



Vision Zero Action Plan Draft

Public Safety and Health Committee Meeting



Agenda

- Vision Zero Action Plan
 - Vision Zero Overview
 - Traffic Violence: data and impacts
 - Community Engagement
 - Strategies and Actions
 - Implementation & Next Steps



Photo courtesy of Dan Adams

Vision Zero Overview

The goal of zero deaths or life-changing injuries from traffic crashes.

Benefits include:

- Prevent unnecessary harm
- Expand safe transportation options
- Prioritize efforts with data

Vision Zero Core Tenets



Death and serious injury is unacceptable



Humans make mistakes



Humans are vulnerable



Responsibility is shared



Safety is proactive



Redundancy is crucial



**Traffic Violence is Hurting
Our Community**

Impacts: Traffic Violence

Traffic Violence is a term that focuses on the human impact, including injuries and death, that are caused by traffic crashes.

Vision Zero centers the human health impacts of transportation, not crashes or property damage.



Why use the term “crash” and not “accident”?

“Crashes are not ‘accidents’ but a preventable and violent public health crisis. While we will not end this crisis with words, they do matter. The first step to putting in place the systematic solutions to end this epidemic is to recognize that we have a problem that we can fix,” according to Amy Cohen, co-founder of Families for Safe Streets.

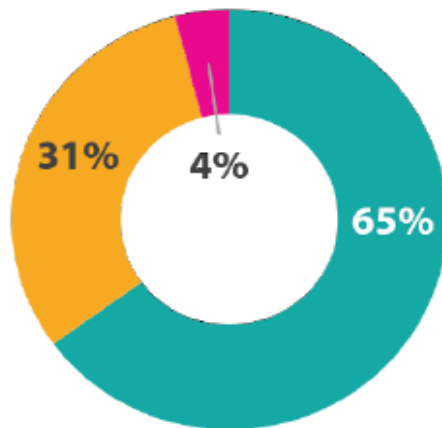
Data: High Injury Networks

9% of streets account for
59% traffic deaths



The City of Milwaukee does not own or control all streets in the high injury network.

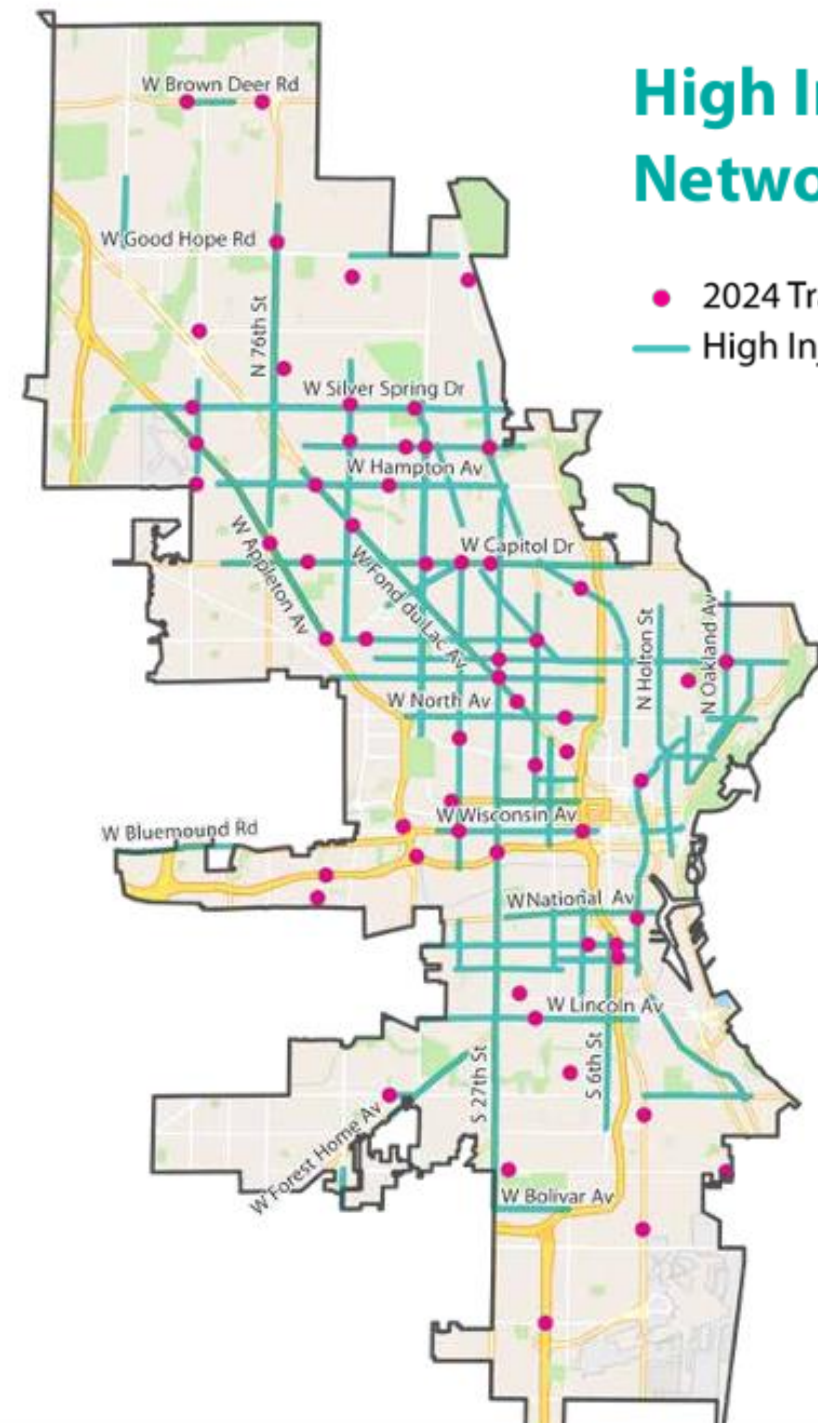
Who Owns the High Injury Street Network?



