

From: [Christo Alexander](#)
To: [All Alders](#)
Subject: Please support TDM
Date: Tuesday, December 6, 2022 8:49:49 AM

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Hello!

I'm just emailing to voice my support for TDM that will be voted on this evening. Please support it! There are so many people in Madison including myself who would live to see the spaces in town become more human friendly. Many people don't own or drive cars downtown and still pay to subsidize driving, whether it be through parking, road maintenance or other means. In today's climate, we need to promote non-car use as much as possible. Madison is already good at being bike/walking friendly, but we have so much farther to go. Amsterdam used to be a huge mess, clogged with cars until the residents spoke out about street safety and now they have the best infrastructure in the world.

Let's take one step towards that and make Madison a wonderful place to live, shop, and just be a human! Support TDM!

Sincerely,
Christo Alexander
2002 Tennyson Ln,
Madison, WI 53704

From: [Jon Becker](#)
To: [All Alders](#)
Cc: county_board_recipients@co.dane.wi.us; sparkman@countyofdane.com; [Kumar, Kristy](#); [Saqqaf, Tariq](#); [Jon Becker](#)
Subject: Please Vote (1) YES for TDM; (2) Vote to delay implementation of Route Reesign Plan
Date: Tuesday, December 6, 2022 9:32:12 AM

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Hello,

Tonight, please vote:

- 1) YES for Transportation Demand Management (TDM)
- 2) To delay implementation of the Metro Route Redesign plan

Madison should consider implementation of a "platinum" public transit system, to maximize environmental, ecoequity, and cultural outcomes for the region. Such a system should at minimum allow all who live, work, or visit in the Capital area to meet Universal Basic Mobility needs while living the good life (access to food, health, work, housing, public parks, libraries, culture, etc.), without having to own or use a car.

Such a system should be fare-free, to maximize both equity and environmental goals, including climate action.

City transportation staff have pointed out that fare free transit (FFT), using existing bus stock, by eliminating fare collection, enables speed equivalent to that of BRT, which in turn can allow a 25% increase in capacity. Also, fare free transit has greatly reduced or even eliminated assaults on operators, which enhances recruitment and retention. Well-managed fare free systems, with simple rules and pro-active rider support, provide an enhanced experience with less overhead.

Fare free transit, combined with excellent service (including coverage, frequency, accessibility, and routing) and TDM, will best increase ridership, and sustain it. FFT and TDM will allow more residents to reduce Vehicles Per Household, lowering the second most costly household expense (USA average \$9000/year; second only to mortgage/rent).

There are several ways to fund FFT, while also making the necessary funding more equitable, and speeding the communitywide transition to a decarbonized, sustainable society.

Funding should not be arbitrarily set at a level that already in the past was producing declining ridership. Service decisions should not be force into a false choice between ridership and coverage.

Funding of our transit system should be adequate to provide best-of-class service (including coverage, frequency, accessibility, and routing) for both people and packages in the 8-county South Central WI region.

Thanks for your consideration.

Jon Becker
D12
POB 8574
Madison, WI 53708

From: [Bill Connors](#)
To: [Mayor](#); [All Alders](#)
Cc: [Lynch, Thomas](#); [Gritzmacher, Philip](#); [Sanon, Reuben A](#); [Baumel, Christie](#)
Subject: One of Smart Growth's Requested Changes to the TDM Ordinance and Program Has Been Included
Date: Tuesday, December 6, 2022 1:23:31 PM
Attachments: [SGGM Requested Changes to New TDM Ordinance and Program 2022-12-05 rev.pdf](#)

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Mayor Rhodes-Conway and Alders:

I am writing to inform you that Smart Growth's requested change #6 to the proposed new Transportation Demand Management (TDM) ordinance and program, Legistar 74423 (item 82 on your agenda this evening), has been included in the second substitute version of the ordinance.

Smart Growth appreciates that Transportation Department staff agreed with this requested change and brought it to the attention of the Transportation Policy and Planning Board so it could be incorporated into the second substitute.

I am looking forward to speaking to you this evening about Smart Growth's other requested changes to this proposed ordinance and program. Those requested changes are contained in the attached document.

Bill Connors
Executive Director
Smart Growth Greater Madison, Inc.
608-228-5995 (mobile)
www.smartgrowthgreatermadison.com

25 W Main St - 5th Floor, Suite 33
Madison, WI 53703



25 W Main St—5th Floor, Suite 33
Madison, WI 53703

December 5, 2022

City Transportation Department staff have made a number of changes to the proposed new Transportation Demand Management (TDM) program in response to feedback from Smart Growth's members and other stakeholders, and Smart Growth's members greatly appreciate that. However, there still is considerable room for improving this proposal. To improve the proposal, Smart Growth requests the following changes to the ordinance and program.

1. Add a required study and report and a “sunset” provision to the TDM ordinance.

Rationale: Requiring the Transportation Department to gather information from those affected by the new TDM program after it has been effective for several years is needed to make visible to the future Transportation Commission and Common Council the positive and negative impacts of the new TDM program, especially the negative impacts on commercial tenants, employees of commercial tenants, and apartment residents. Without such a study and report, the positive impacts and the negative impacts on businesses, employees and residents will be invisible to the Transportation Commission, Common Council and most of Madison's residents. The review that will take place six months after the new TDM program becomes effective is not an adequate substitute for this future study report, because six months after the new program becomes effective, there will not yet be any new buildings subject to the new program that are complete and occupied by commercial tenants and their employees or residential tenants.

The “sunset” provision will ensure that the future Common Council can carefully consider this study report before deciding whether to keep the TDM program in place or take some other action to address the goals of the TDM program.

