

From: [Craig Weinhold](#)
To: [Transportation Commission](#)
Subject: agenda 4 - Beltline PEL
Date: Wednesday, January 7, 2026 3:40:28 PM
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Three quick points for your discussion tonight:

First, Madison needs a smarter beltline, not a wider one. We need high-occupancy vehicle (HOV) lanes. We need new connections over/under to reduce short-trip dependency on the beltline. We need signage to encourage thru-traffic (esp. trucks) to use CTH M and HWY 14 during peak hours.

Second, "Induced Demand" is real. The \$200M Verona Rd upgrade added lanes and removed intersections, but traffic is worse than ever. Why? At the same time, new housing developments in Mount Horeb, Blue Mounds, and Barneveld took off, all advertising "*just minutes from Madison.*" (Epic also figures into this, but traffic counts show the bulk of traffic to Epic is still coming from Madison, not from communities to the west)

Third, of all the WisDOT reports, their **Origins & Destinations** (found at <https://wisconsindot.gov/Pages/projects/by-region/sw/madisonbeltline/reports.aspx>) is the most useful for dispelling myths and focusing priorities. I've copied its four summary diagrams below, but the original report contains much more detail. This report show that the vast majority of beltline traffic is local and headed in/out of downtown. That means every investment in linkages, alternate routes, transit, and bicycling will have benefits for the beltline.

