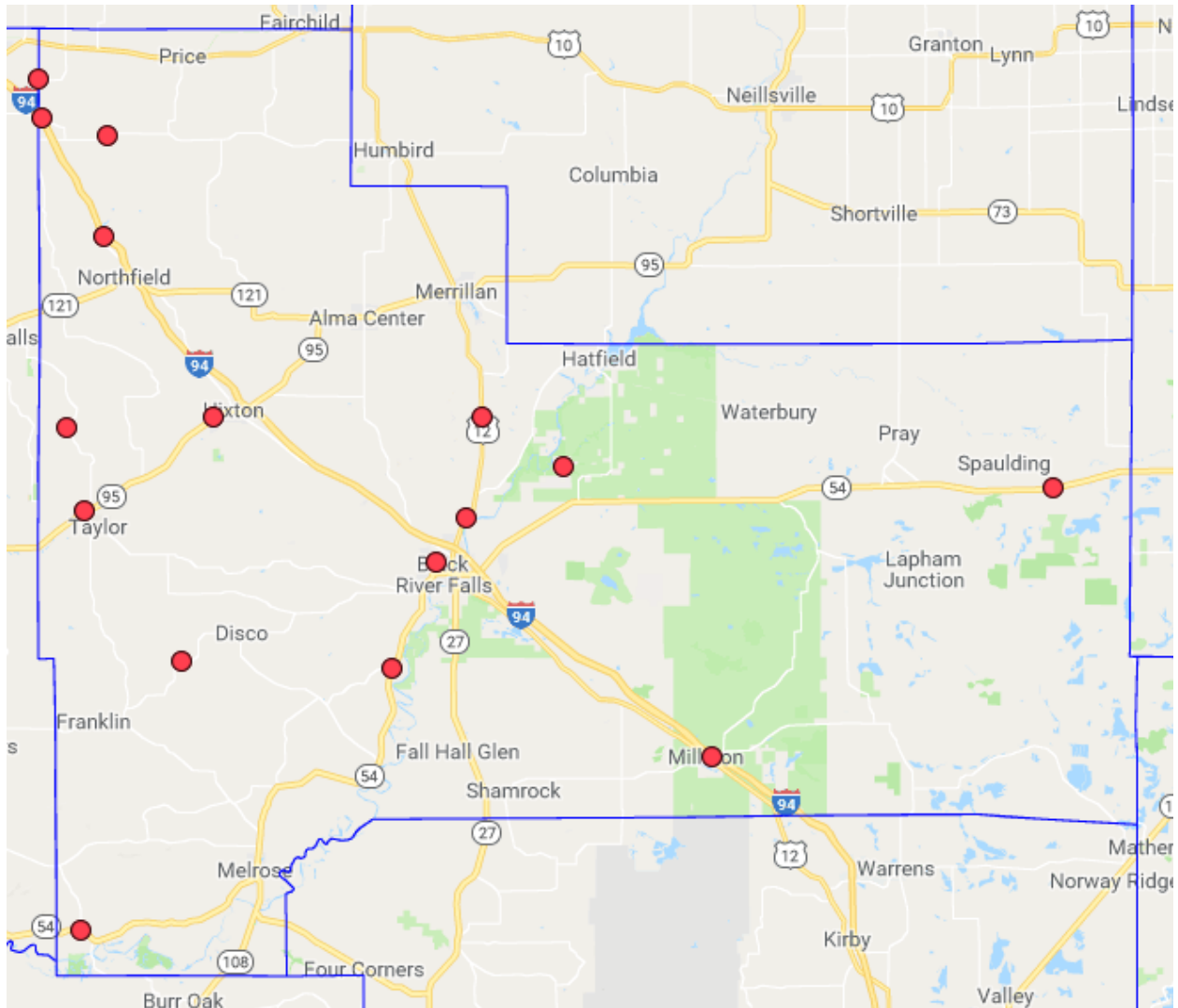


# ANATOMY OF JACKSON COUNTY: A TRAFFIC SAFETY SUMMARY



## DID YOU KNOW...

One individual is killed or injured in a crash in Jackson County every 2.1 days?

## **THE PLACE**

### *Section Summary*

The principal routes in the county are I-94 and USH 10. Jackson County is the top county in the state for VMT per capita. Jackson County is among the top ten counties for miles of state highways per capita and registered vehicles per capita. It is among the bottom ten counties for registered vehicles per VMT.

### *Urbanization*

Jackson County is adjacent to the La Crosse and Eau Claire metropolitan areas as well as the Marshfield-Wisconsin Rapids urban cluster. 27.76% of the county's population lives in urban areas, and 0.54% of the area of the county is urban.<sup>1</sup> Jackson County contains 122,090 acres of county forest, primarily in central and eastern areas of the county.<sup>2</sup> The Black River State Forest is in the center of the county.

### *Road Network*

Interstate 94 is designated as an east-west highway, and it runs from northwest to southeast through the county bypassing Hixton and Black River Falls. I-94 carries traffic between Osseo, Eau Claire, and Minneapolis/Saint Paul (MN) to the west and Warrens, Tomah, Mauston, Madison, Milwaukee, and Chicago (IL) to the east.

U.S. Highway (USH) 10 is a primary arterial running from east to west across the far northwestern section of the county. To the west, USH 10 travels to Osseo, Strum, and Mondovi. To the east, it travels to Neillsville, Granton, Marshfield, Stevens Point, and Appleton. USH 10 carries traffic between Minneapolis/Saint Paul (MN) and Eau Claire in the west and Wisconsin Rapids in the east. USH 12 and State Trunk Highway (STH) 27 enter the county from Fairchild in Eau Claire County in the north. Fairchild is just across the county line. To the north, USH 10/STH 27 travel to Augusta, where the highways diverge, with USH 10 continuing to Eau Claire and STH 27 traveling to Cadott and Ladysmith. In Jackson County, USH 10/12 and STH 27 quickly exit the county into Clark County in a concurrency. USH 12 and STH 27 re-enter Jackson County, traveling through Merrilan and Black River Falls. The highways diverge in Black River Falls with USH 12 paralleling I-94 to the southeast toward Tomah and STH 27 continuing to the south toward Sparta and Viroqua.

STH 95 is an east-west highway that travels from northeast to southwest in western sections of the county through Merrilan, Alma Center, Hixton, and near Taylor, which can be accessed by taking County Trunk Highway (CTH) P from STH 95 in the town of Springfield. To the west, STH 95 travels to Blair and Arcadia, and to the east it carries traffic toward Neillsville. STH 121 begins at STH 95 a little over a mile west of Alma Center in the town of Garden Valley and heads west toward Pigeon Falls, Whitehall, and Independence.

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

<sup>2</sup> Wisconsin County Forests Association. "Forest Acres." Accessed Nov. 6, 2017. <http://www.wisconsincountyforests.com/forest-resources/forest-acres/>

From Black River Falls, STH 54 travels east through rural areas of the county toward Port Edwards, Wisconsin Rapids, and Plover. In addition, from Black River Falls, STH 54 travels southwest through Melrose heading toward Galesville and Winona, Minnesota. STH 108 begins in Melrose at STH 54 and heads south toward West Salem. STH 71 begins at STH 108 in the town of Melrose and heads east toward Sparta and Elroy.

#### *Miles of Roadway*

There are 1,471 miles of roadway in the county, including 186 (12.6%) miles of state roads, 231 (15.7%) miles of county roads, 1,035 (70.4%) miles of local roads, and 19 miles of another type.<sup>3</sup>

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

In 2016, there were 7,309 autos, 1,613 cycles, 6,666 trailers, and 13,118 trucks registered in Jackson County.<sup>4</sup> VMT in 2016 was 634,228,015.<sup>5</sup>

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

<sup>4</sup> Wisconsin Department of Transportation. "Facts and Figures 2016, Vehicles Registered by County." Accessed Nov. 6, 2017. <http://wisconsindot.gov/Documents/about-wisdot/newsroom/statistics/factsfig/vehregcounty.pdf>

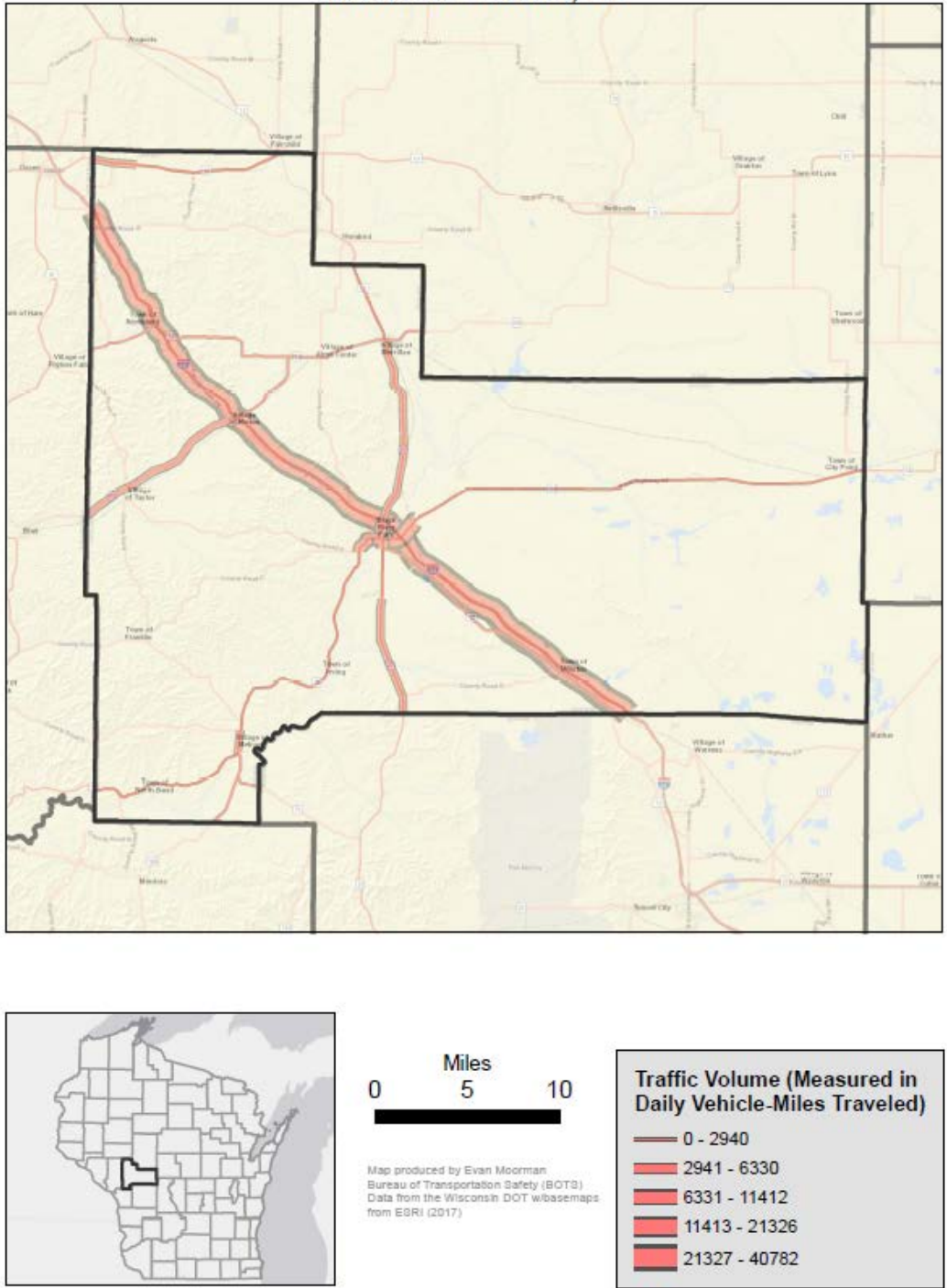
<sup>5</sup> Wisconsin Department of Transportation. "2016 Vehicles Miles of Travel (VMT) by County." Accessed Nov. 6, 2017. <http://wisconsindot.gov/Documents/projects/data-plan/veh-miles/vmt2016-c.pdf>

*Traffic Volume*

As can be seen, traffic volumes in Jackson County are highest along the southeast-to-northwest I-94 corridor. The maximum daily VMT in the county is reported at about 41,000.

