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Sent: Monday, May 11, 2020 4:21 PM
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Subject: Comments on Madison Yards TDM plan

Plan Commission members -

I have attached an annotated version of the TDM plan for Madison Yards that will be before you tonight. I hope you are able to read the comments I made in the document. Unfortunately, I won't be able to comment in person because of another meeting.

In general, I find the plan rather weak. There is a lot of language that includes words such as: possibility, may, consider, could, "will look at," and other terms that do not hold the applicant to any firm standard.

This is the first site TDM plan that you have considered, and it isn't a good example. The applicant should be required to commit to certain actions -- and have measurable standards that they have to meet -- in order to receive permission to proceed.

There are a series of inaccurate details that make the plans seem better than they are, including, but not limited to:

- There are no bike lanes on Midvale at the northern end. There is not safe space for one to both be safely distant from the parked cars and for drivers to give bicyclists the legally-required three feet clearance. The only way to safely bike this portion of Midvale is to "take the lane" -- something that very few bicyclists feel comfortable doing.
- The closest BCycle station is the one at Digestive Health. The kiosk at Metcalfs is gone, and the next closest kiosk is at the UW Credit Union -- over 1/2 mile and requiring a crossing of both University Ave and Midvale. Neither of these stations is considered close enough to be considered a comfortable walking time/distance by bike-sharing standards.
- Pedestrian and bicycle access to site is very poor from the north. The Blackhawk Path is not connected to the site except at Whitney Way and Midvale except for the connect along Old Middleton Rd, which is indirect for reaching Madison Yards. It requires a switch-back from either the east or west - requiring someone to bypass the site and then backtrack.) Better crossings should be created at Segoe and a connection to Blackhawk Path, or the distance to this critical bicycle/pedestrian linkage should be recognized. One cannot reach this path at Segoe, and the entrance to the site off University Ave is not accessible to pedestrians and bicyclists. There are no bike lanes on University Ave in this section. There is a gap between Whitney and Segoe.

Consider the above when you decide if the connections are really there to make this site truly multimodal. At the besides correcting the incorrect information, I would suggest that the following should be minimums for the applicant.

- The applicant should be required to commit to funding a BCycle station within Madison Yards for a minimum of ten years. Right now, it is a suggested action, not a requirement.
- There are no requirements the applicant will provide strong TDM actions for both employees and residents. A TDM coordinator should be required to not just help employers, but also residents and employees. The TDM Coordinator should have their name, contact information, and available services provided to all new and existing employees and residents. Everyone who uses, works at, or lives at Madison Yards should have easy access to information. The TDM Coordinator should be proactive, not just reactive to requests.
- Every new employee or resident should be provided with a welcome packet to help them get started with alternatives to driving: A monthly transit pass, a free month of bike sharing, offers of individualized transit and bike route planning, a transit map, bike map, phone numbers to call to help with ride matching, information on emergency ride home, etc. Many people do not know about these resources, and a one-day TDM fair may not be convenient for them. The idea should be to form good habits before they get used to driving.

I hope you will consider these points and strengthen the elements of the TDM requirements for the applicant.

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](#)

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Madison Yards at Hill Farms

Transportation Demand Management Plan (TDMP)

March 4, 2020

Madison Yards Block 6, LLC, in consultation with the project consulting team and City of Madison Staff, has developed this Transportation Demand Management Plan (TDMP) for the Madison Yards at Hill Farms development located in the southwest quadrant of the University Avenue/Segoe Road intersection in Madison, Wisconsin. The Madison Yards redevelopment site is bounded by University Avenue and Old Middleton Road to the north, Segoe Rd to the east, Sheboygan Avenue to the south, and the new State Office Building to the west. The development plan for the site includes the previously completed removal of the former State of Wisconsin Department of Transportation building and future construction of a new mixed-use development including residential, hotel, retail, and office land uses. This TDMP documents bicycle, pedestrian, and transit connections currently available to the area and how users of the site will access those connections. It includes recommendations for transportation demand management strategies that the developer team plans to implement on the site, including providing bike parking, potential B-cycle stations, and kiosks with information for transit and bicycles. In addition, the memorandum includes recommendations for transportation demand management strategies that will be provided to future designers and tenants of each of the proposed block group within the Madison Yards development.

Commitment

The developer team is committed to creating a comprehensive and proactive TDMP for Madison Yards. Our intent is focused on building a single organization for the entire development to facilitate a shift from driving alone in a car to alternative public and private travel. The development of a TDMP for the site was requested by City of Madison staff and was included as a recommendation in the *Traffic Impact Evaluation* report completed for the site by Kimley-Horn in December of 2017. This document sets the framework for a comprehensive and proactive TDMP for the Madison Yards development and will be provided to all future designers and tenants. The recommendations in this TDMP are intended to reduce single occupancy vehicle (SOV) trips to/from the site with a goal of achieving a 30% non-motorized mode split for the development. The developer team will designate a TDM coordinator that will oversee, guide, promote, and monitor TDM activities for Madison Yards. The TDMP coordinator role will be part of the management entity responsible for managing the shared private streets, central green, and other common infrastructure responsibilities for entire Madison Yards development. The full structure of the management entity for the Madison Yards development is defined in the Declaration of Covenants Reservations, Restrictions and Easements for Madison Yards at Hill Farms. The management entity will assess annual fees to all development blocks for their respective share of the private management functions such as snow removal, security, landscaping, TDM implementation, marketing and stormwater maintenance. TDM activities will be used to establish and maintain structures and programs which advocate for alternative modes of transportation.

Existing Multimodal Connections

The development site currently has access to bicycle share and public transit options near the site. There are also nearby bicycle and pedestrian trails, which are accessible from the site. The General Development Plan (GDP) zoning submittal figures attached (**GDP Figures 3, 4, 5, and 11**) display the existing bicycle/pedestrian paths, existing and planned B-cycle stations, existing Metro Transit routes and bus stop locations, and the proposed pedestrian and bicycle circulation during the development site.

