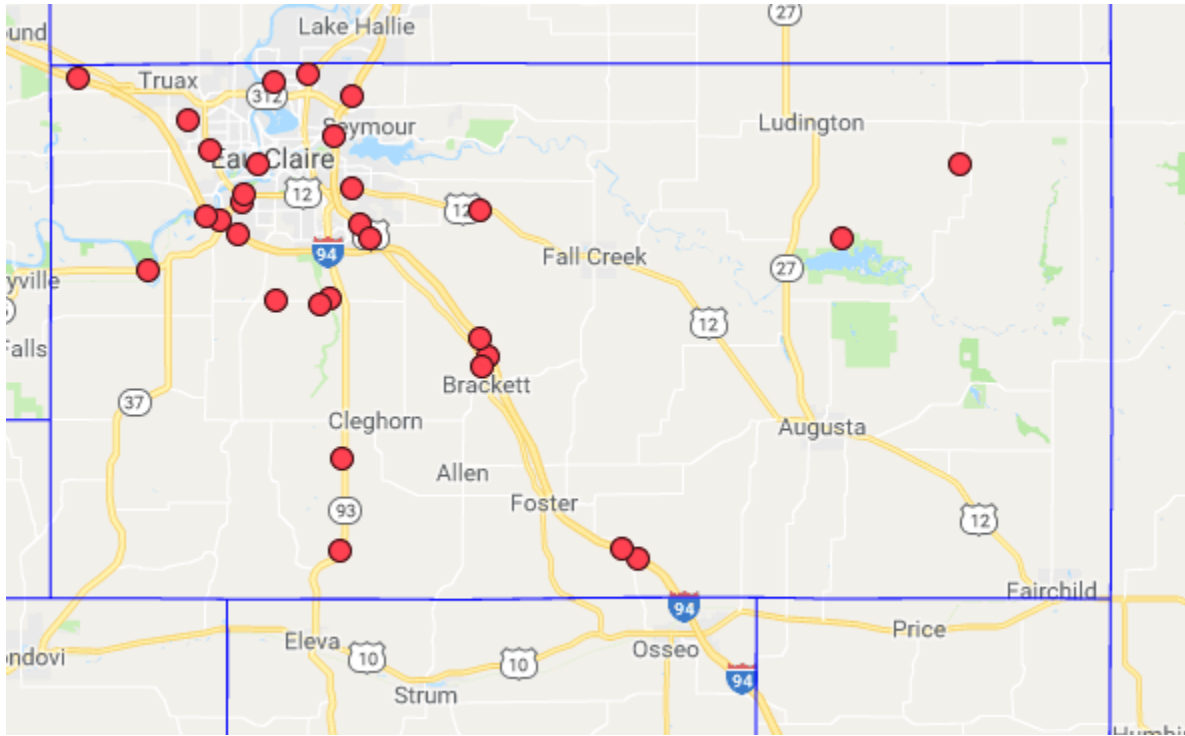


ANATOMY OF EAU CLAIRE COUNTY: A TRAFFIC SAFETY SUMMARY



There were 33 fatal crashes in Eau Claire County from 2012 to 2016.

THE PLACE

Section Summary

Eau Claire County is the center of a metropolitan area with a population of over 160,000 persons. Primary routes include I-94, USH 53 north of I-94, STH 93, and USH 10. Eau Claire County is among the top ten counties in the state for miles of county highways and percentage of the county's population that is urban. It is among the bottom ten counties for number of registered vehicles per capita.

Urbanization

Eau Claire County is the center of the Eau Claire metropolitan area and it is adjacent to the Menomonie urban cluster. 77.00% of the county's population lives in urban areas, and 5.95% of the area of the county is urban.¹ The Eau Claire County Forest covers about 52,811 acres in the east central areas of the county as well as along the Eau Claire River.²

Road Network

Interstate 94 is designated as an east-west highway, carrying traffic from northwest to southeast bypassing Eau Claire, carrying traffic west toward Minneapolis-St. Paul, Minnesota and points west via Menomonie and Hudson and southeast to Madison and Milwaukee and points east via Osseo and Black River Falls.

U.S. Highway (USH) 53 is a north-south highway that is a freeway north of I-94 and a two-lane highway south of I-94. USH 53 bypasses Eau Claire and Altoona north of I-94 and travels along I-94 south of the junction of those two highways. To the north, USH 53 carries traffic to and from Duluth, Minnesota via Lake Hallie, Chippewa Falls, and Superior, and to the south, it carries traffic to and from Whitehall via Osseo. To the north of the county, USH 53 connects with State Trunk Highway (STH) 29, which connects the Eau Claire area with Wausau and Green Bay. Business USH 53 begins at Exit 87 on USH 53 and is Hastings Way through Eau Claire. Business USH 53 carries local traffic to and from Lake Hallie and Chippewa Falls as well as the Chippewa Valley Regional Airport.

STH 93 is a primary arterial that begins at USH 53 in Eau Claire and heads south, carrying traffic to and from La Crosse via Eleva, Arcadia, Galesville, and Holmen. USH 10 is a primary arterial that travels along the Eau Claire County border along and near the municipal boundary of Fairchild, carrying traffic to and from Stevens Point via Neillsville and Marshfield to the east and to and from Mondovi via Osseo to the west. USH 10 and USH 12 are concurrent from Fairchild heading east.

USH 12 is designated as an east-west highway, and it travels through every incorporated municipality in Eau Claire County: Eau Claire, Altoona, Fall Creek, Augusta, and Fairchild. USH 12 is a divided highway all the way through Eau Claire and Altoona. In Eau Claire, USH 12 primarily follows Clairemont Avenue and travels through University of Wisconsin-Eau Claire. To the west, USH 12 carries local traffic to and from Menomonie via Elk Mound, and to the southeast USH 12 carries traffic to and from Black River Falls via Merrillan. STH 312 begins at I-94 west of Eau Claire and heads east primarily on what is called the North

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

Crossing, ending at USH 53. USH 12 and STH 312 are concurrent for 2.6 miles from N Clairemont Ave to 0.5 miles east of the junction of I-94 and STH 312.

STH 27 enters Eau Claire County from the east in a concurrency with USH 10/12 to Fairchild. After Fairchild, STH 27 is concurrent with USH 12 to Augusta, after which STH 27 heads north, carrying traffic to and from Ladysmith via Cadott and Cornell. STH 37 is a north-south highway that begins at USH 12 in Eau Claire just southwest of UW-Eau Claire and heads southwest carrying traffic to and from Mondovi. STH 85 begins at STH 37 in the town of Brunswick and heads west carrying traffic to and from Durand.

Miles of Roadway

There are 1,595 miles of roads in Eau Claire County, of which 1,006 (63.1%) are local roads, 150 (9.4%) are state roads, 421 (26.4%) are county roads, and 18 miles are classified as another type.³

Vehicle Registrations and Vehicle Miles of Travel (VMT)

In 2016, there were 37,068 autos, 5,060 cycles, 8,682 trailers, and 48,960 trucks registered in Eau Claire County.⁴ Vehicle miles of travel in 2016 was 1,082,033,375.⁵

Traffic Volume

As can be seen in Figure 1, traffic volumes in Eau Claire County are highest in the far central portion of the county (near the intersection of Interstate 94 and Highway 53 and along Highway 12, which forms an inner loop circling central Eau Claire and the University of Wisconsin-Eau Claire). The maximum daily VMT in the county is reported at about 43,000 (recorded on Interstate 94).

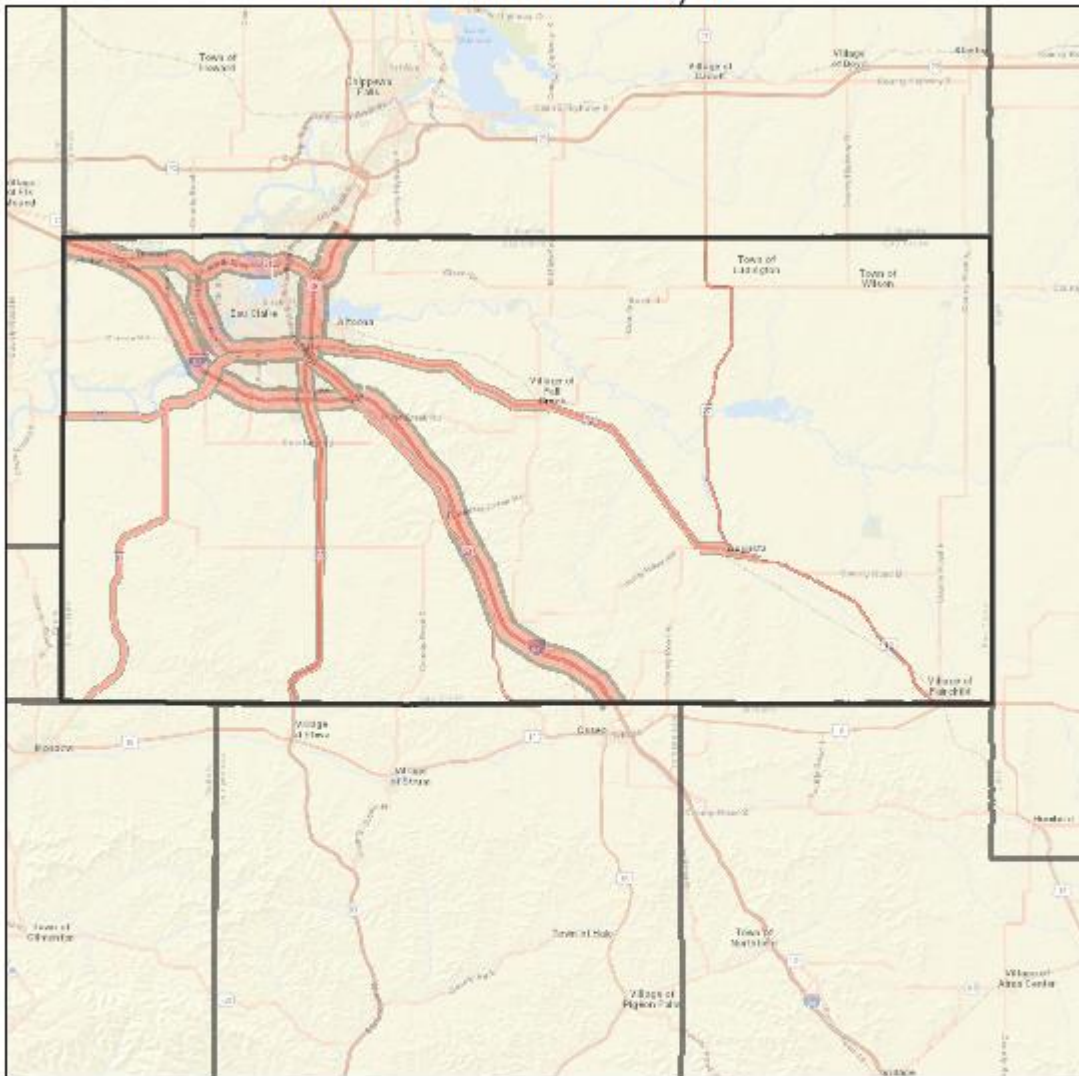
³ Wisconsin Department of Transportation. "County Maps." Accessed Sept. 29, 2017. <http://wisconsindot.gov/Pages/travel/road/hwy-maps/county-maps/default.aspx>

