

# 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/>