

# WHO IS A PEDESTRIAN?

Whether you're a child too young to drive, a teenager without a car, someone out for a jog, a senior who prefers not to drive, a person who can't afford a car, an individual using mobility devices, someone who simply enjoys walking, or even just moving from your parked car to your destination—**we are all pedestrians in Milwaukee County!**

## WHO IS MOST AT RISK?

Not all pedestrians have the same level of risk when they are out walking or rolling. Research shows that older adults (65 years or older) are more likely to be killed by a car. In Milwaukee County, Black residents are over twice as likely as white residents to lose their lives in pedestrian crashes. People walking in lower-income neighborhoods are also at higher risk of severe or fatal injury.

*EVERYONE in Milwaukee County deserves to feel safe while walking, biking, driving, or using public transportation.*



WISCONSIN BIKE FED

MilWALKee Walks is a proud program of the WI Bike Fed.

wisconsinbikefed.org

## HOW YOU CAN SUPPORT PEDESTRIAN SAFETY

### WHEN DRIVING

**YIELD** to pedestrians at all marked and unmarked crosswalks.

**DO NOT BLOCK CROSSWALKS** while waiting at red lights or stop signs.

**DRIVE THE SPEED LIMIT** and anticipate the need to stop.

### WHEN WALKING

**REMEMBER** that you are not as visible to cars as they are to you.

**REPORT** any street safety issue that you see, like downed street lights or blocked sidewalks.

**WALK ON SIDEWALKS** or pedestrian paths whenever available.

**EMBRACE WALKING** as a fun and active form of transportation!

### CONNECT WITH US!



[mkewalks.com](http://mkewalks.com)

- Centers for Disease Control and Prevention. (2024, October 29). Pedestrian safety.
- Milwaukee County Complete Communities. (2024). Comprehensive Safety Action Plan. Milwaukee County Department of Transportation.
- Smart Growth America. (2024, July 16). Dangerous by design 2024.
- Milwaukee County Safe Streets Taskforce (MASST) (2025). Milwaukee County Motor Vehicle Collision Dashboard (Data Dashboard). Milwaukee County Department of Transportation.
- Federal Highway Administration. (nd.). Appropriate Speed Limits for All Road Users. Safety: Proven Safety Countermeasures. U.S. Department of Transportation.

MilWALKee Walks!



**SAFE STREETS  
STRONG COMMUNITIES  
IT'S TIME TO PRIORITIZE  
PEDESTRIAN SAFETY  
IN MILWAUKEE COUNTY  
MKEWALKS.COM**

# PEDESTRIAN CRASHES IN MILWAUKEE COUNTY

## TOTAL CRASHES 2,500

The number of pedestrians (2,500) involved in motor vehicle crashes from 2019-2023.

## INJURIES 445

Of these pedestrian-involved crashes, 445 resulted in life-changing injuries

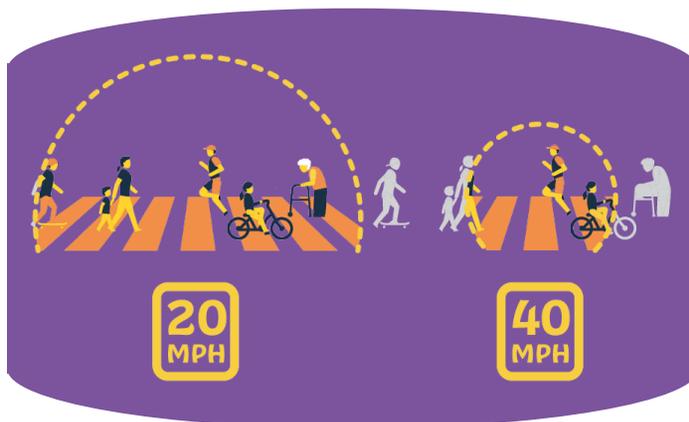
## FATALITIES 106

106 of these crashes resulted in a fatality.

# WHY DOES VEHICLE SPEED MATTER?

## SIGHT & BRAKING DISTANCE

When you drive faster, you see less, because our brains cannot process all of the information around us. Faster speeds also make stopping more difficult by extending braking distances. Driving at appropriate speeds makes it easier to see any nearby pedestrians and yield or stop.



## IMPACT

Higher vehicle speeds in a pedestrian-involved crash mean a higher chance of fatal injury for the pedestrian.

At 40mph **85% risk of fatal injury**

At 30mph **45% risk of fatal injury**

At 20mph **5% risk of fatal injury**

# ZERO.

The **only** acceptable number of pedestrian deaths and serious injuries.

# TRAFFIC CALMING MEASURES

Speed bumps, traffic circles, curb extensions, and raised crosswalks are all examples of traffic calming. Traffic calming measures are proven strategies for motor vehicle traffic to drive more safely and at appropriate speeds on residential streets or areas with a lot of foot traffic. All of these measures can improve pedestrian safety!

## CURB EXTENSIONS



Also called bump-outs, these shorten the street crossing distance for pedestrians, reducing potential interaction with a motor vehicle.

## TRAFFIC CIRCLES



Create a barrier, encouraging drivers to reduce their speed as they go through an intersection. This makes it easier for drivers to see pedestrians at the crosswalks.

## LEARN MORE ABOUT LOCAL GOVERNMENT EFFORTS TO END ROADWAY DEATHS

Milwaukee County  
Complete Communities



City of Milwaukee  
Vision Zero

