



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 demonstrate compliance with the TDM requirements for your project

Project Name:

519-521 W Main St

Project Address:

Address 519 W Main St, Madison, WI

Address 2 521 W Main St, Madison, WI

TDM Coordinator:

Name Fed Novikov

Email fed@theneutralproject.com

Address 25 W Main St, Suite 500

City Madison

State WI

Zip 53703

Proximity to Alternative Transportation

Within all-day transit service area?

Yes

[Click here for Map](#)

Within 1/4 mile of bike sharing station?

No

[Click here for Map](#)

Within 1/4 mile of car sharing station?

No

[Click here for Map](#)

What Zone is your Project Located In

Downtown / University

[Click here for Density Zone Map](#)

What kind of Project is this?

Mixed Use

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

30	Number of Dwelling Units
18	Parking Provided
0.60	Parking Ratio
9	TDM Required

Employment Use Characteristics

	Floor area square footage
	Parking Provided
	Parking Provided per 500 sq ft
No TDM Required	TDM Required

Commercial Use Characteristics

850	Floor area square footage
-	Parking Provided
-	Parking Minimum by Ordinance
0.00	Parking Ratio of Provided to Min
No TDM Required	TDM Required

Educational Use Characteristics

	# of Students
	Parking Provided
	Parking Minimum by Ordinance
0.00	Parking Ratio of Provided to Min
No TDM Required	TDM Required

Institutional Use Characteristics

-	Floor area square footage
	Parking Provided
	Parking Minimum by Ordinance
0.00	Parking Ratio of Provided to Min
No TDM Required	TDM Required

Required Points

9	Residential	Residential
N/A	Employment	Employment
N/A	Commercial	Commercial
N/A	Educational	Educational
N/A	Institutional	Institutional

(Calculated based on your inputs from Step 1)

Provided Points

13	Residential
13	Employment
13	Commercial
13	Educational
13	Institutional

Compliant

YES
No TDM Required
No TDM Required
No TDM Required
No TDM Required

VMT Reduction Strategies

All Blue Boxes Require Additional Input. Please Fill In!
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Active Transportation Strategies

<input checked="" type="checkbox"/>	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).
<input checked="" type="checkbox"/>	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.
<input checked="" type="checkbox"/>	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.
<input type="checkbox"/>	Infrastructure	Clothes Lockers and/or Showers	0	Provide showers and clothes locker for cyclists. One point for showers, one point for lockers.
<input type="checkbox"/>	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.
<input checked="" type="checkbox"/>	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.
<input type="checkbox"/>	Infrastructure	Improve Surrounding <u>Pedestrian</u> 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.
<input type="checkbox"/>	Infrastructure	Improve Surrounding <u>Bicycle</u> 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.
<input type="checkbox"/>	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
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<input type="checkbox"/>	Programmatic	Provide free two-ride passes		2	Provided two-ride passes for all residents, employees, or visitors that want them.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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%.
<input type="checkbox"/>	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.
<input type="checkbox"/>	Programmatic	Complementary Transit Passes		7	Provide complementary monthly transit passes to employees/residents (one per DU or employee).

Parking Strategies (pick one max)

<input type="checkbox"/>	Programmatic	Carpool preferential or free parking	1	Provide free or preferentially sited parking for carpool vehicles for employees, shoppers, students, or others as applicable.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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 unbundled parking or parking fees. Not applicable for Residential Developments. (Most appropriate in Suburban environments)
<input type="checkbox"/>	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.
<input type="checkbox"/>	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)	No
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Is the project within 1/4 mile of a car share station? Measures worth 75% less if not. (From Step 1)	No
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<input type="checkbox"/>	Programmatic	Shared Fleet of Vehicles	1	Provide cars for shared use by employees or residents, not including commercial vehicles.
<input checked="" type="checkbox"/>	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.
<input type="checkbox"/>	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.

