

# TRAFFIC SAFETY CAMERAS SAVE LIVES

## TRAFFIC VIOLENCE IS A HEALTH ISSUE

Over the last 5 years, 1,166 people were killed or suffered life-changing injuries in speed related traffic crashes in the City of Milwaukee.

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



Source: IIHS



**Milwaukee continues to endure significantly higher traffic injuries and deaths compared to the rest of the state.** Annual average traffic deaths in Milwaukee increased 86% since 2012, while decreasing 6% in the rest of the state.

Source: Wisconsin Public Policy Forum



**Traffic Violence is a health issue.** In 2024, 39,345 people were killed in traffic crashes in the United States, 164 in Wisconsin, and 74 in the City of Milwaukee.

Source: WisDOT and NHTSA preliminary data



**These injuries and deaths are preventable.** Traffic deaths involving speeding have increased by 270% since 2002 in the City of Milwaukee.

Source: Wisconsin Public Policy Forum

## WHAT ARE TRAFFIC SAFETY CAMERAS?

There are two main types of traffic safety cameras



**Speed Safety Cameras**  
(Automated Speed Enforcement System)

These detect vehicles that are traveling above a set speed. They are not activated unless a vehicle is traveling well above (usually > 10 mph) the posted speed limit.



**Red Light Safety Cameras**  
(Traffic Control Photographic System)

These detect vehicles that run red lights. They aren't focused on ticketing close calls — they normally allow cars up to a half second after the light turns red.



**62% of people support using cameras for red light & speeding tickets.**

Source: City of Milwaukee online survey

## Why isn't WI using them?

Wisconsin currently bans the use of traffic safety cameras statewide. Some State legislators are interested in passing a bill that would allow the City of Milwaukee to use red light and speed safety cameras on City owned streets.



# TRAFFIC SAFETY CAMERAS ARE...

**SAFETY  
FIRST**

## Safe & Effective

- The U.S. Department of Transportation's Crash Modification Factors Clearinghouse, reports that on urban arterials, fixed speed cameras
  - Reduce all crashes 54%
  - Reduce injury crashes 47%
- Cameras allow officers to enforce dangerous driving without diverting limited resources from other areas.

## Collaborative & Transparent

- The goal of cameras is to encourage safe driving, not to catch people by surprise.
- The launch of a safety camera program would be highly publicized.
- Signs would be posted so that people know where cameras are and warnings would be given instead of citations, for the first 90 days.

## Common Sense

- The goal of cameras is to encourage safe driving behavior, not to make money.
- Collected fines would first support program start-up and maintenance costs. The use of excess funds would be restricted to local traffic safety initiatives.
- Cameras can help identify cars stolen cars– they would not be used to penalize people for the irresponsible actions of a car thief.
- Cameras reduce the likelihood of violent encounters between drivers/passengers and police.

## Data Driven

- Cameras would be installed on roads where high numbers of crashes that cause injury or death have occurred and with community input.
- Because human death and injury reduction is the goal, education in-lieu of fines can be offered to encourage safe driving, even if revenue is reduced.

## REMEMBER: MULTIPLE SOLUTIONS ARE NEEDED

Traffic safety cameras should be paired with other safety measures like street design, safe speed limits, and education. A **"Safe System" approach** can create lasting change that minimizes the need for enforcement.

