

Wauwatosa

MUNICIPAL SAFETY ACTION PLAN

October 2025
DRAFT



MILWAUKEE COUNTY

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LEADERSHIP COMMITMENT & GOAL SETTING

Message from the Mayor



From 2018 through 2022, 12 people were killed and 79 were seriously injured in traffic crashes in Wauwatosa – 91 lives cut short or forever altered in just five years. Forty percent of the crashes involved reckless driving. Twenty percent involved pedestrians, bicyclists, and others traveling outside a motor vehicle.

These statistics are unacceptable and were entirely preventable.

Everyone who walks, bikes, drives, takes a bus, or uses any other mode of transportation in Wauwatosa is entitled to safe travel on our streets. But too many of us are familiar with the impact a traffic crash can have on our families, friends, and neighbors. For that reason, the City of Wauwatosa is committed to Vision Zero: zero traffic fatalities and serious injuries by 2037. Today, we are moving closer to that goal by adopting a Safety Action Plan (SAP).

While the City has long worked to promote safety, the SAP strengthens our commitment to eliminating injuries and fatalities on our streets. But Wauwatosa is not an island; our SAP is part of the Milwaukee County Complete Communities

Transportation Planning Project, which complements the Countywide Comprehensive Safety Action Plan (CSAP) by supporting development of plans that promote traffic safety in each municipality as well as in the county as a whole.

The SAP codifies and builds upon efforts already underway, such as the City’s neighborhood traffic calming program and data-driven traffic enforcement. The SAP’s strategies for achieving Vision Zero are guided by the “Safe System Approach,” a holistic framework that emphasizes shared responsibility, redundancy in safety measures, and other strategies that reduce the likelihood and severity of crashes. For example, the plan identifies “Corridors of Local Concern” where the risk of fatal or serious crashes is highest. In that way, we will direct resources where they will be most effective.

To implement our SAP, the City has formed a Vision Zero Action Team, bringing together staff from multiple departments to coordinate and lead internal efforts. Equally vital to the plan’s implementation will be continued collaboration with residents, county and state agencies, and neighboring communities.

On behalf of the City of Wauwatosa, I extend our sincere thanks to the Milwaukee County Department of Transportation and the U.S. Department of Transportation for funding the development of the Wauwatosa SAP as part of the “Safe Streets and Roads for All” (SS4A) program. Together, we are taking meaningful steps toward greater safety for everyone who uses Wauwatosa’s streets.

Together, we can achieve Vision Zero.

- *Dennis McBride*
Mayor of Wauwatosa

Project Team

Michael May, PE, PTOE, RSP1
Senior Civil Engineer – Traffic & Transportation
City of Wauwatosa

Jeff Sponcia
Transportation Program Planning Manager
Milwaukee County Department of Transportation - Director’s Office

Consultant Team

TYLin
Allison Sawyer, AICP
Transportation Planner

Eric Hanss
Senior Associate, Safety Practice Area Lead



Tariq Shihadah, PE, RSP2
Transportation Data Scientist

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- Ashlyn Weber, Communications
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- Michael May, Engineering
- Shane Wrucke, Police
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WHAT IS VISION ZERO?

Vision Zero is an initiative aimed at eliminating all traffic-related deaths and serious injuries, based on the belief that no loss of life on our roads is acceptable. Supported by the Safe System Approach, it focuses on safer people, roads, vehicles, and speeds to prevent crashes and reduce harm. Through the Safe Streets and Roads for All (SS4A) program, Wauwatosa is developing a local safety action plan that prioritizes proactive, data-driven solutions to make our streets safer for everyone—whether walking, biking, driving, or taking transit. **Wauwatosa has set a goal of achieving Vision Zero (zero traffic-related serious injuries or fatalities) by 2037.**

Vision Zero vs. the Traditional Approach to Traffic Safety

The traditional approach to traffic safety often places the burden of safety on individual road users—expecting perfect behavior and responding to crashes only after they occur. In contrast, Vision Zero recognizes that people will make mistakes and instead focuses on designing a transportation system that prevents those mistakes from resulting in death or serious injury. It is a proactive, system-based approach that emphasizes shared responsibility among planners, engineers, policymakers, and the public. Vision Zero shifts the goal from reducing crashes to eliminating fatalities and severe injuries altogether, using data-driven strategies, community engagement, and proven safety interventions to build safe, equitable mobility for all.

Traditional Approach

- Traffic deaths are **INEVITABLE**
- PERFECT** human behavior
- Prevent **COLLISIONS**
- INDIVIDUAL** responsibility
- Saving lives is **EXPENSIVE**



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 Principles

The Safe Systems Approach is guided by six principles:

- 1 **Deaths and serious injuries are unacceptable**
- 2 **Humans make mistakes**
- 3 **Humans are vulnerable**
- 4 **Responsibility is shared**
- 5 **Safety is proactive**
- 6 **Redundancy is crucial**

Safe System Approach Objectives

The six Safe System principles inform an approach that ensures safety through design, rather than human behavior change alone, according to five objectives:



SAFER STREETS: Design roads that encourage safe behavior, minimize the impact of human errors, and protect the most vulnerable users.



SAFER PEOPLE: Encourage safe, responsible behavior among all road users and create conditions to help them get to their destination unharmed.



SAFER VEHICLES: Expand vehicle features that prevent crashes and minimize harm for people inside and outside the vehicle.



SAFER SPEEDS: Promote safe speeds through smart road design, context-sensitive speed limits, education, and enforcement.



POST-CRASH CARE: Increase the chances of crash survival by providing fast, reliable emergency care, keeping first responders safe, and using robust traffic management to prevent secondary crashes.

PLANNING PROCESS AND STRUCTURE

The Wauwatosa Municipal Safety Action Plan (SAP) is part of the third phase of the Milwaukee County Complete Communities Transportation Planning Project, a collaborative effort between Milwaukee County and municipal partners to increase multimodal safety and address reckless driving across all 19 municipalities in Milwaukee County.

Milwaukee County Complete Communities Transportation Planning Project

The Complete Communities Transportation Planning Project includes three phases:

- Phase One:** Development of a Transportation Safety Assessment Report
- Phase Two:** Countywide Plan Development
- Phase Three:** Municipal Plan Development

Phase Three expands upon the Countywide Comprehensive Safety Action Plan (CSAP), adopted in February 2025, by supporting municipalities across the county in developing their own safety action plans to establish a roadmap for implementing local road safety projects and initiatives.

Wauwatosa Vision Zero Action Team

At the outset of Phase Three of the Complete Communities Transportation Project, the City of Wauwatosa formed a Vision Zero Action Team (VZAT). The VZAT was established as an internal, cross-departmental team representing different disciplines with a role to play in traffic safety and to guide the development and implementation of the Wauwatosa SAP.

Over the course of summer and fall of 2025, the VZAT convened for three workshops to take inventory of the City’s existing traffic safety efforts, identify how the City can better employ the Safe System Approach, and develop impactful and actionable strategies that comprise the SAP.

Vision Zero Action Team Departments

- Administration
- Communications
- Fire - Emergency Medical Services
- Health
- Planning & Development
- Police
- Public Works - Operations
- Public Works - Engineering

Community Engagement: Safe Streets Roadshow

In the summer of 2023, Milwaukee County held a Safe Streets Roadshow as part of Phase One of the Complete Communities Transportation Planning Project. The roadshow consisted of 22 listening sessions, with at least one in each Milwaukee County municipality.

Wauwatosa’s roadshow event drew 45 attendees who provided feedback on specific locations where reckless driving, speeding, and other safety issues were a concern. Several takeaways relevant to Wauwatosa emerged:

Top locations where residents have witnessed reckless driving

- Mayfair Road
- North Avenue
- Watertown Plank Road

Corridors where residents feel most unsafe

- Capitol Drive
- North Avenue

Most desired improvements



Traffic calming strategies



Bicycle and pedestrian infrastructure



1

EXISTING CONDITIONS

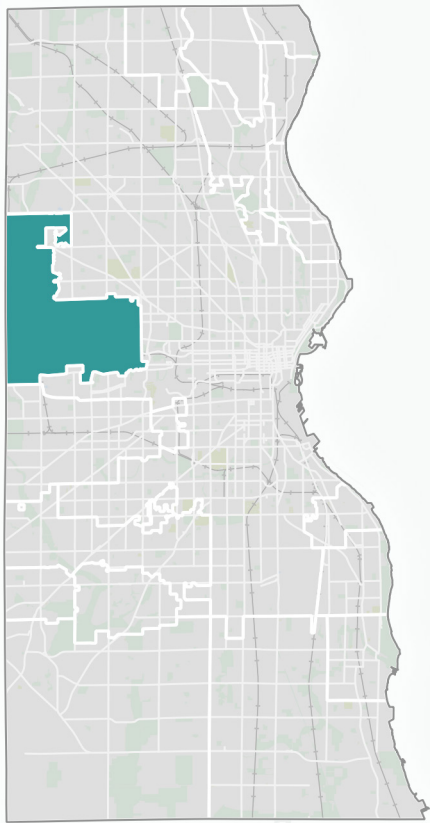
Understanding how to address fatal and serious crashes in Wauwatosa requires a comprehensive understanding of where crashes are occurring and what is causing them.

A key component of the Countywide CSAP was the identification of 25 Corridors of Concern based on crash history, roadway conditions, speed limits, traffic volumes, equity indicators, and community input.

Building on this countywide network, a safety analysis was conducted to identify **Corridors of Local Concern** in Wauwatosa. This analysis identified crash patterns on local roads in Wauwatosa, generated a network of Corridors of Local Concern, and identified specific locations and tools the City can use to improve safety along the corridors where severe or fatal crashes are most likely to occur.

This section also lays out traffic safety strategies already underway in Wauwatosa to identify where there are opportunities to expand and build off existing efforts to achieve zero fatalities and serious injuries.

