

TRAFFIC SAFETY CAMERAS SAVE LIVES

But not in Wisconsin, due to a state law banning traffic safety cameras.



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% from the period 2008–2012 to 2018–2022. In the rest of the state, this number decreased by 6%.

 **Traffic violence is health issue.** In 2024, 73 people were killed in traffic crashes in the City of Milwaukee and 483 people sustained a life-changing injury.

 **These injuries and deaths are preventable.** From 2002 to 2022, speeding-involved crash fatalities in Milwaukee County increased 213%. In this same timeframe, speeding-involved crash fatalities declined 55% in the balance of the state.

WHAT ARE TRAFFIC SAFETY CAMERAS?

Wisconsin is currently missing out on a key tool for traffic safety: Automated Traffic Enforcement (ATE), or Traffic Safety Cameras.

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 would not be activated unless a vehicle is traveling well above (15+ mph over) the posted speed limit.



Red Light Safety Cameras

(Traffic Control Photographic System)

These detect vehicles that run red lights. They aren't focused on ticketing close calls -- only vehicles that enter the intersection AFTER the light has turned red would be ticketed.



62% of Milwaukeeans support using camera-based tickets for red light running & speeding, per recent survey data.

Why isn't WI using them?

WI currently bans traffic safety cameras statewide. Some state legislators are interested in passing a bill that would allow the City of Milwaukee to implement a pilot program to use red light and speed safety cameras on roadways that they own.

 **Speak up! Tell your friends and elected officials how traffic safety cameras will save lives. Contact JWINEB@Milwaukee.gov or call/text 414-708-3809 to get involved.**

TRAFFIC SAFETY CAMERAS ARE...

Safe	- Red light cameras may reduce the rate of all fatal crashes at signalized intersections by 14%. - Speed safety cameras have been linked to a 54% reduction in all crashes and a 47% reduction in injury crashes. - Cameras allow officers to enforce dangerous driving without diverting limited resources from other areas.
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 so that people know where cameras are and what the speed limit is. A warning only period can be part of the program.
Equitable	- Cameras reduce the likelihood of violent encounters between drivers/passengers and police, which are more likely to affect Black and Latinx drivers/passengers. - An equitable program would place cameras to avoid over-enforcement, would avoid the use of excessive fines, and would offer non-fine based penalty options.
Common Sense	- The goal of cameras is to encourage safe driving behavior, not to make money. - Once program costs are paid for, collected fines can ONLY be used for traffic enforcement and safety programs run by the local law enforcement agency. - Cameras can help make sure cars are reported as stolen – they would not be used to penalize people for the irresponsible actions of another driver.
Data Driven	Cameras would be located with a data driven approach, based on high numbers of death and injury crashes and according to community input.

REMEMBER: MULTIPLE SOLUTIONS ARE NEEDED

Traffic safety cameras should be paired with other safety measures like street design, safe speed limits, and education.

The City of Milwaukee is already implementing these measures with Vision Zero and the "Safe System" approach. ATE is a critical, but missing, tool to eliminate traffic deaths and achieve Vision Zero.

