Milwaukee County

A Traffic Safety Summary

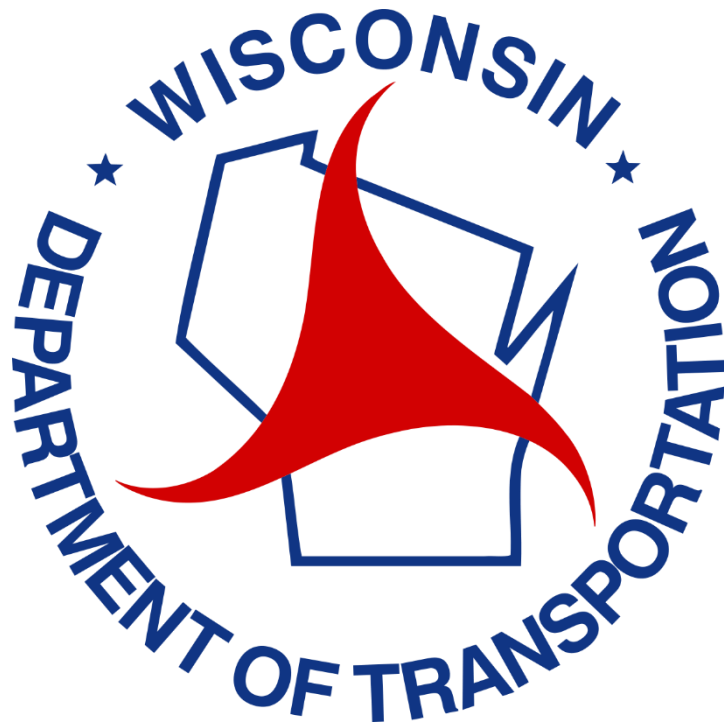# 2021-2023

Table of Contents

Introduction

This document was created by the Division of State Patrol Bureau of Transportation Safety and Technical Services (BOTS). The information provided is based on the three-year average of the 2021 – 2023 state crash data.

The intention of this document is to assist Traffic Safety Commissions to examine their own transportation safety issues within their respective county and to identify potential countermeasures. While these crash and driver behavior trends are examined at the county level, these trends can be examined at a more local level. BOTS can provide this analysis and data to your local municipality.

For requests, email BOTS at CrashDataAnalysis@dot.wi.gov.

Zero in Wisconsin

WisDOT has established Zero in Wisconsin, the belief that no one should be killed or seriously injured from using the road network. The aim of Zero in Wisconsin (otherwise known as Safe System, Vision Zero or Sustainable Safety) is for a world free from road fatalities and serious injuries.

The Safe Systems Approach aims to eliminate fatal and serious injuries for all road users. It does so through a holistic view of the road system. It provides a safety-net for the user by anticipating human error and accommodating human injury tolerance. The chart shows these five elements. Here are suggestions your community can make using these elements. Learn more about this approach at the Federal Highway Administration and Zero in Wisconsin.

Crash Trends

Per year in Milwaukee County, on average

6109 fatal and injury crashes occur.

8419 people are injured.

96 people are killed.

Where

1584 fatal and injury crashes occur on a county or state road.
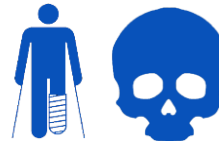
When

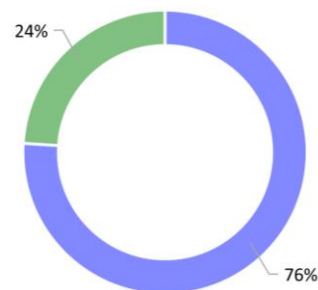3-4 PM is the peak time for injury and fatal crashes.

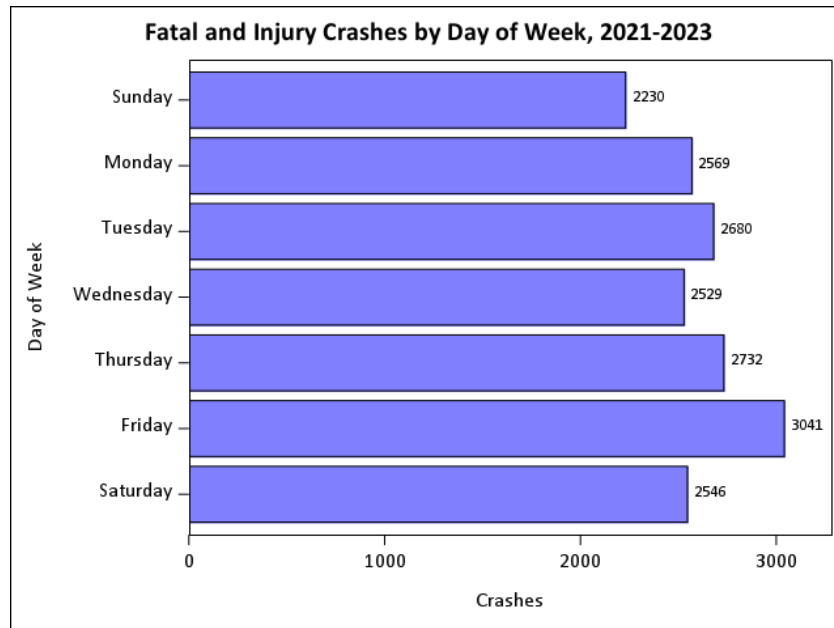October has the highest number of fatal, injury, and property damage crashes.

August has the highest number of injury and fatal crashes.

Of all drivers involved in fatal and injury crashes in Milwaukee County, 76% of drivers were Milwaukee County residents.

24%

76%

■ Milwaukee County Resident   ■ Non-Resident

On average, Friday has the highest number of injury and fatal crashes.

Fatal and Injury Crashes by Day of Week, 2021-2023

| Day of Week	Crashes
Sunday	2230
Monday	2569
Tuesday	2680
Wednesday	2529
Thursday	2732
Friday	3041
Saturday	2546

In addition, over a 24-hour period, injury and fatal crashes occur most frequently between 3-4 PM peaking at 1526 crashes for the three-year period.

