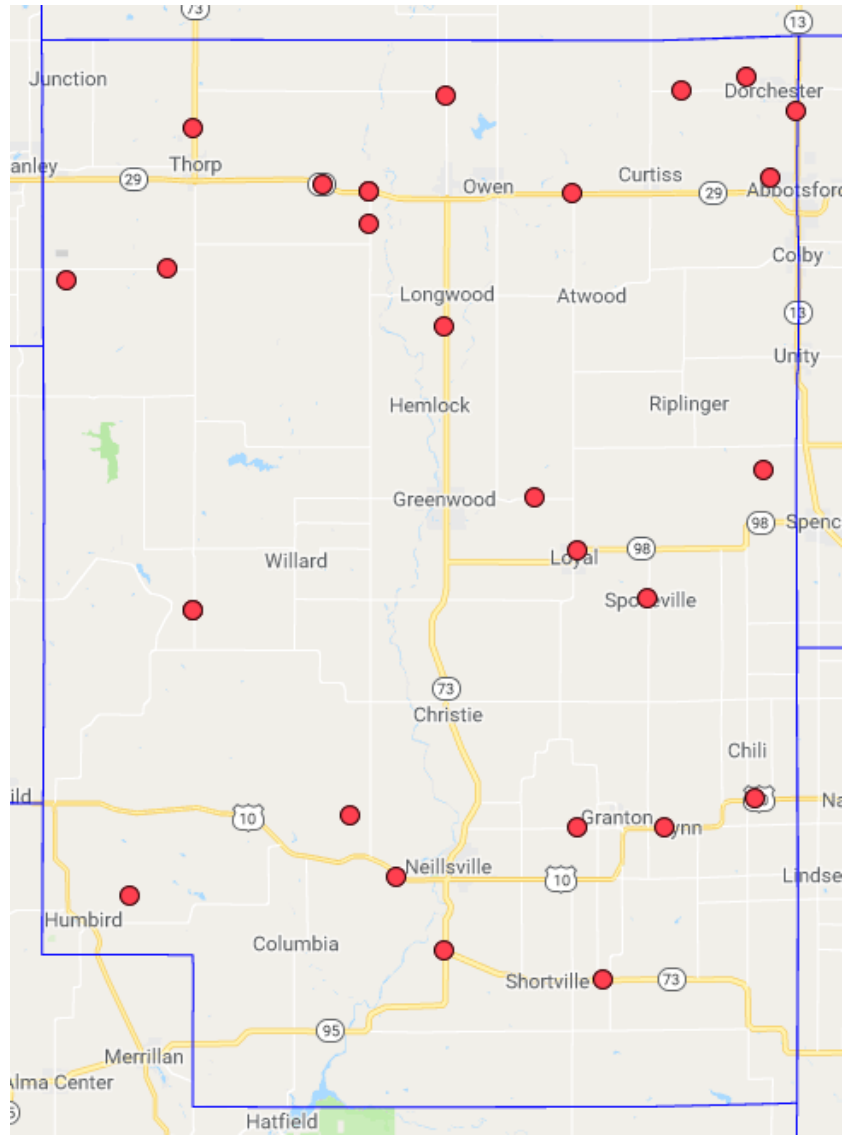


ANATOMY OF CLARK COUNTY: A TRAFFIC SAFETY SUMMARY



DID YOU KNOW...

One individual is killed or injured in a crash in Clark County every 2.0 days?

THE PLACE

Section Summary

Clark County has three principal routes: STH 29, USH 10, and STH 13. The county is in the top ten counties for total miles of roads and miles of local roads.

Urbanization

Clark County is adjacent to the Eau Claire and Wausau metropolitan areas as well as the Marshfield-Wisconsin Rapids urban cluster. Much of the southwest portion of the county is covered in 134,693 acres of county forest.¹ 8.27% of the population of the county lives in urban areas, and 0.10% of the area of the county is urban.²

Road Network

U.S. Highway (USH) 10 is an east-west primary arterial across the southern part of the county through Neillsville and Granton, heading toward Osseo in the west and near Marshfield and to Stevens Point to the east. USH 12 is an east-west highway that has a small convergence with USH 10 in the southwest corner, traveling near the Union Pacific rail line. It leaves the county with USH 10 to the west and eventually heads to Eau Claire, while USH 12 departs the county to the south toward Black River Falls.

State Trunk Highway (STH) 29 is a multilane divided highway and a primary arterial carrying traffic between Green Bay and Wausau to the east and Minnesota through the Eau Claire / Chippewa falls area in the west. This highway bypasses Stanley, Thorp, Withee, Owen, Curtiss, and Abbotsford. STH 13 is a north-south primary arterial along the eastern border of the county, traveling through Dorchester, Abbotsford, Colby, and Unity heading north toward Medford and southeast toward Marshfield. Between Colby and Abbotsford, STH 13 is a multilane road. STH 73 is a north-south highway that traverses the county from northwest to southeast. It enters the county from the direction of Gilman in the north, and goes through Thorp. STH 73 and STH 29 have a concurrency between Thorp and Withee. At Withee, STH 73 heads south going through Greenwood and Neillsville, after which it heads east toward Wisconsin Rapids. STH 95 starts at STH 73 south of Neillsville and heads west toward Merrillan. STH 98 begins at STH 73 just south of Greenwood, traveling east through Loyal on its way to Spencer.

Miles of Roadway

There are 2,189 miles of roadway in the county, including 157 (7.2%) miles of state roads, 301 (13.8%) miles of county roads, 1,684 (76.9%) miles of local roads, and 47 miles of another type.

Vehicle Registrations and Vehicle Miles of Travel (VMT)

In 2016, there were 10,809 autos, 2,053 cycles, 4,832 trailers, and 21,482 trucks registered in Clark County.³ VMT in 2016 was 481,525,520.⁴

¹ Wisconsin County Forests Association. "Forest Acres." Accessed Nov. 6, 2017. <http://www.wisconsincountyforests.com/forest-resources/forest-acres/>

² 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>

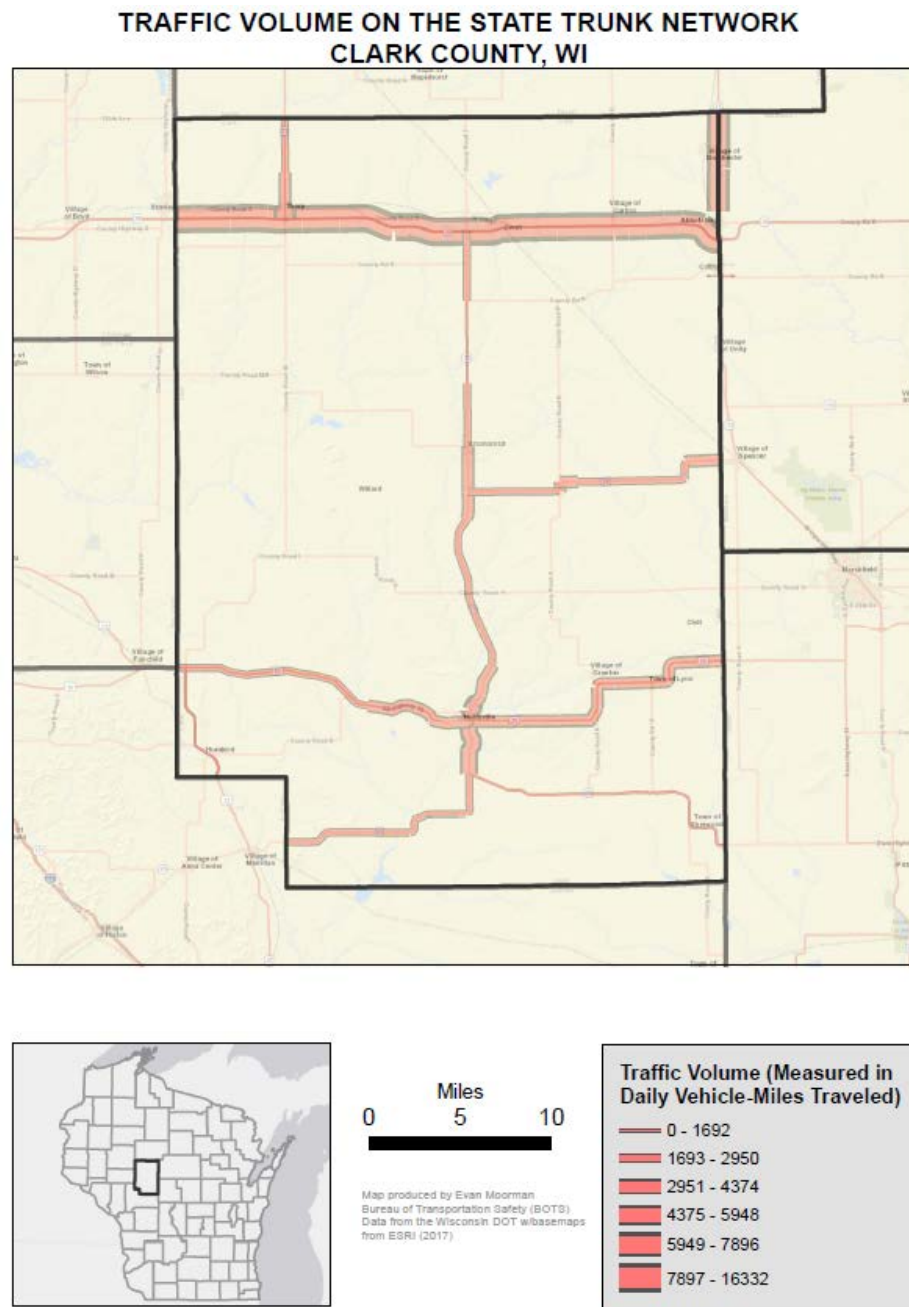
³ Wisconsin Department of Transportation. "Facts and Figures 2016, Vehicles Registered by County." Accessed Nov. 6, 2017. <http://wisconsin.gov/Documents/about-wisdot/newsroom/statistics/factsfig/vehregcounty.pdf>

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

Traffic Volume

As can be seen, traffic volumes in Clark County are highest in the far-northern portion of the county, along the highway connecting Wausau and Eau Claire. Nonetheless, the peak traffic segment in the county—found along Highway 73—records a daily VMT (vehicle-miles traveled) of only about 16,000. A secondary traffic peak is found at the intersection of Highways 10 and 73, near the community of Neillsville.

FIGURE 1:



Commuting Flows

FIGURE 2: COMMUTING FLOWS AMONG COUNTIES

Workers who Reside in Clark County Work in:		People who Work in Clark County Reside in:	
Clark County	10,086	Clark County	10,086
Wood County	1,850	Taylor County	802
Marathon County	1,428	Marathon County	751
Taylor County	648	Chippewa County	472
Chippewa County	428	Wood County	313
Jackson County	357	Jackson County	112
Eau Claire County	242	Eau Claire County	75
Portage County	62	Portage County	39
Dunn County	50	Trempealeau County	19
Trempealeau County	50		
Dane County	22		
Monroe County	22		
Barron County	21		
Vernon County	20		
Brown County	17		
Others	265	Others	177

5

As seen below in Figure 3, the most common commuting flow between two different municipalities is between residences in the town of Pine Valley and workplaces in Neillsville.