⁴ 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>

⁵ 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 EAU CLAIRE COUNTY, WI



Miles
0 4.25 8.5

Map produced by Evan Mooman
Bureau of Transportation Safety (BOTS)
Data from the Wisconsin DOT wibasemaps
from ESRI (2017)

Traffic Volume (Measured in Daily Vehicle-Miles Traveled)

- 0 - 2630
- 2631 - 5222
- 5223 - 10680
- 10681 - 18128
- 18127 - 25208
- 25209 - 33628
- 33629 - 42626

Commuting Flows

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

FIGURE 2: COMMUTING FLOWS AMONG COUNTIES

Workers who Reside in Eau Claire County Work in:		People who Work in Eau Claire County Reside in:	
Eau Claire County	43,129	Eau Claire County	43,129
Chippewa County	5,161	Chippewa County	8,510
Dunn County	1,393	Dunn County	3,424
Trempealeau County	786	Trempealeau County	989
Buffalo County	295	Buffalo County	618
St. Croix County	193	Pepin County	389
Jackson County	143	Barron County	370
Ramsey County, MN	113	St. Croix County	299
Hennepin County, MN	112	Jackson County	280
Wood County	107	Clark County	242
Pepin County	99	Rusk County	161
Barron County	84	Pierce County	111
		Taylor County	77
		Dakota County, MN	62
		Hennepin County, MN	62
		Washington County, MN	61
Others	1,134	Others	765

6

As seen below in Figure 3, the most common commuting flow between two different municipalities is between residences in the town of Washington and workplaces in Eau Claire.

FIGURE 3: COMMUTING FLOWS BETWEEN MUNICIPALITIES (TOP 15)

Residence	Place of Work	Number
Washington (Town)	Eau Claire	2,331
Altoona	Eau Claire	2,236
Eau Claire	Union (Town)	1,757
Chippewa Falls	Eau Claire (Eau Claire Co. portion)	1,459
Lake Hallie	Eau Claire (Eau Claire Co. portion)	1,405
Eau Claire (Eau Claire Co. portion)	Chippewa Falls	1,359
Pleasant Valley (Town)	Eau Claire	888
Union (Town)	Eau Claire	874
Seymour (Town)	Eau Claire	862
Lafayette (Town), Chippewa Co.	Eau Claire (Eau Claire Co. portion)	831
Eau Claire	Altoona	824
Eau Claire	Washington (Town)	810
Menomonie	Eau Claire (Eau Claire Co. portion)	805
Eau Claire (Eau Claire Co. portion)	Menomonie	729
Wheaton (Town), Chippewa Co.	Eau Claire (Eau Claire Co. portion)	565

7

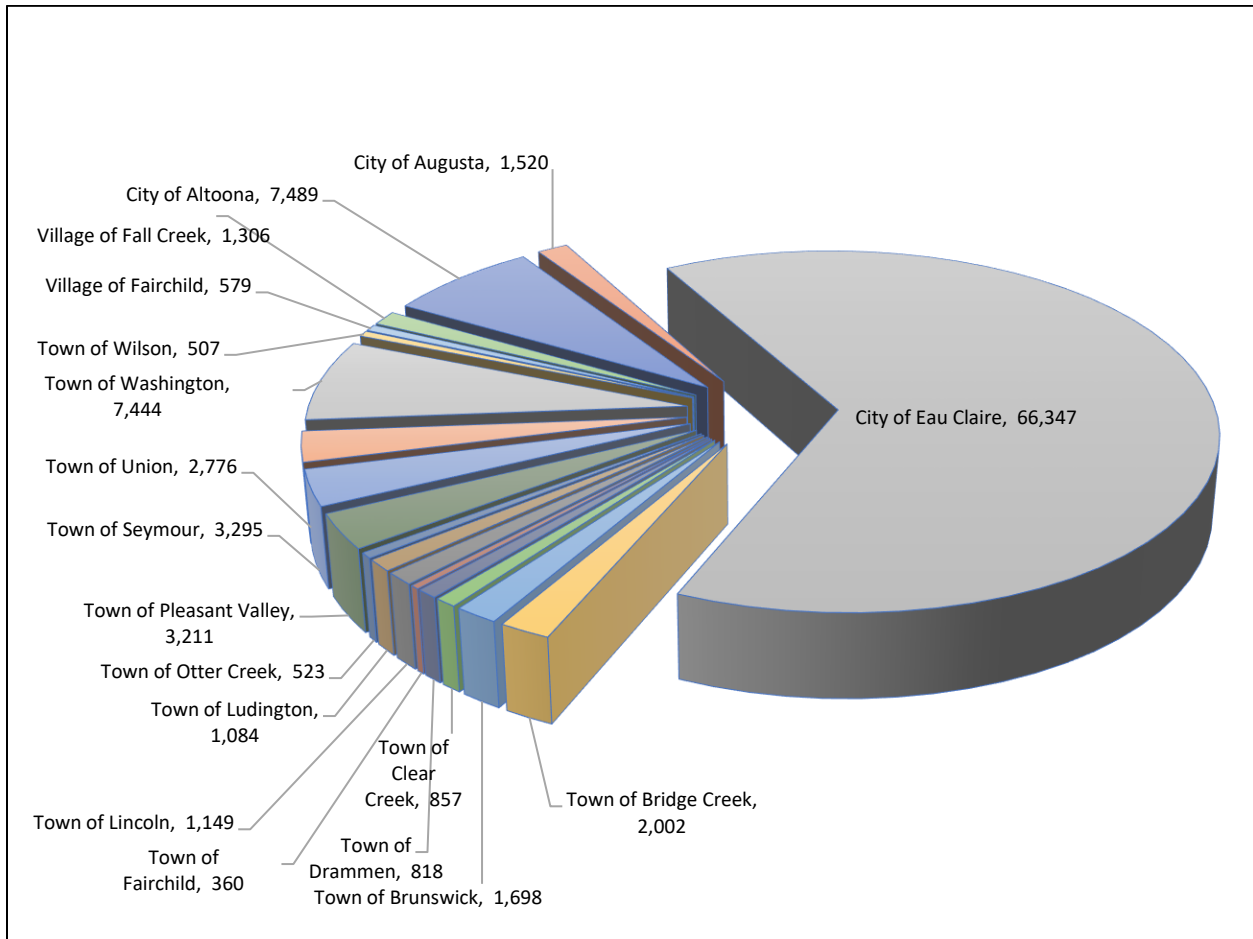
⁶United States Census Bureau. 2009-2013 5-Year American Community Survey Commuting Flows. <https://www.census.gov/data/tables/time-series/demo/commuting/commuting-flows.html> Accessed Sept. 29, 2017.

⁷United 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 Eau Claire County—slightly over 100,000 individuals—is distributed through 18 different jurisdictions. The largest city, the city of Eau Claire, reports a population of over 66,000 individuals—about two-thirds of the total county’s population. Other larger communities include the town of Washington and the city of Altoona (each with a population of about 7,000 individuals).

FIGURE 4: POPULATION OF EAU CLAIRE COUNTY MUNICIPALITIES (2016)



