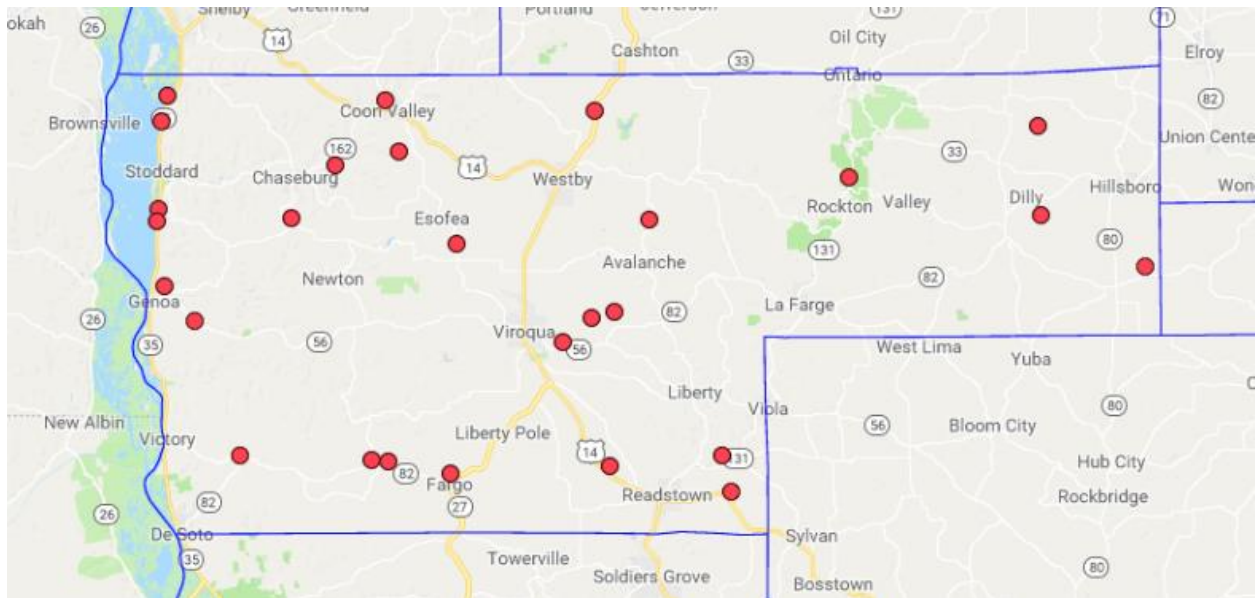


# ANATOMY OF VERNON COUNTY: A TRAFFIC SAFETY SUMMARY



## DID YOU KNOW...

An individual is killed or injured in a crash in Vernon County every 3 and a half days?

## **THE PLACE**

### *Section Summary*

The principal routes in the county are USH 14 and USH 61, which are concurrent on their routes through most of the county. Vernon County is among the top ten counties for the number of miles of state highways per VMT.

### *Urbanization*

Vernon County is adjacent to the La Crosse metropolitan area and the Baraboo urban cluster. 14.31% of the population of the county lives in urban areas, and 0.28% of the area of the county is urban.<sup>1</sup> The Mississippi River comprises the county's western border, across which are the states of Minnesota and Iowa.

### *Road Network*

U.S. Highway (USH) 14 is an east-west primary arterial that cuts through the county southeast to northwest, passing through Readstown, Viroqua, Westby and Coon Valley. USH 61 is a north-south primary arterial that runs almost entirely concurrent with USH 14 through the county traveling through the same municipalities, diverging with USH 14 in Readstown. USH 14/61 travels to La Crosse to the northwest. To the east, USH 14 carries traffic to Richland Center, Spring Green, and Madison. To the south, USH 61 travels to Soldiers Grove, Boscobel, Lancaster, and Dubuque, Iowa. USH 14/61 is multilane divided highway between Viroqua and Westby.

State Trunk Highway (STH) 35 is the Great River Road, which runs along the Mississippi River through De Soto, Genoa, and Stoddard. To the north, STH 35 travels to La Crosse, Onalaska, and Holmen, and to the south, it carries traffic to and from Dubuque, Iowa via Patch Grove, Bloomington, and Dickeyville. STH 27 runs south to north through Viroqua and Westby. To the north, STH 27 heads to Cashton, Sparta, and Black River Falls, and to the south, it travels to Mount Sterling, Eastman, and Prairie du Chien. STH 82 travels through DeSoto, Viroqua, La Farge, and Hillsboro. To the west, it crosses the Mississippi River and is signed as Iowa Highway 9, which carries traffic to Lansing, Waukon, and Decorah in Iowa. To the east, STH 82 travels to Union Center, Elroy, and Mauston. STH 131 is a north-south highway traveling through Readstown, Viola, La Farge, and Ontario. To the north, STH 131 heads to Wilton and Tomah, and to the south, it goes to Soldiers Grove, Gays Mills, and Steuben. STH 131 exits and re-enters the county between La Farge and Viola. STH 56 begins in Genoa and heads east through Viroqua and Viola into Richland County. STH 162 is a north-south highway that begins in Stoddard and heads east through Chaseburg and Coon Valley on its way to Bangor. STH 33 is an east-west highway that travels through Hillsboro and Ontario carrying traffic between Cashton and La Crosse in the west and Union Center, Wonewoc, Reedsburg, and Baraboo in the east. STH 80 is a north-south highway traveling through Hillsboro. To the north, STH 80 travels to Union Center, Elroy, New Lisbon, and Necedah, and to the south, it travels to Richland Center, Muscoda, and Platteville.

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<sup>1</sup> 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>

### *Miles of Roadway*

There are 1,653 miles of roads in the county, of which 214 (12.9%) are state roads, 285 (17.2%) are county roads, 1,153 (69.8%) are local roads, and one mile is of another type.<sup>2</sup>

### *Vehicle Registrations and Vehicle Miles of Travel (VMT)*

In 2016, there were 10,132 autos, 1,914 cycles, 2,683 trailers, and 18,192 trucks registered in Vernon County.<sup>3</sup> VMT in 2016 was 344,922,445.<sup>4</sup>

### *Traffic Volume*

As can be seen in Figure 1, traffic volumes in Vernon County are highest in east-central portion of the county, near Viroqua and along Highway 14. Another road with significant volume is Highway 35/Great River Road. The maximum daily VMT (vehicle-miles traveled) in the county is measured at slightly over 15,000 (and this peak VMT occurs on Highway 14).

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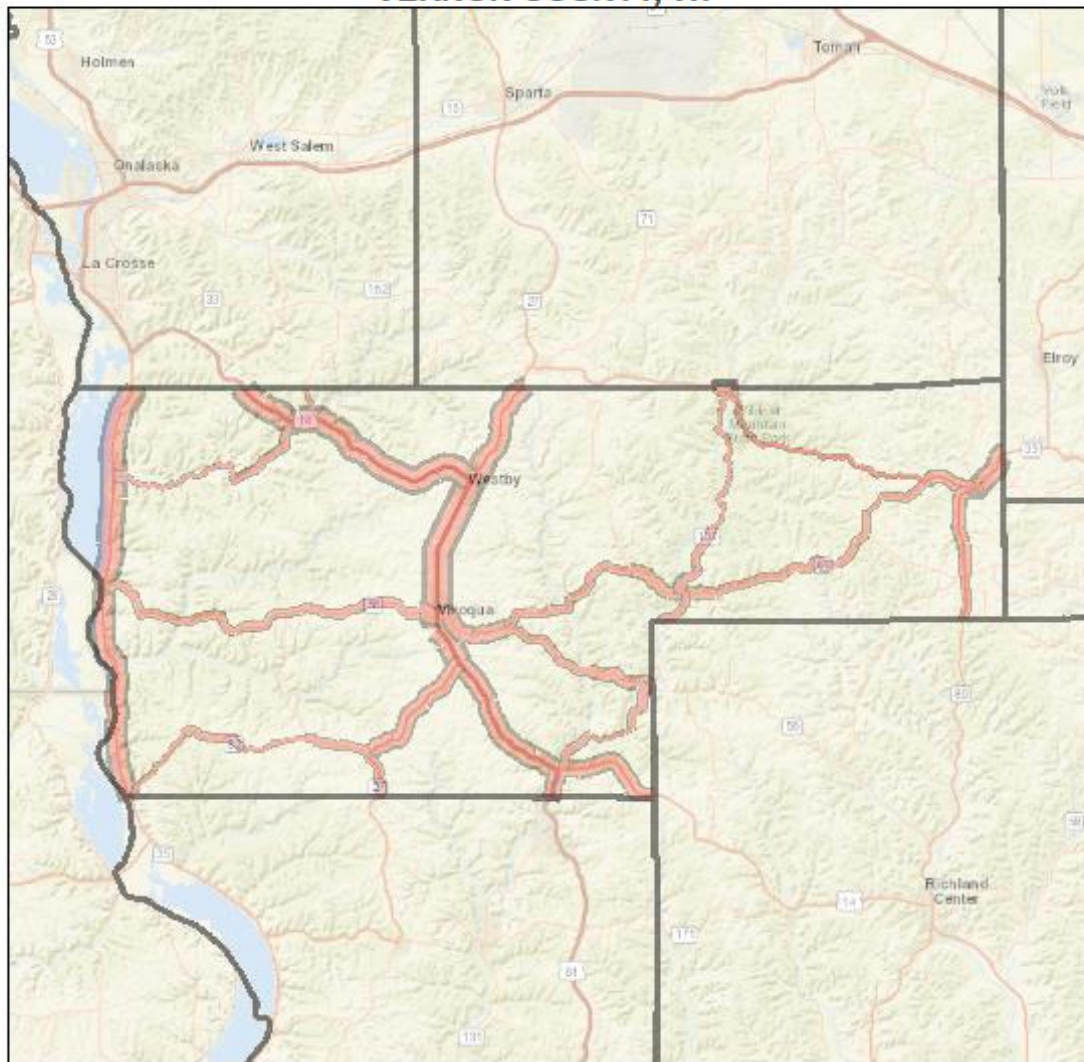
<sup>2</sup> Wisconsin Department of Transportation. "County Maps." Accessed Sept. 29, 2017. <http://wisconsindot.gov/Pages/travel/road/hwy-maps/county-maps/default.aspx>

<sup>3</sup> 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>

<sup>4</sup> 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>

**FIGURE 1:**

**TRAFFIC VOLUME ON THE STATE TRUNK NETWORK  
VERNON COUNTY, WI**



**Miles**  
0 5 10

Map produced by Evan Moorman  
Bureau of Transportation Safety (BOTS)  
Data from the Wisconsin DOT atlas maps  
from ESRI (2017)

**Traffic Volume (Measured in  
Daily Vehicle-Miles Traveled)**

- 376 - 808
- 809 - 1430
- 1431 - 2208
- 2209 - 3490
- 3491 - 5024
- 5025 - 8300
- 8301 - 15068

## Commuting Flows

As seen below in Figure 2, the vast majority of workers who reside in Vernon County work in Vernon County, and vice versa. However, over 2,000 Vernon County residents work in La Crosse County.

