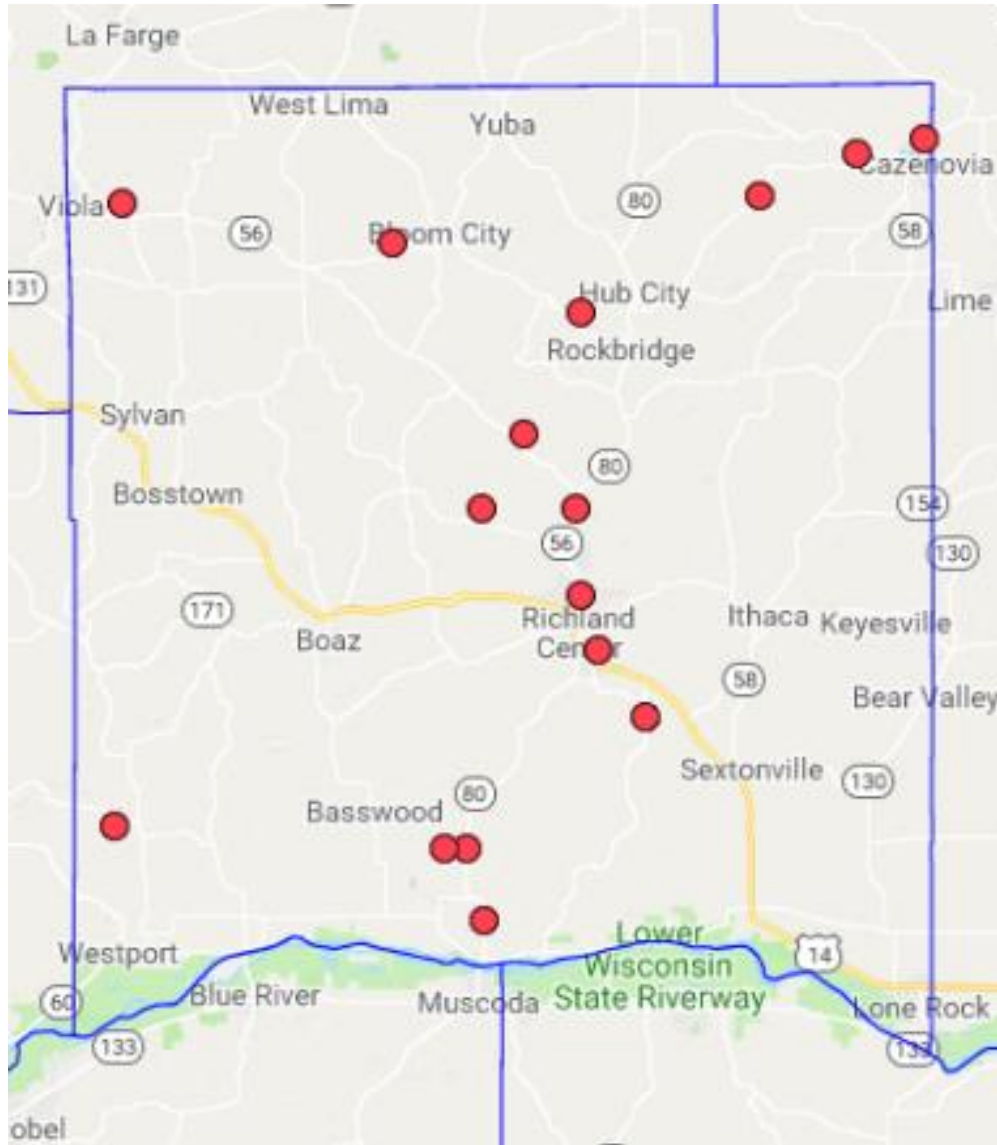


# ANATOMY OF RICHLAND COUNTY: A TRAFFIC SAFETY SUMMARY



## DID YOU KNOW...

There were 16 fatal crashes in Richland County from 2012 to 2016.

## **The Place**

### *Section Summary*

The principal route in the county is USH 14. Richland County is among the top ten counties in the state for miles of state highways per VMT and miles of county highways per capita. It is among the bottom ten counties for miles of local roads.

