



# MADISON'S POSSIBLE TDM PROGRAM

City of Madison Department of Transportation  
Plan Commission Meeting Oct 29, 2020

MADISON DEPARTMENT



OF TRANSPORTATION



State  
**Smart Transportation**  
Initiative

Practical Solutions to Move America Forward

# OUTLINE

- What is transportation demand management (TDM)?
- TDM in Madison to date
- National best practices
- Madison's possible TDM program
- TDM Measures
- Hypothetical projects with illustrative measures
- San Francisco TDM tool
- Discussion

# WHAT IS TRANSPORTATION DEMAND MANAGEMENT (TDM)?

Various strategies that increase  
transportation system efficiency  
*(Victoria Transport Policy Institute)*

Set of strategies aimed at maximizing  
traveler choices; more effective  
choices to improve travel reliability  
*(USDOT)*

Methods to reduce the number or  
length of auto trips  
*(Modernizing Mitigation, SSTI)*

TDM refers to policies and strategies  
implemented to shift travel patterns  
to better manage congestion  
*(Madison in Motion Plan)*

## PURPOSE

- Mitigate negative impacts of systemwide traffic (VMT) resulting from major land use changes, by providing sustainable transportation choices, infrastructure, and services.
- Also proactively address localized issues of safety, livability and multimodal access.

Mitigate vehicle  
miles travelled  
(VMT)



Support multi-  
modalism and more  
equitable access



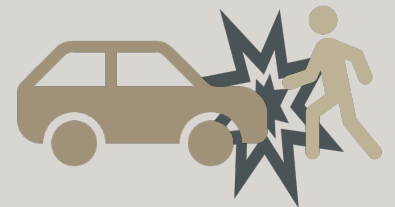
Reduce congestion,  
travel delay and air  
emissions



Support transit-  
oriented  
development  
(TOD) and infill



Address public  
safety impacts



# TDM IN MADISON'S LAND USE REGULATIONS

## Conditional Use:

*Give consideration to TDM measures and participation in a Transportation Management Association (TMA)*

## Planned Development District:

*A TDM plan may be required as a way to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day.*

## Employment Campus District:

*Requirement of master plan for any rezoning submittal which needs to have a TDM Plan with measurable goals, strategies, and actions to encourage non-SOV (single-occupancy vehicle).*

## Mixed Use Center District:

*City Traffic Engineer may require a traffic impact analysis (TIA) to determine the impacts of the District. A TDM plan may be required to resolve traffic and parking concerns.*

## Big-box retail:

*Single retail business establishments of or over 40,000 sq. ft. with 100 or more full-time employees required to have a TDM Plan or participate in a TMA.*

## EXISTING TDM EFFORTS IN MADISON

- The city requires some forms of TDM and transportation impact mitigation of all new developments.
- Current requirements lack consistent standards and predictable application.

## ADVANTAGES OF A CITYWIDE TDM PROGRAM



**CONSISTENCY** – Uniform requirements across Madison with targets based on project size and proposed parking capacity.



**CHOICE** – A menu with a range of TDM measures, from simply installing wayfinding signs to providing a land-use mix.



**CLARITY** – Straightforward requirements and measure options through a simple online tool.



**CREDIT** – Projects are acknowledged for meeting existing city requirements such as bicycle parking provision and pedestrian access.



**CONVENIENCE** – Streamlined approval process for new or expanded buildings, that minimizes the need for external assistance.



**COMMUNICATION** – Traffic-reducing elements of a project are summarized for the public and policymakers.

## TDM PROGRAMS REVIEWED



## TDM PROGRAMS REVIEWED

TDM applies to new commercial and residential development or redevelopment and requires TDM plans based on #parking spaces

A parking based TDM program that has been very effective in reducing drive alone trips from 55% in 1990 to 39% in 2018.

Seattle targets all employers through its successful program and has achieved the SOV rate of 48%.

