

MILWALKEE WALKS ANNUAL REPORT

Oct. 2023 - Sept. 2024



WISCONSIN
BIKE FED

MILWALKEE WALKS BY THE NUMBERS



10

Media stories



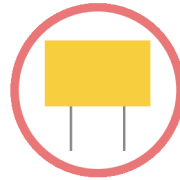
38

Crosswalk actions



250+

Residents attending our events



500+

Yard signs distributed



41.8k

Social media impressions

Some special projects & successes:



Paint the Pavement

Conducted 3 Paint the Pavement projects across Milwaukee, contributing to a better environment for pedestrians and activating residents through art



Walk Audits

Used walk audits as an expanded tool in our toolkit, partnering with pop-ups, city staff, and Ambassadors to engage residents about pedestrian safety



New partnerships

Collaborated with Milwaukee County and new municipalities to build new partnerships and better understand the specific challenges of pedestrian safety beyond the City of Milwaukee

What is MilWALKee Walks?

MilWALKee Walks is a program of the Wisconsin Bike Fed that educates drivers and pedestrians about pedestrian rights and safety in the midst of an ongoing national and local pedestrian safety crisis. This year, the project expanded to serve more communities in Milwaukee County, thanks to funding from the Wisconsin Department of Transportation. We were able to expand our staff team and to connect with new partners.



Program Activities in 2023 - 2024

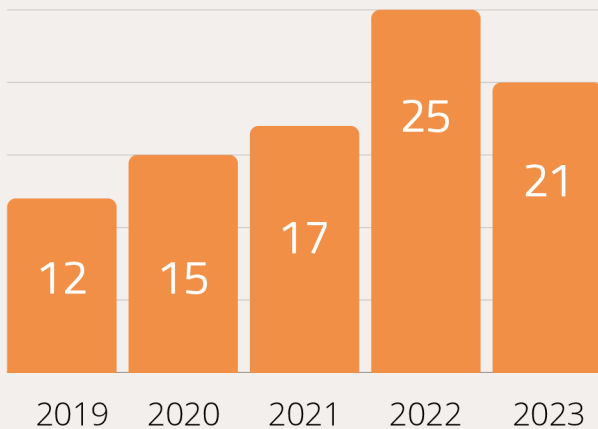
The MilWALKee Walks program consists of activities designed to engage drivers, pedestrians, and the broader community on the issue of pedestrian safety. In this report, we document program activities - although this is not an exhaustive list! Thank you to our many community partners for making our work possible.



Crash Reports & Education

88

pedestrians were killed in the last 5 years in Milwaukee.



Each year, MilWALKee Walks staff read the **crash reports** involving pedestrians killed or seriously injured in Milwaukee. Staff then create charts to communicate this information over social media and other channels. Reading these reports helps to inform our work by better understanding the behaviors that may have led to crashes.

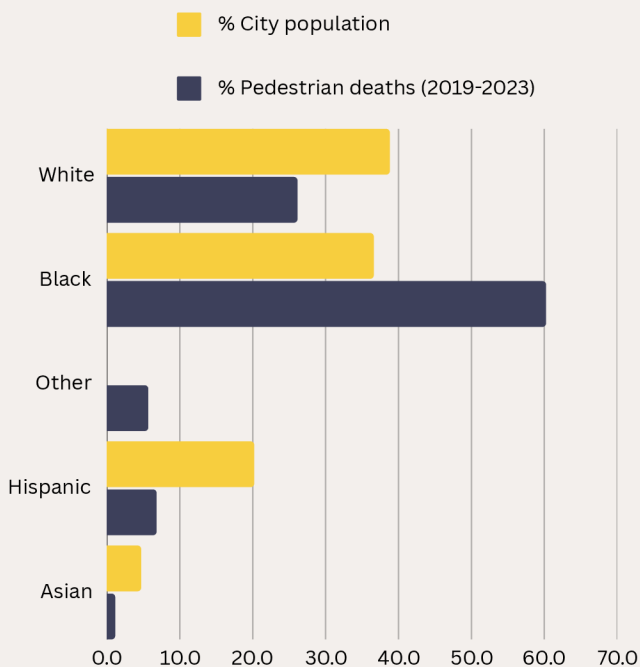
Walk Culture Ambassadors

Many thanks to our five **Walk Culture Ambassadors**: Felice, Kimberly, Latonia, Chelsea, and Janet. Each worked in their neighborhoods and collaboratively, in areas of the County with some of the most severe reckless driving.

The goal of this position is to host program activities, be a contact regarding pedestrian safety in their neighborhoods, and to encourage other residents to join MilWALKee Walks activities as volunteers.

Ambassadors this year hosted activities such as crosswalk actions, a neighborhood walk in advance of a meeting about traffic calming measures, walk audits, and were interviewed by the media about their work.

Black Milwaukeeans are disproportionately represented among pedestrian fatalities.



"Other" pedestrian deaths includes those with no race reported on crash report.



Trainings & Outreach

Crosswalk actions are often the “introduction” to the issue of pedestrian safety. For deeper engagement, our program conducts and attends **trainings, walks, and other events**, often in collaboration with partner organizations. These efforts allow us to have more substantial conversations with community partners and residents, thus bringing the importance of pedestrian safety to stakeholders across the city. Here are some examples of this work.