**FIGURE 2: COMMUTING FLOWS AMONG COUNTIES**

Workers who Reside in Vernon County Work in:		People who Work in Vernon County Reside in:	
Vernon County	8,069	Vernon County	8,069
La Crosse County	2,793	La Crosse County	610
Monroe County	797	Crawford County	542
Richland County	299	Monroe County	399
Juneau County	252	Richland County	348
Sauk County	219	Juneau County	146
Crawford County	192	Sauk County	77
Grant County	71	Allamakee County, IA	73
Dane County	56	Grant County	39
Houston County, MN	42	Dane County	38
		Houston County, MN	37
		Clark County	20
Others	350	Others	111

5

As seen below in Figure 3, the largest commuting flow between two different municipalities is between residences in the town of Bergen and workplaces in La Crosse

**FIGURE 3: COMMUTING FLOWS BETWEEN MUNICIPALITIES (TOP 15)**

Residence	Place of Work	Number
Bergen (Town)	La Crosse	374
Viroqua (Town)	Viroqua	370
Franklin (Town)	Viroqua	257
Hamburg (Town)	La Crosse	226
Coon Valley	La Crosse	224
Jefferson (Town)	Viroqua	205
Stoddard	La Crosse	186
Christiana (Town)	Westby	182
Westby	Viroqua	158
Harmony (Town)	La Crosse	157
Genoa (Town)	La Crosse	149
Westby	La Crosse	130
Viroqua	La Crosse	129
Webster (Town)	La Farge	126
Viroqua (Town)	Westby	112

6

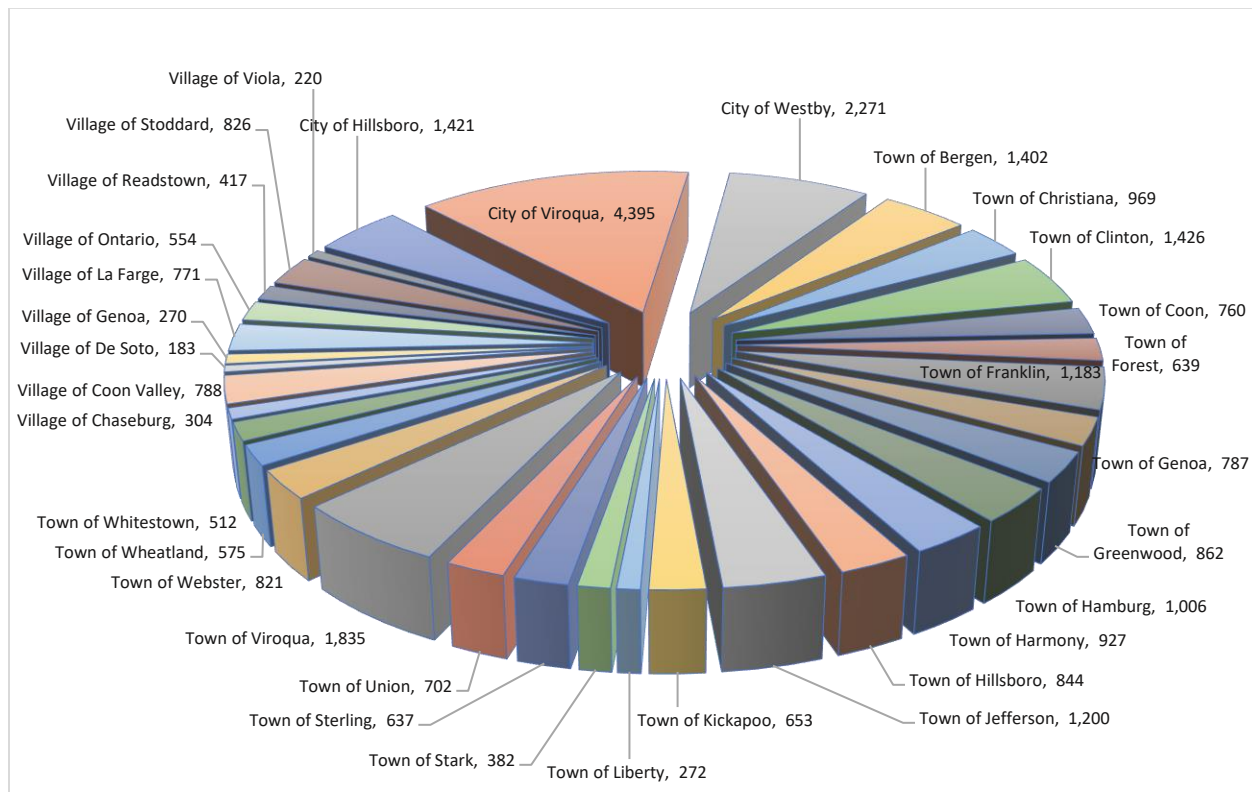
<sup>5</sup>United States Census Bureau. 2009-2013 5-Year American Community Survey Commuting Flows. <https://www.census.gov/data/tables/time-series/demo/commuting/commuting-flows.html> Accessed Sept. 29, 2017.

<sup>6</sup>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 Vernon County—almost 31,000 individuals—is distributed through 33 jurisdictions, with the largest jurisdictions being the city of Viroqua, the city of Westby, and the town of Viroqua (in that order). However, these three largest jurisdictions only comprise about a quarter of the county’s total population; the rest of the population inhabits many smaller jurisdictions.

**FIGURE 4: POPULATION OF VERNON COUNTY MUNICIPALITIES (2016)**



7

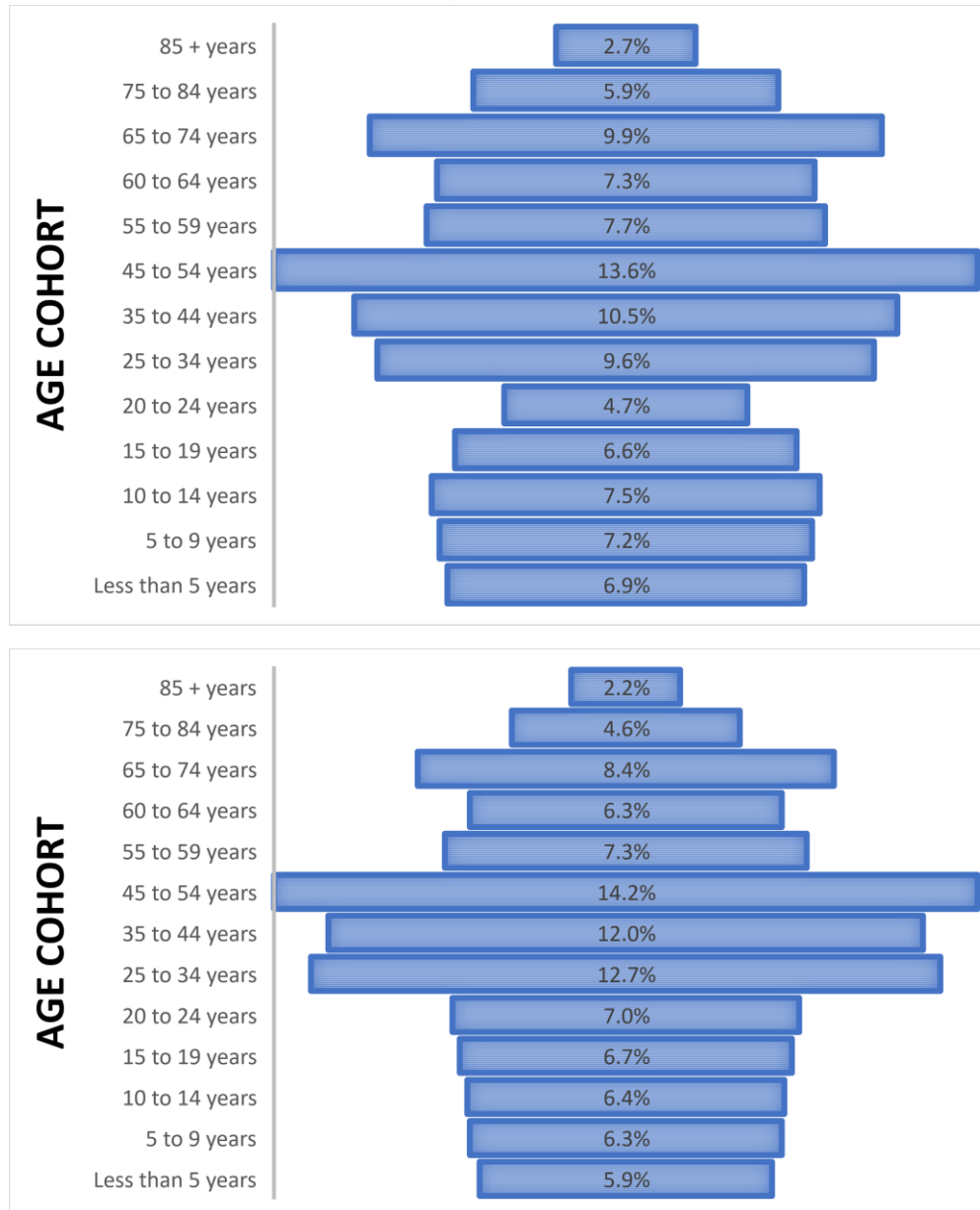
### Population Trends

Between 2010 and 2016, the county’s population increased by about 3.1%. The average age of the county is slightly older than that of the state (42.4 vs. 39 years). Vernon County’s population pyramid is thus more “top-heavy” than Wisconsin’s population pyramid.

<sup>7</sup> 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](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt) Accessed November 4th, 2017.



