

Summary of City of Milwaukee Vision Zero Action Plan Pre-Survey (#1) Results

September 12, 2024

Overview

The following is a summary of results from the City of Milwaukee's Vision Zero Action Plan Survey. The survey was designed to help prioritize the city's short and long-term strategies to eliminate death and life-changing injuries from traffic crashes.

Individuals were encouraged to take the online survey through outreach via the city website, e-notify/email, and social media as well as through public input activities including open houses, community meetings, presentations, library intercepts, and mobile bike repair events. A total of 1,087 surveys were collected between February 8, 2024 and August 16, 2024.

Demographics

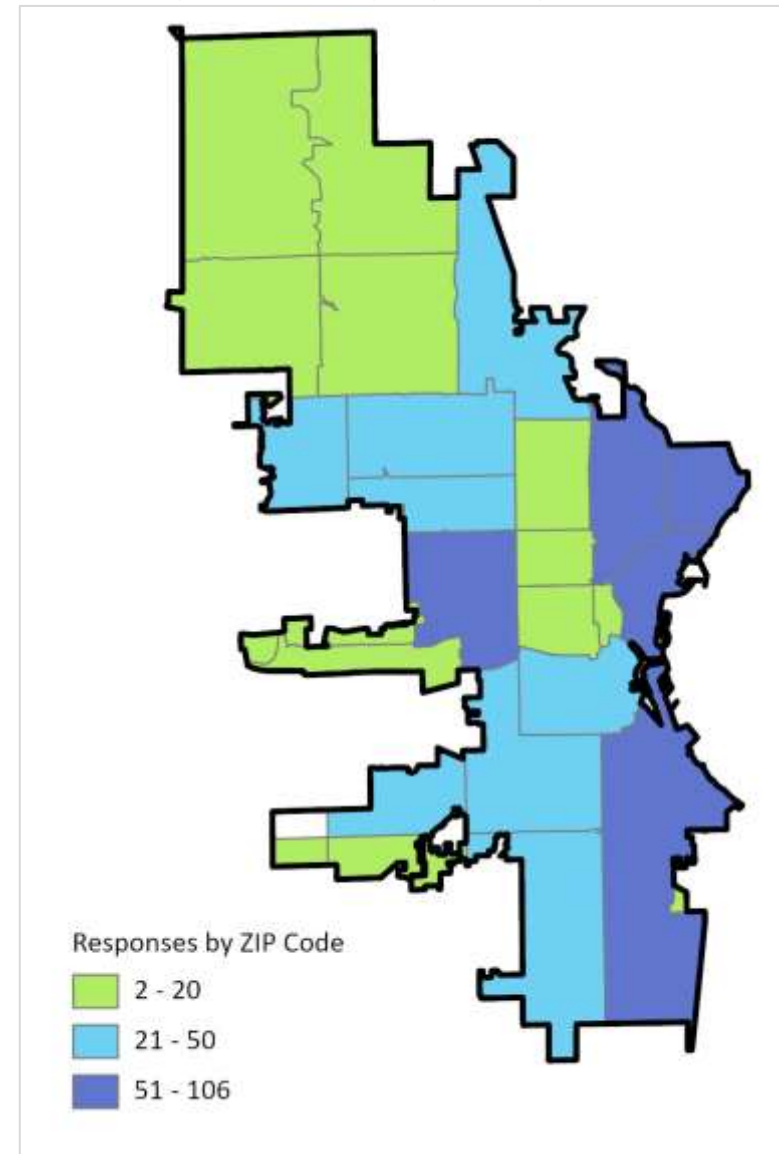
City of Milwaukee Residents

Approximately 85% of survey responses (925 surveys) came from City of Milwaukee residents.

