

West Allis Pedestrian, Bike, & Mobility Plan

December 2025



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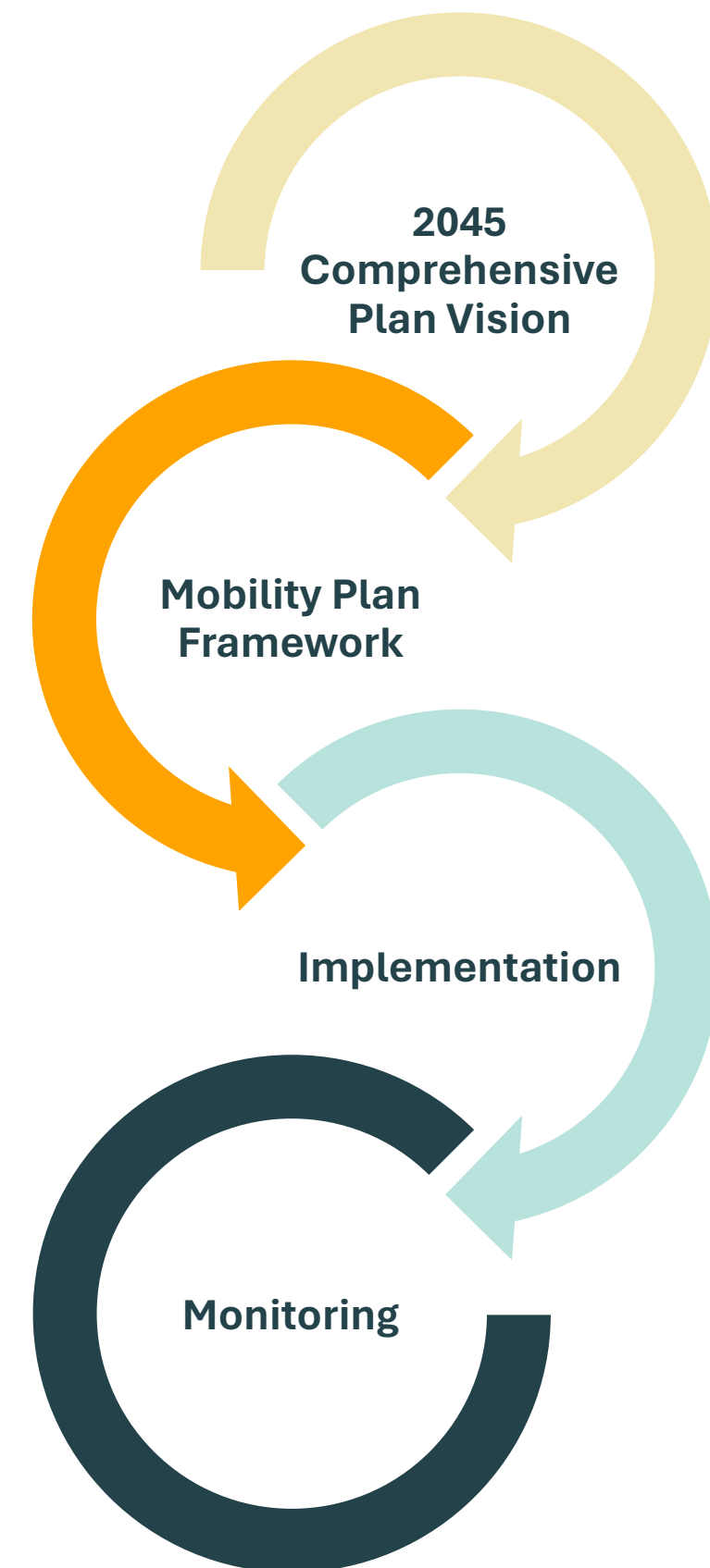
Executive Summary



Introduction

The streets of West Allis, and the connections they provide to residents, businesses, and neighborhoods, are essential to the city's livability and overall quality of life for residents. These streets not only serve as pathways for vehicles but also act as vital links for pedestrians, cyclists, and transit riders, shaping the accessibility and mobility of our community. The design, layout, and condition of these streets have a significant impact on many aspects of travel from daily commutes to the city's ability to attract new residents, visitors, and businesses. This transportation plan serves as a guide for the ongoing development and redevelopment of West Allis' transportation network, ensuring that it evolves to meet the diverse needs of all users, whether traveling by car, on foot or accessibility device, by bike, or via public transit.

Building upon the vision outlined in West Allis' 2045 Comprehensive Plan, this transportation plan prioritizes a multi-modal approach to the City's transportation systems. A central goal of this plan is to transform the city's streets to prioritize safety for all users and expand options for the comfortable and enjoyable movement of people. This involves rethinking street design, traffic flow, and public transit options to accommodate a broad spectrum of transportation modes and types of users.



This update comes at a pivotal moment for West Allis and the surrounding Milwaukee area. Traffic safety has become an increasingly important issue for local residents, with concerns about traffic crashes, unsafe driving behaviors, and the need for better street designs to protect all road users. The community has voiced strong support for more pedestrian- and cyclist-friendly infrastructure, reflecting a growing awareness of the need to reduce traffic fatalities and create safer spaces for non-motorized transportation. In response to these growing concerns, this plan places a strong emphasis on traffic safety, with strategies designed to reduce the frequency and severity of crashes, slow down vehicle speeds in residential areas, and enhance visibility and accessibility for all users.

One of the most effective strategies for addressing these concerns is improving the walkability, bikeability, and micromobility options available to West Allis residents. This plan identifies opportunities to dedicate more space to people on the streets, particularly through redesigning roadways to include wider sidewalks, protected bike lanes, and designated areas for emerging modes of transportation like e-scooters and e-bikes. By shifting away from car-centric infrastructure and embracing a multi-modal transportation future for the City, West Allis can create safer, more vibrant streets that encourage walking, cycling, micromobility and public transit use while reducing dependence on automobiles. This approach not only improves traffic safety but also enhances the health, sustainability, and overall quality of life for the community.

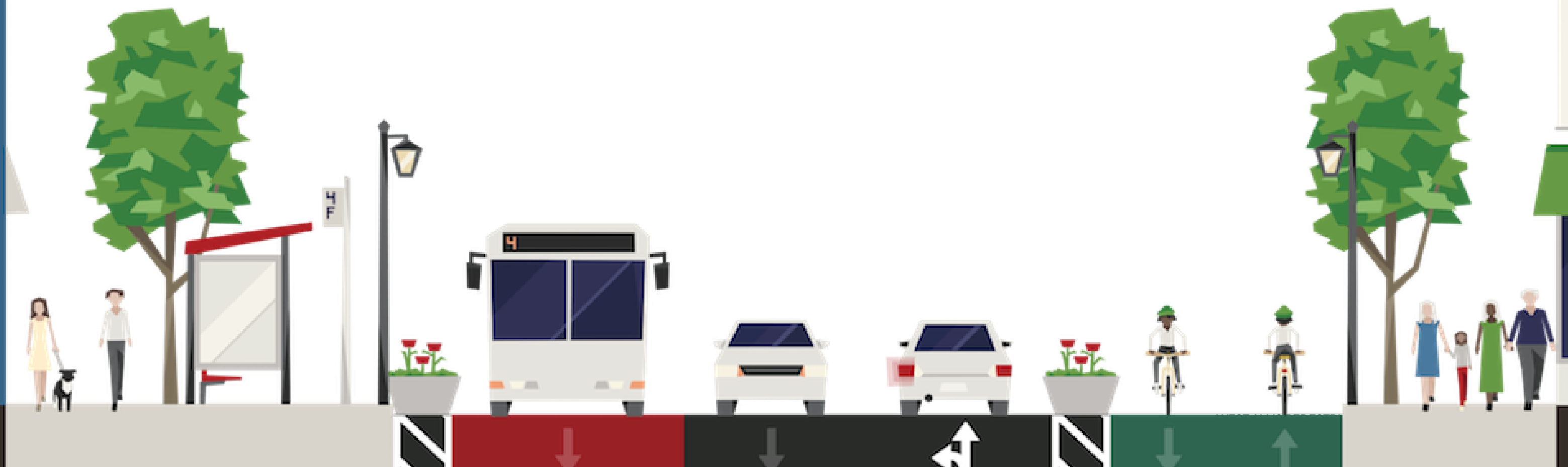
As we reflect on the successes achieved in recent years, we also recognize the gaps that still exist in the city's transportation system. Despite progress in expanding bike lanes, enhancing pedestrian amenities, and improving traffic management, certain areas of the city still lack the infrastructure needed to accommodate all transportation modes effectively. This plan seeks to address these gaps by identifying priority areas for investment, ensuring that future street projects enable the streets of West Allis to become more accepting of all users, expand transportation options, enhance community safety, and promote vibrant, livable places. Integrating pedestrian-friendly features, improving transit access, and creating seamless connections between different neighborhoods and activity centers will build West Allis' streets into more connected and robust transportation networks.

Looking ahead, this transportation plan will guide the city's ongoing efforts to fulfill the transportation-related goals outlined in the West Allis 2045 Comprehensive Plan. This includes fostering a robust transportation system that works well for residents across the city, supporting local businesses, and enhancing residents' overall quality of life. Through collaborative planning, thoughtful design, and a commitment to safety and accessibility, this plan serves as a roadmap for a future where transportation options are diverse, efficient, and safe for all who live, work, and visit West Allis.

What is a Complete Street?

In recognition of how our streets make up the largest amount of West Allis' public space, streets represent key assets that require care, attention, and thoughtful planning. As West Allis residents increasingly call for safer streets, Complete Streets policies advocate for effective street changes that enhance the safety and mobility of all users. Complete Streets is a process of street development that responds to the unique needs of the community each street serves.

Notable components of Complete Streets include sidewalks, bike lanes, bus lanes and accessible stops, safe crosswalks, island medians, narrower travel lanes, roundabouts, lighting, wayfinding signage, (and more) to West Allis' streetscapes. Ensuring that automobile drivers travel at safer speeds and experience enhanced notice of pedestrian and cyclist activity is a key component to the success of Complete Streets policies. These policies also demonstrate that creating safe and efficient streets for all users, regardless of their chosen mode of transportation and transit options, fosters healthier communities, supports local businesses, and enhances overall quality of life. By prioritizing accessibility, safety, and multi-modal efficiency, Complete Streets policies aim to transform West Allis into a more connected and vibrant city. Each street project is designed with careful consideration of the diverse needs of pedestrians, cyclists, transit riders, and drivers, ensuring that public spaces are both functional and inviting for all.



Intersection with West Allis’ 2045 Comprehensive Plan

Our 2045 Comprehensive Plan states that our streets should be redesigned as Complete Streets that design for safety, protect all road users, and encourage flexible and healthy ways to get around. Complete Streets policies intersect with Catalytic Project #2 of the Comprehensive Plan: “Establish and redevelop the Foundry District as West Allis’ densest mixed use urban center”. This redevelopment would rebuild Greenfield and National Avenue east of 62nd St. as Complete Streets. As outlined in this project, redeveloping this region with the concept of Complete Streets guiding the street redevelopment in this region is key to making the Foundry District an up-and-coming center for development in the region. Aside from this specific project, it is a distinct goal of West Allis to incorporate Complete Streets policies to fulfill Recommendation 8: “Prioritize safety and slow motor vehicle speeds on streets”. Maintaining a Complete Streets policy and continuing to prioritize safety in the design of all streets being reconstructed is integral to fulfilling this recommendation in the 2045 Comprehensive Plan.

Our City’s Commitment to You

Transportation is essential for connecting people to jobs, essential services, education, healthcare, and social interactions. In West Allis, where the median income is \$38,954, many residents face economic challenges that limit their mobility options and access to essential services. As our city plans for transportation improvements, making sure residents can get where they need to go efficiently and safely is a priority. We are committed to developing a well-planned transportation system promotes better health, safety, and economic opportunities for everyone in our community. Many residents, particularly those without personal vehicles, rely on public transit and other non-motorized options such as walking, biking, and micromobility. Because transportation improvements are often focused on individual streets or intersections, some areas have fewer safe and convenient options than others.

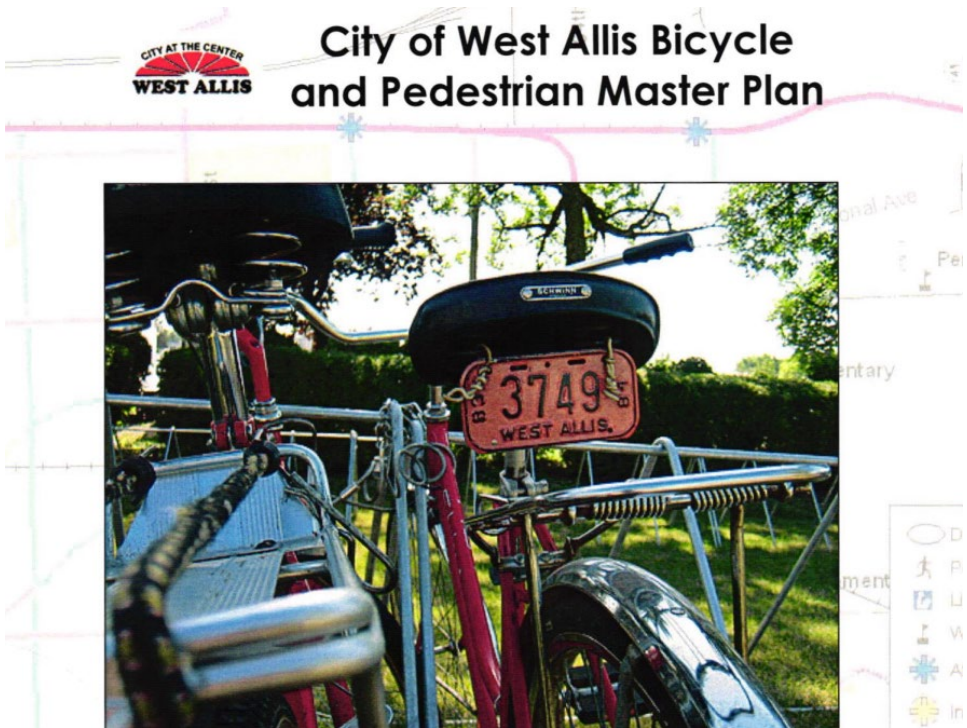
The city will address these gaps through data-driven planning and targeted engineering solutions, with deliberate investment in locations where safety concerns and missing connections are most evident. For example, conditions in the Burnham Point neighborhood highlight the need for improved routes. An estimated 2,951 residents in West Allis do not have access to a vehicle, underscoring the importance of dependable multimodal transportation options. By improving infrastructure and connections across the network, West Allis can support economic growth and a higher quality of life for residents in all parts of the city.

Timeline of Relevant Planning Initiatives

In addition to the 2045 Comprehensive Plan, West Allis has long had its focus on improving the city’s mobility and transportation network. This is evident through a number of plans and policy actions that the City has undertaken over the years. Although not comprehensive, a number of plans relevant to the Transportation & Mobility Plan are below:

2008: Bicycle and Pedestrian Master Plan

Adopted in partnership with the Wisconsin Bike Fed, this plan represented a strong foundational blueprint for enhancing walking and bicycling conditions throughout West Allis. Its comprehensive approach, centered on the "four E's" – Engineering, Education, Encouragement, and Enforcement – aimed to holistically improve safety and increase active transportation levels by addressing rules of the road for all users. The plan was particularly insightful in identifying existing and desirable routes, prioritizing facility needs, and outlining best practices for planning, designing, implementing, and maintaining these facilities, with a primary focus on bicycling for transportation purposes. However, as time progresses, a plan adopted in 2008 naturally faces limitations due to its age and the continuous evolution of urban planning and infrastructure development. While it served its purpose admirably, the landscape has changed, with both challenges and opportunities.



2016: National Avenue Corridor Strategic Plan

This plan serves as a detailed blueprint for one of West Allis’ central arteries. Focusing on the transformation of National Ave through economic and cultural vitality, it also considers the interaction of pedestrians, bike users, transit riders, and drivers experience with this corridor. As a critical precursor to the National Ave reconstruction in the late 2010’s & early 2020’s, this plan provided a comprehensive vision that integrated transportation improvements with broader urban design and economic goals, ensuring that the revitalization of National Ave is approached holistically. While adopted in 2016, this plan remains highly relevant and continues to serve as an important framework for the 2025 Transportation & Mobility Plan. Its best practices are still actively considered and have demonstrably contributed to the successes observed along the National Avenue corridor, proving its enduring value as a foundational document for strategic planning in West Allis.

2020: Highway 100 Corridor Plan

Similar to the National Ave. Corridor Plan, The West Allis Highway 100 Corridor Plan focuses on a key artery of West Allis’ transportation network. This planning effort outlines a long-term vision and redevelopment strategy for the 3.5-mile Highway 100 Corridor. The overall plan seeks to accomplish this through recommendations for future development, transportation, placemaking, and identity combined with market-based catalytic development strategies. Specific to transportation, the plan includes strategies for traffic management, active transportation, pedestrian environment improvements, and creating walkable destinations, all informed by extensive community input. Its actionable implementation items and integrated approach to balancing transportation with placemaking and economic development make it a relevant reference for understanding the "why" and "what" behind many of our current and future mobility initiatives.



2021: Complete Streets Policy Adoption

The 2021 adoption of Complete Streets Policy marked a significant milestone in the city's commitment to enhancing its transportation and mobility network. This policy is designed to integrate Complete Streets principles into all phases of public way improvements and projects, aiming to create facilities that are safer, more accessible, attractive, and inviting for all users. The Complete Streets Policy acts as the official policy directive that ensures the strategies and visions of plans are systematically integrated and prioritized across relevant city projects and planning efforts. To ensure the policy is applied appropriately, a City subcommittee was formed along with annual reports conducted.



2021: Neighborhood Greenway Network Plan

Developed in partnership with UW-Milwaukee, the Neighborhood Greenway Network Plan offers a crucial blueprint for enhancing West Allis's active transportation network. This plan defines and identifies a network of low- and slow-traffic streets prioritizing people walking and biking by incorporating strategic traffic calming measures and clear signage to create safer, more comfortable environments for all ages and abilities. Since the initial planning document was created, major contents of this plan have been formally included in other plans such as the 2045 Comprehensive Plan. Comprehensive research, data-driven prioritization, and direct community input have significantly informed ongoing road reconstruction projects and are invaluable for shaping the 2025 Transportation & Mobility Plan's commitment to a safe, comfortable active transportation system.



**WEST ALLIS NEIGHBORHOOD
GREENWAY NETWORK PLAN**
CITY OF WEST ALLIS PLANNING DEPARTMENT

2022: Zoning Code Update and Design Review Guidelines

In 2022, West Allis reshaped its urban development framework by overhauling its Zoning Code and concurrently adopting new Design Review Guidelines. These initiatives are crucial for the 2025 Transportation & Mobility Plan, working together to foster a more walkable, accessible, and less car-dependent city. The updated Zoning Code eliminates previous barriers like cumbersome processes and excessive parking minimums, instead promoting walkability, enabling housing density to support public transit, and shifting vehicle parking by turning to maximums instead of minimums. Additional minor updates included further support through enhanced bike parking regulations and minimums along with lessened restrictions towards accessory dwelling unit developments. Complementing the code changes, the Design Review Guidelines provide specific criteria for new development, ensuring active ground floors, publicly accessible spaces, and thoughtful mitigation of vehicular impacts, ultimately prioritizing the pedestrian experience. Together, these documents dictate both what can be built and how it must be designed, creating a framework for a built environment that inherently prioritizes people and varying mobility choices.

2023: The League of American Bicyclists Bike Friendly Community Application

In 2023, the City of West Allis applied for and received a Bronze-level Bicycle Friendly Community (BFC) designation from the League of American Bicyclists. This was the first time West Allis was recognized through the program. The BFC application and evaluation process provided valuable insights into the City’s strengths and opportunities for improvement across key areas such as engineering, education, encouragement, evaluation, and fairness. The report highlights the importance of updating the City’s bicycle and pedestrian planning framework, including recommendations to expand the low-stress bike network, adopt stronger design standards, and establish a dedicated Bicycle and Pedestrian Advisory Committee. These findings directly inform the current update to the Plan by emphasizing safer, robust infrastructure, stronger community engagement, and data-driven evaluation to support active transportation for all users.



2024: The Foundry District Master Plan

Through a collaboration with Ayres, the City of West Allis envisioned the transformation of an area of the city towards a more dynamic community destination. The core objectives and recommendations of this plan aim to reshape how people move within and interact with this significant district. There’s a strong prioritization of interconnectivity in this plan, with explicit goals to create more connections to the Hank Aaron State Trail through the redevelopment of an inactive rail corridor into a multi-use path. This plan also strives towards mixed-use development and increases in density, seeking to enhance this area of the city where new housing, shipping, and dining are integrated with active offices and industrial uses. This localized plan provides a roadmap for realizing a more connected, walkable, and transit-friendly West Allis.

2025: West Allis Transportation Academy through 1,000 Friends of Wisconsin

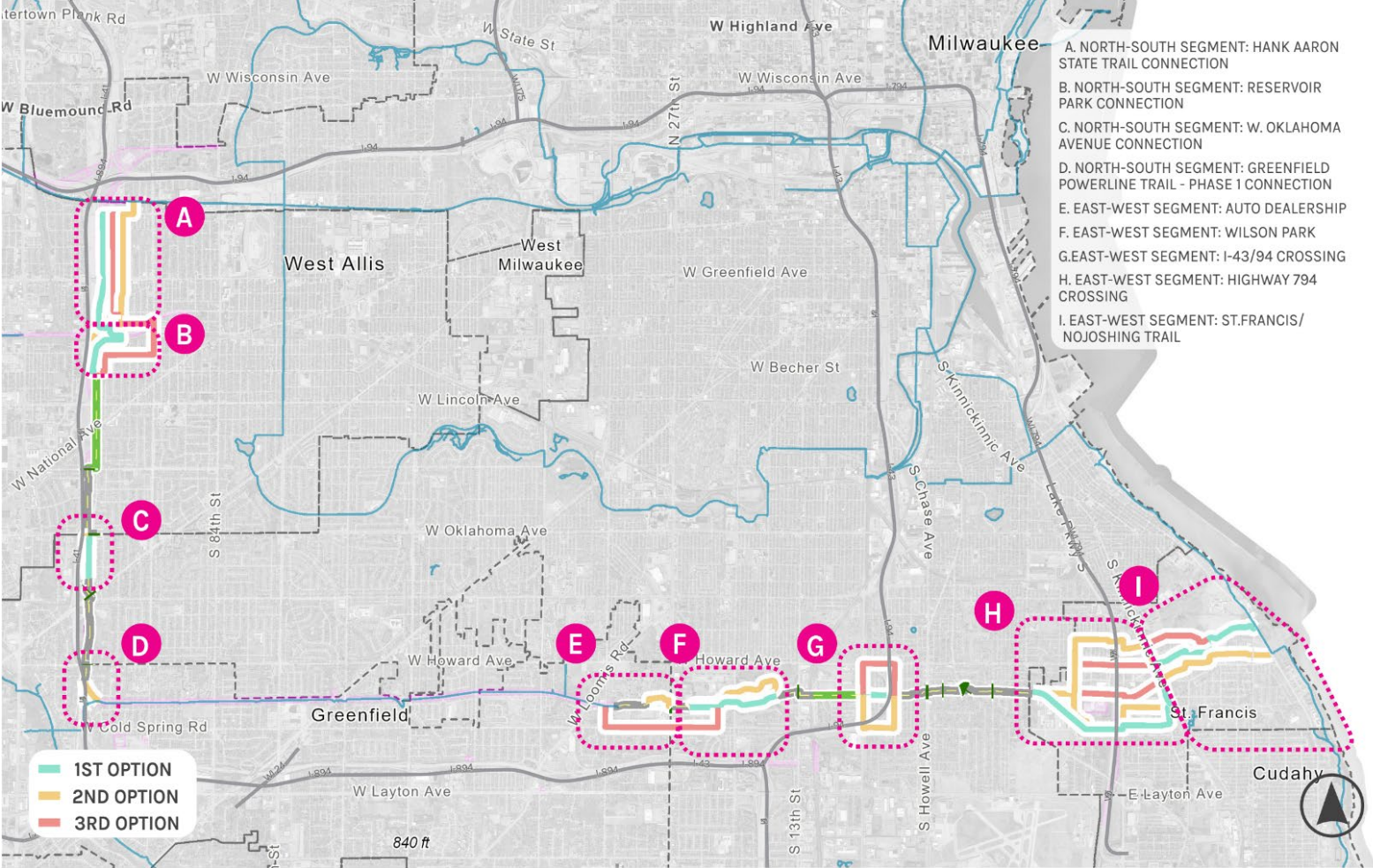
West Allis partnered with 1000 Friends of Wisconsin to host the inaugural West Allis Transportation Academy, a nine-week community education and engagement program focused on local transportation planning. Through weekly sessions, participants explored issues such as pedestrian safety, transit accessibility, and multimodal connectivity in West Allis and the Milwaukee region. The Academy included a walk/roll audit of Greenfield Avenue and a guided tour with Milwaukee County Transit System staff to better understand transit planning and operations. Participants concluded the program with project proposals addressing safety, accessibility, and neighborhood connectivity in strategic areas throughout West Allis and the surrounding region. This initiative directly supports this plan by cultivating local, grassroots engagement in transportation planning, elevating public awareness of active mobility and accessibility issues, and generating actionable community-driven insights for improving the city’s transportation network for all.



The first convening of the West Allis Transportation Academy on April 2, 2025

2025: South Powerline Trail Feasibility Study

With participation from West Allis, the Milwaukee South Powerline Trail Feasibility Study was completed. This study is a comprehensive evaluation of opportunities to develop a multi-community trail along the We Energies powerline corridor. The study analyzes the technical, physical, and organizational conditions needed to create a continuous off-street trail spine through Milwaukee, West Milwaukee, and West Allis, with specific attention to route alternatives, connectivity gaps, property constraints, and alignment feasibility. The findings identify a preferred alignment that maximizes access to schools, parks, transit, and existing trails while minimizing engineering complexity and right-of-way impacts. Additionally, the steps required to move the project toward implementation, including coordination with We Energies, phased construction sequencing, cost estimates, and recommended cross-sections for various corridor conditions are given. For West Allis, the Powerline Trail represents a major opportunity to strengthen north-south regional connectivity and create a safe, low-stress route that links residents directly to the Oak Leaf Trail, the Hank Aaron State Trail, and local neighborhood destinations.



Overall Plan for Alternate Implementations of the Powerline Trail. South Powerline Trail Feasibility Study 2025

2025: City of West Allis Municipal Safety Action Plan

In 2025, the West Allis Municipal Safety Action Plan as part of Milwaukee County’s countywide Vision Zero initiative and the Safe Streets and Roads for All (SS4A) program was adopted by Common Council. The SAP establishes a comprehensive, data-driven framework to eliminate traffic-related fatalities and serious injuries by 2037, positioning West Allis to compete for federal SS4A implementation funding. Developed through a multiyear planning process that included public engagement, near-miss analysis, and coordination across Engineering, Planning, Health, Police, and Public Works, the SAP identifies the City’s Corridors of Local Concern, where severe crashes are most concentrated, and presents targeted concepts to address high-risk intersections. The plan outlines 19 Safe System–based strategies focused on safer streets, safer speeds, road user protection, and cross-department data integration.

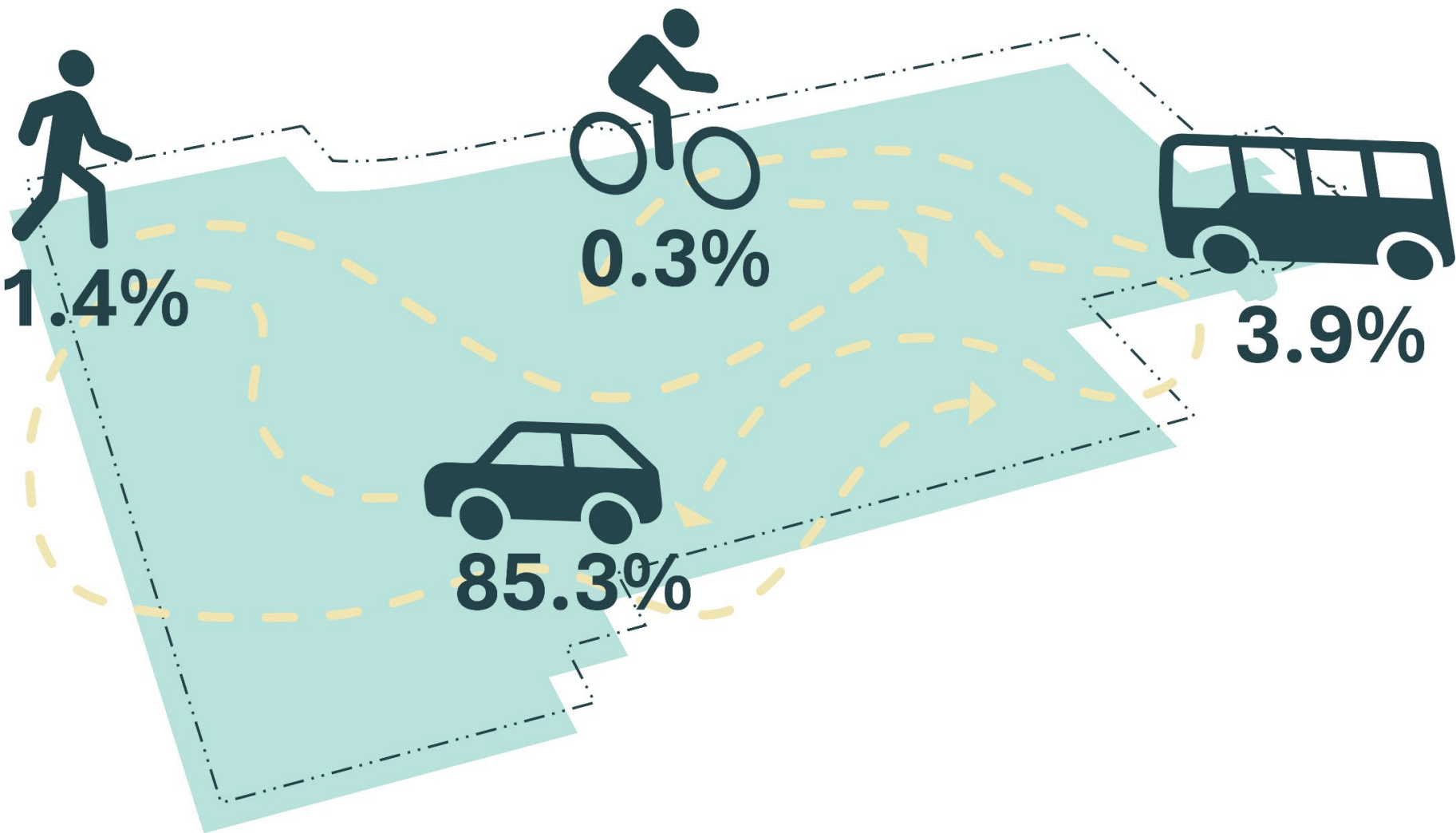


Community Context

How West Allis Moves

U.S. Census journey to work data shows that West Allis is an automobile-oriented city. Most residents commute to work by automobile. The imbalance between automobile use and other mobility uses is less a surprise and more of a signal that the current transportation network is optimized for cars.