FIGURE 3: COMMUTING FLOWS BETWEEN MUNICIPALITIES (TOP 15)

Residence	Place of Work	Number
Pine Valley (Town)	Neillsville	285
Fremont (Town)	Marshfield	190
Stanley	Thorp	147
Weston (Town)	Neillsville	132
Grant (Town)	Neillsville	128
Loyal	Marshfield	121
Lynn (Town)	Marshfield	121
Withee (Town)	Thorp	115
Sherman (Town)	Marshfield	110
Neillsville	Marshfield	102
Dorchester	Medford	101
Abbotsford	Curtiss	98
Neillsville	Pine Valley (Town)	92
York (Town)	Marshfield	89
Mentor (Town)	Black River Falls	82

6

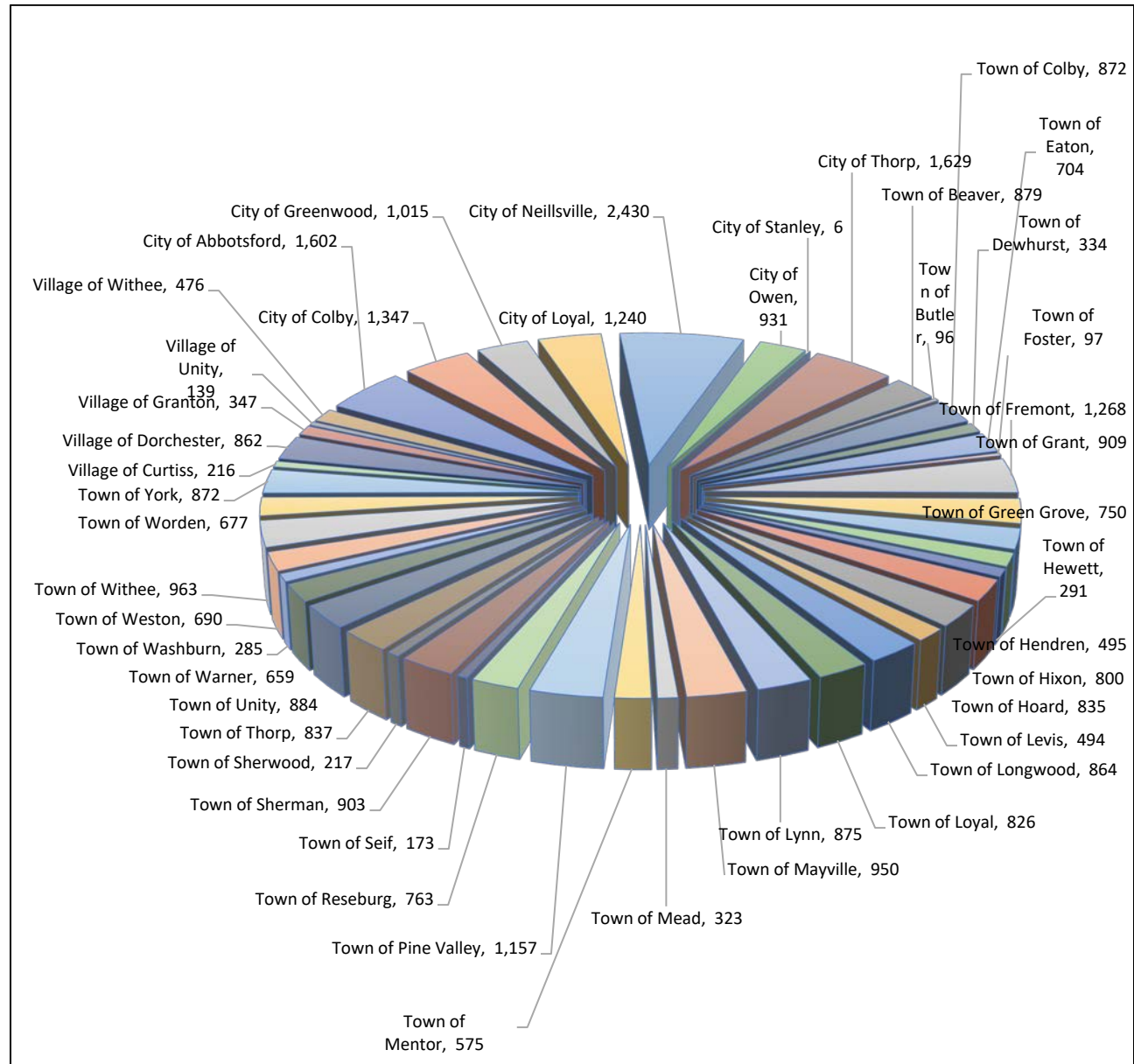
⁵United States Census Bureau. 2009-2013 5-Year American Community Survey Commuting Flows. <https://www.census.gov/data/tables/time-series/demo/commuting/commuting-flows.html> Accessed Sept. 29, 2017.

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 Clark County—slightly over 34,000 individuals—is dispersed through 46 different jurisdictions. The largest city, the City of Neillsville, only reports a population of about 2,400 individuals. Geographically, the population is spread out throughout the county, except for the portion of the county west of Highway 73.

FIGURE 4: POPULATION OF CLARK COUNTY MUNICIPALITIES (2016)



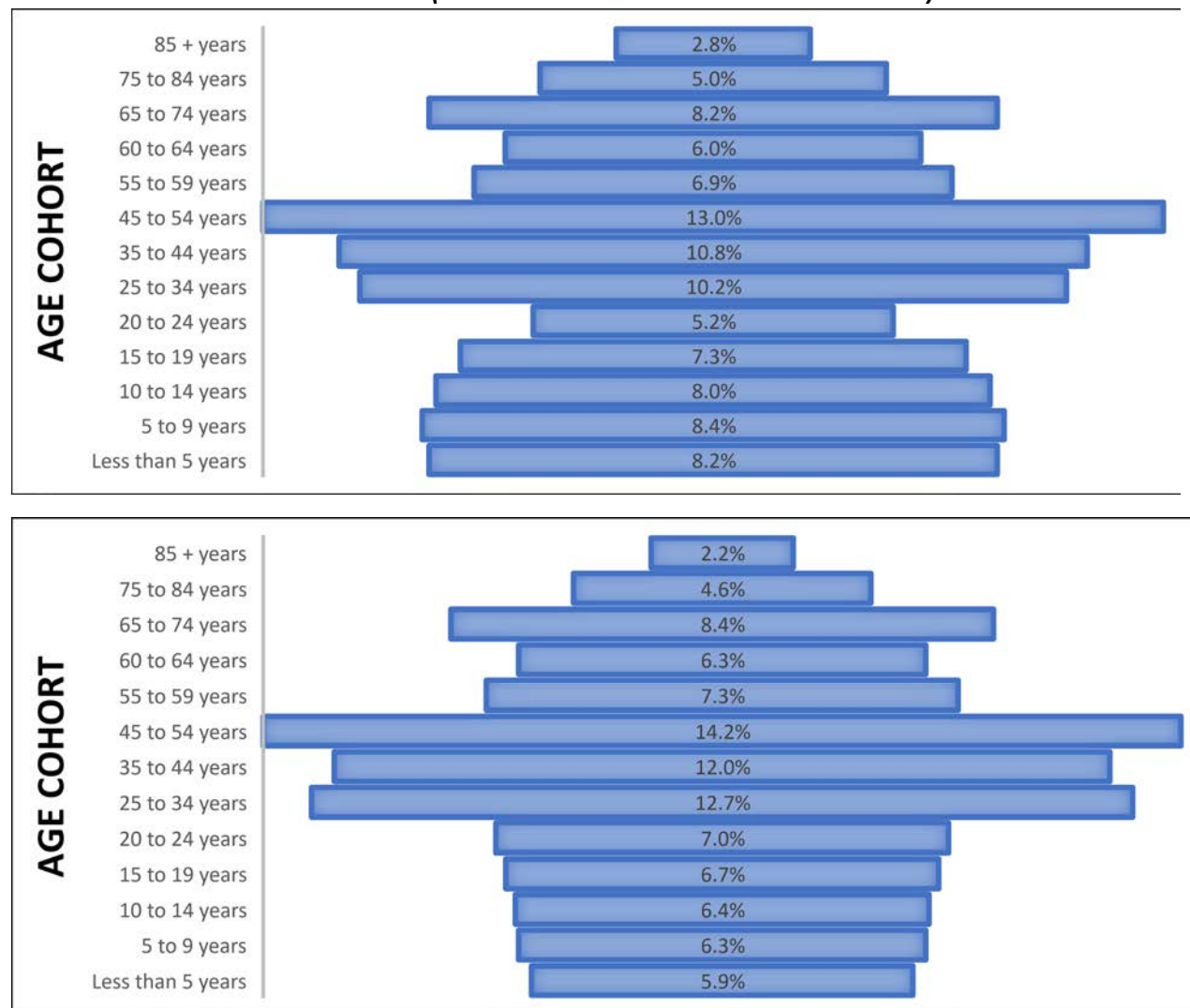
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⁷ United States Census Bureau. "Selected Economic Characteristics DP03, Employment Status." 2012-2016 American Community Survey 5-Year Estimates. https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt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

Population Trends

Between 2010 and 2016, the county's population decreased slightly (by about 0.3%). This decline is observed although Clark County reports a slightly younger population than the state, a result of a high number of children living in the county. Most jurisdictions in the county are losing population, although more jurisdictions in the far eastern and western portions of the county—closer to the cities of Wausau, and Eau Claire respectively—are growing, if slightly (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).⁸