City Resident Responses by ZIP Code

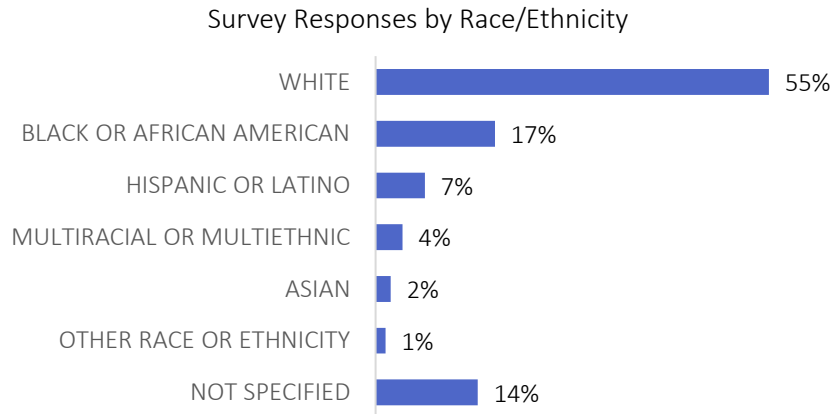
Among city residents, the number of responses varied throughout the city by ZIP code. The largest number of city resident survey responses came from individuals living in ZIP codes 53212 (106), 53208 (100), 53202 (94), 53211 (89), and 53207 (88).

City Resident Survey Responses by ZIP Code



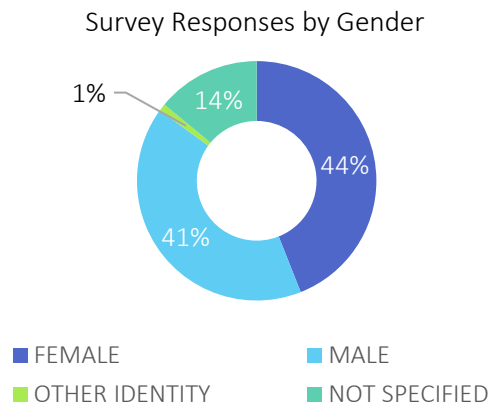
Race/Ethnicity

The majority of survey respondents identified as white (55%), followed by Black or African American (17%) and Hispanic or Latino (7%). The distribution represents an overrepresentation of white respondents and an underrepresentation of Black or African American and Hispanic or Latino respondents, compared to the City of Milwaukee population overall.



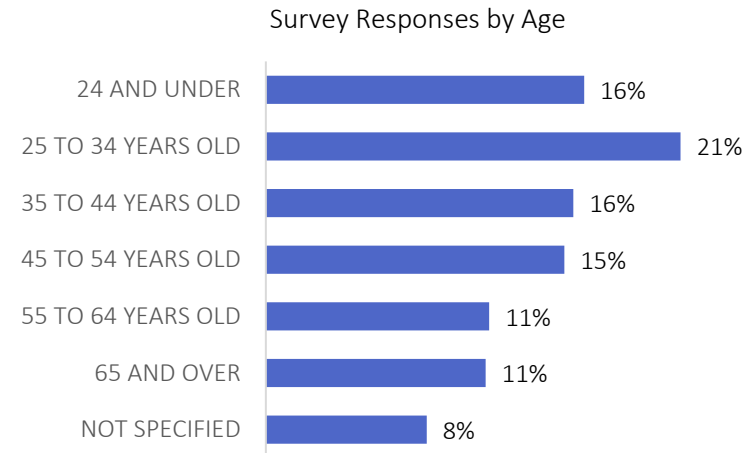
Gender

About 44% of survey respondents identified as female, 41% as male, and 1% as another identity.



