



**Businesses, local governments, and other organizations have formed a coalition to support the modernization of the interstates between Madison and Wisconsin Dells.**

This corridor connects major population centers – Chicago, Milwaukee, Madison, Minneapolis – to Wisconsin’s popular outdoor recreation and tourist destinations.

Furthermore, 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, and flooding will continue to shut down the Interstate.

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## BY THE NUMBERS

**\$120 billion**

of freight travels through the corridor annually.

**25%** of the daily traffic is commercial trucks

**\$4.9 billion**

in economic impact was generated in 2023 by tourism along

the corridor, almost 20% of the state’s total.

**60%** of the **113 structures** were close to the end of life as of 2024.

**72% of days a crash occurs.**

A crash can double or triple travel times, adding hours of delay.

**Nearly 50 of the next 50 years**

will see pavement projects somewhere in the corridor without the I-39/90/94 reconstruction project.

## CWIA MEMBERS:

- 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
- Windsor Tourism Commission
- 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



## The Project

The Wisconsin Department of Transportation studied the I-39/90/94 Corridor from Madison to Wisconsin Dells. The 67-mile study corridor spans Dane, Columbia, Sauk, and Juneau counties.

The I-39/90/94 project includes modernization to current design standards and increased capacity with additional general-purpose lanes in each direction throughout most of the study corridor.

**In addition to 15 existing interchanges, the project includes two new interchanges in Madison**—one at Milwaukee Street and the other at Hoepker Road. These interchanges are crucial to providing access to regional medical facilities and ensuring the continued economic vitality of one of Wisconsin's fastest-growing areas.

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.

With project enumeration in the 2025-27 budget and adequate funding, the Wisconsin Department of Transportation anticipates the project could start in 2030. ■



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