### *Urbanization*

Richland County is adjacent to the Madison metropolitan area and the Baraboo and Platteville urban clusters. 27.86% of the county's population lives in urban areas, and 0.46% of the area of the county is urban.<sup>1</sup>

### *Road Network*

United States Highway (USH) 14 is an east-west primary arterial that runs northwest to southeast through the county, traveling through Richland Center and Lone Rock. To the west, it carries traffic to and from Readstown, Viroqua, and La Crosse. To the east, it carries traffic to and from Spring Green, Arena, and Madison. State Trunk Highway (STH) 80 runs north to south through the center of the county traveling through Richland Center. To the north, it heads toward Hillsboro, Elroy, and New Lisbon. To the south, it heads toward Muscoda, Highland, and Platteville. STH 58 is a north-south highway that begins southeast of Richland Center at USH 14 and heads northeast to Cazenovia on its way to Ironton, La Valle, and Mauston. USH 14 is a divided highway from its junction with STH 80 in Richland Center southeast to its junction with STH 58 in the town of Richland.

STH 60 runs east to west along the Wisconsin River, which forms the county's southern border. STH 60 travels through Lone Rock. To the west, it heads toward Wauzeka and connects with highways that carry traffic to and from Prairie du Chien, Boscobel, and Lancaster. To the east, STH 60 heads toward Spring Green and Sauk City. STH 60 is concurrent with USH 14 from the community of Gotham east through Lone Rock into Sauk County. STH 130 is also concurrent with USH 14 and STH 60 shortly in Lone Rock. To the south, STH 130 connects with highways that carry traffic to and from Dodgeville, and to the north it connects with STH 154 in Sauk County. STH 154 begins at STH 58 in the town of Willow and heads east toward Loganville and Rock Springs, connecting with highways that carry traffic to and from Reedsburg, Baraboo, and Wisconsin Dells. STH 133 is designated as a north-south highway, and it begins at USH 14/STH 60 in Lone Rock and heads south concurrent with STH 130 into Iowa County. STH 133 heads west along the other side of the Wisconsin River in Iowa County and Grant County to Avoca, Muscoda, Blue River, and Boscobel. STH 171 is an east-west highway that begins just north of Boaz at USH 14. STH 171 heads south into Boaz and then west toward Gays Mills and Mount Sterling. STH 56 is an east-west highway that begins at STH 80 just north of Richland Center and heads northwest to Viola before traveling to Viroqua and Genoa. STH 131 is concurrent with STH 56 as it enters the county from Grant County. In Viola, STH 131 diverges from STH 56 and heads north toward La Farge, Ontario, and Tomah. STH 193 is a 1.4-mile-long shortcut between STH 60 and STH 80 in the town of Eagle. Yuba is along

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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>

County Trunk Highway (CTH) C, which connects with STH 80 in the town of Henrietta, as well as along CTH H, which connects with STH 56 in the town of Marshall.

#### *Miles of Roadway*

There are 1,130 miles of roadway in the county, including 150 (13.3%) miles of state roads, 297 (26.3%) miles of county roads, and 683 (60.4%) miles of local roads.<sup>2</sup>

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

In 2016, there were 6,085 autos, 1,304 cycles, 1,801 trailers, and 10,666 trucks registered in Richland County.<sup>3</sup> VMT in 2016 was 227,261,045.<sup>4</sup>

#### *Traffic Volume*

As can be seen in Figure 1, traffic volumes in Richland County are highest along the east-west portion of Highway 14 between Spring Green (in neighboring Sauk County) and Richland Center. The maximum daily VMT in the county is found on this segment and is reported at 18,000.

