

November 1, 2021

Mr. Sean Malloy
City of Madison – Traffic Engineering
215 Martin Luther King Jr. Blvd., Suite 109
Madison, WI 53701

RE: Verve – Madison – Transportation Demand Management Plan (TDMP)

Dear Mr. Malloy,

On behalf of Subtext Development, JSD Professional Services, Inc. is pleased to submit the enclosed TDMP for your review and consideration as part of a combined land use application submittal package, including Conditional Use Permit, Demolition Permit, Urban Design Commission Initial/Final, and Certified Survey Map.

As part of the development proposal, Subtext Development is proposing to redevelop eight parcels (roughly 0.65 acres) generally located at the northwest corner of W Johnson and N Bassett streets in the heart of downtown Madison. The proposed development is comprised of one, 12-story building with 144 residential units intended to serve the student and young professional populations.

The site's location in proximity to UW- Madison Campus, service-oriented and entertainment amenities, as well as multi-modal opportunities, including multiple Madison Metro transit routes and bike paths, lends itself of a high-level of walkability. In addition, accommodations have also been made to satisfy parking demand and the day-to-day functions of the proposed development, as well as support multi-modal transportation opportunities, including:

- Secure, below-grade, structured parking for personal vehicles (110 spaces),
- Covered visitor parking (seven spaces),
- Excess bike parking, both public short- and long-term secured parking (298 spaces total where 285 are required),
- Secure moped/scooter parking, and
- Covered dedicated temporary parking for delivery, drop-off, and loading (i.e., Amazon, Uber, Lyft, move-in/out, EatStreet, etc.).

With that, a TDMP has been prepared for the proposed development following the points system requirements provided by the City. Based on the City requirements for High-Medium Residential developments with a parking ratio ranging from 0.5 to 0.99, a total of 18 points is required. After close evaluation of the proposed development and the City's TDMP measures, the proposed development will exceed the point requirement.

If you have any questions regarding this TDMP or otherwise, please do not hesitate to contact me.

