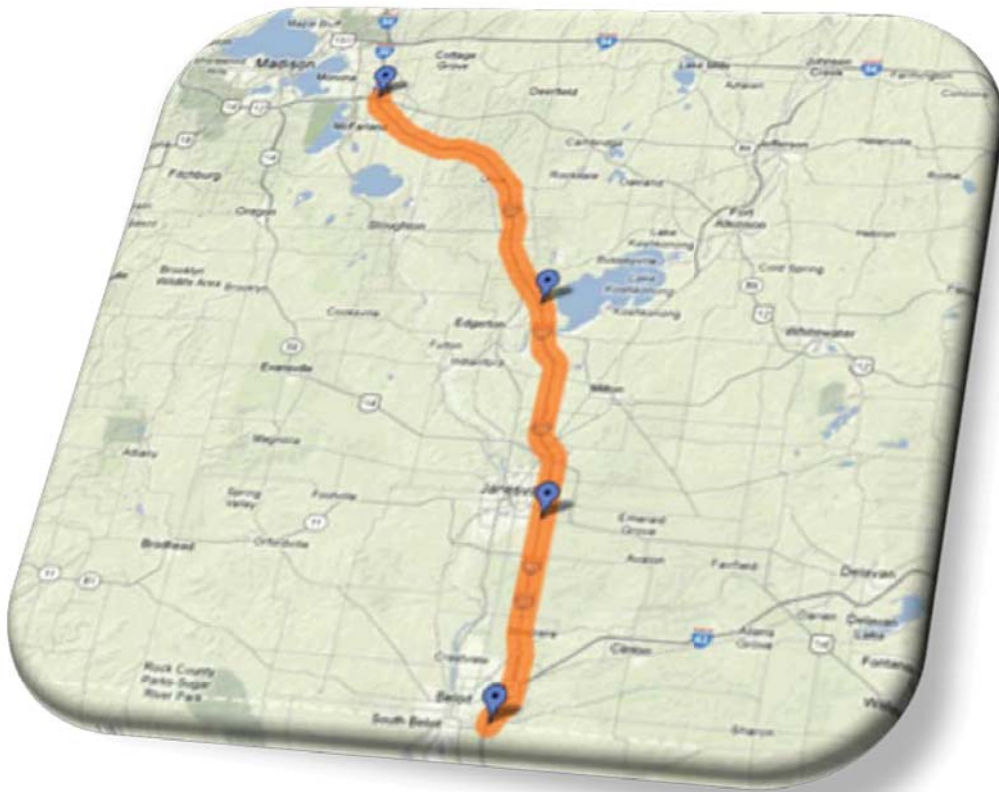


I-39/90 Expansion Project



Business Involvement Meeting
September 24, 2014 2 p.m. to 6 p.m.
Culver's of Edgerton

I-39/90 Project Corridor



- Illinois State Line to US 12/18
- Approximately 45 Miles
- Major Transportation Corridor
 - People
 - Commerce
 - Tourism

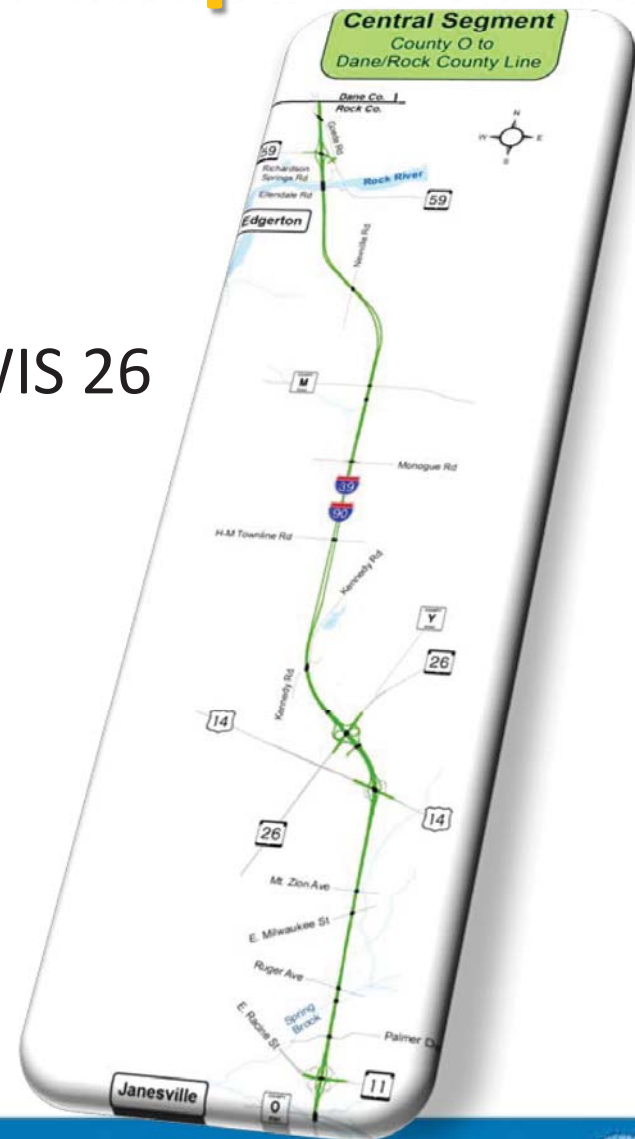
I-39/90 Central Segment

- County O to Dane/Rock County Line



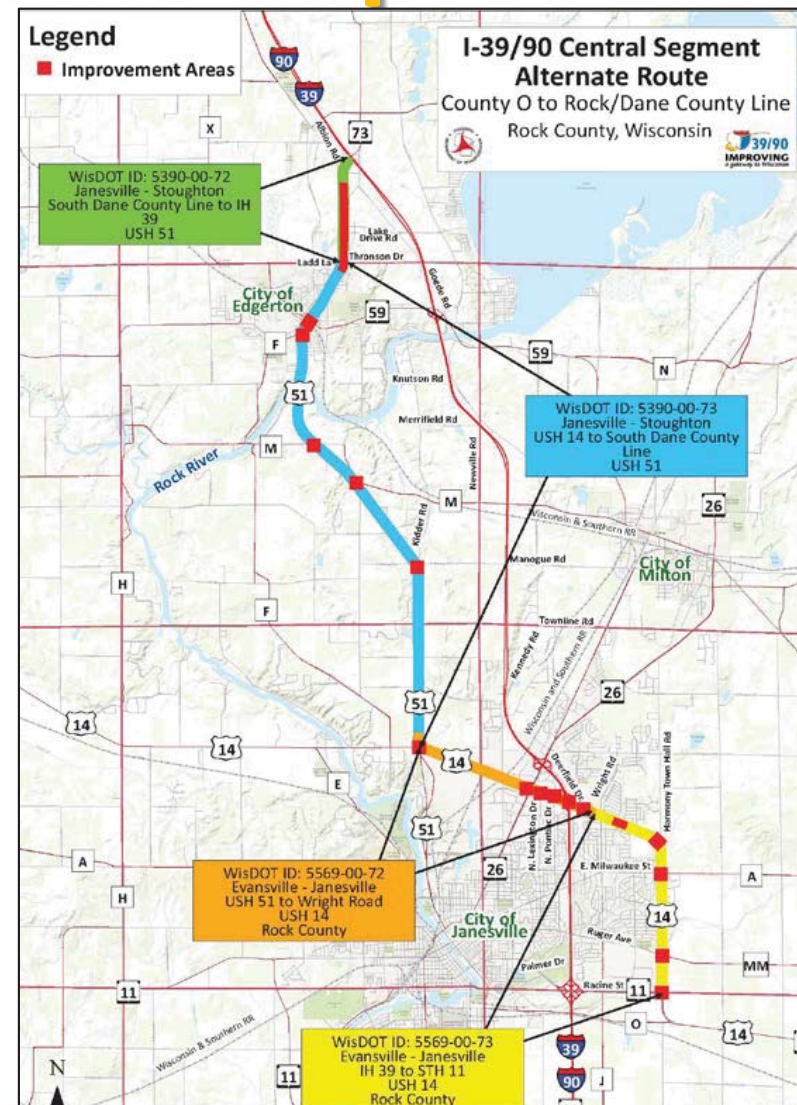
I-39/90 Central Segment Improvements

- 8-lanes County O to WIS 26
- 6-lanes WIS 26 to Dane/Rock Co. Line
- Collector/Distributor Roads at US14/WIS 26
- Bridges Reconstructed
- Bike & Pedestrian Accommodations
- US 14/US 51 Alternate Route
- Noise Barriers
- Construction 2013 through 2020



