



Traffic Engineering and Parking Divisions

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TO: Plan Commission

FROM: David C. Dryer, P.E., City Traffic Engineer and Parking Manager

SUBJECT: **UW Eastside Hospital – TDM**

Traffic Engineering (TE) Division staff has completed its review of the Transportation Demand Management (TDM) Plan for the UW Eastside Hospital located in the American Center. Overall the TDM plan is acceptable. However, there are areas where additional information is recommended. TE staff has the following comments:

The description of the set of TDM recommendations includes discussion on site design, transportation program options, and some program evaluation. The recommendations are overall consistent with the requirements found in MGO Sec. 33.24(4)(f)9.d for large retail development. Staff believes these TDM components can be applied to office-commercial and institutional uses as well as retail development.

Promotion of ridesharing is a primary strategy and includes the provision of ride-matching services as well as provisions to support it with guaranteed ride home service (GRH). Staff recommends that more detail be provided on the proposed hospital's GRH program, as experience provides that this is a significant consideration of people considering ridesharing. The applicant should clarify whether they will use the existing UW Hospital rideshare program with GRH or participate in the Dane County MPO program.

Promotion of bicycling is a primary strategy and includes bike parking facilities and onsite paths. In addition, shower facilities for pedestrian/bike commuters should be designed into the infrastructure as the responsibility of the developer and consideration of some bike lockers.

The cost of parking is an important component in the consideration of making a vehicle trip. The applicant notes that a parking fee will be established for all users. It would be helpful for the Plan Commission consideration to know what this parking rate will be. The applicant notes that there will be preferential parking for carpools and vanpools, and electric vehicles. These locations should be noted on the final site plans

Because the applicant plans to charge employees for parking, parking cash out is not a consideration. Staff notes that the applicant may wish to consider the Commuter Check for Bicycling program which supports the expansion of the Qualified Transportation Fringe Benefit (IRS Tax Code Section 132(f)) to allow bicycle commuters to receive \$20.00 per month as a subsidy to pay for the cost of commuting via bicycle.

Transit ridership opportunities have been analyzed and discussed; transit infrastructure, shelters, sidewalks and safe crossing locations have been identified, and discussion of transit service is occurring between the applicant and Madison Metro. (Metro staff has provided comments on the TDM separately)

The applicant has identified a mechanism to track the program's progress by undertaking an annual survey of employees. The survey is important as it will establish a baseline for measuring results of the program's implementation. Follow-up surveys are noted to occur annually.

In conclusion, the proposed components of the TDM plan for the UW Hospital at the American Center are acceptable as presented.

DCD:DJM:eph