Thank you,

-Craig Weinhold

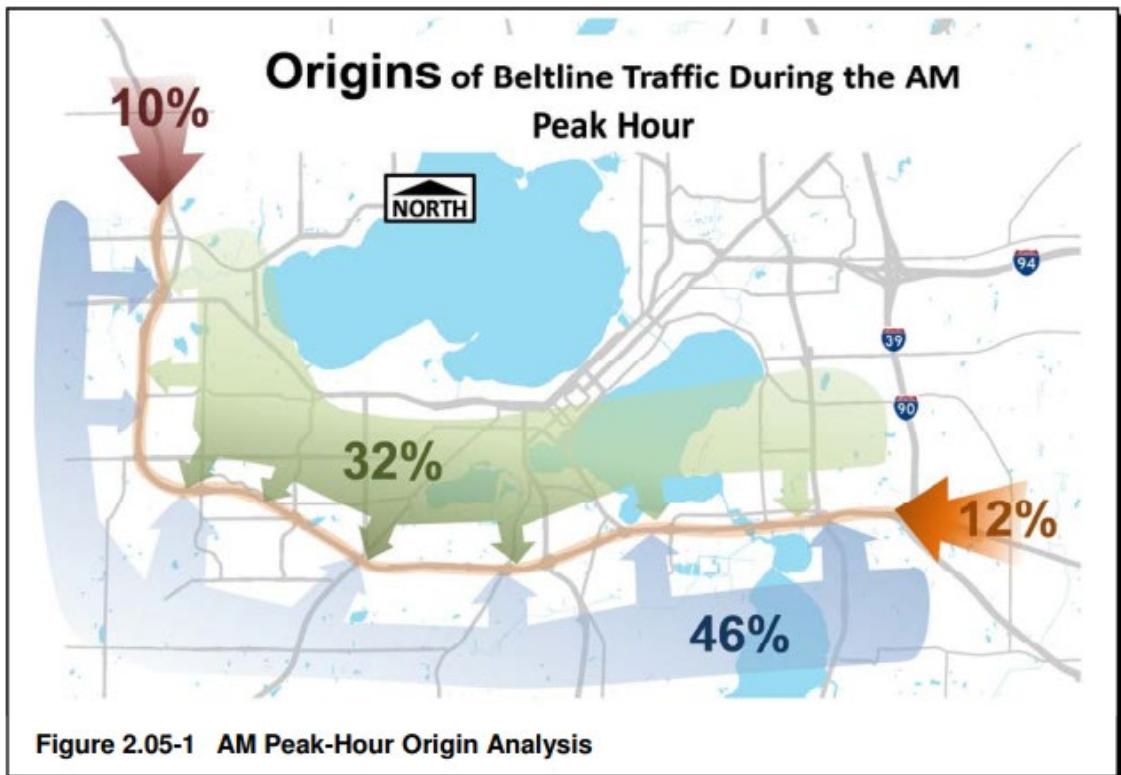


Figure 2.05-1 AM Peak-Hour Origin Analysis

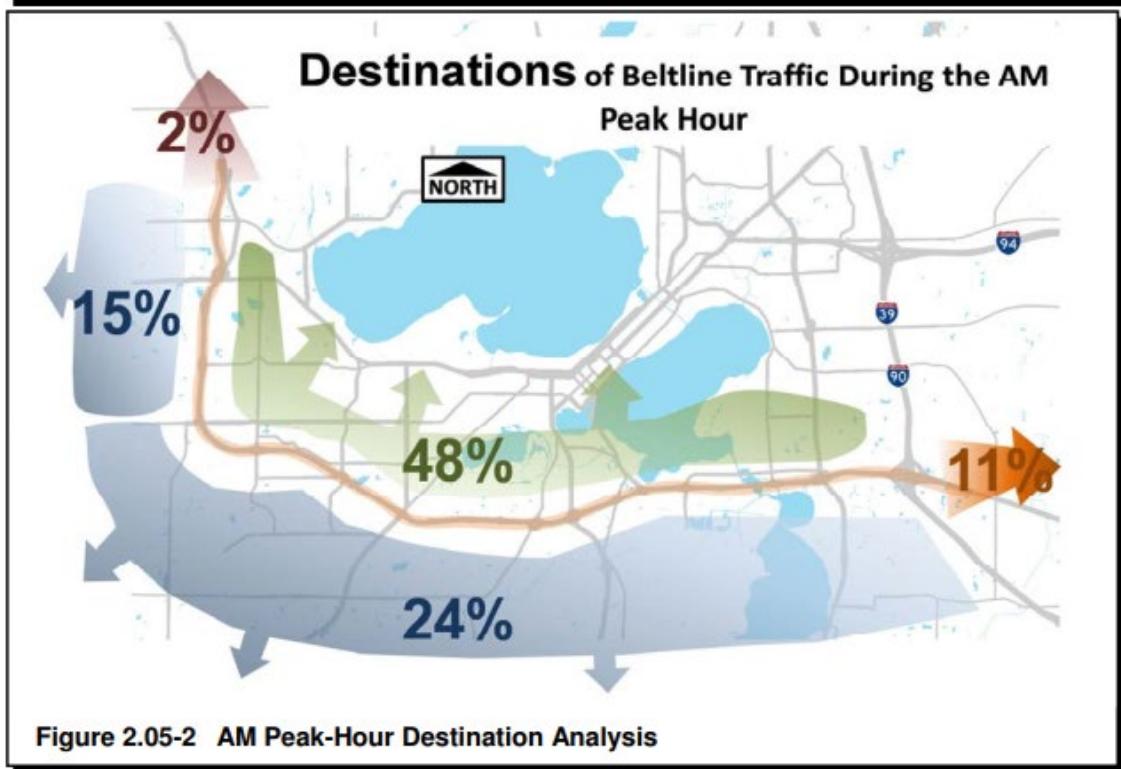


Figure 2.05-2 AM Peak-Hour Destination Analysis