PEDESTRIAN

The redevelopment site is located in a walkable urban environment. As shown in **GDP Figure 3**, there is a dense network of sidewalks in the study area, and sidewalks are present on all of the study roadways surrounding the site. Crossing locations surrounding the site are currently provided at the intersections of University Avenue & Segoe Road, Segoe Road & Frey Street, Segoe Road & Sheboygan Avenue, Sheboygan Avenue & Eau Claire Avenue, and Eau Claire Avenue & Old Middleton Road. Additionally, a midblock crossing is currently present on the south side of the site along Sheboygan Avenue just east of the driveway to the Park Tower Apartments. The pedestrian infrastructure in the neighborhood has the potential to encourage walk trips to and from the site.

As shown in **GDP Figure 11**, the proposed development is planned to be laid out in blocks with interconnecting roadways between the blocks. Sidewalks and pedestrian crosswalks will be provided on the new roads internal to the site, providing adequate pedestrian accessibility within and to/from the site.

BICYCLE

The site is well-situated to promote bicycling as a viable mode of transportation. Existing bicycle paths near the site are shown in **GDP Figure 4**. In addition to these paths, the roadway network surrounding the site is accommodating to cyclists. University Avenue, Old Middleton Road, and Whitney Way have shoulder bicycle lanes in each direction near the site. Segoe Road, Sheboygan Avenue, Eau Claire Avenue, and Midvale Boulevard have wide shoulders for bicycle traffic and on-street parking. As shown in **GDP Figure 4**, three B-cycle stations are located within a ½ mile radius of the site and two potential B-cycle stations are currently proposed within the Madison Yards development.

The low-speed internal roadways of the development will provide a comfort level for cyclists traveling to/from origins destinations within the site on bike.

TRANSIT

Transit service in the project area is a strong asset, as Metro Transit has multiple routes that serve the development site area. As shown in **GDP Figure 5** (which was modified from the GDP version to show additional information for the purposes of this document), the following transit routes have bus stop locations immediately adjacent to the development site: 2, 8, 10, 12, 15, 28, 37, 38, 56, 57, 70, 71, 72. With the exception of Route 8, which provides weekend service only, all routes provide weekday service. Based on ridership data provide by Madison Metro, 4 of the 12 routes that provide weekday service near within the Madison Yards development currently have estimated average peak

loads during the rush hour that exceed the bus capacity of 32 people per bus. Descriptions for each route are provided below and detailed information is provided in **Table 1**.

Proximate Transit Routes

Route 2 is a local route serving Sheboygan Ave, University Ave, UW Hospital, UW Campus, State St, Capitol Square, and Johnson-Gorham areas. The route includes weekday peak service at 15-minute intervals between 6-9:30am and 3-7:30pm, otherwise arriving at 30-minute intervals during all daytime routes (including weekends and holidays) and hour intervals after 9pm. At least one of the weekday average peak loads estimated for this route during the rush hour exceed the bus capacity at stops 2175 and 2376.

Route 8 is a local route between Capitol Square and Spring Harbor, serving State St, UW Campus, University Ave, Sheboygan Ave, and Old Middleton Rd areas. Service is limited to weekends and holidays, arriving once an hour between 7am-10pm.

Route 10 is a local route between Union Corners and Sheboygan Avenue, including stops at East HS, Jenifer St, Johnson-Gorham, Broom-Bassett, UW Campus, University Ave, UW Hospital, and Sheboygan Ave. This route does not include weekend or holiday service, and does not run at times when UW is not in session. Hourly service occurs between E. Washington and E. Gorham between 7am-3:15pm. Increased service occurs near campus between 7:30am-9pm, with buses arriving approximately every 10 minutes during peak hours and every 30 minutes during non-peak hours.

Route 12 is a local route between Dutch Mill Park & Ride and Capitol Square operating only during weekday peak hours (6:00am - 9:00am and 3:00pm - 6:00pm). It serves Lake Point Drive, Alliant Energy Center, Capitol Square, State St, UW Campus, and University Ave areas.

Route 15 is a local route between Junction Ridge and Capitol Square including stops at areas such as Prairie Towne Center, High Point Rd, Old Sauk Trails Office Park, Greenway Station, Old Middleton Rd, Sheboygan Ave, University Ave, UW Campus, State St, Capitol Square, East Washington Ave, Metro Administration Facility, East HS, and Milwaukee St. Weekday service arrives approximately every 30 minutes between 5:30am and 10:45pm. This route does not include weekday or holiday service. At least one of the weekday average peak loads estimated for this route during the rush hour exceed the bus capacity at stops 2370 and 2513.

Route 28 is a local route connecting Johnson-Gorham, UW Campus, Observatory Drive, UW Hospital, and University Ave areas. Service occurs during weekday peak hours and runs approximately every 15 minutes between 5:30- 9:30am and between 2:30-6:30pm.

Route 37 is a local route with service only during weekday peak hours and only in the peak direction between Sheboygan Ave and Pflaum Rd, serving University Ave, UW Campus, State St, Capitol Square, E Washington Ave, Metro Administration Building, Atwood Ave, Buckeye Rd, and Dean Clinic East. On weekday service days, the route operates in the Pflaum Road direction approximately every 15 minutes between 6:45-10am and in the Sheboygan Avenue direction between 3:30-6pm.

Route 38 is a local route travelling between Pflaum Rd and UW Campus/Sheboygan Ave. It includes stops at LaFollette HS, Turner Ave, Atwood Ave/Oakridge Ave, Jenifer St, Wilson St, Broom-Bassett,

UW Campus, Observatory Dr, UW Hospital, and University Ave areas. Service is exclusive to peak hours and in the peak direction only. The route arrives every 15 minutes between 5:30-9:30am in the morning in the Sheboygan Avenue direction and from 2:45-6:45pm in the evening in the Pflaum Road direction.

Route 56 is a local route serving East Pass, McKenna Blvd, Reetz Rd, Whitney Way, Sheboygan Ave, UW Campus, State St, Capitol Square, E Washington Ave, Metro Administration Facility, East HS, and Commercial Ave. It has limited stop service between the West Transfer Point and UW Campus. Service occurs only during morning and evening peak hours, approximately every 30 minutes between 6-8am and between 4-6pm.