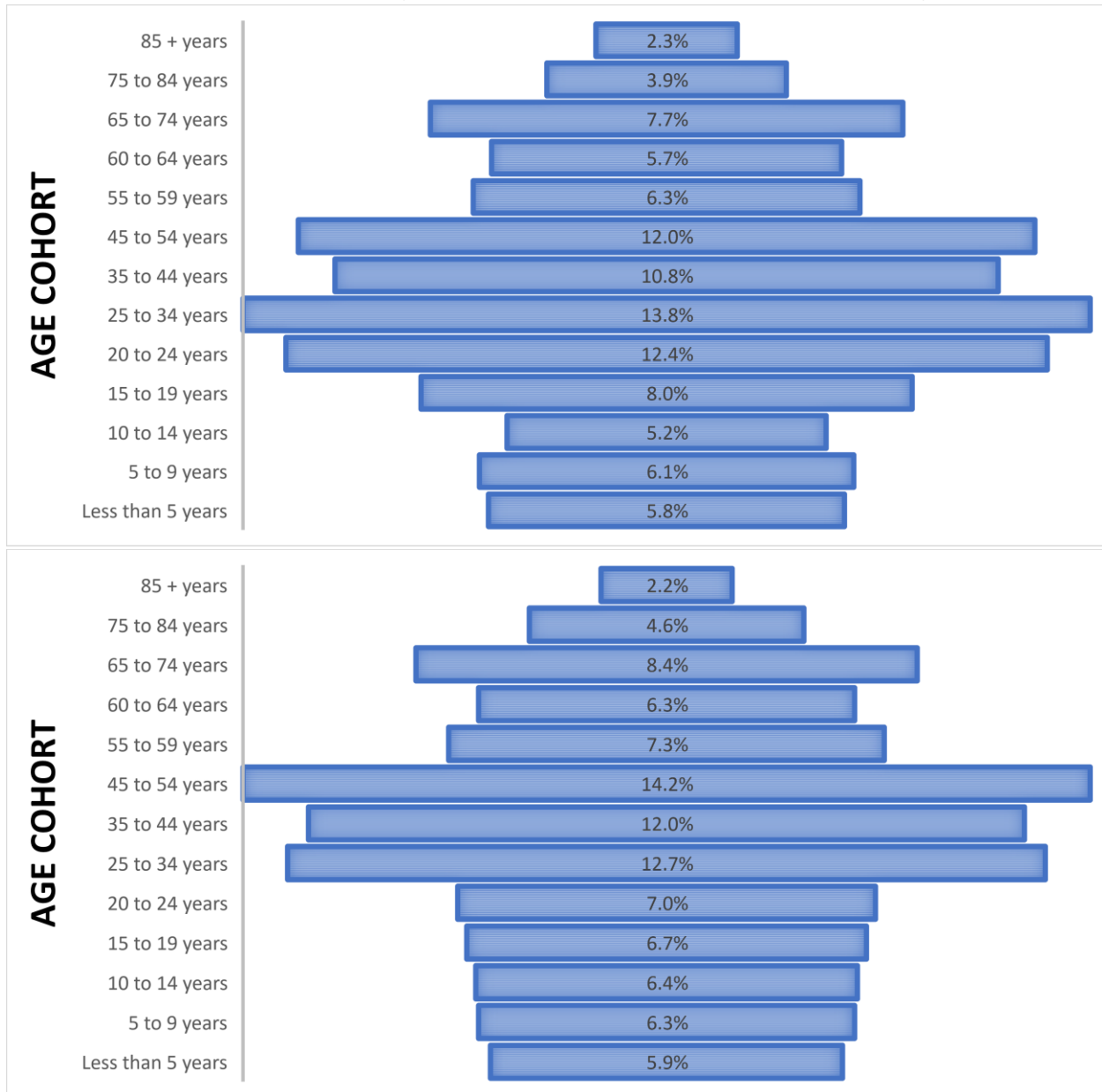
8

Population Trends

Between 2010 and 2016, the county’s population increased by about 2.5%, abnormally high growth by the standards of the northern portion of the state. The average age of the county is somewhat younger than the state generally (34 compared to 39 years). As can be seen below, Eau Claire County’s population pyramid is younger than that of the state; specifically, the percentage of individuals between 20 and 24 is almost double the state figure. This is likely a result of the county boasting a major university (the University of Wisconsin-Eau Claire).

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.

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



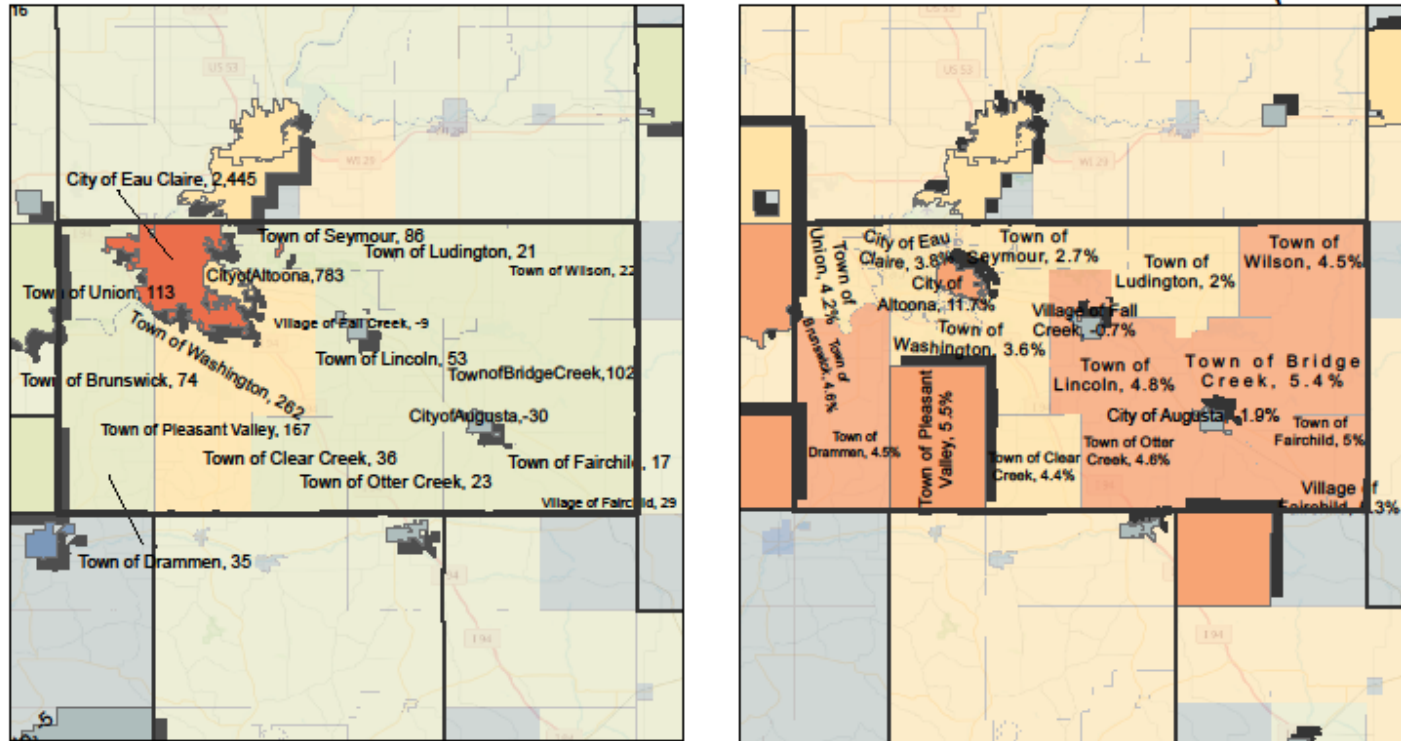
All of the jurisdictions in the county are gaining population, with the cities of Eau Claire and Altoona in particular adding a large number of people between 2010 and 2016). Higher absolute growth occurred in and surrounding these communities in the western portion of the county, while higher relative growth occurred in the more sparsely populated eastern portion of the county. (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).¹⁰

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.

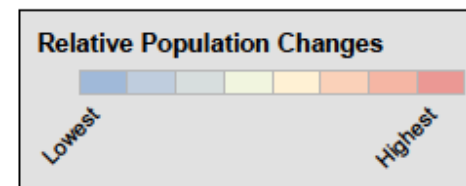
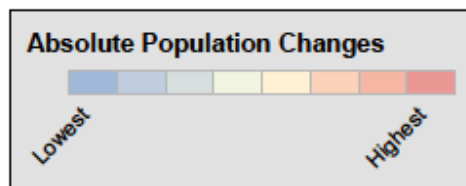
¹⁰ The highlighted jurisdiction in the image shows the two jurisdictions that are growing fastest and the two jurisdictions growing the slowest.

FIGURE 6:

ABSOLUTE AND RELATIVE POPULATION CHANGES EAU CLAIRE 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

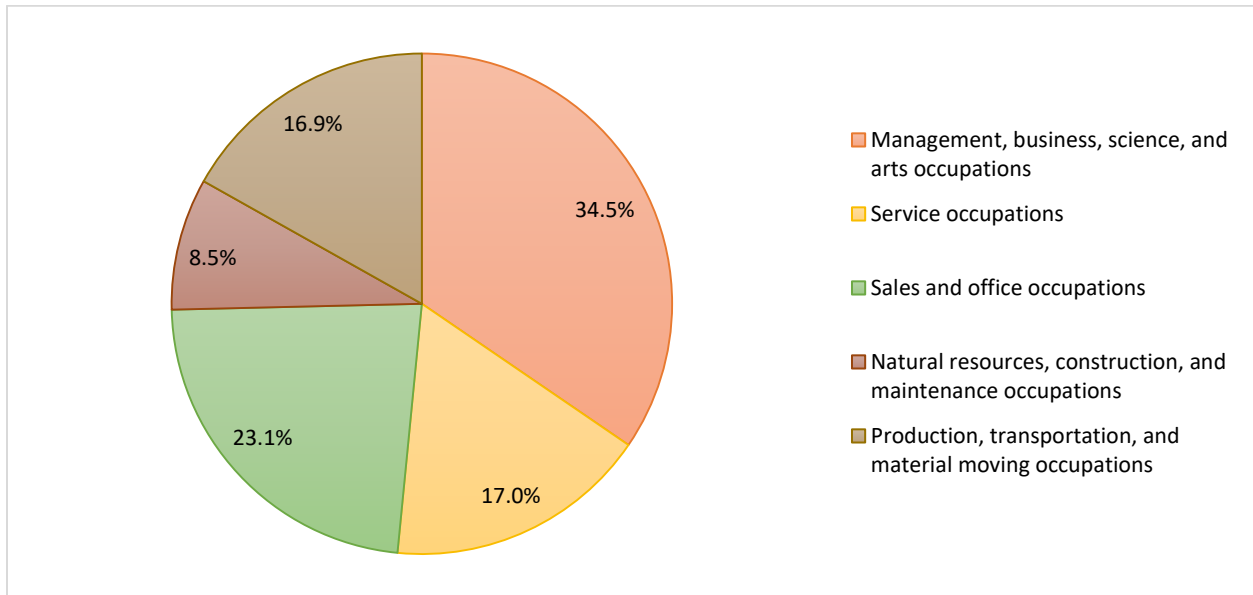
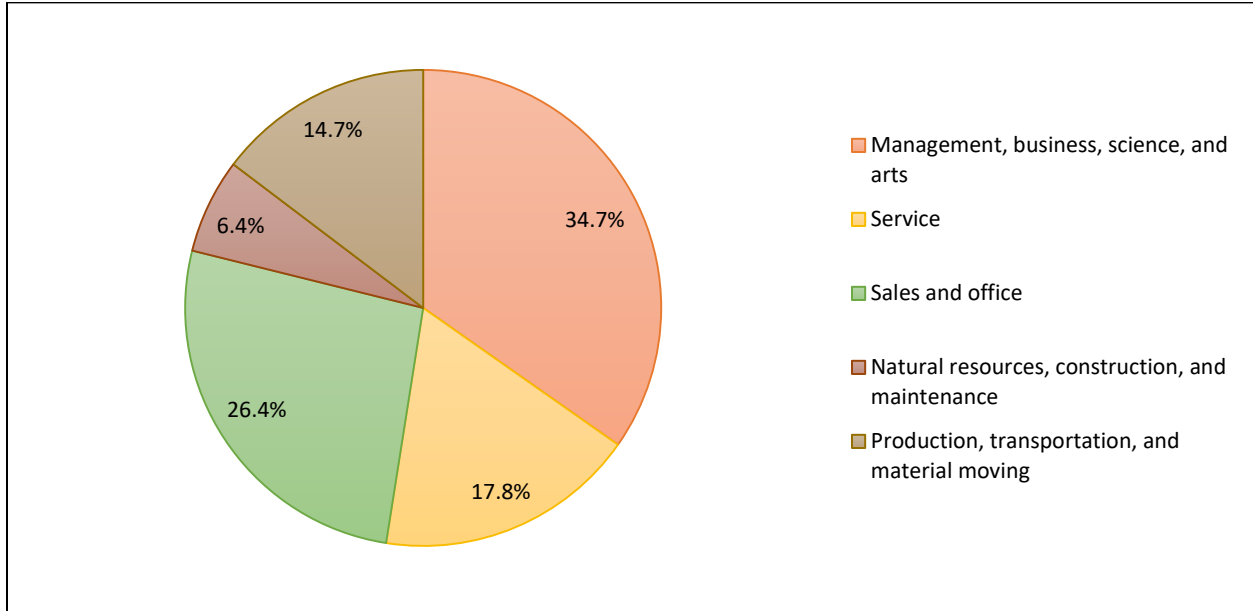


