

ANNUAL REPORT - 2025



Summary

It was a positive year for Vision Zero in 2025. Most importantly, Vision Zero is working and traffic deaths are declining. This year the Vision Zero Action Plan was adopted, City departments implemented many actions from the plan, the public service announcement campaign continued, progress was made on a traffic safety camera bill, and thousands of residents learned about Vision Zero through outreach.

Vision Zero is Working

Vision Zero is working and traffic deaths are declining in Milwaukee. The most recent final data shows a 7% decrease in traffic deaths in the City of Milwaukee from 2023 to 2024. Preliminary data for 2025 shows a larger decline with 54 deaths this year compared to 70 in 2024. The 2025 Traffic Violence Summary will be created in July of 2026, once data is finalized. *All traffic crash data is preliminary until June of the following year and inherently lags due to people succumbing to injuries up to 30 days after the crash and reporting processes. Vision Zero data reporting includes reportable fatal traffic crashes based on the national Fatality Analysis Reporting System within city limits excluding interstate crashes.*

Preliminary 2025 Data

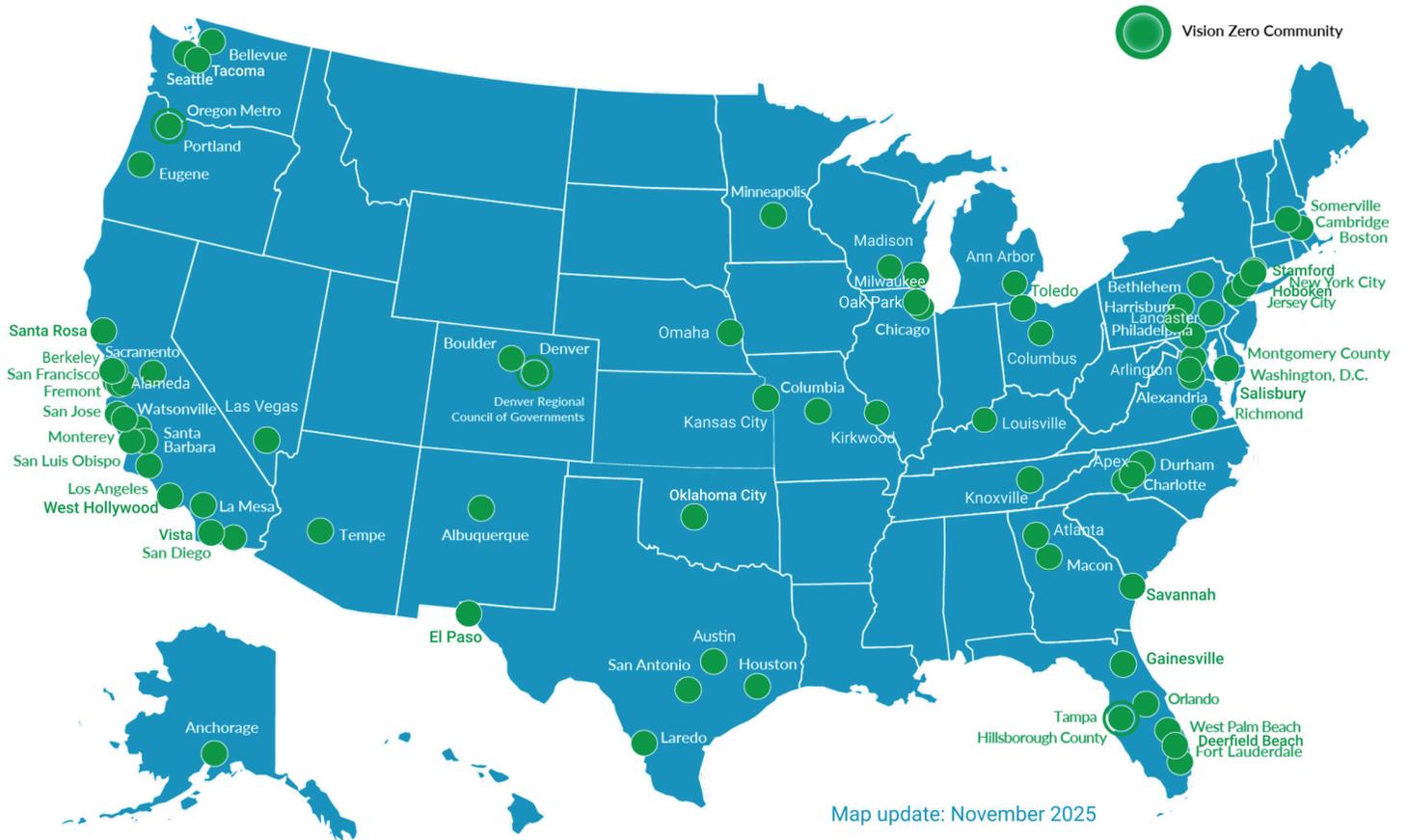
City of Milwaukee Traffic Violence Trends	2023 (final)	2024 (final)	2025 (preliminary)
People Killed	75	70	54



