

# Transportation Demand Management Plan For

## Villager Mall

2200 S Park St., Madison, WI

Submitted By:  
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## **I. Introduction**

The Community Development Authority (CDA) of the City of Madison purchased the Village Mall property in 2004 and provided in excess of \$9.0 million to assist in improvements to The Atrium, the purchase of the Citgo and Mobil gas stations, construction of a new South Madison Branch library, headquarters for the Madison Urban League, as well as construction of a new Health Center building. The redevelopment also is adding expanded capability for a Center of Economic Development and Workforce Training.

The buildings at 2200 S Park St, which are undergoing renovation, are currently occupied by a dozen community service agencies as well as office and retail uses, which could expand. Another major activity are a variety of classes that are offered by M.A.T.C., UW-Extension, and other educational organizations.

## **II. TDM Background**

Transportation Demand Management (TDM) is often referred to as a “toolbox” of strategies to encourage higher-vehicle occupancy travel to meet the mobility needs to a site, especially in peak periods of travel. By implementing a package of TDM strategies the site can be better served with a range of transportation options for employees and visitors and address the congestion and pollution issues facing the area. There is an existing Rideshare Program available to employees and visitors to build on that includes incentives like free Metro Transit passes and Guaranteed Ride Home (taxi vouchers) for participants.

This TDM Plan is intended to guide the implementation of the Villager Mall’s plan to manage the transportation impacts of its employees as well as establish a process for reviewing the progress of the steps taken periodically. A TDM worksheet outlining the possible strategies to be chosen for the initial implementation is attached, including promotion of mass transit, walking, biking, carpooling, vanpooling, flex. scheduling, telecommuting and other incentives and services that can help shift the mobility needs to high occupancy vehicle (HOV) trips and lessen congestion and emissions.

## **III. Planning**

Greater South Madison has several planning initiatives underway. The South Madison Neighborhood Plan, adopted in Jan. 2005, guides the redevelopment of South Park St and South Side. The Villager Mall site is part of the Burr Oaks Neighborhood Association. In 2007 the City of Madison began managing and renovating the office buildings at 2200 S Park St. One of the City’s goals in the implementation strategies to develop a parking plan and adding Transportation Demand Management to the strategies to manage the transportation impacts of the site is part of the process. The TDM planning process for the implementation and evaluation of the TDM Plan is being coordinated jointly by the property manager for the City of Madison, the TDM Planner for the City of Madison with

review and approval done periodically by the Mayor's Office. The implementation of specific measures, which are shown in the outline, are the strategies that were selected for after an employee and visitor survey was conducted and reviewed. The results of the survey will be compared to future year's survey results.

The TDM Plan is reviewed and approved by the City's Director of Traffic Engineering in conjunction with the Planning Unit Director.

#### **IV. Review of Assessment of Site**

Village Mall is located on 9 acres at 2200 S. Park St close to Beltline. The Villager Mall Master Plan was adopted in 2006 and envisions the redevelopment of Atrium building as well as the construction of new buildings for health facilities and the Madison Urban League. In addition, a later phase includes construction of condos/town homes and apartments adjacent to the Villager.

There are several transportation facilities nearby, including the Metro Transit South Transfer Point, and bike lanes on S. Park St. The two major roadways in the area, the S Beltline Highway and Park St. are considered severely congested already. The TDM Plan Worksheet that assesses the characteristics was completed to identify the potential TDM strategies based on the site, employee, and visitor mobility needs. The existing strategies in effect currently include free bus passes for employees of some of the organizations that have staff on site including City of Madison, Dane County, UW-Madison. The M.A.T.C. students are also eligible to receive free transit passes.

#### **V. Goals and Objectives**

The Transportation Demand Management Plan for the Villager Mall is established to increase the number of trips in High Vehicle Occupancy (HOV) modes by all users, including employees, clients, and visitors as well as to contribute positively to the Burr Oaks Neighborhood as a great place to live, work, and visit.

##### **A. The TDM Objectives**

Meeting the goals of the Village Mall TDM Plan can be achieved thru a group of specific, measurable objectives for increasing HOV. In the review of the site several commuting opportunities were identified for improving services and incentives. The following objectives are envisioned to increase HOV by a total of 15%.

1. Education & Awareness- increase the knowledge of the benefits of the services and incentives of travel by HOV
2. Increase Commute Alternatives- increase the availability and attractiveness of HOV commuting

3. Increase incentive based HOV– establish incentives that are developed and implemented for employees and visitors preferences.
4. Commitment of Resources –determine the cost and resources needed to implement cost effective TDM strategies

## VI. Review of Surveys

Before-and-after travel behavior data, such as commuter mode choice and Average Vehicle Occupancy, helps to improve the effectiveness of TDM Programs and identify possible problems and opportunities for successful implementations. An initial survey that looks at the employee mode choice can establish a baseline to use in evaluating the initial TDM strategies to implement as well as evaluate their success in succeeding years. To help guide the package of strategies that are implemented the survey can ask commuters to the site which, if any, services and incentives may be attractive enough to trigger a shift from solo driving.

