



Vision Zero

Advancing Traffic Safety *together*
by: Coalition for Safe Driving MKE



Who is the Coalition for Safe Driving MKE?

We are a group of concerned citizens from a broad cross section of the community who have come together to address the epidemic of reckless driving in Milwaukee.

Mission

To sustain a campaign of awareness about safe driving by educating the community, collaborating with partners and stakeholders, and advancing a broad impact strategic plan to reduce reckless driving in Milwaukee

Vision

To promote safe driving on our city streets and road to reduce accidents, crashes, fatalities and injuries in Milwaukee County.





SHERMAN PARK



Wisconsin Justice Initiative





3 Recommendations

- 1 Increase Driver Education Opportunities
- 2 Public Information Campaign
- 3 *Implement Vision Zero*

VISION ZERO =

RESIDENTS, COMMUNITY STAKEHOLDERS,
+LOCAL GOVERNMENT WORKING TOGETHER
TO SOLVE TRAFFIC SAFETY THROUGH...

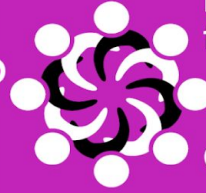
equity



Prioritize **safety + accessibility** in areas most impacted by traffic violence.

Engage people in planning and decision making.

education +
encouragement



Promote a **culture that prioritizes safe travel options** for all residents + visitors.

Collaborate with community groups + government agencies to encourage safe travel.

engineering



Build streets for all users to drive, bike, walk, and roll.

Use **data** to design + redesign roadways to be safe, convenient, and comfortable.

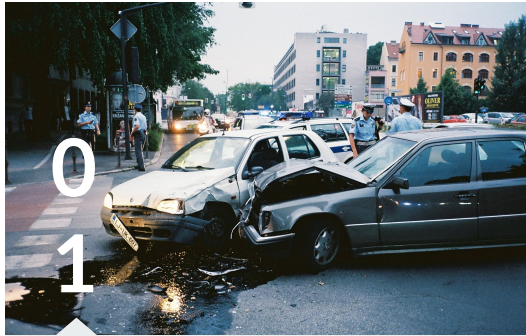
enforcement



Ensure that all road users **understand + follow traffic laws**.

Reduce traffic speeds in areas where crashes are common + most dangerous.

Local Data



Fatalities are UP

As of 11/8/20 there were 87 car related fatalities in Milwaukee Co. In 2019, there were 74 for the entire year In 2018, there were 68 for the entire year



On Average

76 people on average die in traffic crashes per year in Milwaukee Co.



Between June-September 2020 in the City of Milwaukee,

43 fatalities
2435 people injured
1694 total injury crashes

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Why Vision Zero in Milwaukee?

1 *Milwaukeeans have come out in record numbers to demonstrate their need for change. We're ready to work!*

2 *We must pivot away from the traditional approach to traffic management*

3 *Better prioritize our resources for efficiency and sustainability*

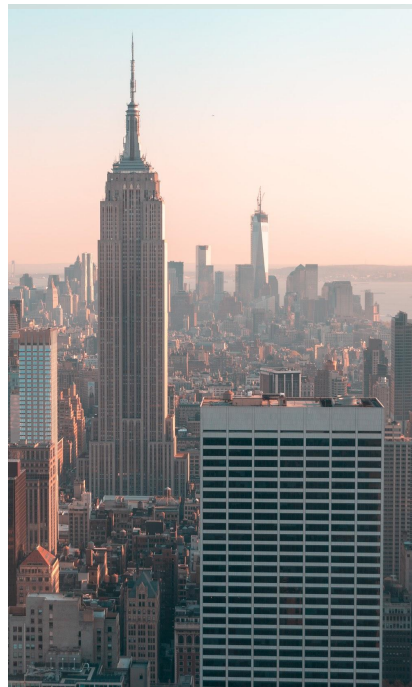
4 *Vision Zero helps keep the community informed*

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Becoming a Vision Zero City

Over 35 cities around the country have adopted Vision Zero with proven success. The Vision Zero Network offers support and resources for all communities committed to Vision Zero including: informational webinars, in-person meetings, conference panels, case studies, and hands-on resources that share successful strategies.

- 01** | Set a clear goal for eliminating traffic fatalities and serious injuries
- 02** | Mayor & or members of Council officially & publicly commit to Vision Zero
- 03** | Vision Zero Strategy is in place, or Mayor has committed to doing so in a set time frame
- 04** | Key city departments (including Health, Transportation, Public Safety are engaged)





Proposed Timeline

Identifying crashes + forging partnerships

Launch the city-wide crash data analysis and predictive modeling. Grow a coalition of community stakeholders + identify a key government departments to curate a Vision Zero pilot

Galvanize a Vision Zero Strategy

Through an assessment process the Vision Zero Coalition will continue to expand their network and a full strategy should be complete before the end of the Summer. Come budgetary season investments should be in place to commence Vision Zero at the start of the new year (i.e. scaled up programs and new personnel)



Launch a Vision Zero Pilot

Community stakeholders, residents, and local government will put together a small pilot both new and existing strategies in concentrated areas where our data indicates the most need for intervention. A Vision Zero Coalition will form and a set Visionary timeline, and pass a Vision Zero Resolution at Council.

Vision Zero in Play

Vision Zero should be set in motion. A Vision Zero Coordination team should hold FTE at the City of Milwaukee. These coordinator(s) will be in charge of monitoring the program. This can include but not limited to, maintaining the presences of the coalition ;including prioritizing the concerns, needs and efforts of residents and community stakeholders, and monitoring internal communications and programmatic output for optimal and equitable outcomes



Thank you

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