SAFETY ANALYSIS



Roadway Safety in Wauwatosa

The City of Wauwatosa is a larger community in western Milwaukee County. It has a population of 48,387. The City established a focus on multimodal facilities and traffic calming in their most recent Comprehensive Plan. Traffic safety is a priority for the city, with a focus on key areas and solutions aimed at reducing collisions. This includes maintaining a crash database, safety dashboard, and increased high-visibility enforcement in areas of concern. The crash analysis concluded that between 2018 and 2022, there were 12 fatal crashes and 79 crashes with serious injuries. During this time period, 53% of all crashes occurred midblock on a road segment, with 53 fatal and serious injury crashes occurring on local roads. There are several corridors in Wauwatosa that are County Corridors

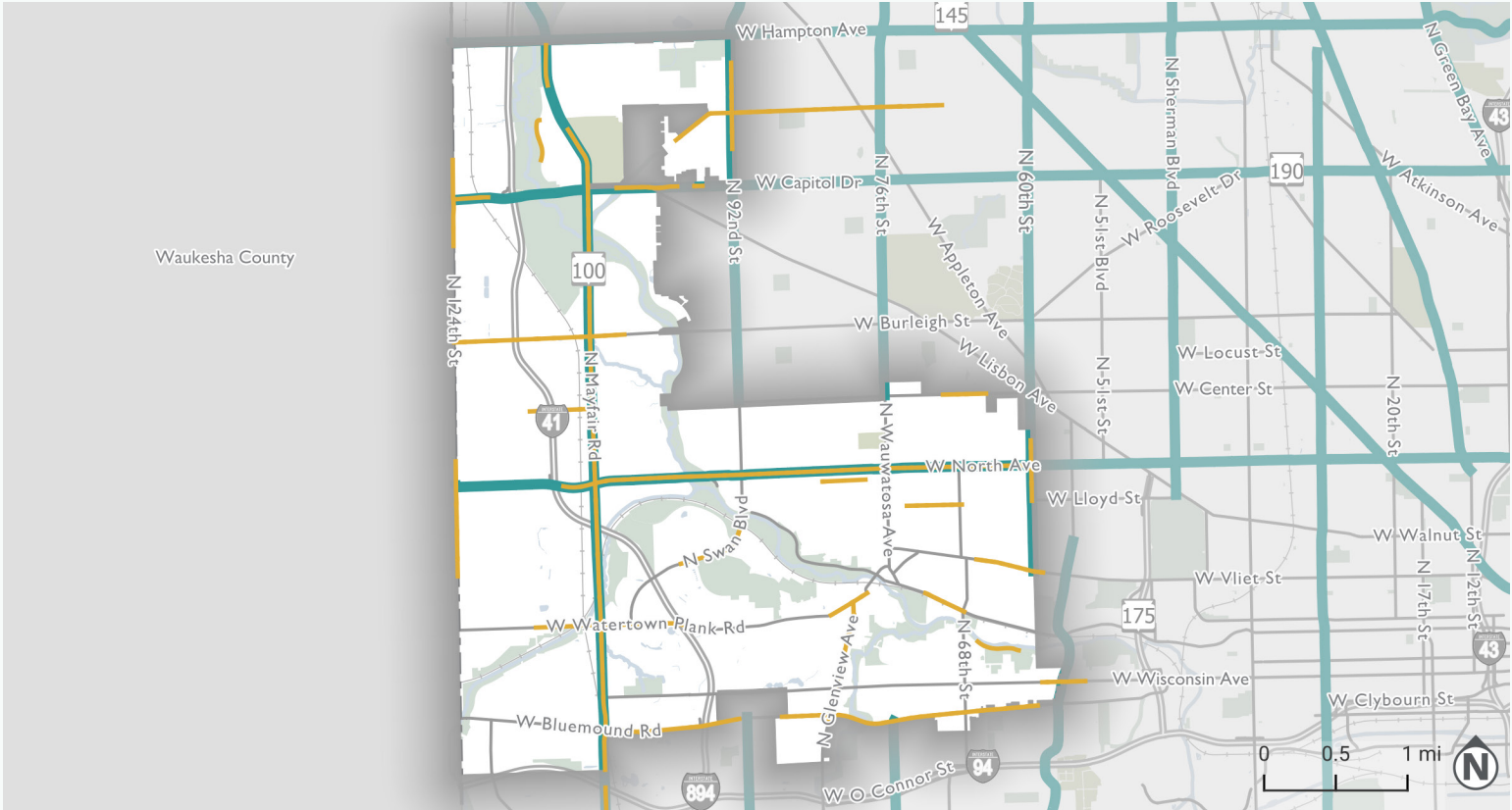
of Concern, including Capitol Drive, North Avenue, Mayfair Road, and Hampton Avenue.

Analysis Methods

The Corridors of Local Concern (to the right) show crash hot spots in Wauwatosa. The analysis used a modified sliding window analysis approach to depict roadway segments with relatively high crash densities during the 2018-2022 study period. In Wauwatosa, crashes were assigned a score based on the highest severity injury in the crash. Both fatal (K) and incapacitating injury (A) crashes were assigned a score of 1, while minor injury (B), possible injury (C), and property damage only (O) crashes were excluded from the analysis. The top 10% of roads were selected as Corridors of Local Concern with manual checks and refinement performed to develop the final network.

SAFETY ANALYSIS

CORRIDORS OF CONCERN IN WAUWATOSA



BETWEEN 2018-2022

12

Fatal Crashes

79

Crashes with Serious Injuries

CRASH RATE

Annual Average of Fatal and Serious Injury Crashes Per 10,000 Residents

3.8

Wauwatosa

5.5

Statewide

TOP CRASH TYPE



29%

Fatal and Serious Injury Crashes were **ANGLE** crashes

CRASH LOCATION



53%

Fatal and Serious Injury Crashes occurred **MID-BLOCK**

CRASH BEHAVIOR



37

Fatal and Serious Injury Crashes involved **RECKLESS DRIVING**

FATAL & SERIOUS INJURY CRASHES BY MODE



14

Pedestrian



5

Bicycle



9

Motorcycle



63

Vehicle Only

CRASHES BY ROADWAY JURISDICTION

22

Fatal and Serious Injury Crashes on **state roads**

2

Fatal and Serious Injury Crashes on **county roads**

14

Fatal and Serious Injury Crashes on **connecting highway roads**

53

Fatal and Serious Injury Crashes on **local roads**

CRASHES INVOLVING YOUNG DRIVERS



1 in 9 Fatal and Serious Injury Crashes involved a **younger driver (under 18)**

ONGOING TRAFFIC SAFETY EFFORTS

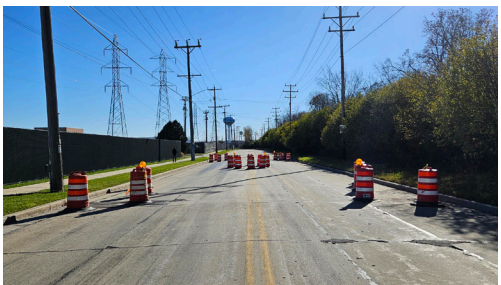
Understanding where Wauwatosa has already placed resources and efforts to create safer streets is an important step for identifying how the City is already using the Safe System Approach to prevent fatalities and serious injuries and where there are opportunities to use the approach more comprehensively. Existing efforts and initiatives include the following:

Traffic Calming Demonstrations

Demonstration projects, such as the installation of quick-build chicanes and curb extensions on Potter Road and Wauwatosa Avenue have been used to test out the impact of tools intended to slow traffic, improve safety for pedestrians and bicyclists, and prevent crashes. The realized benefits from these demonstration projects have resulted in more permanent installations at locations, including along Potter Road and Wauwatosa Avenue.



Chicanes were installed on Potter Road following a demonstration project in which barrels were installed on the street to create alternating curves to slow motorists



A demonstration project on Harley Davidson Avenue involving quick-build chicanes was set up to deter reckless driving and test how large trucks maneuver around the chicanes

Neighborhood Traffic Calming Program

Launched in 2025, Wauwatosa's Neighborhood Traffic Calming Program allows residents to request traffic calming solutions on residential local and collector streets to slow motorists, prevent cut-through traffic, and enhance safety. Traffic calming solutions may include speed humps, speed tables, traffic circles, curb extensions, chicanes, and pedestrian refuge islands. Implementation of the program will be supported by the City's recently adopted Vehicle Registration Fee.

Safe Routes to School

As part of a partnership between the City, Wauwatosa School District, private schools, and local families and parents, the City has identified and mapped recommended walking and biking routes to all public schools and several private schools, designated drop off and pick up locations, and designated crossing guard locations.

Tosa Streets Ordinance

In 2017, the Tosa Streets Ordinance was adopted, establishing a requirement that Complete Streets principles are incorporated into new or major road construction projects and ensuring that the safety of all road users is considered and designed into transportation projects.

Signal Improvements

Wauwatosa's Engineering team has been working to update signals across the city to coincide with school being in session, ensuring that pedestrians and bicyclists have adequate time to cross roadway through signal re-timing and planned leading pedestrian intervals.

Data Driven Enforcement

The Wauwatosa Police Department has proactively used crash data to conduct targeted enforcement at locations where reckless driving behaviors have been observed. This data has also been used to inform infrastructure changes to encourage safe driving behavior through road design.

Bicycle and Pedestrian Safety

The City's Bicycle and Pedestrian Committee and Health Department partner during the summer to educate the community about bicycle and pedestrian safety and host free bicycle helmet distributions.

Public Engagement and Outreach

The City regularly engages the public in traffic safety projects through social media. Residents have the opportunity to share areas of concern and report near-miss incidents through a Street Safety Input dashboard.

NEAR-MISS STUDIES

In 2023, Wauwatosa was awarded funding through the USDOT SS4A grant program, to analyze near-miss incidents at two locations: Menomonee River Parkway & Swan Boulevard and Wauwatosa Avenue & North Avenue. During the months of April and May 2025, the City used near-miss detection cameras to collect data at both intersections.

Key Findings

At Wauwatosa Avenue and North Avenue, the near-miss studies revealed that the most common conflicts occur between left-turning vehicles and through-vehicles, particularly northbound and southbound left-turns. Right-turning vehicles pose the greatest risk for bicyclists while right- and left-turning vehicles pose the greatest risk for pedestrians. Pedestrian activity is high during school discharge times, resulting in more conflicts with vehicles.

At Menomonee River Parkway and Swan Boulevard, the most common



Near-miss study cameras at Menomonee River Parkway and Swan Boulevard

conflicts are between left-turning vehicles and through-vehicles, with northbound and southbound left-turns being most common. However, crash data show that southbound versus eastbound right angle crashes are the most common crash types resulting from eastbound vehicles running red signals. The most common vehicle-pedestrian and vehicle-bicyclist conflicts involve eastbound right-turning vehicles, particularly on the south leg of the intersection where the Oak Leaf Trail crosses Swan Boulevard.

Next Steps

Based on findings from the near-miss studies, the City is developing alternatives for improving the intersection of Wauwatosa and North Avenue. Input from the public and WisDOT will be used to select a final alternative. At Menomonee River Parkway and Swan Boulevard, the City is pursuing funding to make signal upgrades, crossing enhancements, and intersection approach updates.

Near-miss camera technology has proven valuable to the City for understanding contributing causes to crashes and conflicts at intersections. Continued use of the technology will allow the city to analyze other key intersections along Corridors of Concern and identify countermeasures to reduce severe crash risk.

