

Reckless Driving Initiative

Priority Category: Fiscal Sustainability and Core City Services, Public Safety

Funding Amount: \$6,150,000

Managing Departments: Public Works – Infrastructure, Milwaukee Police Department

Existing or New Project: Existing

Purpose: Community supported traffic safety improvements along the Pedestrian High Injury Network at various locations across the City of Milwaukee. Increase traffic enforcement as part of combined efforts to curb reckless driving in the City of Milwaukee.

DESCRIPTION

This project will install various pedestrian safety improvements along 25 miles of the City’s Pedestrian High Injury Network (PHIN), which are among the most dangerous streets for walking in Milwaukee. The safety improvements will focus on reducing motor vehicle speeds and reckless driving, which are primary threats to the safety of people walking. The proposed treatments may include curb extensions, pedestrian refuge islands, raised crosswalks, pedestrian signals, pavement markings, street trees, and green infrastructure. A portion of the project includes rapid implementation improvements that use cost effective materials such as pavement markings and flexible delineator posts to address traffic safety issues. These improvements can be quickly installed as an interim or pilot measure to address immediate hazards. This interim approach on select corridors allows the Department of Public Works to work closely with community partners to identify solutions that increase traffic safety, and are supported by people living and working nearby. Additionally, these infrastructure improvements will be complemented by seed grant funding for community based organizations (CBOs) along the PHIN corridors to conduct various education and awareness campaigns related to reckless driving and the new traffic safety improvements. Modeled off the 2021 Reckless Driving Mini-Grant Program, these seed grants will be distributed to various CBOs to conduct events such as community walks, pedestrian

safety action campaigns, and community fairs, as well as for awareness campaigns such as physical (ex. billboards, yard signs, bus ads) and social media (ex. videos, live feeds) messaging.

The Milwaukee Police Department, through partnership with the Reckless Driving and Carjacking Task Force, DPW, DOT and other entities, has actively participated in an “all hands approach” to curbing reckless driving. In late March, MPD launched its highly successful Traffic Safety Unit (TSU). One of the key components to traffic enforcement is the Police motorcycle fleet. Replacing ten currently out of service motorcycles and equipping them with upgraded computers will enhance reckless driving enforcement. Additional funding for overtime will expand enforcement capacity and response to neighborhood traffic issues.

- Permanent Improvements - Major Streets: \$1,000,000
 - Potential Corridors: Locust St. (I-43 to Humboldt), North Ave (30th to 24th), Lapham Blvd. (Chavez to 1st)
- Permanent Improvements - Residential Streets: \$1,000,000
 - Potential Schools for Improvements: Green Bay Ave. School, Hampton School, Mitchell School
- Rapid Implementation Projects: \$1,800,000
 - Potential Locations: 35th St. (Townsend to Congress), Holton St. (Viaduct to Capitol), Chavez and Lapham
- Speed Limit Reduction: \$1,200,000
- Police Motorcycles: \$250,000
- Police Overtime: \$500,000
- Mobile Computers: \$400,000

Racial Equity and Inclusion

The project aims to eliminate fatal and severe crashes involving people walking along the most dangerous streets in Milwaukee. It also prioritizes safety improvements on streets in predominantly communities of color to address the disproportionate risk of Black and Brown individuals being killed or severely injured by a motor vehicle. Increased traffic enforcement will decrease victimization from reckless driving.

A majority of these streets are located in predominantly communities of color with compounding disparities related to public health outcomes. The City's Complete Streets policy requires an annual Health and Equity report that measures the impact and outcomes of addressing disparities, including access to safe mobility options and crash risk. This report will specifically measure the impact of the proposed project.

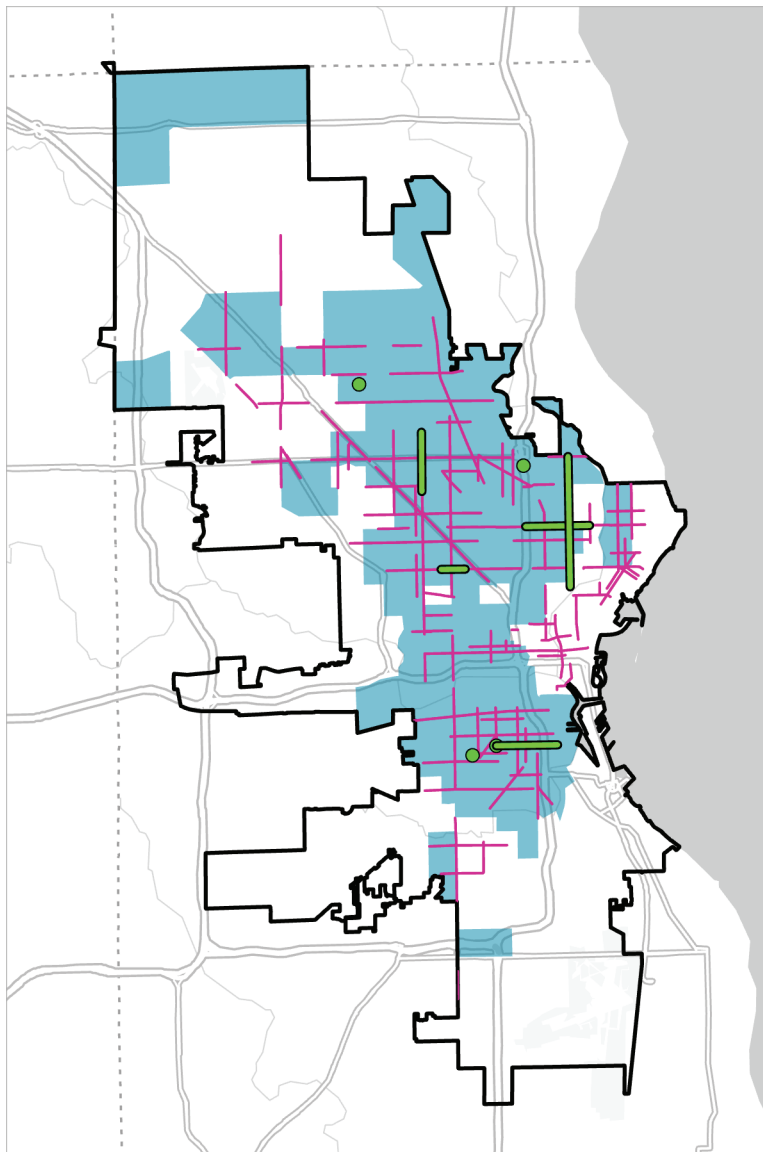
PERFORMANCE MEASURES

Output Measures:

- Number of rapid implementation projects
- Traffic citations and warnings issued
- Intersections improved

Outcome Measures:

- Reduction in traffic crashes
- Reduction in pedestrian injuries and fatalities
- Reduction in crash fatalities
- Increase in percent of residents walking or biking to work and school



Community Supported Traffic Safety Improvements

- Potential Traffic Safety Improvement Projects
- Potential Schools for Traffic Safety Improvements
- Pedestrian High Injury Network
- Qualified Census Tracts
- City Limit

- Potential Project Locations:**
- Locust St (I-43 to Humboldt)
 - North Ave (30th to 24th)
 - Lapham Blvd (Chavez to 1st)
 - 35th St (Townsend to Congress)
 - Holton St (Viaduct to Capitol)
 - Chavez and Lapham
 - Green Bay Ave School
 - Hampton School
 - Mitchell School