Route 57 is a local route serving East Pass, Muir Field Rd, Piping Rock Rd, Whitney Way, Sheboygan Ave, UW Campus, State St, Capitol Square, E Washington Ave, Metro Administration Facility, East HS, and Commercial Ave, with limited stop service between West Transfer Point and UW Campus. Service is limited to peak hours, occurring approximately every 30 minutes between 6-8:30am and between 4-6:30pm. At least one of the weekday average peak loads estimated for this route during the rush hour exceed the bus capacity at stop 2175.

Route 70 is a local route between Middleton and Capitol Square, including stops at State St, UW Campus, University Ave, Spring Harbor, Marshall Park, Century Ave, Donna Dr, Branch St-Terrace Ave-Discovery Springs, and Greenway Station. Service is available on weekdays, arriving every 30 minutes between 5am-11:30pm.

Route 71 is a local route between Middleton and Capitol Square serving State St, UW Campus, University Ave, Spring Harbor, Marshall Park-Terrace Ave/Parameter St-Discovery Springs, and Greenway Station areas, with limited service between Whitney Way and the UW Campus. Service is limited to peak hours and occurs approximately every 30 minutes between 6:30-8:30am and between 4-5:30pm.

Route 72 is also a local route between Middleton and Capitol Square. It serves State St, UW Campus, University Ave, Spring Harbor, Marshall Park-Terrace Ave/Parameter St-Discovery Springs, and Greenway Station areas. It has limited service between Whitney Way and the UW Campus. Service occurs during peak hours only and arrives at approximately 30-minute intervals between 6:15-8:30am and between 4-5:30pm. At least one of the weekday average peak loads estimated for this route during the rush hour exceed the bus capacity at stop 2370.

TDMP Strategies

The following sections describe the recommended transportation demand management strategies for the proposed Madison Yards development.

SITE WIDE / GLOBAL

The following items are committed to be provided within the site. Specific information for each of these items, designed to support the reduction of SOV trips, will be provided as part of Specific Implementation Plans that will be individually approved for each phase of the development.

- Kiosks/Posting Areas with transit and bicycle information throughout the site.

- Well-defined bus stops on Sheboygan Avenue and Segoe Road.
- A goal of at least one Madison B-cycle station within the site (pending cost negotiations with B-Station, a private, for-profit company).
- Dedicated areas for indoor and outdoor bike parking within the site.
- Dedicated preferred parking stalls for rideshare a car sharing program (e.g. UBER, Lyft, HOURCAR, Zipcar) within the site.
- A comprehensive parking enforcement strategy will be implemented to enforce posted parking restrictions and prevent daily employees from parking in short-term retail/commercial spaces.

TDM COORDINATOR

The ownership entity for the private streets, central green, and infrastructure (currently, Lot 6) will designate a coordinator role within the operations team to manage TDM activities for the entire Madison Yards development. Each block will be assessed annual fees to fund the TDM program as well as to maintain common development items, including bus shelters, potential B-cycle stations, parking enforcement, storm water, and private law enforcement for the development. The TDM coordinator will have the following responsibilities:

- Serve as the liaison to the Madison TDM Coordinator, Madison Traffic Engineering and Planning Departments regarding the TDMP including provide Madison staff with updated contact information if the coordinator were to change.
- Collect and report performance metrics to the City on an annual basis (metrics are defined in the *Performance Metrics* section of this document) for five years following the completion of each phase of the development
- Review and evaluate the effectiveness of the TDM strategies being implemented within the development against the collected performance metrics and 30% non-motorized mode split goal. Communicate the results to Madison TDM Coordinator, City Traffic Engineering, Madison Metro, and Ped/Bike coordinators
- Provide the TDMP to all future designers of each block group and tenants within the Madison Yards development.

Work with each TDM Liaison annually to develop and implement TDM strategies identified for each use within the block group. Provide guidance on how to adjust strategies each year based on the results of the evaluation of the collected performance metrics.

- Recommend revisions to the 30% non-motorized mode split goal. Revisions to the goal can be approved by City Traffic Engineering or the City of Madison Planning Commission
- Encourage the State of Wisconsin to designate a TDM Liaison to increase state employee and visitor use of alternative transportation.
- Work with entities to organize a bulk purchase program for transit passes.

- Coordinate site-wide promotions for special events and incentives such as Bike to Work Week.
- Meet annually with the Madison TDM coordinator to discuss opportunities.

RESIDENTIAL USES

The TDM coordinator will encourage and assist future property managers of residential buildings to do the following:

- Designate a TDM Liaison(s) for each land use within the various block groups to coordinate the various TDM strategies that require ongoing attention. The responsibilities of the TDM Liaison(s) / TMA may include, but are not limited to, upkeep of transit information kiosk and other communications, completion and distribution of welcome packets, facilitating resource sharing of TDM strategies among future tenants, and fulfilling requests for annual guest transit passes or transit cards.
- Separate the cost of residential parking from residential leases, and do not require residents with no cars to rent a parking stall as part of their lease.
- Provide car share options within the site to facilitate travel for individuals that do not have access to a car.
- Promote biking as a mode of transportation to and from residences by providing bicycle amenities, including short-term bicycle spaces for the residents, guests, and employees, long-term covered, secured bicycle parking for residents, and a bicycle air/repair station.
- Provide residents the option of subscribing to broadband (fiber or wireless) internet access. Where relevant, provide information and promote telecommuting to residents and employees.
- Maintain information on transportation alternatives available to residents, guests, and employees through a variety of mediums, including print and online media.
- Develop and maintain a policy that provides for truck and service deliveries outside of peak traffic periods. This does not include FedEx/UPS-type deliveries.
- Develop and implement an incentive program in order to actively encourage residents, guests, and employees to use alternative modes of transportation.
- Provide orientation packets to residents, guests, and employees detailing ways to reduce vehicle travel, including information on nearby transit and bicycle/pedestrian facilities and amenities. Orientation packets may include the following:
 - Transit passes or a pre-loaded transit card. These passes will promote trial or guest use of the local transit system. Upon request from a resident, four additional passes or equivalent transit card credit will be provided to residents on an annual basis for guest use.
 - Information on Wisconsin's Rideshare Program, RIDESHARE, etc. To encourage and match commuter carpools and vanpools since the work or home destination is a commonality.

