



November 19, 2019

Re: Efforts to Address Reckless Driving in the City of Milwaukee

Dear Alderman Murphy,

Thank you for the opportunity to share the efforts Near West Side Partners (NWSP) has taken to address reckless driving in the city of Milwaukee. Near West Side residents have identified reckless driving as one of the top issues facing our neighborhood and NWSP continues to look for ways to make a positive impact in the area. Efforts to-date include:

Drive Safe Yard Sign Campaign

In 2017, in response to a request from a Martin Drive neighbor, NWSP printed and distributed 100 yard signs with a message urging drivers to "*Be Safe, Drive Safe*". In 2018 NWSP distributed another 50 yard signs asking drivers to "*Please Slow Down*". These signs were distributed throughout the Near West Side with a special focus on heavily trafficked corridors, including Highland Boulevard and State Street.

Be Safe, Drive Safe Social Media Campaign

In 2019, NWSP partnered with the City of Milwaukee, the Milwaukee Police Department, Milwaukee County District Attorney's Office, and the Milwaukee County Sheriff's Office to create an anti-reckless driving social media campaign. The campaign included video messages from Captain Morales, Sheriff Lucas, District Attorney Chisholm, and DPW employees that were shared through Facebook and linked to a website with tips on how to deter reckless driving in the community. Over 35,000 people viewed the ad on Facebook, with men ages 18 - 44 accounting for the majority of post and video views. The video featuring DPW employees was viewed most, gathering over 19,000 unique views.

Traffic Calming and Commercial Corridor Safety Measures

Near West Side Business Improvement District #10 (BID 10) has proposed a plan to enhance streetscaping and improve safety along commercial corridors in the Near West Side. The plan includes temporary traffic calming measures that were developed with support from the Department of Public Works and feature painted curb bump-outs, plastic lane deliniators, and heavy-duty planters that will be placed in the parking lanes of intersections with high rates of traffic accidents. The plan also includes funding for security cameras that would be used to support accident investigations and other safety-related issues at 14 intersections throughout the Near West Side. BID 10 is working closely with the City's Commercial Corridor Team to finalize approval for financing and debt service, and hope to implement the plan in early 2020.

Near West Side Partners thanks you and your colleagues for your efforts to address reckless driving in the community and looks forward to opportunities to support and partner to find solutions that will have a lasting effect.

Sincerely,

A handwritten signature in black ink, appearing to read "K Stanley".

Keith Stanley
Executive Director
Near West Side Partners