VISION ZERO ACTION PLAN

City of Milwaukee

MILWAUKEE VISION ZERO ZERO TRAFFIC DEATHS

Table of Contents

INTRODUCTION

Dedication to Traffic Violence Victims 3

Letter from Mayor 4

Contributors 5-6

Executive Summary 7-12

CHAPTERS

1. Vision Zero, A Deeper Dive 12

2. Crash Data 17

3. Planning Process 27

4. Strategies and Actions 35

5. Community Strengths 48

6. Implementation 54

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DOA 6/19/2025

Dedication

This plan is dedicated to the 70 people killed by traffic violence in 2024 in the City of Milwaukee.

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Letter from the Mayor

The City of Milwaukee is making important progress towards our Vision Zero goal. While there continues to be too many people seriously injured or killed on our streets, the safe systems approach is working. Reckless driving justifiably remains a top concern here, so, there is broad support for the actions we have taken. As you will see in this plan, there is also a commitment to develop new approaches, adapting our response to the scourge of danger on our roads.

I have worked with every department of City government to reduce traffic violence. We have generated new ideas to promote safety through the safe systems approach. Recent achievements include: The Department of Public Works (DPW) prioritizing safety over speed in street designs and securing major grants. The Department of City Development investing tax increment district funding for street safety projects. The Police Department improving the unlicensed driving ticket process so that dangerous drivers are taken off the streets sooner. Milwaukee Fire Department ambulances now carry whole blood to give transfusions for trauma patients, including those in crashes. The Health Department is conducting data analysis and convening community partners for effective Vision Zero implementation. The Department of Administration Offices of Vision Zero and Community Wellness and Safety are connecting traffic violence victims to general violence support programs.

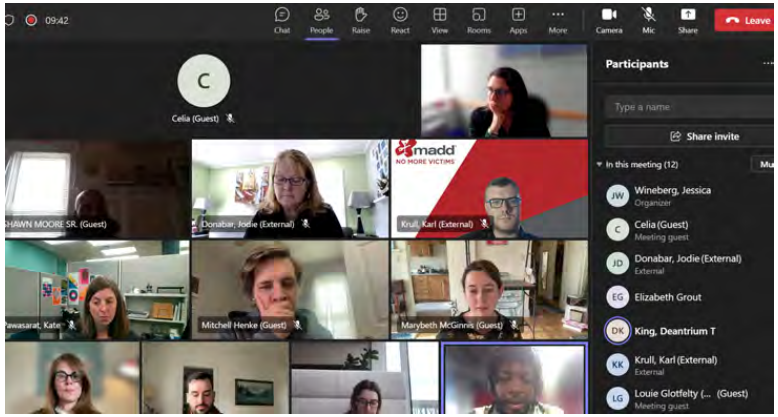
My fellow elected leaders are also taking action. Thank you City Attorney Goyke for stepping up prosecution of new anti-reckless driving laws, judges for taking reckless driving seriously, and County Executive Crowley for also adopting our Vision Zero goal and target date.

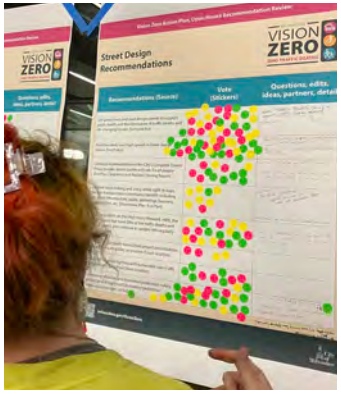
The coordination and combined efforts of the safe systems approach are paying off. In the last full year, Milwaukee saw an 7% decline in the number of traffic fatalities. We're headed in the right direction, yet it is clear significantly more work must be done. This plan lays out over 100 strategic actions that are needed to achieve Vision Zero. I am directing city departments to implement them and invite the community, partners, and other levels of government to join us.

We all will benefit from safer streets, and everyone can participate in the effort.
Together, we can achieve Vision Zero.

Mayor Cavalier Johnson

MAYOR CAVALIER JOHNSON





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Thank you to all the photographers who shared their photos to make the plan more appealing and understandable.

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Xaiver Casanova Davis

Xaiver Casanova Davis is one of the contributing photographers in this report. He is a victim of traffic violence who was killed while walking across the street near Fiserv Forum in 2022. The driver was speeding, ran a red light, and fled. Xaiver was following the traffic signals and simply walking across the street. The case remains under investigation with no arrests made. His mother, Gloria Shaw, has graciously shared these pictures to remember Xaiver, a MATC student and avid photographer who, at 23, was taken too soon.
May he rest in peace and power.

Executive Summary

What is Vision Zero?

Vision Zero is the declaration that the only acceptable goal for the transportation system is zero deaths or life-changing injuries.

Recognizing that everyone should have the right to travel safely and no one should have to risk their life to walk, bike, use transit, or drive, the City of Milwaukee unanimously adopted Vision Zero as a policy in 2022. Since then, the City has taken many actions to build a system where streets are safe for everyone - regardless of race, age, gender, or transportation mode.

This Vision Zero Action Plan contains a set of solutions that must be implemented to achieve the goal of zero traffic deaths or life-changing injuries in the City of Milwaukee by the end of 2037. This plan contains a multi-sector approach focused on layered interventions that promote safe speeds, safe people, safe vehicles, and safety data. It combines best practices from other cities and countries with local solutions and innovative ideas. Cooperation and partnership across governments and communities will be essential to successfully implement this plan and attain Vision Zero for the City of Milwaukee.

Vision Zero Core Tenets

Death and serious injury is unacceptable

Humans make mistakes

Humans are vulnerable

Responsibility is shared

Safety is proactive

Redundancy is crucial

How will Milwaukee benefit from Vision Zero?

- **Prevent unnecessary harm and death** - Slower speeds lead to fewer deaths. Fatal crashes involving speeding have increased in the City of Milwaukee by 137% since 2002. In 2024, 70 people were killed and over 2,000 were injured in traffic crashes. These losses cause great harm to families and the community.

- **Expand transportation options** – Transit is the safest form of transportation and 73% of respondents to the City's Vision Zero Plan survey indicated that they would walk or bike more if it was safer. Walking, biking, and transit are fun, healthy, affordable transportation modes. Prioritizing these modes can ensure that people of all ages and abilities can travel safely, with or without a car.

- **Prioritize efforts with a data** – For example, 9% of streets have 59% of traffic deaths in the City of Milwaukee. This "High Injury Network" of streets allows public funding to be focused on the worst areas, where the most impact can be achieved. When streets are designed and built to be safe for people walking or biking (who have the highest fatality rates per crash), they are safe for everyone, regardless of mode.

How was the plan developed?

This plan builds on adopted plans and recommendations compiled over the last decade to promote safer streets in Milwaukee. Almost 2,000 people provided input. Through community outreach, ongoing collaboration of multiple City Departments and stakeholders, a Community Advisory Committee, and research, seven overarching concepts with 100 supportive action steps outline how Vision Zero can be achieved.

What are the key actions to achieve Vision Zero in Milwaukee?

1. Build Safe Streets for All Users, Prioritizing the Most Dangerous Roads

- Prioritize Safety Improvements on the High Injury Network (HIN)
- Operationalize the Complete Streets Handbook including equity-based road project prioritization tools and public education on process
- Proactively address safety concerns in high-risk areas
- Improve lights, signs, and signals to reduce speeds and promote pedestrian safety, prioritizing the HIN
- Utilize the Citywide Transportation and Mobility Plan to prioritize projects and address action items in the VZAP
- Support transportation options

2. Support Accountability in the Justice System with a Focus on Prevention

- Equitably focus traffic law enforcement on driving behaviors that contribute to death and injury
- Support court system options that emphasize prevention, education, accountability, and harm repair
- Improve administration of transportation safety laws to deter dangerous behavior, support prevention, and provide justice to impacted families

3. Foster Vibrant, People Centered Places

- Enact land use policies that support dense, mixed-use development and encourage public transit
- Reimagine streets as places for people

4. Promote Traffic Safety through Communication, Encouragement, and Education

- Conduct proactive community outreach on street projects, such as door knocking, block meetings, walks, bike rides, community events, etc.
- Educate the public on traffic laws, slower speeds, traffic violence, traffic calming effectiveness, Vision Zero, etc. through innovative campaigns, community-driven methods, and partnerships
- Develop ongoing, multi-channel community engagement methods, such as advisory committee(s), public meetings, surveys, direct neighborhood outreach, and coalitions
- Build a culture of safety, centering those directly impacted by traffic violence
- Support transportation education for all ages, transportation methods, and abilities

5. Ensure Timely and Effective EMS and Medical Care

- Implement technology and quality improvement changes

6. Advocate for Safer Vehicles

- Advocate for federal regulation and law changes to make vehicles safer, especially for pedestrians
- Use technology to improve safety and lead by example
- Incentivize smaller and lighter vehicles to reduce crash impacts

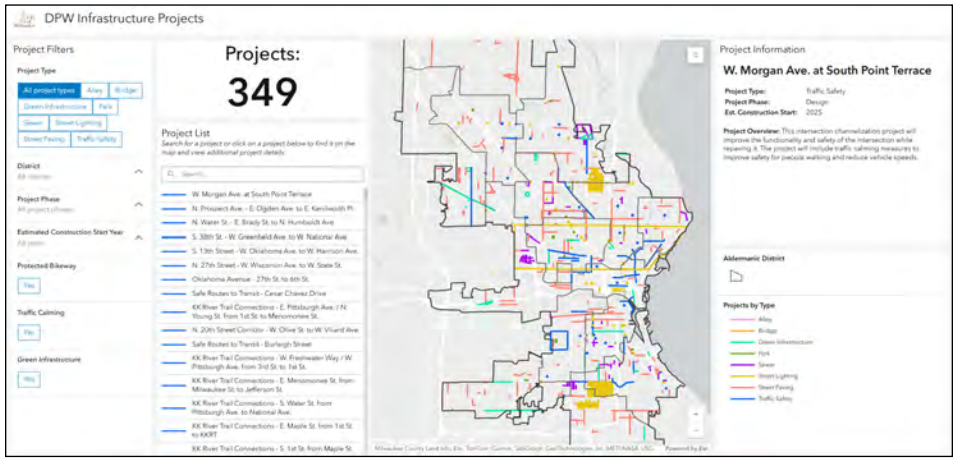
7. Champion State-Level Changes

- Advocate for state-level Vision Zero policies
- Enhance accountability for unsafe driving
- Reform licensing and regulations to promote safety and equity
- Secure diverse and sustainable funding

Learn More

Where is traffic violence happening? How is it impacting my neighborhood? With the interactive Traffic Violence Dashboard you can see the impact of traffic violence by location, by transportation mode, or by severity of injury at the scale that matters to you, from your block to the whole city.

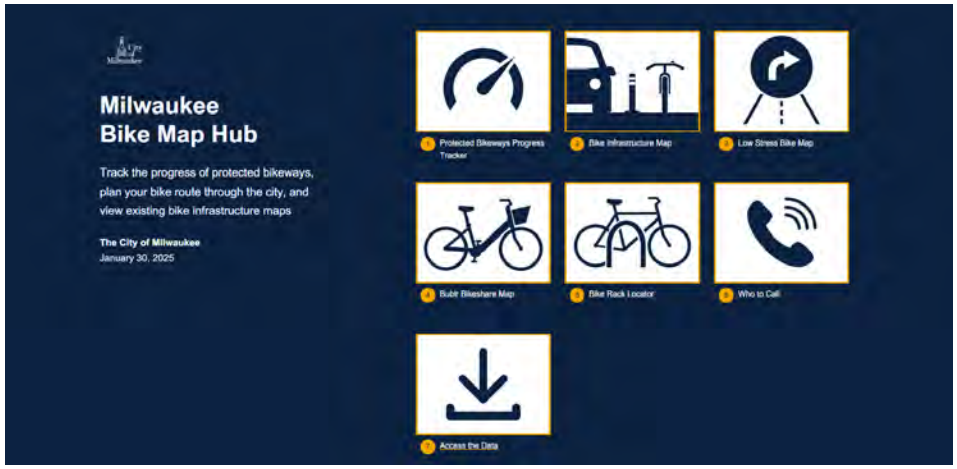
What active and upcoming construction projects are happening anywhere in the City? Check out the Department of Public Works Infrastructure Projects interactive map. From street paving to bridges to traffic safety, it's all here.



Where are Protected Bike Lanes and bike infrastructure? Check out the Milwaukee Bike Map Hub, which includes the Protected Bikeway Progress Tracker.

Where is traffic enforcement happening and how many citations are being written? For traffic enforcement data visit TSU Statistics – Traffic Safety Unit

How can I learn more about Vision Zero? Visit the City Vision Zero website to learn more and see the whole plan.



Take Action to Support Safer Streets

Get involved in creating a Milwaukee where all people are thriving in safe, healthy, and equitable neighborhoods. Join the MKE Elevate Healthy Built Environment Action Team for quarterly meetings, facilitated by the Health Department to address key community issues.

Request traffic calming. The Community-Led Traffic Calming Program helps property owners, residents, business owners, and community members to build consensus and request traffic calming measures.

Give input on City projects including parks, planning, and transportation projects. Visit EngageMKE, the City's official community engagement hub.

Report reckless driving. Visit Be Part of the Solution / Sea parte de la solución – Traffic Safety Unit, call (414) 935-3925, or use the MKEMobile app to report reckless driving.

Tell your friends, family, and neighbors to slow down and share the Speeding-We Can Live Without It **resources.** Free education resources in digital and print formats are available.

What is traffic violence?

Traffic violence is a term that focuses on the human impact, including injuries and death, that are caused by traffic crashes.

Vision Zero seeks to center the human health impacts of transportation, not crashes or property damage.

Why use the term "crash" and not "accident"?

"Crashes are preventable. Crashes are not 'accidents' but a preventable and violent public health crisis. While we will not end this crisis with words, they do matter. The first step to putting in place the systematic solutions to end this epidemic is to recognize that we have a problem that we can fix," Amy Cohen, co-founder of Families for Safe Streets.

Chapter 1

Vision Zero, A Deeper Dive

Chapter 1 Vision Zero, A Deeper Dive

Key Takeaways

- Vision Zero is the concept the only acceptable goal for the transportation system is zero deaths or life-changing injuries.
- Guiding principles of Vision Zero include safety, equity, data, accountability and transparency.
- Roadway safety interventions can be categorized and prioritized for the highest population health impact using the Safe System Pyramid.
- Strong partnerships and community engagement are essential as the City works to plan for, create, and maintain safer streets.

Everyone has the right to travel safely in Milwaukee, and no one should have to risk their life to walk, bike, take transit, or drive. Vision Zero is the concept that zero deaths or life-changing injuries is the only acceptable goal for the transportation system. However, the current transportation system kills nearly a hundred and seriously injures hundreds of Milwaukeeans each year, harm generally accepted as collateral damage to driving. But that is changing.

The City of Milwaukee has adopted a Vision Zero goal because the hundreds of deaths and thousands of serious injuries that have occurred in traffic crashes are preventable; each of those victims deserves to be alive and healthy.

