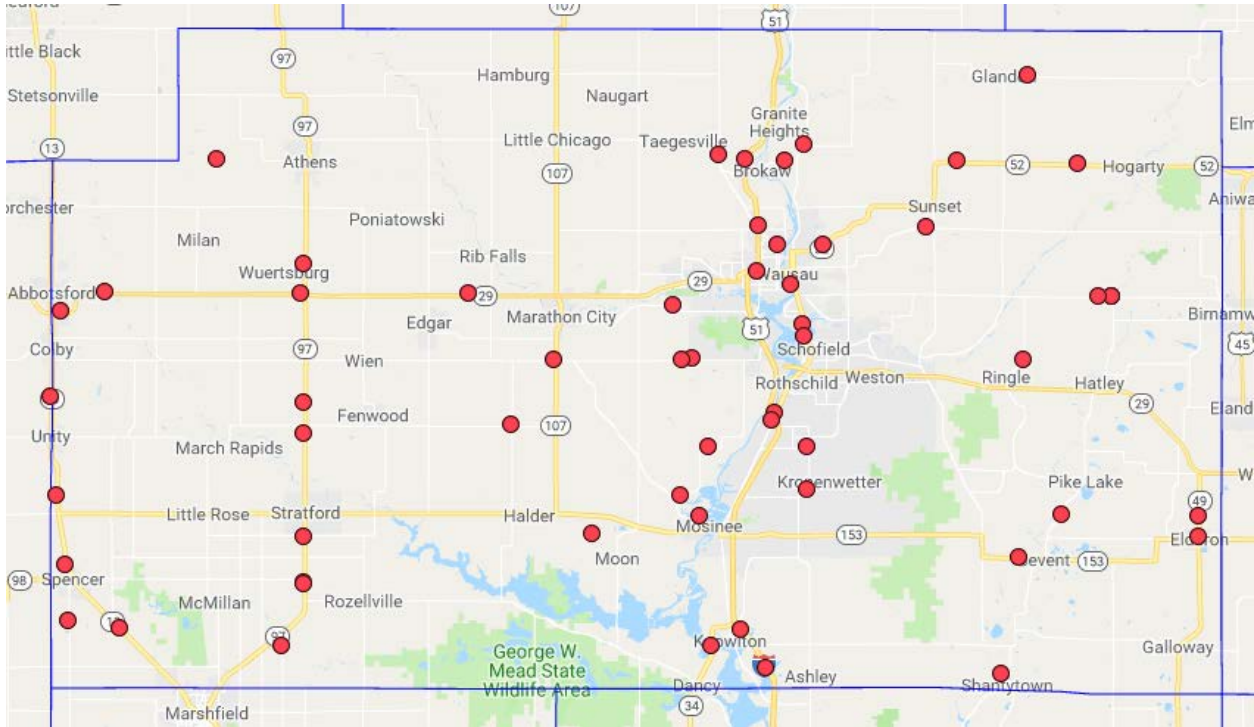# ANATOMY OF MARATHON COUNTY:
A TRAFFIC SAFETY SUMMARY

There were 62 fatal crashes in Marathon County from 2012 to 2016.

THE PLACE

Section Summary
The principal routes in the county are I-39, USH 51, STH 29, and STH 13. Marathon County is the top county in the state for miles of county highways. Marathon County is among the top ten counties for VMT, miles of roads, miles of state highways, miles of local roads, and number of registered vehicles.

Urbanization
Marathon County is coterminous with the Wausau metropolitan area, and it is adjacent to the Merrill, Shawano, Stevens Point, and Marshfield-Wisconsin Rapids urban clusters. 57.01% of the county's population live in urban areas, and 3.13% of the area of the county is urban.[1]

Road Network
State Trunk Highway (STH) 29 is a primary arterial that runs from east to west through the center of the county, traveling through Abbotsford, Marathon City, Wausau, Rothschild, Weston, and Hatley. It is an expressway through most of the county. It is a freeway from Marathon City through Wausau, Rothschild, and Weston to the community of Ringle. STH 29 is also a freeway as it bypasses Abbotsford. STH 29 carries traffic between Curtiss, Owen, Stanley, Chippewa Falls/Eau Claire, and Minneapolis/St. Paul, Minnesota, to the west and Wittenberg, Shawano, and Green Bay to the east.

United States Highway (USH) 51 is a freeway that runs north to south along the Wisconsin River in the center of the county, traveling through Maine, Brokaw, Wausau, Rothschild, Kronenwetter, and Mosinee. USH 51 carries traffic between Merrill, Tomahawk, and Hurley to the north and Stevens Point, Plover, Portage, and Madison to the south. STH 29 is concurrent with USH 51 from Wausau south to the town of Rib Mountain just west of Rothschild. Interstate 39 begins at this junction in the town of Rib Mountain and is concurrent with USH 51 all the way south through the county. I-39 continues south from Madison to Janesville as well as to Rockford and Bloomington/Normal in Illinois. Business-USH 51 carries local traffic through Rothschild, Weston, Schofield, and Wausau.

STH 13 is a primary arterial that runs along much of the county's western border, traveling through Dorchester, Abbotsford, Colby, Unity, Spencer, and Marshfield. STH 13 is a divided highway between Abbotsford and Colby. To the north, STH 13 travels to Stetsonville, Medford, and Ashland. To the south, STH 13 travels to Auburndale, Rudolph, and Wisconsin Rapids.

STH 153 begins at STH 13 in the town of Brighton between Unity and Spencer. It travels east through the southern part of the county through Stratford, Mosinee, Kronenwetter, and Elderon. To the east, STH 153 connects with a highway that carries traffic to and from Tigerton and Clintonville. STH 97 is a north-south highway that begins at STH 13 in Marshfield outside of the county and heads northeast then north through Stratford and Athens. To the north, STH 97 connects to a highway that carries traffic to and from Medford. STH 98 begins at STH 13 in Spencer and heads west to Loyal.

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[1] United States Census Bureau. "Percent urban and rural in 2010 by state and county." Accessed Sept. 29, 2017.
https://www.census.gov/geo/reference/ua/urban-rural-2010.html

STH 34 is a north-south highway that begins at I-39 in the town of Knowlton and heads west then south, crossing the Big Eau Pleine Reservoir, carrying traffic to and from Junction City and Wisconsin Rapids. STH 49 begins at STH 29 in the town of Elderon and heads south through Elderon. To the south, STH 49 travels to Iola, Scandinavia, and Waupaca. STH 107 begins at STH 153 in the town of Emmet and heads north through Marathon City on its way to Merrill. STH 52 begins at STH 29 in Wausau and heads east through the city center where it is at times concurrent with Business-USH 51, and then it exits the county to head to Antigo.

Edgar, just south of STH 29, is connected to the state trunk highway network via County Trunk Highway (CTH) H, which connects with STH 29 along the town of Cassel and town of Wien town lines west of Marathon City, as well as STH 153 along the town of Emmet and town of Cleveland town lines east of Stratford. Fenwood is between Stratford and Edgar, and it is connected to the state trunk highway network via CTH M, which connects with STH 29 in the town of Wien and STH 153 in the town of Cleveland. CTH P begins at Unity and travels east to a junction with STH 97 and then continues to Fenwood. A portion of Birnamwood is in the county. The village can be reached by taking CTH N east from Wausau.

Miles of Roadway
There are 3,379 miles of roadway in the county, including 277 (8.2%) miles of state roads, 614 (18.2%) miles of county roads, 2,482 (73.5%) miles of local roads, and six miles of another type.[2]

Vehicle Registrations and Vehicle Miles of Travel (VMT)
In 2016, there were 51,206 autos, 8,728 cycles, 16,031 trailers, and 76,724 trucks registered in Marathon County.[3] VMT in 2016 was 1,697,899,700.[4]

Traffic Volume

As can be seen in Figure 1, traffic volumes in Marathon County are highest in the central portion of the county, on Highway 39/51 near its intersection with Highway 29. The maximum daily VMT in the county is reported at about 57,000.

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[2] Wisconsin Department of Transportation. "County Maps." Accessed Sept. 29, 2017. http://wisconsindot.gov/Pages/travel/road/hwy-maps/county-maps/default.aspx

[3] Wisconsin Department of Transportation. "Facts and Figures 2016, Vehicles Registered by County." Accessed Nov. 6, 2017. http://wisconsindot.gov/Documents/about-wisdot/newsroom/statistics/factsfig/vehregcounty.pdf

[4] Wisconsin Department of Transportation. "2016 Vehicles Miles of Travel (VMT) by County." Accessed Nov. 6, 2017. http://wisconsindot.gov/Documents/projects/data-plan/veh-miles/vmt2016-c.pdf

TRAFFIC VOLUME ON THE STATE TRUNK NETWORK
MARATHON COUNTY, WI
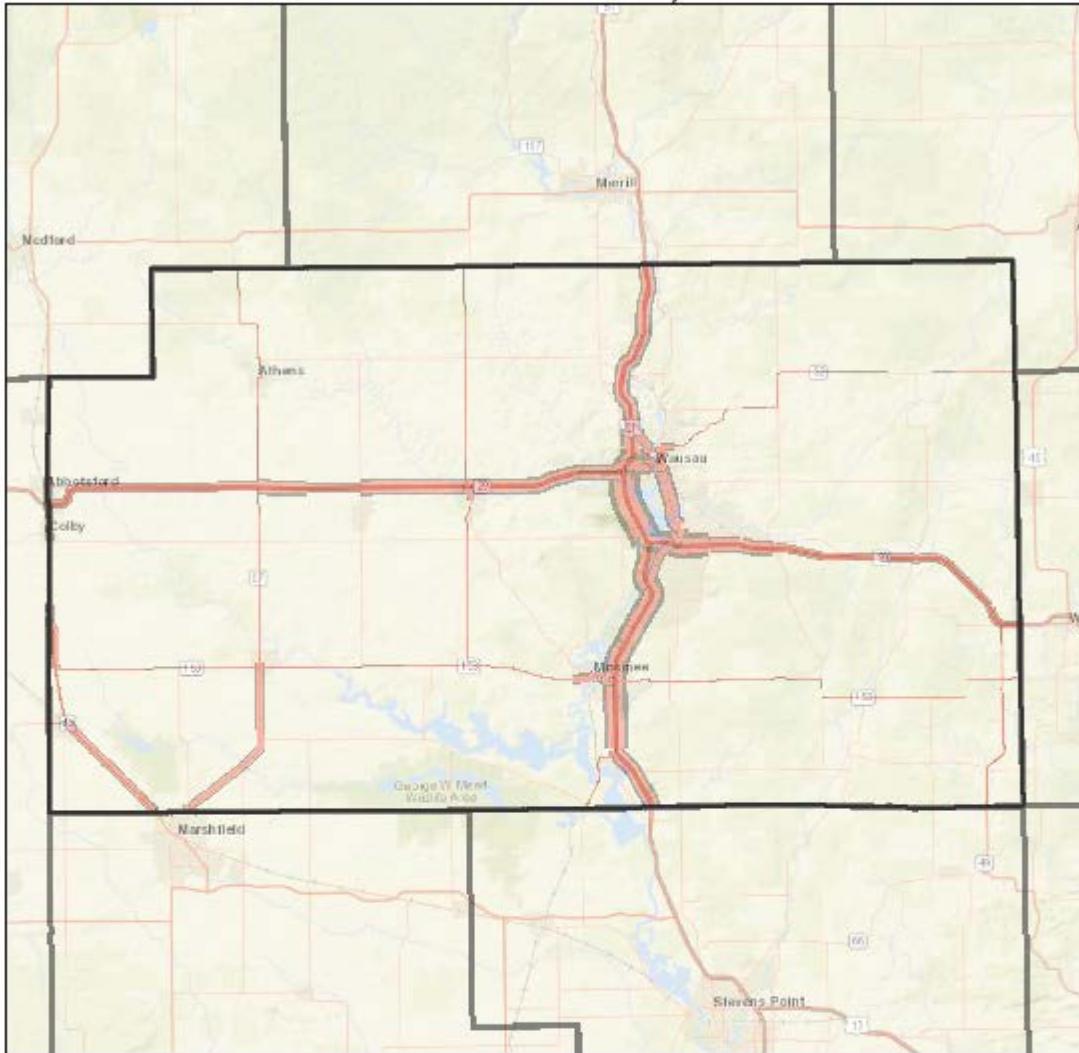
Miles
0   5   10

Map produced by Evan Moorman
Bureau of Transportation Safety (BOTS)
Data from the Wisconsin DOT w/basemaps
from ESRI (2017)

Traffic Volume (Measured in Daily Vehicle-Miles Traveled)
— 0 – 6480
6481 – 13664
13665 – 22540
22541 – 39212
39213 – 56924

Commuting Flows

As seen below in Figure 2, the majority of workers who reside in Marathon County also work in Marathon County, and vice versa.