Sincerely,



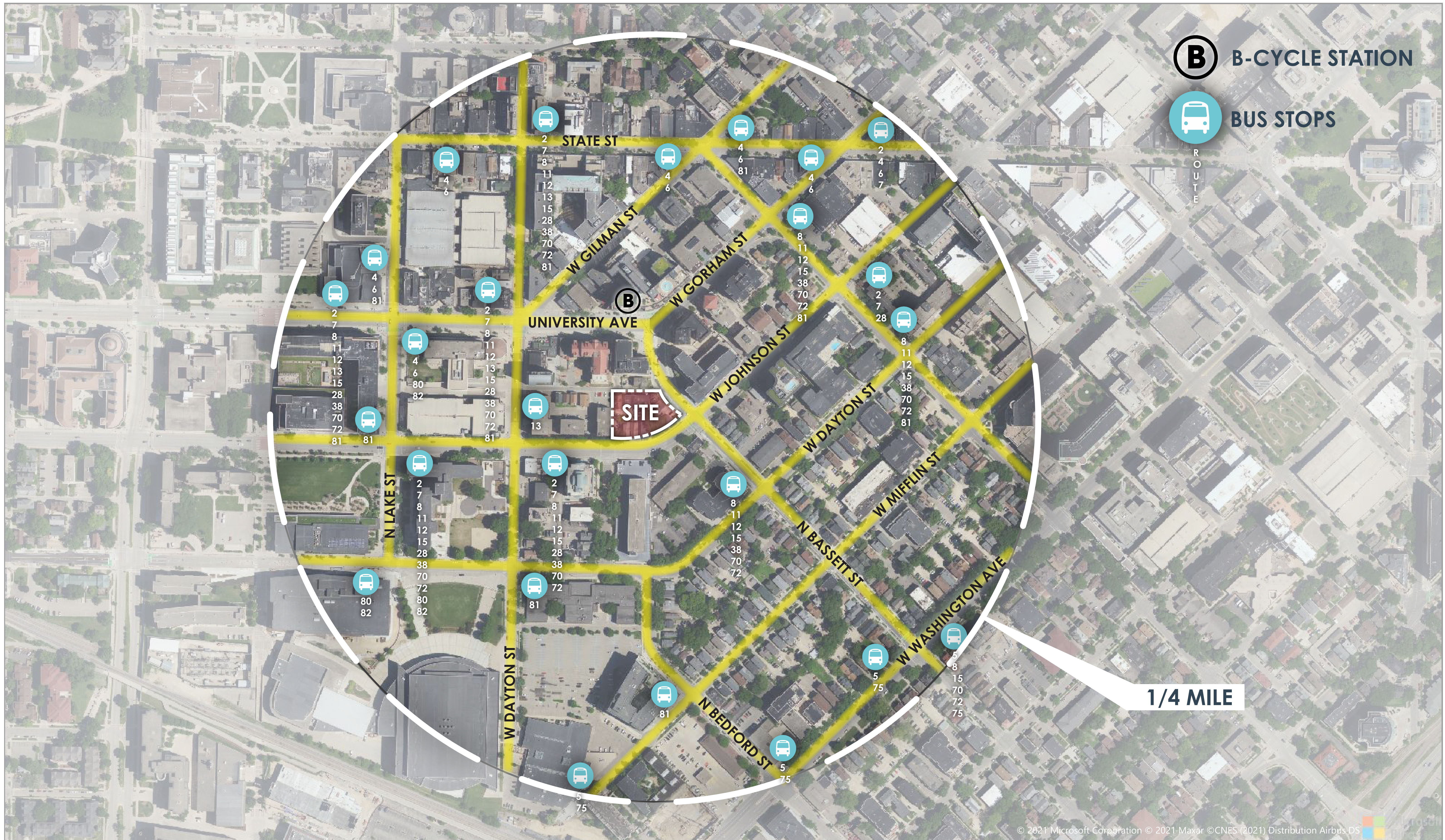
Jessica Vaughn, AICP
Senior Planner

Category	Measure	Option	Possible Points	Developer Points	Considerations & Description	Eligible Use Categories				TDM Plan requirement	Reporting (large projects)
						Residential	Employment	Commercial	Institutional		
Basic-1	TDM coordinator and pay program fee		1	1	Designate a coordinator to manage TDM requirements and implementation. The person will be responsible for submitting the TDM plan prior to approval of the building permit, paying the program fee, submitting annual or bi-annual reports, and serving as the point of contact for any TDM matters. The position does not need to be full-time.	Y	Y	Y	Y		Contact info of the coordinator
Basic-2	Pedestrian path to sidewalk		1	1	Provide continuous access to building entrances from the street to the sidewalk, as required by existing city standards.	Y	Y	Y	Y		
Basic-3	Bike parking		1	1	Provide bicycle parking as required by existing city standards.	Y	Y	Y	Y		Specify location, type and amount of bike parking that will be provided to meet the city standards.
AT-1	Enhanced access to bike parking	A. Segregated access to bike parking with no stairs B. Locational advantage	1	1	In addition to Basic-3, provide a convenient and segregated access to the bike parking area without stairs (e.g. on the same level as the entrance, or via a ramp or elevator). Locate the bike parking in a covered, indoor space, less than 100 feet from the main entrance.	Y	Y	Y	Y		Provide a plan of the proposed segregated entry/exit, access path and any other relevant details.
AT-2	No drive aisle crossing		1	1	Provide direct street frontage to minimize pedestrian/vehicular conflicts. Access points/stairs should be located such that pedestrians do not have to cross parking lot drive aisles.	Y	Y	Y	Y		Specify if the measure will be done
AT-3	Off-site bike infrastructure		1-8		Develop or provide funding for off-site bicycle infrastructure (bicycle lanes, cycletracks, new crossings, bike-ped paths, etc.). Points and requirements to be determined by the city staff. Facilities used by both cyclists and pedestrians can earn a maximum of 12 points in this category and AT-7. Does not apply to facilities provided within the project area (GDP for incrementally developed PDDs). Facilities must be open to the public.	Y	Y	Y	Y		Provide details on bike facilities that will be developed- locations, widths, materials being used or indicate proposed monetary contribution to be provided to the City
AT-4	Bike user facilities	A. Bike lockers B. Bike maintenance facilities C. Clothes lockers and showers	1	1	Provide lockers for secure, long-term storage of bikes: 1 locker for every 20 DUs or 30 employees. Provide a bicycle maintenance station for on-site employees, tenants, residents and visitors. Tools and supplies should include at minimum: a bicycle pump, wrenches, a chain tool, lubricants, tire levers, hex keys/ Allen wrenches, torx keys, screwdrivers, and spoke wrenches. Provide 1 shower along with 5 clothes lockers for every 30-50 bike parking spaces	Y	Y	Y	Y		Specify location and number of bike lockers that would be provided and means of access. Specify location of bike repair station, the facilities or supplies that would be provided, means of access and maintenance plan. Specify location and number of showers and lockers that would be provided, means of access and maintenance plan.
AT-5	Shared fleet of bikes		2		Provide an on-site shared fleet of free/rental bicycles for use by residents/ employees. Fleet should include at least 1 bicycle for every 10 DUs or 30 employees, with a minimum of 5 bikes.	Y	Y	N	Y		Specify size and designated area for the shared fleet, number of shared bikes that will be provided, access and maintenance plan