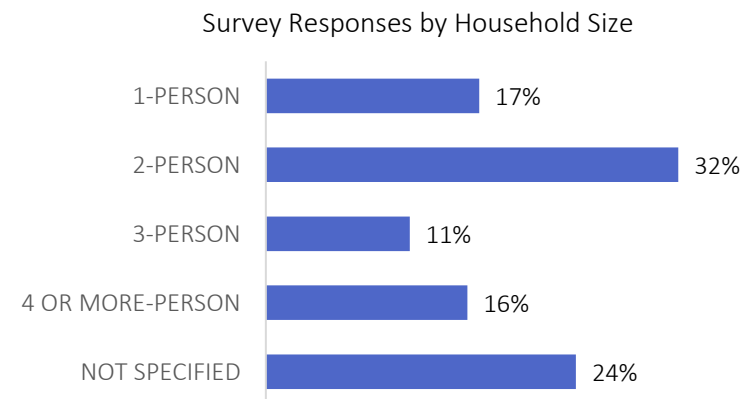
Age

The age distribution of survey respondents is shown below, with the largest proportion (21%) in the 25 to 34-year-old age range.



Household Size

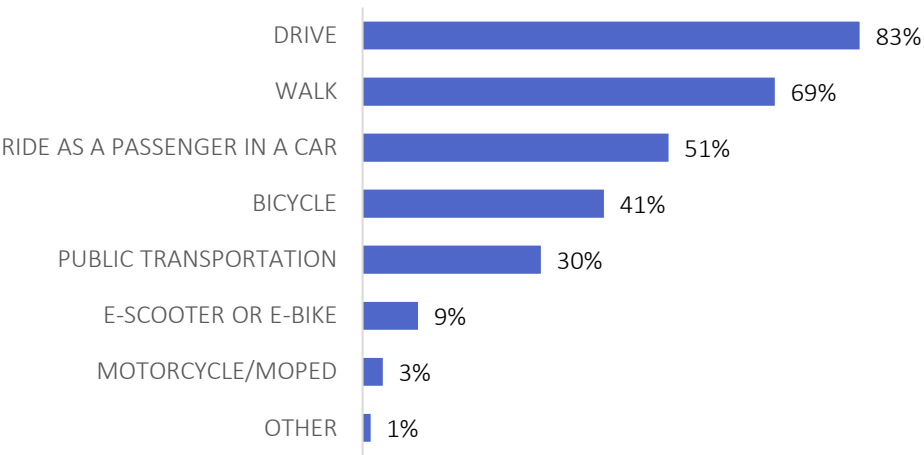
The largest proportion of survey responses (32%) came from individuals living in two-person households, followed by one-person households (17%) and four or more-person households (16%).



Transportation Usage

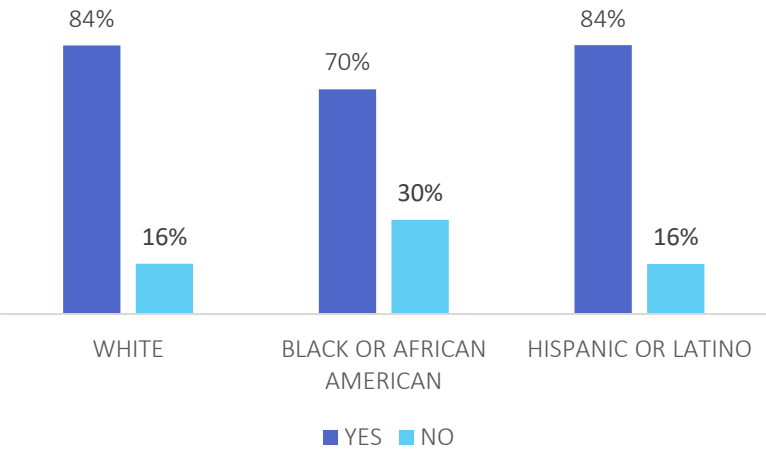
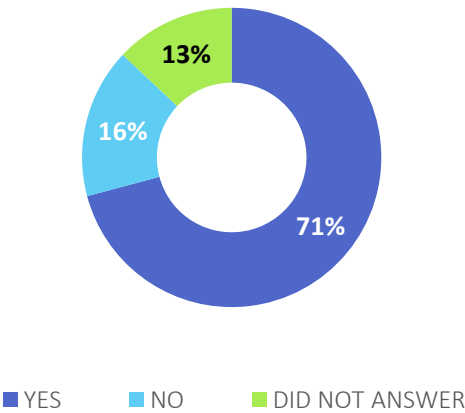
When asked which forms of transportation they use regularly, the vast majority of individuals reported driving (83%), followed by walking (69%), and riding as a passenger in a car (51%).