■ City
■ State
■ County

High Injury Network Map

● 2024 Traffic Fatalities
— High Injury Network



Data: People walking or biking are disproportionately likely to be killed or seriously injured in crashes

When in a crash,
the chance of dying or being severely injured is:

17%

if you were
walking



6.7%

if you were
biking



.83%

if you were
driving

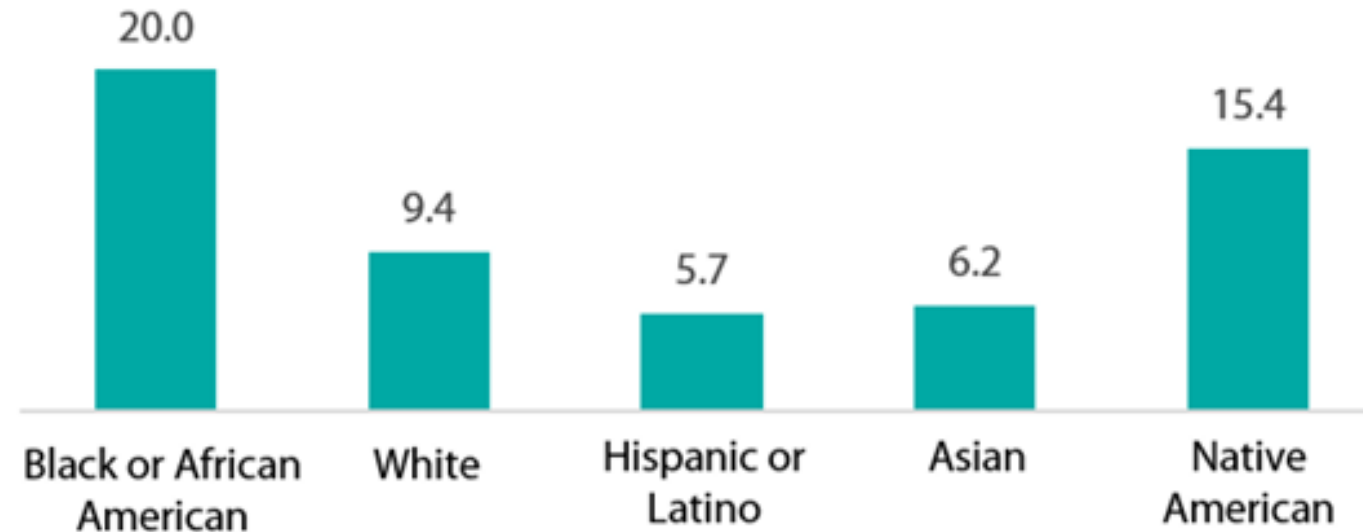


Moreover, pedestrian and bicyclist crashes that occur in the dark
and in low-light conditions are especially severe. ²

Data: From 2021-2023 in the City of Milwaukee, the Black or African American fatality rate was more than twice the white rate

Traffic Death Rates by Race/Ethnicity

Average annual deaths per 100,000 people



Sources: Wisconsin Traffic Operations and Safety Laboratory Crash Data Retrieval Facility (2021-2023 Traffic Fatalities); 2022 American Community Survey 5-Year Estimates



The Plan

- Community driven
- 7 overarching goals
- 100 action items

Plan Process



Brainstorm and Problem Identification

Thousands of residents have shared hundreds of ideas for safer streets in the last decade.