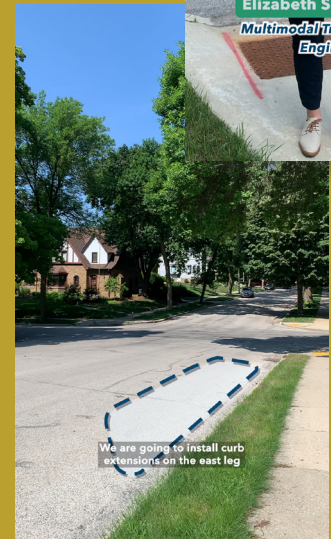
Vision Zero Talk

In fall of 2025, the City of Wauwatosa launched a social media series called "Vision Zero Talk" to highlight how the City has used traffic calming projects to test out new street designs, ensure safe driving behavior at problem locations, and improve safety on neighborhood streets.

Continued promotion of the City's Vision Zero efforts will help spread awareness about the City's commitment to safer streets, educate the public about new projects, and build a culture of safety rooted in transparency.



Elizabeth Saunderson
Multimodal Transportation Engineer



Videos highlighting a demonstration project at Wright Street and Wauwatosa Avenue and an upcoming traffic calming installation funded through the Neighborhood Traffic Calming Program



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PRIORITY ACTION STEPS

To reduce and eliminate serious and fatal crashes in Wauwatosa, a comprehensive set of strategies have been developed, providing a roadmap of concrete steps the City can take to achieve Vision Zero. This chapter lays out recommended strategies and actions, developed and guided by the City's Vision Zero Action Team.

Strategies are organized according to the Safe System objectives-- safer streets, safer people, safer vehicles, safer speeds, and post-crash care-- to ensure Wauwatosa's roadmap comprehensively covers the Safe System approach. In addition to the five Safe System objectives, an "administration" category is included to encapsulate process-oriented strategies.

Many actions and strategies continue to advance efforts already underway by the city—identifying how these efforts can be better codified, scaled up, or directed toward locations where they are most needed.

In addition to strategies, three Corridors of Local Concern were selected as priority candidates for safety improvements. These priority corridors are presented along with high-level recommendations for how the City can employ specific traffic safety tools.

STRATEGIES



A total of nineteen strategies have been developed. The subsequent section lays out each strategy and its corresponding actions, timelines, and leading or supporting partners responsible for implementation. Timelines are defined within the following categories:

- Near-term: 0-2 years*
- Mid-term: 3-5 years*
- Long-term: 5-20 years*
- Ongoing: Process-oriented strategy*

1. SAFER STREETS

- 1.1** Prioritize safety improvements along Corridors of Local Concern and the intersections with the most severe crashes
- 1.2** Create safe and accessible networks for bicyclists, pedestrians, and transit users
- 1.3** Use data and innovative technology to understand safety issues and trends
- 1.4** Continuously enhance Complete Streets policy across planning and engineering processes
- 1.5** Increase the safety and visibility of road users at intersections and crossings

2. SAFER PEOPLE

- 2.1** Leverage partnerships with the Wauwatosa School District to enhance safety around schools and foster a culture of safety
- 2.2** Continue to target enforcement at high-crash locations with high-risk behaviors
- 2.3** Develop ongoing public education in alignment with Vision Zero efforts

3. SAFER VEHICLES

- 3.1** Launch effort to create a safer city fleet
- 3.2** Lead by example through safe driving practices across City operations

4. SAFER SPEEDS

- 4.1** Track the impact of and grow the Neighborhood Traffic Calming Program to make local streets safer
- 4.2** Ensure that speed setting policies are context-sensitive and prioritize the safety of vulnerable road users
- 4.3** Design and engineer streets to achieve desired speeds

5. POST-CRASH CARE

- 5.1** Respond to fatal and serious injury crashes with urgency
- 5.2** Develop cross-departmental response to serious and fatal crashes
- 5.3** Improve data collection and sharing on fatal and serious crashes

6. ADMINISTRATION

- 6.1** Establish a cross-disciplinary Vision Zero Action Team to advance traffic safety initiatives
- 6.2** Track and share progress toward improving traffic safety
- 6.3** Consistent with *Tosa Tomorrow*, support the co-location of new, mixed-used development with safe, multi-modal transportation options



STRATEGIES & ACTIONS

1. SAFER STREETS

Strategies for safer streets prioritize improvements along Corridors of Local Concern, infrastructure for the most vulnerable road users, and new approaches and policies that allow the City to effectively embed safety into planning and design.

STRATEGY 1.1 *Prioritize safety improvements along Corridors of Local Concern and the intersections with the most severe crashes*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Continue coordination with Milwaukee County and Wisconsin Department of Transportation (WisDOT) to develop and implement safety improvements on Corridors of Concern under County of State jurisdiction	Long-term/Ongoing	Engineering MCDOT, WisDOT
Implement at least one safety project on the Corridors of Local Concern through a combination of quick-build/pilot projects and permanent capital improvements	Mid- to Long-term	Engineering Public Works
Conduct a road safety audit (RSA) on each Corridor of Local Concern by 2032	Long-term	Engineering
Regularly evaluate signalized intersections for signal timing improvements and/or pedestrian upgrades, such as Leading Pedestrian Intervals	Near-term/Ongoing	Engineering

STRATEGY 1.2 *Create safe and accessible networks for bicyclists, pedestrians, and transit users*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Update the City’s Americans with Disabilities Act (ADA) Transition Plan	Mid-term	Administration Development, Engineering, Health
Update the 2014 Bicycle and Pedestrian Facilities Plan and use plan as guide to build out complete bicycle and pedestrian networks and align Vision Zero and bicycle and pedestrian safety strategies	Mid-term	Administration Development, Engineering, Health
Identify priority bus routes and develop a toolbox of treatments for safer crossings and bicycle/pedestrian connections to priority bus routes	Near- to Mid-term	Engineering Public Works, MCTS, MCDOT
Identify high crash locations for people walking and bicycling to prioritize projects that improve multimodal safety	Near- to Mid-term	Engineering Public Works, School District, MCDOT
Update policies, budget, and equipment to properly maintain pedestrian and bicycle infrastructure	Near-term	Public Works Adminstration, Finance



STRATEGIES & ACTIONS
1. SAFER STREETS

STRATEGY 1.3 *Use data and innovative technology to understand safety issues and trends*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Identify opportunities to pilot or use Intelligent Transportation Systems (ITS) to improve safety, focusing on Corridors of Concern	Near-term	Engineering MCDOT, Fire, Police
Build off Near Miss Pilot projects to install safety improvements at problem intersections	Mid-term	Engineering MCDOT

STRATEGY 1.4 *Continuously enhance Complete Streets policy across planning and engineering processes*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Conduct walking audits when planning/designing all Capital Improvement Plan (CIP) projects	Near-term/Ongoing	Engineering
Leverage resurfacing projects as opportunities to proactively install safety infrastructure	Near-term/Ongoing	Engineering Public Works, Finance

STRATEGY 1.5 *Increase the safety and visibility of road users at intersections and crossings*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Update trimming policy to allow the City to quickly trim overgrown trees or vegetation that obstruct the vision of road users and pose a traffic safety hazard	Mid-term	Public Works Engineering, Development
Develop daylighting policy to prevent parking adjacent to intersections and crosswalks to improve lines of sight between motorists and pedestrians	Mid-term	Engineering



STRATEGIES & ACTIONS
2. SAFER PEOPLE

Supporting safe behavior among all road users is critical to reducing risk on our roads. The City has many resources it can leverage to educate and enforce safe behavior, such as community partnerships, data, and communications channels.

STRATEGY 2.1 *Leverage partnerships with the Wauwatosa School District to enhance safety around schools and foster a culture of safety*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Institute school priority zones with enhanced traffic calming, signage, and other safety improvements	Near-term	Engineering Public Works, School District
Develop programming, such as traffic gardens, to educate students about traffic safety and safe road behavior	Mid-term	Health Engineering, Police, Bicycle & Pedestrian Committee
Leverage programming through the Parent Teacher Association (PTA) to provide traffic safety education to students and build relationships with School District	Near-term	Health Engineering, Police, Bicycle & Pedestrian Committee

STRATEGY 2.2 *Continue to target enforcement at high-crash locations with high-risk behaviors*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Use speed and crash data to proactively identify areas needing enforcement or engineering interventions	Near-term	Police Engineering

STRATEGY 2.3 *Develop ongoing public education in alignment with Vision Zero efforts*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Launch multimedia campaign to highlight City's traffic safety efforts to date	Near-term	Communications Engineering, Police
Continuously promote Neighborhood Traffic Calming Program project installations and impacts	Near-term/ Ongoing	Communications Engineering, Police
On an annual basis, use updated crash data to develop targeted, data-driven messaging	Near-term/ Ongoing	Communications Engineering, Police



STRATEGIES & ACTIONS
3. SAFER VEHICLES

Vehicle design, whether it’s vehicle size or weight, blind spots, or safety features, impacts the safety of people both outside and inside a vehicle. The City can lead by example by procuring vehicles that minimize severe crash risk and modeling safe behavior on the road.

STRATEGY 3.1 *Launch effort to create a safer city fleet*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Develop fleet design/procurement standards that prioritize safety for all road users	Near-term	Public Works Police, Fire
Require new vehicles added to the fleet to have the latest crash reduction technology and safety equipment	Near-term/Ongoing	Public Works Police, Fire
Evaluate existing fleet for safety equipment improvements (e.g. cameras, GPS black box)	Near-term	Public Works Police, Fire

STRATEGY 3.2 *Lead by example through safe driving practices across City operations*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Require work zone training for all new employees	Near-term/Ongoing	Public Works Human Resources
Incorporate Vision Zero into staff vehicle operator training	Near-term/Ongoing	Engineering Public Works



STRATEGIES & ACTIONS
4. SAFER SPEEDS

Higher speeds increase both the likelihood of crashes and the severity of crashes, a reality that puts pedestrians and bicyclists most at risk. Strategies for safer speeds use data-driven processes, policy changes, and street design to reduce speeds.

STRATEGY 4.1 *Track the impact of and grow the Neighborhood Traffic Calming Program to make local streets safer*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Develop a data-driven procedure to identify high priority locations for traffic calming	Near-term	Engineering Police, Fire
Evaluate impact of traffic calming projects to embed into program promotion and city communications	Near-term/Ongoing	Engineering Communications
Pilot new tools such as traffic circles, chicanes, etc. in partnership with emergency responders. Expand neighborhood traffic calming toolbox as efficacy of tools is analyzed.	Near- to Mid-term	Engineering Fire

STRATEGY 4.2 *Ensure that speed setting policies are context-sensitive and prioritize the safety of vulnerable road users*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Update speed setting criteria based on local safety needs and updated national best practices	Near-term	Engineering
Perform a citywide evaluation of speed limits and explore opportunities to make updates with consideration of context	Near- to Mid-term	Engineering

STRATEGY 4.3 *Design and engineer streets to achieve desired speeds*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Use coordinated signal timing on corridors with high speeds or areas with high pedestrian or bicyclist activity, such as downtown Wauwatosa	Near-term	Engineering
Pilot “rest in red” signal timing and technologies to encourage safe vehicle speeds during off-peak hours	Mid-term	Engineering
Review and update School Zones to ensure that zones are adequately signed and speed limits can be enforced	Near-term	Engineering Public Works, Police, School District

STRATEGIES & ACTIONS

5. POST-CRASH CARE



When severe crashes do occur, a rapid response is the final safety net to increase the likelihood of victims surviving. Post-crash care strategies aim to ensure the City has the resources to quickly and safely respond to the immediate aftermath of a crash, as well as a robust process for investigating and understanding the causes of serious injury or fatal crashes.

