

# Transportation Demand Management (TDM) Ordinance/Program

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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

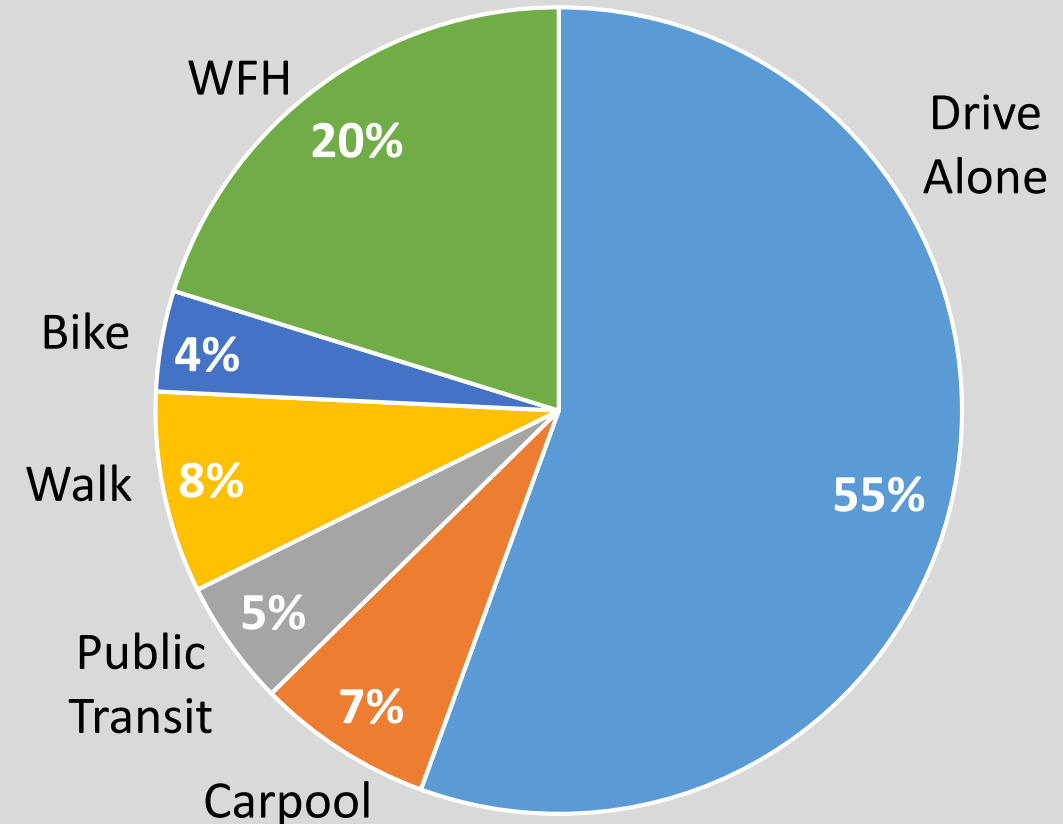
- Less off-street parking
- Fewer single-occupancy vehicle trips
- Increase amenities for sustainable/active transportation modes
- Increase transit ridership, biking, walking, and carpooling



