



DRAFT TDM PROGRAM REVISIONS

City of Madison Department of Transportation

October 4, 2021

MADISON DEPARTMENT



OF TRANSPORTATION



State
Smart Transportation
Initiative

Practical Solutions to Move America Forward

OUTLINE

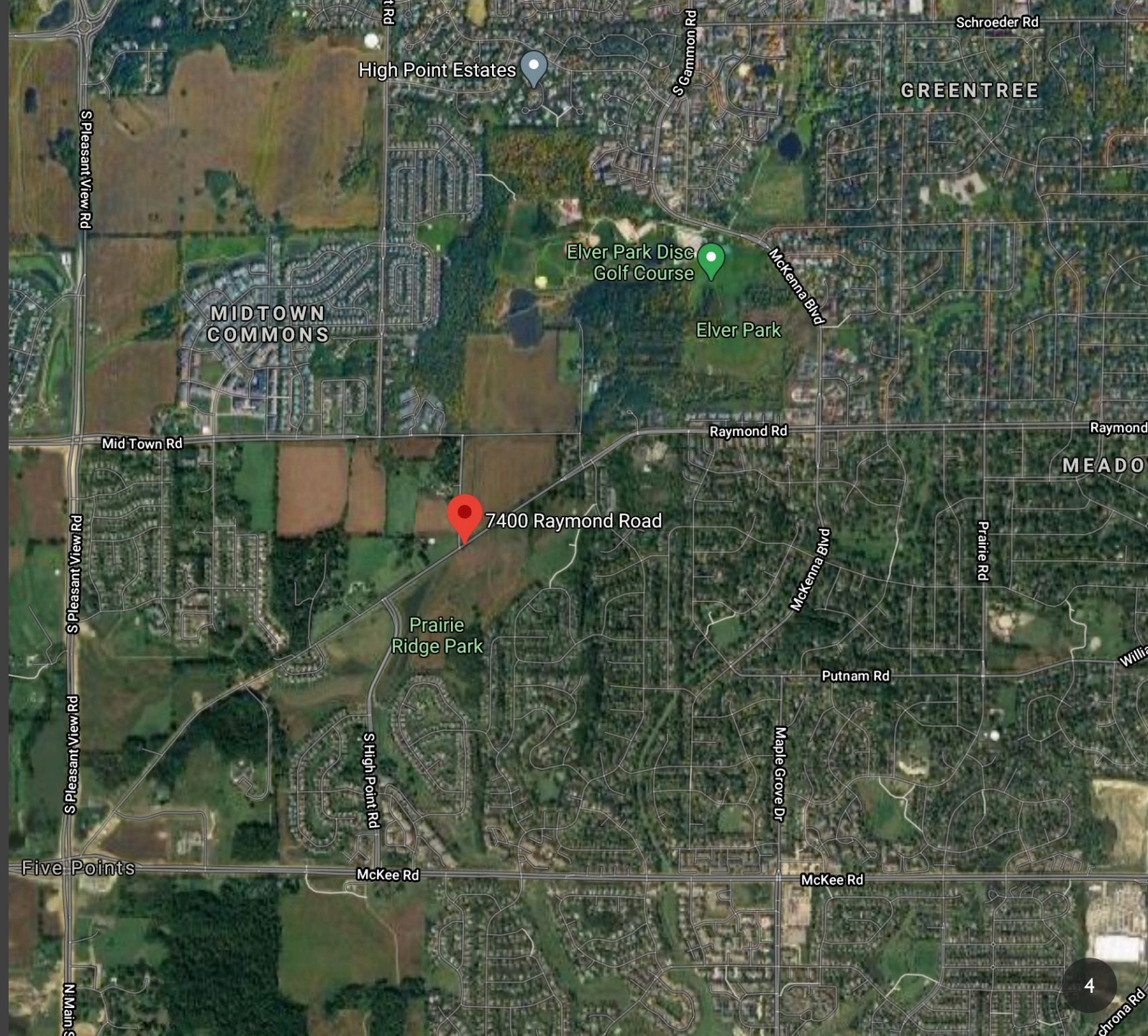
- Issue 1: TDM Requirements for Peripheral Developments
- Issue 2: TDM Program Complexity
- Issue 3: Point Value Adjustments
- Issue 4: Handling Mall Parcels
- Impact on Illustrative Projects
- Updates and Next Steps

ISSUE #1: TDM REQUIREMENTS FOR PERIPHERAL DEVELOPMENTS

- City received feedback that program was [too difficult for peripheral developments to meet](#)
- Previous TDM program draft relied heavily on walkscore to derive base-points, which increased TDM requirements in periphery
- Problematic, since many highly-effective measures are unavailable on periphery (transit, bike share, car share, etc.)
- Could [penalize catalytic development](#) and reward projects coming after