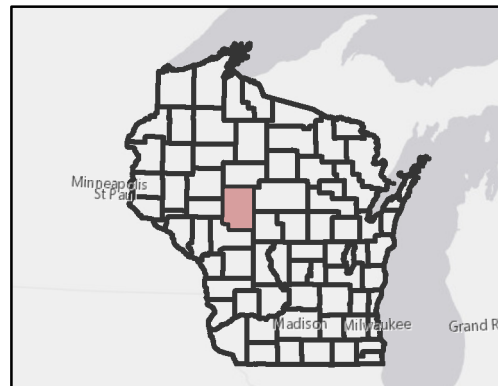
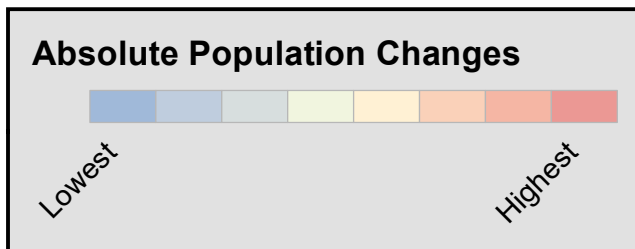
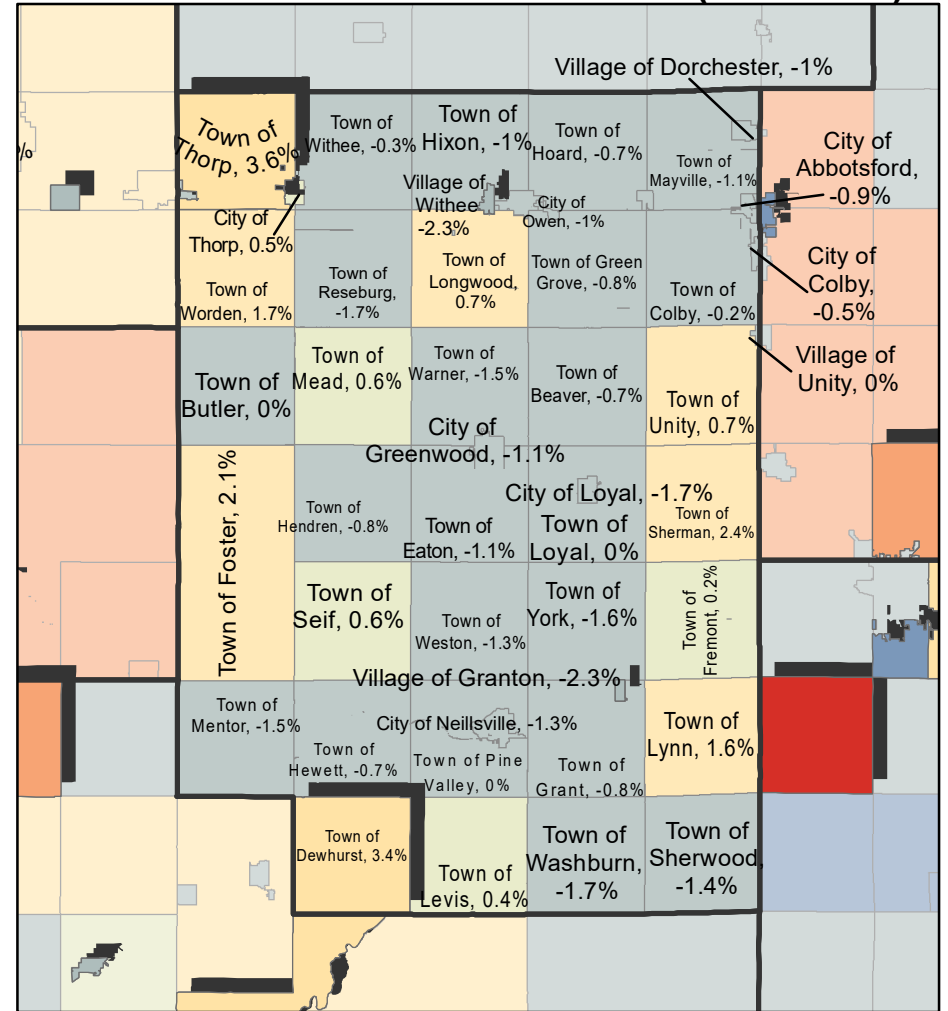
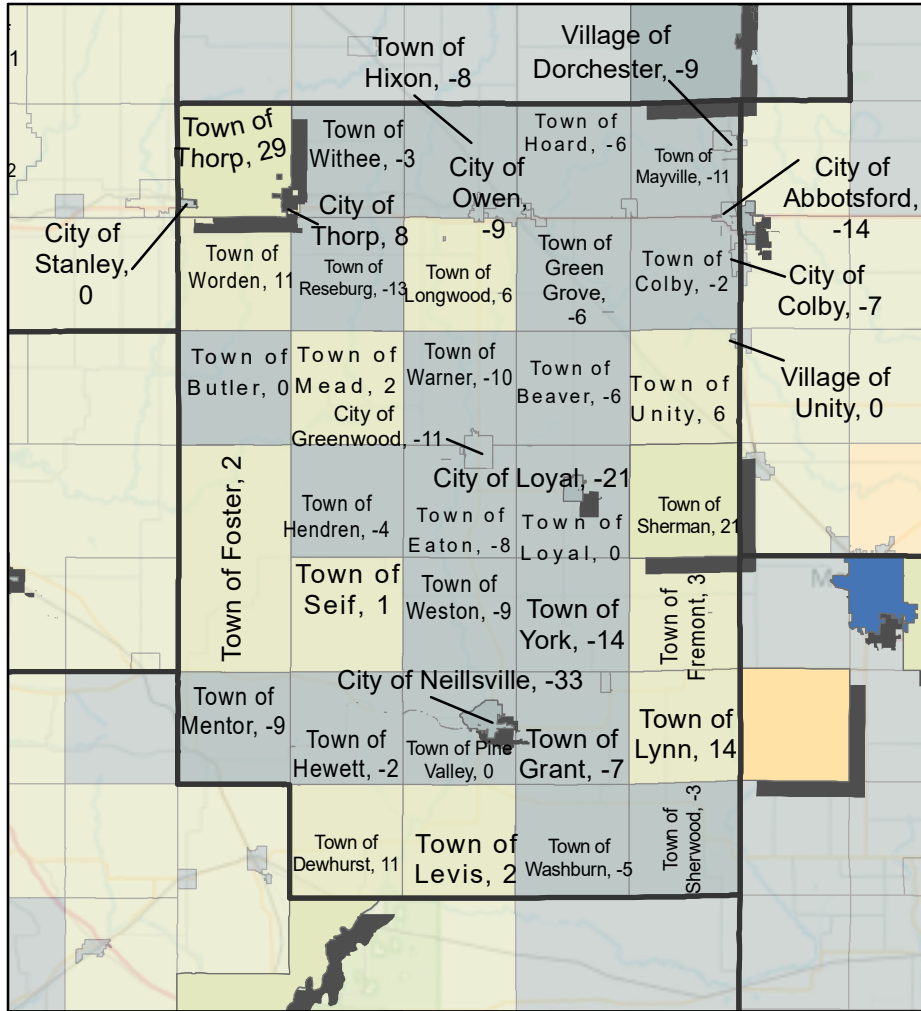
FIGURE 5⁹: POPULATION PYRAMIDS (CLARK COUNTY ABOVE AND STATE BELOW)



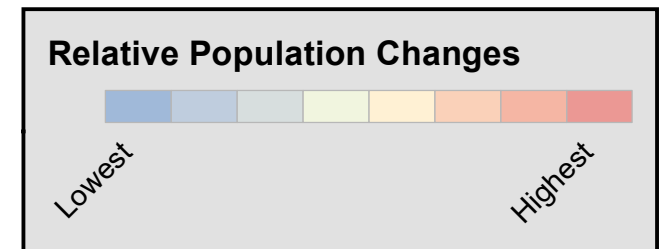
⁸ The highlighted jurisdiction in the image shows the two jurisdictions that are growing fastest and the two jurisdictions growing the slowest.

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 CLARK 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

