

Milwaukee County's Complete Communities Transportation Planning Project

Milwaukee County Department of Transportation

Jeff Sponcia – Transportation Program Planning Manager

SEWRPC Environmental Justice Taskforce

June 25th, 2024

INCREASE
MULTIMODAL
SAFETY FOR ALL
ROADWAY USERS



MILWAUKEE COUNTY
Complete
Communities

county.milwaukee.gov/CompleteCommunities

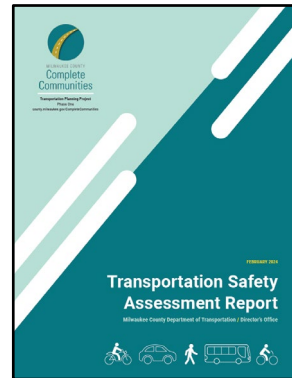


MILWAUKEE
COUNTY

ADDRESS
RECKLESS DRIVING
CRISIS
COUNTYWIDE

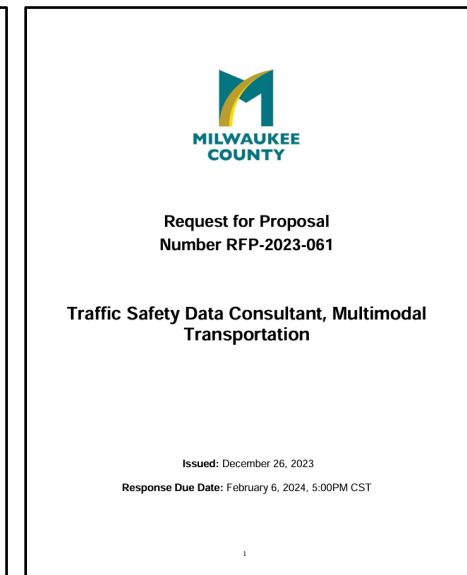
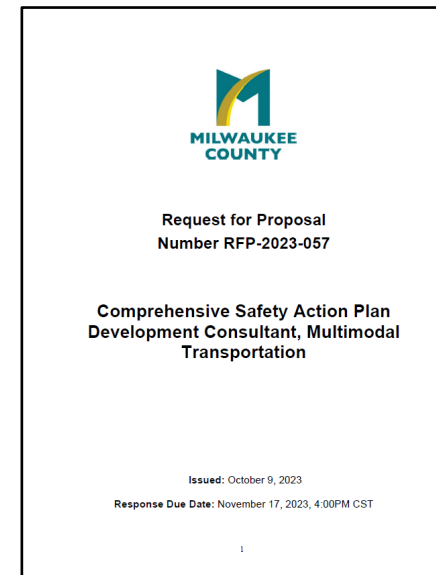
Phase One (TAP funded)

- **Public engagement meetings in each municipality (22 in all) including four within the City of Milwaukee (one in Spanish)**
- **Generate a Transportation Safety Assessment report to synthesize resident and roadway user feedback with local and national historical crash data trends**



Phase Two (SS4A funded)

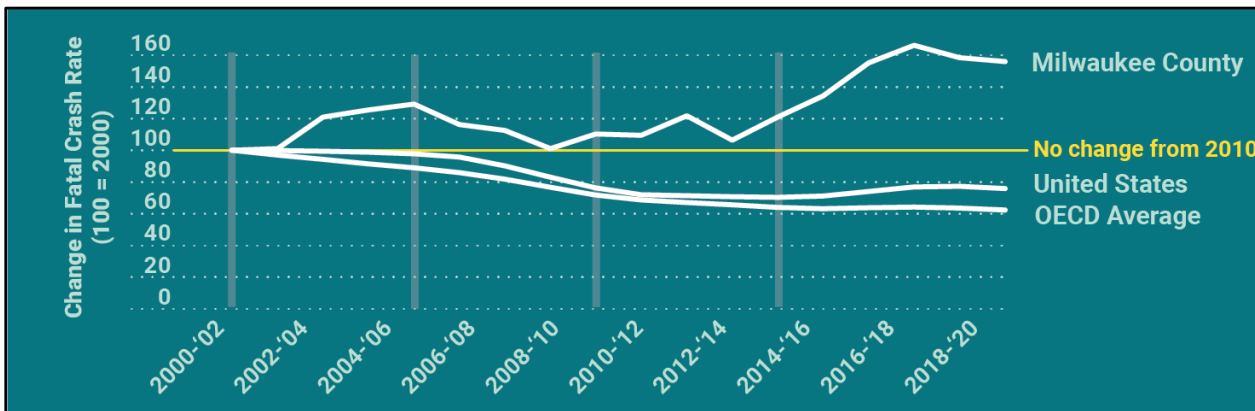
- **Generate a Comprehensive Safety Action Plan for Milwaukee County**
- **Generate Comprehensive Safety Action Plans for each participating municipality**
- **Two nationally-renowned consultant teams from RFP process**