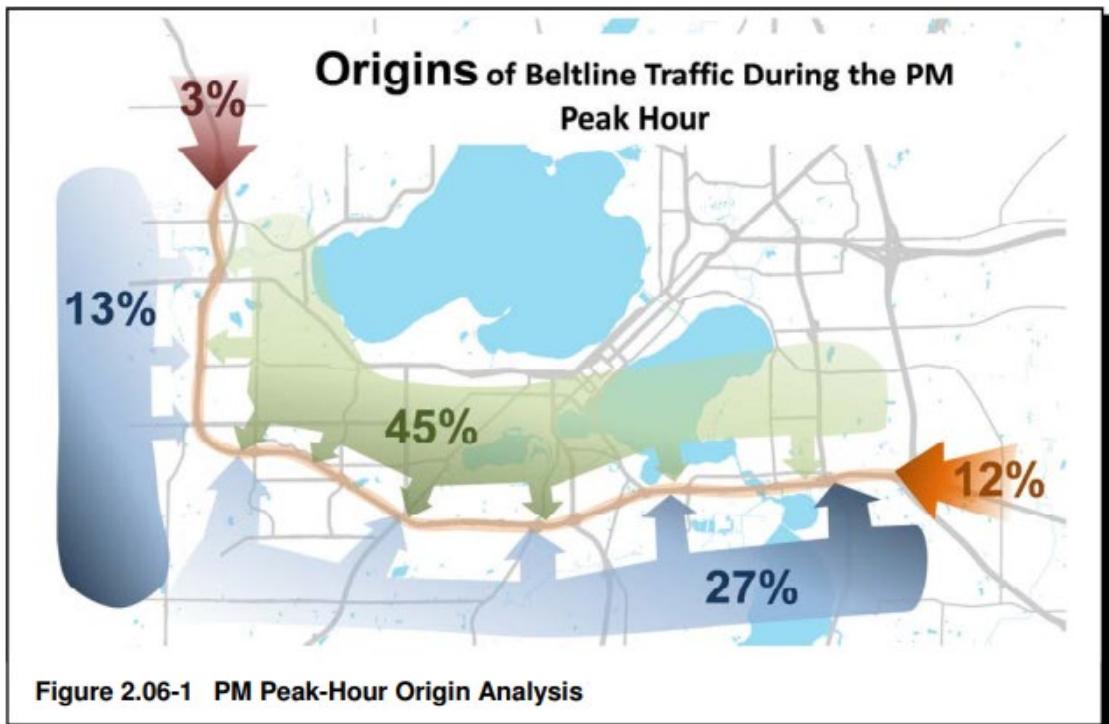


Figure 2.06-1 PM Peak-Hour Origin Analysis

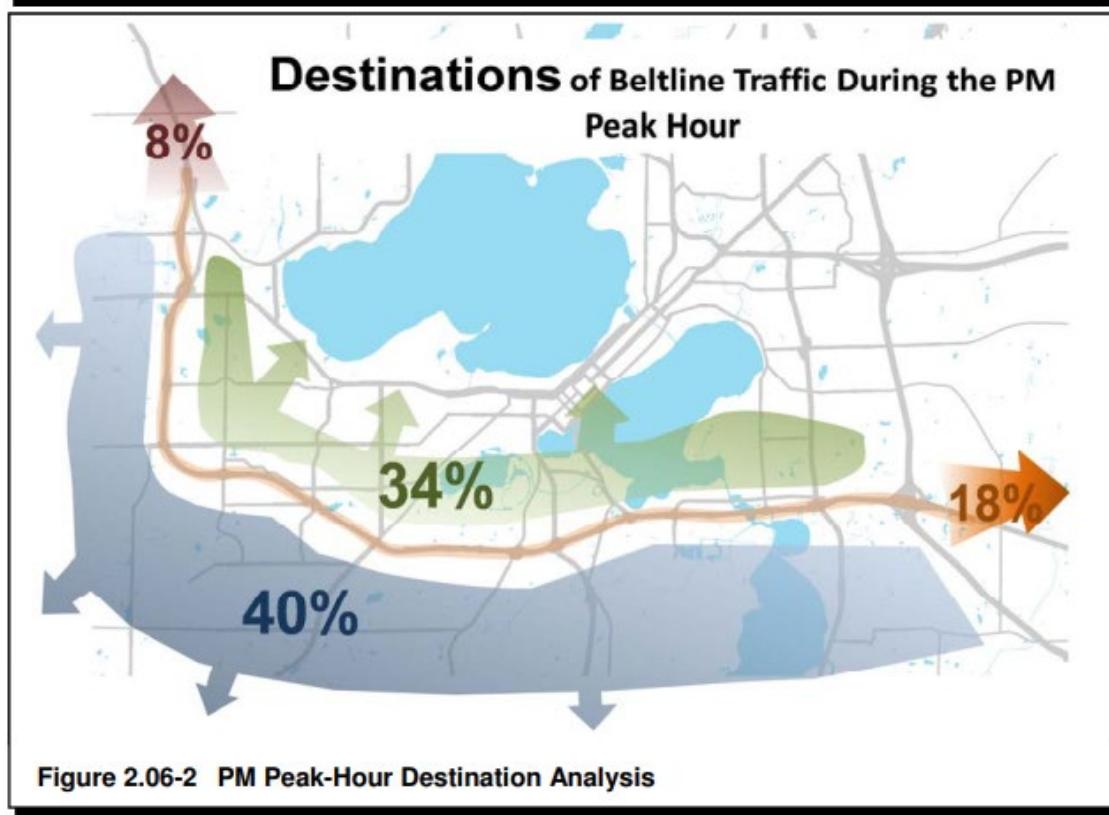


Figure 2.06-2 PM Peak-Hour Destination Analysis