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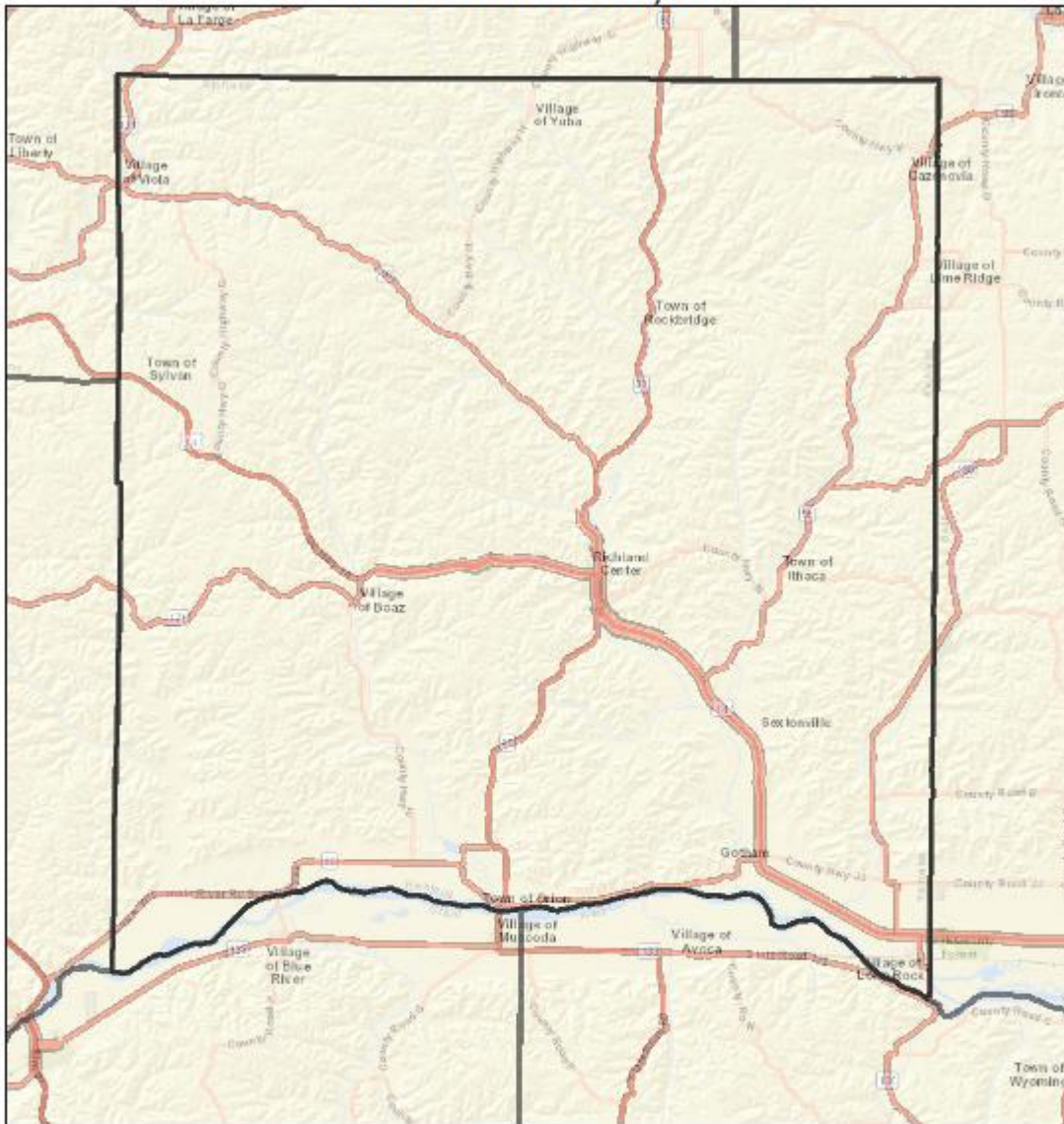
<sup>2</sup> Wisconsin Department of Transportation. "County Maps." Accessed Sept. 29, 2017. <http://wisconsin.gov/Pages/travel/road/hwy-maps/county-maps/default.aspx>

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

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

FIGURE 1:

### TRAFFIC VOLUME ON THE STATE TRUNK NETWORK RICHLAND COUNTY, WI



Miles  
0 3.25 6.5

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 - 4260
- 4261 - 10090
- 10091 - 18028

### Inter-County Commuting Flows

As seen below in Figure 2, most people live and work within Richland County. Nonetheless, Richland County workplaces also draw a significant number of Grant County residents.

**FIGURE 2: COMMUTING FLOWS AMONG COUNTIES**

Workers who Reside in Richland County Work in:		People who Work in Richland County Reside in:	
Richland County	5,602	Richland County	5,602
Sauk County	1,125	Grant County	544
Dane County	468	Vernon County	299
Vernon County	348	Sauk County	295
Grant County	338	Crawford County	127
Iowa County	156	Iowa County	114
Juneau County	52	Dane County	24
La Crosse County	49	Juneau County	23
Crawford County	41		
Waukesha County	34		
Others	214	Others	74

5

### Commuting Flows between Municipalities (Top 15)

As seen below in Figure 3, the most common commuting flow between two different municipalities is from a residence in the town of Richland to a place of work in Richland Center.

