

VISION ZERO ACTION PLAN

Executive Summary



Letter from the Mayor

The City of Milwaukee is making important progress towards our Vision Zero goal. While there continues to be too many people seriously injured or killed on our streets, the safe systems approach is working. Reckless driving justifiably remains a top concern here, so, there is broad support for the actions we have taken. As you will see in this plan, there is also a commitment to develop new approaches, adapting our response to the scourge of danger on our roads.

I have worked with every department of City government to reduce traffic violence. We have generated new ideas to promote safety through the safe systems approach. Recent achievements include: The Department of Public Works (DPW) prioritizing safety over speed in street designs and securing major grants. The Department of City Development investing tax increment district funding for street safety projects. The Police Department improving the unlicensed driving ticket process so that dangerous drivers are taken off the streets sooner. Milwaukee Fire Department ambulances now carry whole blood to give transfusions for trauma patients, including those in crashes. The Health Department is conducting data analysis and convening community partners for effective Vision Zero implementation. The Department of Administration Offices of Vision Zero and Community Wellness and Safety are connecting traffic violence victims to general violence support programs.

My fellow elected leaders are also taking action. Thank you City Attorney Goyke for stepping up prosecution of new anti-reckless driving laws, judges for taking reckless driving seriously, and County Executive Crowley for also adopting our Vision Zero goal and target date.

The coordination and combined efforts of the safe systems approach are paying off. In the last full year, Milwaukee saw an 7% decline in the number of traffic fatalities. We're headed in the right direction, yet it is clear significantly more work must be done. This plan lays out over 100 strategic actions that are needed to achieve Vision Zero. I am directing city departments to implement them and invite the community, partners, and other levels of government to join us.

We all will benefit from safer streets, and everyone can participate in the effort. Together, we can achieve Vision Zero.



Mayor Cavalier Johnson



MAYOR CAVALIER JOHNSON



Executive Summary

What is Vision Zero?

Vision Zero is the declaration that the only acceptable goal for the transportation system is zero deaths or life-changing injuries.

Recognizing that everyone should have the right to travel safely and no one should have to risk their life to walk, bike, use transit, or drive, the City of Milwaukee unanimously adopted Vision Zero as a policy in 2022. Since then, the City has taken many actions to build a system where streets are safe for everyone - regardless of race, age, gender, or transportation mode.

This Vision Zero Action Plan contains a set of solutions that must be implemented to achieve the goal of zero traffic deaths or life-changing injuries in the City of Milwaukee by the end of 2037. This plan contains a multi-sector approach focused on layered interventions that promote safe speeds, safe people, safe vehicles, and safety data. It combines best practices from other cities and countries with local solutions and innovative ideas. Cooperation and partnership across governments and communities will be essential to successfully implement this plan and attain Vision Zero for the City of Milwaukee.



Vision Zero Core Tenets



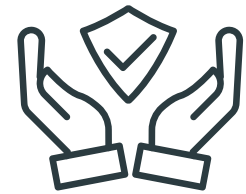
Death and serious injury is unacceptable



Humans make mistakes



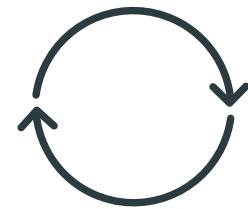
Humans are vulnerable



Responsibility is shared



Safety is proactive



Redundancy is crucial

How will Milwaukee benefit from Vision Zero?

- **Prevent unnecessary harm and death** - Slower speeds lead to fewer deaths. Fatal crashes involving speeding have increased in the City of Milwaukee by 137% since 2002. In 2024, 70 people were killed and over 2,000 were injured in traffic crashes. These losses cause great harm to families and the community.
- **Expand transportation options** – Transit is the safest form of transportation and 73% of respondents to the City’s Vision Zero Plan survey indicated that they would walk or bike more if it was safer. Walking, biking, and transit are fun, healthy, affordable transportation modes. Prioritizing these modes can ensure that people of all ages and abilities can travel safely, with or without a car.
- **Prioritize efforts with a data** – For example, 9% of streets have 59% of traffic deaths in the City of Milwaukee. This “High Injury Network” of streets allows public funding to be focused on the worst areas, where the most impact can be achieved. When streets are designed and built to be safe for people walking or biking (who have the highest fatality rates per crash), they are safe for everyone, regardless of mode.

How was the plan developed?

This plan builds on adopted plans and recommendations compiled over the last decade to promote safer streets in Milwaukee. Almost 2,000 people provided input. Through community outreach, ongoing collaboration of multiple City Departments and stakeholders, a Community Advisory Committee, and research, seven overarching concepts with 100 supportive action steps outline how Vision Zero can be achieved.



What are the key actions to achieve Vision Zero in Milwaukee?