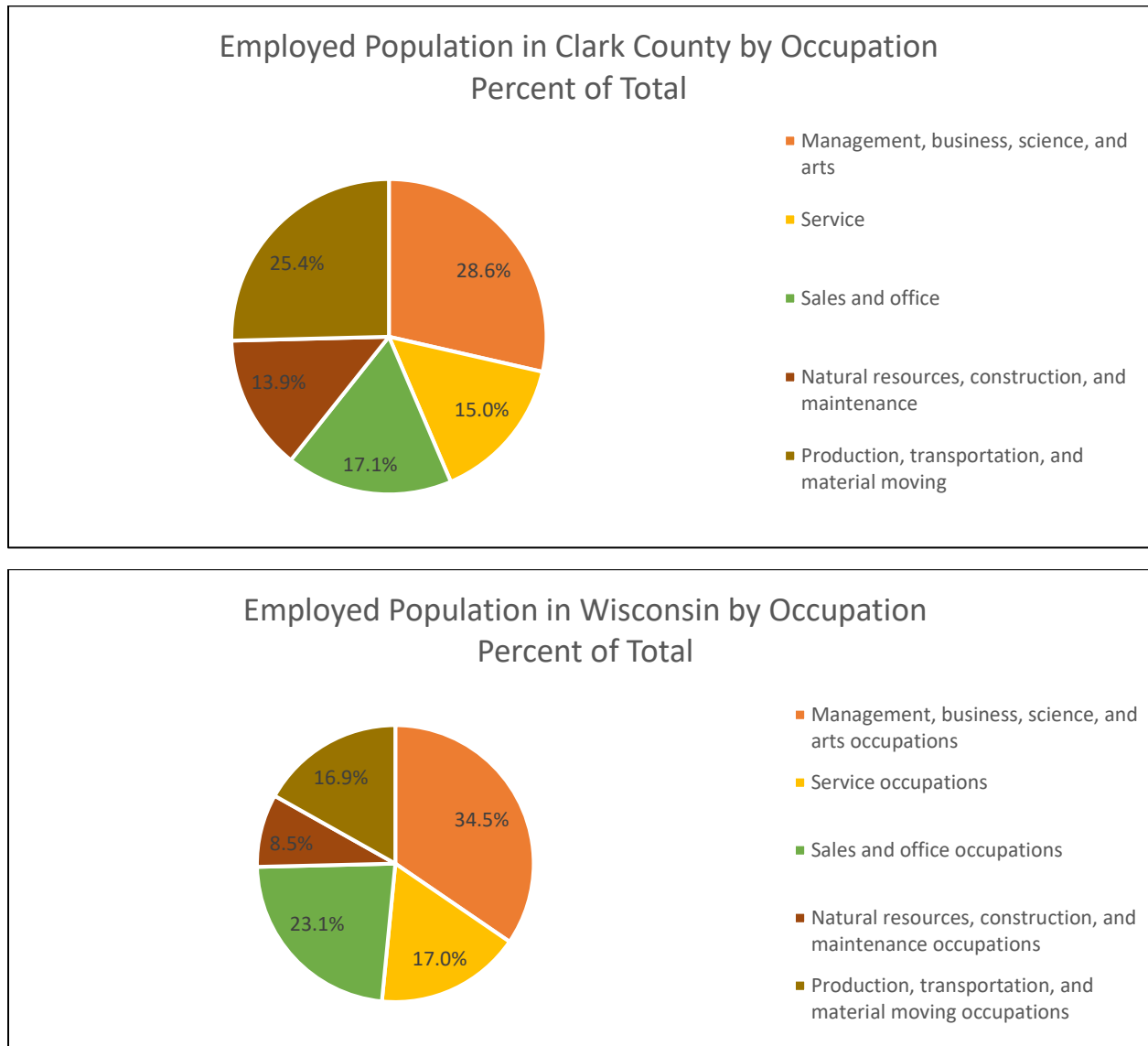


THE EC

Section Summary

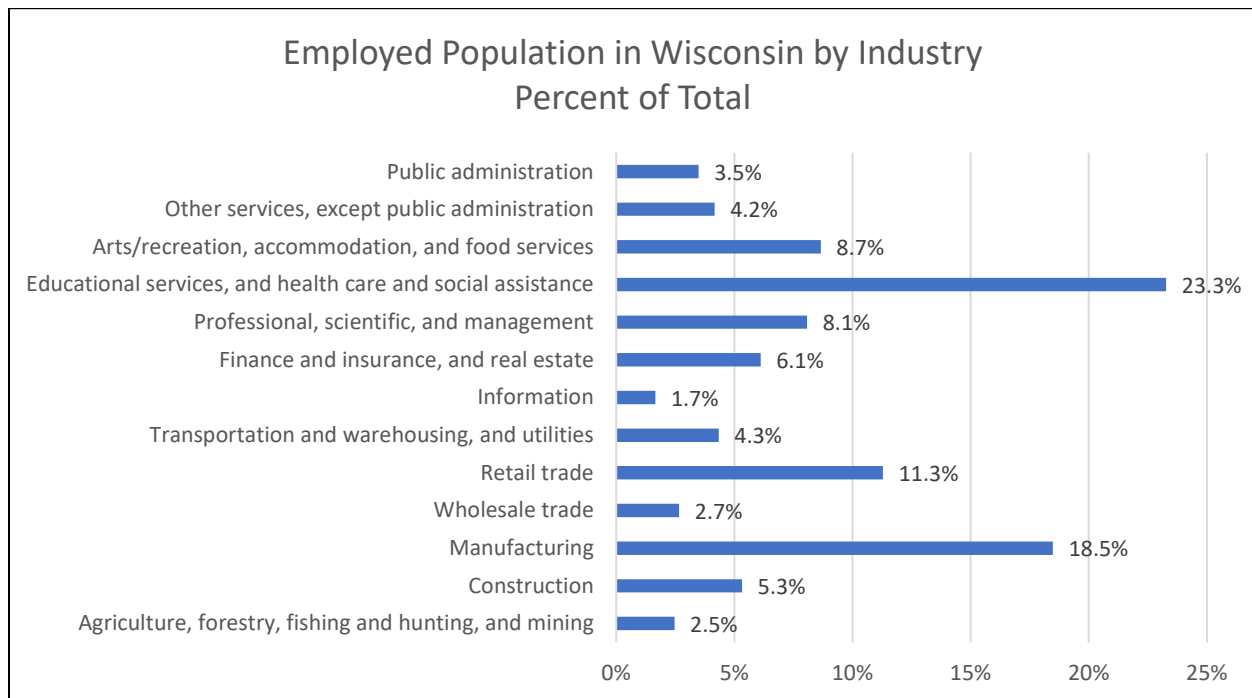
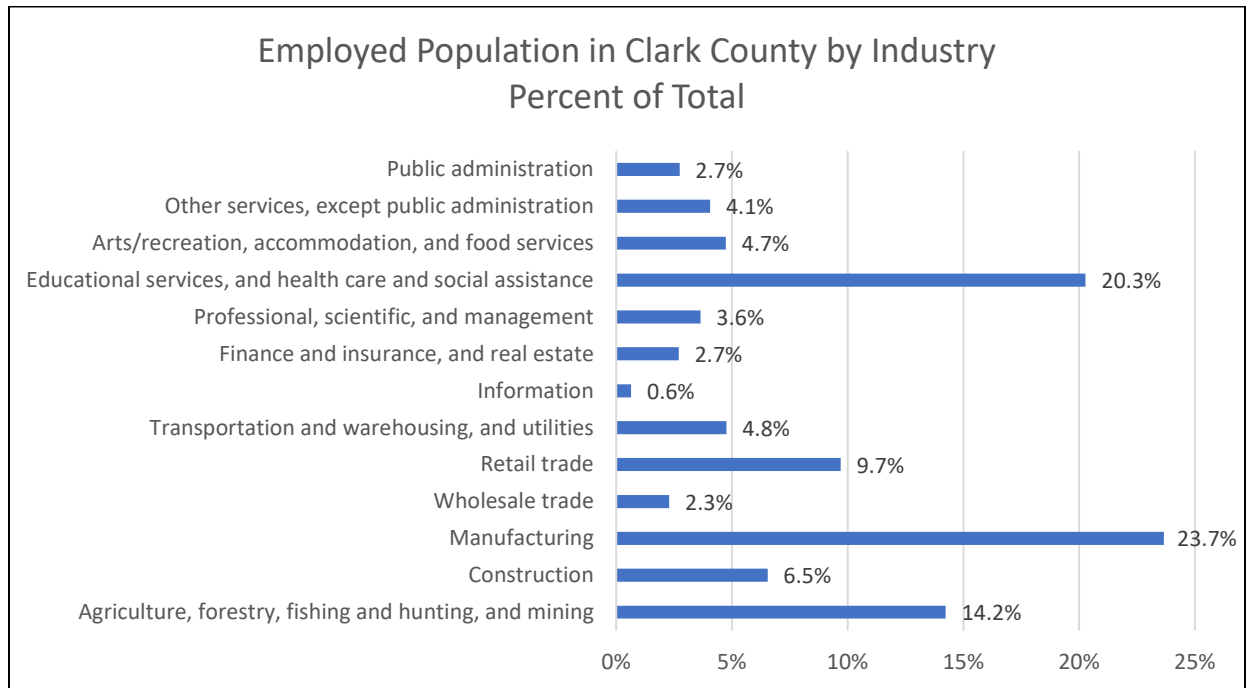
The unemployment rate in Clark County has been, on average, 0.5% higher than that of the state over the last decade. Generally, the county has a comparatively high number of jobs in natural resources, construction, maintenance, production, transportation, or materials moving. The county has a sizable manufacturing industry, as well as an agriculture, forestry, fishing and hunting, or a mining industry.

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.

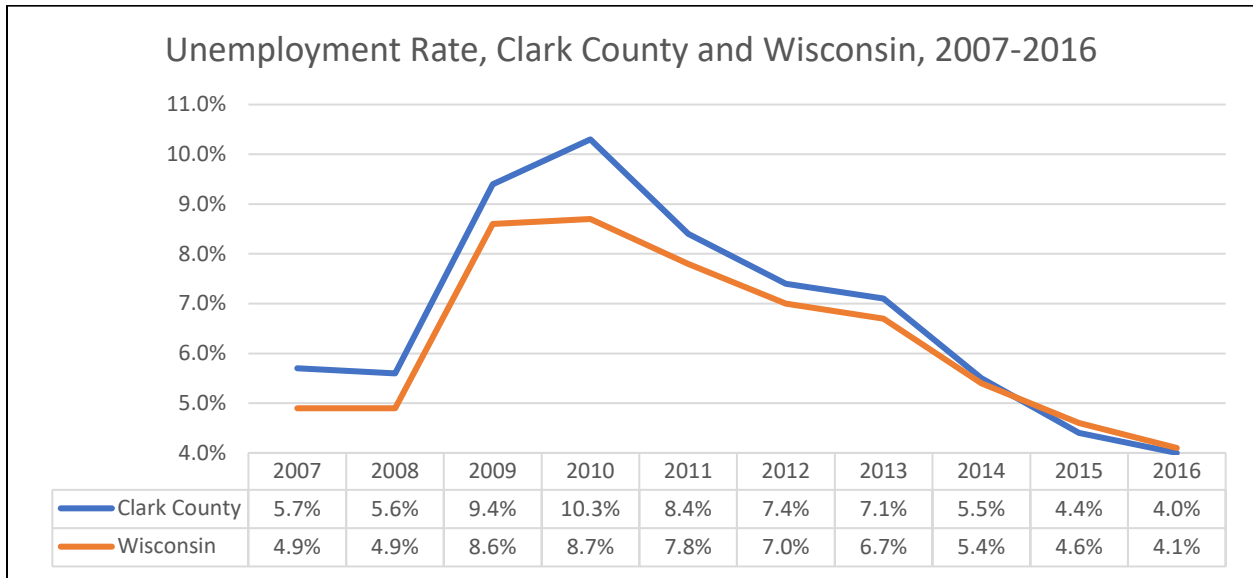
FIGURE 8: EMPLOYED POPULATION BY INDUSTRY



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-nine percent of licensees have liquor for sale for consumption on site. Sixteen percent of licenses are in Neillsville, 12% are in Thorp, 6% are in Abbotsford, 6% are in Greenwood, 6% are in Loyal, 6% are in Owen, and 31% are in towns.

FIGURE 10: ALCOHOL BEVERAGE LICENSES BY JURISDICTION, CLARK COUNTY

	Abbotsford	Colby	Curtiss	Dorchester	Granton	Greenwood	Loyal	Neillsville	Owen	Stanley	Thorp	Withee	Towns	Total (By Lic. License)
AB or AC	3	1	1		1	3		2	1		1			13
AL or ALB	1			1		1	3	7	3	1	6		2	25
BB or CW	2		1	1	1			4			1	4	5	19
BL or BLB	3	2	1	4	3	5	6	10	4		8	2	37	85
Others											1		1	2
Total (By Municipality)	9	3	3	6	5	9	9	23	8	1	17	6	45	144

13

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

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

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/liqlcrpt.aspx>. Accessed Oct. 25, 2017.

