



**Give 'em a BRAKE**

**BE ALERT,  
BE SAFE**

Crashes in construction zones happen far too frequently and can easily be avoided. The following tips can help you get in and out of a work zone safely:

- **Don't get distracted.** Eliminate eating, drinking, talking on the phone, or using electronic devices when driving.
- **Expect the unexpected.** Speed limits may be reduced, traffic lanes may be changed, and people and vehicles may be working on or near the road.
- **Slow down.** Follow posted speed limits at all times.
- **Give yourself room.** Rear-end collisions are the most common work zone crashes, so don't tailgate. Allow about three seconds of braking distance between yourself and the vehicle in front of you.
- **Watch for signage.** Diamond-shaped, orange signs provide ample warning of lane closings, construction areas and when crews are working ahead.
- **Be patient.** If you don't see workers, that doesn't mean they're not there. Observe the signs until you see one that says you've left the work zone.
- **Plan ahead.** Leave early or map out an alternate route. Call 511 or visit [www.511wi.gov](http://www.511wi.gov) for real-time travel conditions on Wisconsin's highways.
- **Follow the law.** Slow down and move over, if possible, when you see flashing lights or vehicles parked on the side of the road.

February 2014



## I-39/90 Expansion Project

### *Information to go*



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



U.S. Department of Transportation  
Federal Highway Administration

## A GATEWAY TO WISCONSIN

*The economic importance of I-39/90*

Interstate 39/90 is vital to Wisconsin's economic future by serving as a major corridor for the transportation of people and commerce, as well as a gateway to many tourism and recreational destinations across Wisconsin.

The I-39/90 Project area extends approximately 45 miles from the Illinois state line to the US 12/18 interchange near Madison. This section of Interstate is experiencing significant traffic delays, especially during peak travel times.

In its current state, I-39/90 cannot adequately support the existing traffic volumes, or projected increases, thus resulting in poor traffic flow and increased safety problems.

In order to address those safety and congestion concerns, the Wisconsin Department of Transportation (WisDOT) will reconstruct and expand I-39/90 from four to six lanes and reconfigure 11 interchanges.

Due to projected traffic increases in the Janesville area, the Interstate will be expanded to eight lanes for 6.5 miles from WIS 11 (Avalon Rd.) north to WIS 26.

The reconstruction of I-39/90 in Dane and Rock counties will be one of the largest highway projects undertaken in south-central Wisconsin.



Refining the roadway will allow more motorists to conveniently travel the area, increasing economic activity in the entire region and providing new opportunities for growth in tourism and business.

Check out some of the statistics\* to see just how important I-39/90 is to Wisconsin:

- 10,900 businesses are located in communities along the Interstate.
- More than 260,000 employees are hired by businesses located in communities along I-39/90.
- As a designated federal truck route, about 35 percent of the Interstate's total traffic volume consists of heavy trucks.
- The project area represents one of the "gateways" to Wisconsin in terms of tourism access and dollars spent by visitors. In 2012, Dane and Rock counties had an estimated \$1.2 billion impact in terms of visitor expenditures from food, lodging, retail sales and tourist related attractions in the communities along the Interstate.
- More than 362,450 residents live in communities along I-39/90.

*\*Source - WisDOT*

Outside of the project area, I-39/90 links to other Interstates and major highways making it an important route in connecting various major cities, including: Chicago, Eau Claire, Green Bay, La Crosse, Milwaukee, Minneapolis and Wisconsin Dells.



## PROJECT SEGMENTS



Due to the magnitude of this project, it is divided into three segments for design purposes:

### North Segment:

- ☘ Dane/Rock county line to US 12/18
- ☘ Approximately 21 miles
- ☘ Interchanges to be reconstructed: US 51/WIS 73, US 51, County N and US 12/18

### Central Segment:

- ☘ County O to Dane/Rock county line
- ☘ Approximately 13 miles
- ☘ Interchanges to be reconstructed: WIS 11 (Racine St.), US 14, WIS 26 and WIS 59

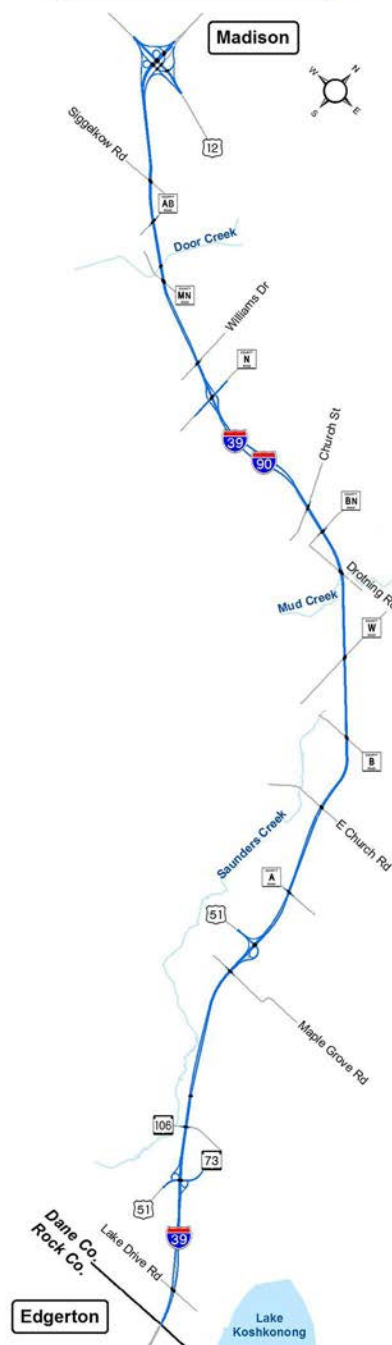
### South Segment:

- ☘ Illinois state line to County O
- ☘ Approximately 12 miles
- ☘ Interchanges to be reconstructed: I-43/WIS 81, County S (Shopiere Rd.) and WIS 11 (Avalon Rd.)



### North Segment

Dane/Rock County Line to US 12/18



### Central Segment

County O to Dane/Rock County Line



Maps not to scale

### South Segment

Illinois State Line to County O



## QUESTIONS, COMMENTS OR CONCERNS?

### Contact the segment teams:

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Or connect with us to get information in whichever way is most convenient.

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

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

Sign up for email updates on the project website.

Get real-time travel conditions by calling 511 or visiting, [www.511wi.gov](http://www.511wi.gov).

