



# INNOVATION SHOWCASE

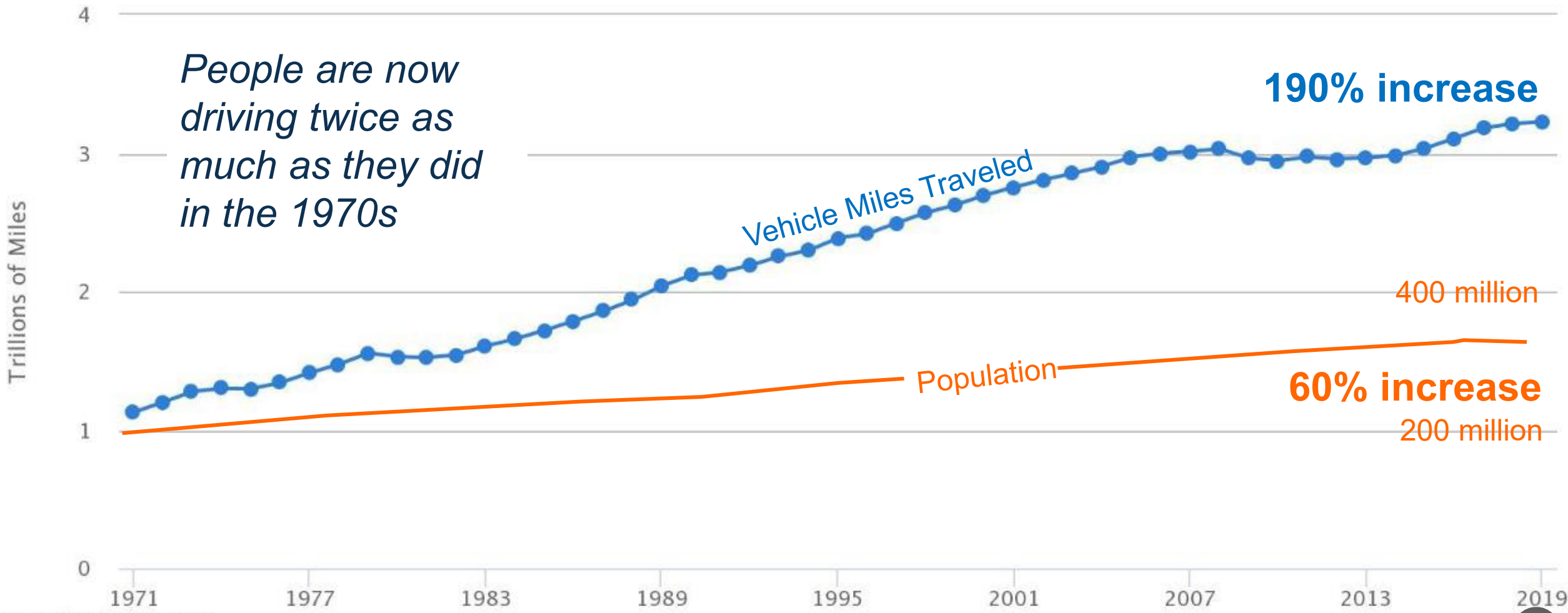
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Mayor Satya Rhodes-Conway  
Madison, WI

