



1000 Friends of Wisconsin is excited to see that the City of Madison recognizes the imminent threat climate change presents and is working proactively to create a more sustainable community with their Transportation Demand Management (TDM) program. The United Nation's Intergovernmental Panel on Climate Change (IPCC) estimates that in order to prevent irreversible and catastrophic climate change, we must keep global warming to less than 1.5 degrees Celsius. Across Wisconsin, climate damages are mounting as we begin dealing with more heatwaves, floods, and storms. TDM is an important, proven tool for addressing climate change.

Transportation is the [largest contributor of carbon emissions in the United States](#), accounting for about 27% of all emissions. Since land use and transportation are so closely linked, a TDM program is the best policy tools available to meaningfully address the issue. Madison has a growing population and limited space for road expansion. The city's comprehensive planning (both the Imagine Madison Comprehensive Plan and Madison in Motion), already support TDM strategies.

Let's take the lead from cities around the country, like Denver, Austin, and Minneapolis and adopt a TDM program in Madison. TDM polices are considered best-practice for addressing climate change and transportation in our communities. The program proposed will bring consistency to the development process, provide more transportation options for residents, and help the City of Madison reach its climate change goals. 1000 Friends of Wisconsin proudly supports the adoption of a TDM program in the City of Madison.

Sincerely,

A handwritten signature in blue ink that reads "Deborah Nemeth".

Deb Nemeth
Executive Director
1000 Friends of Wisconsin