

# I-39/90 Expansion Project



**County N interchange business meeting**

***December 13, 2016***

# Overview

- Interstate improvements
- County N interchange schedule
- Business access during construction
- *In This Together* program
- How to stay informed and involved



# Interstate improvements

- Reconstruct and expand 45 miles of I-39/90 from four to six lanes.
- Reconfigure 11 interchanges.
- Four to eight lanes from WIS 11 (Avalon Rd.) to the WIS 26 interchange in Janesville.



# County N interchange schedule







- Begin construction in April 2017.
- Interchange ramps to remain open during construction, besides periodic nighttime ramp closures.
- County N, between I-39/90 and Rinden Road, closed from May to November 2017.
  - Signed detour: I-39/90, US 12/18 and County N.
- Interchange roundabouts to open in early November 2017.
- Construction completed in Dec. 2017.

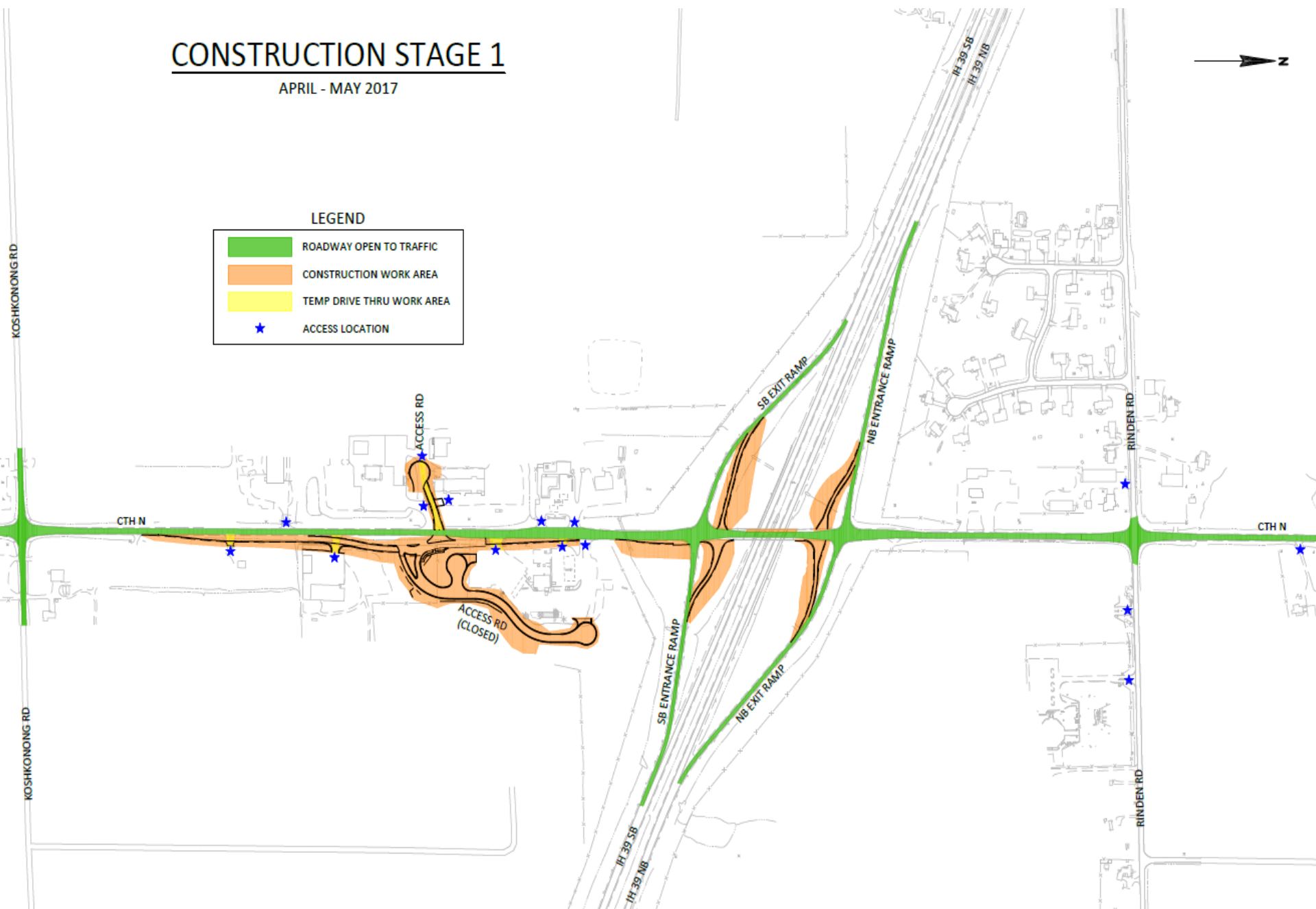


# CONSTRUCTION STAGE 1

APRIL - MAY 2017

