

Vision Zero

Office of Mayor Cavalier Johnson – City of Milwaukee



TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behavior

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

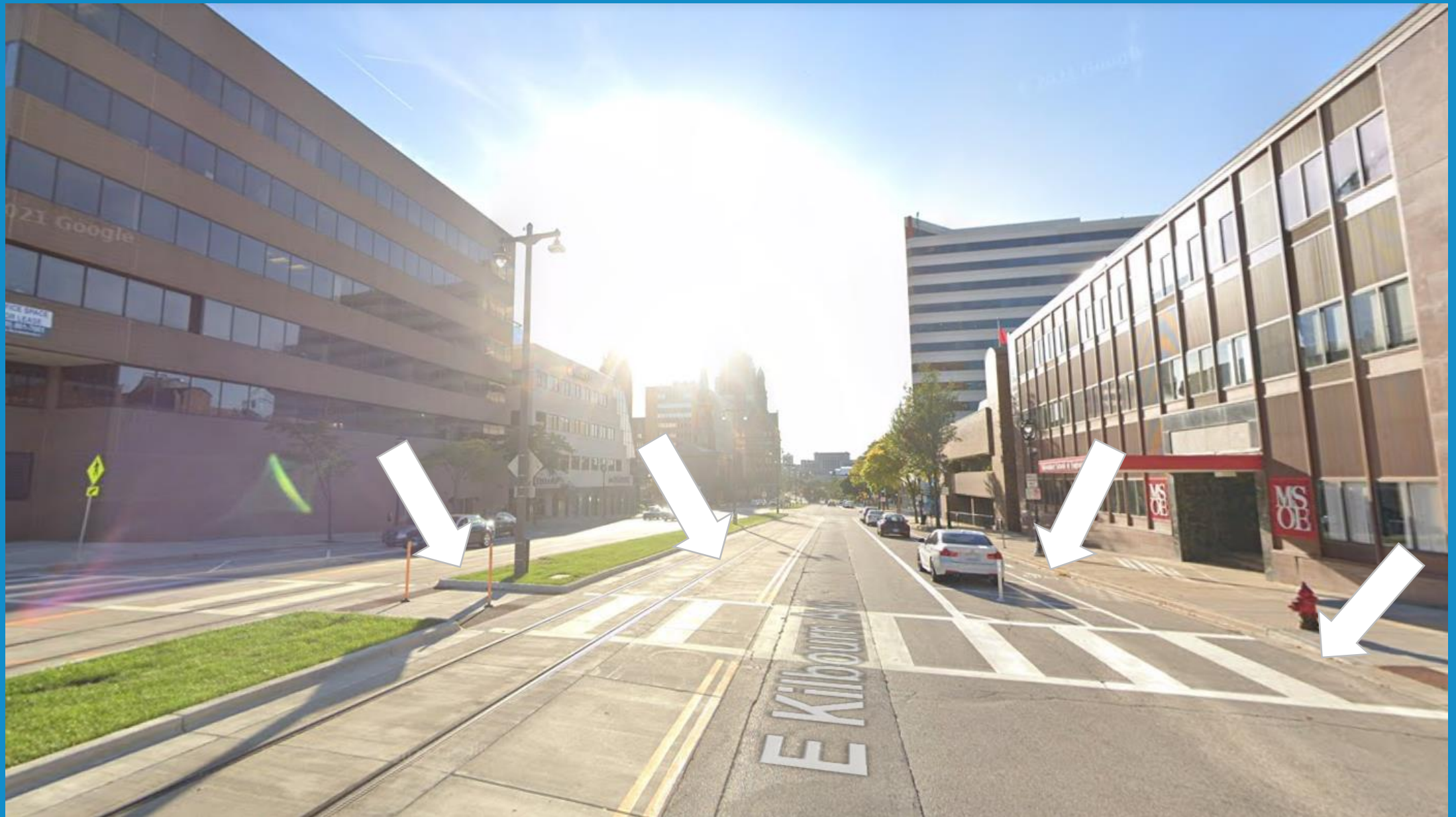
Vision Zero

- Comprehensive approach to traffic safety
- Everyone has the right to travel safely
- **No one should have to risk their life** to walk, bike, take transit, or drive.
- Vision Zero creates a system where safe driving is the default
- People will make mistakes, but those mistakes should not cost lives
- Not a single project or policy
- Multi-sector approach to saving lives

Key Concepts & Terms

- Death and serious injuries are unacceptable
- **Crash** not accident
- Equity
- Slow speeds save lives
- Multi-sector
- Data driven









Building on Past Efforts

- Coalition for Safe Driving
- Complete Streets Coalition & Policy
- Safe and Healthy Streets
- Reckless Driving Task Force championed by Ald. Murphy
- And so much more!