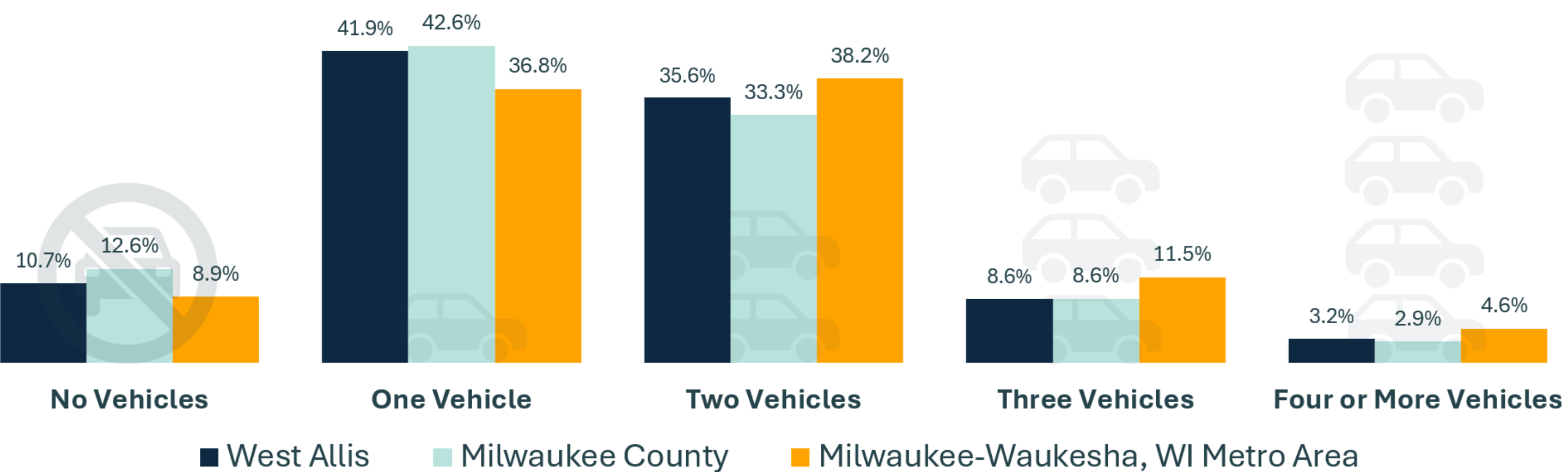
Through public engagement residents indicated that they travel primarily by car but desire to use alternative transportation modes. Residents consistently highlighted the need for safer pedestrian crossings, a more useful bike network, and better bus frequency. Their feedback reflects a desire for options rather than a rejection of driving. People want realistic alternatives that fit trips to school, errands, socialization, and recreation.



Means of Transportation to Work for Workers 16 and Over (U.S. Census Bureau 2018-2023 American Community Survey 5-year)

Car Ownership by Household

Vehicle ownership in West Allis is largely on par with Milwaukee County. Notably, a portion of households in West Allis are without any vehicles. The lack of vehicles owned by a household may translate into other methods of transportation being utilized, including riding a bike, walking, or taking public transit. The median number of vehicles available per household in West Allis is 1.9.



Household Size by Vehicles Available (U.S. Census Bureau 2018-2023 American Community Survey 5-year)

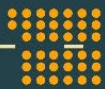
Transit Method and Use of Space

Streets are a shared space that must work for everyone, no matter the method of travel. The way we travel significantly impacts how much space is available on a street.

The graphic shows how much space 38 people traveling in five different ways takes up on a street. Encouraging options to increase walking, biking, and transit use can help free up room for safety infrastructure, street trees, and other needs.



Walk



Take The Bus



Use A Scooter



Ride a Bike



Drive



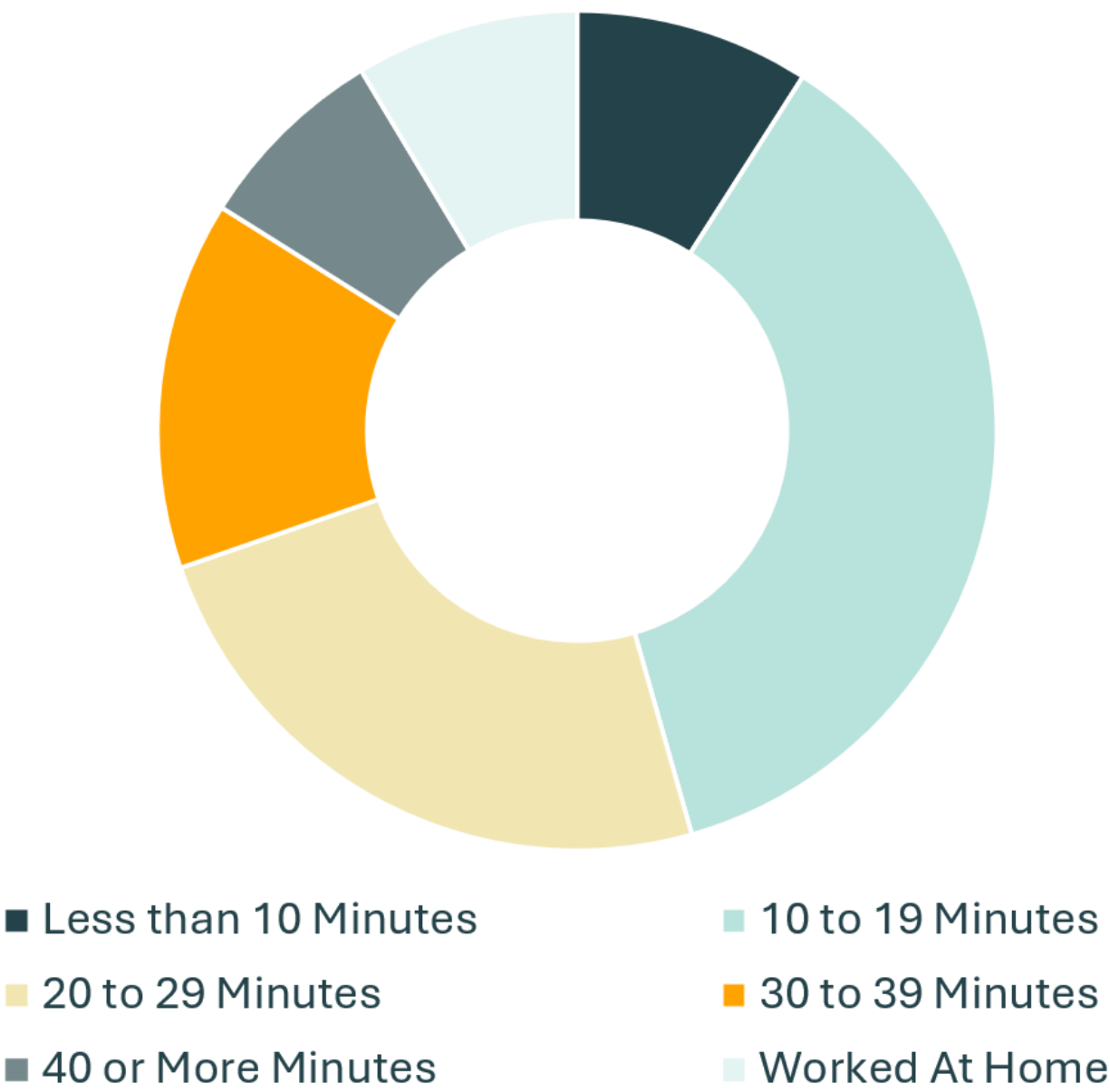
Commute Times

Most commutes in West Allis are below 20 minutes. Employment centers in the city, along with a centralized location within Greater Milwaukee, allows for commute times to be below the average commute time in the United States. Within Milwaukee County, 40.4% of commute trips are under 20 minutes compared to 45.6% percent in West Allis.

West Allis’ short commutes allow for a foundation to support a range of travel options. Biking, walking, public transit, or using shared options like scooters can be an ideal alternative to short car trips. Encouraging safe, accessible infrastructure can help make these choices easier for residents who are interested.

These alternative choices in transportation can help reduce traffic on local roads and make it easier for people to get to work, school, or other necessities.

While personal vehicles remain an important part of daily life, continuing to explore a range of practical travel options can help ensure West Allis remains a connected, accessible, and efficient community for all residents.



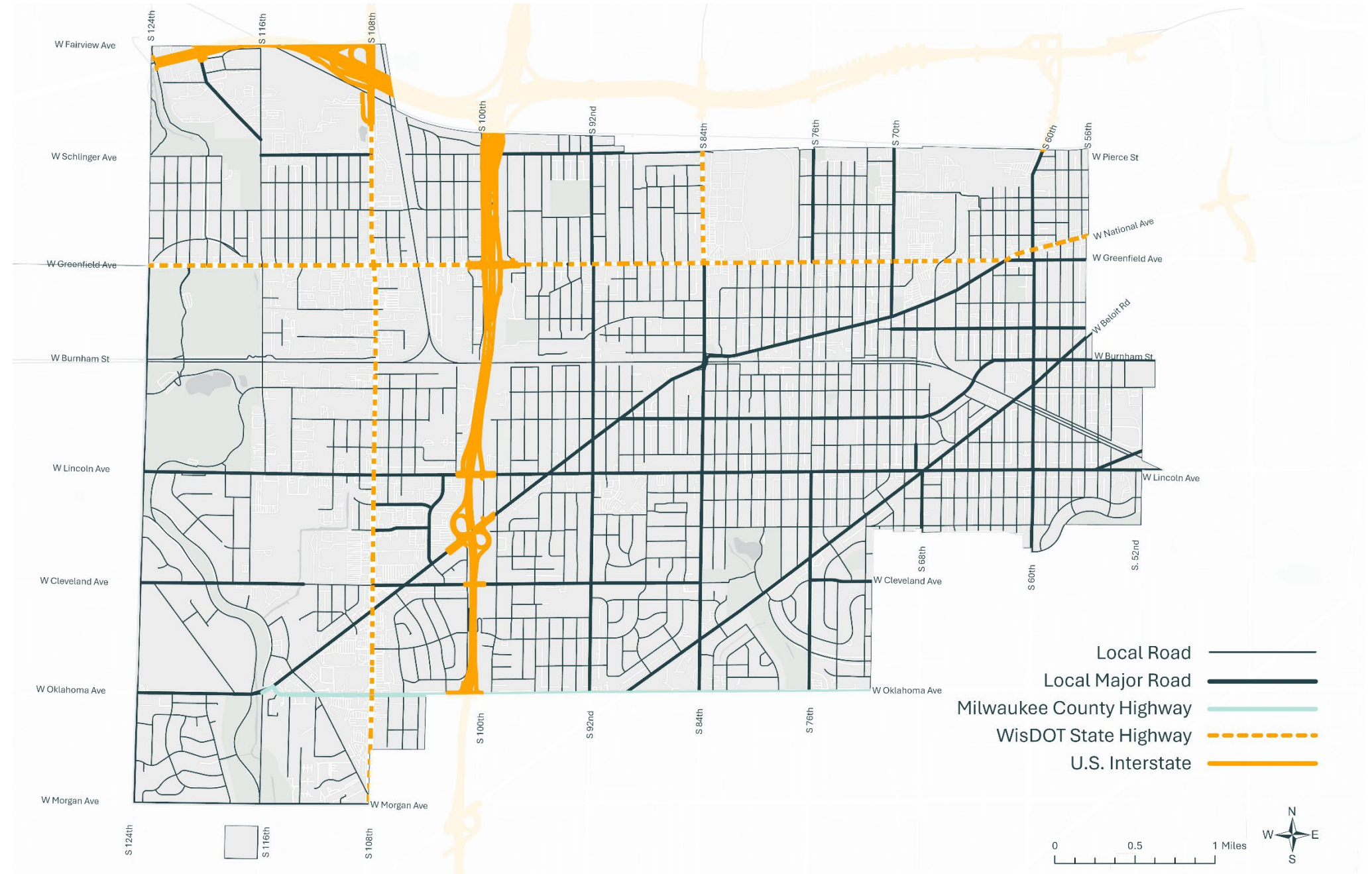
Travel Time to Work for Workers 16 Years and Over (U.S. Census Bureau 2018-2023 American Community Survey 5-year)

Existing Conditions



Street Network

West Allis has 182 miles of streets coursing throughout the city. The way we design, maintain, and operate these streets has an immense impact on safety, mobility choice, economic vitality, and quality of life. Maintaining such a network is a shared responsibility between the City of West Allis, Milwaukee County Department of Transportation, and Wisconsin Department of Transportation. West Allis strives to work with regional partners to create an integrated system that upholds the principles of Complete Streets, ensuring that streets can function safely as corridors, spaces, and destinations.



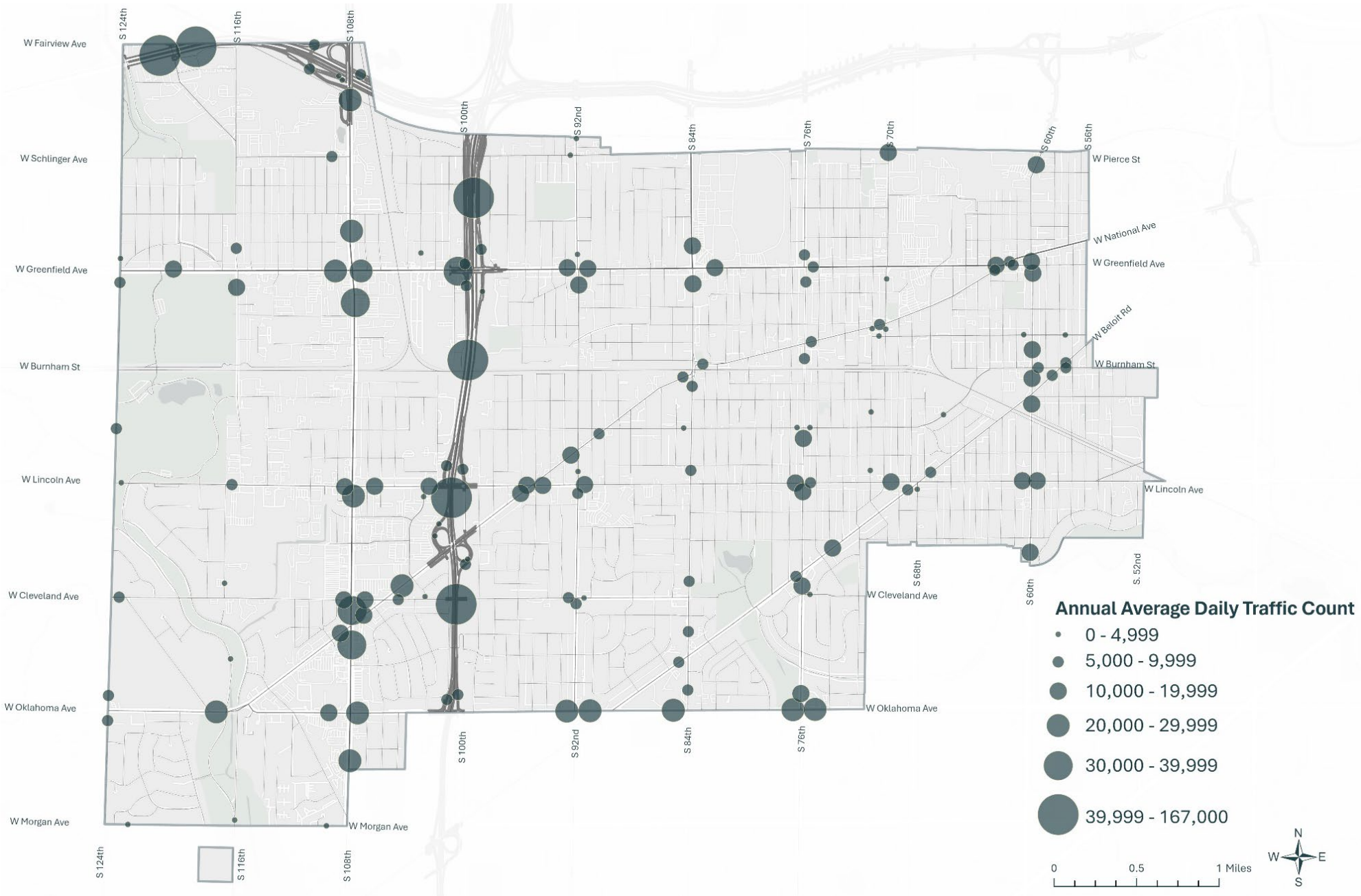
Traffic Volume

Corridors with High Traffic Volume

- Interstate-94
- State Highway 100
- W. Lincoln Ave.
- W. Greenfield Ave.
- W. Oklahoma Ave.
- W. National Ave.
- W. Beloit Rd.
- S. 84th St.
- S. 76th St.
- S. 60th St
- S. 92nd St.

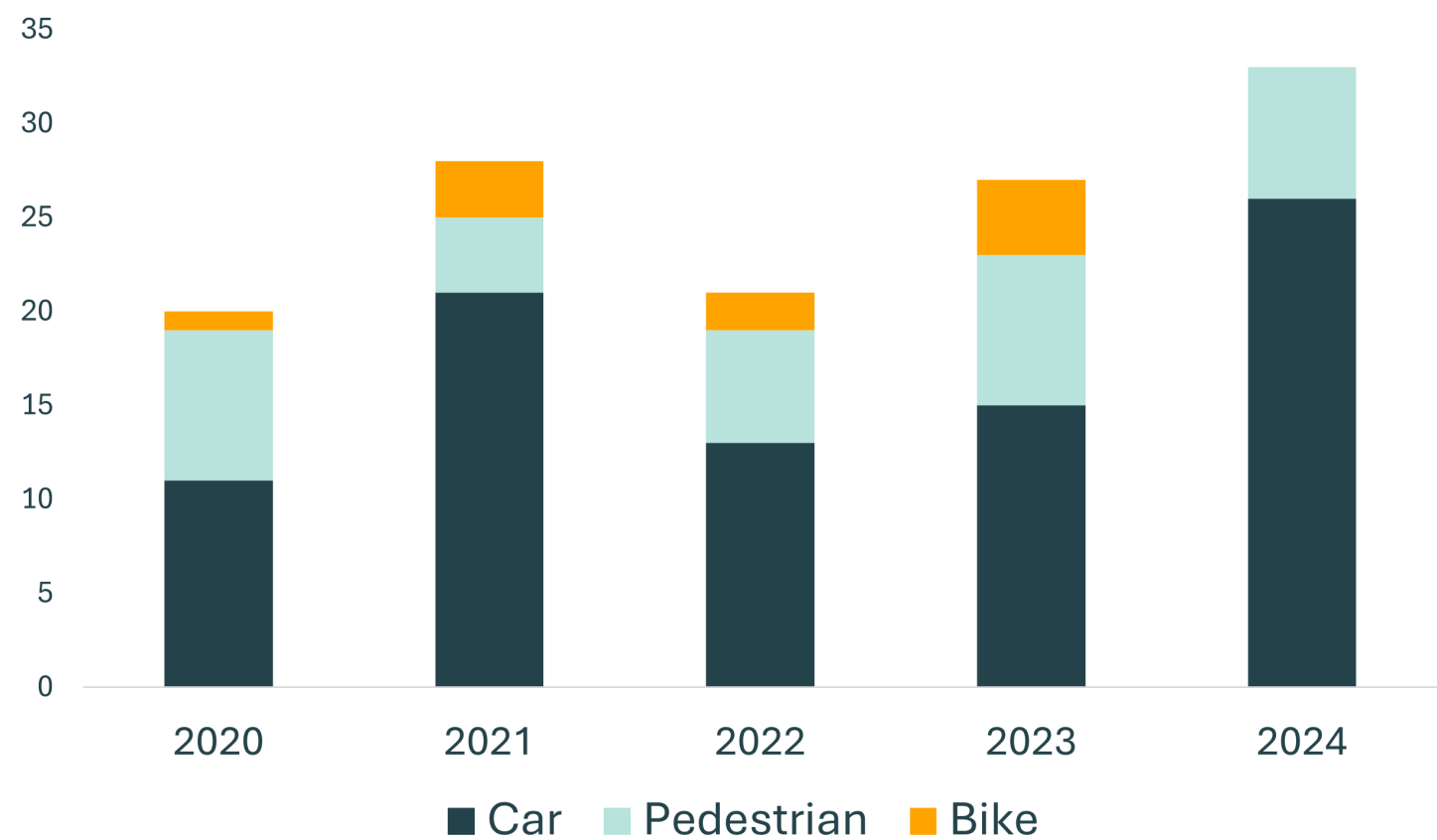
Corridors with Moderate Traffic Volume

- W. Becher St.
- W. Burnham St.
- S. 70th St.
- S. 116th St.
- S. 124th St.



Wisconsin Department of Transportation Traffic Count Map, 2025

Safety



Wisconsin Traffic Operations and Safety (TOPS) Laboratory. The WisTransPortal Data Hub

Creating safe streets for walking and biking starts with understanding where crashes happen and the reasons behind them. Crash data provides crucial insights to help the City of West Allis identify areas that need safety improvements, ensuring streets are safer for all users—especially groups like pedestrians and bike users. This section analyzes crash trends in West Allis from 2020 to 2024, offering a detailed look at incidents that have occurred on city streets.

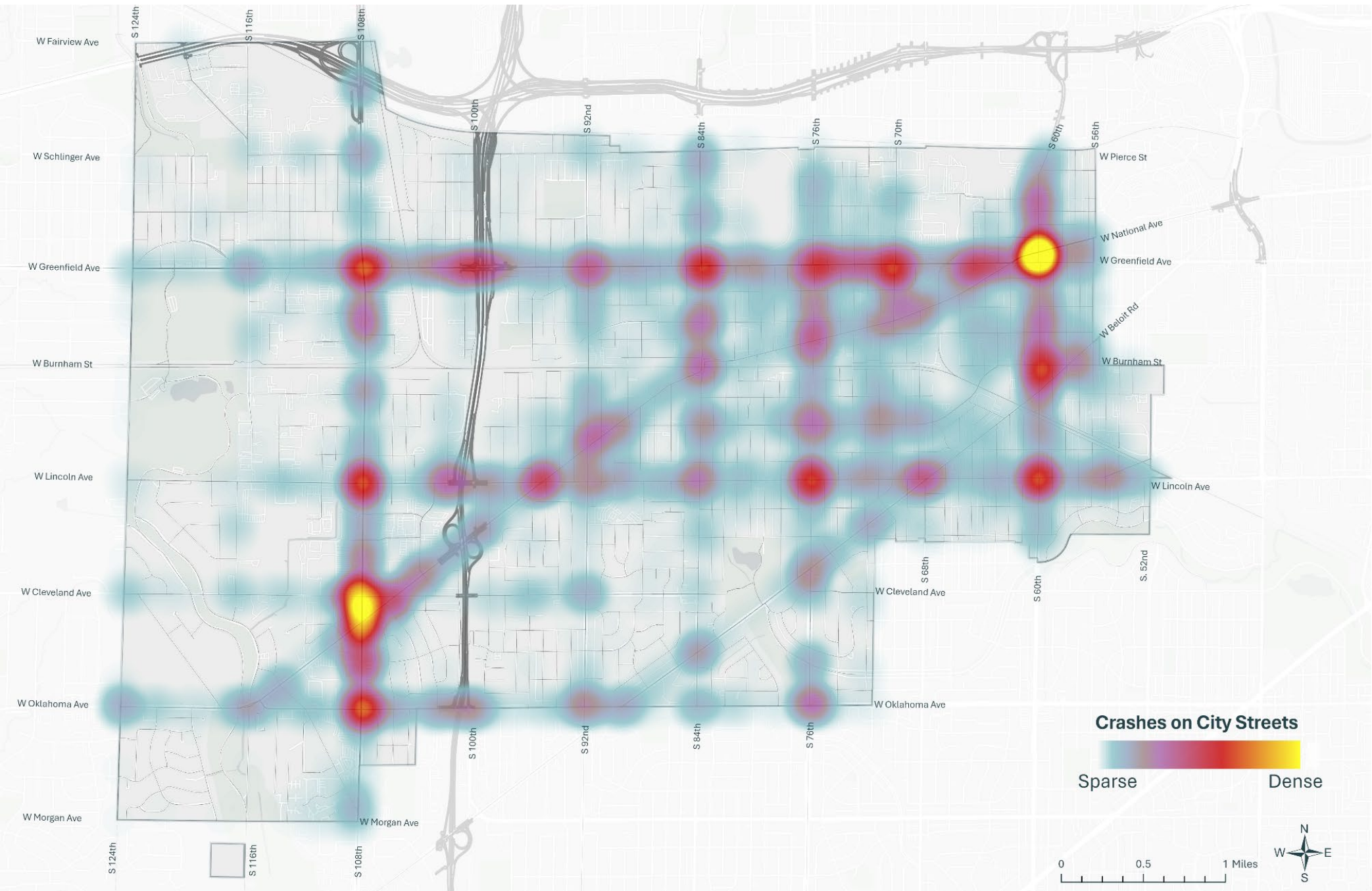
The maps in this section showcase key patterns in crash data to inform future planning efforts. They include:

- **Crash Hotspots:** Highlighting intersections and road segments with high crash frequencies
- **Intersections and Safety Concerns:** Ranking intersections by severity and type of injury, helping prioritize safety enhancements.
- **Life Changing Injury and Fatality Crashes:** Focusing on life-changing injuries and fatal accidents
- **Non-Car Road User Crashes:** Identifying incidents involving pedestrians and bike users
- **Reckless Driving Indicators:** Pinpointing crashes with patterns such as excessive speeding or aggressive driving
- **Bicycle Infrastructure Overlays:** Analyzing bike-related crashes in relation to existing and planned bicycle facilities.

Crashes on City Streets (2019-2024)

The heatmap provides a visualization of where traffic incidents have been most concentrated across West Allis between 2019 and 2024.

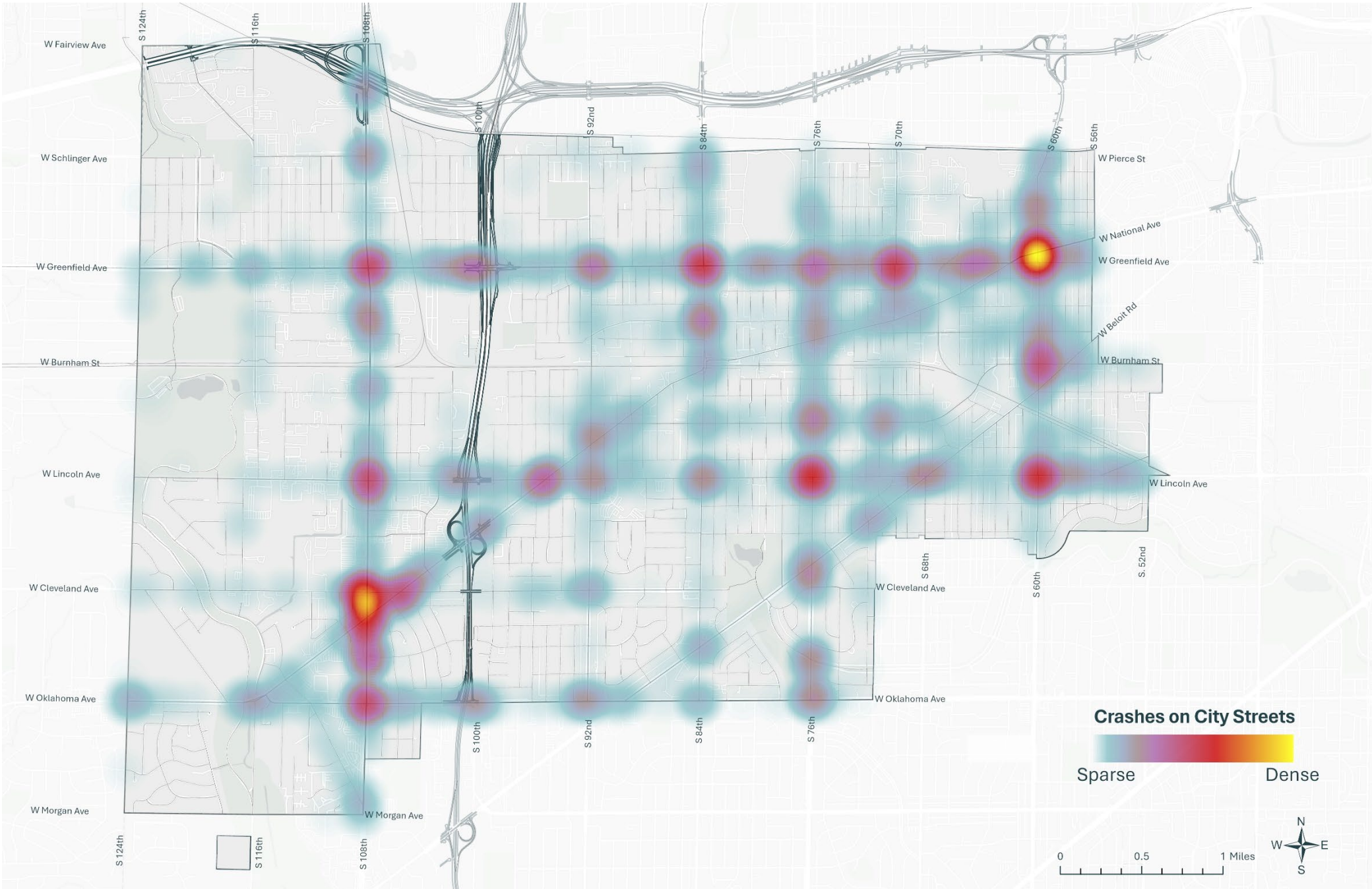
Crashes tend to cluster at major intersections rather than mid-block areas, suggesting that conflict points between turning vehicles, pedestrians, and bike riders contribute to incident frequency. Neighborhood streets with lower traffic volumes generally experience fewer crashes, as expected. However, some localized hotspots exist near schools, parks, and commercial areas, suggesting potential risks for pedestrians and local traffic.



