

Transportation Demand Management Background & Overview

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MADISON DEPARTMENT



OF TRANSPORTATION

How is Transportation Demand “Managed”?

Problems

- Car-centric policy decisions – increase car dependency, decrease viable transportation options
- Road expansion to accommodate more cars – “one more lane will fix it”
- More cars = More pollution, more parking, more sprawl, more congestion

Solutions

- Denser infill development with less parking – more opportunities to take the bus, bike, or walk
- More investment in transit, bike infrastructure – encouraging fewer car trips
- Less car dependency = Less pollution, less parking, less sprawl, less congestion

What is Transportation Demand Management (TDM)?

Land Use-Related Policy

Imagine Madison
Neighborhood plans
Special area plans
Zoning regulations

Transportation-Related Policy

Complete Green Streets
Metro Network Redesign
Bus Rapid Transit
Vision Zero

TDM Policy

Less parking

Fewer single-occupancy vehicle trips

More multi-modal amenities

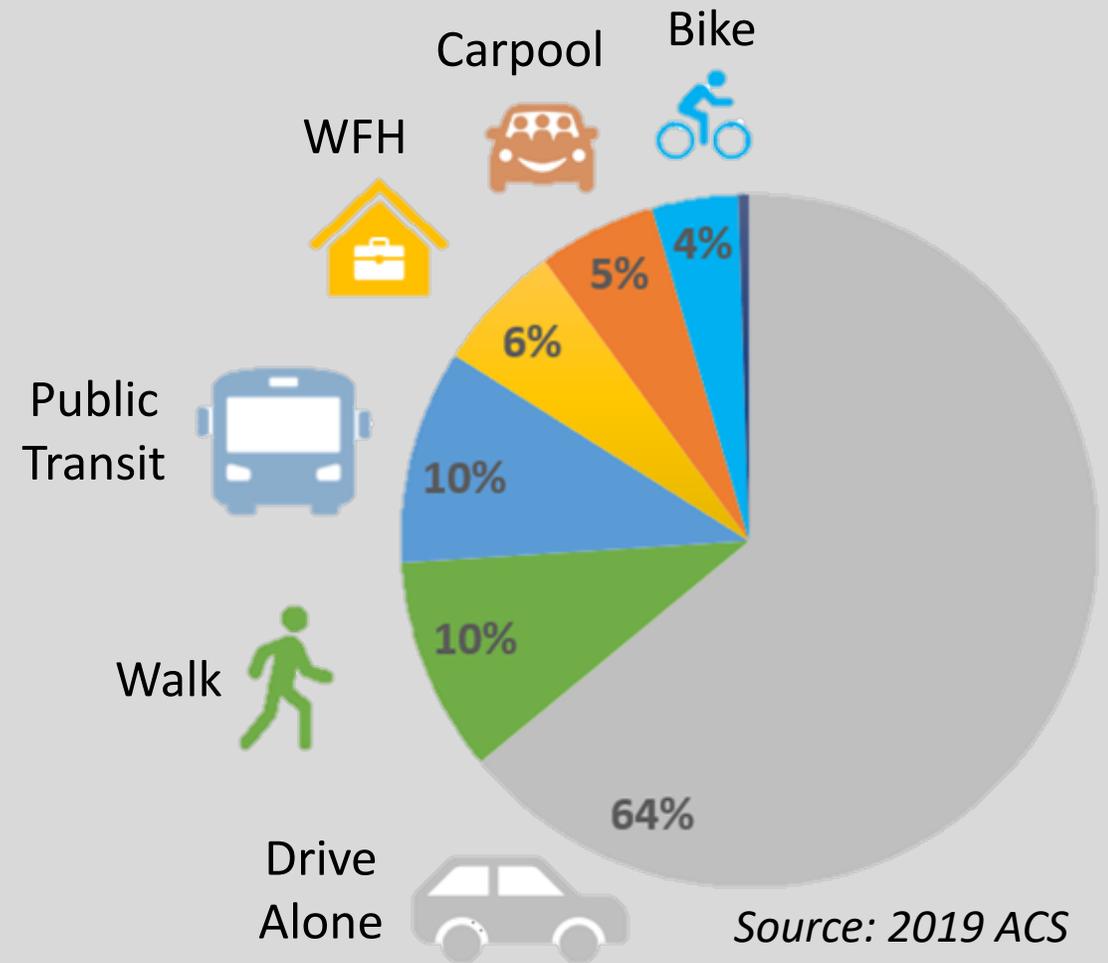
Increase transit ridership

Increase biking and walking

Why TDM in Madison?