Time of Day	Day of Week							Total Crashes
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
12:00 AM	93	39	41	44	31	51	80	379
1:00 AM	108	41	33	36	31	48	73	370
2:00 AM	132	33	27	23	35	54	124	428
3:00 AM	61	21	14	23	13	26	59	217
4:00 AM	31	16	15	20	13	17	25	137
5:00 AM	28	32	26	36	39	39	29	229
6:00 AM	27	55	50	51	75	59	27	344
7:00 AM	31	151	138	157	138	141	43	799
8:00 AM	44	117	134	130	99	106	47	677
9:00 AM	55	95	98	121	88	112	90	659
10:00 AM	89	95	116	97	120	140	96	753
11:00 AM	82	128	130	114	119	153	137	863
12:00 PM	118	155	158	153	153	165	150	1052
1:00 PM	131	143	167	147	179	176	139	1082
2:00 PM	126	186	200	190	192	218	164	1276
3:00 PM	142	236	263	212	254	258	161	1526
4:00 PM	158	220	231	213	253	258	172	1505
5:00 PM	153	219	256	210	251	233	174	1496
6:00 PM	140	143	156	132	152	182	171	1076
7:00 PM	91	121	109	108	120	134	141	824
8:00 PM	123	93	102	91	97	140	116	762
9:00 PM	104	99	95	86	119	120	124	747
10:00 PM	91	82	74	77	94	110	109	637
11:00 PM	68	47	44	58	64	100	95	476

Fatal and Injury Crashes in Milwaukee County by Time of Day and Day of Week, 2021-2023

The charts below show the trends of fatal, injury, and property damage crashes that have occurred over the past five years.

Trends in Crash Severity, 2019-2023						
Crash Severity	Year					Total
	2019	2020	2021	2022	2023	
Fatal	67	90	82	101	82	422
Injury	7171	6062	6459	5846	5757	31295
Property Damage	22356	18224	20889	19657	18620	99746
Total	29594	24376	27430	25604	24459	131463

In the past five years, 2019 has the highest number of fatal and injury crashes.
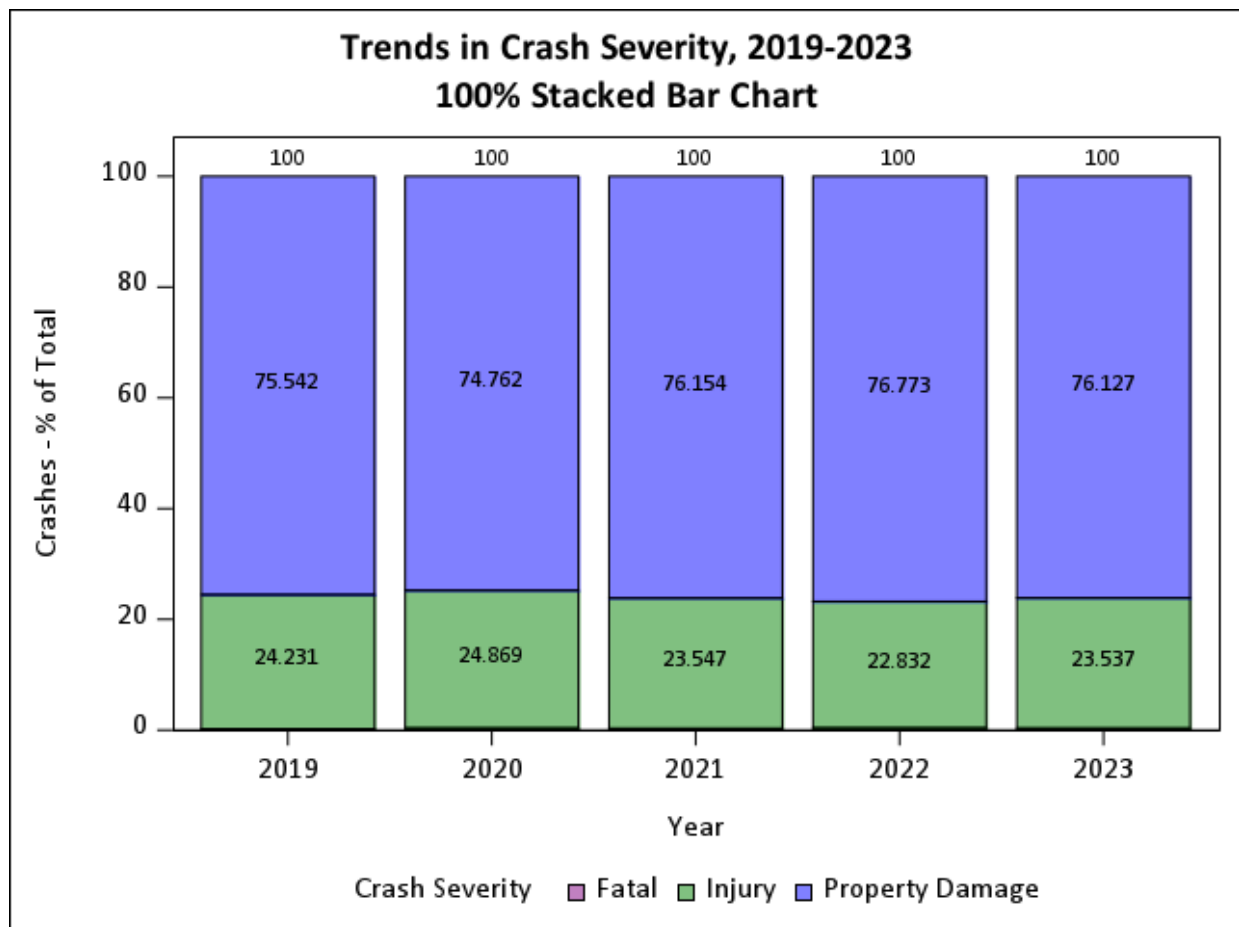
Transportation Safety

Alcohol and Drug Impaired Driving

In Milwaukee County, 612 people are injured or killed in a crash involving a driver believed to be impaired by drugs or alcohol, in an average year. In the past three years, 74 people were killed in an impaired driving crash. That is 26% of all persons killed in a crash in Milwaukee County. Statewide, this is 44% of all persons killed.