Which forms of transportation do you use multiple times per month, on average? Select all that apply



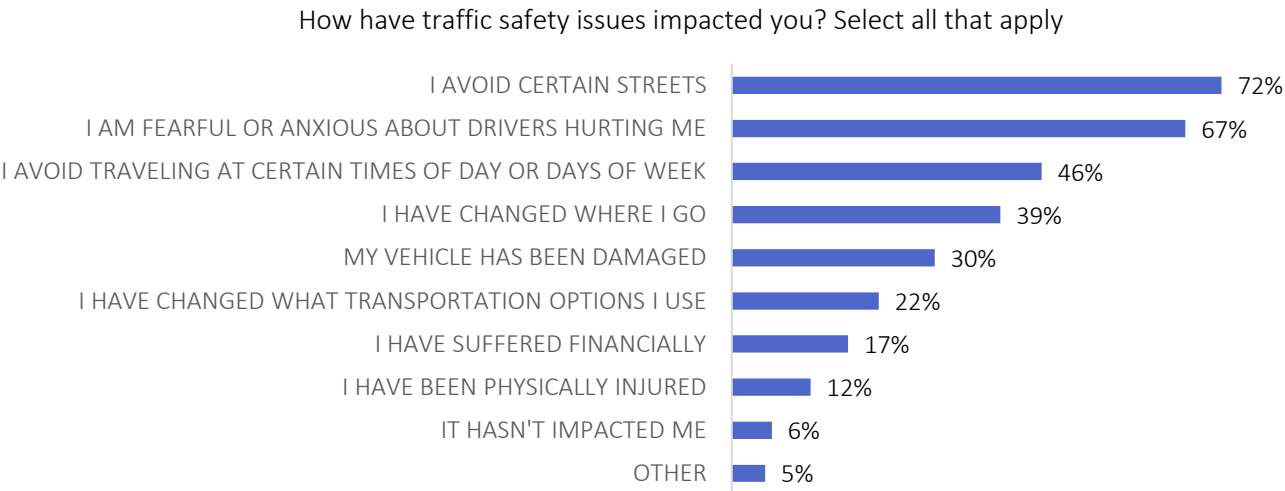
In addition, approximately 71% of people indicated that they would walk or bike more if it was safer. A higher percentage of white and Hispanic or Latino respondents indicated that they would walk or bike more if it was safer, compared to Black or African American respondents.

Would you walk or bike more if it was safer?

