



Businesses, local governments, and other organizations have formed a coalition to support the modernization of the interstates between Madison and Wisconsin Dells (with I-39 splitting off at Portage and I-90/94 continuing to the Dells and beyond).

This corridor connects major population centers – Chicago, Milwaukee, Madison, Minneapolis – to Wisconsin’s popular outdoor recreation and tourist destinations. Moreover, it is a primary long-haul truck route.

The State of Wisconsin has already modernized and expanded I-39/90 from the Wisconsin-Illinois border to Madison. The Wisconsin Department of Transportation is now looking to improve I-39/90/94 from Madison to Wisconsin Dells as the next leg in this corridor, which extends from the state line.

Vital to the region and our state’s economic health, this route is reaching the end of its useful life. Traffic volumes along the study corridor are increasing, causing vehicle congestion and backups on the Interstate and decreasing travel time reliability. Crash rates, especially at interchanges, exceed the statewide average.

Without modernization, WisDOT estimates pavement maintenance projects will negatively impact travelers and the flow of commerce in 26 of the next 30 years, and flooding will continue to shut down the Interstate. In addition, 84 of the corridor’s 113 structures (bridges and overpasses) will be beyond 50 years old by 2030.

The I-39/90/94 Final Environmental Impact Statement (Final EIS) includes modernization with additional general-purpose lanes, consisting of a 12-foot inside shoulder and an additional 12-foot lane in each direction throughout most of the study corridor as the preferred alternative. In December 2024, the Transportation Project Commission (TPC) unanimously recommended the governor and legislature enumerate the project in the 2025-27 state budget and advance it to the next stage.

CWIA MEMBERS (With more to come!):

- American Center Owner’s Association
- Association of Wisconsin Tourism Attractions
- Baker Tilly
- Cascade Development
- Chula Vista Resort
- City of Sun Prairie
- Construction Business Group
- DeForest Yards
- DeForest Windsor Chamber of Commerce
- Destination Madison
- Destinations Wisconsin
- Greater Madison Chamber of Commerce
- Holiday Inn Express & Suites — Madison
- International Union of Operating Engineers Local 139
- Iron Workers Local 383
- Madison Region Economic Partnership (MadREP)
- Midwest Food Products Association
- North Central States Regional Council of Carpenters
- Portage Area Chamber of Commerce
- Tommy Bartlett Exploratory
- Tourism Federation of Wisconsin
- Town of Delton
- Transportation Development Association of Wisconsin
- UW Health
- Vienna Tourism Commission
- Village of Lake Delton
- Wangard Partners
- Wisconsin Agri-Business Association
- Wisconsin Dells Visitors & Convention Bureau
- Wisconsin Farm Bureau Federation
- Wisconsin Fuel & Retail Association
- Wisconsin Laborers’ District Council
- Wisconsin Motor Carriers Association
- Yogi Bear’s Jellystone Park™ Camp-Resort, Wisconsin Dells

I-39/90/94 from Madison to Wisconsin Dells – What you need to know:

- The I-39/90/94 improvement project will run on and near the existing roadway alignment (no bypass).
- Upwards of \$100 billion of freight travels through the corridor annually, with trucks accounting for about 25% of the daily traffic.
- Freight traffic volumes grew 12-16% from 2019-21 and are expected to continue growing. The WisDOT State Freight Plan projects truck freight tonnage statewide will grow 12% by 2030 and 50% by 2050.
- Corridor traffic continues to increase, causing vehicle congestion and backups and decreasing travel time reliability.
- Tourism in the counties along the project corridor generates more than \$4.7 billion in economic impact, almost 20% of the state's total.
- 84 of the 113 structures (bridges and overpasses) in the corridor will be older than 50 years by 2030, and 85% will need replacement or significant deck work before 2050.
- Since 2008, two flooding events have resulted in Interstate closures, impacting vital commerce and emergency services connections.
- In the absence of an improvement project, 26 of the next 30 years will see pavement maintenance projects somewhere in the corridor. This nonstop construction and perhaps emergency Band-Aids will present ongoing travel delays and commercial and recreational traffic congestion.
- The 67-mile project includes 15 existing interchanges and possibly two new interchanges in Madison – one at Milwaukee Street and the other at Hoepker Road.