**FIGURE 5 <sup>8</sup>: POPULATION PYRAMIDS (VERNON COUNTY ABOVE AND STATE BELOW)**

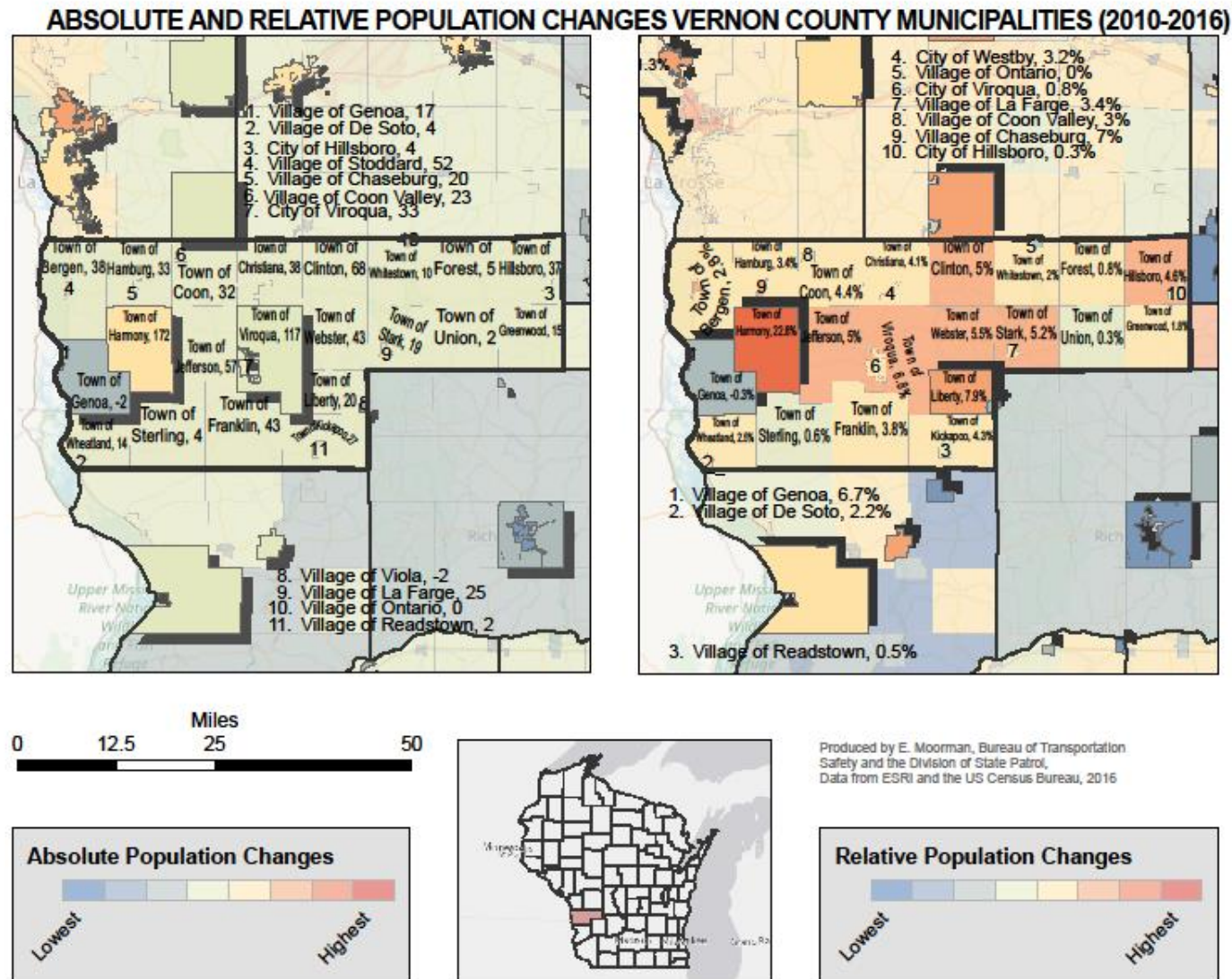


Most jurisdictions in the county are gaining population significantly (between 2 and 6% growth). (In Figure 6, the measure of absolute population change merely shows the raw population changes between 2010 and 2016, while the measure of “relative population change” weights such absolute changes by the base population figures of 2010).<sup>9</sup>

<sup>8</sup> 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](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt) Accessed November 6th, 2017.

<sup>9</sup> The highlighted jurisdiction in the image shows the two jurisdictions that are growing fastest and the two jurisdictions growing the slowest.

FIGURE 6:



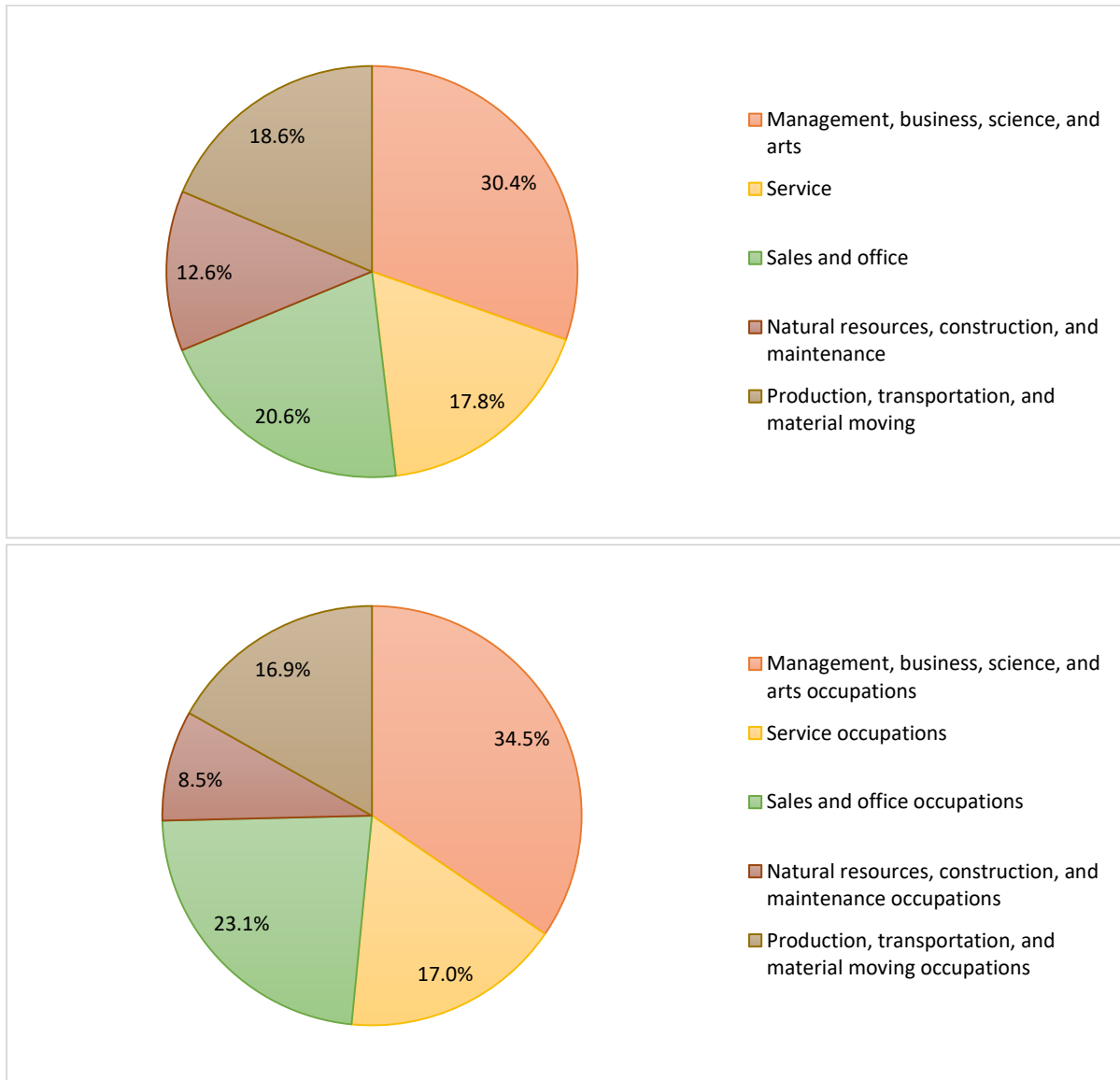


## **THE ECONOMY**

### *Section Summary*

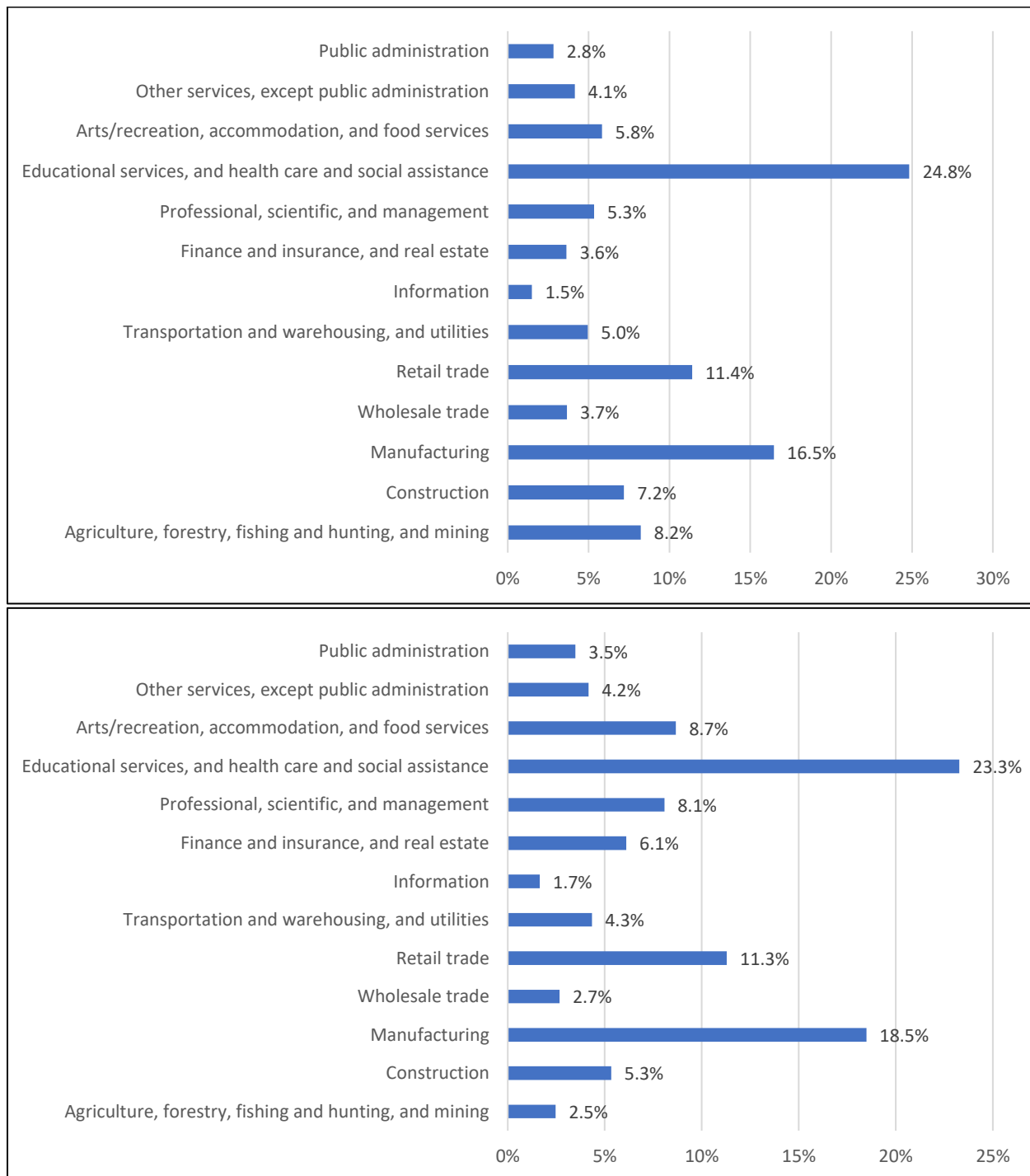
The unemployment rate in Vernon County has been, on average, 0.5% lower than that of the state over the last decade. The proportion of the population that works in the agriculture, forestry, fishing and hunting, or mining industries is large.