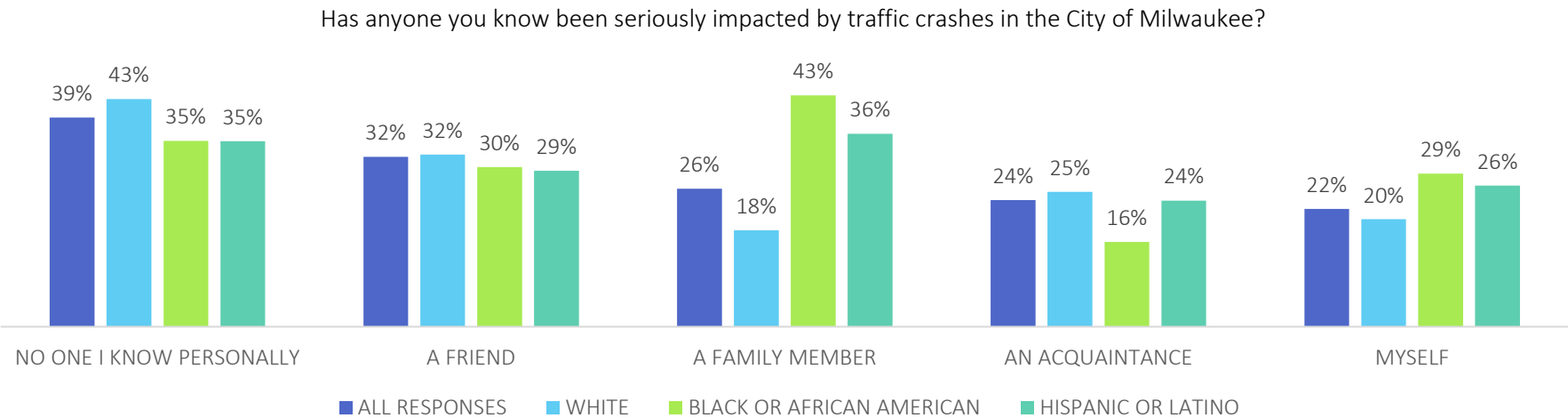


Impacts of Traffic Safety Issues

Approximately 72% of people indicated that they avoid certain streets because of traffic safety issues, and 67% noted that they are fearful or anxious about drivers hurting them. Only 6% reported that traffic safety issues haven't impacted them.

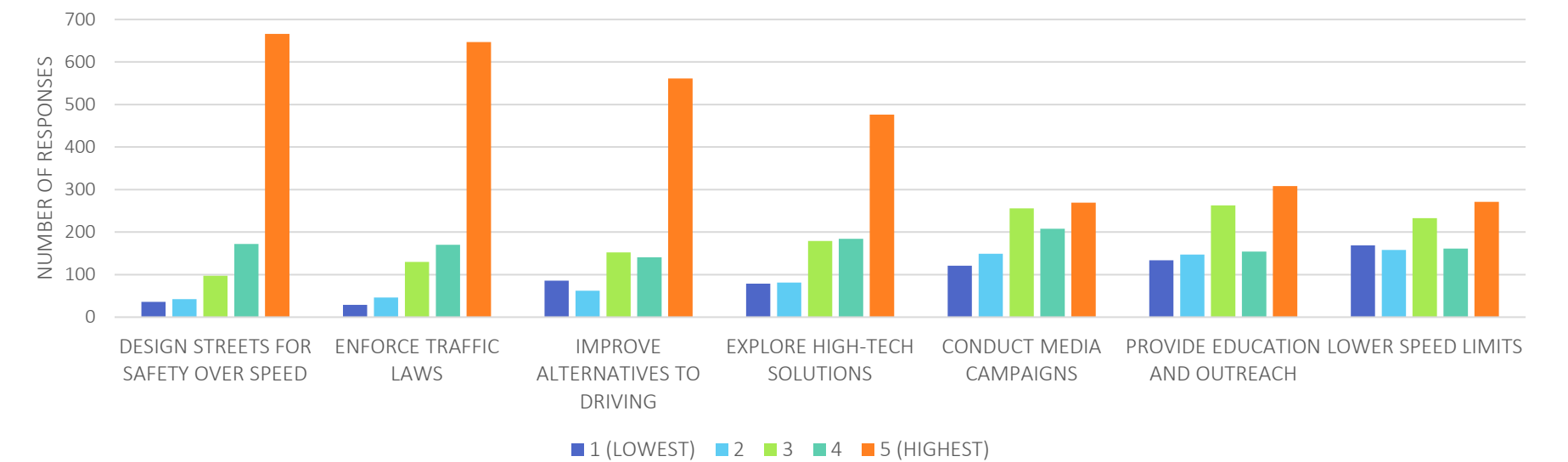


Furthermore, 61% of survey respondents personally know someone who has been seriously impacted by traffic crashes in the City of Milwaukee or have been seriously impacted themselves. A higher percentage of Black or African American and Hispanic or Latino respondents know a family member who has been seriously impacted by traffic crashes, compared to white respondents.