## LEGEND





	ROADWAY OPEN TO TRAFFIC
	CONSTRUCTION WORK AREA
	TEMP DRIVE THRU WORK AREA
	ACCESS LOCATION

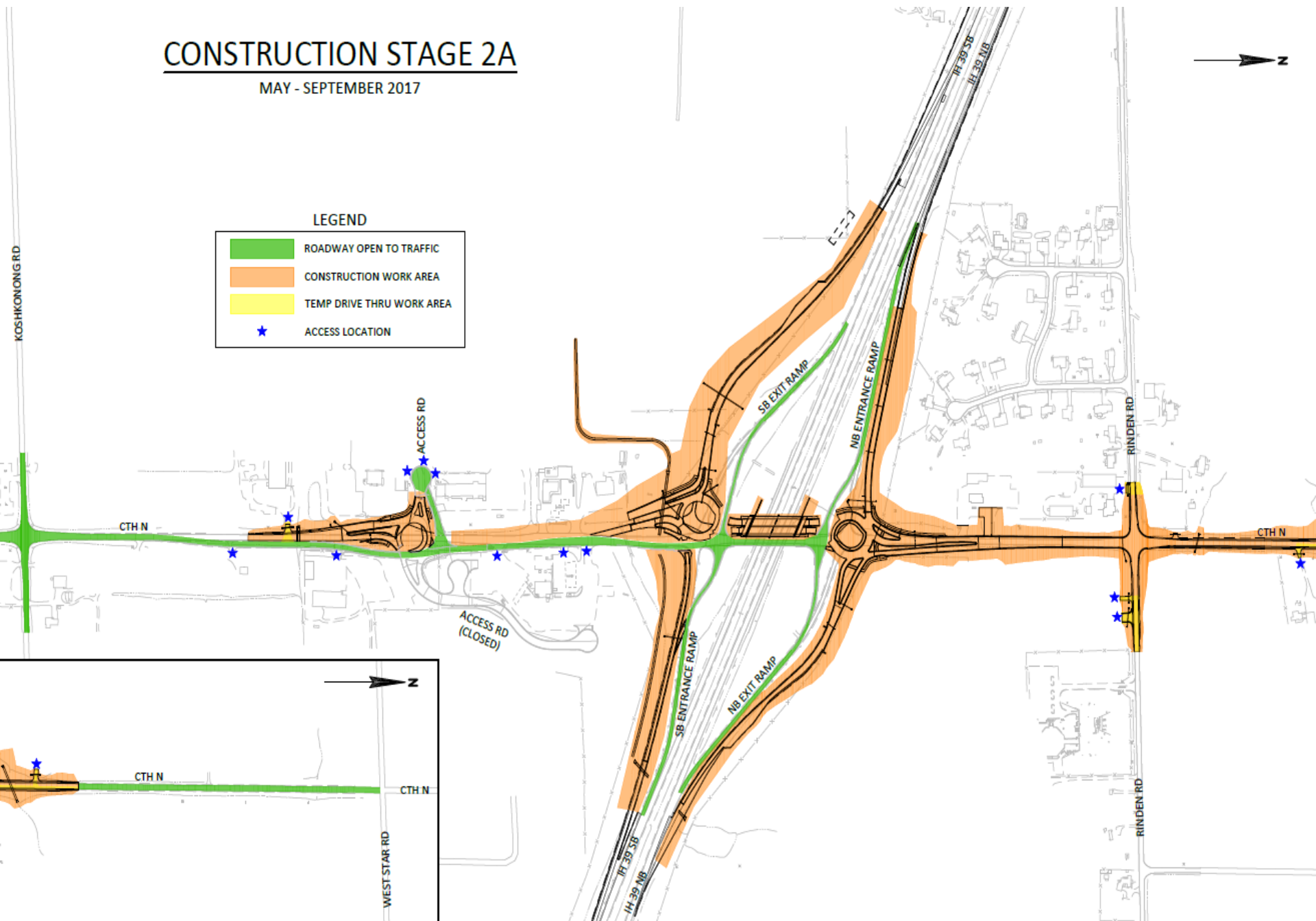


# CONSTRUCTION STAGE 2A

MAY - SEPTEMBER 2017

## LEGEND

	ROADWAY OPEN TO TRAFFIC
	CONSTRUCTION WORK AREA
	TEMP DRIVE THRU WORK AREA
	ACCESS LOCATION

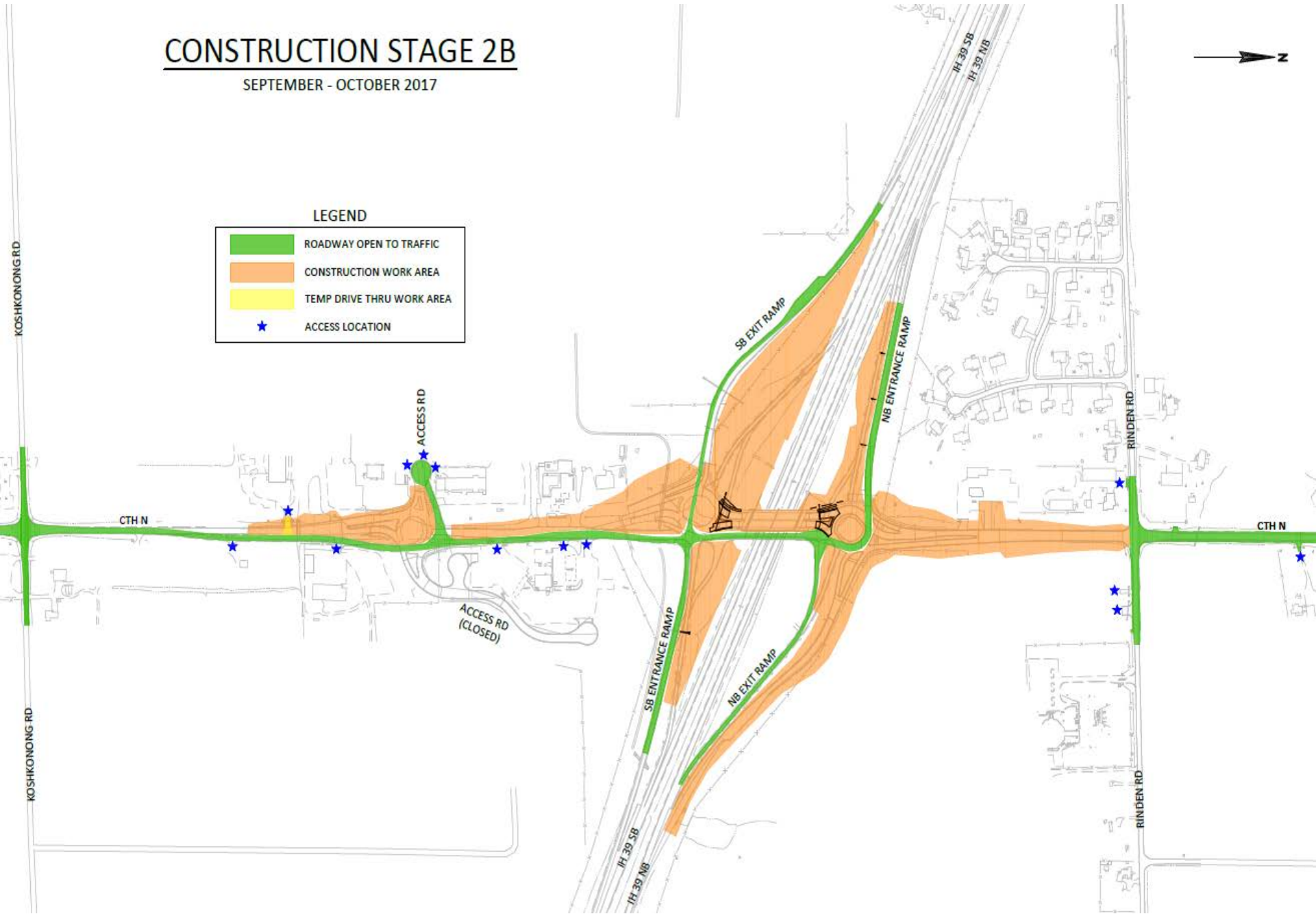


# CONSTRUCTION STAGE 2B

SEPTEMBER - OCTOBER 2017

## LEGEND

	ROADWAY OPEN TO TRAFFIC
	CONSTRUCTION WORK AREA
	TEMP DRIVE THRU WORK AREA
	ACCESS LOCATION

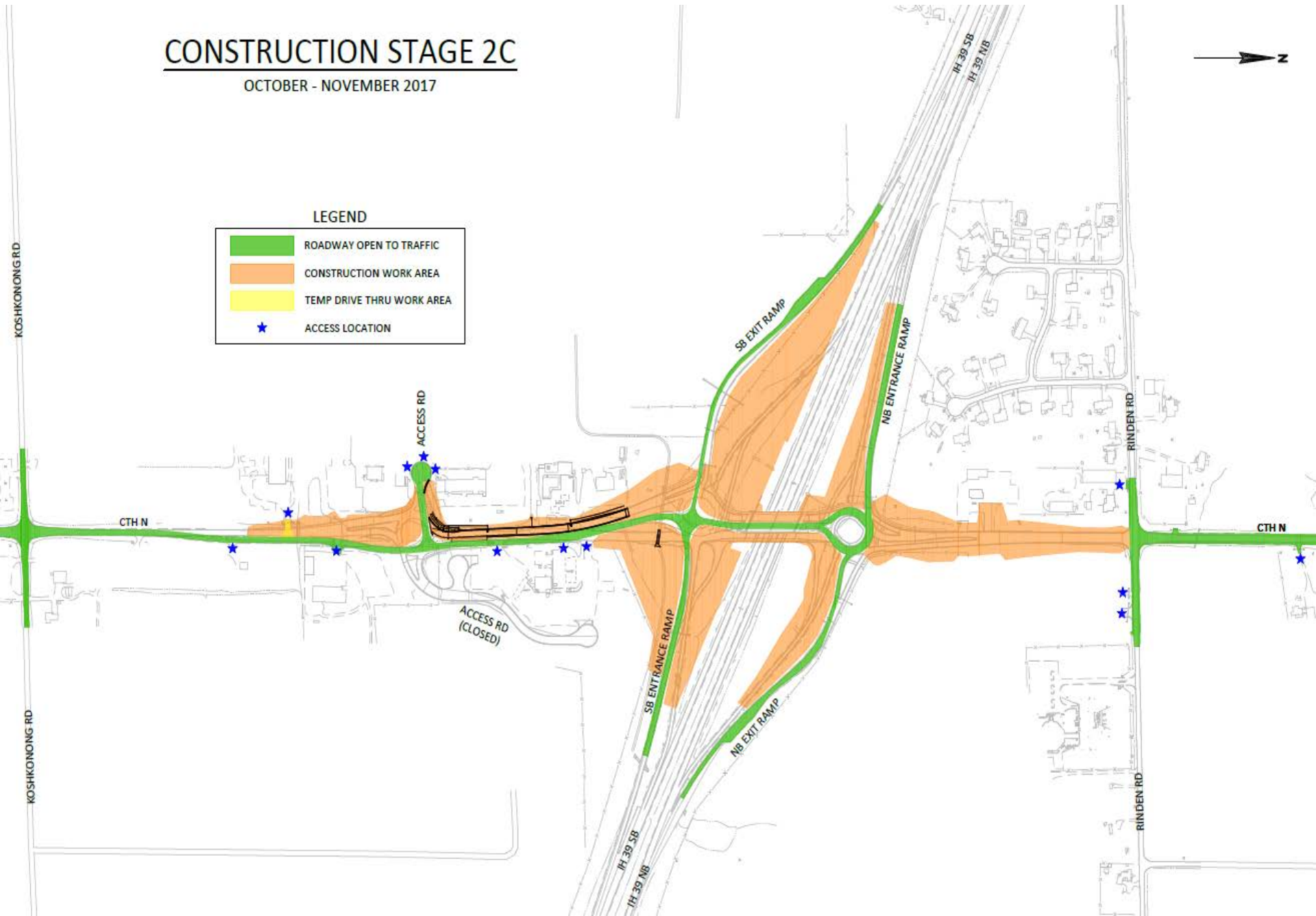


# CONSTRUCTION STAGE 2C

OCTOBER - NOVEMBER 2017

## LEGEND

	ROADWAY OPEN TO TRAFFIC
	CONSTRUCTION WORK AREA
	TEMP DRIVE THRU WORK AREA
	ACCESS LOCATION



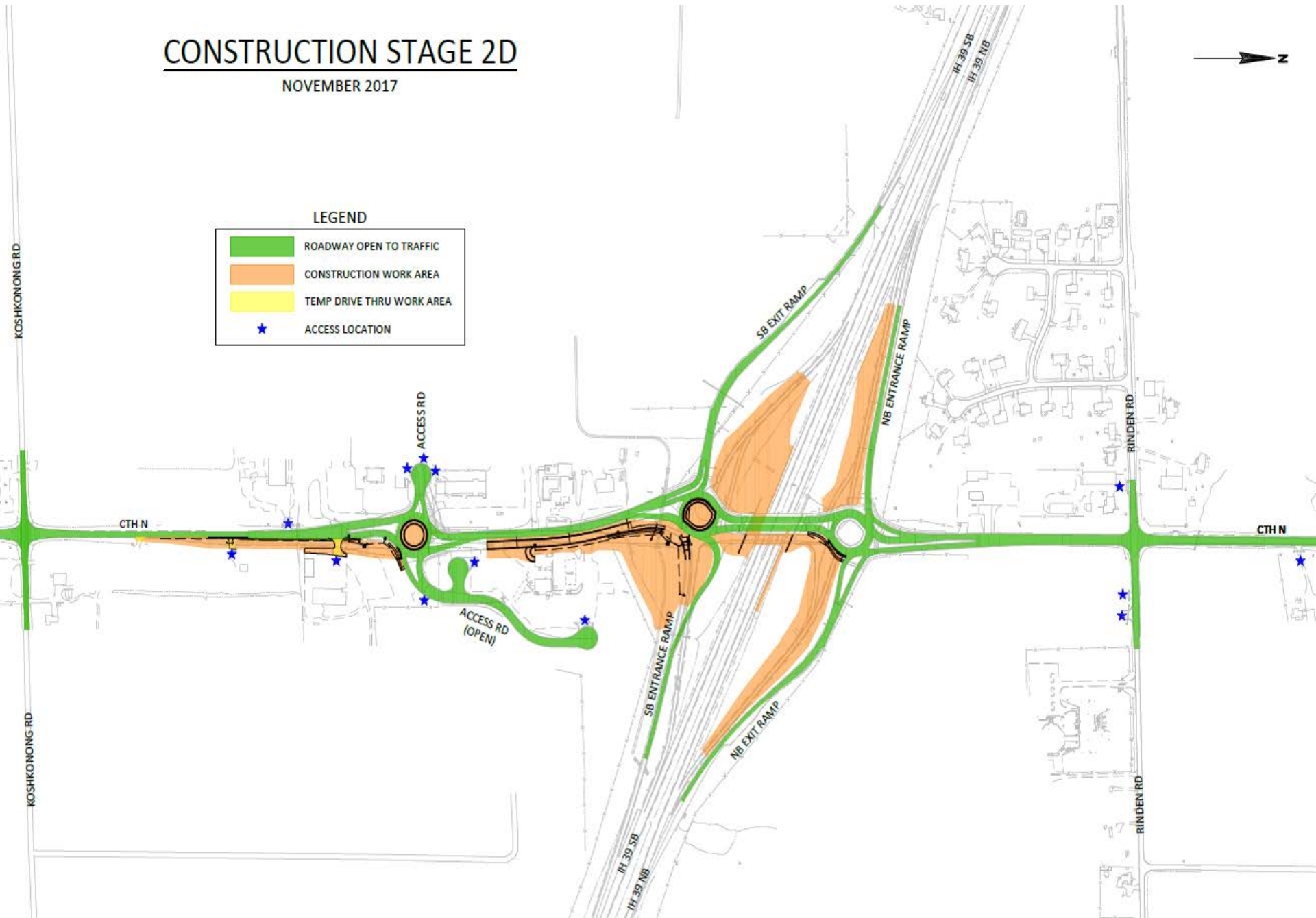


# CONSTRUCTION STAGE 2D

NOVEMBER 2017

LEGEND

	ROADWAY OPEN TO TRAFFIC
	CONSTRUCTION WORK AREA
	TEMP DRIVE THRU WORK AREA
	ACCESS LOCATION

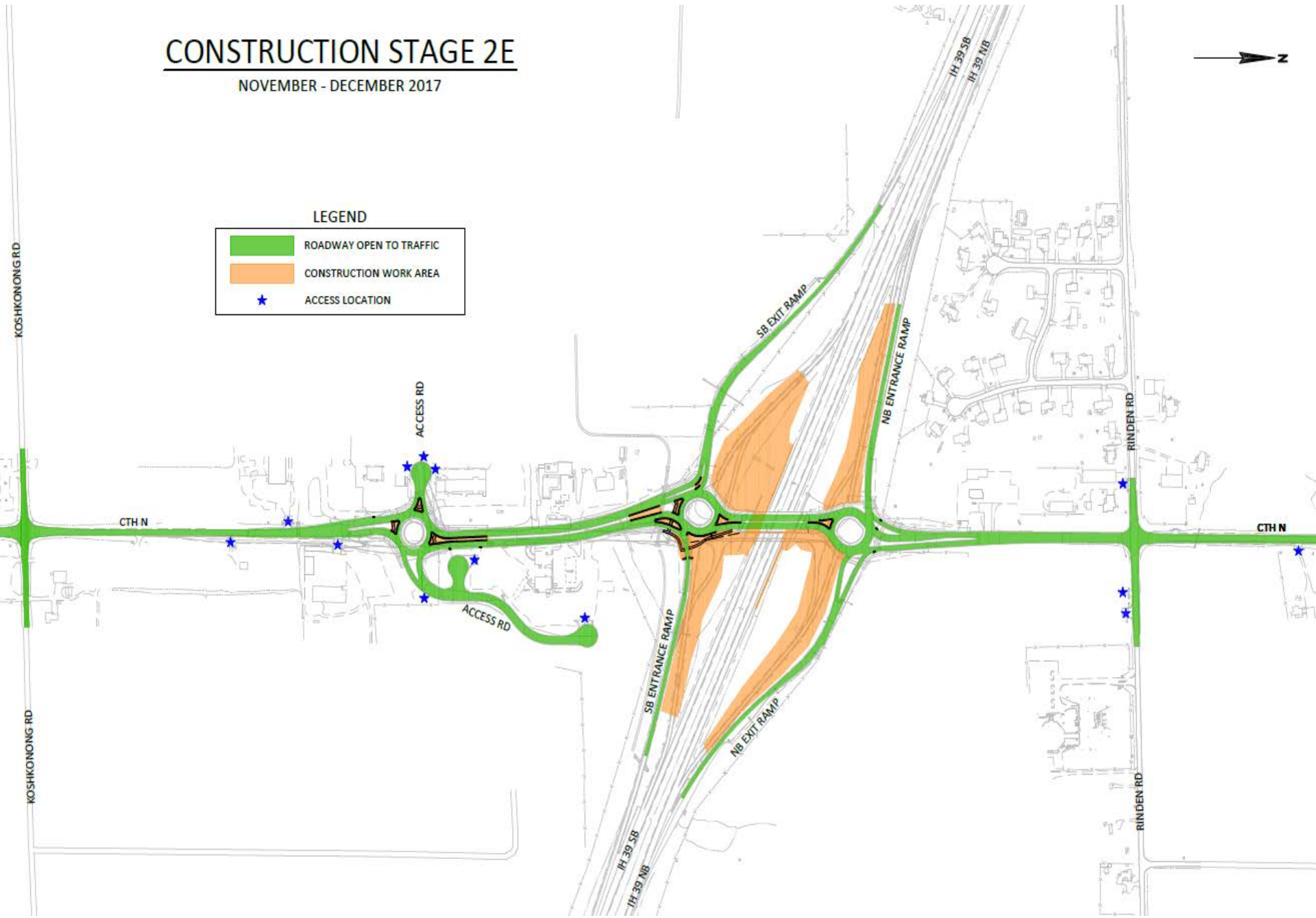


# CONSTRUCTION STAGE 2E

NOVEMBER - DECEMBER 2017