FIGURE 2: COMMUTING FLOWS AMONG COUNTIES

Workers who Reside in Marathon County Work in:		People who Work in Marathon County Reside in:	
Marathon County	58,431	Marathon County	58,431
Wood County	4,271	Lincoln County	3,544
Portage County	1,240	Wood County	1,915
Lincoln County	850	Portage County	1,619
Clark County	751	Clark County	1,428
Shawano County	522	Shawano County	1,028
Taylor County	429	Langlade County	626
Langlade County	293	Taylor County	559
Brown County	168	Oneida County	234
Oneida County	109		
Dane County	76		
Washington County	73		
Waupaca County	63		
Winnebago County	51		
Eau Claire County	50		
Sheboygan County	47		
Others	819	Others	1,145

[5]

As seen below in Figure 3, the most common commuting flow between two different municipalities is between residences in Weston and workplaces in Wausau.

FIGURE 3: COMMUTING FLOWS BETWEEN MUNICIPALITIES (TOP 15)

Residence	Place of Work	Number
Weston	Wausau	3,158
Rib Mountain (Town)	Wausau	1,776
Rothschild	Wausau	1,372
Wausau	Weston	1,345
Kronenwetter	Wausau	1,053
Wausau	Rib Mountain (Town)	946
Merrill	Wausau	917
McMillan (Town)	Marshfield	787
Stettin (Town)	Wausau	745
Weston	Schofield	740
Wausau	Schofield	680
Maine (Town)	Wausau	637
Rothschild	Weston	582
Wausau (Town)	Wausau	562
Kronenwetter	Rothschild	557

[6]

[5]United States Census Bureau. 2009-2013 5-Year American Community Survey Commuting Flows. https://www.census.gov/data/tables/time-series/demo/commuting/commuting-flows.html Accessed Sept. 29, 2017.

[6] United States Census Bureau. 2009-2013 5-Year American Community Survey Commuting Flows. https://www.census.gov/data/tables/time-series/demo/commuting/commuting-flows.html Accessed Oct. 5, 2017.

THE POPULATION

The population of Marathon County—about 135,000—is distributed through 62 different jurisdictions, with no dominant population center. The city of Wausau is the largest jurisdiction in the county, comprising slightly less than 25% of the county's population. The only other jurisdiction of large size is the village of Weston.

FIGURE 4: POPULATION OF MARATHON COUNTY MUNICIPALITIES (2016)

7
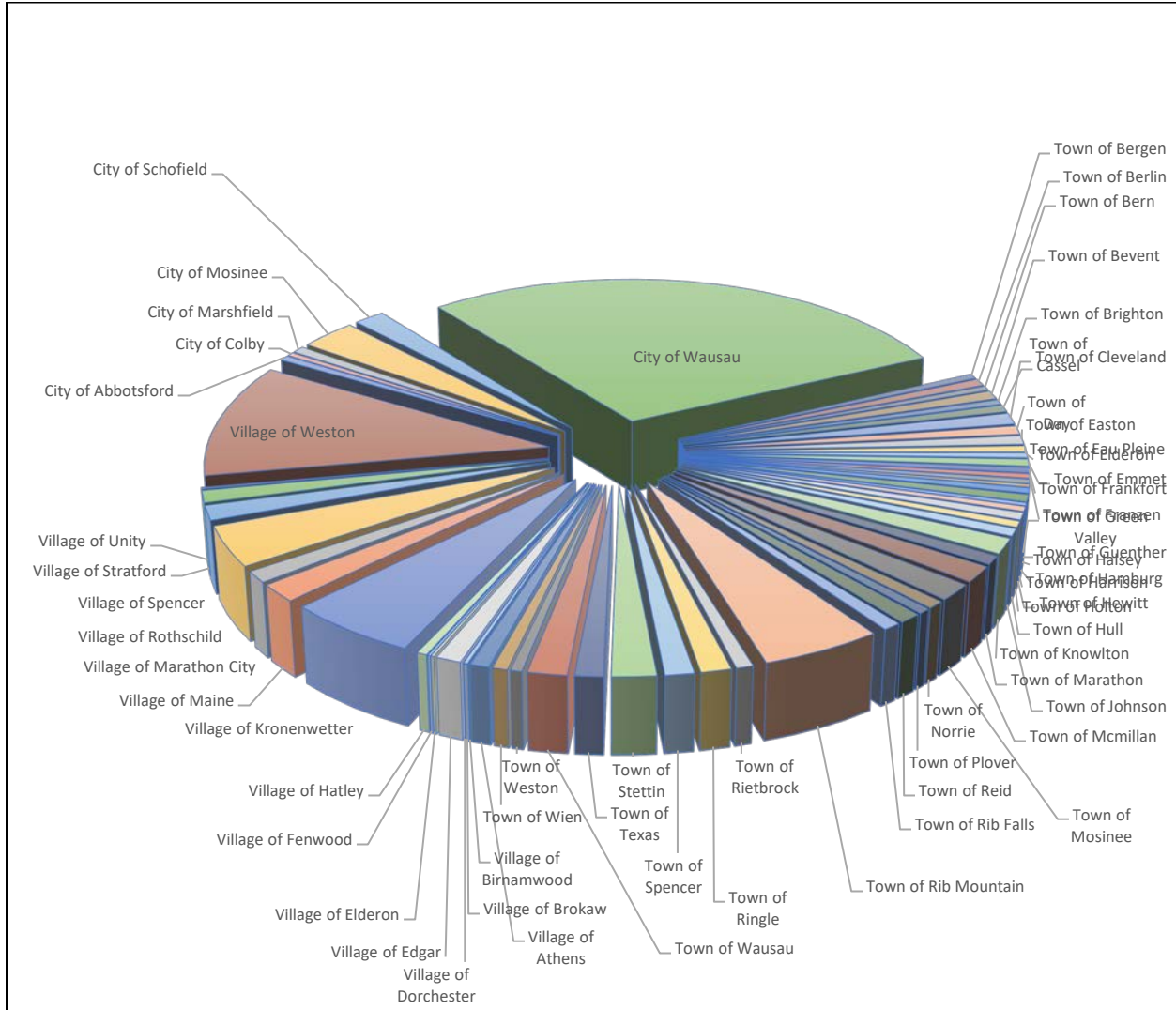
Population Trends

Between 2010 and 2016, the county's population increased by about 2.2%. The average age of the county is almost identical to that of the state (38.9 vs. 39 years). Marathon County's population pyramid is therefore similar to that of the state (Figure 5).

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[7] United States Census Bureau. "Selected Economic Characteristics DP03, Employment Status." 2012-2016 American Community Survey 5-Year Estimates. https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt Accessed November 4th, 2017.

FIGURE 5 [8]: POPULATION PYRAMIDS (MARATHON COUNTY ABOVE AND STATE BELOW)
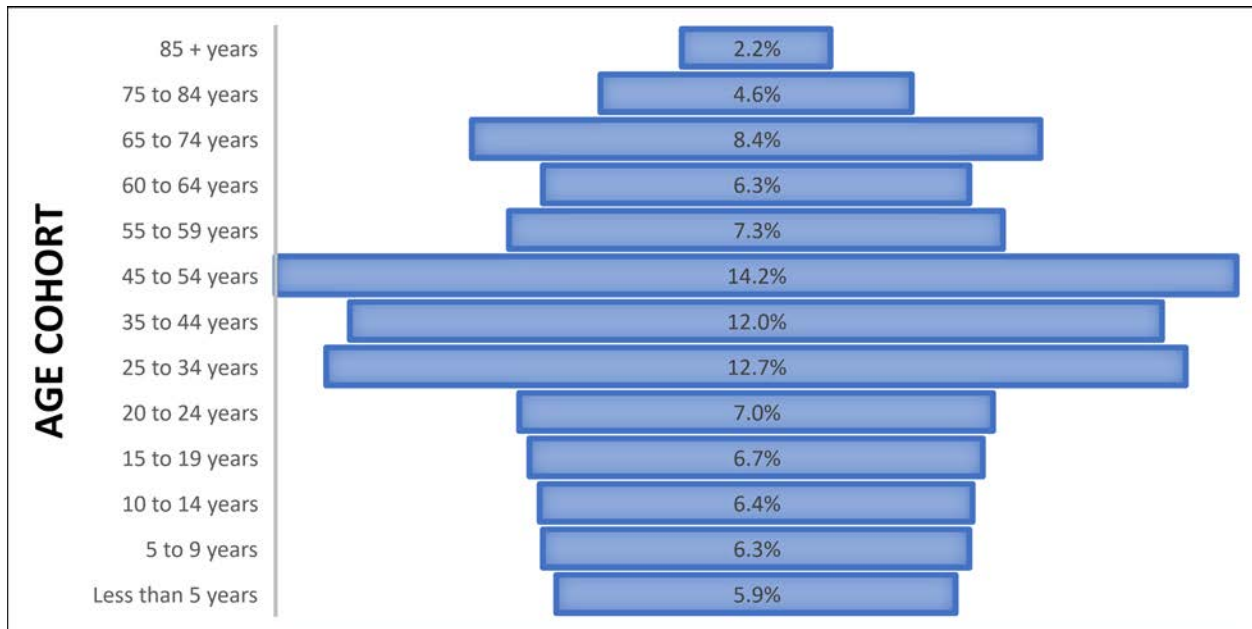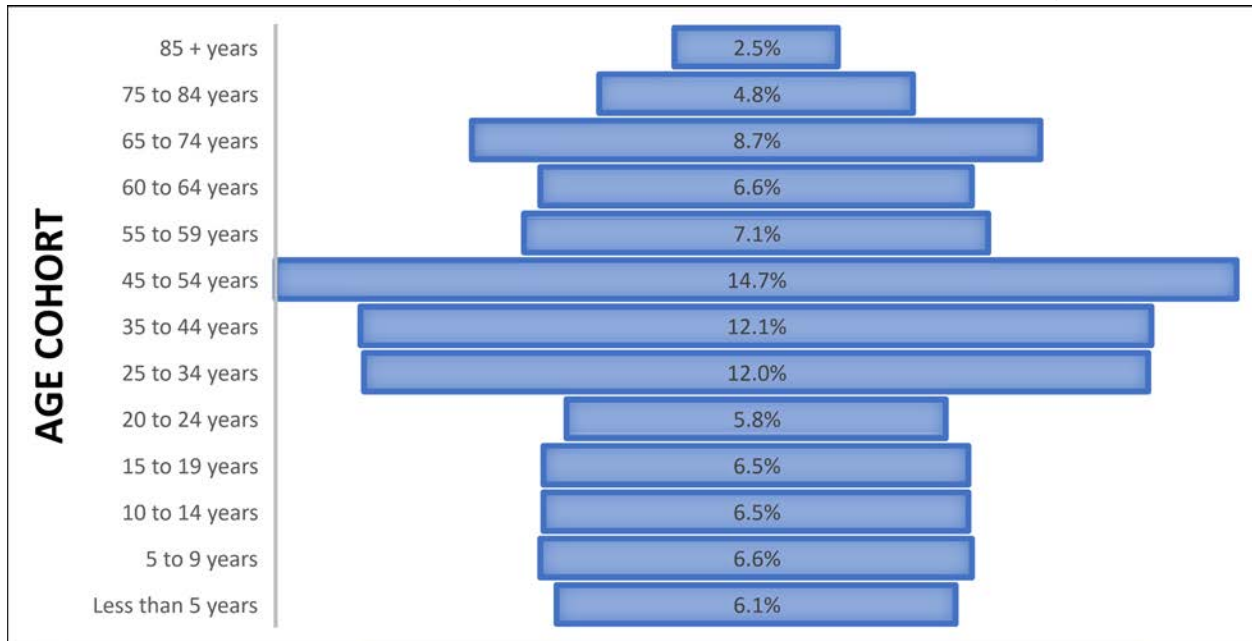
Some jurisdictions in the county are experiencing negative population growth, while others are experiencing population growth, with no geographic trend. The largest community, the city of Wausau, is losing some population. (In Figure 6, the measure of absolute population change merely shows the raw population changes between 2010 and 2016, while the measure of "relative population change" weights such absolute changes by the base population figures of 2010).[9]

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[8] United States Census Bureau. "Selected Economic Characteristics DP03, Employment Status." 2012-2016 American Community Survey 5-Year Estimates. https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt Accessed November 6th, 2017.
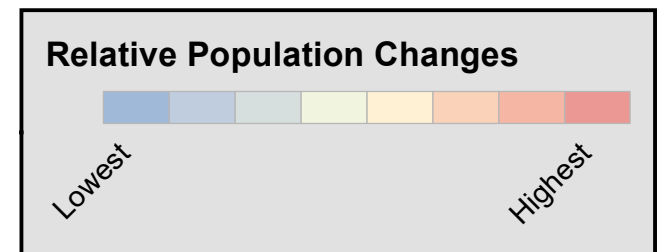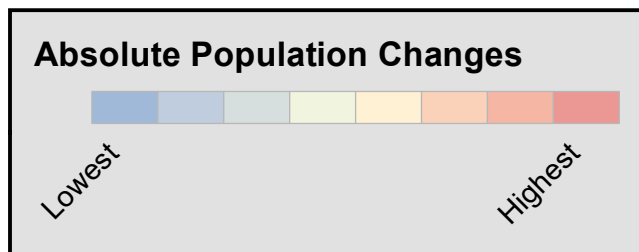
[9] The highlighted jurisdiction in the image shows the two jurisdictions that are growing fastest and the two jurisdictions growing the slowest.

