

Transportation Demand Management (TDM) Plan

for



UW Hospital and Clinics Authority - East Campus Development

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Introduction

The UW Hospital and Clinics Authority (UWHCA) has a current Transportation Demand Management (TDM) program at its central campus location in Madison. The program integrates parking management, subsidizes transit passes, provides bicycle and pedestrian accommodations, and supports other “commuter choice” benefits and accommodations. Upon completion of The UWHCA’s proposed East Campus Development (ECD), the urban density and infrastructure does not support alternative transportation methods. UWHCA will institute a TDM program at the new campus that complements and supports the central campus program in concert with the ECD’s orientation towards environmentally responsible and sustainable development.

This TDM Plan introduces a variety of programs and improvements that UWHCA will institutionalize in order to reduce the use of single occupancy vehicles for trips to the healthcare facility at 4602 Eastpark Boulevard. The TDM plan consists of the following elements presented in order of importance, and includes both immediate and long-term strategies:

1. Establish TDM oversight and monitoring “infrastructure”, to include actively pursuing a Transportation Management Association (TMA) with surrounding businesses and institutions in the American Center development
2. Establish and maintain an organization-wide strategy to build awareness and understanding of UWHCA’s TDM program
3. Manage on-site parking by:
 - a. Establishing a parking fee for all staff
 - b. Providing preferred parking for carpools, vanpools, and energy efficient vehicles
 - c. Providing convenient bicycle parking
4. Facilitate expansion of transit service provided by Madison Metro, by the following means:
 - a. Implement infrastructure improvements as required, including bus shelters, bus turnarounds, and sidewalk linkages
 - b. Continue to provide transit passes at no cost to all UWHCA employees
 - c. Actively coordinate and fund transit service extensions with Madison Metro and surrounding businesses and institutions
5. Align shift schedules with transit schedules, where feasible
6. Facilitate and support carpooling and vanpooling by UWHCA employees
7. Explore and encourage remote parking options
8. Facilitate and promote the use of bicycling by UWHCA employees through on-site design that emphasizes bicycle access and connectivity
9. Provide a shared car service, utilizing ZipCar or CarShare programs

Establish TDM oversight/monitoring infrastructure

The proponent for the TDM plan and program will be the Vice President of Facilities and Support Services for the UWHCA ECD. The managing authority will be the Director of Security and Supervisor of Valet Services. The following tools will be utilized to monitor the program:

1. Administration of annual transportation surveys
2. Conduct periodic parking use surveys
3. Track city transit utilization
4. Conduct periodic commuter surveys

The UWHCA will pursue a partnership with neighboring businesses (American Family, Alliant, Herzing, etc.) to explore the feasibility of establishing a Transportation Management Association (TMA), which would focus the TDM on a “neighborhood” scale. This initiative will be effective in minimizing costs and maximizing impacts of implementing a comprehensive TDM.

TDM Education

Training the staff on the benefits provided through the TDM program will be a component of staff orientation for every new hire and transfer employee. The University of Wisconsin’s Transportation Services department is staffed with TDM professionals, who have been engaged in the development of this TDM Plan. They will assist in preparing informational brochures, transit schedules, website/intranet updates, and rideshare bulletin boards which will be centrally located on campus and kept up to date by the TDM program manager(s).

On-Site Parking Management

Effective upon opening, UWHCA will charge **all** employee/staff vehicles for parking at its ECD facility in surface lots and structured parking. UWHCA will also utilize the following “incentive-based” TDM strategies:

- a. Provide preferred parking to carpools and vanpools, i.e., “close to the door” spots reserved for such travelers, as illustrated in Exhibit 1.
- b. 50 bicycle parking spaces – including 16 covered spaces in the parking structure - will be conveniently located throughout the ECD, as illustrated in Exhibit 2.

Madison Metro

Madison Metro currently provides limited transit service (11 limited trips on weekdays between 8 a.m. and 5 p.m.) to the neighborhood within which the ECD will be located. The nearest accessible bus stop during non peak hours is approximately two miles from the main entrance of the ECD. UWHCA demonstrates their commitment to expanding transit service by providing free transit passes to its employees, which has occurred for the past five years. Although transit service to the ECD is currently limited, UWHCA will continue providing the benefit of free transit passes for employees at the ECD to encourage transit use.

