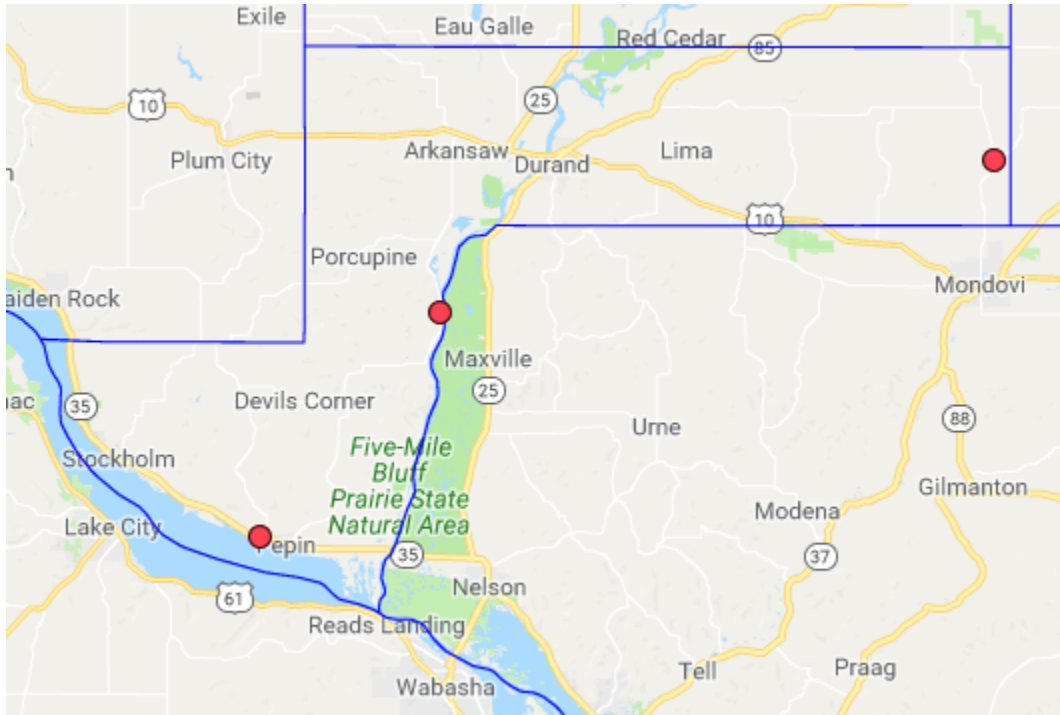


ANATOMY OF PEPIN COUNTY: A TRAFFIC SAFETY SUMMARY



There were 3 fatal crashes in Pepin County from 2012 to 2016.

THE PLACE

Section Summary

Pepin County is entirely rural, and it is adjacent to two metropolitan areas. It is among the bottom ten counties in the state for VMT, miles of roads, miles of state highways, miles of county highways, miles of local roads, and the number of registered vehicles. Pepin County is among the top ten counties in the state for miles of county highways per capita and the number of registered vehicles per capita.

Urbanization

Pepin County located along the Mississippi River and Lake Pepin, separating it from the state of Minnesota. The entire county is rural.¹ Pepin County is adjacent to the Minneapolis-St. Paul-Bloomington and the Eau Claire metropolitan areas, and it is adjacent to the Menomonie urban cluster.

Road Network

U.S. Highway (USH) 10 travels through northern portions of the county from west to east through Durand. To the east, USH 10 travels to Mondovi, Osseo, and Marshfield, and to the west, it travels to Plum City, Ellsworth, and Prescott.

State Trunk Highway (STH) 35 runs along the Mississippi River through Pepin and Stockholm. To the north, STH 35 heads to Prescott, River Falls, and Hudson, and to the south, it travels to Nelson, Alma, and La Crosse. STH 25 runs along the Chippewa River through Durand. To the north, STH 25 heads to Menomonie, Wheeler, and Barron, and to the south, it carries traffic to Nelson and Wabasha, Minnesota. STH 85 is an east-west highway that begins at the junction of USH 10 and STH 25 in Durand, and it heads northeast to Eau Claire.

Miles of Roadway

There are 463 miles of roads in the county, of which 49 (10.6%) are state roads, 155 (33.5%) are county roads, and 259 (55.9%) are local roads.²

Vehicle Registrations and Vehicle Miles of Travel (VMT)

In 2016, there were 2,842 autos, 582 cycles, 1,094 trailers, and 5,255 trucks registered in Pepin County.³ VMT in 2016 was 82,788,935.⁴

Traffic Volume

As can be seen in Figure 1, traffic volumes in Pepin County are highest at the intersections of Highway 85 and 10 (near the Town of Durand). The maximum daily VMT in the county is found on this segment is reported at about 7,500.

¹ United States Census Bureau. "Percent urban and rural in 2010 by state and county." Accessed Sept. 29, 2017.

<https://www.census.gov/geo/reference/ua/urban-rural-2010.html>

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

³ Wisconsin Department of Transportation. "Facts and Figures 2016, Vehicles Registered by County." Accessed Nov. 6, 2017.

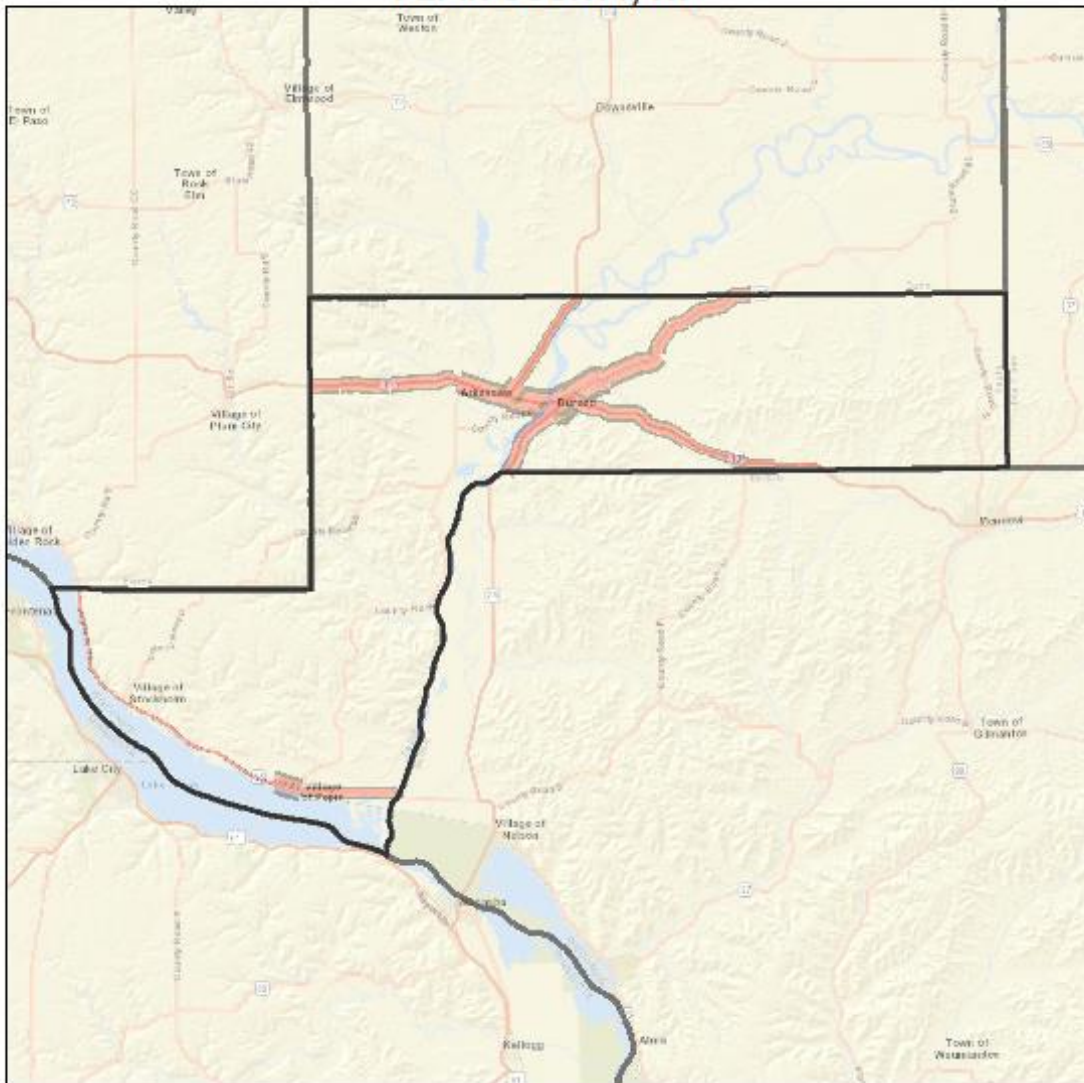
<http://wisconsindot.gov/Documents/about-wisdot/newsroom/statistics/factsfig/vehregcounty.pdf>

⁴ Wisconsin Department of Transportation. "2016 Vehicles Miles of Travel (VMT) by County." Accessed Nov. 6, 2017.

