

Partner Background Memo

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Overview / Context

The University of Wisconsin–Madison Transportation Services Department, part of Facilities Planning & Management (FP&M), manages mobility and access across campus. With more than 100 years of history, the department continues to adapt to the needs of students, employees, and visitors while advancing sustainability goals.

Official Business Name

Transportation Services Department, University of Wisconsin–Madison

Year Founded and History

Founded in the early 1900s as the Parking Office under the Physical Plant, the unit became *Parking and Transportation* in the 1970s and adopted its current name in the 1990s. A major milestone was the 1996–97 launch of the student-funded bus pass, developed with ASM and Madison Metro, which remains central to campus transit.

Headquarters

21 N. Park Street, Suite 1200, Madison, WI

Employees

Approx. 20–30 employees (UW–Madison Transportation Services, 2025).

Mission Statement

“Providing excellence in facilities and services for our university community.”

Primary Services

- Parking permits, visitor/event parking, enforcement
- Free campus bus routes, subsidized passes, ADA shuttles
- Bicycle repair stations, parking, and the Bicycle Resource Center
- Vehicle rentals, fueling, maintenance, roadside support
- Carpool, rideshare, and sustainable commuting programs

Target Audience

Primary: students, faculty, and staff. Secondary: campus visitors, athletic event attendees, and departments using fleet services.

Achievements

- Platinum Bicycle-Friendly University
- Dane County Climate Champion for commuting
- Accredited Parking Organization with Distinction
- Named a Best University for Commuters

Competitors / Alternatives

Madison Metro and Bus Rapid Transit; Uber, Lyft, and local taxi companies; intercity bus operators (Badger Bus, Greyhound, Van Galder, Megabus); Zipcar and BCycle; and campus walking/biking infrastructure.

Recent Developments (2025)

- Ironman Wisconsin: Campus traffic and bus impacts
- Lakeshore Path Project: Lot 8 closure for reconstruction
- Fall Move-In & Football: Heavy traffic, restricted parking
- ASM Bus Pass Distribution
- Highland Ave Sewer Project: Detours near UW Hospital

Sources

- UW–Madison Transportation Services. *Official Website.* <https://transportation.wisc.edu>
- UW–Madison Transportation Services. *Contact Page.* <https://transportation.wisc.edu/contact-us/>
- *Daily Cardinal.* “ASM and Madison Metro: The History and Future of the Student Bus Pass.” Feb. 2024
- UW–Madison Transportation Services. *Awards and Accreditations.* <https://transportation.wisc.edu/category/awards-and-accreditations/>