



Vision Zero Action Plan Draft



Agenda

- Vision Zero Overview
- Impact of Traffic Violence on Our Community
- Community Engagement in the Planning Process
- Strategies and Actions
- Implementation & Next Steps



Photo courtesy of Dan Adams

Vision Zero Overview

The goal of zero deaths or life-changing injuries from traffic crashes

Benefits include:

- Prevent unnecessary harm
- Expand safe transportation options
- Prioritize efforts with data

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

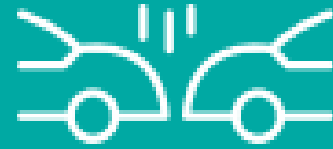


**Traffic Violence is Hurting
Our Community**

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 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,” according to Amy Cohen, co-founder of Families for Safe Streets.

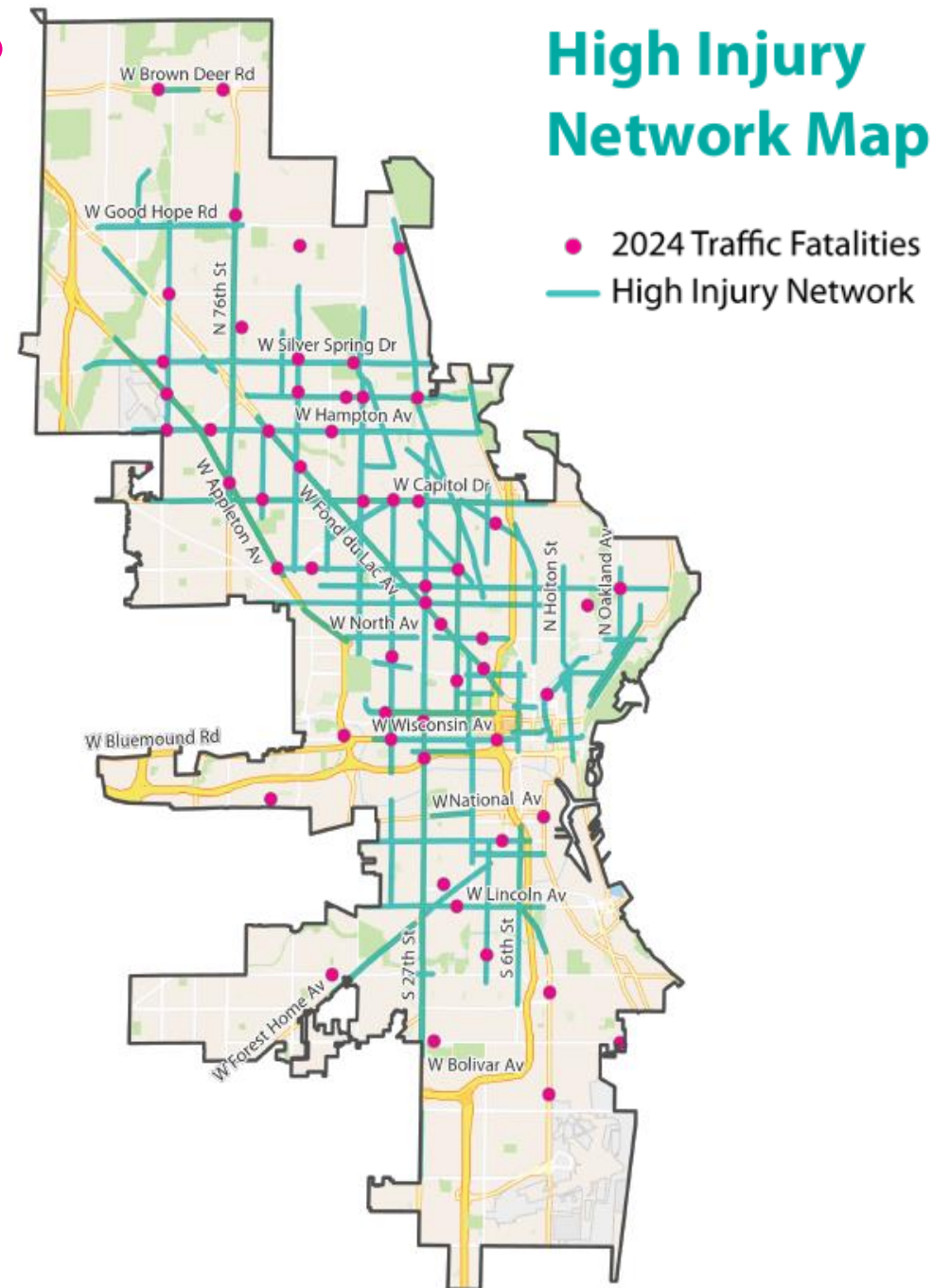
Where is traffic violence happening?