A survey of approximately 120 employees at the employment sites will be completed and the results of how the employees and visitors currently commute to the site are tabulated and shown in Table 1 below as average vehicle occupancy. That is the TDM calculation of person trips divided by vehicle trips. To put the results of the Villager Mall's survey in perspective the mode split of commuters in Downtown Madison, Dane County, and the US overall are also shown in Table 2:

Table 1. Villager Mall Average Vehicle Occupancy

<b>2009</b>						
Mon	Tues	Wed.	Thurs.	Fri.	Weekly AVO	
86 persons 71 veh. trips 1.21 AVO	91 persons 75 veh. 1.21	88 person 73 veh. trips 1.20	89 person 76veh trips 1.17	80 persons 66 veh trips 1.21	1.20	
<b>2010</b>						
70 persons 52 veh trips 1.34	71 persons 56 veh trips 1.25	67 persons 51 veh trips 1.31	71 persons 58 veh trips 1.22	63 persons 47 veh trips 1.34	1.27	

Table 2 Work Trip Mode Choice Comparison

Mode	2009 Villager Mall	2000 Downt own	2000 Dane County	2000 US	
Drive alone	67.3	53.1	74.7	74.1	
carpool	9.1	13.2	10.5	9.5	
public transportation	9.9	11.2	3.8	4.2	
bicycle	2.4	4.8	1.6	3.7	

walk	2.67	15.9	5.7		
vanpool	0			0.5	
other (park n ride)	0	0.7	0.4	2.8	
work at home/no go	8.5	0.7	3.5		

## VII. Incentive Based Strategies

To assist with selecting the package of services and incentives that the employees and visitors to the Villager Mall may be interested in as incentives to use mass transit, vanpool, carpool, ped./bike, and park n ride lot options an employee survey asked about various incentives that may attract employees to shift to HOV commuting. Those results are shown in Table 3 below.

Question #5 of Transportation Survey

**5. Would you commute to work/home by an alternative means (bus, van, carpool, walking, bicycling) if the following were made available to you:**

Incentive	Likely	Neutral	Unlikely	Comments
parking permit allowing occasional parking				
preferred parking closest to entrance				
parking cash out or travel allowance for \$50 mo				
free bus pass or equivalent vanpool fare				
faster transit service				
incentive like added vacation hours for not driving solo				
more amenities on work site like banking, restaurant, exercise facility				
one-to-one assistance to choose my options & incentives				
guaranteed ride home service (taxi vouchers)				
bike parking facilities				

more off-street bike paths to site				
showers for pedestrian/bike commuters				
courtesy parking for pick-up/drop-off of ridesharers				
flexible work hours to catch bus, van, carpool				
Telecommuting privileges				
employer sponsored van to my work site				
starter vans so I can try vanpooling				
other option				

## VII. Proposed TDM Implementation

Implementation of the package of TDM strategies are planned to occur after the tenants have occupied the majority of the sites. These activities will focus on extending the services and incentives of the Rideshare Etc. program

The Villager Mall TDM Program will include a package of services and incentives. A key component is an information and marketing campaign to build awareness of the benefits of taking alternative modes as well as the knowledge of how to use the services.

<b>I. TDM/Rideshare Implementation</b>	
A. Goals	
1. Increase transit carpool-vanpool-bicycle availability/use for _?_ of employees	Build education & awareness of benefits
2. Assist in promotion of alternative means of transportation for employees	kiosk (s) of information, coordinator assistance, one-to-one assistance
3. Plan for obtaining expanded funding for transportation services and incentives	possible lease refunds for employee participation in non-solo commuting
4. Work with Rideshare Etc. Program to coordinate alternative transportation with area employers	network w/Employee Trust Funds, Dane County, Dept of Revenue, MNI, Sergenian's, Dean Care
B. Program Objectives	
1. Parking management with incentives for pool vehicles	signage for available parking, offer possible parking cash out or incentive for use of

	alternatives for commuting, shared parking??
2. Ridesharing (carpooling and vanpooling) opportunities improved	promote guaranteed ride home service, consider Shuttle Vans from outlying areas
3. Transit ridership opportunities improved	extend bus pass program, improved bus stop
4. Bicycling accommodations enhanced	add bike parking, employee showers
5. Walking emphasis increased	consider awards like added vacation hours
6. Variable work schedules increased where possible	review w/tenants
7. Analyze telecommuting opportunities	review w/tenants
C. Survey	
1. Conduct TDM survey	survey of employees, survey of visitors, vehicles
D. Program Strategies and Incentives	
1. Designate transportation coordinator	possibly thru City Rideshare Etc. program
2. Review travel allowance or other incentive strategies	Possible car-sharing
3. Encouragement of ridesharing (carpools and vanpools, transit, ped/bike and park/ride services)	communicate benefits of participation
a. Rideshare info/matching (work w/area TDM Pgm.	
(1) Flyers, brochures, signs, newsletters	
(2) Host Event brown bag	
b. Preferential parking.	Preferred location – possible 7-9 AM for CP
c. Flex hours for ridesharers	
d. preferred parking	consider designated rideshare courtesy parking
e. Assist Rideshare/TDM Pgm.	
4. Planning for transit	
a. Obtain transit services	consider enhanced bus stop w/real time info display
b. Transit info service/pass sales	

c.	Transit incentives	
d.	Host Transit Day	
e.	Flex hours for transit riders	
5.	Promotion of bicycling	
a.	Bike racks close to building	
b.	Host Bike Day	
c.	Bike route maps	
d.	Plan for showers-bicyclists	
6.	Promotion of walking	
a.	Pedestrian info	
b.	Plan for connections w/pedfac.	
7.	Other ideas	

<b>II. Communications</b>	
A. Participate with bulletin postings, newsletter, and brochure program annually	
B. Do positive in-house publicity of employer-sponsored transportation activities/events	
C. Your program publicized in local media coverage—assist with articles	
D. Recognize employees for participation in program	
E. Make Ride-board display on-site	consider kiosk of information

<b>VI. Monitoring</b>	
A. Monitor progress to implement plan	
1. Evaluate strategies, marketing, support	
B. Revise, update plan and materials	
C. Update survey	
D. Review progress on work with area-wide TDM Program & TMA Assn.	