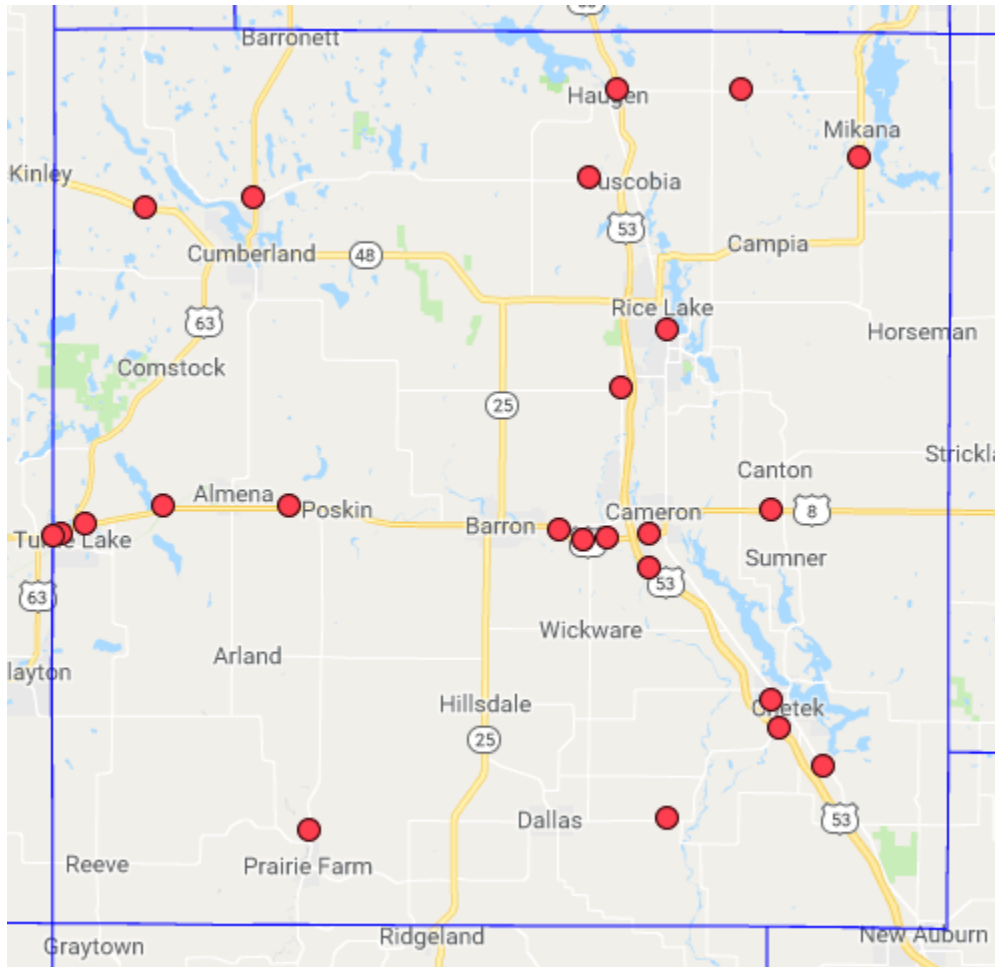


ANATOMY OF BARRON COUNTY: A TRAFFIC SAFETY SUMMARY



DID YOU KNOW...

One individual is killed or injured in a crash in Barron County every 1.2 days?

THE PLACE

Section Summary

Barron County has three principal routes, USH 8, USH 53, and USH 63. It is in the top ten counties for miles of local roads.

Urbanization

Barron County is to the north of the Eau Claire metropolitan area, and it is adjacent to the Menomonie urban cluster. 34.07% of the population lives in urban areas, and 1.29% of the area of the county is urban.¹

Road Network

United States Highway (USH) 53 is a freeway through much of the county, and it is an expressway (with roads that intersect it at grade level) in the far northern section of the county. This highway comes from Spooner, Superior, and Duluth, Minnesota in the north, traveling around Haugen, Rice Lake, Cameron, Chetek, and New Auburn, and then goes toward Chippewa Falls and Eau Claire to the south. USH 8, a two-lane highway, traverses the county from west to east. The highway travels through Turtle Lake, Almena, and Barron, and then intersects USH 53 at Cameron. The highway leads to St. Croix Falls and I-35 in Minnesota in the west and to Ladysmith and Rhinelander in the east. USH 63 is a north-south primary arterial that heads from southwest to the northeast in the western part of the county, traveling through Turtle Lake and Cumberland. To the south, USH 63 heads to Clayton, Clear Lake, and Baldwin, and to the north, it travels to Shell Lake, Spooner, and Hayward. State Trunk Highway (STH) 48 primarily goes from west to east in the northern part of the county, traveling through Cumberland and Rice Lake. To the west, STH 48 travels to Luck, Frederic, and Grantsburg, and to the east, it travels to Birchwood and Exeland. STH 25 is a north-south highway beginning west of Rice Lake on STH 48, heading south through Barron toward Menomonie to the south via Ridgeland and Wheeler. Dallas and Prairie Farm are villages in the south-central part of the county along County Trunk Highway (CTH) A, which has a short concurrency with STH 25 in the town of Dallas.

Miles of Roadway

There are 1,997 miles of roadway in the county, including 142 (7.1%) miles of state roads, 291 (14.6%) miles of county roads, and 1,564 (78.3%) miles of local roads.²

Vehicle Registrations and Vehicle Miles of Travel (VMT)

In 2016, there were 16,622 autos, 3,171 cycles, 5,877 trailers, and 29,874 trucks registered in Barron County.³ Vehicle miles of travel in 2016 was 646,851,540.⁴

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>

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

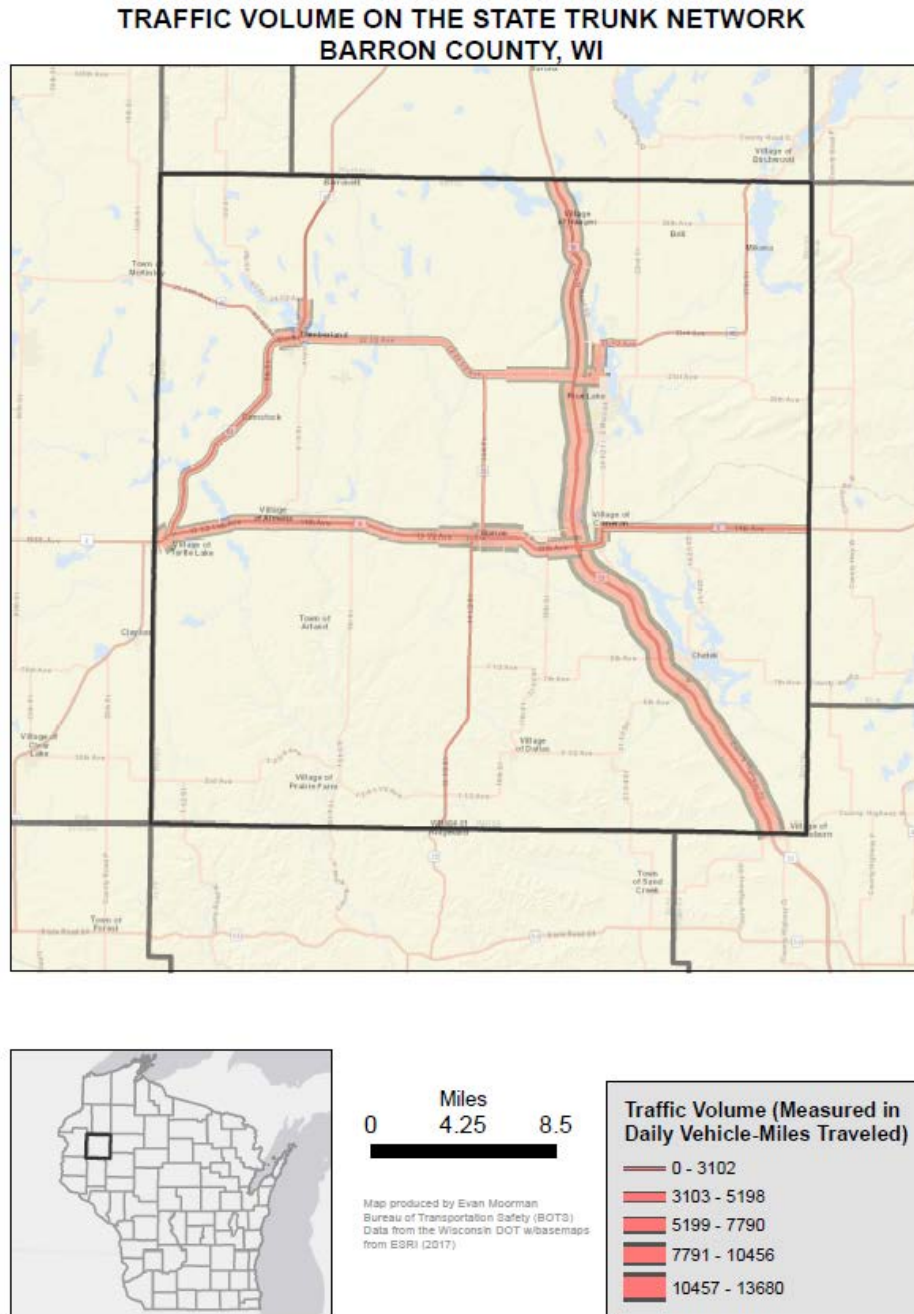
³ Wisconsin Department of Transportation. "Facts and Figures 2016, Vehicles Registered by County." Accessed Nov. 6, 2017. <http://wisconsindot.gov/Documents/about-wisdot/newsroom/statistics/factsfig/vehregcounty.pdf>

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

As can be seen, traffic volumes in the county are highest along Highway 53—running north-south between the metropolitan regions of Eau Claire and Duluth—and Highway 8—running east-west. Nonetheless, traffic volumes remain relatively low in the county, likely because the county is not the home of any major highways connecting major population centers (Barron County lies north of Highway 94, which connects Minneapolis-Saint Paul and Madison/Milwaukee). Therefore, the peak traffic segment in the county reports daily VMT of approximately 13,700.