**FIGURE 7: EMPLOYMENT BY OCCUPATION (VERNON ON TOP AND THE STATE BELOW)** <sup>10</sup>



<sup>10</sup> 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](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt) Accessed September 29, 2017.

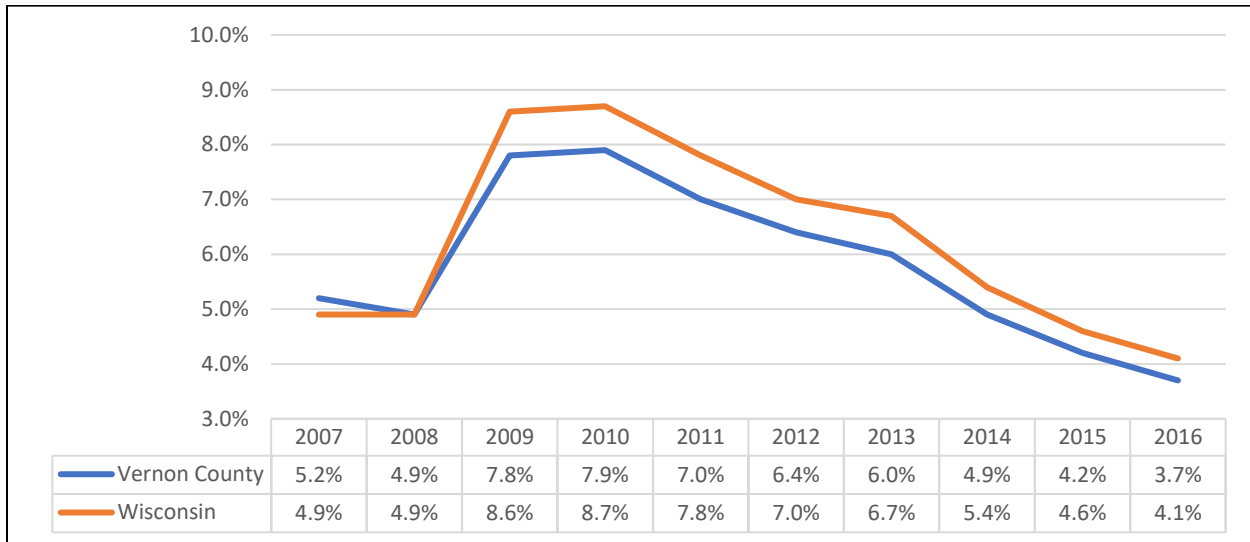
**FIGURE 8: EMPLOYED POPULATION BY INDUSTRY (VERNON ON TOP AND STATE BELOW)**



11

<sup>11</sup> 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](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, VERNON COUNTY AND WISCONSIN, 2007-2016**



12

<sup>12</sup> 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

Fifty-six percent of licensees have liquor for sale for consumption on site. Twenty-one percent of the licenses are in Viroqua, 11% are in Westby, 9% are in Hillsboro, and 21% are in towns.

**FIGURE 10: ALCOHOL BEVERAGE LICENSES BY JURISDICTION, VERNON COUNTY**

	Chaseburg	Coon Valley	De Soto	Genoa	Hillsboro	La Farge	Ontario	Readstown	Stoddard	Viroqua	Westby	Towns	Total (By Liq. License)
AB or AC				1							1		2
AL or ALB		1		1	2	2	1	1	1	7	3	3	22
BB or CW	1	1			2	1		1	1	5	2	4	18
BL or BLB	3	4	5	2	5	2	2	3	4	8	5	12	55
Others												1	1
<b>Total (By Municipality)</b>	<b>4</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>5</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>20</b>	<b>11</b>	<b>20</b>	<b>98</b>

13

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

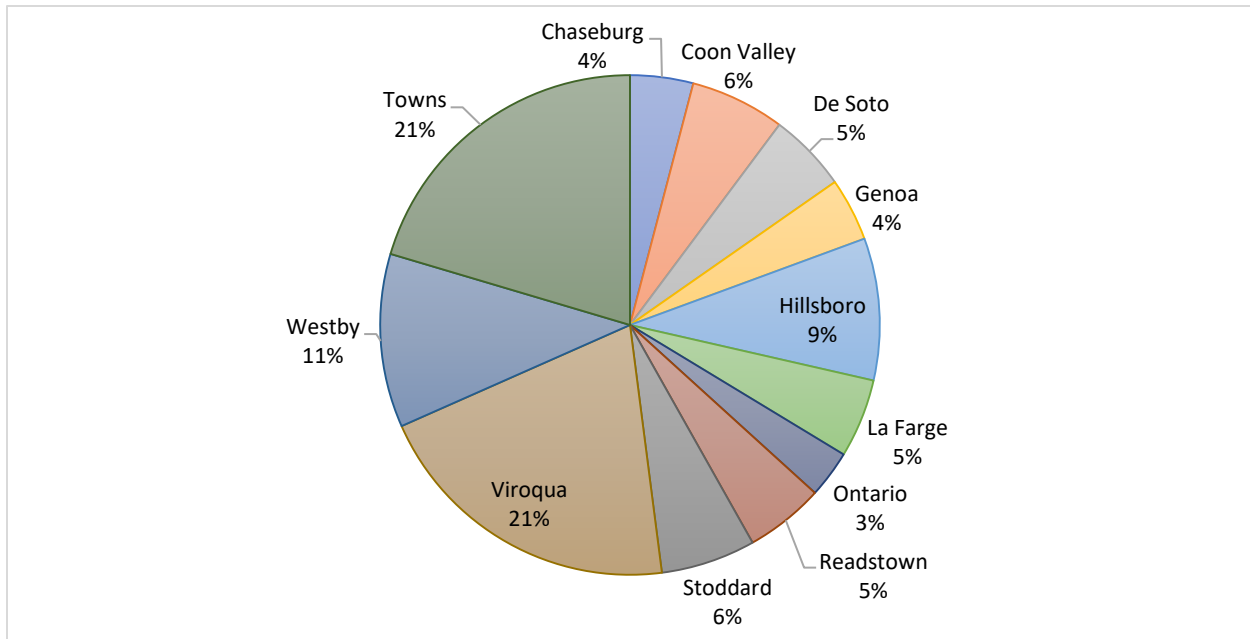
CODE	DESCRIPTION
AB	Beer for sale off site (convenience stores, grocery stores)
AC	Cider for sale off site (convenience stores, grocery stores)
AL	Liquor for sale off site (drug stores, wineries)
ALB	Beer, wine, or liquor for sale off site
BB	Beer for sale on site or off site
BL	Liquor for sale on site (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

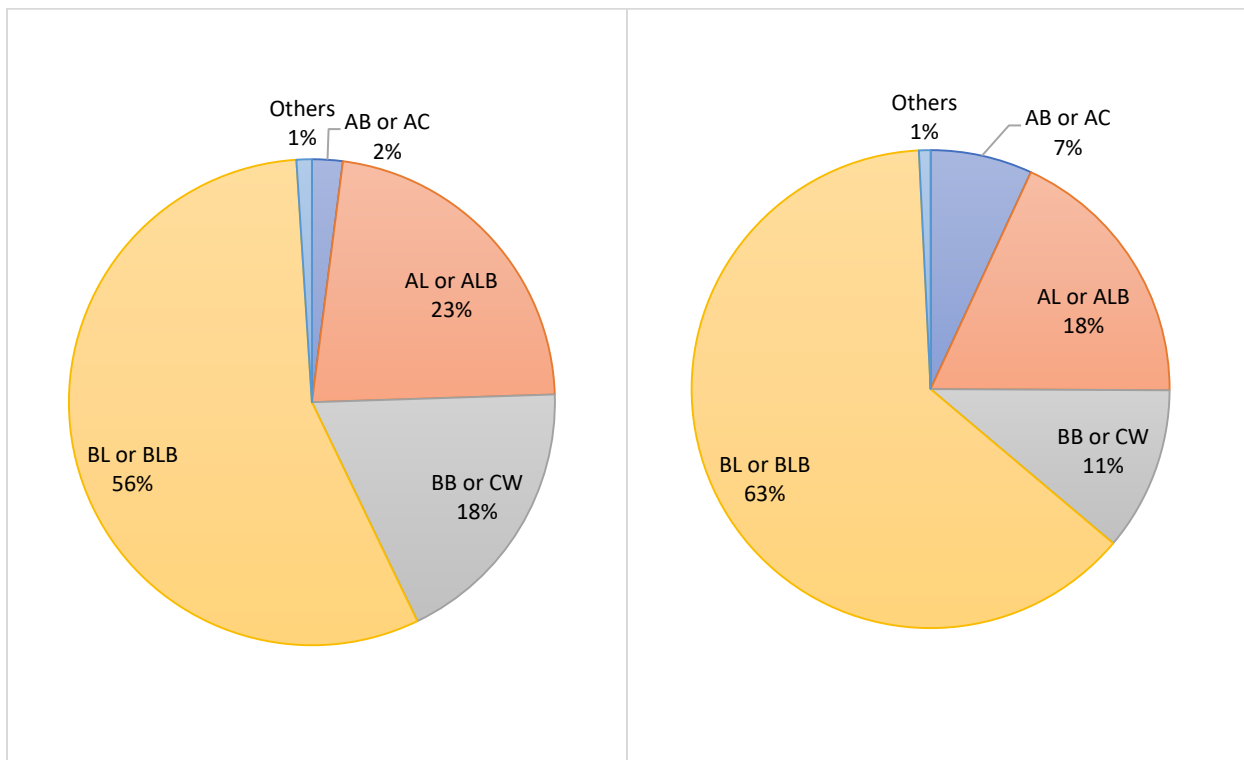
<sup>13</sup> Wisconsin Department of Revenue. Oct. 4, 2017. "WI Liquor Licenses 2017-18."