9% of streets
account for
59% traffic
deaths



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

High injury networks (HINs) are the street segments where the most people are killed or injured in traffic crashes.



Who is impacted?

People walking or biking are disproportionately likely to be killed or seriously injured in crashes

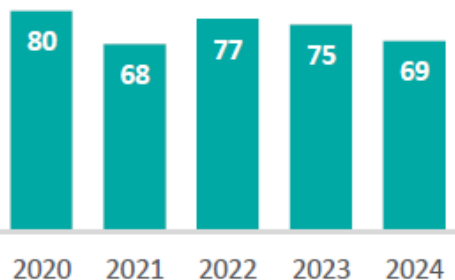


Moreover, pedestrian and bicyclist crashes that occur in the dark and in low-light conditions are especially severe. ²

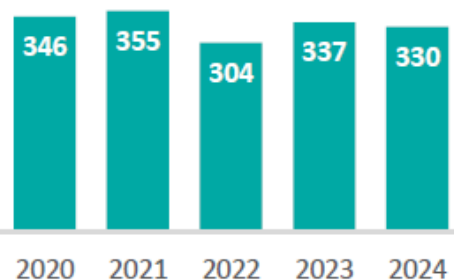


City of Milwaukee Preliminary 2024 Traffic Violence Summary

Deaths

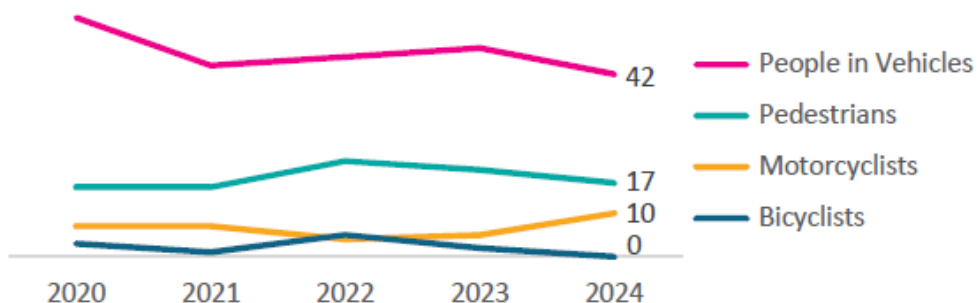


Serious Injuries



	5-Yr Annual Avg (2020-2024)	2023	2024	Change from Previous Year
Deaths	73.8	75	69	8% Decrease
Serious Injuries	334.4	337	330	2% Decrease
Deaths and Serious Injuries Combined	408.2	412	399	3% Decrease

Deaths by Mode



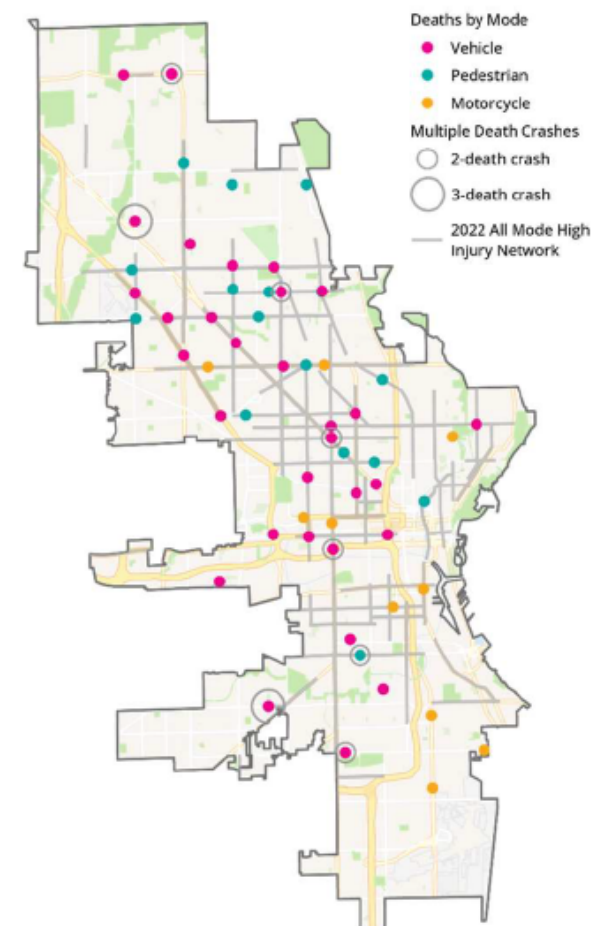
59%

of 2024 traffic deaths
occurred on the
High Injury Network

49%

of 2024 traffic deaths
were speeding-related

2024 Deaths





The Plan

- Community driven
- 7 overarching goals
- 100 action items

Plan Process



Brainstorm and Problem Identification

Thousands of residents have shared hundreds of ideas for safer streets in the last decade.