ABSOLUTE AND RELATIVE POPULATION CHANGES MARATHON COUNTY MUNICIPALITIES (2010-2016)

Left map (Absolute Population Changes):

1. Town of Halsey, 30
2. Village of Brokaw, 0
3. Town of Frankfort, 39
4. Village of Rothschild, 78
5. Town of Cassel, 12

Town of Berlin, -11
Town of Hewitt, 35
Town of Bern, -4
1 Town of Hamburg, 21
Village of Maine, 18
Town of Texas, -7
Town of Harrison, -11
Town of Johnson, -15
Town of Stettin, -14
2 Town of Wausau, 19
Town of Plover, -9
Town of Holton, 45
Town of Rietbrock, -9
Town of Rib Falls, 54
City of Wausau, -234
Town of Ringle, 42
Town of Easton, 21
Town of Hull, 40
3 Town of Wien, 42
5 Town of Marathon, 61
Town of Norrie, 10
Village of Hatley, 31
Town of Brighton, 30
Town of Cleveland, 4
4 Village of Kronenwetter, 409
Town of Reid, 64
Town of Elderon, 34
Town of Eau Pleine, 43
Town of Emmet, 5
City of Mosinee, 24
Town of Knowlton, 106
Town of Beven, -7
Town of Spencer, 82
Town of Day, 57
Town of Green Valley, 29
Town of Bergen, 3
Town of Guenther, 20
Town of Franzen, -8
City of Marshfield, -24
Town of Mcmillan, 134

Right map (Relative Population Changes):

1. Village of Birnamwood, 0%
2. Town of Rietbrock, -0.9%
3. Town of Marathon, 5.8%
4. Town of Rib Mountain, 1.6%

Town of Hamburg, 2.3%
Village of Brokaw, 0%
Town of Texas, -0.4%
Town of Bern, -0.7%
Town of Maine, 0.8%
Town of Hewitt, 5.8%
Town of Harrison, -2.9%
Town of Halsey, 4.6%
Town of Berlin, -1.2%
City of Easton, 1.9%
Town of Holton, 5.2%
2 Town of Rib Falls, 5.4%
Town of Wausau, -0.6%
Town of Plover, -1.3%
Town of Johnson, -1.5%
Town of Frankfort, 5.8%
Town of Wien, 5.1%
Town of Stettin, -0.5%
Town of Ringle, 2.5%
Town of Hull, 5.3%
Town of Cassel, 1.3%
3 4 Village of Weston, 1.5%
Town of Norrie, 1%
Village of Unity, -0.5%
Town of Eau Pleine, 5.6%
Town of Emmet, 0.5%
City of Mosinee, 0.6%
Village of Kronenwetter, 5.7%
Town of Reid, 5.3%
Town of Elderon, 5.6%
Town of Brighton, 4.9%
Town of Day, 5.3%
Town of Green Valley, 5.4%
Town of Knowlton, 5.5%
Town of Franzen, -1.4%
Town of Mcmillan, 6.8%
Town of Spencer, 5.2%
Town of Bergen, 0.5%
Town of Bevent, -0.6%

Miles
0   15   30   60

Absolute Population Changes
Lowest — Highest

Minneapolis St Paul
Madison   Milwaukee   Grand Ra

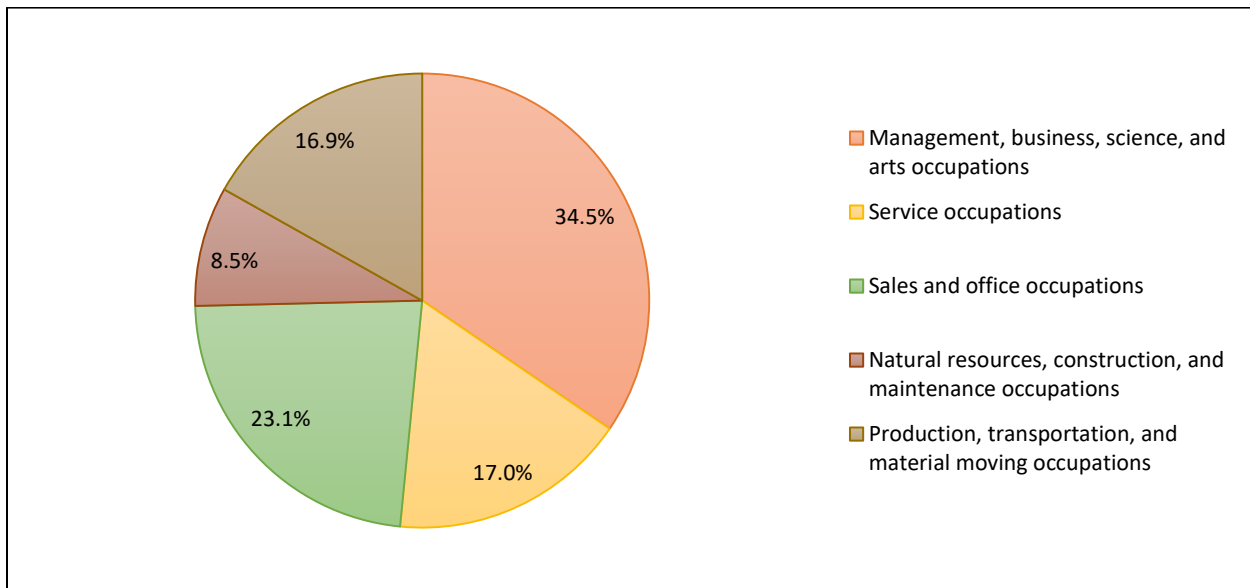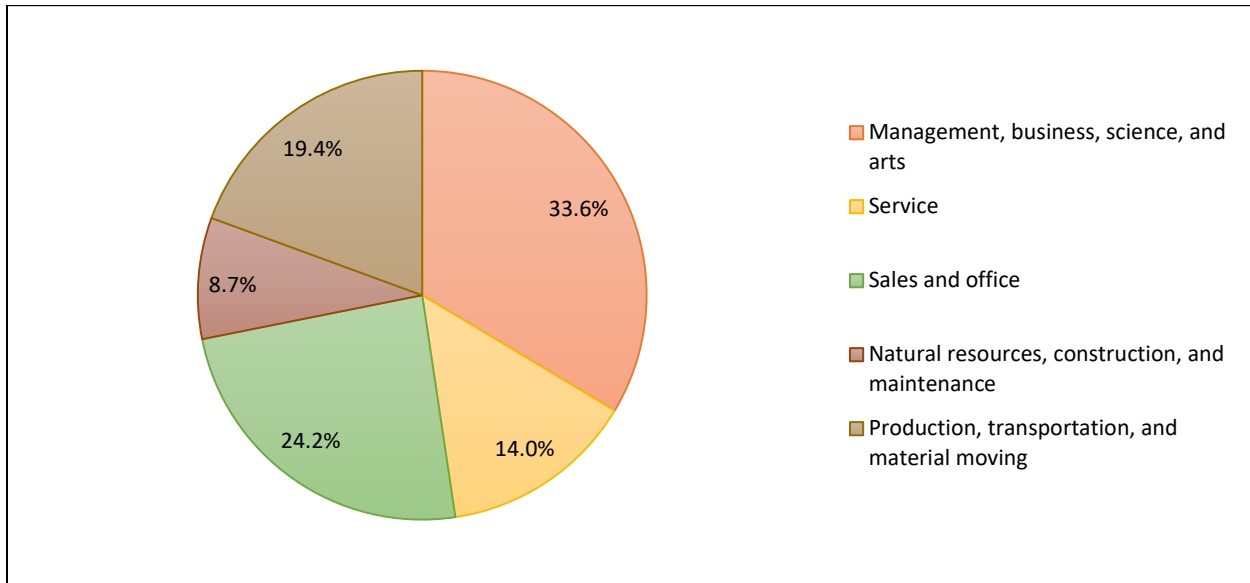**Relative Population Changes**
Lowest — Highest
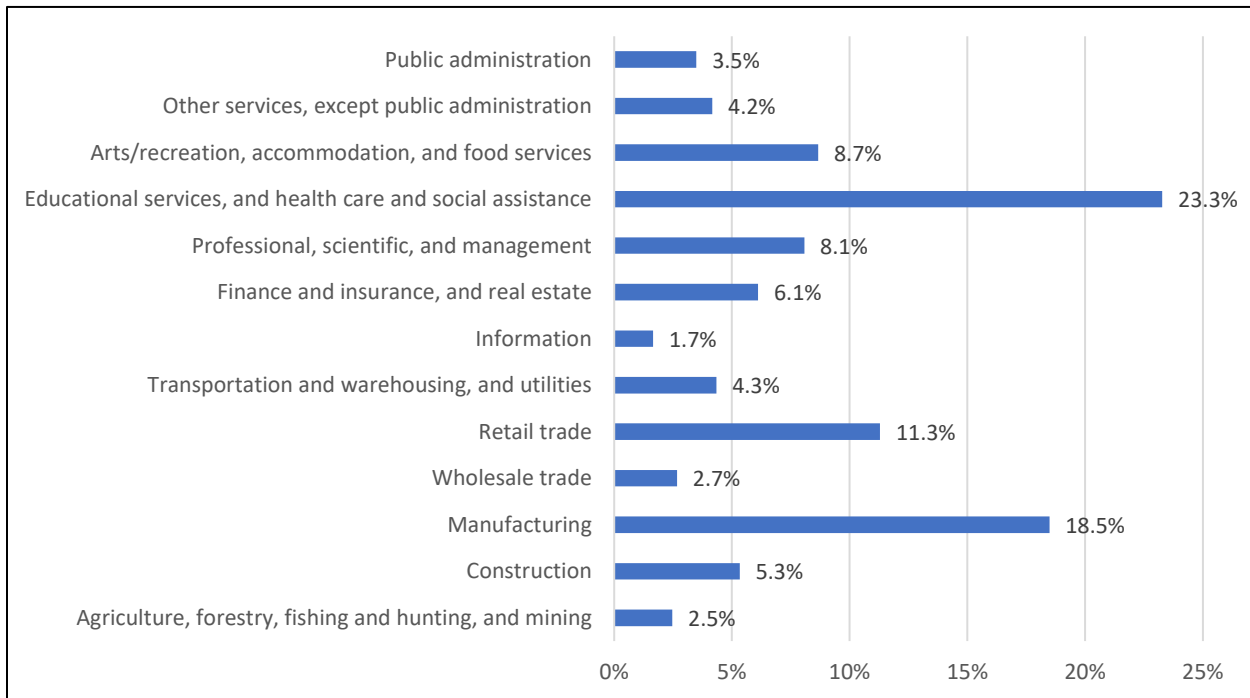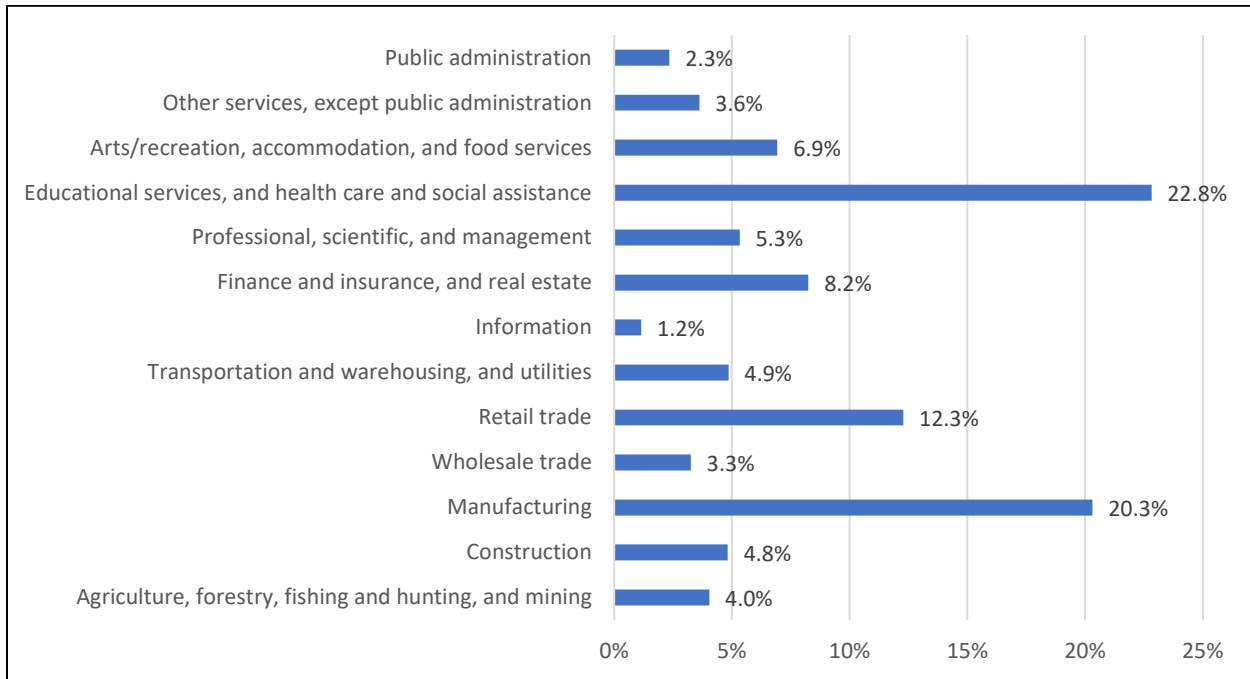
THE ECONOMY