<http://wisconsindot.gov/Documents/projects/data-plan/veh-miles/vmt2016-c.pdf>

FIGURE 1:

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



Miles
0 3.75 7.5

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

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

- 1478 - 1912
- 1913 - 2500
- 2501 - 3036
- 3037 - 3826
- 3827 - 6264
- 6265 - 7488

Commuting Flows

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

FIGURE 2: COMMUTING FLOWS AMONG COUNTIES

Workers who Reside in Pepin County Work in:		People who Work in Pepin County Reside in:	
Pepin County	1,934	Pepin County	1,934
Eau Claire County	389	Buffalo County	271
Dunn County	309	Dunn County	176
Buffalo County	203	Pierce County	111
Pierce County	203	Eau Claire County	99
Goodhue County, MN	161	Wabasha County, MN	28
Wabasha County, MN	104		
St. Croix County	63		
Hennepin County, MN	51		
Trempealeau County	48		
Chippewa County	36		
Ramsey County, MN	22		
Olmsted County, MN	20		
Dakota County, MN	17		
Winona County, MN	16		
Others	49	Others	84

5

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

FIGURE 3: COMMUTING FLOWS BETWEEN MUNICIPALITIES (TOP 16)

Residence	Place of Work	Number
Durand (Town)	Durand	114
Albany (Town)	Eau Claire	100
Lima (Town)	Durand	98
Waterville (Town)	Durand	89
Pepin (Town)	Pepin	70
Durand	Menomonie	68
Durand	Eau Claire	68
Pepin	Red Wing, Minnesota	62
Waubeek (Town)	Durand	57
Waterville (Town)	Menomonie	55
Albany (Town)	Mondovi	53
Durand (Town)	Eau Claire	50
Nelson (Town), Buffalo Co.	Durand	43
Modena (Town), Buffalo Co.	Durand	40
Lima (Town)	Eau Claire	39
Albany (Town)	Drammen (Town), Eau Claire Co.	39

6

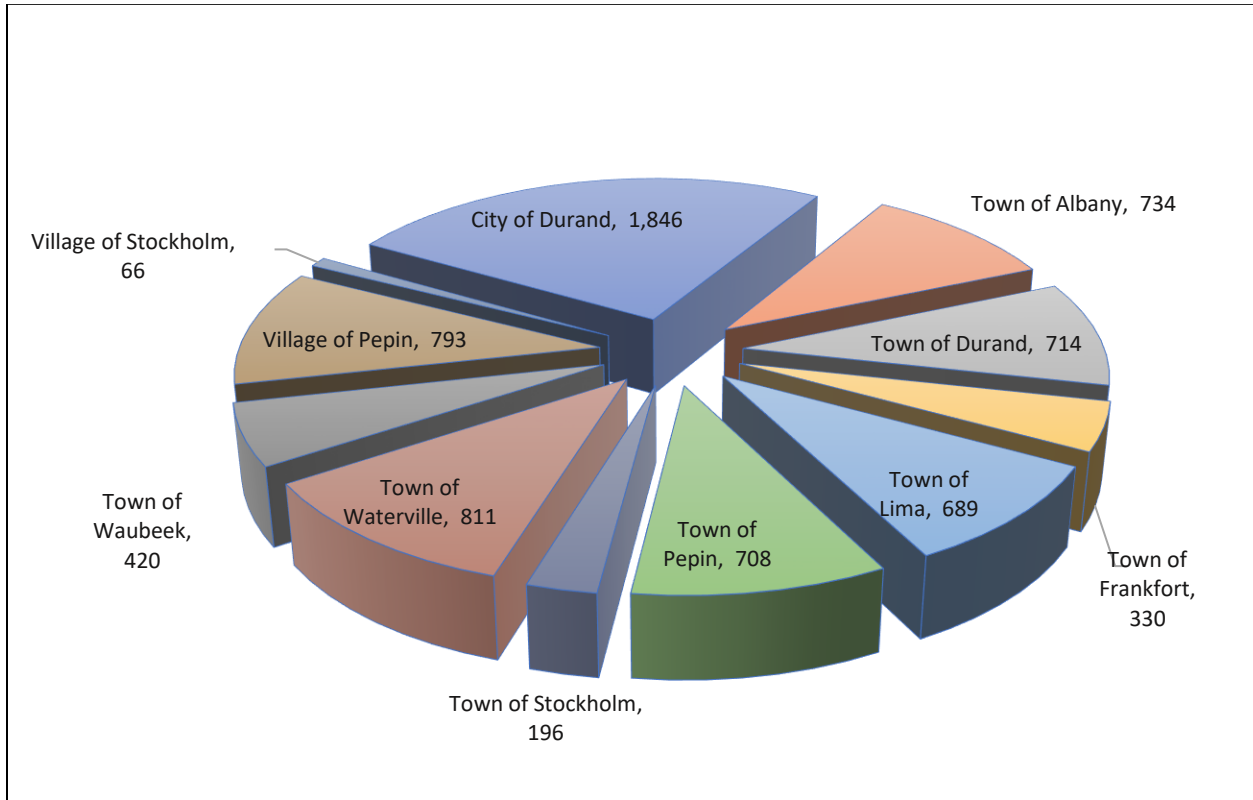
⁵United States Census Bureau. 2009-2013 5-Year American Community Survey Commuting Flows. <https://www.census.gov/data/tables/time-series/demo/commuting/commuting-flows.html> Accessed Sept. 29, 2017.

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 Pepin County—about 7,300 individuals—is distributed through 11 jurisdictions, with the largest jurisdiction being the city of Durand, followed by the town of Waterville and the village of Pepin.

FIGURE 4: POPULATION OF PEPIN COUNTY MUNICIPALITIES (2016)



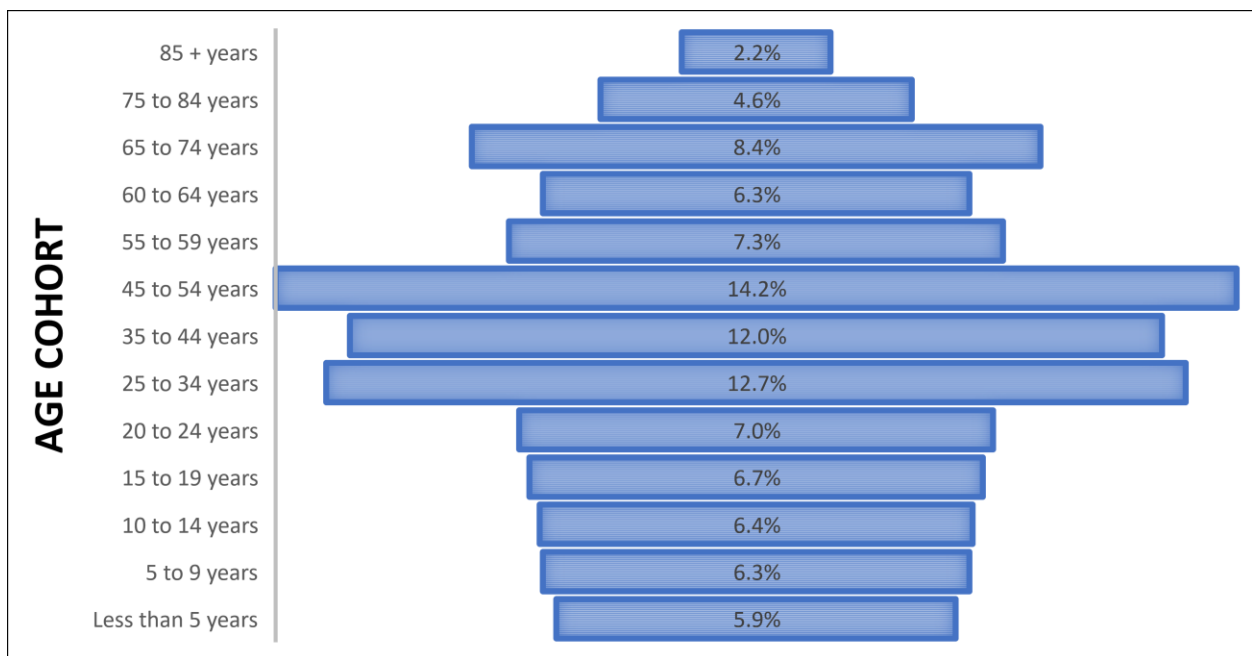
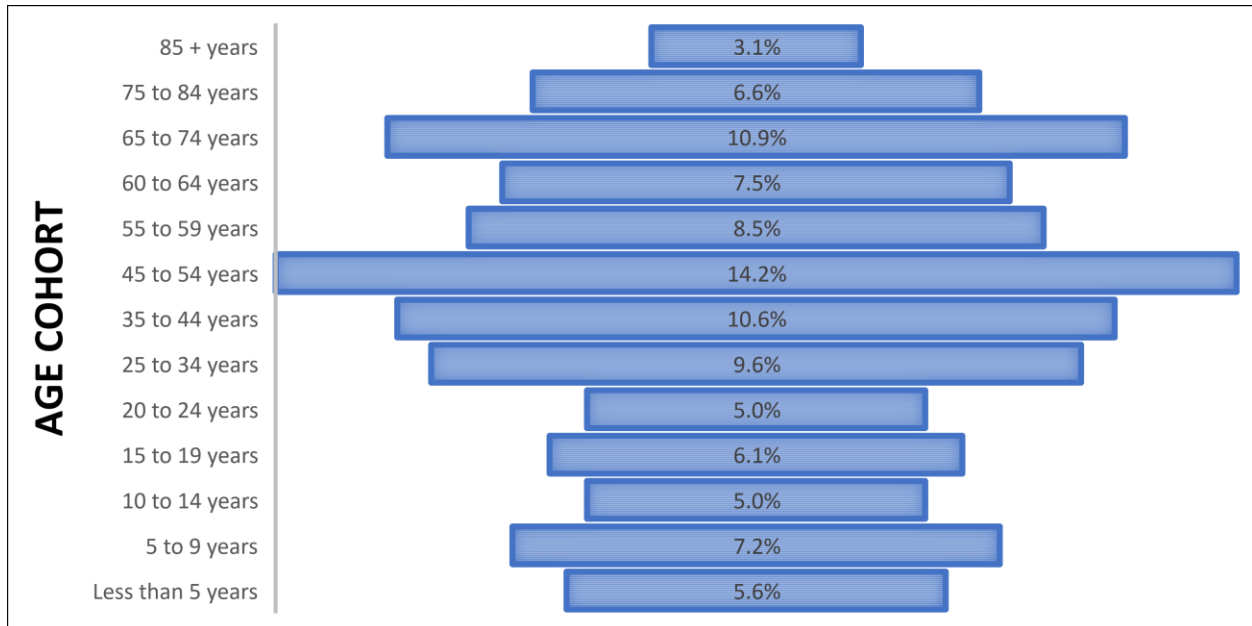
7

Population Trends

Between 2010 and 2016, the county’s population decreased by about 1.6%. The average age of the county is significantly older than that of the state (45.5 vs. 39 years) however. Pepin County’s population pyramid is thus more “top-heavy” than that of the state.

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.