Smart Growth's Response to Staff's Response

Regarding the requested study and report, Transportation Department staff say there will be a review of the new TDM program by the Transportation Commission six months after the effective date of the new program (one year after enactment) and annually every year after that.

There is no indication that the annual reviews of the program in the future by the Transportation Commission will include gathering input from the commercial tenants, the employees of the commercial tenants, and the residential tenants who will be directly impacted by the new program. There is no indication that the annual review will include gathering input from commercial brokers who will know whether this program is pushing businesses out of Madison into other communities. The annual review

without these steps probably will confirm that the program is working great even if the program is, in fact, working very poorly. It will be a pseudo program evaluation while wearing blinders.

Every City of Madison meeting agenda contains the following questions:

Who is benefited?

Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

If policymakers are not willing to require Transportation Department staff to gather information from those who will be directly impacted by this new program or from people who will be able to inform them of businesses choosing locations outside of Madison because of this new program, perhaps these questions should be removed from the agendas, because they appear to be unimportant.

The more rigorous study Smart Growth requesting could be in addition to the annual reviews by the Transportation Commission. But the reality is that for the first year or two, for new buildings, there will be nothing meaningful to review, because the new buildings subject to the new program will not yet be constructed and occupied.

Transportation Department staff also say that by the time of the deadline to report the results of the study, three and a half years after the effective date (four years after enactment), it is likely that they will not have data showing the benefits of the new program, because it will take a decade or more for the new program to produce substantial benefits. This is confirmation of what Smart Growth has been saying all along: the benefits of the new program will be modest.

Regarding the “sunset” provision, Transportation Department staff say that provision will undermine the certainty the program is trying to create, make it challenging to recruit someone to administer the program, and if the program were not re-enacted before the sunset deadline, the current TDM requirements would be reinstated.

Smart Growth’s response it is better to be certain that the new program is worth retaining, or if modifications are needed, that the future Common Council will have an opportunity to require those modifications to be made. The sunset deadline would be four years after the effective date (four and a half years after enactment), and it should be possible to recruit of talented person to administer such a long pilot program. Finally, if the new TDM program were to lapse and the existing TDM requirements were resurrected, it is highly likely that all the buildings which were implementing the new TDM program would comply with the existing TDM requirements.

Finally, the Common Council could add the study and report requirement without the “sunset” provision. The two items can be separated.

Proposed ordinance text:

After three years after the effective date of this ordinance, the Transportation Department shall gather information from at least the following groups of people regarding their experience with the program implementing this ordinance:

- Owners of buildings subject to the program
- Commercial tenants in buildings subject to the program
- Employees who work in buildings subject to the program
- Residential tenants in buildings subject to the program
- Commercial brokers.

No later than three and a half years after the effective date of the ordinance, the Transportation Department shall submit to the Transportation Commission and Common Council a written report of the information gathered from people affected by the program. The report also shall include an appendix containing the addresses of all of the buildings subject to this program, the uses in each of the buildings subject to the program, the number of TDM plans submitted for each building, and a statistical summary of how many times each TDM measure was included in all of the TDM plans submitted to comply with the program.

This ordinance will be repealed effective four years from the date it became effective unless before the repeal date the Common Council extends the duration of the program.

- 2. Remove the provisions in the TDM program document which make the new TDM program apply to uses in existing buildings if the use or sub-use changes after the effective date of the TDM program.**

Rationale: The proponents of the proposed new TDM ordinance and program recognize that it will be extremely challenging for the owner of an existing building to propose a TDM plan for a changed use or sub-use that complies with the new TDM program. They have included a two-part “appeals process” to try to address this issue.

In the latest version of the TDM program document, the standard that staff must apply when deciding whether to grant the application for a point reduction (up to 5 points) now includes the word “impractical” rather than “impossible.” Smart Growth greatly appreciates this change.

But even though the word “impossible” has been changed to “impractical,” there is no assurance that city staff will act on an application for a point reduction in time to keep a potential new commercial tenant interested in the space in the applicant’s building.

Smart Growth’s Response to Staff’s Response

Transportation Department staff have said that the workload for the new staff member who will administer the new TDM program will be light to begin with, so decisions about applications should be

made promptly. But there is no assurance that will be the case when the new program is more mature. Finally, it is highly unlikely that a building owner could obtain a point reduction from the Transportation Commission in time to make a difference, unless the issue arose a few days before a Transportation Commission meeting and the Commission were willing to add to its agenda an application received only a couple of days before the meeting date.

Proposed TDM program document text:

TDM requirements are applicable to all existing structures within the City that are expanded or for which:

- ~~Uses change from one primary use category to another (e.g. changing from employment to commercial use)~~
- ~~Sub-uses change from one category to another (e.g. commercial—retail to commercial restaurant)~~
- The total parking on the site is increased
- The primary structure in which the use takes place is expanded.
- The overall composition of uses on the site changes (e.g. a building with 50% employment and 50% commercial, becomes 60% employment and 40% commercial)

3. Clarify when the new TDM program applies to an expansion of an existing use or sub-use in an existing building.

Rationale: Please adopt this change (Option A or Option B below) if you reject requested change #2 above. According to Transportation Department staff, the intent of the new TDM program is that if an existing use or sub-use is expanded, that should NOT trigger application of the new TDM program unless the expansion changes the overall composition of uses or sub-uses on the site. For example, if an entire floor of an existing building currently is divided among several general office uses (“general office” is a sub-use category) and one general office use becomes larger while another general office use becomes smaller on that floor, the expansion of the one general office use should NOT trigger application of the new TDM program, according to Transportation Department staff. It is not clear whether an expansion of an existing use or sub-use falls under the first two bullet points or the last bullet point as they are currently written in the new TDM program document. These bullet points are independent triggers, so if the new TDM program would apply under one bullet point but not under another bullet point, the new TDM program will apply. Consequently, the lack of clarity about which bullet point applies to an expansion of an existing use or sub-use will have a substantial impact depending on how future staff resolve this lack of clarity. The following two options for additional text would clarify that the new TDM program will apply to an expansion of an existing use or sub-use in an existing building only under the circumstances that it is intended to apply.