PERIPHERAL DEVELOPMENT

- **Property:** 7400 block of Raymond Road
 - Residential
 - 20% affordable @ 80% AMI
 - 100 DU
 - 150 Parking Stalls
 - No access to bus, bikeshare, carshare
- Could easily relocated to Verona to avoid TDM Requirements



RESOLUTION: MODIFIERS & BASE POINTS FOR TRANSIT

- Develop a system where TDM goals are tied to location of development (similar to Denver & Seattle):
 - Reduce requirements as development occurs further from downtown core – less availability of TDM points in periphery
 - Provide base points for locating within existing/planned transit service area (counterbalance to higher requirements in denser areas)
 - Reduce points for transportation mitigation measures when development occurs outside of service area since those measures are less effective (e.g. 50% points when outside of transit service area)

Developments in
“General Urban” would
only be required to
meet 90% of the score
of a development in
Downtown

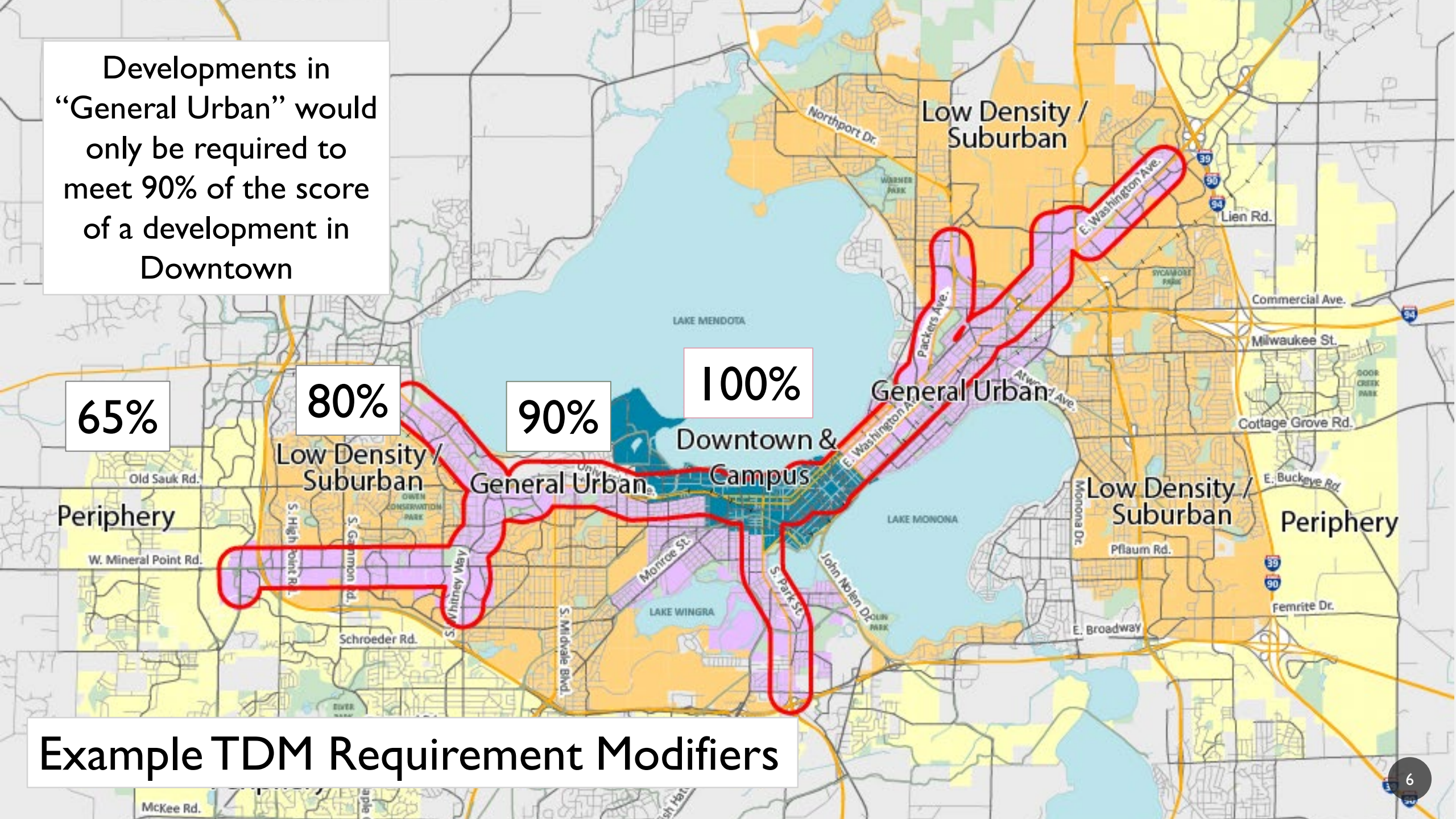
65%

80%

90%

100%

Example TDM Requirement Modifiers



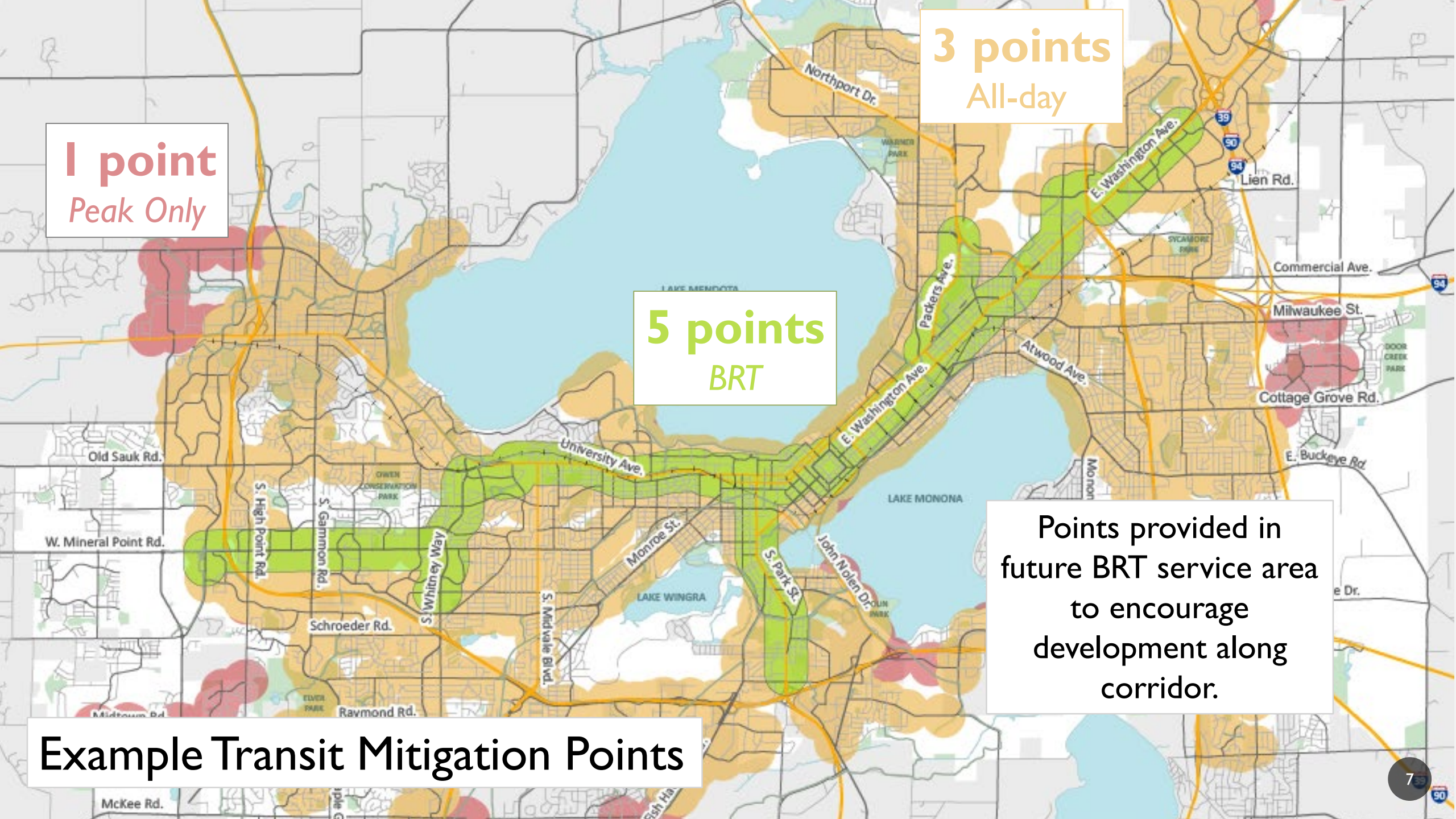
1 point
Peak Only

3 points
All-day

5 points
BRT

Points provided in future BRT service area to encourage development along corridor.

Example Transit Mitigation Points



If project is located outside of all-day transit, bike share, or car sharing service, only eligible to receive 50% of available points.

Proximity to Alternative Transportation

With all-day transit service area?

Yes

[Click here for Map](#)

With 1/4 mile of bike sharing station?

No

[Click here for Map](#)

With 1/4 mile of car sharing station?

No

[Click here for Map](#)

What Zone is your Project Located In

Low Density / Suburb

[Click here for Density Zone Map](#)

What kind of Project is this?