I-39/90 Alternate Route Improvements

- US 14 to US 51 to WIS 73
- Construction year 2015



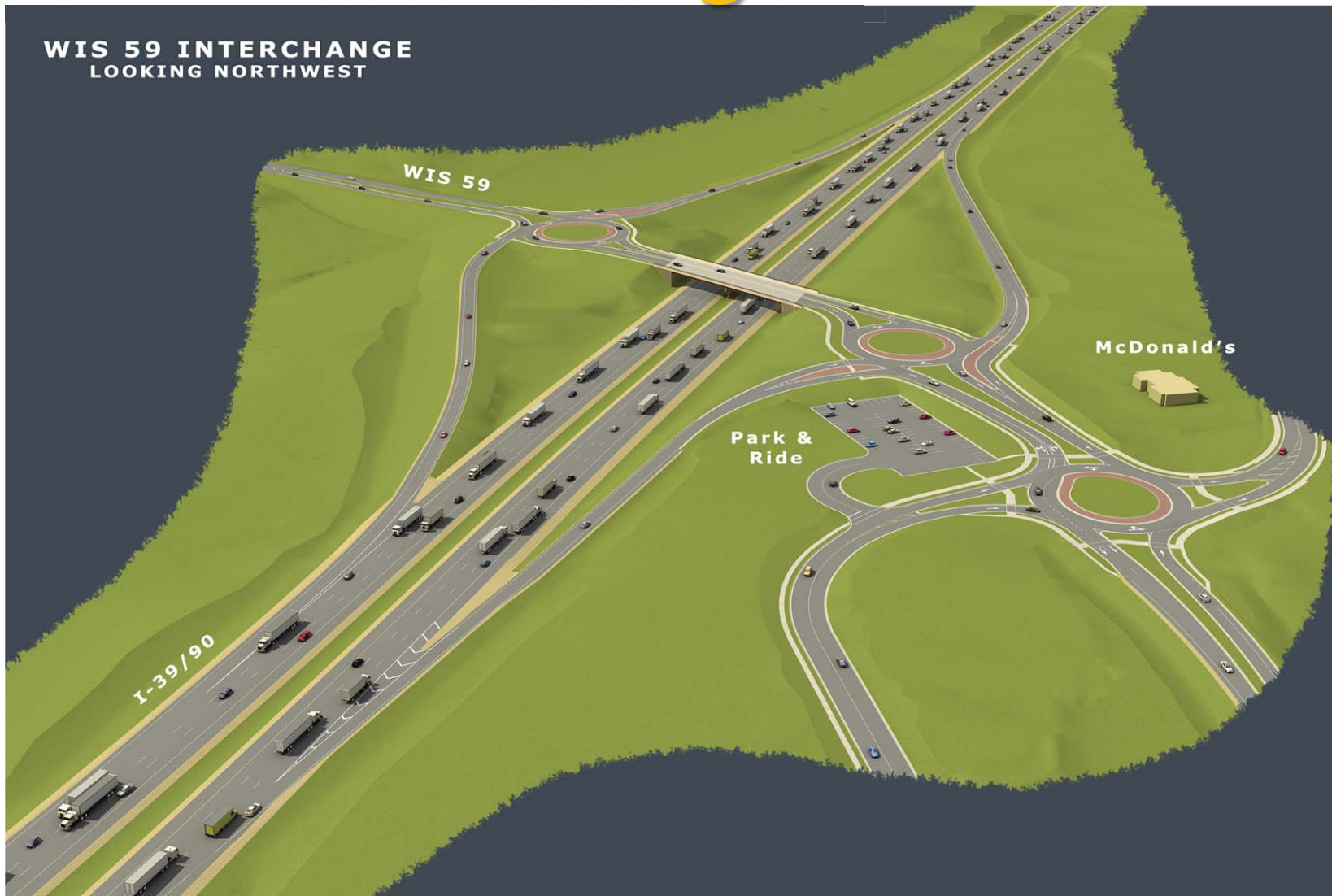
I-39/90 Alternate Route Improvements

- US 51 Railroad Crossing Detour Route



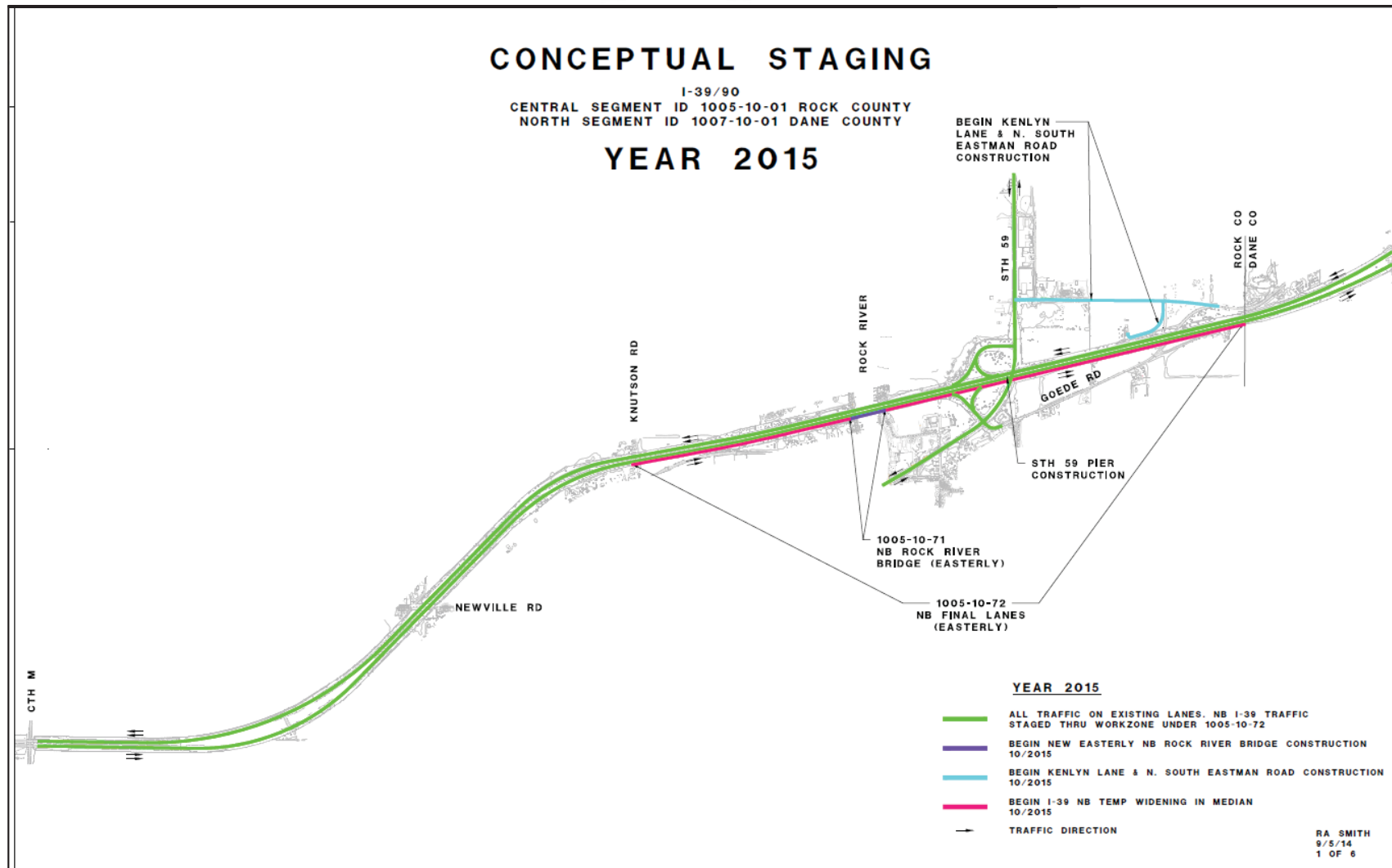
WIS 59 Interchange

WIS 59 INTERCHANGE
LOOKING NORTHWEST

