



Vision Zero

City of Milwaukee Vision Zero

2023 Southeast Wisconsin Transportation Symposium

Kevin Muhs, PE AICP, City Engineer

Jessica Wineberg, Vision Zero Policy Director

How many people are you
ok with being killed in
traffic?



What is an acceptable number of family and friends to be killed in traffic?



The only acceptable number
is ZERO.

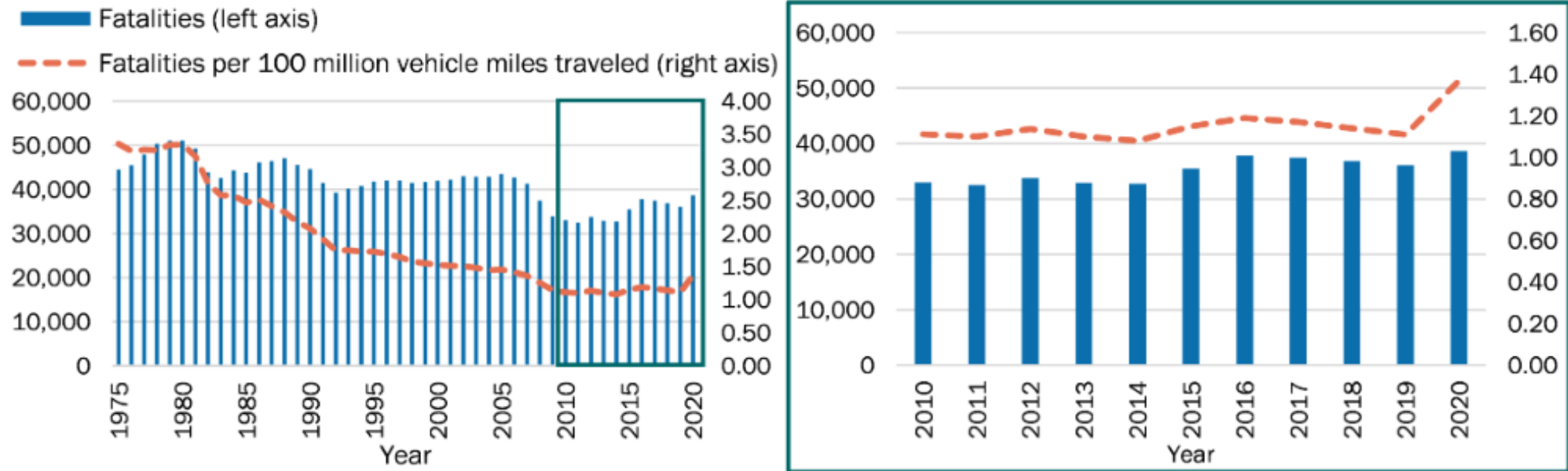


Data Overview



It's a National Issue

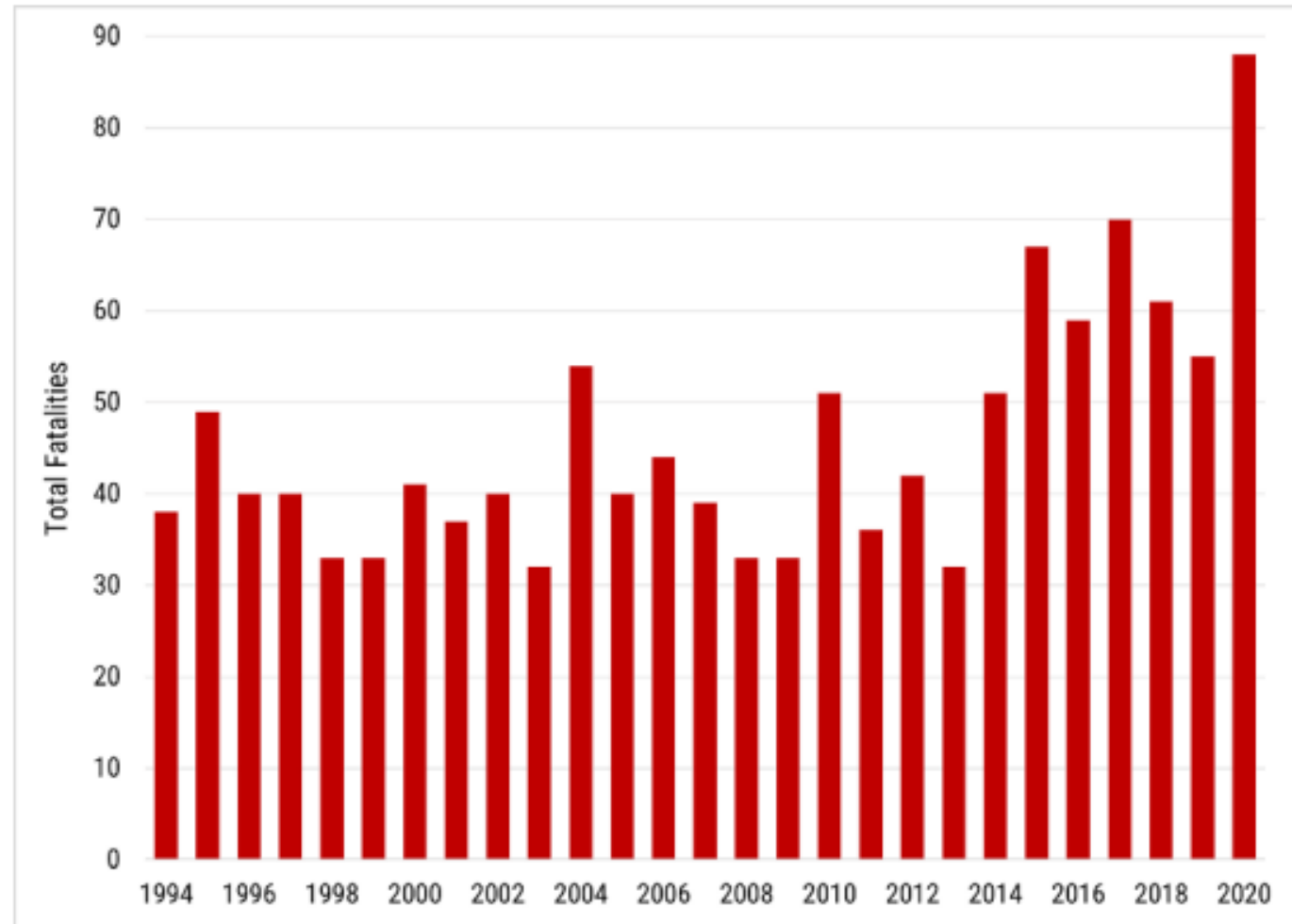
Roadway fatalities and the fatality rate declined consistently for 30 years, but progress has stalled over the last decade and went in the wrong direction in 2020.