Residential

ISSUE #2: TOO MANY TDM OPTIONS

- Initial TDM plan had over 57 measures and options,
- Number of measures could lead to confusion.
- Most current TDM plans have fewer (Denver – 27, Cambridge – 8)
- Some measures proposed in previous plan may have unintended consequences

RESOLUTION: STREAMLINE MEASURES & POINT CATEGORIES

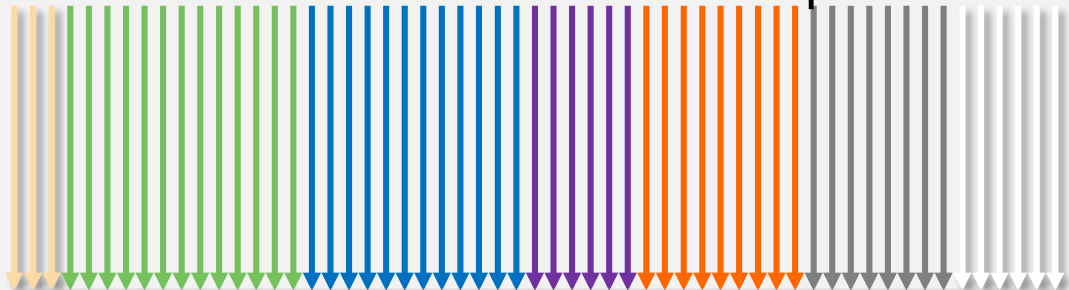
- Eliminate basic measures
- Eliminate measures that could be used in unintended ways
- Eliminate infeasible and/or potentially confusing measures
- Consolidate similar measures
- Create clearer measure categories

Measure Category	Code	TDM Measures	Achievable points
Basic <i>(mandatory for all)</i>	B-1 ★	Assign a TDM coordinator	1
	B-2 ★	Provide pedestrian path to sidewalk for continuous access	1
	B-3 ★	Provide bike parking as required by city standards	1
High Occupancy Vehicles + Transit	HOV-1	Offer vanpool options or shuttle service	3-5
	HOV-2	Provide car share service/ shared fleet of cars	1-4
	HOV-3	Implement an Emergency Ride Home program for employees	1
	HOV-4 ★	Pay for cab or Transportation Network Company rides to BRT	2
	HOV-5	Offer discounted transit passes	2-8
	HOV-6	Build or fund off-site transit facilities	1-8
	HOV-7	Implement transit measures for patrons/visitors/students	2
Active Transportation	AT-1	Enhanced access to bike parking (segregated, indoor parking)	1-2
	AT-2 ★	No drive aisle crossing - provide direct pedestrian access	1
	AT-3	Develop or fund off-site bike infrastructure	2-8
	AT-4	Provide bike user facilities (lockers, maintenance station, etc.)	1-3
	AT-5	Provide a shared fleet of bikes for on-site users	2
	AT-6	Install a bike share station or offer discounted memberships	1-5
	AT-7	Develop or fund off-site pedestrian infrastructure	2-8
	AT-8	Develop or fund traffic calming measures	2

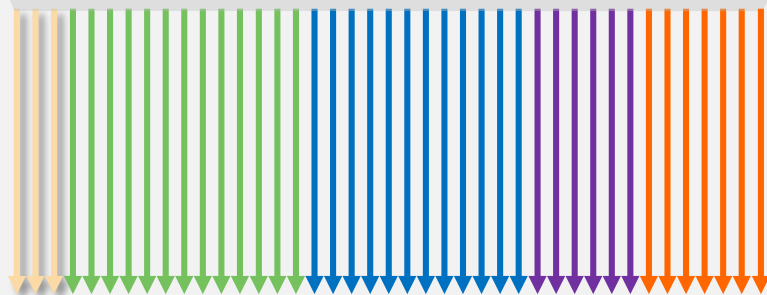
★ Measure Eliminated

STREAMLINED MEASURES & CATEGORIES

Previous Draft: 57 measures & options



Current Draft: 43 measures



Reorganized Measure Categories



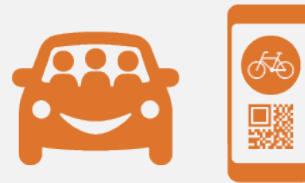
Active Transportation



Transit



Parking Management



Shared Mobility



Information & Communication



Delivery



Land Use



Employer Policies



Other Measures

ISSUE #3: TDM POINTS NEED ADJUSTMENTS

- City received feedback from developers that points should more closely reflect cost of implementing measures
- Some highly-effective measures not provided enough points to reflect the impact of the measures (e.g. priced parking, parking cash out, etc.)
- COVID-9 pandemic has raised questions regarding whether points should be provided for working from home (first draft plan did not address)
 - **Not a consensus regarding whether WFH increases or reduces VMT*