FIGURE 10.2: ALCOHOL LICENSES IN CLARK COUNTY BY JURISDICTION

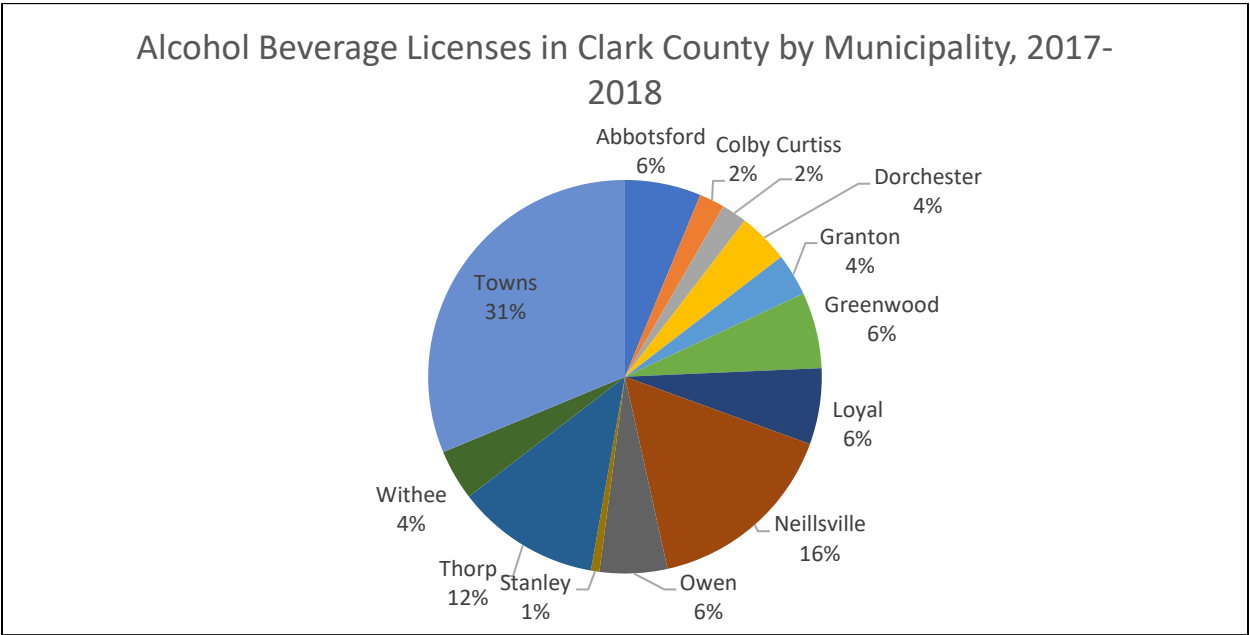
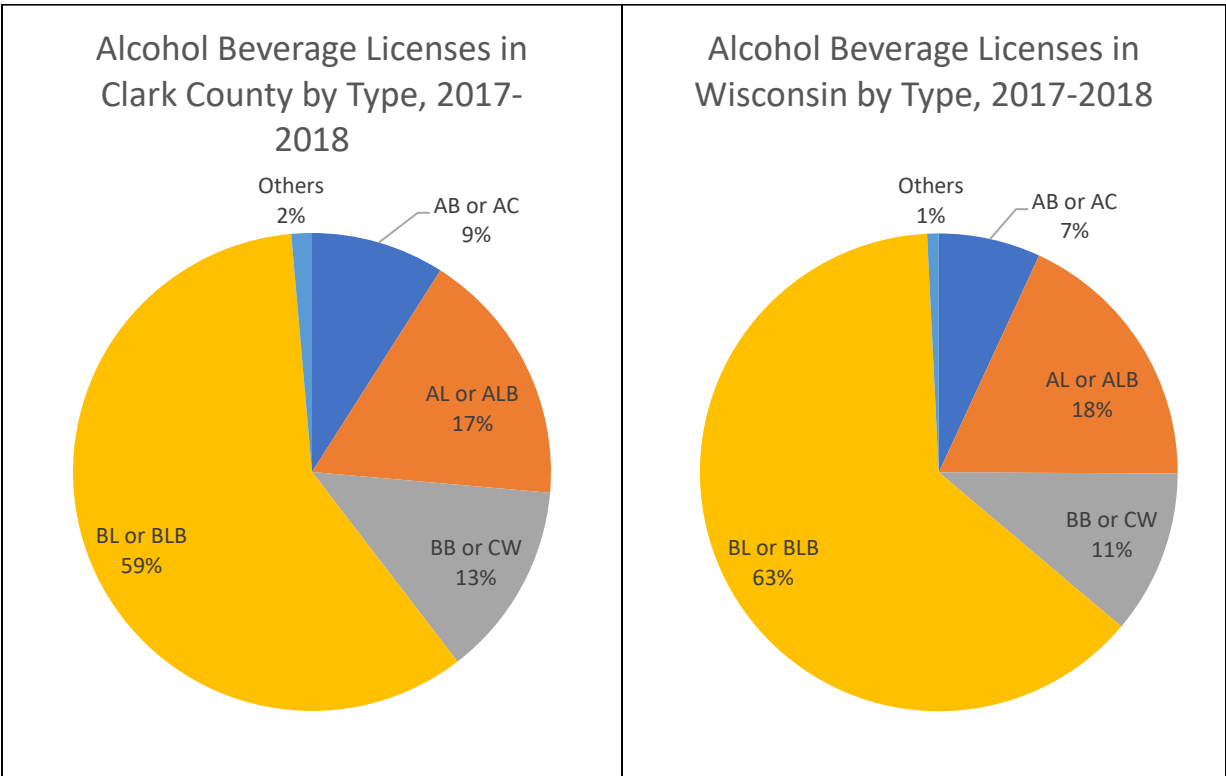


FIGURE 11: ALCOHOL BEVERAGE LICENSES BY TYPE



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, Clark County reported a far lower injury-to-death ratio than the state generally (27.9 vs. 73.1).

Emergency Services

As can be seen, Clark County contains two hospitals within county borders (a Level IV trauma center in the northwestern portion of the county and an unclassified hospital in the south-central portion of the county). Individuals can access a Level II (and Level II Pediatric) trauma center within a few miles of the eastern border of the county.¹⁵ The closest Level I trauma center lies some 120 miles to the east, in Saint Paul.

Clark County maintains 9 different emergency providers (listed below). These companies employ 228 emergency personnel. Consequently, the county is the site of 6.6 emergency response personnel per 1,000 residents. This is significantly higher 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 12:

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

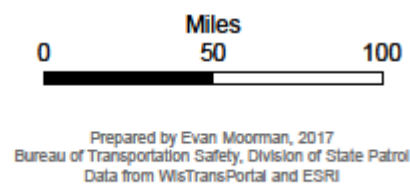
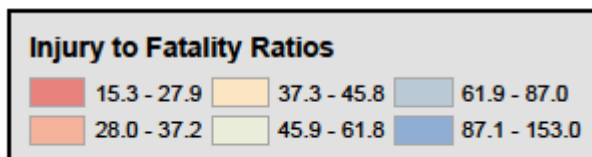
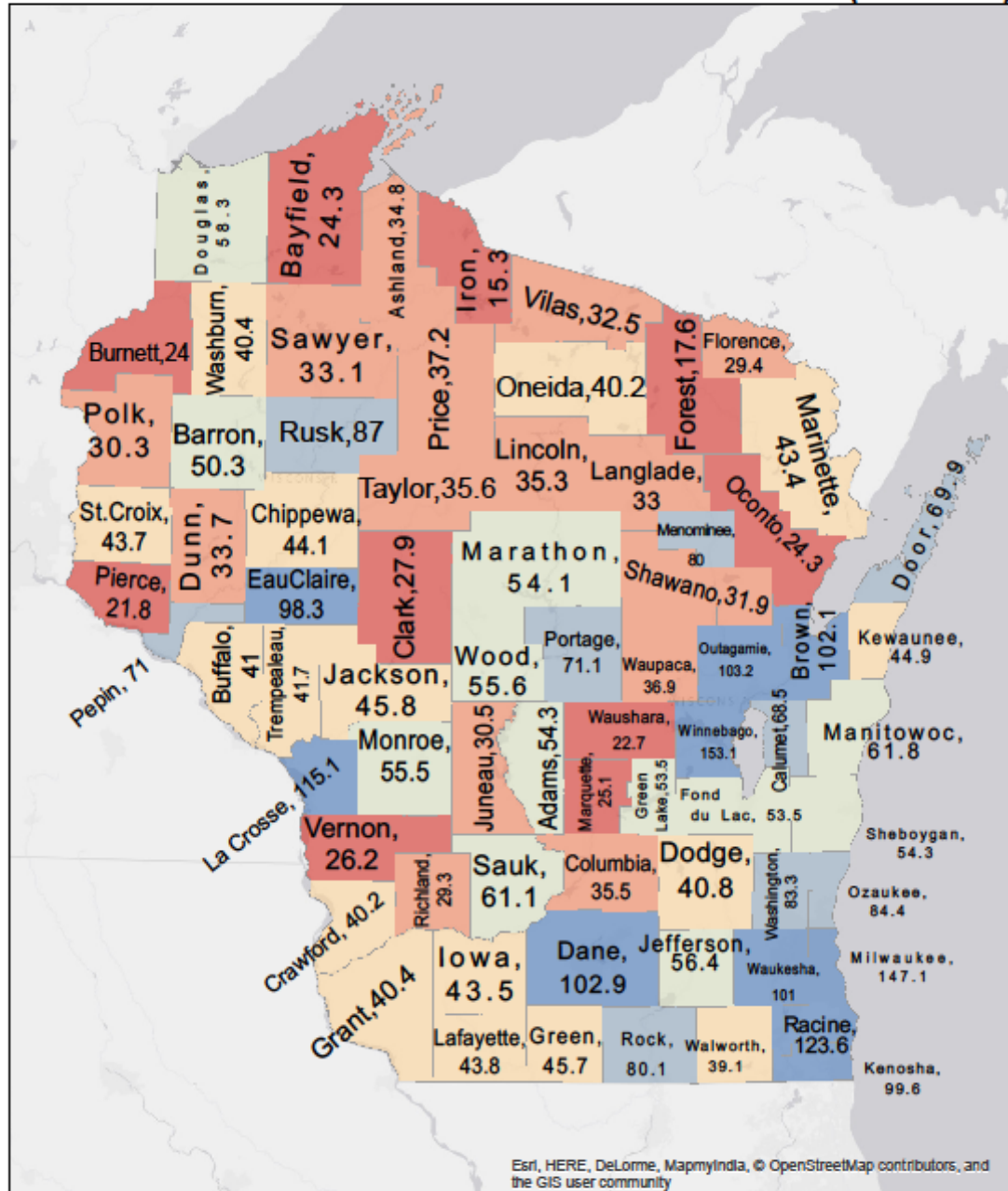


FIGURE 13:

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

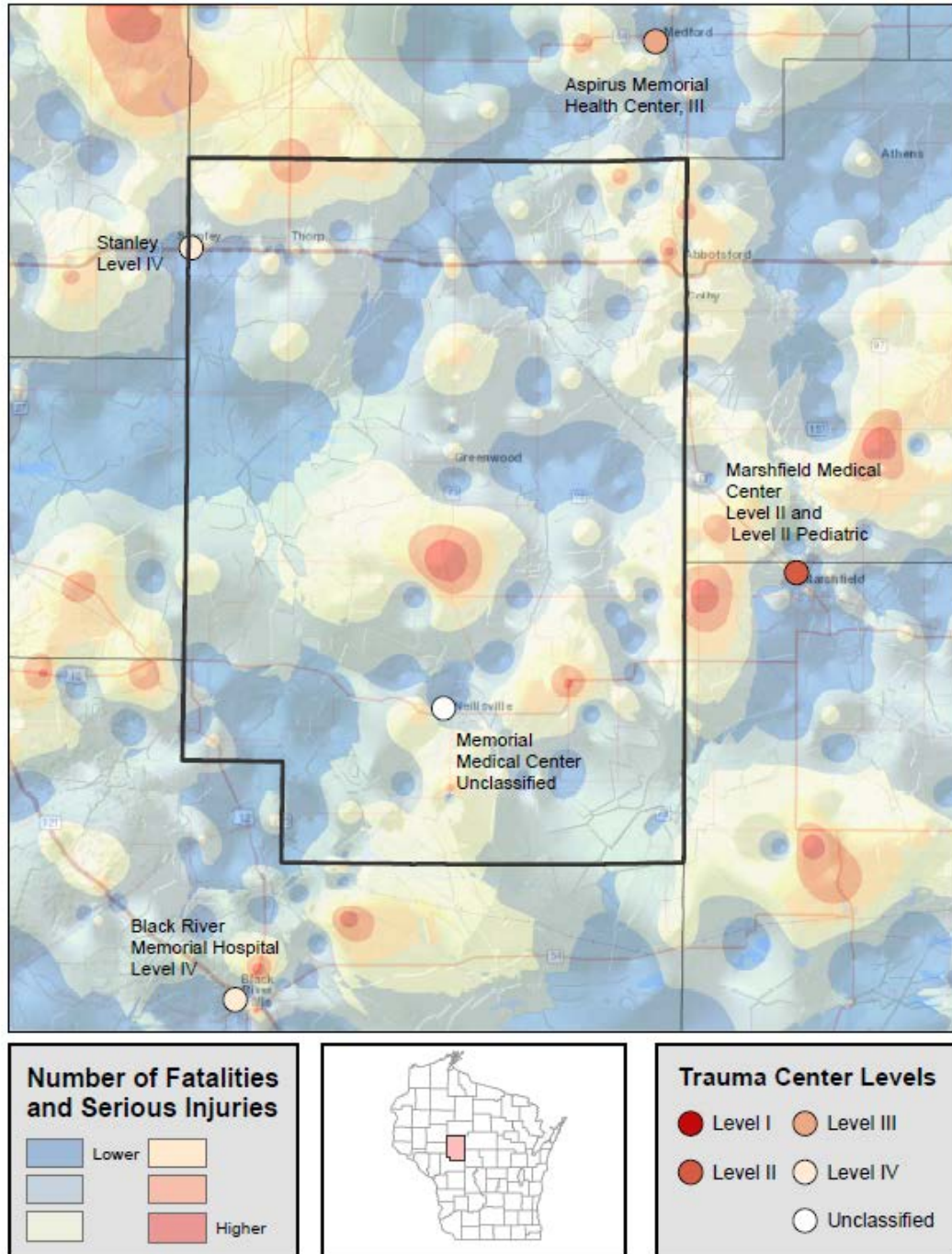
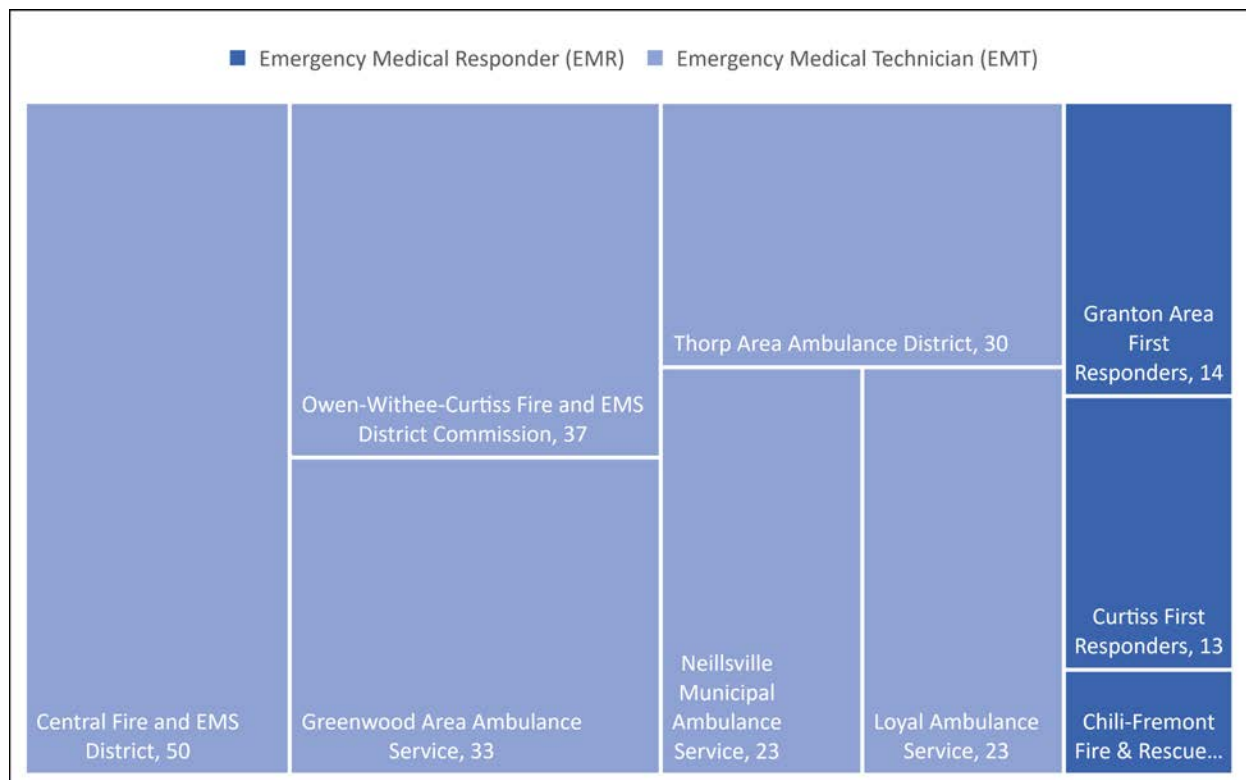


FIGURE 14: NUMBER OF EMT PERSONNEL/JURISDICTION ¹⁶

Primary Address County Name	Service License Level	Service Name	Number of Personnel
Clark	Emergency Medical Responder (EMR)	Granton Area First Responders	14
Clark	Emergency Medical Responder (EMR)	Curtiss First Responders	13
Clark	Emergency Medical Responder (EMR)	Chili-Fremont Fire & Rescue First Responder	5
Clark	Emergency Medical Technician (EMT)	Central Fire and EMS District	50
Clark	Emergency Medical Technician (EMT)	Owen-Withee-Curtiss Fire and EMS District Commission	37
Clark	Emergency Medical Technician (EMT)	Greenwood Area Ambulance Service	33
Clark	Emergency Medical Technician (EMT)	Thorp Area Ambulance District	30
Clark	Emergency Medical Technician (EMT)	Neillsville Municipal Ambulance Service	23
Clark	Emergency Medical Technician (EMT)	Loyal Ambulance Service	23

FIGURE 14.2: NUMBER AND LEVEL OF EMERGENCY RESPONDERS PER JURISDICTION



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

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 Clark 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	3	6	9	9	5	5	3	3	8	10	5.6	6.6
Incapacitating Injury	33	48	32	47	29	32	32	46	31	47	31.4	44.0
Non-Incapacitating Injury	40	56	43	59	49	72	38	47	54	72	44.8	61.2
Possible Injury	42	63	62	94	42	65	44	62	49	80	47.8	72.8
No Apparent Injury	424	785	481	887	488	903	393	756	432	799	443.6	826.0
Totals	542	958	627	1,096	613	1,077	510	914	574	1,008	573.2	1,010.6

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

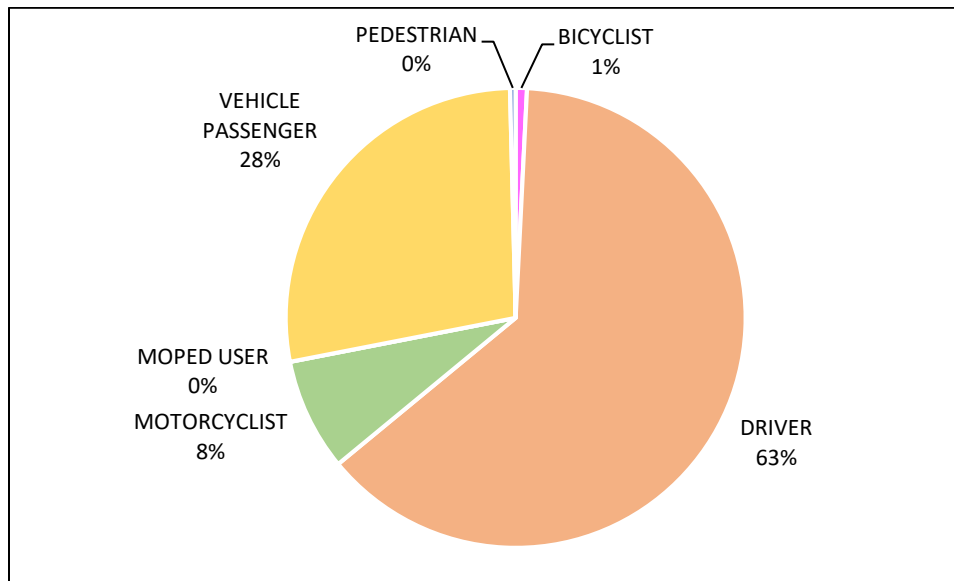
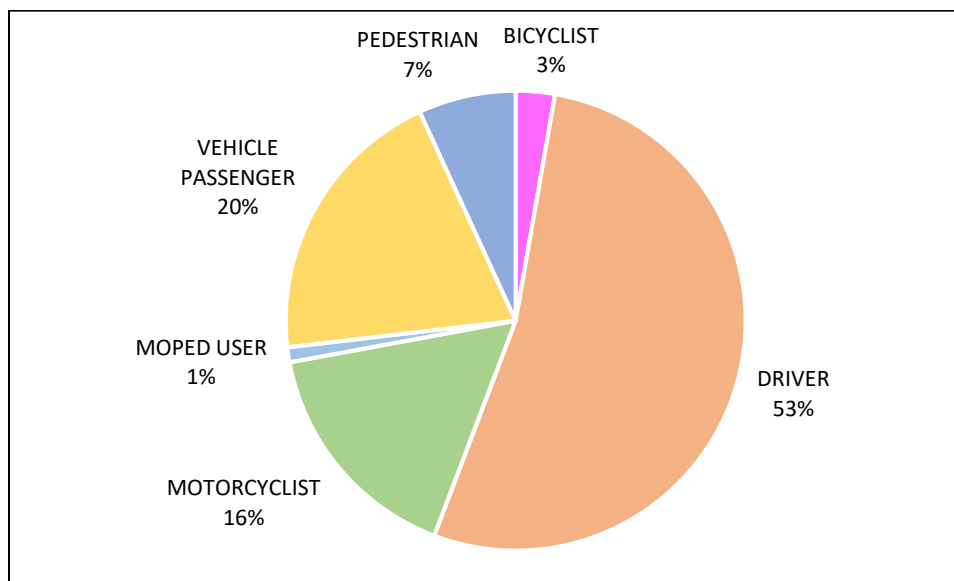


FIGURE 17: FATALITIES AND INCAPACITATING INJURIES BY ROLE, WISCONSIN, 2012-2016



Vehicle drivers make up the highest percentage of fatalities and incapacitating injuries within Clark County. Vehicle passengers make up just over 1/4 of fatalities and incapacitating injuries within Clark County. Vehicle drivers make up the highest percentage of fatalities and incapacitating injuries within state of Wisconsin.