Seattle, WA

St. Paul, MN

Cambridge, MA

San Francisco, CA

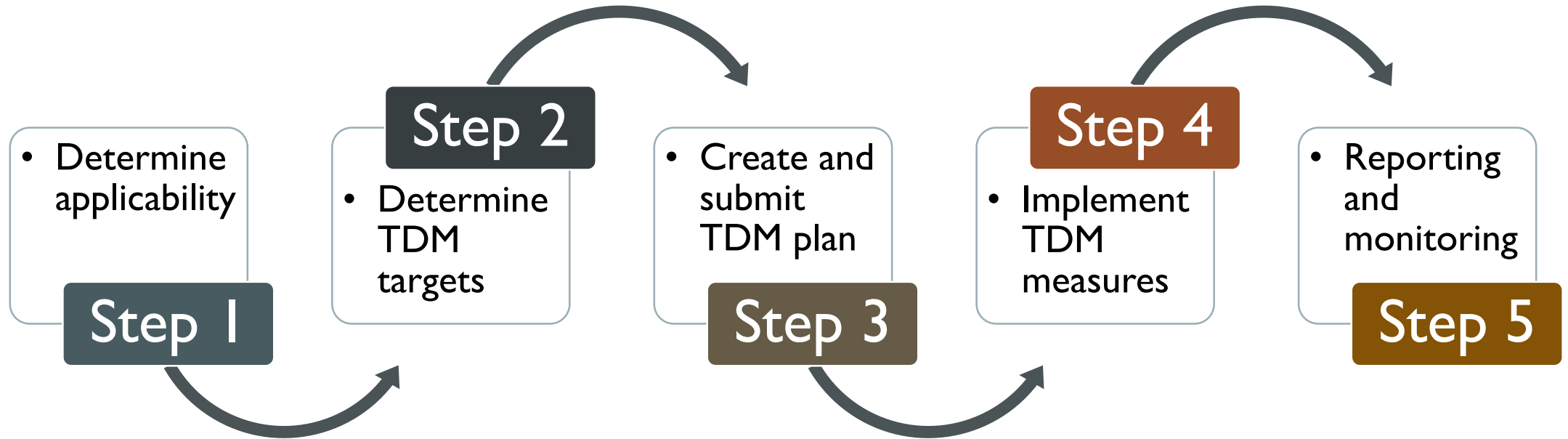
Has a land use and parking based TDM program, similar to Madison's proposed program, targeting VMT reduction.

Arlington County, VA

A longstanding and highly successful program that is based on land use. It saw a VMT reduction of 38% from 2008-2014.



# MADISON'S POSSIBLE TDM PROGRAM



## Exemptions:

- Residential uses with <10 dwelling units
- Non-residential uses with <10,000 sq. ft. gross area
- Small retail use
- Affordable housing (via point credits)