Vision Zero utilizes the safe systems approach to center human health and make safe driving and transportation the default. Vision Zero recognizes that people will make mistakes, but those mistakes should not cost lives. Vision Zero is not a single project or policy; rather, it's a multi-sector approach to saving lives. The City is committed to working with partners to find solutions to make streets safe for all users, regardless of race, age, mode, or ability.

Since 2018, Milwaukee has implemented a Complete Streets policy that prioritizes community health and enhances the safety, comfort, and enjoyment of its streets for all residents. While this policy has improved the safety of street design, Vision Zero expands beyond street design to safe speeds, safe people, safe vehicles, and safety data for a holistic approach. The Vision Zero Action Plan outlines actionable steps to achieve real gains in each of these areas.

Vision Zero is a multi-sector approach with layered interventions aimed at ensuring safe speeds, responsible behavior, safe vehicles, and effective use of safety data, creating a system where safe driving becomes the default and traffic deaths and injuries are prevented.

Community Input is Central

The City of Milwaukee Vision Zero Action Plan is a roadmap, crafted with community input and driven by data, equity, and research, to achieve zero traffic deaths and life-changing injuries. It highlights specific policies, programs, processes, and recommendations that agencies and community leaders can implement to take a safe systems approach to traffic safety in Milwaukee.

Public outreach for the Vision Zero Action Plan was conducted in two rounds in 2024 and 2025 with 1,835 people participating. Across input methods and racial groups, people wanted:

- Streets that are designed for safety over speed
- Traffic laws enforced
- Alternatives to driving improved
- High-tech solutions explored

The combination of public input, insights from past plans, ongoing collaboration of multiple city departments and stakeholders, and research of current best practices led to seven overarching concepts that outline how to achieve Vision Zero and eliminate traffic violence in the City of Milwaukee.

Guiding Principles

The following guiding principles fundamentally inform this plan and action items.

SAFETY - All people have the right to travel safely without fear of being killed while simply trying to go somewhere. One life lost to traffic violence is one too many.

EQUITY - The City of Milwaukee recognizes the disparities in crash burden among racial and other groups and will use equity measures to assess projects and inform policy.

DATA - Data will guide where to invest time and money to make the most impact, such as targeting resources to improving the intersections and roadways that have the most injury- and death-causing crashes.

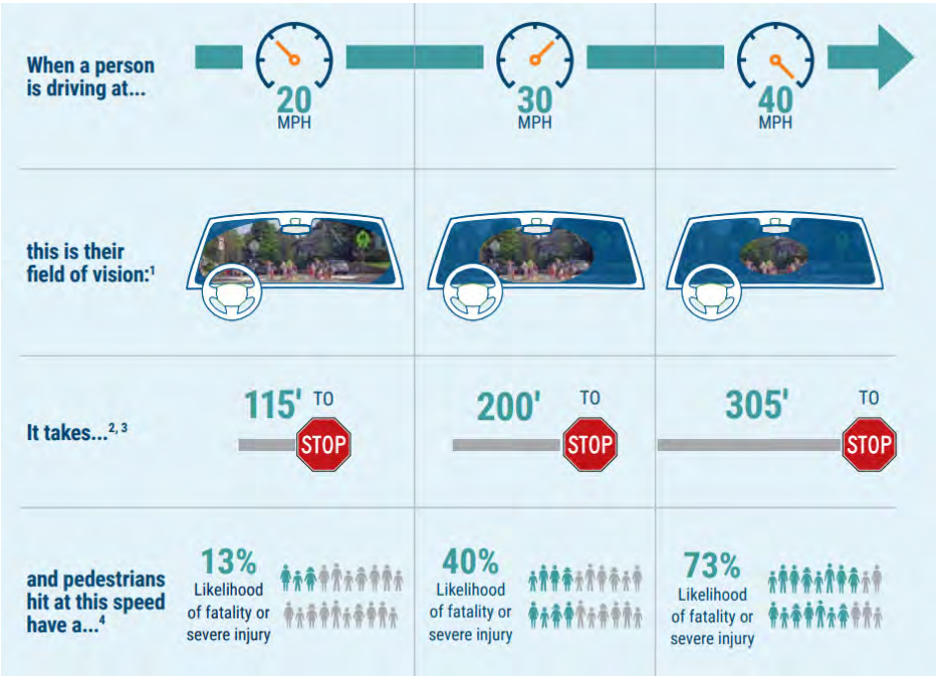
ACCOUNTABILITY AND TRANSPARENCY - The City of Milwaukee will report out to and engage the community as the plan is implemented and updated.

Reduced Vehicle Speeds Save Lives

The human body has a limited capacity to withstand force, making vehicle speed a critical factor in crash outcomes. At 40 mph, 73% of pedestrians struck by a vehicle will suffer severe injuries or death. Reducing speed to 20 mph lowers this risk significantly, with only 13% of people experiencing severe outcomes.

Speeding doesn't only increase the severity of a crash. It also increases the risk of a crash because it narrows a driver's field of vision and increases the time it takes for a vehicle to stop or maneuver to avoid a crash. Given the significance of the relationship between vehicle speed and crash outcomes, one of the most effective strategies is to reduce vehicle speeds and encourage all drivers in Milwaukee to slow down.

Speed Kills



Focus on High Injury Street Network

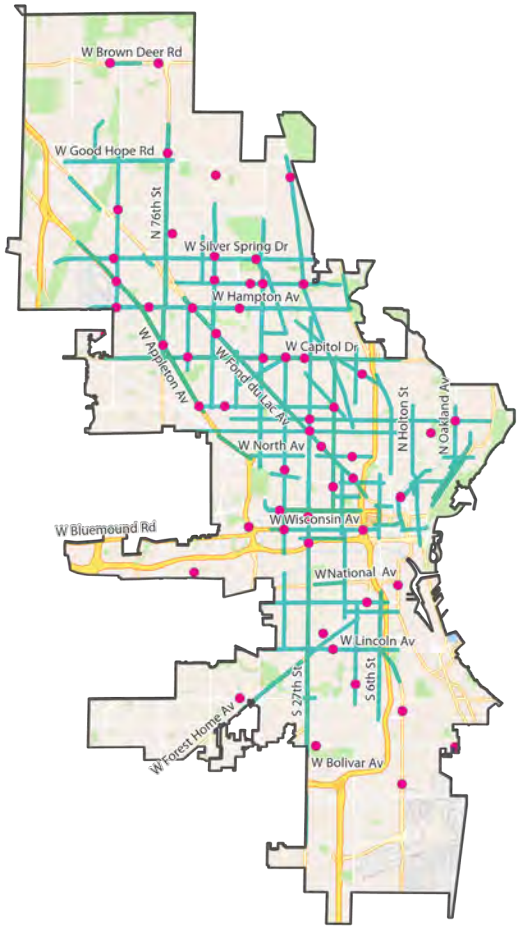
Traffic crashes are not evenly distributed throughout the city; certain streets, racial groups, and neighborhoods face a disproportionate burden of injuries and fatalities. Understanding these patterns allows effective targeting of resources.

In January of 2023, The City of Milwaukee released the Milwaukee Crash Analysis using both historic crash data and predictive models to create its first High Injury Network. The High Injury Network of streets comprises the 9% of streets have 59% of traffic deaths.. This analysis guides prioritization of safe street project locations and will be updated periodically to maximize efficiency. The High Injury Network used in this plan was updated in 2025.

High Injury Network Map

- 2024 Traffic Deaths
- 2025 High Injury Network (All Modes Combined)

2024 data is preliminary. The map does not include interstate traffic deaths.

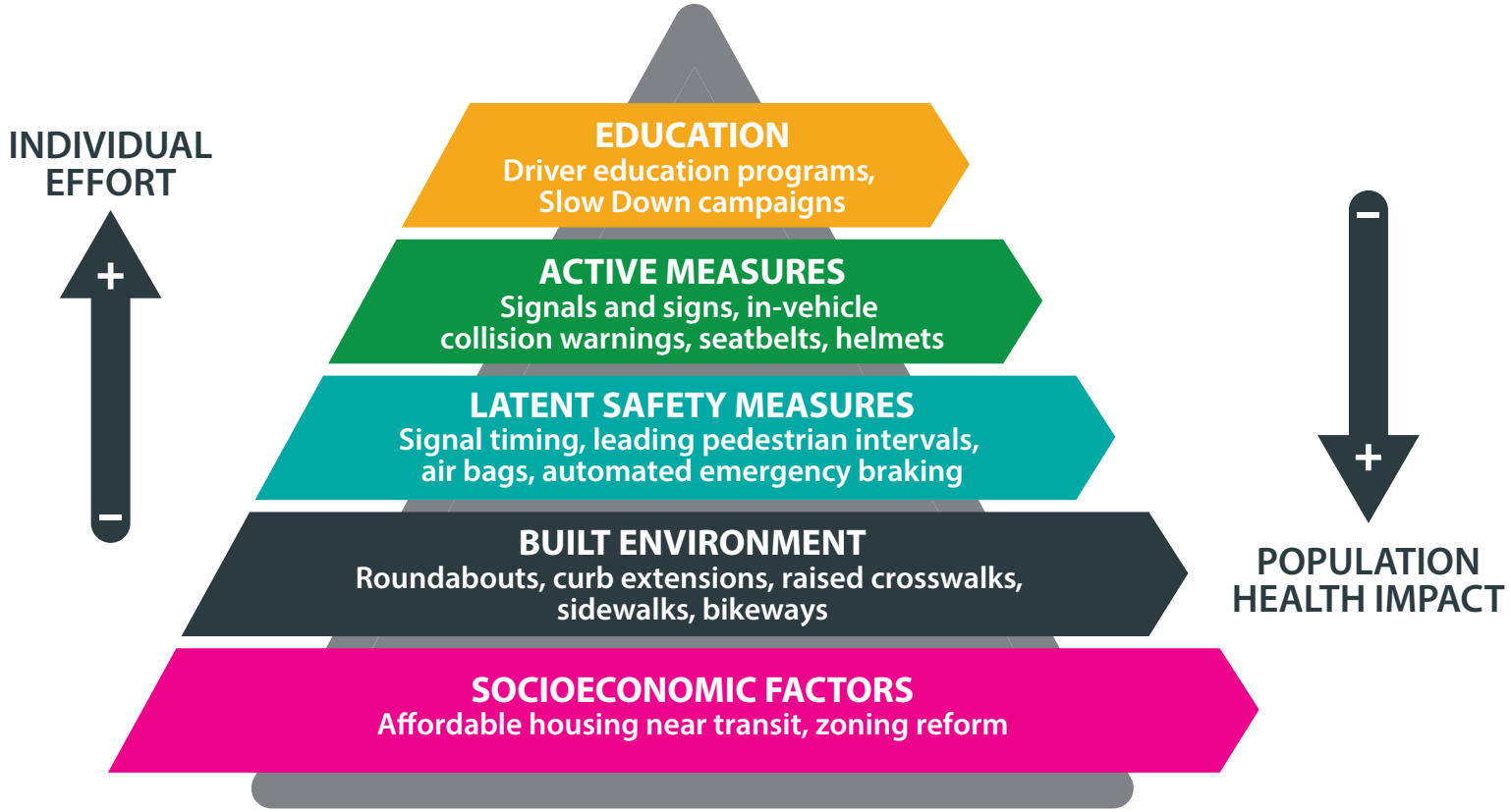


Safe System Pyramid Enhances Impact

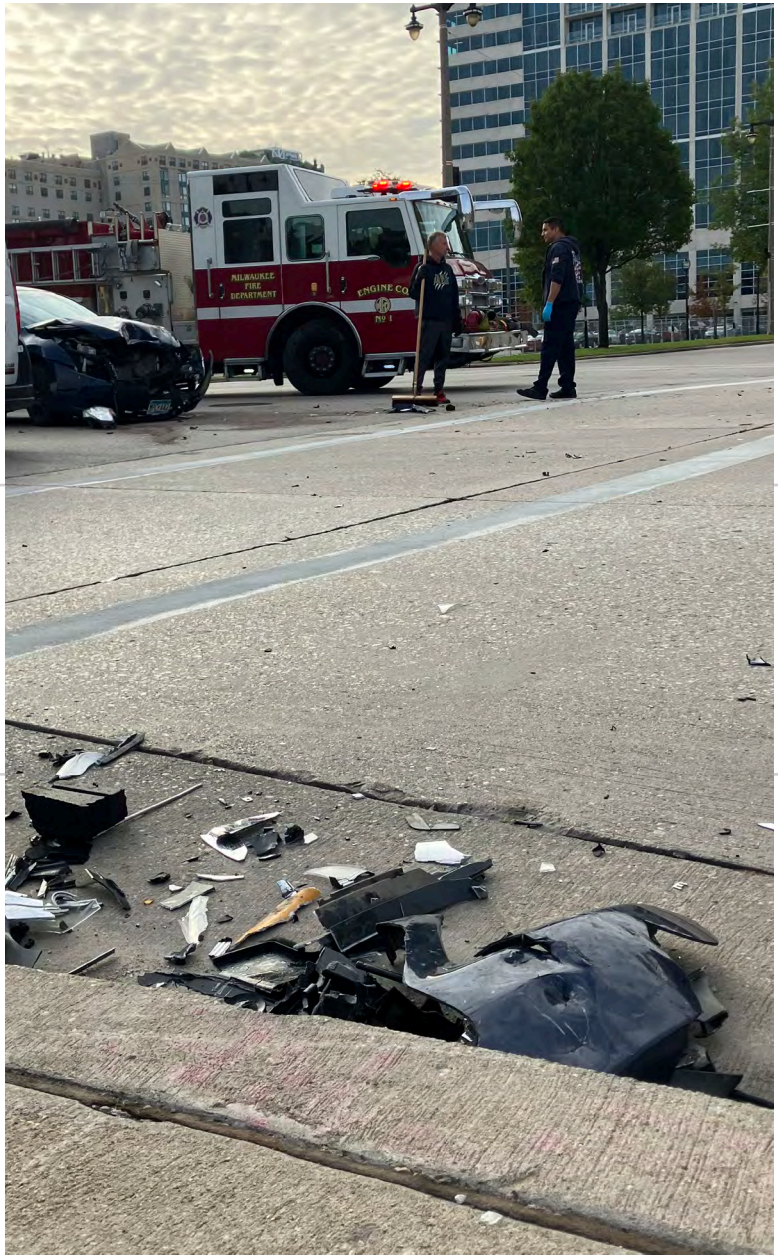
The Safe System Pyramid is a framework to help prioritize and categorize roadway safety interventions. Interventions targeting socioeconomic factors, such as having affordable housing near transit and family-supporting wage jobs, are likely to impact the most people and require the least individual effort, whereas interventions focused on education require significant individual effort and often fail to reach the whole community. Milwaukee's Vision Zero plan incorporates interventions at every level of this pyramid and will prioritize those with the largest potential to impact population health (towards the base of the pyramid).