Wisconsin Traffic Operations and Safety (TOPS) Laboratory. Wisconsin MV4000 crash data, 2019-2024

Life-Altering Crashes (2019-2024)

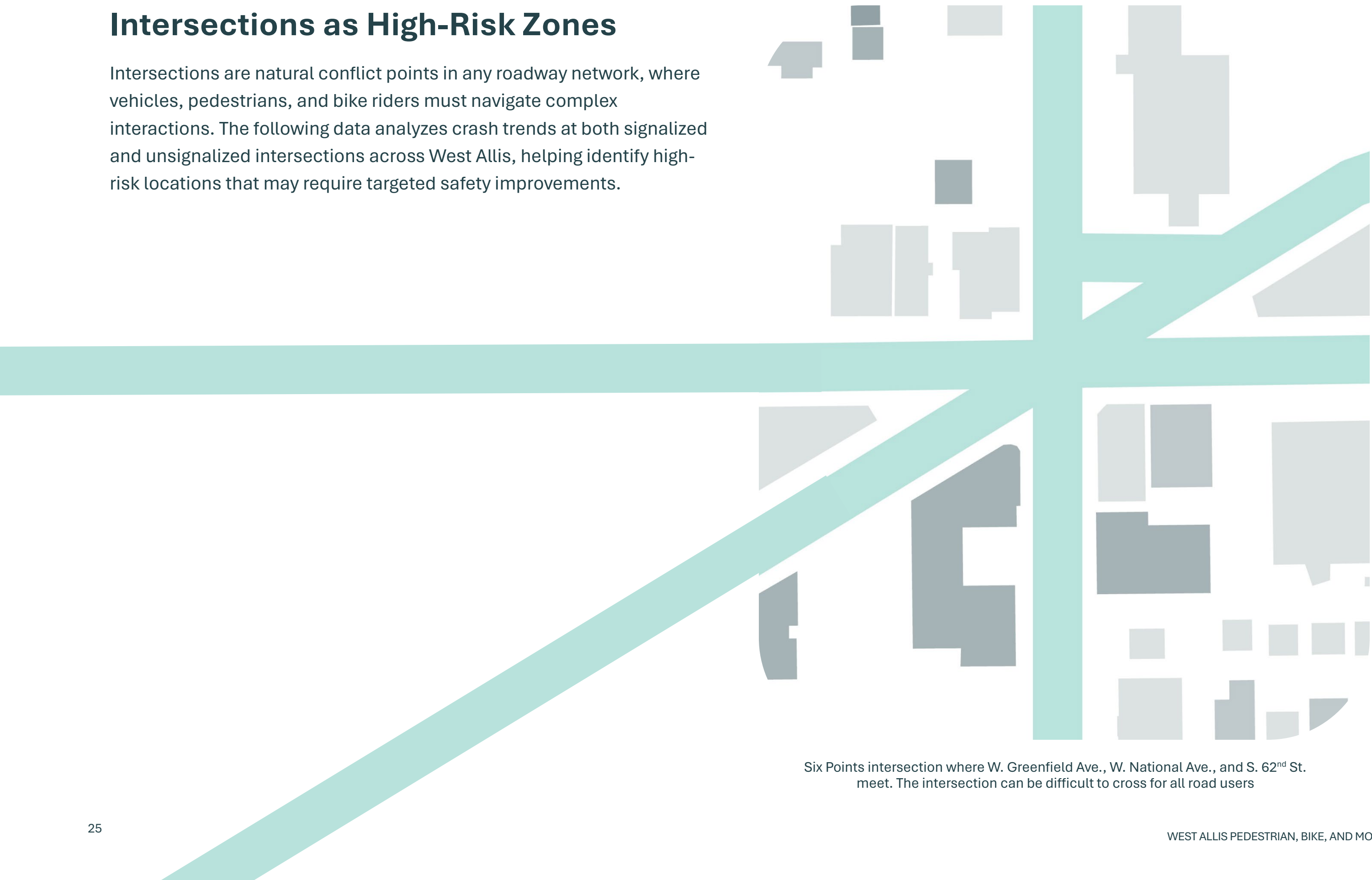
While all traffic crashes present safety concerns, those that result in life-changing injuries or fatalities require urgent attention. The Life-Changing Injuries and Fatalities heatmap highlights locations in West Allis where the most severe incidents have occurred between 2019 and 2024.



Wisconsin Traffic Operations and Safety (TOPS) Laboratory. Wisconsin MV4000 crash data, 2019-2024

Intersections as High-Risk Zones

Intersections are natural conflict points in any roadway network, where vehicles, pedestrians, and bike riders must navigate complex interactions. The following data analyzes crash trends at both signalized and unsignalized intersections across West Allis, helping identify high-risk locations that may require targeted safety improvements.



Six Points intersection where W. Greenfield Ave., W. National Ave., and S. 62nd St. meet. The intersection can be difficult to cross for all road users

High Injury Intersections

Rank	Intersection	Total Crashes	Fatalities	Life-Changing Injuries	Other Injuries	Weighted Injury Score
1	W Cleveland Ave and S 108th St	95	1	5	30	48
2	S 108th St and W National Ave	111	0	1	36	39
2	S 70th St and W Greenfield Ave	61	1	3	27	39
4	W Lincoln Ave and S 60th St	78	0	0	38	38
5	S 108th St and W Greenfield Ave	87	0	2	30	36
5	W Lincoln Ave and S 108th St	83	0	4	24	36
5	S 84th St and W Greenfield Ave	77	0	3	27	36
8	W Lincoln Ave and S 76th St	70	0	3	26	35
9	S 60th St and W National Ave	104	0	0	34	34
10	S 108th St and W Oklahoma Ave	71	0	1	30	33



W Cleveland Ave and S 108th St



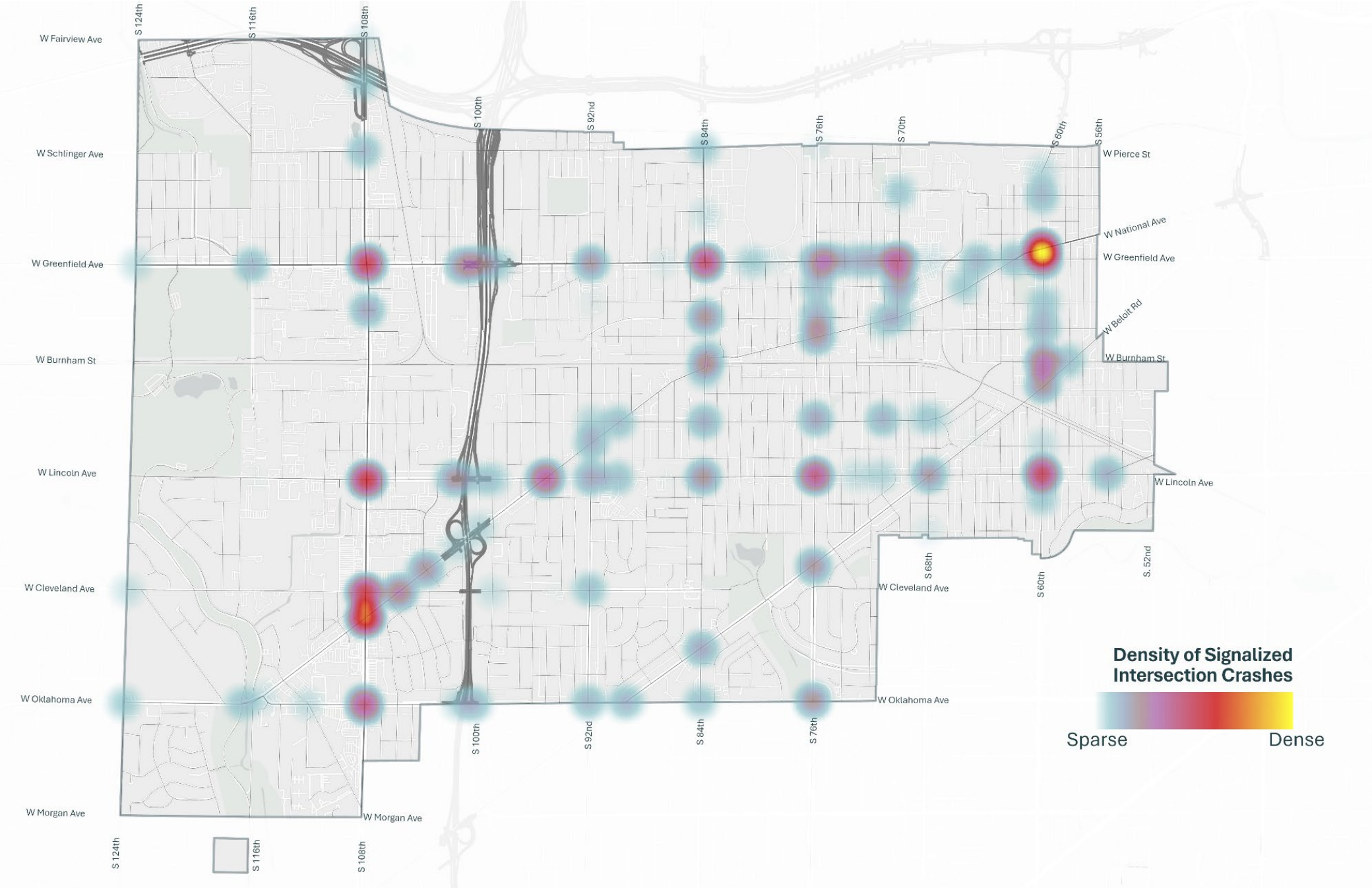
S 108th St and W National Ave



S 70th St and W Greenfield Ave

Crashes at Signalized Intersections

Traffic signals are designed to regulate movement and reduce conflicts, but they are not foolproof. This heatmap pinpoints where crashes still occur despite the presence of traffic signals. Crashes at signalized intersections indicate the need for additional engineering solutions as preventative measures.

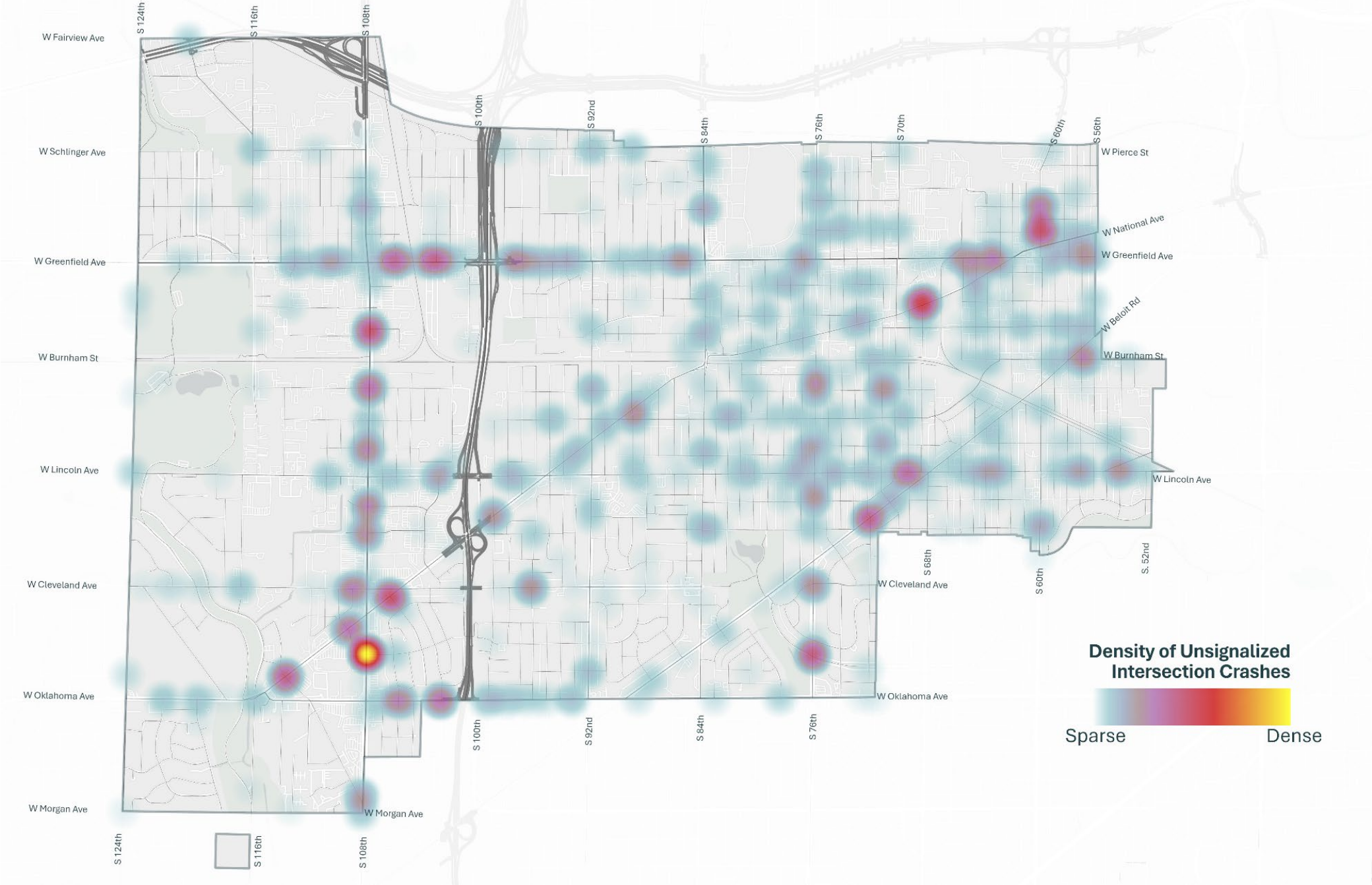


Wisconsin Traffic Operations and Safety (TOPS) Laboratory. Wisconsin MV4000 crash data, 2019-2024

Crashes at Unsignalized Intersections

Intersections not controlled by stop signs, stop lights, or yield signs are considered unsignalized. These intersections are common in West Allis, particularly in residential neighborhoods and lower-traffic corridors. Unsignalized intersections are not inherently negative, however they may present unique safety challenges.

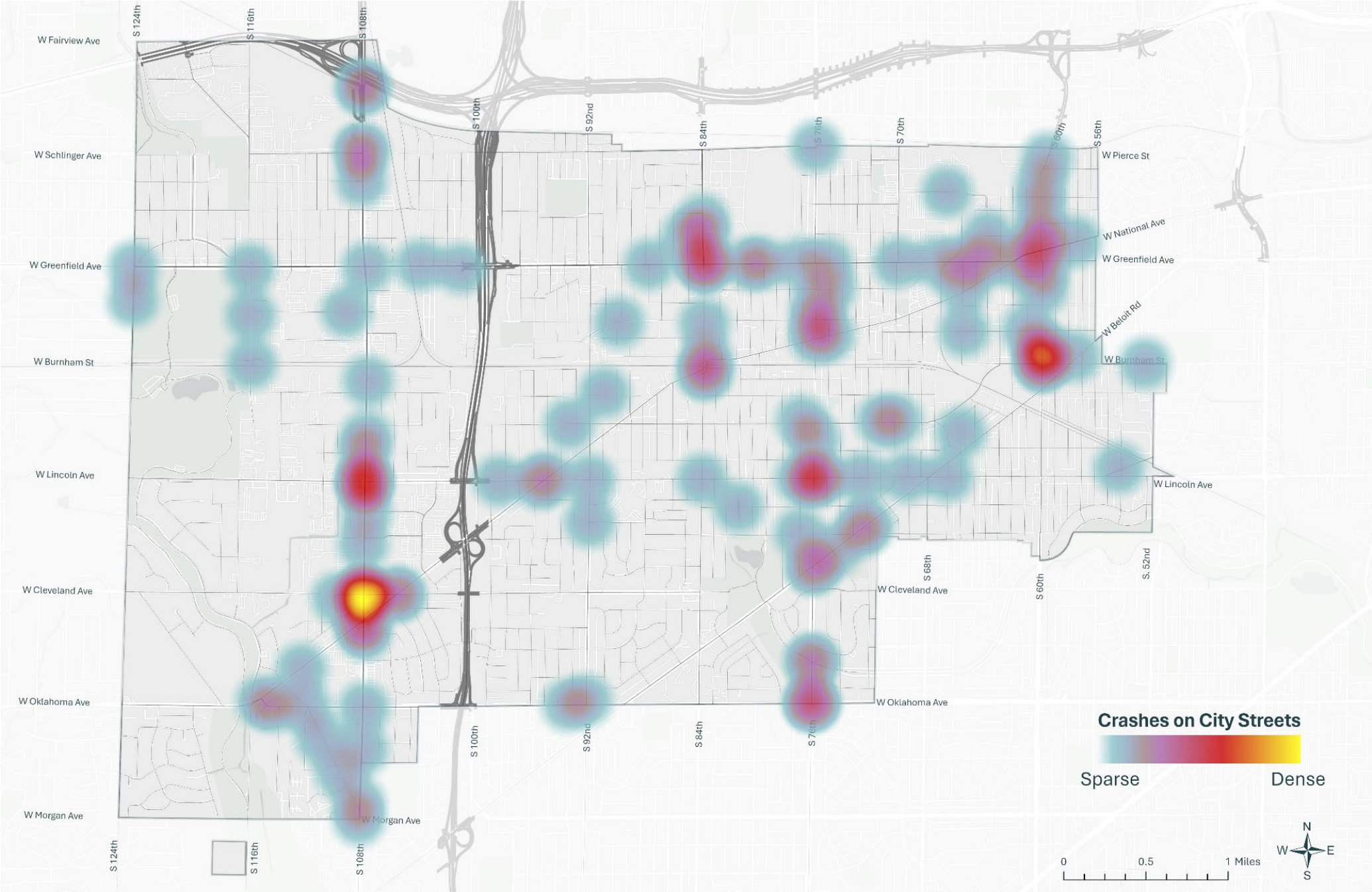
Many crashes at unsignalized intersections involve failure to yield, driver misjudgment of gaps, or excessive speeds on major roads where side streets intersect. Pedestrian and bike user safety may be a concern in certain areas, as uncontrolled intersections can make crossing more unpredictable compared to signalized locations.



Wisconsin Traffic Operations and Safety (TOPS) Laboratory. Wisconsin MV4000 crash data, 2019-2024

Reckless Driving as a Contributing Factor

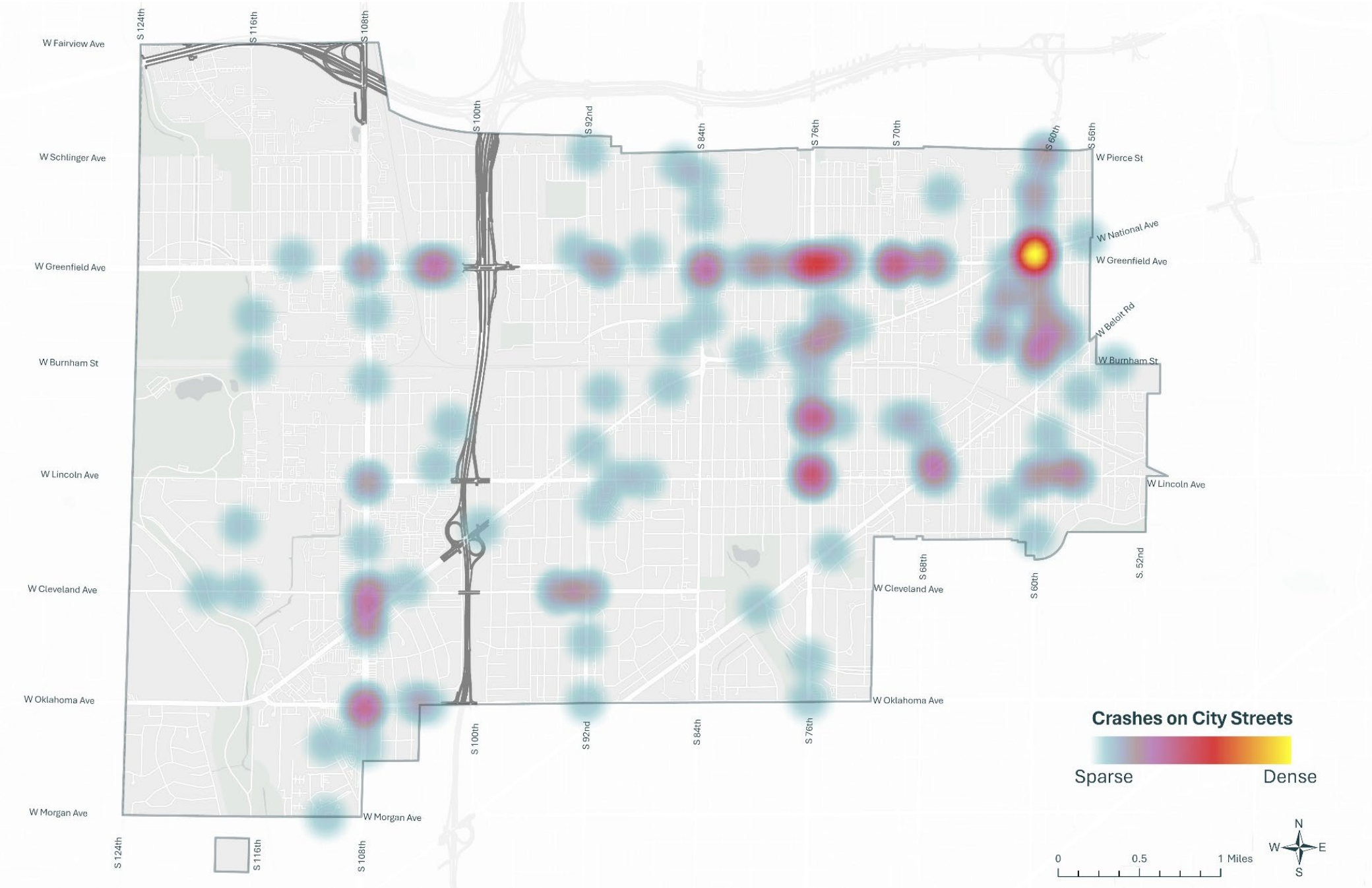
Reckless driving is a major safety concern that contributes to a large share of severe crashes in West Allis. This heatmap highlights areas where reckless driving behaviors (speeding, aggressive lane changes, red-light running, and failure to yield) are contributing to crashes. Incidents of reckless driving contributing to crashes indicate the need for enhanced educational and enforcement strategies to curb these behaviors.



Wisconsin Traffic Operations and Safety (TOPS) Laboratory. Wisconsin MV4000 crash data, 2019-2024

Crashes Impacting Pedestrians (2020-2024)

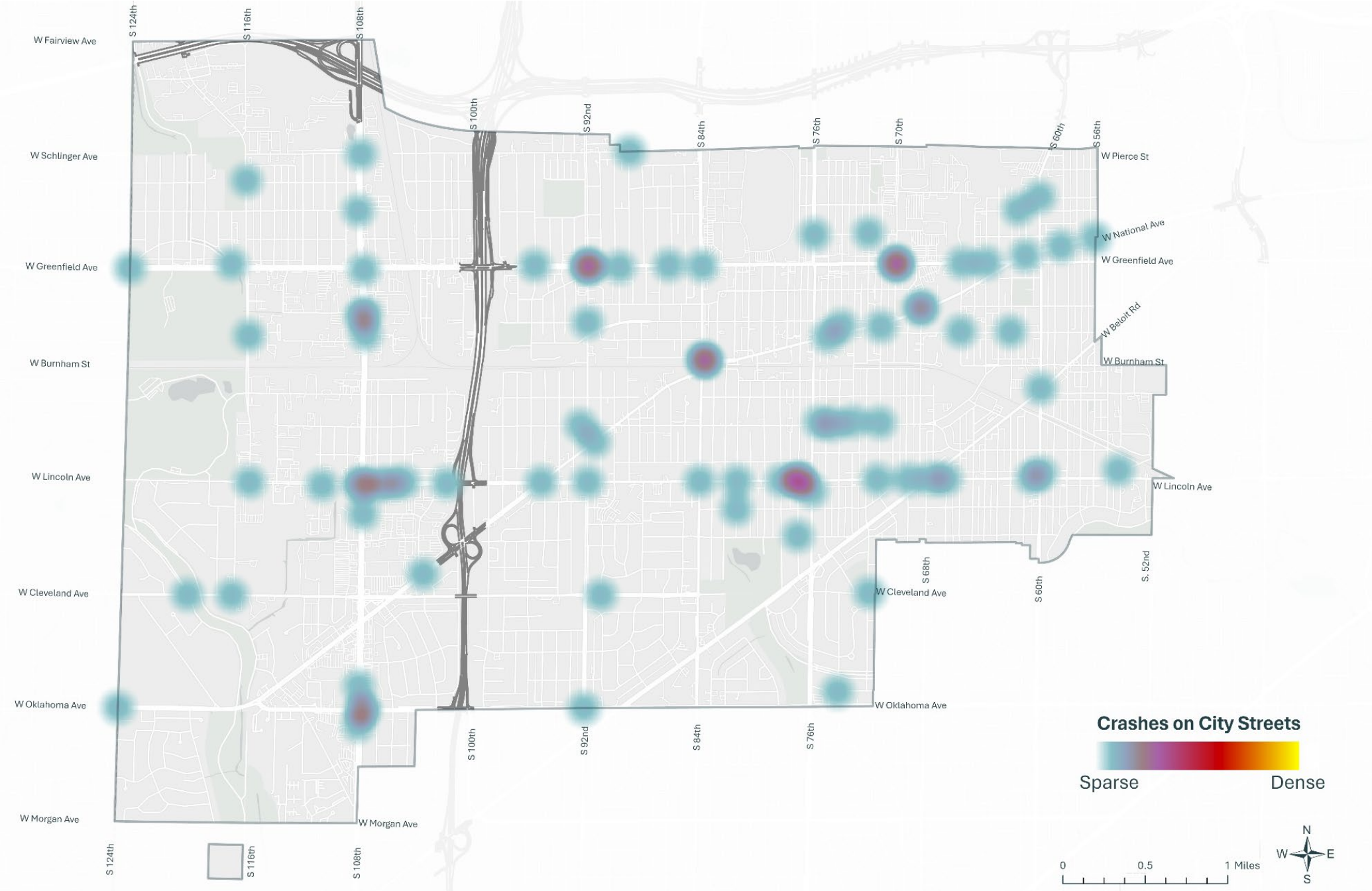
Pedestrians are among the most impacted road users, as they lack the physical protection that vehicles provide. The Pedestrian Crashes Heatmap highlights locations in West Allis where crashes involving pedestrians have occurred between 2020 and 2024. These incidents often result in severe injuries or fatalities, making pedestrian safety a key priority in transportation planning. Areas with higher pedestrian activity—such as denser commercial districts and transit corridors—tend to have more crashes impacting pedestrians. This is expected, as more people walking facilitates more potential interactions between pedestrians and vehicles.



Wisconsin Traffic Operations and Safety (TOPS) Laboratory. Wisconsin MV4000 crash data, 2020-2024

Crashes Impacting Bike Users (2020-2024)

Bike users are another highly impacted road user group, often sharing space with vehicles on roads that may not have dedicated bike infrastructure. The Bicycle Crashes Heatmap highlights locations in West Allis where crashes involving bike users have occurred between 2020 and 2024. Understanding these patterns helps the city identify areas where safety improvements such as protected bike lanes, intersection enhancements, and improved visibility—can make biking safer and more accessible.

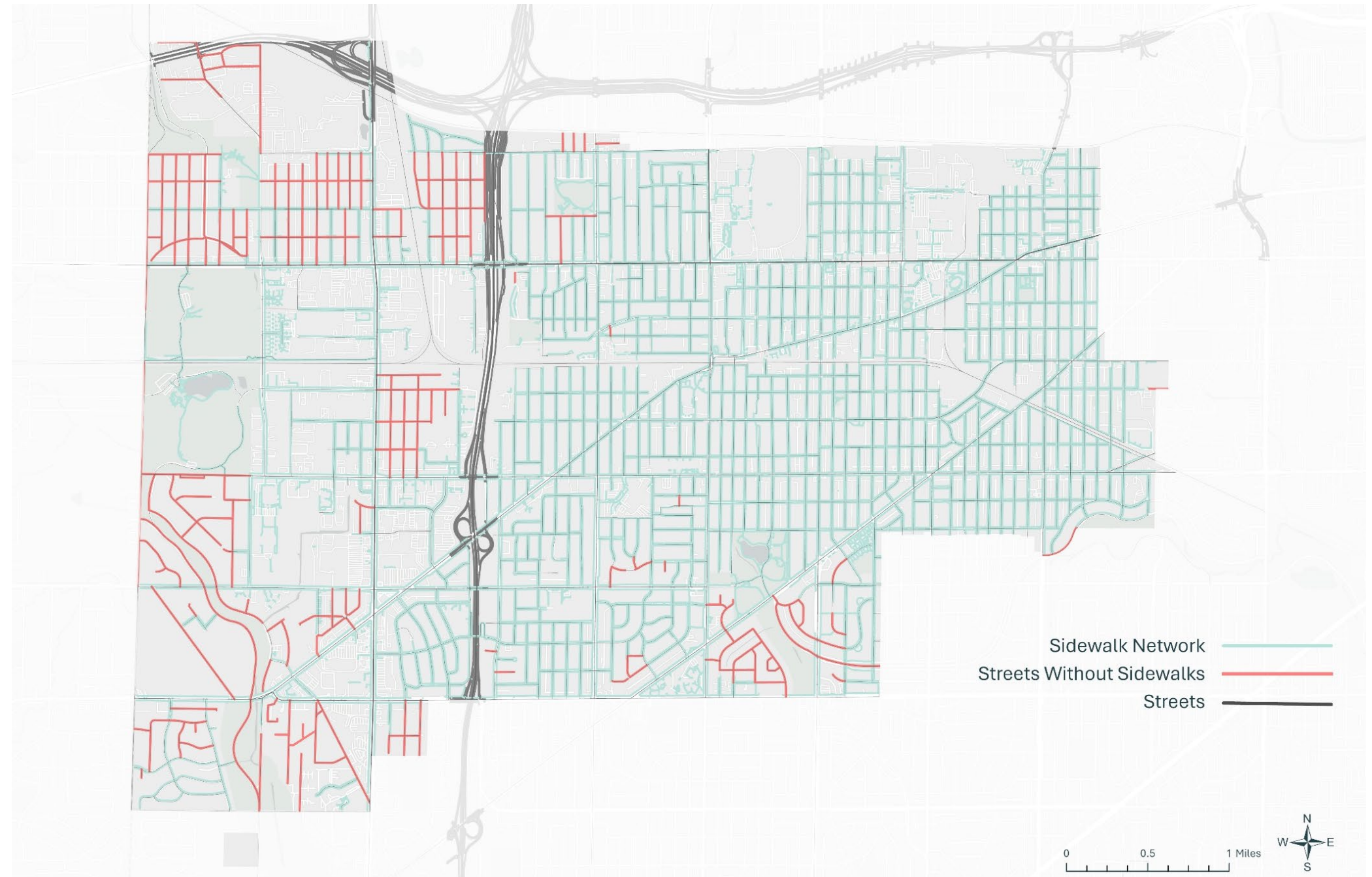


Wisconsin Traffic Operations and Safety (TOPS) Laboratory. Wisconsin MV4000 crash data, 2020-2024

Pedestrian Network

Walking is one of the best ways to get around because it's good for the planet and keeps people healthy. It does not contribute to pollution and helps make neighborhoods safer because more people are out and about. Everyone walks at some point, whether it's to get to a bus, a store, or school. Walking also supports local businesses and makes neighborhoods livelier and more connected.

West Allis has a network of sidewalks, crosswalks, and paths that help people walk safely around the city. These sidewalks connect neighborhoods, businesses, parks, schools, and bus stops, making it easier for everyone to their destinations. Many parts of West Allis have sidewalks, but some areas were designed without them, making it harder for people to walk safely in those areas. The City is working to fix these gaps so that walking is easier, safer, and accessible for everyone.



Bicycle Network

West Allis is building more bike lanes and paths, which is encouraging more people to ride bikes and scooters. But there are still key challenges to making these investments throughout the City. Many people don't feel safe biking because of narrow bike lanes, busy streets, hard-to-cross intersections, or icy conditions in winter. To fix this, the City is planning a bike network that will be built over the next 20 years as part of the 2045 Comprehensive Plan. This network will include bike lanes and trails that are separate from cars, safer crossings at intersections, and year-round access paths and trails. It is our goal to make biking safe and enjoyable for everyone in West Allis.



Existing Bicycle Network

Bike Lanes: Painted lanes on the roadway designated for bicycle use. Bicycles ride in a marked portion of the street alongside vehicular traffic.