Review previously adopted plans and progress.



Community Engagement Round 1

Launch Vision Zero Community Advisory Committee

Community Survey & Outreach

Launch Mayor's Workgroup



Review and Select Strategies & Actions

Leaders from City Departments refined and selected the most important and feasible strategies from past plans and community engagement round 1



Draft Plan



Community Engagement Round 2

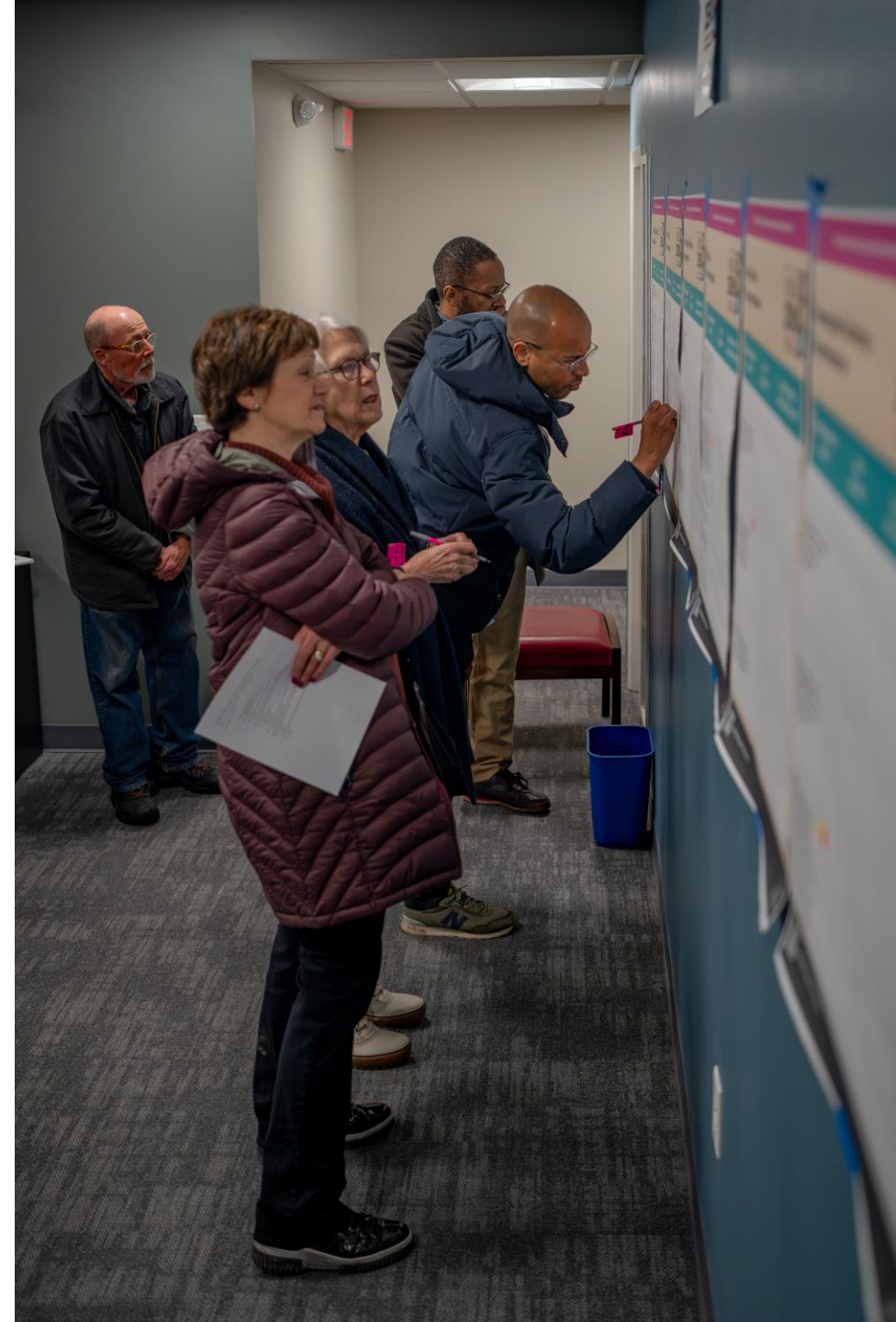
Community Members review the plan, strategies and actions to make sure it reflects community priorities



