

From: [Mary Pustejovsky](#)
To: [Plan Commission Comments](#)
Subject: Agenda feedback--TDM ordinance
Date: Wednesday, May 12, 2021 9:39:41 AM

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Hello

I am writing in support of the TDM ordinance. I am thrilled to see such a program proposed. I agree that decreasing VMT is key if we want to meet our climate goals, decrease air pollution, and create a more welcoming and sustainable city for all people. It also means that things will be much more consistent for all developers, so there is not horse trading with opponents of a development.

The only feedback I have is that it seems there is a fee in lieu option for an unlimited number of points. I am not an expert in this, but it seems to me that there should be some sort of cap--like maximum 2 points? It is important that all developers are *actually* held to the same standard, rather than allowing them to pay their way out of it. Especially when some of the items are probably far less than \$10,000 to accomplish. Things like wayfinding signs, a real-time arrival system in a building lobby, or preferential carpool parking would cost much less than \$10k. Hopefully people will see that calculation and do it instead, but I think a cap of 2 points would be reasonable.

Thanks for your time and your service to the city.

Mary Pustejovsky

From: [Gregg May](#)
To: [Plan Commission Comments](#)
Subject: Plan Commission: Initiatives Linking Land Use and Transportation
Date: Tuesday, May 11, 2021 10:58:16 AM

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Hi Commissioners,

Thank you for exploring the incredibly important relationship between land use and transportation, a relatively wonky subject that has an outsized impact on our built environment. I wanted to write in support of the potential TDM ordinance because I feel it is critical to the future of Madison and our ability to meaningfully address climate change. Our land use and transportation decisions over the past seventy plus years have encouraged driving at the expense of all other modes of travel. It has left those who cannot, or choose not to drive behind. These decisions have supported a fiscally and environmentally unsustainable land use pattern that is both inequitable and difficult to undo.

This TDM ordinance is the arguably the most important immediate step the city can take to build a better, more sustainable Madison. As a growing city, we are experiencing a ton of development. How much this new development encourages driving through extra parking spaces or supports alternatives will have ramifications for decades. We can continue with the status quo, which will clog Madison with traffic and greenhouse gas emissions, or we can chart a different path forward. I know that the PC faces opposition on the topic of parking and transportation alternatives, but I wanted to let you know that many residents support the ideas presented in the TDM presentation, even if they are not able to attend public meetings. Please continue the hard work of making Madison a more sustainable community for future generations by moving the TDM ordinance forward with your support.

Thanks,
Gregg

123 N. Blount Street #606
Madison, WI 53703