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

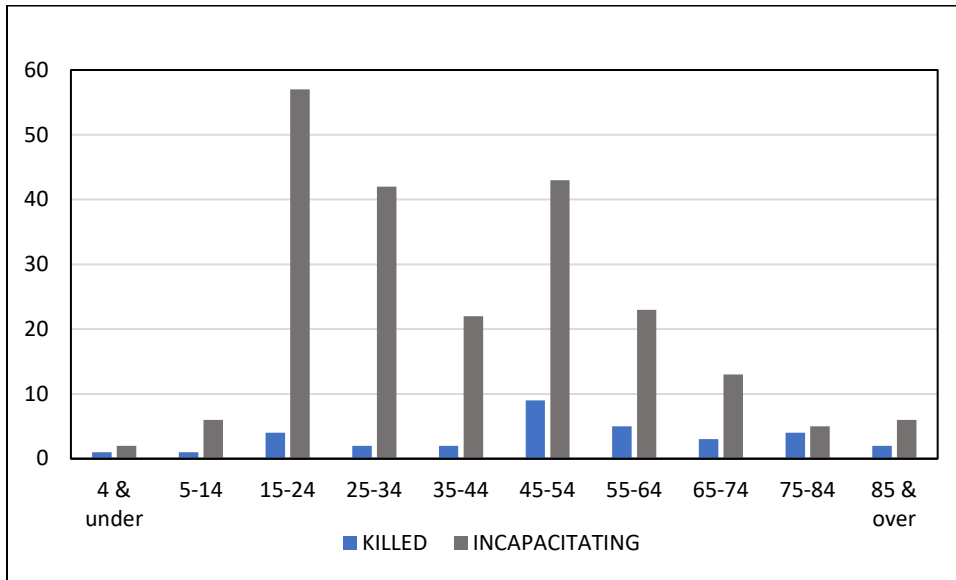
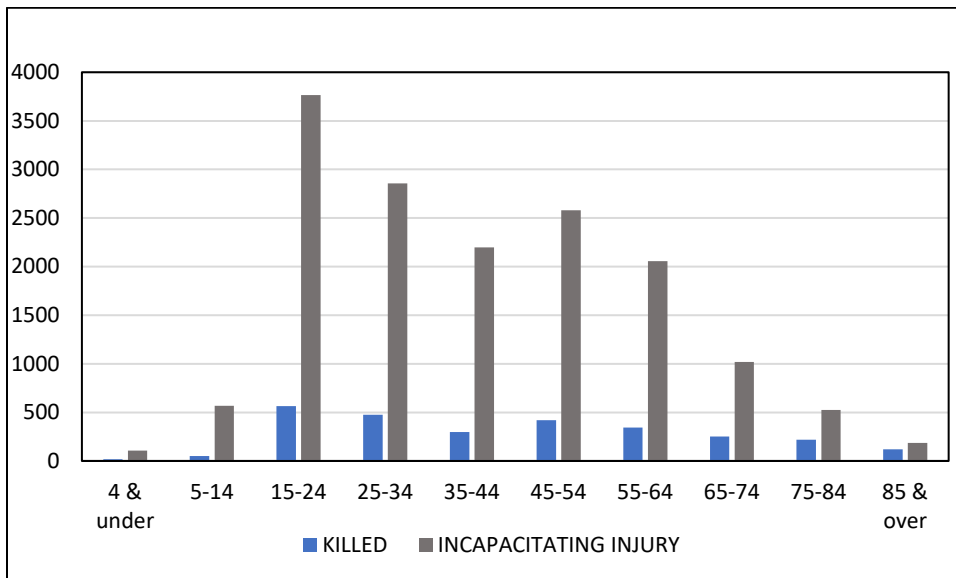
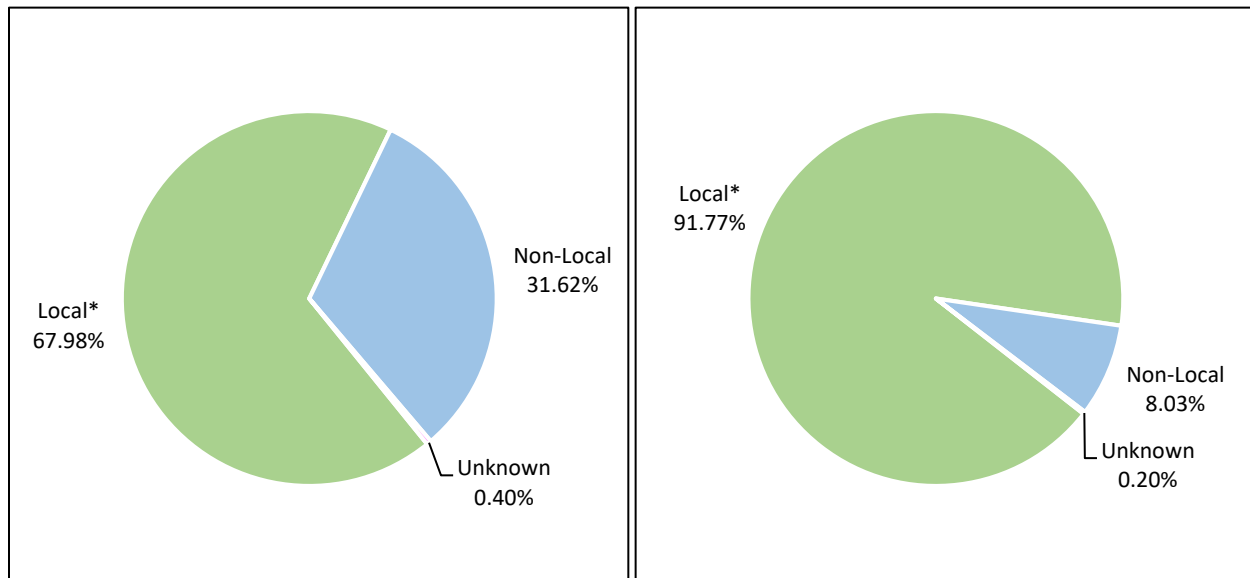


FIGURE 19: FATAL AND INCAPACITATING INJURIES BY AGE IN WISCONSIN, 2012-2016



The highest number of Incapacitating Injuries occurred in the age group 15-24 for both Clark County and the state of Wisconsin. The highest number of fatalities occurred in the age group 45-54 in both Clark County, compared to the 15-24 age group for the state of Wisconsin.

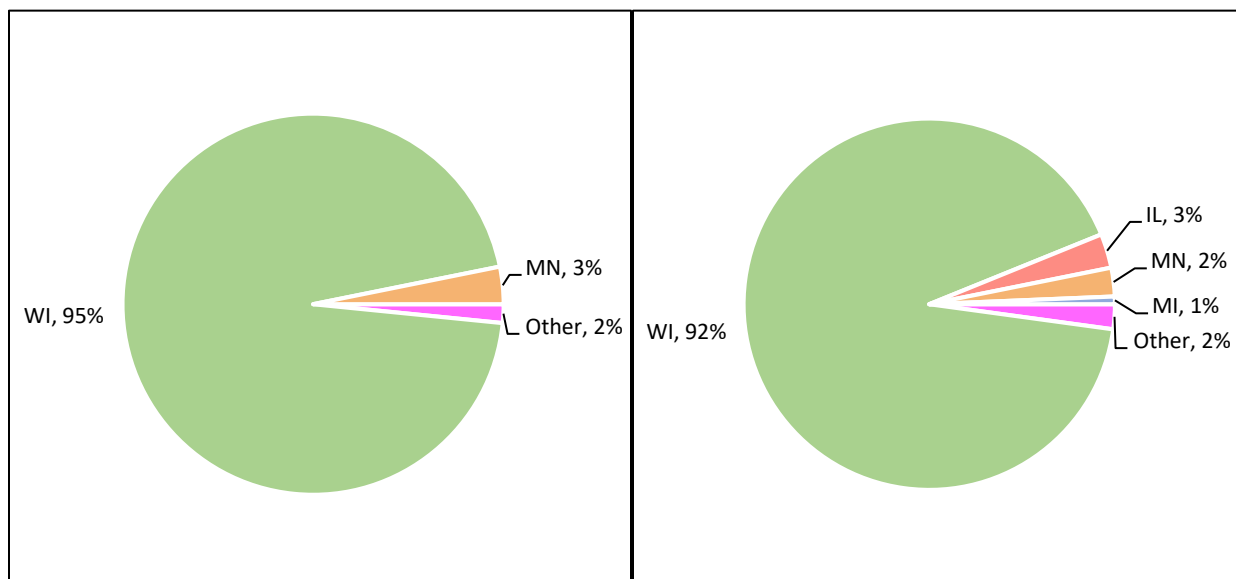
FIGURE 20: TOTAL FATALITIES AND INCAPACITATING INJURIES BY PLACE OF RESIDENCE (CLARK COUNTY ON LEFT AND STATE OF WISCONSIN ON RIGHT), 2012-2016



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

Over 2/3 of the fatalities and incapacitating injuries within Rusk Counties are local individuals.

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



Only five percent of fatalities and incapacitating injuries are out-of-state residents. 92% of fatalities and incapacitating injuries in Wisconsin are Wisconsin residents.

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

	Total Fatal Crashes	Total Non- Fatal Injury Crashes
US/State Highways	42.9%	42.3%
County Highways	17.9%	22.4%
Local Roads	39.3%	35.3%

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

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

LEA	TOTAL
CLARK COUNTY SHERIFF	177
COLBY-ABBOTSFORD POLICE DEPARTMENT	1
DORCHESTER POLICE DEPARTMENT	2
GREENWOOD POLICE DEPARTMENT	1
JACKSON COUNTY SHERIFF	1
LOYAL POLICE DEPARTMENT	1
NEILLSVILLE POLICE DEPARTMENT	1
WISCONSIN STATE PATROL	1
TOTAL	185

Clark County Sheriff's Department has the highest reporting of fatal and serious injury crashes within Clark 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	75.0%	48.8%
County Highways	25.0%	22.3%
Local Roads	0.0%	28.9%

Clark County	% of inattention-related fatal crashes to all fatal crashes	14.3%
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	25.0%	35.3%
County Highways	25.0%	21.6%
Local Roads	50.0%	43.1%

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

Average Total Fatal Crashes	Average Alcohol or Drug-Related Fatal Crashes	Average Alcohol or Drug-Related Non-Fatal Injury Crashes
5.6	1.6	10.2

Clark County	% of alcohol or drug-related fatal crashes to all fatal crashes	28.6%
Wisconsin	% of alcohol or drug-related fatal crashes to all fatal crashes	45.0%

Clark County has a lower percentage of alcohol/drug, speed, and inattention-related fatal crashes when compared to the Wisconsin state average.