Review previously adopted plans and progress.



Community Engagement Round 1

Launch Vision Zero Community Advisory Committee
Community Survey & Outreach
Launch Mayor's Workgroup



Review and Select Strategies & Actions

Leaders from City Departments refined and selected the most important and feasible strategies from past plans and community engagement round 1



Draft Plan



Community Engagement Round 2

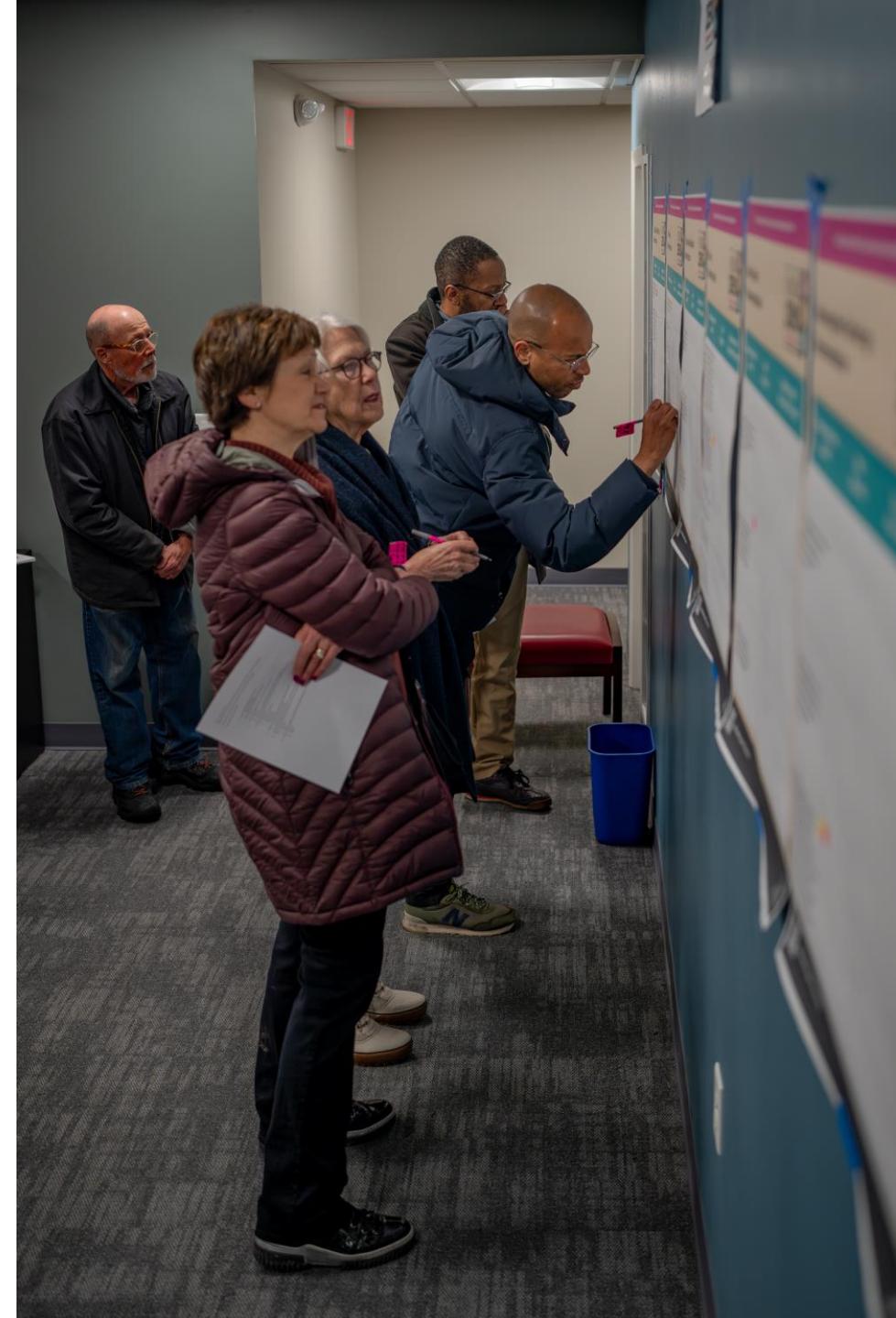
Community Members review the plan, strategies and actions to make sure it reflects community priorities



