

Safe Roads Save Lives Act Fact Sheet



What Does this Bill do?

The Safe Roads Save Lives Act provides a framework in the state for first-class cities like Milwaukee to utilize speed safety and traffic control cameras to identify traffic signal violations and reckless drivers through a red light camera system. This bill is designed to change reckless driving habits and lower the amount of vehicle crashes, creating a system of community transparency and local government responsibility.

How does this impact Milwaukee and the 4th Senate District?

Traffic Safety Crisis

Over **1,166 people in Milwaukee have suffered fatal or life-changing injuries** in speed-related crashes over the past five years.

Racial Disparities

Black residents face fatal crash rates more than double those of white residents. Indigenous road users are killed at twice the national rate.

Rising Trends

Traffic injuries and fatalities in **Milwaukee have surged by 86% since 2012**, contrasting with a 6% decrease statewide.

Vulnerable Communities

Pedestrians in low-income areas are three times more likely to be killed in traffic accidents.

District Specific Intersections & Corridors

All of the intersections listed below are among the top 60 most dangerous intersections in the city, and every corridor is on the city's High Injury Networks, which are roughly the 10% most dangerous streets in the city (upon which approximately 60% of the traffic deaths in a typical year occur).

Intersections

- 91st and Bradley
- 76th and Good Hope
- 43rd and Good Hope
- Sherman and Florist
- 35th and Silver Spring
- Appleton and Silver Spring
- 91st and Appleton
- Fond du Lac and Hampton
- Hopkins and Hampton

Corridors

- Silver Spring
- Villard
- Hampton
- Capitol
- 76th
- 60th
- Sherman
- Hopkins
- Teutonia
- Appleton



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Local Control, Responsibility and Accountability

Your local government (the Common Council and the Mayor) will have control and will be required to create ordinances if they use these red-light camera systems with public input. Under the Safe Roads Save Lives Act, they will be responsible for:

1

Creating a Policy that Outlines

- The specific purpose for the system and rules about what cameras systems are allowed to do
- Specify the information that may be collected by a system, who has access, the procedure for accessing and using this information
- Include provisions for protecting data from unauthorized access, data retention, public access, 3rd-party data sharing, training, audition, and oversight

2

Adopting a Impact Report that Includes

- A decision on the systems used and how they work
- The purpose of the proposed system
- The locations where cameras may be deployed and traffic data for these locations
- An assessment of the potential impact on civil liberties and civil rights and plans to safeguard those public rights
- The fiscal costs of the system, including establishment costs, ongoing costs, and program funding

Community Transparency Requirements

The Safe Roads Save Lives Act requires that your local government prioritizes public transparency, input, and accountability when using these systems meaning they must:

1

Have visible traffic signs near the intersection stating “Photo Enforced” with the speed limit

2

Prior to implementation administer a public information campaign advertising the policy, impact report, locations, and operation details

3

Issue warning notices, not citations for the first 90 days of operation

4

Ensure all imagery is taken from the rear of the vehicle and focused on the license plate

Frequently Asked Questions

What are the limited Red-Light Cameras use?

- These systems can only be used at high crash locations and cannot be placed in more than 5 intersections in an aldermanic district
- No traffic citation will be issued for a speed less than 15 miles per hour
- Violations will not count towards suspension or revocation of your driving privileges or give points towards your driving record

What if I wasn't Driving my Vehicle?

Under this bill the only defense for an owner who is not in control of the vehicle is:

- Your vehicle was stolen
- You were leasing your vehicle
- The vehicle owner is a dealer

Where will the Money Go?

Funds can only be spent first on implementing and operating the cameras. After that, funds can only be used for:

- Traffic Enforcement
- Traffic Safety Programs
- Local Traffic Safety Infrastructure

Is this Facial Recognition Technology?

No this law requires that all cameras must be positioned to read the rear license plate only.

Who are my Elected Officials?

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