ISSUE AREA: REDUCE THE INCIDENCE AND SEVERITY OF MOTORCYCLE CRASHES

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

	% Killed	% Seriously Injured	5-Yr Ave. Killed	5-Yr Ave. Seriously Injured
County	12.1%	7.3%	0.8	3.2
State	15.3%	16.5%	84.8	525.6

Among those killed or injured in traffic crashes, Clark County had a lower percentage of motorcyclists killed and seriously injured when compared to the state.

ISSUE AREA: IMPROVE NON-MOTORIST SAFETY

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

	% Killed	% Seriously Injured	5-Yr Ave. Killed	5-Yr Ave. Seriously Injured
County	3.0%	0.0%	0.2	0.0
State	8.1%	6.6%	44.8	211.2

Among those killed or injured in traffic crashes, Clark County had lower percentages of pedestrians killed when compared to the state.

FIGURE 29: CLARK COUNTY BICYCLISTS KILLED OR SERIOUSLY INJURED, 2012-2016

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	0.0%	0.9%	0.0	0.4
State	1.8%	2.9%	10.2	92.4

No bicyclists were killed within Clark County from 2012 to 2016.

ISSUE AREA: IMPROVE SAFETY OF INTERSECTIONS

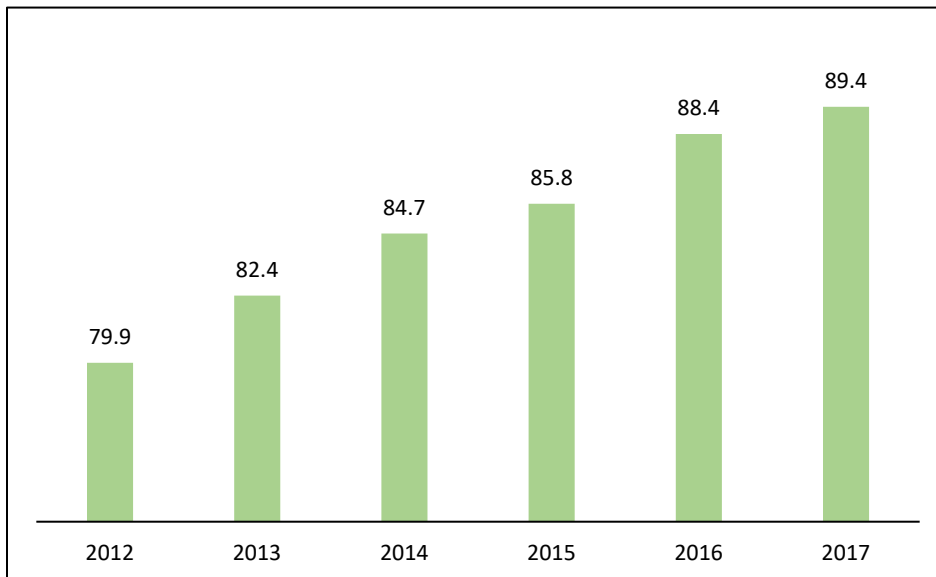
FIGURE 30: CLARK COUNTY TOTAL CRASHES BY LOCATION, 2012-2016

	County	State
% Intersection	21.7%	37.8%
% Non-Intersection	78.3%	62.8%

Compared to the state, a higher percentage of crashes (78.3%) occurred at non-intersections in Clark County.

ISSUE AREA: INCREASE OCCUPANT PROTECTION

FIGURE 31: SEATBELT USE STATEWIDE, 2012-2017



Seatbelt usage statewide has increased over the past six years.

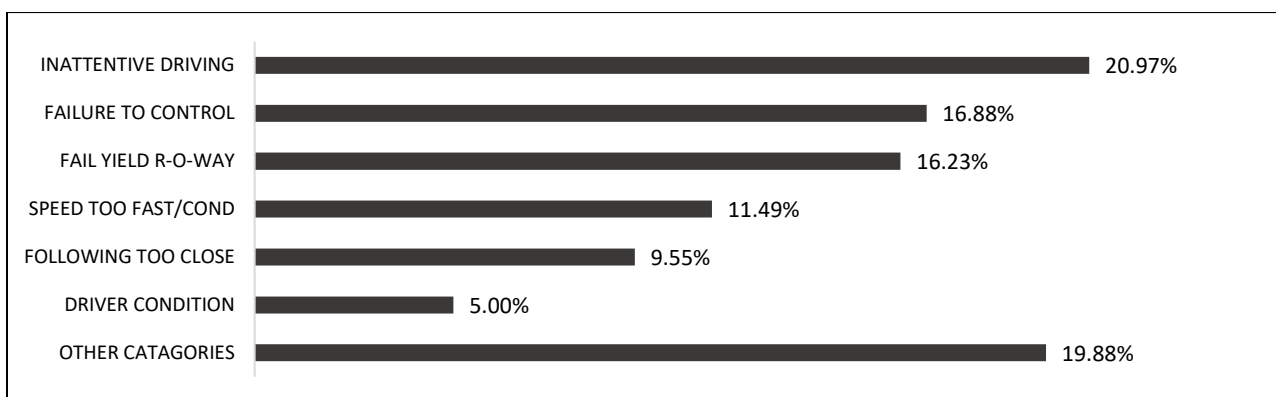
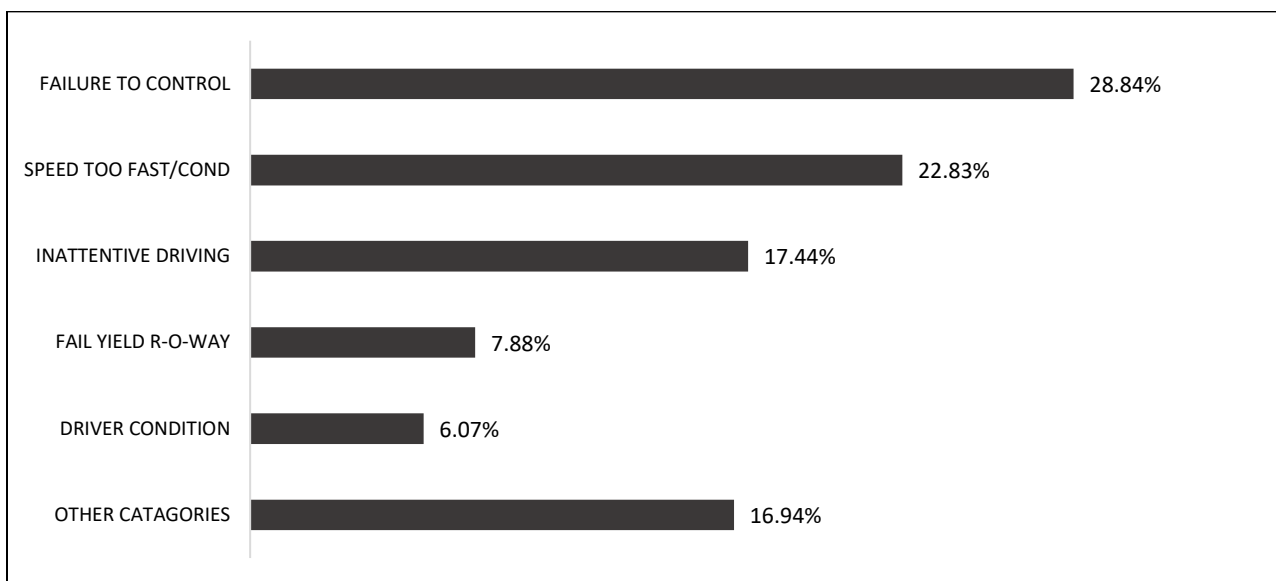
FIGURE 31.2: SAFETY EQUIPMENT USAGE IN PASSENGER CAR AND LIGHT TRUCKS DURING CRASHES, 2012-2016

	Belted	Unbelted
Fatalities and Serious Injuries	63.8%	36.2%

Just under 2/3 of all fatalities and serious injuries in passenger cars and light trucks had a belted driver or passenger.

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

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



Failure to control is the most significant contributing factor for all crashes within Clark County. Inattentive driving is the most significant contributing factor for all crashes within the state of Wisconsin.

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

Average Speed-Related Fatal Crashes	Average Speed-Related Non-Fatal Injury Crashes
1.2	37.6

	Total Fatal Crashes	Total Non-Fatal Injury Crashes	Speed-Related Fatal Crashes	Speed-Related Non-Fatal Injury Crashes
US/State Highways	42.9%	42.3%	16.7%	37.2%
County Highways	17.9%	22.4%	0.0%	19.7%
Local Roads	39.3%	35.3%	83.3%	43.1%

Clark County	% of speed-related fatal crashes to all fatal crashes	21.4%
Wisconsin	% of speed-related fatal crashes to all fatal crashes	28.9%

ISSUE AREA: REDUCE LANE DEPARTURE CRASHES

FIGURE 34: CLARK 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	250.0	43.6%
State	30,395.6	25.4%

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

THE IMPACT

The number of persons involved in crashes and crash-related emergency room visits are low. Crash-related hospitalizations and quality of life costs are high.

2011-2015 ANNUAL AVERAGES

	Clark County	Wisconsin
Average Annual Population	34,684	5,716,883
Persons in Crashes (per 1,000 residents)	29.2	46.0
Crash-Related Emergency Room Visits (per 100,000 residents)	266.7	407.3
Crash-Related Hospitalizations (per 100,000 residents)	79.6	49.3
Quality of Life Costs (per 100,000 residents)	\$59,600,796	\$36,819,900
Lost Years of Life (per 1,000 residents)	3.63	3.04
Medical Costs (per 100,000 residents)	\$13,195,201	\$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 Grant Participation

	Impaired Driving	Occupant Protection	Speed
Clark County Sheriff's Office			\$9,576
Colby-Abbotsford Police Dept.		\$7,560	\$9,879
Dorchester Police Dept.			
Granton Police Dept.			
Greenwood Police Dept.			
Loyal Police Dept.			
Neillsville Police Dept.			
Owen Police Dept.			
Stanley Police Dept.			\$9,923.67
Thorp Police Dept.			

2017 Task Force Participation

	Impaired Driving	Occupant Protection	Speed
Clark County Law Enforcement Agencies		no participation	

2018 Task Force Eligibility

	Impaired Driving	Occupant Protection	Speed
Clark 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
Clark County Sheriff's Office				Yes		
Colby-Abbotsford Police Dept.						
Dorchester Police Dept.						
Granton Police Dept.						
Greenwood Police Dept.						
Loyal Police Dept.						
Neillsville Police Dept.	Yes	Yes	Yes	Yes	Yes	
Owen Police Dept.	Yes	Yes		Yes		
Stanley Police Dept.	Yes	Yes	Yes	Yes	Yes	Yes
Thorp Police Dept.		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.