FIGURE 1:



Commuting Flows

FIGURE 2: COMMUTING FLOWS AMONG COUNTIES

Workers who Reside in Barron County Work in:		People who Work in Barron County Reside in:	
Barron County	17,799	Barron County	17,799
Polk County	747	Polk County	840
Washburn County	601	Washburn County	767
Chippewa County	401	Rusk County	447
Eau Claire County	370	Chippewa County	373
Dunn County	227	Dunn County	313
Rusk County	213	Sawyer County	142
St. Croix County	203	Burnett County	123
Ramsey County, MN	125	Eau Claire County	84
Hennepin County, MN	110	St. Croix County	66
Burnett County	91	Hennepin County, MN	53
Washington County, MN	65		
Sawyer County	45		
Douglas County	29		
Others	426	Others	360

5

As seen below in Figure 3, the most common commuting flow between two different municipalities is between residences in the town of Rice Lake and workplaces in the city of Rice Lake.

FIGURE 3: COMMUTING FLOWS BETWEEN MUNICIPALITIES (TOP 15)

Residence	Place of Work	Number
Rice Lake (Town)	Rice Lake	850
Stanley (Town)	Rice Lake	546
Cameron	Rice Lake	373
Rice Lake	Barron	299
Barron	Rice Lake	275
Oak Grove (Town)	Rice Lake	254
Chetek (Town)	Chetek	231
Sumner (Town)	Rice Lake	206
Cedar Lake (Town)	Rice Lake	198
Stanley (Town)	Barron	178
Maple Grove (Town)	Barron	162
Bear Lake (Town)	Rice Lake	149
Rice Lake	Cumberland	144
Prairie Lake (Town)	Rice Lake	140
Doyle (Town)	Rice Lake	139

6

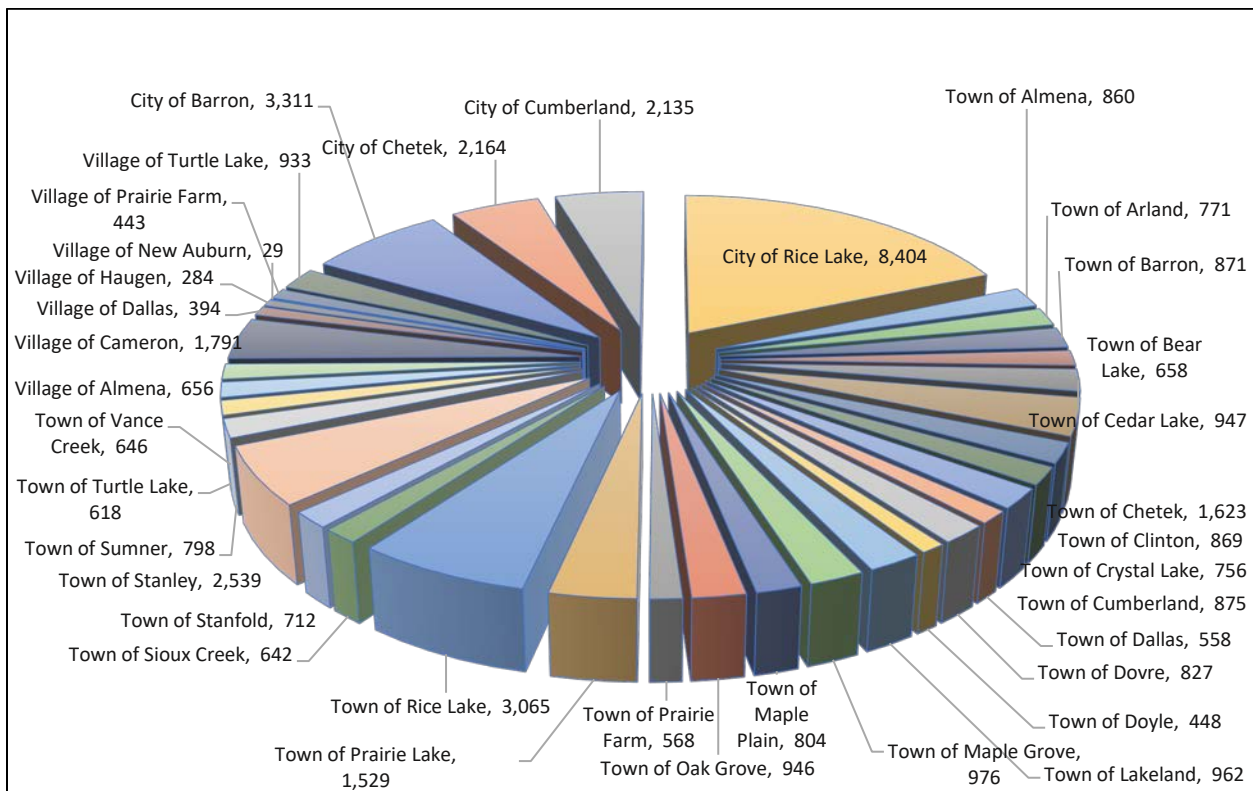
⁵United States Census Bureau. 2009-2013 5-Year American Community Survey Commuting Flows. <https://www.census.gov/data/tables/time-series/demo/commuting/commuting-flows.html> Accessed Sept. 29, 2017.

⁶United 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 Barron County—about 45,000 individuals—is dispersed in over three dozen jurisdictions (the largest cities in the county, Rice Lake and Barron, together comprise scarcely a quarter of the county’s overall population). Most jurisdictions in the county are losing population, with most places experiencing relative declines of between 1-3% (in the images, 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).⁷ No clear geographical pattern emerges regarding population changes, but it seems likely that Barron County could eventually see stronger growth on its western side as a result of exurban sprawl from the Twin Cities.

FIGURE 4: POPULATION OF BARRON COUNTY MUNICIPALITIES (2016)



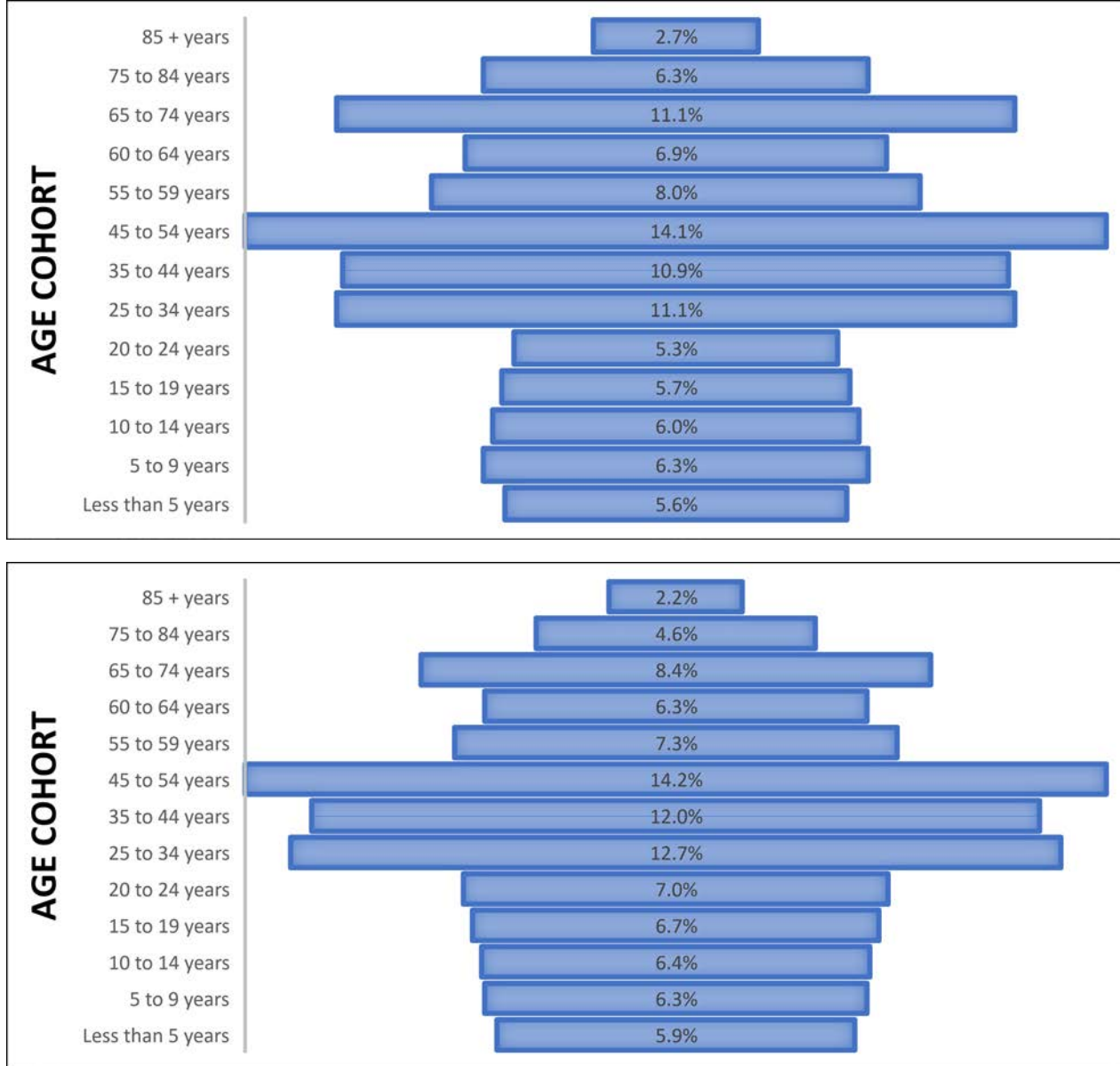
8

⁷ The highlighted jurisdiction in the image shows the two jurisdictions that are growing fastest and the two jurisdictions growing the slowest.
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 4th, 2017.