Strategies for Improving Traffic Safety

The survey asked individuals to rate strategies for improving traffic safety. The four highest-rated strategies are: design streets for safety over speed; enforce traffic laws; improve alternatives to driving (transit, walk/bike, etc.); and explore high tech solutions (traffic safety cameras, automatic breaking, etc.).

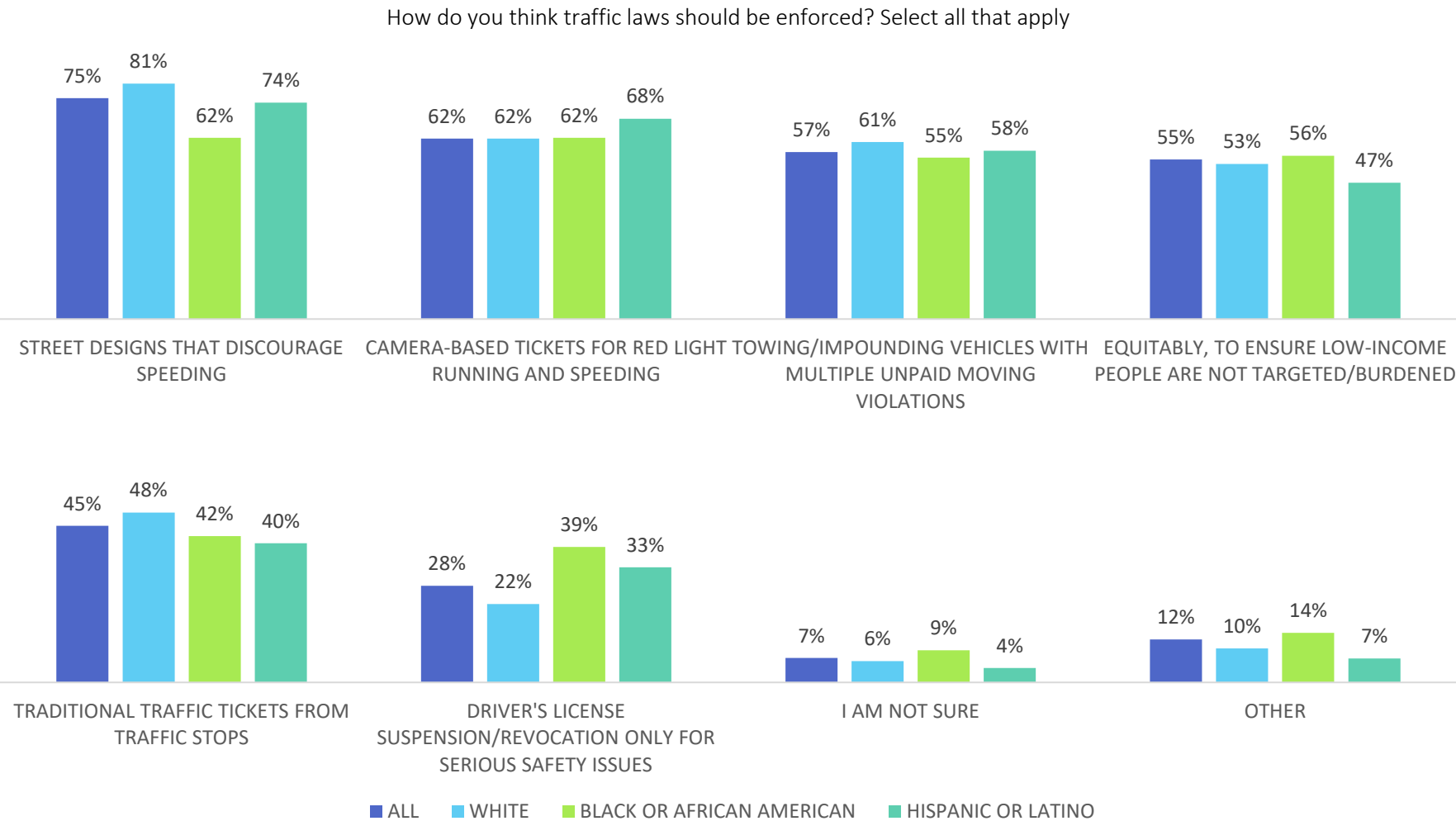


A breakdown of average ratings by race/ethnicity is shown below. The top-rated strategy among white respondents is designing streets for safety over speed, while the top-rated strategy among Black or African American and Hispanic or Latino respondents is enforcing traffic laws.

Strategy	All	White	Black or African American	Hispanic or Latino
Design streets for safety over speed	4.4	4.5	4.2	4.5
Enforce traffic laws	4.3	4.4	4.5	4.7
Improve alternatives to driving	4.0	4.2	3.6	4.2
Explore high-tech solutions	3.9	3.8	4.2	4.4
Conduct media campaigns	3.4	3.2	3.8	3.8
Provide education and outreach	3.4	3.1	4.0	4.0