Vision Zero Action Plan Adopted and Nationally Recognized

The adoption of the Vision Zero Action Plan is a key milestone for eliminating traffic deaths and life-changing injuries by the end of 2037. Many of the 100 action items are being implemented or under development. Additional resources are being sought to support implementation. With the adoption of this plan, the Vision Zero Network recognized the City of Milwaukee as an official Vision Zero city.

VISION ZERO NETWORK



LEARN MORE: visionzeronetwork.org/resources/vision-zero-communities





PHOTOS (clockwise from left to right): Packed 2025 bill hearing in Milwaukee; Senator Cory Tomczyk and Gloria Shaw; Mayor Cavalier Johnson at a press conference on reckless driving at City Hall; DPW traffic calming measures implemented.

Action Plan Implementation Across City Departments

The Safe Systems approach is central to Vision Zero and dictates that multiple interventions across domains must be layered to maximize impact. Multiple City Departments are doing this layering and it's showing in the data. Recent notable City Department achievements include:

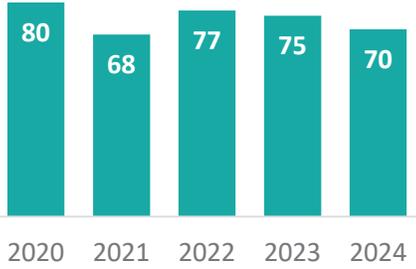
- The **Department of Public Works (DPW)** prioritizing safety over speed in street designs, securing major grants, and measuring the speed and safety impacts of these investments
- The **Department of City Development** investing tax increment district funding for street safety projects and supporting density which drives safe, walkable neighborhoods
- The **Police Department** improving the unlicensed driving ticket process so that dangerous drivers are taken off the streets sooner
- **Milwaukee Fire Department** ambulances carrying whole blood to give transfusions for trauma patients, including those in crashes
- The **Health Department** convening community partners for effective Vision Zero implementation through the Elevate Action Team
- The **Department of Administration Offices of Vision Zero and Intergovernmental Relations** partnered to advance the Safe Roads Save Lives Act, getting a local hearing on the bill after 12 years of advocacy. Mayor Johnson, Chief Norman, MFD, Alderman Burgelis, Alderman Chambers, and dozens of residents and survivors testified in favor.

Local elected leaders are also taking action:

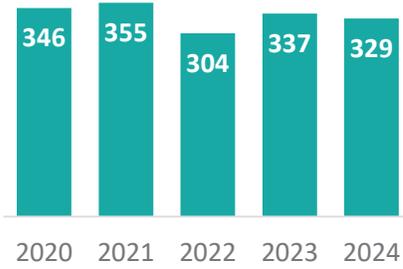
- **City Attorney Goyke** stepping up prosecution of new anti-reckless driving laws
- **Municipal judges** reducing the number of reckless driving cases that are plead down to lesser offenses
- **County Executive Crowley** securing funding for multiple local governments in the county to conduct safe streets planning and pilot projects

City of Milwaukee 2024 Traffic Violence Summary

Deaths



Serious Injuries



71%

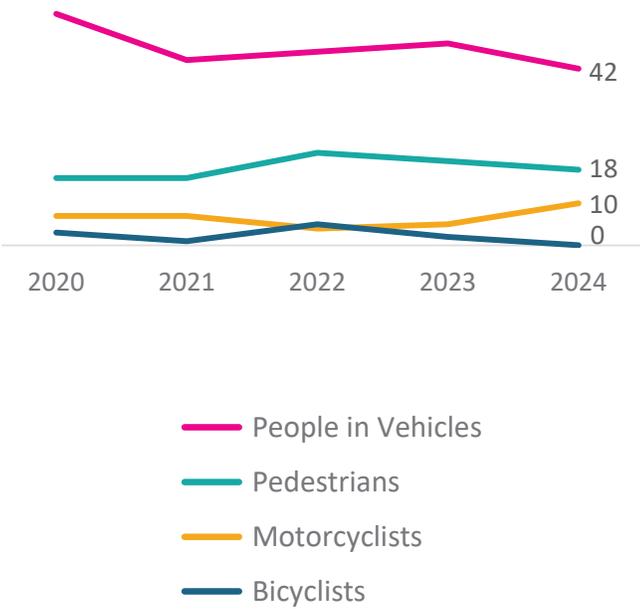
of 2024 traffic deaths occurred on the High Injury Network