Population Trends

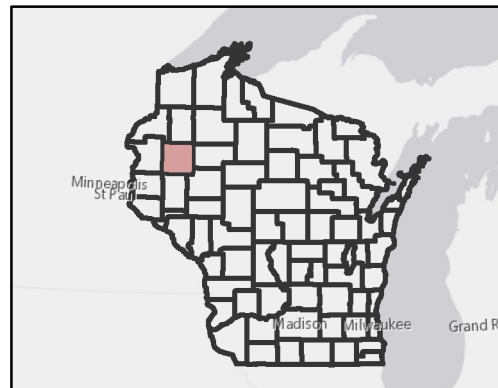
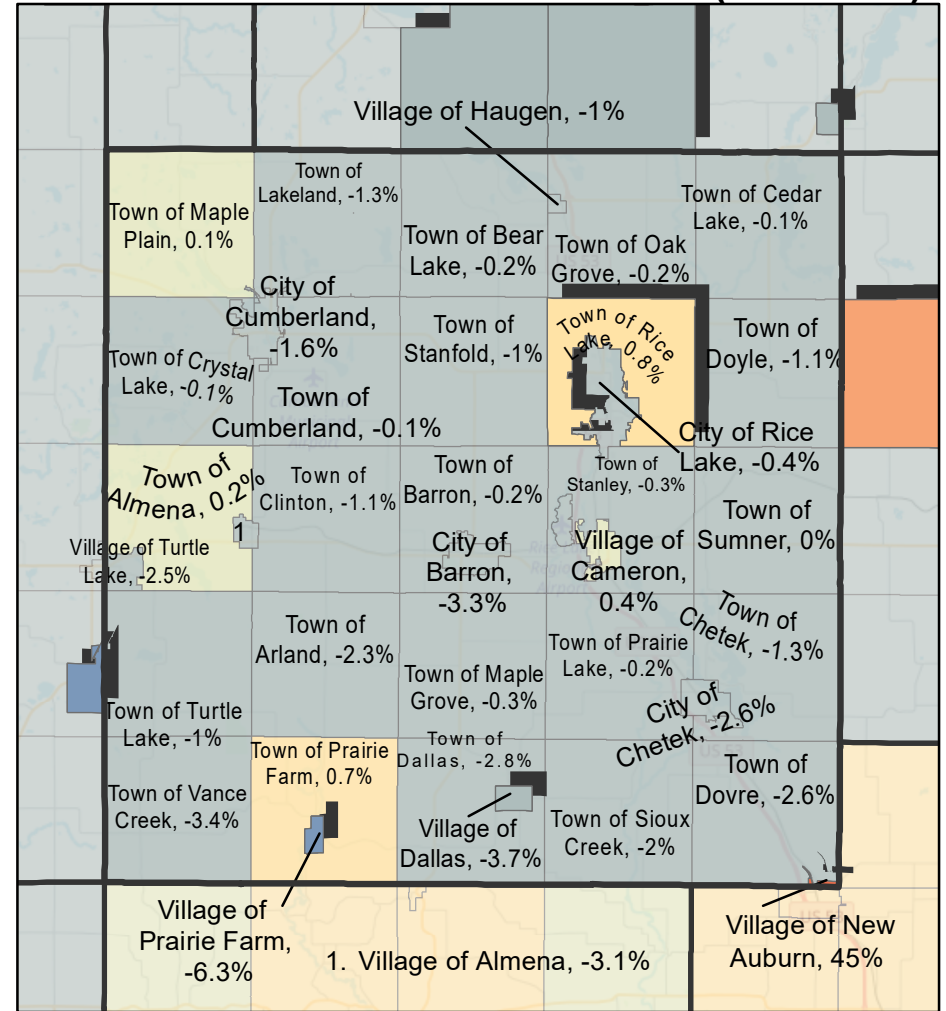
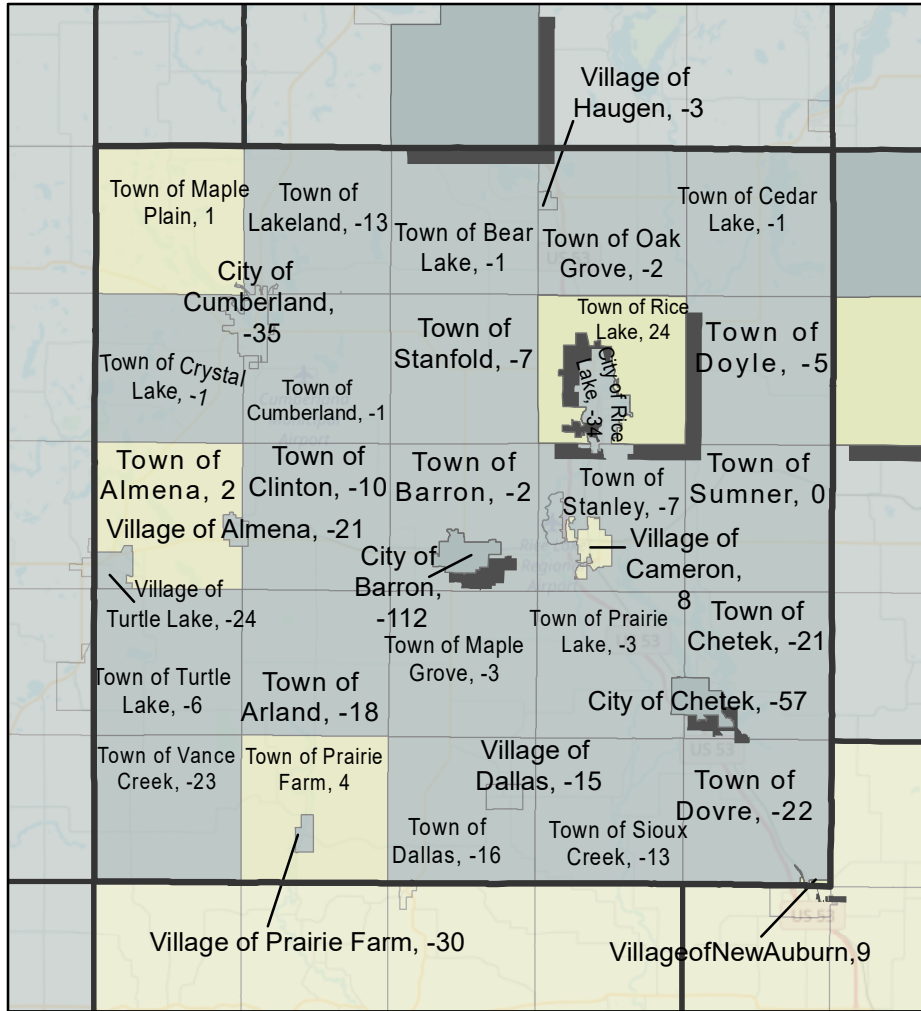
Between 2010 and 2016, the county’s population declined slightly (by about 1%). Overall, the population of Barron County is significantly older than the state (the median age of the county is 44.1, while the comparable figure for the state is 39). In comparison to the state, the county is home to a slightly lower number of children and teenagers and a somewhat higher number of elderly individuals.

FIGURE 5⁹: POPULATION PYRAMIDS (BARRON COUNTY ABOVE AND STATE BELOW)

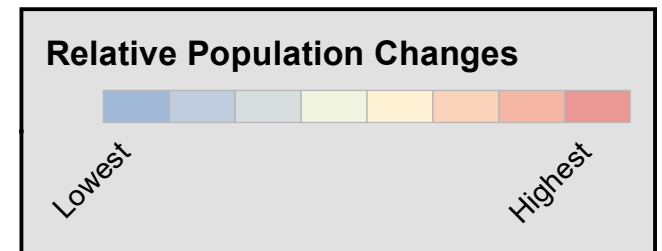
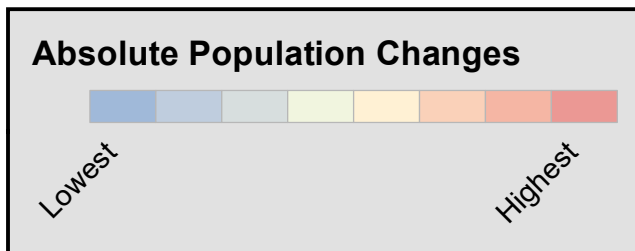


⁹ United States Census Bureau. “Selected Economic Characteristics DP03, Employment Status.” 2012-2016 American Community Survey 5-Year Estimates. https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt Accessed November 6th, 2017.

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



Produced by E. Moorman, Bureau of Transportation Safety and the Division of State Patrol, Data from ESRI and the US Census Bureau, 2016

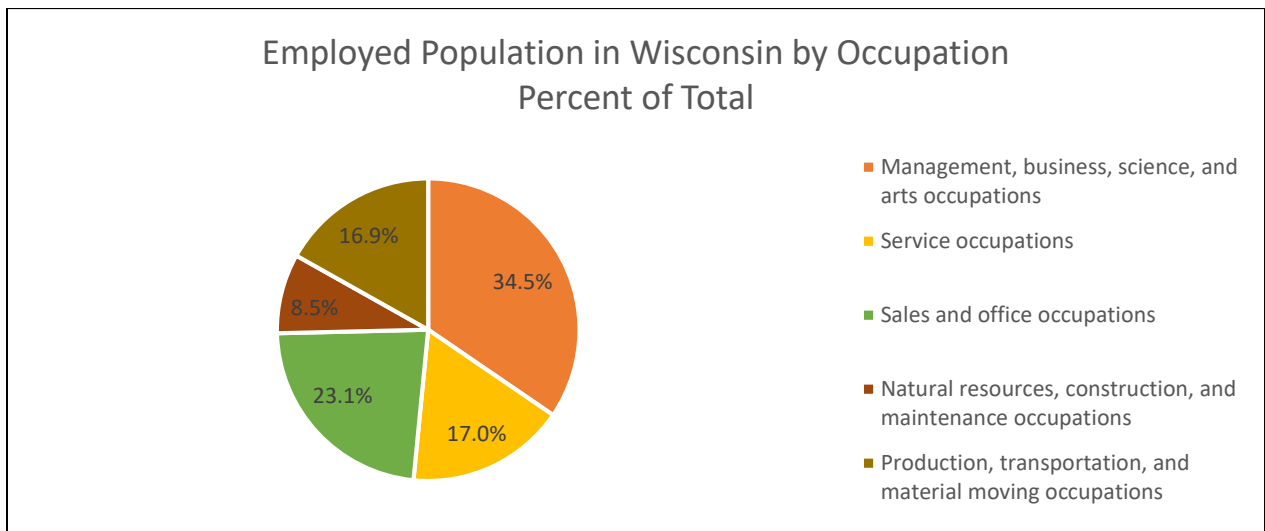
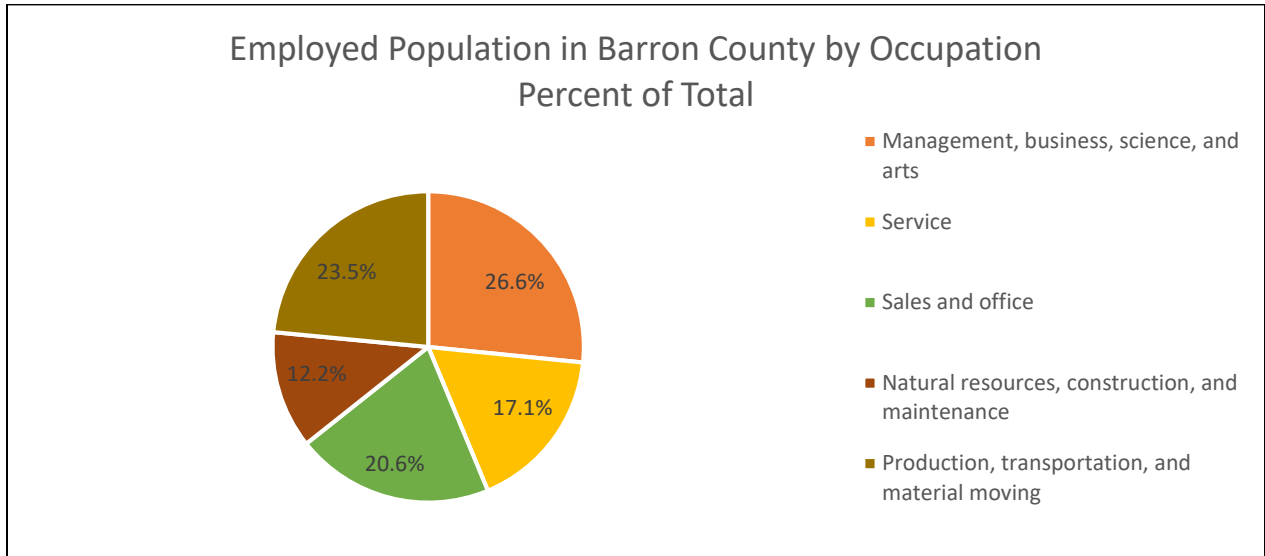