THE ECONOMY

Section Summary

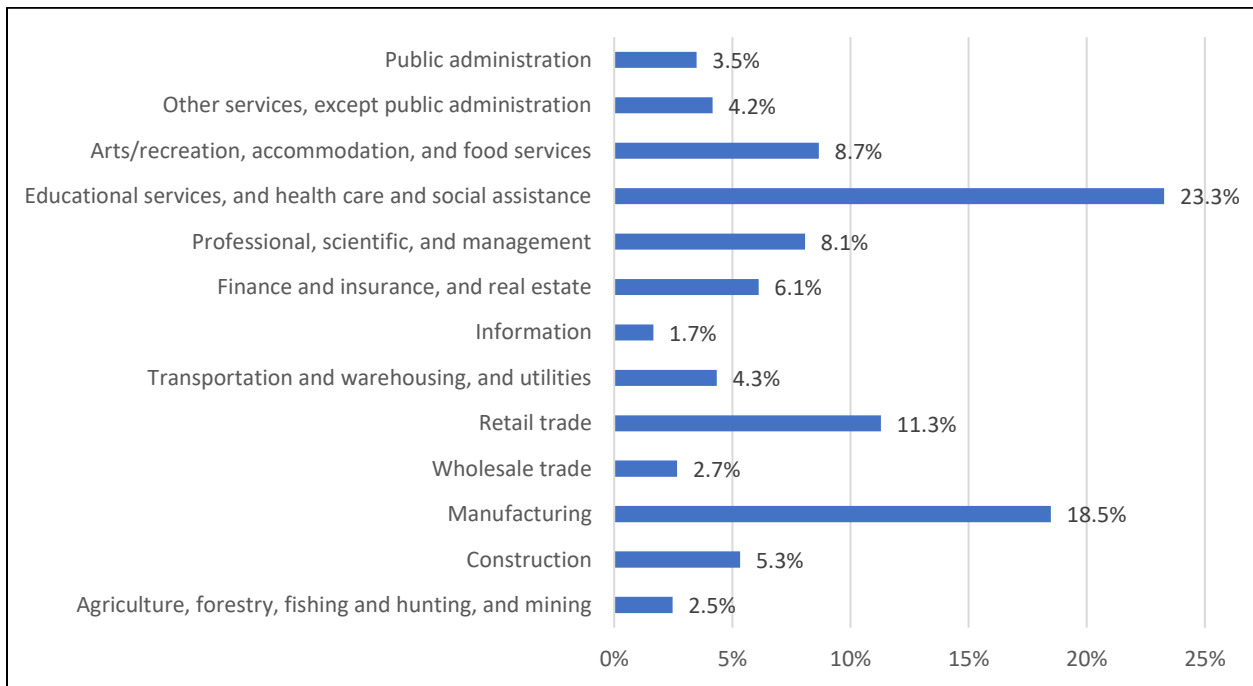
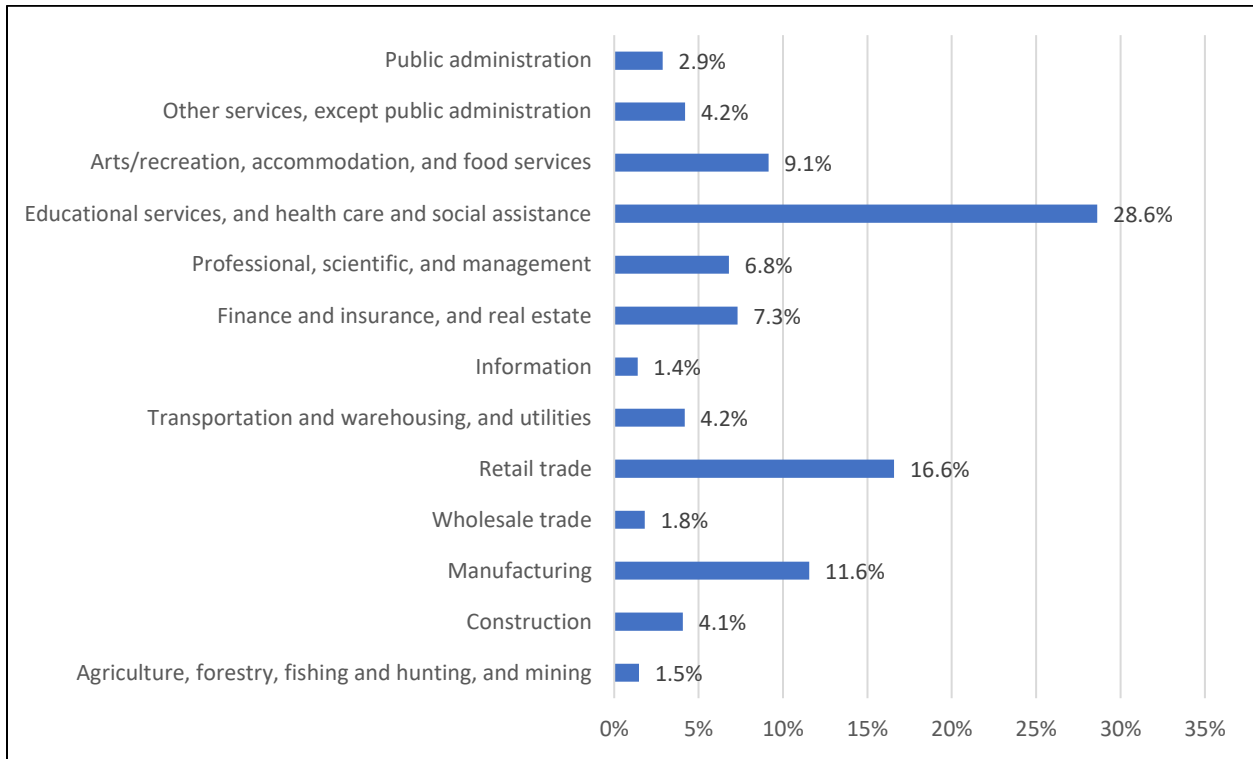
The unemployment rate in Eau Claire County has been, on average, 1.1% lower than that of the state over the last decade. The proportion of the population that works in educational services, health care, or social assistance industries is fairly large as is the proportion that works in the retail trade industry. The county has a small proportion of persons who work in the manufacturing industry.

FIGURE 7: EMPLOYMENT BY OCCUPATION (EAU CLAIRE ON TOP AND THE STATE BELOW)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.

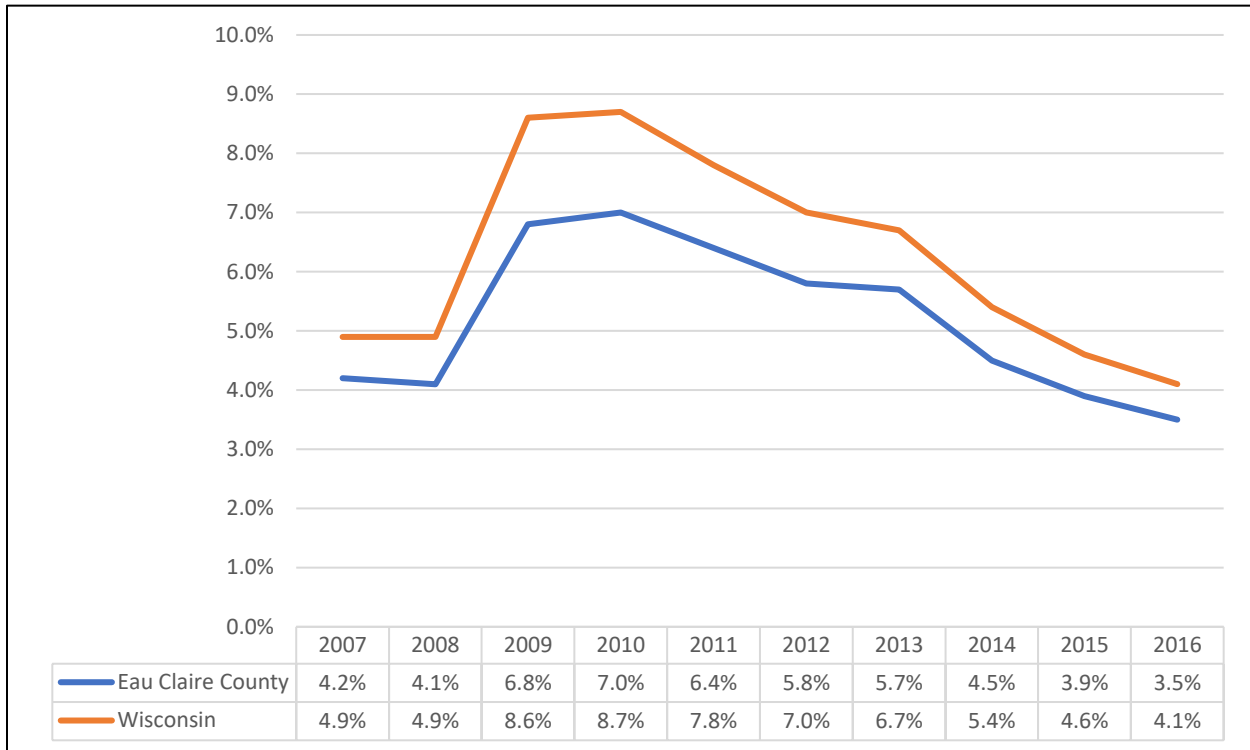
FIGURE 8: EMPLOYED POPULATION BY INDUSTRY (EAU CLAIRE ON TOP AND STATE BELOW)



12

¹² 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, EAU CLAIRE COUNTY AND WISCONSIN, 2007-2016



13

¹³ 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

Nearly 58% of licenses have liquor for sale for consumption on site. Sixty-seven percent of the licenses are in Eau Claire, 7% are in Altoona, 6% are in the town of Washington, and 14% are in other towns.