FIGURE 5⁸: POPULATION PYRAMIDS (PEPIN COUNTY ABOVE AND STATE BELOW)



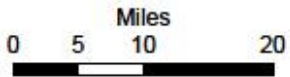
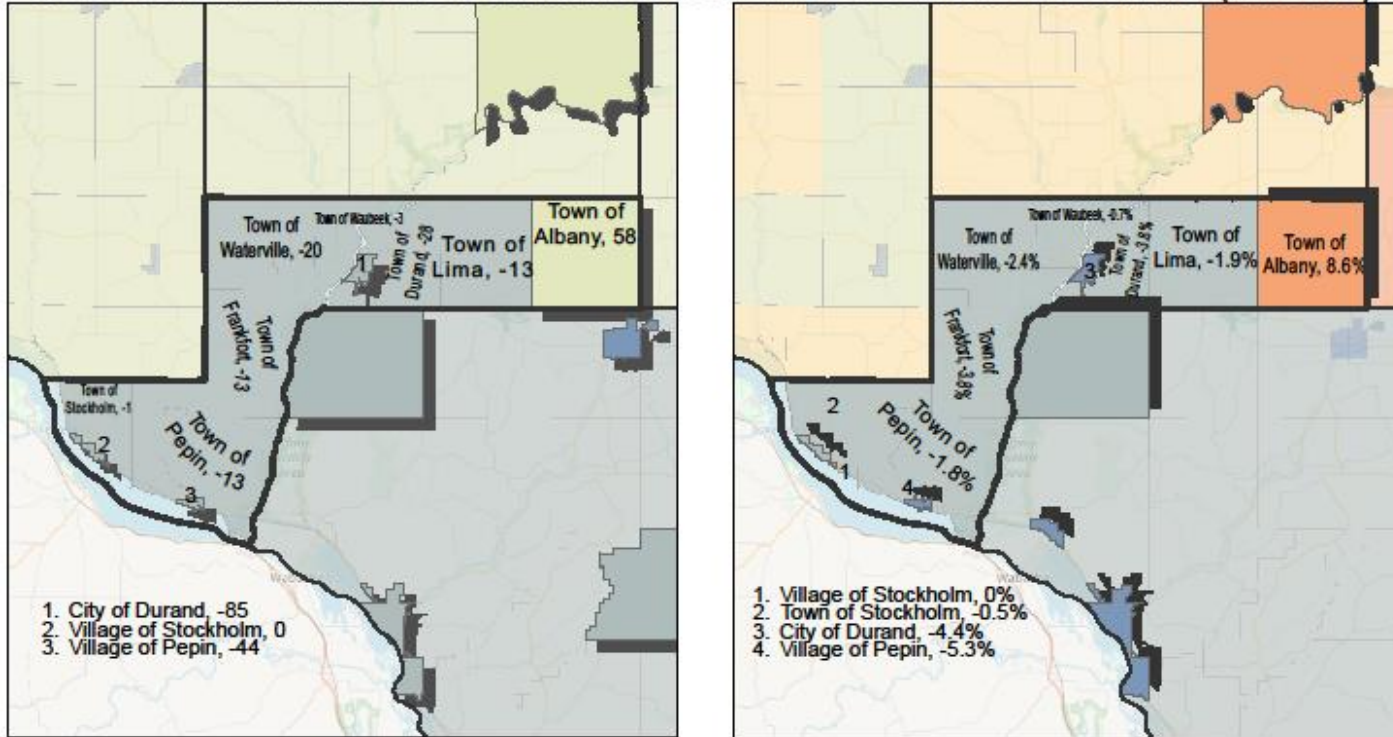
Generally, jurisdictions in the county are experiencing modest population decreases of between 1 and 4%. The one jurisdiction that saw population growth was the (In the Figure 6, the measure of absolute population change merely shows the raw population changes between 2010 and 2016, while the measure of “relative population change” weights such absolute changes by the base population figures of 2010).⁹

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 6th, 2017.

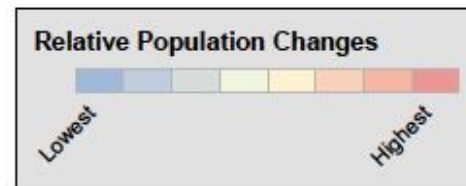
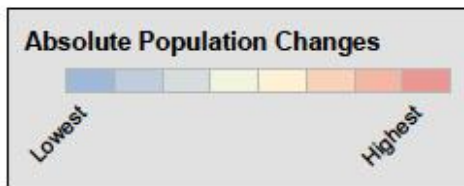
⁹ The highlighted jurisdiction in the image shows the two jurisdictions that are growing fastest and the two jurisdictions growing the slowest.

FIGURE 6:

ABSOLUTE AND RELATIVE POPULATION CHANGES PEPIN 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

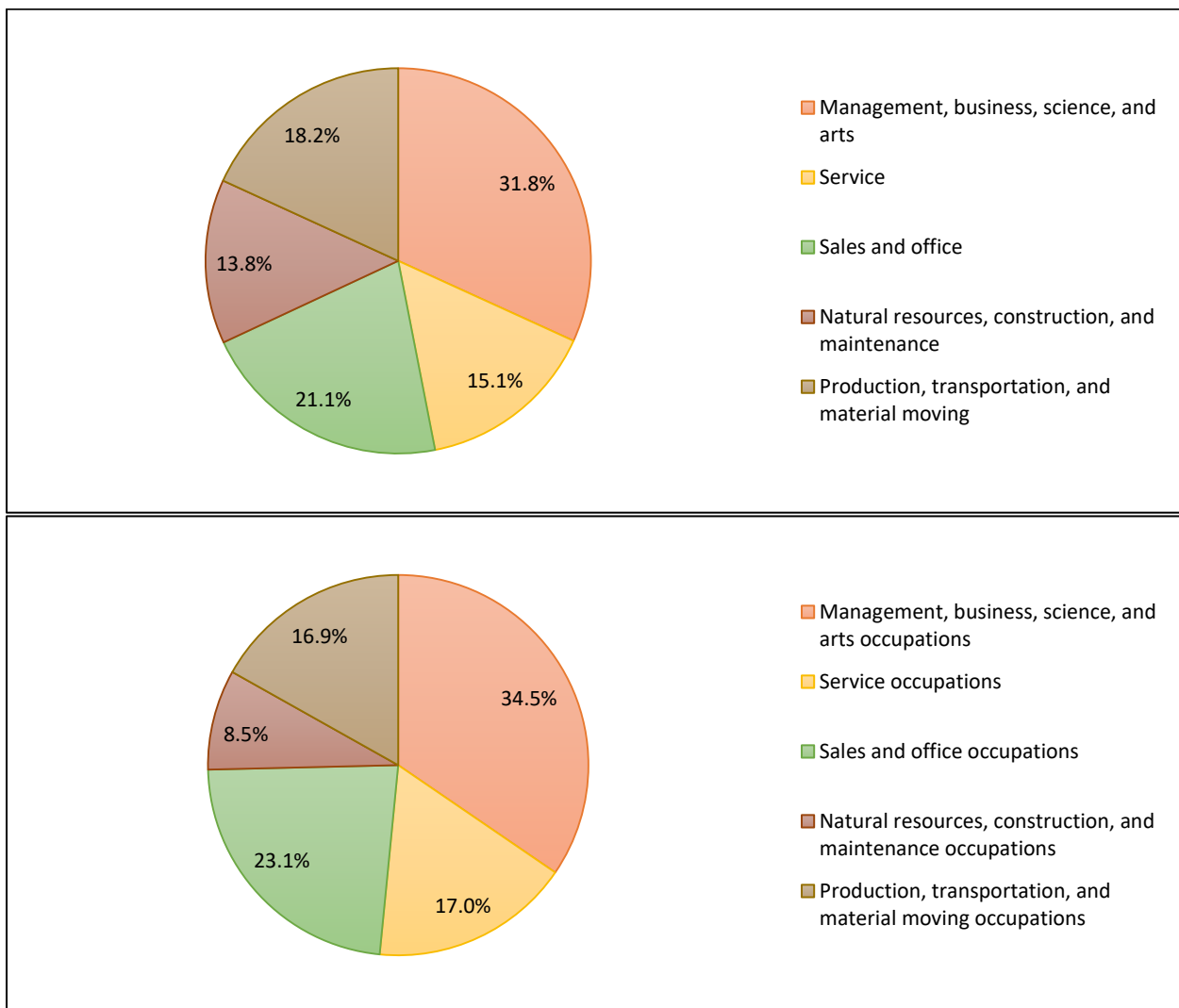


THE ECONOMY

Section Summary

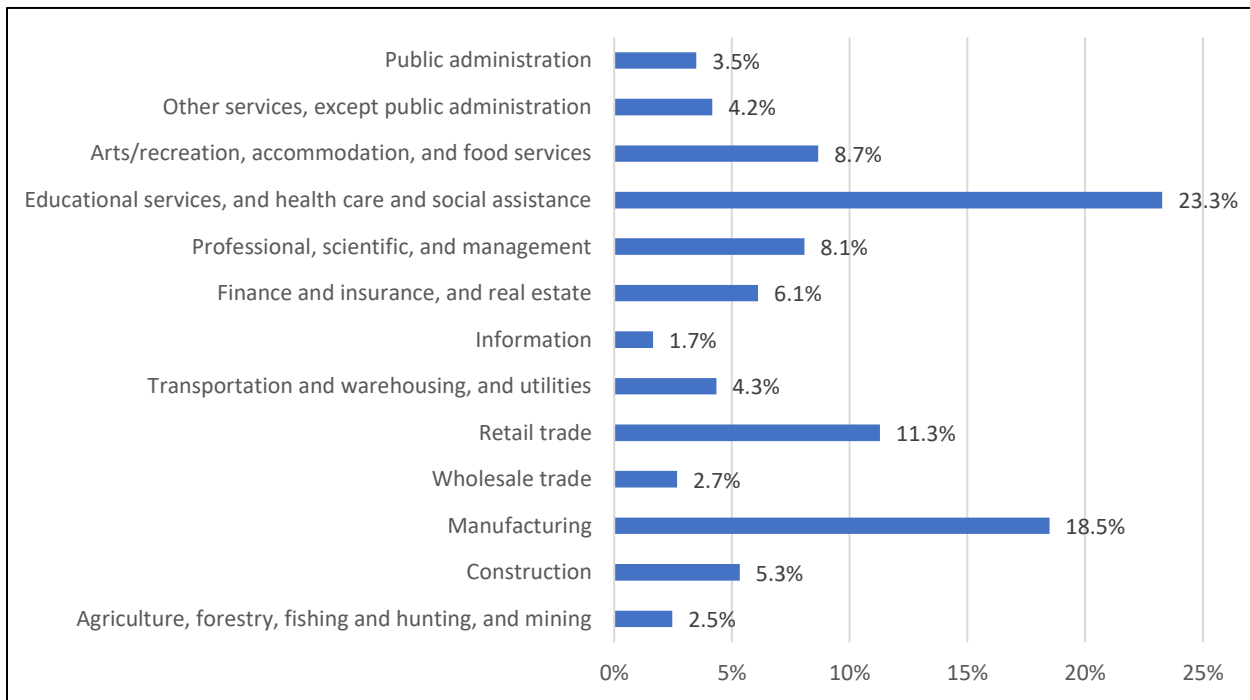
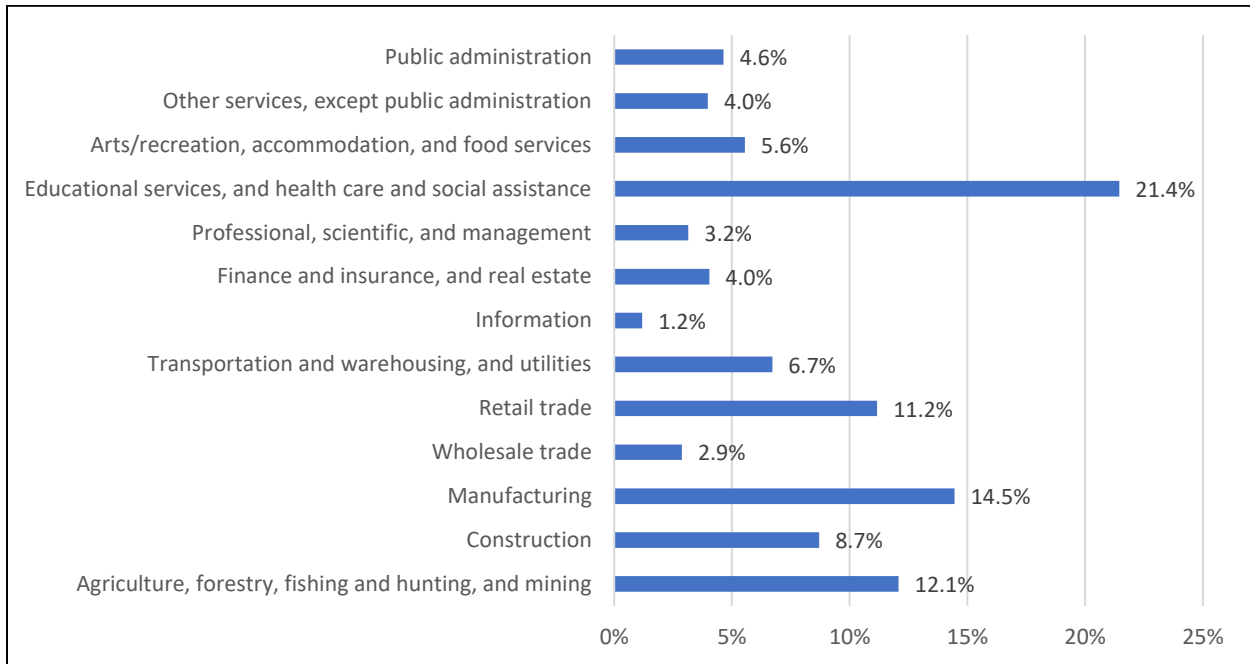
The unemployment rate in Pepin County has been, on average, 0.7% lower than that of the state over the last decade. Generally, the county has a comparatively high number of jobs in natural resources, construction, or maintenance. The proportion of the population that works in the construction industry is fairly large, while the proportion that works in the arts, entertainment, recreation, accommodation, food services, or manufacturing industries is fairly small. The proportion that works in the professional, scientific, or management industries is small. The proportion of the population working in the agriculture, forestry, fishing and hunting, or mining industries is large.

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

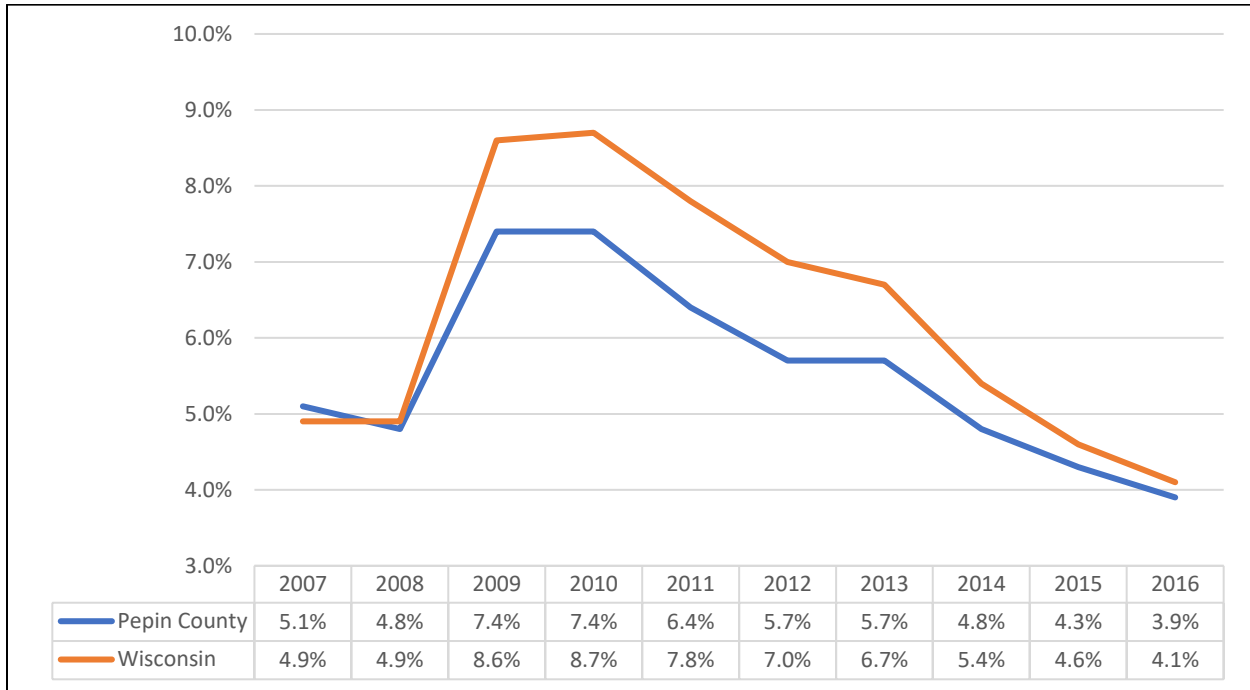
FIGURE 8: EMPLOYED POPULATION BY INDUSTRY (PEPIN ON TOP AND STATE BELOW)



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 9: UNEMPLOYMENT RATES, PEPIN COUNTY AND WISCONSIN, 2007-2016



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-one percent of licensees have liquor for sale for consumption on site. Thirty percent of the licensees are in Durand, 30% are in Pepin, 10% are in Stockholm, and 30% are in towns.

FIGURE 10: ALCOHOL BEVERAGE LICENSES BY JURISDICTION, PEPIN COUNTY

	Durand	Pepin	Stockholm	Towns	Total (By Liq. License)
AB or AC	2	1			3
AL or ALB	4	3	2	1	10
BB or CW		4	1	3	8
BL or BLB	7	5	1	9	22
Others					0
Total (By Municipality)	13	13	4	13	43

13

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

CODE	DESCRIPTION
AB	Beer for sale off site (convenience stores, grocery stores)
AC	Cider for sale off site (convenience stores, grocery stores)
AL	Liquor for sale off site (drug stores, wineries)
ALB	Beer, wine, or liquor for sale off site
BB	Beer for sale on site or off site
BL	Liquor for sale on site (winery)
BLB	Beer or liquor for sale on site (taverns, supper clubs)
CW	Wine for sale on site (restaurants) (usually in conjunction with BB)

