City of Madison | Department of Transportation

Transportation Demand Management Plan Creation Tool

Transportation demand management (TDM) refers to a package of policies and strategies designed to increase transportation system efficiency and shift travel patterns to reduce the number and length of single-occupancy vehicle (SOV) trips.

The purpose of this spreadsheet is to:
- determine the applicability of the TDM program to your project
- if your project is subject to TDM requirements, provide a number of points to meet VMT reduction goals
- show you the mitigation measures applicable to your project
- provide you a clear tool to demonstration compliance with the TDM requirements for your project

Project Name:

929 E Washington Avenue Hotel - Archipelago Village

Project Address:

Address	929 E Washington Avenue
Address 2	Madison, WI 53703

TDM Coordinator:

Name	Jeff Held
Email	jeff.held@strand.com
Address	910 West Wingra Drive
City	Madison
State	WI
Zip	53715

Proximity to Alternative Transportation

Within all-day transit service area?

Yes

Click here for Map

Within 1/4 mile of bike sharing station?

Yes

Click here for Map

Within 1/4 mile of car sharing station?

No

Click here for Map

What Zone is your Project Located In

General Urban Click here for Density Zone Map

What kind of Project is this?

Institutional 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

	Number of Dwelling Units
	Parking Provided
	Parking Ratio
N/A	**TDM Required**

Employment Use Characteristics

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

Commercial Use Characteristics

	Floor area square footage
	Parking Provided
	Parking Minimum by Ordinance
0.00	Parking Ratio of Provided to Min
N/A	**TDM Required**

Educational Use Characteristics

	# of Students
	Parking Provided
	Parking Minimum by Ordinance
0.00	Parking Ratio of Provided to Min
N/A	**TDM Required**

Institutional Use Characteristics

194,800	Floor area square footage
150	Parking Provided
199	Parking Minimum by Ordinance
0.75	Parking Ratio of Provided to Min
8	**TDM Required**

Required Points		Provided Points		Compliant
	Residential		Residential	
	Employment		Employment	
	Commercial		Commercial	
	Educational		Educational	
8	Institutional	23	Institutional	YES

(Calculated based on your inputs from Step 1)

VMT Reduction Strategies

All Blue Boxes Require Additional Input. Please Fill In!

Active Transportation Strategies

☑	**Infrastructure**	Dedicated Access to Bike Parking		1	Provide a convenient and separate access to the bike parking area without stairs (e.g. on the same level as the entrance, or via a ramp or elevator).
☑	**Infrastructure**	Indoor covered bike parking near Entrance		1	Locate the bike parking in a covered, indoor space, less than 100 feet from a building entrance.
☐	**Infrastructure**	Bicycle Maintenance Facilities		1	Provide a bicycle maintenance station for on-site employees, tenants, residents and visitors. Tools and supplies should include at minimum: a bicycle pump, wrenches, a chain tool, tire levers, hex keys/ Allen wrenches, torx keys, screwdrivers, and spoke wrenches. Suggest including lubricants.
☑	**Infrastructure**	Clothes Lockers and/or Showers		1	Provide showers and clothes locker for cyclists. One point for showers, one point for lockers.
☐	**Infrastructure**	Bicycle Lockers or Secure Storage Room		2	Provide secure storage room or a bike lockers for secure, long-term storage of bikes. Suggest 1 locker for every 20 DUs or 30 employees.
☐	**Programmatic**	Shared Fleet of Bicycles		2	Provide an on-site shared fleet of free loner bicycles for use by residents/ employees. Fleet should include at least 1 bicycle for every 10 DUs or 30 employees, with a minimum of 5 bikes.
☐	**Infrastructure**	Improve Surrounding *Pedestrian* Infrastructure		0	Improve pedestrian infrastructure (side walks, curb ramps, crosswalk, RRFB, etc.) on adjacent properties within 500 ft. of project consistent with city plans and ordinances and federal accessibility requirements. 1 point per 100ft of infrastructure, up to 4 total points.
☐	**Infrastructure**	Improve Surrounding *Bicycle* Infrastructure		0	Improve bicycle infrastructure (bicycle lanes, cycle tracks, new crossings, bike-ped paths, etc.) within 500 ft. of project consistent with city plans, ordinances, and federal requirements. One point per amenity or one point per 100 ft. of infrastructure, up to 4 points.
☐	**Infrastructure**	Traffic Calming Measures		0	Install traffic calming measures such as speed humps and roundabouts. One point per small-dollar measure (e.g. pedestrian flags, temporary speed hump) and two points per large-dollar measure (e.g. RRFB, permanent speed hump). Must be located within 500 ft. of project and be consistent with city plans, ordinances, and federal requirements. One point per amenity or one point per 100ft of infrastructure, up to 4 points.

