



**IMMEDIATE RELEASE**

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**CITY OF WATERLOO SEEKS TO ‘RE-VITAL-IZE’ LOCAL HIGHWAYS**

*Mayor, City Leaders Tour & Highlight Local Corridor Conditions, Community Impacts*

(WATERLOO, WI) – The City of Waterloo’s Mayor was joined by community leaders, business owners, and emergency response teams today for a tour of two of the deteriorating state highways that run through the city, Highways 89 and 19, to share how these aging roadways negatively impact the city’s quality of life, safety, and business vitality.

“Roads are the backbone of our community,” reported Jenifer Quimby, mayor, city of Waterloo. “Here in Waterloo, we rely on two major state roads – highways 89 and 19; they are the lifelines of our economy and daily lives. These highways strengthen connections to neighboring communities and regional commerce. But the lack of sustainable funding has impacted our community negatively. We are excited to see that WisDOT has scheduled improvements to these highways, allowing us to upgrade the 75-year-old water and sewer infrastructure beneath. Still, this means other local road projects will take a back seat. These highways need fixing, but the way Wisconsin approaches funding roads needs fixing itself.”

Quimby was joined by local business owners, community leaders, State Representative Joan Fitzgerald (D-Fort Atkinson), a representative from State Senator Melissa Ratcliff’s office (D-Cottage Grove), and a local Community Development Authority member, Janae Nell. Together the group discussed the declining roads and addressed how fixing and maintaining roads is not a luxury, but rather a core responsibility of government at the state level. Nell is also a former local realtor and had input regarding her work and the impacts of bad roads.

“When folks come through Waterloo, looking to move here, the top items are location and curb appeal, and then they see the roads, and they say OH NO, OH NO,” said Nell. “I’ve lost many home sales due to the bumpy roads. Plus, I’m visually impaired, so trying to walk and avoid potholes is a safety issue.”

The city of Waterloo has joined the “Re-VITAL-ize” effort spearheaded by the League of Wisconsin Municipalities and the Transportation Development Association to highlight the challenges communities face in maintaining adequate roadway conditions for businesses and residents.

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“The recently passed state transportation budget included a significant increase to the State Highway Rehabilitation Program and an inflationary increase for local general transportation aids,” explained Toni Herkert, government affairs director, League of Wisconsin Municipalities.

“While this is a positive step and builds upon three recent budgets that keep projects moving for the next two years, we fear that without a long-term fix to funding transportation, the state will be unable to maintain its transportation priorities and projects will be delayed.

“We need to provide our communities, residents, and businesses the roads they need to succeed, and Waterloo’s road needs are no different than every other municipality in Wisconsin,” added Herkert.

The Re-VITAL-ize effort will continue throughout the state of Wisconsin in the coming months with similar road tours in communities all around the state. You can follow the efforts of “Re-VITAL-ize” on their Facebook page: [Re-VITAL-ize Wisconsin Community Highways](#).

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*The **League of Wisconsin Municipalities** advocates for Wisconsin’s cities and villages, large and small, urban and rural, speaking up for common-sense citizen-led government. Learn more at [lwm-info.org](http://lwm-info.org).*

*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 airports, railroads, commercial ports, and roads. TDA’s members comprise business, labor, units of government, regional planning organizations, as well as individuals. [tdawisconsin.org](http://tdawisconsin.org)*

***Re-VITAL-ize Wisconsin Community Highways** is a statewide effort calling attention to long-overdue road improvements on lower-volume state highways that run directly through the heart of Wisconsin’s communities. We aim to build support for a long-term, sustainable plan to support the transportation infrastructure these communities rely on daily.*