STRATEGY 5.1 *Respond to fatal and serious injury crashes with urgency*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Pilot technology, such as V2X integration, to continue to improve emergency response times and enhance traffic safety during crash incidents	Mid-term/Ongoing	Engineering Fire, Police
Continue to identify opportunities to improve emergency medical response through pre-hospital care such as whole blood administration	Ongoing	Fire Health

STRATEGY 5.2 *Develop cross-departmental response to serious and fatal crashes*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Apply public safety framework, such as the Haddon Matrix, to crash response to identify how fatal and serious crashes can be prevented	Near-term	Engineering Health, Fire, Police
Establish standard operating procedure for cross-departmental response, including identification of roles and responsibilities, when serious and fatal crashes occur	Near-term	Vision Zero Action Team

STRATEGY 5.3 *Improve data collection and sharing on fatal and serious crashes*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Hire a public safety data analyst/dedicate staff resources to aggregate and link crash data, EMS data, and hospital data to improve crash data quality and completeness	Mid-term	Administration Engineering, Fire, Police
Expand internal sharing of monthly fatal and serious injury crash data and year-over-year trends	Near-term/Ongoing	Engineering Fire, Police, Health

STRATEGIES & ACTIONS

6. ADMINISTRATION



Successful implementation of Wauwatosa’s Safety Action Plan requires administrative policies and processes that support Vision Zero efforts. This includes oversight of the plan from the VZAT, tracking and reporting progress, and aligning traffic safety with other planning efforts.

STRATEGY 6.1 *Establish a cross-disciplinary Vision Zero Action Team to advance traffic safety initiatives*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Define VZAT roles and responsibilities, including lead stakeholders for implementing SAP, and initiate quarterly meetings	Near-term	Engineering Vision Zero Action Team
Develop community engagement strategy to include the residents, schools, and community-based organizations in Vision Zero efforts	Near-term/Ongoing	Communications Vision Zero Action Team

STRATEGY 6.2 *Track and share progress toward improving traffic safety*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Publish an annual report, created by the VZAT, to measure and share Vision Zero progress and the most recent data on severe crashes	Near-term/Ongoing	Communications Vision Zero Action Team

STRATEGY 6.3 *Consistent with Tosa Tomorrow, support the co-location of new, mixed-used development with safe, multi-modal transportation options*

RECOMMENDED ACTION	TIMELINE	LEAD SUPPORT
Work with the Milwaukee County Transit System (MCTS) to ensure robust transit infrastructure and access, such as shelters and sidewalk connections, near major job centers and commercial clusters	Long-term	Engineering Public Works, Planning & Zoning
Modify parking ordinances to reduce minimum parking requirements near transit routes to promote denser transit-oriented development	Near-term	Planning & Zoning Public Works

PRIORITY CORRIDORS



Overview

As part of the safety analysis, three Corridors of Local Concern were selected as priority candidates for safety improvements based on **crash history, project readiness, and ongoing safety concerns** identified by City staff and residents.

The following recommendations are not engineering designs and are intended to demonstrate how the City can employ specific traffic safety tools at these locations and locations with similar systemic issues. **Actual project implementation will require a more rigorous planning process** that incorporates full engineering studies and design details, coordination with other jurisdictions and agencies, and input from community members.

Many recommendations employ tools from the Safer Streets Toolkit, a set of proven safety countermeasures found within the Countywide CSAP. These evidence-backed strategies can be layered to develop redundant safety for a broad variety of road users. See Appendix 3 for the full list of tools from the Safer Streets Toolkit and how they benefit different road users.

North Avenue - 60th Street to 73rd Street

Existing Conditions

North Avenue is a multi-modal commercial corridor owned by Wauwatosa and designated as a principal arterial. Vehicular traffic is moderate (10,200 AADT). The roadway has one travel lane in each direction, bi-directional striped bike lanes, sidewalks (although not ADA compliant at many points), and a Milwaukee County Transit System (MCTS) bus route (Route 21). The corridor has a speed limit of 25 mph. Outside of two signalized intersections at 60th and 68th Street, all other intersections are uncontrolled with stop signs controlling cross streets.

Given the amount of pedestrian activity along North Avenue, the City has made efforts to create safer crossings and increase the

visibility of pedestrians through curb extensions, crosswalks, pedestrian warning signage, and medians.

Despite these safety improvements, the corridor continues to be a hotspot for crashes. Between 2018 and 2022, this section saw five fatal or serious injury crashes, thirteen minor injury crashes, and five total pedestrian or bicycle-related crashes.

In the summer of 2025, City staff conducted a walking safety audit along the corridor, finding that visibility remains a challenge. North Avenue has many driveways that increase conflict between motorists and other road users. Parking lots generally have multiple access points that increase conflict between turning motorists and other road users.

CRASH SUMMARY (2018-2022)

Fatal Crashes	0
Serious Injury Crashes	5
Minor Injury Crashes	13
Bike or Pedestrian Crashes	5

Source: WisDOT, Wisconsin Traffic Operations and Safety (TOPS) Laboratory



Recommended improvements on North Avenue between 66th and 67th Street, which are generally applicable to other blocks along the corridor

Recommended Improvements

The use of North Avenue’s right-of-way has reached its capacity—limiting opportunities for major infrastructure changes. Strategies such as access management and daylighting can be used to reduce conflict points and improve visibility for all road users. The presented concept focuses on a single block on North Avenue to illustrate how specific tools can be employed to improve safety.

Other Considerations

- Conduct an audit of access points along the entirety of the corridor to identify opportunities for access management. See Appendix 2 for a list of access management examples.
- Work with MCTS to relocate bus stops to the far sides of intersections to reduce delays at intersections and conflicts with turning vehicles.
- Explore opportunities for bus bulbs to support transit expediency and provide more space to transit users.

Recommended Safety Countermeasures

- Intersection daylighting/bump-outs:** restrict parking within 30-35’ of the intersection to enhance sight lines and visibility for drivers, bicyclists, and pedestrians.
- Access management:** eliminate access points to reduce turning conflicts and consolidate access along side streets. Closed off access points may be repurposed as on-street parking. When weighing driveway access, those driveways closest to intersections should be prioritized for consolidation. For remaining access points, narrow excessively wide driveways. One-way driveway flow should be used where appropriate.
- Bus stop relocation:** explore opportunities to relocate the eastbound bus stop from current location in front of McDonald’s, such as the far side of 66th Street, to reduce conflicts with turning vehicles. The existing bus location may be re-purposed as on-street parking. Similarly, consider relocating the westbound bus stop to far side of intersection.
- Bike facilities:** install bike parking where daylighting is located to provide secure bike storage.

Grantosa Drive/Congress Street – 92nd Street to 100th Street

Existing Conditions

Grantosa Drive/Congress Street between 92nd and 100th Street is a low traffic (3,900 AADT) collector that borders Wauwatosa and the City of Milwaukee. Land use along this corridor is residential and institutional, providing access to two high schools (Milwaukee Lutheran High School and Divine Savior Holy Angels High School) and three churches in the immediate area.

The street has two bi-directional travel lanes separated by a parkway median and striped, non-protected bike lanes and parking lanes running in both directions.

While Grantosa Drive has a 30-mph speed limit and a school zone with a 20 mph speed limit, the corridor has seen excessive speeding and several minor and serious injury crashes.

CRASH SUMMARY (2018-2022)

Fatal Crashes	0
Serious Injury Crashes	3
Minor Injury Crashes	6
Bike or Pedestrian Crashes	1

Source: WisDOT, Wisconsin TOPS Laboratory

Recommended Improvements

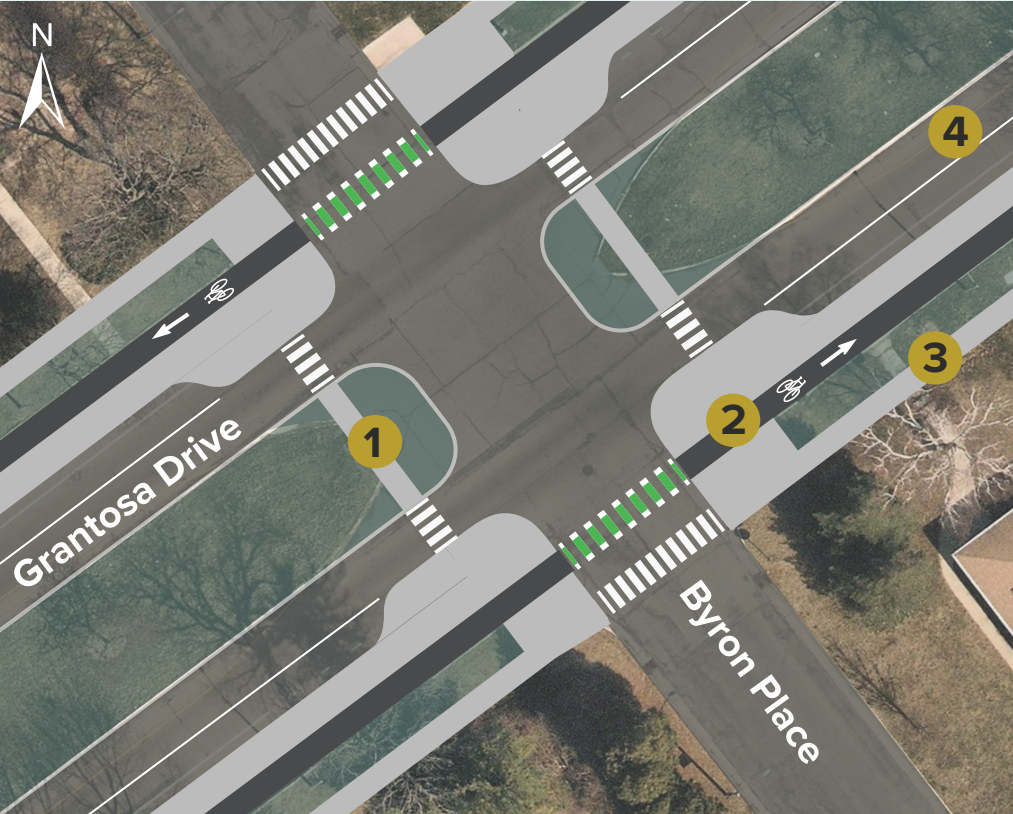
The following concepts envision Grantosa Drive as a low-speed corridor that emphasizes pedestrian and bicyclist safety, reflecting its proximity to schools, places of worship, and surrounding residential lane uses. Travel lanes are narrowed to encourage slower traffic speeds. Excess roadway space is reallocated for raised protected bike lanes that separate bicyclists from motor vehicles. These improvements create an all ages and abilities bikeway that connects to existing bike lanes on 92nd Street and could eventually link to Menomonee River Parkway. Sidewalk gaps are filled on both sides of the street, providing safe walking routes for residents and students. Sidewalks are positioned 6' back from the existing curb to preserve street trees.