**FIGURE 1:**

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



Commuting Flows

**FIGURE 2: COMMUTING FLOWS AMONG COUNTIES**

Workers who Reside in Jackson County Work in:		People who Work in Jackson County Reside in:	
Jackson County	6,260	Jackson County	6,260
Trempealeau County	819	Trempealeau County	365
Monroe County	719	Clark County	357
La Crosse County	375	Monroe County	348
Eau Claire County	280	La Crosse County	205
Clark County	112	Eau Claire County	143
Wood County	64	Wood County	84
Others	365	Others	418

6

As seen below in Figure 3, the most common commuting flow between two different municipalities is between residences in the town of Brockway and workplaces in Black River Falls.

**FIGURE 3: COMMUTING FLOWS BETWEEN MUNICIPALITIES (TOP 11)**

Residence	Place of Work	Number
Brockway (Town)	Black River Falls	358
Adams (Town)	Black River Falls	306
Black River Falls	Brockway (Town)	252
Albion (Town)	Black River Falls	232
Alma (Town)	Black River Falls	131
Albion (Town)	Brockway (Town)	121
Adams (Town)	Brockway (Town)	108
Manchester (Town)	Black River Falls	102
Merrillan	Black River Falls	95
Irving (Town)	Black River Falls	93
Hixton	Black River Falls	91

7

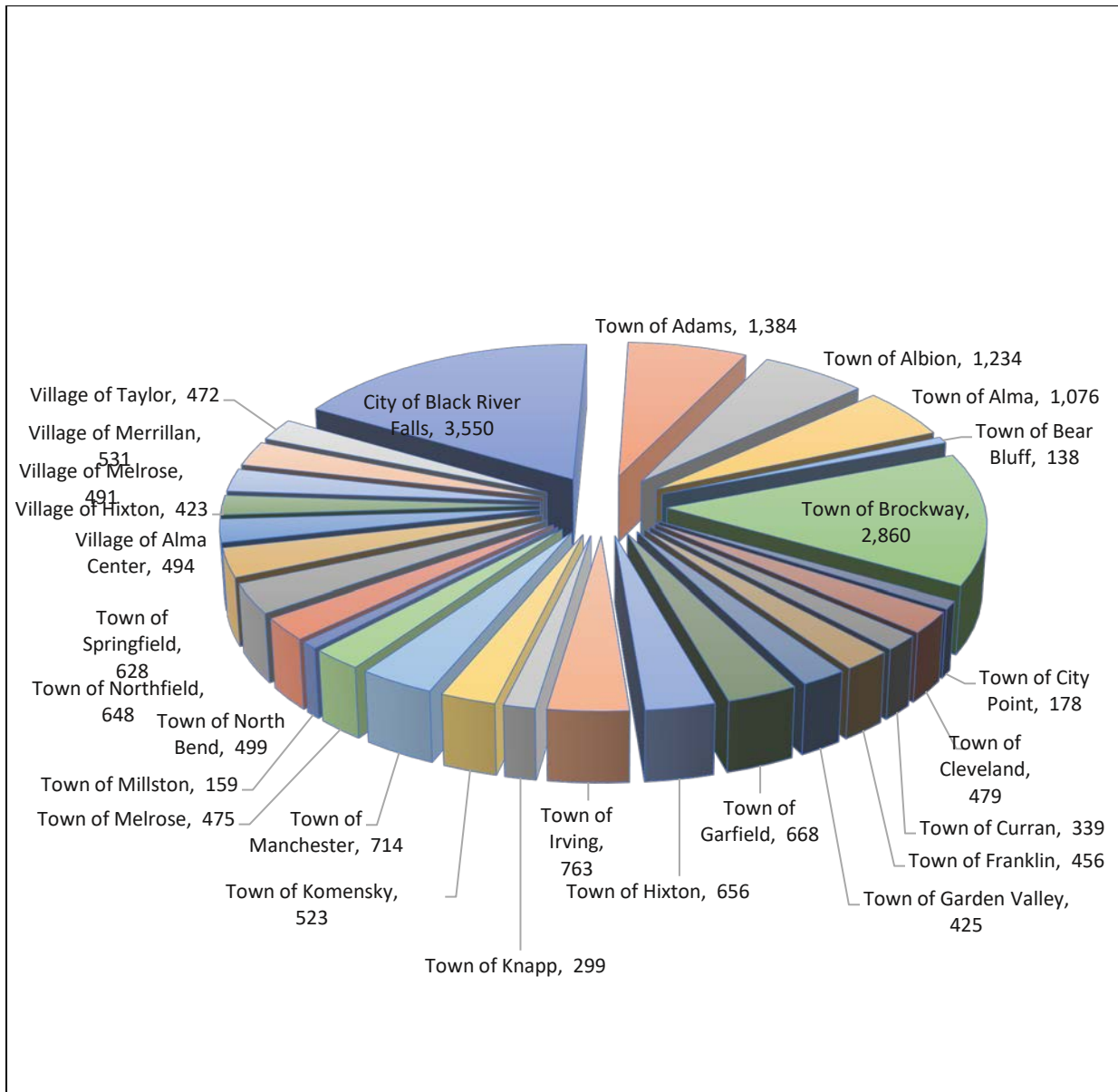
<sup>6</sup>United States Census Bureau. 2009-2013 5-Year American Community Survey Commuting Flows. <https://www.census.gov/data/tables/time-series/demo/commuting/commuting-flows.html> Accessed Sept. 29, 2017.

<sup>7</sup>United States Census Bureau. 2009-2013 5-Year American Community Survey Commuting Flows. <https://www.census.gov/data/tables/time-series/demo/commuting/commuting-flows.html> Accessed Oct. 5, 2017.

**THE POPULATION**

The population of Jackson County—about 20,500 individuals—is distributed through 27 different jurisdictions with no dominant population center. The largest of these—the city of Black River Falls—contains less than 20% of the county’s population. The only other jurisdiction with a population greater than 2,000 is the town of Brockway. Most of the rest of the population lives within small towns and villages.

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

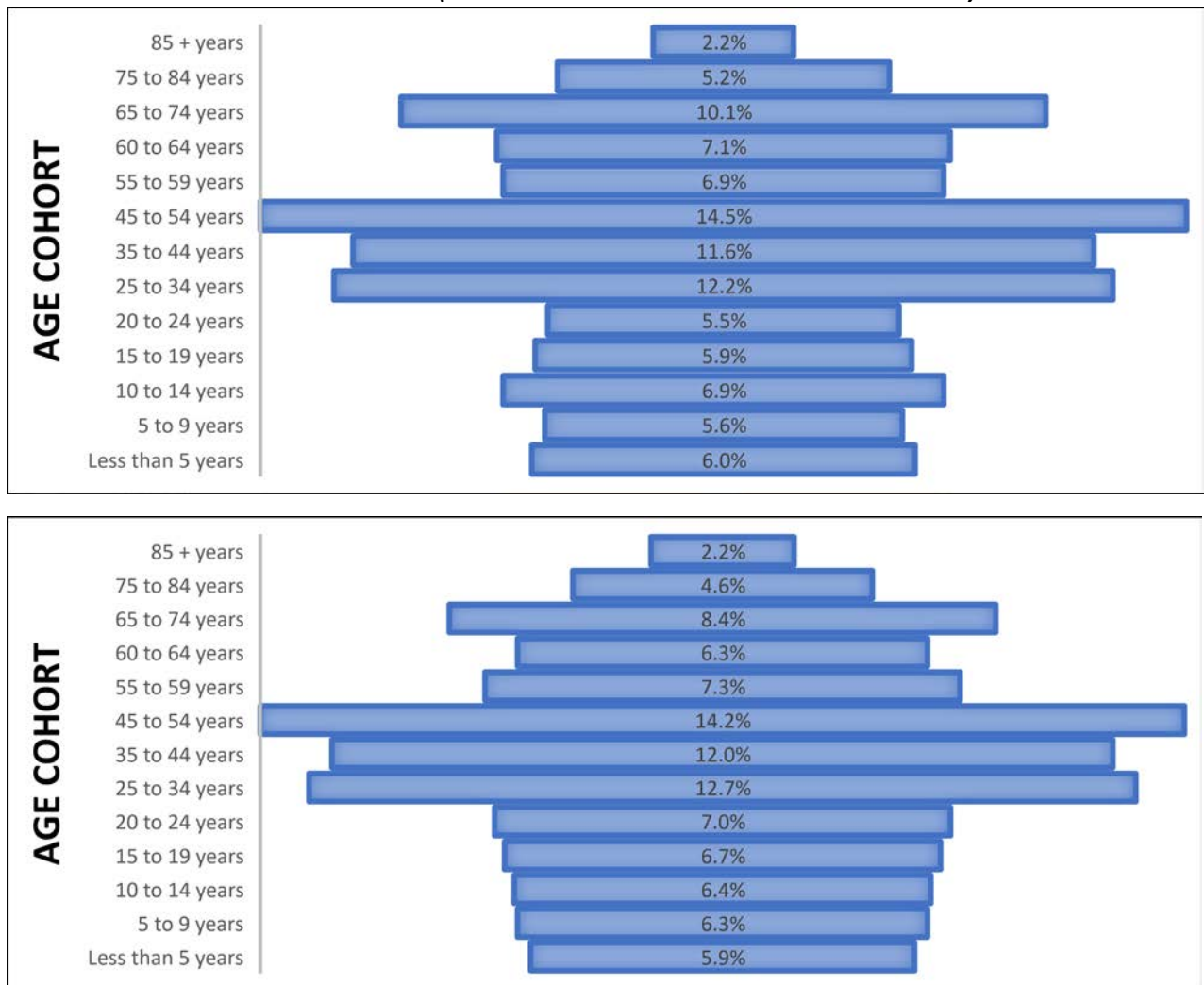


<sup>8</sup> United States Census Bureau. “Selected Economic Characteristics DP03, Employment Status.” 2012-2016 American Community Survey 5-Year Estimates. [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_15\\_5YR\\_DP03&src=pt](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt) Accessed November 4th, 2017.