RESOLUTION: ADJUST POINTS BASED ON COST AND EFFECTIVENESS

- Increase score for highly effective, expensive measures, or difficult to implement measures:
 - Work from Home & Flex Schedules: **Added to program, 1 point each**
 - Priced Parking (market rate, cash out, unbundle): **From 5 points to 10 Points**
 - Shared Parking Agreement: **From 2 points to 4 points**
 - Provide on-site daycare: **From 2 points to 4 points**
 - Package drop off sites/bins: **From 1 point to 2 points**
 - Alternative Transportation Kiosks: **From 1 point to 2 points**
 - Bike Share Installation: **From 4 points to 6 points**



RESOLUTION: ADJUST POINTS BASED ON COST AND EFFECTIVENESS

- Reduce score for inexpensive, less impactful, measures or those with potentially unintended consequences:
 - Carpool Parking: From 2 to 1 point
 - Bus facilities: From 8 to 4 Points (dissuade from over-reliance or placement of facilities where not needed)
 - Shared Fleet of Vehicles: From 4 to 1 point (potential unintended consequences)
 - Bikeshare Membership: From 4 points to 2 points (align with carshare memberships – same cost)





ISSUE #4: MALL PARCELS & OTHER PLANNED MULTIUSE SITES

- Planned multiuse sites often have shared parking and one-ownership & many sites
- One change could trigger full site compliance for full parcel
- Would discourage investment in already challenged areas

RESOLUTION: HANDLE ON A SITE-BY-SITE BASIS

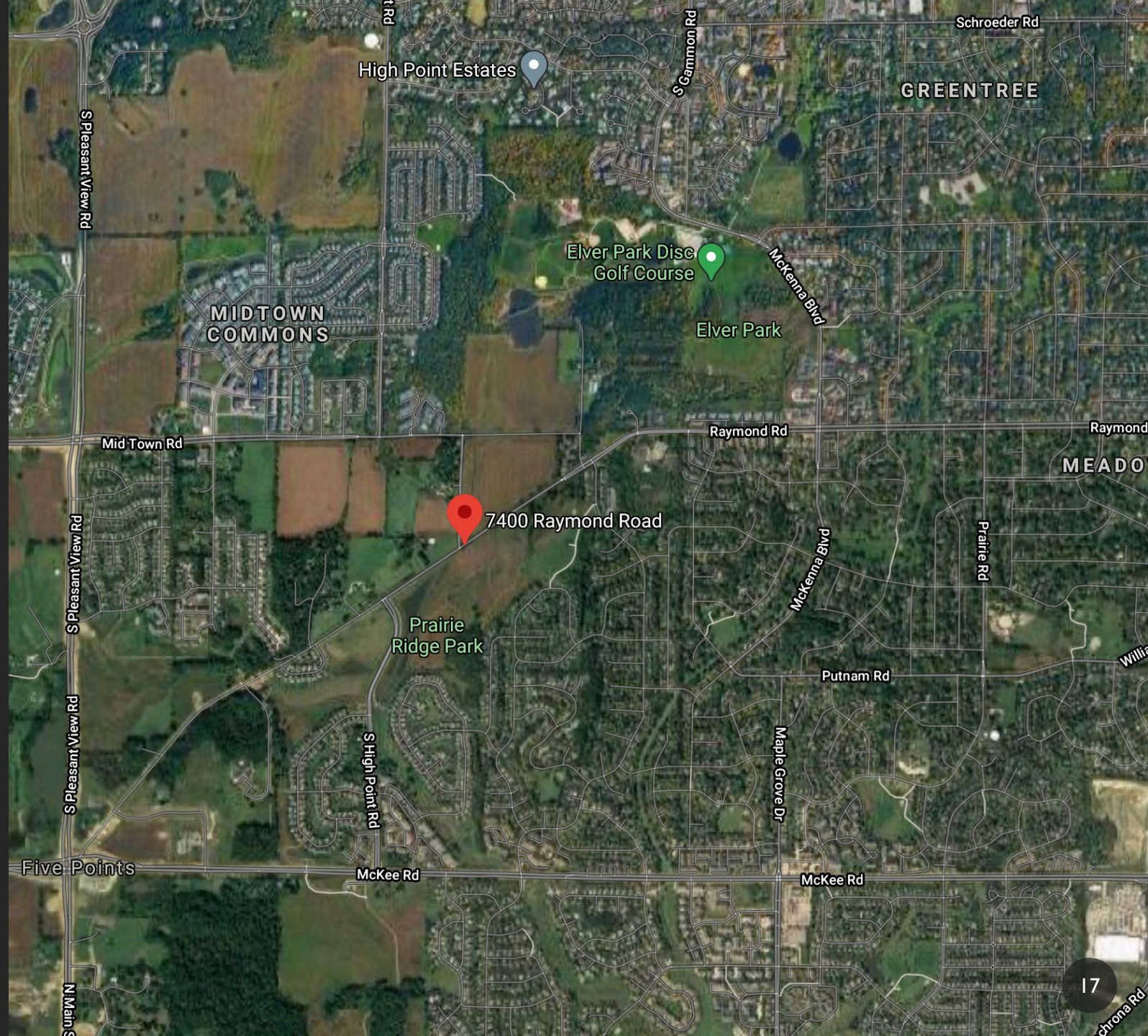
- Apply TDM only to portion of property that is being improved
- Require full TDM compliance for impact areas (ex: Von Maur)
- Would cause TDM to more closely mirror zoning



Impact on....