FIGURE 10: ALCOHOL BEVERAGE LICENSES BY JURISDICTION, EAU CLAIRE COUNTY

	Altoona	Augusta	Eau Claire	Fairchild	Fall Creek	Town of Washington	Other Towns	Total (By Liq. License)
AB or AC		1	22				5	28
AL or ALB	6	1	25		4	2	2	40
BB or CW	3		27	1		2	4	37
BL or BLB	9	3	92		3	11	24	142
Others								0
Total (By Municipality)	18	5	166	1	7	15	35	247

14

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)

15

¹⁴ Wisconsin Department of Revenue. Oct. 4, 2017. "WI Liquor Licenses 2017-18."

¹⁵ 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 EAU CLAIRE COUNTY BY JURISDICTION

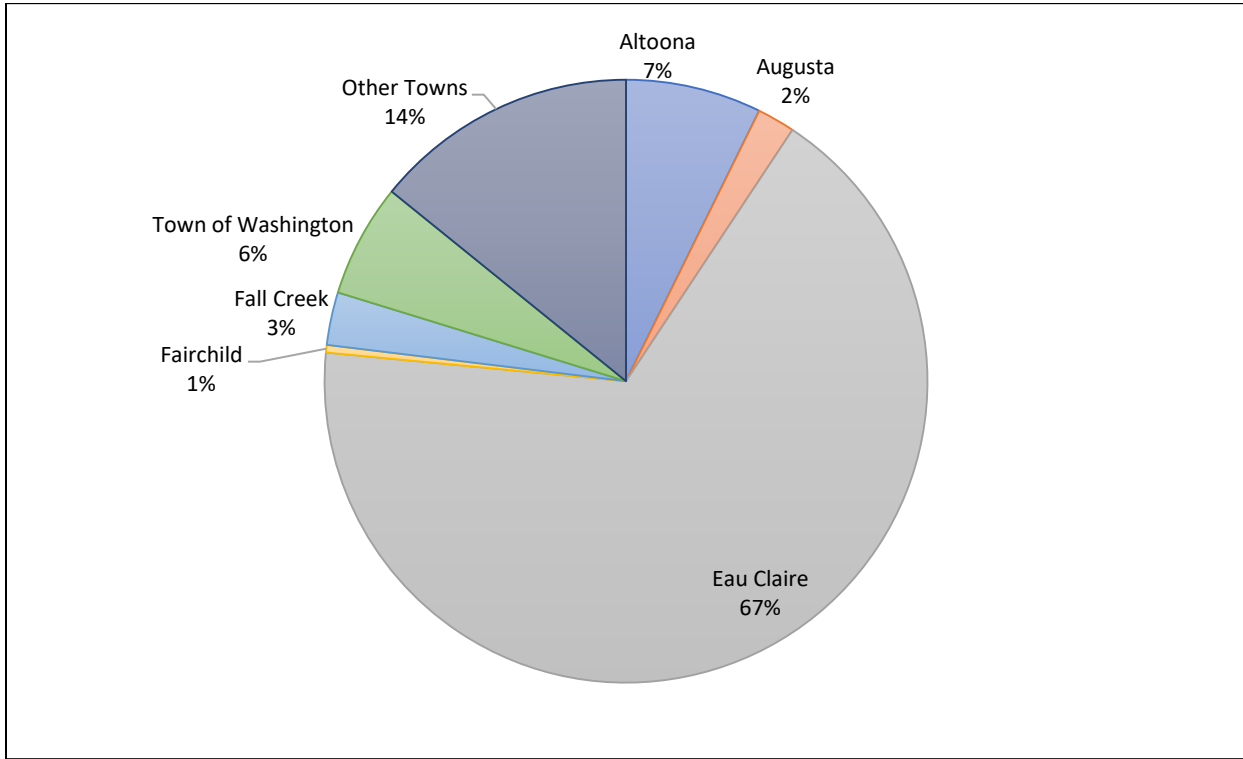
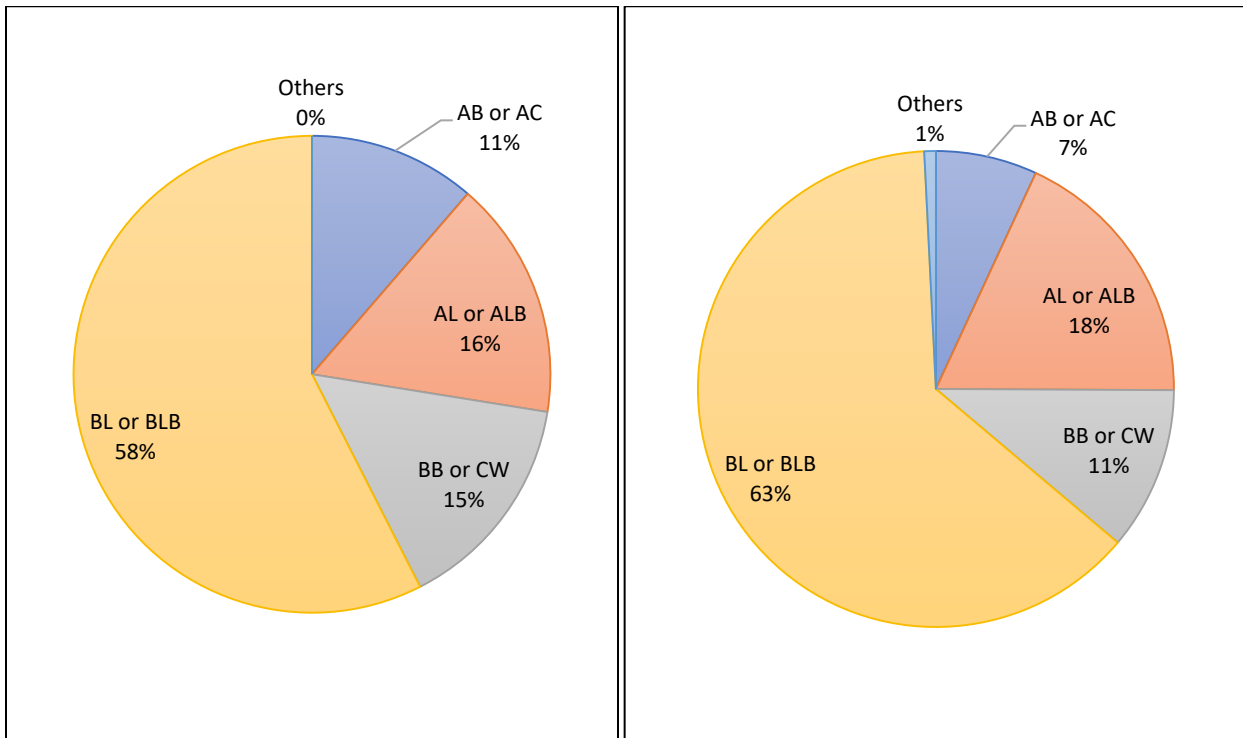


FIGURE 11: ALCOHOL BEVERAGE LICENSES BY TYPE, 2017-2018 (EAU CLAIRE COUNTY ON THE LEFT, STATE ON THE RIGHT)



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, Eau Claire County reported a higher injury-to-death ratio than the state generally (98.3 vs. 73.1).

Emergency Services

As can be seen in Figure 13, Eau Claire County is well-served with hospital access. The county is the site of a level II trauma center and a level III trauma center. These are both located in the area surrounding Eau Claire however, and so the eastern and southeastern portions of the county may suffer from a lack of quick access to hospitals.¹⁶ The closest level I trauma center is located about 80 miles to the west, in Saint Paul.

Eau Claire County maintains four different emergency providers (Figure 14). These companies employ 170 emergency personnel. Consequently, the county is the site of 4.16 emergency response personnel per 1,000 residents. This is similar to the state figure of 4.02 emergency response personnel per 1,000 residents.

¹⁶ 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 13:

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

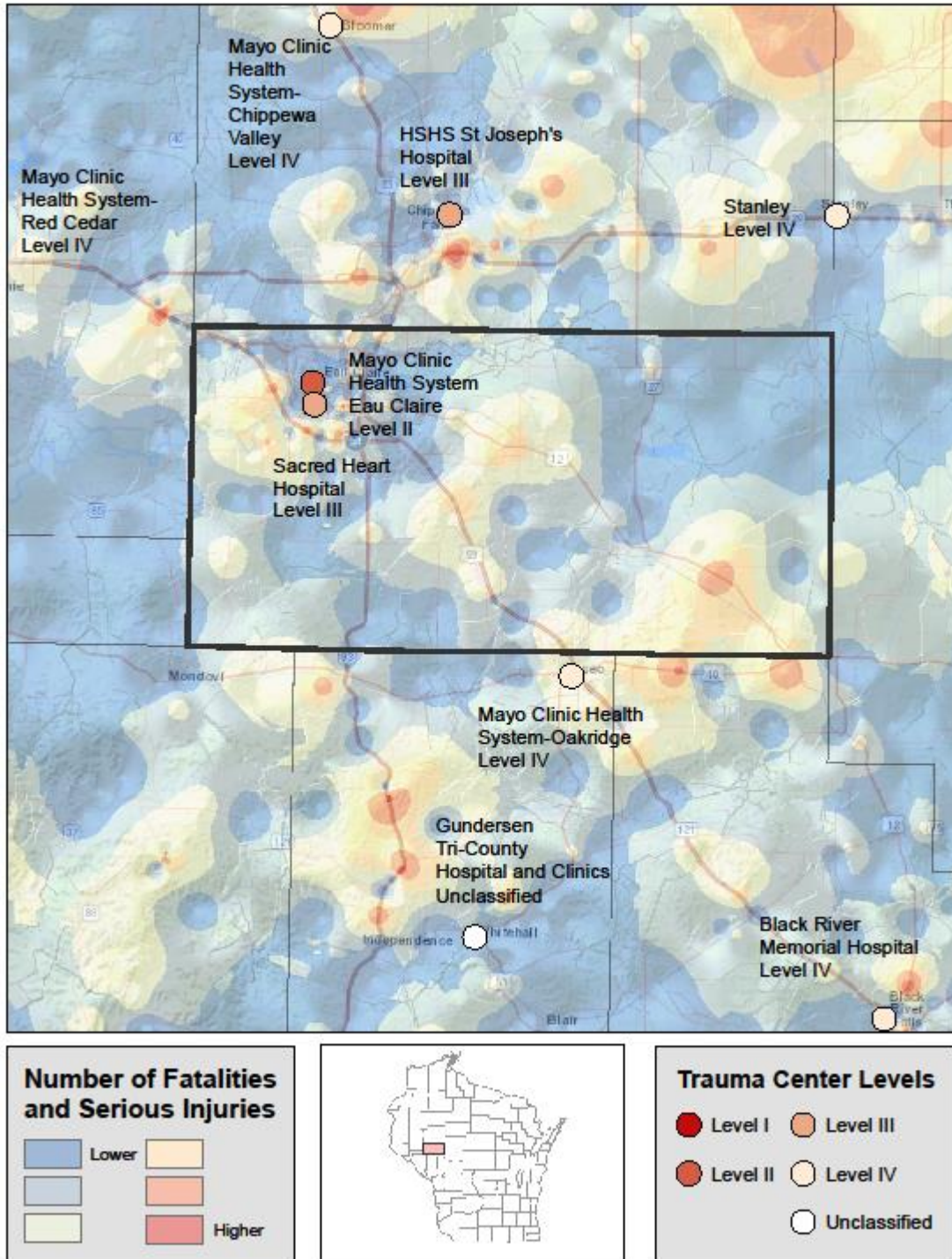
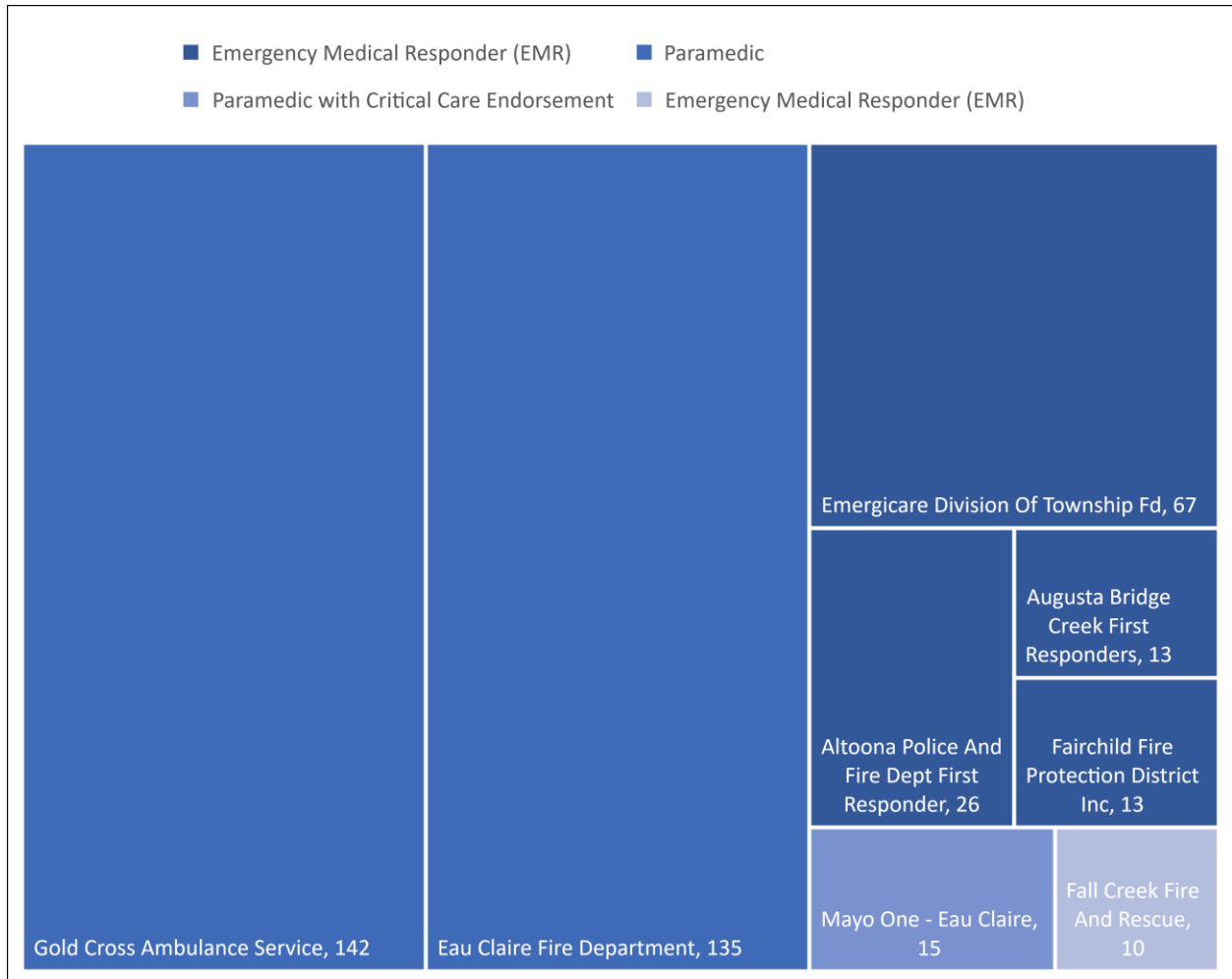


FIGURE 14: NUMBER OF EMT PERSONNEL/JURISDICTION ¹⁷

Service License Level	Service Name	Number of Personnel
Emergency Medical Responder (EMR)	Emergicare Division Of Township Fd	67
Emergency Medical Responder (EMR)	Altoona Police And Fire Dept First Responder	26
Emergency Medical Responder (EMR)	Augusta Bridge Creek First Responders	13
Emergency Medical Responder (EMR)	Fairchild Fire Protection District Inc	13
Paramedic	Gold Cross Ambulance Service	142
Paramedic	Eau Claire Fire Department	135
Paramedic with Critical Care Endorsement	Mayo One - Eau Claire	15
Emergency Medical Responder (EMR)	Fall Creek Fire And Rescue	10

FIGURE 14.2: NUMBER AND LEVEL OF EMERGENCY RESPONDERS PER JURISDICTION



¹⁷ 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 Eau Claire 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	4	4	6	6	9	10	6.6	6.8
Incapacitating Injury	43	64	39	42	35	39	40	45	32	40	37.8	46.0
Non-Incapacitating Injury	200	259	189	228	172	219	183	247	172	230	183.2	236.6
Possible Injury	222	295	246	340	294	411	254	348	262	371	255.6	353.0
No Apparent Injury	1,660	4,117	1,948	4,680	1,942	4,807	1,755	4,390	1,866	4,542	1,834.2	4,507.2
Totals	2,135	4,745	2,426	5,294	2,447	5,480	2,238	5,036	2,341	5,193	2,317.4	5,149.6

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

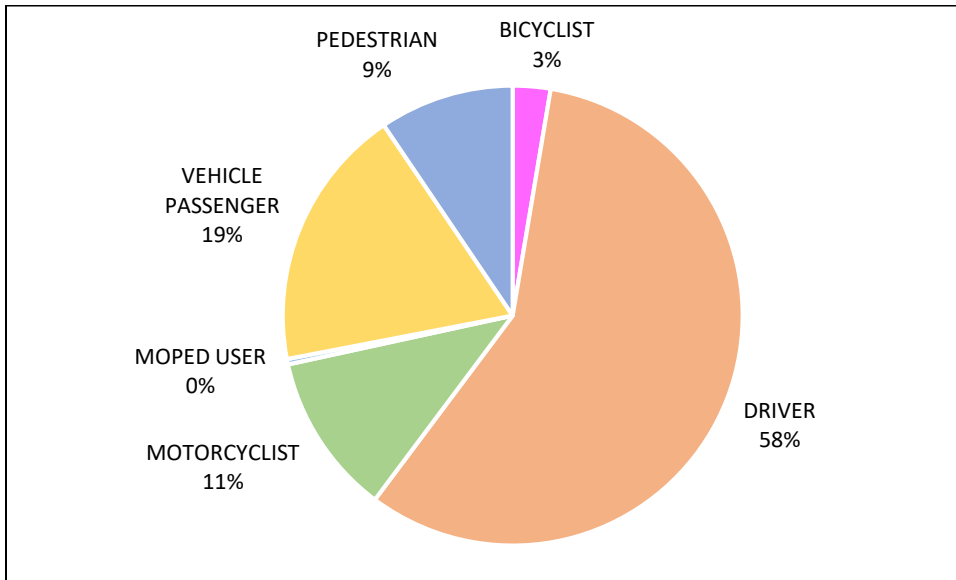
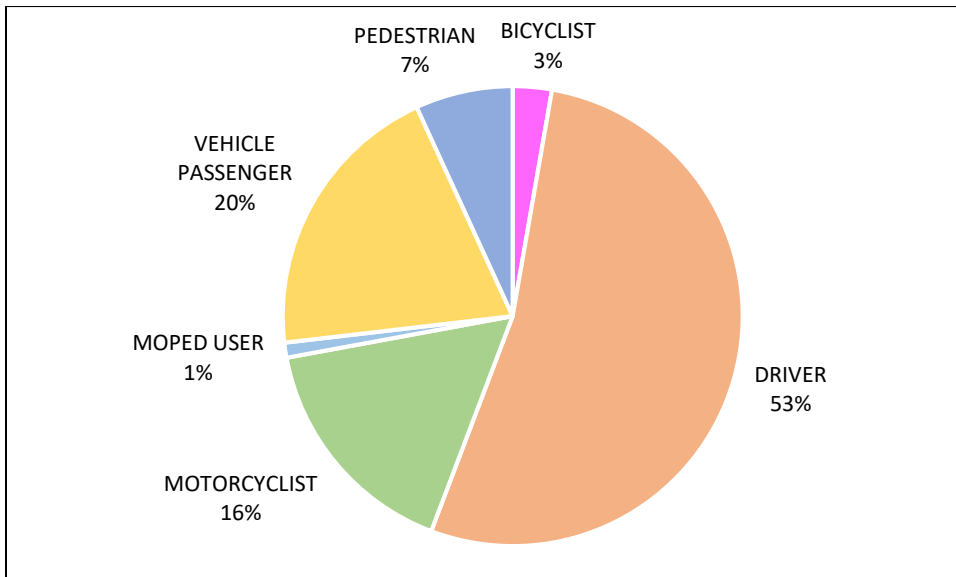