Severe Crash Trends



- **Milwaukee County's fatal and serious injury crashes have increased sharply since 2014**

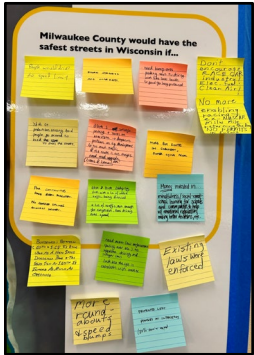


- **The increase is more drastic in Milwaukee County compared to the rest of the United States and other OECD nations**

Safe Streets Roadshow
roll-up banner for
tabling events



TMJ4 News Coverage of Safe Streets Roadshow at Good Hope Branch of Milwaukee Public Library



Safe Streets Roadshow in Cudahy and South Milwaukee

WHAT WOULD SAFER
STREETS MEAN FOR
YOUR COMMUNITY?



Complete Communities is an effort to increase multimodal safety and address reckless driving across Milwaukee County.



Visit county.milwaukee.gov/CompleteCommunities or use the QR code above to learn more!



Streets Mentioned Often

- Capitol Drive
- Silver Spring Drive
- Fond du Lac Avenue
- Chicago Avenue
- National Avenue
- Lake Drive
- 60th Street
- 27th Street
- 76th Street
- North Avenue

Key Takeaways

- Drivers are changing behavior and travel patterns (driving less, different routes)
- Residents would feel safer if...
 - More people used other modes
 - Vehicles slowed down
 - Rules were understood
 - Streets were designed for people instead of vehicles



Community Assessment By the numbers



Milwaukee

TOP THEME Traffic conditions	HABITS avoiding streets that feel unsafe and have large volumes of traffic	TOP CORRIDORS Capital Drive, Ford & Lac Ave, Lee Drive, 57th Street, Lupton Blvd, North Avenue, Lincoln Avenue, Goodridge Road, Silver Spring Drive, Kensington Avenue
KSI CRASHES 2018-2022 1,836	RATE PER 10,000 RESIDENTS 63.6	% CHANGE 2017 VS. 2018-22 4%



West Allis

TOP THEME Timing, Route Change	DESIRES prioritized bicycle infrastructure, traffic calming measures	TOP CORRIDORS Lincoln Avenue, National Avenue
KSI CRASHES 2018-2022 183	RATE PER 10,000 RESIDENTS 69.7	% CHANGE 2017 VS. 2018-22 22%



South Milwaukee

Hales Corners

Crash Inequities in Milwaukee County

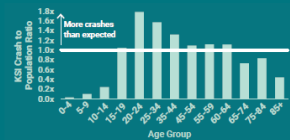


Fig. 10 Proportion of Fatal & Serious Injury Crash Victims by Age Group Relative to Population for Milwaukee County

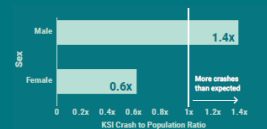


Fig. 11 Proportion of Fatal & Serious Injury Crash Victims by Sex Relative to Population for Milwaukee County

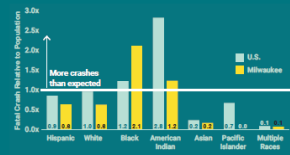


Fig. 12 Proportion of Fatal Crash Victims by Race/Ethnicity Relative to Population for Milwaukee County

