

APPENDIX A: TDM MEASURES - DRAFT FOR COMMENT

Category	Measure	Option	Points	Considerations & Description	Eligible Use Categories			
					Residential	Employment	Commercial	Institutional
B-1	TDM coordinator and pay program fee		1	Designate a coordinator to manage TDM requirements and implementation. The person will be responsible for submitting the TDM plan prior to approval of the building permit, paying the program fee, meeting reporting requirements, if any, and serving as the point of contact for TDM matters. The position does not need to be full-time.	Y	Y	Y	Y
B-2	Pedestrian path to sidewalk		1	Provide continuous access to building entrances from the street to the sidewalk, as required by existing city standards.	Y	Y	Y	Y
B-3	Bike parking		1	Provide bicycle parking as required by existing city standards.	Y	Y	Y	Y
AT-1	Enhanced access to bike parking	A: Segregated access to bike parking with no stairs	1	In addition to Basic-3, provide a convenient and segregated access to the bike parking area without stairs (e.g. on the same level as the entrance, or via a ramp or elevator).	Y	Y	Y	Y
		B: Locational advantage	1	Locate the bike parking in a covered, indoor space, less than 100 feet from the main entrance.	Y	Y	Y	Y
AT-2	No drive aisle crossing		1	Provide direct street frontage to minimize pedestrian/vehicular conflicts. Access points/stairs should be located such that pedestrians do not have to cross parking lot drive aisles.	Y	Y	Y	Y
AT-3	Off-site bike infrastructure		2-8	Develop or fund off-site bicycle infrastructure (bicycle lanes, cycletracks, new crossings, bike-ped paths, etc.). Points would be awarded based on monetary value i.e., 2 points for every \$18,000 invested in an off-site improvement. Facilities used by both cyclists and pedestrians can earn a maximum of 12 points in this category and AT-7. Does not apply to facilities provided within the project area (GDP for incrementally developed PDDs). Facilities must be open to the public.	Y	Y	Y	Y
AT-4	Bike user facilities	A: Bike lockers	1	Provide lockers for secure, long-term storage of bikes: 1 locker for every 20 DUs or 30 employees.	Y	Y	Y	Y
		B: Bike 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, lubricants, tire levers, hex keys/ Allen wrenches, torx keys, screwdrivers, and spoke wrenches.	Y	Y	Y	Y
		C: Clothes lockers and showers	1	Provide 1 shower along with 5 clothes lockers for every 30-50bike parking spaces.	Y	Y	Y	Y
AT-5	Shared fleet of bikes		2	Provide an on-site shared fleet of free/rental 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.	Y	Y	N	Y
AT-6	Bike share	A: Install a bike share station	4	Install a bikeshare station as part of the existing bikeshare network, within a quarter-mile walking distance of the development, that can be accessed and used by residents/employees.	Y	Y	Y	Y
		B: Provide memberships to employees/residents	2 or 4	Offer at least one annual bike share membership to each DU and/or full-time employee. Two points for a discounted memberships; four points for complimentary memberships. Bike share station must be within a quarter-mile walking distance.	Y	Y	Y	Y
		C: Locate close to bike share station	1	Development is located within a quarter-mile walking distance of an existing bikeshare station that can be accessed and used by residents/employees.	Y	Y	Y	Y