THE ECONOMY

Section Summary

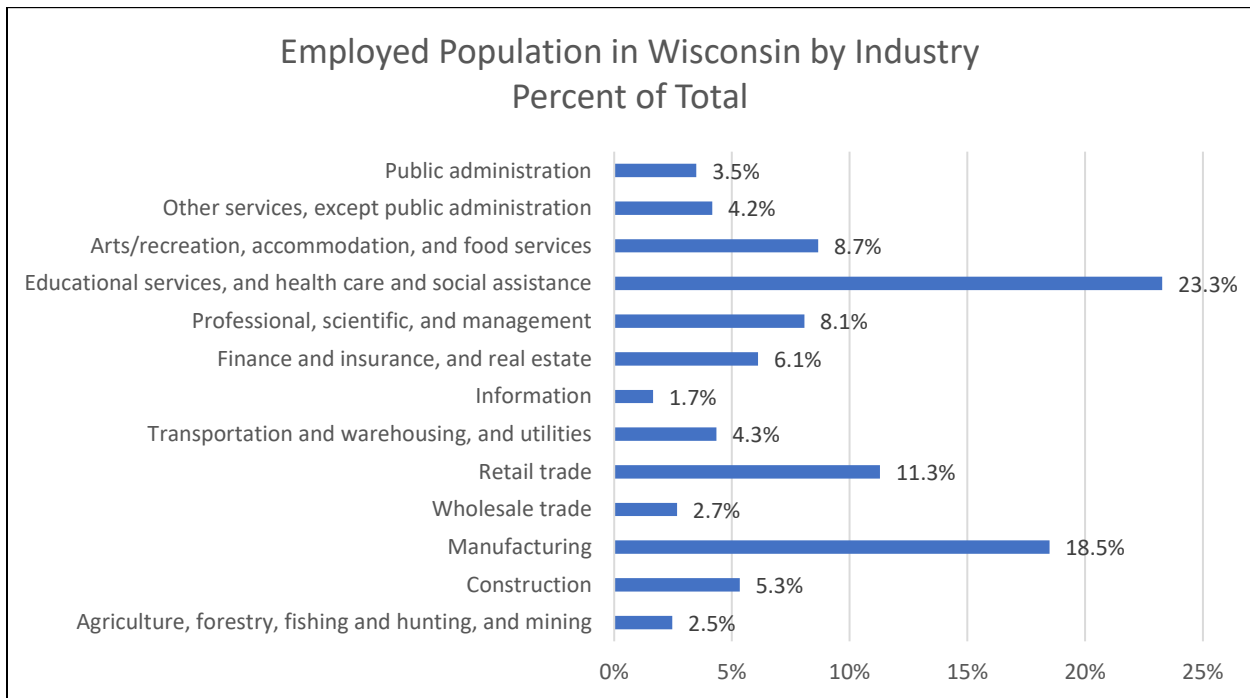
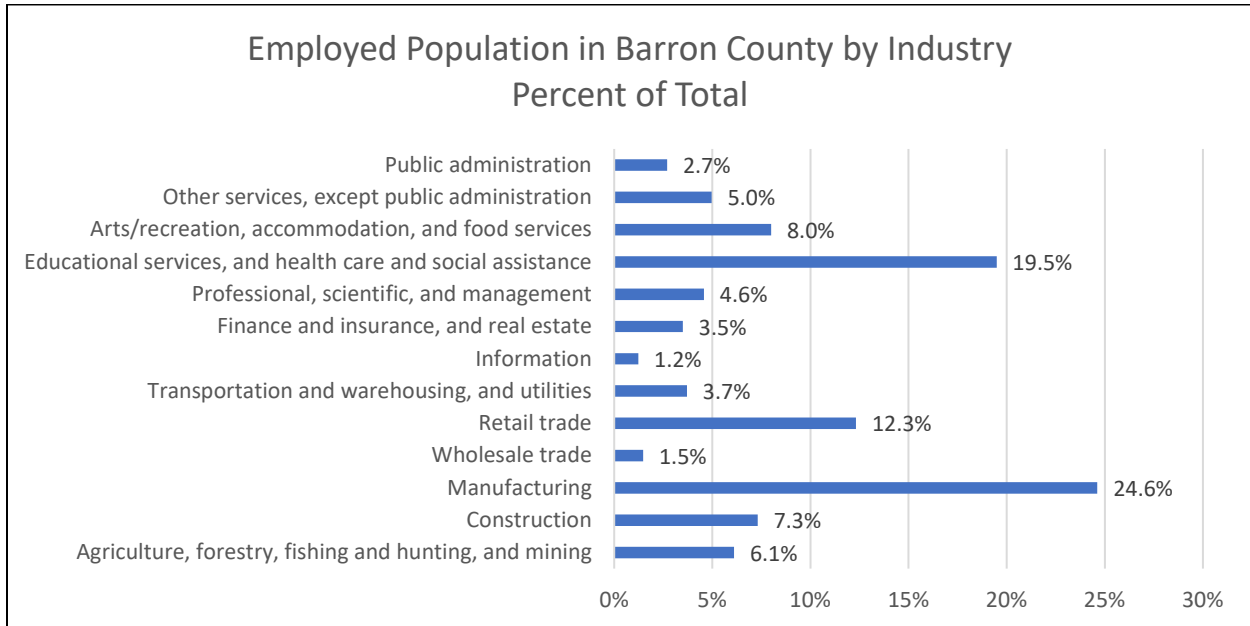
The unemployment rate in Barron County has been, on average, 0.6% higher than that of the state over the last decade. Generally, there is a high proportion of persons that work in production, transportation, and material moving, and a small proportion of person that work in management, business, science, or the arts. The manufacturing industry is fairly large.

FIGURE 7: EMPLOYMENT BY OCCUPATION ¹⁰



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.

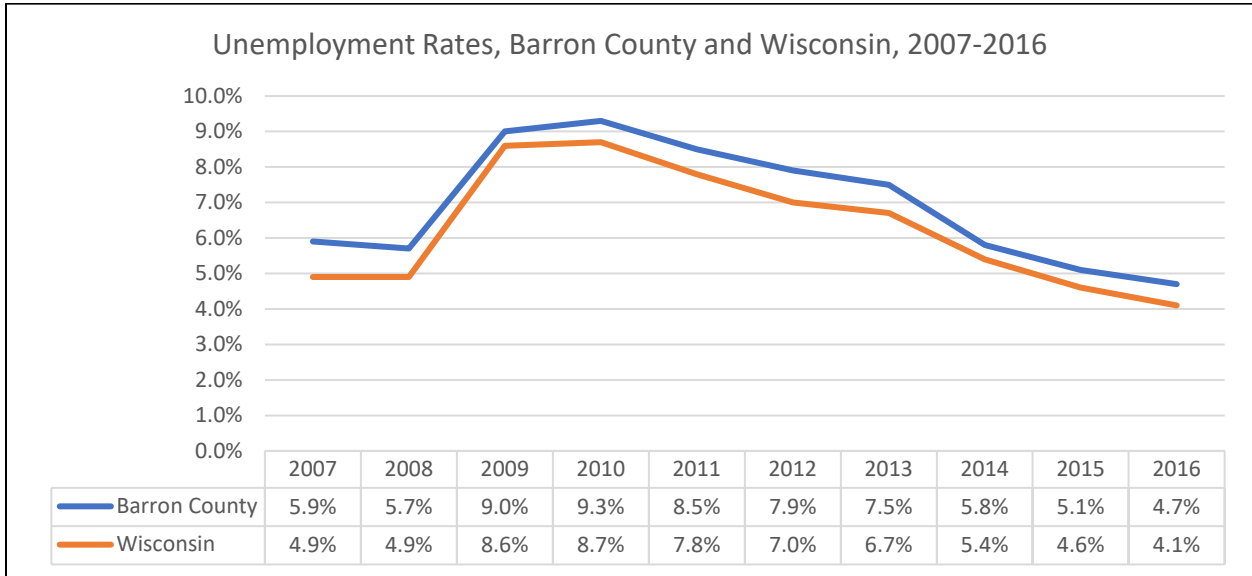
FIGURE 8: EMPLOYED POPULATION BY INDUSTRY



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



12

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

Fifty-seven percent of licensees have liquor for sale for consumption on site. Twenty-three percent of licenses are in Rice Lake, 9% are in Barron, 9% are in Cumberland, 6% are in Chetek, and 35% are in towns.