49%

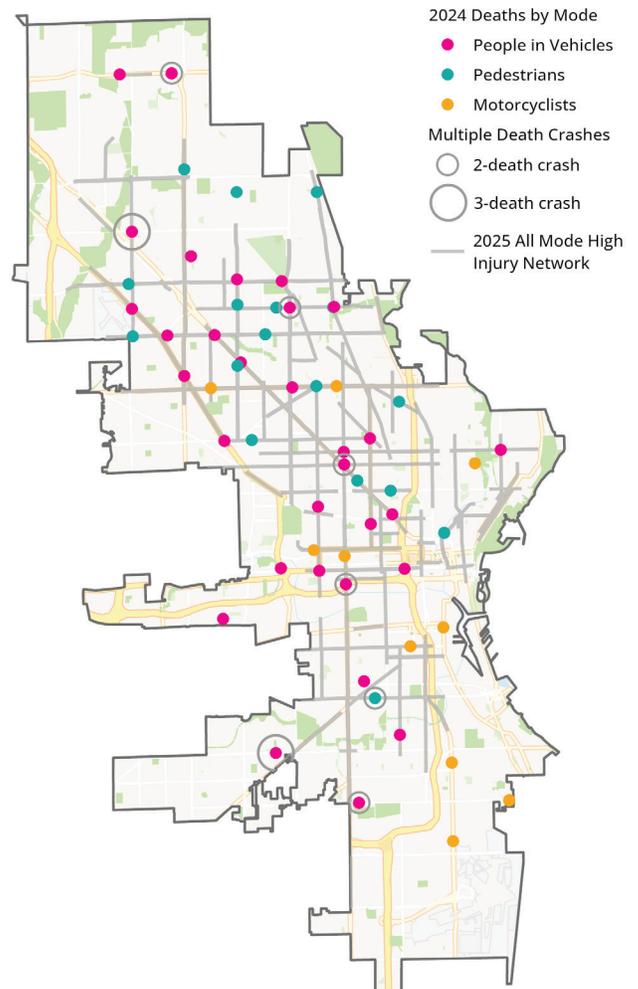
of 2024 traffic deaths were speeding-related

	5-Yr Annual Avg (2020-2024)	2023	2024	Change from Previous Year
Deaths	74	75	70	7% Decrease
Serious Injuries	334	337	329	2% Decrease
Deaths and Serious Injuries Combined	408	412	399	3% Decrease

Deaths by Mode



2024 Traffic Deaths in the City of Milwaukee



Data Source: Wisconsin Traffic Operations and Safety Laboratory Crash Data Retrieval Facility, accessed August 25, 2025. Interstate Highway traffic deaths are not included in the data

Vision Zero is Educating the Community

Over 8,300 people were educated about Vision Zero and/or the Speeding-We Can Live Without It message directly and more than 150 million impressions were gained through paid and earned media.

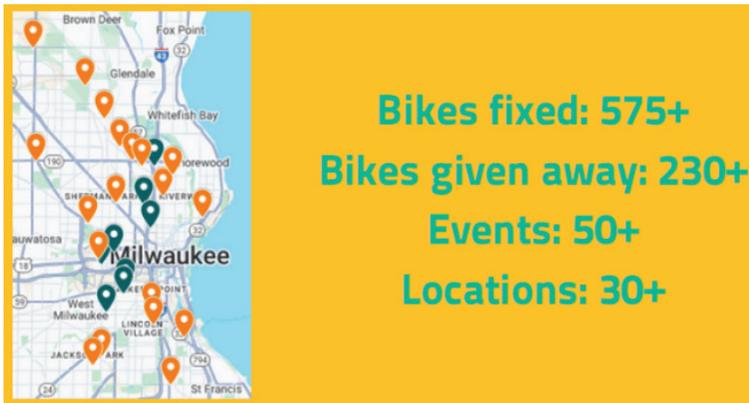


Figure 1 Bike Fed Outreach Locations



In-Person Outreach and Education

Over 8,300 people were directly educated about Vision Zero and/or the **Speeding-We Can Live Without It** message through the Vision Zero Outreach Team and various partners. 84% of outreach events occurred within ¼ mile of the High Injury Network to focus on the areas most impacted by traffic violence.