Lasting Change Requires Strong Partnerships

While the City of Milwaukee strives to lead by example and take responsibility for implementing many recommendations in the plan, safety is a collective endeavor. The City of Milwaukee values and encourages residents, community organizations, government, and partners to take action, stay engaged, provide feedback, and innovate. Vision Zero will only be achieved by trying new things and working together.



The Safe System Pyramid (referenced above) was adapted from the Health Impact Pyramid to more fully address roadway safety needs.



Chapter 2

Crash Data

Chapter 2 Crash Data

Key Takeaways

- The number of people killed in traffic crashes in the City of Milwaukee (non-interstate) has *increased considerably*, particularly over the past ten years, and peaked at 80 deaths in 2020.
- Milwaukee has considerable racial disparities in traffic death rates. Between 2022 and 2024, Black or African American Milwaukeeans experienced a traffic crash death rate more than double that of White Milwaukeeans.
- While the majority of people killed in traffic crashes in Milwaukee are in vehicles, people outside of vehicles (walking and biking) are disproportionately likely to be killed or seriously injured in crashes.
- Milwaukee has developed a High Injury Network (HIN), and mode- specific HINs for people walking, biking, and driving. The HINs identify the streets where the most traffic violence occurs. As of 2025, its the 9% of streets have 59% of traffic deaths..
- All 2024 crash numbers are preliminary and subject to change. Crash data is finalized in June the following year since investigations and succumbing to injuries takes time. This data in the report was pulled in April 2025.

Understanding local trends, patterns, and traffic crash factors is an important part of the process to meaningfully address traffic violence in the City of Milwaukee. There are several recent reports and data that are particularly useful in understanding Milwaukee crash trends:

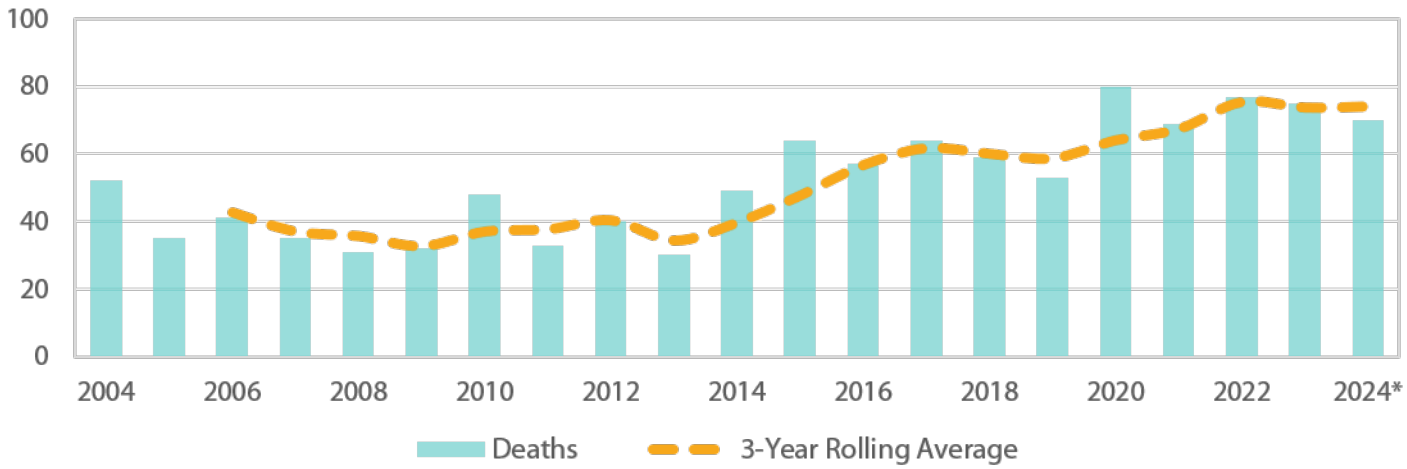
- Milwaukee Crash Analysis Report (January 2023): The report provides an in-depth analysis of the factors associated with severe and fatal traffic crashes and created the city's first high injury network map.
- Traffic Deaths Surge in Milwaukee County While Falling Elsewhere (April 2024): The Wisconsin Policy Forum report compares countywide historic crash data to the state of Wisconsin and provides racial and peer community comparisons.
- Wisconsin Traffic Operations and Safety (TOPS) Laboratory Crash Data: The TOPS lab offers access to detailed data and maps for all police reported vehicle crashes in Wisconsin through web applications including Community Maps and its Crash Data Retrieval Facility. (The City's Traffic Violence Dashboard also displays data from Community Maps.)

Collectively, these sources provide important insight and context about traffic deaths and serious injuries, impacted populations, key trends, and the locations where serious traffic crashes have occurred and are likely to occur.

Traffic Violence Causes Deaths and Serious Injuries

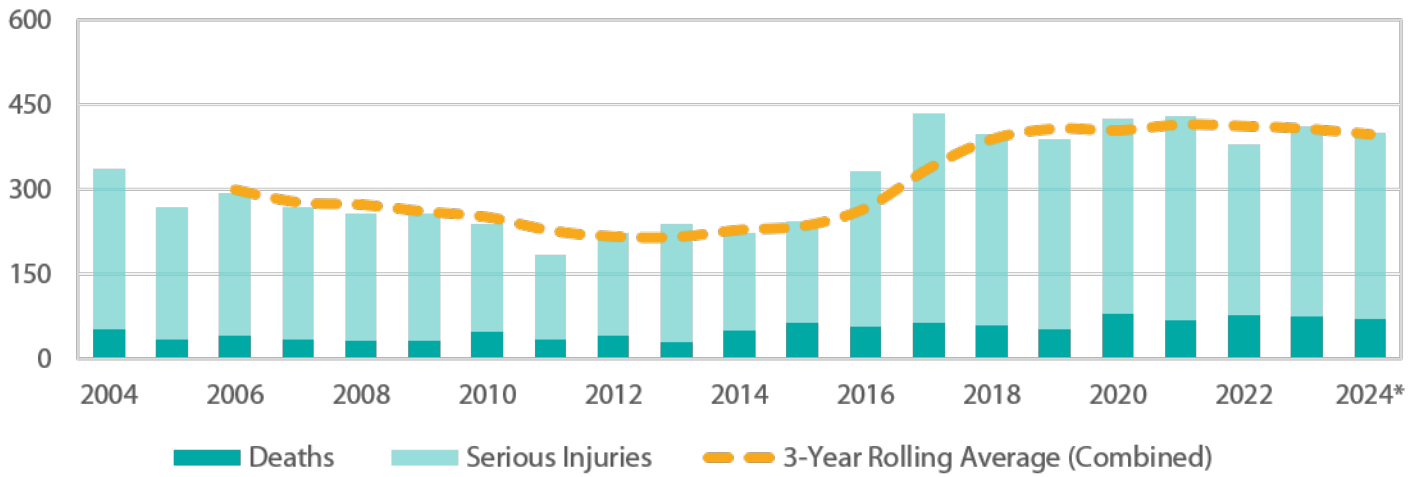
Vision Zero is specifically concerned with crashes that result in death or serious injury of people. Traffic fatalities in the City of Milwaukee have increased considerably, particularly over the past ten years. Although traffic deaths peaked at 80 in 2020, they have not returned to pre-pandemic levels. For 2024, preliminary traffic deaths were 70, a decrease of 7% from 2023. Please note, excluding interstate deaths based on the common practice among Vision Zero programs to focus and count non-interstate locations. Fatal and serious injuries have followed a similar trend, with the combined number of fatal and serious injuries remaining around 400 since 2017.

City of Milwaukee Annual Traffic Deaths



Source: Wisconsin Traffic Operations and Safety Laboratory Crash Data Retrieval Facility; *2024 data is preliminary; Interstate deaths are not included

City of Milwaukee Annual Traffic Deaths & Serious Injuries

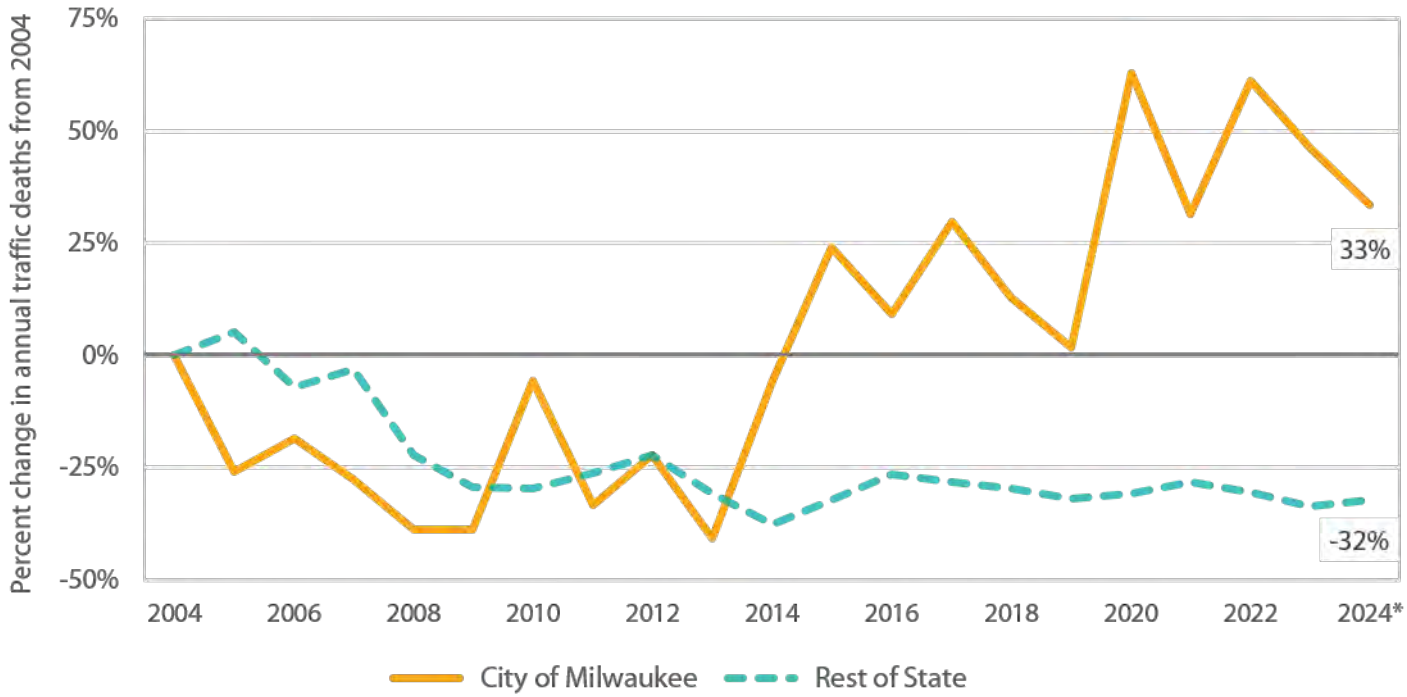


Source: Wisconsin Traffic Operations and Safety Laboratory Crash Data Retrieval Facility; *2024 data is preliminary; Interstate deaths are not included

While the number of people killed by traffic crashes increased in Milwaukee and across the country during the pandemic, the state and city trends have diverged. Traffic deaths in Milwaukee significantly increased starting around 2014, while traffic deaths in the rest of Wisconsin have actually dropped 32% since 2004. In summary, deaths from traffic crashes doubled in Milwaukee but declined for the balance of the state.[1]

Traffic Deaths in the City of Milwaukee Compared to the Rest of Wisconsin

Percent change in annual traffic deaths since 2004



Source: Wisconsin Traffic Operations and Safety Laboratory Crash Data Retrieval Facility; *2024 data is preliminary

[1] Traffic Deaths Surge in Milwaukee County While Falling Elsewhere (April 2024), Wisconsin Policy Forum

Most Impacted Populations

People Walking, Riding Motorcycles, and Biking

While the majority of people killed in traffic crashes in Milwaukee are people in vehicles, people outside of vehicles (walking and biking) are at greatest risk of serious harm and death from those crashes. People in motorized vehicles made up 62% of people killed in traffic fatalities in the City of Milwaukee from 2022 to 2024, followed by people walking (27%), people riding motorcycles (9%), and people biking (3%). People walking or biking are disproportionately likely to be killed or seriously injured in crashes, compared to people in vehicles. Humans are vulnerable to crash forces, especially without the protection of a metal vehicle.

When in a crash,
the chance of dying or being severely injured is:

17% if you were walking

6.7% if you were biking

.83% if you were driving

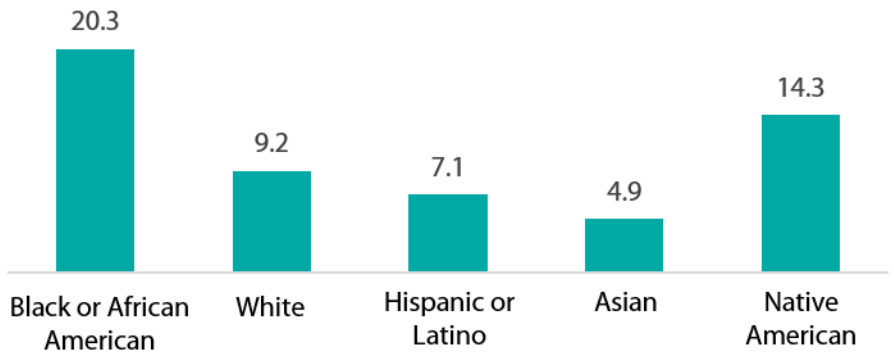
Moreover, pedestrian and bicyclist crashes that occur in the dark and in low-light conditions are especially severe. [2]

From the Traffic Deaths Surge in Milwaukee County While Falling Elsewhere (April 2024): "Another point of concern in Milwaukee County is pedestrian-involved crash fatalities, which hit a two decade high of 32 in 2022, a rolling five-year average of pedestrian-involved crash fatalities also shows that in 2022, it reached its highest point in Milwaukee County since at least 2005. Meanwhile, the rolling five-year average of pedestrian involved crash fatalities in the balance of the state declined slightly during this period."

People of Color

The impacts of traffic violence are not experienced evenly across the city's population. Milwaukee has considerable racial disparities in traffic death rates. Looking at data from 2022-2024 in the City of Milwaukee, the Black or African American fatality rate was more than twice the white rate.

Traffic Death Rates by Race/Ethnicity
Average annual deaths per 100,000 people



Sources: Wisconsin Traffic Operations and Safety Laboratory Crash Data Retrieval Facility (2022-2024 Traffic Fatalities – 2024 data is preliminary, Interstate deaths are not included); 2023 ACS 5-Year Estimates

This disparity is highlighted in a recent report from the Wisconsin Policy Forum with two key findings

- The Black/White racial disparity in traffic fatalities in Milwaukee County was the worst, compared to 8 other industrial heartland peer counties[2] and is also high for Indigenous/Native Americans.
- While Hispanic or Latino fatality rates in Wisconsin are the lowest, this group is experiencing the biggest increase with a 45.3% increase since 2018.

[2] Traffic Deaths Surge in Milwaukee County While Falling Elsewhere (April 2024), Wisconsin Policy Forum

Photos by Xaiver Casanova Davis (1998-2022), a victim of traffic violence, courtesy of his mother.