FIGURE 10: ALCOHOL BEVERAGE LICENSES BY JURISDICTION, BARRON COUNTY

	Almena	Barron	Cameron	Chetek	Cumberland	Dallas	Haugen	Prairie Farm	Rice Lake	Turtle Lake	Towns	Total (By Liq. License)
AB or AC	1	3	1	1	1	1				1	3	12
AL or ALB	1	3	1	3	2			1	4	2	7	24
BB or CW		1	1	2	2				12	1	10	29
BL or BLB	3	7	4	4	9	2	2	2	20	4	33	90
Others											2	2
Total (By Municipality)	5	14	7	10	14	3	2	3	36	8	55	157

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

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 BARRON COUNTY BY JURISDICTION

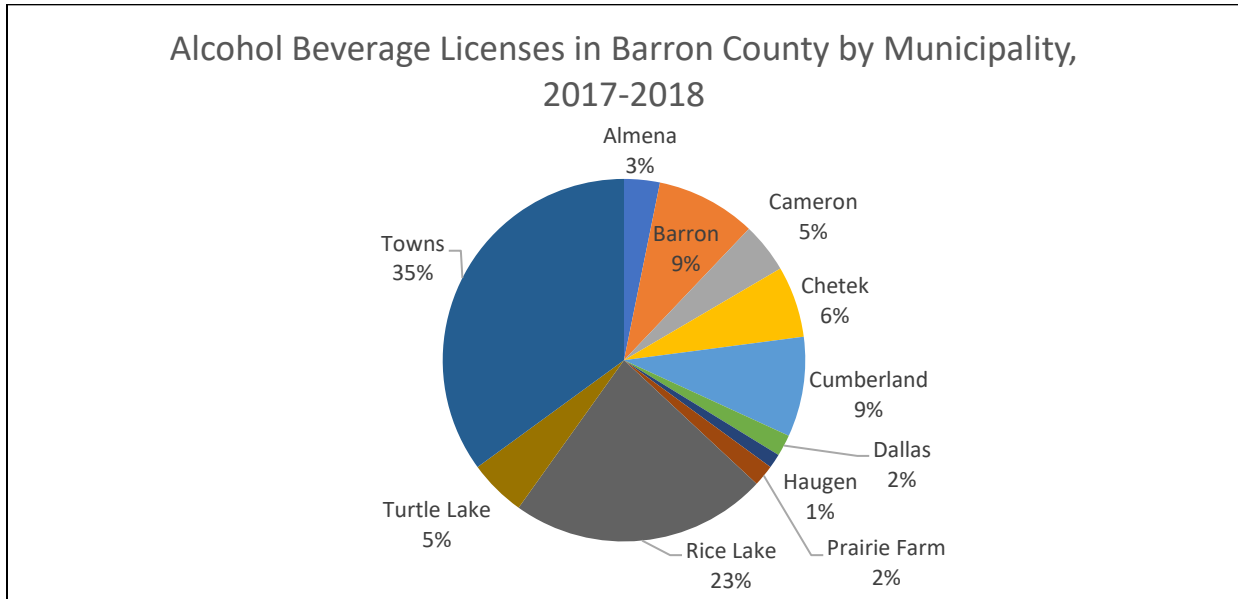
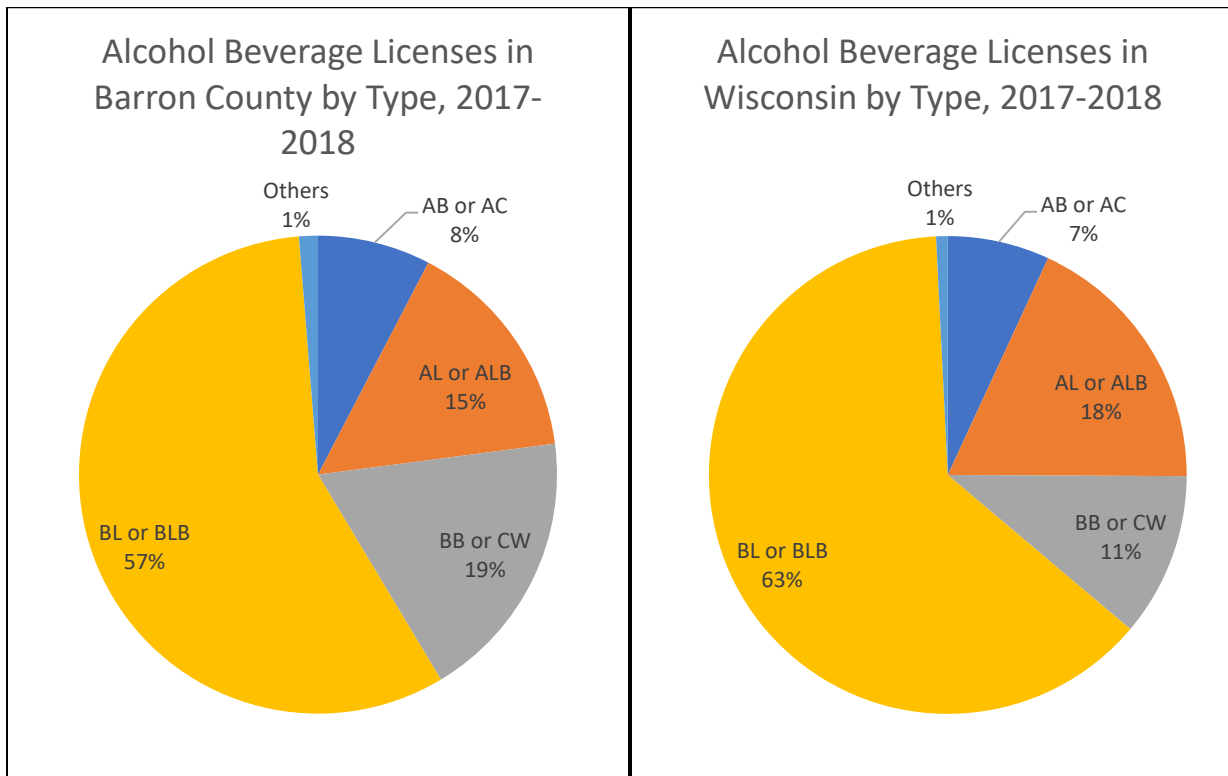


FIGURE 11: ALCOHOL BEVERAGE LICENSES BY TYPE



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, Barron County reported a below-average (worse) injury-to-death ratio than the state generally (50.3 vs. 73.1).

Emergency Services

Barron County is the site of three different hospitals, all of which maintain level IV Trauma capabilities.¹⁵ The southwestern portion of the county—which reports high concentrations of fatal and serious injury crashes—lies the furthest from any hospital, although it is within moderate proximity to Amery Regional Medical Center, a level IV Trauma Center in neighboring Polk County. The county reports moderate access to other trauma centers: individuals can reach a level II Trauma Center by travelling about 50 miles to the southeast (to Eau Claire County) or a level I Trauma Center in Saint Paul.

Barron County maintains 12 different emergency providers (listed below). These companies employ 176 emergency personnel. Consequently, the county is the site of 3.68 emergency response personnel per 1,000 residents. This is lower than the state figure of 4.02 emergency response personnel per 1,000 residents.

¹⁵ The trauma capacities of hospitals are rated on a I-IV scale, with some remaining unrated; Level I hospitals have the greatest capacity.

FIGURE 13:

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

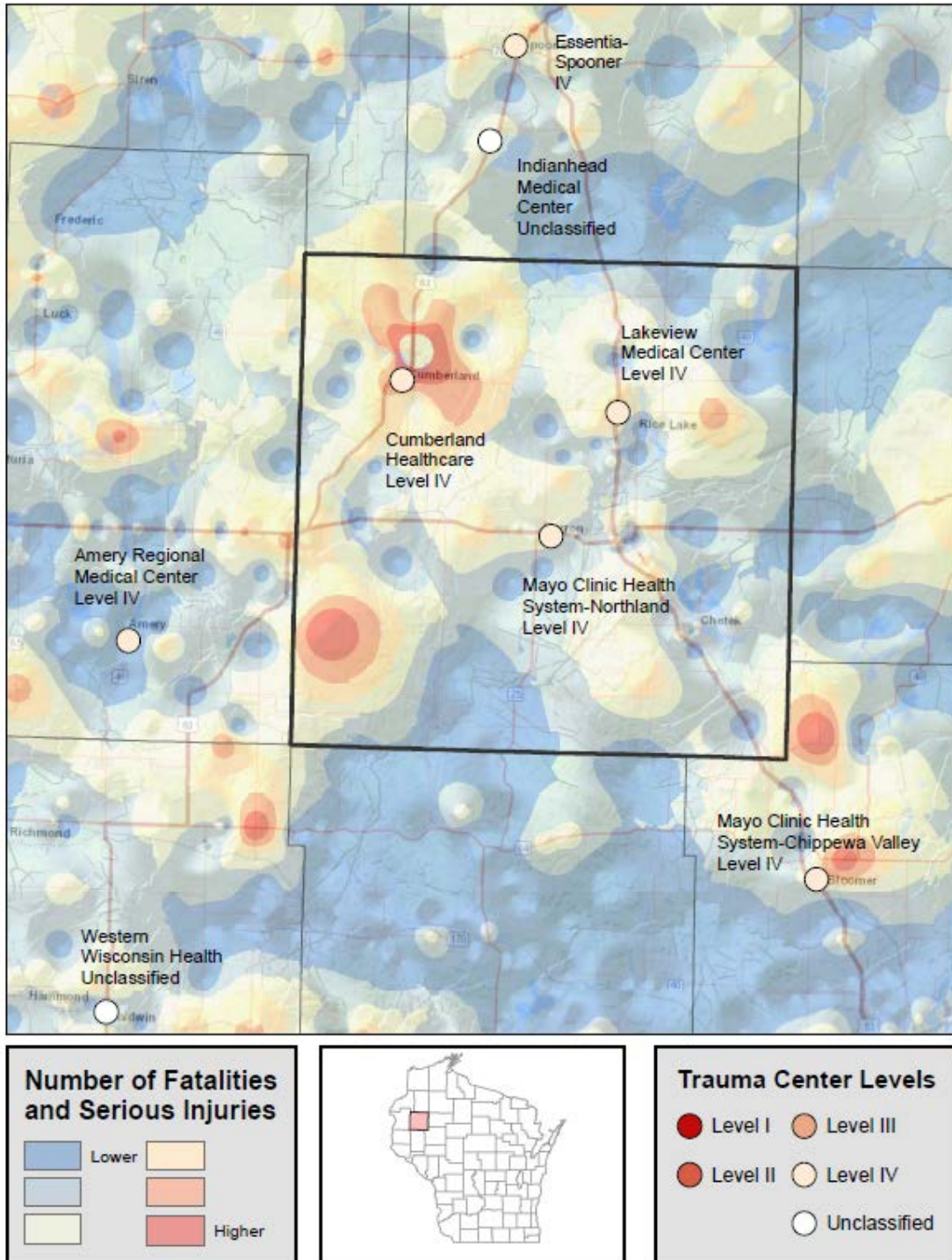
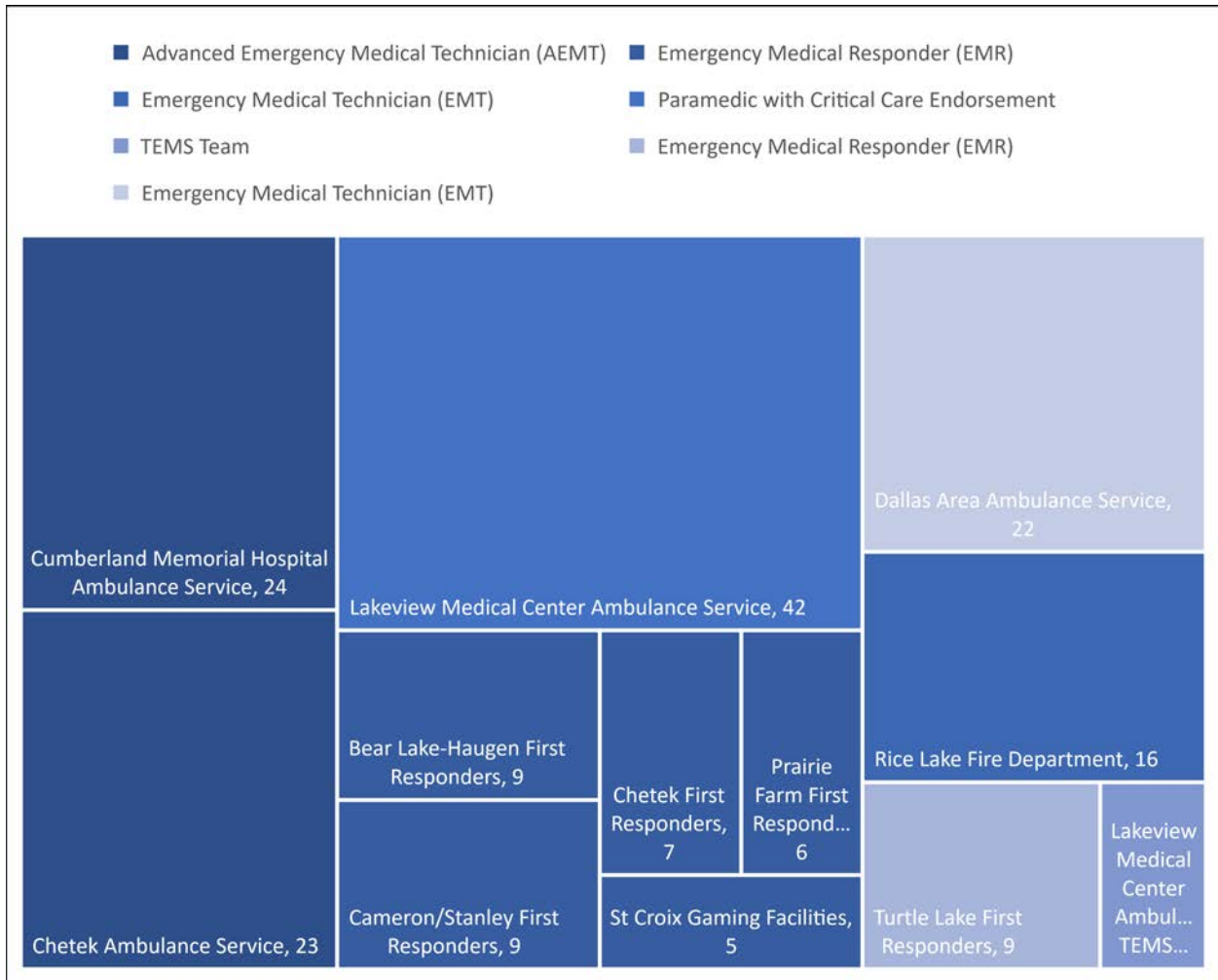