# 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                   |

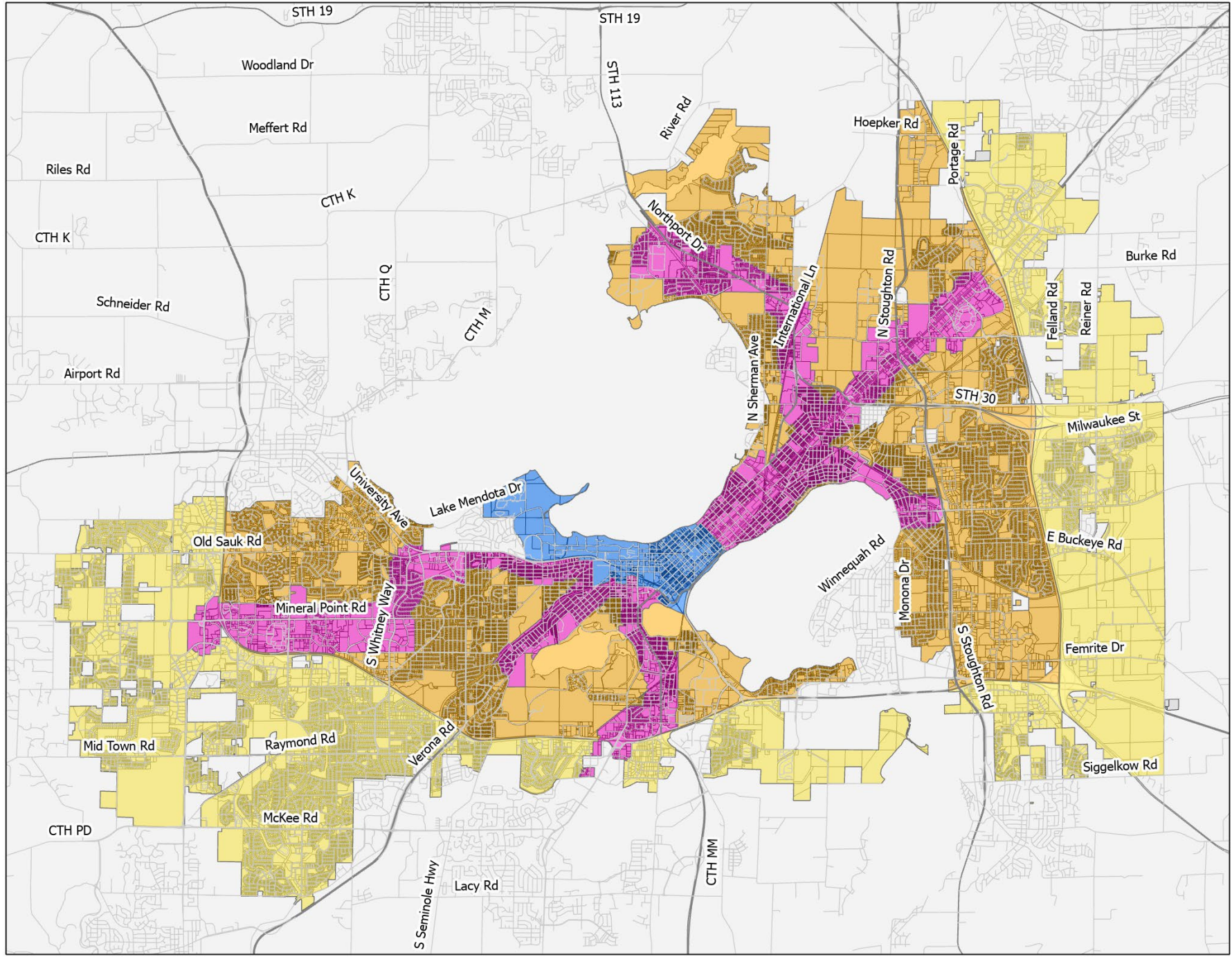


|   | SMALL                      | LOW-MEDIUM             | MEDIUM                   | HIGH-MEDIUM               | LARGE             |
|---|----------------------------|------------------------|--------------------------|---------------------------|-------------------|
| RESIDENTIAL USES  | 10-25 DU                   | 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 | Mitigation points required |                        |                          |                           |                   |
| < 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%

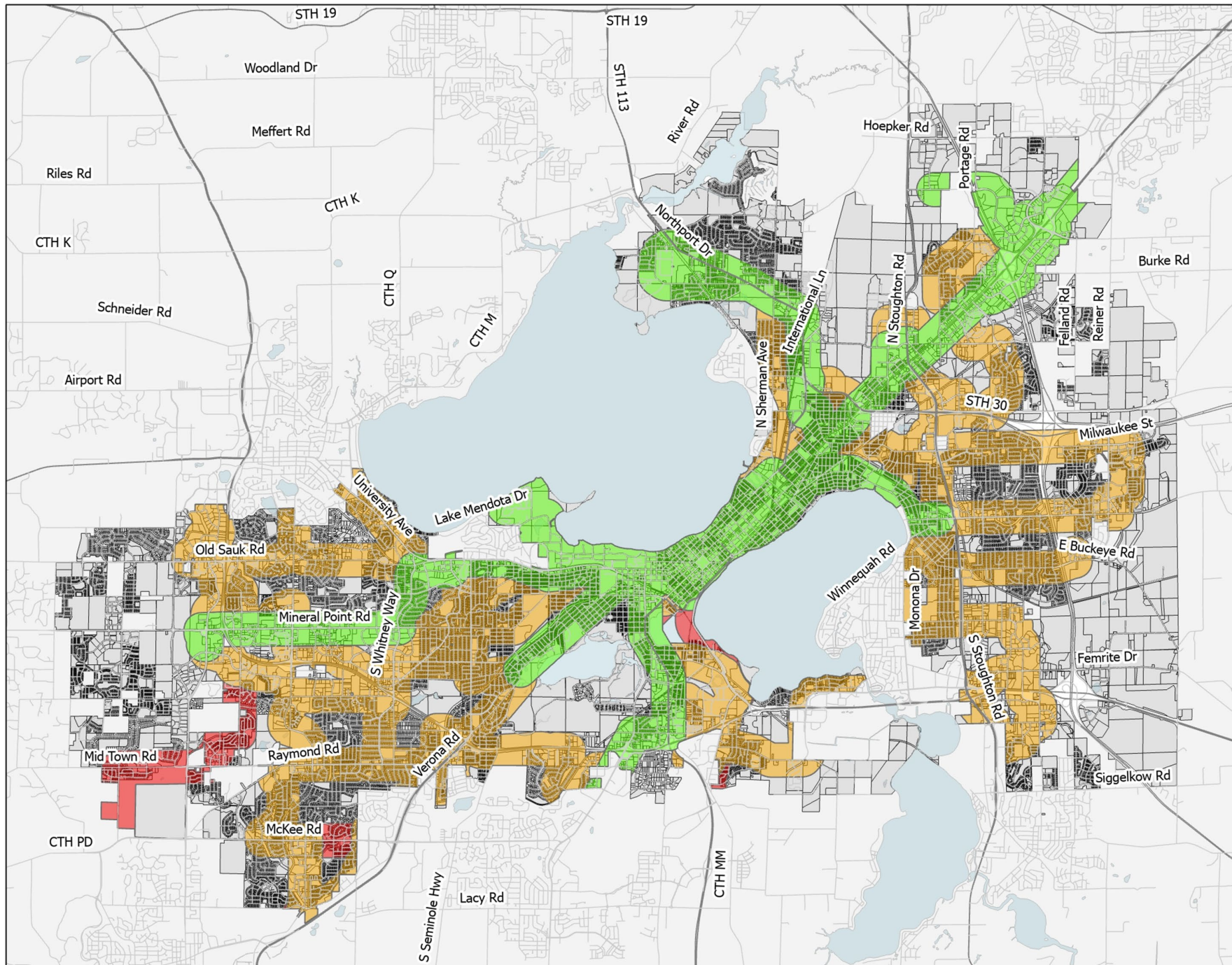




# TRANSIT SERVICES MAP 2023

## Legend

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



# TDM Measures



Active Transportation



Transit



Parking Management



Shared Mobility



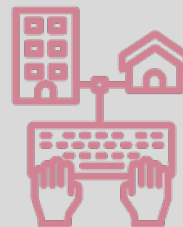
Information & Communication



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