1. Roll Call

Members present: David Ahrens, Mark Clear, Ken Golden, Jeff Gust, Chuck Kamp, Steve King, Paul Lawrence, Jerry Mandli, Ed Minihan (arrived during item 6), Mark Opitz, Chris Schmidt, Robin Schmidt

Members absent: Al Matano

MPO Staff present: Bill Schaefer, David Kanning

Others present in an official capacity: Steve Dickmann (Epic), Bill Burns (Administrator, City of Verona), Jon Hochkammer (Mayor, City of Verona), Brad Steiner (Alder, City of Verona)

2. Welcome and Introductions

Steve King welcomed Verona officials and staff and Steve Dickmann, Chief Administrative Officer, Epic. He thanked Verona officials and staff for hosting the meeting. Board members and others introduced themselves.

3. Approval of April 3, 2013 Meeting Minutes

Moved by R. Schmidt, seconded by Clear, to approve the April 3, 2013 meeting minutes. Motion carried.

4. Communications

- Email message from MPO staff to the Village of Oregon regarding the MPO Policy Board’s decision to include Oregon in the Madison Planning Area boundary.
- Email communication between MPO and Federal Transit Administration (FTA) staff regarding the issue of whether Federal Planning funds could be used to support the MPO’s Rideshare/TDM activities. Schaefer said the FTA indicated that Planning funds could not be used to support staffing of the program so the MPO will need to continue to use STP Urban funds. Schaefer said he inquired about this because of the large increase in Planning funds the MPO will receive next year.

5. Public Comment (for items not on MPO Agenda)

None.

6. Presentation on Epic Campus Growth Plans and Related Transportation Issues

Steve Dickmann, Chief Administrative Officer, Epic, provided a presentation on the company’s growth and related transportation issues. He stated that Epic currently has around 6,300 employees with about 500 still working in the original office in the City of Madison and the rest in Verona. He noted that Epic had about 300 employees when he started with the company in 1999. He displayed a map that showed the residence location of Epic employees by zip code, indicating most live in Madison, Fitchburg, and Middleton. This created a reverse commuting pattern. The company expects to grow to 8,000 employees by the end of 2014 and is planning for the potential for 11,000 employees. In addition to the large number of employees, Epic has on average about 1,000 visitors to the campus on a given weekday. This includes customers in town for training, prospective customers, and job interview candidates. Since 2003, there have also been a large number of construction workers on site with the non-stop construction. Dickmann said that Epic was currently in the process of completing the Farm campus. It will have the capacity for 4,800 employees and will open later this month. Once the Farm campus opens, Epic will have approximately 5,000,000 square feet of building area. He said that Campus 1 had a large and very successful food service facility resulting in 80-85% of employees staying on campus during lunch. Dickmann summarized the other campus facilities and added that Epic was currently designing two more office campuses.
Dickmann said there were no set work hours for employees and they arrive over a 2-hour period in the morning and leave over a 4-hour in the evening. He said Epic has a relatively high percentage of workers using alternative transportation modes for a suburban employer. He noted the two Metro bus routes (55, 75) serving the campus and said annual ridership was projected to reach 90,000 this year, which would be a 25% increase from 2012. The Epic service also provides Verona residents with traditional commute service into Madison. He said most visitors arrive via hotel buses, other buses, or taxis. He added that Epic was the largest single user of the Dane County Regional Airport. Asked how many employees worked on site during a typical day, Dickmann responded about 80%. He said total weekday parking demand was about 4,200 to 4,400 vehicles. Most parking is underground. Clear asked if employees paid for parking and Dickmann said no. Bus passes are sold through the company. Robin Schmidt asked if employee travel routes to the Epic campus were known. Dickmann said about 50% of vehicles use USH 18/151 and the others use CTH PD. He said the morning traffic using USH 18/151 caused long queuing on the off-ramp to Epic Lane, sometimes backing up onto USH 18/151. In addition, drivers have difficulty turning left from CTH PD onto Nine Mound Road. Epic is working with WisDOT and the county to solve these problems. A traffic impact study for the Epic campus expansion was just released and provides recommendations for roadway improvements. These include adding capacity to the USH 18/151 off-ramp to reduce the queuing that occurs during the morning peak period; reconstruction and expansion of Nine Mound Road from Cross Country Road to CTH PD; improvements to the Nine Mound Road/CTH PD intersection; and a new entrance for vehicles traveling to Epic from the north. Epic will pay for the USH 18/151 ramp improvements and the others will be covered with TIF funding.

Opitz asked if Epic had considered implementing a staggered work time program. Dickmann said that the company already had such a system in effect because there was no structured starting or closing time. Ahrens mentioned that both Google and Yahoo had their own transit systems for their employees, shuttling them from San Francisco to work. Kamp mentioned that Metro was looking at the possibility of purchasing some articulated buses, which might make sense for Epic service in the future. R. Schmidt asked if a park-and-ride facility with express bus service had been explored. Dickmann said Epic was willing to look at different options as the campus grew.

7. Presentation on City of Verona Land Use & Transportation Plans, Studies, and Projects

Mayor Hochkammer said that Epic was a problem solver and a valued member of their community. He mentioned that Epic paid the local share cost of the transit service and commented that more public-private partnerships would be needed in the future due to local budget constraints. He said Epic has been a great partner in addressing issues such as traffic congestion around the campus area. Bill Burns, Verona City Administrator, provided a PowerPoint presentation that focused on the city’s transportation issues. He showed a map of the city’s existing and proposed future street functional classification system. He noted the importance of CTH M due to the lack of other continuous south-north routes into Madison. He said the city was working with a consultant, MSA, on a downtown transportation corridor study. He reviewed the alternatives that had been developed to address congestion at the CTH M/Verona Avenue intersection and said a public meeting was scheduled to review those. He mentioned the traffic study that had been completed for the Epic campus expansion and showed maps of the recommended roadway improvements. Burns also provided information on Metro transit Routes 55 and 75 serving Epic and Verona residents, including ridership numbers and funding.