# TDM MEASURES



Active Transportation  
*AT-1 to AT-8*



High-occupancy vehicles  
*HOV-1 to HOV-7*



Information & Communication  
*IC-1 to IC-4*



Parking Management  
*P-1 to P-3*



Land-use + Location  
*LU-1 to LU-6*

# HYPOTHETICAL PROJECTS

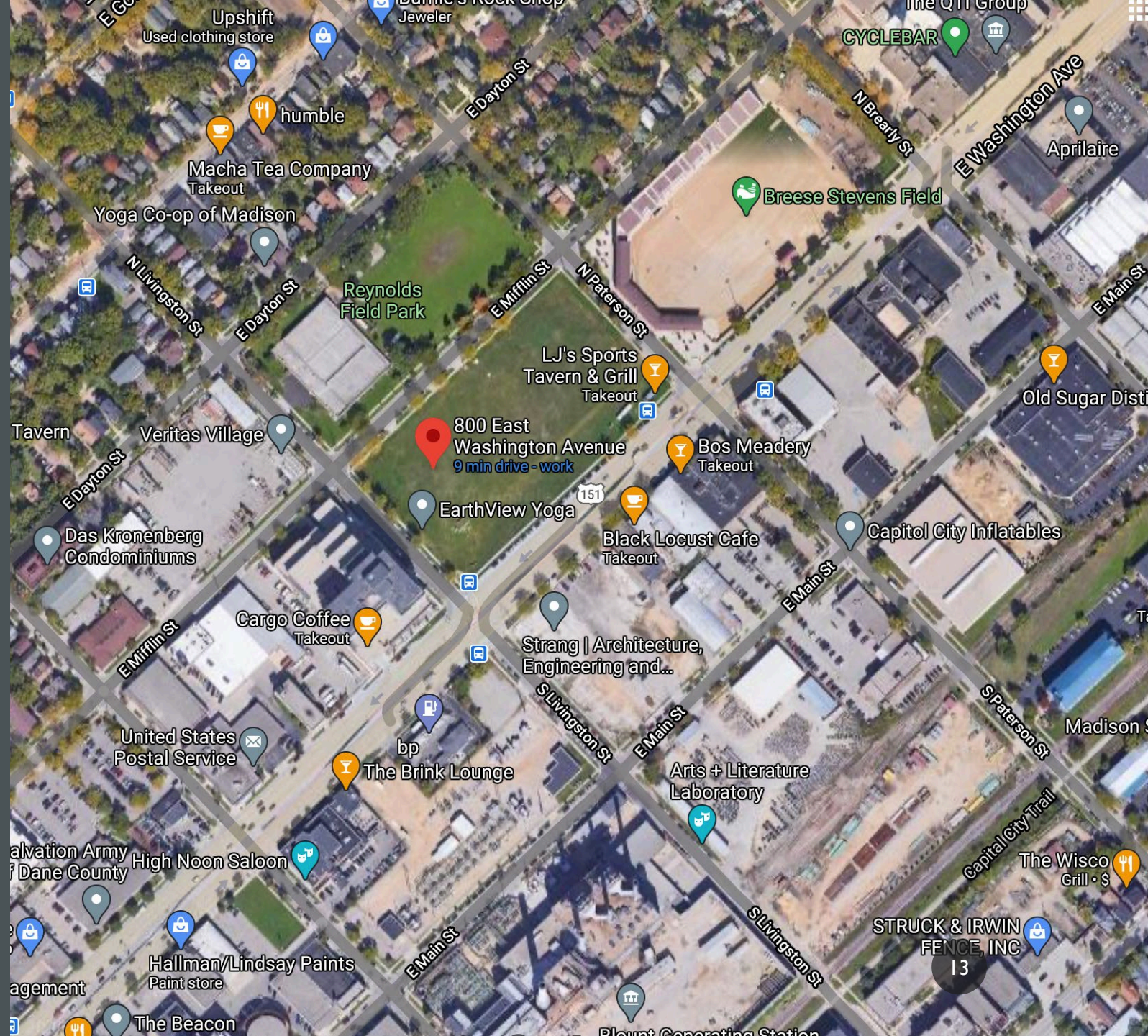
# TDM REQUIREMENTS

Maximum Points ~ 90		Small	Low-Medium	Medium	High-Medium	Large
	Residential	10-25 DU	26-50 DU	51-100 DU	101-150 DU	150+ DU
	Parking Stalls per dwelling unit (DU)	Mitigation Points required				
	< 0.5	5	8	10	12	15
	0.5 - 0.99	10	12	15	18	20
	1.0 - 1.49	15	18	20	22	25
	1.49 - 2.0	20	22	25	28	30
	2.0 - 2.5	25	28	30	32	35
	2.5 +	30	32	35	38	40

Note: Salmon-colored cells represent projects that would submit detailed annual/bi-annual reports.

# HYPOTHETICAL PROJECT I

- **Property:** 800 block of E. Washington
- **Use:** Residential (40% affordable)
- **Location:** Central
- **No. of DUs:** 100
- **Proposed parking:** 1 stall/DU
- **Project Size:** Medium
- **Point target:** 20