Source: Fatality Analysis Reporting System

And it's a
Local
Issue

Figure 15: Total traffic fatalities in the City of Milwaukee, 1994-2020

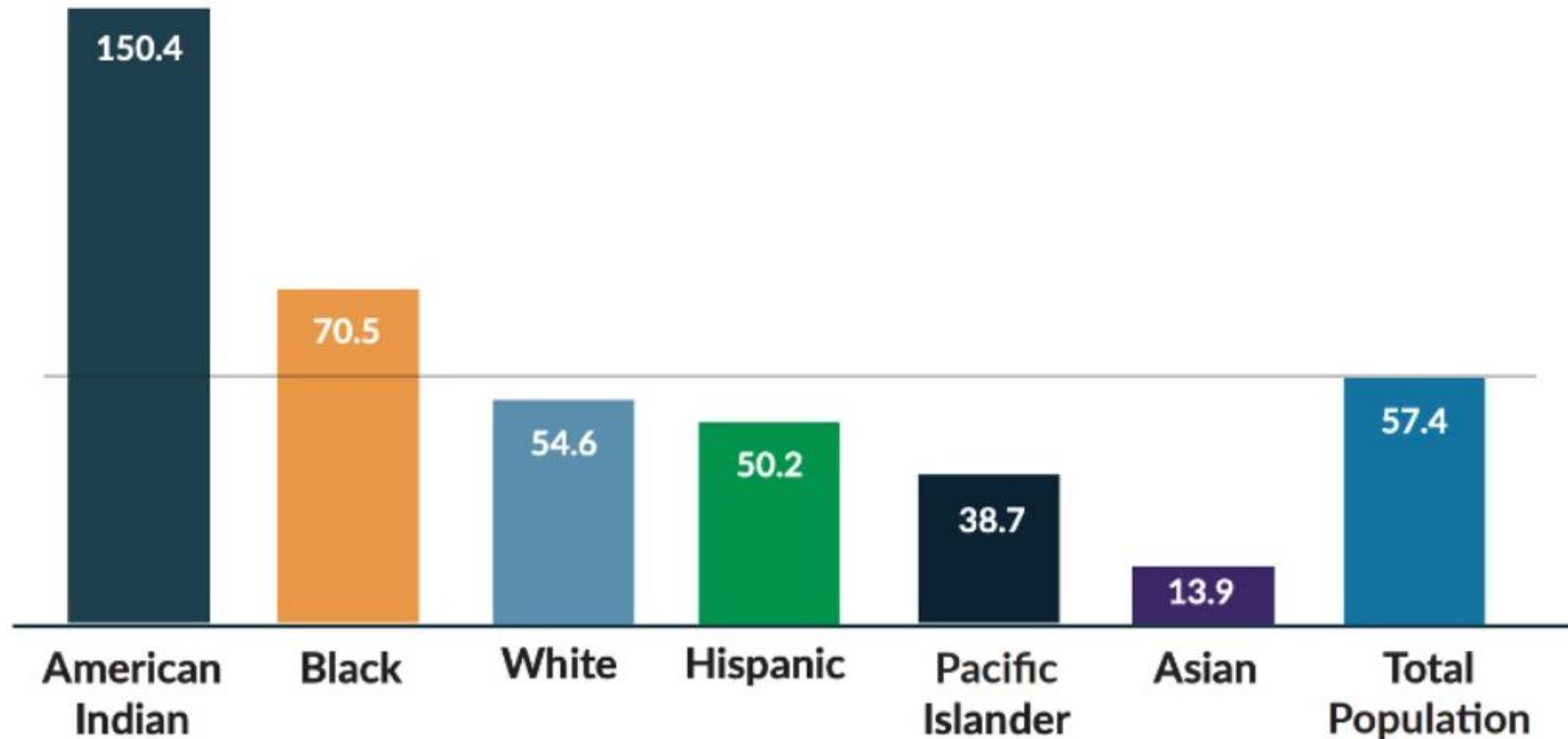


Traffic Fatalities in Milwaukee

Year	Fatalities
2019	53
2020	78
2021	69
2022	87
2023	58 (through 10/4), projected to be 77