<input type="checkbox"/>	Programmatic	Provide complimentary bikeshare membership or passes	1	Offer complimentary Bikeshare membership to each employee or building tenant that wishes to obtain one.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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)
<input type="checkbox"/>	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)
<input type="checkbox"/>	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

<input type="checkbox"/>	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.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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

<input checked="" type="checkbox"/>	Infrastructure	Delivery Supportive Amenities	1	Provide an area for receipt and temporary storage of deliveries by USPS, UPS, FedEx, and/or Amazon
<input type="checkbox"/>	Infrastructure	Package Drop-Off Area	2	Provide an area to drop off packages for acceptance by USPS, UPS, FedEx, and/or Amazon
<input type="checkbox"/>	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

<input type="checkbox"/>	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. <i>Only applicable to residential developments.</i>
<input type="checkbox"/>	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. <i>Only applicable to residential developments.</i>
<input checked="" type="checkbox"/>	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)
<input type="checkbox"/>	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.
<input type="checkbox"/>	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.
<input checked="" type="checkbox"/>	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

<input type="checkbox"/>	Programmatic	Flexible Work Schedules	1	Provide at least 25% of employees the opportunity to beginning AND end work shifts outside of peak traveling hours. <i>Not applicable to residential developments.</i>
<input type="checkbox"/>	Programmatic	Teleworking / Work From Home	1	Provide at least 25% of employees the opportunity to work from home. <i>Not applicable to residential developments.</i>

Other Strategies

<input type="checkbox"/>	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.
<input type="checkbox"/>	Programmatic	Other Innovative measure (please describe measure and input recommended point value)	0	Enter Measure here.
<input type="checkbox"/>	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.



Monday April 8th, 2024

TRANSPORTATION DEMAND MANAGEMENT PLAN NARRATIVE

Introduction

This narrative is provided in addition to the TDM worksheet for the land use application proposal for **“519–521 W Main St”** project.

The proposed multi-family dwelling will provide **30 dwelling units**. The development will feature a 850 sq ft **accessory use** (cafe, book store, professional office, or similar) on the ground floor.

Data sheet

Project

Total residential area	23,866 SF
Total commercial use area	850 SF
Total dwelling units	30
Total parking stalls (residential)	18
Parking stalls (commercial)	0
Indoor long-term bike parking (total)	31
Indoor bike share station	5
Short term bike parking (outdoor)	5

TDM

Required points according worksheet	9
Provided points	13



Proposed measures

Dedicated access to biking	1
Indoor cover bike parking near entrance	1
Bicycle maintenance facilities	1
Shared fleet of bicycles	2
Shared fleet of vehicles	1
Car share parking space	1
Delivery supportive amenities	1
Proximity to public transportation	5
Other specific trip reducing service	1

TDM Narrative

Bike parking

The proposed development would provide a total of 31 parking stalls for bike parking in the basement of the building. The stalls are directly accessible via elevator to the ground floor and the street.

Shared fleet of bicycles

5 of the indoor stalls will be allocated to a bike sharing program for the residents of the building. The Neutral Project is currently in the process of selecting a bike-sharing provider for another project in downtown Madison – Bakers Place at 849 E Washington Avenue. The 519-521 St is expected to use the same bike-share provider and benefit for the access to their fleet across the city.

Bike maintenance

Bike maintenance station will be placed directly adjacent to the bike parking. The development team is anticipating the use of [“Saris Public Work Stand Deluxe”](#) product.

Shared fleet of vehicles

The project will provide 1 car sharing stall for the residents of the building. The development team is in the process of evaluating the car sharing provider for the project. An important consideration is that the parking plan proposes to make the car sharing stall as EV Installed. As a



sustainability-focused development company, we're looking to provide a shared electric vehicle to be used by the residents.

Delivery supportive amenities

The development project would provide a secure room for short-term storage of large delivery parcels in the basement (in addition to short-term storage for smaller parcels on the ground floor).

Trip reducing services

The project will feature a convenient communal area for residents on the ground floor outfitted as a co-working/library space. It's meant to provide an opportunity for tenants (students, professionals, etc) to occasionally work in the building instead of taking a trip to the office or university, etc.

In addition, the project will feature a retail accessory use. Most likely a cafe, tea house, or a bakery. We believe that this would provide an opportunity for the tenants to make fewer trips by cars in search of a similar service. As a potential positive externality, it may also help neighbors living within a walking distance of the property to choose to use this cafe (or other service) instead of driving elsewhere.

The development team has initiated a search for a commercial tenant, but hasn't identified one yet.

If you have any questions, please don't hesitate to contact me.

Sincerely,

Fedor Novikov

Fed Novikov

TDM Coordinator,
519-521 W Main St Project

Senior Project Manager,
The Neutral Project LLC

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