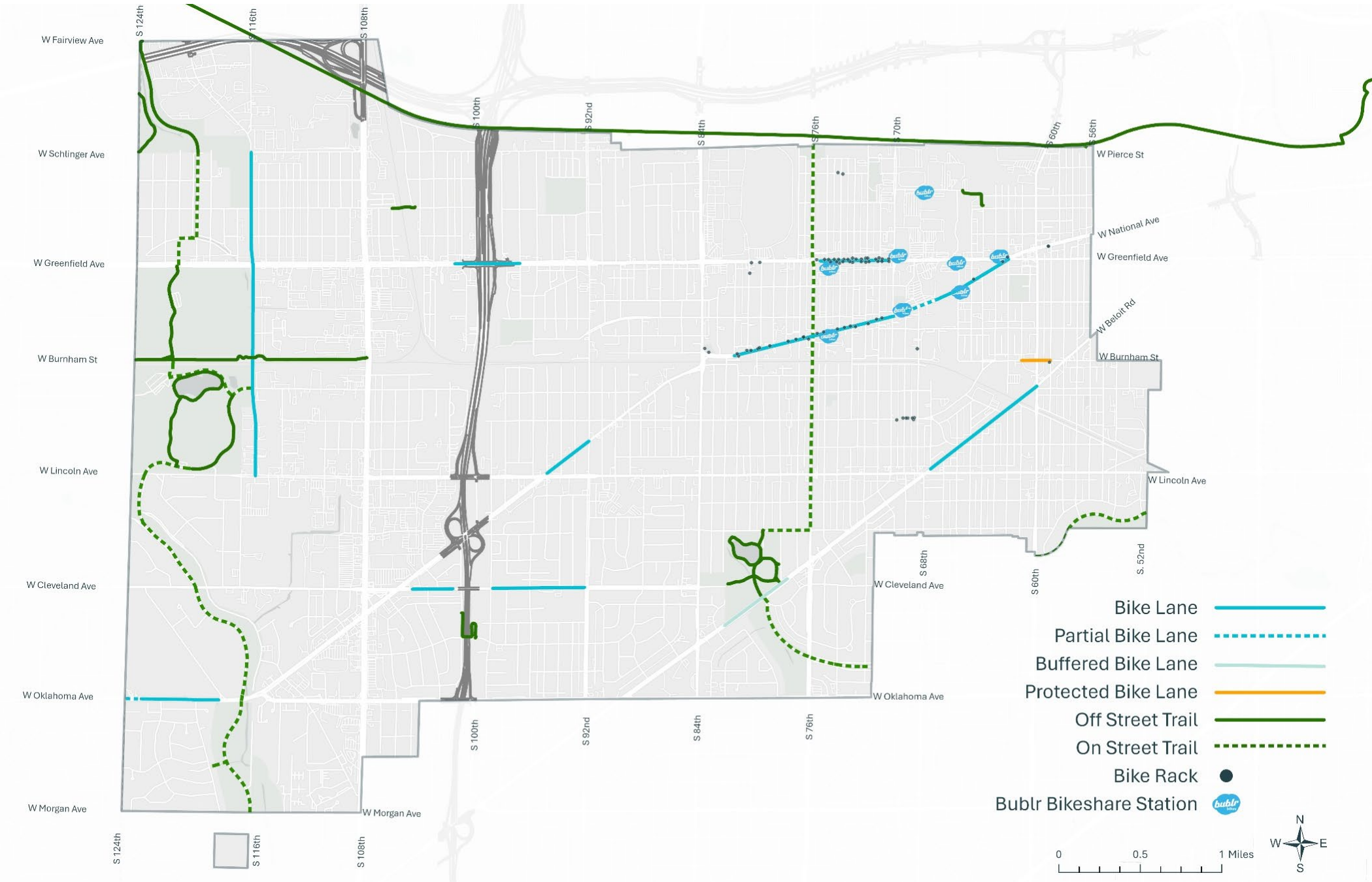
Partial Bike Lanes: Painted lanes on the roadway designated for bicycle use, but only on one side of the street.

Buffered Bike Lanes: A bike lane with an added painted buffer zone between bicycles and vehicles.

Protected Bike Lane: A bike lane physically separated from vehicles by barriers such as bollards, planters, curbs, or parked cars.

Off-Street Trails: Fully separated from motor vehicle traffic and provide a dedicated space for a mix of pedestrians and bike users.

On-Street Trails: Streets designated for bike riders but without dedicated lanes, often marked with shared lane markings and/or signage



Future Bicycle Network

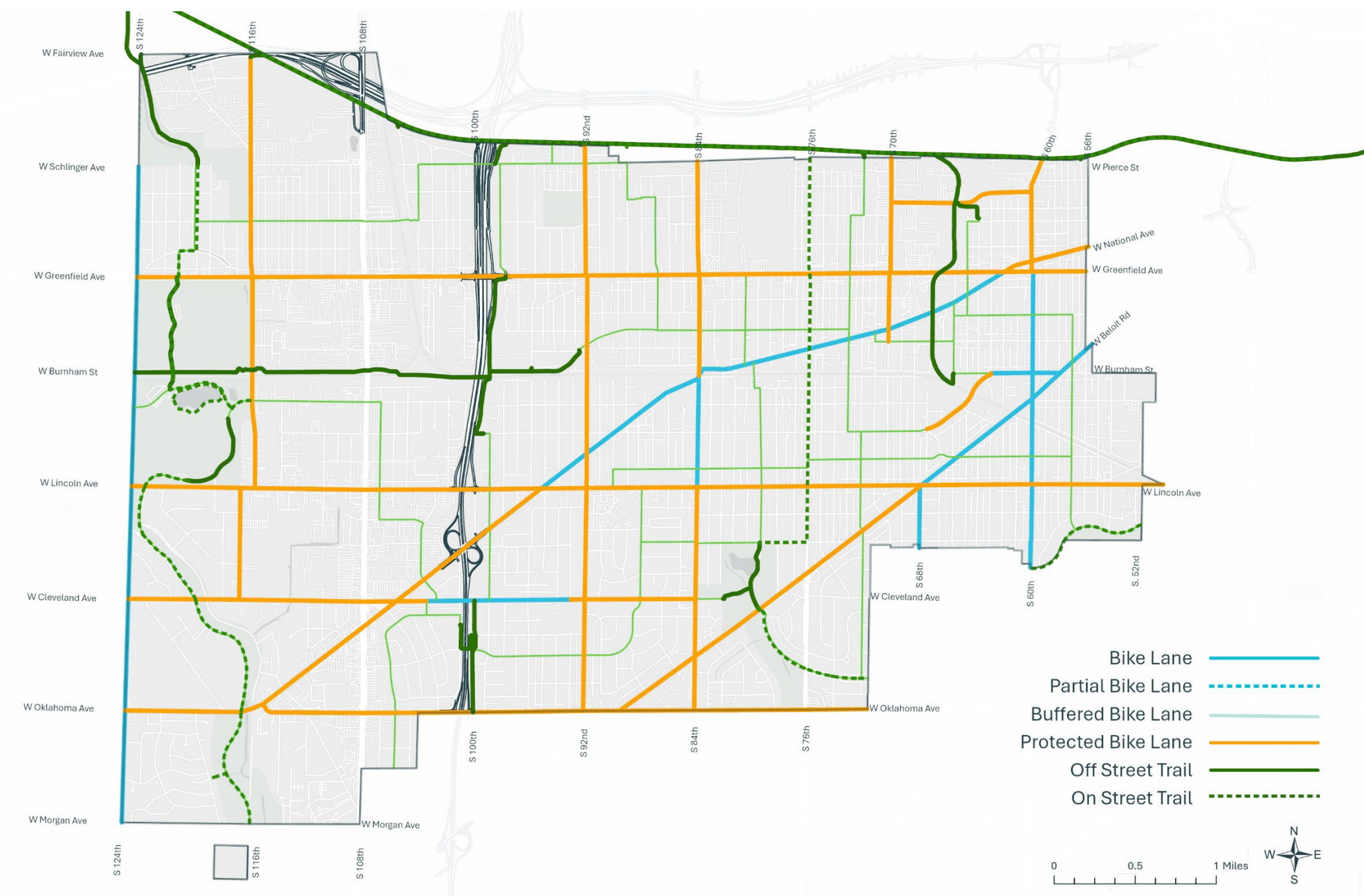
As outlined in the 2045 Comprehensive Plan, the City of West Allis envisions a strengthened and expanded bicycle network. This vision serves as both a guiding framework and a long-term goal. The future network is designed to create stronger connections to key destinations, increase safety for bike users, and support active transportation choices. Key Enhancements in the Future Network:

Expanded Bike Lanes: Additional on-street bike lanes will provide dedicated space for bike users on key corridors, increasing access to commercial districts, schools, parks, and transit hubs.

Protected Bike Lanes: New protected lanes will be implemented on high-traffic streets, offering bike users greater safety through physical separation from motor vehicles.

Neighborhood Greenways: These low-stress, bike-friendly streets will prioritize cyclists and pedestrians while maintaining vehicle access at reduced speeds.

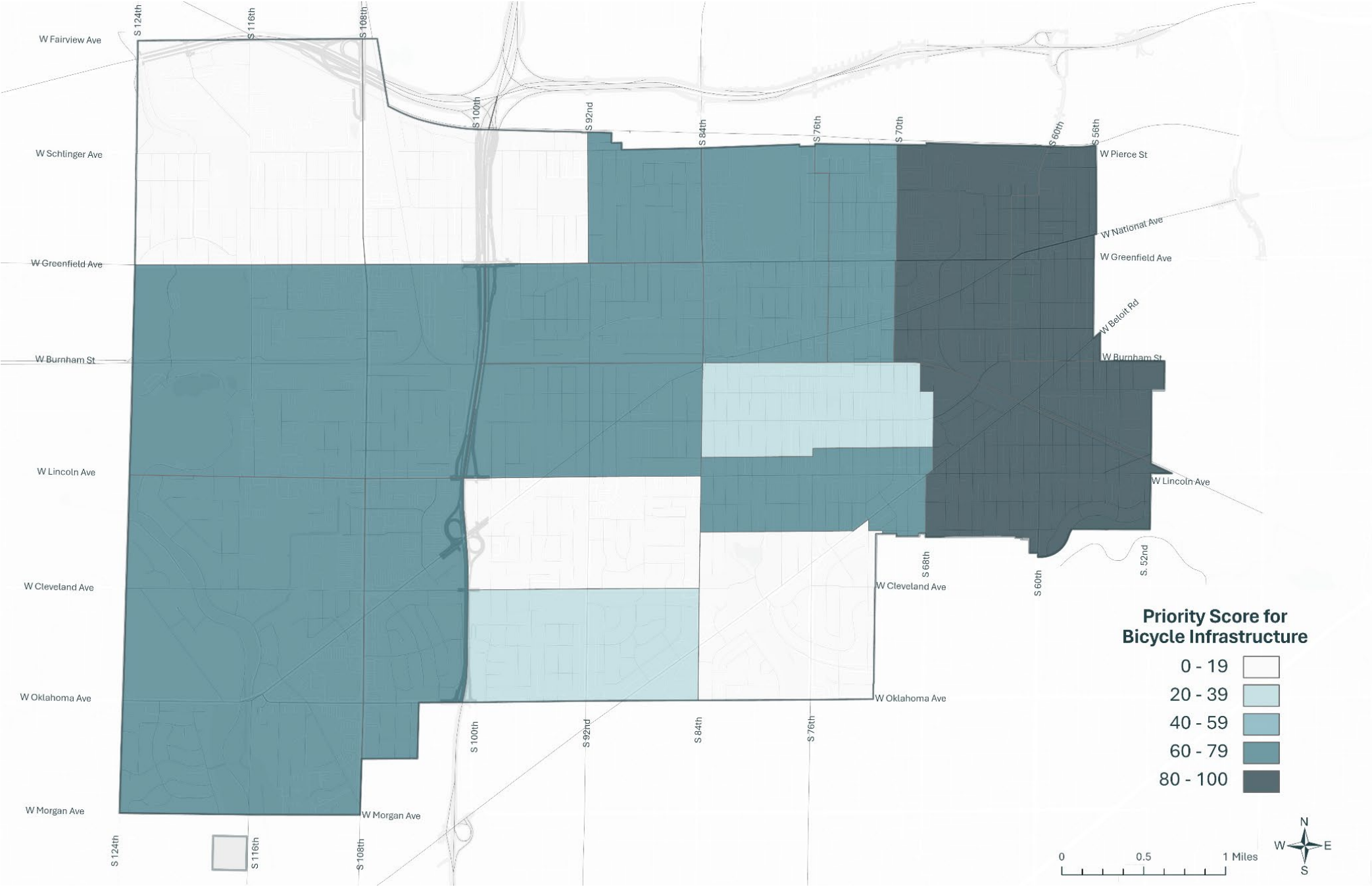
Off-Street Trails: The expansion of multi-use trails will improve access to parks, recreation areas, and regional trail connections.



Bicycle Infrastructure Priority

This map illustrates priority areas for bicycle infrastructure improvements across the City of West Allis, helping to guide future investments where they are most needed. The priority scores are based on a combination of demographic and transportation factors, ensuring that bicycle infrastructure improvements benefit areas with the highest potential impact.

The Bicycle Infrastructure Priority Map serves as a key planning tool that can directly inform the implementation of the future bicycle network by helping departments such as Engineering, Public Works, and Planning make data-driven decisions. By identifying priority areas, this map ensures that investments in bike infrastructure align with the greatest mobility needs, improving access, safety, and connectivity across the city.



Micromobility

Micromobility is reshaping urban transportation by providing convenient and flexible travel options for short-distance trips. In West Allis, micromobility includes both a bike-share system and an e-scooter sharing program, offering residents and visitors accessible alternatives to driving for commuting, errands, recreation, and first-mile/last-mile connections to transit.

Micromobility refers to small, lightweight vehicles, such as bicycles and e-scooters, that are available for short trips and can be rented on-demand. These options help bridge gaps in the transportation network, providing an efficient way to travel within neighborhoods and connect to key destinations such as business districts, transit stops, and parks.

As West Allis continues to develop its pedestrian and bicycle mobility plan, integrating micromobility into the broader transportation system will be key to ensuring safe, efficient, and well-connected travel options for all users. This includes evaluating infrastructure needs, improving safety measures, and exploring ways to optimize shared mobility services for long-term success. By supporting bike and scooter-sharing programs, West Allis is taking steps toward a more accessible, multimodal transportation system that meets the evolving needs of its residents and visitors.

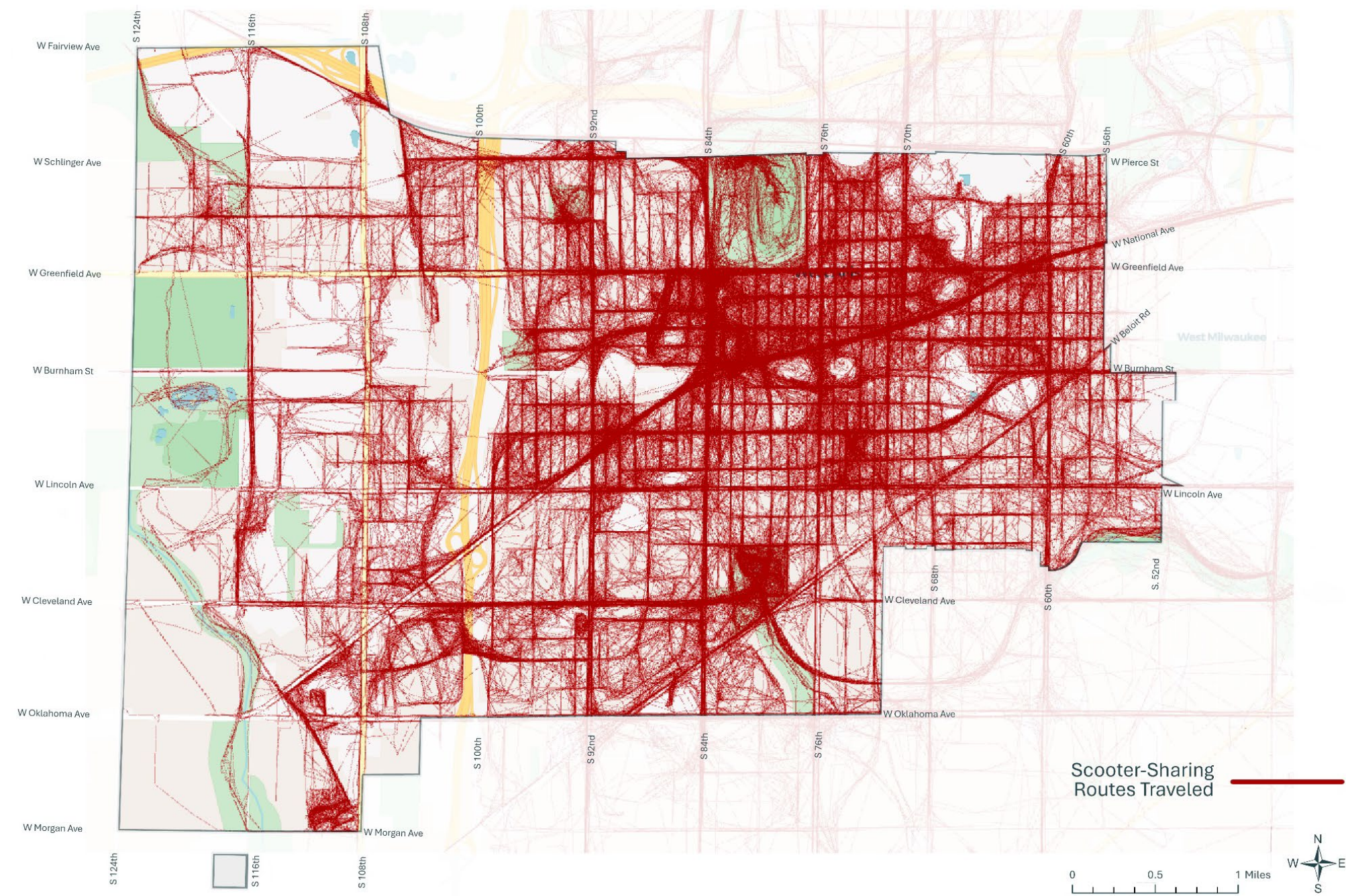


Dockless Scooters

As micromobility becomes an increasingly popular transportation choice, analyzing how and where shared e-scooters are used helps shape future planning efforts. The Scooter-Sharing Routes Traveled map provides a visual representation of the most frequently traveled paths by shared e-scooter users in West Allis. This data-driven insight helps the city identify key travel corridors, infrastructure needs, and opportunities to improve micromobility integration.

Parks and Trails: The presence of scooter trips within parks and along trail systems highlights the recreational and multimodal potential of micromobility.

Citywide Utilization: The widespread distribution of routes indicates that scooters are not only used in high-density areas but also play a role in neighborhood-level mobility.

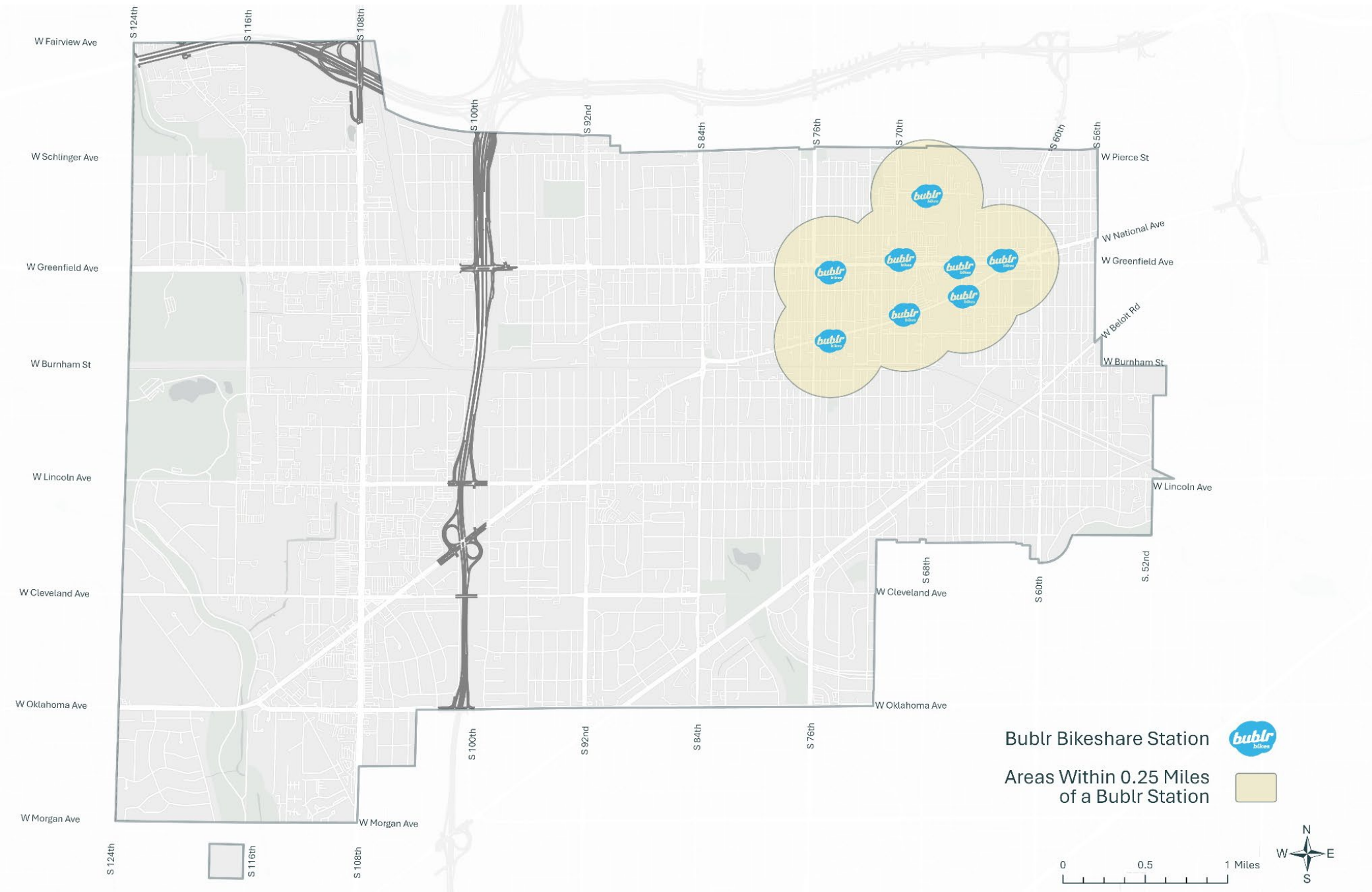


Lime Micromobility, 2024

Bikeshare System

Bikeshare plays a role in the micromobility landscape of West Allis, providing a structured and reliable option for short-distance travel. Bublr Bikes, introduced to the city in 2017, currently operates with eight stations concentrated on the east side of West Allis. Bublr functions as a station-based system, requiring bikes to be checked in and out at fixed locations.

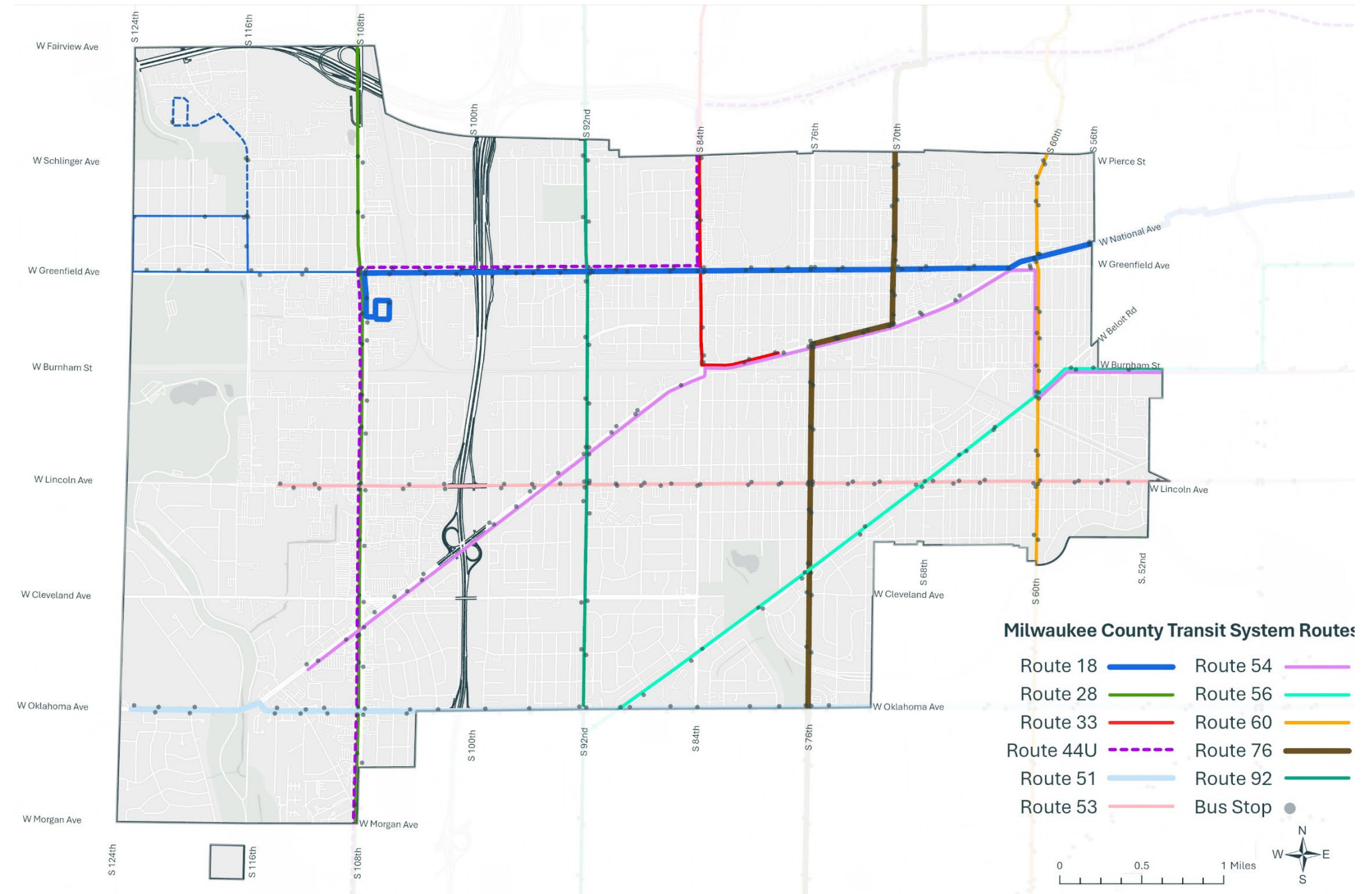
This map highlights the existing coverage of Bublr Bikeshare stations and the quarter-mile service radius surrounding each station. Studies indicate that bike-share usage tends to decline when stations are not within a short walking distance, making this proximity an important factor in determining accessibility and utilization. While its current coverage is limited to the eastern portion of the city, the system remains an asset for first-mile and last-mile transit connections, short trips, and recreation with connections to Milwaukee and Wauwatosa.



Public Transit in West Allis

Public transit is a critical component of mobility in West Allis, providing accessible, affordable, and efficient transportation options for residents and visitors. This map illustrates the Milwaukee County Transit System (MCTS) routes that serve the city,

While West Allis does not control MCTS operations, the city collaborates to support and enhance public transportation services for residents. Maintaining a strong partnership with MCTS remains a priority to ensure that transit remains a reliable mobility option. Several MCTS routes operate within the city, covering key corridors such as Greenfield Avenue, National Avenue, Oklahoma Avenue, 60th Street, and 92nd Street.

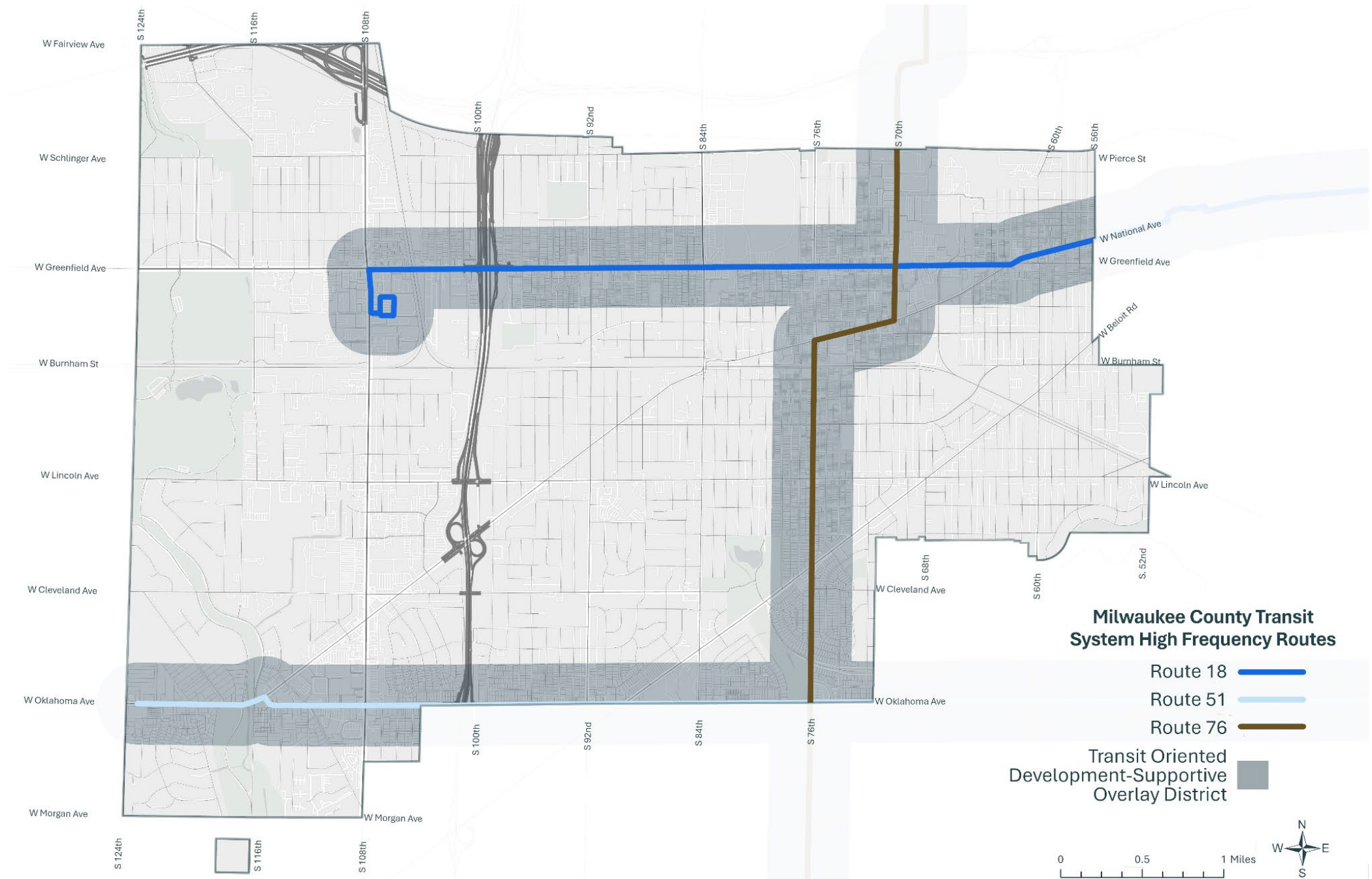


Transit-Supportive Development in West Allis

As West Allis continues to refine its mobility strategy, the role of transit-oriented development (TOD) becomes increasingly significant. Ensuring that land use and transportation planning are aligned will help create walkable, transit-friendly communities that support balanced growth and economic development. By focusing on areas with high-frequency transit service, the city can encourage compact, pedestrian-friendly, and mixed-use development that supports a more accessible and balanced transportation network.

The Transit-Supportive Development Overlay District shown on this map highlights areas within 0.25 miles of high-frequency transit routes (Routes 18, 51, and 76), where transit-oriented development has the greatest potential to succeed.