Other Considerations

- Conduct a parking audit to identify how parking is utilized and where there may be opportunities to eliminate on-street parking to narrow the roadway.
- Coordinate with the City of Milwaukee to eliminate slip lanes and use other strategies to slow turning traffic at Congress Street and 92nd Street.
- Coordinate with the City of Milwaukee to explore a reconfiguration of the intersection of Grantosa Drive and 100th Street to create more intuitive turning movements and add traffic calming elements. See Appendix 2 for an intersection improvement concept.
- Consolidate and narrow the three driveways at the Annunciation Greek Orthodox Church to reduce conflicts between road users and reduce pedestrian crossing distances.

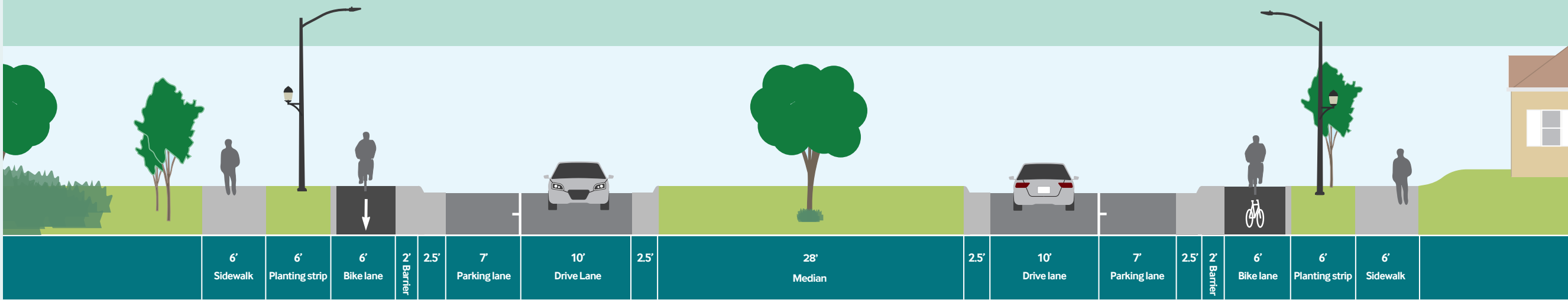
Recommended Safety Countermeasures

- Pedestrian enhancement:** add curb extensions and high visibility crosswalks at Byron Place and 95th Street to calm traffic and facilitate safe crossings for pedestrian and bicyclists. Widen the median to provide a refuge for pedestrians and reduce turning radii to slow turning motorists.
- Raised protected bike lane:** install a 6' wide raised bike lane where street parking is currently located. A 2' buffer provides additional separation from motor vehicle traffic and space for parked drivers to open car doors.
- Sidewalks:** fill sidewalk gaps on the south and north side of corridor with 6' wide sidewalk.
- Lane narrowing:** reduce travel lane widths to 10' and eliminate 5' buffer to the left of the travel lane to encourage slower vehicle speeds.



Recommended intersection improvements at Grantosa Drive and Byron Place, generally applicable at 98th Street and 95th Street intersections as well

Grantosa Drive/Congress Street at Byron Place (facing northeast)



Recommended cross-section concept on Grantosa Drive (facing northeast)

124th Street - Capitol Drive to Burleigh Street

Existing Conditions

From Capitol Drive to Burleigh Street, 124th Street is a commercial and industrial corridor, with retail, restaurants, and multiple large warehouses. The corridor has an AADT of 24,500 and is designated as a minor arterial. Jurisdiction along 124th Street is split, with Wauwatosa owning the east portion of the road and the neighboring City of Brookfield (located in Waukesha County) owning the west portion.

The east side of the road has two travel lanes spanning over 35'; the inner lane is 15' wide and the outer lane spans 20,' inclusive of an unmarked/unused parking lane. Sidewalks are present along approximately one quarter of the corridor's total length. MCTS has a bus route (Route 28) that runs along 124th Street between Hampton Avenue and Burleigh Street.

The posted speed limit is 35 mph, but given the wide lane widths, the design speed of the road may encourage driving at high speeds. Between 2018 and 2022, the Milwaukee County side of the corridor saw one serious injury crash and six minor injury crashes.

Tosa Tomorrow identifies 124th Street as a Tier 3 bikeway, categorizing it as a road where a protected bike lane is recommended. While not in Wauwatosa's Capital Improvement Plan, 124th Street is due for reconstruction, as demonstrated by poor pavement conditions and signals that need to be upgraded.

CRASH SUMMARY * (2018-2022)

Fatal Crashes	0
Serious Injury Crashes	1
Minor Injury Crashes	6
Bike or Pedestrian Crashes	0

Source: Milwaukee County
*NOTE: Summary not inclusive of crashes occurring Waukesha County

Recommended Improvements

There are ample opportunities along 124th Street to transform the road into a safe, multimodal corridor that connects all modes of transportation to the array of destinations in the area. Recommendations include both the Wauwatosa- and Brookfield-owned sections of 124th Street, recognizing that any improvements should be planned collaboratively between the two cities.

Travel lanes are narrowed to 11' to encourage slower speeds. Excess road space is used for a mixed-used path for pedestrians and bicyclists both sides of the road. This path fills in a sidewalk gap on the east side of 124th Street and provides a safe, comfortable north-south bike route on the west side of Wauwatosa, where bike facilities are lacking. A 8-9' wide planting strip between the roadway and mixed-used paths provides separation between this high-volume road and vulnerable road users. While not visualized, signals at Feerick Street and Wirth Street should be upgraded to include pedestrian phasing and other improvements to ensure safe pedestrian crossings and vehicle turning movements.

Other Considerations

- Use access management strategies, such as driveway consolidation, median cut reductions, and channelized access to minimize conflict areas and reduce the likelihood of head-on and left-turning crashes. See Appendix 2 for illustrations of how access management can be used on the corridor.

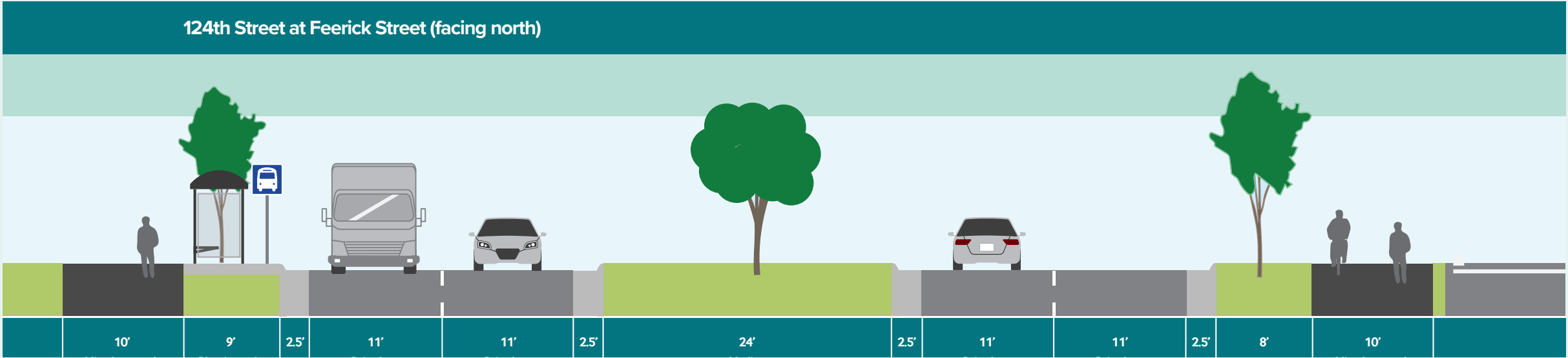
Recommended Safety Countermeasures

- Pedestrian enhancement:** add high visibility crosswalks at all signalized intersections to facilitate safe crossings for pedestrians.
- Positive left-turn offset:** re-align left-turn lanes to have a positive offset to increase visibility of left-turning vehicles and oncoming traffic.
- Mixed used path:** install 10' wide mixed-used path on both sides of street to fill sidewalk gaps and provide bicycle access along corridor. A 8-9' wide planting strip provides added separation from vehicle traffic and can be used to plant street trees, which have a traffic calming effect.
- Lane narrowing:** reduce travel lane width to 11' to encourage slower vehicle speeds.
- Transit access:** upgrade bus stops to be ADA compliant, including landing pads.

Other: upgrade signals to incorporate pedestrian phasing and other signal improvements.



Recommended intersection improvements at Feerick Street and 124th Street, generally applicable at the Wirth Street intersection as well



Recommended cross-section concept on 124th Street (facing north)



3

IMPLEMENTATION

Wauwatosa's Municipal Safety Action Plan provides a clear and actionable roadmap for eliminating serious injuries and fatalities across the city. Beyond a commitment to Vision Zero, implementation of the plan will require careful and coordinated efforts from the City and relevant stakeholders. To support implementation, criteria for prioritizing projects and funding sources have been compiled.

IMPLEMENTATION

A host of local, state, and federal sources are available to support project implementation. Identifying and prioritizing projects and connecting them to funding opportunities for the coming years can ensure that the City is strategically leveraging resources to advance safety improvements.

Project Prioritization

The Corridors of Local Concern provides a network of locations where serious injury or fatal crashes are most likely to occur. These corridors should be prioritized for safety improvements to have the greatest impact on reducing traffic fatalities and injuries. Other considerations the City can use to help prioritize projects and guide decision making include:

Safety Impact

Within the Corridors of Local Concern network, additional safety analyses and audits can help the City to understand which corridors are most problematic, whether crash types or causes indicate a pattern, and what systemic factors are contributing to crashes.

Improves Connectivity of Active Transportation Network

Projects that improve safety for pedestrians and bicyclists and connect vulnerable road users to parks, schools, and other destinations can support both Vision Zero efforts and the City’s broader goal of building out a comprehensive active transportation network.