*Population Trends*

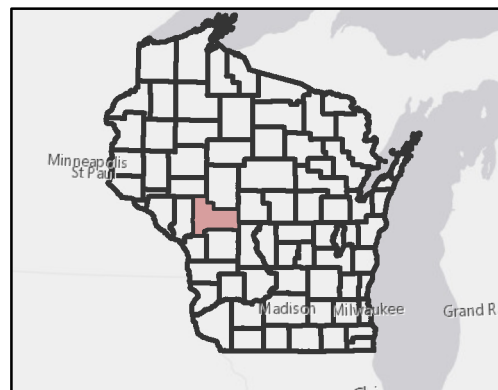
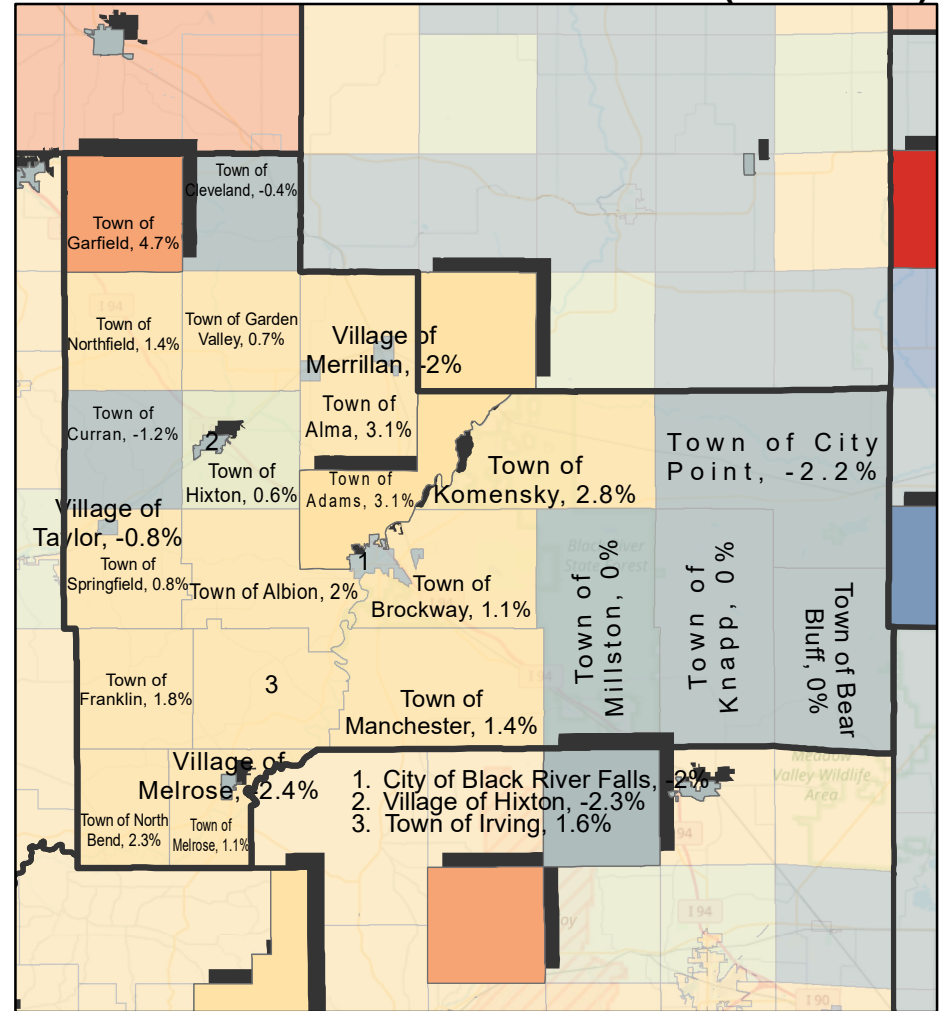
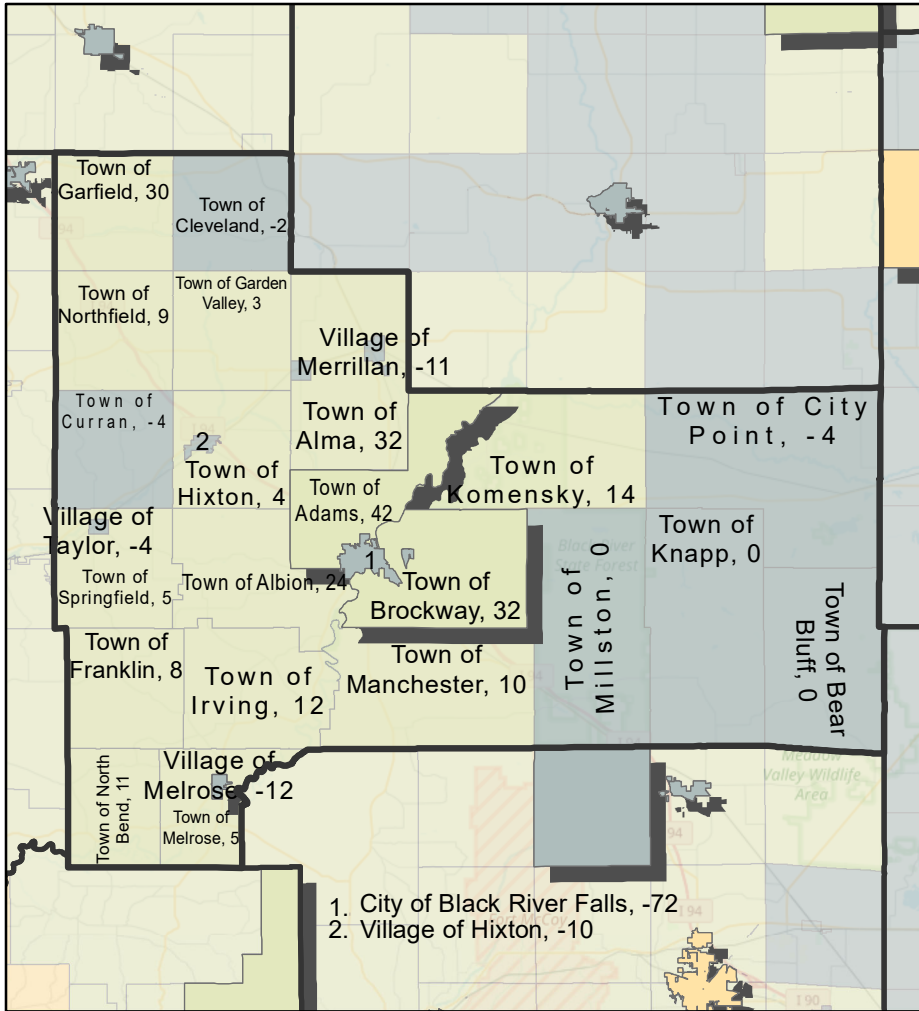
Between 2010 and 2016, the county’s population increased by about 1.5%. The average age of the county is slightly older than that of the state generally (42.0 compared to 39 years). Jackson County’s population pyramid contains a somewhat higher percentage of elderly adults and older baby-boomers (and a slightly lower percentage of teens and young adults) than the state generally. Most jurisdictions in the western portion of the county are slowly gaining population, possibly because of their proximity to La Crosse. Many jurisdictions in the eastern portion of the county are experiencing slight population declines or are stagnant. (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).<sup>9</sup>

**FIGURE 5 <sup>10</sup>: POPULATION PYRAMIDS (JACKSON COUNTY ABOVE AND STATE BELOW)**

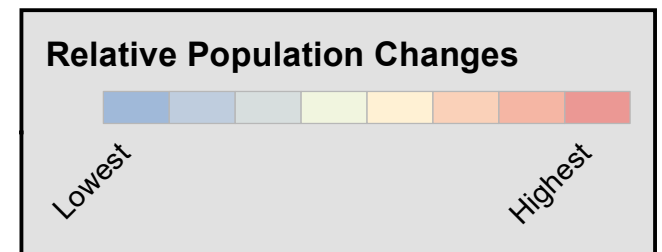
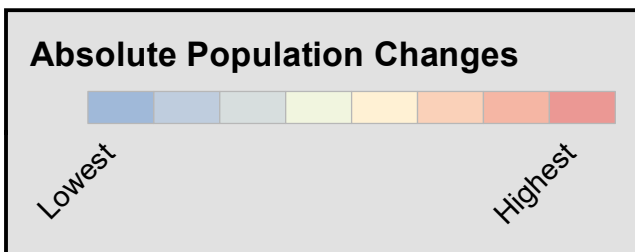


<sup>9</sup> The highlighted jurisdiction in the image shows the two jurisdictions that are growing fastest and the two jurisdictions growing the slowest.  
<sup>10</sup> United States Census Bureau. “Selected Economic Characteristics DP03, Employment Status.” 2012-2016 American Community Survey 5-Year Estimates. [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_15\\_5YR\\_DP03&src=pt](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt) Accessed November 6th, 2017.

# ABSOLUTE AND RELATIVE POPULATION CHANGES JACKSON 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

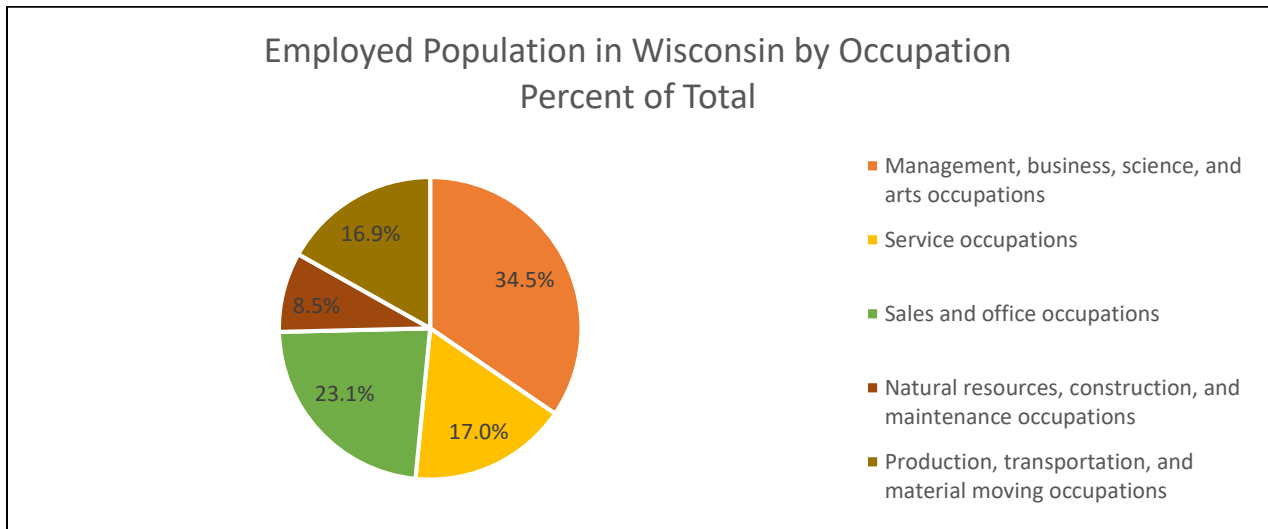
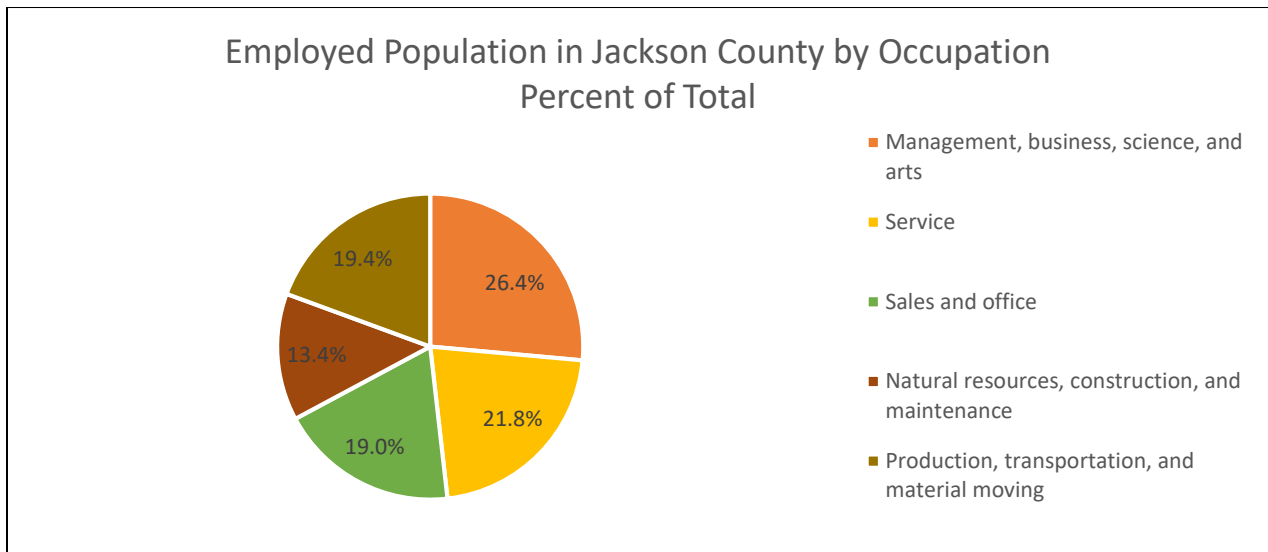