14

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

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

FIGURE 10.2: ALCOHOL LICENSES IN PEPIN COUNTY BY JURISDICTION

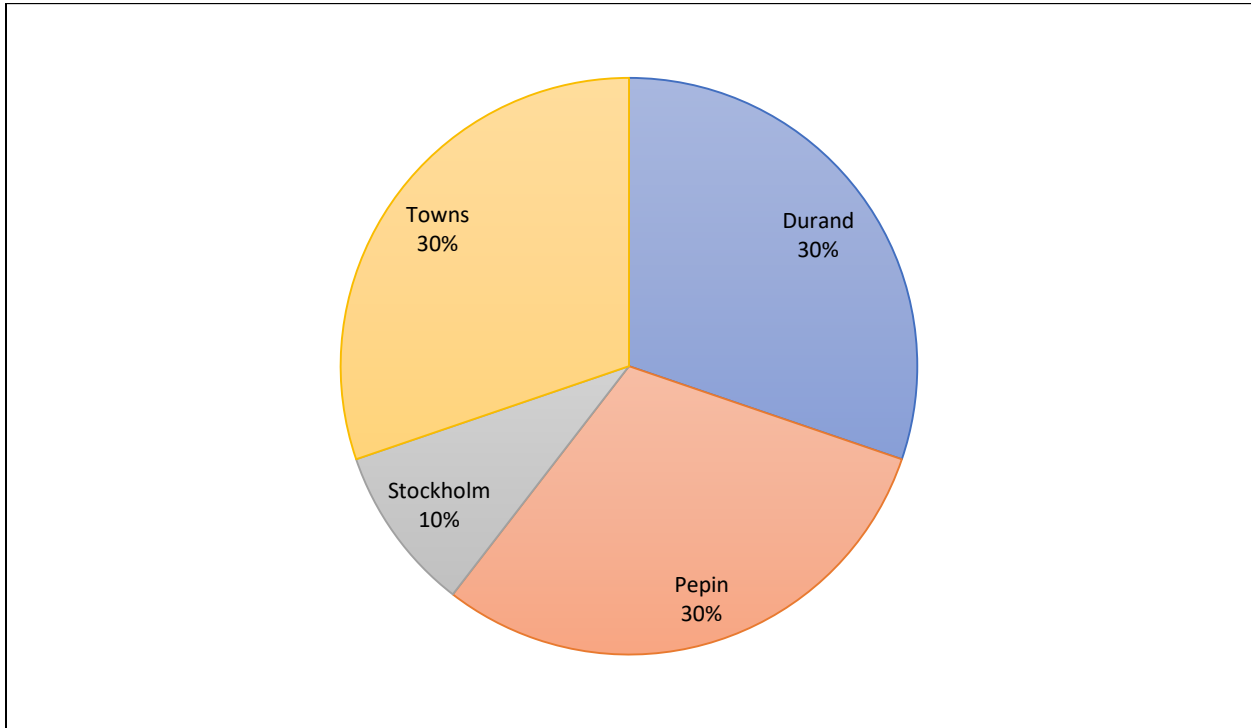
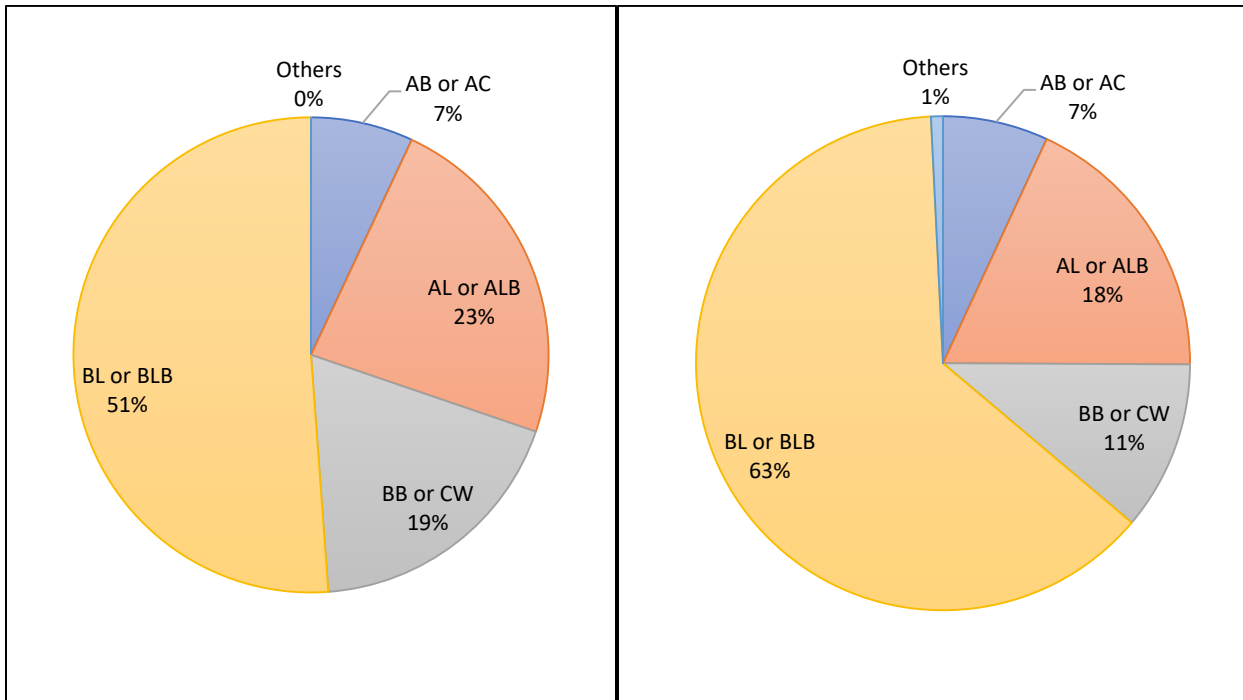


FIGURE 11: ALCOHOL BEVERAGE LICENSES BY TYPE, 2017-2018 (PEPIN COUNTY ON THE LEFT, STATE ON THE RIGHT)



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, Pepin County reported a similar injury-to-death ratio than the state generally (71 vs. 73.1).

Emergency Services

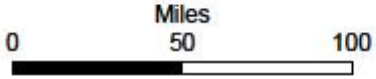
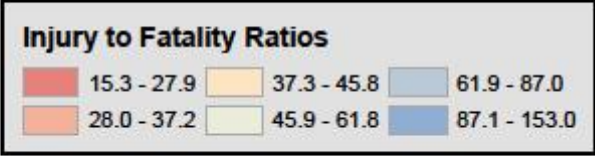
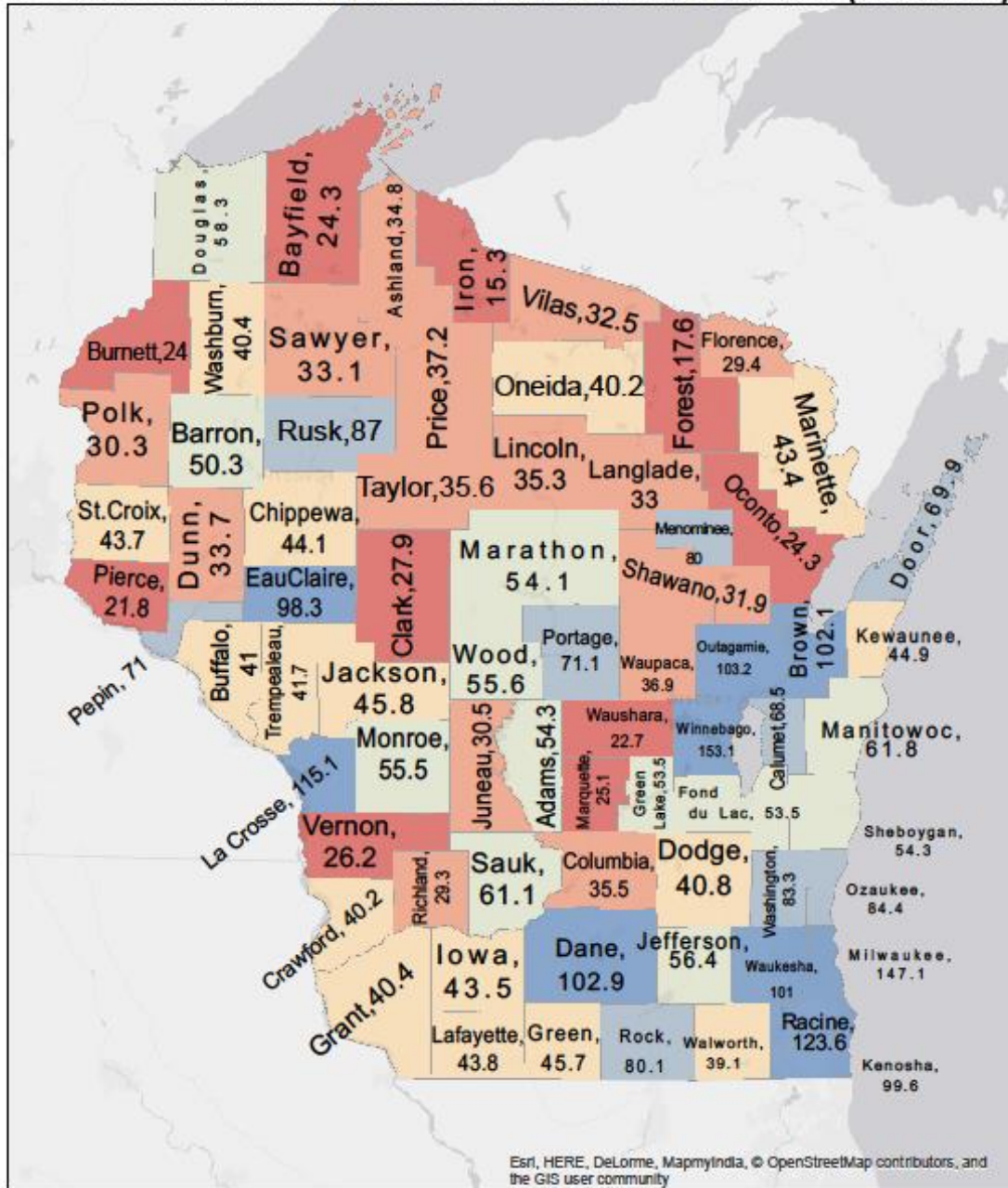
As can be seen in Figure 13, Pepin County contains a single hospital, which is a level IV trauma center (Chippewa Valley Hospital). While this hospital is located in the north-central portion of the county, hospitals in Minnesota can be accessed for residents of the western portion of Pepin County.¹⁵ The closest level II and level III trauma centers are located in neighboring Eau Claire County. The closest level I trauma center is located about 60 miles to the northwest in Saint Paul.

Pepin County maintains three different emergency providers (Figure 14). These companies employ 58 emergency personnel. Consequently, the county is the site of 7.8 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 and may help counteract the fact that rural Pepin County is relatively poorly served by medical facilities.

