

Appendix C. Peer Review Letter from Dr. David Noyce, Ph. D., PE

David A. Noyce, Ph.D., P.E.

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December 15, 2010

Derek Hungness
SRF Consulting Group, Inc.
901 Deming Way, Suite 302
Madison, WI 53717

Re: Bishops Bay Traffic Impact Analysis

Dear Mr. Hungness:

Thank you for the opportunity to fulfill the peer review role and review the interim and final reports pertaining to the above referenced analysis. As you know, in addition to completing the initial intersection traffic volume counts, I carefully and comprehensively reviewed all aspects of the data described in the report as well as the report text and content. I did not spend time reviewing the input and programming methodologies to the micro-simulation and planning models used to generate the report data.

It is my opinion that the traffic impact analysis for Bishops Bay is extremely well done and holistically considers proposed traffic conditions and development scenarios in this area of Dane County. Trip generation and traffic impact analysis guidelines developed by the Institute of Transportation Engineers (ITE) and related generally accepted industry standards all appear to be appropriately applied.

What I have learned over my 27 years of completing transportation engineering studies is that many 'traffic impacts' will change as the Bishops Bay project develops and the City of Middleton grows. I am confident that this traffic impact analysis provides the technical foundation that can easily and effectively address developmental changes as the project matures.

Please contact me if I can be of further assistance.

Sincerely,

A handwritten signature in purple ink that reads "David A. Noyce". The signature is fluid and cursive, with a long horizontal stroke at the end.

David A. Noyce, Ph.D., P.E.