Approximately 71% of drivers believed to be impaired by drugs or alcohol are male.
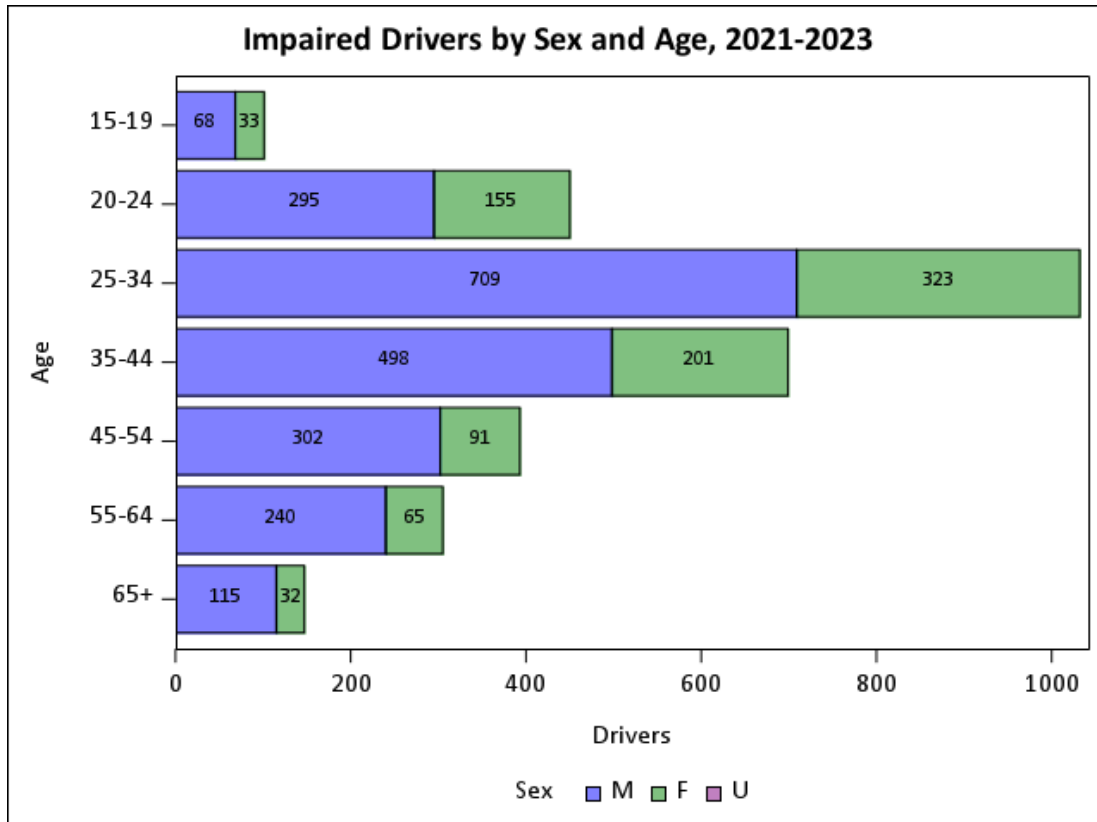
On the following page, fatal and injury impaired driving crashes are shown by time of day and day of week.

Fatal and Injury Impaired Driving Crashes in Milwaukee County by Time of Day and Day of Week, 2021-2023

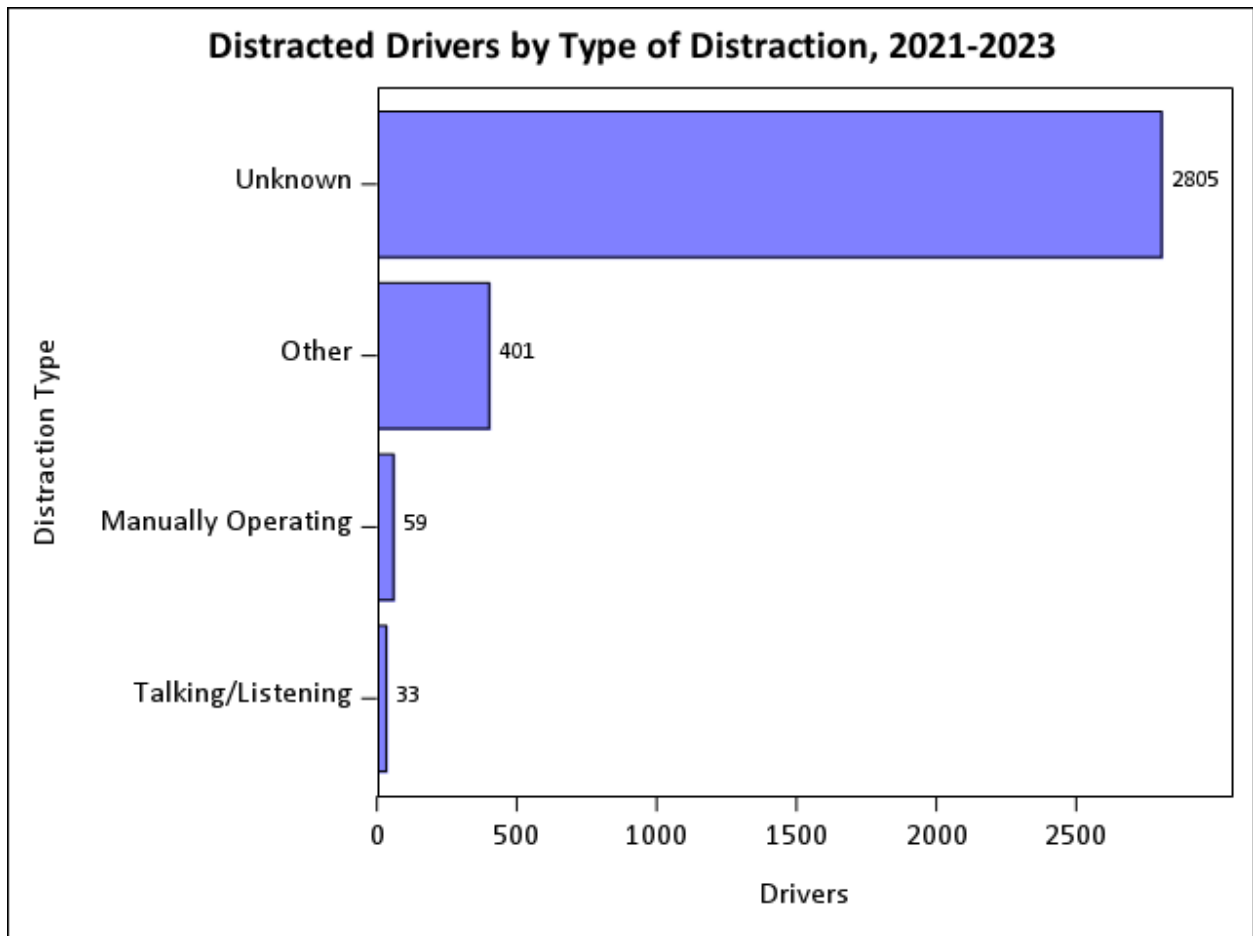| Time of Day	Day of Week							Total Crashes
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
12:00 AM	23	5	12	8	5	11	9	73
1:00 AM	28	14	9	5	9	19	20	104
2:00 AM	39	13	5	2	12	16	40	127
3:00 AM	19	2	4	6	1	7	18	57
4:00 AM	6	3	1	2	1	3	4	20
5:00 AM	7	1	0	1	1	1	4	15
6:00 AM	2	3	1	2	2	1	1	12
7:00 AM	4	3	1	4	6	1	2	21
8:00 AM	4	3	4	0	2	2	2	17
9:00 AM	4	2	3	0	0	3	6	18
10:00 AM	4	2	2	2	3	3	8	24
11:00 AM	2	3	2	3	3	4	4	21
12:00 PM	2	1	1	3	7	1	7	22
1:00 PM	4	5	4	2	3	2	7	27
2:00 PM	6	4	1	3	5	4	5	28
3:00 PM	12	6	5	2	6	4	7	42
4:00 PM	11	5	4	10	10	7	13	60
5:00 PM	9	15	9	7	9	12	11	72
6:00 PM	16	8	7	10	11	13	24	89
7:00 PM	12	10	10	4	10	14	14	74
8:00 PM	16	8	9	7	9	16	16	81
9:00 PM	27	8	11	9	16	18	24	113
10:00 PM	15	14	12	11	21	15	18	106
11:00 PM	22	6	7	16	12	16	14	93