Smart Growth’s Response to Staff’s Response

Transportation Department staff say they think both Option A and Option B are confusing. However, they do not dispute that the following is the intent of the new program as it applies to expansion (i.e., enlargement) of an existing use or sub-use in an existing building: (a) If the expansion would change the

overall composition of uses or sub-uses in the existing building, then the new program should apply to the expansion, but (b) if the expansion would NOT change the overall composition of uses or sub-uses in the existing building, then the new program should NOT apply to the expansion (e.g., where one general office use space on a floor of a building became larger while another general office use on the same floor became smaller).

If policymakers are not willing to adopt Option A or Option B below because Transportation Department staff are not comfortable with them, please include in your motion to approve the new program a direction to the Transportation Department staff to add text to the TDM program document which explicitly states the intent of the program regarding the circumstances under which the new program would apply to an expansion of an existing use or sub-use in an existing building.

Proposed TDM document text:

Option A

TDM requirements are applicable to all existing structures within the City that are expanded or for which:

- Uses change from one primary use category to another (e.g. changing from employment to commercial use). This bullet point applies to an expansion of an existing use only if the expansion changes the overall composition of uses on the site.
- Sub-uses change from one category to another (e.g. commercial – retail to commercial restaurant). This bullet point applies to an expansion of an existing sub-use only if the expansion changes the overall composition of sub-uses on the site.
- The total parking on the site is increased
- The primary structure in which the use takes place is expanded.
- The overall composition of uses on the site changes (e.g. a building with 50% employment and 50% commercial, becomes 60% employment and 40% commercial)

Option B

TDM requirements are applicable to all existing structures within the City that are expanded or for which:

- Uses change from one primary use category to another (e.g. changing from employment to commercial use)
- Sub-uses change from one category to another (e.g. commercial – retail to commercial restaurant)
- The total parking on the site is increased
- The primary structure in which the use takes place is expanded.
- The overall composition of uses on the site changes (e.g. a building with 50% employment and 50% commercial, becomes 60% employment and 40% commercial). Expansion of an existing use or sub-use is governed by this bullet point rather than the first two bullet points.

- 4. Clarify that charging residential tenants separately to park a vehicle in the parking structure (e.g., underground parking garage) for an apartment building/complex is sufficient to satisfy the TDM mitigation measure called Unbundle Parking as long as a majority of the parking spaces for the apartment building/complex are contained within the parking structure.**

Rationale: In areas of the city outside the Downtown area, it is extremely unusual for the owner of an apartment building/complex to attempt to make tenants pay separately for surface parking spaces for a variety of reasons. In areas of the city outside the Downtown area, it is common for new apartment buildings/complex to provide most of the parking for the tenants in an underground garage while providing parking for visitors, deliveries and a small number of the tenants' vehicles in a small surface parking lot. If the developer/property owner must attempt to charge tenants for parking stalls in the surface parking lot for an apartment building/complex where most of the parking spaces are in a parking structure with controlled access in order to satisfy the Unbundle Parking mitigation measure, few if any TDM plans for new apartment buildings/complexes outside the Downtown area will contain the Unbundle Parking mitigation measure. This will make it more challenging for new apartment building/complexes to meet the requirements of the new TDM program, which could discourage housing construction in Madison. Furthermore, if a developer/building owner decided to attempt to charge residential tenants for parking in the surface parking lot in many areas of the city outside of the Downtown area, the tenants would respond by parking their vehicles on the streets in the surrounding neighborhood to avoid paying the parking fee.

Smart Growth's Response to Staff's Response

Transportation Department staff say that allowing the owner of a new apartment building not to charge tenants to park in a surface parking lot that provides parking for visitors, deliveries, and a relatively small number of tenants would defeat the purpose of the Unbundle Parking mitigation measure.

Smart Growth disagrees, especially if the surface parking lot is quite small. It would make sense for Transportation Department staff and stakeholders to work out how small the surface parking lot should be in relation to the number of units in the building in order to still get credit for Unbundle Parking while not charging for surface parking that is primarily for visitors and deliveries. If this issue is not worked out and an owner of a new apartment building must charge tenants to park in a small surface parking lot that supplements the larger underground parking structure, then few owners of new apartment buildings will include this mitigation measure in their TDM plans—which means they might also not charge tenants separately for parking in the underground parking structure.

Transportation Department staff also say that a developer/building owner could propose a customized mitigation measure that would charge tenants separately for underground parking but not for parking in the small, supplemental surface parking lot, and the new staff person administering the new program would decide how many, if any, TDM points would be awarded for that customized measure. This would defeat the certainty that is supposed to be one of the primary benefits of the new program.

Proposed TDM program document text:

Unbundle Parking	Programmatic	Lease or sell parking separately from residential units or office spaces. Must be optional. Cannot be used in combination with parking fees or cash out. <u>Parking in a surface parking lot for residential units and visitors is exempt from leasing or selling parking separately as long as a majority of the parking spaces for the residential units are in a parking structure and are leased or sold separately.</u>	10
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5. Double the points for certain TDM mitigation measures that the developer/property owner actually can control.

