

Memorandum

Date: January 24, 2020

To: Members of the City County Task Force on Carjacking and Reckless Driving

From: Coalition for Safe Driving MKE

The Coalition for Safe Driving MKE is proposing that the following recommendations be considered as part of the Task Force's report:

- **Driver's Education:**

This was the number one recommendation from the public hearings. More driver education opportunities for city/county residents should include the following:

- Driver education classes and behind the wheel offered in Milwaukee Public Schools (MPS Drive).
- Health/civic curriculum on driver's education including driver's safety beginning at the 4th grade level.
- Adult driver education programs for those who did not have the benefit of driver's education.
- Any adult programs should include opportunities for individuals to obtain their driver's license including the creation of an amnesty program, based on eligibility for those without a license.
- Any and all education programming should be extended to the suburban communities contiguous to Milwaukee including but not limited to West Allis, Greenfield, Wauwatosa, Brown Deer, Whitefish Bay, Glendale and Shorewood.

- **Public Information Campaign:**

This was the number two recommendation from the public hearings. This should be a campaign to educate the community on safe driving practices/strategies and reckless driving prevention and should incorporate all mediums including public service announcements, television, radio, social media, printed literature, and neighborhood canvassing teams. The engagement of community and neighborhood organizations would provide a "hands on" approach for people at a grass roots level who are concerned and may already be engaged in prevention work in their neighborhoods.

- **Implementation of Vision Zero:**

Implement the Vision Zero model which is utilized in several cities throughout the country. Vision Zero employs the priorities of equity, evaluation, engineering, education and enforcement. This model incorporates the core principles such as: human life is a priority, traffic deaths are preventable, transportation systems can be designed to anticipate human error, and ultimately, improvement of street design which would include and complement the Complete Streets project that has been approved by the City of Milwaukee. Vision Zero is a multi-agency, multi-disciplinary, community-based approach designed to reduce traffic deaths and injuries. It envisions designing a comprehensive approach to traffic safety by creating a culture of change, using best practices and implementing policies that promote a healthy environment for motorists, bicyclists, pedestrians, et. al. It affirms a commitment by city leaders to work collaboratively with the community, law enforcement, advocates and public policy makers speaking with one voice to address the epidemic of reckless driving.

We have taken time to capture our recommendations into three priority areas. We believe they are comprehensive and speak to the concerns raised by the public and members of the Task Force. We urge you to incorporate them into your final report.

If you have any questions or require any further information on any of the above, please do not hesitate to contact us at coalitionforsafedrivingmke@gmail.com.