These areas present a strategic opportunity to integrate transportation and land use policies, fostering neighborhoods where residents can live, work, and access daily needs without relying on a personal vehicle. This overlay serves as a framework for zoning changes, infrastructure improvements, and policy incentives that promote balanced urban development while enhancing access to transit.



Key Considerations for TOD in West Allis

Supporting High-Frequency Transit: Encouraging development near MCTS high-frequency corridors ensures that more residents and businesses have convenient access to public transit, reducing car dependency and increasing transit ridership. A well-integrated transit network helps support economic activity and social mobility by making jobs, education, and essential services more accessible.

Enhancing Walkability & Active Transportation: A core principle of TOD is the integration of bike and pedestrian infrastructure within transit-accessible areas. Encouraging developments with wide sidewalks, protected bike lanes, and safe crossings enhances mobility for people of all ages and abilities, while also contributing to a more vibrant public realm.

Land Use & Zoning Impacts: The 2022 Zoning Code Update already includes TOD-supportive elements such as eliminating parking minimums, relaxing bulk and size requirements, and introducing form-based code principles to encourage pedestrian-friendly environments. However, additional refinements—such as increasing residential density allowances and simplifying development approvals in TOD zones—can further strengthen the city's ability to support transit-oriented growth.

Economic and Development Benefits: TOD areas not only improve transportation efficiency but also stimulate economic growth by attracting new businesses, residents, and development investments. With a focus on urban design, energy-efficient buildings, and mixed-use development, TOD can help reduce environmental impacts while improving overall quality of life.

By identifying key transit corridors and creating a policy framework that supports mixed-use, higher-density development, West Allis can foster a more connected, accessible, and transit-friendly community. The implementation of TOD principles will help reduce congestion, improve air quality, and support a more resilient local economy while ensuring that residents have safe, affordable, and reliable transportation options.



Nighttime Mobility

Mobility after dark is a part of daily life whether traveling to work, accessing transit, taking evening walks, or moving through commercial districts. A city that functions well at night provides clear, visible, and predictable routes for people walking and biking, just as it does during the day. Strengthening nighttime walkability enhances comfort, supports local businesses with active evening streets, improves safety outcomes, and ensures that residents can reach destinations year-round.

Reduced visibility and poorly lit spaces can create conditions where people walking or biking feel less comfortable and are difficult for drivers to see. This plan recognizes that safe mobility should function 24 hours a day, and strives to improve visibility, predictability, and activity levels on key corridors after dark.

Key Elements of a Walkable City at Night

Lighting and Visibility: A continuous, well-maintained pedestrian-scale lighting network is one of the most important components of nighttime walkability. Lighting that illuminates sidewalks, crosswalks, transit stops, and corners increases pedestrian visibility and ultimately helps people feel comfortable when walking. Consistent, uniform lighting reduces shadows and improves visibility at crossings, helping drivers see people better walking and making routes feel predictable after dark. Strategic upgrades near schools, parks, and commercial districts support areas with higher evening activity, while regular maintenance ensures lighting remains effective over time.



Street Design that Reduces Vehicle Speeds at Night: Street design plays a central role in supporting safe travel conditions after dark. Features such as raised crosswalks and tighter curb radii encourage slower, more cautious turning movements, while traffic-calming elements along residential blocks help maintain consistent speeds throughout a corridor. Curb extensions and daylighting improve sightlines at intersections, and protected bike lanes establish clear separation between people biking and vehicle travel lanes. These design approaches help ensure that nighttime travel remains comfortable and consistent for all users.

Safe and Predictable Routes: A nighttime-friendly network ensures that routes between homes, bus stops, employment centers, and evening destinations are direct, well-lit, and free of obstacles. Features include: Clear wayfinding signage visible in low light. Consistent crosswalk markings that remain visible at night. Mid-block crossings with RRFBs or push-button lighting near popular evening destinations. Winter maintenance protocols for sidewalks and trails to maintain walkability in darker winter months

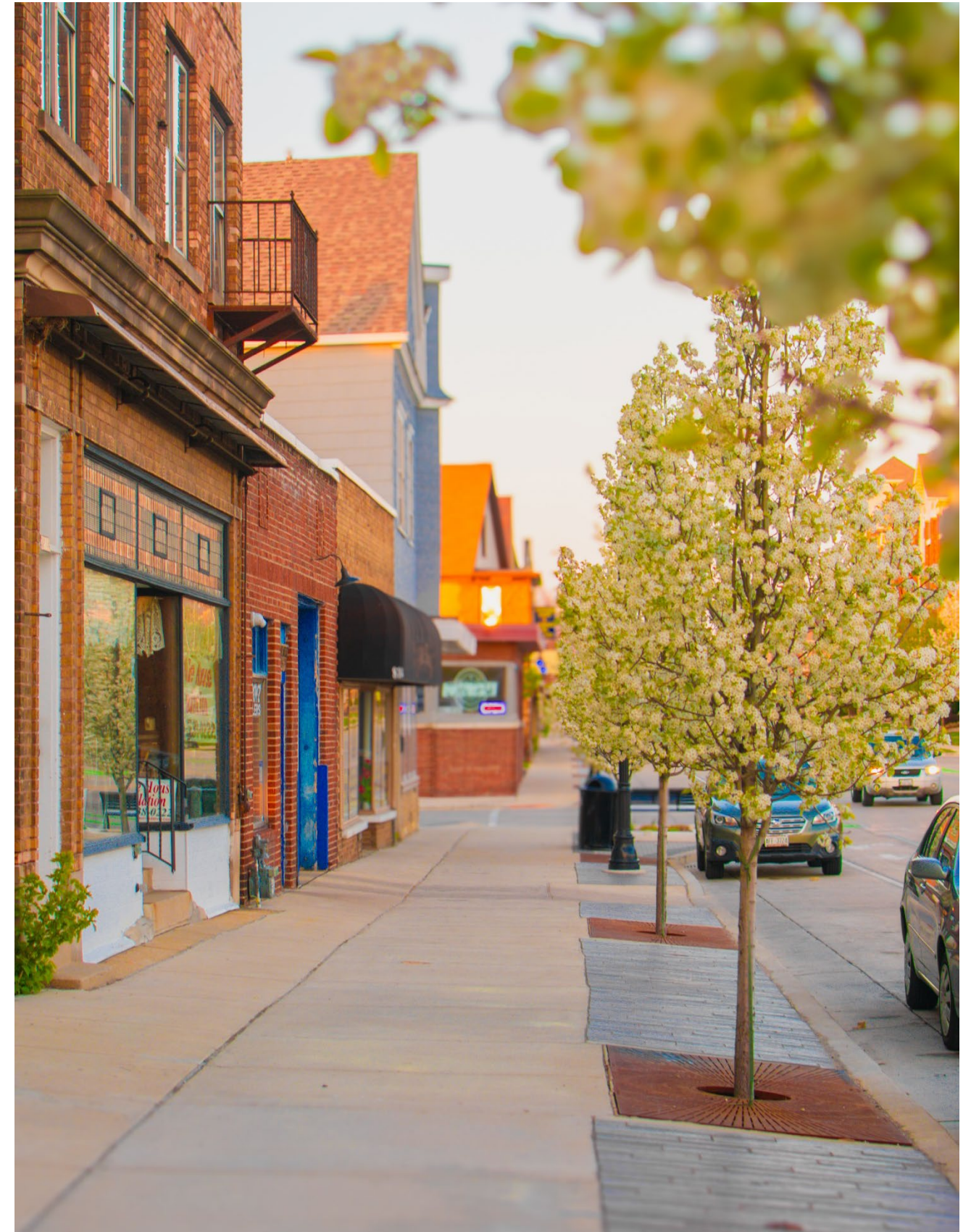
Active and Welcoming Places: Even modest levels of activity at places such as restaurants, corner retail, lit storefronts, and residential density, can help create a sense of comfort and natural visibility along a corridor.

Activity that spills visually onto the street can make a route feel more welcoming after dark. As West Allis continues to grow housing and businesses along key streets, these “eyes on the street” support safer nighttime movement for all users.

Nighttime Temperatures and Seasonal Comfort: Nighttime temperatures are typically colder, especially during fall and winter months, which can affect comfort for people traveling by foot or bicycle. These conditions influence how people choose routes, how long they are willing to walk, and how comfortable they feel while waiting for transit or moving through public spaces. Materials, vegetation, and built form all influence the microclimate of a corridor. For example, street trees and landscaping provide shade in summer, but they can also block wind or create sheltered pockets in colder months. Building orientation and street width also shape airflow as narrower corridors can reduce wind exposure compared to wide streets with few structures fronting the sidewalk. Infrastructure that provides small moments of protection such as wind screens at transit stops, pedestrian-scale lighting that helps identify icy patches, benches with backs, awnings over sidewalks, etc. help support nighttime comfort during colder periods.

Environmental Context

This plan emphasizes building a transportation network that supports long-term community well-being and responsible use of resources. To guide this effort, the City has analyzed various environmental factors, such as tree canopy coverage, urban heat islands, and street tree plantings, and how these intersect with transportation infrastructure. Maps included in this section highlight variances in tree canopy by census block group, existing street tree plantings, and the relationship between tree coverage and urban heat levels. Enhancing tree canopy and addressing urban heat islands is essential not only for creating more livable neighborhoods but also for improving walkability, bikeability, and public health. By integrating environmental data into the transportation plan, West Allis aims to create streets and public spaces that support mobility and perform well during heat, heavy rain, and other weather events.



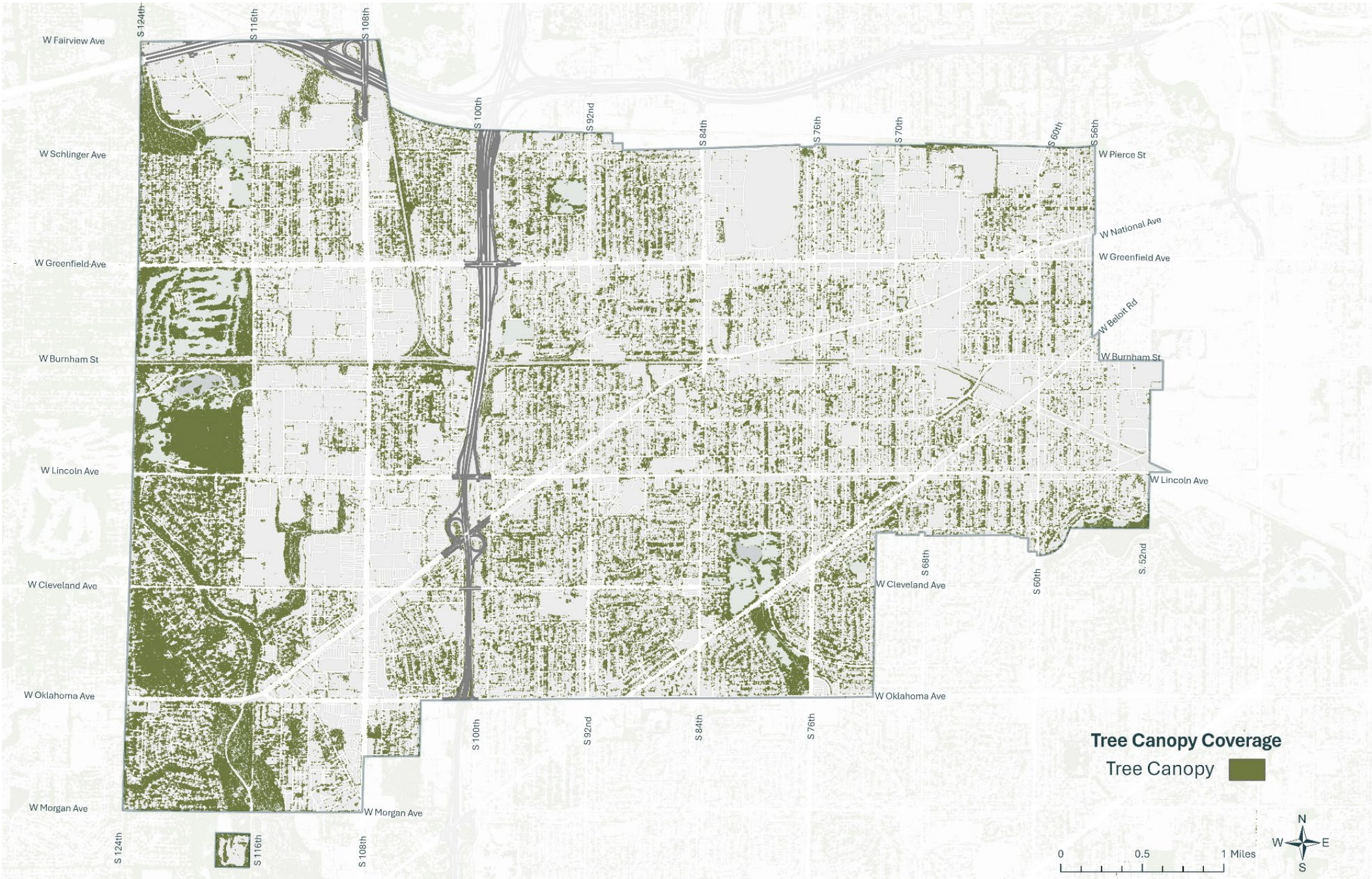
Tree Canopy Coverage

Trees play a critical role in shaping the environmental, social, and economic health of our city. Through trees, shade is provided, air quality is improved, stormwater runoff is reduced, and the urban heat island effect can be mitigated. Tree’s support mobility in a variety of ways.

Improving Walkability & Bikeability: Shaded sidewalks encourage more people to walk by reducing exposure to extreme heat and creating a more inviting pedestrian environment.

Supporting Public Transit: Trees near bus stops and transit corridors improve waiting conditions, reducing heat stress and increasing ridership comfort.

Traffic Calming: Strategically planted trees can naturally slow vehicle speeds, improving safety for all road users.



Wisconsin Department of Natural Resources, Urban Tree Canopy Analysis. 2020-2022

Tree Canopy Analysis

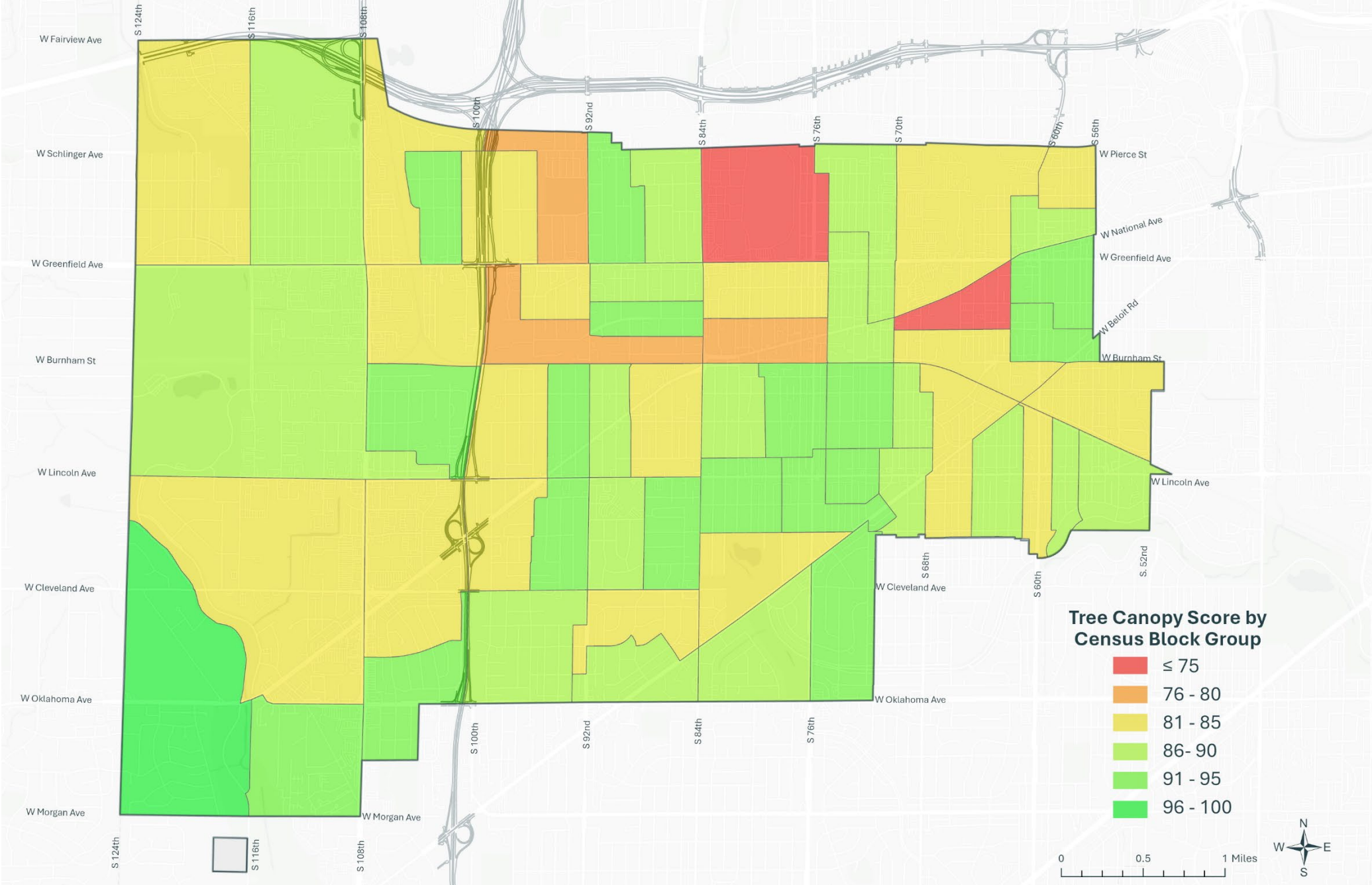
Differences in tree coverage across West Allis varies by census block group level. Areas with lower scores (in red and orange) have less tree coverage, while those with higher scores (in green) have more robust tree canopy. Understanding these patterns is essential for ensuring access to environmental benefits for all West Allis residents.

Tree Canopy Coverage Across the City:

Some areas, particularly in the northern portion of the city, score lower on tree canopy coverage, indicating less tree cover and potential exposure to urban heat effects. The western and central parts of West Allis have higher tree canopy scores, suggesting better overall coverage and environmental benefits in those neighborhoods.

Impacts on Transportation and Mobility:

Areas with lower scores may lack shaded sidewalks and bike routes, discouraging active transportation, especially in hotter months. Heat islands and air quality concerns are more prevalent in low-canopy areas, increasing discomfort and health risks for pedestrians and transit riders.



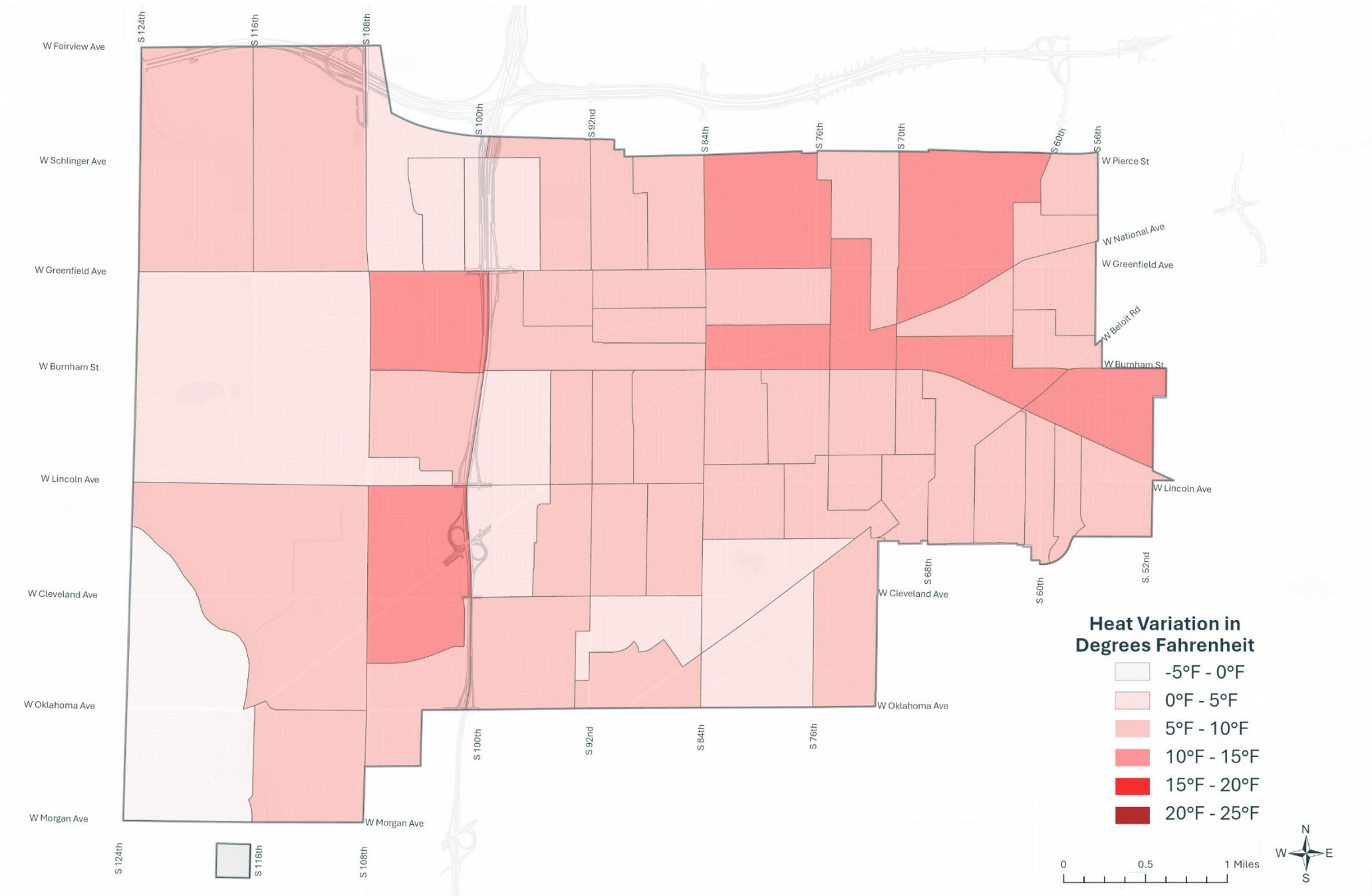
Urban Heat Island

Differences between levels of urban heat by census block group can significantly impact public health, walkability, and overall quality of life, particularly in areas with limited tree canopy and high concentrations of impervious surfaces like roads and parking lots.

Urban Heat Islands in West Allis: The northeastern portions of the city exhibit the highest temperature variances, with some areas 10°F to 15°F hotter than other parts of West Allis. These higher temperatures often align with lower tree canopy coverage, as seen in the Tree Canopy Analysis Map.

Areas of the city that have developed in dense patterns or through large commercial developments are likely hotter due to large paved areas, parking lots, and minimal greenery.

Neighborhoods in the southwest and northwest of the city experience lower heat variances, benefiting from more green space and tree coverage. Areas near parks and residential zones with mature trees are naturally cooler, reinforcing the role of urban forestry in mitigating extreme heat.





Goals, Objectives, & Implementation

Bike, Pedestrian, and Mobility Goals & Objectives

The Goals & Objectives section lays out how West Allis will turn its transportation vision of a comprehensive, multimodal transportation network where walking, biking, and public transit are safe, accessible, and integrated into everyday life into measurable action. Each goal is organized by theme such as safety, accessibility, infrastructure, or environment, and is supported by objectives with clear performance measures, baselines, and 2045 targets. Together, these objectives create a framework for tracking progress, guiding capital projects, and aligning funding with community priorities.

2045 Comprehensive Plan Integration

This section also builds directly on the 2045 Comprehensive Plan, ensuring consistency between daily decision-making and long-range planning. Each objective is linked to specific recommendations from the Comprehensive Plan (8–13), which cover safety, walkability, bikeability, transit, placemaking, and emerging technology & resiliency. By embedding these connections, the goals serve as a bridge between policy and implementation ultimately helping departments, partners, and residents see how individual projects advance the City’s broader vision



Theme	Objective	Performance Measure	2025 Baseline	2045 Target	Priority	Comprehensive Plan Integrated Recommendations
Accessibility & Connectivity – Everyone can reach daily needs without a car	New housing units built in TOD overlay districts	Number of new housing units approved in TOD overlay districts	216 units	1,000 units	Near-Term / Mid-Term	Recommendation 11
	Avg. walk/bike travel time to major employers/schools ≤ 20 min	Avg. travel time (min)	Baseline to be established through mobility survey	≤ 20 min	Mid-Term	Recommendations 8, 9, 10
	Continuous sidewalks on 90 % of streets	% streets w/ sidewalks / bikeways	Most arterials complete; gaps on collectors and local streets	90% of Streets with Sidewalks	Mid-Term	Recommendations 9, 12
Safety – Zero deaths & serious injuries	Cut severe ped/bike crashes 50 % vs 2024	# Fatal or Life Changing Injury crashes	28 /yr	0/yr	Near-Term	Recommendations 8, 9, 10, 12
Infrastructure - Provide high-quality infrastructure that supports walking, biking, transit, and driving.	Build ≥ X mi of new sidewalk/bike/trail per year	Miles built / yr	Inventory	maintain ≥ X mi	Ongoing / Near-Term	Recommendations 9, 10
	Deliver ≥ 5 quick-build- safety projects per year	# projects	3	5	Annual / Near-Term	Recommendations 8, 9, 10, 12
	Designate the full 28.2-miles of planned Neighborhood Greenways through mapping, wayfinding, and CIP alignment	Cumulative miles designated on official map and wayfinding infrastructure added	Formal process to begin in 2026	28.2 miles designated	Near-Term	Recommendation 10

Theme	Objective	Performance Measure	2025 Baseline	2045 Target	Priority	Comprehensive Plan Integrated Recommendations
	Upgrade designated corridors to full Greenway standard (≤25 mph, low volumes, traffic calming, & crossings)	Cumulative miles upgraded to standard	Formal process to begin in 2026	28.2 miles upgraded; all priority crossings treated	Long-Term	Recommendation 10
Access & Affordability – Mobility for all	Reduce household transport cost burden to ≤ 15 % of income	Avg. cost burden	Inventory	≤ 15 % of income	Mid-Term	Recommendation 11
Environment – Clean, cool streets	Cut on-road GHG	CO ₂ -e (t/yr)	Inventory	Coordinate with SEWRPC on GHG goal	Long-Term	Recommendation 13
	Plant trees throughout the city, additional focus on heat-island areas	# of trees planted per year	385 trees planted by the City	500 trees planted per year	Ongoing / Near-Term	Recommendation 12
Vibrant & Livable Streets – Streets that are destinations, not just thoroughfares	Convert excess right of way into public plazas/parklets	Square feet reclaimed	~18,000 sq. ft.	50,000 sq. ft.	Mid-Term	Recommendation 12
	Install permanent parklets/pedlets	# parklets/pedlets	0 parklets/pedlets – Create/update pedlet program	10 parklets/pedlets	Mid-Term	Recommendations 9, 12
	Install decorative lighting along key corridors to improve visibility	# Number of areas with decorative lighting	1 commercial area (Becher St.)	3 commercial areas with decorative lighting	Ongoing / Mid-Term	Recommendations 9, 12

Theme	Objective	Performance Measure	2025 Baseline	2045 Target	Priority	Comprehensive Plan Integrated Recommendations
Innovation & Resilience – Harness tech for safer, greener travel	Install EV charging stations throughout the city	# of charging stations in West Allis	6 stations	30 stations	Long-Term	Recommendation 13
	Deploy adaptive signals at intersections	# signals upgraded	0 intersections	15 intersections	Long-Term	Recommendation 13
	Install innovative smart crosswalks	# of crosswalks upgraded	0 crosswalks	5 crosswalks	Long-Term	Recommendations 12, 13
	Launch demand-based- parking pricing in Downtown	Corridors w/ smart pricing	0 Metered Stalls	40 Metered Stalls in Downtown	Mid-Term	Recommendation 13
Education & Culture Shift – A community that champions active travel	Deliver bike/ped safety curriculum to West Allis-West Milwaukee School District students each year	Number of Schools receiving education	Create Pilot Program	Rotation of 5 Schools Receiving Education Sessions Yearly	Annual / Near-Term	Recommendations 8, 10
	Host open street- or community ride events per year	# events / yr	1 event / year	3 events / year	Annual / Near-Term	Recommendation 10

Recommended Actions from the 2045 Comprehensive Plan

Recommendation 8: Prioritize safety and slow motor vehicle speeds on streets

- Develop and implement Safe Streets and Roads for All Action Plan.
- Maintain a Complete Streets policy, annual reporting, and continue to prioritize safety in the design of all streets being reconstructed.
- Identify, align, and prioritize funding sources to use for traffic calming and other street safety improvements
- Continually update the city’s high injury network, study high traffic corridors, and target dangerous streets and intersections for design improvements.
- Assess speed limits and lane widths on all city roads, identifying candidates for road diets and speed limit reductions
- Introduce educational programs to improve driver behavior.

Recommendation 9: Become the most walkable suburb in Milwaukee County

- Update and implement the citywide bicycle and pedestrian plan, identifying priority corridors and intersections for infrastructure and amenity investments such as widening sidewalks, shortening crossing distances, and designing roadways for slower speeds.
- Prioritize safety and comfort for people walking in design of streets being reconstructed.
- Complete the sidewalk network, adding sidewalks to all streets that do not currently have sidewalks.
- Partner with the West Allis-West Milwaukee School District to implement Safe Routes to School and walking school bus programs.
- Improve accessibility by installing ADA-compliant curb ramps, ensuring safe surfaces that prevent trips and falls with improved sidewalk maintenance, and universally implementing audible signal equipment.
- Encourage density in new development to increase the number of people and destinations within walking distance.
- Make walking a more comfortable and enjoyable experience with more amenities in the public realm including seating, street trees, wayfinding, and public art.

Recommendation 10: Become the most bikeable suburb in Milwaukee County

- Update and implement the citywide bicycle and pedestrian plan, identifying priority routes for infrastructure and amenity and creating a connected bicycle network throughout the city.
- Prioritize safety and comfort for people biking in design of streets being reconstructed.
- Provide separated, protected bicycle facilities on arterial and connector streets identified as on-street bicycle routes.
- Implement the neighborhood greenway network, creating a system of low-traffic, slow-speed residential streets that prioritize people walking and biking with signage and traffic calming.
- Expand the Bublr bikeshare system in West Allis with more stations in new neighborhoods, adaptive bicycles, and consider other micro-mobility options.
- Collaborate with the Wisconsin Bike Fed, WAWM School District, and neighborhood associations to integrate a tailored bicycle education curriculum into schools for different age groups

- Collaborate with local bike advocates to establish a biking champion group to rally enthusiasm, support local biking events, host community bike rides, and foster a community biking culture.

Recommendation 11: Improve transit access, functionality, and desirability

- Support efforts to bring bus rapid transit to the National/Greenfield corridor.
- Improve the bus rider experience within West Allis by upgrading bus stops with seating, refuse containers, and shelters.
- Collaborate with MCTS to provide fast, efficient, effective transit by coordinating route changes, stop improvements, and implementing bus only lanes.
- Improve accessibility of transit in West Allis by upgrading all bus stops to be ADA-compliant.
- Identify and implement incentive programs such as bus vouchers that encourage transit ridership and make it more accessible to people with limited resources.
- Support efforts to bring commuter rail to the region, encouraging the creation of a regional rail stop near 81st & National.

