

Transportation Demand Management (TDM) Ordinance/Program

Trent Schultz, TDM Coordinator

MADISON DEPARTMENT



OF TRANSPORTATION

What is Transportation Demand Management (TDM)?

- Use of strategies leading to:
 - Better mobility
 - More viable transportation options
 - Reduced congestion
 - Increased roadway safety
 - Lower carbon emissions



TDM Ordinance Intent

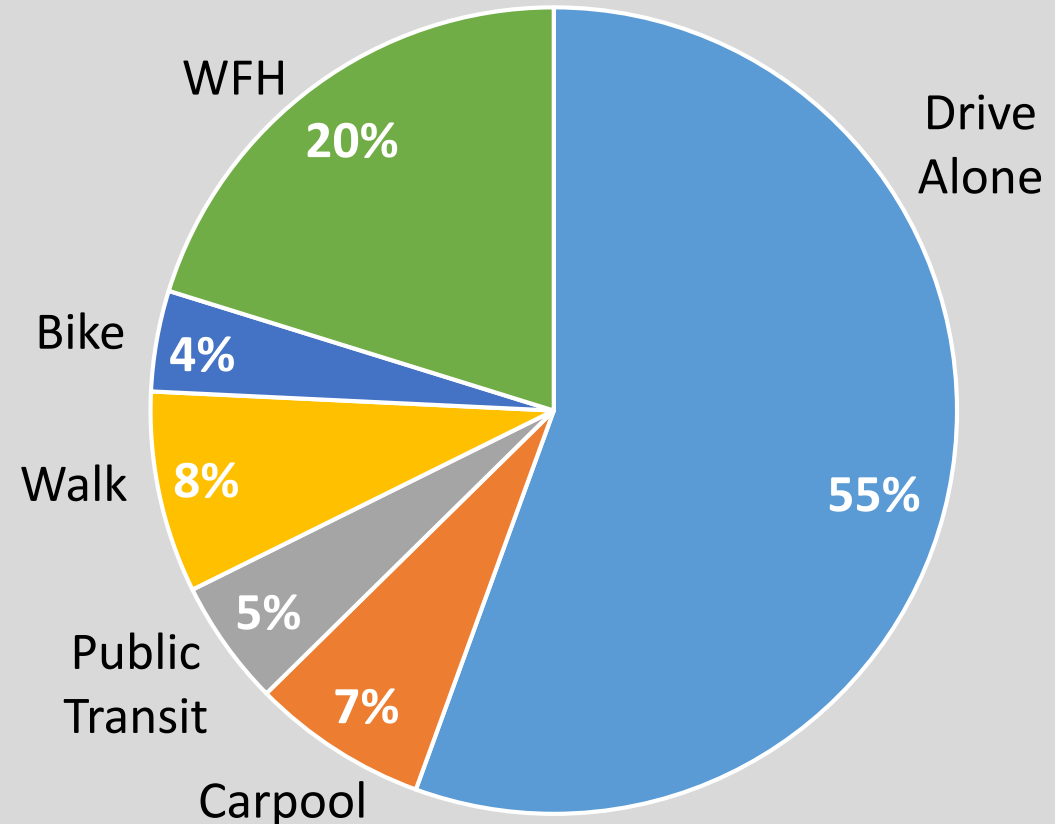
- Less off-street parking
- Fewer single-occupancy vehicle trips
- Increase amenities for sustainable/active transportation modes
- Increase transit ridership, biking, walking, and carpooling



Importance of TDM in Madison

- VMT has outpaced population growth
- Madison population growth is outpacing projections
- Generational investment in public transit
- Dramatic shift in commuting behavior

Means of Transportation to Work



*Source: 2022 ACS
1-year estimates*

Development Thresholds for 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

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

When is a TDM Plan Required?

- Expansion of property
- Expansion of parking
- Change of use



TDM Plans

What Zone is your Project Located In

General Urban

[Click here for Density Zone Map](#)

What kind of Project is this?