Final Plan is Considered for Adoption

Informed by Over 1,000 Residents

- **3 Open Houses** at Milwaukee Public Library- Mitchell Street Branch, Office of African American Affairs, Independence First
- **In-person surveying** at libraries, parks and community meetings
- An **online survey**
- **2 Advisory Groups:**
 - Vision Zero Community Advisory Committee
 - Mayor's Vision Zero Workgroup



Action Plan Recommendation Summary

| Vision Zero Overarching Goals | | Primary Department |
|-------------------------------|--|--|
| 1 | Build Safe Streets for All Users, Prioritizing the High Injury Network (HIN) | Department of Public Works |
| 2 | Support Accountability in the Justice System with a Focus on Prevention | City Attorney, Milwaukee Police Department, Municipal and Criminal Court |
| 3 | Create Vibrant, People Centered Places | Department of City Development |
| 4 | Promote Traffic Safety through Communication, Encouragement, and Education | Multiple |
| 5 | Ensure Timely and Effective EMS and Medical Care | Milwaukee Fire Department, Milwaukee Health Department |
| 6 | Advocate for Safer Vehicles | Intergovernmental Relations Division, Fleet |
| 7 | Champion State Law Changes | Intergovernmental Relations Division, City Attorney |

Build Safe Streets for All Users, Prioritizing the Most Dangerous Streets

- Prioritize Safety Improvements on the High Injury Network (HIN)
- Operationalize the Complete Streets Handbook
- Proactively address safety concerns in high-risk areas
- Improve lights, signs, and signals to reduce speeds and promote pedestrian safety
- Utilize the Citywide Transportation and Mobility Plan to prioritize projects and address action items in the VZAP
- Prioritize transportation options



Support Accountability in the Justice System with a Focus on Prevention

- Equitably focus traffic law enforcement on driving behaviors that contribute to death and injury
- Support court system options that emphasize prevention, education, accountability, and harm repair
- Improve administration of transportation safety laws to deter dangerous behavior, support prevention, and provide justice to impacted families



Foster Vibrant, People-Centered Places

- Enact land use policies that support dense, mixed-use development and encourage public transit
- Reimagine streets as places for people



Photo by Xaiver Casanova Davis (1998-2022), a victim of traffic violence, courtesy of his mother.

Promote Traffic Safety through Communication, Encouragement, and Education

- Conduct proactive community outreach on street projects
- Educate the public on traffic laws, slower speeds, traffic violence, traffic calming effectiveness, and Vision Zero
- Develop ongoing, multi-channel community engagement methods
- Build a culture of safety, centering those most impacted by traffic violence
- Support transportation education for all ages, transportation methods, and abilities



Ensure Timely and Effective EMS and Medical Care



- Implement technology and quality improvement changes
- Promote the safety of workers and first responders via technology and enforcement to improve driver compliance with work zones and emergency closures

Advocate for Safer Vehicles

- Advocate for federal regulation and law changes to make vehicles safer, especially for pedestrians
- Use technology to improve safety and lead by example
- Incentivize smaller and lighter vehicles to reduce crash impacts



Champion State-Level Changes

- Advocate for state-level Vision Zero policies
- Enhance accountability for unsafe driving
- Reform licensing and regulations to promote safety and equity
- Secure diverse and sustainable funding



Next steps

**Adopt
Build on Community Assets
Implement
Share Feedback**



Adopt *(tentative schedule)*

- Public comment closed 4/24
- *Updated plan presented at Public Safety and Health Committee (5/22)*
- *Advance to Common Council (6/3)*
- *Signed by Mayor (June)*



Build on community assets



MILWAUKEE
PUBLIC SCHOOLS



THE HOP
— STREETCAR —





Implementation

- Develop structures for oversight:
 - Vision Zero Community Advisory Committee
 - Mayor's Vision Zero Workgroup
- Use data and research to monitor trends and analyze root causes
- Measure and report progress

**SLOW DOWN &
SAVE LIVES**

#VisionZeroMKE



MILWAUKEE
**VISION
ZERO**
ZERO TRAFFIC DEATHS



[milwaukee.gov/
VisionZero](http://milwaukee.gov/VisionZero)

**Questions?
THANK YOU**