Golden asked about east-west street connections serving Verona, and Burns responded that Verona Avenue was the primary east-west roadway. Schaefer asked if any pedestrian/bicycle connections were planned from the residential area to the east to the campus. Dickmann said there was one existing path connection and more were planned. There was also a connection from the Military Ridge Trail to the west side of campus. Clear asked what the biggest surprise was related to Epic’s relocation and expansion. Burns said many people thought Epic’s relocation to Verona would create an immediate impact on growth. New development has occurred, but at a slower pace than initially expected. Golden asked if the Epic traffic study factored in the
increase in traffic from growth elsewhere, and Burns said yes that a Year 2035 growth scenario was used. Hochkammer said that almost all residential lots in Verona had been sold and that the City was short on single-family residential lots. Kamp asked if 10-minute bus frequency for Epic service was a future possibility, and Burns said that an increase in bus service should certainly be explored in the future. Opitz asked what would happen if Epic stopped growing or lost market share. Dickmann said he didn’t think that was likely. Epic had a solid business model and focused on the customer and improving the customer’s experience. The company had opportunities to grow both domestically and internationally, but would at some point reach a more mature stage.

8. **Presentation on the Madison Area TPB (MPO) for City of Verona Officials**

Due to the time, Schaefer offered to provide his presentation at a future Verona Common Council meeting if there was interest in that.

9. **Resolution TPB No. 75 Approving Amendment #3 to the 2013-2017 Transportation Improvement Program for the Madison Metropolitan Planning Area & Dane County**

Schaefer provided a brief summary of the projects included in the TIP Amendment. Asked about the reason for the delay in the two bicycle path projects, Schaefer said he didn't know the specific reason(s).

Moved by Golden, seconded by Clear, to approve Resolution TPB No. 75 Approving Amendment #3 to the 2013-2017 Transportation Improvement Program for the Madison Metropolitan Planning Area & Dane County. Motion carried.

10. **Consideration of Appointment to the MPO Citizen Advisory Committee**

Schaefer said that he was interested in expanding the membership of the Citizen Advisory Committee (CAC), but hadn’t had the time to recruit new members. A CSA farmer, Emmet Fisher, who lives in Mount Horeb had contacted him expressing interest in serving on the committee. He said he thought the individual would make a nice addition to the committee since there currently wasn’t anyone on the committee who lived in a rural area. He said he didn’t live within the MPO planning area, but that wasn’t a requirement for the advisory committee.

Moved by Clear, seconded by Kamp, to appoint Emmet Fisher to the MPO Citizen Advisory Committee. Motion carried.

11. **Brief Report on the Madison Area Transit Corridor (BRT) Study**

Schaefer said the consultant was in the process of making minor, mostly editorial changes to the draft study report and that a final report would be available soon. He said the public information meeting to present the study results was well attended and went well. A survey was distributed at the meeting and also available online. Schaefer distributed a summary of the survey results. He said a presentation was given to the Madison Common Council on the study and it was well received. He asked if the board was interested in taking any action related to the study. He said the TDP includes a recommendation to take the next steps to implement BRT so he didn’t think it was necessary at this point.

Golden said it would be nice to keep the momentum going, and asked if there were any plans for discussions to put together a strategy for funding. Opitz indicated that he also had a question about funding, and if that was the next step. Schaefer said that addressing the funding issue is one of the next steps. However, there needs to be an official endorsement of BRT through the City of Madison’s transportation plan process. An initial project also needs to be identified. Golden said that in the absence of an RTA, funding would be a challenge. He said an assessment or development fee was one possible funding source because BRT would increase property values.
12. Status Report by Madison Area TPB Members on Other Projects Involving the TPB

Schaefer said he attended a progress meeting on the Stoughton Road study. A couple of the high level alternatives, including the free flow ramps at the Beltline interchange, are proposed to be dropped from consideration. Also, some revisions are continuing to be made related to access to properties in the corridor. For the Interstate study, MPO staff has been working with WisDOT’s consultants on the travel model improvements and growth forecasts that will be used for that study and the Beltline study. For the Beltline study, data collection and analysis was continuing. A public involvement plan was being developed and those activities will start in August.

13. Discussion of Future Work Items

Schaefer indicated that collection of passenger loading data had been completed for the Metro bus size study. A study committee meeting was scheduled for later in the week. MPO staff met with WisDOT staff to provide them with comments and a marked up map of suggested changes for the update to the roadway functional classification system. WisDOT will prepare a draft for review, but that probably wouldn’t be available for a couple of months. Schaefer said information on the potential revision to the board structure/membership would be provided at the next board meeting for discussion.

14. Announcements and Schedule of Future Meetings

Schaefer confirmed that the Epic tour was scheduled for Saturday, May 4. The next meeting will be held June 5, 2013 at 7:00 p.m. at Madison Water Utility, 119 E. Olin Ave., Room A-B.

12. Adjournment

Moved by Opitz, seconded by Clear, to adjourn. Motion carried. The meeting adjourned at approximately 8:35 PM.