

FOR IMMEDIATE RELEASE
February 11, 2019

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*****Advisory: Press Conference*****

Study finds Wisconsin Millennials want more transit, walking, biking options

New report indicates that investing in public transportation and creating walkable, bikeable communities could help Wisconsin attract and retain young people.

WHAT: Press conference to unveil *Millennials on the Move*, a new report examining young people's changing transportation preferences and what these trends should mean for the upcoming transportation budget. The WISPIRG Foundation surveyed more than 600 college students on 24 campuses statewide and found that young Wisconsinites today are more likely to prefer transportation options like biking, walking and taking the bus over being dependent on a car. A large majority of survey respondents also said the availability of non-driving transportation options may influence their decisions about where to live and work after graduation.

The press conference will provide detailed findings from the report and highlight Madison's commitment to supporting walking, biking, and public transit systems, which have helped make the city one of the most attractive in the country for Millennials. By prioritizing multimodal transportation options in the upcoming state budget, state leaders can help Wisconsin attract and retain the talented young people it needs to thrive in the 21st century.

WHEN: Tuesday, February 12, 10:00 AM

WHERE: Dream Bank (**E. Washington location**)

821 E. Washington, Madison, WI 53703. [Map](#).

The event will be held in the Dream Bank's library. Parking is available in the city garage on Livingston Street. Dream Bank is accessible by bus lines 6 and 15.

WHO: Jason Ilstrup, President, Downtown Madison, Inc.
Malorie Hepner, Architect, OPN Architects
Adin Berger, Student, UW Madison
Emma Fisher, Organizer, WISPIRG Foundation

VISUALS: large graphics of survey findings

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