**FIGURE 3: COMMUTING FLOWS BETWEEN MUNICIPALITIES (TOP 16)**

Residence	Place of Work	Number
Richland (Town)	Richland Center	435
Buena Vista (Town)	Richland Center	326
Rockbridge (Town)	Richland Center	181
Dayton (Town)	Richland Center	179
Muscoda	Richland Center	168
Marshall (Town)	Richland Center	163
Ithaca (Town)	Richland Center	152
Orion (Town)	Richland Center	131
Richland Center	Spring Green	127
Richland Center	Madison	107
Lone Rock	Richland Center	94
Richland Center	Richland (Town)	88
Boscobel	Richland Center	84
Willow (Town)	Richland Center	74
Buena Vista (Town)	Spring Green	72

6

<sup>5</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.

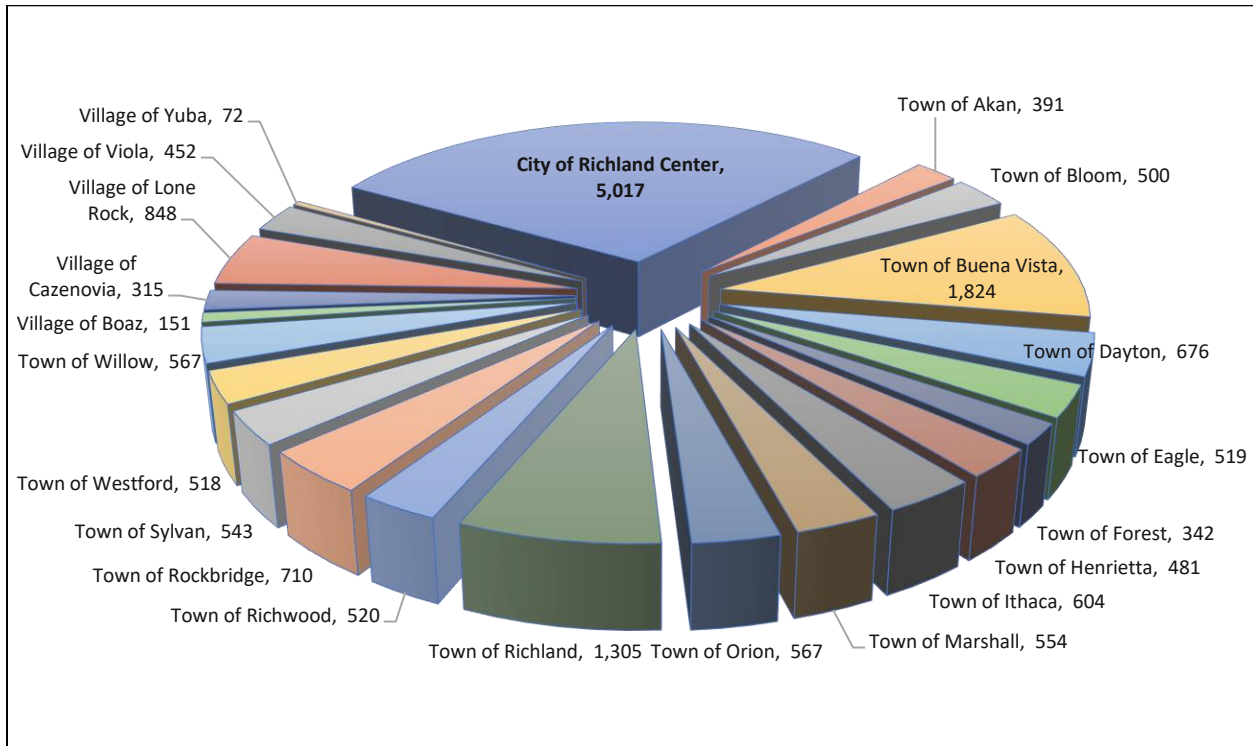
<sup>6</sup> United States Census Bureau. 2009-2013 5-Year American Community Survey Commuting Flows. <https://www.census.gov/data/tables/time-series/demo/commuting/commuting-flows.html> Accessed Oct. 5, 2017.

## THE POPULATION

### *Current Population Figures (2016)*

The population of Richland County—slightly fewer than 18,000 individuals—is distributed through 22 jurisdictions, with the largest jurisdictions being the city of Richland Center (which comprises about 30% of the county’s population), the town of Buena Vista, and the town of Richland in that order.