Transportation Safety Assessment Report

Milwaukee County Department of Transportation / Director's Office



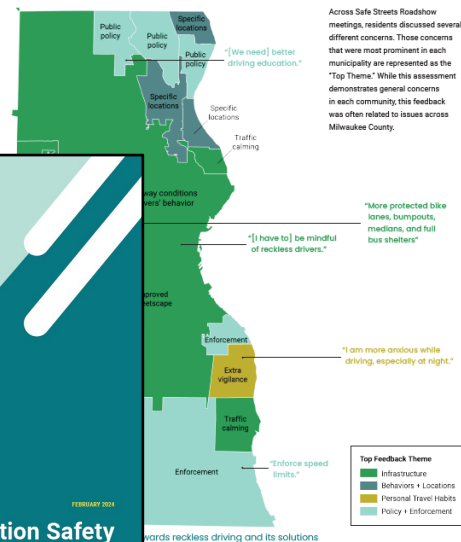
Transportation Safety Assessment Report

Our recently-published 50-page report provides data-driven analysis and resident observational feedback about the safety status of roadways in Milwaukee County. Some findings are...

- 51% of the crashes happen on 11% of the streets
- Black residents are 2.1 times more likely to be fatal/serious injury crash victims
- Capitol Drive is the street with the highest crash rate AND the street mentioned most by Milwaukee County residents as concerning
- Residents want more speed humps, traffic circles, lanes dedicated for buses and bikes

Community Assessment

Dominant Feedback Theme in Each Municipality



Top Feedback Theme

- Infrastructure
- Behaviors + Locations
- Personal Travel Habits
- Policy + Enforcement



MILWAUKEE COUNTY
Complete Communities

Motor Vehicle Collision (MVC) Dashboard

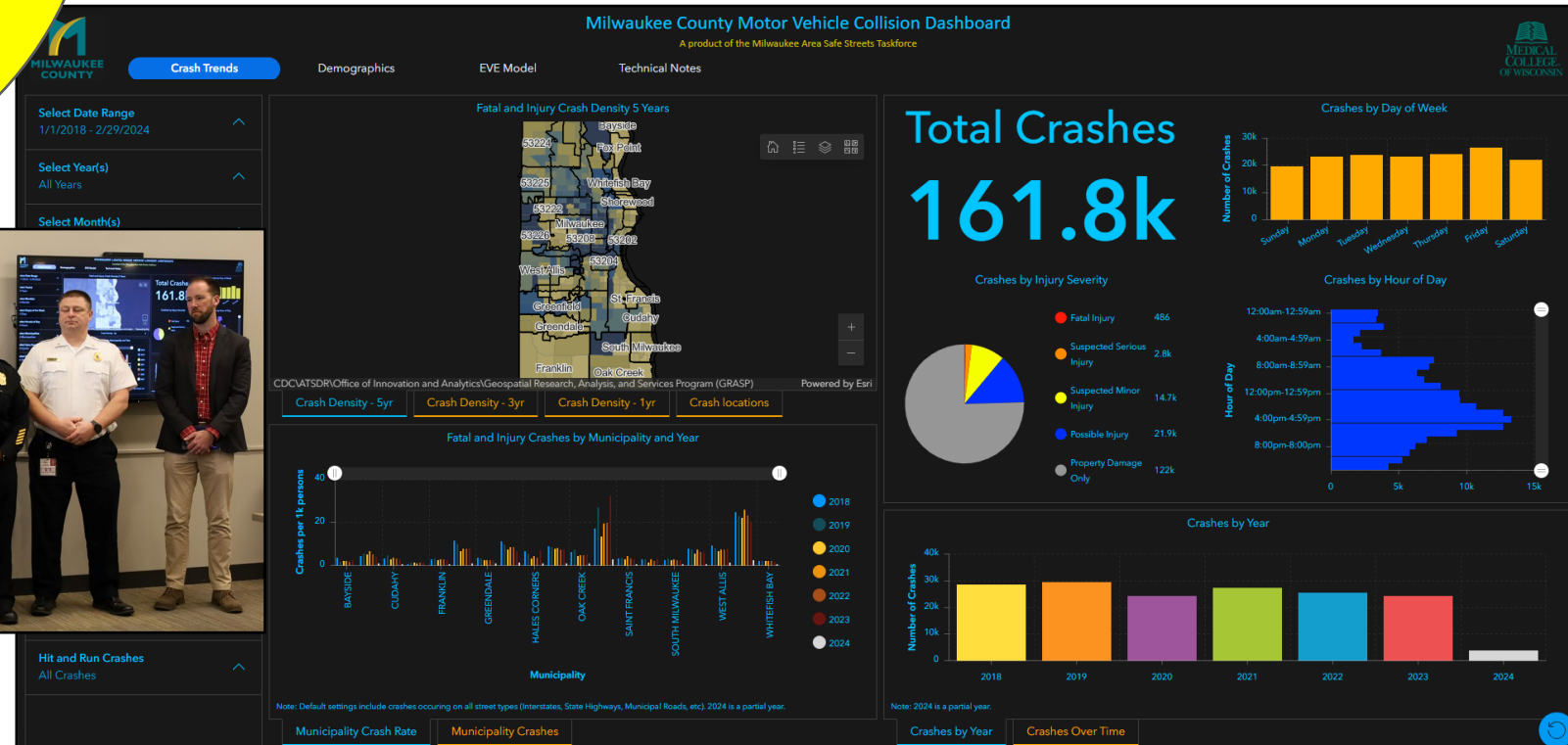
Use the new Milwaukee County MVC Dashboard! Visit:

county.milwaukee.gov/MVC

This dashboard's going to help us move closer to the goal of zero fatalities and help us deploy innovative and data-driven strategies all across Milwaukee County to keep drivers, bicyclists, transit riders, and pedestrians safe...and track our level of success.



Milwaukee County Executive
David Crowley



Safe Streets and Roads for All (SS4A)

Having an Action Plan in place will make Milwaukee County and each participating municipality eligible to apply for billions of dollars in SS4A Implementation Funding starting in 2025 and future years.

- 1) **Safe Streets Action Plans for 18 of 19 municipalities are already in process.**
- 2) **\$1,000,000 Total**
 - a) **\$800,000 from USDOT/FHWA**
 - b) **\$200,000 from Milwaukee County**
- 3) **Action Plans must address eight different components:**
 - a) **Leadership Commitment and Goal Setting**
 - b) **Planning Structure**
 - c) **Safety Analysis**
 - d) **Engagement and Collaboration**
 - e) **Equity Considerations**
 - f) **Policy and Process Changes**
 - g) **Strategy and Project Selections**
 - h) **Progress and Transparency**



Director of Transportation
Donna Brown-Martin

Phase Two Consultant Teams

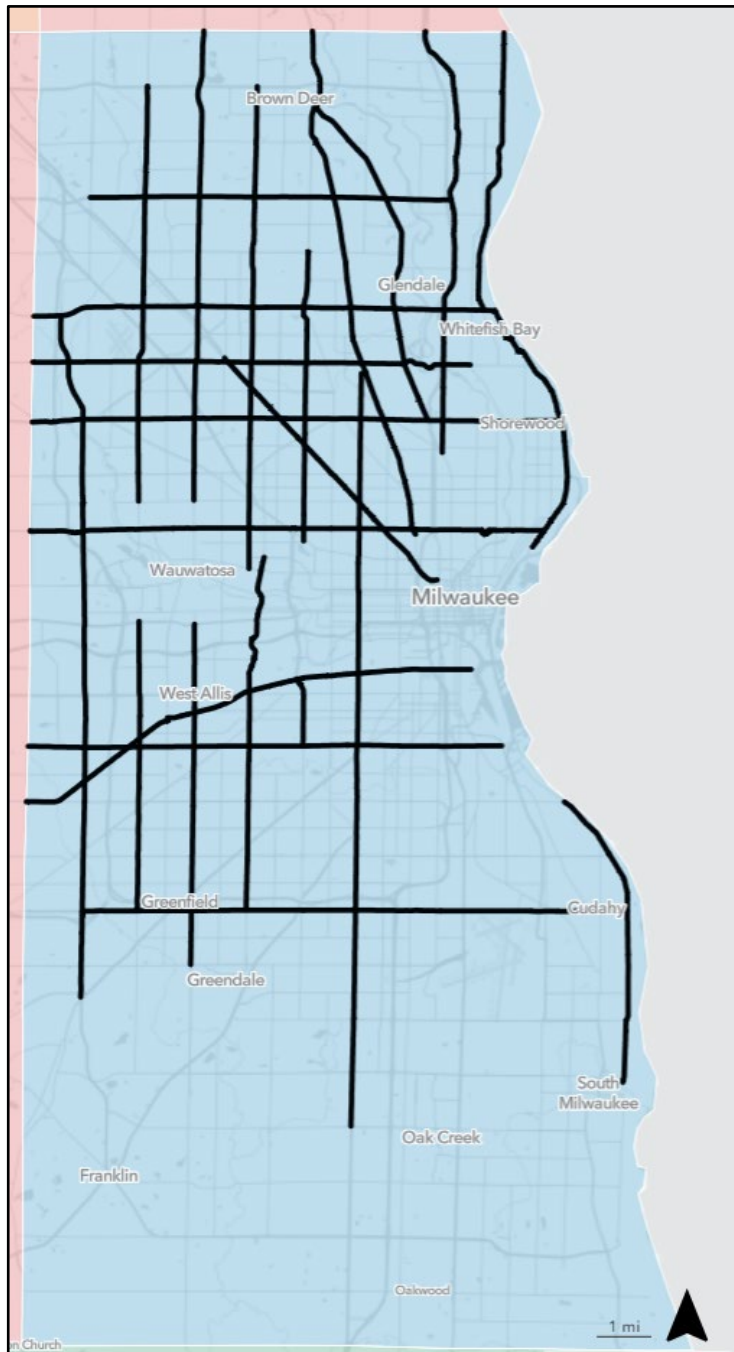
Action Plan Development



Traffic Safety Data Analysis



Corridors of Concern



- **27th St.**
- **60th St.**
- **76th St.**
- **92nd St.**
- **108th St.**
- **Capitol Dr.**
- **Fond du Lac Ave.**
- **Good Hope Rd.**
- **Green Bay Ave.**
- **Hampton Ave.**
- **Lake Dr.**
- **Layton Ave.**