- Information on the Guaranteed Ride Home program provided through RIDESHARE, etc. The program offers a backup / emergency ride home from work to employees who regularly travel to work via carpool, vanpool, mass transit, or bicycle for up to six times per year.
- Information on car sharing programs (e.g. Car2Go, HOURCAR, Zipcar). Note the location of the designated parking spaces for these vehicles near the site, as well as shared car parking instructions.
- Commit to hosting up to two (2) sessions per year where Madison Metro, Rideshare, Etc., shared bike and car providers can come to the site to conduct a commuter fair and educate residents and employees on commuting options.

RETAIL / COMMERCIAL USES

The TDM coordinator will encourage and assist future business owners and employers to do the following:

- Designate a TDM Liaison(s) for each land use within the various block groups to coordinate the various TDM strategies that require ongoing attention. The responsibilities of the TDM Liaison(s) may include, but are not limited to, upkeep of transit information kiosk and other communications, completion and distribution of welcome packets, and facilitating resource sharing of TDM strategies among future tenants.
- Post information on the business website about how to arrive to the retail / commercial via transit & bicycle.
- Promote biking as a mode of transportation to and from retail / commercial uses by providing bicycle amenities, including bicycle spaces for employees and customers and a bicycle air / repair station.
- Provide information to the public on available car share options within the site.
- Provide preferential parking for designated rideshare users (carpool or vanpool).
- Work with the TDM Coordinator to evaluate the possibility of providing transit subsidies to employees to reduce the cost of transit by offering prepaid or discounted transit passes to employees. Cost sharing can be done in various ways, including employer subsidized, transit agency subsidized, shared cost partnerships or variations of each. Federal tax law allows employees to receive a transit subsidy (to an IRS maximum) without incurring tax liability for the benefit, and Wisconsin offers employers tax credit for offering commuting options.
- Maintain information on transportation alternatives available to customers and employees through a variety of mediums, including print and online media.
- Develop and maintain a policy that encourages truck and service deliveries outside of peak traffic periods. This does not include FedEx/UPS-type deliveries.
- Provide information and promote telecommuting to employees.
- Promote special events and incentives such as Bike to Work Week.

- Provide orientation packets to employees detailing ways to reduce vehicle travel, including information on nearby transit and bicycle/pedestrian facilities and amenities. Orientation packets can include the following:
 - Transit passes or a pre-loaded transit card. These passes will promote trial or guest use of the local transit system.
 - Information on Wisconsin's Rideshare Program, RIDESHARE, etc. To encourage and match commuter carpools and vanpools since the work destination is a commonality.
 - Information on the Guaranteed Ride Home program provided through RIDESHARE, etc. The program offers a backup / emergency ride home from work to employees who regularly travel to work via carpool, vanpool, mass transit, or bicycle for up to six times per year.
 - Information on car sharing programs (e.g. Car2Go, HOURCAR, Zipcar). Note the location of the designated parking spaces for these vehicles near the site, as well as shared car parking instructions.
- Commit to hosting up to two (2) sessions per year where Madison Metro, Rideshare, Etc., shared bike and car providers can come to the site to conduct a commuter fair and educate employees on commuting options.

OFFICE / MEDICAL OFFICE USES

The TDM coordinator will encourage and assist future office and medical employers to do the following:

- Designate a TDM Liaison(s) for each land use within the various block groups to coordinate the various TDM strategies that require ongoing attention. The responsibilities of the TDM Liaison(s) may include, but are not limited to, upkeep of transit information kiosk and other communications, completion and distribution of welcome packets, and facilitating resource sharing of TDM strategies among future tenants.
- Post information on the business website about how to arrive to the office / medical office via transit and bicycle
- Promote biking as a mode of transportation to and from the office / medical office by providing bicycle amenities, including bicycle spaces for employees / visitors and a bicycle air / repair station.
- Provide on-site showers and personal locker facilities for employees.
- Provide car share options within the site to facilitate travel for individuals that do not drive to work or have access to a car.
- Provide preferential parking for designated rideshare users (carpool or vanpool).
- Work with the TDM Coordinator to evaluate the possibility of providing transit subsidies to employees to reduce the cost of transit by offering prepaid or discounted transit passes to employees who agree to commute primarily by transit. Cost sharing can be done in various ways, including employer subsidized, transit agency subsidized, shared cost partnerships or variations of each. Federal tax law allows employees to receive a transit subsidy (to an IRS

maximum) without incurring tax liability for the benefit, and Wisconsin offers employers tax credit for offering commuting options.

- Maintain information on transportation alternatives available to visitors and employees through a variety of mediums, including an electronic kiosk in a building common space. The kiosk may include an on-screen trip planning application, as well as provide real-time information to transit, bicycle / pedestrian, bicycle rental, and other multimodal resources.
- Provide lobby amenities including, umbrellas, rain jackets, and other items available to facilitate midday walking trips during inclement weather.
- Develop and maintain a policy that encourages truck and service deliveries outside of peak traffic periods. This does not include FedEx/UPS-type deliveries.
- Promote special events and incentives such as Bike to Work Week.
- Provide orientation packets to employees detailing ways to reduce vehicle travel, including information on nearby transit and bicycle/pedestrian facilities and amenities. Orientation packets can include the following:
 - Transit passes or a pre-loaded transit card. These passes will promote trial or guest use of the local transit system.
 - Information on Wisconsin's Rideshare Program, RIDESHARE, etc. To encourage and match commuter carpools and vanpools since the work destination is a commonality.
 - Information on the Guaranteed Ride Home program provided through RIDESHARE, etc. The program offers a backup / emergency ride home from work to employees who regularly travel to work via carpool, vanpool, mass transit, or bicycle for up to six times per year.
 - Information on car sharing programs (e.g. Car2Go, HOURCAR, Zipcar). Note the location of the designated parking spaces for these vehicles near the site, as well as shared car parking instructions.
- Consider alternate work arrangements for employees including:
 - *Telecommuting*: Arrangement for employees to work at remote locations one or more days per week rather than commuting to the work site. Technology plays an important role in telecommuting, since many employees will need to maintain a virtual connection with the worksite in order to access necessary information and/or people.
 - *Flexible Work Hours*: Employees are allowed to choose their clock-in/clock-out times. Core hours may be required to maintain a certain amount of the work-day for scheduling face-to-face interactions, collaborations, and meetings without conflicting with flexible start and end times.
 - *Staggered Work Hours*: Good for large facilities where work schedules are regular, causing long arrival and departure lines. Individual groups may be assigned to fixed arrival/departure, typically over a one- to three-hour period.
 - *Compressed Work Week*: Employees are allowed to work fewer days per week or over a two-week period by increasing the number of hours worked per day. Common schedules:

- 9/80 (employees work 9 hours per day for a two-week period and get the 10th day off)
- 10/80 (employees work 10 hours per day for one-week and get the 5th day off)
- Commit to hosting up to two (2) sessions per year where Madison Metro, Rideshare, Etc., shared bike and car providers can come to the site to conduct a commuter fair and educate employees on commuting options.