Transit Strategies

The project within the all-day transit service area? Measures worth 50% less if not. (From Step 1)	**Yes**

☐	**Programmatic**	Provide free two-ride passes		2	Provided two-ride passes for all residents, employees, or visitors that want them.
☐	**Programmatic**	Sell Madison Metro passes		2	Sell Madison Metro transit passes to visitors, patrons or students. All potential beneficiaries should be clearly informed about the availability of transit passes through appropriate signs or communication channels. Must verify eligibility with Metro Transit.
☐	**Programmatic**	Subsidize Monthly Transit Passes	% subsidy: 75%	Points: 3	Provide subsidized monthly transit passes to employees/residents (one per DU or employee). 1 point per 25% subsidy, up to 75%.
☐	**Infrastructure**	Fund transit facilities and amenities	# Inc.: 4	Points: 4	Build or fund transit facilities and existing or proposed stops including benches, trash receptacles, shelters, and real-time arrival screens. Up to 1 point per feature, up to a maximum of 4 points. Metro Transit must accept proposal prior to points being awarded.
☐	**Programmatic**	Complementary Transit Passes		7	Provide complementary monthly transit passes to employees/residents (one per DU or employee).

Parking Strategies (pick one max)

☐	**Programmatic**	Carpool preferential or free parking	1	Provide free or preferentially sited parking for carpool vehicles for employees, shoppers, students, or others as applicable.
☐	**Programmatic**	Shared parking agreement	4	Keep parking capacity below the applicable parking minimum by sharing parking or off-site parking arrangement with a nearby land use, or allow users at another land use to park on-site such that that facility has parking capacity below applicable parking minimums. May utilize Parking Utility ramps.
☐	**Programmatic**	Parking cash-out	10	Offer all employees the choice to forgo free parking for an in-lieu cash payment equal to the market rate cost of parking. Cannot be used in combination with unbundle parking or parking fees. Not applicable for Residential Developments. (Most appropriate in Suburban environments)
☐	**Programmatic**	Unbundle Parking	10	Lease or sell parking separately from residential units or office spaces. Must be optional. Cannot be used in combination with parking fees or cash out.
☑	**Programmatic**	Market-rate Parking Fees	10	Drivers must pay the full market value for parking. Properties offering validation not eligible for this strategy. Cannot be used in combination with cash out or unbundling. (Most appropriate in Urban environments)

Shared Mobility Strategies

Is the project within 1/4 mile of a bike share station? Measures worth 50% less if not. (From Step 1)	**Yes**

Is the project within 1/4 mile of a car share station? Measures worth 75% less if not. (From Step 1)	**No**

☐	**Programmatic**	Shared Fleet of Vehicles	1	Provide cars for shared use by employees or residents, not including commercial vehicles.
☐	**Infrastructure**	Provide car share parking space	1	Contract with a car-share provider (such as Zipcar) to place vehicles on site for use by car-share provider's customers.
☐	**Programmatic**	Subsidized car-sharing memberships.	2	Offer subsidized car-share memberships - covering the cost of membership, at a minimum) to every resident or employee for using car-share. Car-share vehicles must be located on-site or within a quarter-mile walking distance.
☐	**Programmatic**	Provide complimentary bikeshare membership or passes	2	Offer complimentary Bikeshare membership to each employee or building tenant that wishes to obtain one.
☐	**Programmatic**	Emergency Ride Home program	2	Work with the Greater Madison MPO to establish an Emergency Guaranteed Ride Home account. Promote the program to all employees or residents that do not drive to work.
☑	**Programmatic**	Provide a Shuttle bus	3	Provide a complementary shuttle services for employees or resident. 3 points for shuttles circulating within one-mile radius of the site or providing service to major transit hubs or facilitating a complete trip. (Not applicable for residential uses)
☐	**Programmatic**	Provide Vanpool	3	After ensuring that such a service is not duplicative of existing vanpool offerings (state Vanpool), establish and maintain a vanpool program for residents or employees. (Not applicable for residential uses)
☐	**Infrastructure**	Install a bike share station	6	Coordinate with the operator of the existing bike share network to pay for and install a bike share station within ¼ mile of the project.