Distracted Driving

In Milwaukee County, a driver being distracted is listed as a contributing factor in 18% of injury and fatal crashes. Statewide, this is 46% of injury and fatal crashes. Below shows a breakdown of the factors in these distracted driving crashes.

Distracted Drivers by Type of Distraction, 2021-2023

Distraction Type	Drivers
Unknown	2805
Other	401
Manually Operating	59
Talking/Listening	33

Occupant Protection

Statewide seat belt usage has been increasing over the past two decades. In 2023, statewide seatbelt usage was 92% which is based on an annual seat belt survey. This is a 4.5% increase from 87.5% in 2022.

Occupants not wearing a seat belt are more likely to suffer a serious injury or fatality. Of the total statewide occupant fatalities, 1 out of 4 were not wearing a seat belt. Statewide seat belt usage rate reached an all-time high in 2023.

People in your community can conduct their own seat belt survey via the 'Local Seat Belt Survey' in the app store.
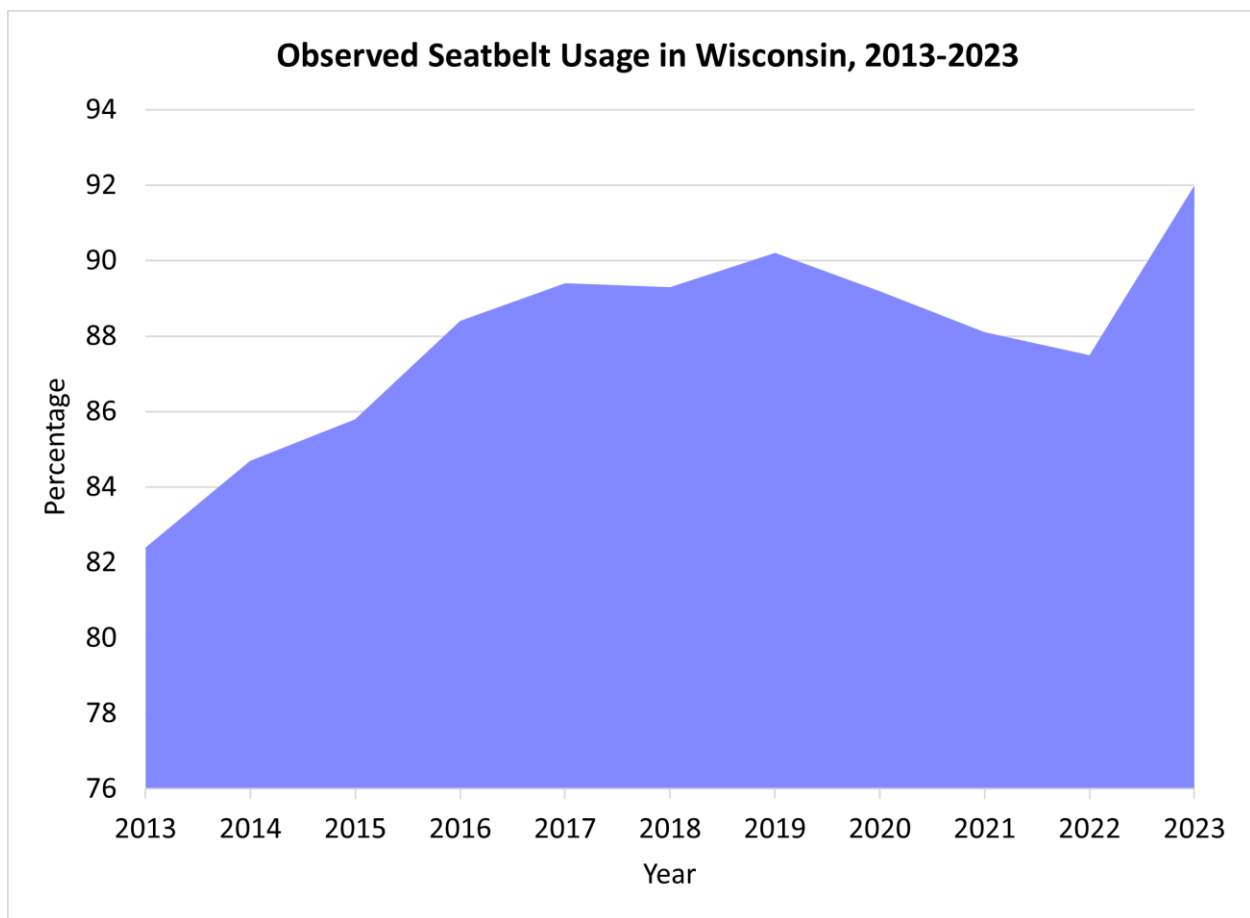
No Seatbelt Worn by Injury Severity

| 7% | 21% | 42% | 29% |

■ Fatal Injury ■ Suspected Serious Injury ■ Suspected Minor Injury ■ Possible Injury

The charts above and below show the level of injury severity by seatbelt usage.