Rationale: Many potential commercial tenants will not lease space in a building where their employees must pay to park (Unbundle Parking or Market Rate Parking), because it will make it harder for them to retain and recruit talented employees. In addition, many potential commercial tenants will not agree in the lease to perform TDM measures with their employees (Parking Cash-out). This makes it extremely challenging for a developer/owner of a new multi-tenant building that includes employment or commercial uses to be able to simultaneously sign commercial tenants to leases AND be able to submit TDM plan(s) containing enough points to meet the requirements of the new TDM program. This is true everywhere in the city, including the Downtown. Increasing the points for non-parking TDM measures which the developer/property owner actually can control would make it more feasible for the developer/property owner to be able to do both.

Smart Growth’s Response to Staff’s Response

Transportation Department staff says that many small- to medium-sized projects do not need to include any of the 10-point mitigation measures (Unbundle Parking, Market-rate Parking Fees or Parking Cash-out) to obtain the required number of TDM points, and a number of smaller-point mitigation measures can be substituted for one of the 10-point measures. This is true for small- to medium-sized projects, but not for large projects. The hypothetical of a large new Downtown employment-use building in the TDM program document shows this.

Alternative 1

MEASURE TYPE	TDM MEASURES	POINTS ACHIEVED
Transit	Offer transit passes to all employees (75% subsidy)	3
Information	Marketing & informational campaign	1
Land Use	Proximity to Public Transportation (BRT)	5
Parking	Market-rate Parking Fees	10
TOTAL POINTS		19

The TDM program document illustrates that if the parking ratio is reduced, the need for the 10-point measure can be avoided. But lowering the parking ratio will make it more challenging to obtain enough new commercial tenants to lease up the new building.

In addition, both alternative TDM plans for this hypothetical new building contain offering reduced-cost or free transit passes to employees, even though the employees in the building would work for the potential commercial tenants, not the developer/building owner. The developer would need to find potential commercial tenants that would be willing to pay higher rents to cover the cost of the transit passes (possibly in addition to paying for parking spaces for their employees).

The issue becomes starker for a large new employment-use building in the periphery of the city, for example, a large new employment-use, multi-tenant office building in The American Center business park on Madison's far east side, which would be required to have 19 points in its TDM plan.

Dedicated Access to Bike Parking	1
Bicycle Maintenance Facilities	1
Clothes Lockers and Showers	1
Carpool Preferential Parking	1
Marketing & Information Campaign	1
Active Transportation Wayfinding	1
Proximity to Public Transportation	3
Charge Market-Rate Parking	<u>10</u>
Total	19

In order to produce a TDM plan for this hypothetical situation which would avoid including the 10-point, it would have to include measures such as Emergency Ride Home for Employees, Flexible Work Schedule, Teleworking/Work from Home, which are not practical for a developer/building owner to implement in a multi-tenant building with ten commercial tenants, where all the employees work for the ten commercial tenants, not the developer/building owner.

Proposed change to TDM program document:

Double the number of points for the following TDM mitigation measures:

- Dedicated access to bike parking (currently 1 point)
- Indoor covered bike parking near entrance (currently 1 point)
- Bicycle maintenance facilities (currently 1 point)
- Clothes lockers and/or showers (currently 1 to 2 points)
- Secure storage room or bicycle lockers (currently 2 points)
- Carpool preferential or free parking (currently 1 point)
- Marketing & information campaign (currently 1 point)
- Active transportation, wayfinding, maps & signage (currently 1 point)
- Alternative transportation kiosk (currently 1 to 2 points)
- Delivery supportive amenities (currently 1 point)
- Package drop-off area (currently 2 points)

6. Make the exemption for an “existing building” apply to any building that is approved prior to the effective date of the new TDM ordinance

Rationale: The updated version of the proposed new TDM ordinance says that in order for a building to be exempt from the new TDM program as an existing building, it must be “completed or approved prior to enactment of this ordinance.” This means that a proposed development project that already has been in the development review and approval process for months but has not yet obtained approval as of the date that the new TDM ordinance is enacted (probably December 6, 2022) will be subject to the new TDM program. It would be grossly unfair to make the developer of a project that already is in the development review and approval process re-work the project to comply with the new TDM program.

This morning, Transportation Department staff informed me that the intent of this section is that if a new building is approved before the new TDM program becomes effective, which is six months after publication, then the building is exempt from the new program. The change below would make the words in the new TDM ordinance match this intent.

Proposed ordinance text:

- (8) Exemptions. Properties that were completed or approved prior to the ~~enactment of~~ date on which this ordinance becomes effective are exempt from TDM requirements until such a time when the following occurs:
- i. Expansion of the property.
 - ii. Expansion of the parking associated the property.
 - iii. Change of use from one land use category or sub-category to another, as defined in Appendix A of the “Transportation Demand Management Program”
- (9) Appeals. Program participants with properties completed or approved prior to the ~~enactment of~~ date on which this ordinance becomes effective may seek relief from TDM requirements. Department of Transportation staff may approve relief up to five (5) mitigation points, as outlined within section 2.6 of the Transportation Demand Management Program. Applicants that allege an error in staff determination or that require additional relief in the form of mitigation points may appeal to the Transportation Commission for adjustments to mitigation point requirements.

From: [Heather Hanson](#)
To: [All Alders](#)
Cc: [Benford, Brian](#)
Subject: Support for TDM
Date: Tuesday, December 6, 2022 9:46:46 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

I would like to voice my support for the new TDM rules up for a vote tonight. Madison should encourage people to use alternative modes of transportation and incentivise people for doing so. I'd love to see more and better infrastructure for bikes and mass transit and these new rules will be a step in the right direction.

I would like to ask all of the Alders to support this measure.

Thank you,
Heather Hanson
District 6

From: [Alexander Harding](#)
To: [All Alders](#)
Subject: Support of TDM proposal
Date: Monday, December 5, 2022 10:28:02 AM

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Alders,

I am very excited for Madison's TDM ordinance to be implemented, and I support the proposal in its current state.

This program would support the city's climate emergency, equity, Vision Zero, and affordable housing efforts.