1. Build Safe Streets for All Users, Prioritizing the Most Dangerous Roads

- Prioritize Safety Improvements on the High Injury Network (HIN)
- Operationalize the Complete Streets Handbook including data-based road project prioritization tools and public education on process
- Proactively address safety concerns in high-risk areas
- Improve lights, signs, and signals to reduce speeds and promote pedestrian safety, prioritizing the HIN
- Utilize the Citywide Transportation and Mobility Plan to prioritize projects and address action items in the VZAP
- Support transportation options

2. 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

3. 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

4. Promote Traffic Safety through Communication, Encouragement, and Education

- Conduct proactive community outreach on street projects, such as door knocking, block meetings, walks, bike rides, community events, etc.
- Educate the public on traffic laws, slower speeds, traffic violence, traffic calming effectiveness, Vision Zero, etc. through innovative campaigns, community-driven methods, and partnerships
- Develop ongoing, multi-channel community engagement methods, such as advisory committee(s), public meetings, surveys, direct neighborhood outreach, and coalitions
- Build a culture of safety, centering those directly impacted by traffic violence
- Support transportation education for all ages, transportation methods, and abilities

5. Ensure Timely and Effective EMS and Medical Care

- Implement technology and quality improvement changes

6. 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

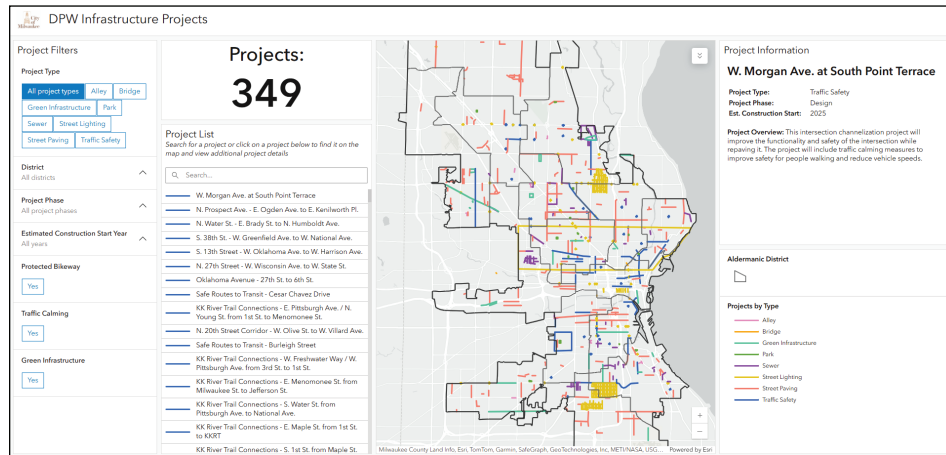
7. Champion State-Level Changes

- 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

Learn More

Where is traffic violence happening? How is it impacting my neighborhood? With the interactive [Traffic Violence Dashboard](#) you can see the impact of traffic violence by location, by transportation mode, or by severity of injury at the scale that matters to you, from your block to the whole city.

What active and upcoming construction projects are happening anywhere in the City? Check out the Department of Public Works Infrastructure Projects [interactive map](#). From street paving to bridges to traffic safety, it's all [here](#).



Where are Protected Bike Lanes and bike infrastructure?

Check out the [Milwaukee Bike Map Hub](#), which includes the Protected Bikeway Progress Tracker.

Where is traffic enforcement happening and how many citations are being written? For traffic enforcement data visit [TSU Statistics – Traffic Safety Unit](#)

How can I learn more about Vision Zero? Visit the City [Vision Zero](#) website to learn more and see the whole plan.

The City of Milwaukee

Milwaukee Bike Map Hub

Track the progress of protected bikeways, plan your bike route through the city, and view existing bike infrastructure maps

The City of Milwaukee
January 30, 2025

- Protected Bikeways Progress Tracker
- Bike Infrastructure Map
- Low Stress Bike Map
- Bubi Bikeshare Map
- Bike Rack Locator
- Who to Call
- Access the Data

Take Action to Support Safer Streets

Get involved in creating a Milwaukee where all people are thriving in safe, healthy, and equitable neighborhoods. Join the [MKE Elevate](#) Healthy Built Environment Action Team for quarterly meetings, facilitated by the Health Department to address key community issues.

Request traffic calming. The [Community-Led Traffic Calming Program](#) helps property owners, residents, business owners, and community members to build consensus and request traffic calming measures.

Give input on City projects including parks, planning, and transportation projects. Visit [EngageMKE](#), the City's official community engagement hub.

Report reckless driving. Visit [Be Part of the Solution / Sea parte de la solución – Traffic Safety Unit](#), call (414) 935-3925, or use the [MKEMobile app](#) to report reckless driving.

Tell your friends, family, and neighbors to slow down and share the [Speeding-We Can Live Without It](#) resources. Free education resources in digital and print formats are available.



What is 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 seeks to center the human health impacts of transportation, not crashes or property damage.



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

“Crashes are preventable. 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,”
Amy Cohen, co-founder of Families for Safe Streets.



milwaukee.gov/VisionZero