¹⁵ 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)



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

FIGURE 13:

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

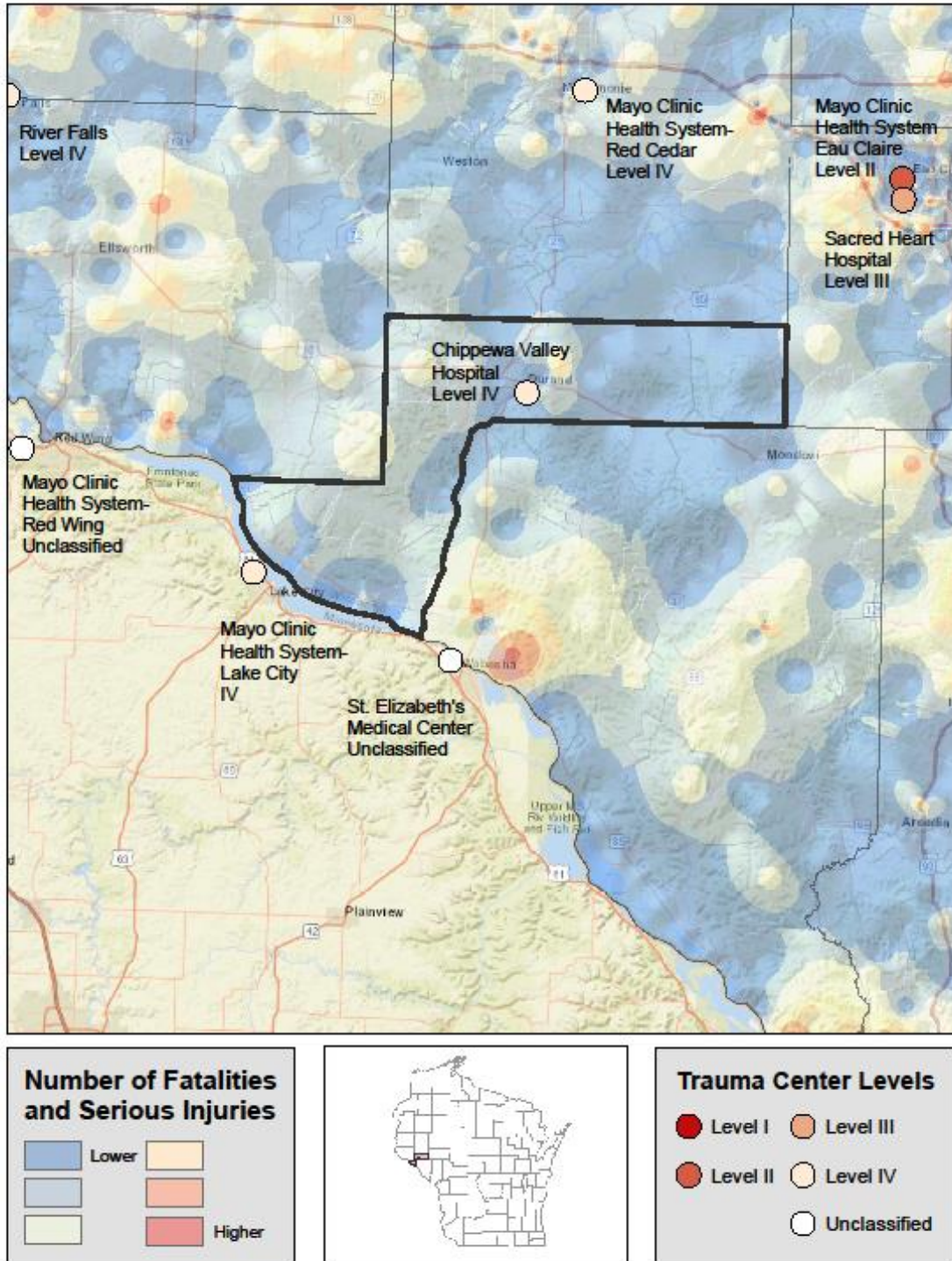
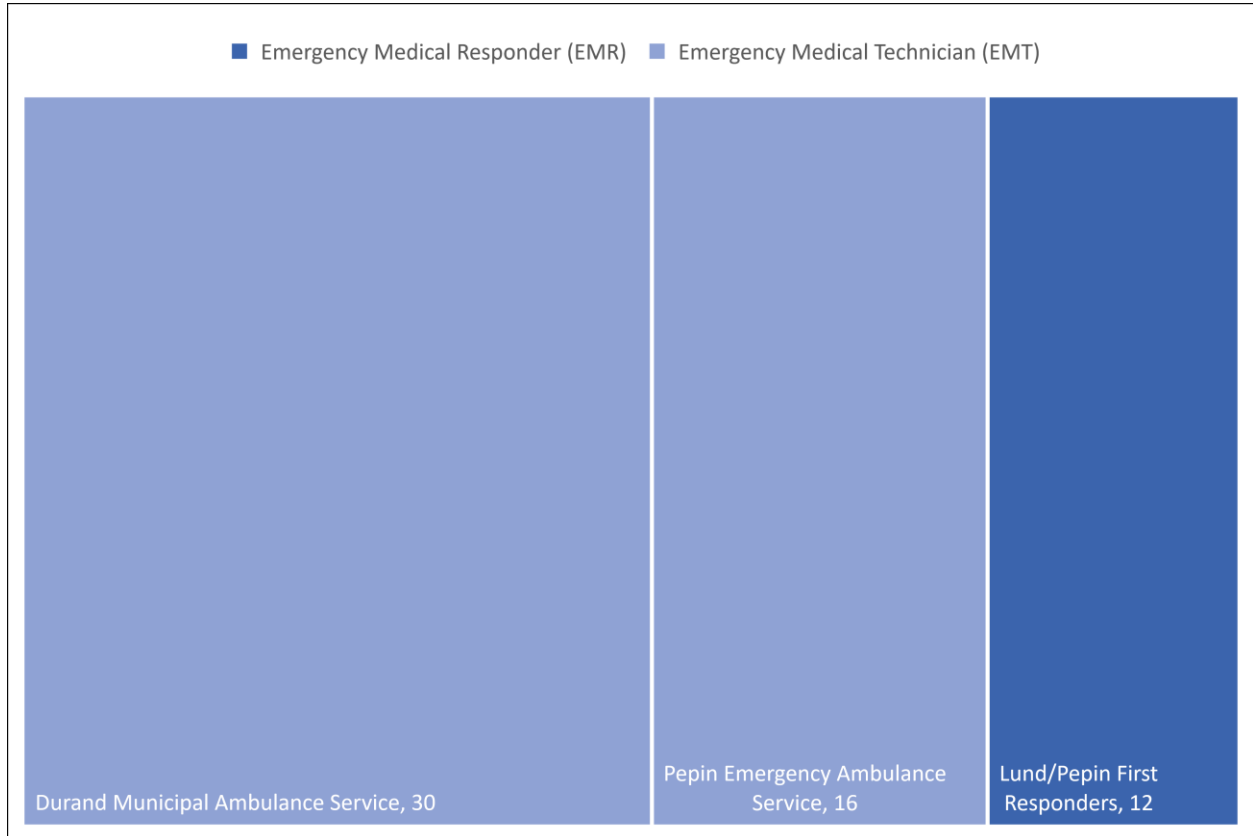


FIGURE 14: NUMBER OF EMT PERSONNEL/JURISDICTION ¹⁶

Service License Level	Service Name	Number of Personnel
Emergency Medical Responder (EMR)	Lund/Pepin First Responders	12
Emergency Medical Technician (EMT)	Durand Municipal Ambulance Service	30
Emergency Medical Technician (EMT)	Pepin Emergency Ambulance Service	16

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 Pepin 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	0	0	0	0	2	2	0	0	1	1	0.6	0.6
Incapacitating Injury	5	7	10	11	6	6	3	3	3	4	5.4	6.2
Non-Incapacitating Injury	12	15	9	14	15	20	19	23	13	15	13.6	17.4
Possible Injury	9	12	11	12	9	15	1	3	14	20	8.8	12.4
No Apparent Injury	90	133	109	207	104	185	119	175	111	173	106.6	174.6
Totals	116	167	139	244	136	228	142	204	142	213	135.0	211.2

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

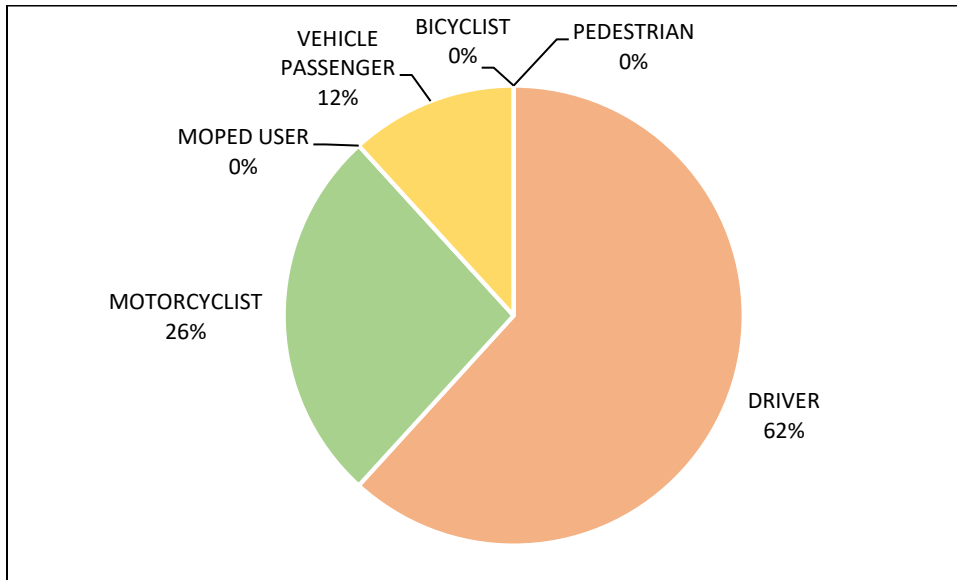
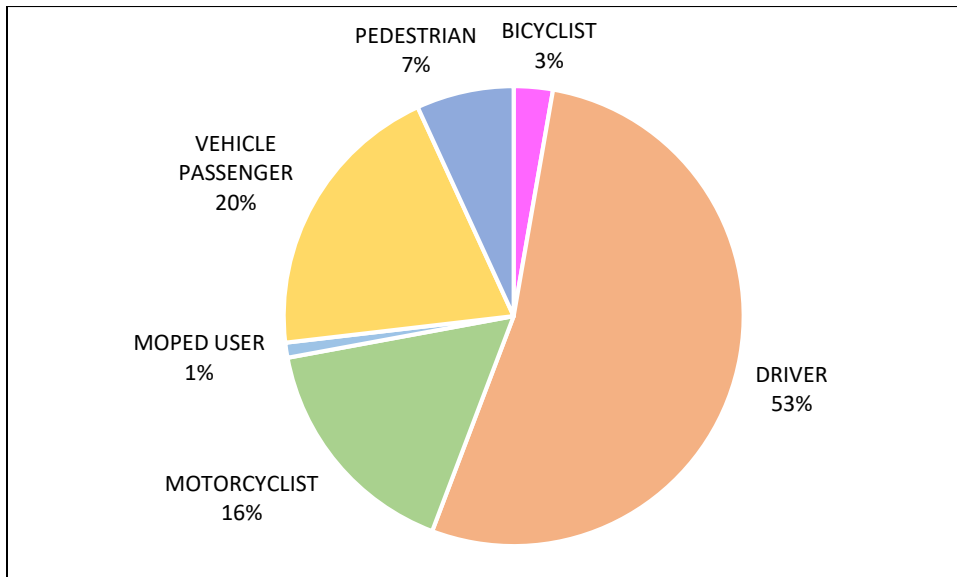