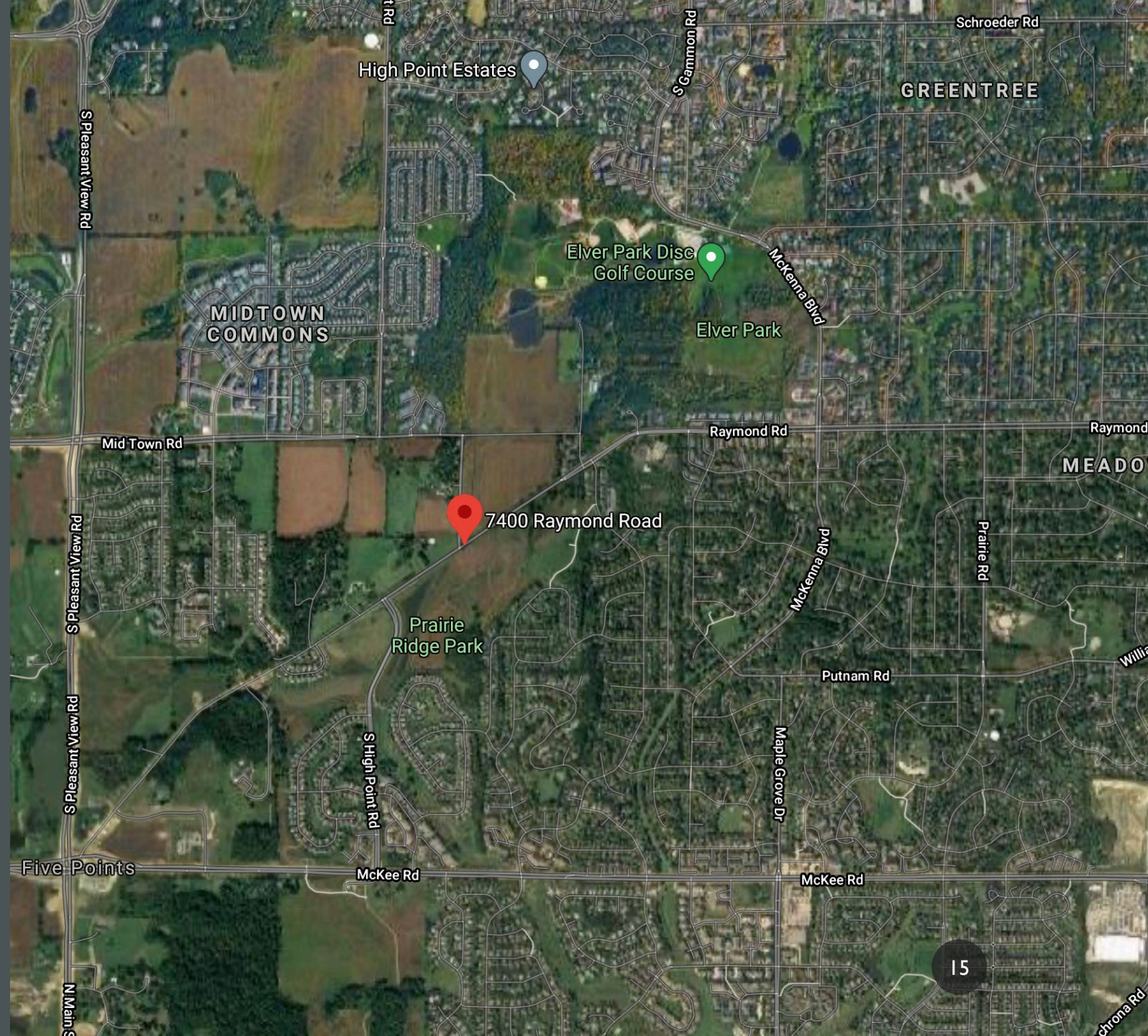
## HYPOTHETICAL PROJECT I – TDM MEASURES

Automatic TDM measures	Points
Base points	3
Designated coordinator & pay program fee	1
Bike Parking – city standards	1
Pedestrian access	1
Walk score (90+)	5
All-day transit service (within quarter mile)	3
<b>TOTAL</b>	<b>11</b>

Hypothetical TDM measures	Points
Automatic points earned	11
Affordable housing (40%)	5
Priced parking/unbundled parking	5
<b>TOTAL</b>	<b>21</b>