Information Strategies

☐	**Programmatic**	Marketing & informational campaign	1	Provide informational material/brochures on TDM and various sustainable transportation options as part of a welcome packet/orientation packet. Organize at least one tailored promotional campaign annually.
☐	**Infrastructure**	Active Transportation Wayfinding, Maps, and Signage	1	Provide all-weather signs, maps, and wayfinding signage that indicate the direction of nearby alternative commute routes, bicycle and pedestrian paths, and nearby major destinations and amenities.
☐	**Infrastructure**	Alternative Transportation Kiosk	0	Install and operate a kiosk providing alternative transportation information. The kiosk could include bike route system maps, information about TDM programs, and include a screen displaying real-time travel information for buses in the nearby vicinity. One point for carrying information, one additional point for real-time display.

Delivery Strategies

☐	**Infrastructure**	Delivery Supportive Amenities	1	Provide an area for receipt and temporary storage of deliveries by USPS, UPS, FedEx, and/or Amazon
☑	**Infrastructure**	Package Drop-Off Area	2	Provide an area to drop off packages for acceptance by USPS, UPS, FedEx, and/or Amazon
☐	**Programmatic**	Provide VMT-Reducing Delivery Services	1	Provide delivery services that reduce VMT from single-stop motorized deliveries. Qualifying services include deliveries by bicycle, on foot, or in a delivery vehicle that makes multiple stops.

Land Use Strategies

☐	**Infrastructure**	Provide Affordable Housing at 30% of AMI	0	Provide affordable housing. 1 point is awarded for every 10 percent of units that are offered at or below 30 percent of AMI. Maximum of 10 points. *Only applicable to residential developments.*
☐	**Infrastructure**	Provide Affordable Housing at 60% of AMI	0	Provide affordable housing. One point is awarded for every 20 percent of units that are offered at or below 60 percent of Annual Median Income (AMI). Maximum of 5 Points. *Only applicable to residential developments.*
☑	**Infrastructure**	Proximity to Public Transportation	5	Locate development within close proximity to existing or planned public transit service. 1 point for locating within the transit service area, 3 points for locating within the all-day service area, 5 points for locating within the planned BRT service area. (**see map**)
☐	**Programmatic**	Add to Land Use Mix	0	Provide two or more land uses onsite, allowing users to drive less. One point per additional use outside of the primary use. Maximum of 5 points.
☐	**Programmatic**	On-site Childcare Facility	4	Establish an on-site daycare facility, to be used by residents or employees. Points are additive to land-use mix points awarded under LU-3.
☐	**Programmatic**	Provide Other Specific Trip-reducing Service	1	Provide any other trip-reducing service for building users, such as on-site food service for employees, pet-care service, laundry, playroom, dog walking/park, or a business center/co-working space.

Employer Policy Strategies

☐	**Programmatic**	Flexible Work Schedules	1	Provide at least 25% of employees the opportunity to beginning AND end work shifts outside of peak traveling hours. *Not applicable to residential developments.*
☐	**Programmatic**	Teleworking / Work From Home	1	Provide at least 25% of employees the opportunity to work from home. *Not applicable to residential developments.*

Other Strategies

☐	**Programmatic**	Join a Transportation Management Association	0	Form or join a Transportation Management Association (TMA) to facilitate TDM activities such as marketing, outreach, and distribution services. Unavailable until a TMA is founded in the area.
☐	**Programmatic**	Other Innovative measure (please describe measure and input recommended point value)	0	Enter Measure here.
☐	**N/A**	TDM Relief Points (granted by Department of Transportation staff for properties built prior to 3/31/2023)	0	Include rationale for mitigation points being granted.