



Wisconsin Bike Fed  
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SAFE &  
HEALTHY  
STREETS

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January 14, 2021

**Honorable Members of the City of Milwaukee Common Council**

200 E Wells St, Milwaukee, WI 53202 Room 205

Dear Alders,

It has come to the attention of the Bike Fed and Milwaukee Safe & Healthy Streets that January 19, 2021 will mark the official appointment of the new City of Milwaukee Engineer by the Common Council.

We are submitting this letter to the record, asking that the Common Council take careful consideration in ensuring that the new City Engineer will take the role beyond the minimum qualifications by doing the following:

- The City Engineer must adhere to a [vision](#) for a low-stress, multimodal network throughout all parts of Milwaukee and achieve the goals of the City of Milwaukee [Complete Streets Policy](#).
- The City Engineer should instill in all employees a *refusal to accept traffic deaths on our streets* as collateral for cars' convenience and instead make decisions that move toward a [zero-fatality](#) transportation system.
- The City Engineer must help continue to improve DPW's public engagement process by emphasizing the importance of community relationships to *all* staff.
- The City Engineer should have experience working in and with diverse neighborhoods and communities.
- Internally, the City Engineer must *champion racial and gender equity* in hiring, retention, opportunities for growth, and staffing decisions.

Despite the disappointment we feel not seeing new talent come to the DPW or not fulfilling a diverse hire from either the perspective of race and gender, we still aspire for our City Engineer to be recognized nationally as someone who implements innovative street designs with demonstrated success in terms of safety, health, equity, and neighborhood-level support. After all, our collective Complete Streets implementation efforts have already garnered national recognition; our incoming City Engineer has a massive opportunity to bring these and future plans to fruition.

We ask that the Council take urgency and garner the above commitments from the City Engineer in partnership with their Commissioner on a deeper level. No price can be placed on the immense missed opportunities for better public health outcomes and the unnecessary loss of life due to reckless driving here in the City of Milwaukee. Because, yes, the City Engineer bears this responsibility too!

Respectfully,

A handwritten signature in black ink, appearing to read "Jake Newborn".

Jake Newborn  
Assistant Director-Wisconsin Bike Fed