# HYPOTHETICAL PROJECT 2

- **Property:** 7400 block of Raymond Road
- **Use:** Predominantly residential (20% affordable) with 8,500 sq. ft. of commercial
- **Location:** Outer
- **No. of DUs:** 100
- **Proposed parking:** 1.5 stall/DU
- **Project Size:** Medium
- **Point target:** 25



## HYPOTHETICAL PROJECT 2 – TDM MEASURES

Automatic TDM measures	Points
Base points	3
Designated coordinator & pay program fee	1
Bike Parking – city standards	1
Pedestrian access	1
Walk score (11)	0
All-day transit service (within quarter mile)	0
<b>TOTAL</b>	<b>3</b>

Hypothetical TDM measures	Points
Automatic points earned	3
Enhanced access to bike parking (both options)	2
On-site pedestrian access - No drive aisle crossing	1
Off-site bike facilities/funding (along building frontage)	2
Bike user facilities (repair/maintenance)	1
Provide funding for traffic calming (streetscape interventions)	2
Affordable housing (20%)	2
Land use mix (2 uses)	4
Priced parking/unbundled parking	5
Multimodal wayfinding signage	1
Marketing campaign	2
<b>TOTAL</b>	<b>25</b>

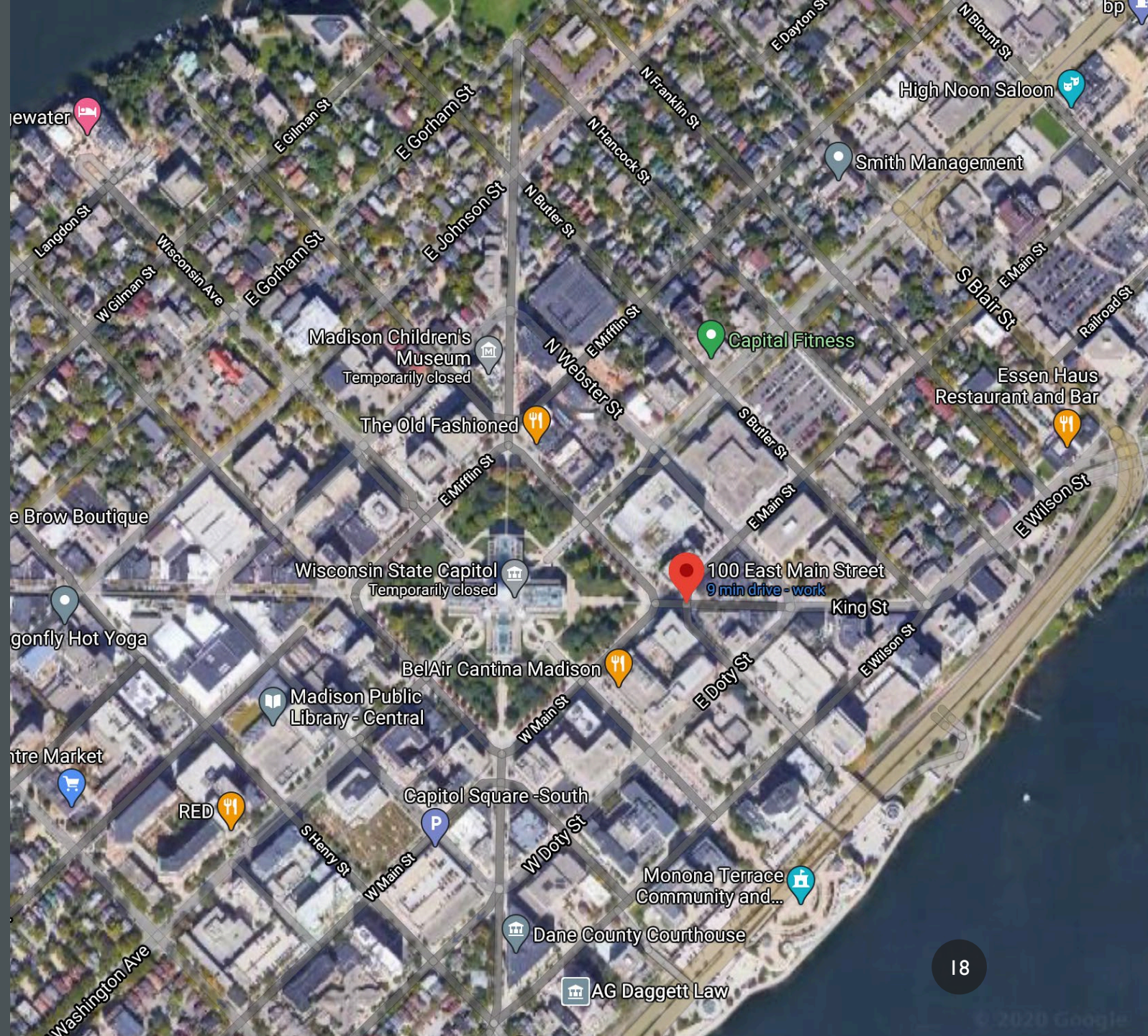
# TDM REQUIREMENTS

Maximum Points ~ 90		Small	Low-Medium	Medium	High-Medium	Large
	Commercial/Office	10,000 - 25,000 sf	25,001 - 50,000 sf	50,001 - 100,000 sf	100,001 - 150,000 sf	150,000+ sf
	Parking Stalls per 500 sq. ft.	Mitigation Points required				
	< 0.5	5	8	10	12	15
	0.5 - 0.99	10	12	15	18	20
	1.0 - 1.49	15	18	20	22	25
	1.49 - 2.0	20	22	25	28	30
	2.0 - 2.5	25	28	30	32	35
	2.5 +	30	32	35	38	40

Note: Salmon-colored cells represent projects that would submit detailed annual/bi-annual reports.

# HYPOTHETICAL PROJECT 3

- **Property:** 100 block of E. Main Street
- **Use:** Office
- **Location:** Central
- **Built-up area:** 110,000 sq. ft.
- **Proposed parking:** 1 stall/500 sq. ft.
- **Project Size:** High-Medium
- **Point target:** 22



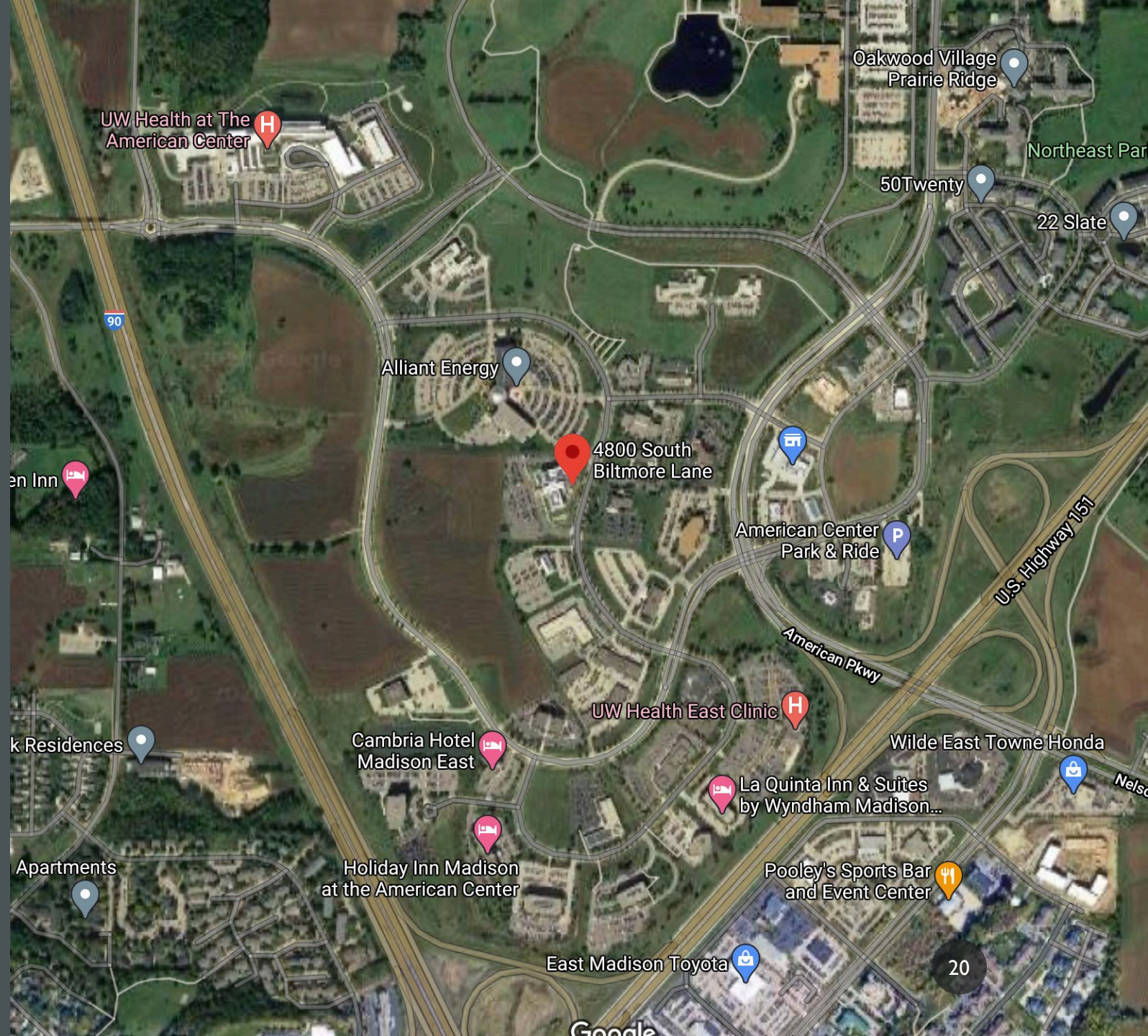
## HYPOTHETICAL PROJECT 3 – TDM MEASURES