Thanks,
Alexander Harding
3602 Wyota Ave

From: [Jason Ilstrup](#)
To: [All Alders](#)
Subject: Downtown Madison, Inc. (DMI) Position Statement - Transportation Demand Management Resolution
Date: Sunday, December 4, 2022 6:57:10 AM
Attachments: [DMI Position Statement - TDM - Final.pdf](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello Alders:

I hope you're all having a good day. Please find the attached Downtown Madison, Inc. (DMI) position statement on the Transportation Demand Management (TDM) resolution, item number 82 (file #74423), at the December 6th Common Council meeting.

Thank you and have a nice week.

Jason Ilstrup

President

Downtown Madison Inc.

122 West Washington Avenue, Suite 250

Madison, Wisconsin 53703

608.512.1330

www.downtownmadison.org





DMI Statement on the City of Madison's Proposed Transportation Demand Management Proposal

Downtown Madison, Inc. (DMI) strongly supports the overarching goals of the City of Madison's proposed Transportation Demand Management (TDM) program. The TDM proposal seeks to decrease single-occupancy vehicle travel and increase support for transit-orientated development and greater public transit ridership. The proposal's objectives closely match DMI's new mobility and connectivity goal of championing expanding transportation options with sustainable funding to ensure a safe, accessible, environmentally responsible, and easily navigable multimodal network in and around downtown. Within DMI's new strategic plan, we specifically advocate for the creation of a TDM program, and we believe the proposed program gets our community closer to everyone's goals.

DMI appreciates the outreach and productive discussions about TDM with City of Madison staff, as well as the adjustments to the program the City has made based on feedback from DMI and others in the community. Concerns remain, however, related to the metrics being relied upon to implement and measure the program's success as well as the selective application and enforcement of the program against property-owning businesses. DMI wants to ensure any adopted TDM plan effectively addresses downtown's transportation problems and would like to see data that demonstrate the expected impact of this TDM program to address the admirable goals.

DMI's areas of concerns are as follows. First, the proposal's language on use changes between major land use categories and sub-categories is troublesome and will add another hurdle to negotiating new tenant leases in the downtown. With downtown only now returning to near pre-pandemic health, as seen in new businesses downtown, and rising State Street pedestrian counts and downtown parking data, and with a possible economic recession looming, our community should work together to make it as easy as possible to lease or purchase vacant space. Second, the proposal will also hurt businesses from wanting to locate new uses in existing less flexible or historic buildings. These changes could chill future uses and make growing new businesses and re-tenanting already existing space more difficult. Third, the pandemic has significantly changed downtowns nationwide, with new behaviors, work environments, and traffic patterns, continuing to evolve, it does not appear that any hard data is being used as a baseline of what an acceptable level is or is not for auto-centric travel in our downtown, and specifically for our city more generally.

With these potential unintended consequences, a rapidly changing world, and with DMI's sincere desire to ensure a successful program, DMI advocates for:

- Reconsidering application and enforcement of any TDM strategy against businesses generally, rather than through only property-owning businesses.
- Exempting existing buildings from TDM requirements. Existing buildings were built under the regulations of their times and they are fully constrained by their current footprints, building systems and financing structures. Only extraordinary investment in a new use should trigger TDM requirements in existing buildings.
- Establishing baseline data and specific goals for reducing single occupancy travel within our downtown.
- Creating a two-year pilot program. By creating a pilot, our community can analyze the successes and failures and the changing environment to create a stronger and more effective program in two years.
- Offering more incentives to businesses, such as a fast-lane program for developers, to accomplish the goals of TDM.

DMI shares many goals with the current TDM proposal and applauds the work to date. With these proposed changes, a TDM plan will be more likely to realize its admirable goals and strengthen the downtown and the greater City of Madison. DMI is committed to continuing to work with City staff and policymakers to create the most effective solution for everyone.

Contact Information - Jason Ilstrup, President, Downtown Madison, Inc. –
jilstrup@downtownmadison.org; 608.512.1330

From: cailey.jamison@gmail.com
To: [All Alders](#)
Subject: [All Alders] TDM Feedback
Date: Tuesday, November 29, 2022 2:48:48 PM

Recipient: All Alders

Name: Cailey Jamison
Address: 1827 E Washington Ave #167, Madison, WI 53704
Phone: 608-327-9309
Email: cailey.jamison@gmail.com

Would you like us to contact you? Yes, by email

Message:

Hi all,

I'm writing to share my enthusiastic support for the TDM plan as currently constituted ahead of the December 6 vote.

I was able to join the Nov 21 overview and was very encouraged and impressed with what I saw. This type of initiative is exactly what the city needs to meet our climate goals and remain a lovely, livable place as we grow.

I heard a lot of concerns from developers at the meeting, all of which seemed to request that TDM have fewer 'teeth'. I wanted to share thoughts as a Madison resident. My husband and I moved 3 blocks a little more than a year ago from a bundled parking apartment to an unbundled unit. The unbundled parking helped us make a decision to give up our car, and we have found an incredible connection to our neighborhood and the businesses and people around us as we began to move around by active and public transportation rather than private automobile. Even when I had a car, I rode my bike to my previous office at UW Hospital to avoid paying a parking fee and found great joy in the outdoors. In my opinion, initiatives like unbundled parking and others included in the TDM plan will go a long way not just toward meeting climate goals, but also in community connection and morale.

I found the city staff perspectives shared at the 11/21 meeting persuasive, and urge Council to continue pushing back against the concerns of a few wealthy developers in favor of creating a more livable city for all of us. I feel particularly strongly that this must become a permanent program rather than a short-term pilot, as it will take time for the policy's effects to become measurable, and that we must include existing buildings in the program.