## LEGEND

	ROADWAY OPEN TO TRAFFIC
	CONSTRUCTION WORK AREA
	ACCESS LOCATION






## In This Together program

WisDOT recognizes businesses located in or near construction zones are faced with special challenges.

It's critical that customers, employees and delivery vehicles have access to businesses and places of work, regardless of any roadwork inconvenience.



# I-39/90 Project website



## I-39/90 Expansion Project

Illinois state line to Madison, Dane and Rock Counties

OVERVIEW	SCHEDULE	PROJECT SEGMENTS ▶	MAP	CLOSURES	NEWS	RESOURCES	SIGN UP FOR UPDATES	CONTACTS
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### "In This Together" program

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, employees and delivery vehicles have access to businesses and places of work, 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 **I-39/90 Project, "In This Together" workbook** for other tips and tools.

#### PROMOTE YOUR BUSINESS DURING CONSTRUCTION

Is your business located within a current work zone related to the I-39/90 Expansion Project? 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.](#)

Contact the **I-39/90 Project Team** with any questions regarding your business, including temporary business signage options.

### RESOURCES


- **"In This Together" program**
  - Businesses in the work zone
- Brochures and newsletters
- Rock County Stakeholder Advisory Committee
- **Diverging Diamond Interchange**
  - WIS 26 Interchange
  - WIS 11 (Avalon Road) Interchange
- **Roundabouts**
  - County N Interchange
  - WIS 59 Interchange
  - WIS 11 (Racine St.) Interchange
- **Environmental**
  - US 12/18 (Beltline) Interchange
  - I-43/WIS 81 Interchange
  - Noise barriers

Business info at [www.i39-90.wi.gov](http://www.i39-90.wi.gov) under the Resources tab





# Business promotion on WisDOT website



## I-39/90 Expansion Project

Illinois state line to Madison, Dane and Rock Counties