Automatic TDM measures	Points
Base points	3
Designated coordinator & pay program fee	1
Bike Parking – city standards	1
Pedestrian access	1
Walk score (95+)	5
All-day transit service (within quarter mile)	3
<b>TOTAL</b>	<b>11</b>

Hypothetical TDM measures	Points
Automatic points earned	11
Provide transit passes or nontaxable subsidy	4
Priced parking/cash out	5
Multimodal wayfinding signage	1
Marketing campaign	1
<b>TOTAL</b>	<b>22</b>

# HYPOTHETICAL PROJECT 4

- **Property:** 4800 block of S. Biltmore Lane
- **Use:** Office with 3,000 sq. ft. of cafeteria space
- **Location:** Outer
- **Built-up area:** 110,000 sq. ft.
- **Proposed parking:** 1.5 stall/500 sq. ft.
- **Project Size:** High-Medium
- **Point target:** 28



## HYPOTHETICAL PROJECT 4 – TDM MEASURES

Automatic TDM measures	Points
Base points	3
Designated coordinator & pay program fee	1
Bike Parking – city standards	1
Pedestrian access	1
Walk score (25)	0
All-day transit service (within quarter mile)	3
<b>TOTAL</b>	<b>6</b>

Hypothetical TDM measures	Points
Automatic points earned	6
Enhanced access to bike parking (both options)	2
On-site pedestrian access - No drive aisle crossing	1
Off-site bike facilities/funding (along building frontage)	2
Bike user facilities (repair/maintenance and bike lockers)	2
Land use mix (2 uses)	2
Provide car share/company fleet	2
Provide vanpools/shuttle bus	3
Priced Parking/cash out	5
Multimodal wayfinding signage	1
Marketing campaign	2
<b>TOTAL</b>	<b>28</b>



## Step 1: Search or Click on the Map

Enter an address or parcel here or click on the map below.

Search

## Step 2: Choose Land Use Categories



☒ RETAIL ?



☐ OFFICE ?



☐ RESIDENTIAL ?



☐ OTHER ?

# SAN FRANCISCO TDM TOOL

Project Location  
Tools

Street Address:

Assessors Block/Lot:

Transportation Analysis Zone Number:

# DISCUSSION