Performance Metrics

For the first five years after each phase of the development is completed, the TDM coordinator will collect the following information annually. After the information is reviewed and evaluated, the results will be provided to City of Madison staff.

- Current contact information for each TDM Liaison
- Summary of TDM strategies that occurred within the previous calendar year within the development
- List of on-going strategies currently being implemented within the development
- Number of attendees that attended commuter fairs held within the development
- Number of employers offering prepaid or discounted transit passes
- Summary of mode share survey results for Madison Yards

The mode share survey will be developed in coordination with City staff, and the survey questions will be customized for each block-group based upon its land uses. An example mode share survey provided by the City of Madison, and based on the survey included in Appendix C of the Dane County *Employer's Guide to a Commute Solutions Program* guidebook, is included as **Attachment F**. This survey will be the basis of those developed for each block-group within the Madison Yards development. As such, it is anticipated that the questions included for the Madison Yards surveys will be similar in nature to those included on the attached example.

TDM Resources

The following transportation demand management resources are available for multimodal transportation options and transportation demand within the City of Madison.

- **Madison Metro Transit:** <http://www.cityofmadison.com/metro/>
- **Madison B-cycle:** <https://madison.bcycle.com/>
- **RIDESHARE, etc.:** <https://www.rideshareetc.org/rp2/Home/Home>
- **City of Madison Transportation Demand Management Objectives and Policies:** https://www.cityofmadison.com/dpced/planning/transportationmasterplan/documents/System_2_TDM.pdf
- **Madison Area MPO Rideshare Information for Employers:** <http://www.madisonareampo.org/rideshare/foremployers.cfm>
- **Wisconsin DOT Commuter Benefit Program Information for Employers:** <http://wisconsindot.gov/Pages/travel/road/rideshare/employer.aspx>

Attachments

The following attachments are included to supplement this memorandum:

- A. Table 1: Detailed Transit Service Near Madison Yards
- B. GDP Figure 3 - Circulation Diagram – Pedestrian
- C. GDP Figure 4 - Circulation Diagram – Bicycle
- D. Modified GDP Figure 5 - Circulation Diagram – Public Transit
- E. GDP Figure 11 - Internal Pedestrian & Bicycle Circulation
- F. City of Madison – Example Mode Share Survey

Table 1: Detailed Transit Service Near Madison Yards

Route ¹	Stops Near Madison Yards ¹	Direction of Travel	Service Description	Weekday AM Peak (6am – 9:30am)		Weekday PM Peak (3pm – 7:30pm)	
				Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway	Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway
2	2175, 2101, and 2395	North Transfer Point (eastbound along Sheboygan Avenue)	All day on every service day	14	6:07am – 9:23am / 15-minute	22	3:07pm – 7:22pm / 15-minute
	2184, 2100, and 2376	West Transfer Point (westbound along Sheboygan Avenue)		6	6:42am – 9:14am / 30-minute	19	3:01pm - 7:21pm / 15-minute
8	2175, 2101, and 2395	Capitol Square (eastbound along Sheboygan Avenue)	All day on weekends and holidays	No Weekday Service			
	2184, 2100, and 2376	Spring Harbor (westbound along Sheboygan Avenue)					
10	2175, 2101, 2395, and 2923	Union Corners (eastbound along Sheboygan Avenue)	Weekday service 7:00am – 6:00pm	15	7:11am – 9:22am / 5-minute to 18-minute	19	3:15pm – 7:05pm / 9-minute to 30-minute
	2846, 2184, 2100, and 2376	University Row (westbound along Sheboygan Avenue)	Weekday service 7:00am – 10:00pm	5	8:04am – 9:20am / 5-minute to 30-minute	22 ³	3:02pm - 7:10pm / 4-minute to 30-minute
12	2513 and 2923	Dutch Mill (eastbound along University Avenue)	Weekday service 3:00pm – 6:00pm	No Service		4	4:21pm - 5:50pm / ~30-minute
	2370 and 2902	West Transfer Point (westbound along University Avenue)	Weekday service 6:00am – 9:00am	4	6:33am – 7:59am / ~30-minute	No Service	

Route ¹	Stops Near Madison Yards ¹	Direction of Travel	Service Description	Weekday AM Peak (6am – 9:30am)		Weekday PM Peak (3pm – 7:30pm)	
				Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway	Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway
15	2175, 2101, and 2395	East Transfer Point (eastbound along Sheboygan Avenue)	All day service on every weekday (limited service in certain areas beyond the site)	6	6:26am – 8:54am / 15- to 60-minute	8	3:14pm – 7:06pm / 30- to 60-minute
	2513	East Transfer Point (eastbound along Old Middleton Road/University Avenue)		9	7:17am – 9:19am / 15-minute	No Service	
	2923	Junction Ridge (westbound along Sheboygan Avenue)		15	6:27am – 9:20am / 5- to 15-minute	8	3:16pm – 7:06pm / 30-minute
	2846, 2184, 2100, and 2376	Junction Ridge (westbound along Sheboygan Avenue)		7	6:12am – 09:08am / 30-minute	3	6:08pm – 7:26pm / 30- to 60-minute
	2370 and 2902	Junction Ridge (westbound along Old Middleton Road/University Avenue)		No Service		10	3:07pm – 5:51pm / 10- to 25-minute
28	2513 and 2923	North Transfer Point (eastbound along University Avenue)	Weekday service 2:00pm – 6:00pm	No Service		8	4:29pm – 6:16pm / 15-minute
	2370 and 2902	West Transfer Point (westbound along University Avenue)	Weekday service 5:00am – 9:00am	8	6:31am – 9:07am / 15- to 45- minute	No Service	
37	2175, 2101, 2395, and 2923	Pflaum Road (eastbound along Sheboygan Avenue)	Weekday service 7:00am – 10:00am	2	6:42am – 7:10am / ~30-minute	No Service	