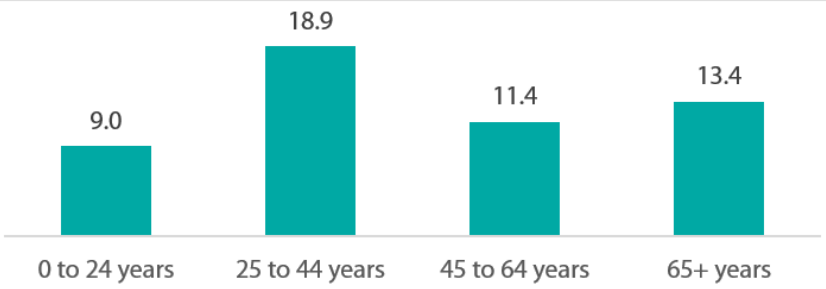
Adult Males

Traffic fatality rates in Milwaukee also vary by gender and age. Men have a considerably higher traffic death rate compared to women (18.6 deaths per 100,000 population compared to 7). People between 25 and 44 years old have the highest fatality rate compared to other age groups.

- The age range of drivers involved in crashes has remained fairly steady between 1994 and 2020.
- Fatality rates generally match the average miles traveled by the age group. For example people between 25 to 44 tend to travel more miles in a vehicle, and also experience the highest traffic fatality rate.

Traffic Death Rates by Age Group

Average annual deaths per 100,000 people

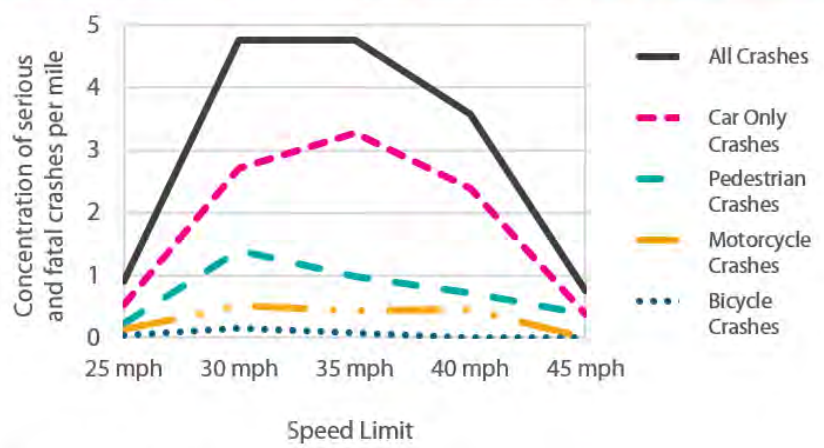


Sources: Wisconsin Traffic Operations and Safety Laboratory Crash Data Retrieval Facility (2022-2024 Traffic Fatalities – 2024 data is preliminary, Interstate deaths are not included); 2023 ACS 5-Year Estimates

Streets with 30 to 35 mph Speed Limits Present the Greatest Danger

The concentration of serious and fatal crashes on city streets varies considerably by speed limit, with the greatest concentration of serious and fatal crashes occurring on streets with speed limits of 30 to 35 miles per hour. Although less than 20% of street miles have a speed limit of 30 mph, they have 49% of crashes that cause severe injury or death, according to the Milwaukee Crash Analysis Report.

Concentration of Severe & Fatal Crashes per Mile by Speed Limit



Source: Milwaukee Crash Analysis Report (January 2023)

Speeding-Related Traffic Fatalities are Rising

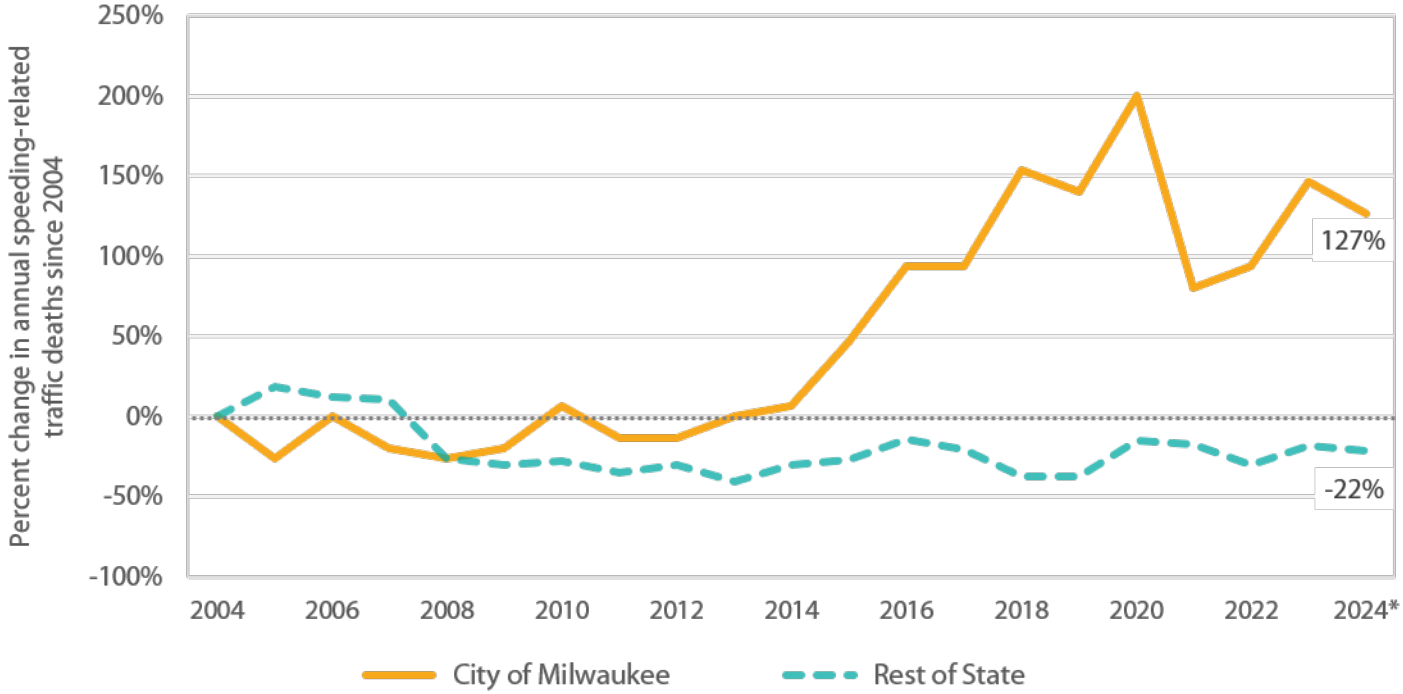
Speeding-related traffic fatalities in the City of Milwaukee have increased considerably over the last twenty years. Since 2002, the number of speeding-related fatalities in the city has increased 127%, from 10 fatalities in 2004 to 37 fatalities in 2023. During the same time period, speeding-related traffic fatalities in the rest of Wisconsin decreased 22%.

High Rates of Hit-and-Run Crashes

Milwaukee has a high rate of hit-and-run crashes compared to other cities in Wisconsin. In recent years, 32% of Milwaukee crashes were hit-and-run, triple the statewide rate. Hit-and-run crashes are significantly more likely to result in fatal or severe injuries for pedestrians and bicyclists, according to the Milwaukee Crash Analysis Report.

Speeding-Related Traffic Deaths in the City of Milwaukee Compared to the Rest of Wisconsin

Percent change in annual traffic deaths since 2004



Source: Wisconsin Traffic Operations and Safety Laboratory Crash Data Retrieval Facility; *2024 data is preliminary

High Injury Network

High injury networks (HINs) are the street segments where the most people are killed or injured in traffic crashes. This analysis is used to target interventions and will be updated every few years.

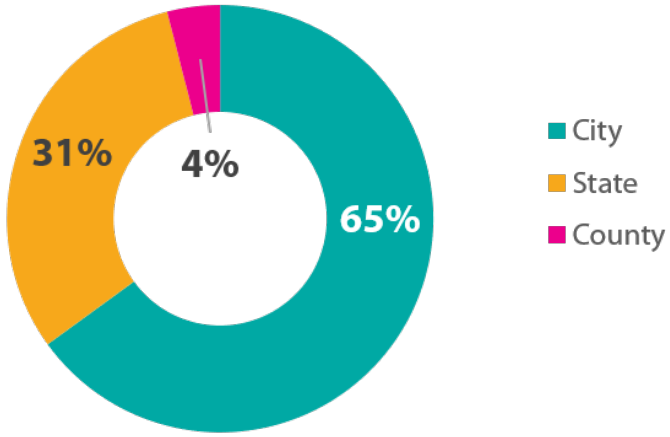
Milwaukee's HIN was developed by creating mode-specific HINs for people walking, biking, and driving and identifying trends and overlaps from these networks. Two tools were used to develop Milwaukee's HIN: (1) a sliding windows analysis, which considers crash history, and (2) the Safer Street Model from the Safer Street Priority Finder Tool, which predicts future crashes. Additional detail is available in the Milwaukee Crash Analysis Report.

Maps of the mode-specific HINs and the combined HIN are available on the City's website at milwaukee.gov/Crash_Report.

9% of streets account for **59%** traffic deaths

The City of Milwaukee does not own or control all streets in the high injury network.

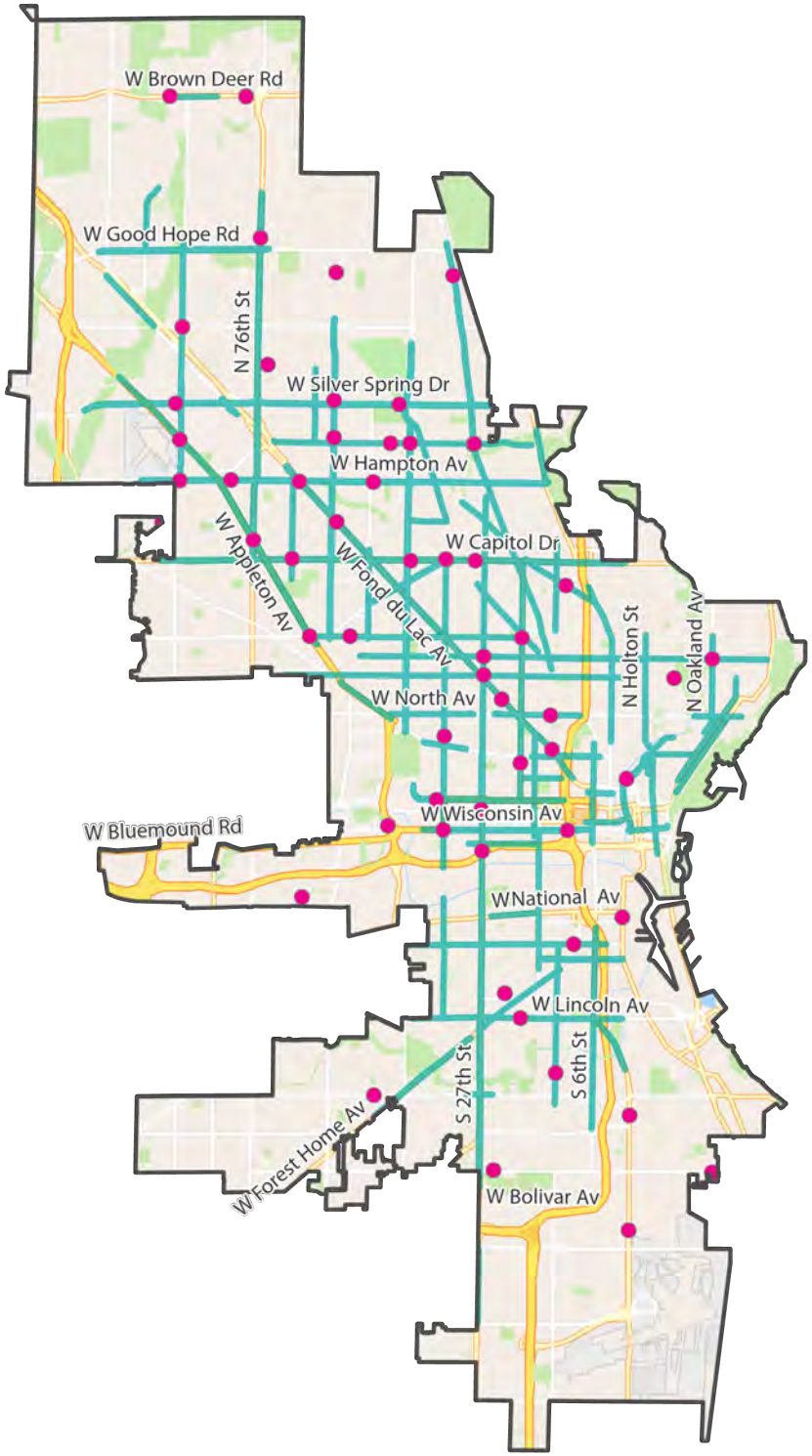
Who Owns the High Injury Street Network?



High Injury Network Map

- 2024 Traffic Deaths
- 2025 High Injury Network (All Modes Combined)

2024 data is preliminary. The map does not include interstate traffic deaths.



City of Milwaukee Traffic Violence Facts Summary

Milwaukee's Vision Zero approach is grounded in reliable data and concrete evidence to minimize the impact of bias or stereotypes and increase the likelihood of success. Key facts that inform The City of Milwaukee's Vision Zero approach and Plan include the following.
(Source: 2023 Milwaukee Crash Analysis, unless otherwise noted.)

1. African Americans are nearly twice as likely to be injured or killed in a traffic crash.
2. Despite common assumptions, younger drivers do not make up a disproportionate share of drivers involved in crashes.
3. People outside of cars are disproportionately likely to be killed or seriously injured in crashes. 17% of pedestrian crashes result in death or severe injury, 6.7% of bicycle crashes result in death or severe injury while only 0.83% of driver crashes result in death or severe injury.|
4. Speeding (even 5 mph over) leads to more injuries and deaths. Streets with speed limits of 30-35 mph have the most injury and death causing crashes for all users.
5. Fatal crashes involving speeding in the City of Milwaukee have increased 127% since 2002, while declining 22% for the rest of the state. *Source: City analysis inspired by Public Policy Forum research https://wispolicyforum.org/research/traffic-deaths-surge-in-milwaukee-county-while-falling-elsewhere*
6. 9% of streets have 59% of traffic deaths. This select group of street segments is called the High Injury Network. Different agencies have jurisdiction over the High Injury Network. 65% of the HIN is City of Milwaukee streets, 30% is State highways, and 5% is County highways.
7. The City of Milwaukee hit and run rate is triple the state average, delaying delivery of critical medical care.
8. Seatbelts save lives—yet 70% of car occupants killed in crashes in 2022 in Milwaukee weren't wearing one. Seat belts: A life or death decision in Milwaukee.
9. Traffic calming works – on streets where traffic calming projects were installed between 2020 and 2023, drivers were 26% less likely to speed and 46% less likely to drive 10 mph or more over the speed limit, according to City analysis.
10. Residents want safer streets and it's impacting public health. According to the pre-plan survey, 71% would walk or bike more if it were safer. 72% avoid certain streets, and 67% are fearful or anxious about drivers hurting them. Only 6% have not been impacted by street safety.