FIGURE 14: NUMBER OF EMT PERSONNEL/JURISDICTION ¹⁶

Primary Address County Name	Service License Level	Service Name	Number of Personnel
Barron	Advanced Emergency Medical Technician (AEMT)	Cumberland Memorial Hospital Ambulance Service	24
Barron	Advanced Emergency Medical Technician (AEMT)	Chetek Ambulance Service	23
Barron	Emergency Medical Responder (EMR)	Bear Lake-Haugen First Responders	9
Barron	Emergency Medical Responder (EMR)	Cameron/Stanley First Responders	9
Barron	Emergency Medical Responder (EMR)	Chetek First Responders	7
Barron	Emergency Medical Responder (EMR)	Prairie Farm First Responders	6
Barron	Emergency Medical Responder (EMR)	St Croix Gaming Facilities	5
Barron	Emergency Medical Technician (EMT)	Rice Lake Fire Department	16
Barron	Paramedic with Critical Care Endorsement	Lakeview Medical Center Ambulance Service	42
Barron	TEMS Team	Lakeview Medical Center Ambulance TEMS Team	4
Barron	Emergency Medical Responder (EMR)	Turtle Lake First Responders	9
Barron	Emergency Medical Technician (EMT)	Dallas Area Ambulance Service	22

¹⁶ 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 Barron 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	6	7	7	7	3	3	7	8	4	4	5.4	5.8
Incapacitating Injury	25	37	23	28	20	23	18	23	14	16	20.0	25.4
Non-Incapacitating Injury	85	125	97	131	80	100	83	110	70	93	83.0	111.8
Possible Injury	83	130	121	174	132	200	87	158	100	155	104.6	163.4
No Apparent Injury	495	1,163	599	1,430	603	1,496	482	1,122	527	1,209	541.2	1,284.0
Totals	694	1,462	847	1,770	838	1,822	677	1,421	715	1,477	754.2	1,590.4

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

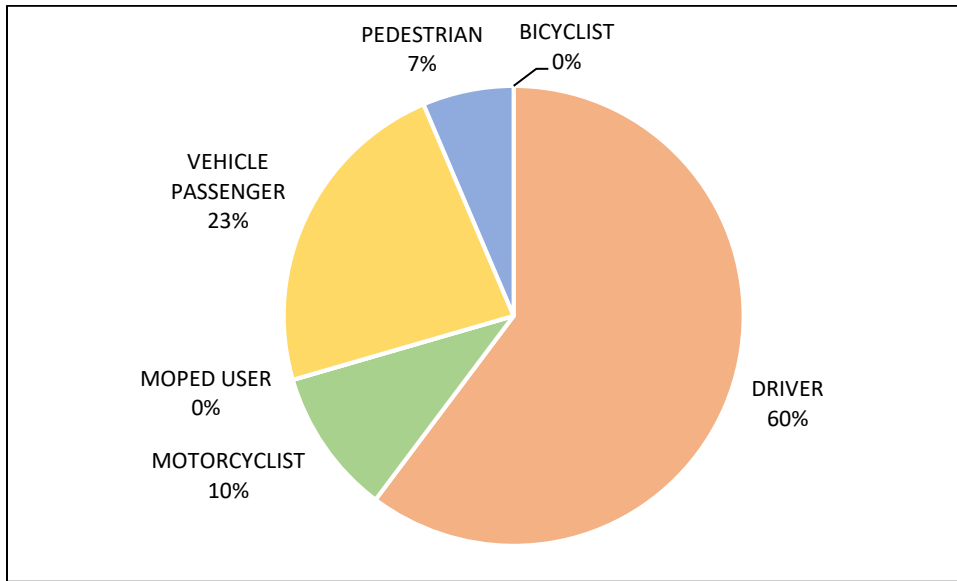
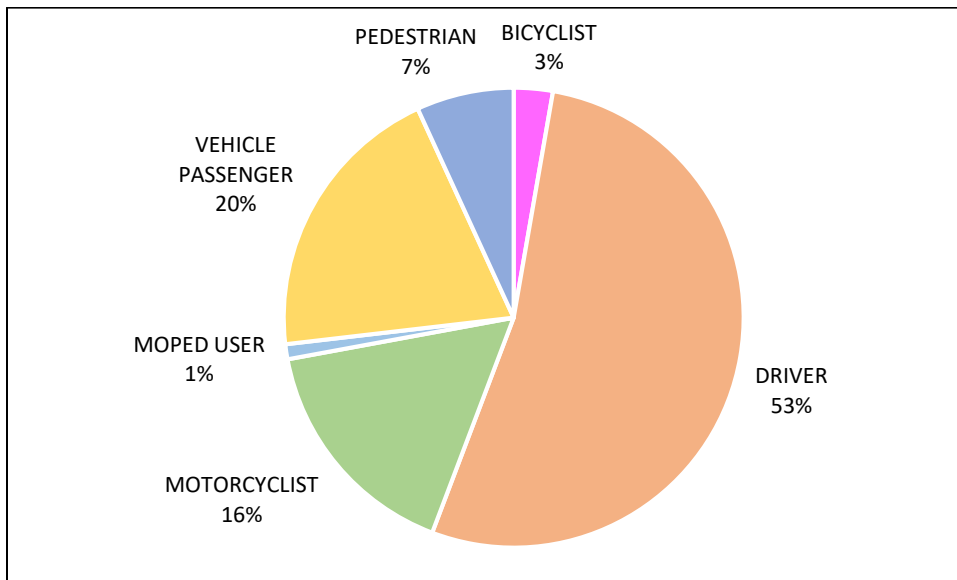


FIGURE 17: FATALITIES AND INCAPACITATING INJURIES BY ROLE, WISCONSIN, 2012-2016



Vehicle drivers make up over half of the traffic fatalities and incapacitating injuries within Barron County. Vehicle passengers make up almost 1/4 of the traffic fatalities and incapacitating injuries within Barron County. Vehicle drivers make up the largest percentage of traffic fatalities and incapacitating injuries within state of Wisconsin.