## THE ECONOMY

### Section Summary

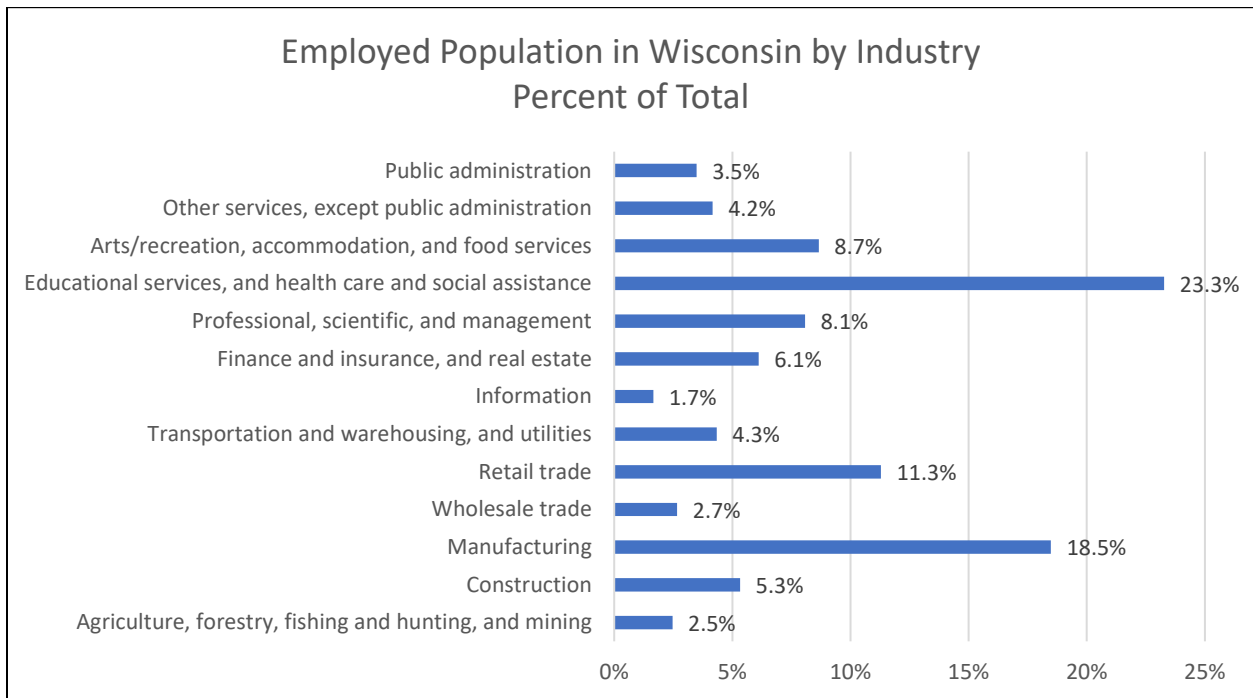
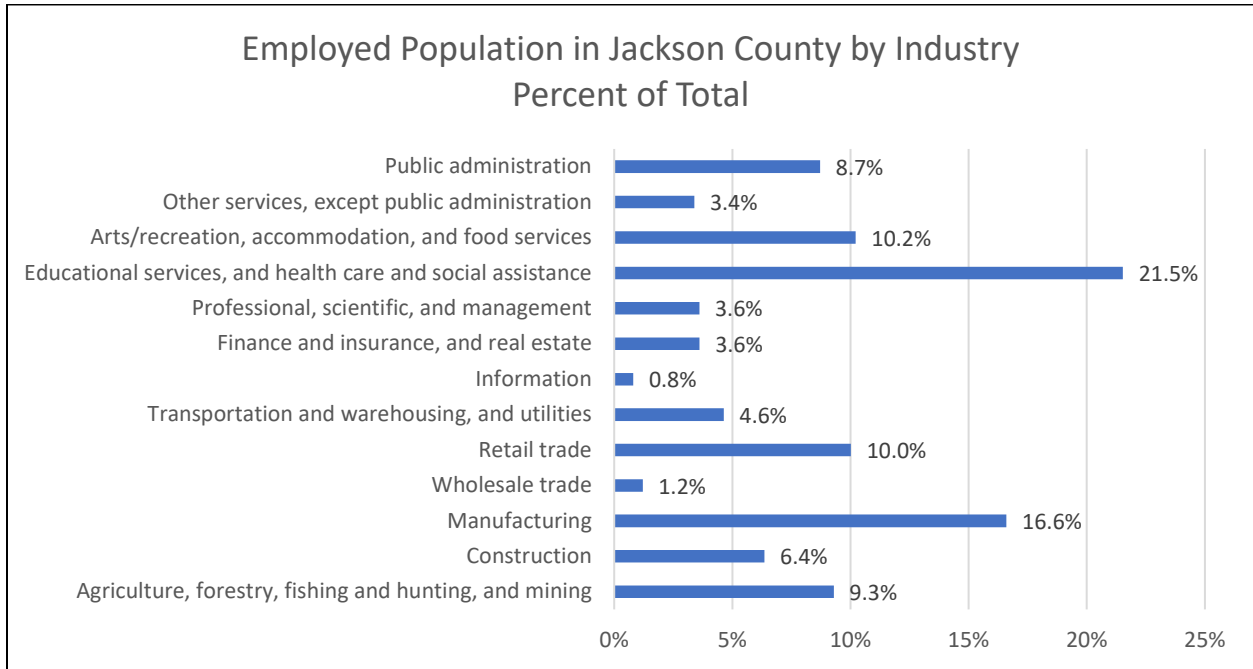
The unemployment rate in Jackson County has been, on average, 0.4% higher than that of the state over the last decade. Generally, the county has a comparatively low number of jobs in management, business, science or the arts. The proportion of the population that works public administration is large, and the proportion that works in the professional, scientific, or management industries is fairly small. The county has comparatively small information and wholesale trade industries. The county has a large agriculture, forestry, fishing and hunting, or mining industry.

**FIGURE 7: EMPLOYMENT BY OCCUPATION** <sup>11</sup>



<sup>11</sup> United States Census Bureau. "Selected Economic Characteristics DP03, Employment Status." 2011-2015 American Community Survey 5-Year Estimates. [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_15\\_5YR\\_DP03&src=pt](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt) Accessed September 29, 2017.

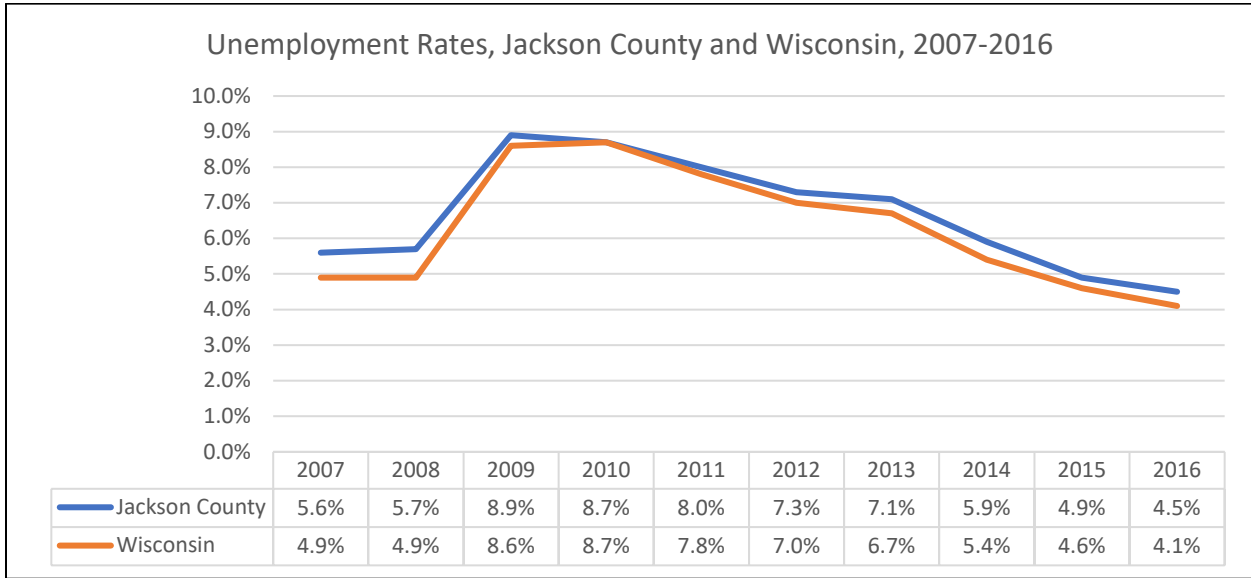
**FIGURE 8: EMPLOYED POPULATION BY INDUSTRY**



12

<sup>12</sup> United States Census Bureau. "Selected Economic Characteristics DP03, Employment Status." 2011-2015 American Community Survey 5-Year Estimates. [https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_15\\_5YR\\_DP03&src=pt](https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&src=pt) Accessed September 29, 2017.

**FIGURE 9: UNEMPLOYMENT RATES**



13

<sup>13</sup> United States Department of Labor, Bureau of Labor Statistics. Local Area Unemployment Statistics. "Labor Force Data by County," annual averages. <https://www.bls.gov/lau/#tables> Accessed Sept. 29, 2017.

**ALCOHOL RISK FACTORS**

*Section Summary*

Sixty-one percent of licensees have liquor for sale for consumption on site. Eighteen percent of the licenses are in Black River Falls, 6% are in Hixton, 6% are in Merrilan, and 57% are in towns.

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

	Alma Center	Black River Falls	Hixton	Meirose	Merrilan	Taylor	Towns	Total (By Liq. License)
AB or AC	1	2	1				3	7
AL or ALB	1	3	1	1	2	1	5	14
BB or CW	1	4					8	13
BL or BLB	1	7	3	3	3	3	34	54
Others							1	1
<b>Total (By Municipality)</b>	<b>4</b>	<b>16</b>	<b>5</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>51</b>	<b>89</b>

14

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

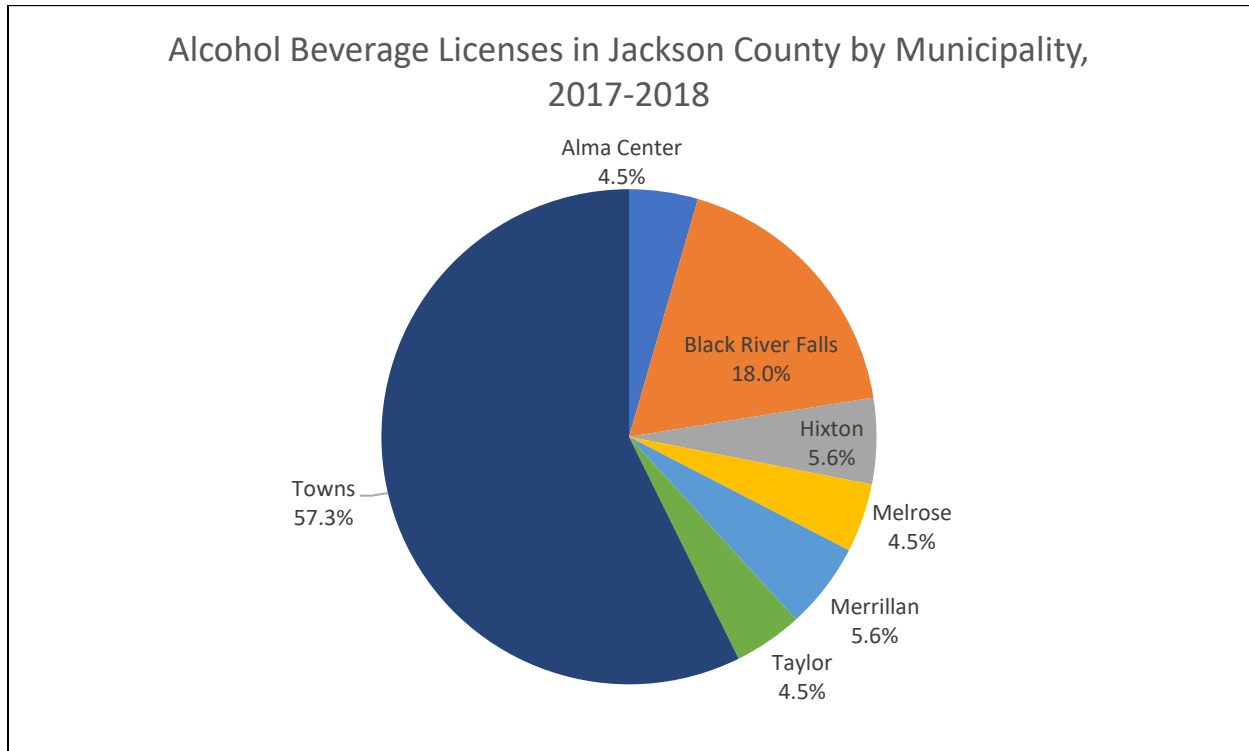
CODE	DESCRIPTION
AB	Beer for sale off site (convenience stores, grocery stores)
AC	Cider for sale off site (convenience stores, grocery stores)
AL	Liquor for sale off site (drug stores, wineries)
ALB	Beer, wine, or liquor for sale off site
BB	Beer for sale on site or off site
BL	Liquor for sale on site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

