



WisDOT Division of Transportation System Development
Bureau of Traffic Operations
4822 Madison Yards Way, 6th Floor South
Madison, WI 53705

Governor Tony Evers
Secretary Kristina Boardman
wisconsindot.gov
(608) 267-0452
brian.porter@dot.wi.gov

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To: Ops Chiefs
Planning Chiefs

From: Brian Porter, P.E., PTOE
State Traffic Engineer

Subject: ITE *Trip Generation Manual 12th Edition* – Guidance on Application

INTRODUCTION

A traffic impact analysis (TIA) is a specialized engineering study that determines the potential traffic impacts of a proposed development. To determine what impact, if any, the proposed development may have on the surrounding roadway network, it is necessary to estimate the trip generation potential of the development. As outlined in the Wisconsin Department of Transportation (WisDOT) [Traffic Impact Analysis Guidelines](#), the most commonly accepted source for land use development trip generation data is the current version of the Institute of Transportation Engineers (ITE) *Trip Generation Manual*.

In August 2025, ITE released the 12th Edition of the *Trip Generation Manual* (ITE TGM12). With the release of the 12th Edition of the *Trip Generation Manual*, ITE introduced several significant changes in content when compared to the 11th Edition (ITE TGM11), including the addition of new study sites, new land use codes, and removal of all pre-1990 data. The following sections summarize how these changes may impact trip generation calculations and provide guidance on how to apply ITE TGM12 moving forward.

ITE TRIP GENERATION MANUAL 12TH EDITION UPDATES

The 12th Edition represents a major update designed to reflect the changing landscape of travel behavior and development. Key enhancements include:

- **Over 550 new study sites** added across a wide range of land uses.
- **Removal of all pre-1990 data** for improved relevance and accuracy.
- **Nine new land use codes**, including boutique fitness studios, travel centers, and high-volume fast-food restaurants.
- **Revised land use definitions** and updated independent variables.
- **Dedicated chapter on emerging trends** affecting travel patterns in the post-pandemic era.
- **Stronger integration** with the [Trip Generation Handbook](#) (ITE Recommended Practice).

This edition is more reflective of today's development realities and provides users with data they can trust for site planning, impact analysis, and long-range forecasting.

ACCEPTABLE APPLICATION OF ITE TRIP GENERATION MANUAL 12TH EDITION

WisDOT's review of the updates included in the ITE TGM12 found the modified trip generation rates for all land uses, **except for the Convenience Store (Market)/Gas Station land uses (945)**, to be acceptable for completing trip generation estimates and TIAs for developments in Wisconsin. Analysts shall use the [Wisconsin Specific Trip Generation Rates - Convenience Store/Gas Station Land Use](#) trip generation equations to estimate the site traffic for the convenience store/gas station

land use (ITE 945). Obtain approval from the WisDOT regional engineer prior to using alternate trip generation sources.

SUMMARY

For all other land uses apart from the Convenience Store/Gas Station (945), all TIAs initiated on or after **July 1, 2026** should use the ITE *Trip Generation Manual 12th Edition* in accordance with the guidance outlined in the WisDOT [Traffic Impact Analysis Guidelines](#). TIAs initiated prior to July 1, 2026 may continue to use the trip generation rates from the ITE *Trip Generation Manual 11th Edition*.

Coordinate with the WisDOT regional traffic contact to assess the applicability on the use of the ITE *TGM12*, ITE *TGM11*, or the Wisconsin-specific trip generation equations. . [Attachment 1](#) provides a map that shows the contact information for each regional office.

Attachment 1 Regional Office Traffic/TIA Contact Information

Superior Office

1701 N. 4th St.
Superior, WI 54880
(715) 392-7925
FAX (715) 392-7863
nwr.dtsd@dot.wi.gov

Rhineland Office

510 N. Hanson Lake Rd.
Rhineland, WI 54501
(715) 365-3490
FAX (715) 365-5780
ncr.dtsd@dot.wi.gov

Wisconsin Rapids Office

1681 2nd Ave South
Wisconsin Rapids, WI 54495
(715) 421-8302
FAX (715) 423-0334
ncr.dtsd@dot.wi.gov

Eau Claire Office

718 W. Clairemont Ave.
Eau Claire, WI 54701
(715) 836-2891
FAX (715) 836-2807
nwr.dtsd@dot.wi.gov

La Crosse Office

3550 Mormon Coulee Rd.
La Crosse, WI 54601
(608) 785-9022
FAX (608) 785-9969
swr.dtsd@dot.wi.gov

Madison Office

2101 Wright St.
Madison, WI 53704
(608) 246-3800
FAX (608) 246-7996
swr.dtsd@dot.wi.gov

Green Bay Office

944 Vanderperren Way
Green Bay, WI 54304
(920) 492-5643
FAX (920) 492-5640
ner.dtsd@dot.wi.gov

Waukesha Office

141 NW Barstow St.
Waukesha, WI 53187
(262) 548-5902
FAX (262) 548-5662
ser.dtsd@dot.wi.gov