PERIPHERAL DEVELOPMENT

- **Property:** 7400 block of Raymond Road
- Residential
- 20% affordable @ 80% AMI
- 100 DU
- 150 Parking Stalls
- **Old Point target:** 25
- **New Point target:** 19



NEW TDM REQUIREMENTS

	Small	Low-Medium	Medium	High-Medium	Large
Residential uses	10-25 DU	26-50 DU	51-100 DU	101-150 DU	150+ DU
Parking Stalls per dwelling unit (DU)	Mitigation points required				
< 0.5	no TDM	5	7	9	12
0.5 - 0.99	no TDM	9	12	15	17
1.0 - 1.49	12	15	17	19	22
1.5 - 1.99	17	19	22	25	27
2.0 - 2.5	22	25	27	29	32
2.5 +	27	29	32	35	37

22 x 65% for Low Density/Suburban Area = 14 Points
Earns 50% of points for Transit, Car Share, and Bike Share

PERIPHERAL DEVELOPMENT – OLD TDM PROGRAM

Code	Hypothetical TDM measures	Points
	Basic & land use-based points earned	5
AT-1	Enhanced access to bike parking (<i>both options</i>)	2
AT-3	Off-site bike/pedestrian infrastructure	4
AT-4	Bike user facility (<i>maintenance station</i>)	1
AT-8	Traffic calming measures	2
HOV-2	Car share; <i>Option A: Shared fleet of cars for residents</i>	4
IC-1	Marketing and information (<i>welcome packet to residents</i>)	1
IC-2	Multimodal wayfinding signage	1
P-1	Priced parking – unbundled parking	5
TOTAL		25/25

- Low Walkscore leads to higher TDM point requirements.
- Pushes developer to off-site improvements and other measures that are implement or impractical in the development's context

PERIPHERAL DEVELOPMENT – PROPOSED TDM PROGRAM

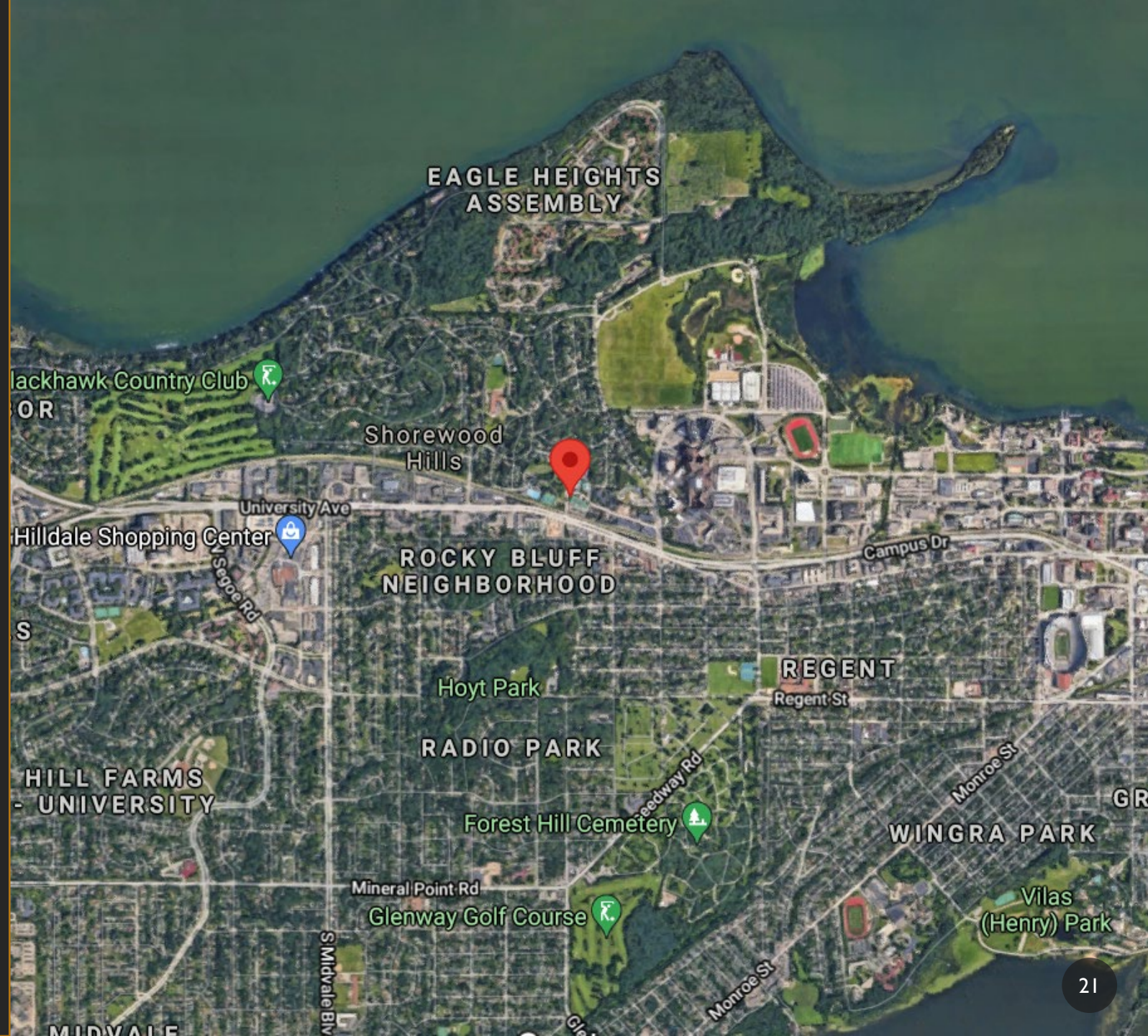
Code	Hypothetical TDM measures	Points
AT-1	Dedicated Access to Bike Parking	
AT-2	Indoor covered Bike Parking	1
AT-3	Bike Maintenance Facilities	1
AT-4	Improve surrounding off-site Ped Infrastructure	
AT-8	Traffic calming measures	
HOV-2	Shared fleet of cars for residents	
IC-1	Marketing and information Campaign	
IC-2	Multimodal wayfinding signage	
LU-2	Provide Affordable Housing (60% AMI)	2
P-1	Priced parking – unbundled parking	10
TOTAL		14/14