Lower speed limits	3.2	3.3	3.1	3.8

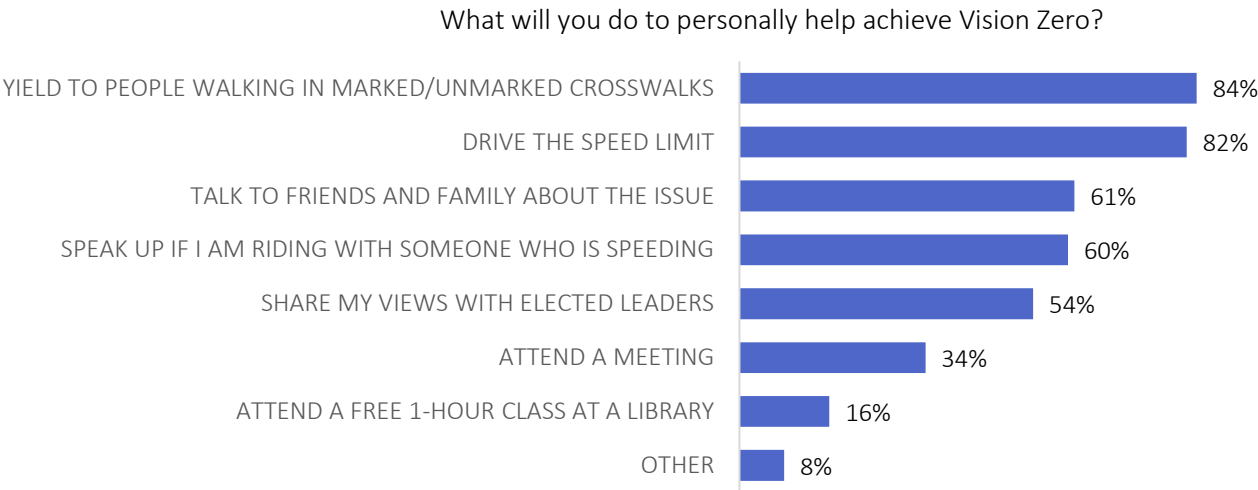
Enforcing Traffic Laws

Approximately 75% of survey respondents think traffic laws should be enforced through street designs that discourage speeding. Furthermore, 62% support the use of camera-based tickets for red light running and speeding. A more detailed breakdown of responses by race/ethnicity related to how traffic laws should be enforced is shown below.



Personal Action

When asked what they will do personally to help achieve Vision Zero, 84% of respondents said they will yield to people walking in both marked and unmarked crosswalks when driving or biking. Approximately 82% of respondents said that they will help achieve Vision Zero by driving the speed limit.



In terms of preferred communication methods about Vision Zero and city projects, an emailed newsletter (48%) and e-notify emails from the city (47%) received the highest response rates, followed by social media (41%).