Recommendation 12: Transform streets into more desirable places by capitalizing on their existing strengths and making them places people want to be

- Prioritize designing streets as places for people, rather than places solely used for transportation. Incorporate gathering spaces, sidewalks, wider sidewalks, flexible curbside zones, and amenities such as benches into the design of streets.
- Identify excess segments of right-of-way, particularly at complex intersections, and consider discontinuance, or conversion into public plazas.
- Implement parking meter program in select commercial corridors to improve efficiency of parking assets and use revenue generated to pay for streetscaping enhancements.
- Incorporate nature into the design of the public right-of-way by including trees, planting beds, and green infrastructure in streetscapes.
- Update parklet and pedlet program for local businesses and advocate for WisDOT to allow these amenities in curbside zones along state highways.
- Support efforts to temporarily change configurations or close streets temporarily to test different uses of public right-of-way.

Recommendation 13: Explore and incorporate emerging technologies and alternative energy sources to improve efficiency and resiliency when feasible

- Develop a robust electric vehicle charging network, encouraging the development of private vehicle charging infrastructure and identifying appropriate opportunities for public vehicle charging assets.
- Implement traffic signal technology that improves safety, protects people with disabilities, prioritizes timing for walking, biking, and transit, and incorporates Intelligent Transportation Systems.
- Explore the expansion and attraction of vehicle-share programs, including carshare and with micromobility technologies such as scooters.
- Create a real-time, demand-based, on-street parking pricing program that guides vehicles to empty spots and uses a modern payment system.
- Prioritize improvements to public transit, bicycle and pedestrian infrastructure over the accommodation of autonomous vehicles.

Implementation

Implementing pedestrian, bicycle, and mobility improvements in West Allis requires coordination across City departments, elected officials, community partners, and external agencies such as WisDOT and SEWRPC. A comprehensive implementation framework ensures that the Pedestrian, Bicycle, and Mobility Plan transitions from recommendations to built projects. This framework outlines how projects will be prioritized, how investments will be sequenced, and how West Allis will position itself to secure funding.

Roles & Responsibilities

Improving transportation infrastructure in West Allis works much like building a house. Each group plays a different but essential role in getting the project built:

- Elected officials set the overall vision and approve the “blueprint” for where the City is headed.
- City administration coordinates the work, ensures resources are in place, and keeps the process on schedule.
- City staff are the builders with specific skills such as planning, designing, constructing, and maintaining the improvements that bring the plan to life.

Funding & Financial Strategy

Implementing the recommendations in this Plan will require a thoughtful, long-term financial strategy. West Allis has historically advanced bicycle, pedestrian, and mobility improvements through a combination of local Capital Improvement Program (CIP) funding and competitive state and federal grants. Moving forward, the City will continue to rely on this blended approach, aligning local investments with broader funding opportunities to deliver safe, accessible, and connected transportation infrastructure.

While design and construction are key components of implementation, funding is equally important. Most external grant programs operate in cycles and require early preparation, concept development, and interdepartmental coordination. This Plan strengthens West Allis’s ability to compete for and secure those dollars by documenting needs, establishing priorities, and presenting a cohesive multimodal vision.

The Role of Funding in Implementation

Funding transportation improvements is a shared effort between local staff, elected officials, regional partners, and state and federal agencies.

West Allis will continue to:

- Use local CIP and TIF to support small and medium-sized improvements, provide match funding for state and federal programs, and contribute to multimodal elements incorporated into street reconstruction projects.
- Pursue state and federal grants for larger or more transformative projects, such as trail extensions, protected bike lanes, crossing upgrades, or corridor redesigns.
- Coordinate with Milwaukee County, SEWRPC, and neighboring communities when projects cross municipal boundaries or have regional benefits.

By combining these funding streams, West Allis can advance both high-impact projects and incremental improvements, ensuring steady progress across the network.



West Allis Cross Town Connector Trail. Funded through a combination of State and Federal funding

Current Capital Improvement Program (CIP) Process

West Allis prepares a five-year CIP that guides planning, budgeting, and delivery of major infrastructure projects across the City. Because many pedestrian, bicycle, and mobility improvements are best implemented as part of larger street or utility projects, the CIP process plays an important role in how recommendations from this plan advance from concept to construction. The City’s CIP Committee is responsible for reviewing capital requests, evaluating needs across departments, and recommending a balanced program of investments to the Common Council. The Committee includes representatives from City leadership, key departments, and appointed boards:

Mayor	Board of Public Works	Director of Public Works
City Administrator	Administration & Finance Committee	City Engineer
Resident Members	City Administrator	Economic Development Executive Director
Plan Commission	Finance Director	

Each year, departments submit proposed projects for consideration based on maintenance needs, planned street work, development activity, and long-term system planning. The CIP Committee reviews these requests, identifies coordination opportunities, and develops a recommended five-year program based on available funding and staff capacity.

Integrating Funding With the CIP Process

West Allis’s CIP provides an essential structure for preparing and scheduling multimodal improvements. The implementation of this Plan will rely on:

- 1. Early Identification of Grant-Eligible Projects
Projects intended for TAP, CMAQ, HSIP, or BUILD should be placed in the CIP several years before expected solicitation deadlines to allow time for concept development and cost estimation.
- 2. Coordinated Street Reconstruction
Whenever a street is resurfaced or reconstructed, bicycle and pedestrian needs should be evaluated and incorporated early, reducing long-term costs and ensuring that complete streets features are not missed.
- 3. Predictable Local Match Funding
Maintaining consistent annual match capacity in the CIP improves West Allis’s ability to pursue external grants without delaying other capital priorities.

Federal and State Funding Opportunities

A wide range of programs can support infrastructure and safety improvements. These programs differ in scale, timing, goals, and eligibility, but together create a robust financial toolbox for West Allis.

State Programs

Several state-administered programs also support multimodal transportation investments. The *Highway Safety Improvement Program (HSIP)* provides funding for safety-related projects that follow established countermeasure guidance. *STP-Urban* is widely used for street reconstruction on collector and arterial streets and can incorporate pedestrian, bicycle, transit, and ADA upgrades as part of larger capital projects.

Trail development, engineering, and amenities may be supported through the *Recreational Trails Program (RTP)* and other Wisconsin DNR stewardship-style funding opportunities. These sources can be especially useful for shared-use path projects and local or regional trail connections.

Together, these programs offer multiple pathways for communities to advance projects of varying size, scope, and complexity. The priorities and project concepts identified in this Plan can help position West Allis to pursue state funding as opportunities arise.

Federal Programs

A variety of federal programs are available to support bicycle, pedestrian, trail, and multimodal projects. These programs cover a broad range of project types, from small, targeted safety improvements to large-scale corridor redesigns. *Safe Streets for All (SS4A)* can support safety planning and implementation efforts, while the *Transportation Alternatives Program (TAP)* provides funding for pedestrian and bicycle infrastructure, Safe Routes to School elements, and local trail connections. *Congestion Mitigation & Air Quality (CMAQ)* may be used for projects that encourage shifts in travel behavior or improve access to non-driving modes, including improvements to transit connections and bicycle facilities. Larger discretionary programs such as grant programs like Better Utilizing Investments to Leverage Development (BUILD) Grant Program will offer opportunities to pursue comprehensive multi-modal corridor projects with significant community benefits.

Many of these federal programs consider factors such as local planning support, community engagement, coordination between departments and partner agencies, and the degree to which projects address documented needs. This Plan helps organize West Allis’s priorities in a way that can be referenced when preparing applications for these programs. Strengthened through this Plan.

Program	Administering Agency	Status (as of 2025-12-03) & Next Deadline	Typical Uses for West Allis	Notes for Implementation
Safe Streets & Roads for All (SS4A) – planning and implementation of safety action plans	US DOT (FHWA / DOT)	FY-2025 NOFO closed June 26, 2025; future rounds are expected, with timing to be announced by USDOT.	Development and implementation of safety action plans, High Injury Network projects, speed management, safer intersections, and corridor-level safety packages.	Best suited to Near-Term safety priorities such as high-visibility crosswalks, daylighting, LPIs, and Safe Routes to School corridors; West Allis should monitor the SS4A page for the next NOFO and be prepared with updated crash data and concept plans.
Transportation Alternatives Program (TAP) – trails, sidewalks, greenways, bike/ped safety, non-infrastructure	WisDOT (state TAP)	2026–2030 solicitation closed October 31, 2025; next solicitation timing is TBD.	Off-street trails, on-street bicycle and pedestrian facilities, sidewalk infill, Safe Routes to School infrastructure, and eligible education/encouragement programs.	A primary funding source for the South Powerline Trail, sidewalk gaps, and school access routes; projects should be advanced through CIP design so they are ready when the next TAP cycle opens.
Congestion Mitigation & Air Quality (CMAQ) – bike/ped, transit, mode shift	WisDOT / MPO (SEWRPC)	2026–2030 solicitation closed September 8, 2025; next cycle to be announced by WisDOT and SEWRPC.	Bike lanes, shared-use paths, transit priority measures, signal upgrades, bike parking, and other projects that reduce vehicle miles traveled and emissions.	Well suited to protected bike lane projects on Greenfield, National, and Oklahoma, as well as “first/last mile” connections to transit; coordination with SEWRPC is important for timing applications within the regional program.
Better Utilizing Investments to Leverage Development (BUILD) – large corridor & multimodal investments	USDOT (BUILD)	FY-2026 NOFO is posted; applications due February 24, 2026. Future rounds anticipated annually.	Major multimodal corridor reconstructions, including streets with transit priority, protected bikeways, and streetscape/placemaking elements.	Appropriate for large, long-term projects such as full Greenfield, National, or Highway 100 corridor transformations; requires substantial pre-planning, regional support, and a clear local match strategy.

Program	Administering Agency	Status (as of 2025-12-03) & Next Deadline	Typical Uses for West Allis	Notes for Implementation
Highway Safety Improvement Program (HSIP) – crash-reduction countermeasures	WisDOT / FHWA	Program operates on biannual cycles; 2025 deadlines were February 15 and August 15. Similar February/August deadlines are expected in future years.	Proven safety countermeasures such as signals, RRFBs, HAWK beacons, protected bike lanes, raised crosswalks, roundabouts, and intersection daylighting.	A strong fit for High-Risk Crossing upgrades and Neighborhood Greenway safety elements; competitive applications will rely on robust crash data and demonstrated safety need.
STP-Urban (Surface Transportation Program – Urban) – corridor reconstruction	WisDOT (STP-Urban)	2026–2031 program cycle solicitation closed October 31, 2025; future cycles follow WisDOT’s regular STP-Urban schedule.	Roadway reconstruction and resurfacing on collector and arterial streets, including ADA sidewalks, bike lanes, and transit elements.	Core program for reconstructing major streets; West Allis should coordinate Engineering and Planning to ensure Complete Streets elements are built into all STP-Urban applications.
Recreational Trails Program (RTP) / Stewardship-style trail funding	Wisconsin DNR / FHWA RTP (state-administered)	Program is active; next application window expected in early 2026 (example: March 1, 2026 deadline proposed for the next cycle).	Trail construction and surfacing, trailhead amenities, small bridges/structures, and feasibility or engineering for trail projects.	A strong complement to TAP and CMAQ for the South Powerline Trail and other off-street connections; modest project sizes make it useful for closing gaps and adding amenities.
Local Funding: CIP, TIF, and Developer Contributions	City of West Allis / local districts	Always available under local control; timing is set by the City’s CIP and TIF cycles and by development negotiations.	Local match for grants, sidewalk and ADA projects, traffic calming, streetscape elements, bikeways in redevelopment areas, and right-of-way acquisition as needed.	These tools remain the backbone of funding for the plan and should be used strategically as match for external grants and to deliver smaller projects that may not be competitive for state or federal funding.
Milwaukee County & MPO Discretionary / Competitive Pools	Milwaukee County / SEWRPC / MCTS partnerships	Periodic solicitations; timing and eligibility vary by program and should be monitored through County and MPO web pages.	County-level street and trail projects, transit access improvements, and multi-jurisdictional connections that span municipal boundaries.	Best applied to projects with regional benefit, such as trail links to county parks or transit hubs; early coordination with Milwaukee County, SEWRPC, and MCTS can strengthen applications and identify co-funding opportunities.

Design Guidelines



Safer Streets Toolkit

As part of the Complete Communities Transportation Planning Project, the City of West Allis is incorporating the county’s Safer Streets Toolkit into its Pedestrian and Bicycle Master Plan. This toolkit, developed by Milwaukee County Department of Transportation, provides a set of evidence-based engineering countermeasures aimed at reducing crashes, enhancing mobility, and improving safety for all road users. By utilizing these strategies, West Allis can identify and implement effective solutions at high-crash locations and key corridors in the community.

These strategies, which range from quick-build improvements to major infrastructure investments, can be implemented at high-crash locations and areas with identified safety concerns. Each countermeasure has been evaluated based on research and statistical analysis of crash reduction factors.

Low-Cost, Systemic Countermeasures: These are cost-effective strategies that can be rapidly deployed across a corridor or citywide. While each measure may have a small impact individually, their cumulative effect can lead to significant crash reductions.

Quick-Build Countermeasures: These treatments use materials like paint, flexposts, and other temporary elements to improve safety at specific locations. They offer flexibility for adjustments and can be upgraded to permanent infrastructure as needed.

Major Capital Countermeasures: These involve long-term investments in permanent roadway infrastructure. While they require greater resources and time to implement, they provide lasting safety benefits and contribute to a more balanced transportation system.



Cost and Implementation

The toolkit includes a range of cost levels, from low-cost (\$) interventions to higher-investment (\$\$\$\$) projects. Some measures can be implemented quickly using existing resources, while others may require dedicated funding and phased construction. The West Allis Complete Communities Transportation Planning Project will leverage grants, local funds, and partnerships to implement these improvements efficiently.

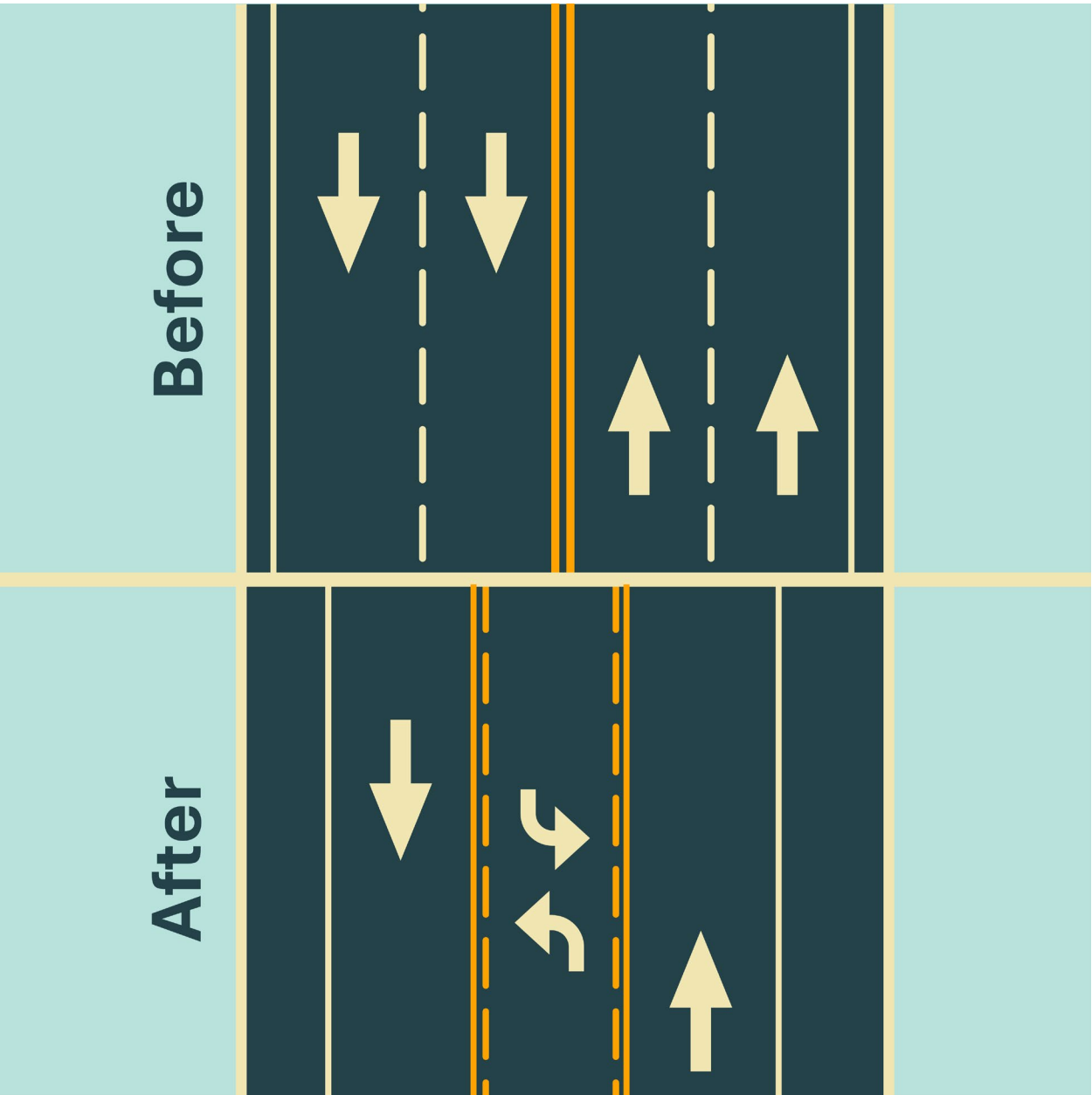
Countermeasure	Category	Description	Crash Reduction Potential	Cost
Road Diets	Quick Build, Major Capital	The number of travel lanes is reduced, often replaced with a median, turn lanes, or bicycle facilities.	47%	\$\$
Slow Zones and Reduced Speed Limits	Low-Cost Systemic	Speed limits are reduced on key corridors or within larger zones	26%	\$
High Visibility Crosswalk	Low-Cost Systemic	Ladder or continental-style crosswalks with wide, visible striping	40%	\$
Lane Narrowing	Low-Cost Systemic	Reductions in the width of a travel lane to encourage a slower speed of travel	42%	\$
Leading Pedestrian Interval	Low-Cost Systemic	Pedestrians receive a walk signal prior to vehicles receiving a green light to increase pedestrian visibility	13%	\$
Left-turning Traffic Calming	Quick Build	Devices used to slow down left-turning vehicles at intersection locations	24%	\$
Restrict Right-Turn-on-Red	Low-Cost Systemic	Restrict right turning during a red phase of a traffic signal cycle to slow traffic and reduce potentially conflicting movements between vehicles and pedestrians, bicyclists, or other oncoming traffic.	2%	\$
Left-turning Lanes	Low-Cost Systemic	Dedicated left turn lanes, positive-offset left turn lanes, and protected left-turn phases that reduce left-turning conflicts and crashes	35%	\$
Protected Bike Lanes and Intersections	Quick Build, Major Capital	Offers physical separation between automobile travel lanes and bicycle facilities	23%	\$\$

Countermeasure	Category	Description	Crash Reduction Potential	Cost
Residential Traffic Calming	Quick Build, Major Capital	Devices such as speed humps, traffic circles, chicanes, and traffic diverters used to slow traffic primarily on residential streets.	28-71%	\$\$
Mid-Block Crossings	Quick Build, Major Capital	Signs, flashing beacons, and hybrid beacons that provide safer crossings for pedestrians at mid-block locations.	Varied	\$-\$\$
Intersection Daylighting and Bump-Outs	Quick Build, Major Capital	Flex posts or concrete that improves visibility at intersection locations and shortens crossing distances	49%	\$-\$\$
Raised Crossings and Intersections	Major Capital	Either a single pedestrian crossing or an entire intersection is elevated vertically to automobile traffic.	35%	\$\$-\$\$\$
Automated Enforcement	Low-Cost Systemic	Camera-based enforcement for speeding and red-light running	10%	\$\$
Edge Lines and Parking Lanes	Low-Cost Systemic	Painted lines to emphasize narrower travel lanes and delineate them from the curb/gutter or parking lane	52%	\$
Intersection Realignment	Quick Build, Major Capital	Redesign of complex or irregular intersections to reduce the skew of the intersection and reduce conflict points	Varied	\$\$-\$\$\$\$
Raised Medians and Access Management	Major Capital	Barriers are added to the center of a roadway to reduce conflicts in key locations	71%	\$\$\$
Roundabouts	Major Capital	An intersection with a circular configuration that reduce vehicles speeds and conflict points.	82%	\$\$\$
Transit Infrastructure	Major Capital	Dedicated transit lanes, transit signal priority, and bus rapid transit routes	14-19%	\$\$-\$\$\$

Road Diet

Description: A road diet is a way to make streets safer by reducing the number of lanes or making them narrower. This usually means changing a four-lane road into a three-lane road, with two lanes for driving and a center lane for turning. The extra space can be used for things like bike lanes or sidewalks to help keep people safe.

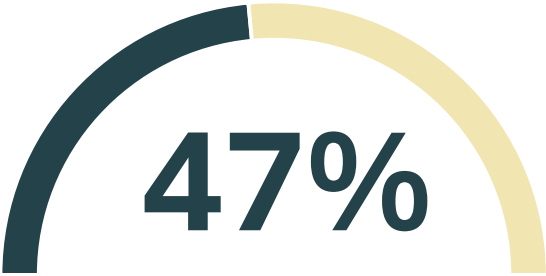
Why it works: Road diets can help make streets safer by reducing the number of places where crashes might happen. They can also slow down traffic, making it safer for everyone. Plus, they can make it easier for people to cross the street by removing a lane or adding safe spots in the middle of the road.



Cost

Crash Reduction Potential

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Slow Zones / Reduced Speed Limits

Description: Slow Zones are places where the speed limit is lower than nearby roads to help keep people safe. These areas are made for kids, older adults, walkers, and bike riders who use them often. You can find Slow Zones in places like parks, school zones, work areas, senior living areas, neighborhoods, and downtown areas. The speed limit in these zones is usually 15 or 20 miles per hour.

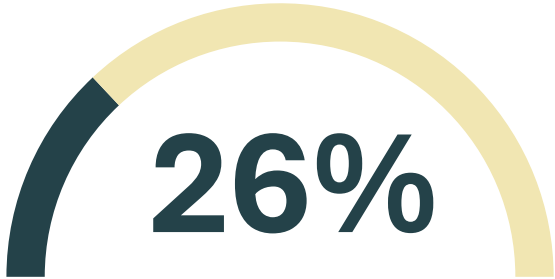
Why it works: Per the U.S. Department of Transportation Federal Highway Administration, if a car is going 30 miles per hour and hits a person, there is a 45% chance the person will be seriously hurt or killed. However, if the car is going 20 miles per hour, that risk drops to just 5%. Cities like New York, Washington, Seattle, and Minneapolis have lowered speed limits to help prevent serious accidents. While changing speed limits works best when roads are also designed to slow down cars, lowering speed limits alone has been shown to help reduce crashes and make streets safer.



Cost

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Crash Reduction Potential



High Visibility Crosswalk

Description: High-visibility crosswalks have bright, reflective markings and extra signs to make them easier to see for both walkers and drivers. This helps keep people safe, lowers the chance of crashes, and makes it easier for pedestrians to cross the street.

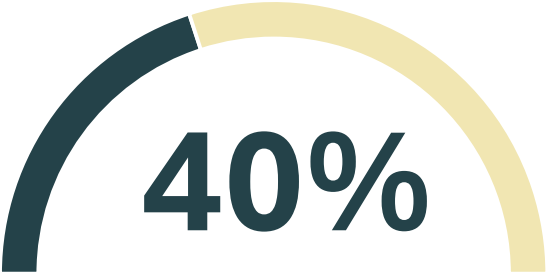
Why it works: Crosswalk designs, like continental or ladder markings, are easier to see from far away than regular crosswalks. Bright, reflective paint and signs help drivers see crosswalks at night and in bad weather. These features make it more likely that drivers will notice people crossing and help walkers, wheelchair users, and bike riders know where and how to cross safely.



Cost

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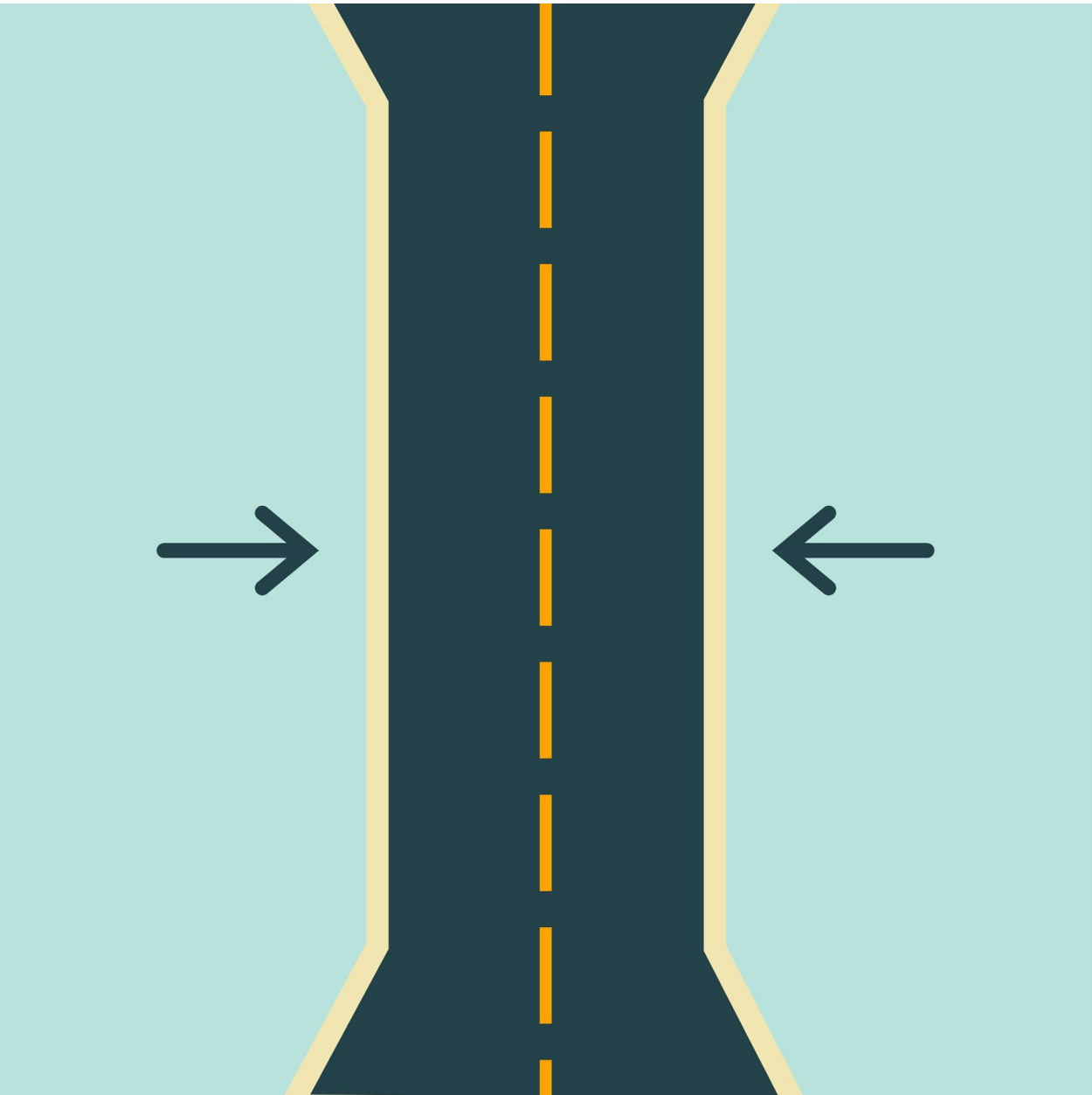
Crash Reduction Potential



Lane Narrowing

Description: Lane narrowing means making the lanes on a road smaller. This can be done in different ways, like making lanes 9 to 11 feet wide, removing extra lanes, or making the street smaller by adding wider sidewalks, plants, or parking spaces.

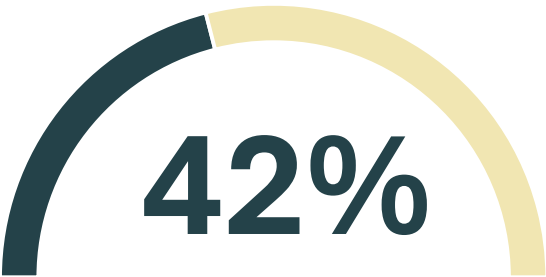
Why it works: Lane narrowing makes roads safer by slowing down cars since drivers are more careful in smaller spaces. It helps them pay more attention and drive more carefully, which lowers the chance of crashes. The extra space from narrowing lanes can be used for bike lanes, sidewalks, or bus lanes to make the road better for everyone.



Cost

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Crash Reduction Potential



Leading Pedestrian Interval

Description: Leading Pedestrian Intervals (LPIs) are a way to make crosswalks safer at traffic lights. They give pedestrians a head start by letting them cross a few seconds before cars get a green light. This helps people get into the crosswalk first, making it easier for drivers to see them and keeping them safer while crossing.

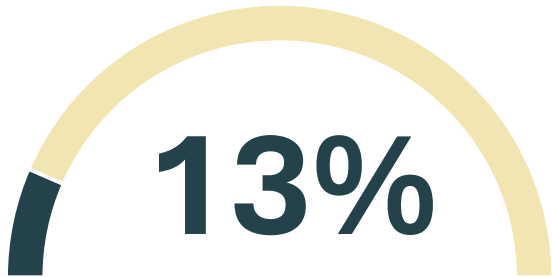
Why it works: LPIs make crossing the street safer by letting pedestrians start before cars can move. This helps drivers notice them and stop. It also gives people who walk slowly more time to cross. Plus, it reduces the chance of crashes with turning cars because pedestrians will already be mostly across the street.