Adoption

Informed by Almost 2,000 Residents

- **3 Open Houses** at Milwaukee Public Library-Mitchell Street Branch, Office of African American Affairs, Independence First
- **In-person surveying** at libraries, parks and community meetings
- An **online survey**
- Two **Advisory Groups**:
 - Vision Zero Community Advisory Committee
 - Mayor's Vision Zero Workgroup



The Community Wants

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

Key Survey Findings

- **71%** would walk or bike more if it was safer.
- **72%** avoid certain streets because of traffic safety issues
- **61%** know someone who has been seriously impacted by traffic crashes in the City of Milwaukee or have been seriously impacted themselves.

The Vision Zero Action Plan is here – share your feedback!

With **7 strategic goals** and **100 actions** to eliminate traffic deaths and serious injuries, this plan aims to make streets safer for all.

Now, we need to hear from you!

View the draft plan and share your opinions.



WEBINAR

Join us for a webinar to explore the Action Plan! A recording will be available after the event.

Monday, April 7
12pm-1pm

<https://bit.ly/MKEVZWebinar>

IN-PERSON

Attend an Open House for 15 minutes to an hour with no formal presentation.
(Spanish translation provided)

Tuesday, April 15 • 4pm-7pm

Northside Open House

Villard Square Library, 5190 N. 35th St.

Tuesday, April 22 • 4pm-7pm

Southside Open House

Mitchell Street Library, 906 W. Historic Mitchell St.

Reasonable accommodations provided for persons with disabilities upon request.
Call 414-286-3475 or email ADACoordinator@milwaukee.gov.



View the plan and take the online survey:

milwaukee.gov/VisionZero

Survey closes April 24 and is available in multiple languages.



Action Plan Recommendation Summary

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
4	Promote Traffic Safety through Communication, Encouragement, and Education	Multiple
5	Ensure Timely and Effective EMS and Medical Care	Milwaukee Fire Department, Milwaukee Health Department
6	Advocate for Safer Vehicles	Intergovernmental Relations Division, Fleet
7	Champion State Law Changes	Intergovernmental Relations Division, City Attorney

Build Safe Streets for All Users, Prioritizing the Most Dangerous Streets

- Prioritize Safety Improvements on the High Injury Network (HIN)
- Operationalize the Complete Streets Handbook
- Proactively address safety concerns in high-risk areas
- Improve lights, signs, and signals to reduce speeds and promote pedestrian safety
- Utilize the Citywide Transportation and Mobility Plan to prioritize projects and address action items in the VZAP
- Prioritize transportation options



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 accountability, prevention, and harm repair
- Improve administration of transportation safety laws to deter dangerous behavior, support prevention, and provide justice to impacted families



Foster Vibrant, People-Centered Places

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



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

Promote Traffic Safety through Communication, Encouragement, and Education

- Conduct proactive community outreach on street projects
- Educate the public on traffic laws, slower speeds, traffic violence, traffic calming effectiveness, and Vision Zero
- Build a culture of safety, centering those most impacted by traffic violence
- Support transportation education for all ages, transportation methods, and abilities



Ensure Timely and Effective EMS and Medical Care



- Implement technology and quality improvement changes
- Promote the safety of workers and first responders with technology and enforcement to improve driver compliance with work zones and emergency closures

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



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



Next steps

Adopt
Implement
Build on Community Assets



A construction worker in a yellow safety vest and dark jacket is using a long blue level to ensure a surface is flat. In the foreground, a large orange and white striped traffic barrel is visible. The background shows a construction site with a red truck, a sign that says 'ROAD CLOSED', and a grassy area.

Plan Implementation

- Develop structures for oversight:
 - Vision Zero Community Advisory Committee
 - Mayor's Vision Zero Workgroup
- Use data and research to monitor trends and analyze root causes
- Measure and report progress

Build on community assets



**SLOW DOWN &
SAVE LIVES**

#VisionZeroMKE



MILWAUKEE
**VISION
ZERO**
ZERO TRAFFIC DEATHS



[milwaukee.gov/
VisionZero](https://milwaukee.gov/VisionZero)

**Questions?
THANK YOU**

Access the plan:



milwaukee.gov/VisionZero