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

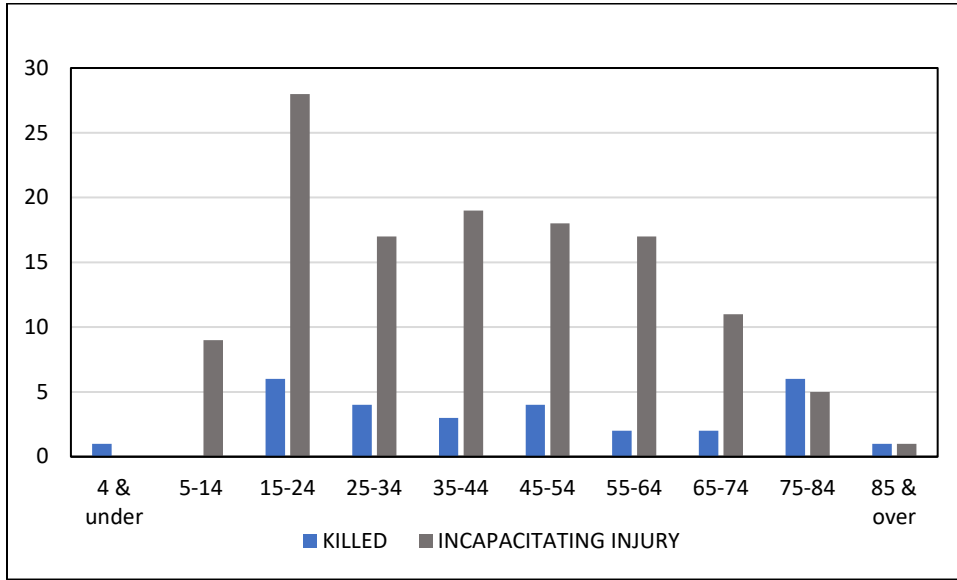
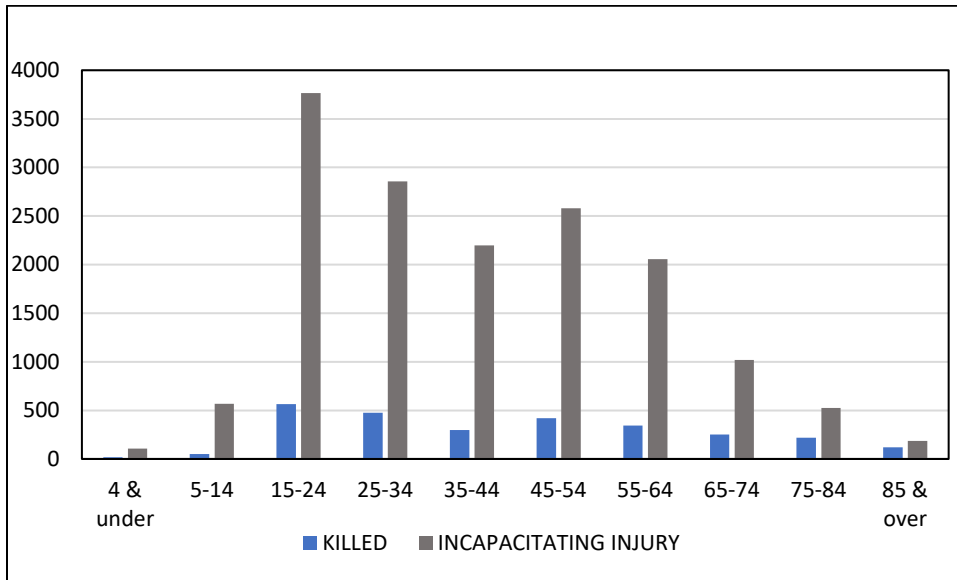
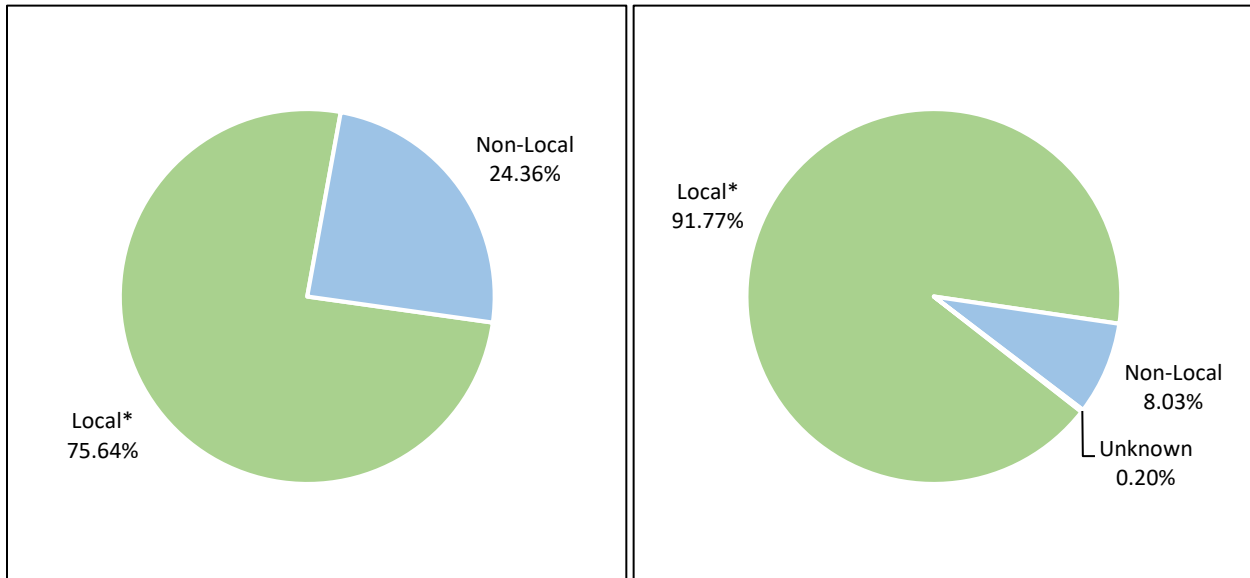


FIGURE 19: FATAL AND INCAPACITATING INJURIES BY AGE IN WISCONSIN, 2012-2016



For both Barron County and the state of Wisconsin, the highest number of incapacitating injuries occurred in the age group 15-24. The highest number of fatalities occurred in the age groups 15-24 and 75-84 in Barron County, versus 15-24 for the state.

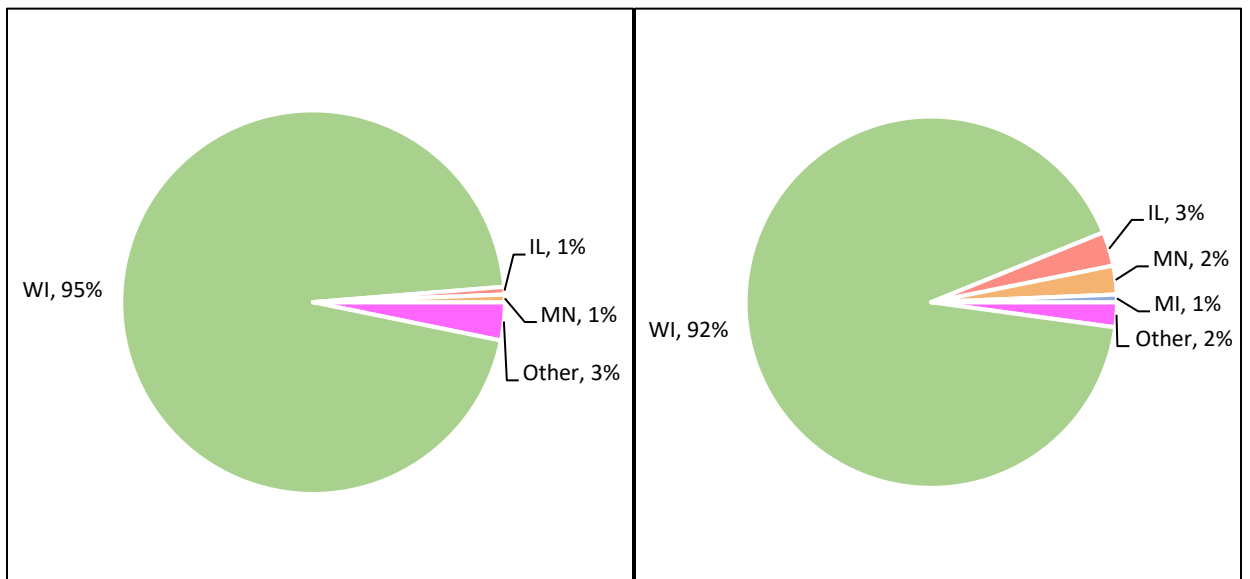
FIGURE 20: TOTAL FATALITIES AND INCAPACITATING INJURIES BY PLACE OF RESIDENCE (BARRON COUNTY ON LEFT AND STATE OF WISCONSIN ON RIGHT), 2012-2016



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

Over 3/4 of Barron County traffic fatalities and incapacitating injuries were local residents.

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



95% of the traffic fatalities and incapacitating injuries in Barron County are Wisconsin residents. 92% of traffic fatalities and incapacitating injuries in Wisconsin are Wisconsin residents. Only 8% of traffic fatalities and incapacitating injuries in Wisconsin are out-of-state residents.

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

	Total Fatal Crashes	Total Non-Fatal Injury Crashes
US/State Highways	55.6%	33.5%
County Highways	25.9%	18.7%
Local Roads	18.5%	47.8%

The highest percentage of fatal crashes occur on US/state Highways within Barron County.

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

LEA	TOTAL
BARRON COUNTY SHERIFF	91
BARRON POLICE DEPARTMENT	6
CAMERON POLICE DEPARTMENT	3
CHETEK POLICE DEPARTMENT	3
CUMBERLAND CITY POLICE DEPARTMENT	1
RICE LAKE POLICE DEPARTMENT	7
TURTLE LAKE POLICE DEPARTMENT	3
WISCONSIN STATE PATROL	13
TOTAL	127

Barron County Sheriff's Department has the highest reporting of fatal and serious injury crashes within Barron 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://wisconsin.gov/Documents/safety/education/frms-pubs/strategichwy-17-20.pdf>

ISSUE AREA: REDUCE DRIVER DISTRACTION/IMPROVE DRIVER ALERTNESS

FIGURE 24: INATTENTION-RELATED STATISTICS, 2012-2016

	Inattention-Related Fatal Crashes	Inattention-Related Non-Fatal Injury Crashes
US/State Highways	71.4%	37.9%
County Highways	14.3%	22.0%
Local Roads	14.3%	40.1%

Barron County	% of inattention-related fatal crashes to all fatal crashes	25.9%
Wisconsin	% of inattention-related fatal crashes to all fatal crashes	18.5%

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
US/State Highways	71.4%	19.5%
County Highways	28.6%	26.4%
Local Roads	0.0%	54.0%

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

Average Total Fatal Crashes	Average Alcohol or Drug-Related Fatal Crashes	Average Alcohol or Drug-Related Non-Fatal Injury Crashes
5.4	1.4	17.4

Barron County	% of alcohol or drug-related fatal crashes to all fatal crashes	25.9%
Wisconsin	% of alcohol or drug-related fatal crashes to all fatal crashes	45.0%

Barron County has a lower percentage of alcohol/drug and speed-related fatal crashes, but a higher percentage of inattentive driving fatal crashes when compared with the state.

ISSUE AREA: REDUCE THE INCIDENCE AND SEVERITY OF MOTORCYCLE CRASHES

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

	% Killed	% Seriously Injured	5-Yr Ave. Killed	5-Yr Ave. Seriously Injured
County	10.0%	14.3%	0.2	1.4
State	15.3%	16.5%	84.8	525.6

Among all persons killed or injured in traffic crashes, Barron County had a higher percentage of motorcyclists killed, but a lower percentage seriously injured when compared to the state.