Seatbelt Worn by Injury Severity

1%

| 5% | 42% | 52% |

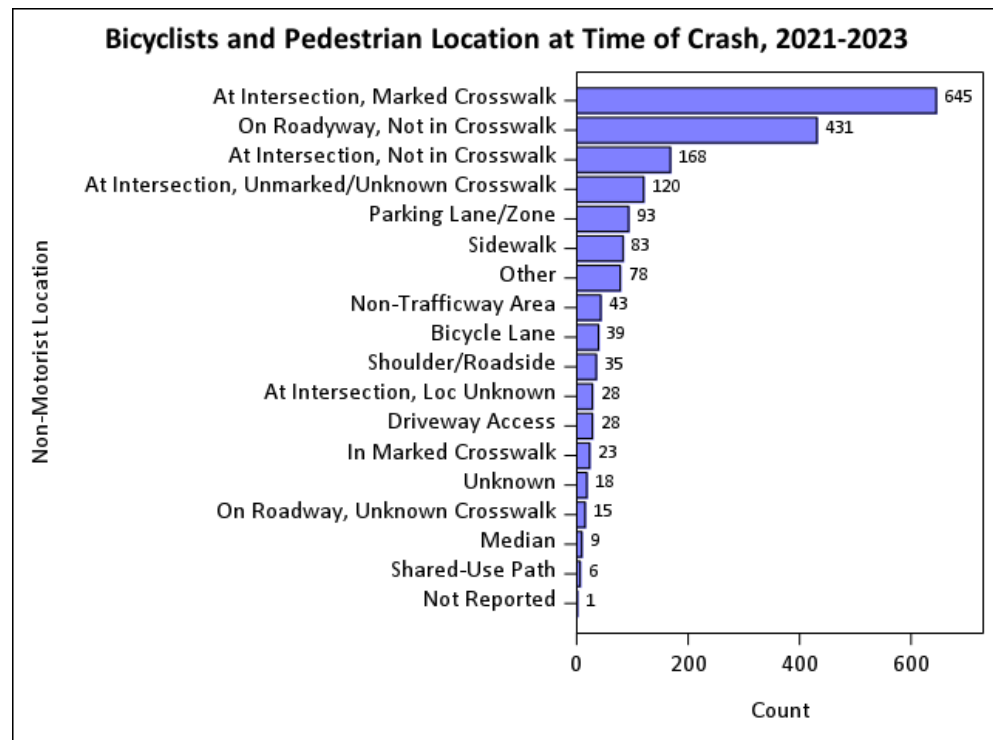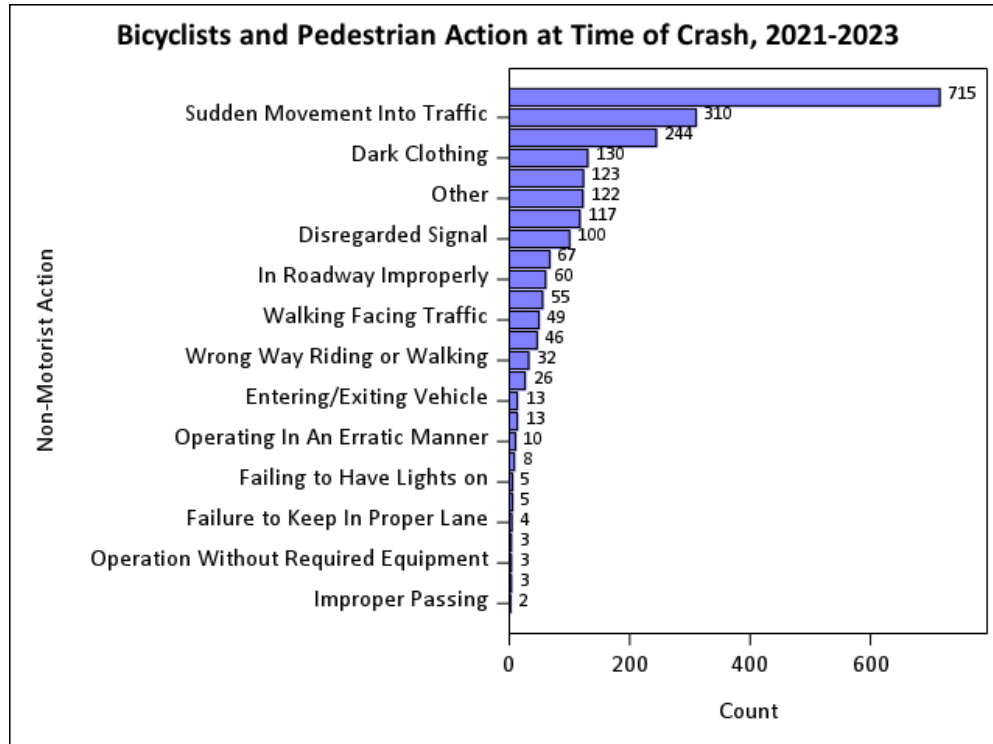■ Fatal Injury ■ Suspected Serious Injury ■ Suspected Minor Injury ■ Possible Injury

Bicyclist and Pedestrian Safety

Over the past three years in Milwaukee County, 393 bicyclists and 1453 pedestrians were killed or injured in 1805 crashes. The two bar charts below show the contributing action of bicyclists and pedestrians and where these crashes occurred.

Bicyclists and Pedestrian Action at Time of Crash, 2021-2023

Non-Motorist Action	Count
Sudden Movement Into Traffic	715
	310
Dark Clothing	244
	130
Other	123
	122
Disregarded Signal	117
	100
In Roadway Improperly	67
	60
Walking Facing Traffic	55
	49
Wrong Way Riding or Walking	46
	32
Entering/Exiting Vehicle	26
	13
Operating In An Erratic Manner	13
	10
Failing to Have Lights on	8
	5
Failure to Keep In Proper Lane	5
	4
Operation Without Required Equipment	3
	3
Improper Passing	3
	2

Bicyclists and Pedestrian Location at Time of Crash, 2021-2023

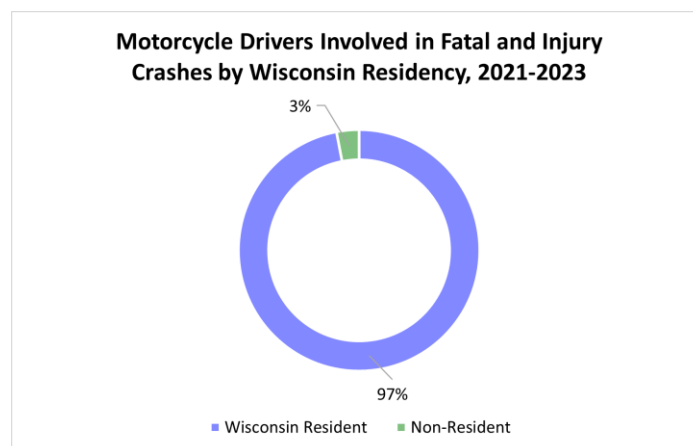| Non-Motorist Location	Count
At Intersection, Marked Crosswalk	645
On Roadyway, Not in Crosswalk	431
At Intersection, Not in Crosswalk	168
At Intersection, Unmarked/Unknown Crosswalk	120
Parking Lane/Zone	93
Sidewalk	83
Other	78
Non-Trafficway Area	43
Bicycle Lane	39
Shoulder/Roadside	35
At Intersection, Loc Unknown	28
Driveway Access	28
In Marked Crosswalk	23
Unknown	18
On Roadway, Unknown Crosswalk	15
Median	9
Shared-Use Path	6
Not Reported	1

Motorcycle Safety

Over the past three years in Milwaukee County, 869 motorcyclists were killed or injured. Of these, 41% were not wearing a helmet.