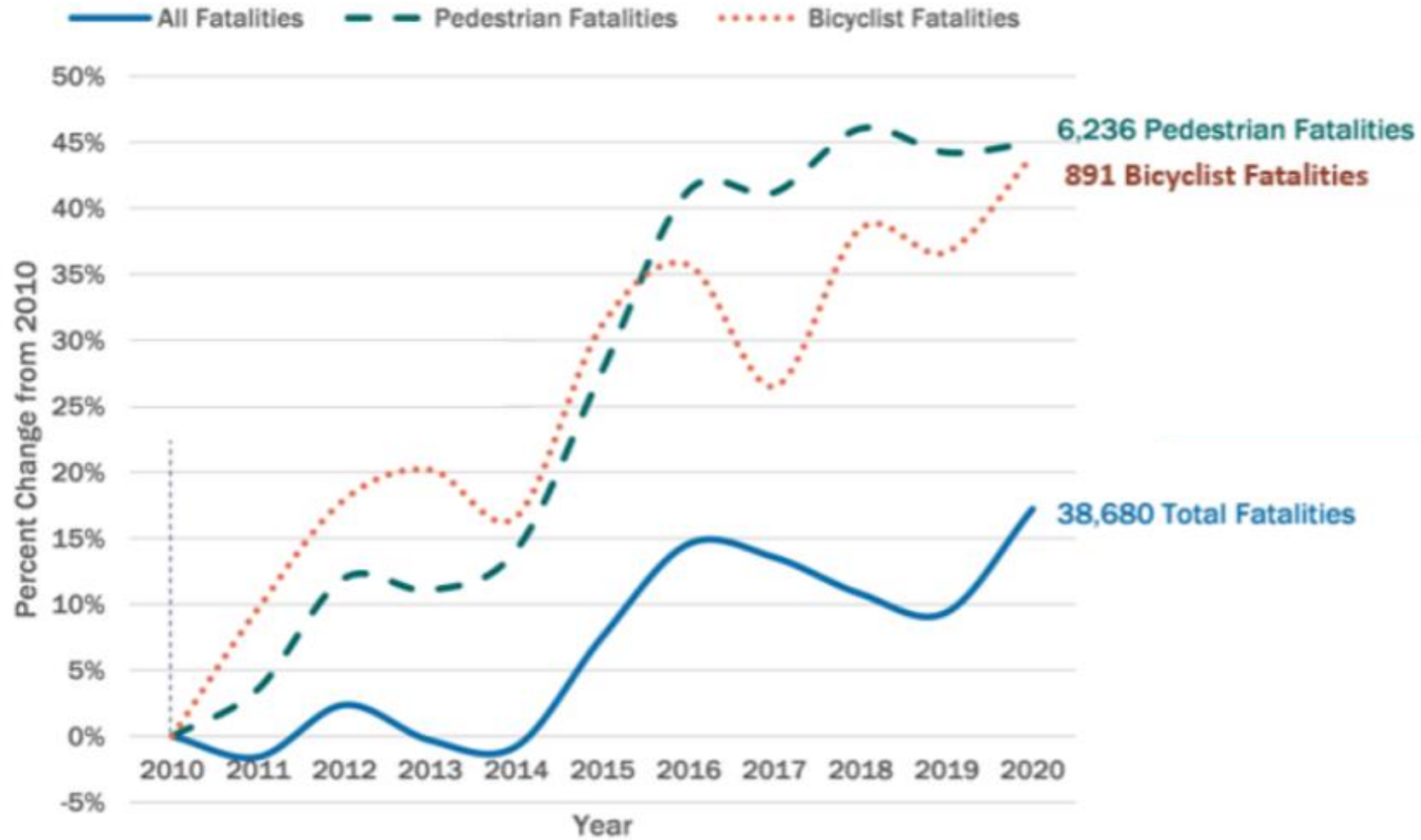
It's Racially Inequitable

Total U.S. Traffic Deaths per 100,000, 2016-2020



Source: U.S. traffic deaths disproportionately affect Black and American Indian people. Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates; Fatality Analysis Reporting System (FARS): 2016-2020 Final File and 2021 Annual Report File (ARF)

