



Department of Transportation

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Re: Proposed Changes to Draft TDM Program

From: Philip Gritzmacher, AICP

Transportation is responsible for about a quarter of greenhouse gas emissions. Madison's Transportation Demand Management Program seeks to address this by increasing travel by more sustainable modes, such as transit, biking, and walking. The proposed TDM plan is based on several TDM programs throughout the country, and is a part of the Imagine Madison Comp Plan (Strategy 5). The TDM program also seeks to standardize and de-complicate the current TDM requirements, which have been applied inconsistently and are not predictable for developers.

Since developing the final draft of the TDM program in December 2021, DOT staff has met with many stakeholders from the development community. These meetings have provided valuable feedback and have made the proposed plan more achievable, equitable, and fair to all that may take part in the program. These refinements include:

Adjustments of Mitigation Measure Definitions and Values

- Indoor Covered Bike Parking Near Entrance – allow for indoor covered bike parking to be near any building entrance, rather than just main entrance
- Bike Lockers or Secure Storage Room - reduce emphasis on lockers. Removed requirement for specific number of storage lockers, changed to suggestion.
- Bicycle Maintenance Facilities – removed requirement for lubricants, changed to suggestion.
- Clothes Lockers and Showers – Adjusted language to allow for lockers, showers, or both. Increased value of measure to provide 2 points for both lockers and showers, or one point for either lockers or showers alone.
- Shared Fleet of Bikes – removed requirement for number of bicycles in shared fleet, changed mandate to recommendation.
- Provide Complimentary Bikeshare Membership or Passes - clarified language to specify that passes are only required to be distributed to employees that wish to obtain one.
- Shared Fleet of Vehicles – adjust definition for clarity based on stakeholder feedback.
- Emergency Ride Home Program – adjusted definition for clarity and to deemphasize Greater Madison MPO.
- Subsidize Monthly Transit Passes OR daily passes and Complementary Transit Passes – adjust language to ensure it is clear that passes are only offered to employees/residents that want them.

- Validate Transit Passes or Provide Free Two-Ride Passes – removed option for transit pass validation and adjusted definition for clarity.
- Alternative Transportation Kiosk - adjusted definition to remove requirement for real-time display. Adjusted point values to provide one point for maps and one point for real-time transit information display.
- Parking Cash-Out and Market-Rate Parking Fees – Added “most appropriate environment” for measures to clarify that cash-outs appropriate in suburban environments and market-rate parking fees appropriate in urban environments.
- Delivery Supportive amenities and Package Drop-off area – adjusted definition to clarify that not all vendors must be accommodated to receive credit for measure.

Additional Information Added

- Transit Measures – added information regarding the cost of transit passes
- Consideration for Mixed-Use and/or Multitenant Developments – added explanations on how TDM would apply to these types of developments, including white box developments.
- Recording TDM Requirements on Deeds – removed requirements to record TDM applicability on property deeds based on developer feedback.
- Applicability of TDM Requirements of Existing Properties – Clarified process for bringing existing properties for which the use and/or parking expand into the TDM program. Refined process to exempt properties for which overall composition of uses does not change.
- Appeals Process – added a process for relief for up to five TDM points for existing properties that are brought into the TDM program. Created a process for requesting additional relief, if needed, by bringing request to Transportation Commission.
- Allow multi-tenant buildings to be submitted in one application – Created a process to ensure that building owners have the ability to submit one application for a multitenant site rather than one for each use.
- Created an exemption for sites for which specific uses changes by the overall composition of uses on the site does not change – Change would allow uses to expand, contract, or consolidate within sites without bringing uses into the program in existing sites.

These measures were introduced into the program on top of previous refinements in, in 2021 to address stakeholder feedback. The most significant 2021 modifications include:

- Significant measure refinements to ensure that measures can be implemented by building owners and developers and that point values better align with the cost of implementation
- Modifying how transit proximity points are allocated to better incentivize development within areas served by high-frequency transit service
- Location Modifiers that reduce required points in peripheral areas, making the program more equitable and easier to administer in areas with fewer TDM options
- Allowing more exemptions from TDM program, allowing low traffic impact developments to have less administrative burden and eliminating requirements for small uses as well as those with little dedicated parking.

Many stakeholder concerns were address with program modifications. Some concerns could not be fully resolved. One requested modification to when existing properties would be brought into the program –

allowing these properties to be exempted from the program unless a major use change occurred (e.g. commercial to office) rather than a minor use change (commercial retail to commercial restaurant). This was not fully accommodated because:

- Over time, it would create a two-tiered system, with increased requirements for new development while existing development was exempt. Over time, the differences would become more pronounced.
- It would delay full implementation of the program, for some properties by a decade or more. The City wants to move forward with initiatives that address climate change with more determination.

Even without this modification, staff anticipate many modifications would be exempt because many uses and sub-uses will not change until a site is redeveloped and many uses will not be large enough for the program to be applicable.

In staff's judgement, the proposed program provides adequate flexibility for existing properties to ensure they are able to feasibly participate in the program in a cost effective way while still meeting the goals for the program. As mentioned above, the program provides a mechanism for good projects to be approved through an appeals process and the ability for staff to make minor discretionary requirement alterations. As this is a new program, changes are likely to be needed after implementation. The ordinance provides a mechanism for program modifications through the Transportation Commission.