Motorcyclists Killed or Injured by Helmet Use, 2021-2023

41%

59%

- Wearing Helmet
- Not Wearing Helmet
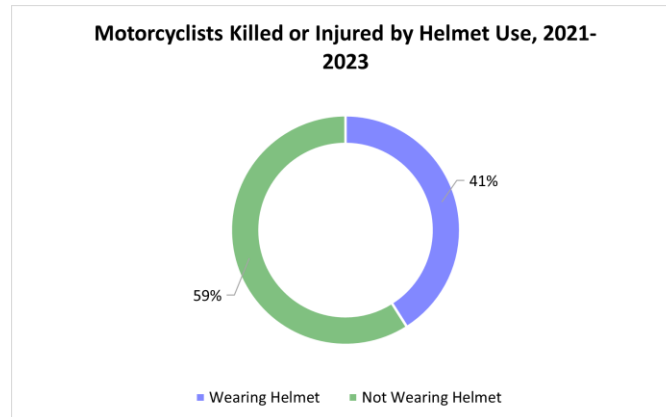
The type of helmet worn, and other safety equipment used, such as protective gear and gloves, can impact the type of injury sustained.

A total of 317 motorcycle drivers were involved in a fatal and injury crash. 9% were believed to be impaired by drugs or alcohol. 97% were Wisconsin drivers.

Motorcycle Drivers Involved in Fatal and Injury Crashes by Wisconsin Residency, 2021-2023

3%

97%
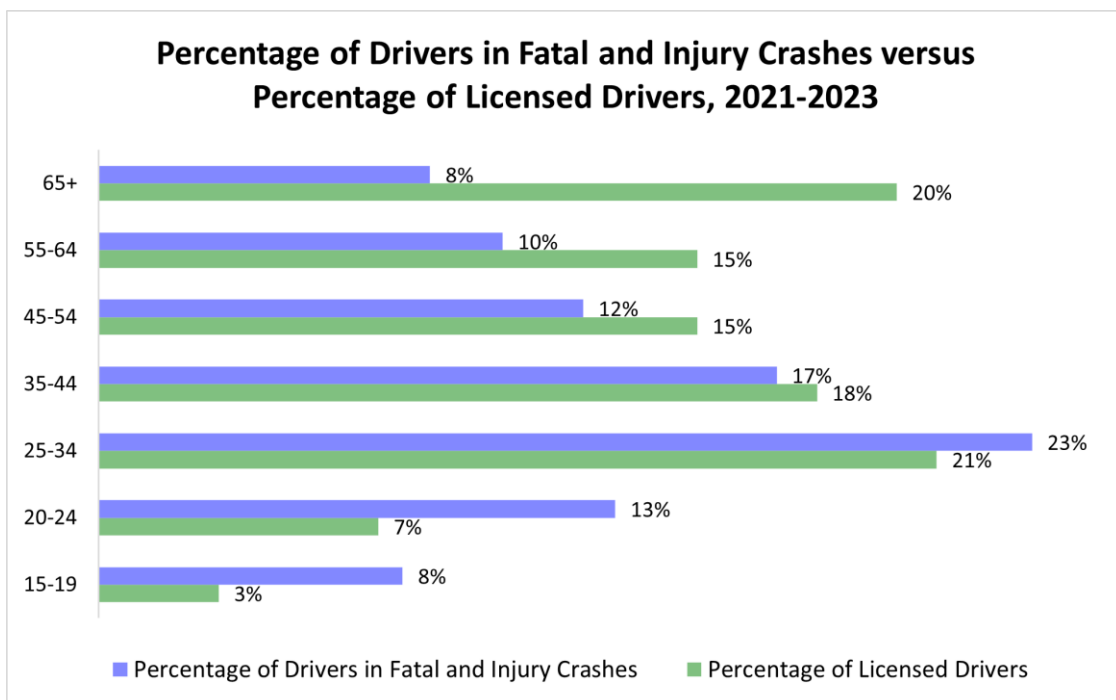
- Wisconsin Resident
- Non-Resident

Teen and Older Drivers

In Milwaukee County, teen or older drivers make up 16% of drivers involved in a fatal or injury crash. Statewide, this is 23% of drivers in fatal and injury crashes.

Breaking this down:

- 2586 teen drivers make up 8% of drivers involved in a crash and make up 3% of licensed drivers, and
- 2820 older drivers make up 8% of drivers involved in a crash and make up 20% of licensed drivers.

The below chart depicts a comparison between the percentage of drivers in fatal and injury crashes and the percentage of licensed drivers in Milwaukee County.

Percentage of Drivers in Fatal and Injury Crashes versus Percentage of Licensed Drivers, 2021-2023