ISSUE AREA: IMPROVE NON-MOTORIST SAFETY

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

	% Killed	% Seriously Injured	5-Yr Ave. Killed	5-Yr Ave. Seriously Injured
County	17.2%	3.9%	1.0	1.0
State	8.1%	6.6%	44.8	211.2

Among all persons killed or injured in traffic crashes, Barron County had a higher percentage of pedestrians killed, but lower percentage of seriously injured when compared to the state.

FIGURE 29: BARRON 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

No bicyclists were killed or seriously injured within Barron County from 2012 to 2016.

ISSUE AREA: IMPROVE SAFETY OF INTERSECTIONS

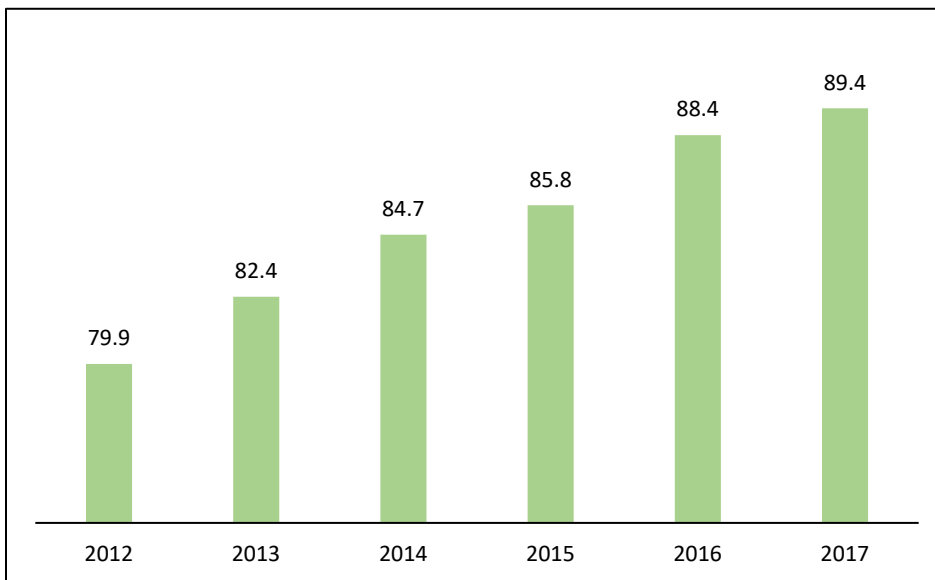
FIGURE 30: BARRON COUNTY TOTAL CRASHES BY LOCATION, 2012-2016

	County	State
% Intersection	40.3%	37.8%
% Non-Intersection	59.7%	62.8%

Compared to the state, a higher percentage of crashes (40.3%) occurred at intersections in Barron County. Over half of the crashes within Barron county were at non-intersections.

ISSUE AREA: INCREASE OCCUPANT PROTECTION

FIGURE 31: SEATBELT USE STATEWIDE, 2012-2017



Seatbelt usage statewide has increased over the past six years.

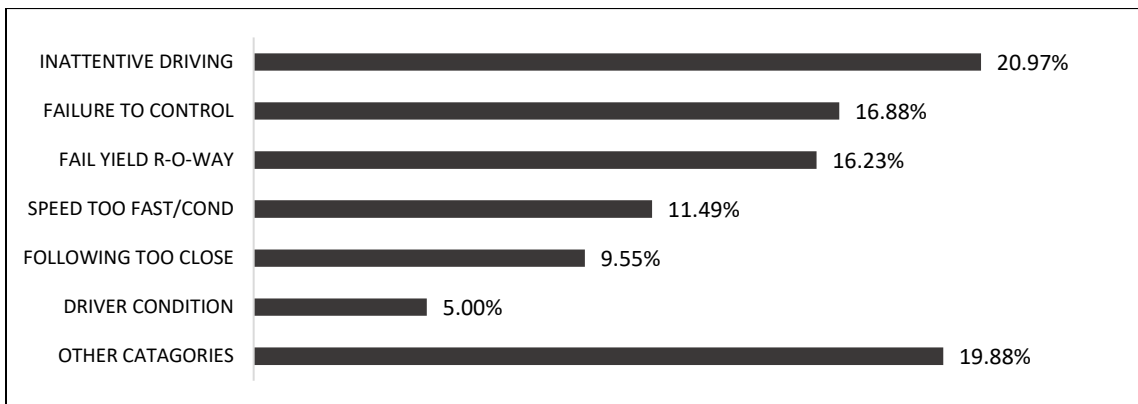
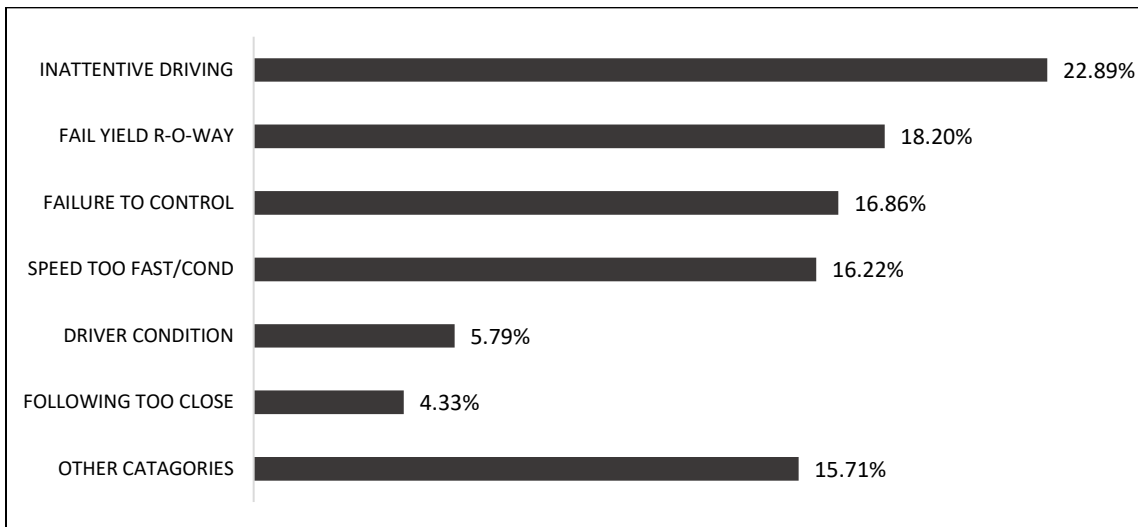
FIGURE 31.2: SAFETY EQUIPMENT USAGE IN PASSENGER CAR AND LIGHT TRUCKS DURING CRASHES, 2012-2016

	Belted	Unbelted
Fatalities and Serious Injuries	74.0%	26.0%

Over 1/4 of all traffic fatalities and serious injuries in passenger cars and lights trucks were of unbelted persons.

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

FIGURE 32: DRIVER POSSIBLE CONTRIBUTING CIRCUMSTANCES FOR CRASHES IN BARRON COUNTY (TOP) AND STATEWIDE (BOTTOM), 2012-2016



Inattentive driving is the most significant contributing factor for all crashes within Barron County. Inattentive driving is the most significant contributing factor for all crashes within the state of Wisconsin.

FIGURE 33: SPEEDING STATISTICS IN BARRON COUNTY, 2012-2016

Average Speed-Related Fatal Crashes	Average Speed-Related Non-Fatal Injury Crashes
0.6	47.4

	Total Fatal Crashes	Total Non-Fatal Injury Crashes	Speed-Related Fatal Crashes	Speed-Related Non-Fatal Injury Crashes
US/State Highways	55.6%	33.5%	66.7%	35.4%
County Highways	25.9%	18.7%	0.0%	21.1%
Local Roads	18.5%	47.8%	33.3%	43.5%

Barron County	% of speed-related fatal crashes to all fatal crashes	11.1%
Wisconsin	% of speed-related fatal crashes to all fatal crashes	28.9%

ISSUE AREA: REDUCE LANE DEPARTURE CRASHES

FIGURE 34: BARRON 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	257.6	34.2%
State	30,395.6	25.4%

THE IMPACT

Traffic crashes in the county result in over 207 emergency room visits and over 162 lost years of life annually.

2011-2015 ANNUAL AVERAGES

	Barron County	Wisconsin
Average Annual Population	45,922	5,716,883
Persons in Crashes (per 1,000 residents)	40.4	46.0
Crash-Related Emergency Room Visits (per 100,000 residents)	451.3	407.3
Crash-Related Hospitalizations (per 100,000 residents)	44.4	49.3
Quality of Life Costs (per 100,000 residents)	\$45,379,071	\$36,819,900
Lost Years of Life (per 1,000 residents)	3.54	3.04
Medical Costs (per 100,000 residents)	\$11,152,524	\$10,482,526

17,18

¹⁷University 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.

¹⁸University 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 Force Participation

	Grant Amount
Barron County Seat Belt Task Force	\$20,500.92
Barron County OWI Task Force	\$24,964.72

2016 Grant Participation

	Impaired Driving	Occupant Protection	Speed
Barron County Sheriff's Dept.	Barron County OWI Task Force	Barron Co. Seat Belt Task Force	\$23,018.06
Barron Police Dept.		Barron Co. Seat Belt Task Force	
Cameron Police Dept.		Barron Co. Seat Belt Task Force	
Chetek Police Dept.	Barron County OWI Task Force	Barron Co. Seat Belt Task Force	
Cumberland Police Dept.	Barron County OWI Task Force	Barron Co. Seat Belt Task Force	
Four Corners Police Dept.			
New Auburn Police Dept.			
Rice Lake Police Dept.	Barron County OWI Task Force	Barron Co. Seat Belt Task Force	
Turtle Lake Police Dept.	Barron County OWI Task Force	Barron Co. Seat Belt Task Force	

2017 Task Force Participation

	Impaired Driving	Occupant Protection	Speed
Barron County Law Enforcement Agencies	not eligible	no participation	not eligible

2018 Task Force Eligibility

	Impaired Driving	Occupant Protection	Speed
Barron County Law Enforcement Agencies	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
Barron County Sheriff's Dept.			yes			
Barron Police Dept.						
Cameron Police Dept.						
Chetek Police Dept.	yes	yes		yes		yes
Cumberland Police Dept.		yes				
Four Corners Police Dept.						
New Auburn Police Dept.						
Rice Lake Police Dept.	yes	yes		yes	yes	yes
Turtle Lake 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.