AT-6	Bike share	A. Develop a bike share station B. Provide membership to employees/residents C. Locate close to bike share station	5	2 or 4	Develop a bikeshare station within a quarter-mile walking distance, to be a part of the existing bikeshare network that can be accessed and used by residents/employees. Offer at least one annual bike share membership to each DU and/or full-time employee. Two points for a discounted membership; four points for complimentary memberships. Bike share station must be within a quarter-mile walking distance. Development is located within a quarter-mile walking distance of an existing bikeshare station that can be accessed and used by residents/employees.	Y	Y	Y	Y		Specify size and location of bikeshare station and the number of shared bikes that will be provided. Specify if the measure is being carried out and relevant programmatic details.
AT-7	Off-site pedestrian infrastructure		1-8		Develop or provide funding for off-site bicycle infrastructure (wide sidewalks, new crossings, connections to bike-ped paths, etc.). Points and requirements to be determined by the city staff. Facilities used by both cyclists and pedestrians can earn a maximum of 12 points in this category and AT-3. Does not apply to facilities provided within the project area (GDP for incrementally developed PDDs). Facilities must be open to the public.	Y	Y	Y	Y		Provide details on pedestrian facilities that will be developed- locations, widths, materials being used or indicate proposed monetary contribution to be provided to the City
AT-8	Traffic calming		2		Develop or provide funding for traffic calming measures such as speed humps and roundabouts. Cost of such improvements to be determined by staff.	Y	Y	Y	Y		Specify the proposed contribution and details of interventions it would be provided for.
HOV-1	Provide shuttle bus/vanpools		1-5		Provide or enroll in a program that provides vanpool options/shuttle services to every employee/resident. Shuttles/vanpools should connect to transit and commercial districts (for residential developments), or to transit or residential areas (for non-residential developments). Shuttles should not duplicate existing transit service.	Y	Y	Y	Y		Provide details of the vanpool/shuttle services - operational hours, destinations and distance covered, capacity, program implementation and management
HOV-2	Car share	A. Provide shared fleet of cars B. Provide car-share parking space C. Car-share memberships	4	2	Provide cars for shared use by employees or residents, not including commercial vehicles. Contract with car-share provider to place vehicles on site for use by car-share provider's customers. Offer memberships to every DU or employee for using car-share. Car-share vehicles must be located on-site or within a quarter-mile walking distance. One point for discounted memberships; two points for complimentary memberships.	Y	Y	N	Y		Specify the proposed number of cars and appropriate ratio. Specify the location and number of proposed car-share parking spaces. Specify if the measure will be carried out and any relevant programmatic details
HOV-3	Guaranteed ride home program		1		Provides a ride home in case of emergency for employees who do not drive to work.	N	Y	Y	Y		Provide details of the proposed GRH program
HOV-4	Pay for Transportation Network Company (TNC) rides to BRT		2		Pay for TNC (Uber, Lyft, etc.) or taxi rides for employees to access and use BRT as their primary mode of transit. For uses such as hotels and convention centers, offer guests/patrons contributions equivalent to 25, 50, 75, or 100 percent of the cost of a public transit day pass for each registered guest, for the number of days the visitor has booked travel, up to 7 days.	N	Y	Y	Y		Provide any relevant details.
