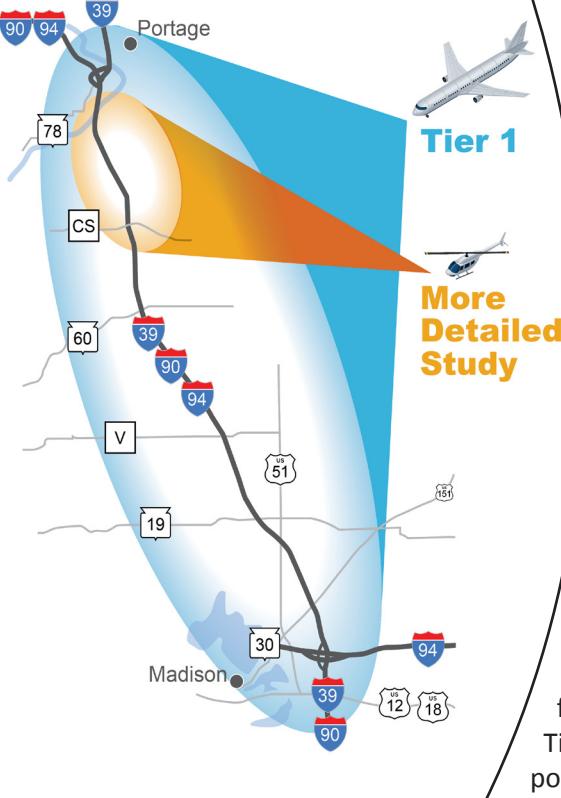


INTERSTATE STUDY



Study of I-39/90/94 congestion and safety improvements continues

The Wisconsin Department of Transportation's (WisDOT) comprehensive study of a 34-mile stretch of I-39/90/94 is moving forward. The study limits are from US 12/18 in Madison north to WIS 78 near Portage, along with intersecting routes that influence traffic operations (see map to the left).

The study team is in the process of thoroughly reviewing traffic analyses and identifying potential improvement concepts to address congestion and safety concerns along the corridor. Once practicable concepts are identified, they will be brought forward for public review and input.

Due to the size and complexity of the study, WisDOT has moved from completing a single Environmental Impact Statement (EIS) to completing a tiered EIS. The study team will first complete a Tier 1 EIS, which is a high level examination of environmental impacts associated with improvement concepts for the entire corridor. During the Tier 1 EIS, the segment of Interstate from County CS north to WIS 78 will undergo a more detailed study to meet the replacement schedule for the Wisconsin River bridges.

It's important to note that this is a planning study and no construction is scheduled or funded. Upon completion of the Tier 1 study in 2018, the schedule for the remaining Tier 2 documents will be determined. Also, construction funding for the north most portion of the corridor that includes the Wisconsin River crossing will be requested.

Contact the Project Team

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It's time for another survey!

Please take a few minutes to complete this easy, interactive survey to share your thoughts on potential improvement concepts. We also encourage you to share this survey information with family and friends who travel this corridor so that they can provide input.

Go to <https://i399094.metroquest.com> now and give us your thoughts!

This survey will be available online until **May 15, 2016**. It will then be removed so that the feedback can be reviewed.

Your input is important and we hope you participate in helping determine future improvements.

And the survey said...

WisDOT gathered public input last winter via an online survey. The survey was available from late December 2014 through March 2015 and was advertised in the study newsletter, on the study website and other various methods. The purpose of the survey was to determine priorities for the corridor and identify corridor needs.

A total of 427 respondents participated in the survey and several hundred more visited the survey site. Thank you to those of you who took time to participate – we encourage you to continue your involvement with the study by participating in the new survey now available (see page one).

Of the respondents, 45 percent live in the Madison area and nine percent live in Columbia County. The remaining 46 percent of respondents were from outside the area who travel the corridor for a variety of reasons including work or to reach recreational destinations. In total, 60 different zip codes were noted by survey participants.

Below is an infographic highlighting some of the key findings.

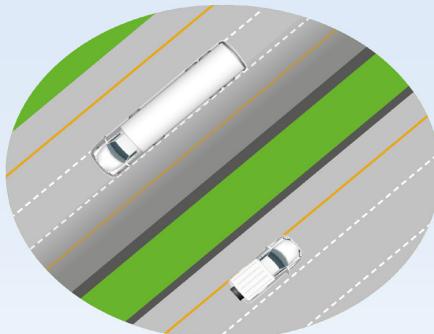
Wondering who participated in the survey?

- 427 people
- 192 live in the Madison area
- 38 live in Columbia County
- Participants from 60 different zip codes responded

What did we Learn?

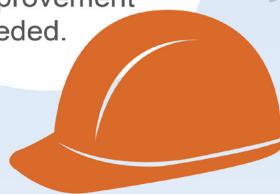


Top priorities =
Safety & Travel Time.