Project Readiness

Some roads may already be due for reconstruction or repair, providing an opportune time to make safety upgrades. Project readiness can also be demonstrated by existing analyses, engineering studies, or demonstration projects that prepare a project for preliminary engineering or detailed design.

Additional Recommendations

- Coordinate early with WisDOT, SEWRPC for alignment on eligibility, cost-share, and bundling opportunities.
- Collaborate with adjacent municipalities to pursue funding and technical assistance for project implementation and safety studies.
- Bundle safety, mobility, and climate benefits in grant applications to maximize competitiveness.
- Use safety analysis and Corridors of Local Concern to strengthen data justification for crash-related grant programs (e.g., HSIP, SS4A).

Vehicle Registration Fee

In 2025, Wauwatosa adopted a \$15 annual vehicle regisration fee as a new approach to fund traffic safety and road maintenance projects. This fee was explored, in part, after a 2024 community survey revealed that reckless driving and street maintenance are top concerns among Wauwatosa residents. Funds brought in from **the registration fee will go toward the City’s Neighborhood Traffic Calming Program**, allowing residents to see the fee at work right in their neighborhoods.

Funding

LOCAL	SOURCE	ELIGIBLE PROJECTS
	Capital Improvement Plan	Resurfacing, intersection upgrades, traffic calming, and sidewalk gap filling
	Community Development Block Grant (CDBG)	Curb extensions, ADA upgrades, and crossing treatments in qualifying areas
	Tax Incremental Districts (TID)	Can support access management, street redesign, and pedestrian improvements tied to redevelopment; applicable in designated Corridor Target Investment Areas
	Wauwatosa Vehicle Registration Fee	Road maintenance and strategies to curb reckless driving

STATE	SOURCE	ELIGIBLE PROJECTS	TIMEFRAME	AWARD AMOUNT	MATCH
	Highway Safety Improvement Program (HSIP)	Targets crash reduction through proven countermeasures, including intersection improvements, signal modification, bicycle or pedestrian safety improvements, and traffic calming	Annual		10%
	Local Roads Improvement Program (LRIP)	Assist local governments in improving deteriorating county or local roads. Safety enhancements, such as sidewalks, signal upgrades, or traffic calming can be embedded into projects and will increase competitiveness	Bi-Annual		50%
	Transportation Alternatives Program (TAP)	Street upgrades that improve safety for all road users, including filling sidewalk gaps, trail connections, bike infrastructure, and Safe Routes to School programming	Annual	Projects >\$1,000,000 may not be funded unless there is statewide benefit	20%
	WisDOT STP - Urban Program	Roadway reconstruction, access management, and bike lanes on collector/arterial streets	Annual		20%

FEDERAL	SOURCE	ELIGIBLE PROJECTS	TIMEFRAME	AWARD AMOUNT	MATCH
	Active Transportation Infrastructure Investment Program	Planning and construction of active transportation networks, including sidewalks, bikeways, and trails	Annual	\$100,000-\$15,000,000	At least 20%
	BUILD (formerly RAISE)	Public transportation projects, non-motorized projects, surface transportation components of transit-oriented development projects. Also funds planning or preparation of capital projects or plan development.	Annual	Minimum \$5,000,000	20%
	CMAQ (Congestion Mitigation and Air Quality)	Funds transportation projects that reduce emissions of criteria pollutants and improve air quality. Includes efforts to enhance public transit, bike/pedestrian facilities, and reduction of vehicle miles traveled (VMT)	Annual		20%
	Safe Streets and Roads for All (SS4A)	Supports design and construction from an approved Safety Action Plan	Annual	\$2,500,000 - \$25,000,000	N/A



4

APPENDIX

APPENDIX 1: PERFORMANCE METRICS

Tracking and measuring the progress of implementation is critical to achieving Vision Zero. Performance metrics for each action have been identified to help evaluate implementation progress and ensure accountability in delivering strategies from the SAP.

STRATEGY 1.1 *Prioritize safety improvements along Corridors of Local Concern and the intersections with the most severe crashes*

RECOMMENDED ACTION	PERFORMANCE METRIC
Continue coordination with Milwaukee County and Wisconsin Department of Transportation (WisDOT) to develop and implement safety improvements on Corridors of Concern under County of State jurisdiction	Safety projects installed on MCDOT Corridors of Concern
Implement at least one safety project on the Corridors of Local Concern through a combination of quick-build/pilot projects and permanent capital improvements	Safety projects installed on Corridors of Local Concern
Conduct a road safety audit (RSA) on each Corridor of Local Concern by 2032	RSA schedule developed; RSAs completed
Regularly evaluate signalized intersections for signal timing improvements and/or pedestrian upgrades, such as Leading Pedestrian Intervals	Evaluation schedule developed; Evaluations and upgrades completed

STRATEGY 1.2 *Create safe and accessible networks for bicyclists, pedestrians, and transit users*

RECOMMENDED ACTION	PERFORMANCE METRIC
Update the City’s Americans with Disabilities Act (ADA) Transition Plan	Plan completion and adoption
Update the 2014 Bicycle and Pedestrian Facilities Plan and use plan as guide to build out complete bicycle and pedestrian networks and align Vision Zero and bicycle and pedestrian safety strategies	Plan completion and adoption
Identify priority bus routes and develop a toolbox of treatments for safer crossings and bicycle/pedestrian connections to priority bus routes	Development of toolbox; Crossing improvements installed
Identify high crash locations for people walking and bicycling to prioritize projects that improve multimodal safety	Locations identified; pedestrian or bicyclist safety improvements or facilities installed
Update policies, budget, and equipment to properly maintain pedestrian and bicycle infrastructure	Annual funding dedicated to maintenance/ equipment

STRATEGY 1.3 *Use data and innovative technology to understand safety issues and trends*

RECOMMENDED ACTION	PERFORMANCE METRIC
Identify opportunities to pilot or use Intelligent Transportation Systems (ITS) to improve safety, focusing on Corridors of Concern	# of pilot projects installed and evaluated
Build off Near Miss Pilot projects to install safety improvements at problem intersections	Priority intersections identified; number of updated intersections

STRATEGY 1.4 *Continuously enhance Complete Streets policy across planning and engineering processes*

RECOMMENDED ACTION	PERFORMANCE METRIC
Conduct walking audits when planning/designing all Capital Improvement Plan (CIP) projects	Audits codified as part of CIP process; Walking audits conducted
Leverage resurfacing projects as opportunities to proactively install safety infrastructure	Safety improvements installed as part of resurfacing projects

STRATEGY 1.5 *Increase the safety and visibility of road users at intersections and crossings*

RECOMMENDED ACTION	PERFORMANCE METRIC
Update trimming policy to allow the City to quickly trim overgrown trees or vegetation that obstruct the vision of road users and pose a traffic safety hazard	New policy adopted
Develop daylighting policy to prevent parking adjacent to intersections and crosswalks to improve lines of sight between motorists and pedestrians	New policy adopted

STRATEGY 2.1 *Leverage partnerships with the Wauwatosa School District to enhance safety around schools and foster a culture of safety*

RECOMMENDED ACTION	PERFORMANCE METRIC
Institute school priority zones with enhanced traffic calming, signage, and other safety improvements	School priority zones established or enhanced
Develop programming, such as traffic gardens, to educate students about traffic safety and safe road behavior	Students reached
Leverage programming through the Parent Teacher Association (PTA) to provide traffic safety education to students and build relationships with School District	Events with traffic safety education; students reached

STRATEGY 2.2 *Continue to target enforcement at high-crash locations with high-risk behaviors*

RECOMMENDED ACTION	PERFORMANCE METRIC
Use speed and crash data to proactively identify areas needing enforcement or engineering interventions	Locations with targeted enforcement; changes in observed high-risk behavior (speeding, red light running, etc)

STRATEGY 2.3 *Develop ongoing public education in alignment with Vision Zero efforts*

RECOMMENDED ACTION	PERFORMANCE METRIC
Launch multimedia campaign to highlight City’s traffic safety efforts to date	Residents reached
Continuously promote Neighborhood Traffic Calming Program project installations and impacts	Development of promotion plan
On an annual basis, use updated crash data to develop targeted, data-driven messaging	Process developed for annual analysis of crash data; # of targeted messages

STRATEGY 3.1 Launch effort to create a safer city fleet

RECOMMENDED ACTION	PERFORMANCE METRIC
Develop fleet design/procurement standards that prioritize safety for all road users	Updated design/procurement standards
Require new vehicles added to the fleet to have the latest crash reduction technology and safety equipment	Updated procurement standards; Vehicles with updated technology/equipment
Evaluate existing fleet for safety equipment improvements (e.g. cameras, GPS black box)	# of safety equipment upgrades

STRATEGY 3.2 Lead by example through safe driving practices across City operations

RECOMMENDED ACTION	PERFORMANCE METRIC
Require work zone training for all new employees	Training program developed; Staff trained
Incorporate Vision Zero into staff vehicle operator training	Training program developed; Staff trained

STRATEGY 4.1 Track the impact of and grow the Neighborhood Traffic Calming Program to make local streets safer

RECOMMENDED ACTION	PERFORMANCE METRIC
Develop a data-driven procedure to identify high priority locations for traffic calming	Development and adoption of procedure
Evaluate impact of traffic calming projects to embed into program promotion and city communications	# of projects evaluated and published in city communications
Pilot new tools such as traffic circles, chicanes, etc. in partnership with emergency responders. Expand neighborhood traffic calming toolbox as efficacy of tools is analyzed.	Tools piloted; tools incorporated into toolbox

STRATEGY 4.2 Ensure that speed setting policies are context-sensitive and prioritize the safety of vulnerable road users

RECOMMENDED ACTION	PERFORMANCE METRIC
Update speed setting criteria based on local safety needs and updated national best practices	Speed setting criteria updated
Perform a citywide evaluation of speed limits and explore opportunities to make updates with consideration of context	% of streets evaluated; % of streets with updated speed limits

STRATEGY 4.3 Design and engineer streets to achieve desired speeds

RECOMMENDED ACTION	PERFORMANCE METRIC
Use coordinated signal timing on corridors with high speeds or areas with high pedestrian or bicyclist activity, such as downtown Wauwatosa	Corridors with coordinated signal timing
Pilot “rest in red” signal timing and technologies to encourage safe vehicle speeds during off-peak hours	# of pilot locations installed and evaluated
Review and update School Zones to ensure that zones are adequately signed and speed limits can be enforced	Schools zones updated

STRATEGY 5.1 Respond to fatal and serious injury crashes with urgency

RECOMMENDED ACTION	PERFORMANCE METRIC
Pilot technology, such as V2X integration, to continue to improve emergency response times and enhance traffic safety during crash incidents	Changes in emergency response times
Continue to identify opportunities to improve emergency medical response through pre-hospital care such as whole blood administration	New programs implemented