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### Businesses in the work zone

**PROMOTE YOUR BUSINESS DURING CONSTRUCTION**


Is your business located within a current project work zone related to the I-39/90 Expansion Project? 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 ALONG I-39/90 AND RELATED PROJECTS' WORK ZONES**

Regardless of any roadwork inconvenience, please continue to patronize area businesses in all work zones.

NOTE: All external hyperlinks are provided for your information and for the benefit of the general public. The Wisconsin Department of Transportation does not testify to, sponsor or endorse the accuracy of the information provided on externally linked pages.



### RESOURCES

- ["In This Together" program](#)
  - [Businesses in the work zone](#)
- [Brochures and newsletters](#)
- [Rock County Stakeholder Advisory Committee](#)
- [Diverging Diamond Interchange](#)
  - [WIS 26 Interchange](#)
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- [Environmental](#)
  - [US 12/18 \(Beltline\) Interchange](#)
  - [I-43/WIS 81 Interchange](#)
  - [Noise barriers](#)



## Be proactive

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



I-39/90 and WIS 73/US 51 interchange near Edgerton, WI



## Stay informed

- Meet the on-site project manager – keep his/her telephone number in a handy place.
- Attend public meetings to increase your knowledge of the project.
- **Sign up for project email updates.** Also provide names and emails for others within your organization!



## Stay involved

- For any special concerns, coordinate and hold a pre-construction meeting with WisDOT and the contractor.
  - Find out the 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.
  - 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.
- Keep your customers informed – update website and social media sites often.
- Provide superior service.
- Stay positive! Customers do notice.