Xaiver Casanova Davis, a victim of traffic violence, took this picture before he was killed while legally crossing the street by a hit-and-run driver in 2022.

Chapter 3

Community Engagement in the Planning Process

Chapter 3 Community Engagement in the Planning Process

Key Takeaways

- Public outreach for the Vision Zero Action Plan was conducted in 2024 and 2025 with 1,835 people participating in-person or online via survey.
- Across input methods and racial groups, people wanted:
  - Streets that are designed for safety over speed
  - Traffic laws enforced
  - Alternatives to driving improved
  - High-tech solutions explored
- The Vision Zero Plan was developed in collaboration with two advisory groups: the Vision Zero Community Advisory Committee, comprised mainly of community partners, and , The Mayor's Vision Zero Workgroup, comprised of representatives from City of Milwaukee Departments.

Community voice is essential to creating an effective plan and was integral in this planning process. In January 2024, the Vision Zero planning process kicked off with an Open House. Since then, nearly 2,000 people have provided input on how to achieve Vision Zero through surveys, community leader discussions, Mayor's Vision Zero Workgroup, the Community Advisory Committee and more.

Community members and City staff have worked together and listened to each other to create a Vision Zero Action Plan that reflects the multifaceted nature of the traffic violence problem and corresponding solutions. Achieving Vision Zero requires a holistic approach—reducing speeds, implementing diverse strategies across locations and professions, and uniting around a shared goal to make progress. With this plan, we are on the path to zero fatalities on our streets.

Open house kickoff event at the Office of African American Affairs, January 2024.

Planning Process Overview

The planning process for this plan included:

Review of Past Plans

- Thousands of residents have shared hundreds of ideas for safer streets over the last decade. Many of those ideas were incorporated as recommendations in adopted plans (City-County Carjacking and Reckless Driving Taskforce Report, Milwaukee by Bike Plan, Pedestrian Plan, Safe Routes to School Plan, Climate and Equity Plan, Connec+ing MKE: Downtown Plan 2040, etc.)
- Many recommendations have been implemented (i.e. expanding traffic calming, supporting free Driver's Ed, adopting Vision Zero, establishing a Traffic Safety Unit). Those that weren't implemented were shared back with the community to be updated and reviewed for relevancy.

Data to Identify the Scope of the Problem

- Milwaukee has experienced major increases in deaths and life-changing injury from traffic.
- The City of Milwaukee Crash Analysis Report created a High Injury Network and 20-year crash analysis to help inform strategies.

Draft Plan Review

- Refreshed and updated recommendations with both community and stakeholder input were shared for round two public input
- The public had a month to review the draft plan and provide final comments
- Public comment was analyzed and used to update the plan

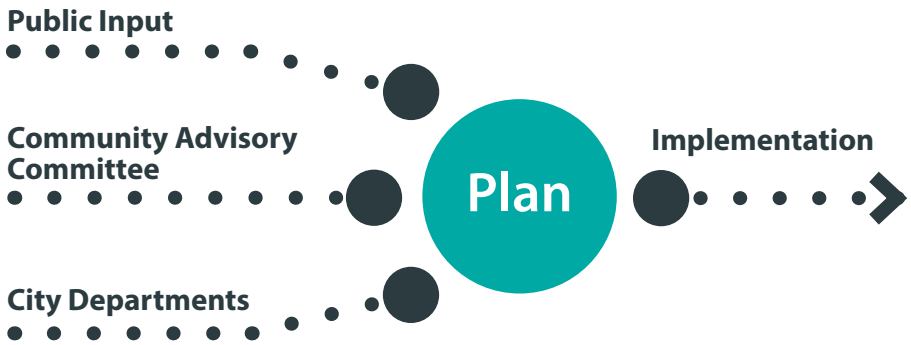
Plan Adoption

- Vision Zero Action Plan proposed for adoption
- Convene public meetings with a Common Council Committee

Next Steps: Implementation and Updates

- Once adopted, the plan will be implemented by many City of Milwaukee departments and outside partners
- Progress will be reported out publicly
- Community feedback, data, and crash trends will be used to update the plan periodically
- Ongoing community education on the plan and action items

Braiding different stakeholders together



Community Input

Overview

Community voice is essential to creating an effective plan and was integral in this planning process. Public outreach for Vision Zero Action Plan was conducted in two rounds in 2024 and 2025 with 1,835 people participating in-person or online via survey. Across input methods and racial groups, people wanted:

1. Streets that are designed for safety over speed
2. Traffic laws enforced
3. Alternatives to driving improved
4. High-tech solutions explored

The goal of the public input process was to collectively identify the problem, brainstorm solutions, review and respect past community input and prioritize past recommendations. This process yielded potential activities with broad community support that were shared with the Community Advisory Group and internal stakeholders for development into actionable and effective recommendations to make real progress on moving closer to Vision Zero.

The public input process was designed to be accessible, meaningful, actionable, and equitable. The survey was available in multiple languages, simplified to accommodate basic reading levels, and provided in-person in neighborhoods with higher traffic violence levels. People were encouraged to take the online survey through the city website, e-notify/email, community group emails, and social media as well as through in-person options including open houses, community meetings, presentations, library intercepts, and mobile bike repair events at parks. The open houses were bilingual, along high-crash locations, and two were especially focused on accessibility with outreach to various disability rights groups.

In round one, a total of 1,087 surveys with broad categories of recommendations were collected between February 8, 2024 and August 16, 2024 along with four open houses where 81 people voted on more detailed recommendations. These processes yielded potential activities with broad community support that were shared with the Community Advisory Group and internal stakeholders and developed into seven big goals and 96 actionable and effective recommendations.

In round two, beginning March 24, 2025, the Draft Vision Zero Action Plan was published alongside an updated survey that 536 people completed by April 24. Two open houses, a workshop with impacted families, and an online webinar were held for community members to share feedback on the draft plan.

Seeking Inclusivity with Open Houses and Targeted Meetings

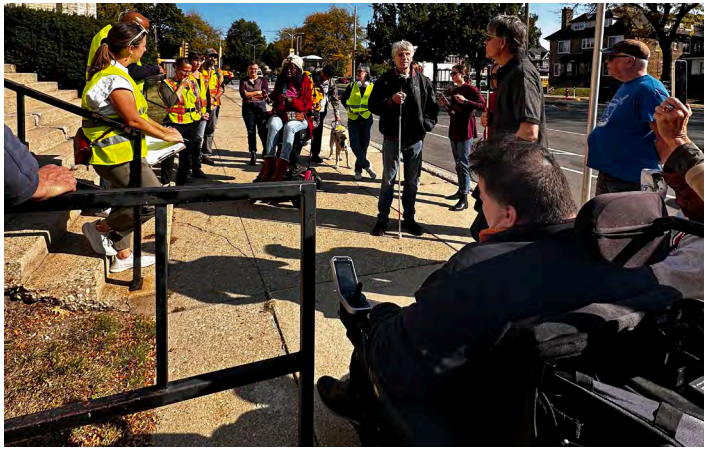
Traffic violence has been a major issue in Milwaukee for more than a decade. Therefore, even before Vision Zero was a formal program or policy in the city, community members expressed their desire for safer streets and shared ideas to achieve that through other planning processes. Many of these ideas have already been implemented by various departments or community partners, representing significant achievements.

The remaining past recommendations were shared with the public to confirm their continued relevance and desirability while also creating space for new ideas. In two of the Open Houses, people had 10 votes to use on 40 such recommendations. In the two meetings focused on people with disabilities, the structure was an open conversation to ensure that everyone could participate and highlight specific issues they, or the group they represented, face. Nine key ideas emerged from these meetings and were carefully integrated with the Open House data to create a top 20 list of recommendations that are inclusive of people with disabilities.

Survey Results

The survey aimed to collect data on the local, human impact of traffic violence, its significance to the community, and the broad categories of actions considered most effective. Given the availability of comprehensive demographic data and the disproportionate impact of traffic violence on different racial groups, the results were analyzed by race. Across all groups, there was broad consensus on the seriousness of traffic violence and potential solutions.

Priorities from Disability Rights Community



- Improve transit of all types
- Conduct outreach and engagement that is diverse and accessible
- Work with DMV to improve more effective, safety focused, and accessible education
- Get people driving to yield to pedestrians in all crosswalks, marked and unmarked, and at signals.
- Traffic operations and designs must follow the ADA, use universal design principals, and prioritize slow speed and pedestrian safety
- Ban Right Turn on Red in at least some locations
- Walk signal to be on recall (automatic with every green light)
- Explore data gaps to better understand the impact of traffic violence on the disabled community in terms of safety and mobility
- Support reductions in vehicle size/weight for safety and ADA accessibility (tall vehicles are an issue for many people with mobility challenges)
- Ensure safe winter travel for disabled pedestrians with better sidewalk and crosswalk snow clearance operations and policies

Key Survey Demographics

- Approximately 84% (1367 responses)came from City of Milwaukee residents.
- The majority of survey respondents identified as white (60%), followed by Black or African American (17%) and Hispanic or Latino (7%). The distribution represents an over representation of white respondents and an underrepresentation of Black or African American and Hispanic or Latino respondents, compared to the City of Milwaukee population overall.
- The vast majority of individuals reported driving (84%), followed by walking (69%), and riding as a passenger in a car (50%) as the forms of transportation they used multiple times per month, on average.

Key Survey Findings

- 73% 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.
- 75% 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 5% reported that traffic safety issues haven't impacted them.
- 58% 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.
- A breakdown of average ratings by race/ethnicity is shown below. All racial groups chose the same two top-rated strategies for effectiveness.
- When asked which three strategies should be focused on first, the most common responses were:

Average Ratings on 5 Point Scale for Traffic Safety Effectiveness (Survey #1)	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

1. Build safe streets for all users, prioritizing the most dangerous streets

2. Support accountability in the justice system with a focus on prevention

3. Champion pro-safety state law changes

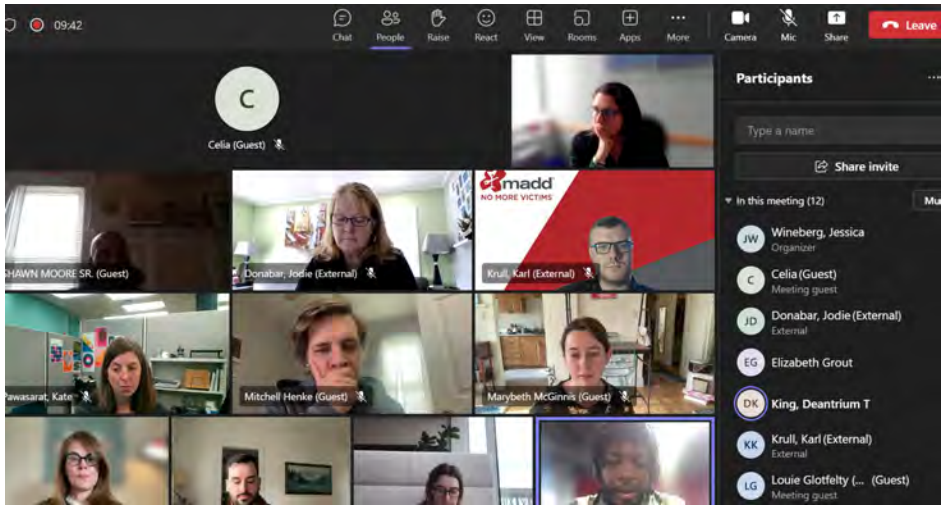
Public Input Methods

The input methods were selected to work for different groups, gather different information, and balance each other out in terms of limitations and benefits.

Method	Goal	Outcome	Limitations	Benefits	Participants	Locations
Open House	**COLLABORATE** Ensure community capacity to play a leadership role in implementation of decisions	Prioritized detailed recommendations	Little demographic data collected, fewer people can participate in-person	People shared 1 hour+ of their time and wrestled with complex topics and ideas	2024: 81 2025: 96	Milwaukee Public Library- Mitchell Street and Villard Square Branches, Office of African American Affairs, Independence First, Impacted families at Marquette, and online
Survey - in person	**INVOLVE** Ensure community needs and assets are integrated into process & inform planning	Personal impacts of traffic violence quantified, prioritization of broad categories of action	More resource intensive	More representative sample, demographic data allows for subgroup analysis	2024: 298 2025: 50	Libraries (Atkinson, Villard Square, Mitchell Street, Good Hope, King) Parks (Franklin Square, Mitchell, Neighborhood House, Burnham Playfield, Green Bay Ave, Clarke Square, Merrill, Columbia Playfield) Community Events & Meetings (Rooted and Rising, Near West Side, Medical College of Wisconsin, MATC, Daddy's senior meals, Amaranth Cafe, Wheel and Sprocket Bike Expo)
Survey - online	**CONSULT** Gather input from the community	Individual impact of traffic violence quantified, prioritization of broad categories of action, detailed information on enforcement	Online respondents were whiter and older than the population, people outside of community can take it	Easiest way to get the most responses and the most questions answered, demographic data allows for subgroup analysis, low cost	2024: 1087 2025: 536 + 35 in webinar	Online, 84% live in Milwaukee

Advisory Groups

The Vision Zero Plan was developed in collaboration with two advisory groups: the Vision Zero Community Advisory Committee, comprised mainly of community partners, and another, The Mayor's Vision Zero Workgroup, comprised of representatives from City of Milwaukee Departments that will play an essential role in plan implementation.



Vision Zero Community Advisory Committee (CAC)

The Community Advisory Committee brought together partners from Bublr Bikes, Milwaukee Recreation Driver's Ed, Milwaukee County, Wisconsin Bike Fed and MilWALKee Walks, the Safety and Civics Commission, the City of Milwaukee Pedestrian and Bicycle Advisory Committee, the Coalition for Safe Driving, Menomonee Valley Partners, Mothers Against Drunk Driving, the 30th Street Equitable Trail Development Coalition, and Quad Graphics.

The CAC met throughout the planning process to provide community input, review and prioritize the recommendations from community outreach, inform community outreach plans, and provide feedback on the Vision Zero Plan draft. Advisory committee members shared essential guidance on crafting accessible plan language, ensured equity considerations were embedded throughout the process and the plan, and tapped into community networks to promote opportunities to participate in plan development.

Mayor's Vision Zero Workgroup

Multiple City departments are already active on Vision Zero, from DPW for street design to MFD for crash response. Department leaders met monthly to review crash data, survey data, current programs, and the top recommendations from public input to develop new ideas. They refined the recommendations based on their direct experience and insights as experts in the field. The diverse and salient perspectives from police, EMS, engineers, planners, health department, educators, City Attorney, municipal court, violence prevention, and government affairs staff fostered creative brainstorming and laid the groundwork for future cross-departmental collaboration and programs.

