



MILWAUKEE COUNTY
Complete
Communities



**MILWAUKEE
COUNTY**

Municipal Safety Action Plans Update

Committee on Transportation and Transit

Milwaukee County Department of Transportation – Director's Office

March 4, 2026

Complete Communities Transportation Planning Project



- **Phase One (2023-2024)**

- ✓ Safe Streets Roadshow
- ✓ Data Analysis
- ✓ Transportation Safety Assessment Report

- **Phase Two (2024)**

- ✓ Motor Vehicle Collision Dashboard
- ✓ Safer Streets Workshops
- ✓ Vision Zero Commitment
- ✓ Comprehensive Safety Action Plan

- **Phase Three (2025-2026)**

- ✓ Demonstration Activities in five municipalities
- ✓ 2025 SS4A Implementation grant application
- ✓ 2025 SS4A Implementation grant award
- ✓ Municipal Safety Action Plans



Municipal Safety Action Plan Contents



- 1) Leadership Commitment and Goal Setting
- 2) Vision Zero and Safe System Approach
- 3) Safety Analysis
- 4) Community Engagement
- 5) Priority Action Steps
 - a. Project Locations
 - b. Demonstration Activities
 - c. Other Recommendations
 - d. Funding Solutions
- 6) Appendix

VISION ZERO & THE SAFE SYSTEMS APPROACH

WHAT IS VISION ZERO?
Vision Zero is a state-driven, multi-jurisdictional strategy aimed at eliminating all traffic-related fatalities and serious injuries while increasing safety, health, and equitable mobility for all. Originally adopted in Sweden in 1996, Vision Zero has since been embraced by cities, counties, states, and countries around the world, including Milwaukee County, as a paradigm shift in roadway safety.

MILWAUKEE COUNTY'S COMMITMENT TO VISION ZERO:
With funding from the United States Department of Transportation's Safe Streets and Routes program and leadership from Milwaukee County Department of Transportation's Director's Office and project team, Milwaukee County and its sister jurisdictions are developing the Village of Councilors' Municipal Safety Action Plan as a follow-up to the Milwaukee County Comprehensive Safety Action Plan.

WHAT IS THE SAFE SYSTEM APPROACH?
The Safe System Approach is a framework that aims to eliminate road and serious injuries for all roadway users. The approach shifts the traditional focus from preventing crashes entirely to minimizing the severity of outcomes when crashes occur, recognizing that human error is inevitable, but death and serious injury are not. At the core of the Safe System Approach are five interconnected elements:

- Safe People
- Safe Roads
- Safe Speeds
- Safe Vehicles
- Post-Crash Care

These elements work together so when one layer fails, others help prevent a catastrophic result.

SAFETY ANALYSIS

ROADWAY SAFETY IN WAUWATOSA
The City of Wauwatosa is a vibrant community in western Milwaukee County. This analysis of AEDT The City established a focus on the right-of-way crash hot spots in Wauwatosa. The analysis used a modified traffic volume approach to identify roadway segments with relatively high crash densities. The analysis identified several areas of concern. The crash analysis identified 10 hot spots during the 2018-2022 study period in Wauwatosa. Crashes were assigned a score of 1-5 based on injury to the crash. Both total and injury-to-crash ratio (ICR) scores were assigned a score of 1-5 (with 1 being the lowest and 5 being the highest). Properly average 0.175 of all crashes occurred on the road network. The top 10% of roads were selected as hot spots for further study. These are several corridors in Wauwatosa that are County Corridors of Concern, including Cooke Drive, North Avenue, Maple Road, and Harrison Avenue.

SAFETY ANALYSIS
CORRIDORS OF CONCERN IN WAUWATOSA

CRASH LOCATION
53% Fatal and Serious Injury Crashes occurred MID-ROAD

CRASH BEHAVIOR
37 Fatal and Serious Injury Crashes involved RECESSIVE DRIVING

FATAL & SERIOUS INJURY CRASHES BY MODE
14 Pedestrian
5 Bicyclist
63 Vehicle

CRASHES INVOLVING YOUNG DRIVERS
1 in 9 Fatal and Serious Injury Crashes involved a younger driver (under 18)

HOW TO IMPLEMENT THE MUNICIPAL SAFETY PLAN

STRATEGY 1. SAFER STREETS

STRATEGY 1.3 Enhance safety and protection for vulnerable users of the roadway.

RECOMMENDED ACTION
Implement pedestrian safety improvements and traffic calming measures at high-potential crossing locations identified through community engagement and crash analysis.

STRATEGY 1.4 Allow slower and innovative technology to understand safety issues and guide multimodal improvements.

RECOMMENDED ACTION
Conduct a safety audit with other agencies such as road light reduction, crash investigator findings, and household data, to identify traffic safety opportunities.

STRATEGY 2. SAFER PEOPLE

STRATEGY 2.1 Encourage community access to traffic safety education through in-person programming.

RECOMMENDED ACTION
Partner with the West Allis-West Milwaukee School District to implement Safe Routes to School and walking school bus programs.

STRATEGY 2.2 Launch a City-wide traffic safety campaign.

RECOMMENDED ACTION
Evaluate the effectiveness of existing traffic safety programs and integrate findings into ongoing program efforts and City communications.