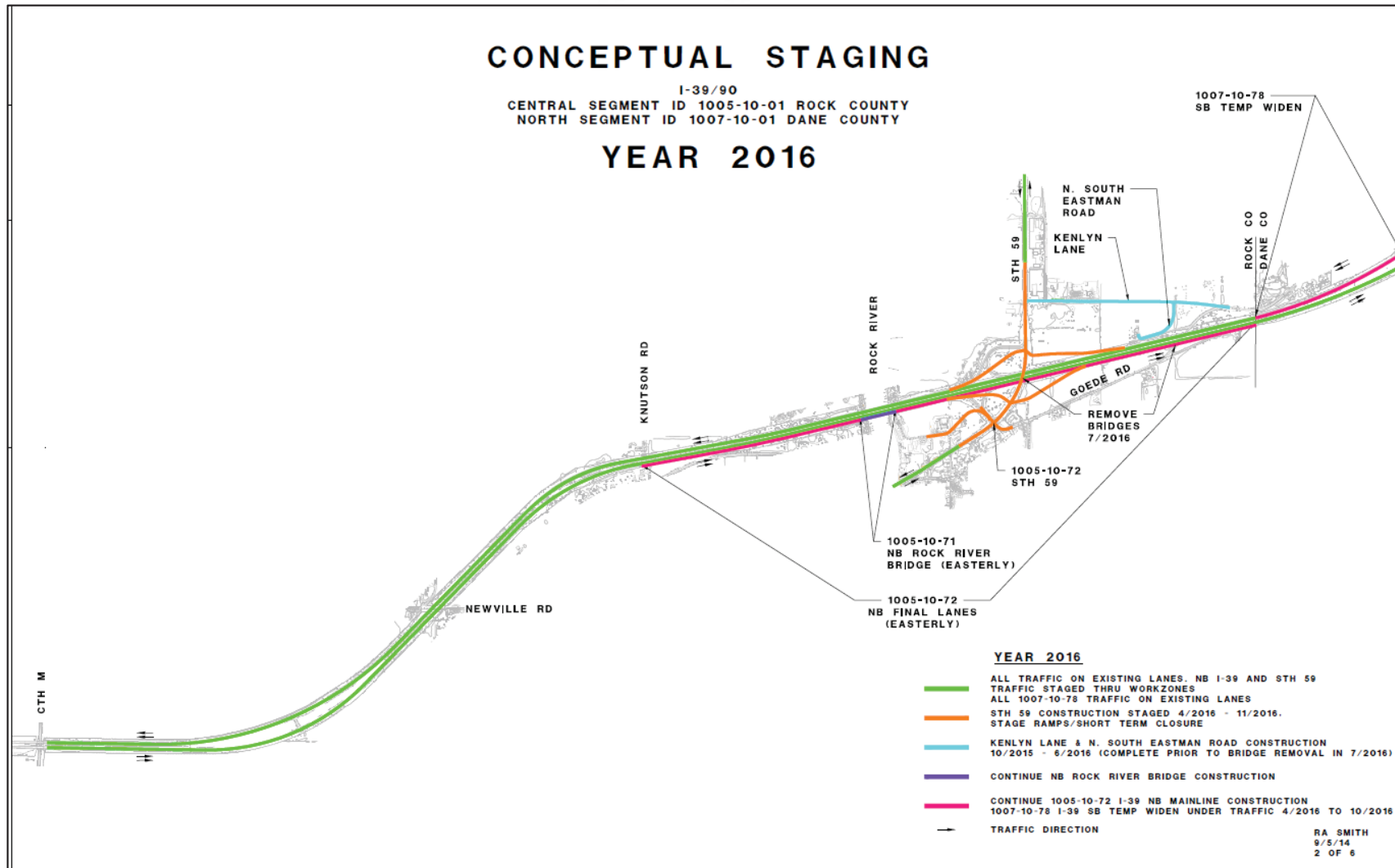


WIS 59
Diamond
with
Round-
abouts

Construction Staging 2015



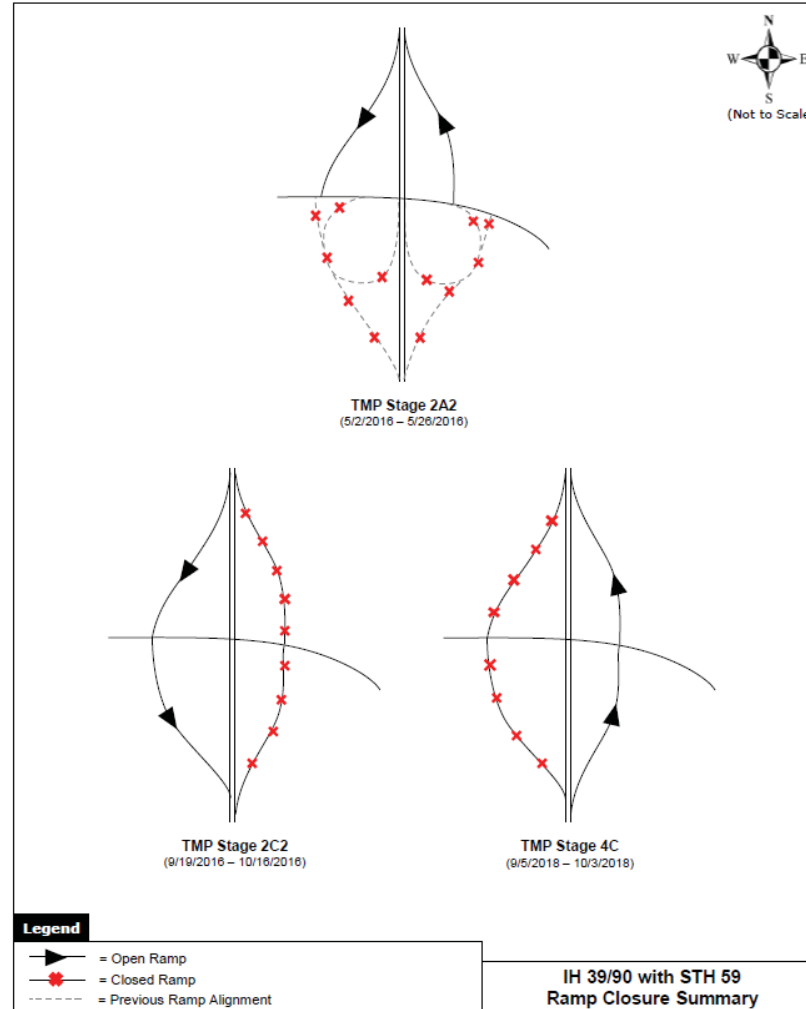
Construction Staging 2016



WIS 59 Ramp Closures

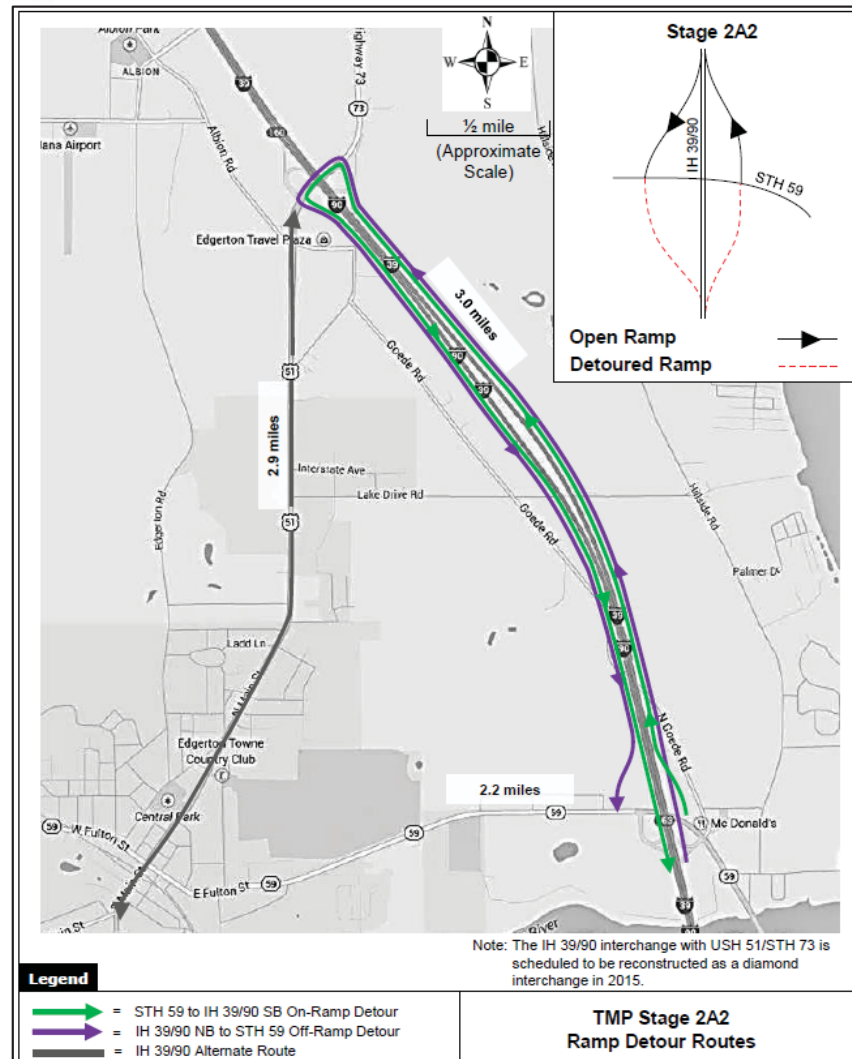
IH 39/90 with STH 59 - TMP

Rock County, WI

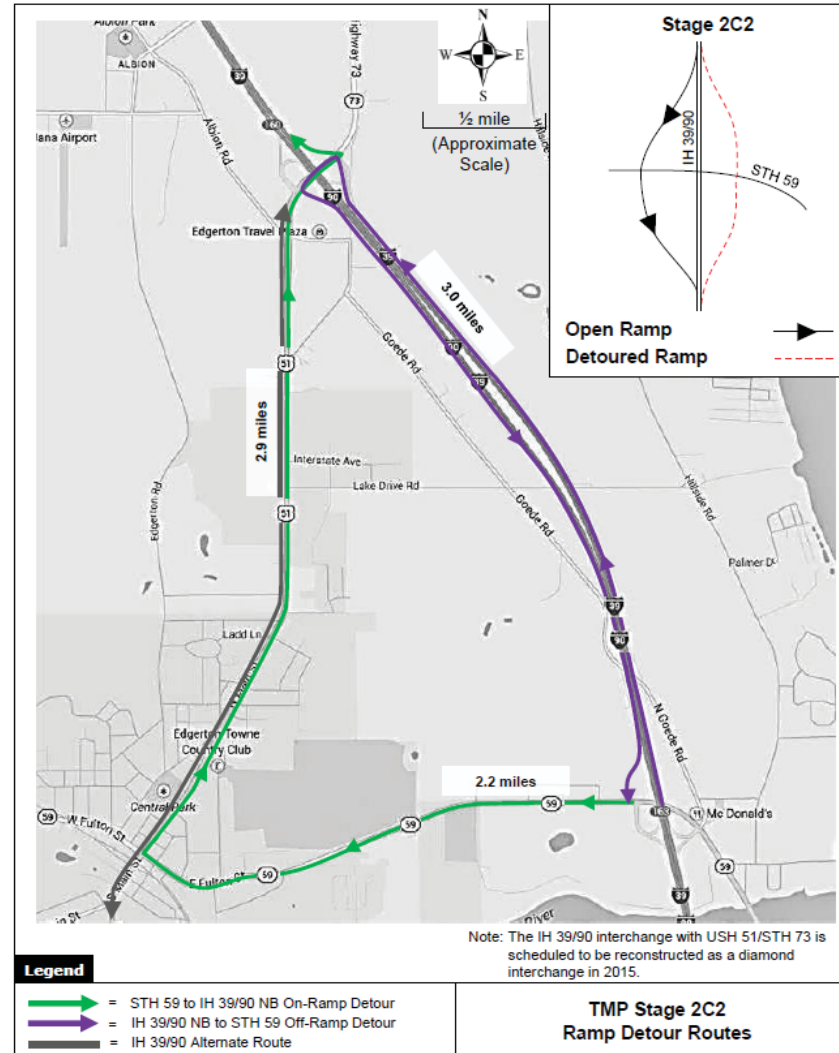


R.A. Smith National, Inc.

