2-8

AT-4	Bike User Facilities	2
Option A	Provide lockers with shower	1
Option B	Provide bike repair and maintenance facilities	1
AT-5	Provide shared fleet of bikes for on-site users	1-2
AT-6	Provide bike share facility within a 0.25 mile	2 - 3
Option A	On-site bikeshare kiosk	2
Option B	Provide memberships to employees/residents	3
Option C	Off-site bike-share kiosk open to public	2
AT-7	Provide off-site ped facilities (provide ROW and/or funding)	2-8
Option A	Along building frontage	2
Option B	Beyond building frontage	2-8
AT-8	Provide funding for traffic calming	1-2

HIGH OCCUPANCY VEHICLES (HOV)

Table 4: Menu of Options – High Occupancy Vehicles

S. No.	Measure & Options	Points
HOV-1	Provide vanpools/shuttle bus	3-6
Option A	Onsite users only	3-5
Option B	Open to the public	1
HOV-2	Provide car share/company fleet	1-2
Option A	Provide shared fleet of cars	1-2
Option B	Provide car-share parking space	1-2
Option C	Provide memberships	1-2
HOV-3	Provide guaranteed ride home	1
HOV-4	Pay for TNC² rides to BRT³	2
HOV-5	Provide transit passes or nontaxable subsidy	4-8
HOV-6	Contribute to bus facilities (shelters, stations, real-time arrival screens)	1-8
HOV-7	Transit ticket validation/One-ride pass (for visitors/students)	2

INFORMATION AND COMMUNICATION (IC)

Table 5: Menu of Options – Information and Communication

S. No.	Measure & Options	Points
IC-1	Marketing campaign	1-4
Option A	Welcome packet and one annual promotional campaign	1
Option B	Employee orientation and >1 annual promotional campaigns	1

² TNC: Transport network companies such as Uber, Lyft, etc.

³ BRT: refers to the proposed Bus Rapid Transit corridor in Madison

Option C	Personal consultation and financial incentive	1
Option D	Information Center	1
IC-2	Multimodal wayfinding signs (usually outside)	1
IC-3	Real-time bus/shuttle/vanpool arrival screen	1
IC-4	Enroll in city-wide educational and outreach programs	1

LAND USE AND LOCATION (LU)

Table 6: Menu of Options – Land Use and Location

S. No.	Measure & Options	Points
LU-1	Affordable housing	1-6
LU-2	Walk score	1-5
LU-3	Add land use mix	2-6
Option A	Two land uses	2-4
Option B	Three land uses	4-6
LU-4	Provide daycare facilities	2-3
Option A	Off-site facility (within walking distance)	2
Option B	On-site facility	3
LU-5	Provide other specific trip-reducing service	1
LU-6	Quarter-mile of all-day bus service	3

PARKING MANAGEMENT (P)

Table 7: Menu of Options – Parking Management

S. No.	Measure & Options	Points
P-1	Priced parking program	5
Option A	Cash out for employees	5
Option B	Unbundled for residential	5
Option C	Charge users a daily minimum amount (all uses)	5
P-2	Shared parking agreement	1-2
P-3	Carpool preferential/free parking	1