STRATEGY 5.2 Develop cross-departmental response to serious and fatal crashes

RECOMMENDED ACTION	PERFORMANCE METRIC
Apply public safety framework, such as the Haddon Matrix, to crash response to identify how fatal and serious crashes can be prevented	Incorporation on Haddon Matrix into fatal and serious injury crash review
Establish standard operating procedure for cross-departmental response, including identification of roles and responsibilities, when serious and fatal crashes occur	Standard operating procedure developed

STRATEGY 5.3 Improve data collection and sharing on fatal and serious crashes

RECOMMENDED ACTION	PERFORMANCE METRIC
Hire a public safety data analyst/dedicate staff resources to aggregate and link crash data, EMS data, and hospital data to improve crash data quality and completeness	Budget dedicated to crash data management
Expand internal sharing of monthly fatal and serious injury crash data and year-over-year trends	Establish a standardized operating procedure for data sharing

STRATEGY 6.1 Establish a cross-disciplinary Vision Zero Action Team to advance traffic safety initiatives

RECOMMENDED ACTION	PERFORMANCE METRIC
Define VZAT roles and responsibilities, including lead stakeholders for implementing SAP, and initiate quarterly meetings	Establishment of roles and responsibilities and meeting schedule
Develop community engagement strategy to include the residents, schools, and community-based organizations in Vision Zero efforts	Development of strategy; # of stakeholders receiving outreach

STRATEGY 6.2 Track and share progress toward improving traffic safety

RECOMMENDED ACTION	PERFORMANCE METRIC
Publish an annual report, created by the VZAT, to measure and share Vision Zero progress and the most recent data on severe crashes	Report published annually

STRATEGY 6.3 Consistent with Tosa Tomorrow, support the co-location of new, mixed-used development with safe, multi-modal transportation options

RECOMMENDED ACTION	PERFORMANCE METRIC
Work with the Milwaukee County Transit System (MCTS) to ensure robust transit infrastructure and access, such as shelters and sidewalk connections, near major job centers and commercial clusters	Stops upgraded or added to transit network; ridership #s
Modify parking ordinances to reduce minimum parking requirements near transit routes to promote denser transit-oriented development	Ordinances updated

APPENDIX 2: ADDITIONAL PRIORITY CORRIDOR RECOMMENDATIONS

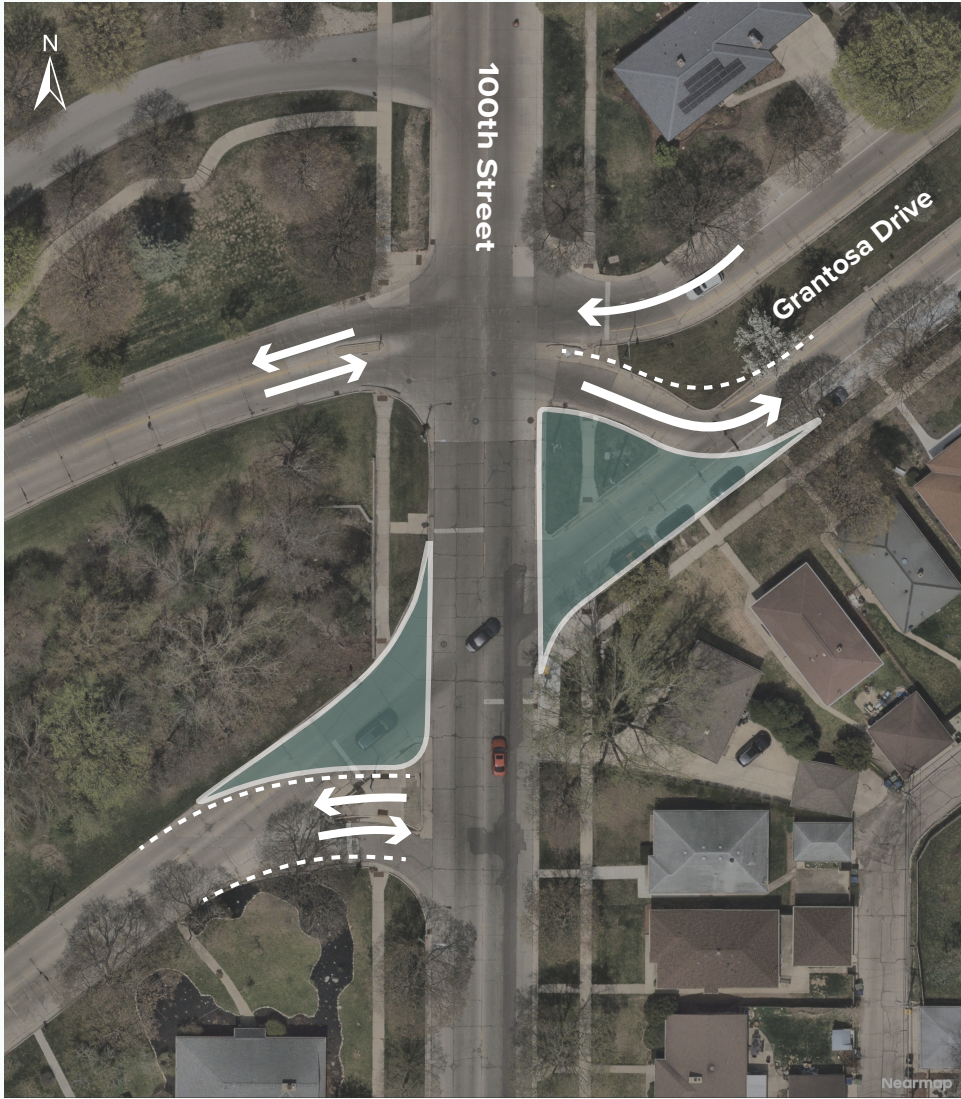
North Avenue: Access Management Examples

An initial list of candidates for access management on North Avenue between 60th and 73rd Street is found below. This is not intended to be an all-inclusive list, but rather examples of how access management strategies can be used at various locations.

Access management examples on North Avenue	
7300 Block	Eliminate driveways to Hallman Lindsay Paints on North Avenue; maintain alley access
	Driveway consolidation at Full Service Car Wash
7200 Block	Eliminate driveway at southwest corner of North Avenue & 72nd Street; maintain access on 72nd Street
7000 Block	Driveway consolidation at Keith's Cleaners; maintain access on 71st Street
6800 Block	Driveway consolidation at Speedway to reduce driveways from four to two
6200 Block	Remove North Avenue driveway to Take 5 Oil Change; maintain 62nd Street access
6100 Block	Remove North Avenue driveway to O'Reilly Auto Parts; maintain 62nd/61st Street access
6000 Block	Consolidate two driveways on north side of North Avenue

Grantosa Drive & 100th Street: Intersection Reconfiguration Concept

The intersection of Grantosa Drive and 100th Street is just outside Wauwatosa boundaries. However, a redesign of the intersection has potential traffic calming benefits for the Grantosa Drive corridor and will create more intuitive turning movements at an intersection that is otherwise complex and confusing for all road users. The image below demonstrates what a potential reconfiguration could look like. Additional analyses on turning volumes and traffic patterns will be necessary to develop the most appropriate design.



Example of an intersection reconfiguration at Grantosa Drive and 100th Street

124th Street: Access Management Examples

Access management strategies should be considered along 124th Street given the high number of driveways and median cuts on the corridor. The illustration to the right shows how access management strategies such as access consolidation, median cut reductions, and channelized access can be used to minimize conflict areas and reduce the likelihood of head-on and left-turning crashes.



Examples of access management strategies along 124th Street

APPENDIX 3: SAFER STREETS TOOLKIT

The Safe Streets Toolkit includes proven safety countermeasures that reduce crashes in a variety of contexts and roadway types. These evidence-backed strategies can be layered to develop redundant safety for a broad variety of road users.

LOW COST TOOLS



SLOW ZONES / REDUCED SPEED

Speed limits are reduced on key corridors or within larger zones around schools, parks, or other key locations.



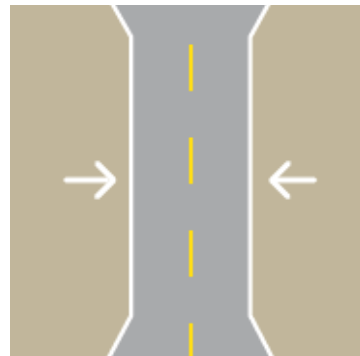
Makes it easier to cross the street or walk alongside traffic



Creates a lower stress environment for biking on the street



Allows for better visibility of other road users and slows traffic



LANE NARROWING

Reductions in the width of a travel lane to encourage a slower speed of travel.



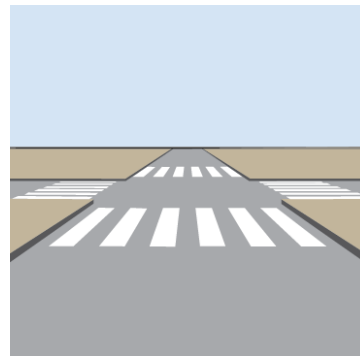
Makes walking along the street more comfortable



Makes biking alongside moving traffic less stressful



Encourages drivers to travel at appropriate speeds



HIGH VISIBILITY CROSSWALK

Crosswalks that are clearly marked with paint in a manner that is highly visible to all users, especially drivers moving at higher speeds.



Increases visibility of pedestrians when crossing



Clearly identifies where to yield to pedestrians



Increases visibility of pedestrians crossing the street



PEDESTRIAN GATEWAY SIGN

Narrowing lanes and placing signs at strategic locations to slow vehicles in areas with higher pedestrian activity.



Prioritizes pedestrian travel at busy crossings

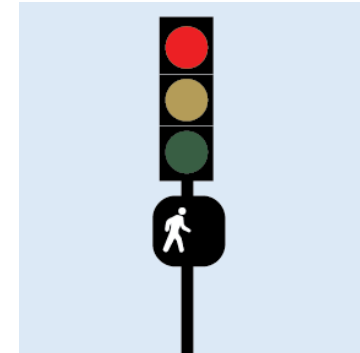


Slow vehicles speeds and identifies where to yield to pedestrians



Alerts drivers to possible interactions with pedestrians

LOW COST TOOLS



LEADING PEDESTRIAN INTERVAL

Pedestrians receive a walk signal prior to vehicles receiving a green light.