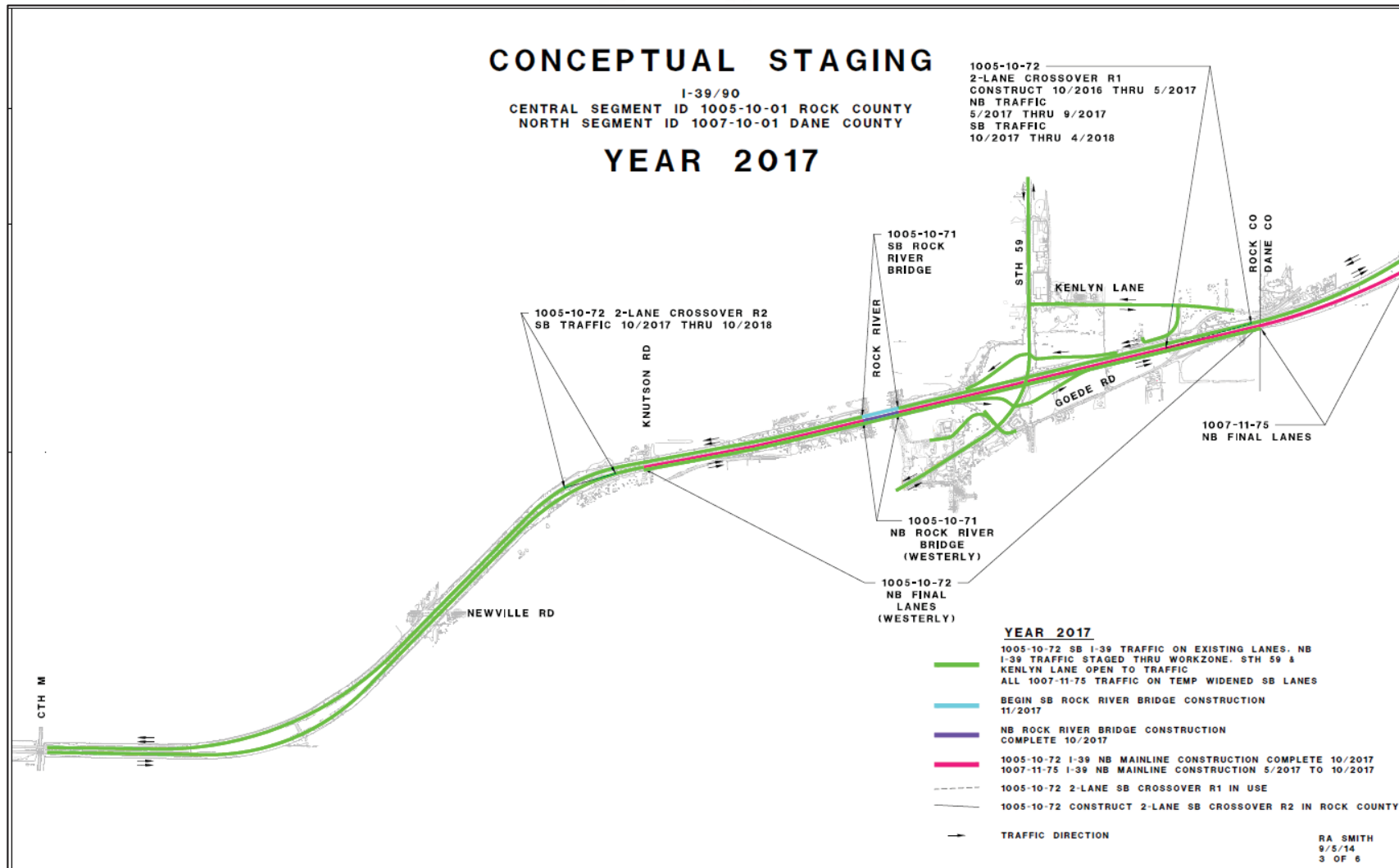
WIS 59 Ramp Closure Detour



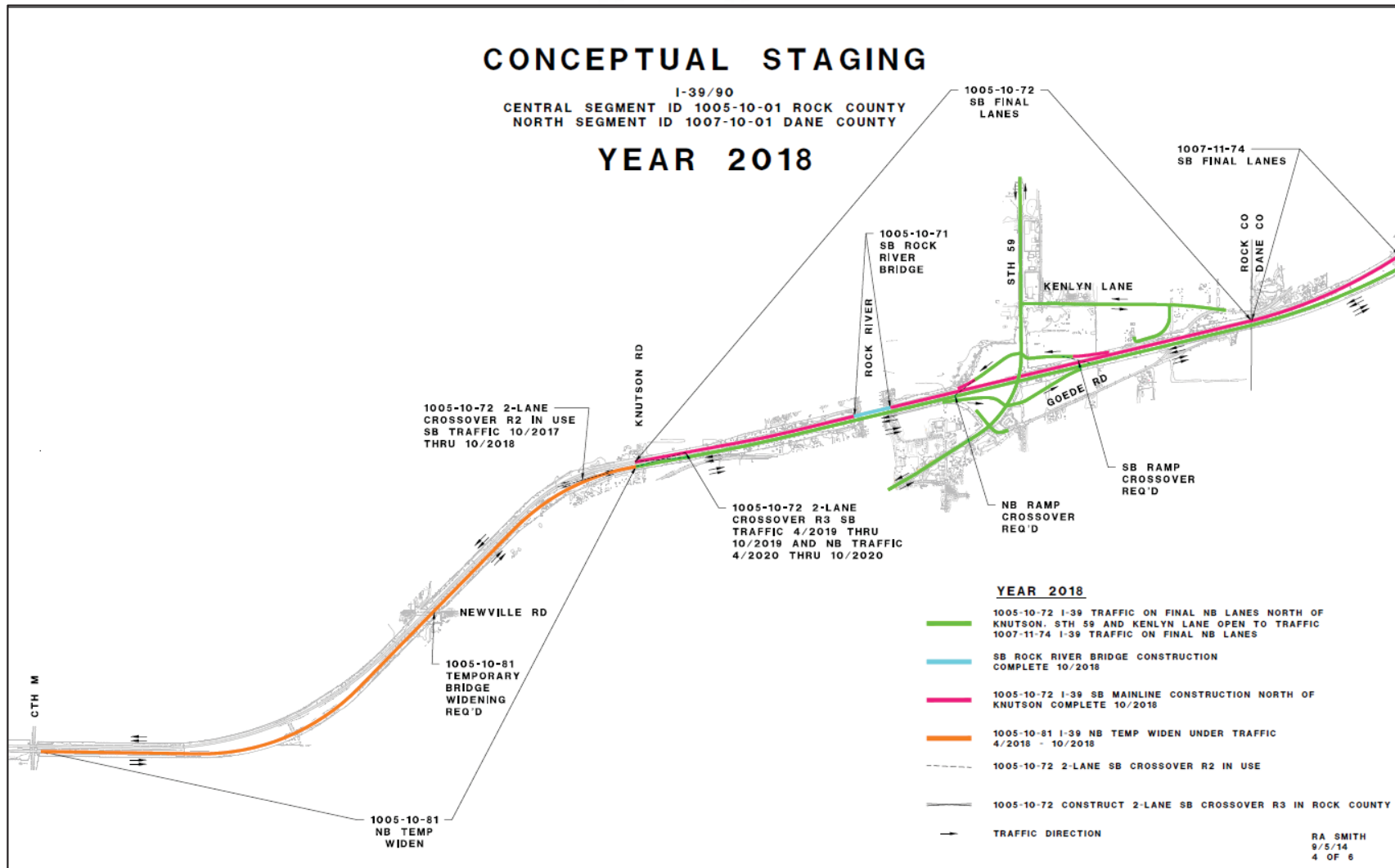
WIS 59 Ramp Closure Detour



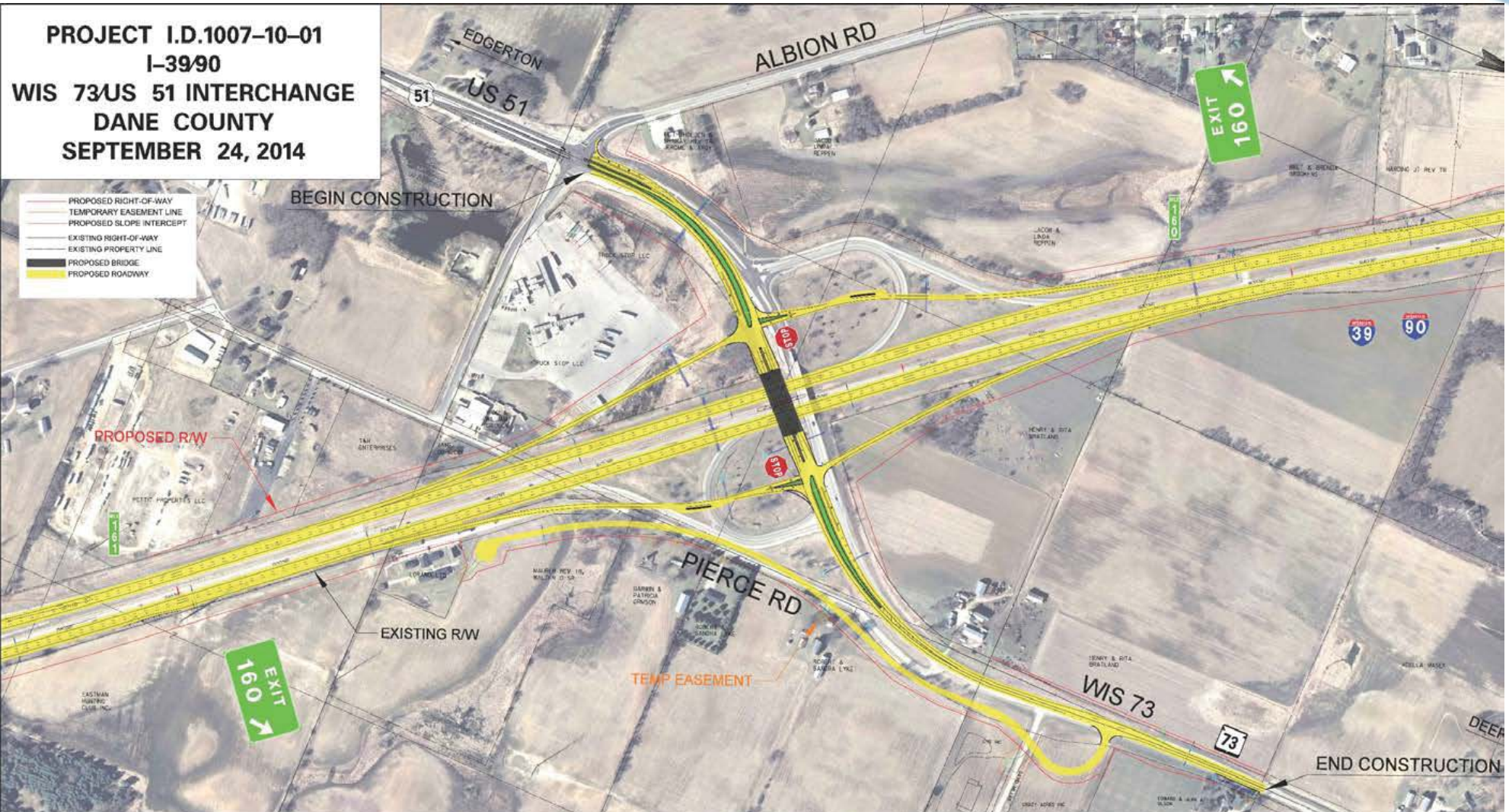
Construction Staging 2017