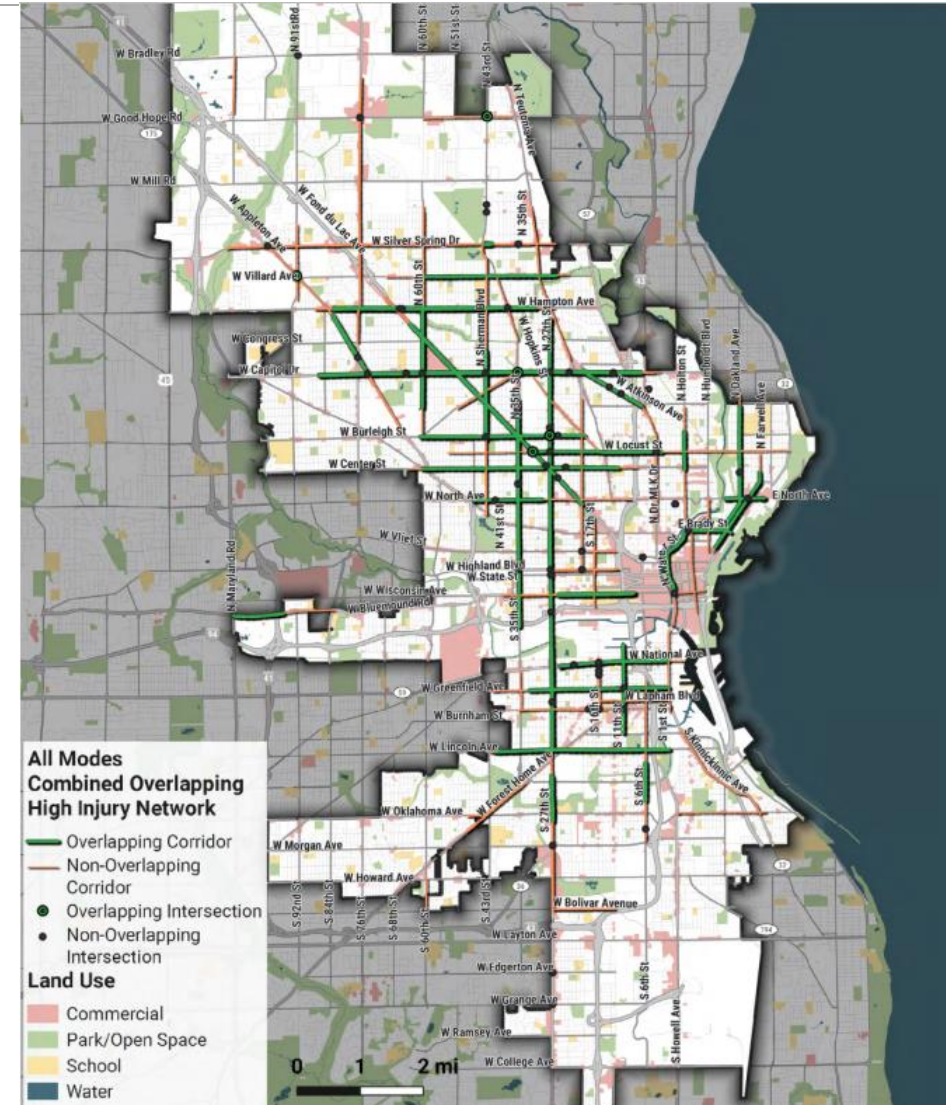
It's Modally Inequitable



Source: US DOT

It's Geographically Concentrated

[MKECrashAnalysisReport2022.pdf](#)
(milwaukee.gov)