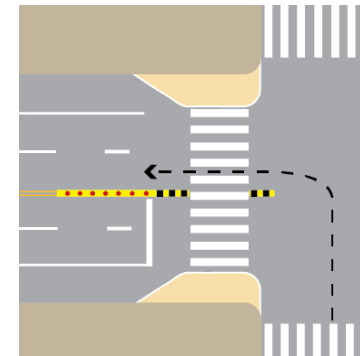
Increases time for pedestrians to cross the street



Delays the flow of traffic



Gives pedestrians more time to cross so the crosswalk is clear sooner



LEFT TURN TRAFFIC CALMING

Devices used to slow down left-turning vehicles at intersections.



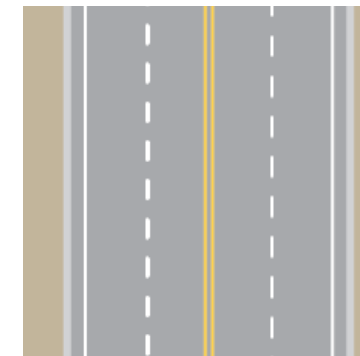
Increases visibility of pedestrians in the crosswalk



Slows drivers turning left across a cyclist's path



Reduces turning conflicts with pedestrians, cyclists, and oncoming traffic



EDGE LINES AND PARKING LANES

Painted lines to emphasize narrower travel lanes and separate them from the curb, gutter, or parking lane.



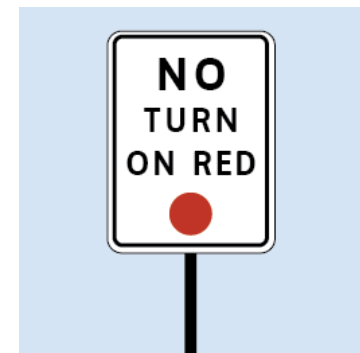
Creates a clear buffer between moving traffic and pedestrians



Clearly identifies where drivers should and shouldn't travel



Emphasizes narrow travel lanes that slow traffic to appropriate speeds



RESTRICT RIGHT TURN ON RED

Signage indicating that right turns on a red light are not allowed.



Prevents cars from turning into the crosswalk while looking for oncoming traffic

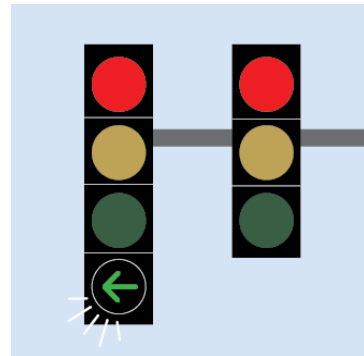


Prevents cars from turning into the bike lane while looking for oncoming traffic



Reduces the need to look for multiple conflict points before turning

MEDIUM COST TOOLS



LEFT TURNING LANES

Dedicated left turn lanes and traffic signals that allow cars to turn left separate from oncoming traffic.



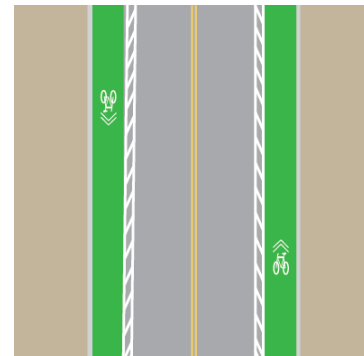
Reduces interactions with cars turning left into the crosswalk



Reduces conflicts with cars navigating the intersection



Improves traffic flow at intersections



PROTECTED BIKE LANES AND INTERSECTIONS

Dedicated space in the street for cyclists physically separated by barriers and paint.



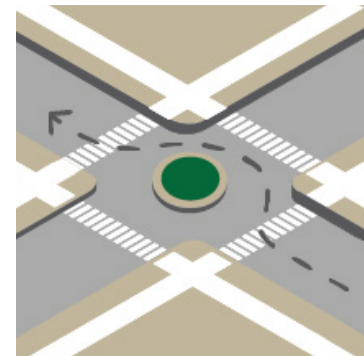
Increases the buffer between pedestrians and the flow of traffic



Creates a dedicated space for bicycles with physical protection from cars



Provides space for bikes outside of the vehicle travel lane



RESIDENTIAL ROAD TRAFFIC CALMING

Devices that are used to slow traffic primarily on residential streets, including speed humps, traffic circles, chicanes, traffic diverters, etc.



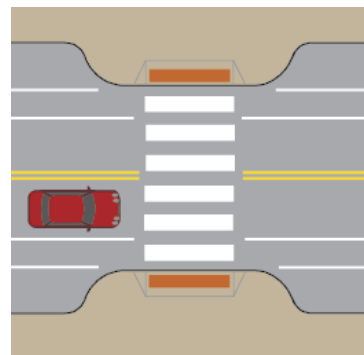
Makes walking more comfortable by slowing vehicle speeds



Makes cycling more comfortable by slowing vehicles



Creates a better environment for people inside and outside vehicles



MID-BLOCK CROSSINGS

A crosswalk between two intersections that is typically accompanied by pedestrian signage and/or curb bump-outs.



Increases visibility of pedestrians when crossing

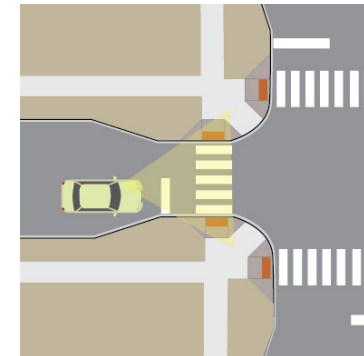


Clearly identifies where to yield to pedestrians



Alerts drivers to possible interactions with pedestrians and slows them down

MEDIUM COST TOOLS



INTERSECTION DAYLIGHTING AND BUMP-OUTS

Flex posts or concrete that narrow the street at the intersection to improve visibility and shorten crossing distances.



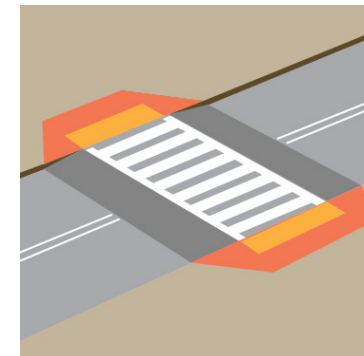
Shortens pedestrian crossing distances



Increases cyclist visibility at the intersection approach



Increases visibility of pedestrians and oncoming traffic



RAISED CROSSINGS AND INTERSECTIONS

Crosswalks or intersections that are vertically elevated to sidewalk level to calm vehicle traffic.



Increases visibility of pedestrians and slows vehicles at crossings



Clearly identifies where to yield to pedestrians



Clearly indicates that drivers are crossing a pedestrian zone

HIGH COST TOOLS



INTERSECTION REALIGNMENT

Redesigning complex intersections to fix irregular angles and reduce conflict points.



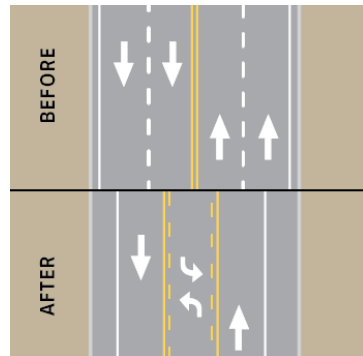
Increases visibility of pedestrians at intersections and reduces crossing distances



Reduces vehicle speeds as cars approach the intersection



Organizes traffic movements to reflect a traditional intersection



ROAD DIETS

The number of travel lanes is reduced, often replaced with a median, turn lanes, or bicycle facilities.



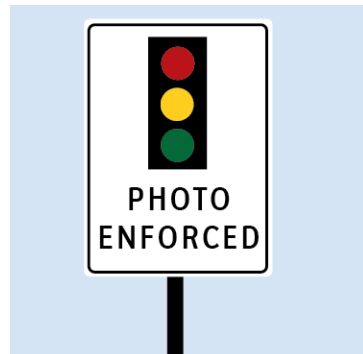
Reduces crossing width and slows vehicle speeds



Creates space for bike facilities that are separated from vehicle traffic



Creates clear separation between different users and mitigates passing on the right



AUTOMATED ENFORCEMENT

Camera-based enforcement for speeding and red-light running.



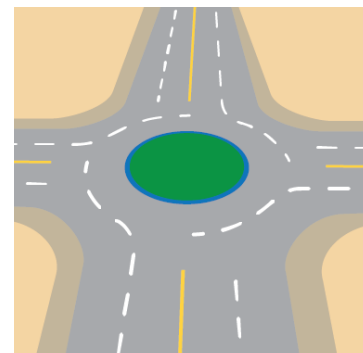
Increases driver compliance with speed limits and traffic signals



Increases driver compliance with speed limits and traffic signals



Reduces red light running and speeding



ROUNDBABOUTS

An intersection with a circular configuration that reduces vehicle speeds and conflict points and is typically found on busier streets.



Reduces vehicle speeds within intersections

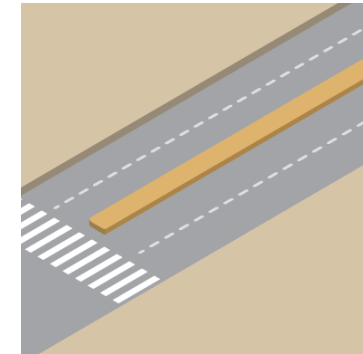


Reduces vehicle speeds within intersections



Promotes safer traffic movements at intersections

HIGH COST TOOLS



RAISED MEDIANS

Barriers in the center of a roadway that reduce roadway conflicts in key locations and controls where vehicles can cross the street.



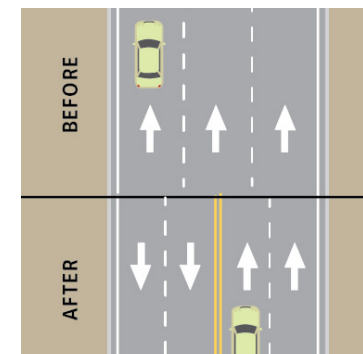
Creates a place to stop while crossing that is protected from oncoming traffic



Reduces opportunities for cars to turn into the cyclist's path



Provides a dedicated space to turn or cross the street



ONE-WAY TO TWO-WAY CONVERSION

Streets are converted from one-way to two-way traffic flow.



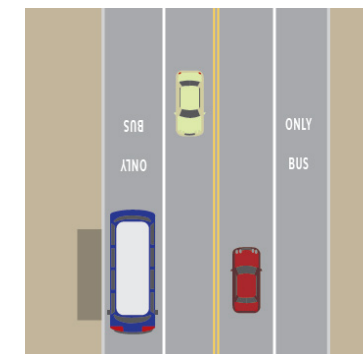
Slower auto speeds make walking more comfortable



Promotes easier navigation on two-way streets



Promotes better traffic circulation



TRANSIT INFRASTRUCTURE

Dedicated lanes for transit, traffic signals that let buses go first, and bus rapid transit routes.



Makes transit more reliable, making it a more viable option for getting around



Creates greater separation from traffic flow



Reduces congestion and conflicts with buses