TDM accomplished without impractical measures such as shared car fleet, less impactful measures such as transit passes, or without reliance on off-site improvements

Impact on....

GENERAL URBAN, MIXED USE DEVELOPMENT

- **Property:** 2900 block of University Ave
- **Use:** Residential + commercial
- 50 DU
- 10,000 sqft Retail
- 110 parking (70 res, 40 retail)
- **Old Target:** 18/15
- **New Target:** 14/11



NEW TDM REQUIREMENTS: BOTH USES

Residential

	Small	Low-Medium	Medium	High-Medium	Large
Parking Stalls per DU	10-25 DU	26-50 DU	51-100 DU	101-150 DU	150+ DU
< 0.5	no TDM	5	7	9	12
0.5 - 0.99	no TDM	9	12	15	17
1.0 - 1.49	12	15	17	19	22
1.5 - 1.99	17	19	22	25	27
2.0 - 2.5	22	25	27	29	32
2.5 +	27	29	32	35	37

15 x 90% for General Urban = 14 points

Commercial

	Small	Low-Medium	Medium	High-Medium	Large
Ratio of proposed parking to PM	< 40,000 sf	40,001 - 100,000 sf	100,001 - 150,000 sf	150,001 - 200,000 sf	> 200,000 sf
Under PM	no TDM	5	7	9	12
1.00 - 1.24	no TDM	9	12	15	17
1.25 - 1.49	9	12	15	17	19
1.50 - 1.74	12	15	17	19	22
1.75 - 2	15	17	19	22	25
2+	17	19	22	25	27

12 x 90% for General Urban = 11 points

Earns 100% of points for Transit, Car Share, and Bike Share

GENERAL URBAN, MIXED USE DEVELOPMENT – OLD TDM PROGRAM

Code	TDM measures	Resi.	Comm.
B-1-3	Basic points	3	3
	B-1 Designate a TDM coordinator		
	B-2 Bike Parking – city standards		
	B-3 Pedestrian access		
LU-2	Location efficiency	3	1
LU-3	Mixed use development (points for on-site retail use)	3	
LU-6	All-day transit service (within quarter mile)	3	3
AT-6	Bike share; <i>Option B: Offer discounted memberships to all employees and households</i>	2	2
	<i>Option C: Located within quarter mile of a bike share station</i>	1	1
AT-7	Build off-site pedestrian infrastructure	2	2
IC-1	Marketing and information <i>Option C: financial incentives for sustainable transportation</i>		1
IC-2	Multimodal wayfinding signage	1	1
	TOTAL	18/18	15/15

Received Many points for location efficiency, mix of uses, proximity to transit. Few active TDM Measures.

