TRAFFIC SAFETY CAMERAS SAVE LIVES

TRAFFIC VIOLENCE IS A HEALTH ISSUE

Over the last 5 years, 1,166 people were killed or suffered life–changing injuries in speed related traffic crashes in the City of Milwaukee. **Wisconsin is currently missing out on a key tool for traffic safety: Traffic Safety Cameras.**

PHOTO ENFORCED

Source: IIHS

Milwaukee continues to endure significantly higher traffic injuries and deaths compared to the rest of the state. Annual average traffic deaths in Milwaukee increased 86% since 2012, while decreasing 6% in the rest of the state.

Source: Additional analysis based on Wisconsin Public Policy Forum report

Traffic Violence is a health issue. In 2024, 39,345 people were killed in traffic crashes in the United States, 164 in Wisconsin, and 74 in the City of Milwaukee.

Source: WisDOT and NHTSA preliminary data

These injuries and deaths are preventable. Traffic deaths involving speeding have increased by 270% since 2002 in the City of Milwaukee.

Source: Additional analysis based on Wisconsin Public Policy Forum report

WHAT ARE TRAFFIC SAFETY CAMERAS?

62% of people support using cameras for red light & speeding tickets.

Source: City of Milwaukee online survey

There are two main types of traffic safety cameras

Speed Safety Cameras
(Automated Speed Enforcement System)

These detect vehicles that are traveling above a set speed. They are not activated unless a vehicle is traveling well above (usually > 10 mph) the posted speed limit.

Red Light Safety Cameras
(Traffic Control Photographic System)

These detect vehicles that run red lights. Only vehicles that enter the intersection after the light has turned red are issued a citation.

Why isn't WI using them?

State law currently bans the use of radar based traffic safety cameras. Some state legislators are interested in passing a bill that would expressly allow the City of Milwaukee to use red light and speed safety cameras.

MILWAUKEE
VISION ZERO
ZERO TRAFFIC DEATHS

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TRAFFIC SAFETY CAMERAS ARE...

Safe & Effective	• The U.S. Department of Transportation's <u>Crash Modification Factors Clearinghouse</u> reports that on urban arterials, fixed speed cameras
	   ◦ Reduce all crashes 54%
	   ◦ Reduce injury crashes 47%
	• Cameras allow officers to enforce dangerous driving without diverting limited resources from other issues.

Collaborative & Transparent	• The goal of cameras is to encourage safe driving, not to catch people by surprise. • The launch of a safety camera program would be highly publicized. • Signs would be posted at camera locations and warnings would be given instead of citations, for the first 90 days.
Common Sense	• The goal of cameras is to encourage safe driving behavior, not to make money. • Collected fines would first support program start-up and operating costs. The use of excess funds would be restricted to local traffic safety initiatives. • Cameras can help identify stolen cars– they would not be used to penalize vehicle owners if their car is stolen. • Traffic stops can escalate and create other substantial risks to the community. Traffic cameras reduce those risks.
Data Driven	• Cameras would be installed where high numbers of crashes that cause injury or death have occurred, and with community input. • Data would be used to ensure camera placement does not disproportionately impact any one community and ensure that all neighborhoods benefit from safer streets.

REMEMBER: MULTIPLE SOLUTIONS ARE NEEDED

Traffic safety cameras should be paired with other measures like street design, safe speed limits, and education. A **"Safe System" approach** creates lasting change to minimize the need for enforcement.

Safe System Design

Self-Enforcing Streets

Less Reliance on Punitive Measures

Safe and Equitable Streets

→ Streets are designed to physically encourage safe speeds and as Complete Streets with safe, designated space for all road users.

→ Design changes are made before, or coupled with, speed safety cameras, along with equity guardrails.

→ Fewer traffic stops are needed, allowing officers' time for other priorities.

→ Longer-lasting, non-punitive improvements are made in communities traditionally exposed to greater safety risks.

When we design streets that create space for different types of road users and with built-in safety countermeasures, we get streets that are inherently self-enforcing – reducing the need for officer initiated enforcement.
Source: Vision Zero Network