Residential

Use Category (or categories)

Project Details

Enter project information into the boxes marked in blue. To find minimum parking required by ordinance for Commercial, Educational, or Institutional uses, go to:

[Chapter 28.141 of the Municipal Code -- Table 28I-3. Off-Street Parking Requirements.](#)

Residential Use Characteristics

	15	Number of Dwelling Units
	20	Parking Provided
	1.33	Parking Ratio
	11	TDM Required

Employment Use Characteristics

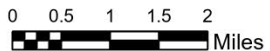
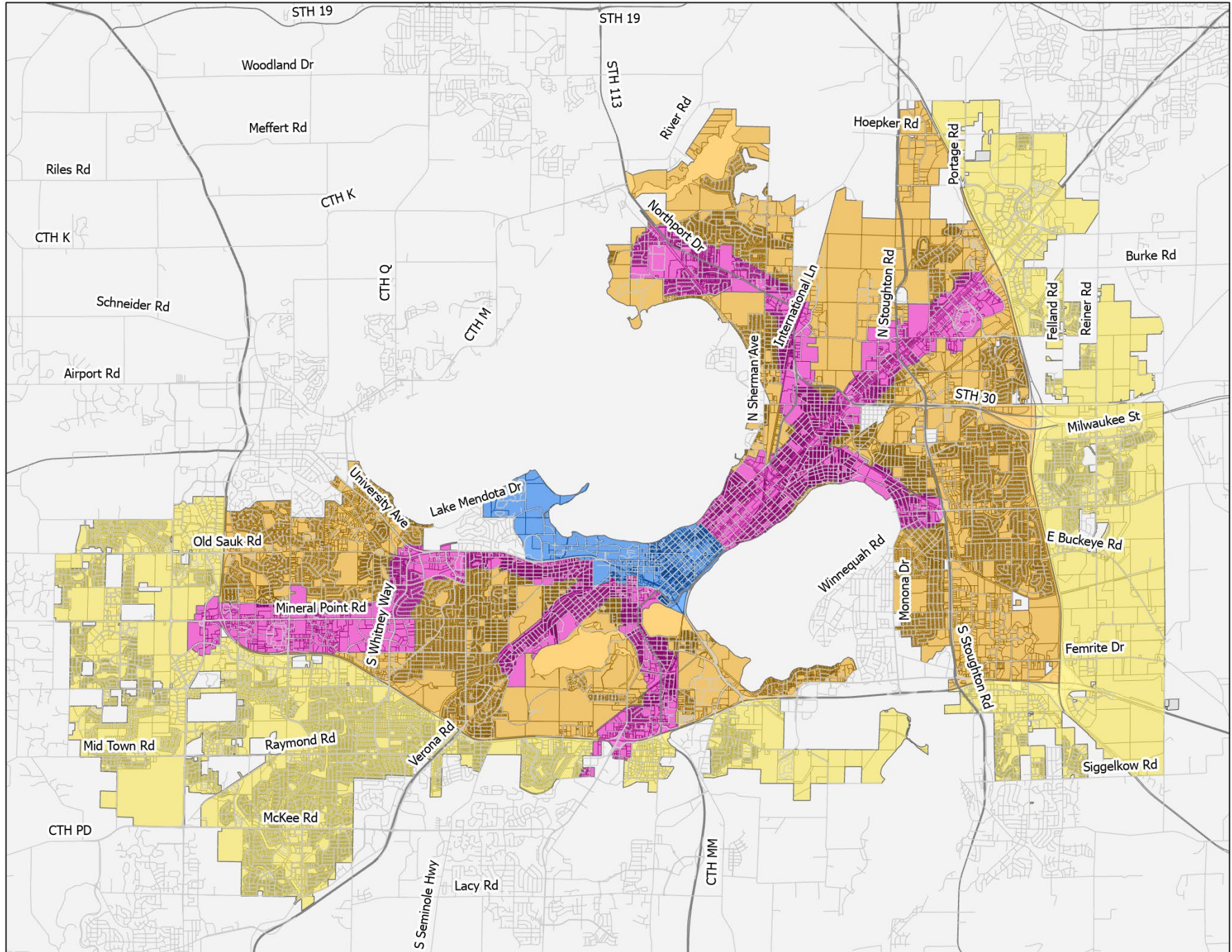
		Floor area square footage
		Parking Provided
		Parking Provided per 500 sq ft
	N/A	TDM Required