Section Summary

The unemployment rate in Marathon County has been, on average, 0.1% lower than that of the state over the last decade. The county has a fairly typical distribution for types of occupations and types of industries.

FIGURE 7: EMPLOYMENT BY OCCUPATION (MARATHON ON TOP AND THE STATE BELOW) [10]

Marathon County pie chart:
- Management, business, science, and arts — 33.6%
- Service — 14.0%
- Sales and office — 24.2%
- Natural resources, construction, and maintenance — 8.7%
- Production, transportation, and material moving — 19.4%

State pie chart:
- Management, business, science, and arts occupations — 34.5%
- Service occupations — 17.0%
- Sales and office occupations — 23.1%
- Natural resources, construction, and maintenance occupations — 8.5%
- Production, transportation, and material moving occupations — 16.9%

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[10] United States Census Bureau. "Selected Economic Characteristics DP03, Employment Status." 2011-2015 American Community Survey 5-Year Estimates. https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt Accessed September 29, 2017.
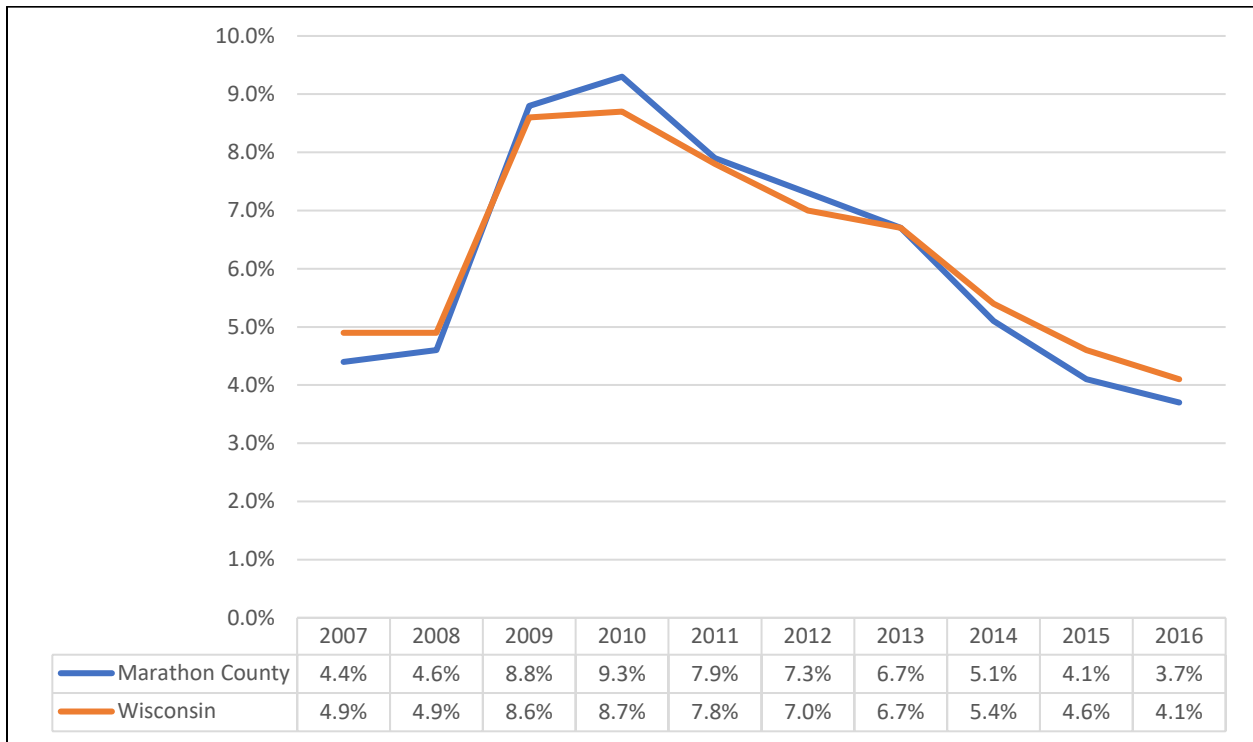
FIGURE 8: EMPLOYED POPULATION BY INDUSTRY (MARATHON ON TOP AND STATE BELOW)

Marathon:

Industry	Percent
Public administration	2.3%
Other services, except public administration	3.6%
Arts/recreation, accommodation, and food services	6.9%
Educational services, and health care and social assistance	22.8%
Professional, scientific, and management	5.3%
Finance and insurance, and real estate	8.2%
Information	1.2%
Transportation and warehousing, and utilities	4.9%
Retail trade	12.3%
Wholesale trade	3.3%
Manufacturing	20.3%
Construction	4.8%
Agriculture, forestry, fishing and hunting, and mining	4.0%

State:

Industry	Percent
Public administration	3.5%
Other services, except public administration	4.2%
Arts/recreation, accommodation, and food services	8.7%
Educational services, and health care and social assistance	23.3%
Professional, scientific, and management	8.1%
Finance and insurance, and real estate	6.1%
Information	1.7%
Transportation and warehousing, and utilities	4.3%
Retail trade	11.3%
Wholesale trade	2.7%
Manufacturing	18.5%
Construction	5.3%
Agriculture, forestry, fishing and hunting, and mining	2.5%

11

[11] United States Census Bureau. "Selected Economic Characteristics DP03, Employment Status." 2011-2015 American Community Survey 5-Year Estimates. https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt Accessed September 29, 2017.

FIGURE 9: UNEMPLOYMENT RATES, MARATHON COUNTY AND WISCONSIN, 2007-2016

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Marathon County	4.4%	4.6%	8.8%	9.3%	7.9%	7.3%	6.7%	5.1%	4.1%	3.7%
Wisconsin	4.9%	4.9%	8.6%	8.7%	7.8%	7.0%	6.7%	5.4%	4.6%	4.1%

12

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[12] United States Department of Labor, Bureau of Labor Statistics. Local Area Unemployment Statistics. "Labor Force Data by County," annual averages. https://www.bls.gov/lau/#tables Accessed Sept. 29, 2017.

ALCOHOL RISK FACTORS

Section Summary

Sixty-three percent of licensees have liquor for sale for consumption on site. Thirty percent of the licenses are in Wausau, 10% are in Weston, 5% are in Mosinee, 5% are in Rothschild, and 30% are in towns.

FIGURE 10: ALCOHOL BEVERAGE LICENSES BY JURISDICTION, MARATHON COUNTY

	AB or AC	AL or ALB	BB or CW	BL or BLB	Others	**Total (By Municipality)**
Abbotsford		4	1	3		**8**
Athens	1	2		4		**7**
Brokaw					1	**1**
Colby		1		3		**4**
Edgar		2	1	5		**8**
Elderon		1		3		**4**
Fenwood				1		**1**
Hatley		1		2		**3**
Kronenwetter	1			4		**5**
Marathon City		2		7		**9**
Marshfield		4		3		**7**
Mosinee	1	6	2	11		**20**
Rothschild		6	4	10		**20**
Schofield		1	1	9		**11**
Spencer		2	1	2		**5**
Stratford	2	2		4		**8**
Unity				4		**4**
Wausau	8	30	12	76		**126**
Weston		13	8	18	1	**40**
Towns	4	16	13	93		**126**
Total (By Liq. License)	**17**	**93**	**43**	**262**	**2**	**417**

[13]

Establishments within a municipality but outside the county are not included in the table.

CODE	DESCRIPTION
AB	Beer for sale off site (convenience stores, grocery stores)
AC	Cider for sale off site (convenience stores, grocery stores)
AL	Liquor for sale off site (drug stores, wineries)
ALB	Beer, wine, or liquor for sale off site
BB	Beer for sale on site or off site
BL	Liquor for sale on site (winery)
BLB	Beer or liquor for sale on site (taverns, supper clubs)
CW	Wine for sale on site (restaurants) (usually in conjunction with BB)

[14]

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[13] Wisconsin Department of Revenue. Oct. 4, 2017. "WI Liquor Licenses 2017-18."
[14] Wisconsin Department of Revenue. "Liquor License Report, Liquor License Codes."
https://www.revenue.wi.gov/Pages/OnlineServices/liqlicrpt.aspx. Accessed Oct. 25, 2017.