- Vehicle Miles Traveled (VMT) outpacing population growth
- Madison population growth outpacing projections
- Generational investment in public transit

Means of Transportation to Work



TDM Implementation

TDM Ordinance

- Establish applicable uses
- Consider development scale
- Changes to existing uses/buildings
- Provide exemptions
- Require TDM Plans
- Protocol for TDM Plan review/approval/monitoring
- Appeals
- Enforcement

TDM Program

- Background of TDM
- Detail other TDM programs
- Justify TDM in Madison
- Establish TDM point values
- Describe TDM measures
- Hypothetical project examples

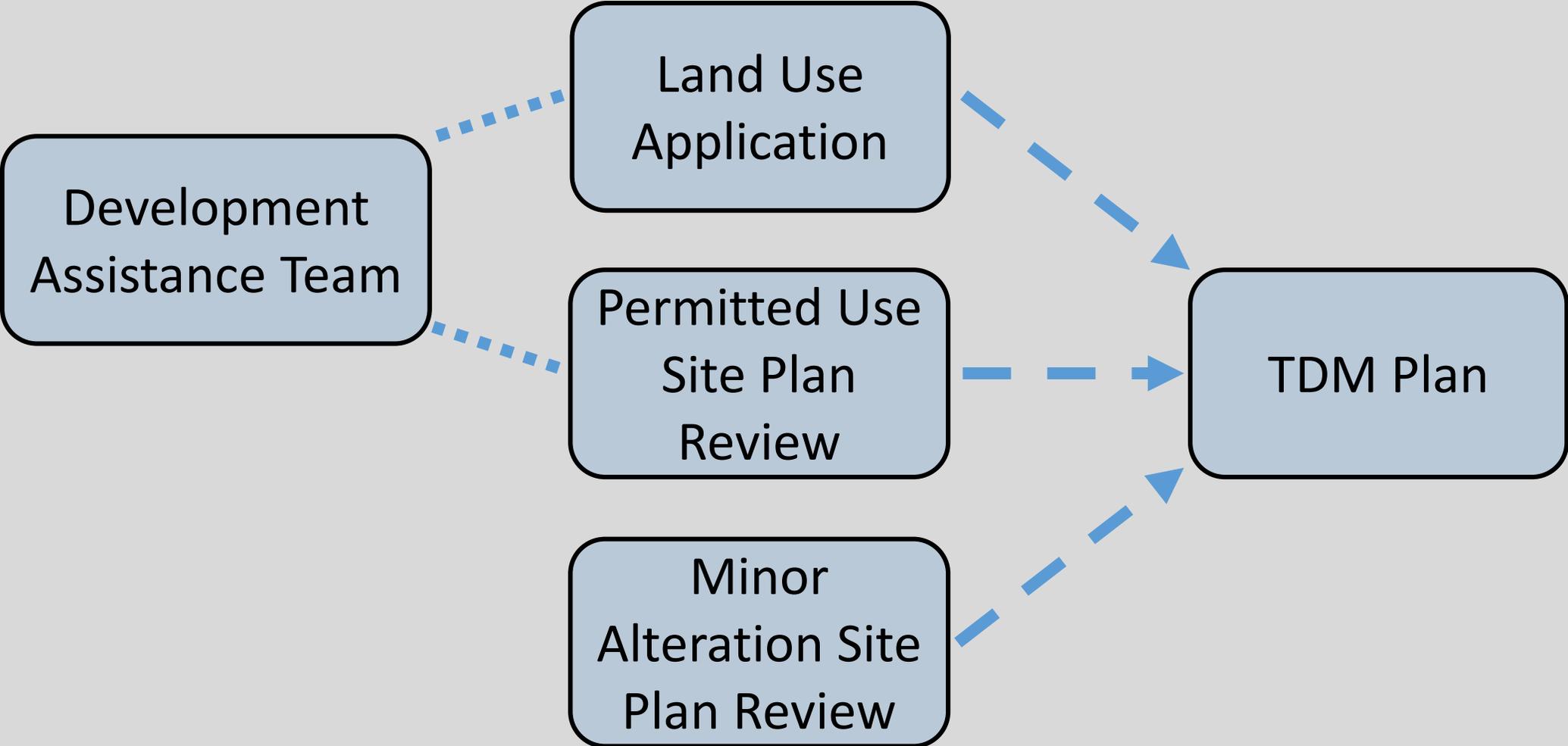
Development Subject to TDM

- Residential – 10+ dwelling units
- Employment – > 10,000 sq. ft.
- Commercial – > 40,000 sq. ft.
- Institutional – > 40,000 sq. ft.
- Mixed-use – both uses must qualify
- Change of use
- Parcel or parking expansion