Vision Zero Elements





GOAL: NO DEATHS OR SERIOUS INJURIES ON OUR ROADWAYS BY 2037

Safe Systems Principals



**Death/serious injury
is unacceptable**



**Humans make
mistakes**



**Humans are
vulnerable**



**Responsibility is
shared**

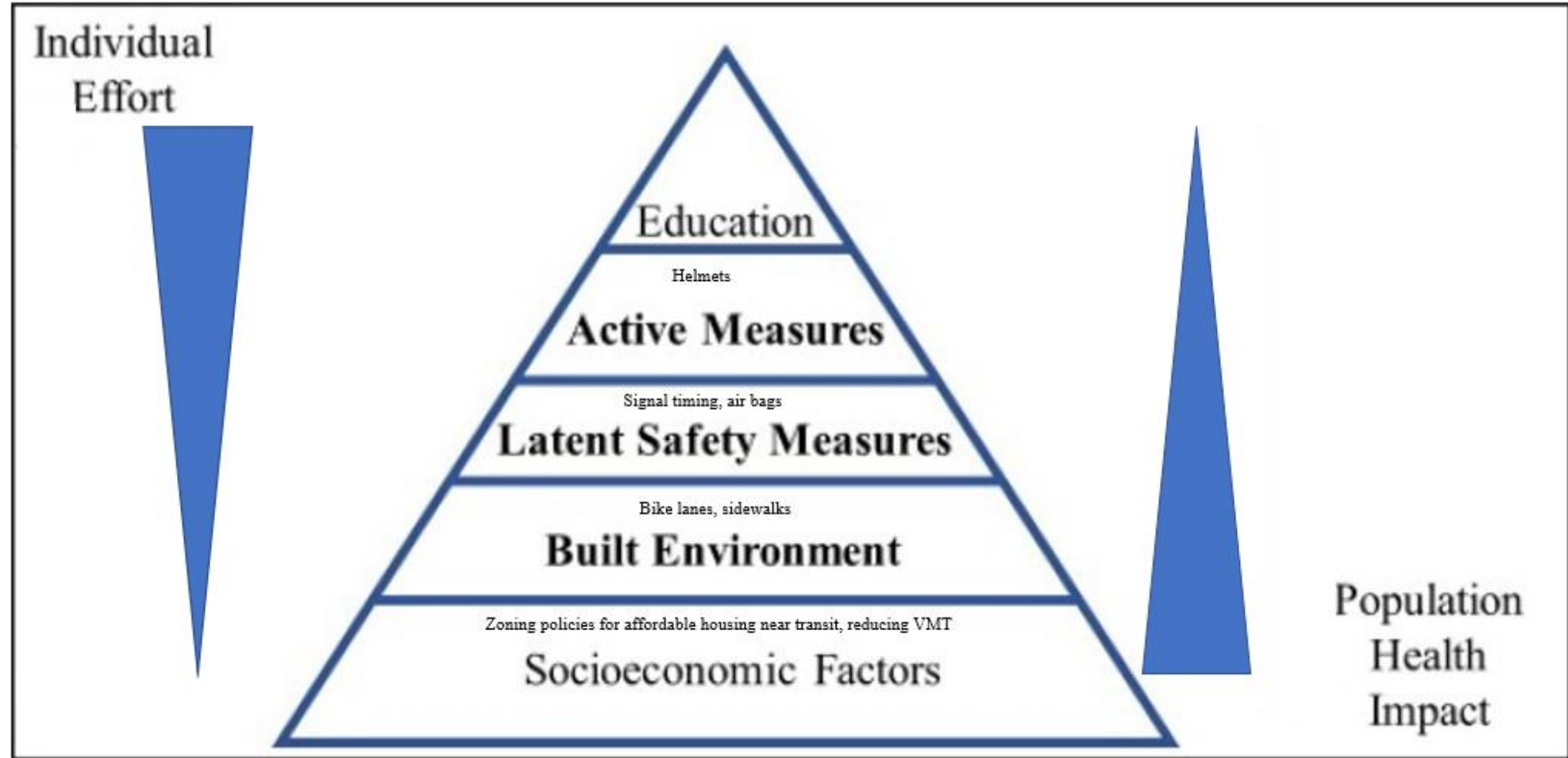


Safety is proactive



**Redundancy
is crucial**

Safe Systems Pyramid



Source: David J. Ederer, Rachael Thompson Panik, Nisha Botchwey, Kari Watkins, The Safe Systems Pyramid: A new framework for traffic safety, Transportation Research Interdisciplinary Perspectives, Volume 21, 2023.