<sup>14</sup> Wisconsin Department of Revenue. "Liquor License Report, Liquor License Codes."  
<https://www.revenue.wi.gov/Pages/OnlineServices/liqlcrpt.aspx>. Accessed Oct. 25, 2017.

**FIGURE 10.2: ALCOHOL LICENSES IN VERNON COUNTY BY JURISDICTION**



**FIGURE 11: ALCOHOL BEVERAGE LICENSES BY TYPE, 2017-2018 (VERNON 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, Vernon County reported a far lower injury-to-death ratio than the state generally (26.2 vs. 73.1).

### *Emergency Services*

As can be seen in Figure 13, Vernon County contains two trauma centers within its borders, both of which are ranked level IV.<sup>15</sup> The closest level III and level II trauma centers are both located in neighboring La Crosse County to the north, while the closest level I trauma center is in Rochester, MN.

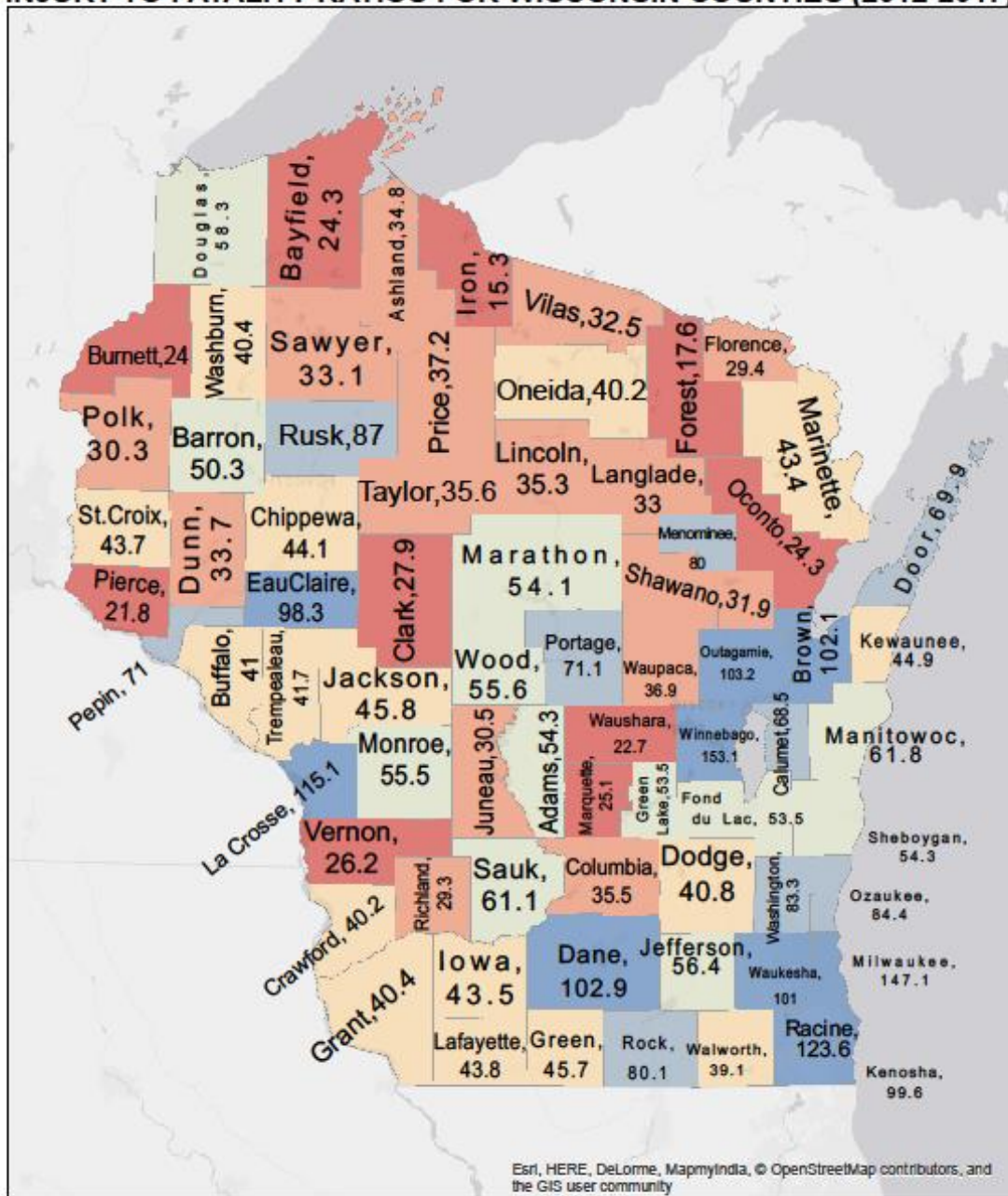
Vernon County maintains 10 different emergency providers (listed below). This company employs 174 emergency personnel. Consequently, the county is the site of 5.71 emergency response personnel per 1,000 residents. This is higher than the state figure of 4.02 emergency response personnel per 1,000 residents.

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<sup>15</sup> 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.

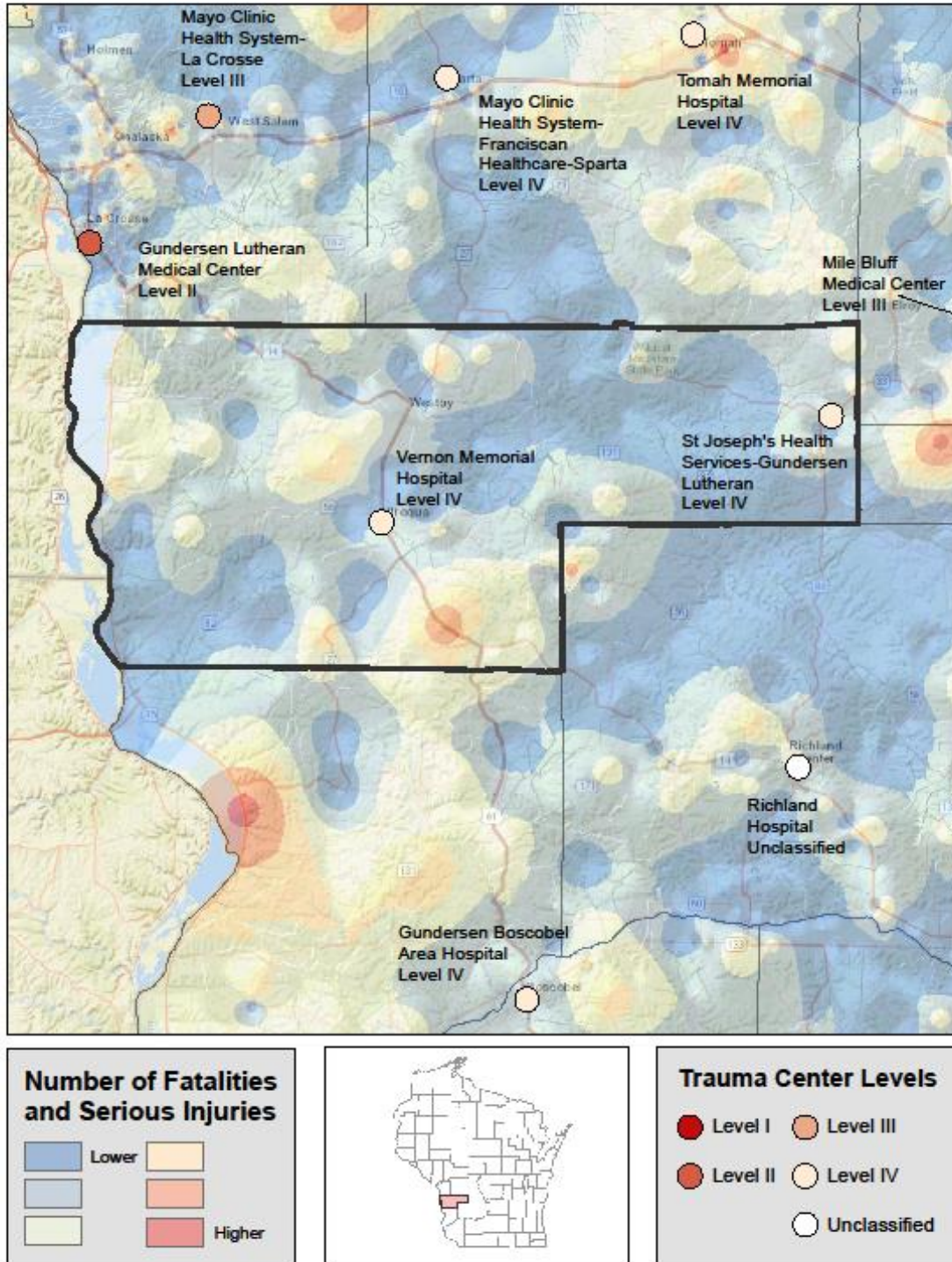
FIGURE 12:

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



**FIGURE 13:**

**VERNON COUNTY FATALITIES AND SERIOUS INJURIES (2014-2017)  
WITH MAP OF HOSPITALS**



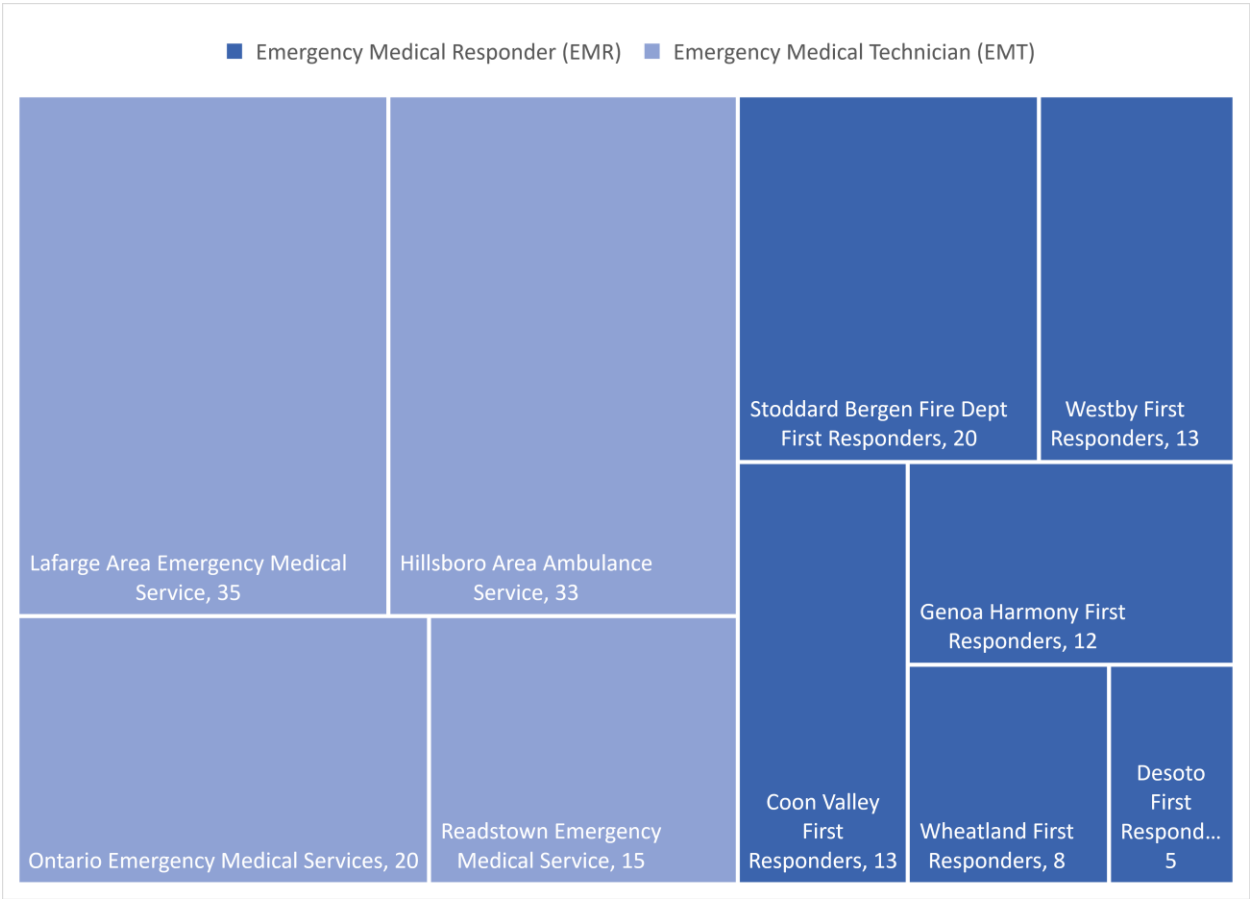
**FIGURE 14: NUMBER OF EMT PERSONNEL/JURISDICTION <sup>16</sup>**

Primary address county name	Service License Level	Service Name	Number of Personnel
Vernon	Emergency Medical Responder (EMR)	Stoddard Bergen Fire Dept First Responders	20
Vernon	Emergency Medical Responder (EMR)	Westby First Responders	13
Vernon	Emergency Medical Responder (EMR)	Coon Valley First Responders	13
Vernon	Emergency Medical Responder (EMR)	Genoa Harmony First Responders	12
Vernon	Emergency Medical Responder (EMR)	Wheatland First Responders	8
Vernon	Emergency Medical Responder (EMR)	Desoto First Responders	5
Vernon	Emergency Medical Technician (EMT)	Lafarge Area Emergency Medical Service	35
Vernon	Emergency Medical Technician (EMT)	Hillsboro Area Ambulance Service	33
Vernon	Emergency Medical Technician (EMT)	Ontario Emergency Medical Services	20
Vernon	Emergency Medical Technician (EMT)	Readstown Emergency Medical Service	15

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<sup>16</sup> Department of Health Services, 2017, Received through Happel, C.

**FIGURE 14.2: NUMBER AND LEVEL OF EMERGENCY RESPONDERS PER JURISDICTION**





## **THE CRASHES**

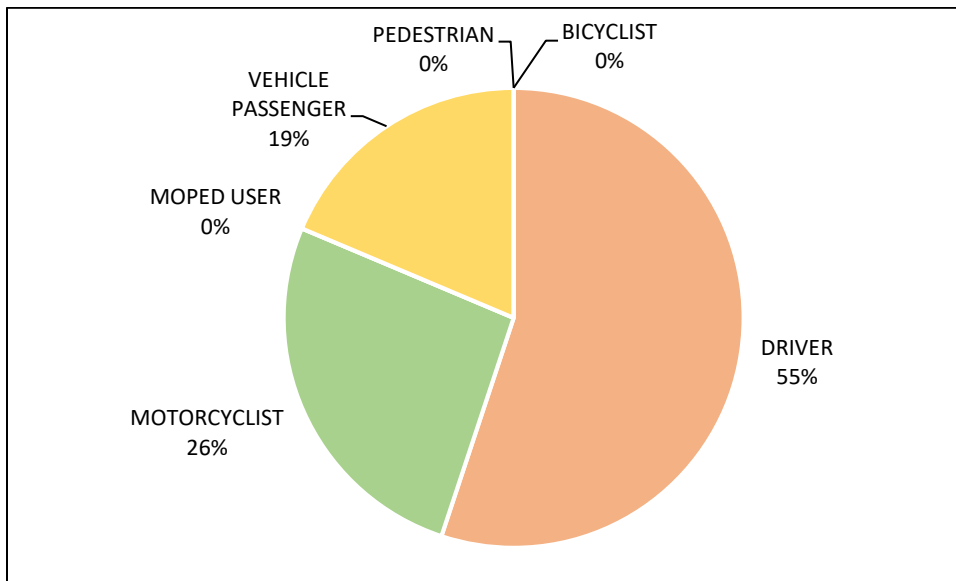
*The state of Wisconsin, in a months-long process, solicited input from a diverse variety of stakeholders to create the most recent version of our Strategic Highway Safety Plan (SHSP), a document that guides investment and safety decisions for three years. The plan has ten different issue areas. General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

### **GENERAL CRASH-RELATED STATISTICS**

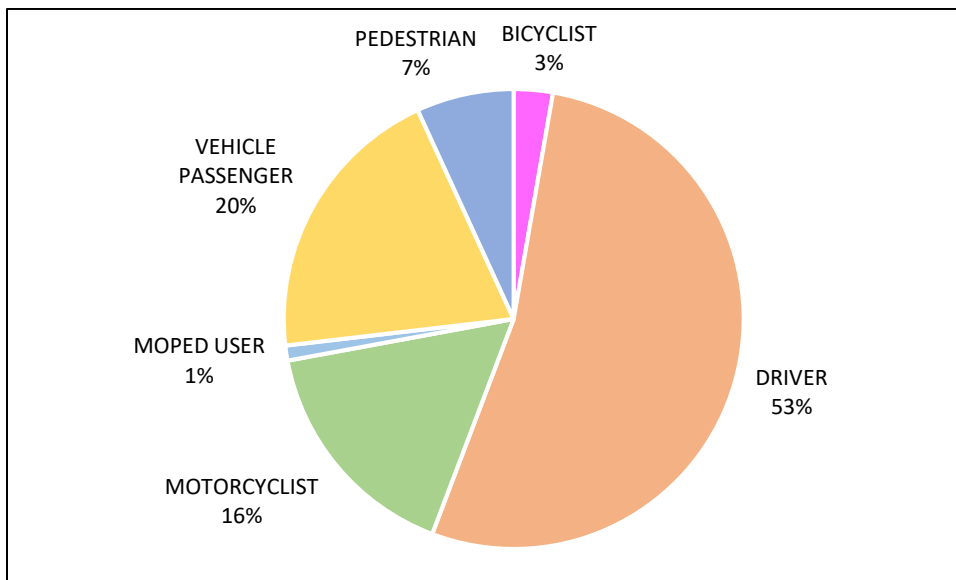
**FIGURE 15: NUMBER OF CRASHES BY MOST SEVERE INJURY IN THE CRASH AND PERSONS INVOLVED IN CRASHES BY INJURY SEVERITY**

	2012		2013		2014		2015		2016		2012-2016 Average	
	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons
Fatality	10	10	4	4	3	5	6	6	4	4	5.4	5.8
Incapacitating Injury	26	33	15	19	9	10	11	13	72	14	14.4	17.8
Non-Incapacitating Injury	44	55	44	66	24	33	44	57	49	64	41	55
Possible Injury	55	83	36	53	36	47	48	73	38	55	42.6	62.2
No Apparent Injury	608	10	562	4	461	5	694	6	712	4	607.4	5.8
Totals	743	191	661	146	533	100	803	155	875	141	710.8	146.6

