WAUKESHA COUNTY
BUSINESS ALLIANCE
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Waukesha County Business Alliance Statement
In Support of Reduced Impact Alternative
For Zoo Interchange Reconstruction

The Waukesha County Business Alliance fully supports the Reduced Impact Alternative (RIA) for the proposed Zoo Interchange reconstruction project. Reconstruction of the Zoo Interchange is one of the most critical long-term infrastructure issues facing the State of Wisconsin and the Southeastern region, since the interchange handles the bulk of the commerce that is conducted throughout the region.

Constructed in 1963 and now handling an average of 350,000 vehicles per day, the Zoo Interchange has reached the end of its useful life, as evidenced by the emergency replacement of key bridges throughout the interchange in the spring of 2010. On top of the impending obsolescence, the interchange also presents one of the most dangerous stretches of highway in the state, with an average crash rate of 2.5 per day from 2001-2005.

We are pleased that the RIA provides the necessary capacity, while saving significant taxpayer dollars and moving up the construction schedule.

The Waukesha County Business Alliance represents approximately 900 member businesses and organizations that collectively employ more than 60,000 people in the region. Our members, both large and small, believe that the Zoo Interchange reconstruction will improve the flow of commerce throughout our region and assist in growing our economy. With the continued growth of the area, including the expansion of the Milwaukee Regional Medical Center, Milwaukee County Research Park and proposed UWM Engineering campus, the capacity of the system is only going to experience increased stress. We believe the RIA is a cost-effective solution to build additional capacity and help ensure the long-term prosperity of our region.

For more information, call Suzanne Kelley, president of the Waukesha County Business Alliance at (262) 542-4249.

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