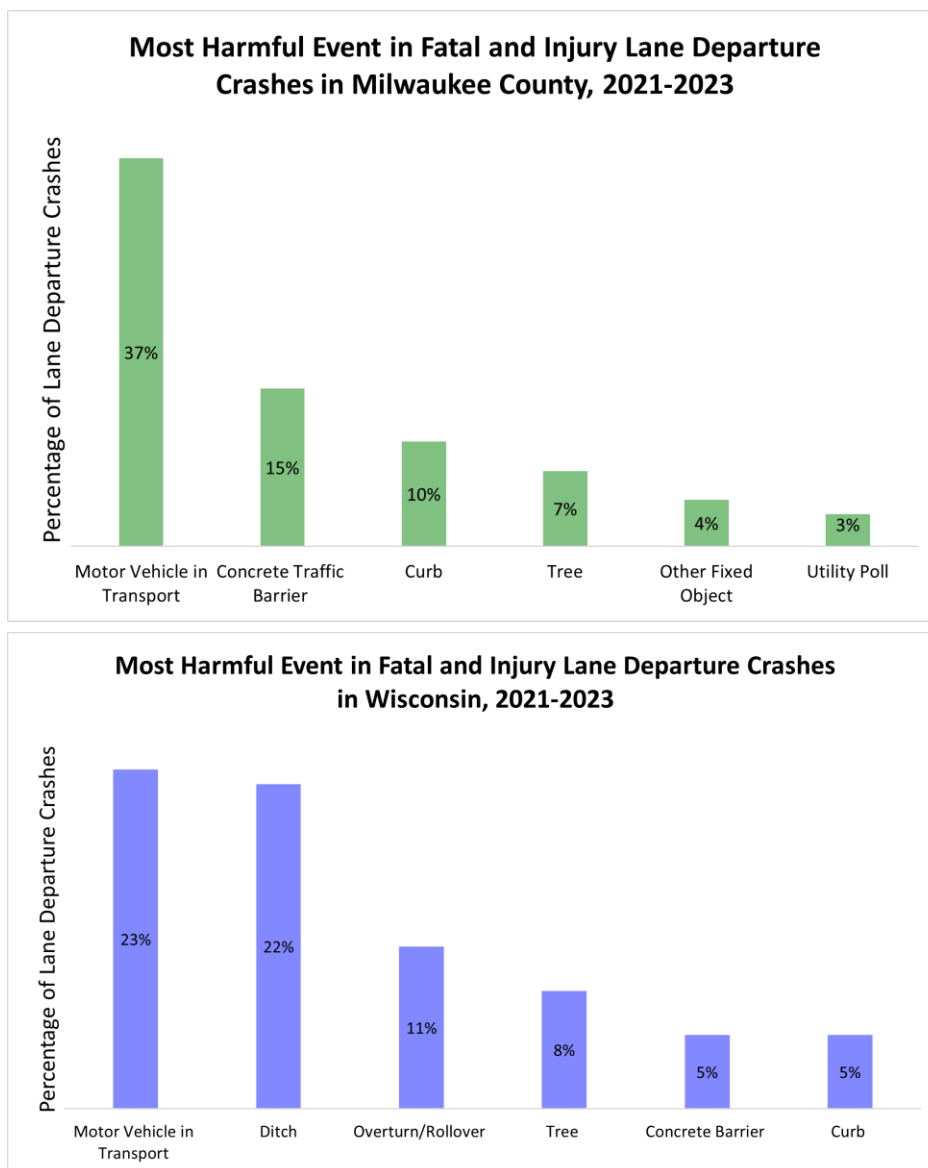| Age Group	Percentage of Drivers in Fatal and Injury Crashes	Percentage of Licensed Drivers
65+	8%	20%
55-64	10%	15%
45-54	12%	15%
35-44	17%	18%
25-34	23%	21%
20-24	13%	7%
15-19	8%	3%

Lane Departure Crashes

A lane departure crash is defined as when the driver crosses the centerline, edge line, or leaves the roadway. This typically results in the driver colliding with another vehicle or object, such as a guardrail or a tree. The cause of a lane departure crash can be a mixture of factors – speed, drug or alcohol impairment, or feeling drowsy.

Less fatal and injury lane departure crashes occur in Milwaukee County when being compared to the state average. There was an average of 1350 fatal and injury lane departure crashes per year in Milwaukee County. That is 22% of all fatal and injury crashes compared to an average of 34% statewide.

Colliding with a motor vehicle in transport was the most frequent *most harmful event* Milwaukee County.

Below shows the breakdown of the *most harmful event* in these lane departure crashes.

Most Harmful Event in Fatal and Injury Lane Departure Crashes in Milwaukee County, 2021-2023

Percentage of Lane Departure Crashes

- Motor Vehicle in Transport: 37%
- Concrete Traffic Barrier: 15%
- Curb: 10%
- Tree: 7%
- Other Fixed Object: 4%
- Utility Poll: 3%

Most Harmful Event in Fatal and Injury Lane Departure Crashes in Wisconsin, 2021-2023

Percentage of Lane Departure Crashes

- Motor Vehicle in Transport: 23%
- Ditch: 22%
- Overturn/Rollover: 11%
- Tree: 8%
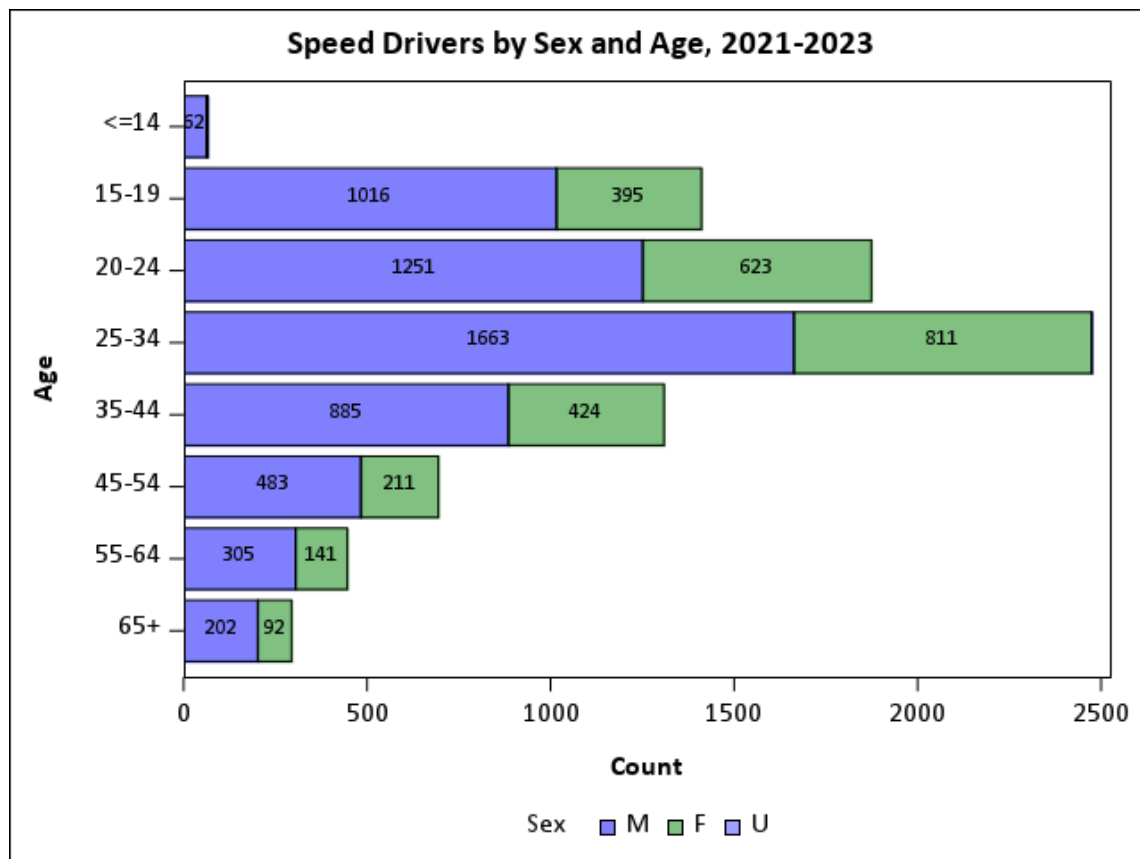- Concrete Barrier: 5%
- Curb: 5%

Speed

Speed includes both exceeding the speed limit and driving too fast for conditions. Speed has a compounding affect in a crash; increased speeds can increase the crash risk, increase injury severity, and make it hard to control the vehicle if an event were to occur. Of all fatal and injury crashes, 17% involved speed as a contributing factor resulting in 1505 fatalities and injuries in an average year. Statewide, this is 20% of fatal and injury crashes.