Chapter 4

Strategies and Actions

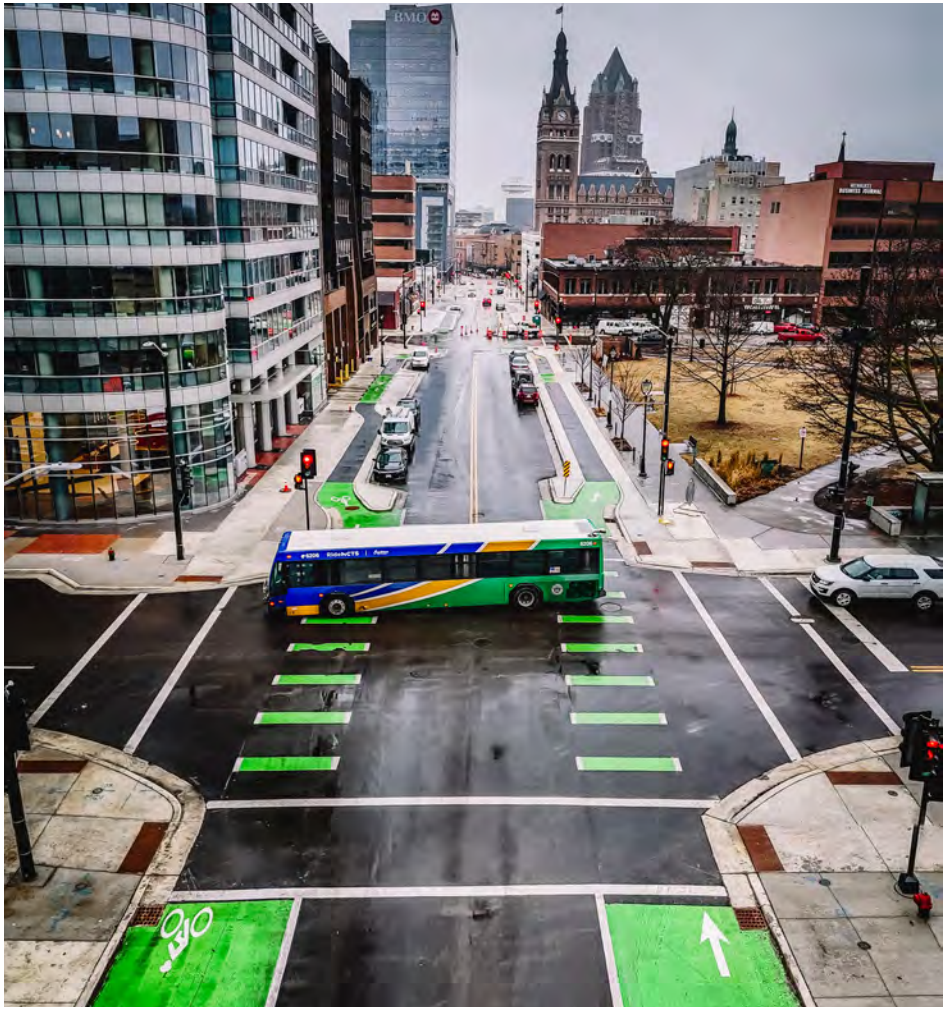
Chapter 4 Strategies and Actions

Key Takeaways

- The strategies and action items in this plan must be implemented to achieve Vision Zero.
- These action items come from a mix of community input, expert insight, and data, as outlined in past chapters.
- The recommendations are organized into seven strategies and over 100 action items.

All public input was shared with the Community Advisory Committee and the Mayor's Vision Zero Workgroup to inform the development of actionable and community supported the action items. Several actions in this plan are already underway, while others are not yet started and may require additional funding or staffing to address

The strategies that organize the actions reflect the survey findings, while the top 20 ideas from the public meeting are key actions in this plan. Community members will have the opportunity to learn more about the plan, get involved in implementation and oversight, and help with future updates. This plan is a working document and will be updated.



What are the key actions to achieve Vision Zero in Milwaukee?

1. Build Safe Streets for All Users, Prioritizing the Most Dangerous Roads

- Prioritize Safety Improvements on the High Injury Network (HIN)
- Operationalize the Complete Streets Handbook including equity-based road project prioritization tools and public education on process
- Proactively address safety concerns in high-risk areas
- Improve lights, signs, and signals to reduce speeds and promote pedestrian safety, prioritizing the HIN
- Utilize the Citywide Transportation and Mobility Plan to prioritize projects and address action items in the VZAP
- Support transportation options

2. Support Accountability in the Justice System with a Focus on Prevention

- Equitably focus traffic law enforcement on driving behaviors that contribute to death and injury
- Support court system options that emphasize prevention, education, accountability, and harm repair
- Improve administration of transportation safety laws to deter dangerous behavior, support prevention, and provide justice to impacted families

3. Foster Vibrant, People Centered Places

- Enact land use policies that support dense, mixed-use development and encourage public transit
- Reimagine streets as places for people

4. Promote Traffic Safety through Communication, Encouragement, and Education

- Conduct proactive community outreach on street projects, such as door knocking, block meetings, walks, bike rides, community events, etc.
- Educate the public on traffic laws, slower speeds, traffic violence, traffic calming effectiveness, Vision Zero, etc. through innovative campaigns, community-driven methods, and partnerships
- Develop ongoing, multi-channel community engagement methods, such as advisory committee(s), public meetings, surveys, direct neighborhood outreach, and coalitions
- Build a culture of safety, centering those directly impacted by traffic violence
- Support transportation education for all ages, transportation methods, and abilities

5. Ensure Timely and Effective EMS and Medical Care

- Implement technology and quality improvement changes

6. Advocate for Safer Vehicles

- Advocate for federal regulation and law changes to make vehicles safer, especially for pedestrians
- Use technology to improve safety and lead by example
- Incentivize smaller and lighter vehicles to reduce crash impacts

7. Champion State-Level Changes

- Advocate for state-level Vision Zero policies
- Enhance accountability for unsafe driving
- Reform licensing and regulations to promote safety and equity
- Secure diverse and sustainable funding

	Vision Zero Overarching Goals	Primary Department
1	Build Safe Streets for All Users, Prioritizing the High Injury Network (HIN)	Department of Public Works
2	Support Accountability in the Justice System with a Focus on Prevention	City Attorney, Milwaukee Police Department, Municipal and Criminal Court
3	Create Vibrant, People Centered Places	Department of City Development, Department of Public Works
4	Promote Traffic Safety through Communication, Encouragement, and Education	Multiple
5	Ensure Timely and Effective EMS and Medical Care	Milwaukee Fire Department
6	Advocate for Safer Vehicles	Intergovernmental Relations Division, Fleet
7	Champion State Law Changes	Intergovernmental Relations Division, City Attorney

Action Item Source Symbols

Past plan **Public input** **Expert Insight**

Abbreviations

ACRJ	Andrew Center for Restorative Justice- Marquette University
BIDs	Business Improvement Districts
Bike Fed	Wisconsin Bike Fed
BOTS	Bureau of Transportation Safety (WisDOT)
CA	City Attorney
CBO	Community-Based Organization
Clerk	City of Milwaukee - City Clerk's Office
CLC	City of Milwaukee Licensing Committee
County	Milwaukee County
Courts	Municipal and Criminal Court
DA	Milwaukee County Distirct Attorney
DCD	City of Milwaukee Department of City Development
DHS	State of Wisconsin Department of Health Services
DNS	City of Milwaukee Department of Neighborhood Services
DPW	City of Milwaukee Department of Public Works
ECO	City of Milwaukee Office of Environmental Collaboration
FLEET	City of Milwaukee Department of Public Works Fleet
INV	City of Milwaukee Innovation Office
IRD	Intergovernmental Relations Division
MADD	Mother's Against Drunk Driving
MCDOT	Milwaukee County Department of Transportation
MCTS	Milwaukee County Transit System
MFD	Milwaukee Fire Department
MHD	Milwaukee Health Department
MPD	Milwaukee Police Department
MPL	Milwaukee Public Library
MPS	Milwaukee Public Schools
MKE Rec	Milwaukee Recreation
Muni	Municipal Court
MVP	Menomonee Valley Partners
NIDs	Neighborhood Improvement Districts
OEM-EMS	Milwaukee County Office of Emergency Management and Emergency Medical System
Parks	Milwaukee County Parks
Sheriff	Milwaukee County Sheriff
UWM	University of Wisconsin-Milwaukee
VZ	City of Milwaukee Vision Zero Office
WAPP	Wisconsin Alcohol Policy Project
WCS	Wisconsin Community Services
WisDOT	Wisconsin Department of Transportation

1 Build Safe Streets for All Users, Prioritizing the High Injury Network (HIN)

#	Key Actions	Lead	Partners	Source
Prioritize Safety Improvements on the High Injury Network (HIN)				
1	Create a program to quickly deliver rapid implementation safety measures on the City-owned HIN (i.e. all-way stops/traffic circles, bump-outs or refuge islands, additional speed limit posting, etc.)	DPW		
2	Update the HIN every 3 years	DPW		
3	Set speed limits and street design speeds to support public health and the elimination of traffic deaths and life-changing injuries	DPW	WisDOT, MCDOT	
4	Partner with County and DOT to address HIN segments under their jurisdiction	DPW	WisDOT, MCDOT	
5	Factor HIN status into project selection and design process	DPW		
Operationalize Complete Streets Handbook including equity-based street project prioritization tools and educate public on process				
6	Maintain and promote online, interactive project map and pages	DPW	VZ	
7	Integrate proactive community outreach into street redesign process (such as door knocking, block meetings, walks, bike rides, community events, etc.)	DPW	MVP	
Improve lights, signs, and signals to reduce speeds and promote pedestrian safety, prioritizing the HIN				
8	Install and upgrade street lighting with pedestrian safety benefits prioritized	DPW		
9	Implement effective and innovative pedestrian safety signal policies and designs, such as leading pedestrian intervals, ped signal on recall (button push not needed), and right turn on red prohibition	DPW		
10	Replace unwarranted traffic signals with all-way stops, diverters, raised intersections, or roundabouts	DPW		
11	Implement new speed limit setting methodology to minimize human harm	DPW		

Continued on next page

Action Item Source Symbols

Past plan **Public input** **Expert Insight**

Continued from previous page

1 Build Safe Streets for All Users, Prioritizing the High Injury Network (HIN)

#	Key Actions	Lead	Partners	Source
Proactively address safety concerns in high risk areas				
12	Develop process to deliver improvements adjacent to schools, parks, and libraries specifically for child pedestrian safety	DPW	MPS, MCP, MPL, CBO	
13	Promote Community-Led Traffic Calming program and develop public progress reporting to address community-identified safety concerns	DPW	CBO	
Support mode choice				
14	Close gaps in the sidewalk network and ensure accessibility for all users	DPW		
15	Collaborate with transit operators to design and operate streets to support transit and transit users	DPW	MCTS	
16	Close gaps in the bike network and expand protected bike lanes to serve all ages and abilities	DPW	MCP, DNR	
17	Embraced shared-mobility and micro-mobility options with programs and policies	DPW		
18	Identify funding for Bike Share operations to expand support for equity and access	DPW	Bublr	
19	Utilize the 15 feet of curb zone near crosswalks where parking is illegal, for safety and community benefit (planting beds, art, scooter or bike parking, etc.)	DPW		
20	Enforce snow removal ordinance, especially at and around bus stops	DNS	DPW	

Action Item Source Symbols

Past plan **Public input** **Expert Insight**

2 Support Accountability in the Justice System with a Focus on Prevention

#	Key Actions	Lead	Partners	Source
Equitably focus traffic law enforcement on driving behaviors that contribute to death and injury				
1	Maintain Traffic Safety Unit, website, and public reporting of traffic enforcement	MPD		
2	Fully utilize and increase enforcement grants for speeding, seatbelt, crosswalk, and Operating While Intoxicated (OWI) violators and deploy to High Injury Network (HIN) areas	MPD	UWM, Sheriff	
3	Implement programs to identify repeat speeding and reckless driving offenders and reduce speeding recidivism through targeted enforcement , prosecution and education	MPD		
4	Research and pilot emerging technologies to prevent repeat speeding or OWI offenders, such as intelligent speed assist	MHD		
5	Increase compliance with motorized vehicle administrative requirements to promote community safety (license plates, registration, insurance, and driver licensing)	MPD		
6	Prioritize parking enforcement that promotes safety (15-foot no parking zone at crosswalks)	DPW		
Support options in the court system that emphasize prevention, education, accountability and harm repair				
7	Re-establish safe driving diversion classes for people with traffic violations	Courts, MATC	VZ	
8	Develop and implement pilot restorative justice dialogues with people directly impacted (healing circles, victim impact panels, etc.) for vehicle-related offenses, emphasizing accountability, healing, and harm repair	Courts, Marquette Law School, ACRJ	VZ	
9	Increase municipal court accessibility (community court, expanding hours and locations, etc.)	Muni Court	MPL	
10	Research equitable models of traffic enforcement and adjudication (i.e. income-based payment models, late fee holidays, classes insteadof fines, reinstatement processes)	MHD	CBO	
11	Conduct racial equity impact assessment of current practices	MHD	CBO	
Improve administration of transportation safety laws to deter dangerous behavior, support prevention, and provide justice to impacted families				
12	Convene justice system and DOT partners to improve administration of transportation safety laws	Mayor's office		
13	Continue to support Driver License Recovery program	City	WCS	
14	Pilot the new "place of last drink" reporting process to address patterns of over-service with education and license review	MPD	MHD, WAPP, CLC	
15	Analyze emerging trends in crash and court data, including unlicensed drivers, unregistered vehicles, OWI, fleeing officers, disability status, and/or stolen vehicles	MHD	MPD	
16	Research the impact of non-safety related driver's license issues for low-income drivers (suspension, revocation, never licensed, etc.)	MHD	MPD, CBO	

3 Foster Vibrant, People Centered Places

#	Key Actions	Lead	Partners	Source
1	Enact land use policies that support dense, mixed-use development and encourage public transit	DCD and DPW	MCTS	
2	Support programs and policies that contribute towards the City's Vehicle Miles Traveled (VMT) reduction goal of 20% by 2030 (from 24.4 miles per capita to 19.5 miles per capita)	DCD and DPW	MCTS, CBO	
3	Leverage funds from Tax Increment Districts for street safety improvements as possible	DPW and DCD		
4	Support place-making and using street right-of-ways for non-transportation community benefits (art, green infrastructure, public gatherings, business opportunities, etc.)	DPW and DCD	BIDs, NIDs, MCTS	
5	Use Comprehensive and Area planning processes to identify locations for complete streets investments	DCD and DPW	CBO, BIDs	
6	Support implementation of Comprehensive Plan by participating in street design meetings to represent community interests in transportation safety	DCD	DPW	
7	Implement Growing MKE land use and zoning recommendations to support walkable and mixed-use communities for all ages	DCD		
8	Explore additional zoning code updates to support Vision Zero (regulations related to auto-oriented uses, such as gas stations and drive-through establishments)	DCD		
9	Update building codes to reduce fire safety hazards from electric batteries in cars, bikes, and mobility devices	DNS	DCD, MFD, CA, ECO	
10	Consider changes to alcohol licensing based on crash and OWI data	Clerk	MPD, MHD, CLC	