Exempted Uses

- Commercial:
 - Day care centers
 - Nursery schools
 - Animal daycares
- Institutional:
 - K-8 schools
 - Institutions with campus master plans
 - Places of worship
 - **Public safety facilities**

TDM Review Process

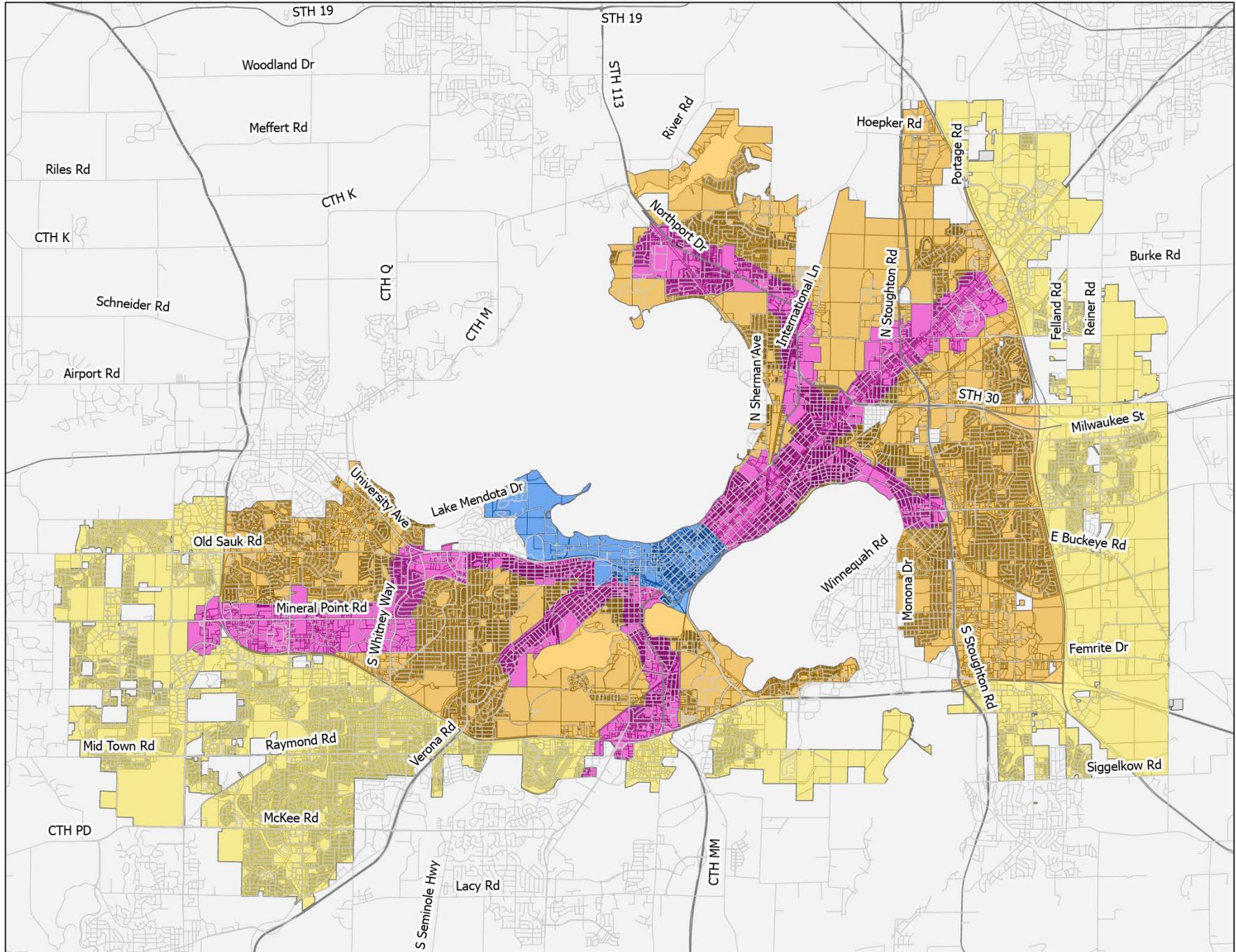
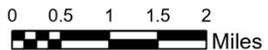


	SMALL	LOW-MEDIUM	MEDIUM	HIGH-MEDIUM	LARGE
RESIDENTIAL USES	10-25 DU	26-50 DU	51-100 DU	101-150 DU	> 150 DU
EMPLOYMENT USES	10,000 - 25,000 sq. ft.	25,001 -50,000 sq. ft.	50,001 - 100,000 sq. ft.	100,001 - 150,000 sq. ft.	> 150,000 sq. ft.
PARKING STALLS PER DWELLING UNIT (DU) OR 500 SQ. FT. FLOOR AREA	<i>Mitigation points required</i>				
< 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