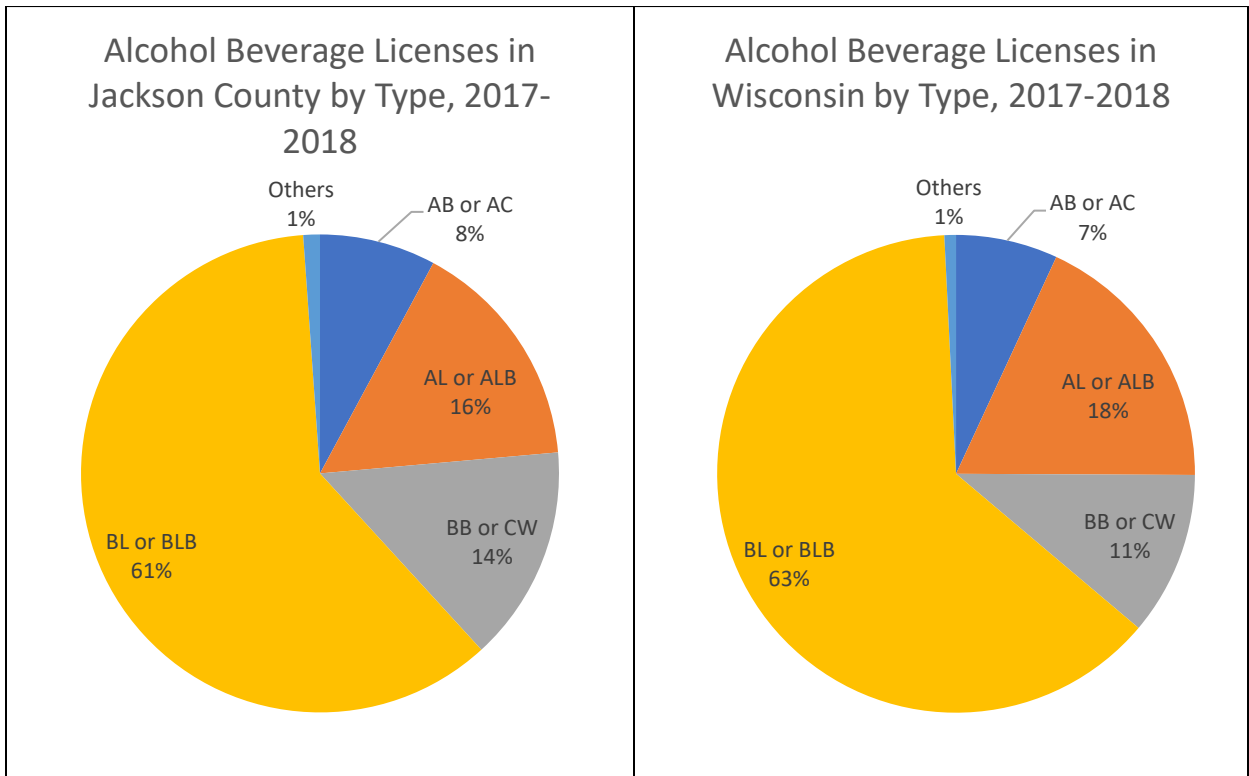
<sup>14</sup> Wisconsin Department of Revenue. Oct. 4, 2017. "WI Liquor Licenses 2017-18."

<sup>15</sup> 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 JACKSON 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, Jackson County reported a lower injury-to-death ratio than the state generally (45.8 vs. 73.1).

### *Emergency Services*

As can be seen, Jackson County contains a single hospital within its boundaries (a level IV trauma center). The closest level III trauma center is in Onalaska, while the closest Level II hospital is in La Crosse (for the western portion of Jackson County) or Marshfield (for the eastern, more rural areas of Jackson County). Depending upon location, the closest level I trauma center is either located in Saint Paul or Madison.<sup>16</sup>

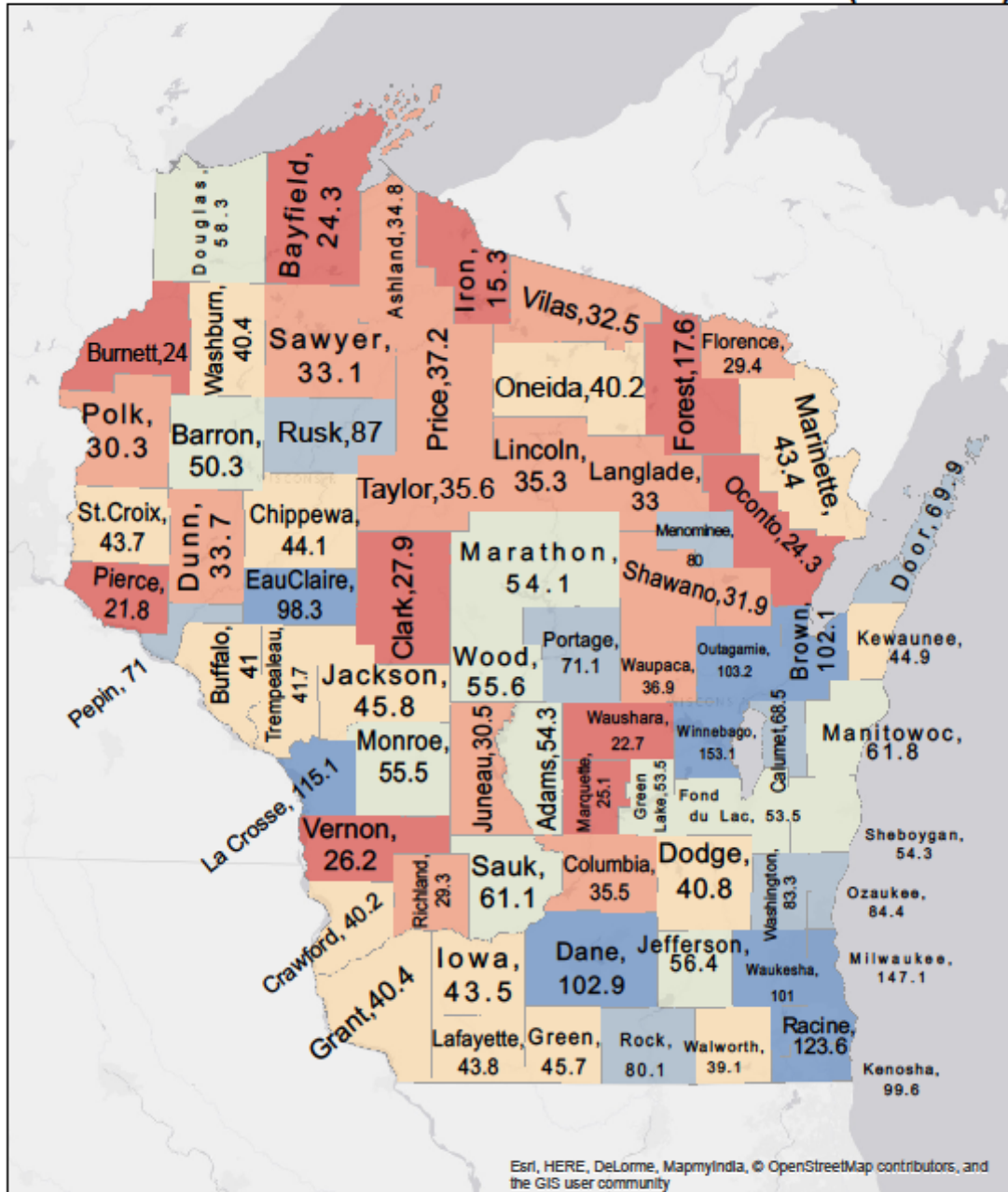
Jackson County maintains eight different emergency providers (listed below). These companies employ 117 emergency personnel. Consequently, the county is the site of 5.7 emergency response personnel per 1,000 residents. This is higher than the state figure of 4.02 emergency response personnel per 1,000 residents.

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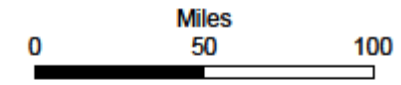
<sup>16</sup> The trauma capacities of hospitals are rated on a I-IV scale, with some remaining unrated; Level I hospitals have the greatest capacity. In the image, brighter colors show hot spots, where crash numbers are (locally) concentrated.

FIGURE 12:

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



Injury to Fatality Ratios		
15.3 - 27.9	28.0 - 37.2	37.3 - 45.8
45.9 - 61.8	61.9 - 87.0	87.1 - 153.0