FIGURE 17: FATALITIES AND INCAPACITATING INJURIES BY ROLE, WISCONSIN, 2012-2016



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

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

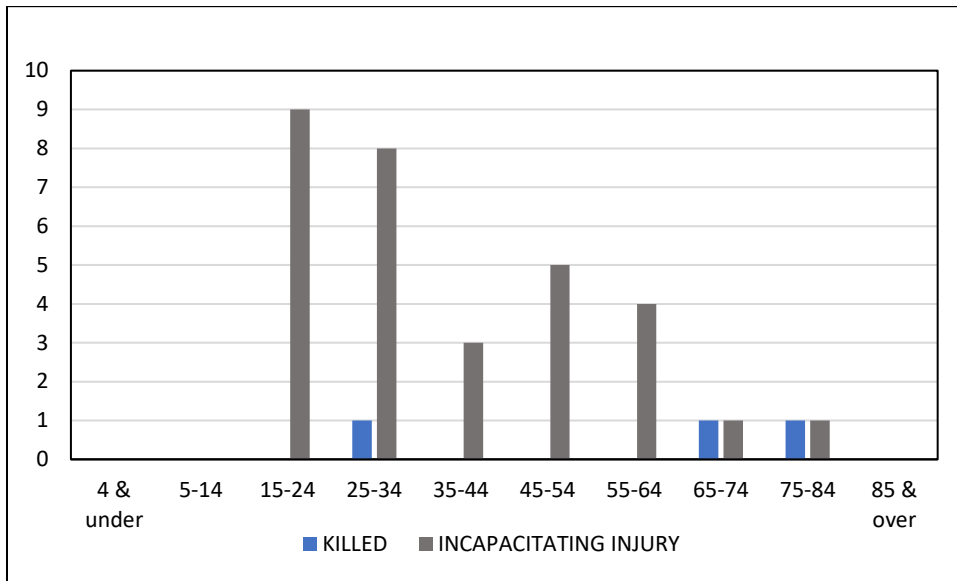
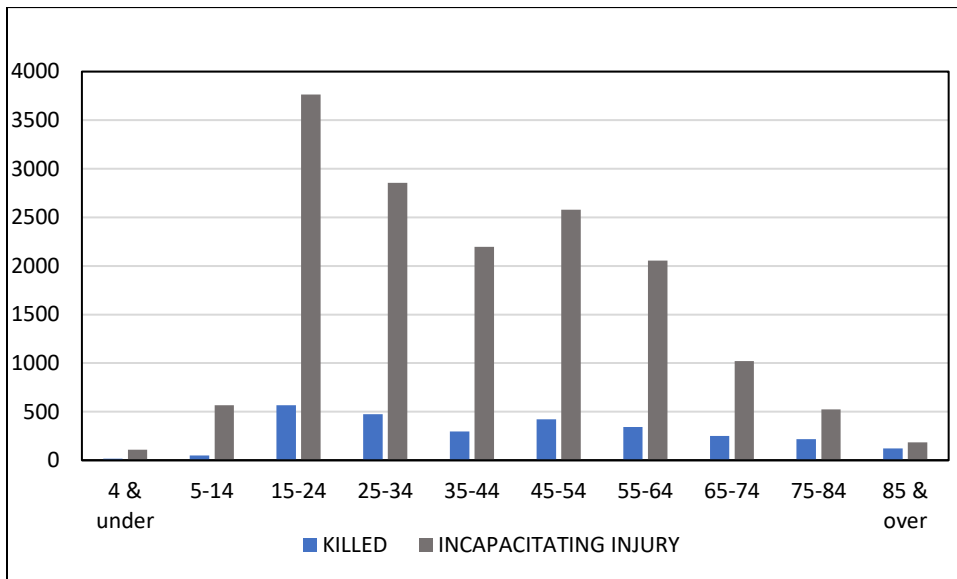
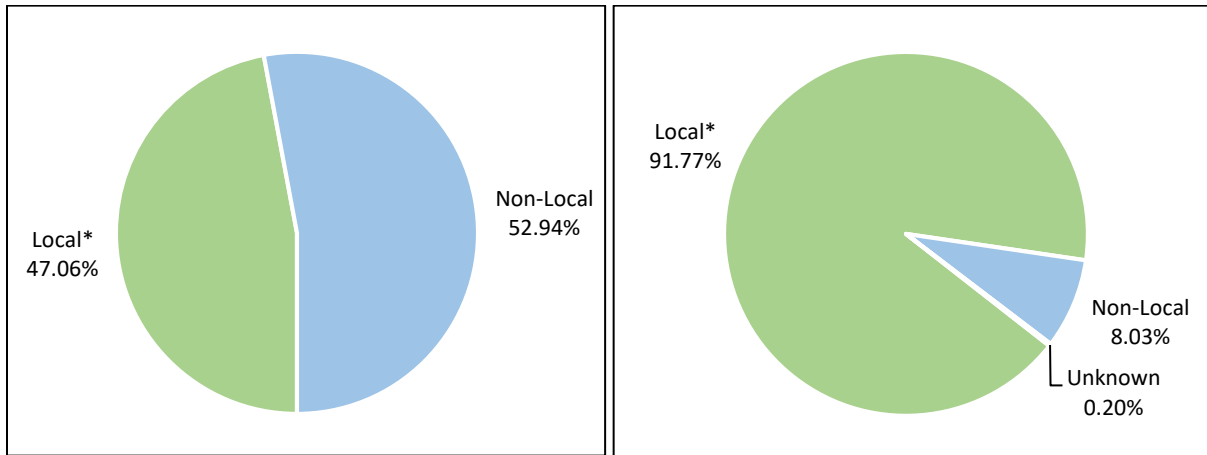


FIGURE 19: FATAL AND INCAPACITATING INJURIES BY AGE IN WISCONSIN, 2012-2016



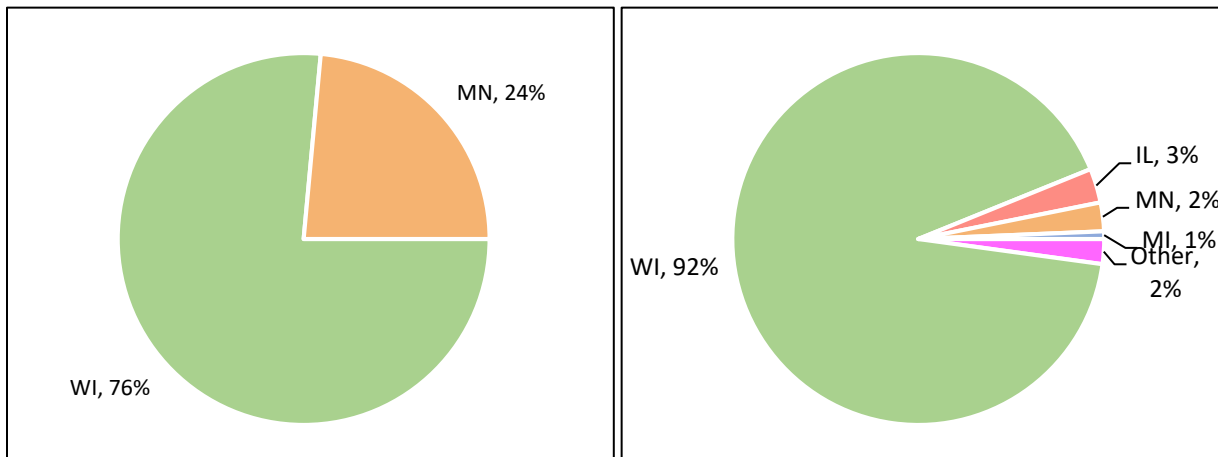
The highest number of incapacitating injuries occurred in the age group 15-24 within Pepin County, the same for the state of Wisconsin. The three fatalities during this time period occurred to individuals in the age groups 25-34, 65-74, and 75-84.

FIGURE 20: TOTAL FATALITIES AND INCAPACITATING INJURIES BY PLACE OF RESIDENCE (PEPIN 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 1/2 of the fatalities and injuries in Pepin County occurred to non-local individuals.

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



24% of fatality and injury crashes in Pepin County occurred to Minnesota residents.

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

	Total Fatal Crashes	Total Non-Fatal Injury Crashes
Interstate Highways	N/A	N/A
US/State Highways	33.3%	48.2%
County Highways	66.7%	36.0%
Local Roads	0.0%	15.8%

The highest percentage of fatal crashes occurred on county highways within Pepin County.

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

LEA	TOTAL
PEPIN COUNTY SHERIFF	25
PEPIN POLICE DEPARTMENT	3
WISCONSIN STATE PATROL	2
TOTAL	30

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

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

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

ISSUE AREA: REDUCE DRIVER DISTRACTION/IMPROVE DRIVER ALERTNESS

FIGURE 24: INATTENTION-RELATED FATAL AND INJURY-CAUSING CRASHES BY LOCATION, 2012-2016

	Inattention-Related Fatal Crashes	Inattention-Related Non-Fatal Injury Crashes
Interstate Highways	N/A	N/A
US/State Highways	N/A	54.7%
County Highways	N/A	37.7%
Local Roads	N/A	7.5%

There were no inattention-related fatal crashes in Pepin County during this time. The most common location for inattention-related non-fatal injury crashes was on US/state highways.

ISSUE AREA: REDUCE ALCOHOL & DRUG-IMPAIRED DRIVING

FIGURE 25: ALCOHOL OR DRUG-RELATED CRASHES BY LOCATION, 2012-2016

	Alcohol or Drug-Related Fatal Crashes	Alcohol or Drug-Related Non-Fatal Injury Crashes
Interstate Highways	N/A	N/A
US/State Highways	50.0%	48.1%
County Highways	50.0%	44.4%
Local Roads	0.0%	7.4%

There was two alcohol or drug-related fatal crashes during this time. One occurred on a US/state highway and the other on a county highway. The most common location for alcohol/drug-related non-fatal injury crashes in Pepin County was on US/state highways.