# Promotion examples: Partnering and Advertising







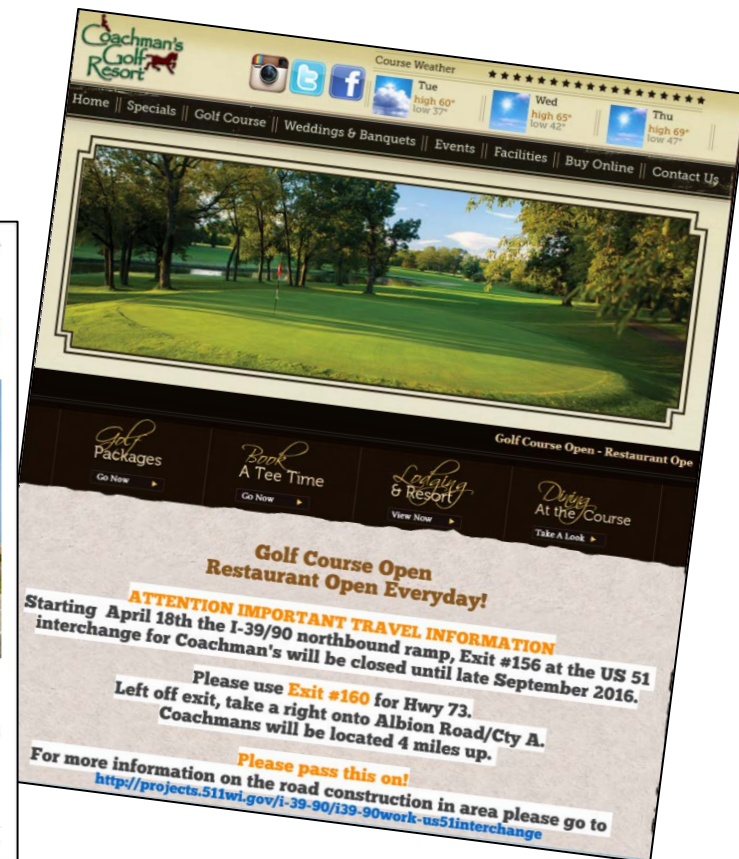
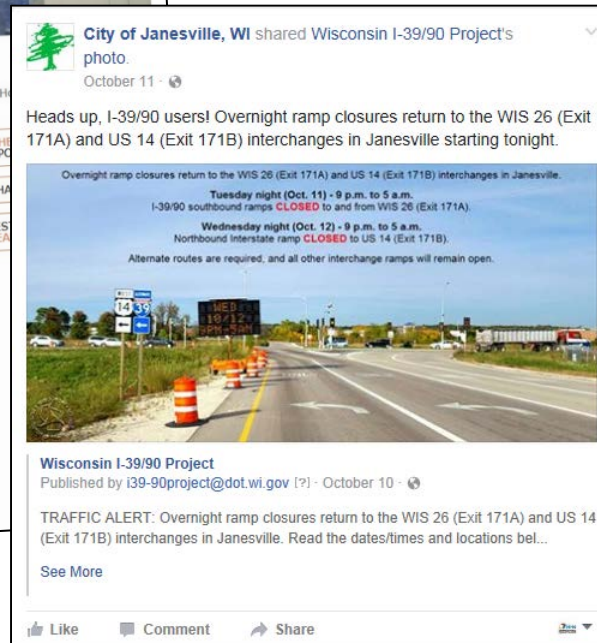
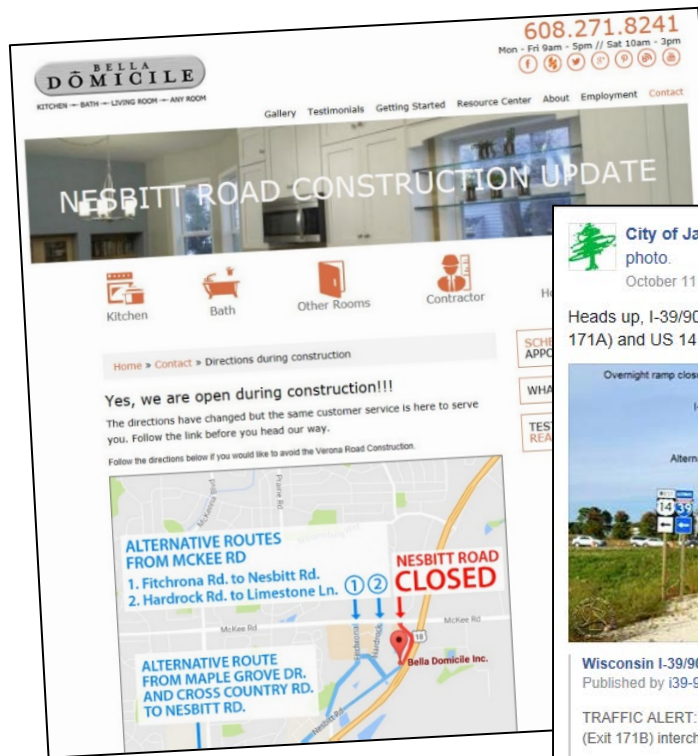
## Promotion examples: Street Signage



