

**From:** [Camden Powell](#)  
**To:** [Transportation Commission](#)  
**Subject:** In Support of Transportation Demand Management  
**Date:** Tuesday, November 29, 2022 9:05:27 AM

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Hello,

I would like to take this opportunity to voice my support for the current, not-watered-down version of the TDM guidelines being proposed. I have lived in Madison for Most of my life (19 out of 24 years) and think that more housing and densification is a great idea, and that to achieve this goal most effectively we need smart and forward-thinking framework such as the TDM plan to incentivize the design decisions which create an urban environment that's truly beneficial to live in. Seems that oftentimes it is great policy ideas like these which have the greatest potential to be de-clawed by special interests. Don't give in! A growing city like Madison needs all the help it can get to ensure it grows in a smart and effective way. The TDM plan will be an important part of this.

Thanks!  
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