FIGURE 10.2: ALCOHOL LICENSES IN MARATHON COUNTY BY JURISDICTION
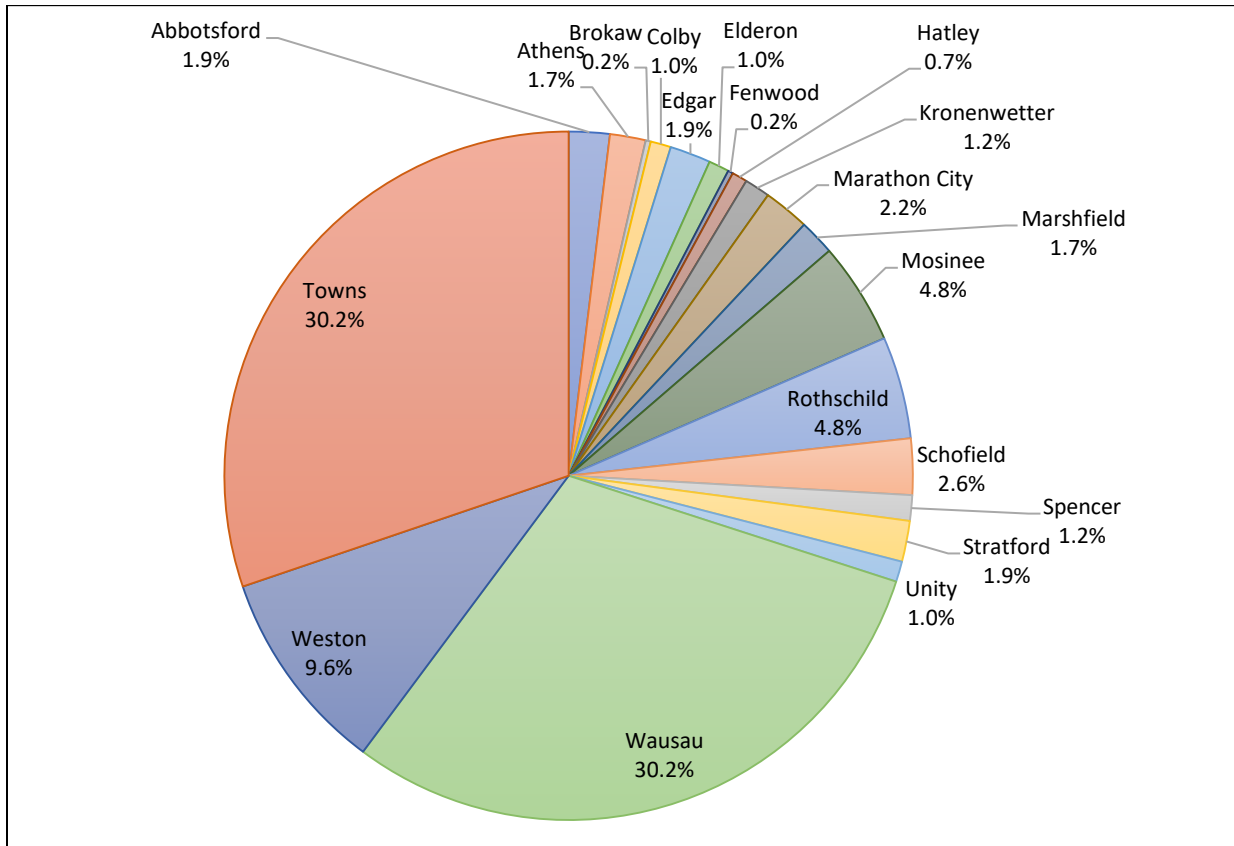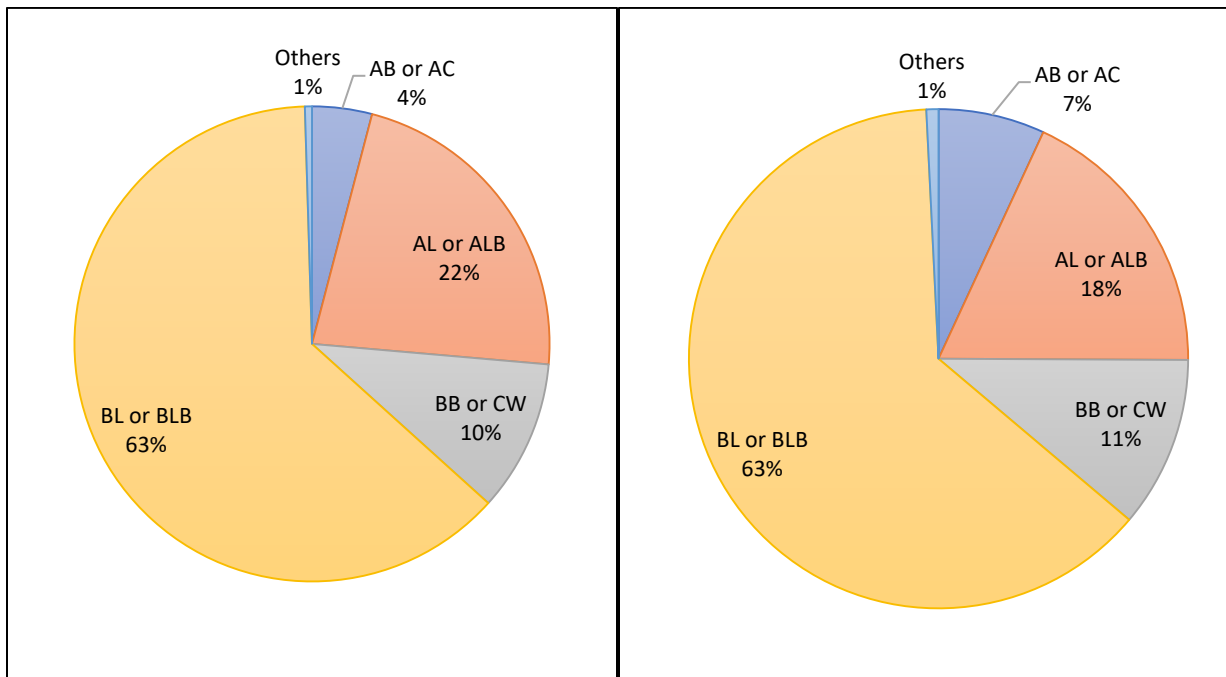

FIGURE 11: ALCOHOL BEVERAGE LICENSES BY TYPE, 2017-2018 (MARATHON COUNTY ON THE LEFT, STATE ON THE RIGHT)

HEALTH INFRASTRUCTURE

Injury-to-Death Ratios

Injury-to-death ratios are computed by dividing the total number of crash injuries by the crash fatalities. Higher rates are positive in that fatalities comprise a smaller percentage of crash victims. In general, higher rates are found in the state's urbanized southeastern and south-central regions and the Fox Valley, where crashes are more likely to occur in more developed areas (and thus at slower speeds). In rural areas, the converse is true (highways and county roads predominate, with crashes occurring at higher average speeds). Generally, rural areas also suffer from a relative lack of proximate hospitals and emergency response services, which means that some crashes which would be survivable in urban areas correspond to fatalities in more rural areas.

Between 2012 and 2017, as can be seen in Figure 12, Marathon County reported a lower injury-to-death ratio than the state generally (54.1 vs. 73.1).
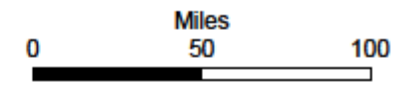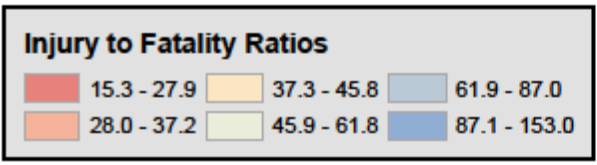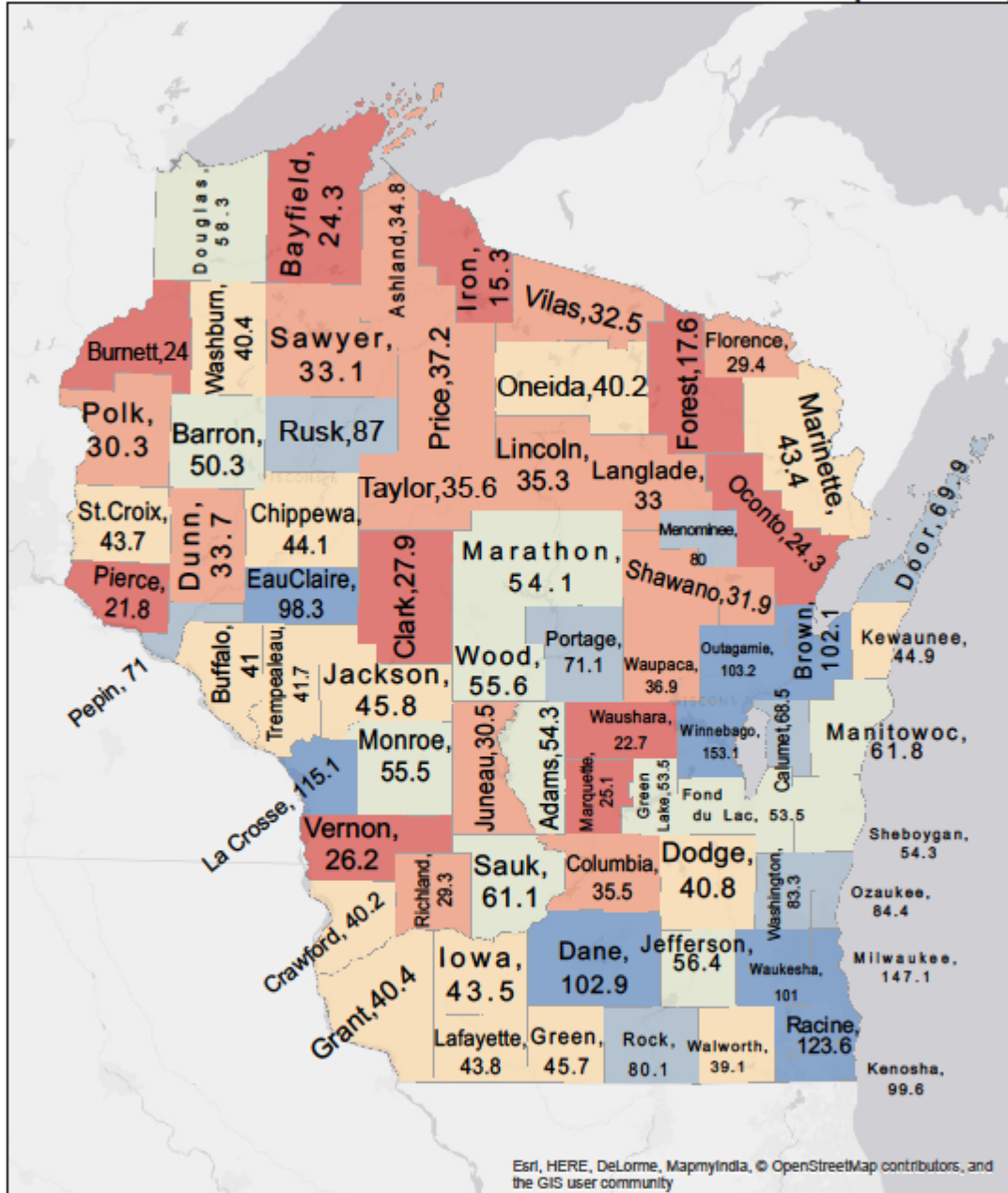
Emergency Services

As can be seen in Figure 13, Marathon County contains two different trauma centers—one of which is ranked as a level III, while the other is ranked as a level IV—within its boundaries.[15] The closest level I trauma center is located 100 miles to the south, in Madison.

Marathon County maintains 27 different emergency providers (Figure 14). These companies employ 606 emergency personnel. Consequently, the county is the site of 4.5 emergency response personnel per 1,000 residents. This is similar to the state figure of 4.02 emergency response personnel per 1,000 residents.

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[15] The trauma capacities of hospitals are rated on a I-IV scale, with some remaining unrated; Level I hospitals have the greatest capacity. In the image, brighter colors show hot spots, where crash numbers are (locally) concentrated.

INJURY TO FATALITY RATIOS FOR WISCONSIN COUNTIES (2012-2017)

MARATHON COUNTY FATALITIES AND SERIOUS INJURIES (2014-2017) WITH MAP OF HOSPITALS
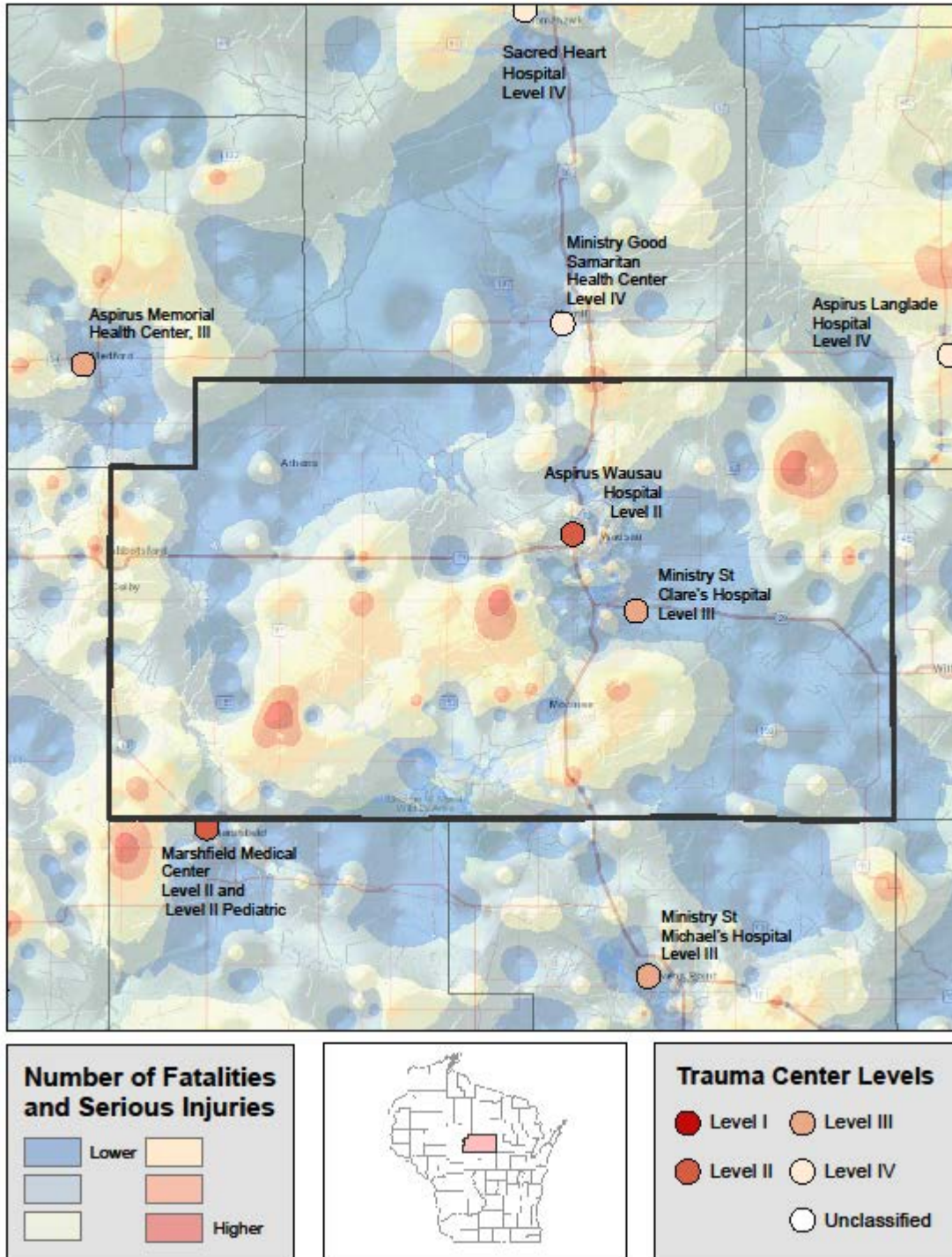
FIGURE 14: NUMBER OF EMT PERSONNEL/JURISDICTION [16]