APPENDIX A: TDM MEASURES - DRAFT FOR COMMENT

Category	Measure	Option	Points	Considerations & Description	Eligible Use Categories			
					Residential	Employment	Commercial	Institutional
AT-7	Off-site pedestrian infrastructure		2-8	Develop or fund off-site bicycle infrastructure (wide sidewalks, new crossings, connections to bike-ped paths, etc.). Points would be awarded based on monetary value i.e., 2 points for every \$18,000 invested in an off-site improvement. Facilities used by both cyclists and pedestrians can earn a maximum of 12 points in this category and AT-3. Does not apply to facilities provided within the project area (GDP for incrementally developed PDDs). Facilities must be open to the public.	Y	Y	Y	Y
AT-8	Traffic calming		2	Develop or fund traffic calming measures such as speed humps and roundabouts. Cost of such improvements to be determined by staff.	Y	Y	Y	Y
HOV-1	Provide shuttle bus/vanpools		3-5	Provide vanpool options/shuttle services to every employee/resident. Shuttles/vanpools should connect to transit and commercial districts (for residential developments), or to transit or residential areas (for non-residential developments). Shuttles should not duplicate existing transit service. Points will be awarded as follows: Vanpools for employee commutes along with active on-site promotion of the vanpool option and/or pre-tax program for employees to cover the fees, 3 points; School buses and campus shuttles for educational uses, 3 points; Shuttle service with circulation that is within one-mile radius of the site, 3 points;	Y	Y	Y	Y
HOV-2	Car share	A: Provide shared fleet of cars	4	Provide cars for shared use by employees or residents, not including commercial vehicles.	Y	Y	N	Y
		B: Provide car-share parking space	2	Contract with car-share provider (such as Zipcar) to place vehicles on site for use by car-share provider's customers.	Y	Y	Y	Y
		C: Car-share memberships	1-2	Offer memberships to every DU or employee for using car-share. Car-share vehicles must be located on-site or within a quarter-mile walking distance. One point for discounted memberships; two points for complimentary memberships.	Y	Y	Y	Y
HOV-3	Guaranteed ride home program		1	Implement a program that provides compensation for a ride home in case of any emergency, to employees who do not drive to work.	N	Y	Y	Y
HOV-4	Pay for Transportation Network Company (TNC) rides to BRT		2	Pay for TNC (Uber, Lyft, etc.) or taxi rides for employees to access and use BRT as their primary commuting mode- would be applicable only to park and rides/outer-most stations.	N	Y	Y	Y
HOV-5	Provide transit passes	A: For employees/residents	2-8	Provide monthly transit passes to employees/residents (one per DU or employee). Points are based on the discount percentage: Two points for 25 percent subsidy, four points for 50 percent subsidy; six points for 75 percent subsidy; and eight points for free passes.	Y	Y	Y	Y
		B: For visitors/students	2-6	Enroll in Madison Metro's commuter pass program for educational institutions to offer discounted passes to students. For uses such as hotels and convention centers, offer guests/patrons contributions equivalent to 25, 50, 75, or 100 percent of the cost of a public transit day pass for each registered guest, for the number of days the visitor has booked travel, up to 7 days.	N	N	N	Y
HOV-6	Contribute to bus facilities		1-8	Build or fund off-site transit facilities, including shelters, stations, bus pull-offs, and real-time arrival screens. Points to be determined by the city staff.	Y	Y	Y	Y

APPENDIX A: TDM MEASURES - DRAFT FOR COMMENT

Category	Measure	Option	Points	Considerations & Description	Eligible Use Categories			
					Residential	Employment	Commercial	Institutional
HOV-7	Transit measures for patrons/visitors/students	A: Transit ticket validation	2	This measure would involve offering transit pass validation to all patrons i.e., a discount or a similar benefit for taking transit, similar to shoppers getting discounts for bringing their own carry bags.	N	N	Y	N
		B: Two-ride passes	2	Provide free two-ride passes for patrons/clients/visitors, such that at least 25 percent of patrons receive a pass.	N	N	Y	Y
		C: 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.	N	N	Y	Y
IC-1	Marketing and informational campaign	A: Welcome packet and annual promotional campaign	1	Provide informational material/brochures on TDM and various sustainable transportation options as part of a welcome packet and organize at least one tailored promotional campaign annually.	Y	Y	Y	Y
		B: Employee orientation and multiple annual promotional campaigns	1	Introduce TDM and sustainable transportation options during the employee orientation and organize more than one tailored promotional campaign annually. These include hosting events such as bikeshare demos for tenants, happy hours to gather input on commuter patterns and use of TDM	Y	Y	Y	Y
		C: Financial incentives	1	Offer all employees/DUs a financial incentive to try sustainable transportation options. This could include one 10-ride transit pass per employee or dwelling unit or other incentives such as cash, gift cards or vacation time.	Y	Y	Y	Y
		D: Personal consultation and information center	1	Establish an information center/system with a staff person available as the direct point of contact for tenants/employees/residents to disseminate information on TDM measure and sustainable transportation options.	Y	Y	Y	Y
IC-2	Multimodal wayfinding signs		1	Provide all-weather multimodal wayfinding signage to public and active transportation facilities and to major destinations and public amenities within a half-mile walking distance.	Y	Y	Y	Y
IC-3	Real-time bus/shuttle/vanpool arrival screen		1	Install and operate a screen displaying real-time travel information for relevant bus, shuttle or vanpool service located within a quarter-mile walking distance. The screen may show information on distance, time of arrival/departure, route, seat capacity, etc. This measure applies only to buildings with such service available.	Y	Y	Y	Y
LU-1	Affordable housing		1-10	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) and/or for every 10 percent of units that are offered at or below 30 percent of	Y	N	N	N
LU-2	Location efficiency	A: For non-commercial uses	1-5	Locate near amenities that reduce the need to drive. Refer to WalkScore (www.walkscore.com), which scores location efficiency on a scale from 0 to 100. Points are awarded as follows: 50-59, 1 point; 60-69, 2 points; 70-79, 3 points; 80-89, 4 points; 90-100 points, 5 points. If multiple street addresses are present in a building or development, points will be based on the average value.	Y	Y	N	Y