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



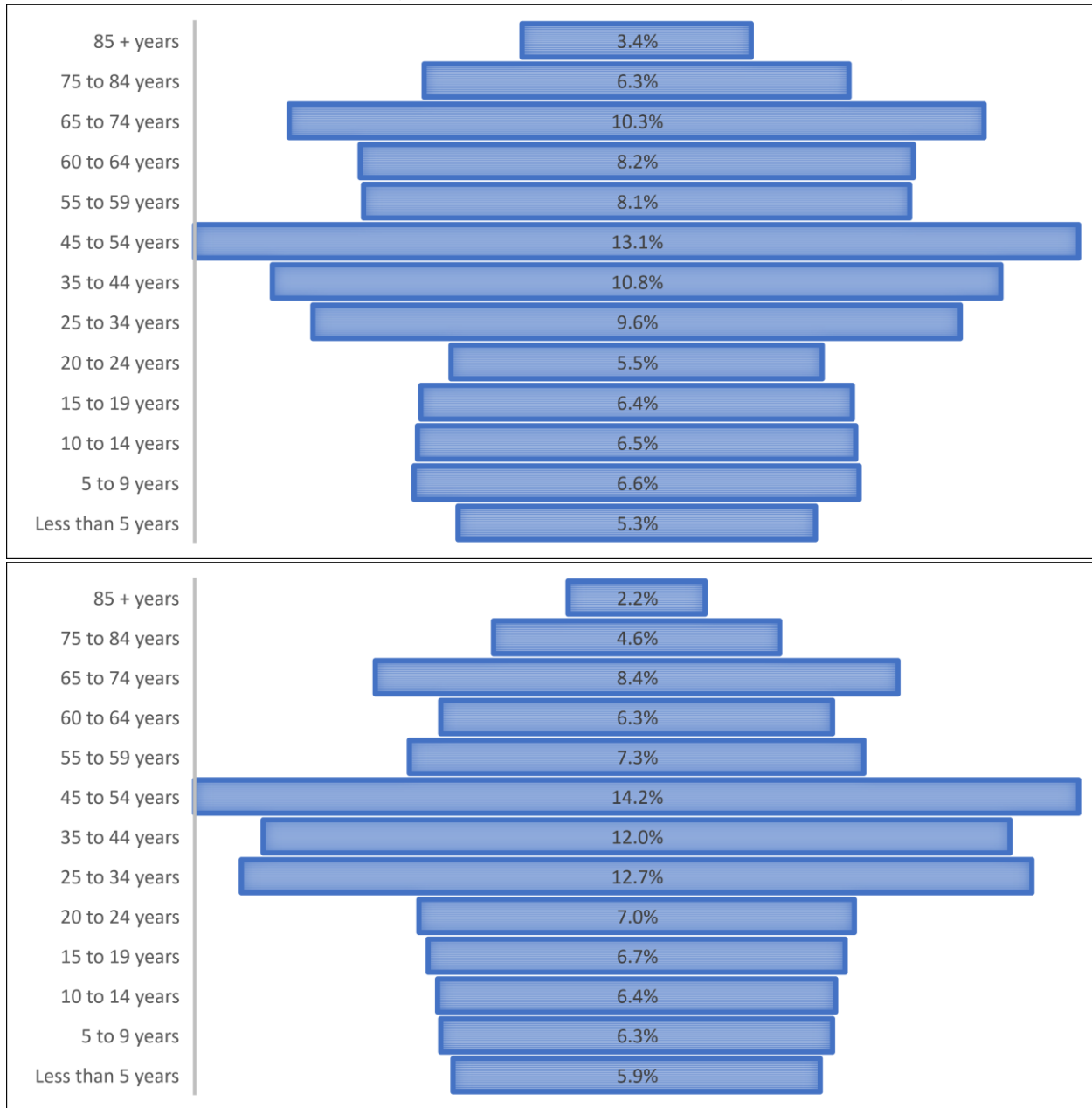
7

Generally, jurisdictions in the county are experiencing population decreases of between 1 and 4%, with no geographic pattern for this decline. (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).<sup>8</sup>

<sup>7</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.