Service License Level	Service Name	Number of Personnel
Advanced Emergency Medical Technician (AEMT)	Rothschild Fire Department	39
Advanced Emergency Medical Technician (AEMT)	Mosinee Fire District-Ambulance Service	37
Advanced Emergency Medical Technician (AEMT)	Riverside Fire District	25
Advanced Emergency Medical Technician (AEMT)	Spencer Community Ambulance Service	24
Emergency Medical Responder (EMR)	Maine (Town Of) Fd First Responders	15
Emergency Medical Responder (EMR)	Kolbe & Kolbe Millwork Co Inc	15
Emergency Medical Responder (EMR)	Easton Fire Department First Responders	12
Emergency Medical Responder (EMR)	Emmet First Responders	12
Emergency Medical Responder (EMR)	Hamburg Emergency Medical Responders	11
Emergency Medical Responder (EMR)	Kronenwetter Fire Dept First Responders	10
Emergency Medical Responder (EMR)	Ringle Fire Department	8
Emergency Medical Responder (EMR)	Hewitt (Town Of) Fire Department	7
Emergency Medical Responder (EMR)	Wausau First Responders (Town Of)	7
Emergency Medical Responder (EMR)	Bevent First Responders	6
Emergency Medical Responder (EMR)	Texas (Town Of) Fire Department	4
Emergency Medical Responder (EMR)	Guenther (Town Of) Emr Service	4
Emergency Medical Technician (EMT)	Hatley Area Ambulance Service	29
Emergency Medical Technician (EMT)	Edgar Volunteer Fire Department Inc	28
Emergency Medical Technician (EMT)	Schofield Fire Department Ambulance	26
Emergency Medical Technician (EMT)	Stratford Area Fire Department & Ambulance	22
Emergency Medical Technician (EMT)	Athens Area Ambulance Service	18
Emergency Medical Technician (EMT)	Mcmillan (Town Of) Fire Dept First Responders	15
Paramedic with Critical Care Endorsement	Aspirus Wausau Hospital Medevac	84
Paramedic with Critical Care Endorsement	Wausau Fire Department	68
Paramedic with Critical Care Endorsement	South Area Fire And Emergency Response District	65
TEMS Team	Marathon County S.W.A.T.	6
Emergency Medical Responder (EMR)	Marathon City (Village Of) First Responders	9

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[16] Department of Health Services, 2017, Received through Happel, C.

FIGURE 14.2: NUMBER AND LEVEL OF EMERGENCY RESPONDERS PER JURISDICTION

Legend:
- Advanced Emergency Medical Technician (AEMT)
- Emergency Medical Responder (EMR)
- Emergency Medical Technician (EMT)
- Paramedic with Critical Care Endorsement
- TEMS Team
- Emergency Medical Responder (EMR)

Aspirus Wausau Hospital Medevac, 84

Wausau Fire Department, 68

South Area Fire And Emergency Response District, 65

Hatley Area Ambulance Service, 29

Edgar Volunteer Fire Department Inc, 28

Schofield Fire Department Ambulance, 26

Stratford Area Fire Department & Ambulance, 22

Athens Area Ambulance Service, 18

Mcmillan (Town Of) Fire Dept First Responders, 15

Rothschild Fire Department, 39

Riverside Fire District, 25

Maine (Town Of) Fd First Responders, 15

Kolbe & Kolbe Millwork Co Inc, 15

Easton Fire Department First Responders, 12

Ma... City (Vill... Of) First Res... 9

Mosinee Fire District-Ambulance Service, 37

Spencer Community Ambulance Service, 24

Emmet First Responders, 12

Kronenwetter Fire Dept First Responders, 10

Ringle Fire Department, 8

Hamburg Emergency Medical Responders, 11

Hewitt (Town Of) Fire Department, 7

Wausau First Responders (Town Of), 7

Bevent First Respo... 6

Texas (To... Of) Fir...

Guenther...

Ma... Co... S.W... 6

18

THE CRASHES

The State of Wisconsin, in a months-long process, solicited input from a diverse variety of stakeholders to create the most recent version of our Strategic Highway Safety Plan (SHSP), a document that guides investment and safety decisions for three years. The plan has ten different issue areas. General crash-related statistics for Marathon County are listed below, and then facts and figures are organized to correspond with these ten issue areas.

GENERAL CRASH-RELATED STATISTICS

FIGURE 15: NUMBER OF CRASHES BY MOST SEVERE INJURY IN THE CRASH AND PERSONS INVOLVED IN CRASHES BY INJURY SEVERITY

	2012		2013		2014		2015		2016		2012-2016 Average	
	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons
Fatality	15	17	16	19	9	10	13	15	8	9	12.2	14.0
Incapacitating Injury	61	80	64	73	54	68	52	58	57	66	57.6	69.0
Non-Incapacitating Injury	229	283	266	318	223	286	213	274	267	350	239.6	302.2
Possible Injury	325	450	355	493	317	435	255	348	307	445	311.8	434.2
No Apparent Injury	2,172	4,876	2,521	5,681	2,583	5,654	2,202	4,831	2,423	5,575	2,380.2	5,323.4
Totals	2,802	5,706	3,222	6,584	3,186	6,453	2,735	5,526	3,062	6,445	3,001.4	6,142.8

FIGURE 16: FATALITIES AND INCAPACITATING INJURIES BY ROLE, MARATHON COUNTY, 2012-2016
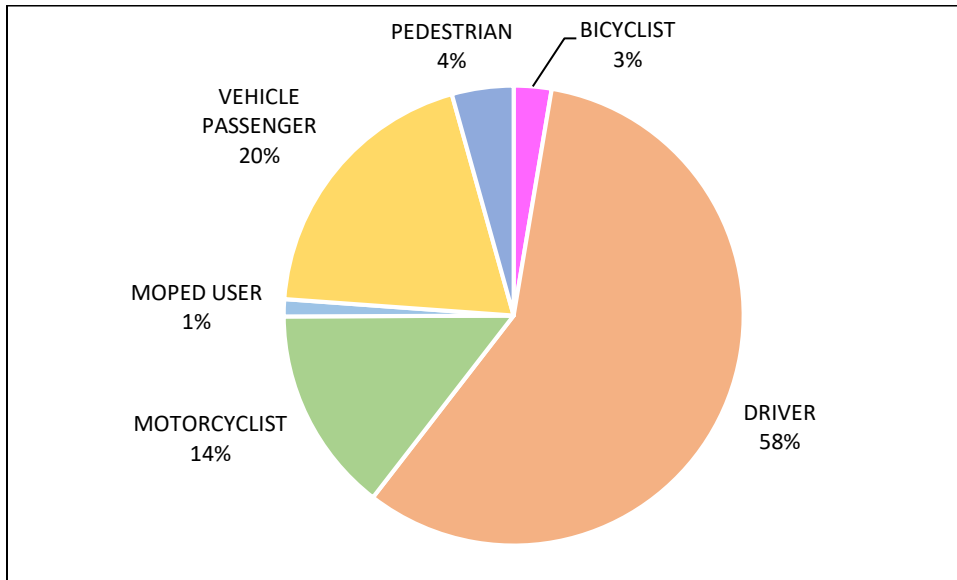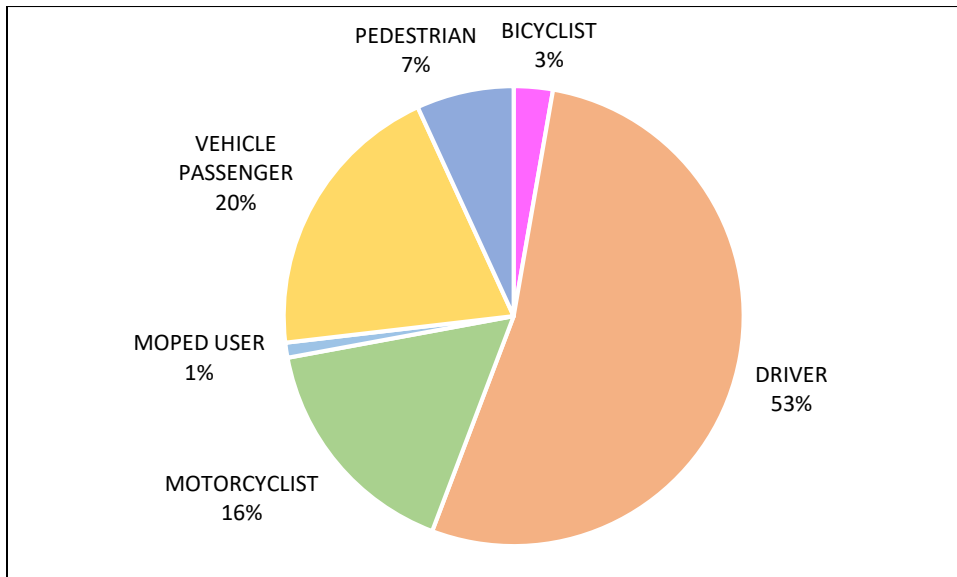

FIGURE 17: FATALITIES AND INCAPACITATING INJURIES BY ROLE, WISCONSIN, 2012-2016

Vehicle drivers make up the highest percentage of fatalities and incapacitating injuries within Marathon County and the state of Wisconsin.