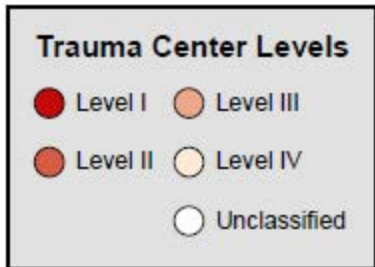
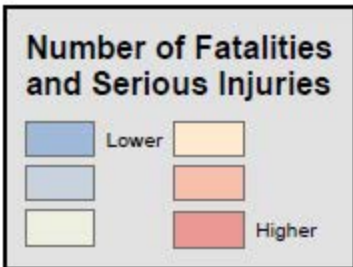
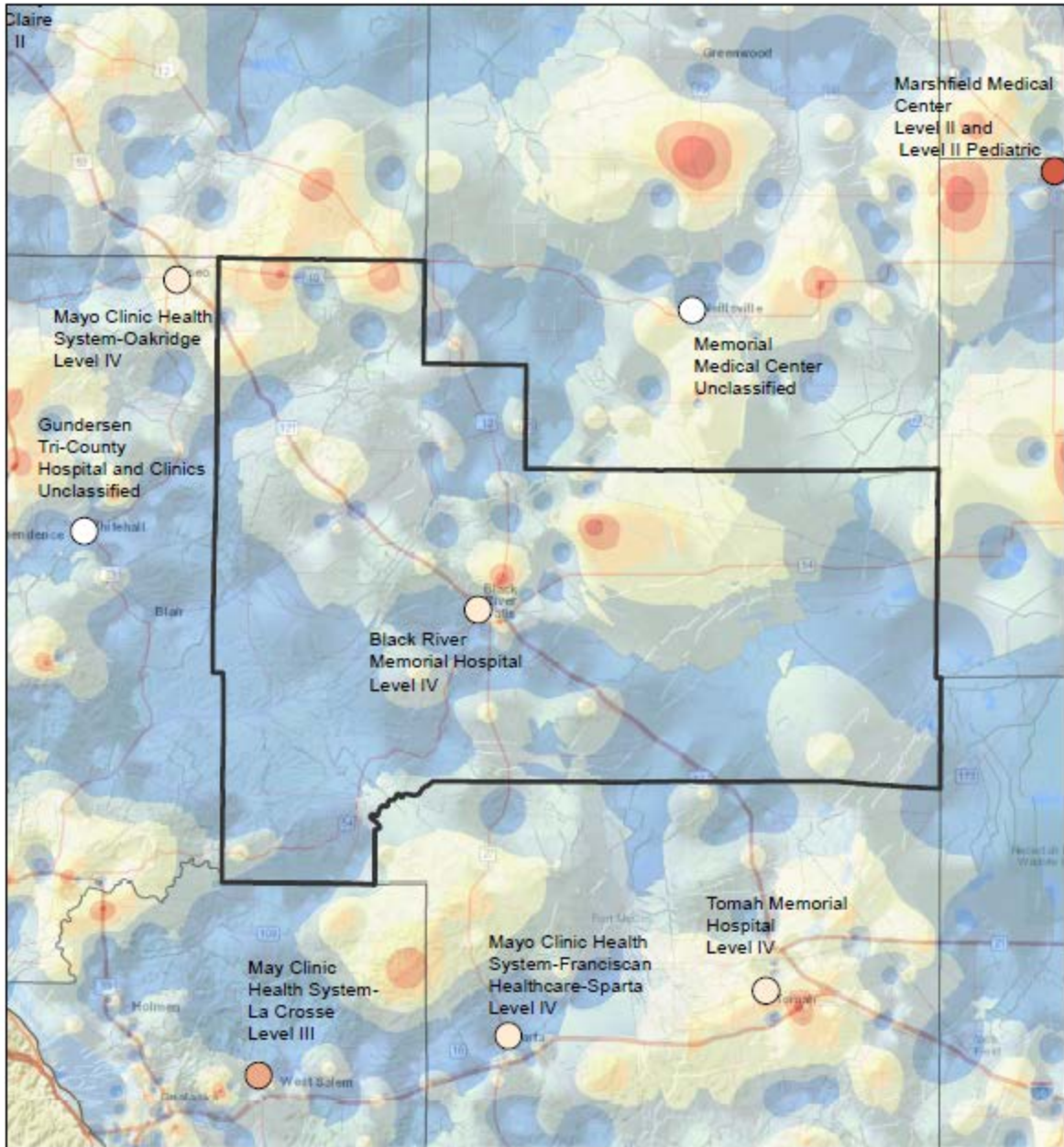


Prepared by Evan Moorman, 2017  
 Bureau of Transportation Safety, Division of State Patrol  
 Data from WisTransPortal and ESRI

**FIGURE 13:**



# JACKSON COUNTY FATALITIES AND SERIOUS INJURIES (2014-2017) WITH MAP OF HOSPITALS



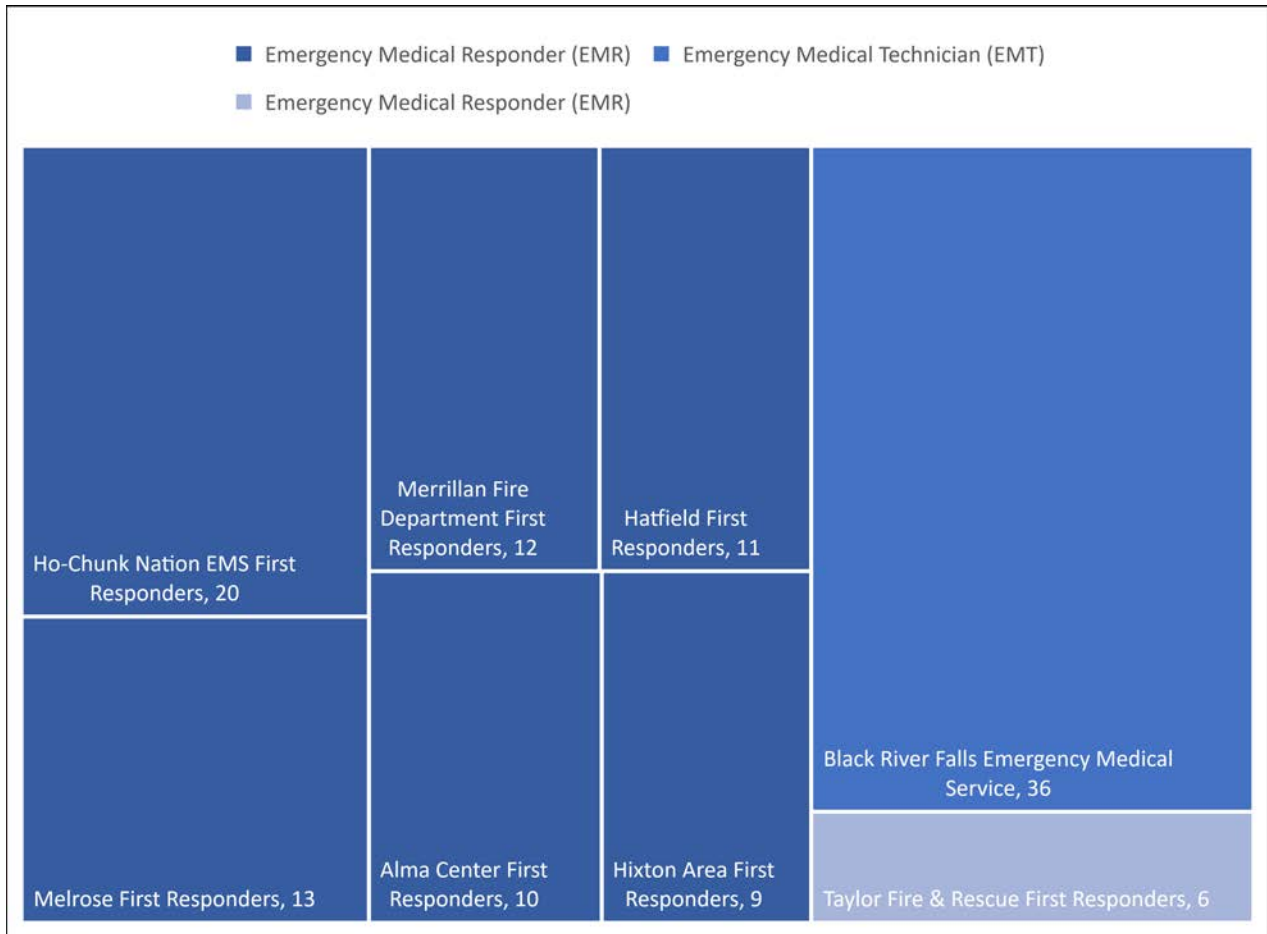
**FIGURE 14: NUMBER OF EMT PERSONNEL/JURISDICTION <sup>17</sup>**

Primary Address County Name	Service License Level	Service Name	Number of Personnel
Jackson	Emergency Medical Responder (EMR)	Ho-Chunk Nation EMS First Responders	20
Jackson	Emergency Medical Responder (EMR)	Melrose First Responders	13
Jackson	Emergency Medical Responder (EMR)	Merrillan Fire Department First Responders	12
Jackson	Emergency Medical Responder (EMR)	Hatfield First Responders	11
Jackson	Emergency Medical Responder (EMR)	Alma Center First Responders	10
Jackson	Emergency Medical Responder (EMR)	Hixton Area First Responders	9
Jackson	Emergency Medical Technician (EMT)	Black River Falls Emergency Medical Service	36
Jackson	Emergency Medical Responder (EMR)	Taylor Fire & Rescue First Responders	6

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<sup>17</sup> Department of Health Services, 2017, Received through Happel, C.

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



## **THE CRASHES**

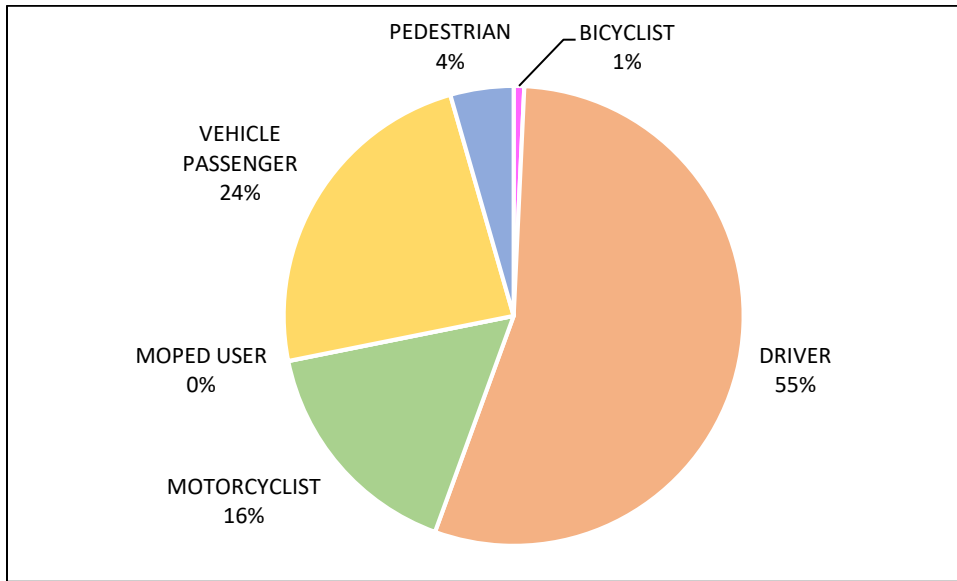
*The State of Wisconsin, in a months-long process, solicited input from a diverse variety of stakeholders to create the most recent version of our Strategic Highway Safety Plan (SHSP), a document that guides investment and safety decisions for three years. The plan has ten different issue areas. General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

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

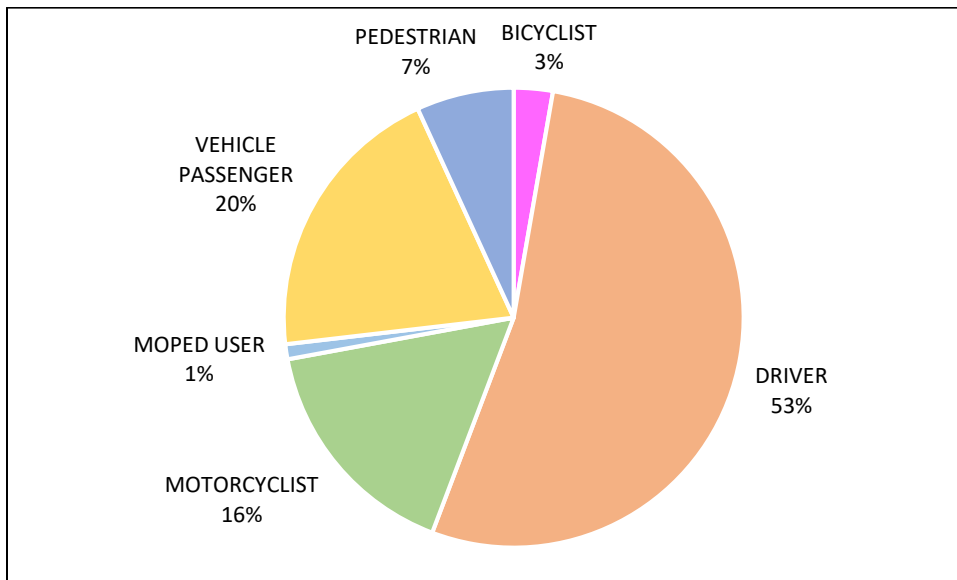
**FIGURE 15: NUMBER OF CRASHES BY MOST SEVERE INJURY IN THE CRASH AND PERSONS INVOLVED IN CRASHES BY INJURY SEVERITY**