APPENDIX A: TDM MEASURES - DRAFT FOR COMMENT

Category	Measure	Option	Points	Considerations & Description	Eligible Use Categories			
					Residential	Employment	Commercial	Institutional
		B: For commercial uses	1-5	Provide amenities that reduce the need to drive. Refer to WalkScore (www.walkscore.com), which scores location efficiency on a scale from 0 to 100. To calculate points awarded, take the original WalkScore and add 5 points for every new storefront being added at the time of application, and calculate the percentage increase. TDM points are awarded as follows: 1-20 percent increase, 1 point; 21-40 percent increase, 2 points; 41-60 percent increase, 3 points; 61-80 percent increase, 4 points; 81+ percent increase, 5 points.	N	N	Y	N
LU-3	Add land use mix	A: Two land uses	2-4	Provide two land uses onsite, allowing users to drive less. Qualifying land uses are: Residential, employment, commercial, manufacturing, and institutional (school, health care, religious institution). Points are awarded as follows: no single use is less than 1 percent of gross floor area, 2 points; no single use is less than 4 percent of gross floor area, 3 points; no single use is less than 8 percent of the gross floor area, 4 points.	Y	Y	N	Y
		B: Three land uses	4-6	Provide three land uses onsite, allowing users to drive less. Qualifying land uses are: Residential, employment, commercial, manufacturing, and institutional (school, health care, religious institution). Points are awarded as follows: no single use is less than 1 percent of gross floor area, 4 points; no single use is less than 4 percent of gross floor area, 5 points; no single use is less than 8 percent of the gross floor area, 6 points.	Y	Y	N	Y
LU-4	Daycare facility	A: Off-site daycare facility	2	Development is located within a quarter-mile walk of a daycare facility, which must be available to users of the site seeking TDM points.	Y	Y	N	Y
		B: On-site daycare facility	2	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.	Y	Y	N	Y
LU-5	Other trip-reducing services		1	Provide any other specific trip-reducing service for building users, such as on-site food service for employees, pet-care service, laundry, playground, dogwalking/park. Points are awarded at the discretion of city staff. Building area involved in these services cannot be counted in LU-3.	Y	Y	N	Y
LU-6	Bus service		3	Development is located within a quarter-mile walk of a bus stop served by a route that runs at least every half-hour for at least 12 hours each weekday.	Y	Y	Y	Y
P-1	Priced parking	A: Cash out for employees	5	Offer all full-time employees the choice to forgo free parking for an in-lieu cash payment of at least \$50 per month.	N	Y	Y	Y
		B: Direct charge to employees	5	Charge employees at least \$50 per month to park, with an option to forgo that fee by not parking.	N	Y	Y	Y
		C: Unbundled for residents	5	Lease or sell parking separately to residents from residential space. Fees/leases for parking must be optional.	Y	N	N	N
		D: Unbundled for employment or	3	Lease or sell parking to employers or commercial tenants from space for those land uses. Fees/leases for parking must be optional.	N	Y	Y	Y
		E: Hourly or daily parking charges	5	Directly charge building users who have not purchased ongoing parking rights at least \$1/hour to park. Points earned for this measure can be in addition to other points in P-1.	Y	Y	Y	Y
P-2	Shared parking agreement		2	Keep parking capacity below the applicable parking minimum by sharing parking 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.	Y	Y	Y	Y

APPENDIX A: TDM MEASURES - DRAFT FOR COMMENT

Category	Measure	Option	Points	Considerations & Description	Eligible Use Categories			
					Residential	Employment	Commercial	Institutional
P-3	Off-site parking		1	Keep parking capacity below the applicable parking minimum by contracting with an off-site parking supplier, including but not limited to city Parking Utility ramps.	Y	Y	Y	Y
P-4	Carpool preferential/free parking		2	Provide free or preferentially sited parking for carpool vehicles for employees, shoppers, students, or others as applicable.	N	Y	Y	Y
O-1	Delivery measures (TBD) A maximum of one point can be earned.	A: Delivery supportive amenities	1	Provide an area for receipt and temporary storage of deliveries.	Y	Y	N	N
		B: Pick-up/drop-off space	1	Delineate a separate space within the property for short-term pick-up/drop-off or loading/unloading from a delivery vehicle.	Y	Y	N	N
		C: 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.	N	N	Y	N
O-2	In-lieu fee			Pay \$10,000 to permanently achieve a point. Fee may be applied to any number of points desired.	Y	Y	Y	Y
O-3	Join a Transportation Management Association (TMA)		1	Form or join a Transportation Management Association (TMA) to facilitate TDM activities such as marketing, outreach, and distribution services. Such TMA must be accredited by Transportation Engineering and must provide services that meet or exceed requirements for those for relevant measures claimed by the building under this program	Y	Y	Y	Y
O-4	Innovative measures		1-4	Provide measures not listed here. Points are awarded at the discretion of city staff.	Y	Y	Y	Y

Code	Measure Category
B	Basic
AT	Active Transportation
HOV	High Occupancy Vehicles
IC	Information and Communication
LU	Land Use + Location
P	Parking Management
O	Others