WINTER  
2025

WIFI: LIUNA-GUEST  
Password:  
Unionworker1903\$

# Annual Vehicle Miles Traveled in the United States



*People are now driving twice as much as they did in the 1970s*

**190% increase**

Vehicle Miles Traveled

400 million

Population

**60% increase**

200 million

Last updated: February 2020  
Printed on: May 5

# Transportation Demand Management (TDM) Ordinance

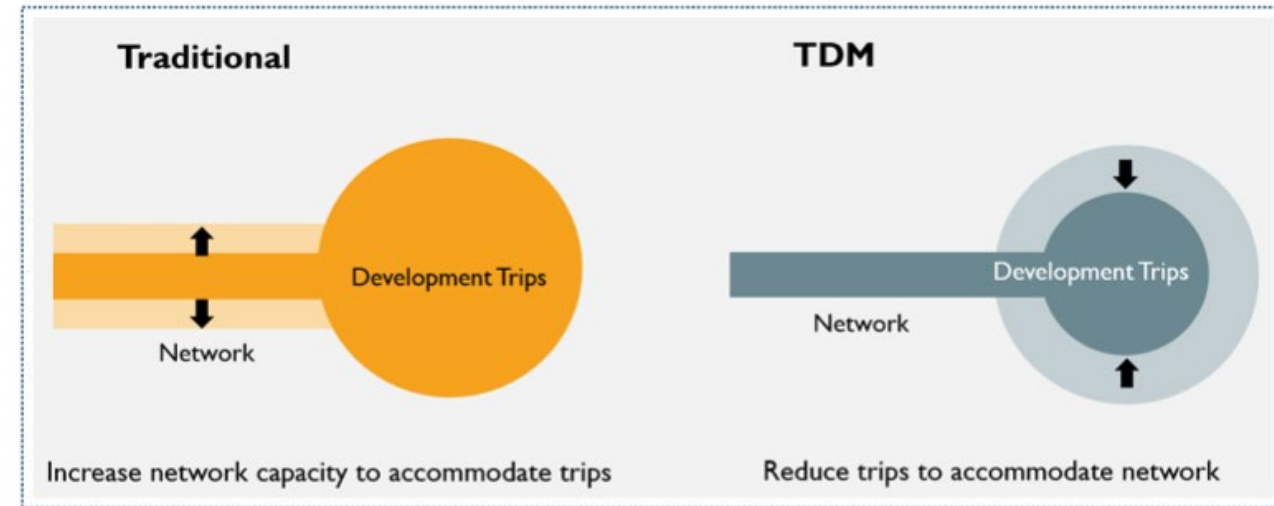
Adopted in late 2022; took effect in summer 2023

Integrated the TDM Ordinance within the development review process through inter-departmental collaboration

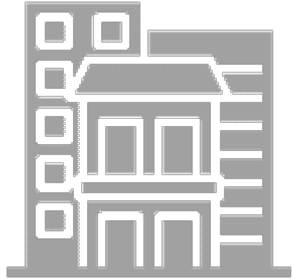
Applies to residential, commercial, employment, institutional, and mixed-use development

Requires new development and existing sites looking to establish new uses to invest in sustainable transportation-focused amenities and infrastructure, such as:

- Providing free/subsidized bus passes for employees/tenants
- Installing bike maintenance stations
- Unbundling parking from rent
- Establishing an Emergency Ride Home Program



# Factors That Determine Madison TDM Requirements



## Land use(s)

Requirements and measures vary across residential and non-residential uses (employment, commercial, institutional).



## Development size

Requirements are proportional to the development size, i.e., number of residential units or non-residential floor area.



## Proposed parking

Requirements also depend on parking capacity. Higher parking ratios mean more TDM requirements.



## Location

Proximity to transit service provides base points. Ability to implement measures influences TDM requirements.

# TDM strategies can reduce VMT by the following percentages:

## Impact/Results of TDM Ordinance:

- 48 development sites approved through since summer 2023
- Common Council approved two ordinance amendments (Fall 2023; Fall 2024) to remove several use-based exemptions.
- Reviewing available VMT and mode share data to assess broader impact of the TDM Ordinance and recent capital projects



**MARKETING/EDUCATION**  
1% - 5%  
Motivating people with information and incentives to modify travel behavior.



**PARKING MANAGEMENT**  
2% - 7%  
Managing parking supply and demand, encouraging turnover of parking spaces and use of other modes of travel.



**CAR SHARING**  
1% - 2%  
Using car-sharing services to easily rent a car only when you need one.



**CARPPOOLING**  
1% - 15%  
Encouraging and facilitating the sharing of rides. A vehicle is twice as efficient with two people in it!



**TRANSIT SUBSIDIES**  
3% - 10%  
Encouraging use of public transit with financial incentives.



**ORDINANCES**  
5% - 15%  
Using policy to incorporate TDM strategies into developments and employer commute programs.



**TELECOMMUTING**  
1% - 5%  
Working from home takes away the dreaded commute entirely!



**LAND USE**  
5% - 20%  
Reducing the need to travel by vehicle through land use policy.

\*Based on data from the research report, "Quantifying Greenhouse Gas Mitigation Measures," by the California Air Pollution Control Officers Association. August 2011 taken from Austin's TDM Explainer