HOV-5	Provide transit passes	A. For employees/residents B. For visitors/students	2-8	2-6	Provide monthly transit passes to employees/residents (one per DU). Points are based on the discount percentage: Two points for 25 percent subsidy, four points for 50 percent subsidy; six points for 75 percent subsidy; and eight points for free passes. Enroll in Madison Metro's commuter pass program for educational institutions to offer discounted passes to students. For uses such as hotels and convention centers, offer guests/patrons contributions equivalent to 25, 50, 75, or 100 percent of the cost of a public transit day pass for each registered guest, for the number of days the visitor has booked travel, up to 7 days.	Y	Y	Y	Y		Specify the level of contribution or incentive and how it will be provided and any additional information on measure implementation and outreach that demonstrates how the property owner will offer contributions or incentives
HOV-6	Contribute to bus facilities		1-8		Build or fund off-site transit facilities, including shelters, stations, bus pull-offs, and real-time arrival screens. Points to be determined by the city staff.	Y	Y	Y	Y		Specify the proposed contribution and other relevant details - this would be based on city requirements and approval
HOV-7	Transit measures for patrons/visitors/students	A. Transit ticket validation B. One-ride passes C. Sell Madison Metro passes	2	2	This measure would involve offering transit pass validation to all patrons i.e., a discount or a similar benefit for taking transit, similar to shoppers getting discounts for bringing their own carry bags. Provide free one-ride passes for patrons/clients/visitors, such that at least 25 percent of patrons receive a pass. Sell Madison Metro transit passes to visitors, patrons or students. All potential beneficiaries should be clearly informed about the availability of transit passes through appropriate signs or communication channels.	N	N	Y	N		Specify if the measure will be carried out and any relevant programmatic details.
IC-1	Marketing and informational campaign	A. Welcome packet and one annual promotional campaign B. Employee orientation and multiple annual promotional campaigns C. Financial incentives D. Personal consultation and information center	1	1	Provide informational materials/brochures on TDM and various sustainable transportation options as part of a welcome packet and conduct an annual promotional campaign. Introduce TDM and various sustainable transportation options during the employee orientation and conduct >1 promotional campaign annually. Offer all employees/DUs a financial incentive (cash, gift cards or other incentive like vacation time) to try sustainable transportation options. Potential financial incentives: At least a 10-ride transit pass (~20\$) per employee or dwelling unit Establish an information center/system with a part-time person available as the direct point of contact for tenants/employees/residents to disseminate information on TDM measures/sustainable transport options and handle queries and requests	Y	Y	Y	Y		Provide a description of the services that will be provided, details on program implementation and outreach. Number of beneficiaries and relevant programmatic details. Provide contact information of designated coordinator and a sample individualized transportation plan.
IC-2	Multimodal wayfinding signs		1		Provide all-weather multimodal wayfinding signage to public and active transportation facilities, major destinations and public amenities within a half mile walking distance, etc.	Y	Y	Y	Y		Specify locations for the proposed signage.
IC-3	Real-time bus/shuttle/vanpool arrival screen		1		Install a screen displaying real-time travel information for relevant bus, shuttle or vanpool service located within a quarter mile walking distance. The screen may show information on distance, time of arrival/departure, route, seat capacity, etc. The development should be located within a half mile radius of any bus/van/shuttle service.	Y	Y	Y	Y		Provide details on location of the screen and the routes it would be displaying information about.