	2012		2013		2014		2015		2016		2012-2016 Average	
	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons
Fatality	4	4	3	3	3	3	4	4	3	3	3.4	3.4
Incapacitating Injury	15	18	17	24	12	12	20	28	28	36	18.4	23.6
Non-Incapacitating Injury	51	69	52	65	49	63	57	68	55	72	52.8	67.4
Possible Injury	40	55	62	84	70	103	45	77	50	82	53.4	80.2
No Apparent Injury	447	755	438	828	408	782	415	751	471	801	435.8	783.4
Totals	557	901	572	1,004	542	963	541	928	607	994	563.8	958.0

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

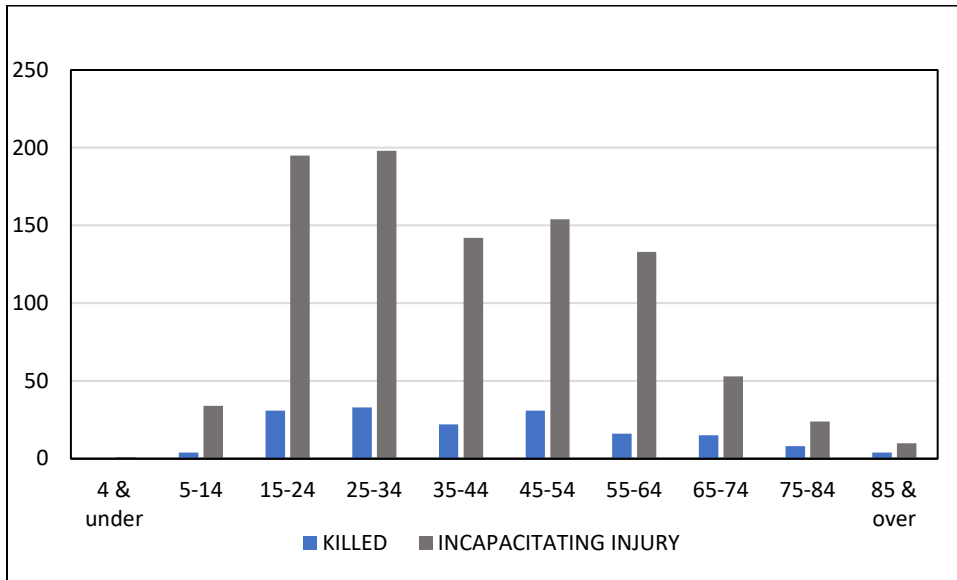


**FIGURE 17: FATALITIES AND INCAPACITATING INJURIES BY ROLE, WISCONSIN, 2012-2016**

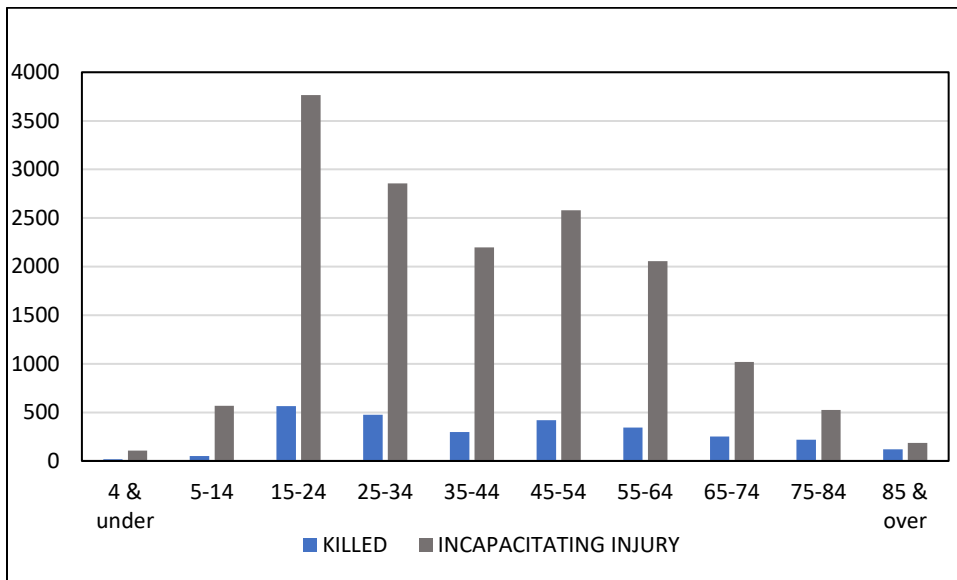


Vehicle drivers make up the highest percentage of fatalities and incapacitating injuries within Jackson County and the state. Vehicle Passengers make up almost 1/4 of all fatalities and incapacitating injuries within Jackson county.

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

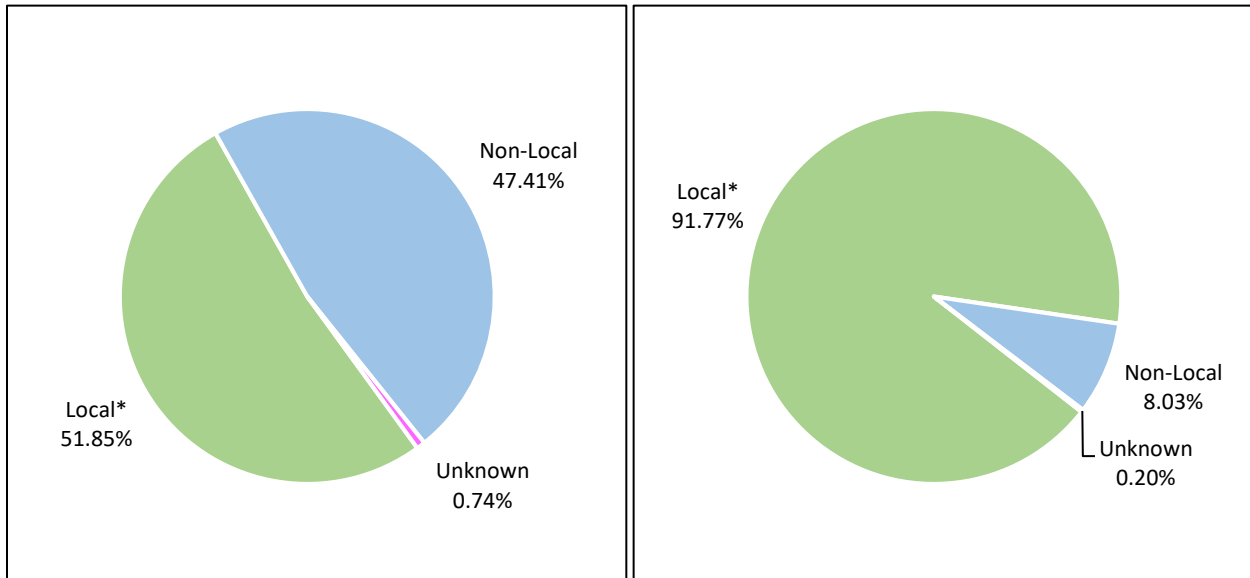


**FIGURE 19: FATAL AND INCAPACITATING INJURIES BY AGE IN WISCONSIN, 2012-2016**



The highest number of incapacitating injuries occurred in the age group 15-24 for both Jackson County and the state of Wisconsin. The highest number of fatalities occurred in the age group 25-34 within Jackson County, compared to 15-24 for the state of Wisconsin.

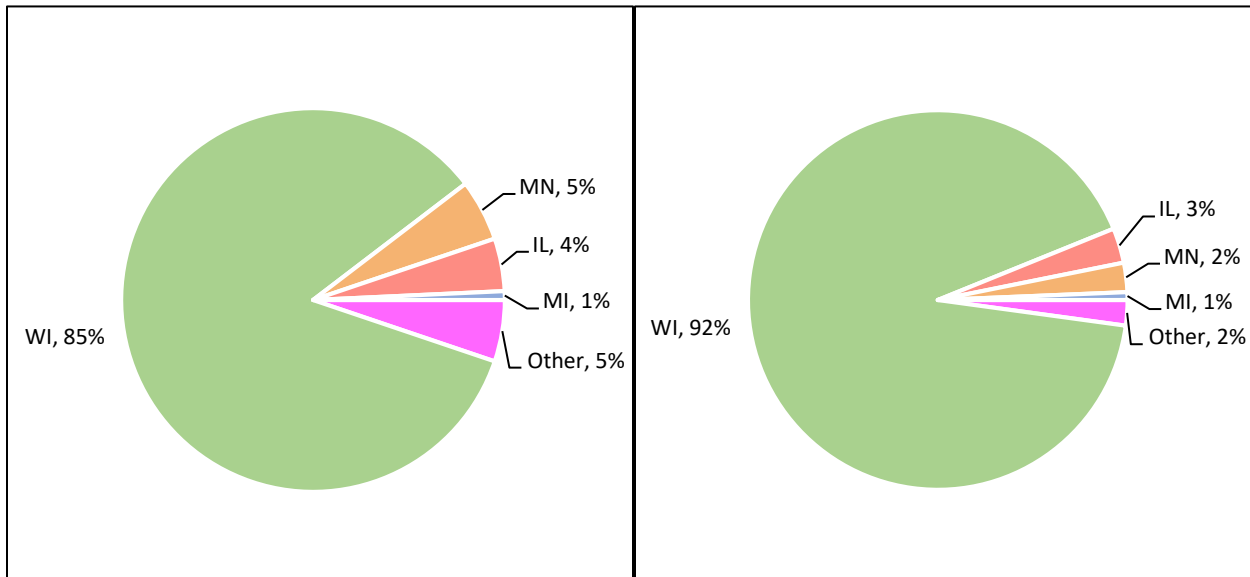
**FIGURE 20: TOTAL FATALITIES AND INCAPACITATING INJURIES BY PLACE OF RESIDENCE (JACKSON COUNTY ON LEFT AND STATE OF WISCONSIN ON RIGHT), 2012-2016**



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

Just under half of the fatalities and incapacitating injuries in Jackson County occurred to non-local individuals.

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



About 1/5 of fatalities and incapacitating injuries in Jackson County were non-Wisconsin Residents.

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

	Total Fatal Crashes	Total Non-Fatal Injury Crashes
Interstate Highways	17.6%	22.6%
US/State Highways	41.2%	38.0%
County Highways	23.5%	15.4%
Local Roads	17.6%	23.9%

The highest percentage of fatal crashes occurred on US/state Highways within Jackson County.

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

LEA	TOTAL
BLACK RIVER FALLS POLICE DEPARTMENT	6
HO-CHUNK NATION POLICE DEPARTMENT	1
JACKSON COUNTY SHERIFF	72
WISCONSIN STATE PATROL	30
TOTAL	109

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

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

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

**ISSUE AREA: REDUCE DRIVER DISTRACTION/IMPROVE DRIVER ALERTNESS**

**FIGURE 24: INATTENTION-RELATED STATISTICS, 2012-2016**

Average Inattention-Related Fatal Crashes	Average Inattention-Related Non-Fatal Injury Crashes
0.6	30.2

	Inattention-Related Fatal Crashes	Inattention-Related Non-Fatal Injury Crashes
Interstate Highways	66.7%	27.2%
US/State Highways	33.3%	43.7%
County Highways	0.0%	11.9%
Local Roads	0.0%	17.2%

<b>Jackson County</b>	% of inattention-related fatal crashes to all fatal crashes	17.6%
<b>Wisconsin</b>	% 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
Interstate Highways	33.3%	9.3%
US/State Highways	33.3%	37.0%
County Highways	33.3%	20.4%
Local Roads	0.0%	33.3%

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

Average Total Fatal Crashes	Average Alcohol or Drug-Related Fatal Crashes	Average Alcohol or Drug-Related Non-Fatal Injury Crashes
3.4	1.2	10.8

<b>Jackson County</b>	% of alcohol or drug-related fatal crashes to all fatal crashes	35.3%
<b>Wisconsin</b>	% of alcohol or drug-related fatal crashes to all fatal crashes	45.0%

Among fatal crashes, Jackson County had a lower percentage of alcohol/drug, speed, and inattention related fatalities when compared to the Wisconsin state average.

