

VISION ZERO

Leadership Commitment Statement – West Allis Safety Action Plan

Every person in West Allis – whether walking, biking, driving, taking the bus, or any other mode of transportation—**should be able to travel on safe streets**. Unfortunately, many of us are all too familiar with the impact a traffic crash can have on our families, friends, neighbors, and community.

Across the United States, traffic fatalities have increased at an alarming rate over the last decade, with a sharp jump from 2019 to 2022. Here in West Allis, we have not been immune to these trends. Between 2018 and 2022, 134 fatal or serious injury crashes occurred in West Allis—an average of more than 26 per year and 4.4 fatal or serious injury crashes per 10,000 residents. **Over one-third of these crashes involved a pedestrian or bicyclist**, underscoring the vulnerability of people walking, biking, or traveling outside a motor vehicle.

While the City has long been working to improve the safety, comfort, and accessibility of our streets, we recognize that any life lost or altered by a serious injury is a tragedy—and one that is preventable and unacceptable. This Municipal Safety Action Plan reaffirms and strengthens the City of West Allis’s commitment to preventing and eliminating traffic fatalities and serious injuries on our streets.

The plan codifies and builds upon many of the efforts already underway by the City through a clear, strategic roadmap for achieving zero traffic fatalities. This plan is part of Phase Three of the Milwaukee County Complete Communities Project, which complements the countywide Comprehensive Safety Action Plan (CSAP) by supporting municipal partners in developing plans that advance each community’s unique traffic safety priorities.

Using a data-driven approach, the plan identifies Corridors of Local Concern—those locations on local streets where the risk of fatal or serious crashes is highest. Strategies included in the plan are guided by the Safe Systems Approach—a holistic framework that emphasizes shared responsibility, redundancy in safety measures, and strategies that reduce both the likelihood and severity of crashes.

In the spirit of shared responsibility, the City is launching a Vision Zero Action Team, bringing together staff from across departments to coordinate internal efforts and lead implementation of the Safety Action Plan. Equally vital to the plan’s implementation will be continued collaboration with external partners—including county and state agencies, community members and residents, and neighboring communities. Together, we are taking meaningful steps toward safer streets for everyone in West Allis.

We extend our sincere thank you to the Milwaukee County Department of Transportation and the U.S. Department of Transportation for funding the development of West Allis Safety Action Plan as part of the Safe Streets and Roads for All (SS4A) program.