LU-1	Affordable housing		1-10		Developments would be awarded one point for every 20 percent of units that are offered at or below 60 percent of Annual Median Income (AMI) and one point for every 10 percent of units that are offered at or below 30 percent of AMI. This is aligned with Madison's affordable housing interventions.	Y	N	N	N		Specify the number of affordable units and income levels to which they are affordable. Submit details on affordability restrictions for the project, the number, location, and sizes for all affordable units. City staff shall confirm that affordable units are offered as described in the project approvals.
LU-2	Location efficiency	A. For non-commercial uses B. For commercial uses	1-5	5	Refer to: https://www.walkscore.com/ which measures walkscore on a scale from 0 - 100 based on walking routes to destinations in the neighborhood area such as grocery stores, schools, parks, restaurants, and retail. Points are awarded incrementally with one point per decile starting at a walk score of 50. In case of different score deciles for different properties under the same development, points will be approved by city staff. Refer to: https://www.walkscore.com/ which measures walkscore on a scale from 0 - 100 based on walking routes to destinations in the neighborhood area such as grocery stores, schools, parks, restaurants, and retail. Add 5 to your existing walkscore, for every additional commercial storefront you are providing. Points would be awarded based on the percentage increase from the original walkscore: 20-40 % increase - 1 pt 40-60 % increase - 2 pts 60-80 % increase - 3 pts > 80% increase - 4 pts	Y	Y	N	Y		Specify the walk score value.
LU-3	Add LU mix	A. Two land uses B. Three land uses	2-4	4-6	2 points: one of the uses is 1 - 4 % of gross floor area 3 points: one of the uses is 4 - 8 % of gross floor area 4 points: one of the uses is > 8 % of gross floor area TBD 2 points: one of the uses is 1 - 4 % of gross floor area 3 points: one of the uses is 4 - 8 % of gross floor area 4 points: one of the uses is > 8 % of gross floor area TBD	Y	Y	N	Y		Provide a plan and relevant details of the proposed land uses including size Same as above
LU-4	Provide daycare facilities	A. Off-site daycare facility B. Onsite daycare facility	2	3	Development is located within a quarter mile distance of a daycare facility, that is available for use. Establish (or designate space for) an onsite daycare facility, to be used by residents or employees. This is an alternative to the LU mix-getting points under LU-4 for providing daycare service will exclude the floor area from being counted under LU-3 (land use mix measure).	Y	Y	N	Y		Indicate the location the childcare facility, within a quarter mile walking distance from the property, with relevant description on operational hours, days and capacity. Indicate the location of the space for the childcare facility, with relevant description.
LU-5	Provide other specific trip-reducing service		1		Provide any other specific trip-reducing service, such as on-site food service, pet-care service, laundry, playground, dogwalking/park. This would be approved based on the discretion of relevant city staff. Getting points under LU-5 for providing a trip-reducing service will exclude the floor area from being counted under LU-3 (land use mix measure).	Y	Y	N	Y		Indicate the designated location of the proposed facility, with relevant description
LU-6	Quarter-mile of all-day bus service		3	3	Development is located within a quarter mile walking distance of a regular, frequent, all-day bus service.	Y	Y	Y	Y		Specify location of bus stops/stations within a quarter mile distance and relevant bus routes.