**ISSUE AREA: REDUCE THE INCIDENCE AND SEVERITY OF MOTORCYCLE CRASHES**

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

	% Killed	% Seriously Injured	5-Yr Ave. Killed	5-Yr Ave. Seriously Injured
County	23.5%	15.3%	0.8	3.6
State	15.3%	16.5%	84.8	525.6

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

**JACKSON COUNTY MOTORCYCLISTS KILLED OR INJURED BY INJURY SEVERITY AND EQUIPMENT USAGE, 2012-2016**

INJURY SEVERITY	HELMET WORN	EYE PROTECTION	NONE	UNK/OTHER	TOTAL
NOT INJURED	0.6	0.4	0	0.6	1.6
INCAPACITATING	1.6	1	1	0	3.6
NONINCAPACITATING	1.4	1.6	0.8	0.4	4.2
POSSIBLE	0.2	1	0.2	0	1.4
KILLED	0.4	0.4	0	0	0.8
TOTAL	4.2	4.4	2	1	11.6

Just over 1/3 of motorcyclists killed or injured in Jackson County from 2012-2016 were wearing a helmet.

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

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

	% Killed	% Seriously Injured	5-Yr Ave. Killed	5-Yr Ave. Seriously Injured
County	5.9%	4.2%	0.2	1.0
State	8.1%	6.6%	44.8	211.2

Among those killed or injured in traffic crashes, Jackson County had a higher percentage of pedestrian fatalities, but a lower percentage of pedestrian crashes resulting in serious injuries when compared to the state.

**FIGURE 28.2: PEDESTRIANS INVOLVED IN CRASHES BY ACTION AND LOCATION, 2012-2016**

PEDESTRIAN ACTION	PEDESTRIAN LOCATION				TOTAL
	BLANK	IN CROSSWALK	IN ROADWAY	NOT IN ROADWAY	
BLANK	2	0	0	0	2
WALKING NOT FACING TRAFFIC	0	0	3	0	3
DARTING INTO ROAD	1	0	2	0	3
WALKING FACING TRAFFIC	0	2	1	2	5
TOTAL	3	2	6	2	13

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

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	0.0%	0.8%	0.0	0.2
State	1.8%	2.9%	10.2	92.4

Zero bicyclists were killed in Jackson County from 2012-2016. The percentage of seriously injured bicyclists for Jackson County was lower than the state during this time.

**ISSUE AREA: IMPROVE SAFETY OF INTERSECTIONS**

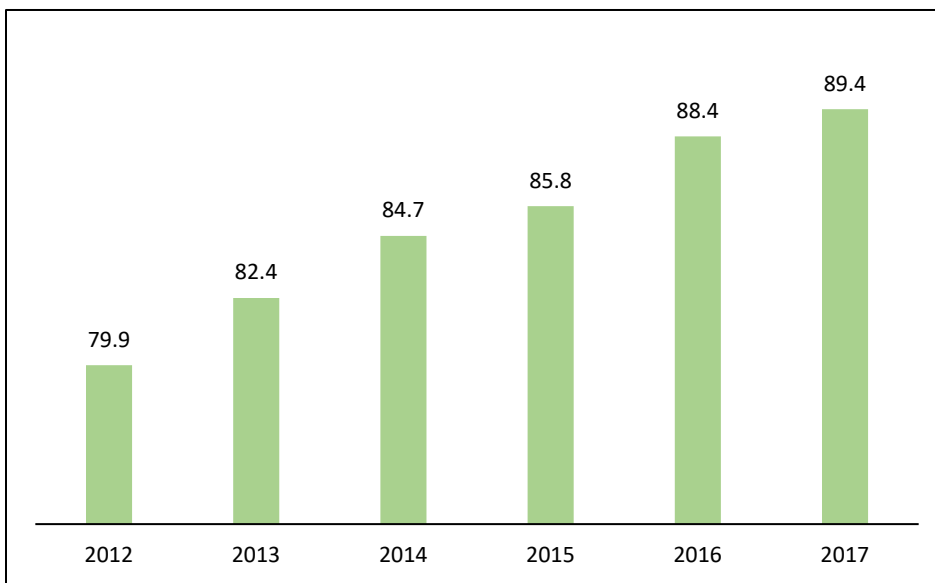
**FIGURE 30: JACKSON COUNTY TOTAL CRASHES BY LOCATION, 2012-2016**

	County	State
% Intersection	19.4%	37.8%
% Non-Intersection	80.6%	62.8%

Compared to the state, a higher percentage of crashes occurred at non-intersections within Jackson County.

**ISSUE AREA: INCREASE OCCUPANT PROTECTION**

**FIGURE 31: SEATBELT USE STATEWIDE, 2012-2017**



Seatbelt usage statewide has increased over the past six years.

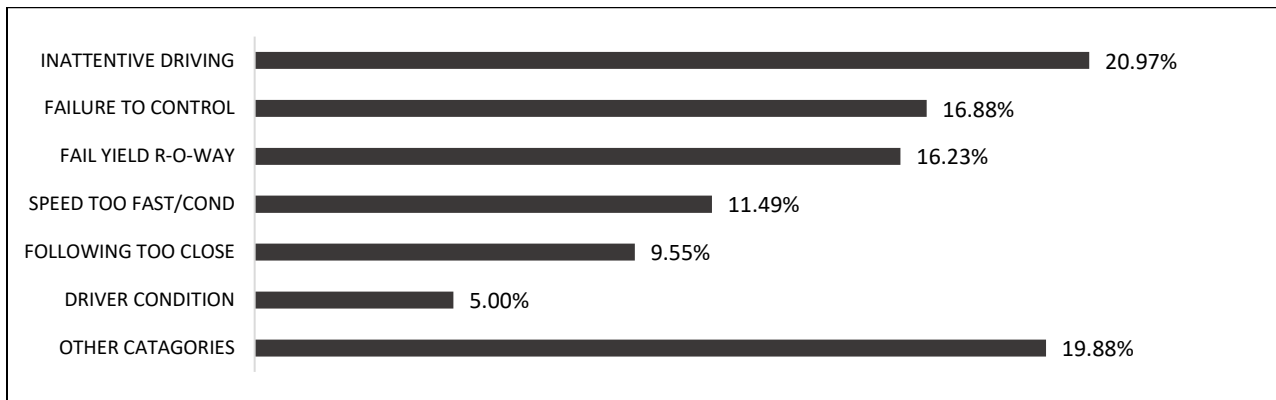
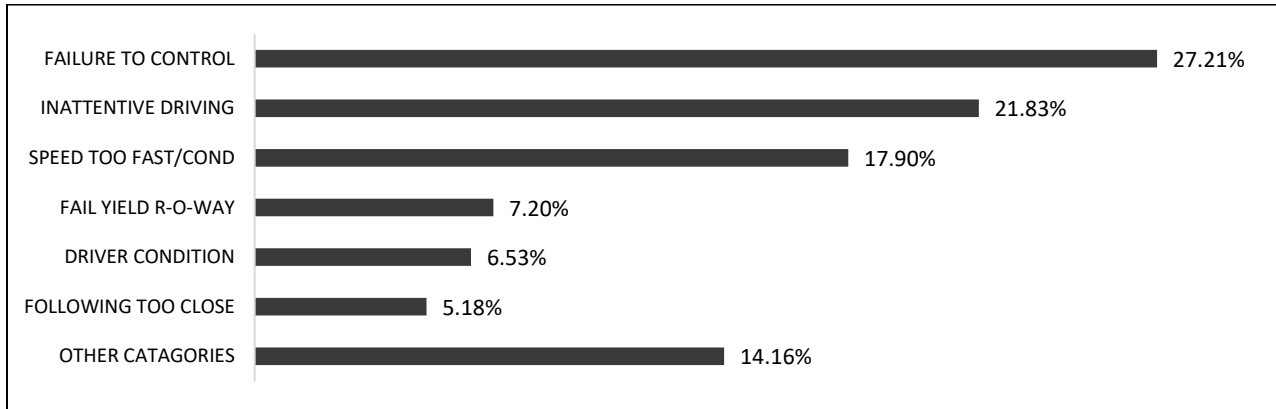
**FIGURE 31.2: SAFETY EQUIPMENT USAGE IN PASSENGER CAR AND LIGHT TRUCKS DURING CRASHES, 2012-2016**

	Belted	Unbelted
Fatalities and Serious Injuries	71.6%	28.4%

Over 1/4 of fatalities and serious injuries in passenger cars and light trucks fatalities were unbelted.

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

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



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

**FIGURE 33: SPEEDING STATISTICS IN JACKSON COUNTY, 2012-2016**

Average Speed-Related Fatal Crashes	Average Speed-Related Non-Fatal Injury Crashes
0.4	30.8

	Total Fatal Crashes	Total Non-Fatal Injury Crashes	Speed-Related Fatal Crashes	Speed-Related Non-Fatal Injury Crashes
Interstate Highways	17.6%	22.6%	0.0%	33.8%
US/State Highways	41.2%	38.0%	100.0%	22.7%
County Highways	23.5%	15.4%	0.0%	16.9%
Local Roads	17.6%	23.9%	0.0%	26.6%

<b>Jackson County</b>	% of speed-related fatal crashes to all fatal crashes	11.8%
<b>Wisconsin</b>	% of speed-related fatal crashes to all fatal crashes	28.9%

**ISSUE AREA: REDUCE LANE DEPARTURE CRASHES**

**FIGURE 34: JACKSON 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	226.6	40.2%
State	30,395.6	25.4%

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

## **THE IMPACT**

Crash-related hospitalizations and lost years of life are high. Quality of life costs and medical costs are very high, comparatively.

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

	Jackson County	Wisconsin
Average Annual Population	20,599	5,716,883
Persons in Crashes (per 1,000 residents)	43.6	46.0
Crash-Related Emergency Room Visits (per 100,000 residents)	401.7	407.3
Crash-Related Hospitalizations (per 100,000 residents)	90.3	49.3
Quality of Life Costs (per 100,000 residents)	\$74,292,357	\$36,819,900
Lost Years of Life (per 1,000 residents)	6.18	3.04
Medical Costs (per 100,000 residents)	\$20,972,424	\$10,482,526

18,19

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<sup>18</sup>University of Wisconsin-Madison, Center for Health Systems Research & Analysis. Wisconsin Crash Outcome Data Evaluation System Project. "Wisconsin CODES Report Builder Custom Reporting System," <http://www.chsra.wisc.edu/codes/query/overview.html> Accessed Oct. 2, 2017.

<sup>19</sup>University of Wisconsin-Madison, Center for Health Systems Research & Analysis. Wisconsin Crash Outcome Data Evaluation System Project. "Community Crash Reports," <http://www.chsra.wisc.edu/codes/community/default.htm> Accessed Oct. 3, 2017.

**THE GRANTS**

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

*2016 Task Forces*

	Grant Amount
Jackson County Seat Belt Task Force	\$14,999.04

*2016 Grant Participation*

	Impaired Driving	Occupant Protection	Speed
Jackson County Sheriff’s Office		Jackson Co. Seat Belt Task Force	\$12,849
Black River Falls Police Dept.		Jackson Co. Seat Belt Task Force	\$16,678
Ho-Chunk Nation Police Dept.			
Melrose Police Dept.			
Merrillan Police Dept.		Jackson Co. Seat Belt Task Force	

*2017 Task Force Participation and 2018 Task Force Eligibility*

	Impaired Driving	Occupant Protection	Speed
Jackson 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
Jackson County Sheriff’s Office			yes	yes	yes	
Black River Falls Police Dept.		yes		yes	yes	yes
Ho-Chunk Nation Police Dept.						
Melrose Police Dept.						
Merrillan Police Dept.	yes	yes	yes	yes	yes	yes

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