GENERAL URBAN, MIXED USE DEVELOPMENT – PROPOSED TDM PROGRAM

Code	TDM measures	Resi.	Comm.
AT-7	Improve Surrounding Off-site Pedestrian Infrastructure	2	2
SM-6	Provide Complimentary Bikeshare Membership	2	2
IC-1	Marketing & Informational Campaign	1	1
IC-2	Activate Transportation Wayfinding, Maps, & Signage	1	1
LU-3	Proximity to Transit (BRT)	5	5
LU-4	Add to Land Use Mix	1	1
TOTAL		12/14	12/11

Due to lowered location efficiency scores, and a simplification of valuation for adding to land use mix, additional TDM required to meet residential requirements

EXAMPLES OF HOW TO BECOME COMPLIANT

- Dedicated Bike Access (1pt)
- Covered Bike Parking (1pt)
- Cloths Locker/Showers (1pt)
- Delivery Supportive Amenities (1pt)
- Shared Loaner Bikes (2pts)
- Alt Transportation Kiosk (2pts)
- Reduce overall on-site parking

NEXT STEPS

- Determine best way to address single family detached home developments
- Determine if a measure providing points for density would be valuable
- Continue to develop and refine TDM tool
- Complete next draft of TDM plan
- Additional stakeholder / decision maker involvement

Required Points		Provided Points		Compliant
18	Residential	Residential	23	YES
	Employment	Employment		
	Commercial	Commercial		
	Educational	Educational		
	Institutional	Institutional		

(Calculated based on your inputs from Step 1)

VMT Reduction Strategies

All Blue Boxes Require Additional Input. Please Fill In!

Active Transportation Strategies

Check	Category	Measure	Points	Description
<input checked="" type="checkbox"/>	Infrastructure	Dedicated Access to Bike Parking	1	Provide a convenient and separate access to the bike parking area without stairs (e.g. on the same level as the entrance, or via a ramp or elevator).
<input checked="" type="checkbox"/>	Infrastructure	Indoor covered bike parking near Entrance	1	Locate the bike parking in a covered, indoor space, less than 100 feet from the main entrance.
<input checked="" type="checkbox"/>	Infrastructure	Bicycle Maintenance Facilities	1	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.
<input type="checkbox"/>	Infrastructure	Clothes Lockers and Showers	1	Provide 1 shower along with 5 clothes lockers for every 30-50 bike parking spaces.
<input type="checkbox"/>	Infrastructure	Bicycle Lockers or Secure Storage Room	2	Provide lockers for secure, long-term storage of bikes: 1 locker for every 20 DUs or 30 employees.
<input type="checkbox"/>	Programmatic	Shared Fleet of Bicycles	2	Provide an on-site shared fleet of free loner 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.
<input checked="" type="checkbox"/>	Infrastructure	Improve Surrounding <u>Pedestrian</u> Infrastructure	4	Improve pedestrian infrastructure (side walks, curb ramps, crosswalk, RRFB, etc.) on adjacent properties within 500 ft. of project consistent with city plans and ordinances and federal accessibility requirements. 1 point per 100ft of infrastructure, up to 4 total points.
<input type="checkbox"/>	Infrastructure	Improve Surrounding <u>Bicycle</u> Infrastructure	0	Improve bicycle infrastructure (bicycle lanes, cycle tracks, new crossings, bike-ped paths, etc.) within 500 ft. of project consistent with city plans, ordinances, and federal requirements. One point per amenity or one point per 100 ft. of infrastructure, up to 4 points.
<input checked="" type="checkbox"/>	Infrastructure	Traffic Calming Measures	2	Install traffic calming measures such as speed humps and roundabouts. One point per small-dollar measure (e.g. pedestrian flags, temporary speed hump) and two points per large-dollar measure (e.g. RRFB, permanent speed hump). Must be located within 500 ft. of project and be consistent with city plans, ordinances, and federal requirements. One point per amenity or one point per 100ft of infrastructure, up to 4 points.

Transit Strategies

The the project within the all-day transit service area? Measures worth 50% less if not. (From Step 1)		No		
<input type="checkbox"/>	Programmatic	Validate Transit Passes for Visitors	1	Validate Transit Passes for all residents, employees, or visitors
<input type="checkbox"/>	Programmatic	Subsidize Monthly Transit Passes OR daily passes	% subsidy Points 50% 0.75	Provide subsidized monthly transit passes to employees/residents (one per DU or employee). 1 point per 25% subsidy, up to 75%.
<input type="checkbox"/>	Infrastructure	Fund transit facilities and amenities	# Inc. Points 0 0	Build or fund transit facilities and existing or proposed stops including benches, trash receptacles, shelters, and real-time arrival screens. Up to 1 point per feature, up to a maximum of 4 points. Metro Transit must accept proposal prior to points being awarded.
<input type="checkbox"/>	Programmatic	Complementary Transit Passes	3,5	Provide complementary monthly transit passes to employees/residents (one per DU or employee).

THANK YOU!