Route ¹	Stops Near Madison Yards ¹	Direction of Travel	Service Description	Weekday AM Peak (6am – 9:30am)		Weekday PM Peak (3pm – 7:30pm)	
				Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway	Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway
38	2370 and 2902	Sheboygan Avenue (westbound along University Avenue/Old Middleton Road)	Weekday service 5:00am – 9:00am	8	6:01am to 7:59am / ~15-minute	No Service	
56	2175 and 2101	North Transfer Point (eastbound along Sheboygan Avenue)	Weekday service 6:00am – 9:00am	7	6:18am – 9:18am / 30-minute	No Service	
	2100 and 2376	McKee Road (westbound along Sheboygan Avenue)	Weekday service 3:00pm – 6:00pm	No Service		6	3:26pm – 5:57pm / 30-minute
57	2175 and 2101	North Transfer Point (eastbound along Sheboygan Avenue)	Weekday service 6:00am – 9:00am	5	7:04am – 9:03am / 30-minute	No Service	
	2100 and 2376	McKee Road (westbound along Sheboygan Avenue)	Weekday service 3:00pm – 6:00pm	No Service		5	3:41pm – 5:42pm / 30-minute
70	2923	Capitol Square (eastbound along University Avenue)	Weekday service 5:00am – 6:00am (extended), 9:00am – 3:00pm, and 6:00pm – 11:00pm	1	6:30am	2	3:39am and 6:38pm
	2370	Middleton (westbound along University Avenue)		1	9:27am	1	6:51pm
71	2923	Capitol Square (eastbound along university Avenue)	Weekday service 3:00pm – 6:00pm	5	7:00am - 8:57am / 30-minute	4	4:16pm - 5:46pm / 30-minute

Route ¹	Stops Near Madison Yards ¹	Direction of Travel	Service Description	Weekday AM Peak (6am – 9:30am)		Weekday PM Peak (3pm – 7:30pm)	
				Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway	Number of Buses Departing Each Stop	First – Last Departure Time ² / Approximate Service Headway
	2370	Middleton (westbound along University Avenue)	Weekday service 6:00am – 9:00am	4	6:35am - 8:05am / 30-minute	6	3:27pm - 5:59pm / 30-minute
72	2923	Capitol Square (eastbound along university Avenue)	Weekday service 6:00am – 9:00am	6	6:45am - 9:12am / 30-minute	4	4:28pm - 5:58pm / 30-minute
	2370	Middleton (westbound along university Avenue)	Weekday service 3:00pm – 6:00pm	4	6:55am - 8:21am / 30-minute	7	3:10pm - 6:12pm / 30-minute

1 - Routes and Stop locations are shown on attached GDP Figure 5

2 - Within the vicinity of the Madison Yards development, departure time for the first stop and last stop in the direction of travel.

3 - Bus does not stop at each bus stop during every trip. Some of the bus stops have as low as 12 bus departures during the PM peak.