FIGURE 26: IMPAIRED DRIVING STATISTICS IN PEPIN 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
0.6	27.8	0.4	5.4

Pepin County	% of alcohol or drug-related fatal crashes to all fatal crashes	66.7%
Wisconsin	% of alcohol or drug-related fatal crashes to all fatal crashes	45.0%

Pepin 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: PEPIN COUNTY MOTORCYCLISTS KILLED OR SERIOUSLY INJURED, 2012-2016

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	66.7%	22.6%	0.4	1.4
State	15.3%	16.5%	84.8	525.6

Pepin County had a higher percentage of motorcyclist fatalities and serious injuries when compared to the state.

ISSUE AREA: IMPROVE NON-MOTORIST SAFETY

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

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

Pepin County had zero pedestrian fatalities or serious injuries from 2012 to 2016.

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

PEDESTRIAN ACTION	PEDESTRIAN LOCATION	TOTAL
	IN ROADWAY	
WALKING FACING TRAFFIC	1	1
TOTAL	1	1

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

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

Pepin County had zero bicyclist fatalities or serious injuries from 2012 to 2016.

ISSUE AREA: IMPROVE SAFETY OF INTERSECTIONS

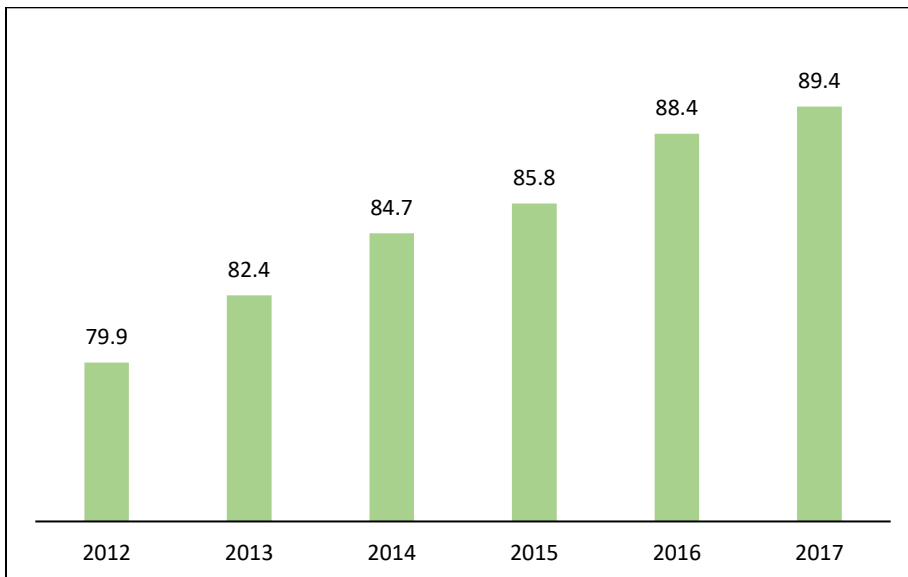
FIGURE 31: PEPIN COUNTY TOTAL CRASHES BY LOCATION, 2012-2016

	County	State
% Intersection	24.3%	37.8%
% Non-Intersection	75.7%	62.8%

There were fewer crashes at intersections in Pepin 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.

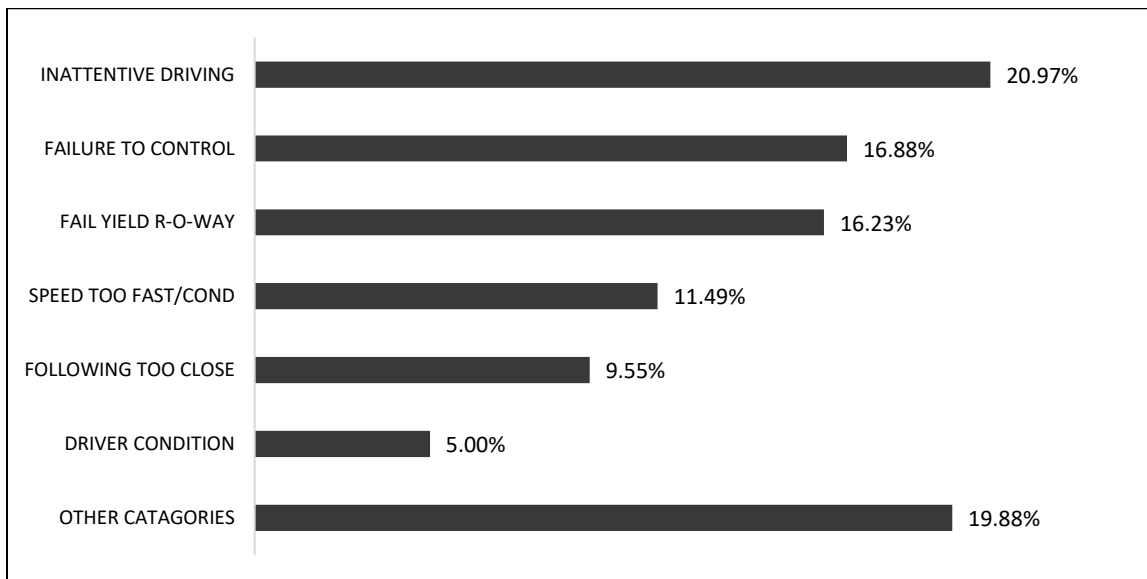
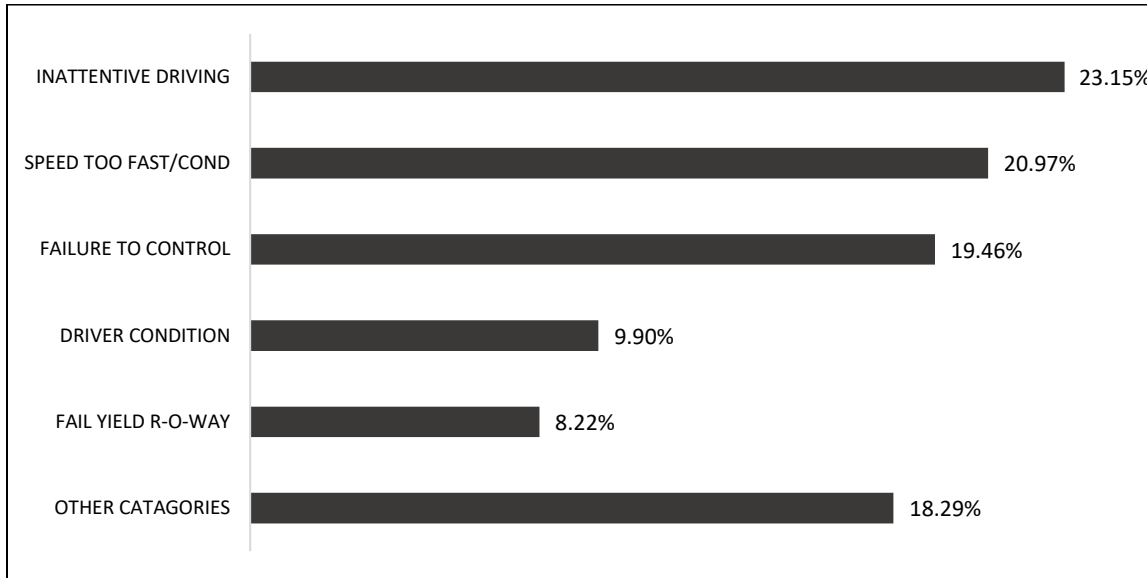
FIGURE 32.2: SAFETY EQUIPMENT USAGE IN PASSENGER CAR AND LIGHT TRUCKS DURING CRASHES, 2012-2016

	Belted	Unbelted
Fatalities and Serious Injuries	60.9%	39.1%

39% of the people killed or seriously injured in crashes in Pepin County were not wearing a seatbelt.

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

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



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

FIGURE 34: SPEEDING STATISTICS IN PEPIN COUNTY, 2012-2016

Average Speed-Related Fatal Crashes	Average Speed-Related Non-Fatal Injury Crashes
0.2	8.6

Pepin County	% of speed-related fatal crashes to all fatal crashes	33.3%
Wisconsin	% of speed-related fatal crashes to all fatal crashes	28.9%

	Speed-Related Fatal Crashes	Speed-Related Non-Fatal Injury Crashes
Interstate Highways	N/A	N/A
US/State Highways	0.0%	27.9%
County Highways	100.0%	58.1%
Local Roads	0.0%	14.0%

Pepin County had one speed-related fatal crash from 2012 to 2016, which occurred on a county highway. The most common location for speed-related non-fatal injury crashes was also on county highways in Pepin County.

ISSUE AREA: REDUCE LANE DEPARTURE CRASHES

FIGURE 35: PEPIN 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	44.8	33.2%
State	30,395.6	25.4%

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

THE IMPACT

The number of persons involved in traffic crashes is low, comparatively. The number of crash-related emergency room visits is also low.

2011-2015 Annual Averages

	Pepin County	Wisconsin
Average Annual Population	7,414	5,716,883
Persons in Crashes (per 1,000 residents)	26.2	46.0
Crash-Related Emergency Room Visits (per 100,000 residents)	225.9	407.3
Crash-Related Hospitalizations (per 100,000 residents)	24.3*	49.3
Quality of Life Costs (per 100,000 residents)	\$34,633,121	\$36,819,900
Lost Years of Life (per 1,000 residents)	1.59	3.04
Medical Costs (per 100,000 residents)	\$12,671,004	\$10,482,526

^{17,18}

*Hospitalization data from Minnesota may be incomplete.

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.htm> 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
Pepin County Sheriff's Office			\$12,391
Durand Police Dept.	\$10,640		
Pepin Police Dept.			

Durand Police Department and the Pepin County Sheriff's Office participated on the Buffalo/Pepin Countywide Traffic Safety Task Force—OWI.

2017 Task Force Participation and 2018 Task Force Eligibility

	Impaired Driving	Occupant	Speed
Pepin 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
Pepin County Sheriff's Office	yes	yes	yes	yes	yes	yes
Durand Police Dept.	yes	yes		yes	yes	
Pepin Police Dept.					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.