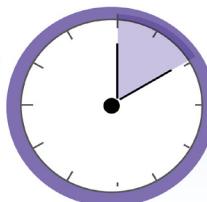


60% prefer an open grass median vs. a narrow median with concrete barrier.

76% Think some type of improvement is needed.



84% would find a delay in excess of 10 minutes unacceptable.



The **I-94/WIS 30** interchange is perceived to need safety improvements.

This interchange received more votes than any other interchange.

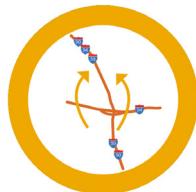


Several comments indicated a need for **additional lanes, managed lanes, and interchange improvements** in the Madison area.

Alternatives to consider

As part of this study, a number of potential improvement alternatives will be developed. The study team will then complete an analysis of each to determine which alternatives best meet the goals of reducing congestion and improving safety, both on and near the Interstate. Public input and feedback on these alternatives is an important part of the analysis and, during this process, the public will have opportunities to share their thoughts by participating in online surveys or attending public involvement meetings held at key times during the study.

The following improvement ideas will be investigated:



Alternate Routes

Improving nearby existing alternate routes or adding a new one could draw traffic from I-39/90/94, thereby reducing congestion. Candidate alternate routes include US 51 north of I-39/90/94 and/or a new bypass of east Madison, Sun Prairie and DeForest.



Bicycle and Pedestrian

Bicycle and pedestrian improvements could include additional overpasses of I-39/90/94, improved facilities (wider sidewalks, bicycle lanes) on existing underpasses/overpasses, or new parallel routes to connect neighborhoods/communities.



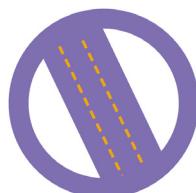
Transportation System Management

Managed lane alternatives could include hard shoulder running, which allow vehicles to use one of two shoulders as a travel lane during high traffic periods, or high-occupancy vehicle (HOV) lanes which are dedicated lanes for vehicles with two or more occupants and may include high-occupancy toll (HOT) lanes.



Transit

Transit improvements could include additional bus service along existing routes, new routes and new services such as Bus Rapid Transit (BRT) and inter-city bus routes. Rail alternatives such as passenger rail parallel to the corridor will be investigated.



I-39/90/94 Improvements

Interstate capacity could be increased by adding travel lanes to I-39/90/94 northbound and southbound. These lanes would be open to all vehicles with no restrictions. Interchange improvements will also be investigated.

Study Schedule

2015-2017

- Develop purpose and need for study
- Create and analyze preliminary corridor alternatives
- Recommended corridor alternatives for study within the EIS
- Identify preferred corridor alternative
- Outreach: Advisory committees, agencies, interest groups, property owners, public meetings

2018

- Tier 1 EIS document completion
- Includes a more detailed analysis near the Wisconsin River

2021-2022

- Complete first Tier 2 NEPA* document

2023+

- Subsequent Tier 2 NEPA documents

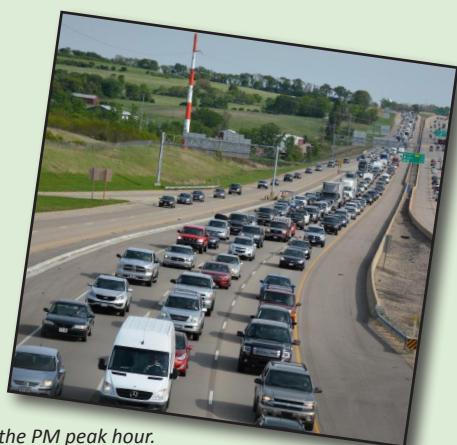


Photo taken from the High Crossing Blvd. overpass on the Friday before Memorial Day (May 22, 2015) during the PM peak hour.

*NEPA: National Environmental Policy Act



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Federal Highway
Administration

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Don't Forget! Take our quick and easy online survey!

Visit <https://i399094.metroquest.com> using your computer, smartphone or tablet and tell us what you think about the I-39/90/94 corridor. It's easy, fun and will provide helpful information.

The screenshot shows the 'Welcome' page of the study website. It features a large image of a multi-lane highway with traffic. Below the image, a button says 'Begin'. To the right, there are five vertical tabs labeled 'CONCEPTS', 'STRATEGIES', 'TRADEOFFS', and 'STAY INVOLVED'. At the bottom left, a message says 'Traffic on I-39/90/94 is growing. Help us plan for future improvements.' and at the bottom right, the '39-90-94 INTERSTATE STUDY' logo.



Use your QR reader to
take the survey now!

Visit YouTube for a quick overview of the I-39/90/94 Study:
<https://youtu.be/bvUXZ9eMoC4>



Learn more
about the
study inside!

Connect with us!

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🌐 Facebook.com/i399094

Sign up for email updates on the
[study website](#).

Get real-time travel conditions by calling
511 or visiting, www.511wi.gov.