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

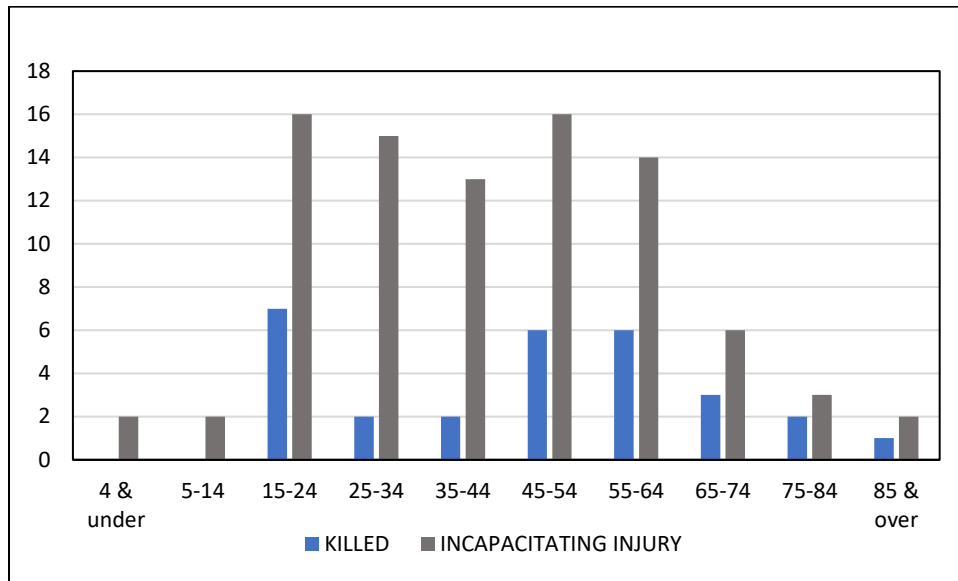


**FIGURE 17: FATALITIES AND INCAPACITATING INJURIES BY ROLE, WISCONSIN, 2012-2016**

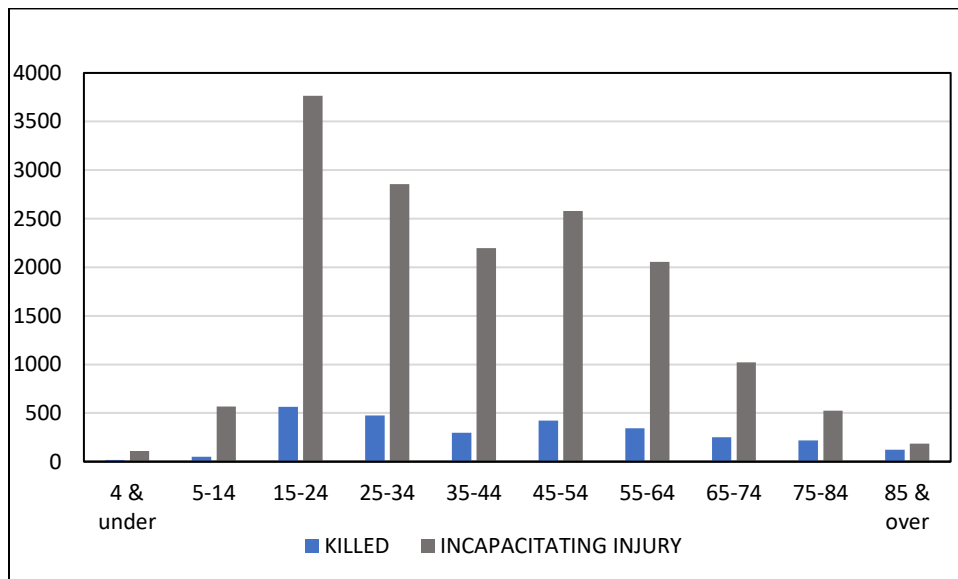


Vehicle drivers make up the highest percentage of fatalities and incapacitating injuries within Vernon County and the state of Wisconsin.

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

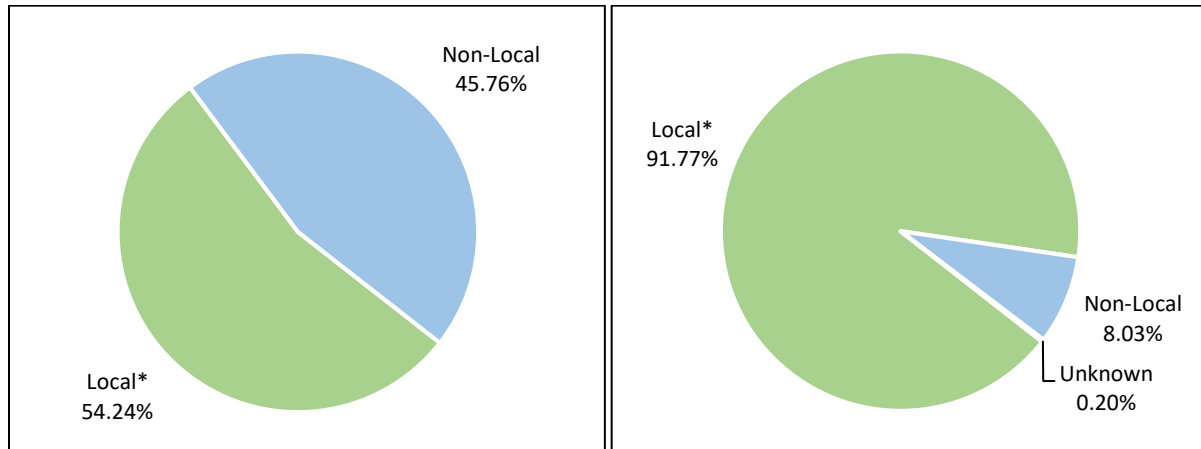


**FIGURE 19: FATAL AND INCAPACITATING INJURIES BY AGE IN WISCONSIN, 2012-2016**



The highest number of Incapacitating Injuries occurred in the age group 15-24 within Vernon County, the same for the state of Wisconsin, as well as the age group 45-54. The highest number of fatalities occurred in the age group 15-24 for Vernon County and the state of Wisconsin as well.

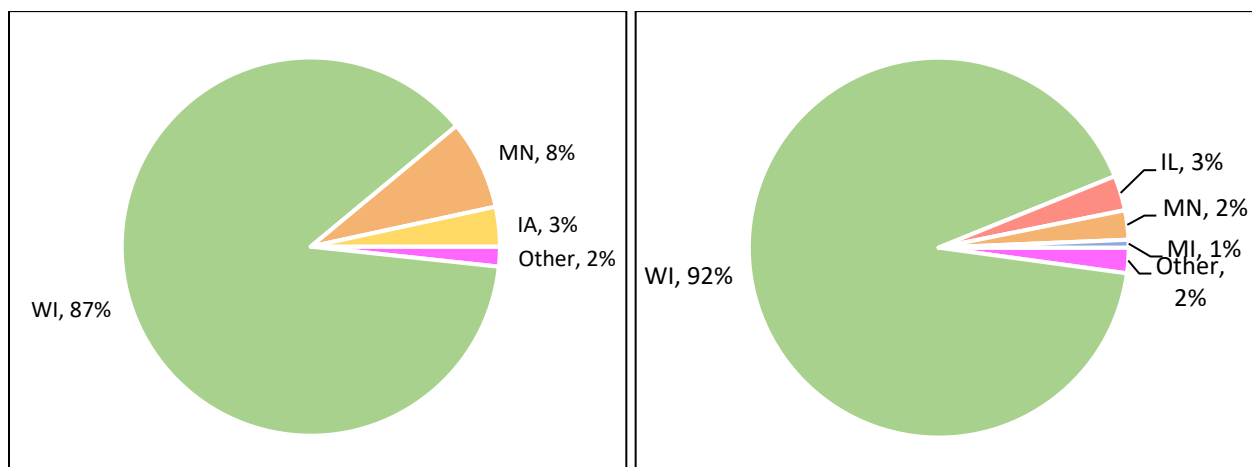
**FIGURE 20: TOTAL FATALITIES AND INCAPACITATING INJURIES BY PLACE OF RESIDENCE (VERNON COUNTY ON LEFT AND STATE OF WISCONSIN ON RIGHT), 2012-2016**



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

Almost 1/2 of the fatalities and injuries in Vernon County occurred to non-local individuals.

**FIGURE 21: FATALITIES AND INCAPACITATING INJURIES BY STATE OF RESIDENCE (VERNON COUNTY ON LEFT AND STATE OF WISCONSIN ON RIGHT), 2012-2016**



8% of fatality and injury crashes in Vernon County occurred to Minnesota residents.

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

	Total Fatal Crashes	Total Non-Fatal Injury Crashes
Interstate Highways	N/A	N/A
US/State Highways	63.0%	56.7%
County Highways	14.8%	20.6%
Local Roads	22.2%	22.7%

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

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

LEA	TOTAL
HILLSBORO POLICE DEPARTMENT	2
READSTOWN POLICE DEPARTMENT	2
VERNON COUNTY SHERIFF	94
WISCONSIN STATE PATROL	1
TOTAL	99

Vernon County Sheriff's Office has the highest reporting of fatal and serious injury crashes within Vernon 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	N/A	N/A
US/State Highways	50.0%	70.1%
County Highways	25.0%	17.2%
Local Roads	25.0%	12.7%

The majority of inattention-related fatal and injury crashes in Vernon County occurred on US/state 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	N/A	N/A
US/State Highways	81.8%	57.4%
County Highways	0.0%	27.9%
Local Roads	18.2%	14.8%

The most common location for alcohol/drug-related fatal and injury crashes in Vernon County is on US/state highways.

**FIGURE 26: IMPAIRED DRIVING STATISTICS IN VERNON 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
5.4	98.0	2.2	12.2

<b>Vernon County</b>	% of alcohol or drug-related fatal crashes to all fatal crashes	40.7%
<b>Wisconsin</b>	% of alcohol or drug-related fatal crashes to all fatal crashes	45.0%

Vernon County has a smaller 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: VERNON COUNTY MOTORCYCLISTS KILLED OR SERIOUSLY INJURED, 2012-2016**

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	13.8%	30.3%	0.8	5.4
State	15.3%	16.5%	84.8	525.6

Vernon County had a much higher percentage of motorcyclists seriously injured when compared to the state, but a lower percentage of motorcyclist fatalities.

#### ISSUE AREA: IMPROVE NON-MOTORIST SAFETY

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

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	0.0%	0.0%	0.0	0.0
State	8.1%	6.6%	44.8	211.2

Zero pedestrians were killed or seriously injured in Vernon County from 2012 to 2016.

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

PEDESTRIAN ACTION	PEDESTRIAN LOCATION			TOTAL
	BLANK	IN CROSSWALK	IN ROADWAY	
BLANK	1	2	1	4
WALKING NOT FACING TRAFFIC	0	1	0	1
DARTING INTO ROAD	0	0	1	1
TOTAL	1	3	2	6

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

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	0.0%	0.0%	0.0	0.0
State	1.8%	2.9%	10.2	92.4

Zero bicyclists were killed or seriously injured in Vernon County from 2012 to 2016.