UWHCA is currently discussing various transit service options to their facility with Madison Metro and the City and is committed to providing fixed-route service to the ECD. The level of service to be provided is at 30 minute intervals year round for the entire span of service operated each day. UWHCA will continue to discuss and pursue the necessary actions required to reach a level of transit service that aligns with Madison Metro’s model for effective transit service. This model includes a transit stop within a ¼ mile walk of the entrance to the ECD and daily service at least

every 30 minutes (16.5 hours each weekday, 14.5 hours each Saturday, 14 hours each Sunday). The UWHCA will continue to work with Metro Transit to determine the most appropriate location for improvements such as a bus stop, turnaround/layover area, and pedestrian connections to facility entrances.

The UWHCA will engage surrounding institutions and businesses in assessing the feasibility of a TMA (introduced at the top of page 2) for the neighborhood, which could potentially minimize costs to any one user and maximize ridership and impacts of the proposed new service.

Facilitate carpooling

The UWHCA TDM program manager will establish a carpool organizer responsible for helping to align potential carpoolers. The following tools will be utilized:

- a. Utilize the internal web and e-mail network connecting its employees to a robust on-line ride matching service (rideshareetc.org).
- b. UWHCA will utilize on-site bulletin boards, memoranda, and inter-office mail for those that may not be comfortable using the online service.
- c. UWHCA will utilize Madison's existing regional rideshare program to establish a guaranteed ride home program to serve as a "safety net" for people who do not use their own car to get to work.

Remote parking

There are several locations approximately one mile from the ECD that are candidates to serve as remote parking sites. These lots can be utilized to help reduce vehicle trips to the healthcare facility. The available offsite lots are as follows:

- a. UWHCA's "East Clinic" (W. Terrace Drive) provides 500+ parking spaces. This facility is open 8-6 M-F, and typically parked at about 75% capacity during those hours. This site presents a prime opportunity for shared/remote parking, minimizing the cumulative number of parking stalls needed for UWHCA's facilities in the American Center.
- b. Approximately a mile away from the ECD, there is a free park and ride lot (East Park Boulevard) with spaces for about 150 cars. Madison Metro has a stop at this lot once per hour here during peak periods, with supplemental stops at American Family HQ and the UWHCA East Clinic on Terrace.

Promote bicycling

An internal path network is established at the American Family Center. Also, American Parkway and East Park Boulevard are improved with on-street bike lanes. Exhibit 2 shows the planned on-site bicycle improvements for the ECD, and several measures to promote bicycling are provided below:

- a. Bikers can use on-street systems in the vicinity of the proposed ECD, with the two best options being:
 - i. Eastpark to Hanson to Portage Road provides linkage to Madison's east side network
 - ii. Eastpark to American Family Parkway to High Crossing also provides linkage
- b. On-site, convenient, secure, and safe bicycle parking is a critical element of TDM, and Exhibit 2 illustrates proposed bicycle parking for the ECD, totaling 50 bicycle parking spaces. 10 of these spaces will be provided near the main entry and are intended for visitors.
- c. The ECD site's design provides for bicycle linkage to existing facilities as noted above.
- d. Bicycle commuters at ECD will be eligible for tax incentives to offset equipment and mileage costs.

Flexible work scheduling

Where possible, work schedules will be flexible to allow for employees to use alternative modes of travel. For example, as transit service is improved in the neighborhood, service schedules should be taken into consideration for scheduling shifts.

Provide Community Car/Zipcar

Community Car and Zipcar are two car share programs currently operating in Madison, with most pickup/drop off locations currently located on or near the isthmus and associated with the university. UWHCA will work with one of the two existing car share providers to utilize vehicles currently in service in Madison or – if demand warrants – add a dedicated car or cars to the ECD.

Conclusion

UW Hospital and Clinics Authority's proposed East Campus Development seeks to provide needed health care services in a currently underserved portion of Madison's metropolitan area. UWHCA understands that the transportation options for both clients and employees of the proposed facility directly impacts access to health care and family-supporting jobs. UWHCA will explore every reasonable option to assure that the ECD is accessible by multiple modes of transportation. In pursuing this goal, UWHCA will not only improve access to its new facility, but will also contribute to less congestion, improved air quality, and enhanced quality of life in the Madison region.