If it were up to me, the rules would be even tighter – higher point requirements, no discounts for areas outside of the central city, and further attempts to bring existing buildings under the TDM plan. However, if the current plan remains intact I find it a fair compromise that would move the city forward and make it an even better place to live for everyone.

Best,

Cailey Jamison

From: ianjamison@gmail.com
To: [All Alders](#)
Subject: [All Alders] TDM Feedback
Date: Tuesday, November 29, 2022 8:45:55 AM

Recipient: All Alders

Name: Ian Jamison

Address: 1827 E Washington Ave, Apt 167, Madison, WI 53704

Phone: 608-327-9063

Email: ianjamison@gmail.com

Would you like us to contact you? Yes, by email

Message:

I'm writing to share my wholehearted support for the TDM plan as currently constituted ahead of Council's meeting next Tuesday.

I was able to join the Nov 21 overview and was very encouraged and impressed with what I saw. This type of initiative is exactly what the city needs to avoid becoming a sprawling, polluted, traffic-choked mess as we grow.

I heard a lot of feedback from Developers at the meeting, all of which seemed to serve to water the effort down. I found the City's responses in the "Responses to Stakeholder's Comments & Concerns" slides compelling, and urge you to hold the line against these and any coming efforts to change or weaken our plan.

If it were up to me, the rules would be even tighter – higher point requirements, no discounts for areas outside of the central city, etc.

However, if the current plan remains intact I find it a fair compromise that would move the city forward and make it an even better place to live for everyone. Kudos to all the groups that have been involved in creating this program, and I'll be supporting you completely as you get it over the finish line. Thanks for all you do and have a great week!

From: [Ann Kovich](#)
To: [All Alders](#); [Rhodes-Conway, Satya V.](#)
Cc: [Gritzmacher, Philip](#); [Lynch, Thomas](#); [Brist, Steven](#); [Haas, Michael R](#)
Subject: TDM
Date: Tuesday, December 6, 2022 1:38:28 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good afternoon. Although I am the current Chair of the Transportation Commission (TC), I am sharing my individual opinion from my personal experiences as a Commercial Real Estate Lender and Senior Credit Officer at an area bank and as Chair of several City Boards, Committees and Commissions (BCC's).

I offer my strong support of the Transportation Demand Management (TDM) ordinance and program as presented to you in Legistar file #74423. Staff has done an excellent job engaging with the development community; and they made quite a number of changes to the program and ordinance which reflect input from the development community.

While TDM has been in the Madison General Ordinances for many years, this TDM ordinance and program offer much better clarity and consistency; and it should make the TDM process much more efficient. I heard a representative from the development community say at our TC meeting on November 30th that this increased level of predictability is a benefit. Staff has indicated that they will bring the TDM program back to TC for review 6 months after the effective date, in order to see if any minor modifications may be needed.

I urge you to support this TDM ordinance and program as currently written.

Thanks and best regards,

Ann

Ann E. Kovich

(she/her/hers)

2605 Golden Gate Way

Madison, WI 53713

Email: annelizabethkovich@gmail.com

Mobile: 608-886-2556

Sent from [Mail](#) for Windows 10

From: [Kären Miskimen](#)
To: [All Alders](#)
Subject: Support TDM
Date: Monday, December 5, 2022 5:59:13 PM

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I've lived in Madison since 1984 and have utilized all kinds of transportation options: Biking, roller blading, busing, walking, running, hiking, skipping and trail riding. Please support infrastructure for modes of transportation that reduce congestion!
Keep Madison safe for people on foot and on wheels, using their own energy as opposed to fossil fuels.
Sent from my iPhone

From: musseymary@gmail.com
To: [All Alders](#)
Subject: Support of TDM
Date: Tuesday, December 6, 2022 5:49:05 PM

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Please vote yes to provide the city and its citizens the means to begin to improve Madison. It's been a long time coming for consistency and structure to developing a better city.

Thank you,
MK Mussey

Sent from my iPhone

From: [Masaru Oka](#)
To: [All Alders](#)
Subject: supporting the TDM plan
Date: Tuesday, December 6, 2022 1:42:14 AM

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Hi, I'm writing from district 19 in support of the Transportation Demand Management program being voted on Tuesday. I'm very excited about the proposed support for alternative modes of transportation. I have never owned a car in the 11 years I've lived in Madison and when I've had to choose housing, I value access to bus routes and biking facilities. I appreciated that my current apartment complex gave me the choice to not pay for parking on the original lease when I didn't own a car. With the Odana/West Towne plan emphasizing multi-use and dense development and BRT likely ushering in new development along its corridors, the time is ripe for land use planning strategies that encourage that dense development that leads to less driving, less traffic, and more walkable neighborhoods that people like to live in.

From: [Josh Olson](#)
To: [All Alders](#)
Subject: Agenda Item 74423 (12/6/22 Meeting)
Date: Monday, December 5, 2022 9:20:37 PM

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Hi Alders,

I read [this article on Madison.com](#) about the new TDM tweaks that will be voted on tomorrow. I'm in support of these policies, but I think the city can do better than this proposal and attempts by "Smart Growth" (real estate developers who don't even understand how this would help them in the long term) are trying to water it down.

I'm going to keep this short, I've been convinced that free parking is a real plight of cities and Madison would be better off without any specific minimum parking policies. I hope you will support the Mayor's attempts to make parking less important and potentially see my short argument for getting rid of any parking minimums (which this proposal I think still includes) as a future policy for the city. Strong towns do not subsidize parking or mandate minimum parking requirements because it hurts development and taxes citizens.

