

## **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.

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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