SAFETY ANALYSIS

ROADWAY SAFETY IN WAUWATOSA
The City of Wauwatosa is a vibrant community in western Milwaukee County. This analysis of AEDT The City established a focus on the right-of-way crash hot spots in Wauwatosa. The analysis used a modified traffic volume approach to identify roadway segments with relatively high crash densities. The analysis identified several areas of concern. The crash analysis identified 10 hot spots during the 2018-2022 study period in Wauwatosa. Crashes were assigned a score of 1-5 based on injury to the crash. Both total and injury-to-crash ratio (ICR) scores were assigned a score of 1-5 (with 1 being the lowest and 5 being the highest). Properly average 0.175 of all crashes occurred on the road network. The top 10% of roads were selected as hot spots for further study. These are several corridors in Wauwatosa that are County Corridors of Concern, including Cooke Drive, North Avenue, Maple Road, and Harrison Avenue.

SAFETY ANALYSIS
CORRIDORS OF CONCERN IN WAUWATOSA

CRASH LOCATION
53% Fatal and Serious Injury Crashes occurred MID-ROAD

CRASH BEHAVIOR
37 Fatal and Serious Injury Crashes involved RECESSIVE DRIVING

FATAL & SERIOUS INJURY CRASHES BY MODE
14 Pedestrian
5 Bicyclist
63 Vehicle

CRASHES INVOLVING YOUNG DRIVERS
1 in 9 Fatal and Serious Injury Crashes involved a younger driver (under 18)

COMPLETE COMMUNITIES MEETING IN A BOX

WHAT IS "MEETING IN A BOX"?
Meeting in a Box is a resource designed to help residents and staff facilitate public engagement that connects. As a "out of the box" tool, it supports the implementation of the Safety Action Plan by providing easy-to-use resources that can be adapted to any stage from paper-kits to in-person meetings and beyond.

HOW TO USE THIS RESOURCE?

- 1 Review the end-user materials after reading this overview.
- 2 Read Tips for Planning a Public Meeting and make a plan for how you will engage your community.
- 3 Choose which Worksheets you will use and print enough for participants to fill one out. You may use all three Worksheets or choose one or two that work best for you.
- 4 Host your public meeting, using the Facilitator Guide as support to gather feedback.
- 5 Collect and analyze feedback from the public meeting using the Data Collection Worksheet.
- 6 Using feedback findings to inform your decision-making and planning efforts.

TIPS FOR PLANNING A PUBLIC MEETING

- Plan it
- Promote it
- Prep for it
- Host it
- Follow up

ENGAGEMENT WORKSHEETS

Getting Around Your Neighborhood
The purpose of this worksheet is to gather basic information about the community's travel habits and priorities for getting around.

Headline Stories
The purpose of this worksheet is to gather consensus about safety messaging and empower community members to share it with others.

Proposing Safe Routes Projects
The purpose of this worksheet is to understand community priorities for where to focus resources on safety-related improvements.

School Zone Safety Improvements

Background:
Between 2018 and 2022, 44 crashes took place in the 1/2 mile stretch of Puett Rd between Howell Ave and Pleasant Ave. There are several factors that likely contributed to the frequency of these crashes:

- High Speeds
- Wide Lanes
- Roadway with Excess Capacity
- School Permit Parking Policy

Recommendation:
Close Medians, HAWK Signal, Narrow Lanes, Wider Sidewalks.

GOAL:
Improve safety along a segment of Puett Rd in front of Oak Creek High School.

Existing Conditions Map:
The study segment of Puett Road currently has narrow medians (6-7 feet wide) on both sides of the road. Sidewalks are present on the east and west sides of the road. The road is currently 11 feet wide and is unimproved. The road is currently 11 feet wide and is unimproved. The road is currently 11 feet wide and is unimproved.

2025 SS4A Implementation Grant Award

NEWS, TRANSPORTATION

Milwaukee County awarded nearly \$25 million in federal funding for street safety projects

The US DOT Safe Streets and Roads for All program will help fund over 60 infrastructure projects in the county

BY EVAN CASEY • JANUARY 12, 2026 • UPDATED JANUARY 14, 2026 at 9:47 AM

- A total of 65 proposed traffic safety projects at hazardous intersections and roadway segments on Corridors of Concern
- Participating jurisdictions:
 - ✓ Milwaukee County
 - ✓ Brown Deer
 - ✓ Glendale
 - ✓ City of Milwaukee
 - ✓ Shorewood
 - ✓ West Allis
- Two Supplemental Planning Studies
 - ✓ Lincoln Avenue Transportation Safety Study (West Allis)
 - ✓ “Road to Vision Zero” (MCDOT Director’s Office)



Milwaukee County's Funding for Safe Streets



TAP (2022) = \$235,000 (80% state funding / 20% county funding)

- ✓ Safe Streets Roadshow
- ✓ Transportation Safety Assessment Report

SS4A (2022) = \$1,000,000 (80% federal funding / 20% county funding)

- ✓ Motor Vehicle Collision Dashboard
- ✓ Safer Streets Workshops
- ✓ Comprehensive Safety Action Plan

SS4A (2023) = \$274,898 (80% federal funding / 20% municipal funding)

- ✓ Demonstration Activities

SS4A (2025) = \$31,149,200 (80% federal funding / 20% county & municipal funding)

- ✓ Implementation of 65 traffic safety projects
- ✓ Conduct two supplemental planning studies

**\$32,659,098 invested in safe streets across Milwaukee County since 2022
with only and estimated \$1,327,000 in outlay from the County itself.**