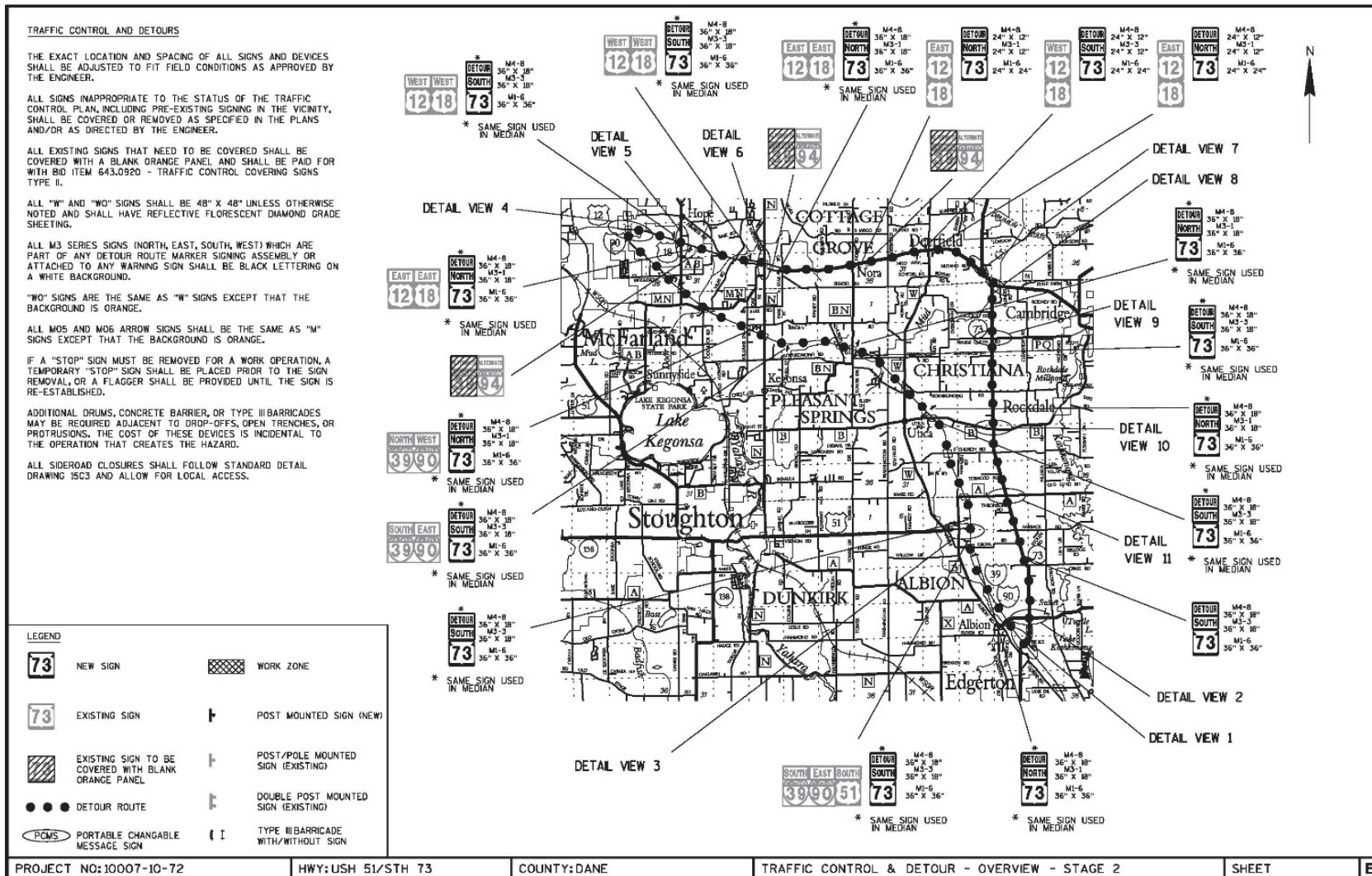
Construction Staging 2018



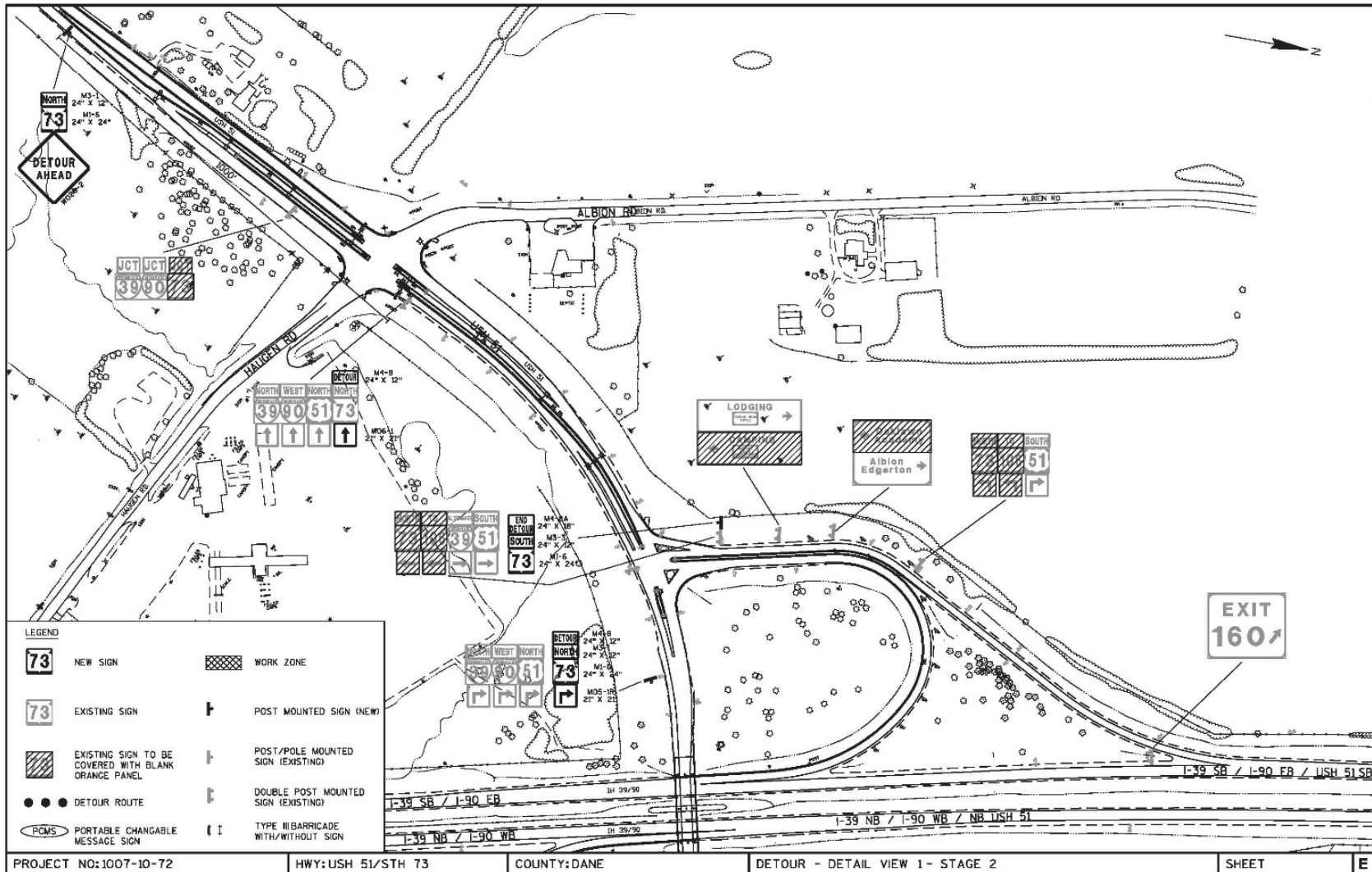
WIS 73/US 51 Interchange



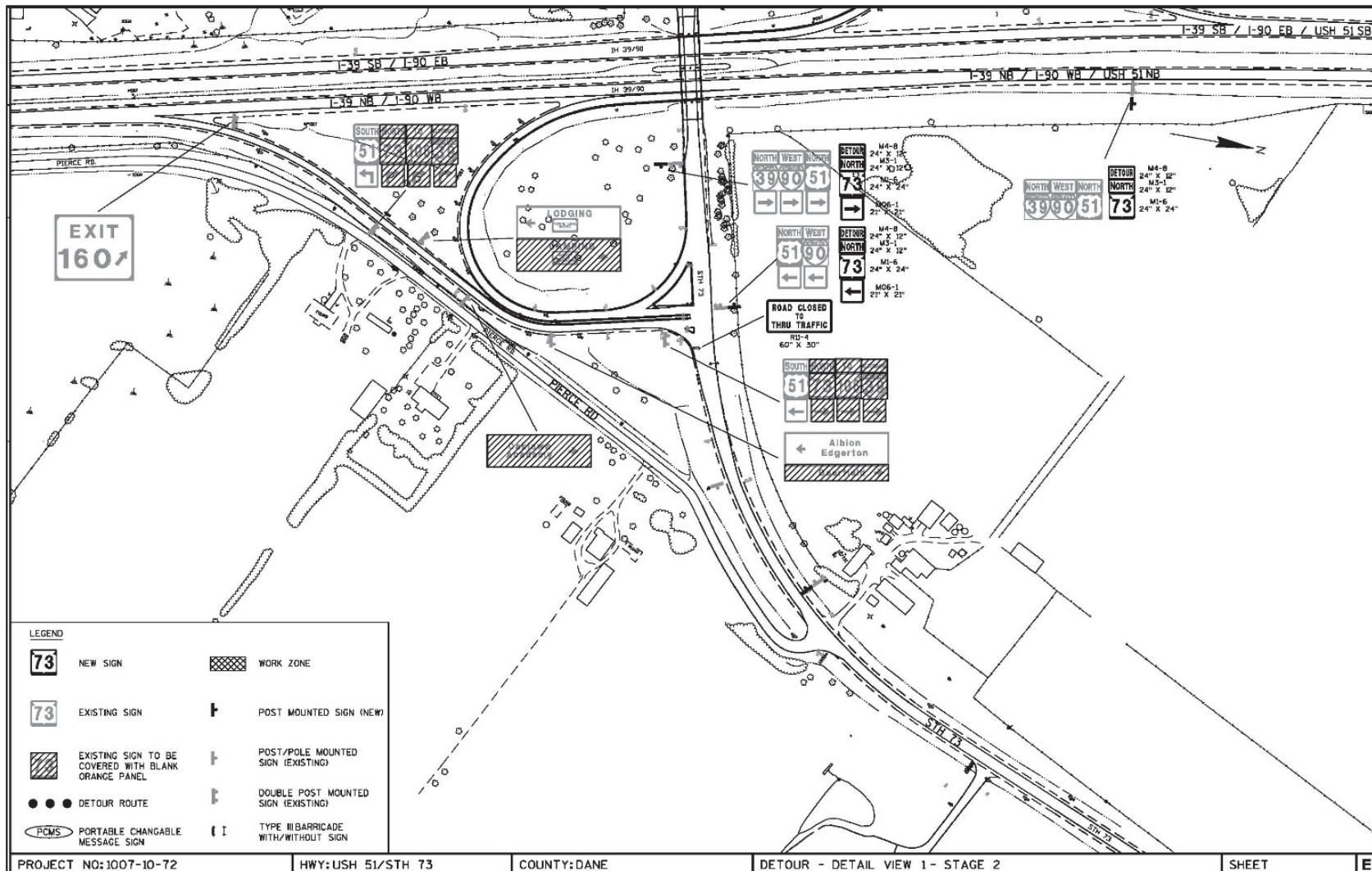
WIS 73/US 51 Detour