TDM MODIFIERS MAP 2023

Legend

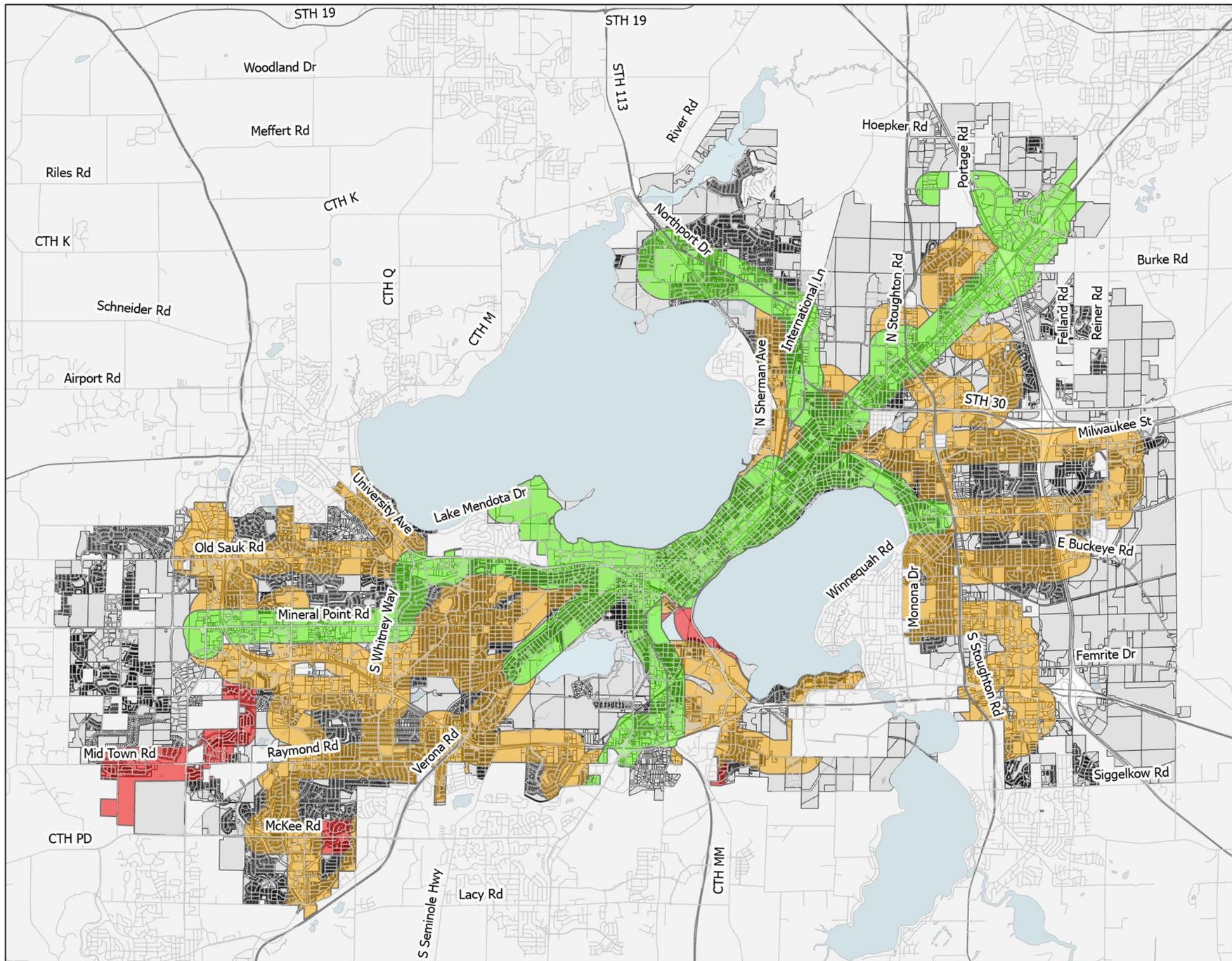
- Downtown / UW Campus - 100%
- General Urban - 90%
- Low Density / Suburb - 80%
- Periphery - 65%



