City of Madison | Department of Transportation

Transportation Demand Management (TDM) Plan

TDM is the use of strategies to increase transportation system efficiency and encourage transportation options to reduce the number a length of single-occupancy vehicle (SOV) trips. The City of Madison's TDM Ordinance requires certain development projects to impleme measures that improve mobility, reduce congestion, and lower vehicle emissions.

The purpose of the TDM Plan is to:

- *Determine the applicability of the TDM Ordinance to the development project* (**Step 1**)
- *Establish a required number of TDM points for the project, if it is subject to TDM Ordinance requirements* (**Step 1**)
- *Select TDM measures to implement* (**Step 2**)
- *Demonstrate compliance with the TDM Ordinance by meeting TDM point requirements* (**Step 2**)

Project Name:

Sennett MS

Project Address:

Address	502 Pflaum Rd.
Address 2	Madison, WI 53716

Site TDM Manager:

Name	Hannah Boer
Email	hannah.boer@jsdinc.com
Address	507 West Verona Avenue, Suite 500
City	Verona
State	WI
Zip	53593

Proximity to Transportation Options

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 location?

No

Click here for Map

Project Zone

Low Density / Suburb Click here for Density Zone Map

Project Use Category

Institutional Use Category (or categories)

Project Details

Enter applicable project information into the blue boxes below.

Residential Use Characteristics

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

Employment Use Characteristics

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

Commercial Use Characteristics

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

Educational Use Characteristics

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

Institutional Use Characteristics

93,750	Floor area square footage
180	Parking Provided
0.96	Parking Provided per 500 sq ft
4	**TDM Required**

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Required Points			Provided Points		Compliant
	Residential	Residential		Residential	
	Employment	Employment		Employment	
	Commercial	Commercial		Commercial	
	Educational	Educational		Educational	
4	Institutional	Institutional	4	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 bike parking in a covered, indoor space, less than 100 ft 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		2	Provide showers and/or clothes locker for cyclists. One point for showers, one point for lockers. *Not applicable for residential developments*.
☐	**Infrastructure**	Bicycle Lockers or Secure Storage Room		2	Provide secure storage room or a bike lockers for secure, long-term storage of bikes. Provide at least one 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 one bicycle for every 10 DUs or 30 employees, with a minimum of five bikes.
☐	**Infrastructure**	Improve Surrounding *Pedestrian* Infrastructure		0	Improve pedestrian infrastructure (side walks, curb ramps, crosswalk, RRFB, etc.) within 500 ft of the site, consistent with city plans and ordinances and federal accessibility requirements. One point per 100ft of infrastructure, up to 4 total points.
☐	**Infrastructure**	Improve Surrounding *Bicycle* Infrastructure		4	Improve bicycle infrastructure (bicycle lanes, cycle tracks, new crossings, bike-ped paths, etc.) within 500 ft of the site, consistent with city plans, ordinances, and federal requirements. One point per amenity or one point per 100 ft. of infrastructure, up to four points.
☐	**Infrastructure**	Traffic Calming Measures		4	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 100 ft of infrastructure, up to four points.

Transit Strategies

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

☐	**Programmatic**	Provide Fast Fare cards		1	Provide Fast Fare cards to employees/residents – one per dwelling unit or employee. Fast Fare cards can be obtained at Metro Transit's administrative office, 1245 E Washington Ave, Suite 201.
☐	**Programmatic**	Provide Fast Fare cards with fare value		2	Provide Fast Fare cards to employees/residents – one per dwelling unit or employee, with at least $10 of value on each card ($2/ride for a standard fare). Points increase for every additional $10 per card, up to a maximum of four points.
☐	**Programmatic**	Subsidized Commute Cards		4	Provide Commute Cards to all employees – one per employee, at some cost to employees (ex: payroll deduction). Signed Commute Card contract with Metro Transit required.
☐	**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 Commute Cards		7	Provide Commute Cards at no cost to all employees. Signed Commute Card contract with Metro Transit required.
☐	**Infrastructure**	Sponsor a Shelter/Bench		0	Work with Metro Transit to sponsor a bus stop and/or stop amenities (shelter, bench, etc.), within a ¼ mile of the site.

Parking Strategies (pick one max)

☐	**Programmatic**	Carpool preferential parking		0	Provide carpool preferential parking vehicles for employees, shoppers, students, or others as applicable. Carpool preferential parking signage must be shown at head of stall, as noted on a site plan. For sites where parking is charged, the project would be eligible for an additional point if carpool stalls are free.
☐	**Programmatic**	Shared parking agreement		4	Keep parking capacity below the use-specific parking minimum, as specified in MGO 28.141, by sharing parking with an adjacent property, or allow users at an adjacent property to park on-site such that that facility has parking capacity below applicable base parking (parking minimums). May utilize City of Madison Parking garages.
☐	**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. Must apply to all parking stalls on the property. 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)
☐	**Programmatic**	Unbundle Some Parking		3	Lease or sell parking separately from residential units or office spaces. Must be optional. Must apply to at least 75% of all parking stalls on the property. Cannot be used in combination with parking fees or cash-out.
☐	**Infrastructure**	Additional Accessible Parking		0	Provide more accessible parking stalls than required by the ADA. One point for one accessible stall more than the minimum amount required by the ADA; two points for providing more than one accessible stall above what is required.

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

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	1	Offer complimentary Bikeshare membership to each employee or building tenant that wishes to obtain one.
☐	**Programmatic**	Offer Subsidized Bikeshare Membership or Passes	1	Offer subsidized Bikeshare membership to each employee or building tenant that wishes to obtain one.
☐	**Programmatic**	Emergency Ride Home Program (more info)	2	Establish an Emergency Ride Home program for employees who do not drive to work. Contact the Greater Madison MPO RoundTrip program for assistance with program set up.
☐	**Programmatic**	Provide a Shuttle bus	3	Provide a complementary shuttle service for employees. Three 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, such as participating in the Week Without Driving.
☐	**Infrastructure**	Active Transportation Wayfinding, Maps, and Signage	1	Provide all-weather signs, maps, and wayfinding signage that indicate the direction of nearby commute routes, bicycle and pedestrian paths, and nearby major destinations and amenities.
☐	**Infrastructure**	Sustainable Transportation Kiosk	0	Install and operate a kiosk providing sustainable 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**	Secure Area for Deliveries	1	Provide an area for receipt and temporary storage of deliveries by USPS, UPS, FedEx, and/or Amazon
☐	**Infrastructure**	Tenant/Customer Package Drop-Off Area	2	Provide an area for tenants, employeesm and/or patrons 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. One point is awarded for every 10% of units that are offered at or below 30% 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% of units that are offered at or below 60% of AMI. Maximum of five points. *Only applicable to residential developments.*
☑	**Infrastructure**	Proximity to Public Transportation	3	Locate development within close proximity to existing or planned public transit service. One point for locating within the transit service area, three points for locating within the all-day service area, five points for locating within the BRT/high-frequency service area. (**see map**)
☐	**Programmatic**	Add to Land Use Mix	1	Provide two or more land uses onsite, allowing users to drive less. One point per additional use outside of the primary use. Maximum of five points.
☐	**Programmatic**	On-site Childcare Facility	4	Establish an on-site daycare facility, to be used by residents or employees. Points for this measure are awarded separately and in addition to points for the Add to Land Use Mix measure.
☐	**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. Peak travel hours are 7am-9am and 4pm-6pm. *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.