- **Lincoln Ave.**
- **Mayfair Rd.**
- **Miller Park Way**
- **National Ave.**
- **North Ave.**
- **Port Washington Rd.**
- **Sherman Blvd.**
- **Silver Spring Dr.**
- **Teutonia Ave.**

(listed alphabetically)

Vision Zero

- **Vision Zero is a commitment to zero deaths and serious injuries on all roadways in Milwaukee County**
- **Milwaukee County needs to commit to a goal year and fatal and serious injury crash percentage reduction goals between now and the goal year**

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

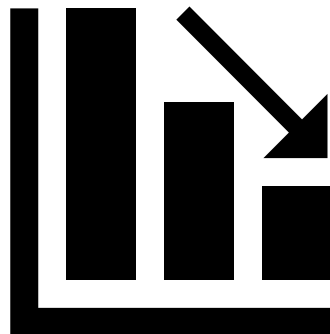
Saving lives is **NOT EXPENSIVE**

Safe System Approach



Vision Zero Year Goal and Percentage Reduction Goals

- **Pending July 2024 resolution before Milwaukee County Board of Supervisors**
 - **Commit to Vision Zero by the year 2037 (aligns with City of Milwaukee)**
 - **Commit to Percentage Reduction Goals for fatal and serious injury crashes**
 - 1) **25% reduction by 2028 (compared to 2025)**
 - 2) **50% reduction by 2031 (compared to 2025)**
 - 3) **75% reduction by 2034 (compared to 2025)**
 - 4) **100% reduction by 2037 (compared to 2025) to reach VISION ZERO**



Vision Zero



2037



Milwaukee County's Complete Communities Transportation Planning Project

Donna Brown-Martin – Director of Transportation
donna.brownmartin@milwaukeecountywi.gov
414-257-5987

Jeff Sponcia – Transportation Program Planning Manager
jeff.sponcia@milwaukeecountywi.gov
414-257-5948

QUESTIONS?

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