Action Item Source Symbols

Past plan **Public input** **Expert Insight**

4 Promote Traffic Safety through Communication, Encouragement, and Education

#	Key Actions	Lead	Partners	Source
Conduct proactive community outreach on street projects, such as door knocking, block meetings, walks, bike rides, community events, etc.				
1	Develop and share easy-to-understand materials on common project types	DPW	VZ	
2	Leverage existing City networks for communication (libraries, 60+ Neighborhood Improvement Districts and Business Improvement Districts, Board of Health, Pedestrian & Bicycle Advisory Committee, MKE Elevate Action Teams, etc.)	VZ, DPW	MHD, MPL, DCD, ECO, CBO	
3	Conduct ongoing, multi-channel community engagement to build broad community awareness of Vision Zero and VZ supportive projects (advisory committee, coalition development, surveys, direct neighborhood outreach, etc.)	VZ	CBO, MPL	
Educate the public on traffic laws, slower speeds, traffic violence, traffic calming effectiveness, Vision Zero, etc. through innovative campaigns, community driven methods, and partnerships				
4	Develop and deliver effective mass media messages through grant funding and partnerships	VZ, DPW	MHD, BOTS, CBO	
5	Develop a free Driver's Education Refresher course; pilot the course at five libraries in 2025	VZ	MPL	
6	Conduct focus groups and/or polling to develop effective safe streets messages and campaigns	DPW	VZ	
7	Maintain and improve Vision Zero Traffic Violence Dashboard for public communication with additional trend and time frame comparison options	VZ	MPD, WisDOT	
8	Hire an Education and Outreach Specialist to develop partnerships, curricula, and deliver classes	VZ	DPW	
9	Hire seasonal part-time outreach staff	VZ	DPW	
10	Coordinate with Wisconsin Bureau of Transportation Safety (BOTS) for strategic alignment, technical assistance, and funding	VZ	DPW, BOTS	
Develop ongoing, multi-channel community engagement methods, such as advisory committee(s), public meetings, surveys, direct neighborhood outreach, and/or coalitions				
11	Promote the new Community Led Traffic Calming (CLTC) program to proactively serve residential streets, focusing near schools and parks	DPW	CBO	
12	Provide opportunities for employees, stakeholders, local leaders, and residents to understand the Safe Systems approach and communicate about safety projects	VZ, DPW	MHD	
13	Host a recurring Vision Zero summit for community members and practitioners to share and learn together	VZ	MHD, CBO	
14	Host educational opportunities for internal and external partners	VZ, DPW	MHD, MPL, DCD, ECO, CBO	

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4 Promote Traffic Safety through Communication, Encouragement, and Education

#	Key Actions	Lead	Partners	Source
Build a culture of safety, centering those directly impacted by traffic violence				
15	Support and expand holistic prevention through youth development programs like Camp Rise and Earn & Learn	Mayor's Office	CDBG	
16	Provide trauma-informed support and healing services to victims of traffic violence through the Office of Community Wellness and Safety, including the facilitation of restorative justice healing circles.	OCWS	VZ	
17	Establish restorative justice practices that create opportunities for victims and their families to share their experiences and articulate the individual and collective impact of traffic-related harm.	VZ, ACRJ	OCWS	
18	Conduct equity-focused research on the root causes of traffic violence to inform interventions and policy development (hit and runs, OWIs, "place of last drink", risky driving motivations, fleeing from officers, low seatbelt usage, etc.)	MHD	VZ, Universities	
19	Review municipal alcohol policies; consider implementing the recommendations of the Moving Forward: Policies and Strategies to Prevent and Reduce Excessive Alcohol Use in Wisconsin report	VZ	MHD, DCD	
Support a continuum of multi-modal and multi-age transportation education				
20	Convene committee to review the content and accessibility of official driver education materials	VZ	MPL, County, MKE Rec, WisDOT, Bike Fed	
21	Continue and expand the Safe Routes to School program (walking and biking education)	Bike Fed	MPS	
22	Promote Milwaukee County Transit System's (MCTS) transit education programs	MCTS	VZ	
23	Create and pilot a 1-hour curriculum on transportation costs for required high school personal finance classes	VZ	MPS, Bike Fed	

Action Item Source Symbols

Past plan **Public input** **Expert Insight**

5 Ensure Timely and Effective EMS and Medical Care

#	Key Actions	Lead	Partners	Source
1	Improve EMS response times by expanding Opticom signal priority system, maintenance, and infrastructure	DPW	MFD, County, State	⚙
2	Promote the safety of workers and first responders via technology and enforcement to improve driver compliance with work zones and emergency closures	MPD	MFD	⚙
3	Support quality improvement in EMS and the medical system to promote better outcomes for victims of traffic violence	MFD	State DHS, County OEM-EMS	⚙
4	Decrease demand on the EMS system, reducing overall cost as well as subsidy payments to private ambulance services	MFD, Innovation		⚙

Action Item Source Symbols — Past plan · Public input · Expert Insight

6 Advocate for Safer Vehicles

#	Key Actions	Lead	Partners	Source
Advocate for federal regulation and law changes to make vehicles safer, especially for pedestrians				
1	Support new crash testing standards for non-occupants (no vehicle should earn a five-star rating if it does not meet pedestrian crash-worthiness standards)	VZ	IRD	
2	Support the Road to Zero Coalition's advocacy for federal regulations on vehicle design and weight to reduce fatalities, as outlined in "Massive Hazards: How Bigger, Heavier Light Trucks Endanger Lives on American Roads	VZ	IRD, MHD	
3	Advanced Driver Assistance System (ADAS) features must be evaluated based on their ability to sense and protect people outside the vehicle (wheelchair, walking, biking, scooters, etc.) and in all weather and lighting conditions	VZ	IRD	
4	Adopt a minimum forward visibility standard for passenger vehicles and heavy trucks	VZ	IRD	
5	Advocate for improved federal safety regulations for electric vehicle batteries, including for fire response and extraction	VZ	MFD, ECO	
Use technology to improve safety and lead by example				
6	Advocate for federal rules, regulations, and laws that support passive substance-use technology and Intelligent Speed Assist (i.e. the New Car Assessment Program, HALT Act, etc.)	VZ	IRD	
7	Pilot new vehicle safety technologies in the City fleet, such as intelligent speed assist	DPW	VZ	
8	Support the transition to e-mobility while protecting consumers, structures, and EMS from emerging safety issues	MFD, DCD	ECO, DPW	
Incentivize smaller and lighter vehicles to reduce crash impacts				
9	Explore graduated vehicle fees based on weight and height	1,000 Friends		
10	Maintain current standard dimension for parking stalls, do not expand	DPW	DCD	
11	Seek the smallest vehicle for the job in fleet vehicle purchasing	DPW		

Action Item Source Symbols

Past plan **Public input** **Expert Insight**

7 Champion State Law Changes

#	Key Actions	Lead	Partners	Source
Advocate for state-level Vision Zero policies				
1	Reintroduce a statewide Complete Streets law that encompasses design, construction, maintenance, and operations and requires the creation of an action plan for implementers including WisDOT	City	AARP, 1,000 Friends, MADD, County, Bike Fed, Sierra Club	⚙
2	Pass a distracted driving law that bans the use of devices while driving, not just in work zones	County	TBD, City, Bike Fed	⚙
3	Request an Executive Order from the Governor and directive from the Mayor to eliminate the word "accident" and replace with crash in the transportation context for both internal and external communication	City	MADD, Bike Fed, Sierra Club	⚙
Enhance accountability for unsafe driving behaviors				
4	Change state law to clearly establish owner's liability and enable speed and red-light cameras with revenues lock-boxed for programs and projects that improve and self-enforce safe driver behavior	City	County, Bike Fed	💬
5	Increase penalties and treatment of OWIs including universal, mandatory breathalyzers	City	MADD	⚙
Reform licensing and regulations to promote safety and equity				
6	Reestablish driver's licensing that does not require citizenship documentation like 16 other states with non-"real ID" option (repeal March 2006 Act 126)	City	Bike Fed	💬
7	Support funding and integration for transportation safety education in school curriculum including free driver's ed and multimodal content for various ages	VZ, Bike Fed	MPS, MKE Rec	💬
8	Conduct analysis of vehicle sale, license plate, registration (including weight), and fee policies for safety and equity enhancements	City	1,000 Friends, Bike Fed	⚙
9	Conduct equity & policy analysis of Wisconsin auto insurance pricing and minimums	VZ	Universities, MADD, Bike Fed	⚙
Secure diverse and sustainable funding				
10	Advocate for sustainable, adequate, and dedicated transit funding including safe first- and last-mile connections	City, County	AARP, 1,000 Friends, Bike Fed, Sierra Club, MVP	💬
11	Adopt and monitor a funding target to increase the portion of overall FHWA funds administered at the state level going to walking and biking to 2% minimum	City, Bike Fed	County	⚙
12	Leverage funding to build safer streets and advocate for reduced match requirements for high-poverty/high-need municipalities	City, Bike Fed		⚙

Chapter 5

Community Strengths

Chapter 5 Community Strengths

Key Takeaways

- **Partnership is Power** - An incredible network of dedicated community partners and organizations deliver education and programs that promote safety for all road users in Milwaukee. This chapter includes a guide to organizations doing this work in Milwaukee.
- **The Multi-modal Transportation System** provides convenient and high-quality options. Continuing to prioritize transit, bicycle and pedestrian infrastructure, alongside roadway safety improvements supports Vision Zero goals.
- **Local Governments are Aligned on Vision Zero** and working together to implement projects, adopt new technologies, and influence policies at local, state, and federal levels.

Community assets play a key role in Vision Zero achievement. Local community assets include effective community organizations, an existing multi-modal transportation system, and aligned local governments. These assets lay the foundation for effective implementation of the Vision Zero Plan.

Partnership is Power

For decades, individuals, organizations, and governments have partnered to make streets safer by raising awareness about the dangers of reckless driving and urging action at all levels of government. Their efforts have influenced public opinion, transformed street design policy, saved countless lives, and led to the development of the Vision Zero policy and plan.

Milwaukee is fortunate to have incredible community partners and robust education programming that promotes safety for people who take transit, drive, walk, or bike at all ages, some of which are listed below. Continuation and expansion of this work is central to meaningful Vision Zero progress.

NOTE: This list is not exhaustive. Additions and edits are welcome.

Bublr Bikes

Bublr Bikes is Greater Milwaukee's non-profit bikeshare with 120+ stations throughout Milwaukee, West Allis, and Wauwatosa. Bublr serves our community through various programs, including Savvy Cycling which teaches residents safe riding skills, the Access Pass for income-qualified residents, and the B3 Workforce Development Program.

The Coalition for Safe Driving MKE
The Coalition for Safe Driving MKE is a diverse group of community stakeholders, leaders and residents who are making Milwaukee's streets safer for pedestrians and drivers through collaboration and education. They are the lead organizers of the local event for the International Day of Remembrance for Victims of Traffic Violence. New organization or individual members are welcome.

Milwaukee Elevate Built Environment Action Team
The Built Environment Action Team is part of a community health initiative focused on promoting health equity. MKE Elevate's transportation workgroup collaborates to implement capacity building activities that build skills, knowledge, and awareness of safe driving behaviors, active transportation, and the Vision Zero approach.

Milwaukee's Pedestrian & Bicycle Advisory Committee (PBAC)
Milwaukee's Pedestrian & Bicycle Advisory Committee (PBAC) makes recommendations to the Mayor and the Common Council relating to pedestrian and bicycle safety, policy, and encouragement programs. The committee also provides technical assistance for the development of strong partnerships, the effective use of data, the implementation of comprehensive strategies, and the civic engagement of pedestrians and bicyclists.

Milwaukee Public Schools (MPS)
MPS promotes biking and pedestrian safety through physical education classes, bike fleets, and annual events including Pedestrian Bike Safety Week and Adaptive Bikes Day. MPS also collaborates with MKE Rec on driver education and the Wisconsin Bike Fed on Safe Routes to School programs.

Milwaukee Recreation (MKE Rec)
Milwaukee Recreation offers in-person, online, and hybrid Driver Education for people under 18. MKE Rec also offers low-cost community classes for multiple ages including mountain biking, introduction to biking, triathlon, bike repair and community bike club rides.

Northwest Side Community Development Corporation (NWSCDC)
NWSCDC creates stronger neighborhoods, economic growth, wellness, and urban environmental improvements. NWSCDC organizes Soul Roll MKE, an extensive calendar of free bike events throughout the city, and Annual Promise Zone Bike Ride through Milwaukee's 30th Street Industrial Corridor. Explore new developments, green spaces, and trails, while enjoying family-friendly to advanced level rides.

Oak Leaf Familia
Oak Leaf Familia is Milwaukee's inclusive Latine and immigrant cycling club that promotes community health and justice through cycling. Oak Leaf Familia (OLF) organizes rides from spring to fall and partnering with different organizations within the south side community to help everyone enjoy the growing cycling infrastructure.

Red, Bike and Green
Red, Bike, and Green is a Black community-building collective that works to enhance the physical, mental, economic, and environmental health by creating and promoting a relevant and sustainable Black bike culture. Red, Bike, and Green organizes regular group bike rides, often connected to events, holidays, celebrations, or themes to bring Black communities together and make biking not just a mode of travel but a fun and empowering experience for all.

Sixteenth Street Community Health Centers (SSHC)
SSHC's Department of Environmental Health and Community Wellness offers bilingual (Spanish and English) programming to its clients and community members including Kinnickinnic River Family Workshop Bike Tours, Walking and Bike Clubs, high school internships, and a Safe Routes to Transit, which helps break down language and information barriers to accessing the Milwaukee County Transit System. Leaders For Health members act as agents of change in their own community to create a healthy community, expanding, educating and advocating for access to healthy food and safe physical activity.

Vulture Space
Vulture Space is a nonprofit organization that provides the community with a hands-on bicycle workshop and recyclery in downtown Milwaukee, WI. Their mission is to educate the community to use and maintain bicycles as transportation to help build a more sustainable and healthier environment.

Wisconsin Bike Fed
The Bike Fed cultivates, motivates, and unites a strong community of residents as well as business and political leaders to move bicycling forward in Wisconsin through education, legislation, and involvement. Key programs that promote safety for all users in Milwaukee include:

- **Safe Routes to Schools:** Safe Routes to Schools uses education and infrastructure to encourage children to walk and bike to school. In 2021, the City of Milwaukee's Safe Routes to School Strategic Plan was published to coordinate Safe Routes to School efforts across agencies and organizations under a city- and district-wide program.
- MilWALKee Walks is an education program dedicated to solving the pedestrian safety crisis and to empowering residents to make Milwaukee County a safer place to walk and roll.

Multi-modal Transportation System

Milwaukee has a good base level of public transit and multi-modal options for people who do not have or cannot use cars but faces budget challenges. Enhancing transportation options is important for achieving Vision Zero since car use is expensive and not accessible to all ages or abilities.

Transit is also the safest form of transportation and a key Vision Zero strategy. Unfortunately, The Milwaukee County Transit System (MCTS) faces funding challenges at the state and federal level.