#### ISSUE AREA: IMPROVE SAFETY OF INTERSECTIONS

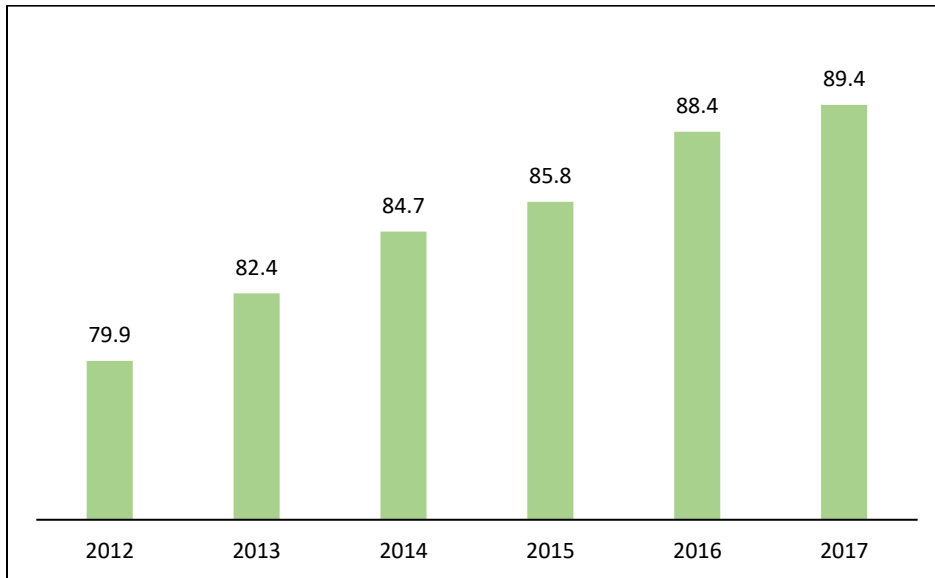
**FIGURE 31: VERNON COUNTY TOTAL CRASHES BY LOCATION, 2012-2016**

	County	State
% Intersection	14.9%	37.8%
% Non-Intersection	85.1%	62.8%

There were more crashes at non-intersections in Vernon 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.

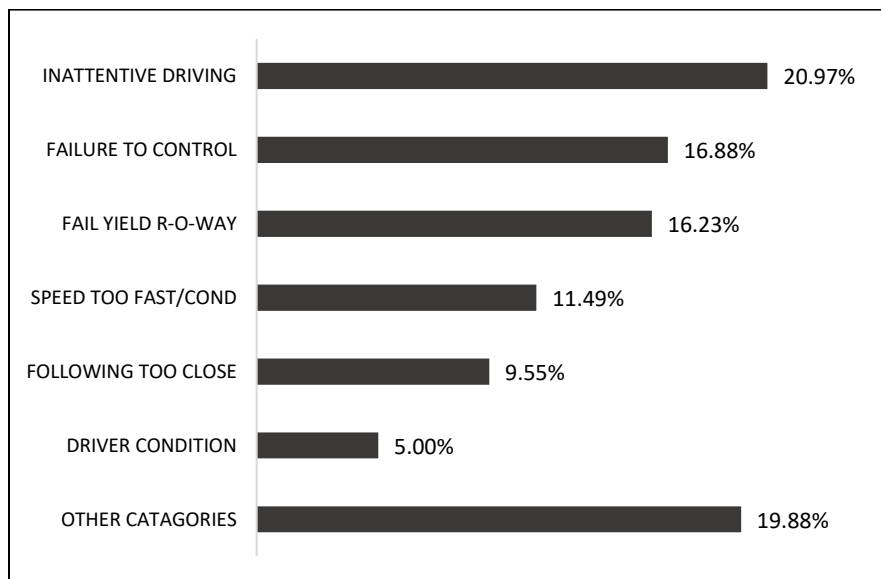
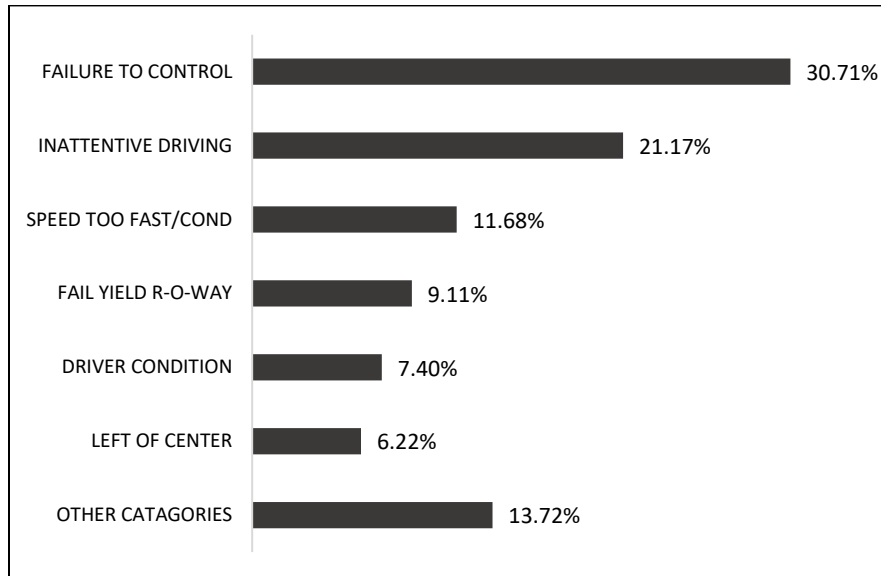
**FIGURE 32.2: SAFETY EQUIPMENT USAGE IN PASSENGER CAR AND LIGHT TRUCKS DURING CRASHES, 2012-2016**

	Belted	Unbelted
Fatalities and Serious Injuries	49.3%	50.7%

Of those involved in fatalities and serious injury crashes in Vernon County, more people were unbelted than were wearing seatbelts.

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

**FIGURE 33: DRIVER POSSIBLE CONTRIBUTING CIRCUMSTANCES FOR CRASHES IN VERNON COUNTY (TOP) AND STATEWIDE (BOTTOM), 2012-2016**



**Failure to control** is the most significant contributing factor for all crashes within Vernon County.

**FIGURE 34: AGGRESSIVE DRIVING STATISTICS IN VERNON COUNTY, 2012-2016**

Average Speed Related Fatal Crashes	Average Speed Related Non-Fatal Injury Crashes
1.6	24.0

<b>Vernon County</b>	% of speed related fatal crashes to all fatal crashes	29.6%
<b>Wisconsin</b>	% of speed related fatal crashes to all fatal crashes	28.9%

	Total Fatal Crashes	Total Non-Fatal Injury Crashes	Speed Related Fatal Crashes	Speed Related Non-Fatal Injury Crashes
Interstate Highways	N/A	N/A	N/A	N/A
US/State Highways	63.0%	56.7%	75.0%	43.3%
County Highways	14.8%	20.6%	12.5%	25.8%
Local Roads	22.2%	22.7%	12.5%	30.8%

Vernon County has a greater percentage of speed related fatal crashes than the state. The most common location for speed related fatal crashes in Vernon County is on US/state highways.

**ISSUE AREA: REDUCE LANE DEPARTURE CRASHES**

**FIGURE 35: VERNON 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	197.0	27.7%
State	30,395.6	25.4%

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

## **THE IMPACT**

The number of persons involved in traffic crashes is low, comparatively. Crash-related emergency room visits are also low. Quality of life costs, lost years of life due to traffic crashes, and medical costs are high.

### **2011-2015 ANNUAL AVERAGES**

	Vernon County	Wisconsin
Average Annual Population	30,069	5,716,883
Persons in Crashes (per 1,000 residents)	27.5	46.0
Crash-Related Emergency Room Visits (per 100,000 residents)	249.4	407.3
Crash-Related Hospitalizations (per 100,000 residents)	70.5	49.3
Quality of Life Costs (per 100,000 residents)	\$67,944,969	\$36,819,900
Lost Years of Life (per 1,000 residents)	5.87	3.04
Medical Costs (per 100,000 residents)	\$13,799,194	\$10,482,526

17,18

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<sup>17</sup>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.

<sup>18</sup>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 Task Forces*

	Grant Amount
Vernon Countywide Traffic Safety Task Force – OWI	\$9,933.47

### *2016 Grant Participation*

	Impaired Driving	Occupant Protection	Speed
Vernon County Sheriff's Office	Vernon Countywide Traffic Safety Task Force – OWI		\$9,933.47
Coon Valley Police Dept.			
Hillsboro Police Dept.	Vernon Countywide Traffic Safety Task Force – OWI		\$8,088.16
La Farge Police Dept.	Vernon Countywide Traffic Safety Task Force – OWI		\$8,113.76
Ontario Police Dept.			
Readstown Police Dept.	Vernon Countywide Traffic Safety Task Force – OWI		\$7,999.66
Viola Police Dept.			
Viroqua Police Dept.			
Westby Police Dept.			

The Vernon County Speed Enforcement Task Force consisted of Readstown Police Department, the Vernon County Sheriff's Office, La Farge Police Department, Hillsboro Police Department, Ontario Police Department, and Viola Police Department. Hillsboro Police Department, La Farge Police Department, Readstown Police Department, Viola Police Department, and Ontario Police Department participated on a pilot ignition interlock device enforcement/detection task force with law enforcement agencies in Crawford County.



### *2017 Task Force Participation*

	Impaired Driving	Occupant Protection	Speed
Vernon County Law Enforcement Agencies			
Coon Valley Police Dept.			
Hillsboro Police Dept.			
La Farge Police Dept.			
Ontario Police Dept.			
Readstown Police Dept.			
Viola Police Dept.			Richland Co. Speed Task Force
Viroqua Police Dept.			
Westby Police Dept.			

Hillsboro Police Department, La Farge Police Department, Readstown Police Department, and Ontario Police Department continued to participate in the pilot program for ignition interlock device enforcement and detection.

### *2018 Task Force Eligibility*

	Impaired Driving	Occupant Protection	Speed
Vernon County Law Enforcement Agencies	not eligible	not 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
Vernon County Sheriff's Office	yes					
Coon Valley Police Dept.						
Hillsboro Police Dept.			yes	yes	yes	
La Farge Police Dept.	yes	yes	yes	yes	yes	
Ontario Police Dept.	yes			yes	yes	
Readstown Police Dept.	yes	yes		yes	yes	
Viola Police Dept.		yes			yes	
Viroqua Police Dept.						
Westby Police Dept.	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.