Cost

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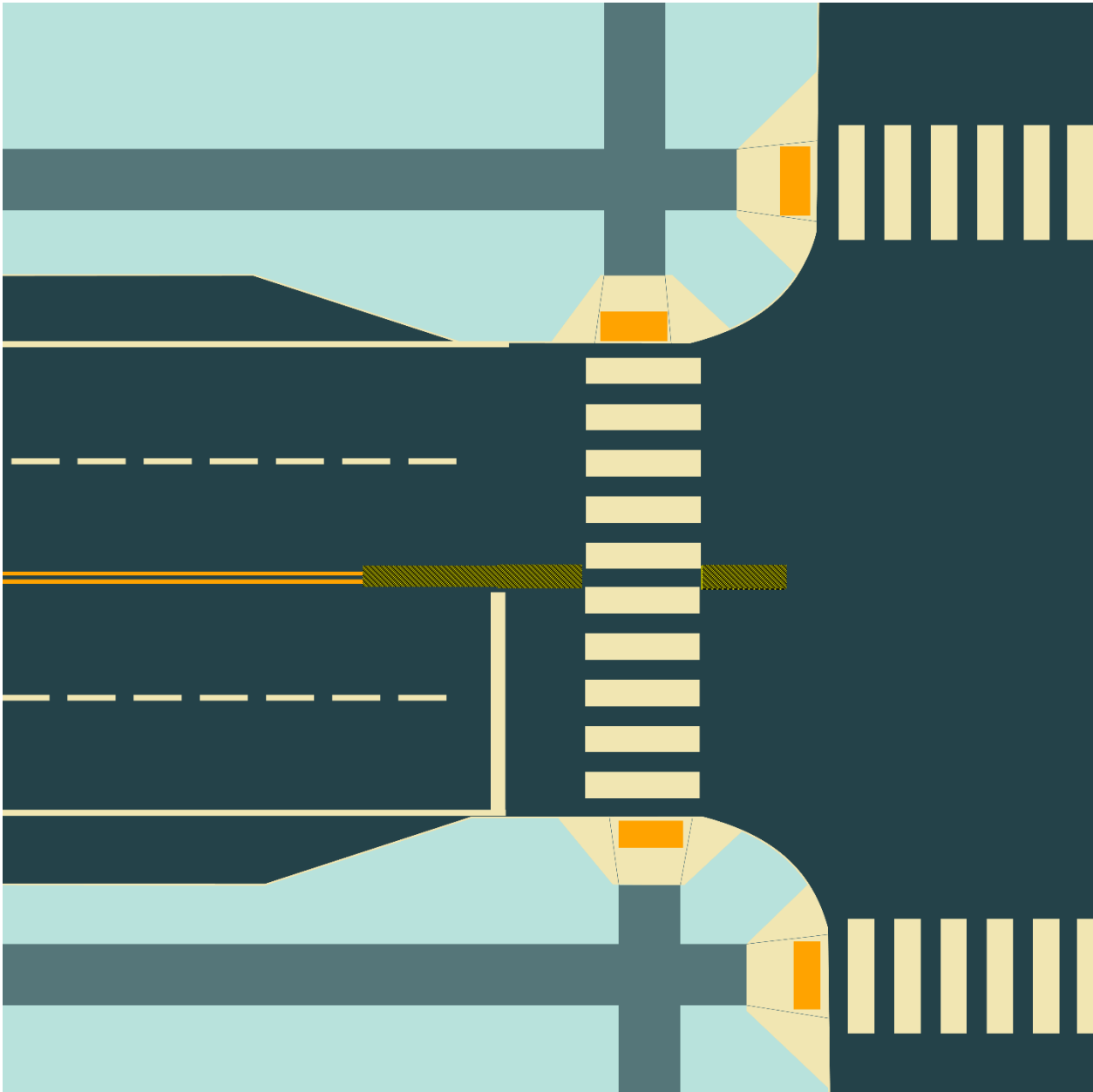
Crash Reduction Potential



Left-turn Traffic Calming

Description: Left Turn Traffic Calming (LTTC) uses special road designs to slow down cars making left turns and help drivers yield to pedestrians. These designs include curbs, posts, and painted lines that guide cars to turn more slowly and stay in their lane. Slow turn wedges, which use markings and flexible posts, help tighten turns and reduce speeds at intersections, making it easier for drivers to see and stop for people crossing the street.

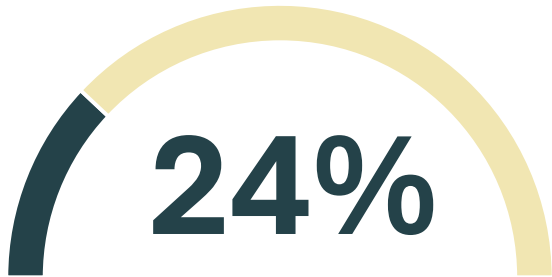
Why it works: Left Turn Traffic Calming (LTTC) helps drivers make safer and more predictable turns by guiding them to turn at a closer angle to 90 degrees. This makes it easier for drivers to see pedestrians in the crosswalk by reducing blind spots caused by the car’s front pillars, which are the parts that connect the roof to the hood.



Cost

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Crash Reduction Potential



Restrict Right-Turn-on-Red

Description: Policy/regulation that requires motorists to come to a full stop and yield to cross street traffic and pedestrians prior to turning right on red.

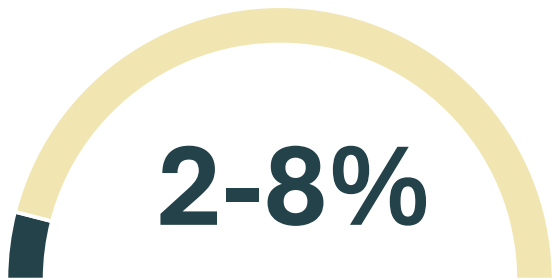
Why it works: Drivers often focus on looking left for oncoming traffic and may not notice pedestrians on their right. They also tend to move into the crosswalk while waiting for a chance to turn, which blocks people from crossing safely.



Cost

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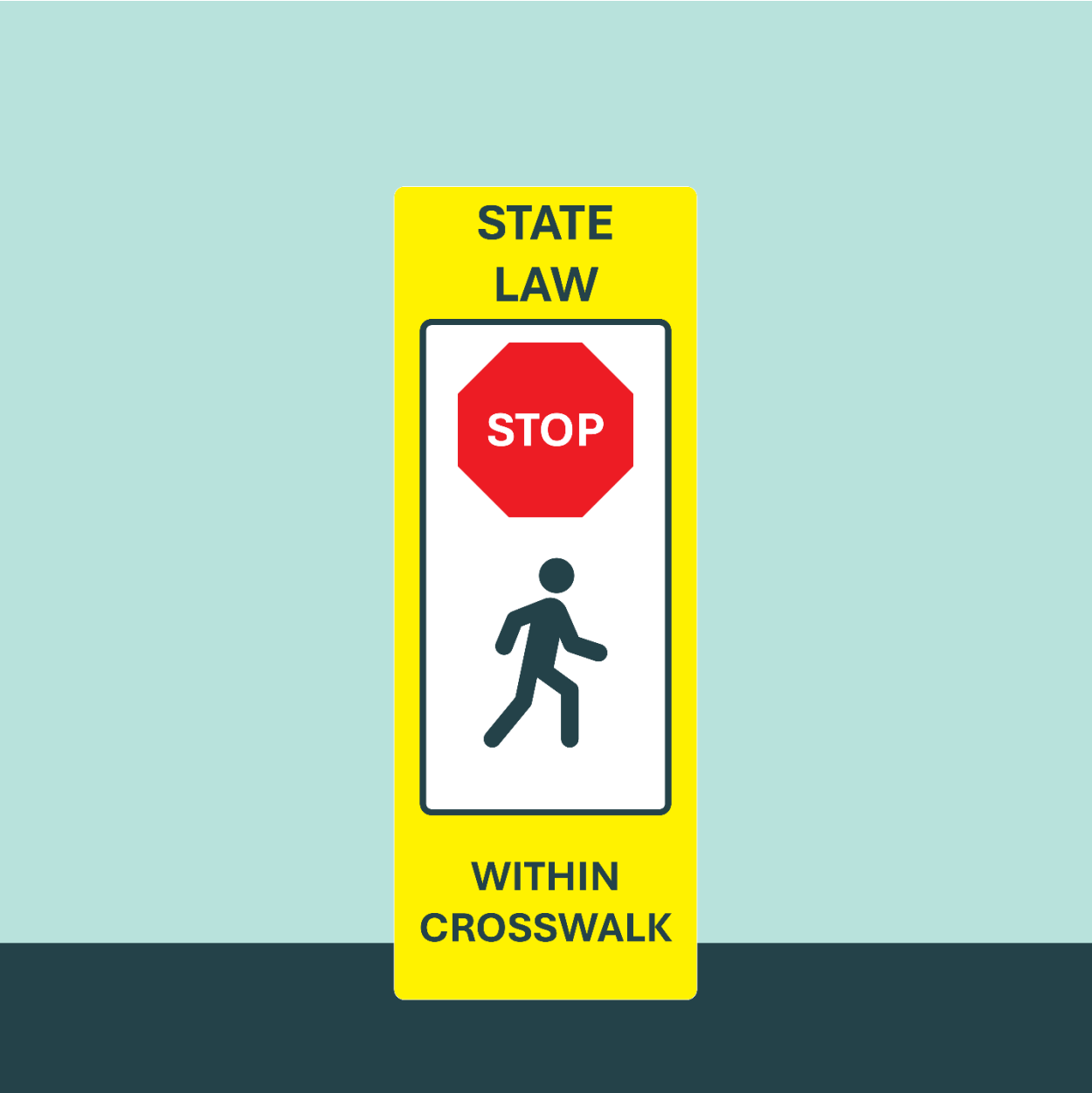
Crash Reduction Potential



Pedestrian Gateway

Description: Gateway treatments use signs and road designs to slow down cars and show that pedestrians have the right of way at crossings without traffic signals. Many gateways include signs placed in the street to remind drivers to watch for people crossing. These signs may also have curb extensions, painted markings, or flashing lights to make them easier to see. This helps drivers notice and stop for pedestrians, especially in busy areas or at mid-block crossings.

Why it works: Pedestrian Gateway Treatments help drivers notice crosswalks and remind them that they must stop for people crossing. Narrowing the road and using flexible posts encourage drivers to slow down, giving them more time to see and react. These treatments have been proven to make more drivers stop for pedestrians and reduce speeds, even when no one is crossing.



Cost

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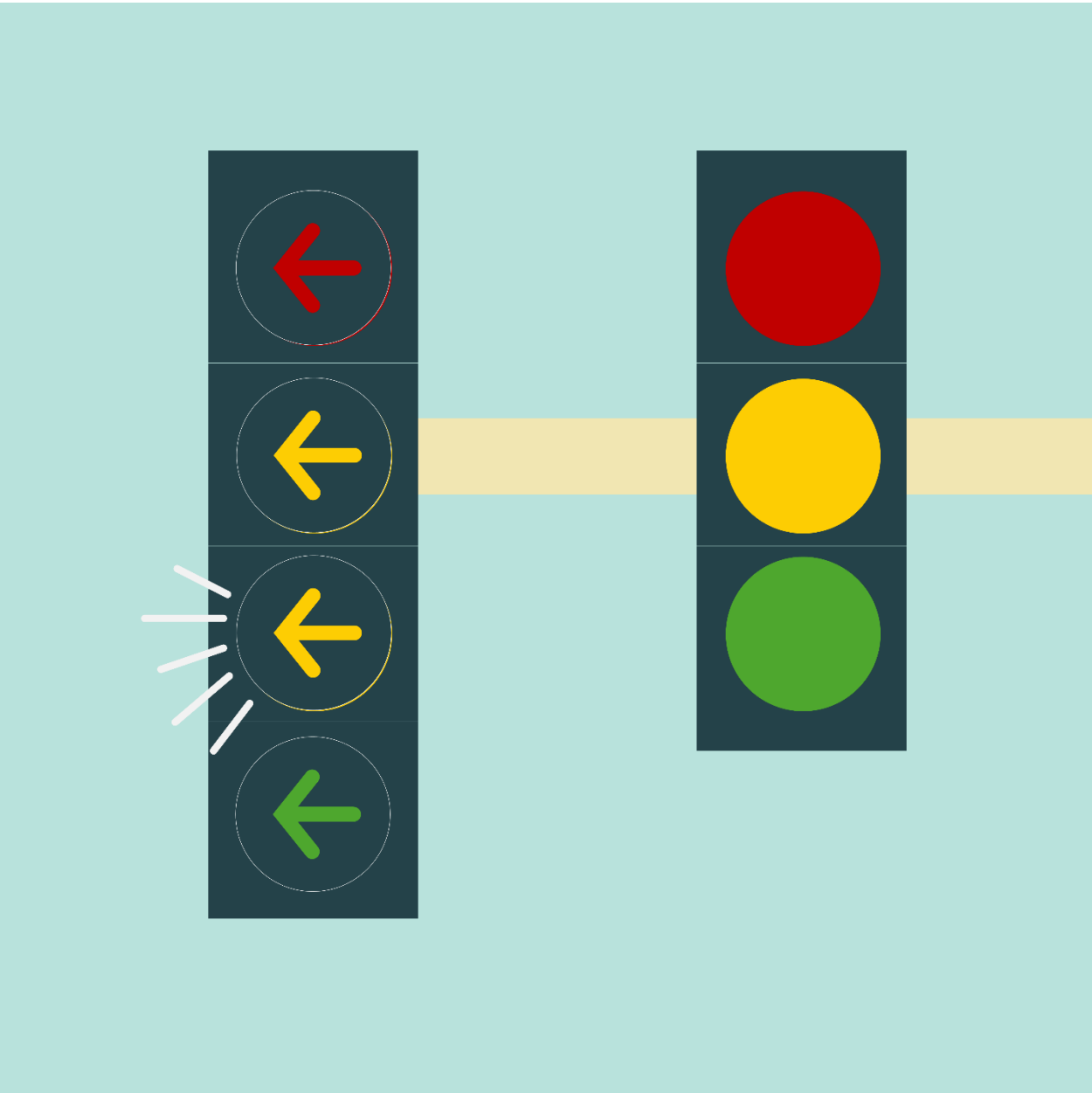
Crash Reduction Potential



Signal Improvements

Description: Signal improvements include changes like adding a turn lane, using protected turn signals or Flashing Yellow Arrows (FYA), adjusting signal placement for better visibility, and making signals easier to see with mast arms, one signal per lane, and reflective backplates. These upgrades help improve safety and traffic flow.

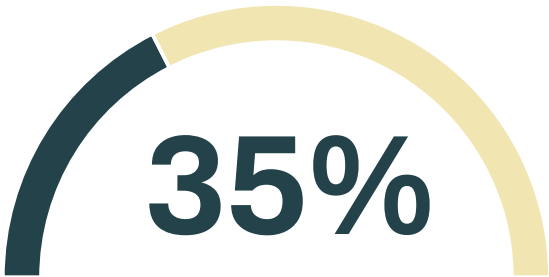
Why it works: A left-only turn lane keeps turning cars separate from moving traffic. Protected signals or Flashing Yellow Arrows (FYA) help reduce conflicts between vehicles. Positioning left-turning cars farther left improves visibility for drivers and oncoming traffic. Making signals easier to see helps drivers stop and yield properly.



Cost

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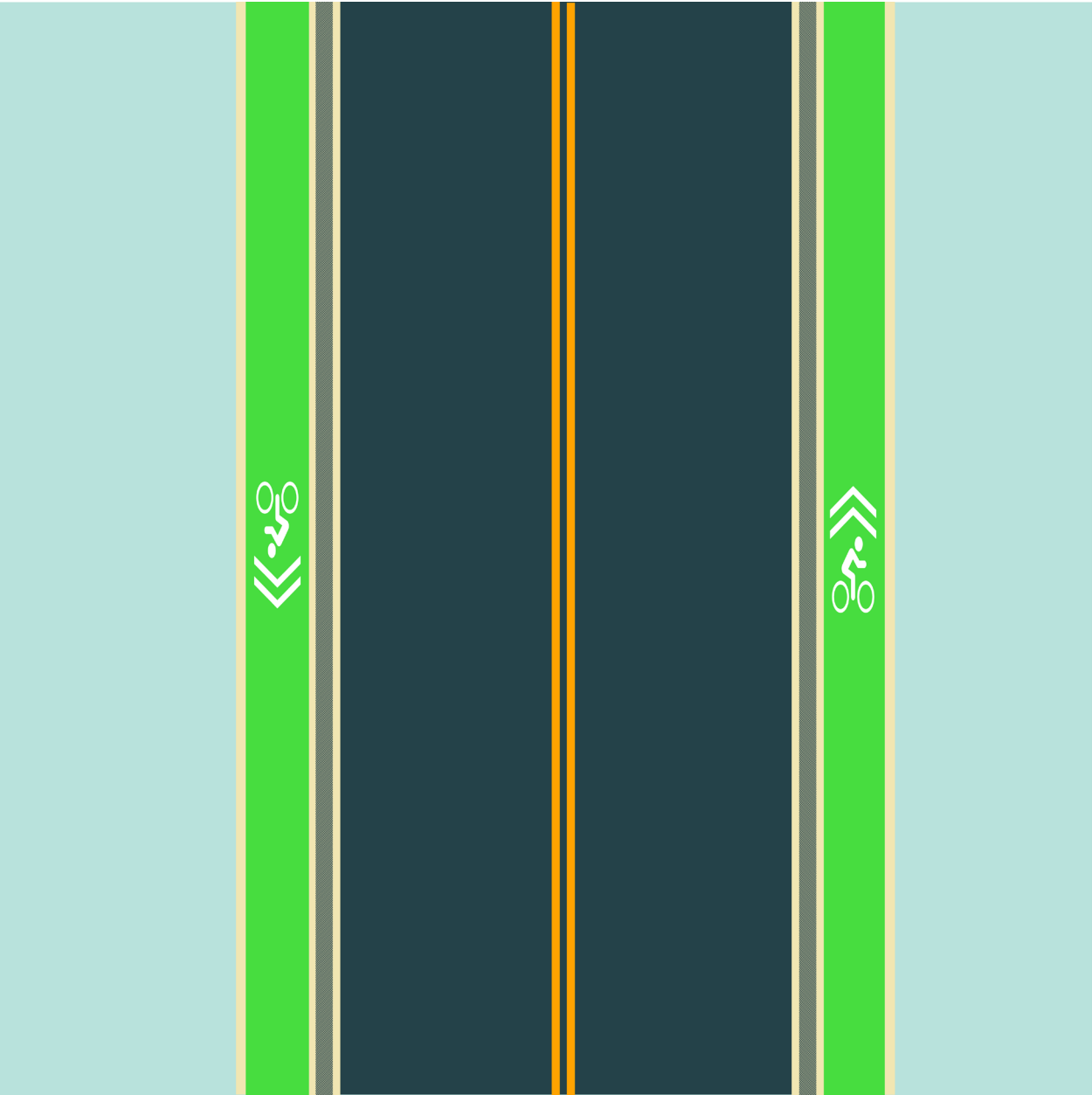
Crash Reduction Potential



Protected Bike Lanes

Description: Protected bike lanes keep bike riders separate from cars using barriers like bollards, parked cars, curbs, or landscaping. They can be on the road or at the same level as the sidewalk. Quick-build protected bike lanes use paint, flexible posts, and concrete or other barriers in important spots to create a safer space for biking.

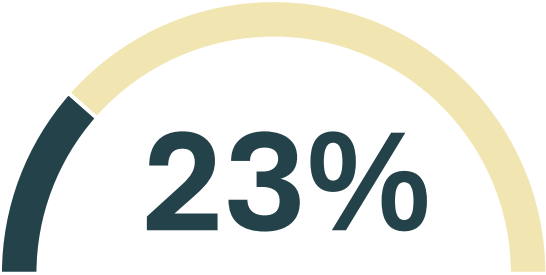
Why it works: Protected bike lanes give bike riders more space away from cars. They can be added using extra space from a road diet or lane narrowing, but there are other ways to create them too. These lanes help keep bikes and cars separate and can also help slow down traffic.



Cost

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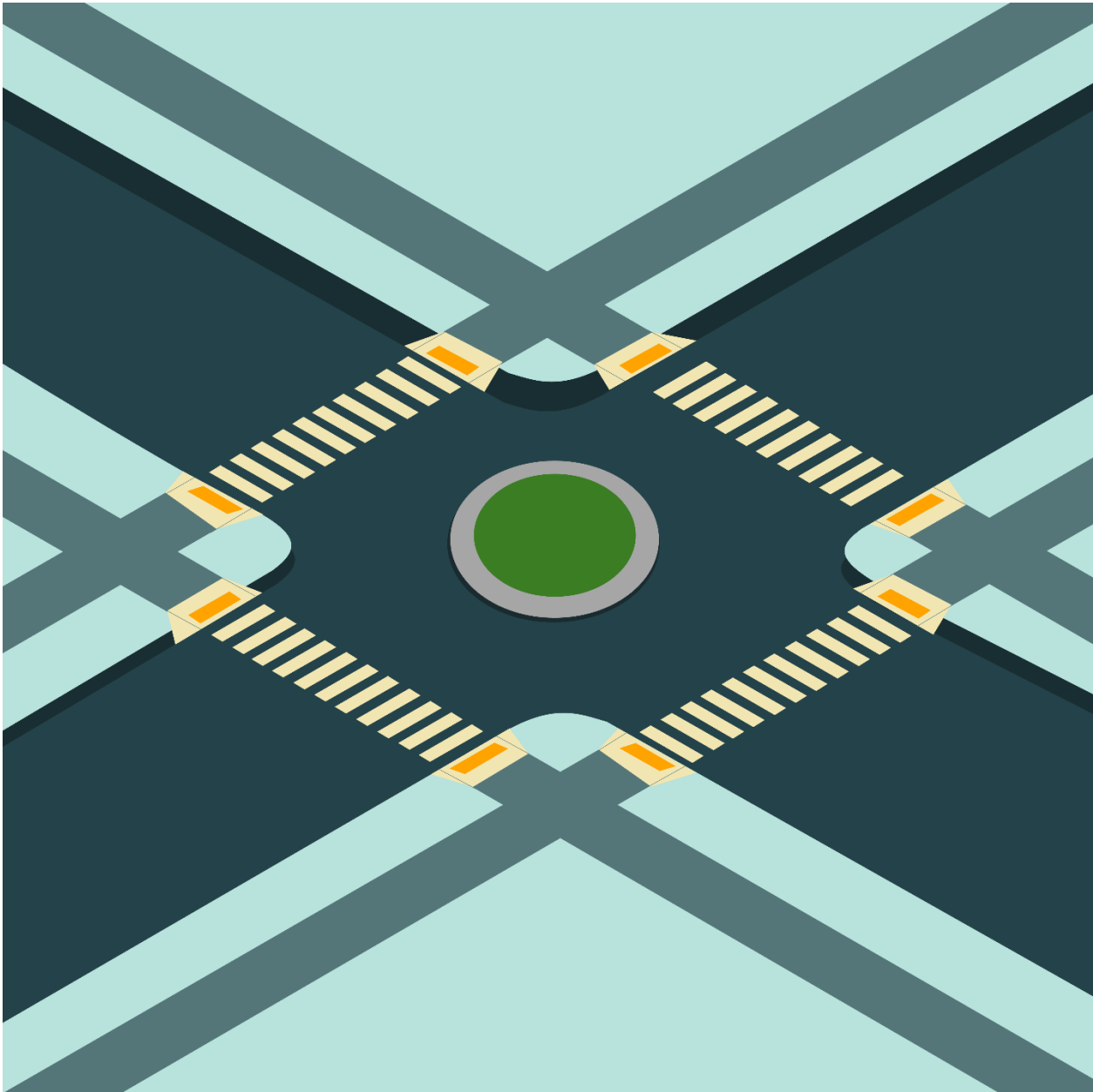
Crash Reduction Potential



Residential Traffic Calming

Description: Residential traffic calming tools help make neighborhood streets safer by slowing down cars and preventing speeding and aggressive driving. They also make walking and biking more comfortable and help connect streets safely. These tools include speed bumps, traffic circles, curb extensions, and barriers that limit cut-through traffic.

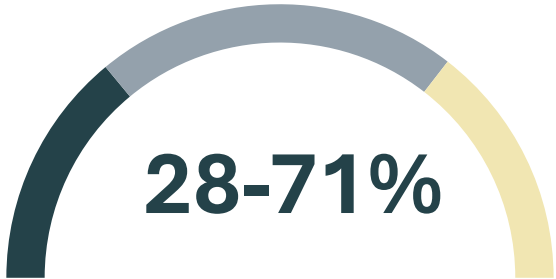
Why it works: Residential traffic calming tools change the road’s shape to slow cars down and help drivers notice people walking and biking. Speed humps, traffic circles, and chicanes guide drivers to move at a safe speed and follow a specific path. Traffic diverters help reduce the number of cars on certain streets by changing their routes.



Cost

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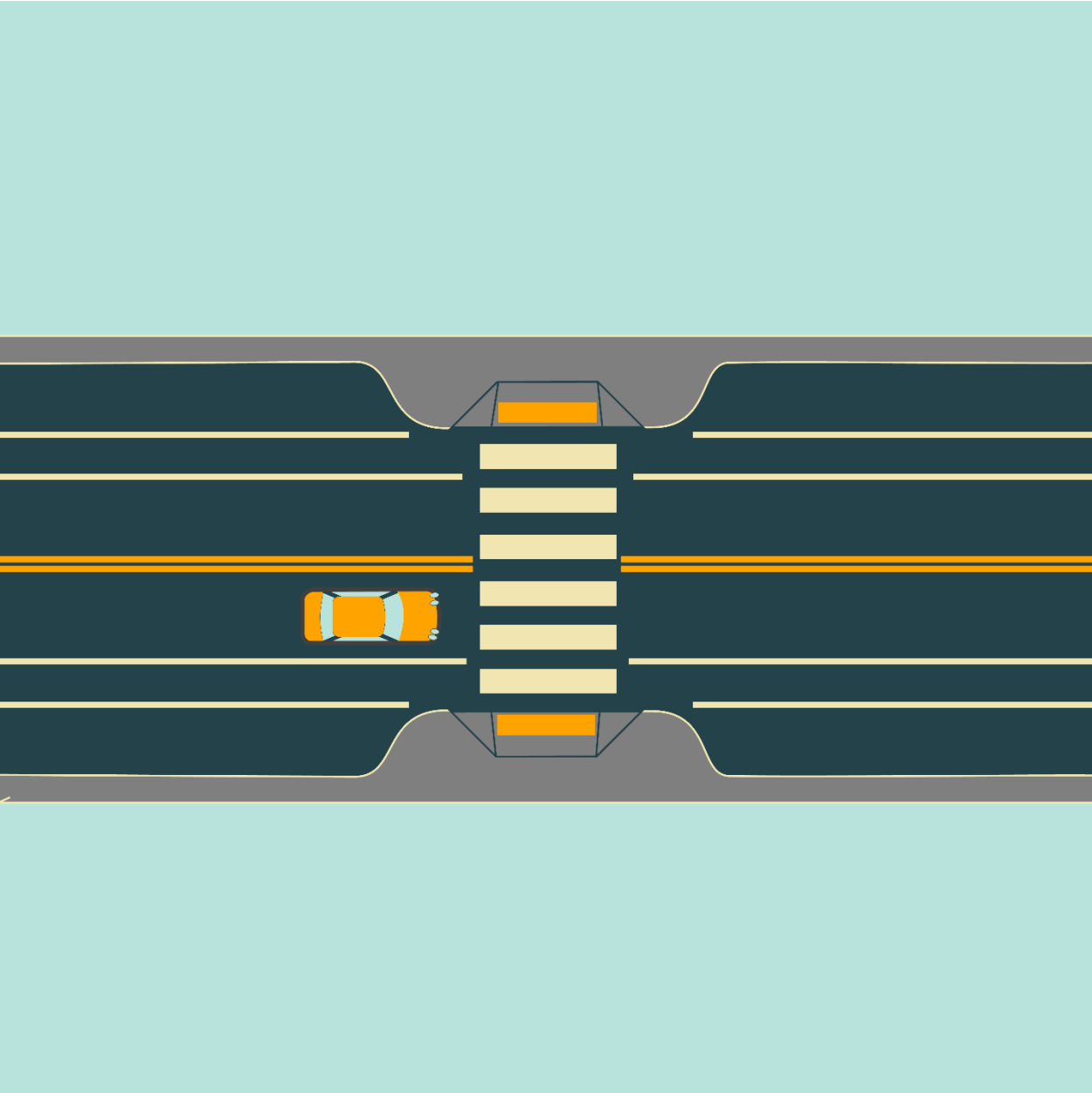
Crash Reduction Potential



Mid-Block Crossings

Description: A mid-block crossing offers opportunities for pedestrians to cross between signalized or controlled locations. Depending on traffic volumes and speeds, warning signs, rapid flashing beacons (RRFBs), or Pedestrian Hybrid Beacons (HAWK signals) can be used to control traffic. A curb extension or bump-out can shorten the crossing distance and improve pedestrian visibility. Median refuge islands are also frequently included in mid-block crossings.

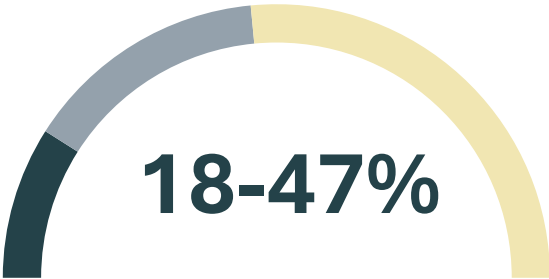
Why it works: Mid-block crossings break up the distances between pedestrian crossings on long blocks or in areas without traffic control. They can shorten crossing distances when implemented with bump-outs and refuge islands, which also slow traffic and increase visibility.



Cost

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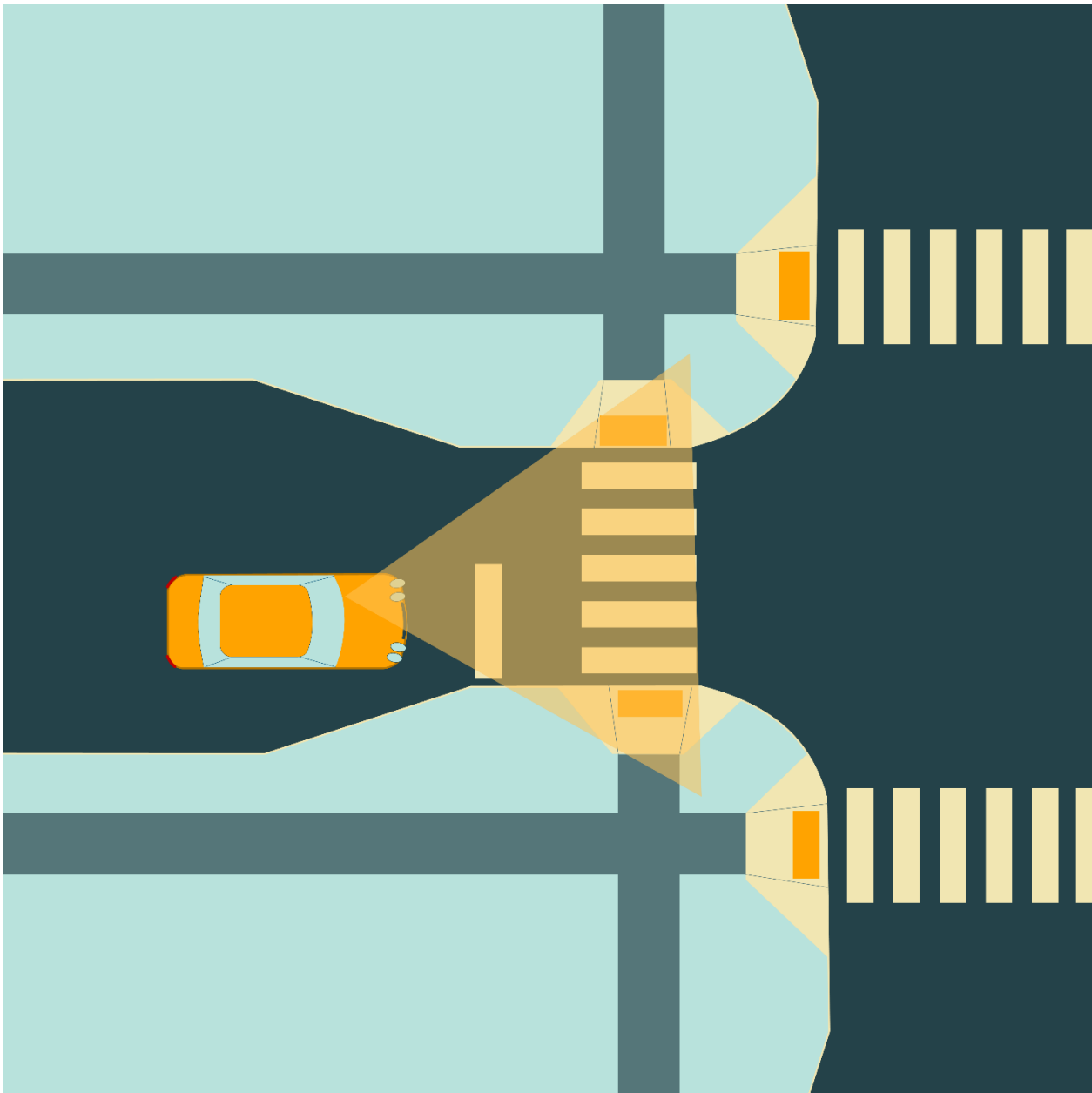
Crash Reduction Potential



Intersection Daylighting & Bump-outs

Description: Daylighting is a safety measure that keeps cars from parking too close to an intersection, usually within 20–30 feet of the corner. This improves visibility for drivers, bike riders, and pedestrians, making it easier for everyone to see and avoid crashes. By keeping these areas clear, drivers can spot people crossing the street or other cars coming from the side. To mark daylit zones, cities may use paint, signs, pavement markings, flexible posts, or concrete barriers. These tools either warn drivers not to park in these areas or physically block parking, helping keep intersections safer.