	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

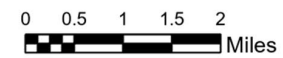
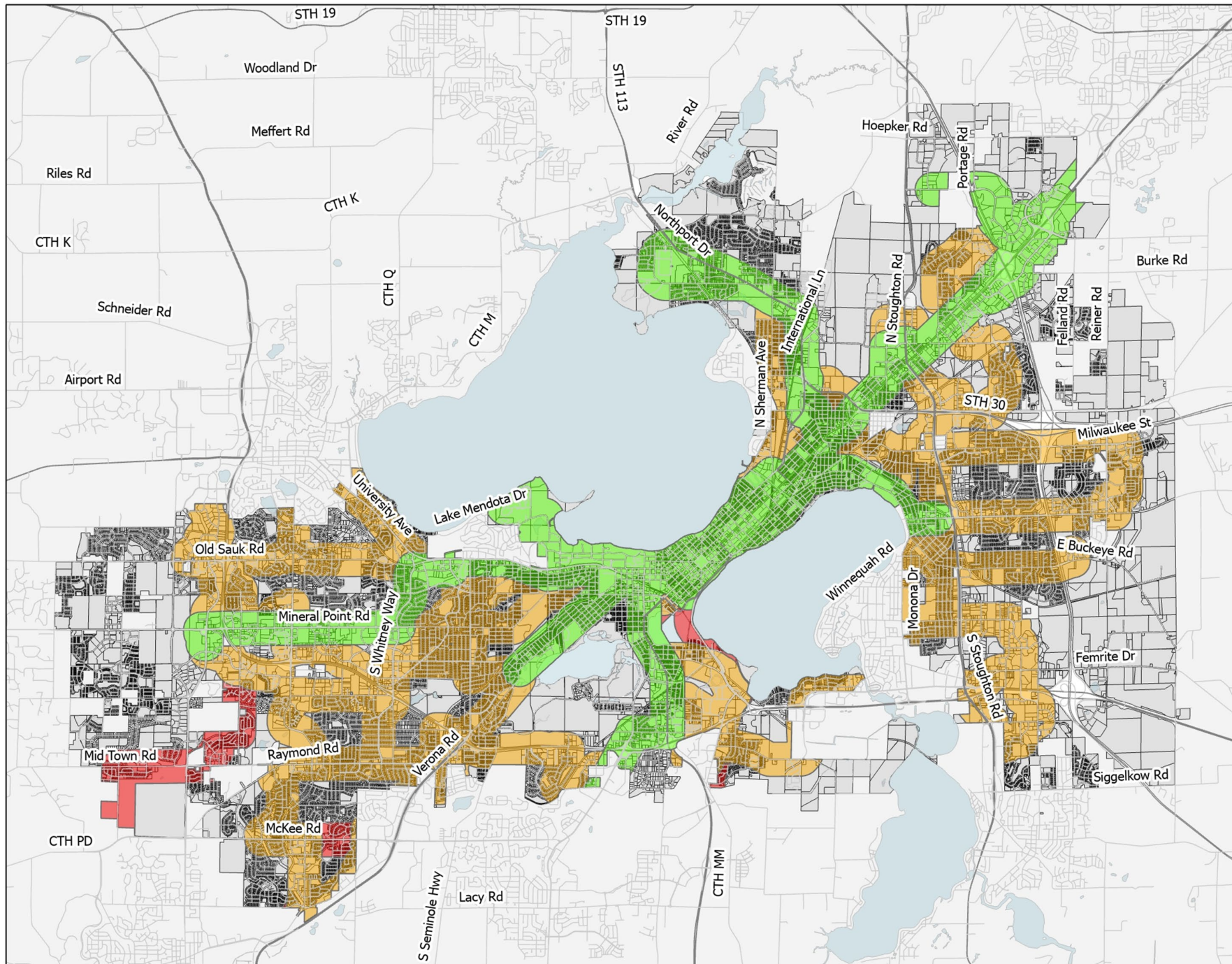
- Downtown / UW Campus - 100%
- General Urban - 90%
- Low Density / Suburb - 80%
- Periphery - 65%



TRANSIT SERVICES MAP 2023

Legend

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



TDM Measures



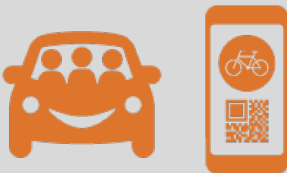
Active Transportation



Transit



Parking Management



Shared Mobility



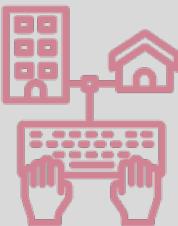
Information & Communication



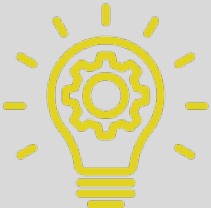
Delivery



Land Use



Employer Policies



Other Measures

TDM Fees

- Initial review fee – \$100 + \$15/required TDM point (\$655 maximum)
- Recertification fee – \$10/TDM mitigation point (\$370 maximum)
 - Every two years as long as the use is active

~1 Year of TDM – Takeaways

- Change of use projects – difficult/burdensome to bring in TDM
- Some measures lack clarity, open for interpretation
- Good balance between infill/peripheral projects

TDM Ordinance Updates

2023

- Added allowable uses listed in Zoning Code
- Improved ordinance clarity/applicability

2024

- Modify use-specific parking “minimums”
- Updating TDM measures
 - Improve ambiguity
 - Consider additional measures
 - New transit pass options coming in 2024