FIGURE 17: FATALITIES AND INCAPACITATING INJURIES BY ROLE, WISCONSIN, 2012-2016



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

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

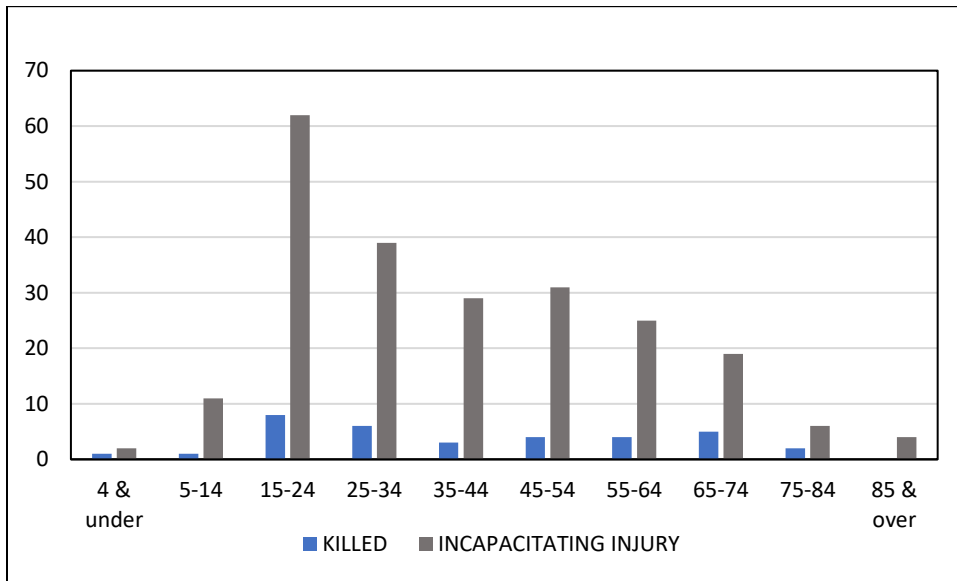
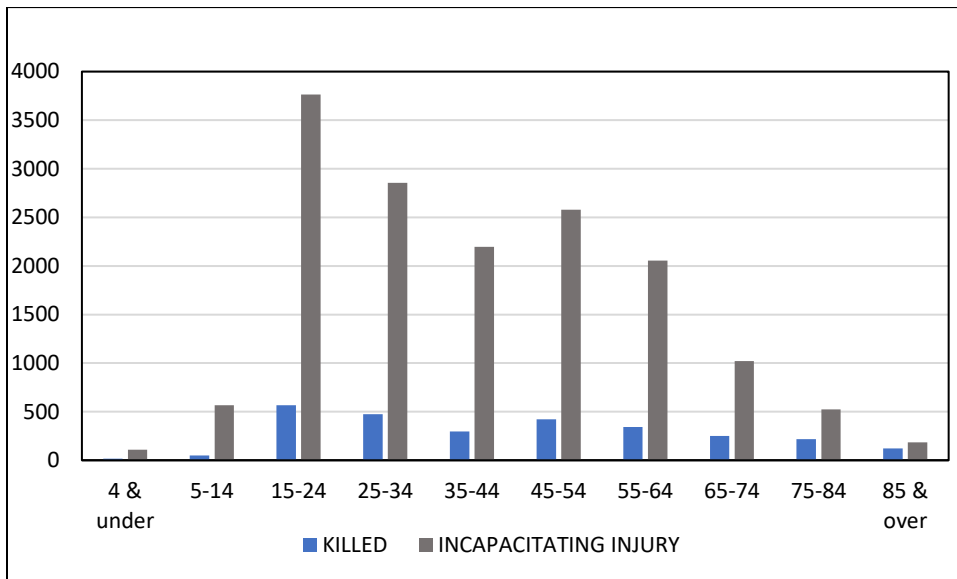
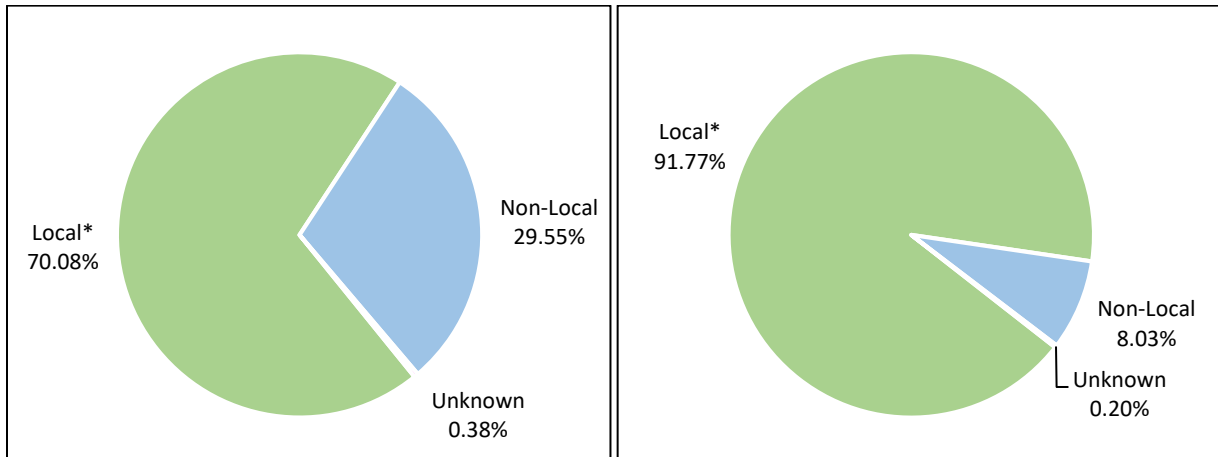


FIGURE 19: FATAL AND INCAPACITATING INJURIES BY AGE IN WISCONSIN, 2012-2016



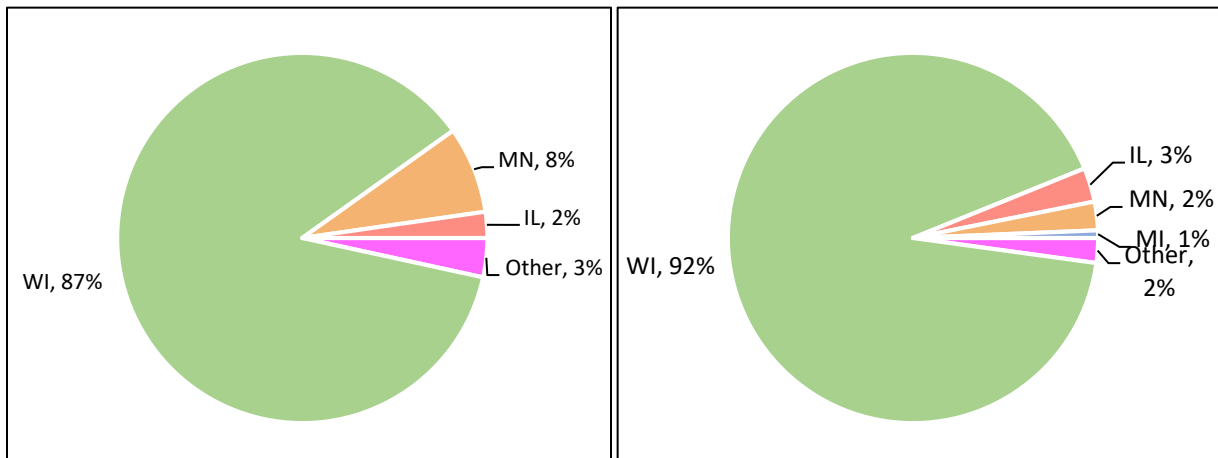
The highest number of fatalities and incapacitating injuries occurred in the age group 15-24 for both Eau Claire County and the state of Wisconsin.

FIGURE 20: TOTAL FATALITIES AND INCAPACITATING INJURIES BY PLACE OF RESIDENCE (EAU CLAIRE 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 1/3 of the fatalities and injuries in Eau Claire County occurred to non-local individuals.

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



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

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

	Total Fatal Crashes	Total Non-Fatal Injury Crashes
Interstate Highways	21.2%	6.6%
US/State Highways	36.4%	34.3%
County Highways	12.1%	7.7%
Local Roads	30.3%	51.4%

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

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

LEA	TOTAL
ALTOONA POLICE DEPARTMENT	14
AUGUSTA POLICE DEPARTMENT	1
EAU CLAIRE COUNTY SHERIFF	74
EAU CLAIRE POLICE DEPARTMENT	96
UW EAU CLAIRE POLICE DEPARTMENT	1
WISCONSIN STATE PATROL	36
TOTAL	222

Eau Claire Police Department had the highest reporting of fatal and serious injury crashes within Eau Claire 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 FATAL AND INJURY-CAUSING CRASHES BY LOCATION, 2012-2016

	Inattention-Related Fatal Crashes	Inattention- Related Non-Fatal Injury Crashes
Interstate Highways	28.6%	7.0%
US/State Highways	28.6%	37.5%
County Highways	0.0%	7.0%
Local Roads	42.9%	48.5%

The most common location for inattention-related fatal and serious injury crashes in Eau Claire County is on local roads.

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	5.6%	4.7%
US/State Highways	44.4%	28.4%
County Highways	11.1%	12.1%
Local Roads	38.9%	54.7%

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

FIGURE 26: IMPAIRED DRIVING STATISTICS IN EAU CLAIRE 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
6.6	476.6	3.6	38.0

Eau Claire County	% of alcohol or drug-related fatal crashes to all fatal crashes	54.5%
Wisconsin	% of alcohol or drug-related fatal crashes to all fatal crashes	45.0%

Eau Claire County had a higher 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: EAU CLAIRE COUNTY MOTORCYCLISTS KILLED OR SERIOUSLY INJURED, 2012-2016

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	20.6%	10.0%	1.4	4.6
State	15.3%	16.5%	84.8	525.6

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

ISSUE AREA: IMPROVE NON-MOTORIST SAFETY

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

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	5.9%	10.0%	0.4	4.6
State	8.1%	6.6%	44.8	211.2

Eau Claire County had a higher percentage of pedestrians seriously injured when compared to the state, but a lower percentage of pedestrian fatalities.