Most of my arguments are based on "The High Cost of Free Parking", which are quickly summarized here: [Vox](#), [City Beautiful](#), [Not Just Bikes](#)

- Parking is a cost everyone subsidizes for drivers. Drivers themselves do not pay for parking explicitly when it is free or below market value
- Minimum parking requirements, developed from bad data, require developers to use valuable land space to give premium spots to drivers when the land could be used for more housing units, store fronts, dining tables, etc. We lose out on economic opportunity and housing stability for the sake of convenience for drivers. When given the opportunity to determine their own parking spaces, developers choose less and are rewarded by better business or more occupants
- Smart Growth argues that the transition would hurt citizens because we don't have a transit system. I would encourage them to instead promote BRT and other transite initiatives rather than continue to promote policies that force the same citizens to pay more in taxes and hidden costs
- Madison is a city, it is not a lost suburban development. It can be made more walkable and transit friendly. It starts by reducing our dependence on cars, or by having drivers realize the cost of being able to park in front of the places they want to park. It is their right to pay the market cost of that good if they would like to, what Smart Growth and others are scared of is when car drivers realize that the \$2/hr spot actually costs over \$30/hr or more. I don't want to pay for driver's subsidized parking, I want restaurants and stores to be able to decide for themselves if they want those extra spots or the extra space (99% will choose the space), and I want to make this city better for everyone
- If the council and Smart Growth are looking for alternatives that would make people happy to remove parking, I would suggest creating a fund in the area that takes revenue from the new parking costs (which would be significantly higher) and allow the community to spend those funds as they desire. They could have a "No Free Parking!" block party, maybe make some renovations in a park, the ideas are endless
- Follow the paths of Nashville, Burlington, Cambridge, and other future forward cities and

don't be left behind

Josh Olson

From: [Adam Pagenkopf](#)
To: [All Alders](#)
Subject: Support For TDM Program - Item 82
Date: Tuesday, December 6, 2022 8:05:53 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

I am writing in support of implementing the Transportation Demand Management Program in its current state.

Transportation Demand Management is critical to creating a more equitable city where all residents have viable options for transportation without using an expensive vehicle. It helps us meet our climate goals by reducing greenhouse gas emission. This program would create a more straightforward review process with a clear formula for compliance. It would remove a set of slow, discretionary, political steps at the commission/common council level. This second draft of the proposal has incorporated a lot of valuable feedback from developers.

Staff and TPPB have an excellent plan for implementation, they will take 6 months to roll out the program, the program will be reviewed six months after that, another review will occur 6 months after that, and reviews will occur once a year from that point forward.

Staff has developed a plan that does a great job of balancing the goals of Transportation Demand Management with concerns about pushing developers to other markets. The Program is in a great state as written. Changes that have been suggested by developers would lead to a proposal that does not meet the goals of TDM.

Thank you,
Adam

Adam Pagenkopf
District 6
He/Him/His
pagenkopf.adam@gmail.com
(262) 510-8747

From: camden.powell@pm.me
To: [All Alders](#)
Subject: [All Alders] In Support of Transportation Demand Management
Date: Tuesday, November 29, 2022 9:08:57 AM

Recipient: All Alders

Name: Camden Powell
Address: 14 Farwell St. Apt. 2, Madison, WI 53704
Email: camden.powell@pm.me

Would you like us to contact you? Yes, by email

Message:

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!
Camden Powell

14 Farwell St.
Madison, WI
53704

From: [Lukas Suveg](#)
To: [All Alders](#)
Subject: Support for TDM proposal
Date: Monday, December 5, 2022 9:11:17 PM

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Dear Alders;

I am very excited for the implementation of Madison's TDM ordinance and support the proposal in its current state. This program would support the city's affordable housing, climate emergency, equity, and Vision Zero efforts.

Thank you,
Lukas Suveg

From: [Robbie Webber](#)
To: [All Alders](#)
Subject: Comments in support of TDM program - Legistar 74423
Date: Monday, December 5, 2022 4:57:16 PM
Attachments: [Letter to Council re TDM - Dec 2022.docx](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Council members -

Please see the attached comments in support of the TDM program before you Tuesday.

Robbie Webber

Transportation geek

All opinions are my own, and not necessarily those of any group or organization with which I am affiliated.

Founding member, [Madison Bikes](#)

...where anyone can ride a bicycle conveniently and comfortably to any place year round.

[MadisonBikes.org](#)

Follow Madison Bikes on [Facebook](#)

December 5, 2022

Alders -

I am writing to urge you to pass the TDM program on your agenda tonight - Legistar 74423. I have a personal interest in this, since I have been working on passing a TDM program for over 12 years, first as the chair of the Long Range Transportation Commission, and now as a member of the Transportation Commission. We have had Zoning Code language since 2011 requiring TDM – **(28.211)** – but there has not been any guidance or standard. (See end of this letter for a proposal by former Plan Commission and LRTPC member Eric Sundquist dating from 2015, several years after we first brought up the need for specific TDM standards.)

In addition, before retiring from the State Smart Transportation Initiative at the UW, I researched and wrote a report on TDM programs around the country that looked very much like the report you see included in your packet tonight. The measures in the Madison TDM program have been shown by research to reduce vehicle miles traveled, and are used in various configurations throughout the country.

All of this is to say that I am very familiar with programs around the country and the difference they can make in cities.

A good TDM program, such as the one you see before you tonight, includes incentives to build developments close to transit routes and bicycle facilities and in pedestrian-friendly areas, making transportation by these modes easier for those accessing the residential, employment, and commercial uses.

We all know that we cannot continue to rely primarily on personal motor vehicles for a host of reasons: climate change, air quality, traffic management, and the safety of non-motorized road users among them. Our past practices have incentivized easy driving and parking of personal vehicles, and the TDM program is designed to level the playing field for other modes of transportation. No one is saying that people cannot continue to drive (or park) at any new development, but the TDM program would simply mean that driving is not incentivized the way it is now.