The Vision Zero team attended 123 events. One key partner, the Wisconsin **Bike Fed**, attended an additional 50 events and delivered a series of youth-focused programs that advance Vision Zero goals by expanding promoting safe biking, youth leadership, and equitable transportation options for Milwaukee residents. Through this partnership, 3505 people were educated, 575 bikes were repaired for free, 230 bikes were given away, and 40 teen leaders were supported.

Leveraging Paid and Earned Media for Millions of Impressions

Local news covered various Vision Zero related stories in Milwaukee in 2025 on the following topics: crashes, action plan participation and adoption, traffic safety camera bill and hearing, traffic calming data, etc. The **Speeding-We Can Live Without It** campaign was extended and ran for an additional 22 weeks for a total of 150 million impressions. Bus advertisements were a strategic choice to maximize visibility to people driving. Together, earned and paid media created more than 150 million impressions.

Partnerships are Critical

Many organizations and agencies are critical to Vision Zero success and continue to keep pushing for programs, policies, and processes that support progress towards zero traffic deaths. A sampling of partnership successes include:

- The **Coalition for Safe Driving** hosted the World Day of Remembrance and brought solace to impacted families and raised the profile of the issue in the media
- The **Andrews Center for Restorative Justice** is creating a restorative justice program for adjudicated teens to help prevent future reckless driving and help survivors heal. Both the Coalition and Vision Zero Office helped identify impacted families to participate as surrogate victims.
- **Milwaukee County** adopted a Vision Zero goal and a Complete Communities Plan, and also helped numerous neighboring municipalities create safety plans and adopt Vision Zero resolutions to support regional alignment
- **State Senators Drake, Johnson, and Tomczyk** drafted the traffic safety camera bill and Senator Tomczyk held a hearing in Milwaukee that lasted hours and only three people testified against. **Alderman Burgelis** and **Alderman Chambers** also testified in favor.
- The **City of West Allis** and **Villages of Wauwatosa** and **Shorewood** adopted resolutions of support for traffic safety camera bill pilot bill and Vision Zero policies.
- The **Wisconsin Department of Transportation Bureau of Transportation Safety Conference** on Highway Safety had a Vision Zero focus and a dozen Milwaukeean's were able to attend, thanks to Vision Zero scholarships.
- **Milwaukee Public Schools** and **Milwaukee Recreation** have helped over 10,000 participants earn their probationary license and practice safe driving since launching the MPS Drive initiative in 2016. The **City of Milwaukee Office of African American Affairs** also hosts free driver's education classes.

Next Steps for Vision Zero

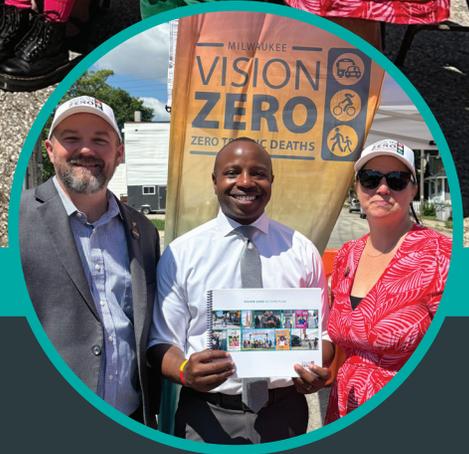
To continue to implement the plan, structures for oversight that center community leadership and bridge the divide between community and government must be created. Planned 2026 actions to achieve this include:

- Launch the Vision Zero Community Advisory Committee
- Re-start the Mayor's Vision Zero Workgroup
- Host a Vision Zero Summit
- Develop and deliver various targeted safety classes
- Advocate for traffic safety camera bill and driver's ed improvements at the state level
- Develop a tracking system for plan implementation progress
- Find funding and partners to analyze root causes of reckless driving and develop interventions





Adoption of the Vision Zero Action Plan was supported by many groups including AAA.



milwaukee.gov/VisionZero