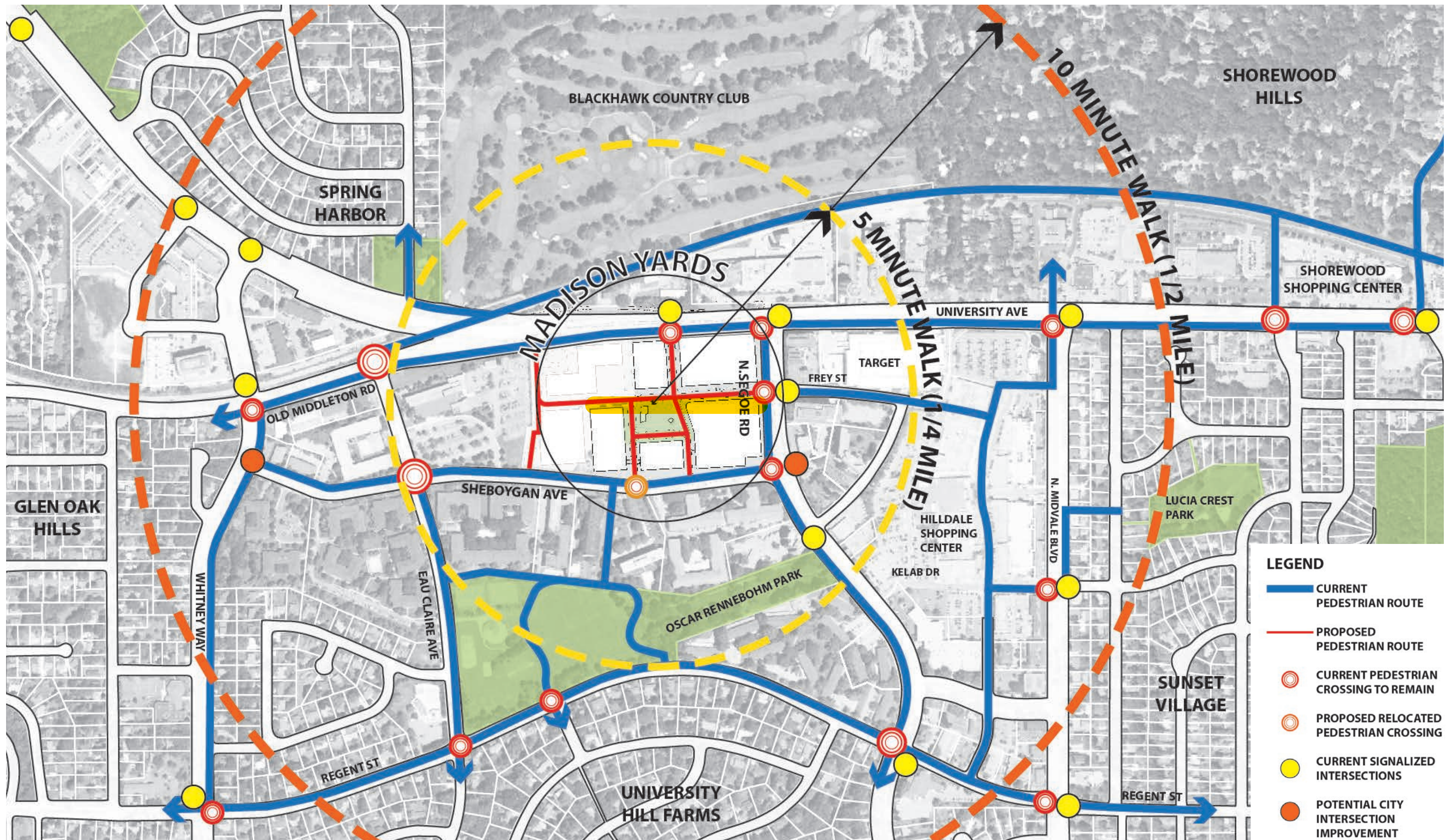
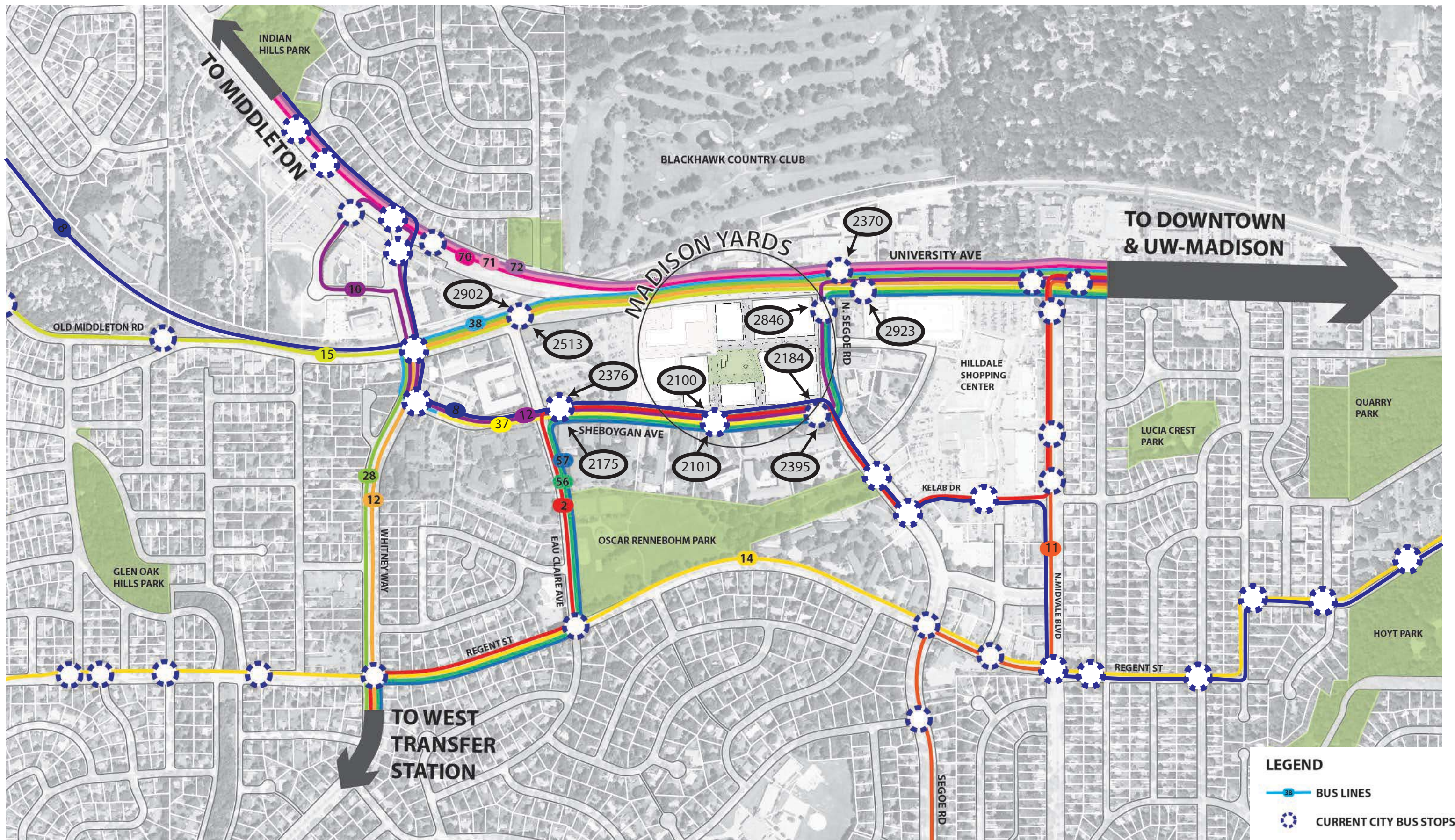