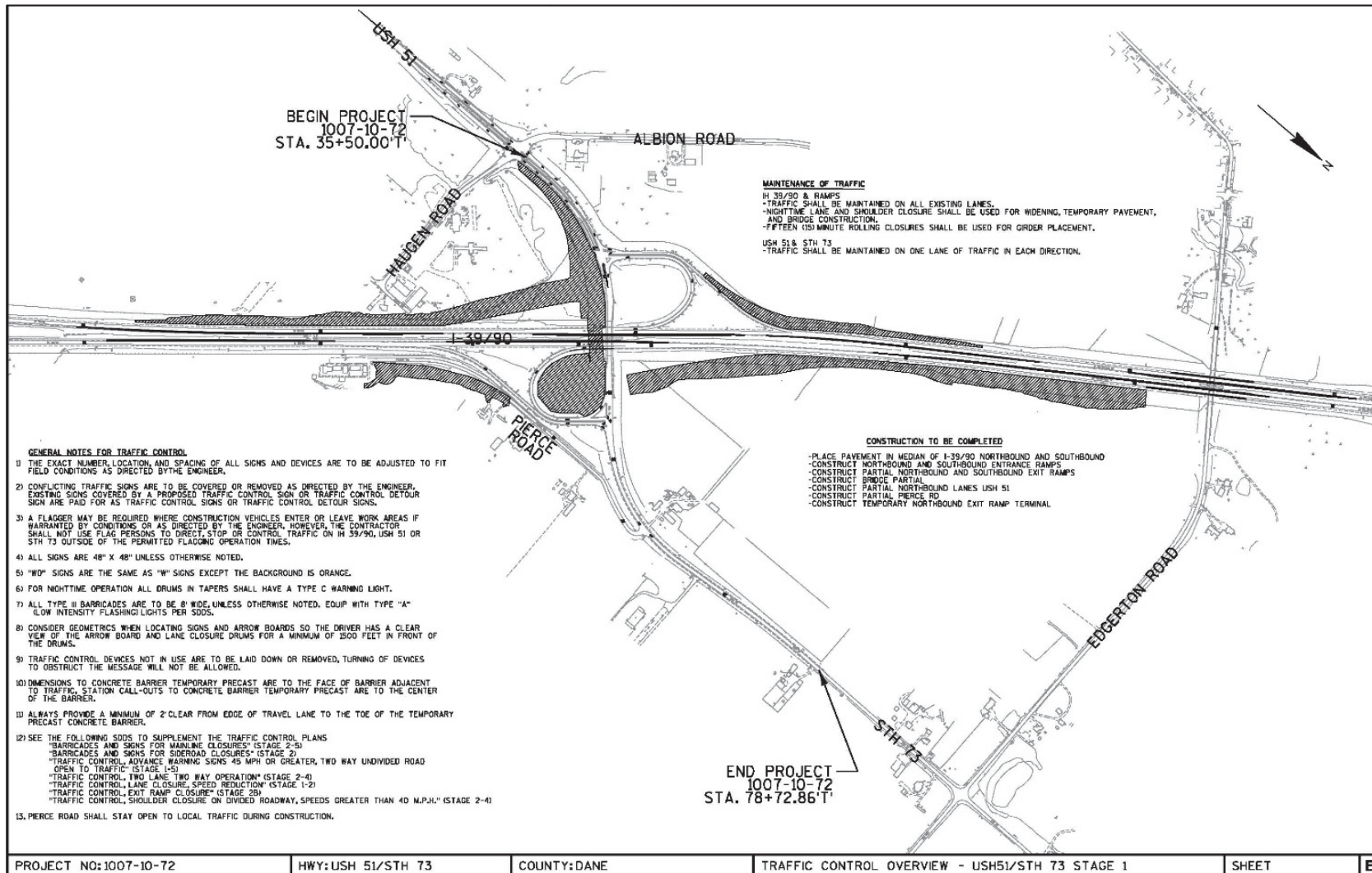
WIS 73/US 51 Detour



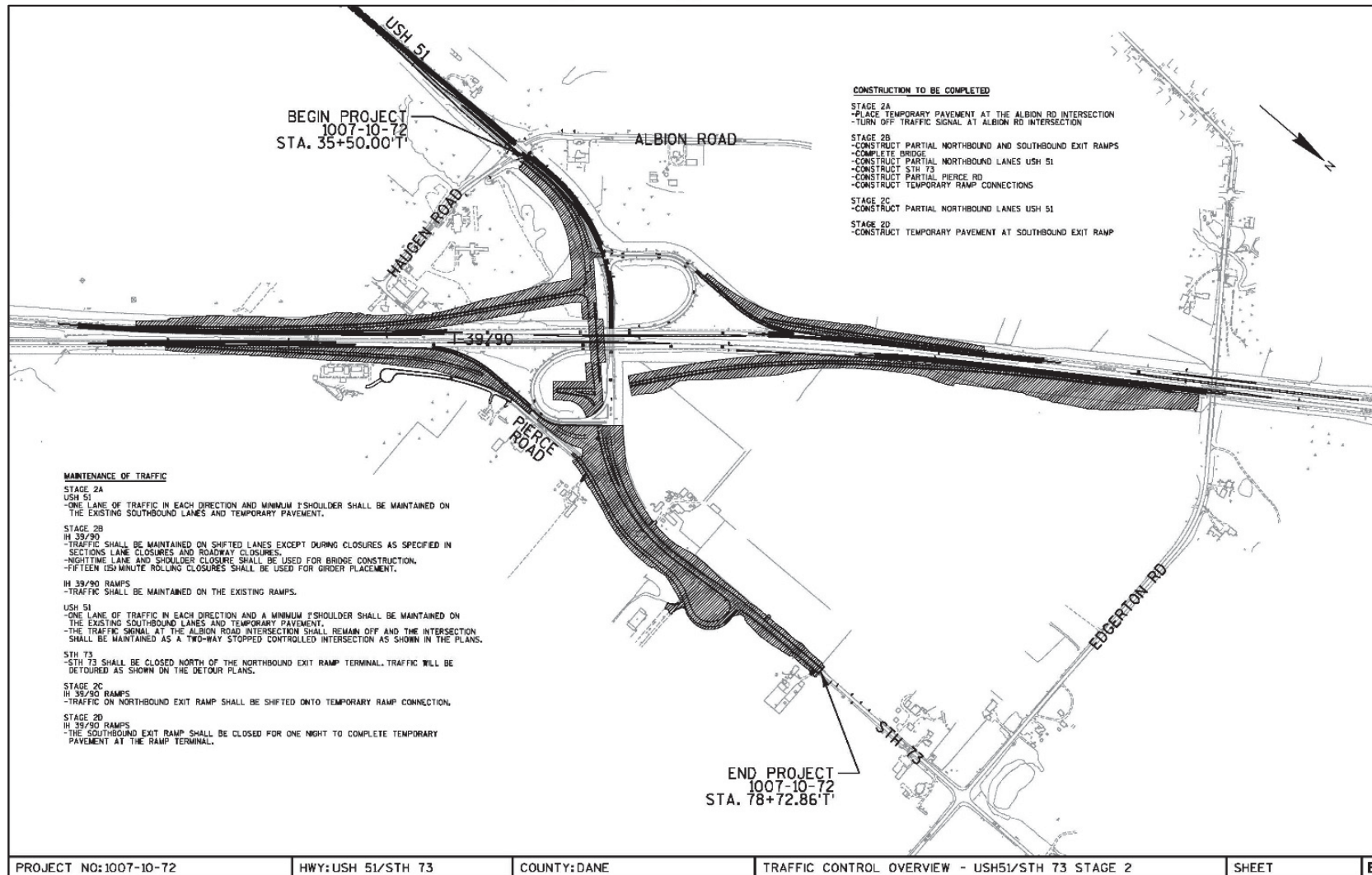
WIS 73/US 51 Detour



Construction Staging 2015 (April – July)



Construction Staging 2015 (July – August)