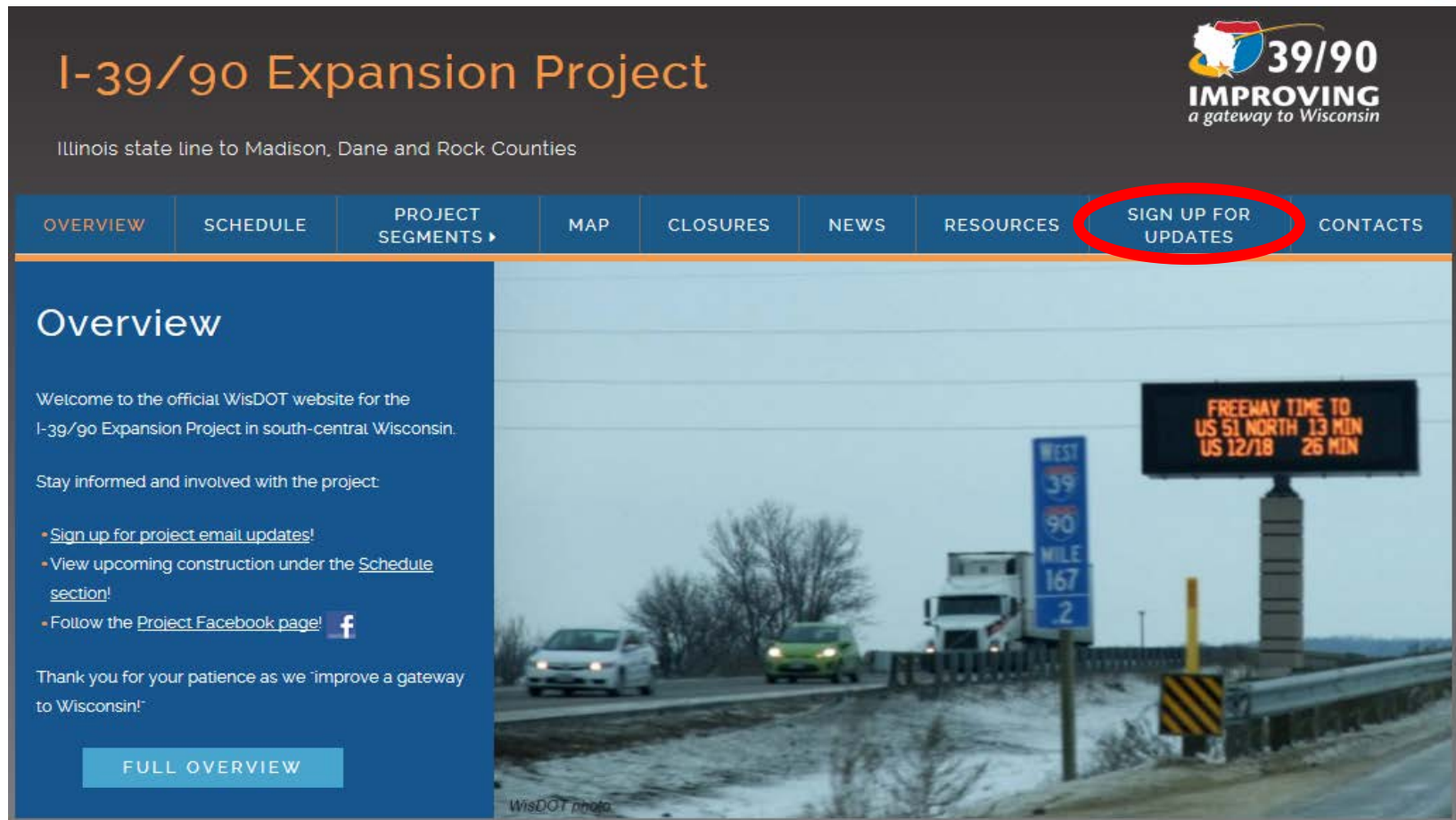




# Promotion examples: Websites and social media



# Stay informed and involved!



The screenshot shows the official WisDOT website for the I-39/90 Expansion Project. The header features the project title "I-39/90 Expansion Project" and the location "Illinois state line to Madison, Dane and Rock Counties". A navigation bar includes links for OVERVIEW, SCHEDULE, PROJECT SEGMENTS, MAP, CLOSURES, NEWS, RESOURCES, SIGN UP FOR UPDATES (highlighted with a red circle), and CONTACTS. The main content area is titled "Overview" and includes a welcome message, a list of links to sign up for email updates, view construction schedules, and follow the project on Facebook. A "FULL OVERVIEW" button is also present. The background image shows a highway scene with a large electronic sign displaying "FREeway TIME TO US 51 NORTH 13 MIN" and "US 12/18 26 MIN".


**I-39/90 Expansion Project**  
Illinois state line to Madison, Dane and Rock Counties

**OVERVIEW** | **SCHEDULE** | **PROJECT SEGMENTS** | **MAP** | **CLOSURES** | **NEWS** | **RESOURCES** | **SIGN UP FOR UPDATES** | **CONTACTS**

## Overview

Welcome to the official WisDOT website for the I-39/90 Expansion Project in south-central Wisconsin.

Stay informed and involved with the project:

- [Sign up for project email updates!](#)
- View upcoming construction under the [Schedule section!](#)
- Follow the [Project Facebook page!](#) 

Thank you for your patience as we improve a gateway to Wisconsin!

[FULL OVERVIEW](#)

WisDOT photo

Sign up for project email updates at [www.i39-90.wi.gov](http://www.i39-90.wi.gov).

# Questions?

*[www.i39-90.wi.gov](http://www.i39-90.wi.gov)*

*[i39-90Project@dot.wi.gov](mailto:i39-90Project@dot.wi.gov)*

*[Facebook.com/WisconsinI3990Project](https://Facebook.com/WisconsinI3990Project)*

*(608) 884-1234*