FIGURE 3 - CIRCULATION DIAGRAM - PEDESTRIAN



FIGURE 4 - CIRCULATION DIAGRAM - BICYCLE



MODIFIED FIGURE 5 - CIRCULATION DIAGRAM - PUBLIC TRANSIT

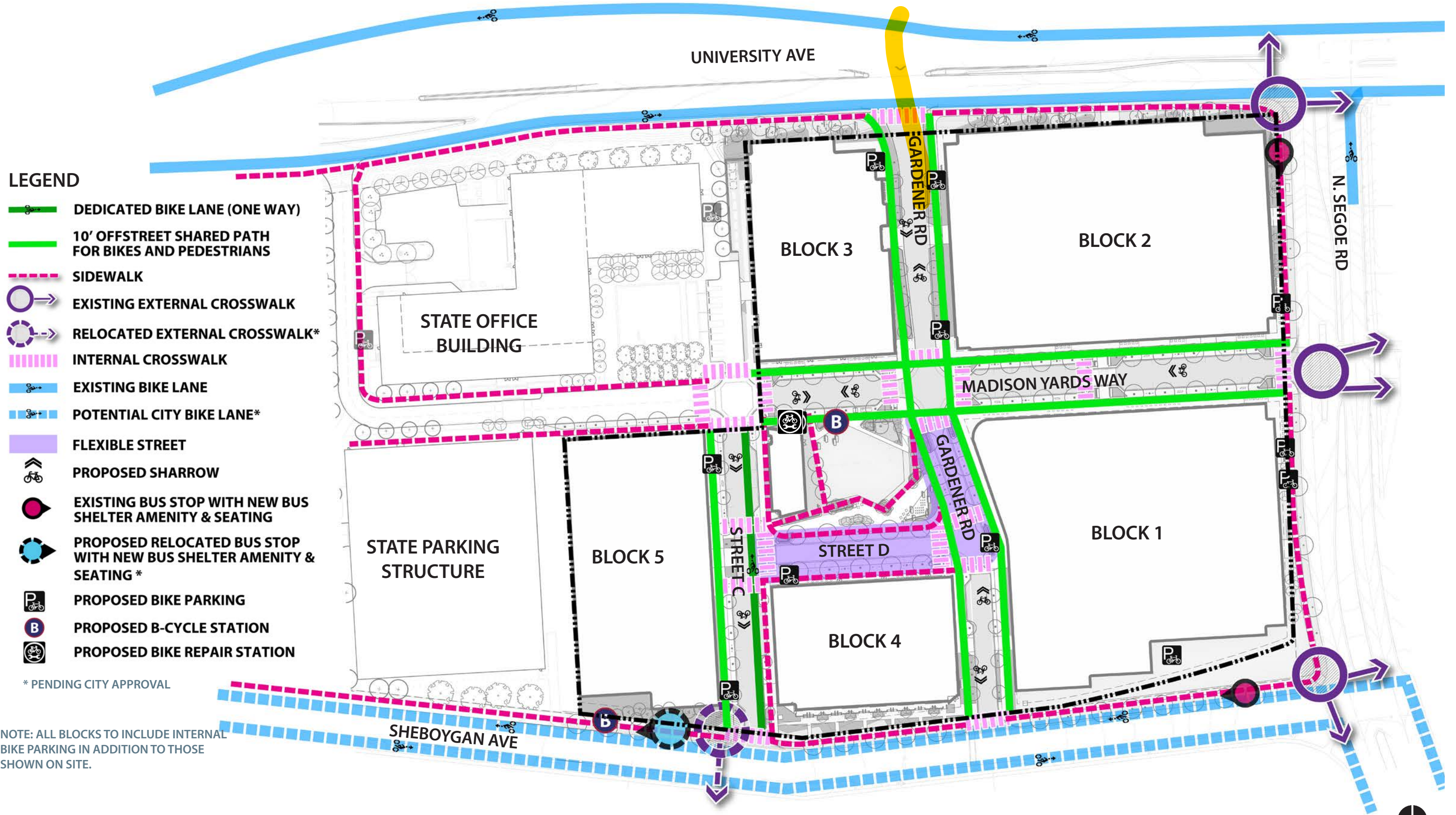


FIGURE 11 - INTERNAL PEDESTRIAN & BICYCLE CIRCULATION

ATTACHMENT F

Employee Commuting Survey

1. In the prior week, how did you travel to work each day?

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

- A. Drive Alone
- B. Metro Transit
- C. Carpool with one other person
- D. Carpool with two or more other people
- E. Vanpool
- F. Bicycle
- G. Walk
- H. Motorcycle or moped
- I. Worked from home
- J. Worked from other location
- K. Day Off

2. If you drove, carpooled or vanpooled during the week where did you park?

- Free employee parking lot
- Paid employee parking lot
- Paid parking - not affiliated with employer
- Free street parking
- Other (please specify)

3. When do you typically:

Arrive at work? _____

Depart work? _____

4. Is there a time of day you find it hard to get to or from work? (Check all the apply)

- Early morning (5:00-7:00 a.m.)
- Mid morning (7:00-9:00 a.m.)
- Late morning (9:00 a.m.-noon)
- Early afternoon (noon-3:00 p.m.)
- Late Afternoon (3:00-6:00 p.m.)
- Evening (6:00-9:00 p.m.)
- Late night (9:00 p.m.or later)

5. If you frequently walk, bike, take transit, carpool or vanpool to work, what are your main reasons?

Rank from Very Important to Not Important

- Cost Savings
- Save wear and tear on personal vehicle
- Stress reduction
- Guaranteed Ride Home program
- Time Savings
- Convenience
- Employer offered incentives
- Environmental Concerns
- No or limited access to a car
- Enjoy time spent not driving
- Other (please specify)

6. If you frequently drive alone to work, what are your main reasons?

Rank from Very Important to Not Important

- Need my car at work for company related business
- Need my car at work for personal errands
- Need to run errands before or after work that require a car
- Don't have anyone to ride with
- Prefer to not depend on others
- Need to transport my children
- Safety concerns
- Cannot get home in an emergency
- Parking is free or inexpensive
- Irregular work schedule
- Other options would take too much time
- No reasonable transit option
- Poor bike and pedestrian facilities for your trip
- Other (please specify)

7. What would encourage you to bus, bike, walk, carpool, vanpool to work if you don't already?

Rank from Very Important to Not Important

- Discounted/free parking rates for carpools
- Subsidy for bus fare
- Reserved carpool parking close to building
- Guaranteed Ride Home in case of an emergency
- Child care facilities at or near work
- Help finding people with whom to carpool
- Improved bike route to work
- Higher parking rates for those driving alone
- Financial incentives for not driving to work
- Use of company car during work day
- More flexible work hours
- More fixed work hours
- Change of work shift
- Secure bike parking
- Showers and clothing lockers
- Other (please specify)

8. If you drive alone, would you consider using a different option on an occasional basis?

- Yes
- No

If yes, what modes? Check all that you would consider.

- Carpool
- Vanpool
- Metro Transit bus
- Walk
- Bicycle

9. Where do you reside?

Address _____

OR

Nearest street intersection:

On Street: _____

At Street: _____

10. Please provide any suggestions you have for improving transportation options.