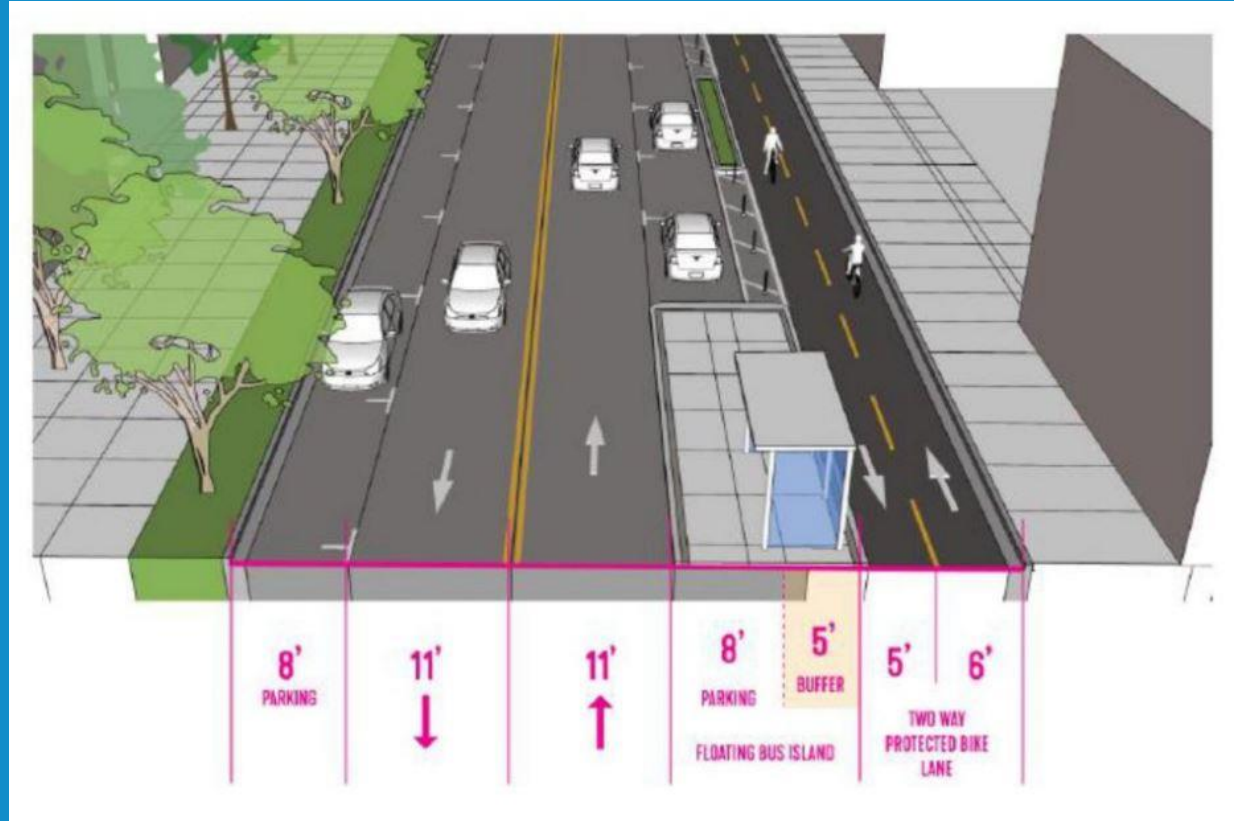
STAND Initiative

- Announced by Mayor Johnson in December
- Safe street design
- Traffic enforcement
- Accountability
- Neighborhood Engagement
- Demand progress



STAND Initiative

- Complete Streets projects for TIDs
- Towing(SOP)Stand Operating Procedure
- Public education campaign
- Expand drivers' education for youth and adults
- Pass Vision Zero resolution



Van Buren option – TID funded project

Mayor's Summer of Action

- Each cabinet member asked to provide three strategies to address reckless driving
 - Defensive driving courses for city staff who drive regularly
 - Office-wide safe driving pledge
 - Support youth programming



Internal Vision Zero Action Team

- Department of Public Works
- Milwaukee Police Department
- Milwaukee Health Department
- Department of City Development
- Milwaukee Fire Department
- Current actions
- Short-term actions
- Long-term "big ideas"
- Data

What's Next?

- Vision Zero strategy plan
- Public launch of Vision Zero
- Vision Zero working group with community partners
- Safe streets projects

