

Grow Wisconsin

February 2004

West Central Freeway System

Heart of the Economy

Transportation is not just vital for the movement of goods and people—it is also a key indicator of our overall quality of life.

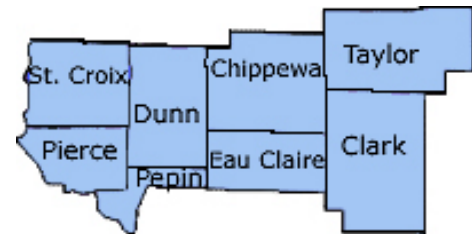
- Over 85 percent of all new or expanding manufacturers are in close proximity to the Corridors 2020 highway network of core state highway routes in Wisconsin.
- About 92 percent of the state's manufacturing jobs are located within 5 miles of a Corridors 2020 route.
- From 1996-2001, total employment along the WIS 29 corridor increased by 11.3 percent, exceeding the statewide job growth of 8.7 percent in the same period.
- Our transportation system facilitates exporting \$10.5 billion in Wisconsin products to foreign lands.
- Tourists spend nearly \$10 billion in Wisconsin every year. When people have a good travel experience, they want to return.

A quality transportation infrastructure will meet the growing demands created by economic prosperity and provide the services necessary to sustain future growth.

West Central Wisconsin continues to be one of the fastest growing regions of the state.

County	2000 Census	2003 Population*	Percent Change 2000-2003	2030 Projected Change
Chippewa	55,195	57,358	3.92%	19.1%
Dunn	39,858	41,312	3.65%	27.1%
Eau Claire	93,142	95,904	2.97%	25.9%
Pierce	36,804	38,123	3.58%	24.6%
St. Croix	63,155	70,121	11.03%	67.9%
STATEWIDE	5,363,704	5,490,718	2.37%	19.6%

Source: Wisconsin Department of Administration
*Final 2003 Population Estimate



West Central Facts

Between 2000-2003....

- St. Croix County was the fastest growing county in Wisconsin and one of the 100 fastest growing counties in the United States. (11.03%).
- The City of Eau Claire grew by more than 2,100 people—the fourth most of any Wisconsin city over 10,000 population.
- The City of Hudson had the greatest growth rate of any Wisconsin municipality over 10,000 population (15.11%).

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West Central Freeway System

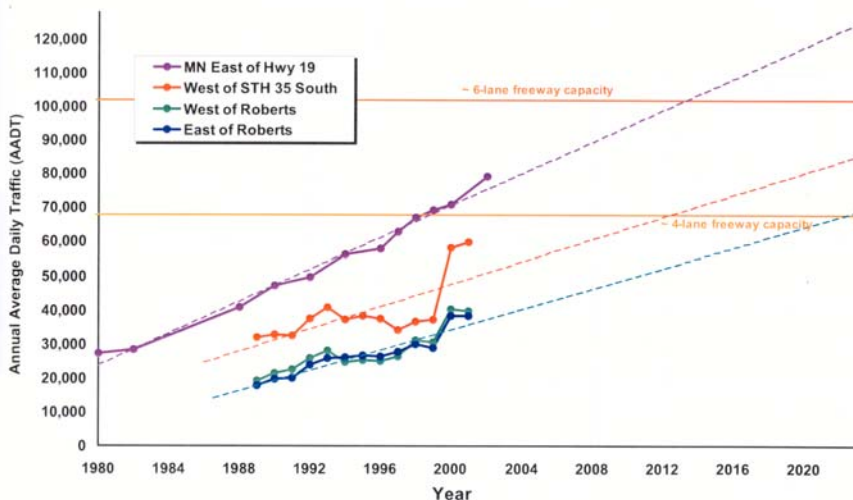
Interstate 94 Corridor

The West Central Wisconsin I-94 Corridor between Eau Claire and Hudson is one of the most heavily traveled corridors in Wisconsin.

- Near Hudson, 70,000 vehicles per day use I-94—the highest Interstate traffic volumes outside of southeast Wisconsin.
- Near Roberts, 40,000 vehicles per day use I-94—about the same number that use I-94 in Dane County between Madison and Milwaukee.
- Near Menomonie and Eau Claire, about 30,000 vehicles per day use I-94.

The rapid growth in west central Wisconsin is leading to increased pressures on the West Central Freeway System. As indicated on the chart below, that growth will present a number of challenges over the next 20 years.

I-94 Projected Growth



Key Issues to be resolved:

- Interstate 94 in west central Wisconsin was originally constructed nearly 50 years ago and is nearing the end of its useful life.
- The entire segment in west central Wisconsin will need to be completely reconstructed within the next 5-10 years.
- Portions of the west central freeway system will need to be expanded to meet the ever increasing travel demand.
- Current budgets will not be able to fund these needs.

Planning for the future

The significant increase in traffic volumes are not restricted to I-94 traffic. Highways throughout west central Wisconsin continue to see growth that WisDOT must plan for to continue to provide safe and efficient transportation.

The Eau Claire District of the WisDOT is currently conducting a number of planning and capacity expansion studies to prepare to meet the future needs of west central Wisconsin.

Corridor planning studies:

- US 63 – Interstate 94 to WIS 64, St. Croix County: potential community bypass
- US 63 – Hagar City area, Pierce County: expansion to four-lane facility
- WIS 65—Roberts to New Richmond: potential expansion to four-lane facility
- WIS 13 – Abbotsford to Medford, Clark and Taylor counties: potential community bypass
- WIS 64 – WIS 65 to US 63, St. Croix County: expansion to four-lane facility

Conceptual capacity expansion studies:

- Interstate 94 – Roberts to Hudson, St. Croix County
- US 12 – Altoona to Schultz Road, Eau Claire County
- US 10/WIS 29 – Prescott area, Pierce County

Through corridor planning and conceptual capacity expansion studies, WisDOT is helping local governments make land-use decisions that benefit their communities while preserving highway right of way. By taking these proactive measures, WisDOT will save construction and real estate costs in the future.