PROJECT NO: 1007-10-72

HWY: USH 51/STH 73

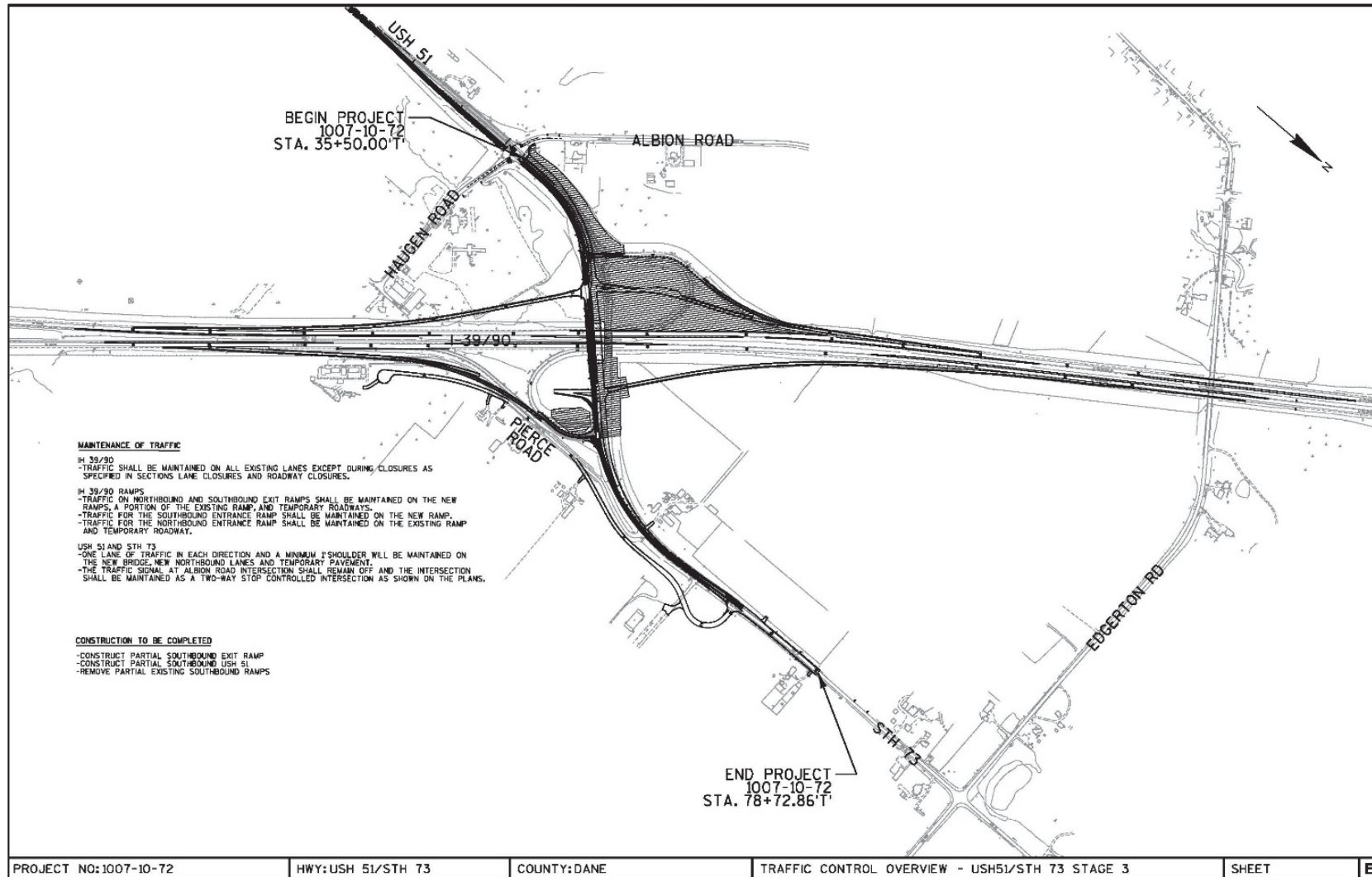
COUNTY: DANE

TRAFFIC CONTROL OVERVIEW - USH51/STH 73 STAGE 2

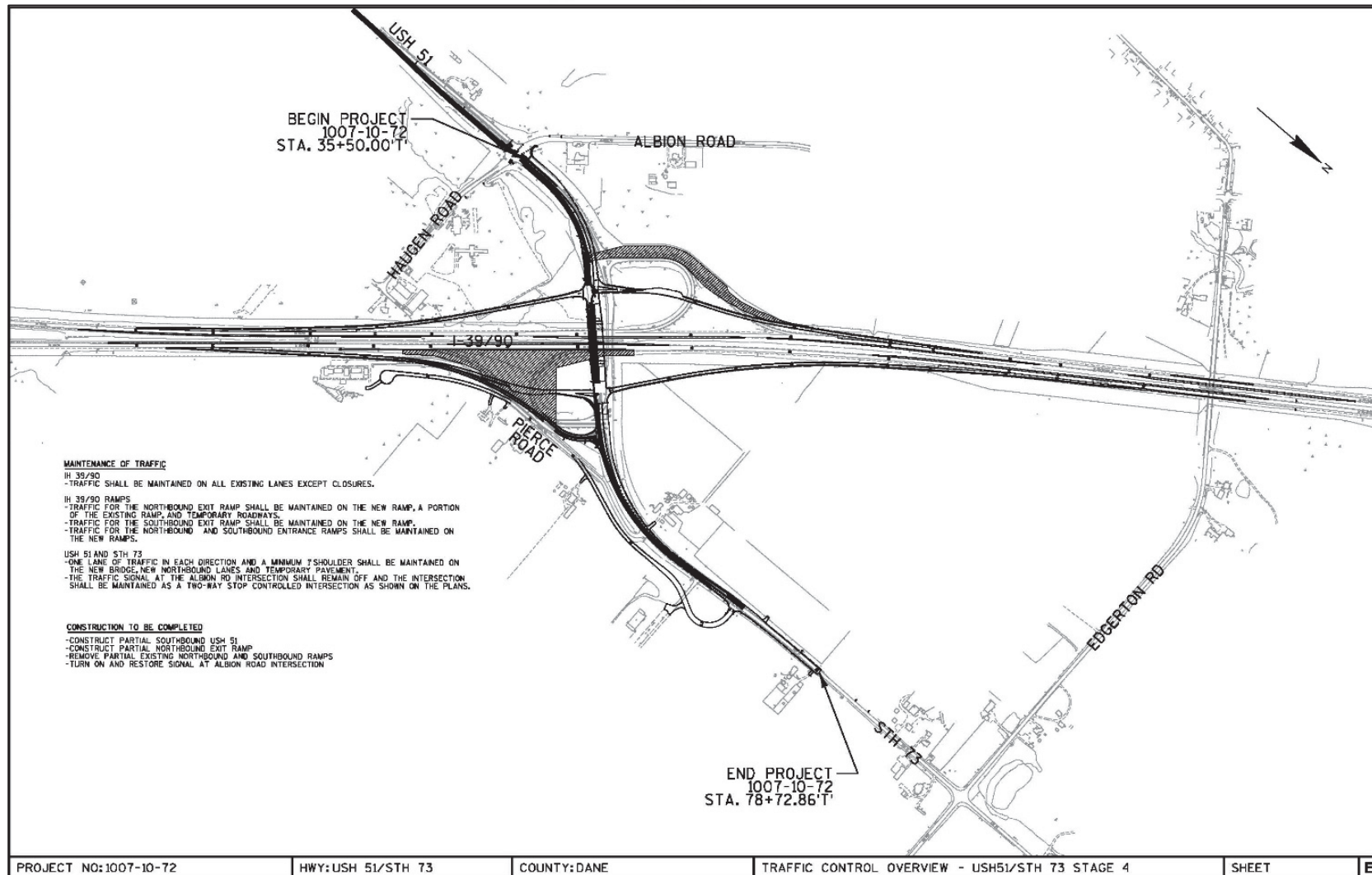
SHEET

E

Construction Staging 2015 (Aug. – Sept.)



Construction Staging 2015 (Sept. – Oct.)



PROJECT NO: 1007-10-72

HWY: USH 51/STH 73

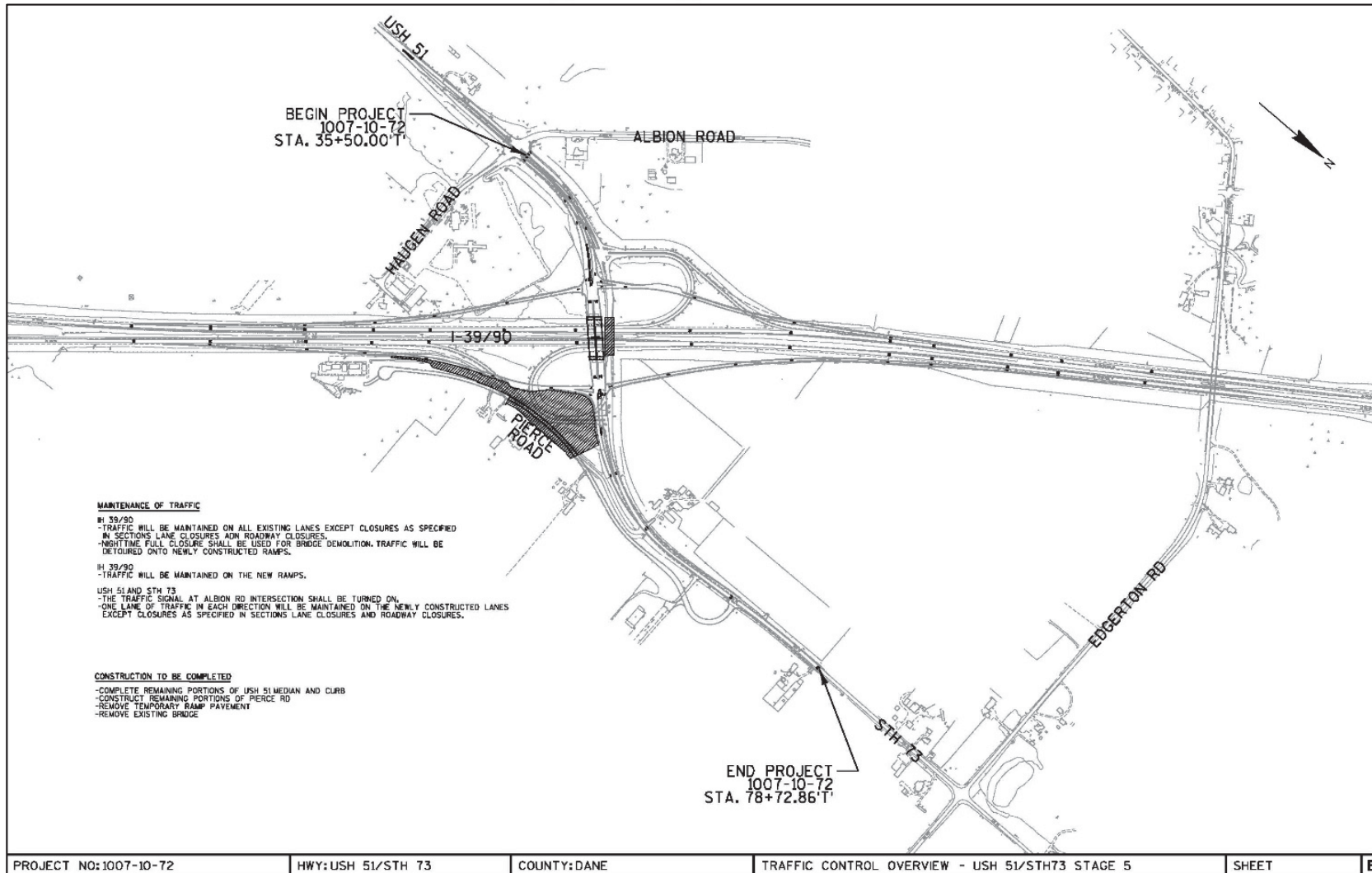
COUNTY: DANE

TRAFFIC CONTROL OVERVIEW - USH51/STH 73 STAGE 4

SHEET

E

Construction Staging 2015 (Oct. – Nov.)





In This Together program

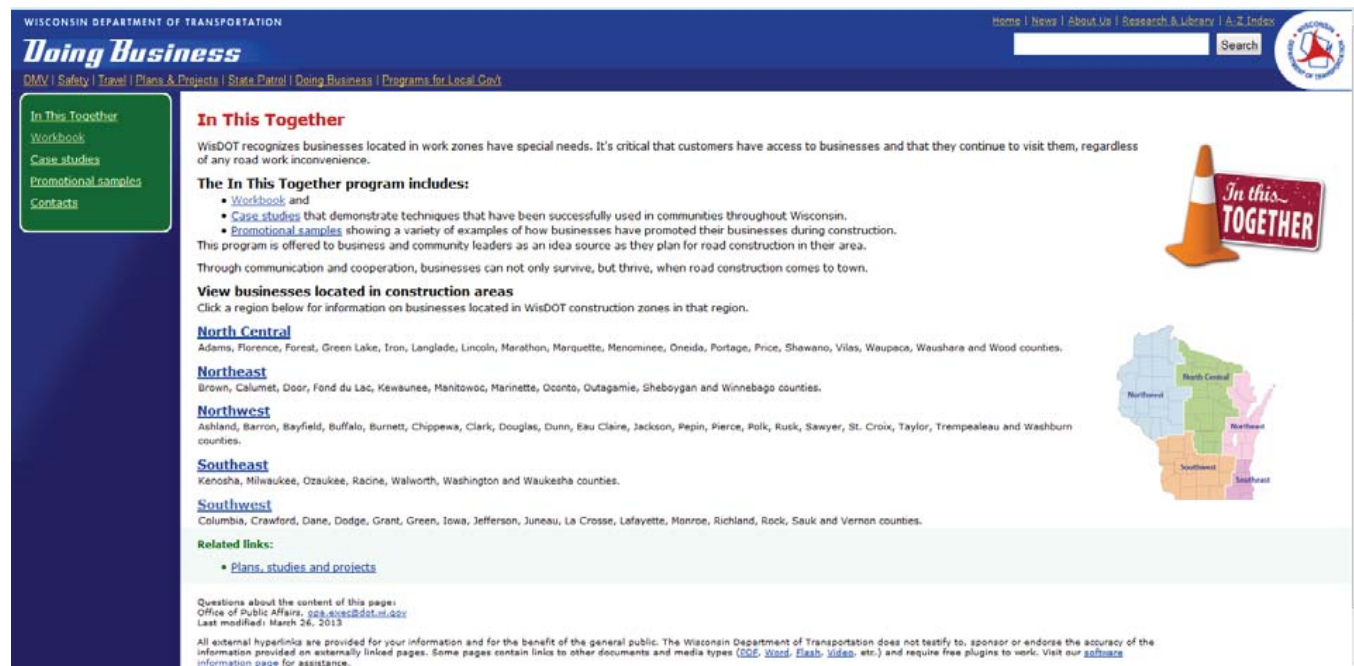
WisDOT recognizes businesses located in work zones have special needs.

It's critical that customers have access to businesses and that they continue to visit them, regardless of any roadwork inconvenience.



Program overview

Offered to business and community leaders as an idea source while planning for road construction in their area.



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In This Together

WisDOT recognizes businesses located in work zones have special needs. It's critical that customers have access to businesses and that they continue to visit them, regardless of any road work inconvenience.

The In This Together program includes:

- [Workbook](#) and
- [Case studies](#) that demonstrate techniques that have been successfully used in communities throughout Wisconsin.
- [Promotional samples](#) showing a variety of examples of how businesses have promoted their businesses during construction.

This program is offered to business and community leaders as an idea source as they plan for road construction in their area.

Through communication and cooperation, businesses can not only survive, but thrive, when road construction comes to town.

View businesses located in construction areas

Click a region below for information on businesses located in WisDOT construction zones in that region.

North Central
Adams, Florence, Forest, Green Lake, Iron, Langlade, Lincoln, Marathon, Marquette, Menominee, Oneida, Portage, Price, Shawano, Vilas, Waupaca, Waushara and Wood counties.

Northeast
Brown, Calumet, Door, Fond du Lac, Kewaunee, Manitowoc, Marinette, Oconto, Outagamie, Sheboygan and Winnebago counties.

Northwest
Ashland, Barron, Bayfield, Buffalo, Burnett, Chippewa, Clark, Douglas, Dunn, Eau Claire, Jackson, Pepin, Pierce, Polk, Rusk, Sawyer, St. Croix, Taylor, Trempealeau and Washburn counties.

Southeast
Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha counties.