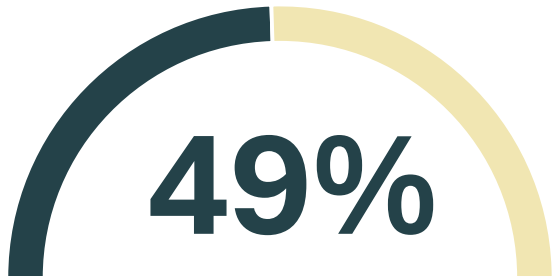
Why it works: Intersection daylighting gives pedestrians a better view of approaching cars and helps drivers see both pedestrians and traffic signals more clearly. This extra visibility gives drivers more time to slow down and stop for people crossing the street.



Cost

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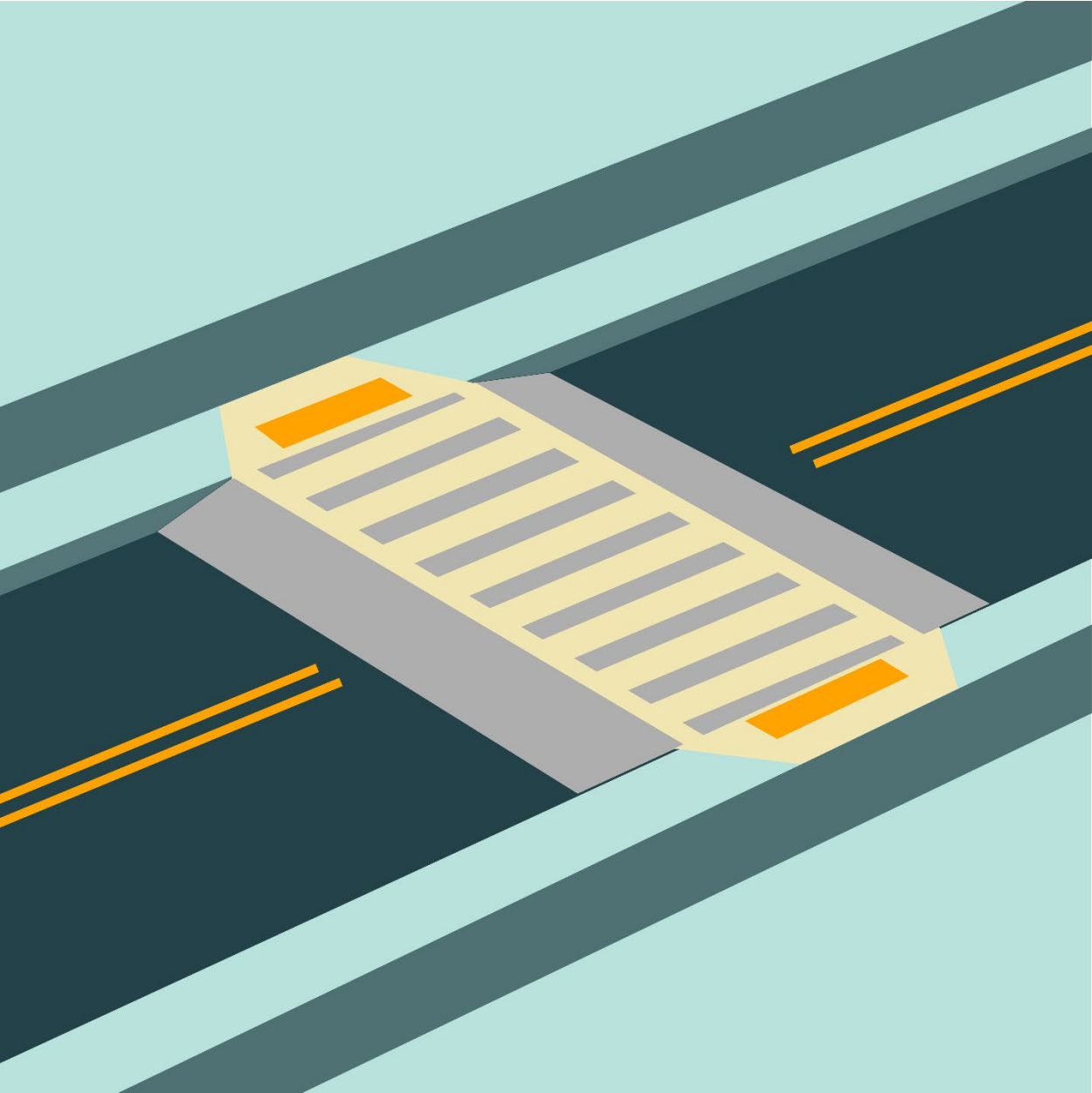
Crash Reduction Potential



Raised Crossings and Intersections

Description: A raised Intersection or crossing, also known as a speed table, is near or at the same height of the sidewalks. This type of traffic calming is effective for two-lane roadways as vehicles must slow down when approaching the table

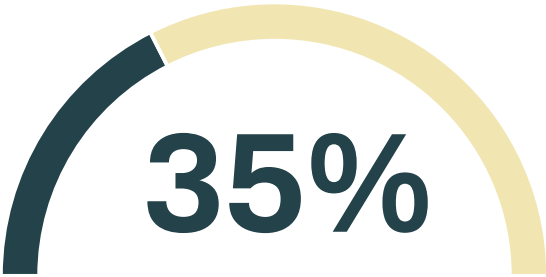
Why it works: Raised intersections allow pedestrians to cross at/near the same height of the sidewalks which makes pedestrians more visible. Raised intersections also slow vehicles down, which reduces crash severity and potentially making drivers more attentive.



Cost

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Crash Reduction Potential

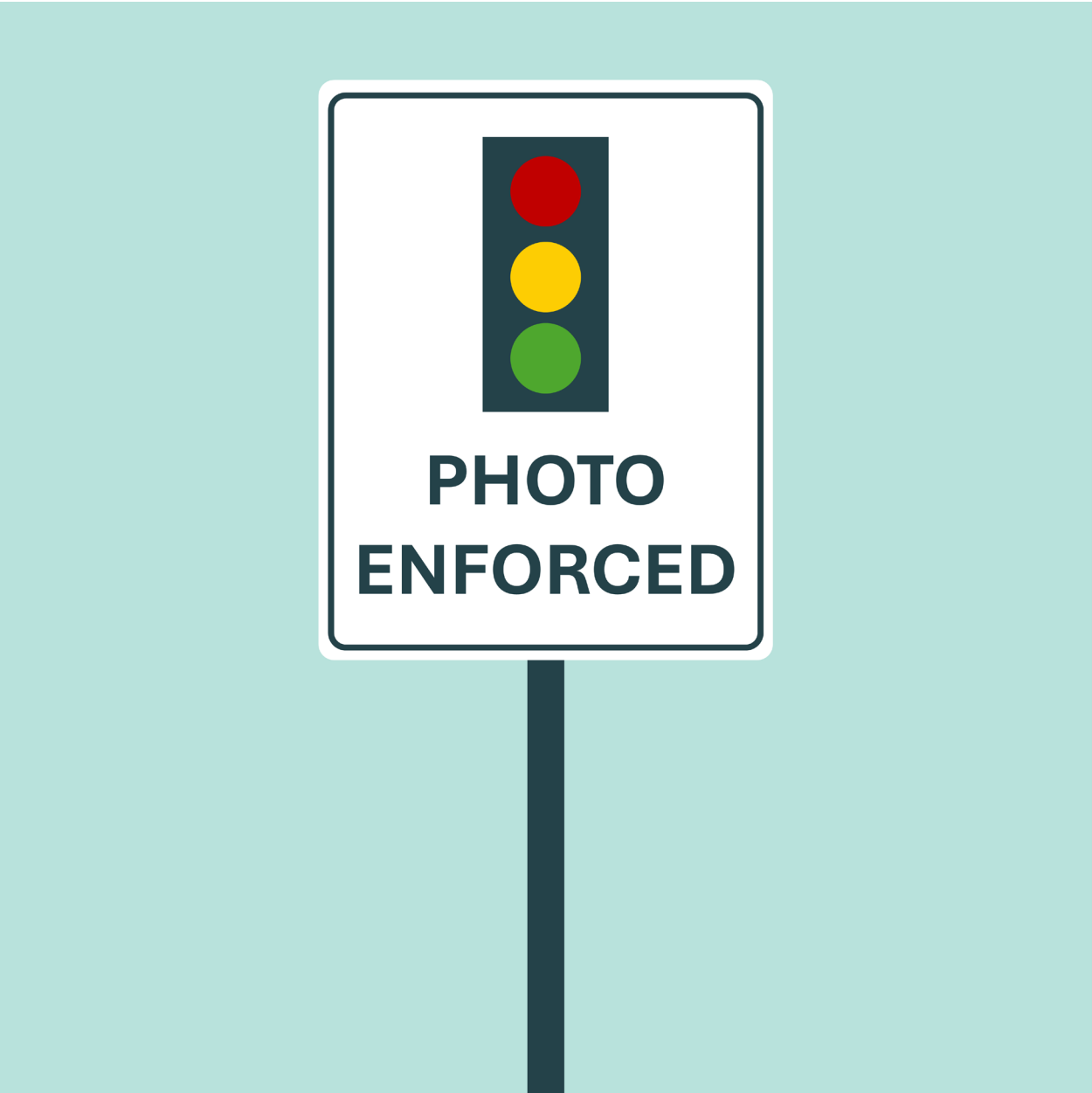


Automated Enforcement

Description: Automated enforcement detects and documents traffic violations, most commonly red light running and speed enforcement, through photographic evidence. Cameras used for red-light running are typically installed above a traffic light or mounted on a street facing pole; for speed enforcement, speed safety cameras are deployed either as a fixed unit, point-to-point units or a mobile unit.

Although automated enforcement is not currently permitted under Wisconsin State law, it is important that the City continue to evaluate and track this tool. Including automated enforcement in this plan does not propose implementation under current conditions but instead ensures that West Allis remains aligned with best practices and prepared to act should enabling legislation change.

Why it works: Automated enforcement establishes and monitors safe, responsible driving behaviors by people while removing law enforcement interaction with drivers. The result is an enduring sense of enforcement, without the expenditure of public safety resources.



Cost

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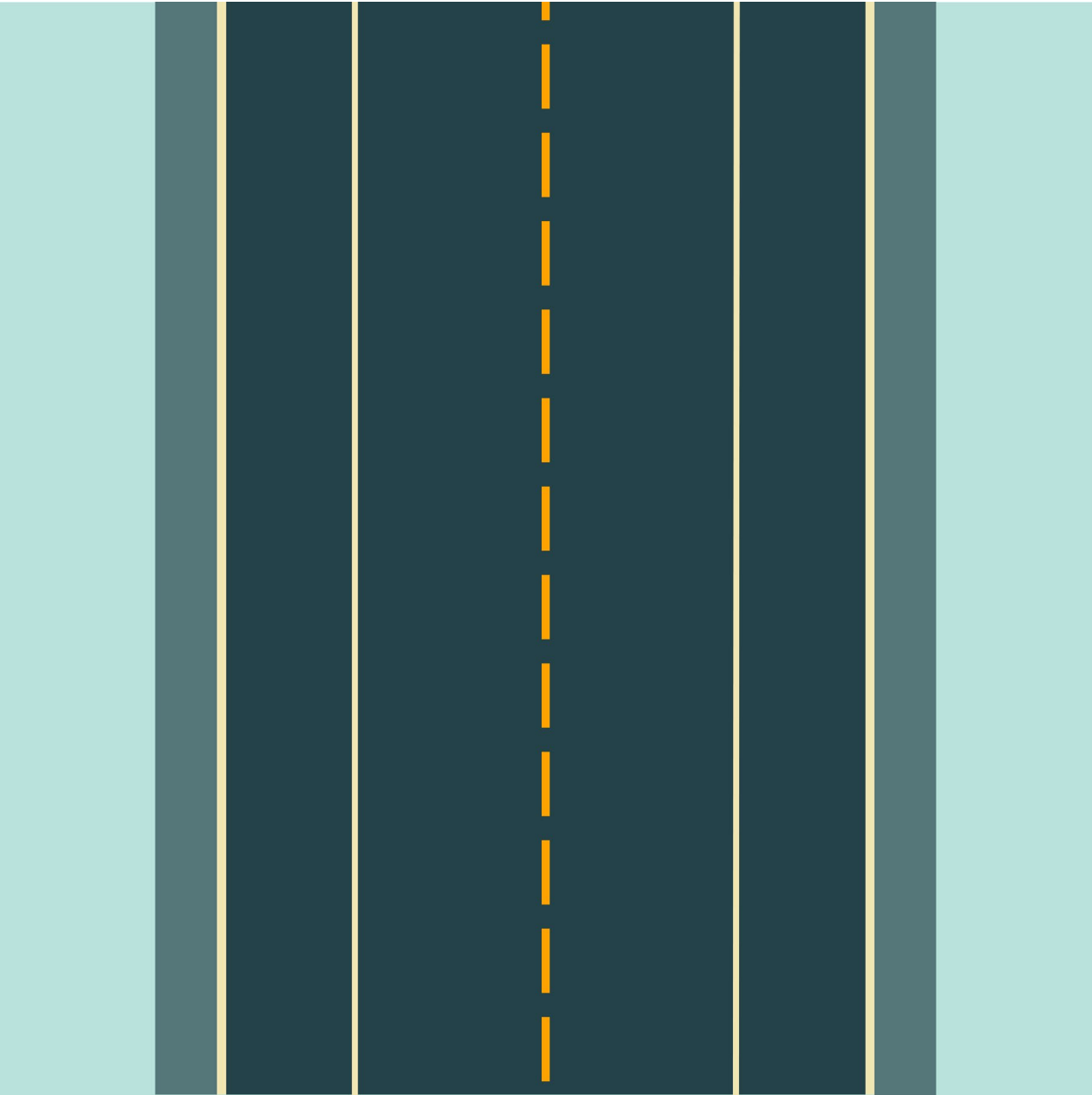
Crash Reduction Potential



Edge Lines and Parking Lanes

Description: Marked on-street parking is a traffic calming tool that narrows the travel lane and encourages slower driving. Parking spaces can be marked on one or both sides of the street where allowed. This can be combined with other safety measures like daylighting, chicanes, and curb extensions. It is especially useful on long, wide, and straight streets, where drivers might otherwise feel free unconstrained.

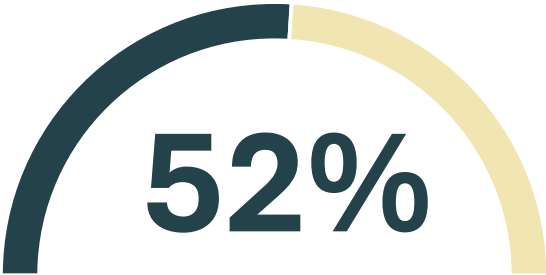
Why it works: When parking is allowed but not marked, drivers may think there are more lanes than actually intended. Adding a parking lane with an edge line helps show that the space is for parking, not for driving or passing. As a traffic calming tool, striping the parking lane and travel lane can make wide streets feel narrower, encouraging drivers to slow down.



Cost

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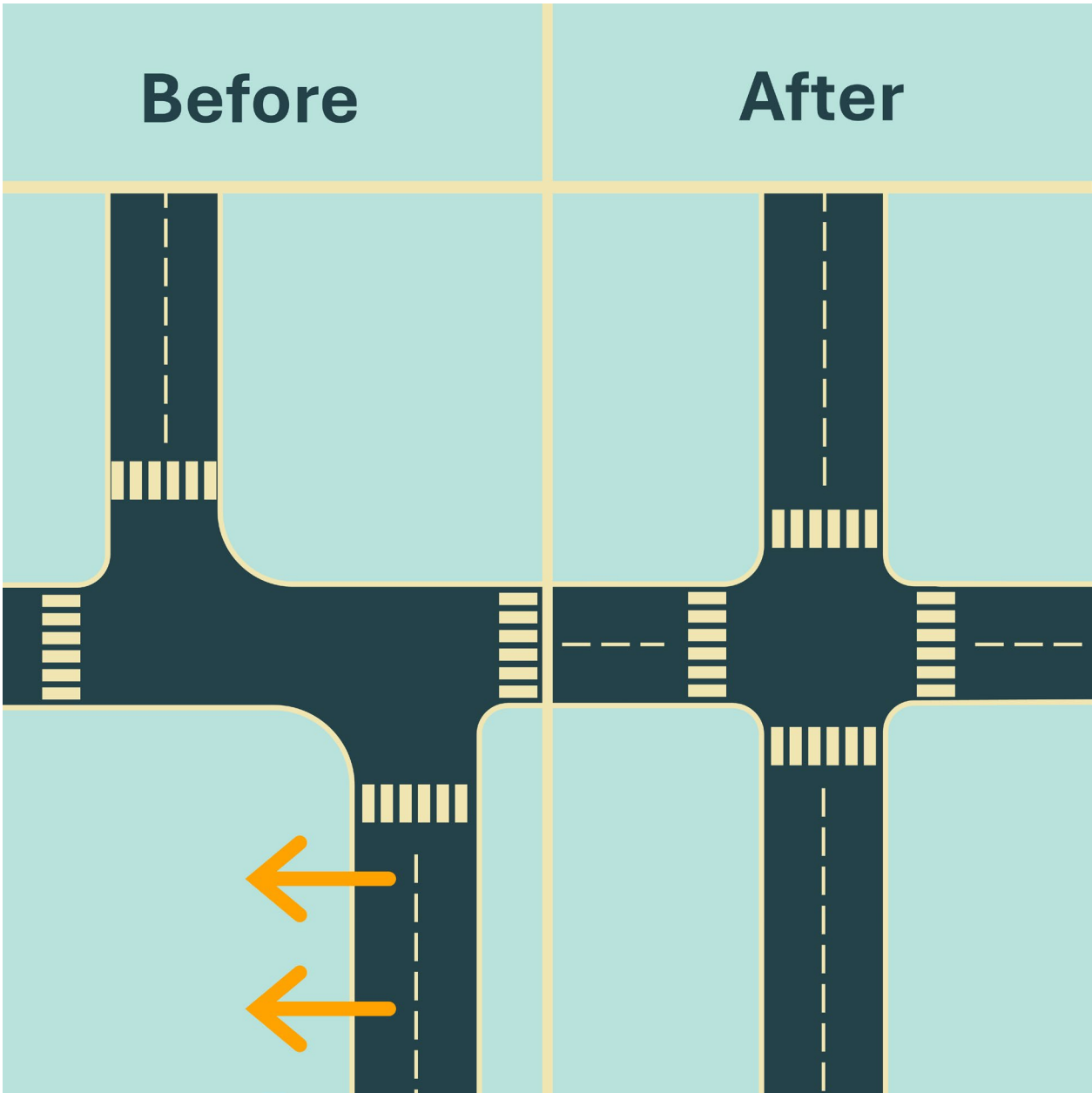
Crash Reduction Potential



Intersection Realignment

Description: Intersection realignment improves safety by adjusting skewed intersections to create right-angle crossings. This makes it easier for drivers to see other road users and helps slow down turning vehicles. Realignment is often used for T-intersections, slip lanes, and low-traffic side streets or driveways. It is especially helpful at complex intersections with multiple roads meeting or skewed intersections where crashes happen due to poor visibility.

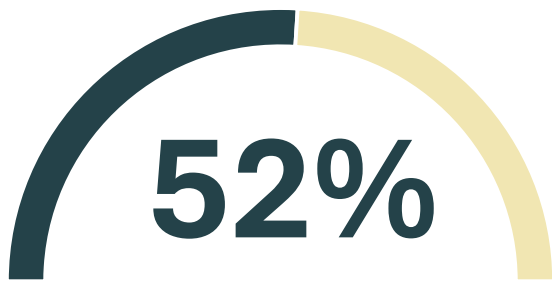
Why it works: Irregular and complex intersections can be more dangerous due to higher turning speeds, poor visibility, and longer crossing distances. Realigning the intersection makes it easier to understand and safer for everyone. If certain roads can be removed or shifted to a nearby intersection, it reduces the number of conflict points between drivers, pedestrians, and bike riders.



Cost

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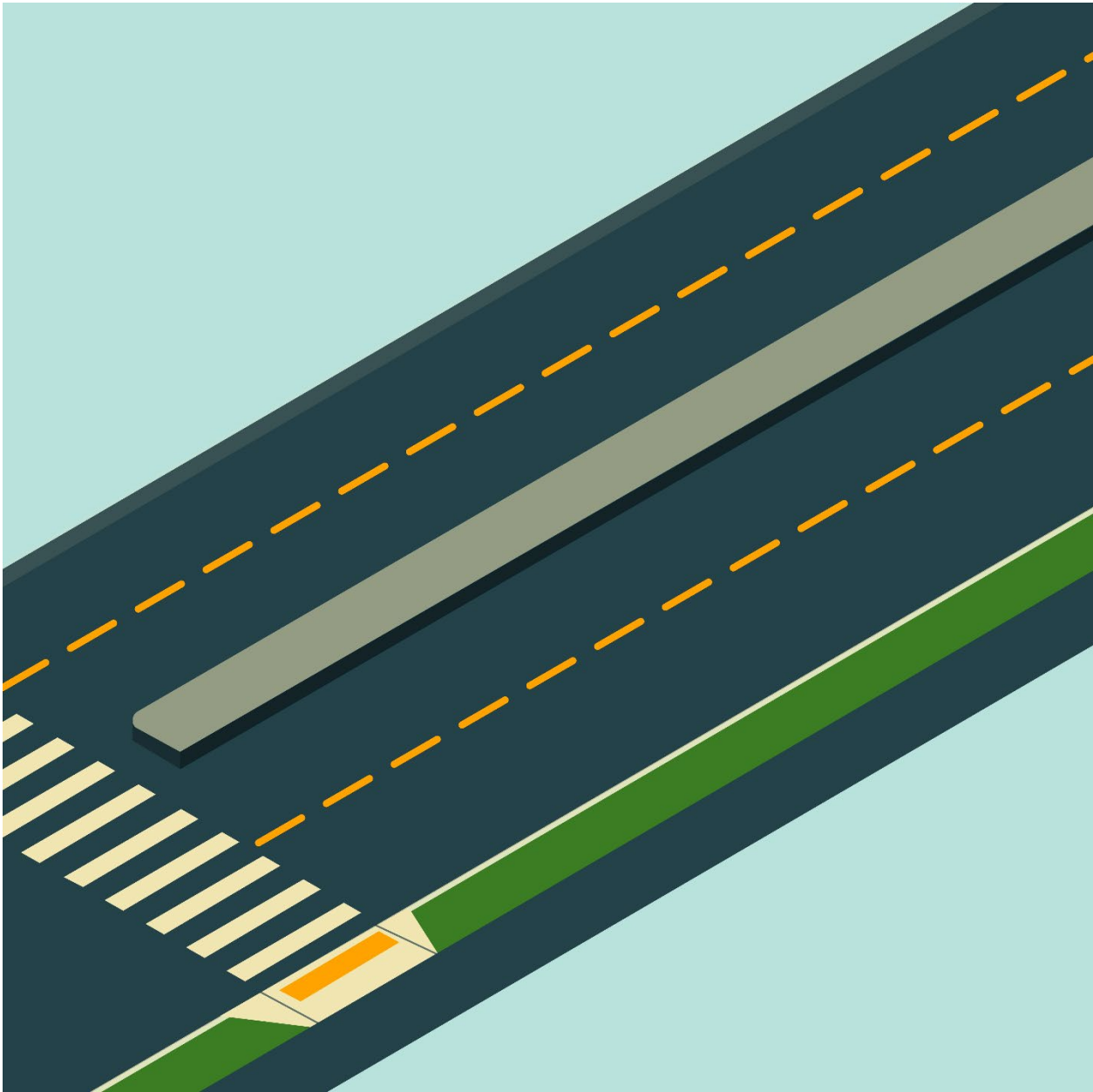
Crash Reduction Potential



Raised Medians & Access Management

Description: Raised medians are barriers built higher than the road to separate traffic moving in opposite directions. They help control access to the roadway for different types of transportation. Raised medians can be placed at intersections, along streets, or at mid-block crossings to improve safety for pedestrians and bike riders. They can be designed as small median islands, continuous medians, or long medians with gaps to allow crossings.

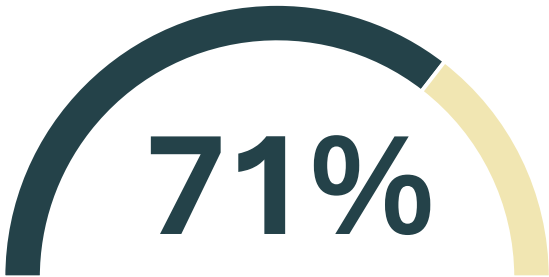
Why it works: Raised medians help prevent crashes by keeping traffic moving in separate directions and limiting where vehicles can turn. This reduces the chances of head-on crashes, cross-median crashes, and left-turn crashes. For pedestrians and bike riders, raised medians act as safe waiting areas in the middle of the road. They make crossings shorter, improve visibility, and give people a protected space to pause before crossing the rest of the street.



Cost

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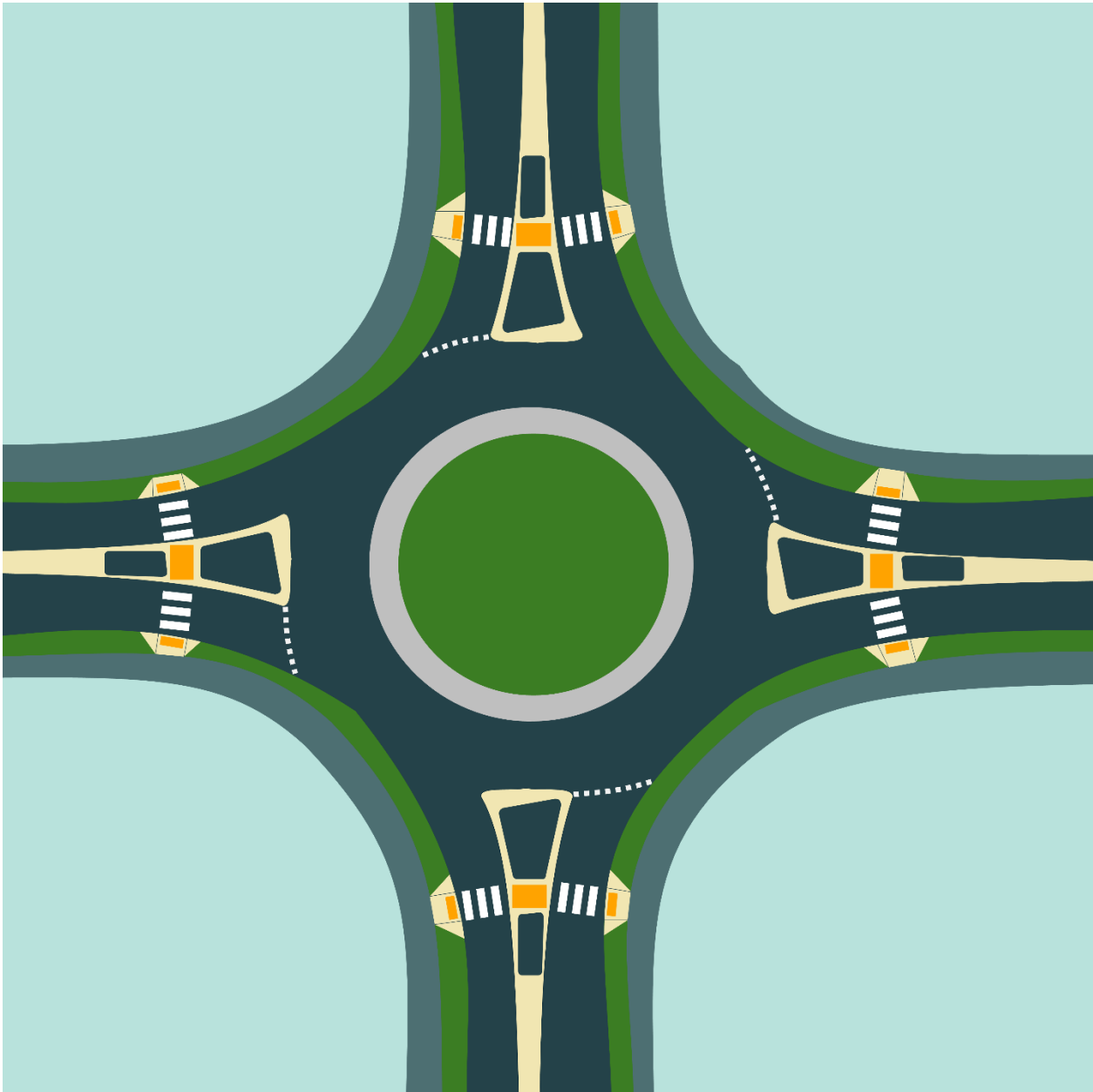
Crash Reduction Potential



Roundabouts

Description: A modern roundabout is a circular intersection designed to move traffic safely and efficiently. It has curved entry lanes that slow down cars, yield signs that require drivers to let traffic in the circle go first, and a counterclockwise flow around a center island to reduce crash risks. Because roundabouts slow traffic and reduce conflict points, they significantly lower the chances of serious or deadly crashes.

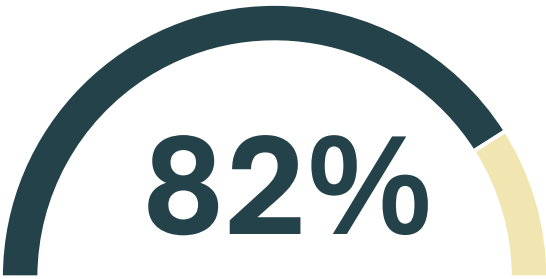
Why it works: Roundabouts are a safer type of intersection that help keep traffic moving smoothly. They slow down cars while reducing delays and traffic buildup. Because vehicles move at lower speeds with fewer conflict points, roundabouts create a safer space for walking and biking.



Cost

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Crash Reduction Potential



Transit Infrastructure

Description: Transit infrastructure includes road designs that set aside lanes for buses or trains on fixed routes. These lanes can be bus-only, rail-only, mixed-use, or hybrid. By giving transit vehicles their own space, this infrastructure allows more people to ride buses or trains efficiently and helps keep transit service fast and reliable.

Why it works: Transit infrastructure improves safety by using dedicated lanes that reduce conflicts between buses, trains, and other vehicles. These lanes help lower the risk of crashes, especially in busy city areas. They also make streets safer for pedestrians by providing designated crossings and slowing down traffic, which reduces the chances of crashes.