City Efforts



Recent Collective Achievements

Towing policy for reckless driving

Establishment of Traffic Safety Unit in Milwaukee Police Department

Community driven education campaigns

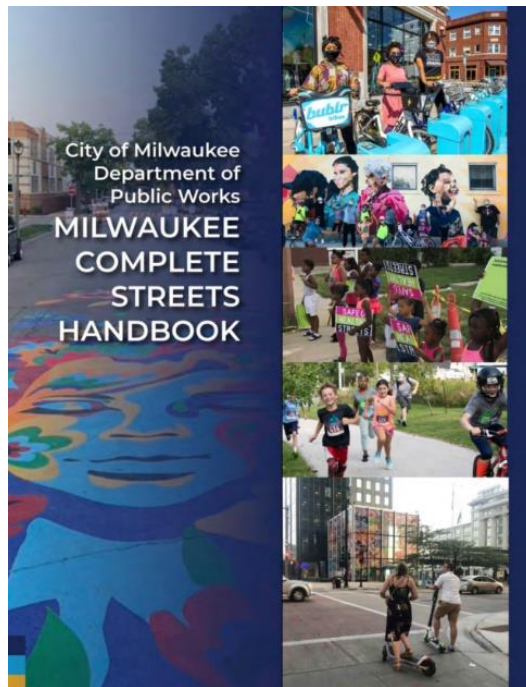
MPS drivers' education

49% of recommendations in 2020 City-County Carjacking and Reckless Driving Report are complete/ongoing



DPW's Guiding Principles

1. Prioritize and design streets for slow speeds and safety
2. Public right of ways are assets to be used to achieve community goals
3. Incorporate Complete Streets principles to make streets less car-centric and better accommodate all modes and ages



NACTO National Association of City Transportation Officials

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NACTO Welcomes Milwaukee, SEPTA, and MBTA as New Members