Southwest
Columbia, Crawford, Dane, Dodge, Grant, Green, Iowa, Jefferson, Juneau, La Crosse, Lafayette, Monroe, Richland, Rock, Sauk and Vernon counties.

Related links:

- [Plans, studies and projects](#)

Questions about the content of this page:
Office of Public Affairs, opa@dot.wisconsin.gov
Last modified: March 26, 2013

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www.dot.wi.gov/business/engrserv/itt



I-39/90 Project website

▼ General Info

[Project Team Contacts](#)
[Project Comments](#)
[Related Info](#)
[Overview Video](#)
[Frequently Asked Questions \(FAQ\)](#)

▼ Public Involvement

[Rock County Stakeholder Advisory Committee](#)
[Project Brochures](#)
[Noise Barrier Info](#)
[Newsletters](#)

▼ Business Info

Business Resources

▼ Diverging Diamond Interchange (DDI)

[DDI Overview](#)

▼ Roundabout Outreach

[Roundabout Overview](#)
[WIS 11 \(Racine St.\) Interchange, Janesville](#)

▼ Environmental Documents

[Summary Documents](#)

Business Resources

The ["In This Together" program](#) is sponsored by the Wisconsin Department of Transportation (WisDOT) and targets businesses facing road construction in their community. The program's goal is to help businesses maintain daily operations while construction is underway.

WisDOT recognizes that businesses located in or near construction zones have special needs. It is critical that customers have access and continue to visit businesses, regardless of any roadwork inconvenience.

This program supports economic development in a number of ways:

- Encourages businesses to become proactive in attracting business during construction and working together with WisDOT;
- Provides owners with positive strategies and successful techniques to draw in customers;
- Reduces the fears and frustrations of business owners associated with construction disruptions, delays and detours; and
- Demonstrates that WisDOT wants to help businesses succeed and promote economic development.

Download the ["In This Together" workbook](#) for other tips and tools.

Contact the [I-39/90 Project Team](#) with any questions regarding your business.



www.i39-90.wi.gov under the Resources tab



Business promotion on WisDOT website

Verona Road (US 18/151) Project

[Overview](#) |
 [Schedule](#) |
 [Map](#) |
 [Travel Times](#) |
 [Closures](#) |
 [News](#) |
 [Exhibits](#) |
 [Resources](#) |
 [Sign Up for Updates](#)

▼ General Info

[Project Team Contacts](#)
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[Related Info](#)
[Frequently Asked Questions \(FAQ\)](#)
[Purpose](#)

▼ Business Info

[Business Resources](#)
[Businesses In The Work Zone](#)

▼ Public Involvement

[Dane County Stakeholders Advisory Committee](#)
[Brochures And Newsletters](#)
[Public Involvement Meeting \(PIM\) Materials](#)

▼ Video

[Overview](#)
[Stage 1](#)
[Stage 1 Drive-Through Simulation](#)
[Time-Lapse Of Bridge Beam Delivery](#)
[Stage 2](#)

▼ Environmental

[Project Documents](#)

Businesses in the work zone

Promote your business during construction

Is your business located within the current Verona Road work zone? If so, help your business not only survive, but thrive, during construction. Promote your business by uploading your business information to our website. (Please allow 1-3 business days for information to be added.)

- [Submit your business information.](#)
- Download the ["In This Together" workbook](#) for tips and tools to help your business during construction.

Businesses located in the Verona Road construction area

Regardless of any roadwork inconvenience, please continue to patronize area businesses in the Verona Road work zone.

Arthur Murray Dance Studio



The World leader in Ballroom, Latin and Social Dance. Private and Group Classes.

5117 Verona Road
 Fitchburg, WI 53711
 (608) 278-1411
www.arthurmurraymadison.com

Chalet Ski and Patio

Specialty retailer offering porch, patio, upholstery and leather furniture in addition to our seasonal downhill, cross country and snowshoe equipment and clothing.

5252 Verona Road
 Madison, WI 53711
 (608) 273-8263
www.chaletski.com

Dorn True Value Hardware



Retail Hardware Store with Paint, Hardware, Plumbing, Tools and Sporting Goods as Signature departments. Great selections of Lawn and Garden, Electrical, and Housewares.

1348 S. Midvale Blvd.
 Madison, WI 53711
 (608) 274-2511
www.DornHardware.com





Be proactive

Businesses can take basic actions to not only survive, but thrive, during road construction.



Feiler's Restaurant in Madison, WI



Stay informed

- Meet the on-site project manager – keep his/her telephone number in a handy place.
- Attend WisDOT's public meetings to increase your knowledge of the project.



Stay informed

- Hold a pre-construction meeting with WisDOT and the contractor.
 - Find out the duration of the project, construction staging, etc.
 - Learn what to expect (i.e., dirt, mud, ground shaking, etc.)
- Participate in project update meetings.



Tips

- Get involved early. Advanced planning and organization pays off.
- Form an alliance with other businesses in your area.



Tips

- Pool resources to purchase group advertising.
- Hold regular, frequent meetings with other businesses to share strategies and support.



Recipe for success:

- Partner with neighboring businesses, your local chamber and community leadership.
- Look for opportunities to cross promote
- Consider offering special offers or sales
- Keep website and social media sites up-to-date



Recipe for success:

- Take advantage of unique ways to market your business
- Keep your customer informed
- Provide superior service
- Stay positive! Customers do notice.



Promotion examples: Advertising



Leave the dust behind with a trip to Octopus Car Wash!

Construction in front of our East Washington location is all done...
 Clean up from the mess found further up the Avenue with a wash for only **\$7.99**
We vacuum and do windows

Express detail services available

Octopus
 Many Hands To Serve You!
 Open Mon-Fri 8 - 6, Sat 8 - 5:30, Sun 8:30 - 4

2202 "Old" University Ave.
 608-238-1111
 907 S. Park St.
 (Fish Hatchery & Park) 608-257-3991
 1039 E. Washington Ave.
 608-257-2929

ISTHMUS | SEPTEMBER 2, 2005 | THE DAILY PAGE.COM 11



YES, WE KNOW ABOUT THE CONSTRUCTION.
 The good news is,
THE ROAD TO ROOKIES WILL BE OPEN.

USE KP
 TRY OLSON RD.

HWY 14 & 78 N • BLACK EARTH • 767-5555 • OPEN AT 11 A.M. 7 DAYS • www.rookiesfood.com

Shouldn't you be here already?!

Rookies
 ALL-STAR BURGERS
 1999 & THEREAFTER

Be creative!



Promotion examples: Partnering





Promotion examples: Street Signage





PAVING OUR WAY ... INTO THE FUTURE

Project Details

The project contains three segments:
a northern segment between WIS 64
to just north of Ann's Way, a southern
segment, which begins just north of County O
extending to Perkins St., and a middle segment
between Perkins Street and WIS 64.

The northern and southern segments include new concrete
curbs and gutter, pavement replacement, new storm, sanitary
sewer and water lines. The northern segment will be expanded to a
five lane roadway with the middle lane used for left turns. The
southern segment will remain a three lane roadway with the middle
lane used for left turns. In the middle segment, city utilities will be
installed and repaired. Roundabouts will replace traffic
signals at Altman Street and Ann's Way.

New sidewalks will be installed on both sides of
WIS 13 from WIS 64 to Ann's Way and new
street lighting will be located on both sides
of WIS 13 throughout the
northern segment.

ROAD WORK AHEAD

1st Segment

access to local businesses

The first segment detour will be City, O, City, Q and Hwy 64 with access to local businesses down Wholen Ave.
Target date to complete 1st segment is July 4th, 2011.

For further information:
1-888-682-9567 or www.medfordwis.com

PAVING OUR WAY...

into the FUTURE



Sponsorship Program

In July 2012, WisDOT initiated the State Highway Maintenance and Operations Sponsorship Program as an innovative source of financing for maintenance and highway-related services.

Program overview

Provide opportunities to meet state highway service expectations that have either:

- Become unsustainable due to budget limitations;

- OR -

- As a result of other demands for services that exceed the funded service level.

Program benefits

- Recognition will be offered to a person, business or other entity for monetary contribution to the maintenance of highway roadsides.
- Sponsors will receive recognition with their logos displayed on acknowledgement signs.



Program benefits

- Highway segments will receive an increased level of roadside maintenance.
- State Statute Chapter 84.01(36) outlines the sponsorship agreement details.

Program reminders

- Maintenance agreements still need to be in place for roundabouts and park and ride lots.
- Sponsorship is an opportunity that can be utilized by the local unit of government to offset the costs of maintenance.

Program reminders

- A sponsor CAN NOT replace a maintenance agreement.
- Roadside maintenance sponsors would be directly with WisDOT because we have agreements with the Counties to maintain these areas.

Program website

WISCONSIN DEPARTMENT OF TRANSPORTATION

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[Roadside Sponsorship Program](#)
[Pilot program](#)
[Contact](#)

Roadside Sponsorship Program

The Wisconsin Department of Transportation (WisDOT) initiated the State Highway Maintenance and Operations Sponsorship Program as an innovative source of financing for maintenance and highway-related services. The Roadside Sponsorship Program is part of this initiative. The program is intended to provide opportunities to meet state highway service expectations that have either become unsustainable due to budget limitations or as a result of other demands for services that exceed the funded service level.

- Recognition will be offered to a person, business or other entity for monetary contribution to the maintenance of highway roadides.
- Sponsors will receive recognition with their logos displayed on acknowledgement signs.
- Highway segments will receive an increased level of roadside maintenance.
- State Statute [Chapter 84.01\(36\)](#) outlines the sponsorship agreement details.

General sponsor guidelines

- Complete and submit the [Proposal Form \(DT1210\)](#) [W](#).
- A minimum proposal will be determined on a site by site basis.
- The proposals will be opened on the identified date of opening.
- The most advantageous competitive proposal as determined by the department will be awarded the contract. The department may reject all proposals if the submittals are determined to be less than the estimated reasonable value to the department or not in the public interest.
- The awarded contracts will be in place for a minimum of two years.
- Each sponsor will receive two acknowledgement signs: one in each direction of travel, placed near each end of the segment.
- The sign will show your logo. Sign size is 4 x 6 feet and logo area is 2 x 4 feet.
- Final logos will be approved by the Department. No website addresses and phone numbers are allowed, per The Manual of Uniform Traffic Control Devices (MUTCD).
- The sponsor agreement will begin after first payment and acknowledgement signs are installed.
- WisDOT will use existing service providers to provide the services for the Roadside Sponsorship Program. The service providers include county highway departments and local municipalities.

Questions about the content of this page, contact:
Christa Wollenzien, christa.wollenzien@dot.wi.gov
Last modified: February 5, 2014

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www.dot.wi.gov/localgov/aid/roadside-sponsor.htm

Program contacts

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Dan Mulder

Section Chief, Freight & Roadside Facilities

(608)266-3471

daniel.mulder@dot.wi.gov

Questions?

www.i39-90.wi.gov

i39-90Project@dot.wi.gov

Facebook.com/WisconsinI3990Project

(608) 884-1234