



**Department of Administration
Intergovernmental Relations Division**

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Background

The Safe Roads Save Lives Act (Senate Bill 375/Assembly Bill 371) would authorize the City of Milwaukee to implement a traffic safety camera pilot program. The proposed legislation aims to reduce reckless driving and improve safety on Milwaukee's streets.

Traffic Safety Camera Pilot Program

- Allows the installation and use of speed and red-light cameras in Milwaukee to increase traffic safety
- Only vehicles traveling more than 15 mph over the speed limit through an intersection or running a red light will receive citations
- Camera placement will be determined based on high-crash data and with community input
- Cameras will be equitably distributed across the city

Pilot Design and Rollout

- Launch includes a 30-day public awareness campaign, followed by 90 days of warning-only enforcement to educate drivers before issuing citations
- There must be appropriate signage to indicate camera locations and enforcement zones

Accountability and Transparency

- Includes privacy and civil liberties protections, like mandated reports, data security measures, and bans on facial recognition use
- Net proceeds will first cover pilot-related costs and then be directed to law enforcement, traffic safety infrastructure, and programming

Proven Effective and Supported by Stakeholders

- Significant safety impacts include up to 54% fewer crashes and a 47% decrease in injuries in communities with similar programs
- Backed by community organizations, business leaders, local elected officials, and residents
- The Insurance Institute for Highway Safety and the National Transportation Safety Board endorse camera programs as life-saving measures