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

PEDESTRIAN ACTION	PEDESTRIAN LOCATION				TOTAL
	BLANK	IN CROSSWALK	IN ROADWAY	NOT IN ROADWAY	
BLANK	9	18	17	4	48
WALKING NOT FACING TRAFFIC	3	5	10	1	19
DISREGARDED SIGNAL	0	4	1	0	5
DARTING INTO ROAD	0	2	13	1	16
DARK CLOTHING	0	4	5	0	9
WALKING FACING TRAFFIC	0	6	3	0	9
TOTAL	12	39	49	6	106

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

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

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	2.9%	2.6%	0.2	1.2
State	1.8%	2.9%	10.2	92.4

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

ISSUE AREA: IMPROVE SAFETY OF INTERSECTIONS

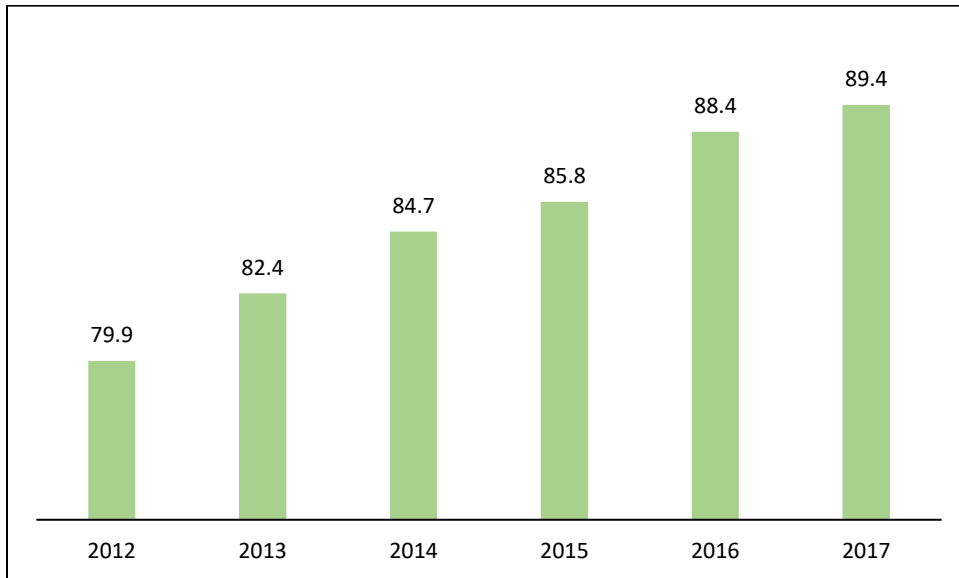
FIGURE 31: EAU CLAIRE COUNTY TOTAL CRASHES BY LOCATION, 2012-2016

	County	State
% Intersection	39.8%	37.8%
% Non-Intersection	60.2%	62.8%

There were more crashes at intersections in Eau Claire 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.

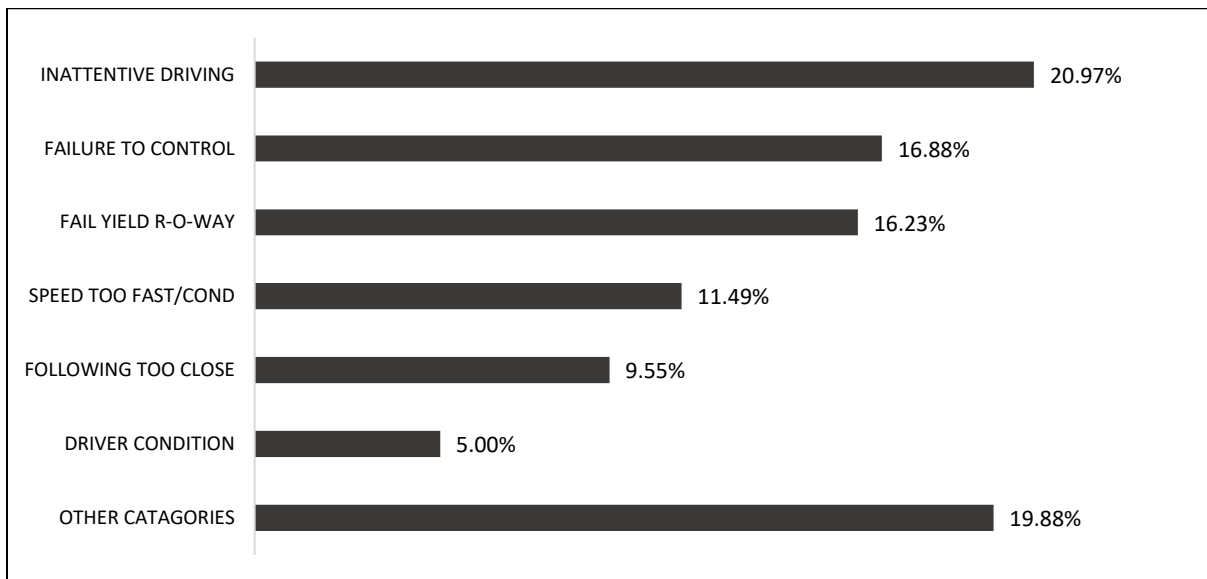
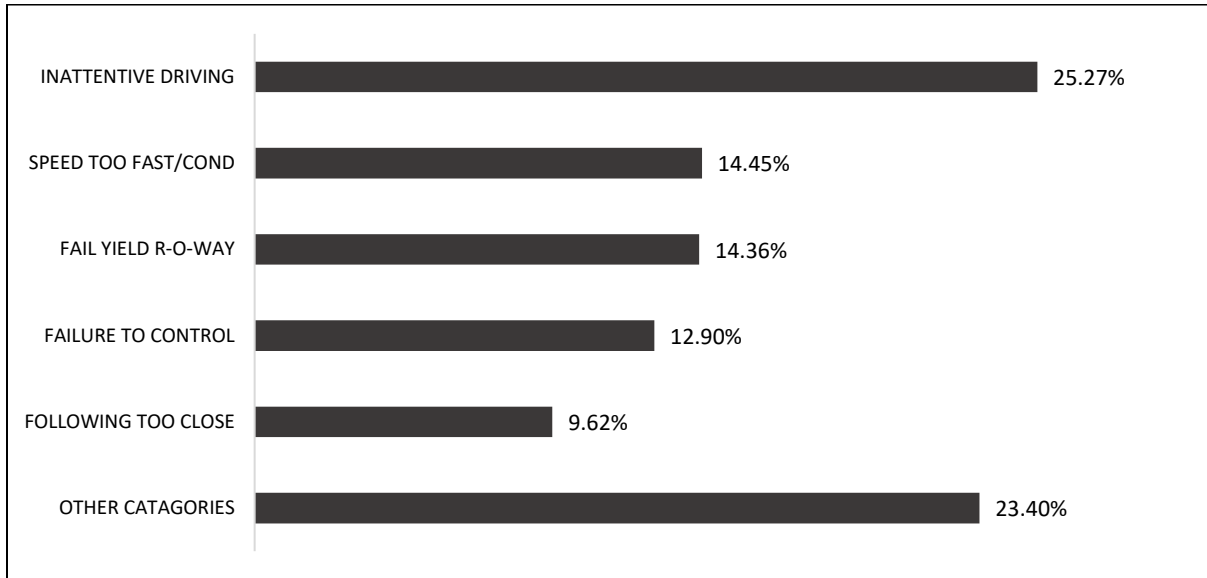
FIGURE 32.2: SAFETY EQUIPMENT USAGE IN PASSENGER CAR AND LIGHT TRUCKS DURING CRASHES, 2012-2016

	Belted	Unbelted
Fatalities and Serious Injuries	78.5%	21.5%

21% of the people killed or seriously injured in crashes in Eau Claire County were not wearing a seatbelt.

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

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



Inattentive driving is the most significant contributing factor for all crashes within Eau Claire County.

FIGURE 34: SPEEDING STATISTICS IN EAU CLAIRE COUNTY, 2012-2016

Average Speed-Related Fatal Crashes	Average Speed-Related Non-Fatal Injury Crashes
1.8	82.0

Eau Claire County	% of speed-related fatal crashes to all fatal crashes	27.3%
Wisconsin	% of speed-related fatal crashes to all fatal crashes	28.9%

	Speed-Related Fatal Crashes	Speed-Related Non-Fatal Injury Crashes
Interstate Highways	33.3%	14.9%
US/State Highways	22.2%	28.8%
County Highways	22.2%	16.1%
Local Roads	22.2%	40.2%

Eau Claire County has a lower percentage of speed-related fatal crashes than the state. The most common location for speed-related fatal crashes in Eau Claire County is on interstate highways.

ISSUE AREA: REDUCE LANE DEPARTURE CRASHES

FIGURE 35: EAU CLAIRE 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	532.2	23.0%
State	30,395.6	25.4%

Eau Claire County had a lower percentage of run-off-the-road crashes when compared to the state.

THE IMPACT

Over 5,600 persons are involved in crashes in Eau Claire County annually.

2011-2015 Annual Averages

	Eau Claire County	Wisconsin
Average Annual Population	100,486	5,716,883
Persons in Crashes (per 1,000 residents)	55.9	46.0
Crash-Related Emergency Room Visits (per 100,000 residents)	366.2	407.3
Crash-Related Hospitalizations (per 100,000 residents)	40.0	49.3
Quality of Life Costs (per 100,000 residents)	\$29,895,142	\$36,819,900
Lost Years of Life (per 1,000 residents)	2.28	3.04
Medical Costs (per 100,000 residents)	\$8,743,256	\$10,482,526

18,19

¹⁸University 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.htm> Accessed Oct. 2, 2017.

¹⁹University 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
Eau Claire County Sheriff's		\$7,396.80	
Altoona Police Dept.		\$4,992	
Augusta Police Dept.			
Eau Claire Police Dept.			
Fairchild Police Dept.			
Fall Creek Police Dept.			
UW-Eau Claire Police Dept.			
Washington Town Police Dept.			

2017 Task Force Participation and 2018 Task Force Eligibility

	Impaired Driving	Occupant	Speed
Eau Claire 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
Eau Claire County Sheriff's Office				yes		
Altoona Police Dept.					yes	
Augusta Police Dept.	yes	yes	yes	yes	yes	yes
Eau Claire Police Dept.						
Fairchild Police Dept.						
Fall Creek Police Dept.	yes	yes		yes		
UW-Eau Claire Police Dept.	yes	yes	yes	yes	yes	yes
Washington Town Police Dept.						

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.