



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 through 70% of the corridor, especially at interchanges, exceed the statewide average, with a traffic fatality occurring roughly every two months.

Without modernization, WisDOT estimates pavement maintenance projects will negatively impact travelers and the flow of commerce almost every year for the next 50 years, and flooding will continue to shut down the Interstate. In addition, 60% of the 113 structures (bridges and overpasses) are close to the end of life as of 2024.

The I-39/90/94 Final Environmental Impact Statement (Final EIS) includes as the preferred alternative 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. In December 2024, the bipartisan 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
- Kalahari Resorts
- 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).
- About \$120 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 generated \$4.9 billion in economic impact in 2023, almost 20% of the state's total.
- 60% of the 113 structures (bridges and overpasses) are close to the end of life as of 2024.
- Since 2000, five flooding events have threatened or resulted in Interstate closures, impacting vital commerce and emergency services connections. The project raises roadway elevation to minimize flood risk at the I-39 split.
- Without an improvement project, almost every year for the next 50 years will see pavement 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.