



# MEMORANDUM

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## LEGISLATIVE REFERENCE BUREAU

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**To:** Ald. Michael J. Murphy  
**From:** Tea Norfolk, Legislative Fiscal Analyst – Lead  
**Date:** January 14, 2020  
**Subject:** Vision Zero

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This memo is responsive to your request regarding the measures required to become a Vision Zero city. Several community members and organizations, including Wisconsin Bike Fed and Milwaukee Safe & Healthy Streets, have recommended that the Task Force make a commitment to Vision Zero.

Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. Key priorities are managing speed, centering equity, and engaging the community. Vision Zero starts with the ethical belief that everyone has the right to move safely in their communities and that system designers and policy makers share the responsibility to ensure safe systems for travel. The road system and related policies should be designed to ensure that inevitable driving mistakes do not result in severe injuries or fatalities. Additionally, because many factors contribute to safe mobility – including roadway design, speeds, behaviors, technology, and policies – Vision Zero sets clear goals to achieve the shared goal of zero fatalities and severe injuries.

First implemented in Sweden in the 1990s, Vision Zero has proved successful across Europe, and is gaining momentum in major American Cities, including Chicago. There are nine components to a strong Vision Zero Commitment, including the following:

1. Political commitment.

The highest-ranking local officials make an official and public commitment to a Vision Zero goal to achieve zero traffic fatalities and severe injuries among all road users (drivers, walkers, bicyclist, transit users) within a set timeframe.

2. Multi-disciplinary leadership.

An official city Vision Zero Taskforce is created and charged with leading the planning effort for Vision Zero. The Taskforce should include high-ranking representatives from the Office of the Mayor, Police, Transportation, and Health.

3. Action plan.

A Vision Zero action plan is created within one year of commitment and is implemented with clear strategies, owners of each strategy, interim targets, timelines, and performance measures.

4. Equity.

City stakeholders commit to both an equitable approach to Vision Zero by establishing inclusive and representative processes as well as equitable outcomes by ensuring measurable benchmarks to provide safe transportation for all road users.

5. Cooperation and collaboration.

A commitment is made to encourage meaningful cooperation and collaboration among relevant government agencies and community stakeholders to establish a framework for multiple stakeholders to set shared goals and focus on coordination and accountability.

6. System-based approach.

City leaders commit to and prioritize systems-based approaches to Vision Zero as well as adopting messaging that emphasizes that these traffic losses are preventable.

7. Data-driven.

City stakeholders commit to gather, analyze, utilize, and share reliable data to understand traffic safety issues and prioritize resources based on evidence of the greatest needs and impact.

8. Community engagement.

Opportunities are created to invite meaningful community engagement.

9. Transparency.

The City's process is transparent to stakeholders and the community, including regular updates on the progress of the Action Plan and performance measures, and a yearly report (at minimum) to the local governing board.

A Vision Zero Community is one that meets the following minimum criteria:

- A clear goal of eliminating traffic fatalities and severe injuries has been set.
- The mayor has publicly, officially committed to Vision Zero.
- A Vision Zero plan or strategy is in place, or the mayor has committed to doing so in a clear time frame.
- Key departments (including police, transportation, and public health) are engaged.

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