Jan 30, 2023

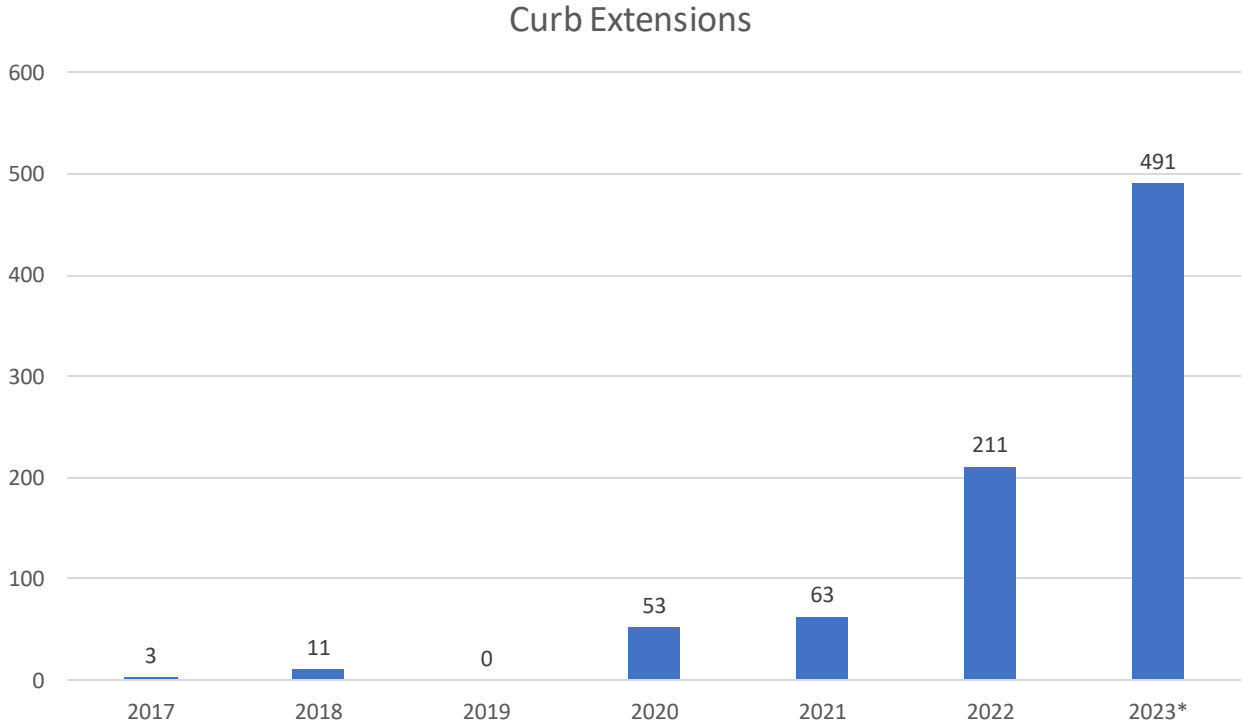
Safety over Speed



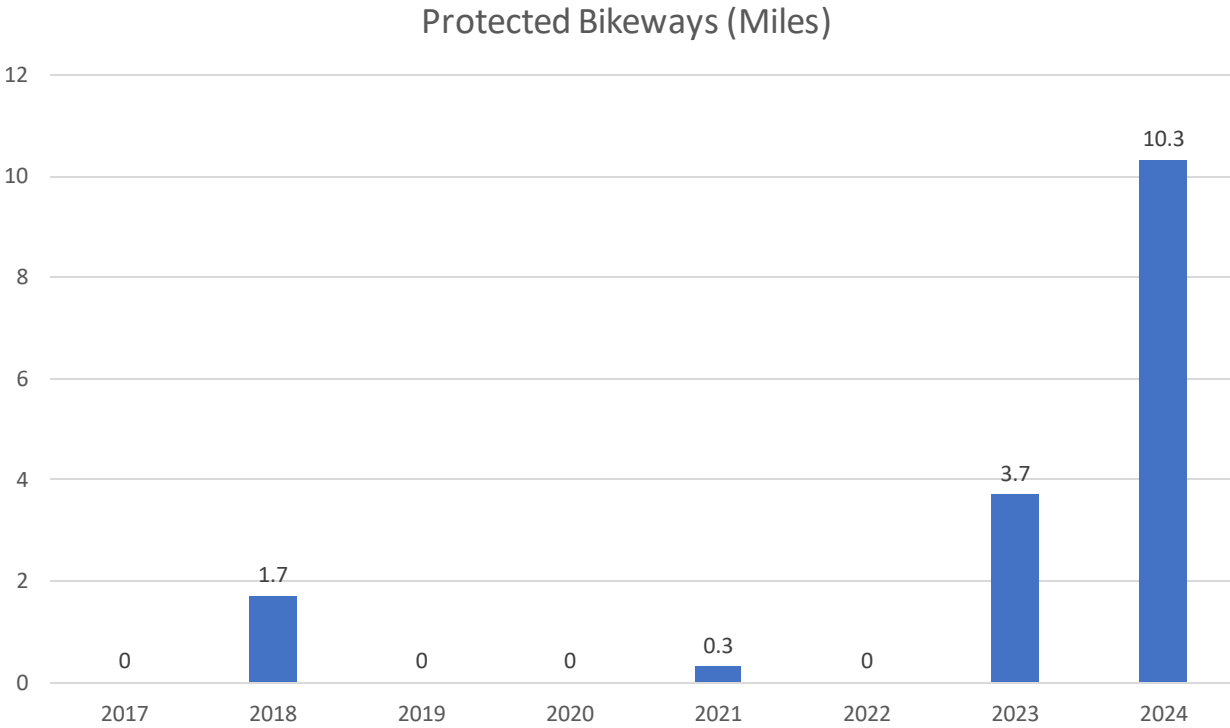
"Infrastructure" for Achieving Vision Zero



Infrastructure Investment – Curb Extensions



Infrastructure Investment – Protected Bikeways



Next Steps for Vision Zero in Milwaukee

Focus on HIN to prioritize investments and maximize safety gains

Conduct a Vision Zero Planning process that centers equity

Launch education campaign

Hire Community Outreach workers

Create a structure to continually welcome participation, receive feedback, and review data

Seek funding, partners, and new ideas



We Can Make a Difference Today

- Drive the speed limit.
- Yield to pedestrians in marked and unmarked crosswalks. People walking have the right of way at both.
- Talk to people about the importance of safe driving.
- Share any creative ideas with us!
- Join the [Call to Action: NRSS | US Department of Transportation](#)





Thank you! Questions?

Jwineb@Milwaukee.gov

Kmuhs@Milwaukee.gov