But there are other reasons that we should adopt this program. We are all concerned about both equity and affordable housing. Including parking in the cost of an apartment means that those who do not use that parking spot are paying for it. In my neighborhood, the market rate for parking is between \$100-\$200 per month. Unbundling parking means that those who don't own a car – either because they can't drive, can't afford a car, or chose not to own a car – can enjoy rent that is much lower.

For employees, unbundled parking means those who don't drive to work may receive more compensation each month, or in-kind benefits such as a subsidized bus pass, Bike Center

membership, BCycle or car sharing membership, or some other amenity to offset the cost of their commute. This is a pay equity issue.

You may hear that charging for parking is unfair to those who need to have a car available for childcare or other family emergencies. But UW and many downtown employees already make that choice every month. The least expensive spot on campus now runs about \$1000 per year. I'm sure many on the Council either pay for parking or choose another mode to avoid parking costs. Both the UW and the MPO have [emergency ride home programs](#) for those that don't drive to work, but might need to get home quickly.

Finally, I want to emphasize that voting down this program will not mean that TDM requirements disappear for new developments. Indeed, for many years Plan Commission has been requiring TDM measures for large new developments. But in the past, there has been no consistency, and some developers have struggled to understand how to meet the requests for TDM. I have listened in on meetings where applicants have literally said, "I don't know what TDM is. Just tell me what you want me to do."

Plan Commission passed this program unanimously – as did the Transportation Commission – because they know that this program is needed to both bring consistency to development review and sustainably move the city forward. (I am writing this before TPPB has met, but I anticipate a unanimous vote there as well.)

This program gives a menu of options to meet TDM requirements, allowing applicants to choose the ones that are best suited for the intended uses, area of the city, and tenants or patrons of the buildings. City staff has made many changes based on concerns of developers, and staff has also tested scenarios to show that no one option is required to meet the requirements.

To summarize, this TDM program will address many issues with which the city struggles: affordable housing, pay equity, climate change, traffic management, transportation and access for those who can't or choose not to drive, sustainability, safety and equity for those not driving, and predictability and consistency in the development process.

The program is flexible and can be tweaked in future years, but we need to adopt a TDM program now, finally, after talking about it for a dozen years.

Former Alder Robbie Webber
Transportation and Sustainability Geek
2613 Stevens St
Madison

[attached: TDM proposal brought to and debated by Long Range Transportation Planning Committee in 2015]

Madison TDM policy

Developments that have the potential to generate significant numbers of trips should mitigate this impact through transportation demand management (TDM). Well-designed TDM plans should:

- Reduce demand for motor vehicle travel across the system.
- Reduce congestion on nearby streets.
- Reduce the need for parking, leaving more land for higher and better uses and reducing construction and maintenance costs.
- Rely on market-based approaches to minimize costs and to provide travelers the opportunity to make their own choices about modes.
- Be targeted toward employees but also consider visitors and residents where appropriate.

Currently the comprehensive plan and zoning ordinances refer to TDM plans without setting any standards, leaving decisions up to the Plan Commission for conditional use permits and the Common Council for rezonings. Applicants have little basis for constructing TDM plans, and staff has no standard to set for them. As a result, many TDM plans do not address the points above.

The single exception is for “big-box stores,” which must meet TDM requirements in Sec. 33.24(4)(f)9.d. The focus on large retailers’ employees does not represent a broad TDM policy – such workers are a small fraction of the Madison workforce – but grew out of effort to direct big-box development.

Setting a broader, more effective standard runs up against the reality that Madison comprises a wide variety of settings. Some buildings have transit available, while others do not. Some have open land that is relatively inexpensive to pave for parking, while others have none. And so forth. So any general standard must be flexible; it would not accomplish much in some settings, for example, to simply require subsidized transit passes.

Many cities around the country do have such standards. As noted, Madison already has one as well, though its focus on large retailers has limited effect.

Inspired by a review of some of these standards, including Madison’s existing big-box ordinance, what follows is a proposed standard that would be flexible yet effective in addressing the issues listed above.

.....

The following standard takes effect immediately for building permits for developments larger than 50,000 square feet. In 2015, the standards apply to existing developments of more than 50,000 square feet or those employing at least 50 workers. Handicapped and bicycle parking are not affected by this section.

1. This requirement may be satisfied in whole by putting a market-based price signal on employee parking. Where priced parking is common, such a signal may be based on a market price. Where priced parking is not common, the price signal should at least be sufficient to annually recover the employer’s cost for provision of parking, including

costs for operation and maintenance, and for the market value of the land occupied by parking (calculated at 5 percent of the land value). The price signal may be either a “cash-out” arrangement, or a direct charge for parking, or a combination.

2. Alternatively, the employer may provide a study demonstrating that measures it will take will reduce employee motor-vehicle trips by at least 20 percent over no action.
3. If the employer chooses not to set a price signal for parking or develop a plan to reduce trips by 20 percent, it must institute a plan that totals at least 50 points if located within a quarter-mile of a bus stop or 40 points otherwise, from the list below:
 - a) Provide free bus passes (if located within a quarter-mile of a bus stop) – 50 points.
 - b) Provide half-price bus passes (if located within a quarter-mile of a bus stop) – 40 points.
 - c) Reserve closest parking for car-poolers – 15 points.
 - d) Provide taxi or shuttle service to nearest bus transfer point – 20 points.
 - e) Provide showers for walkers or bicyclists – 10 points
 - f) Provide sheltered bicycle parking – 10 points
 - g) Provide emergency rides home for transit riders and carpoolers – 15 points
 - h) Provide ride-matching service – 10 points
 - i) Post transit, bike and walk route information – 5 points
 - j) Join a transportation management association – 10 points