P-1	Priced parking program	A. Cash out for employees B. Cash out for employees+monthly fee C. Unbundled for residential D. Unbundled for office/commercial tenants E. Charge users a daily minimum amount	5	7	Offer at least all full-time employees the choice to forgo parking space for an in-lieu cash payment. Offer at least all full-time employees the choice to forgo parking space for an in-lieu cash payment, in addition to charging for employee parking. Accessory Parking spaces shall be leased/sold separately from rental/purchase fees. Accessory Parking spaces shall be unbundled for the tenants and leased/sold separately from rental/purchase fees. Charge for parking on hourly or daily basis.	N	Y	Y	Y		Specify the measure in the TDM plan Indicate the number of beneficiaries for parking cashout
P-2	Shared parking agreement		1-2		Refer to zoning standards- Depends on percentage of reduction below the parking minimum. Points for projects renting public garages?	Y	Y	Y	Y		
P-3	Carpool preferential/free parking		1		Provide (free/preferential) earmarked parking space for carpool vehicles for employees	N	Y	Y	Y		Specify the measure in the TDM plan with location and capacity of parking spaces.
P-4	Visitor/Student parking management		2		Provide (free/preferential) earmarked parking space for carpool vehicles for students or visitors. Implement other measures to disincentivize driving alone, such as charging single-occupant vehicles. The same parking spaces would not earn points in both P-3 and P-4.	N	N	Y	Y		Specify the measure in the TDM plan with location and capacity of parking spaces.
O-1	Delivery measures (TBD)	A. Delivery Supportive Amenities B. Pick-up/drop-off space C. Provide Delivery Services	1	1	Provide area for receipt and temporary storage of deliveries - lockers, temporary storage for package and laundry deliveries, etc., temporary refrigeration for grocery deliveries (applicable for lower parking rates - below 1 stall per DU or 500sqft) Delineate a separate space within property for short-term pick-up/drop-off or loading/unloading from a delivery vehicle, located in a place and manner that does not impact safety and continuity of pedestrian and bike infrastructure - only for developments with low parking ratios Provide delivery services that reduce VMT from single-stop motorized deliveries - including deliveries by bicycle, on foot, or in a delivery vehicle that makes multiple stops (only during operational hours).	Y	Y	N	N		
O-2	In-lieu fee		1-4		Developers can choose to pay a fee in lieu of meeting some or all of some of the required points. The developer would still need to implement the three basic measures at the least. This would be approved based on the discretion of the city staff.	Y	Y	Y	Y		Needs to be approved by city staff If an applicant satisfies all their points through in-lieu contributions and bike parking + surrounding land uses, they would be exempt from future reporting. Applicants who meet a portion of their requirements with other TDM measures would still report and pay the program fee annually.
O-3	Innovative measure		1-4		Any other measures suggested by the developer may be given points based on approval of the city staff.	Y	Y	Y	Y		Submit plan/ details, as relevant As required by city staff.
Point Total				22							

	Small	Low-Medium	Medium	High-Medium	Large
Residential	10-25 du	25-50 du	50-100 du	100-150 du	150+ du
Employment	10-25,000 sf	25,000-50,000 sf	50,000-100,000 sf	100,000-150,000 sf	150,000+ sf
Parking Stalls per DU or 500 sq.ft. of non-residential 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
*Don't count loading area stalls for TDM measure assessment					
	<i>Atleast 10 stalls</i>				
Commercial	Under 40K	40-100K sqft	100-200K sqft	200K+ sqft	
Under parking minimums	no TDM	8	10	15	
1 - 1.25 X parking minimum	no TDM	10	15	20	
1.25 - 1.5 X PM	10	15	20	25	
1.5 - 1.75 X PM	15	20	25	30	
1.75 - 2 X PM	20	25	30	35	
2+ X PM	25	30	35	40	

*Refer to use-specific parking minimums, as given in the zoning code

110 stalls/144 units = 0.78 stalls per unit



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