"Metro areas can cut their traffic fatality rates 10%-40% by prioritizing transit, bicycle and pedestrian infrastructure in combination with other strategies that reduce driving, such as transit-oriented development."

(source: Public Transit Is Key Strategy in Advancing Vision Zero, Eliminating Traffic Fatalities - American Public Transportation Association)

Housing + Transportation Costs

$10,700+

Average Annual Spending on Operation & Maintenance of a Car

In 2022, about **38,500 households** (17%) in Milwaukee had **no vehicle access**.

Source: American Community Survey

Local transportation assets include:

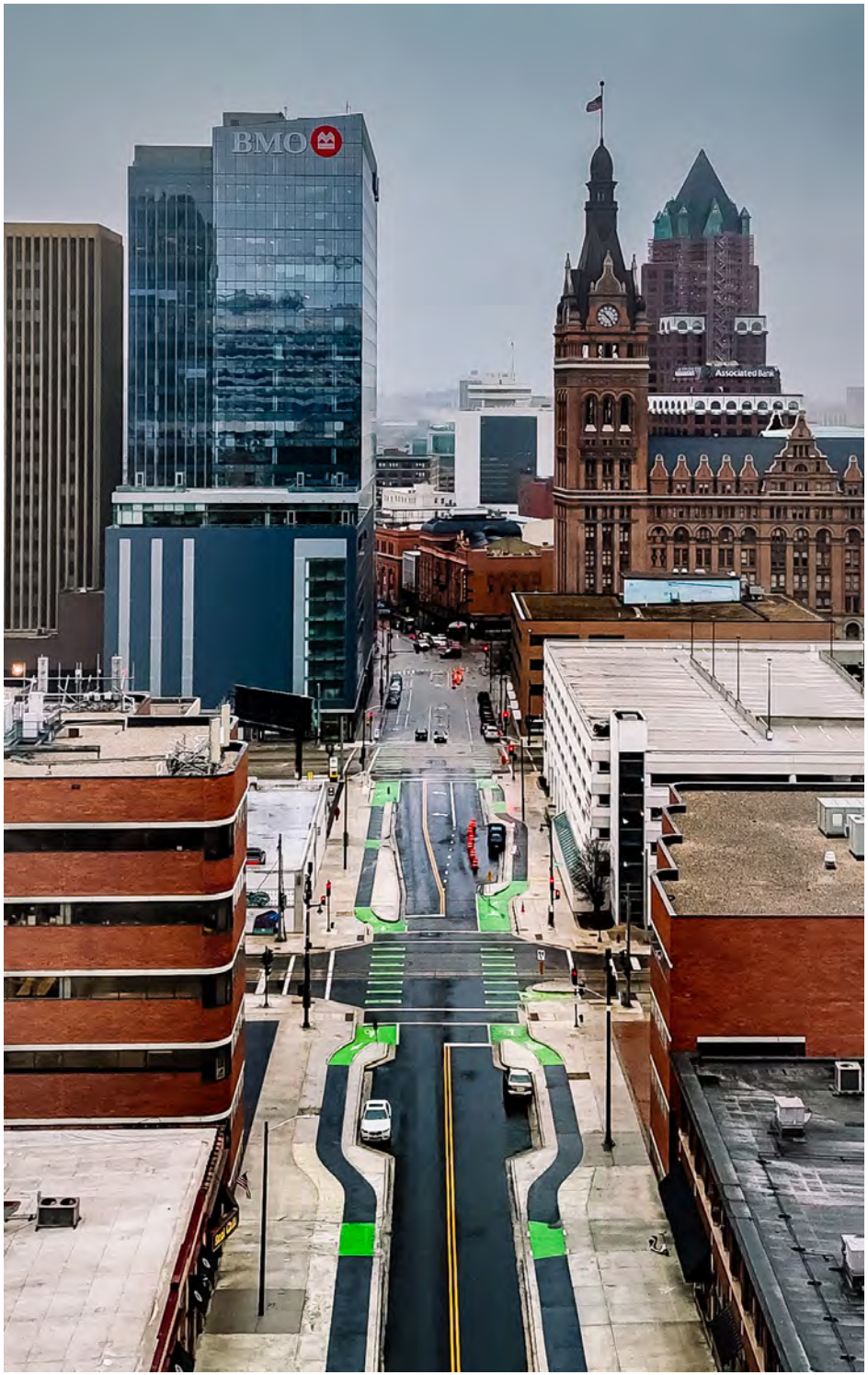
- MCTS, Wisconsin's largest transit agency, provides over 17 million rides annually
- The Hop, a free downtown streetcar
- Emerging protected bike network with 50 miles planned by 2026
- Bike and e-bike rentals through Bublr Bikes
- Shared micromobility options including dockless scooters
- A relatively complete sidewalk network and an Americans with Disabilities Act (ADA) transition plan
- Milwaukee County Parks' 130 mile (and growing) Oak Leaf Trail
- City of Milwaukee KK River Trail and Beerline Trail
- Hank Aaron State Trail
- Dense and vibrant urban neighborhoods allow people to meet many needs through short trips that are ideal for walking and biking

Local Governments are Aligned on Vision Zero

- The City and County have both adopted Vision Zero and have a shared target date of 2037 to eliminate traffic deaths and life-changing injuries in their jurisdictions. The City of Milwaukee's Mayor Johnson and Common Council have been visionary leaders, enacting policies and programs to improve transportation safety through Vision Zero.
- The City of Milwaukee Department of Public Works is implementing the Complete Streets Policy and Handbook to deliver streets that are safe, comfortable, and convenient for everyone, no matter how they choose to travel.

State and Federal Policy Opportunities

- The epidemic of traffic violence is not just in Milwaukee but across the state and nation. This presents opportunities to explore partnerships with the new state legislature and federal administration.
- Federal policy can help speed up adoption of high-tech solutions like intelligent speed assist, ignition interlock, or automatic braking and make them more affordable and common.
- The move to electric vehicles makes some technology-based solutions easier to implement.



Chapter 6

Implementation

Chapter 6 Implementation

Key Takeaways and Next Steps

- **Develop structures for oversight** that center community leadership and bridge the divide between community and government.
  - Vision Zero Community Advisory Committee
  - Mayor's Vision Zero Workgroup
- **Use data and research** to analyze root causes, evaluate emerging evidence-based practices, and monitor trends related to traffic violence.
- **Acknowledge challenges and work creatively.** This works requires flexibility to overcome barriers like cultural norms, legacy infrastructure, and the development and adoption of larger and heavier vehicles.
- **Measure and track progress** in an annual Vision Zero progress report .

Develop Structures for Oversight

This plan urges community members, non-profits, and government employees to partner and play a leadership role in implementation to transform our traffic safety culture. The City will create multiple structures for ongoing Vision Zero Implementation and community involvement. The structures below are intended to bridge the divide between community and governance. New and existing partners are invites to join these bodies as they are developed.

Vision Zero Community Advisory Group will foster democratic participation and equity through community-driven decision-making. The group will meet regularly to provide a platform for meaningful community engagement and oversight to ensure equitable outcomes, measure progress, and coordinate community-wide action. Representatives may include health, safety, and environmental organizations, bike and pedestrian advocacy groups, neighborhood associations, groups representing the interests of diverse populations (communities of color, disability rights, youth & older adults).

Ongoing Community Capacity Building – The Vision Zero program will maintain its commitment to community engagement and education by participating in local events, delivering presentations to community groups, collaborating with coalitions, coordinating trainings, creating an annual report, communicating crash data, and hosting a biennial summit where residents, community partners, and City staff can come together to learn, reflect, and strategize for continued Vision Zero implementation.

Mayor Johnson's Convening of Justice System Partners – Mayor Johnson will invite various justice system partners to collectively discuss traffic violence prevention and adjudication issues and improvements.

Mayor's Vision Zero Workgroup – A team of City leaders will continue to meet regularly to coordinate interdepartmental implementation of City "owned" Vision Zero Strategies. Key departments include the Department of Public Works, Department of City Development, Milwaukee Fire Department, Milwaukee Police Department, Milwaukee Health Department, Milwaukee Public Library, Municipal Court, City Attorney's Office, Department of Administration, and others as necessary.

Intergovernmental Partnership & Coordination – For this plan to succeed, it is essential that the City of Milwaukee maintains strong partnerships and coordination with other levels of government. An example of that partnership is the increasing coordination between the City and County, with the County recently adopting the same Vision Zero goal and target date of 2037.

The County and the State play key roles in traffic safety in the City. The County administers many aspects of the criminal justice system that seek to provide justice and deter dangerous driving behavior (criminal court, county jail, District Attorney's office, Coroner, the Sheriff's Office, etc.), designs and maintains roads (including six miles of the City High Injury Network) and operates the Milwaukee County Transit System. The state provides funding and design standards and has jurisdiction of many streets in Milwaukee (including 39 miles of the High Injury Network).

The City of Milwaukee will continue to partner with Milwaukee County Department of Transportation, Wisconsin Department of Transportation, and the US Department of Transportation to reimagine safety on Milwaukee's streets and prioritize improvements on the HIN. There is a strong history of coordination among these entities that could lead to meaningful progress toward Vision Zero.

Research and Address Root Causes and Trends

Vision Zero is data driven but limited data in some areas that prevents the development of effective interventions. City of Milwaukee Vision Zero seeks to address this by continuing to collaborate with partners at academic institutions, non-profit research and policy organizations and across city departments to analyze root causes, evaluate emerging evidence-based practices, and monitor trends related to traffic violence. Relevant findings will be shared widely with the media, community, and other stakeholders in accessible formats and inform additional prevention interventions.

Support community-engaged research to understand human behavior and effective interventions to promote traffic safety

- Conduct equity-focused research on the root causes of risky driving behaviors to inform interventions and policy development (hit and runs, OWIs, fleeing law enforcement, aggressive driving, speeding, distracted driving, low seatbelt usage, etc.)
- Conduct research, polling and focus groups to inform safe streets messaging and behavior change strategies
- Conduct youth-led focus groups to understand risky driving behaviors among youth and co-develop effective interventions
- Work with partners to develop better exposure data for non-motorized transportation

Monitor and analyze available court, police, and crash data to identify and address concerning trends, disparate racial outcomes, and keep up with emerging best practices to ensure equitable and prevention-focused enforcement strategies.

- Conduct racial equity impact assessment of current practices and disparate outcomes of traffic safety interventions
- Monitor prevalence and associated risk factors for unlicensed drivers
- Research the impact of non-safety related Driver's License issues for low-income drivers (suspension, revocation, never licensed, etc.)
- Monitor prevalence and crash risks for unregistered or stolen vehicles
- Monitor prevalence of Operating While Intoxicated (OWI) and analyze "Place of Last Drink" to address patterns
- Research equitable models of traffic enforcement and adjudication (i.e. income-based payment models, late fee holidays, classes in-lieu- of fines, reinstatement processes)

Analyze emerging trends in Crash Data and Update the High-Injury Network

- Use available crash data to inform targeted interventions and prioritize funding and projects
- Maintain the public Traffic Violence Dashboard
- Continue to update the High-Injury Network with new crash data periodically
- Present an annual high-level report on crash data that analyzes key demographic, modal, geographic and long-term trends

Research Vehicle Safety

- Expand research on the impact of heavier and larger vehicles on crash severity
- Monitor crash outcomes and battery safety for electric vehicles

Expand Research on the Effectiveness of Traffic Calming and Street Design Changes

- Continue to conduct speed studies before and after major street redesign projects and share results with the community
- Evaluate the effectiveness of different traffic calming measures

Adapt to Challenges

Traffic violence is an issue influenced by many factors beyond City of Milwaukee control. The Vision Zero Network, a national group dedicated to equitable Vision Zero implementation, outlines some of the barriers that face Vision Zero across the US, and that are impacting progress in Milwaukee:

"Vision Zero efforts, though relatively new and primarily locally led, face significant national challenges. Cultural norms and legacy infrastructure complicate progress. More people are driving at higher speeds, and more drivers are dangerously distracted. These issues are exacerbated by larger and heavier vehicles on our roads, which significantly increases risks, especially to pedestrians. And, the U.S. remains light years behind other nations in implementing proven safety standards and regulations.

We need automakers and federal policymakers to live up to their safety responsibilities in ways that only they can.....U.S. communities face significant challenges in advancing Vision Zero compared to many other nations, including land use policies that promote more car travel and less robust transit, walking and biking environments, dispersed decision-making (local, regional, state and federal government levels), and fewer vehicle safety regulations, just to name a few.

So, it's not surprising that adapting a Vision Zero approach to the U.S. context is taking more time and concerted effort than in some other countries. These are not quick and easy fixes, but rather fundamental changes to the engrained status quo."

This plan is evidence that the City of Milwaukee is committed to making "fundamental changes to the engrained status quo" but also can't do it alone and therefore will advocate for action from state and federal agencies to support Vision Zero.

Measure & Report Progress

The Vision Zero Plan is designed as a dynamic, evolving document. Program staff and advisory bodies will conduct reviews to update, modify, or remove strategies as necessary. Each year, a Vision Zero progress report will be published, featuring both qualitative insights and quantitative metrics. The progress report will feature updates on implementation, crash data with demographic information, and highlight any emerging trends or issues.

Example Performance Measures for Vision Zero Action Plan

Vision Zero has the primary metric built into the name (zero traffic deaths and life changing injuries) but intermediate data is needed to measure impact more quickly. Below are some example performance measures to track progress and outcomes of strategies implemented for each of the seven pillars of the Vision Zero Action Plan.

PHOTO CREDIT: MCTS

Strategy Area	Potential Performance Measures
Overall Outcomes	• Number of people killed in crashes • Number of people with life-changing injuries from crashes **GOAL: 0 by 2037**
1. Build Safe Streets for All Users, Prioritizing the High Injury Network (HIN)	• Number and miles of complete streets projects funded, designed, or constructed overall and on HIN • Intersection user counts • Speed reductions at 20 intersections in long-term Complete Streets evaluation • Miles of Protected Bikeways (lanes or trails) added • Reduction in light/signal replacements due to crashes from recent average annual cost $2.6M
2. Support Accountability in the Justice System with a Focus on Prevention	• Number of people served by restorative justice and victim support programs • Number of driver's licenses recovered from revocation or suspension
3. Create Vibrant, People Centered Places	• Vehicle Miles Traveled per capita • Transit ridership
4. Promote Traffic Safety through Communication, Encouragement, and Education	• Number of people participating in classes and presentations overall and in NRSAs and/or near HIN
5. Ensure Timely and Effective EMS and Medical Care	• Number of vehicle extrications • Number of workers or first responders injured in work zones or emergency closures
6. Advocate for Safer Vehicles	• Number of city fleet vehicles with advanced safety technologies (Intelligent Speed Assist) • Number of comments provided to shape federal policy • Reduction in average fleet weight nationally
7. Champion State Law Changes	• Number of pro-safety, Vision Zero related bills authored • Automated enforcement enabling legislation passed

MILWAUKEE

VISION ZERO

ZERO TRAFFIC DEATHS

milwaukee.gov/VisionZero