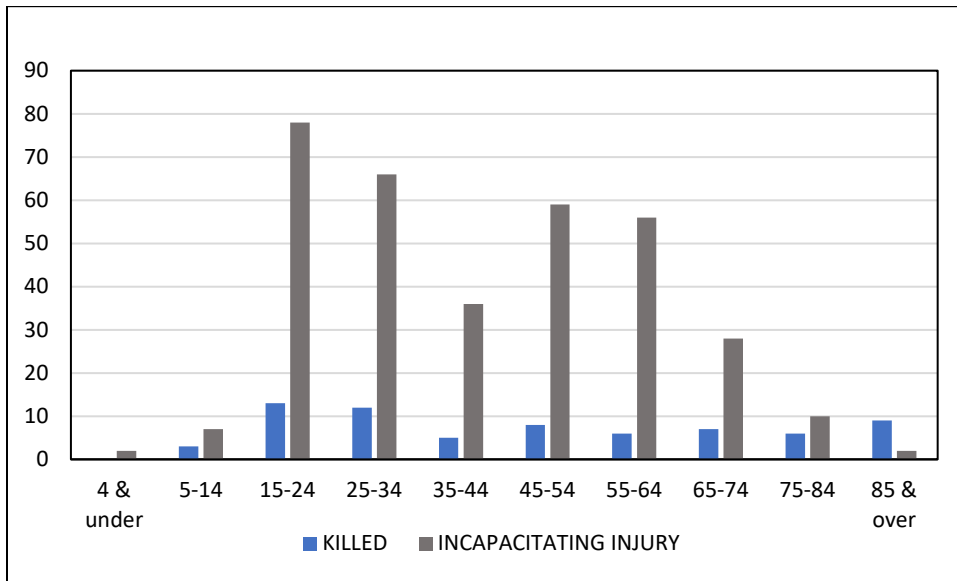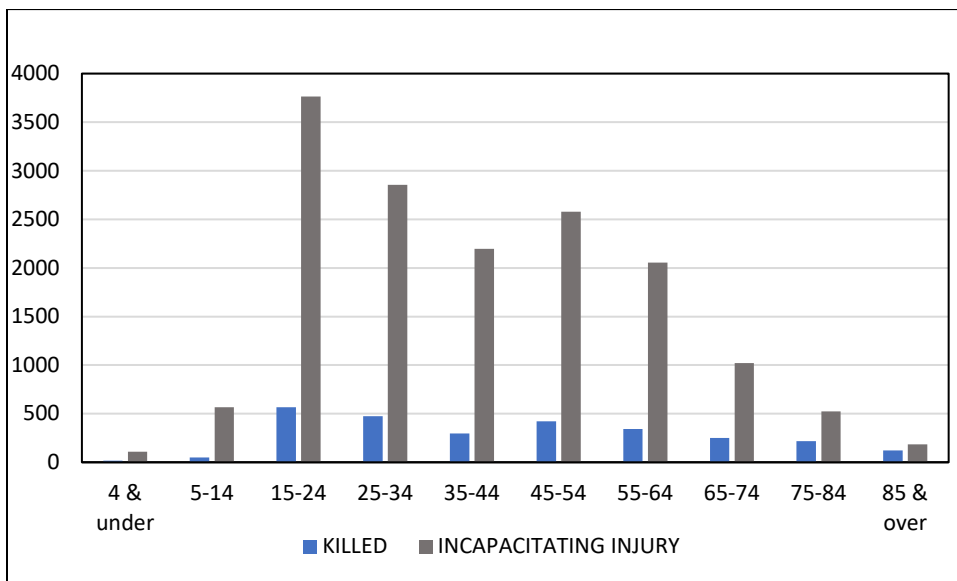**FIGURE 18: FATAL AND INCAPACITATING INJURIES BY AGE IN MARATHON COUNTY, 2012-2016**
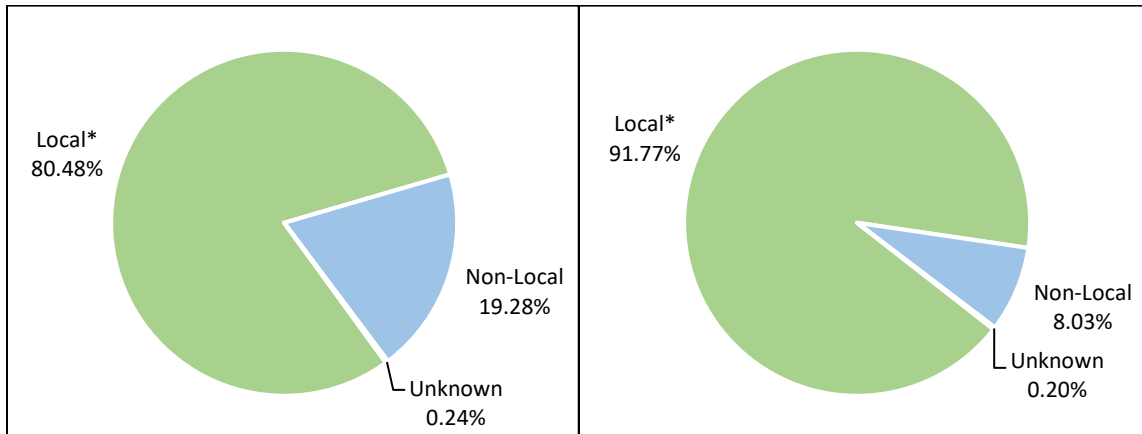

FIGURE 19: FATAL AND INCAPACITATING INJURIES BY AGE IN WISCONSIN, 2012-2016


The highest number of incapacitating injuries occurred in the age group 15-24 within Marathon County, the same for the state of Wisconsin. The highest number of fatalities also occurred in the age group 15-24 in Marathon County, the same for the state of Wisconsin.

FIGURE 20: TOTAL FATALITIES AND INCAPACITATING INJURIES BY PLACE OF RESIDENCE (MARATHON COUNTY ON LEFT AND STATE OF WISCONSIN ON RIGHT), 2012-2016

*Local is defined as persons with addresses that have ZIP codes fully or partially within the county.

19% of the fatalities and injuries in Marathon County occurred to non-local individuals.

FIGURE 21: FATALITIES AND INCAPACITATING INJURIES BY STATE OF RESIDENCE (MARATHON COUNTY ON LEFT AND STATE OF WISCONSIN ON RIGHT), 2012-2016
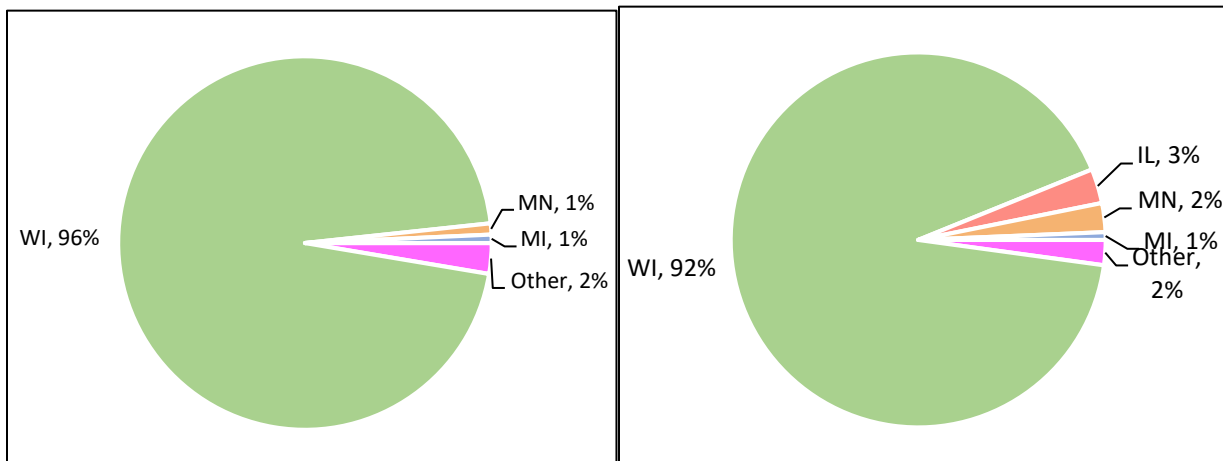
96% of the fatality and injury crashes in Marathon County occurred to Wisconsin residents.

FIGURE 22: LOCATION OF CRASHES BY ROAD TYPE IN MARATHON COUNTY, 2012-2016

	Total Fatal Crashes	Total Non-Fatal Injury Crashes
Interstate Highways	3.3%	2.7%
US/State Highways	47.5%	37.9%
County Highways	34.4%	15.5%
Local Roads	14.8%	43.9%

The highest percentage of fatal crashes occurred on US/state highways within Marathon County.

FIGURE 23: REPORTING OF FATAL AND SERIOUS INJURY CRASHES BY AGENCY, 2012-2016

LEA	TOTAL
ATHENS POLICE DEPARTMENT	1
CLARK COUNTY SHERIFF	1
COLBY-ABBOTSFORD POLICE DEPARTMENT	1
EVEREST METROPOLITAN POLICE DEPARTM	20
KRONENWETTER POLICE DEPARTMENT	8
MARATHON COUNTY SHERIFF	**216**
MARATHON POLICE DEPARTMENT	1
MARSHFIELD POLICE DEPARTMENT	2
MOSINEE POLICE DEPARTMENT	10
ROTHSCHILD POLICE DEPARTMENT	21
SPENCER POLICE DEPARTMENT	1
WAUSAU POLICE DEPARTMENT	47
WISCONSIN STATE PATROL	20
TOTAL	349

Marathon County Sheriff's Office had the highest reporting of fatal and serious injury crashes within Marathon County.

ISSUE AREA: IMPROVE SAFETY CULTURE, SAFETY DATA, AND DATA TECHNOLOGY

Because this information is difficult to quantify and visualize, we recommend that readers view the most recent edition of the Wisconsin Strategic Highway Safety Plan at the following location: http://wisconsindot.gov/Documents/safety/education/frms-pubs/strategichwy-17-20.pdf

ISSUE AREA: REDUCE DRIVER DISTRACTION/IMPROVE DRIVER ALERTNESS

FIGURE 24: INATTENTION-RELATED FATAL AND INJURY-CAUSING CRASHES BY LOCATION, 2012-2016

	Inattention-Related Fatal Crashes	Inattention-Related Non-Fatal Injury Crashes
Interstate Highways	0.0%	1.7%
US/State Highways	26.7%	40.8%
County Highways	46.7%	15.0%
Local Roads	26.7%	42.6%

The most common location for inattention-related fatal crashes in Marathon County was on county highways.

ISSUE AREA: REDUCE ALCOHOL & DRUG-IMPAIRED DRIVING

FIGURE 25: ALCOHOL OR DRUG-RELATED CRASHES BY LOCATION, 2012-2016

	Alcohol or Drug-Related Fatal Crashes	Alcohol or Drug-Related Non-Fatal Injury Crashes
Interstate Highways	4.5%	2.0%
US/State Highways	45.5%	25.5%
County Highways	31.8%	25.5%
Local Roads	18.2%	47.1%

The most common location for alcohol/drug-related fatal crashes in Marathon County was on US/state highways.

FIGURE 26: IMPAIRED DRIVING STATISTICS IN MARATHON COUNTY, 2012-2016

Average Total Fatal Crashes	Average Non-Fatal Injury Crashes	Average Alcohol or Drug-Related Fatal Crashes	Average Alcohol or Drug-Related Non-Fatal Injury Crashes
12.2	609.0	4.4	40.8

Marathon County	% of alcohol or drug-related fatal crashes to all fatal crashes	36.1%
Wisconsin	% of alcohol or drug-related fatal crashes to all fatal crashes	45.0%

Marathon County had a lower percentage of alcohol or drug-related fatal crashes than the state of Wisconsin.

ISSUE AREA: REDUCE THE INCIDENCE AND SEVERITY OF MOTORCYCLE CRASHES

FIGURE 27: MARATHON COUNTY MOTORCYCLISTS KILLED OR SERIOUSLY INJURED, 2012-2016

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	7.1%	15.9%	1.0	11.0
State	15.3%	16.5%	84.8	525.6

Marathon County had a lower percentage of motorcyclist fatalities and serious injuries when compared to the state.

ISSUE AREA: IMPROVE NON-MOTORIST SAFETY

FIGURE 28: MARATHON COUNTY PEDESTRIANS KILLED OR SERIOUSLY INJURED, 2012-2016

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	4.3%	4.3%	0.6	3.0
State	8.1%	6.6%	44.8	211.2

Marathon County had lower percentages of crashes where pedestrians were killed and seriously injured, compared to the state.

FIGURE 29: PEDESTRIANS INVOLVED IN CRASHES BY ACTION AND LOCATION, 2012-2016

PEDESTRIAN ACTION	PEDESTRIAN LOCATION					TOTAL
	BLANK	IN CROSSWALK	IN ROADWAY	NOT IN ROADWAY	ON SIDEWALK	
BLANK	6	7	9	2	0	24
WALKING NOT FACING TRAFFIC	0	5	10	1	0	16
DISREGARDED SIGNAL	0	3	1	0	0	4
DARTING INTO ROAD	0	1	14	0	0	15
DARK CLOTHING	2	2	5	0	0	9
WALKING FACING TRAFFIC	0	5	5	1	1	12
TOTAL	8	23	44	4	1	80

The most common pedestrian action contributing to crashes was **darting into the roadway**.

FIGURE 30: MARATHON COUNTY BICYCLISTS KILLED OR SERIOUSLY INJURED, 2012-2016

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	2.9%	2.6%	0.4	1.8
State	1.8%	2.9%	10.2	92.4

Marathon County had a lower percentage of crashes where bicyclists were seriously injured, compared to the state, but a higher percentage of bicyclist fatalities.

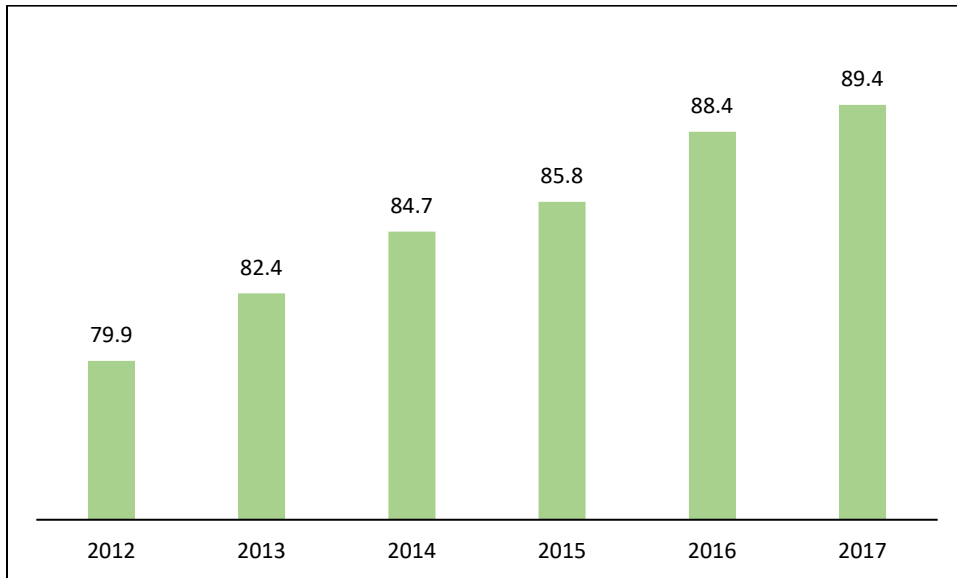## ISSUE AREA: IMPROVE SAFETY OF INTERSECTIONS

FIGURE 31: MARATHON COUNTY TOTAL CRASHES BY LOCATION, 2012-2016

	County	State
% Intersection	34.2%	37.8%
% Non-Intersection	65.8%	62.8%

There were fewer crashes at intersections in Marathon County, compared to the state of Wisconsin.

