



WHY TRANSPORTATION MATTERS



**13-15%**  
expected increase  
in online sales

# Because **Santa** can't be **Late**



people  
expected  
to shop  
Thanksgiving  
weekend



More than  
**50 million**  
packages  
picked up by UPS and FedEx  
on Cyber Monday.

**70,000** additional elves  
hired to handle the holiday volume.



More than **1 in 4** to travel  
this holiday.  
(or 90 million)



**3 trips**

to the mall to complete holiday shopping

So when every dollar counts,  
**transportation delivers.**

*Happy Holidays*



*It's how we get there*

**wings, rails,  
roads or waves**

From the buses in Racine to the Port of Green Bay to the rail lines in Superior to the Waukesha County Airport to the roads we use every day, **Wisconsin's transportation network is the key to connecting goods to market and people to jobs.**

Founded in 1971, the Transportation Development Association of Wisconsin promotes the vitality and safety of the state's transportation system, including public transit systems, public-use and general aviation airports, railroads, commercial ports, and roads. TDA's members comprise business, labor, units of government, regional planning organizations, as well as individuals.



[www.tdawisconsin.org](http://www.tdawisconsin.org) and Twitter handle **@TDAWisconsin**