Walk Audits

We assisted with walk audits across the city, focusing on high injury networks and corridors of concern. Ambassadors identified issues with streets, lighting, and sidewalks showing needed improvements. The audits also educated residents on reporting these concerns.



Resident Meetings

We held citywide meetings with residents and partners to discuss street safety and calming measures, exploring solutions and identifying steps for safer streets.

Partnerships

We **attended and/or spoke about the important of pedestrian safety** at meetings across the city, such as: Whitefish Bay’s Pedestrian and Bike Safety Study, Walnut Way & 1000 Friends’ film screening, Active Streets events in Amani, the Greendale Downtown Market, the Milwaukee Pedestrian Bicyclist Advisory Committee; Independence First’s Transportation Committee; courses for MSOE and UW-M students; and more!



ESCUELA VERDE STUDENTS WALK THE TALK

The Bike Fed has long had a partnership with Escuela Verde, an alternative high school in Milwaukee's predominately Latino near south side that hosts students from Milwaukee, West Milwaukee, West Allis, and more. This winter, over twenty students participated in a 9-week workshop run by MKE Walks and Bike Fed staff. Students in grades 9-12 were introduced to the essentials of pedestrian safety, urban planning, and civic engagement.

Over the winter months, students conducted walk audits on streets near their school, including National Avenue. City Engineer Kevin Muhs led a walking tour of the newly redesigned Walnut Street, and Multimodal Unit Manager Mike Amsden offered insights into what kind of street improvements are possible. In the students' final weeks, they developed a map of issues found along their walk audits and possible solutions. They presented these to Alderwoman JoCasta Zamarripa.

When the weather warmed, the students designed and painted a decorative sidewalk to celebrate their work and to bring attention to pedestrian safety near the school.



SHERMAN PARK COMMUNITY

PAINT THE PAVEMENT 42ND & HOPE ST.

Our summer of beautification began on July 13th with Ambassador Felice Green's block party and "Paint the Pavement" event in the Sherman Park community. The event brought together residents, staff, and children for a day filled with creativity and collaboration, as volunteers came together to enhance the neighborhood through art.

Volunteers included MilWALKee Walks Ambassadors, members of the Spirit of Christ Deliverance church, and participants from across the city. Under the guidance of local artist Brie, they painted the pavement, creating a lively and colorful environment that everyone enjoyed while contributing to the community's improvement.

The event was a resounding success, fostering a strong sense of unity and marking the start of our shared efforts to make Sherman Park a safer, more vibrant neighborhood. With local artist Brie leading the way, the project not only beautified the streets but also inspired ongoing community pride and engagement.



MULTI-COMMUNITY CROSSWALK ACTION 'RIVERWEST TO 'TOSA'

Crosswalk actions are a vital tool for addressing pedestrian safety, offering a unique opportunity to engage both drivers and pedestrians across all communities. These actions transcend barriers—whether mobility, vision, or hearing impairments—and create a space for everyone to be part of the solution. They not only educate the public about the rights and responsibilities of pedestrians and drivers but also provide an avenue for community members to actively participate in safety efforts. By involving individuals with and without impairments, crosswalk actions foster a shared understanding of the challenges faced on our streets and inspire collective action.

One of our most impactful initiatives was the inaugural multi-community crosswalk action, which united residents and covered a total of 4.3 miles along North Avenue. This event served as a powerful example of how crosswalk actions can bring together diverse communities, from South Milwaukee to Sherman Park and Riverwest, in an effort to prioritize safety. The widespread participation allowed us to engage a variety of stakeholders, residents, drivers, and local organizations, demonstrating how crosswalk actions can spark meaningful conversations and long-term commitments to safer streets across the city.



25TH & AUER - 'PAINT THE PAVEMENT'

We wrapped up our summer with a "Paint the Pavement Project" in the Amani neighborhood, where our MilWALKee Walks Ambassador, staff, and volunteers worked together to create a crosswalk with vibrant artwork designed by students from Auer Avenue Elementary School. This project beautified the streets but also sparked important conversations about pedestrian safety, including the need for more crosswalks to make the neighborhood safer for all.

The event brought out residents, the local alderman, families, and local organizations, all eager to contribute. As the community came together, discussions emerged about expanding these efforts throughout Amani. Ambassador Kimberly Watts provided refreshments, and the day was filled with lively engagement, creating a sense of shared purpose and collaboration.

Looking ahead to 2025, the success of this event has set the stage for even more cooperative efforts between residents, local organizations, and MilWALKee Walks. We're excited to build on the momentum from this project to continue making streets safer, more walkable, and vibrant for everyone in Amani and beyond.



THANK YOU TO OUR PROGRAM PARTNERS FOR THEIR SUPPORT

- AARP
- Amani United
- Bublr Bikes
- City of Milwaukee - DPW
- Coalition for Safe Driving MKE
- Dominican Center for Women
- Escuela Verde
- Independence First
- Lawrence University
- Milwaukee County DOT
- Muskego Way Forward
- Northside Rising
- Northwest Side CDC
- Principals of Transportation Engineering students at MSOE
- Pedestrian Dignity
- Riverworks Development Corporation
- Safe and Healthy Streets
- Safe and Sound
- Sixteenth Street Health Center
- Sherman Park Community Association
- VIA CDC
- Village of Greendale
- Village of Whitefish Bay
- Wisconsin Department of Transportation's Bureau of Transportation Safety
- *And many more, including countless volunteers and supportive residents*