ISSUE AREA: INCREASE OCCUPANT PROTECTION

FIGURE 32: SEATBELT USE STATEWIDE, 2012-2017

Seatbelt usage statewide has increased over the past six years.

FIGURE 32.2: SAFETY EQUIPMENT USAGE IN PASSENGER CAR AND LIGHT TRUCKS DURING CRASHES, 2012-2016

	Belted	Unbelted
Fatalities and Serious Injuries	77.1%	22.9%

22% of the people killed or seriously injured in crashes in Marathon County were not wearing a seatbelt.

ISSUE AREA: CURB AGGRESSIVE DRIVING/REDUCE SPEED-RELATED CRASHES

FIGURE 33: DRIVER POSSIBLE CONTRIBUTING CIRCUMSTANCES FOR CRASHES IN MARATHON COUNTY (TOP) AND STATEWIDE (BOTTOM), 2012-2016
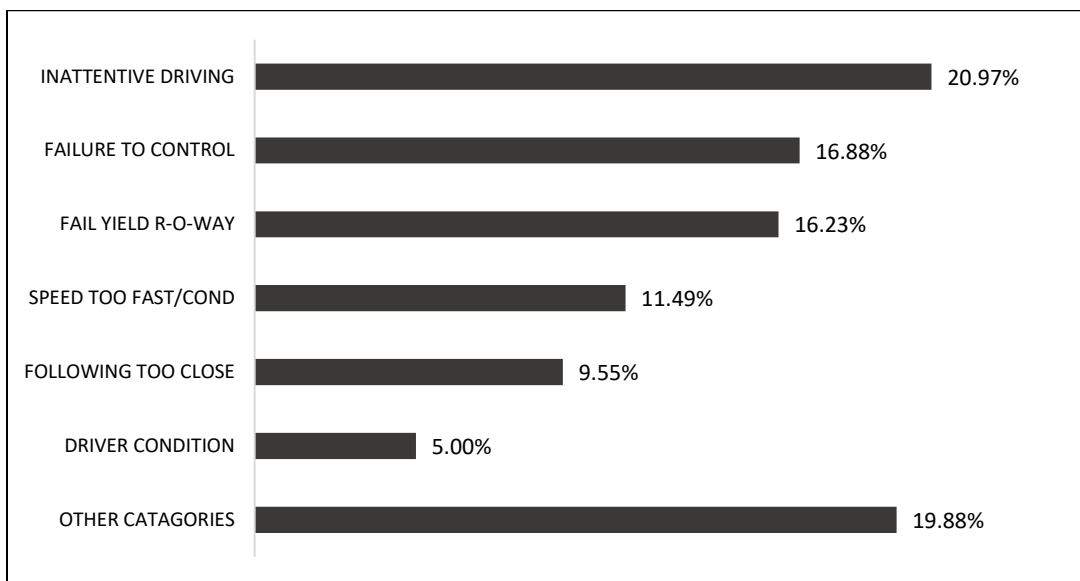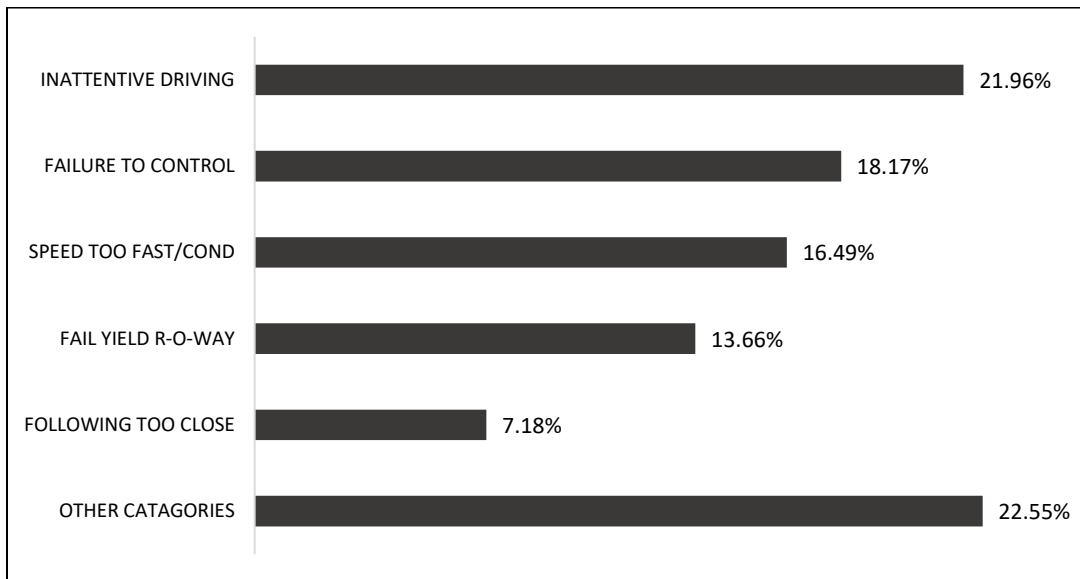
Inattentive driving is the most significant contributing factor for all crashes within Marathon County.

FIGURE 34: SPEEDING STATISTICS IN MARATHON COUNTY, 2012-2016

Average Speed-Related Fatal Crashes	Average Speed-Related Non-Fatal Injury Crashes
4.8	131.4

Marathon County	% of speed-related fatal crashes to all fatal crashes	39.3%
Wisconsin	% of speed-related fatal crashes to all fatal crashes	28.9%

	Speed-Related Fatal Crashes	Speed-Related Non-Fatal Injury Crashes
Interstate Highways	4.2%	5.5%
US/State Highways	41.7%	39.9%
County Highways	29.2%	19.2%
Local Roads	25.0%	35.5%

Marathon County had a higher percentage of speed-related fatal crashes than the state. The most common location for speed-related fatal crashes in Marathon County was on US/state highways.

ISSUE AREA: REDUCE LANE DEPARTURE CRASHES

FIGURE 35: MARATHON COUNTY RUN-OFF-THE-ROAD CRASHES, 2012-2016

	5 Year Average of Run-Off-the-Road crashes	% of Run-Off-the-Road crashes to total crashes
County	908.8	30.3%
State	30,395.6	25.4%

Marathon County had a higher percentage of run-off-the-road crashes when compared to the state.

THE IMPACT

Crashes in the county result in over 77 crash-related hospitalizations per year with over 441 lost years of life.

2011-2015 Annual Averages

	Marathon County	Wisconsin
Average Annual Population	134,986	5,716,883
Persons in Crashes (per 1,000 residents)	48.8	46.0
Crash-Related Emergency Room Visits (per 100,000 residents)	364.5	407.3
Crash-Related Hospitalizations (per 100,000 residents)	57.2	49.3
Quality of Life Costs (per 100,000 residents)	$42,610,452	$36,819,900
Lost Years of Life (per 1,000 residents)	3.27	3.04
Medical Costs (per 100,000 residents)	$10,936,997	$10,482,526

[17,18]

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[17]University of Wisconsin-Madison, Center for Health Systems Research & Analysis. Wisconsin Crash Outcome Data Evaluation System Project. "Wisconsin CODES Report Builder Custom Reporting System," http://www.chsra.wisc.edu/codes/query/overview.html Accessed Oct. 2, 2017.
[18]University of Wisconsin-Madison, Center for Health Systems Research & Analysis. Wisconsin Crash Outcome Data Evaluation System Project. "Community Crash Reports," http://www.chsra.wisc.edu/codes/community/default.htm Accessed Oct. 3, 2017.

THE GRANTS

The Bureau of Transportation Safety targets counties throughout the state based on crash frequency and severity, considering their size, location, and contributing behavioral factors as indicated on crash forms received from local law enforcement agencies. Overtime enforcement grants are offered to the law enforcement agencies of a county to form a high-visibility enforcement task force that will coordinate efforts with each other and locals to change the driving behavior in their county. If a county makes the targeting list for an enforcement grant to address a behavioral highway safety issue, all law enforcement agencies within the county are eligible to participate on a task force to address the problem. National priority issue areas include impaired driving, seat belt use, speeding, and distracted driving.

2016 Grant Participation

	Impaired Driving	Occupant Protection	Speed
Marathon County Sheriff's Office	$12,090	$10,080	$17K
Athens Police Dept.			
Colby-Abbotsford Police Dept.		$7,560	$9,879
Dorchester Police Dept.			
Edgar Police Dept.	$5,376		
Everest Metropolitan Police Dept.		$5,887	$10,886
Kronenwetter Police Dept.	$10,116		
Marathon City Police Dept.			
Marshfield Police Dept.	$9,984		$15,367
Mosinee Police Dept.			
Rothschild Police Dept.	$10,080	$5,200	$20,000
Spencer Police Dept.		$7,380	$9,999
Stratford Police Dept.			
Wausau Police Dept.	$9,600	$6,720	$11,097.79

Rothschild Police Department, Wausau Police Department, Kronenwetter Police Department, and Edgar Police Department participated on the Marathon Countywide Traffic Safety Task Force—OWI. Marshfield Police Department participated on the Wood Countywide Traffic Safety Task Force—Distracted Driving and the Wood County Speed Enforcement Task Force. The Marathon County Speed Enforcement Task Force consisted of the Marathon County Sheriff's Office, Everest Metropolitan Police Department, Wausau Police Department, Athens Police Department, Rothschild Police Department, and Spencer Police Department.

2017 Task Forces

	Grant Amount
Marathon County Occupant Protection Task Force	$79,920

2017 Task Force Participation

	Impaired Driving	Occupant Protection	Speed
Marathon County Sheriff's Office		Marathon County Occupant Protection Task Force	
Athens Police Dept.			
Colby-Abbotsford Police Dept.			
Dorchester Police Dept.			
Edgar Police Dept.		Marathon County Occupant Protection Task Force	
Everest Metropolitan Police Dept.			
Kronenwetter Police Dept.			
Marathon City Police Dept.		Marathon County Occupant Protection Task Force	
Marshfield Police Dept.		Marathon County Occupant Protection Task Force	
Mosinee Police Dept.			
Rothschild Police Dept.		Marathon County Occupant Protection Task Force	
Spencer Police Dept.		Marathon County Occupant Protection Task Force	
Stratford Police Dept.		Marathon County Occupant Protection Task Force	
Wausau Police Dept.		Marathon County Occupant Protection Task Force	

2018 Task Force Eligibility

	Impaired Driving	Occupant	Speed
Marathon County Law Enforcement	not eligible	eligible	not eligible

Agency Mobilizations 2016-2017

	FY2016 Drive Sober or Get Pulled Over- Winter Holidays	2016 Click It or Ticket	2016 Drive Sober or Get Pulled Over – Labor Day	FY2017 Drive Sober or Get Pulled Over- Winter Holidays	2017 Click It or Ticket	2017 Drive Sober or Get Pulled Over – Labor Day
Marathon County Sheriff's Office	yes	yes	yes	yes	yes	yes
Athens Police Dept.	yes	yes	yes			
Colby-Abbotsford Police Dept.						
Dorchester Police Dept.						
Edgar Police Dept.		yes	yes	yes	yes	yes
Everest Metropolitan Police Dept.		yes	yes	yes	yes	yes
Kronenwetter Police Dept.		yes	yes	yes		yes
Marathon City Police Dept.						
Marshfield Police Dept.						
Mosinee Police Dept.	yes	yes				
Rothschild Police Dept.	yes	yes	yes	yes		yes
Spencer Police Dept.			yes			
Stratford Police Dept.						
Wausau Police Dept.		yes	yes		yes	yes

The Wisconsin State Patrol participates in all three mobilizations each year. Law enforcement agencies should participate for the chance to receive an equipment grant for ongoing high-visibility enforcement.