Below shows the 5-year trend of all speed-related crashes in Milwaukee County.

Trends in Speed Crashes and Crash Severity, 2019-2023						
Crash Severity	Year					Total
	2019	2020	2021	2022	2023	
Fatal	35	43	33	39	36	186
Injury	1254	1090	1087	963	937	5331
Property Damage	2522	2105	2272	2159	2083	11141
Total	3811	3238	3392	3161	3056	16658

Approximately 68% of speed drivers are male.

Speed Drivers by Sex and Age, 2021-2023

Below, fatal and injury speed crashes are shown by time of day and day of week.

Time of Day	Day of Week							Total Crashes
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
Fatal and Injury Speed Crashes in Milwaukee County by Time of Day and Day of Week, 2021-2023								
12:00 AM	22	11	19	11	10	18	20	111
1:00 AM	35	9	13	15	8	14	20	114
2:00 AM	32	15	11	8	14	15	33	128
3:00 AM	15	5	7	10	1	8	14	60
4:00 AM	13	6	1	4	0	3	4	31
5:00 AM	12	5	2	12	10	12	6	59
6:00 AM	10	15	7	5	7	14	11	69
7:00 AM	15	22	19	19	19	27	18	139
8:00 AM	10	19	21	18	21	16	11	116
9:00 AM	4	9	12	17	16	17	17	92
10:00 AM	17	15	23	7	18	16	15	111
11:00 AM	13	18	23	18	16	18	23	129
12:00 PM	18	22	26	17	28	24	17	152
1:00 PM	17	15	30	18	27	17	17	141
2:00 PM	18	24	24	22	23	28	22	161
3:00 PM	19	30	27	16	31	27	21	171
4:00 PM	32	25	28	21	33	30	28	197
5:00 PM	34	38	36	28	29	41	24	230
6:00 PM	28	22	18	28	28	24	34	182
7:00 PM	17	20	21	18	25	21	20	142
8:00 PM	27	18	19	21	22	29	18	154
9:00 PM	22	17	21	13	29	26	28	156
10:00 PM	23	17	16	17	24	15	20	132
11:00 PM	21	8	8	16	17	20	25	115

Grants

The Wisconsin State Patrol's Bureau of Transportation Safety and Technical Services (BOTS) administers federally funded overtime traffic safety grants to county task forces every year. A county task force is a group of law enforcement agencies working together to plan high visibility enforcement in their communities.

The overtime grants are awarded to task force agencies using a data driven targeting process. The targeting process includes a review of crash data from previous years to determine what areas have a traffic safety problem. This process is used to determine locations of concern in the areas of impaired driving, speed, and unbelted vehicle occupants.

To save lives and reduce injuries by preventing traffic crashes, BOTS, in partnership with the National Highway Traffic Safety Administration (NHTSA), sponsors campaigns that mobilize hundreds of law enforcement agencies throughout the state to increase motorists' compliance with traffic safety laws. The high visibility enforcement efforts are combined with effective media campaigns to get more motorists to buckle up, slow, down and drive sober. The national mobilizations are Click It or Ticket and Drive Sober or Get Pulled Over. Click on the mobilizations to learn more about the efforts from NHTSA.

Below are the national mobilizations in which Milwaukee County agencies participated in and overtime grants the county task force were offered (if any), rounded to the nearest hundred.

COUNTIES	Agency	2022			2023		
		Click It or Ticket	Drive Sober or Get Pulled Over - Fall	Drive Sober or Get Pulled Over - Winter	Click It or Ticket	Drive Sober or Get Pulled Over - Fall	Drive Sober or Get Pulled Over - Winter
MILWAUKEE	Bayside PD	✓	✓	✓	✓	X	✓
	Brown Deer PD	✓	✓	✓	✓	✓	✓
	Cudahy PD	✓	✓	✓	✓	✓	✓
	Fox Point PD	✓	✓	✓	✓	✓	✓
	Franklin PD	X	X	X	X	X	X
	Glendale PD	X	X	X	X	X	X
	Greendale PD	X	X	X	X	X	X
	Greenfield PD	X	✓	✓	✓	✓	✓
	Hales Corners PD	✓	X	X	X	X	X
	Marquette University PD	X	X	X	X	X	X
	Milwaukee County SO	X	X	X	X	X	X
	Milwaukee PD	X	X	✓	✓	X	X
	Oak Creek PD	X	X	X	X	X	X
	River Hills PD	✓	✓	✓	✓	✓	✓
	Shorewood	X	X	X	✓	X	X
	South Milwaukee PD	X	X	X	X	X	X
	St. Francis PD	✓	✓	✓	✓	✓	✓
	UW-Milwaukee PD	X	X	X	X	X	X
	Wauwatosa PD	✓	✓	✓	✓	✓	✓
	West Allis PD	X	X	X	✓	X	X
	West Milwaukee PD	✓	X	X	✓	X	X
	Whitefish Bay PD	✓	✓	✓	✓	✓	✓

Task Force	2023		
	Impaired Driving	Speed Enforcement	Occupant Protection
Milwaukee County Central	196,800	158,400	99,000
Milwaukee County Northeast	110,000	49,900	90,000
Milwaukee County Northwest	40,000	19,900	24,400
Milwaukee County Southeast	60,000	x	90,000
Milwaukee County Southwest	45,200	x	40,000

Community Maps and Predictive Analytics

The Community Maps system was developed by the Wisconsin Department of Transportation in partnership with the Wisconsin Traffic Operations and Safety (TOPS) Laboratory at the University of Wisconsin-Madison to provide an accessible and timely map of traffic crashes for each county. Community Maps is updated on a nightly basis from the WisDOT crash database management system and includes a record of all police reported crashes in Wisconsin.

One aspect of the Community Maps system is Predictive Analytics, an emerging program that uses established crash trends to identify "hotspots" in a particular locality. The program is geared to promote changes in driving culture in and around crash hotspots, with a particular focus on outreach. Utilizing a Safe Systems Approach, Predictive Analytics introduces multi-pronged solutions that involves a wide array of partners and stakeholders in traffic safety working together to reduce injury crashes.

For more information, visit the Community Maps homepage.