TRANSIT SERVICES MAP 2023

Legend

- Peak Day - 1 Point
- All Day - 3 Points
- BRT / Frequent - 5 Points



TDM Measures



Active Transportation



Transit



Parking Management



Shared Mobility



Info & Communication



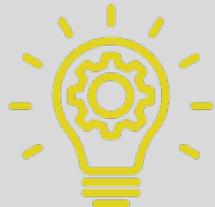
Delivery



Land Use



Employer Policies



Other Measures

TDM Updates & Proposed Ordinance Amendments

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Updates

- TDM Ordinance adopted 12/22
 - Came into effect 6/23
- 23 projects subject to TDM Ordinance requirements
- 5 approved TDM Plans

Approved TDM Plans

- All existing buildings, brought in through change of use and/or expansion of parking
- Maximum required TDM points = 14
- Most frequently selected measures:
 - Dedicated access to bike parking (one point)
 - Package drop off area (two points)
- Proximity to public transit measure provided automatic points to 4/5 of approved TDM plans (up to five points)
- 4/5 within the “Peripheral” area
 - Remaining within the “General Urban” area (within ¼ mile of high-frequency transit)

Fees, Appeals, and Enforcement

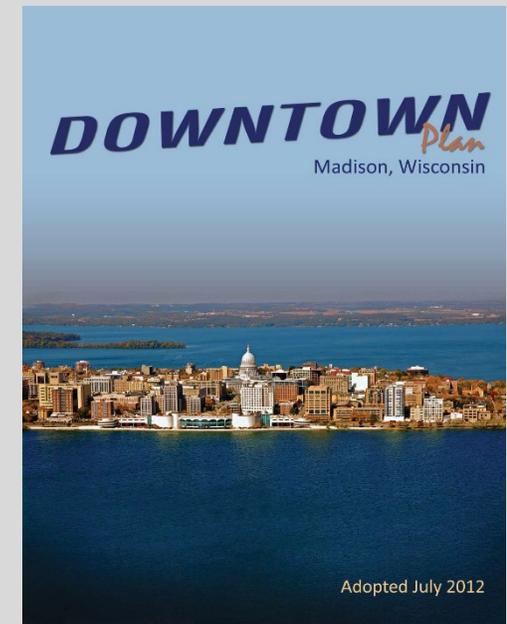
- TDM Fees
 - Initial review fee – \$100 + \$15/TDM mitigation point
 - Recertification fee – \$10/TDM mitigation point
 - Every two years as long as the use is active
- No point reductions approved
- Gearing up for enforcement
 - TDM Plan recertification in two years

Takeaways After 6 Months of TDM

- Change of use projects – difficult/burdensome to bring in TDM
- Some measures lack clarity, open for interpretation
- Good balance between infill/peripheral projects
- Some holes in the ordinance are relatively easy to address, others are more complicated
- Larger-scale modifications not ready

Future Collaboration

- Integrate TDM with Planning efforts
 - Comprehensive Plan updates
 - Area Plans, including Downtown Plan update
- Transportation Management Associations
- Zoning Code changes
- Data tracking – VMT; mode share



Proposed TDM Amendments

- 1) Better alignment with Zoning Code uses
- 2) Exemption for wholly City-owned property
- 3) Timing of requiring a TDM Plan
- 4) Improving TDM Ordinance flow

Alignment with Zoning Code Uses

- The current TDM Ordinance lists applicable and exempted uses
- Applicable uses in the TDM Ordinance \neq Allowable Zoning Uses
 - Several missing uses
 - Missing uses are not explicitly exempted
- Add several allowable uses within the Zoning Code to the TDM Ordinance
- Include a blanket applicability statement to future proof any new/modified Zoning Code uses

Exemption for City-owned Property

- Public safety facilities are the only City-owned uses currently exempt from TDM
- With the proposed blanket statement, several City projects could be subject to TDM, but with uneven applicability
 - Libraries
 - Parks and playgrounds
 - Offices
- Exempting wholly City-owned projects from TDM could:
 - Clarify ordinance applicability to City projects
 - Increase fairness – why are some City buildings/uses exempt but not others?

Timing of Requiring a TDM Plan

- Previous recommendation not included in the final TDM Ordinance
- Current: Required to submit a TDM Plan within 30 days of **receiving** site plan/zoning certificate **approval**
- Proposed: Required to submit a TDM Plan within 30 days of site plan review/zoning certificate **submittal**

Improved Ordinance Flow

- The current “Applicability” section outlines uses and square footage-based thresholds for TDM Plans
- Currently two “Exemptions” sections
- Remove second “Exemptions” section:
 - Expansion of parking
 - Expansion of property
 - Change of use
- Relocate content to the “Applicability” section
 - Brings applicable sites/projects into one area
 - Reduces redundancy