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

**FIGURE 5<sup>9</sup>: POPULATION PYRAMIDS (RICHLAND COUNTY ABOVE AND STATE BELOW)**

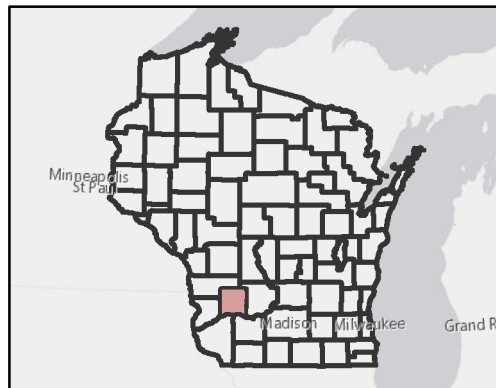
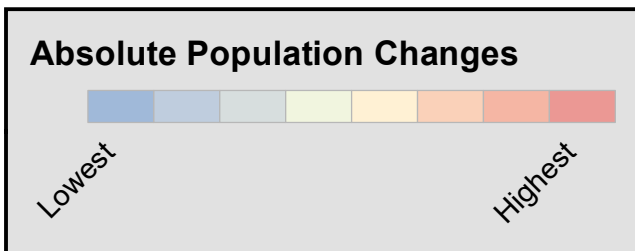
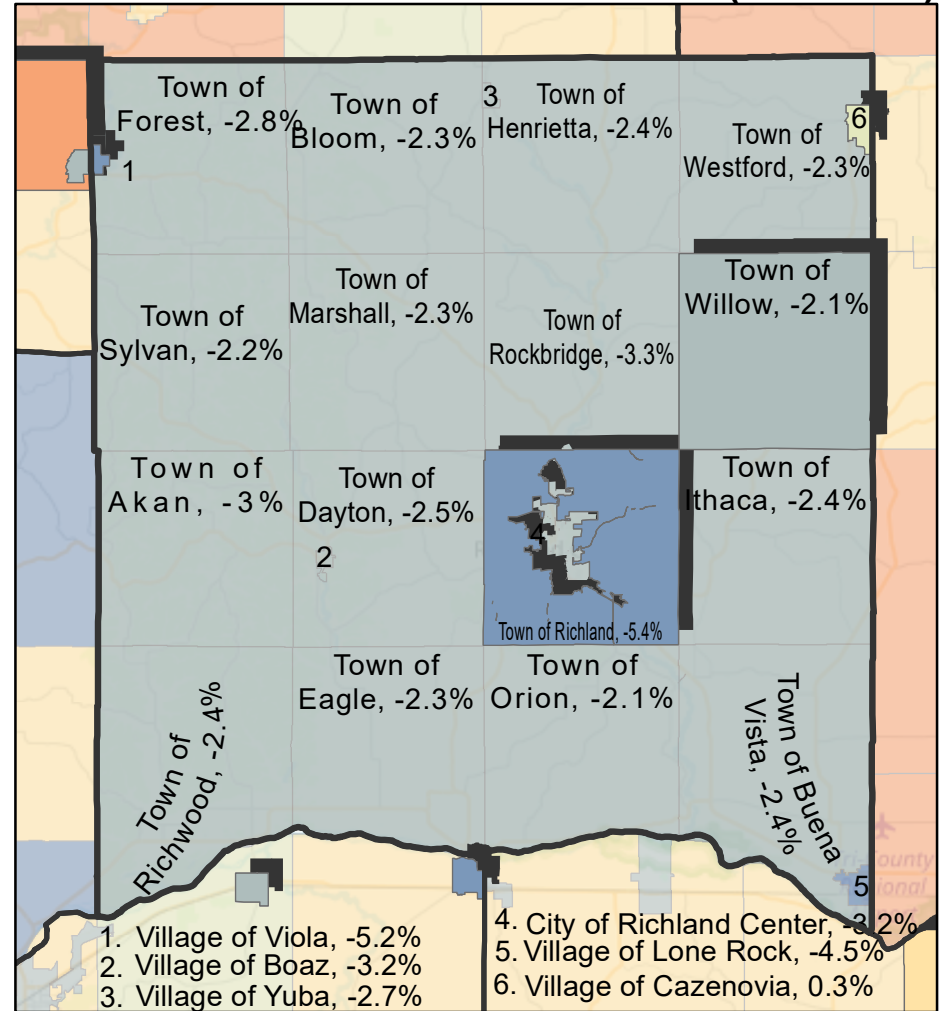
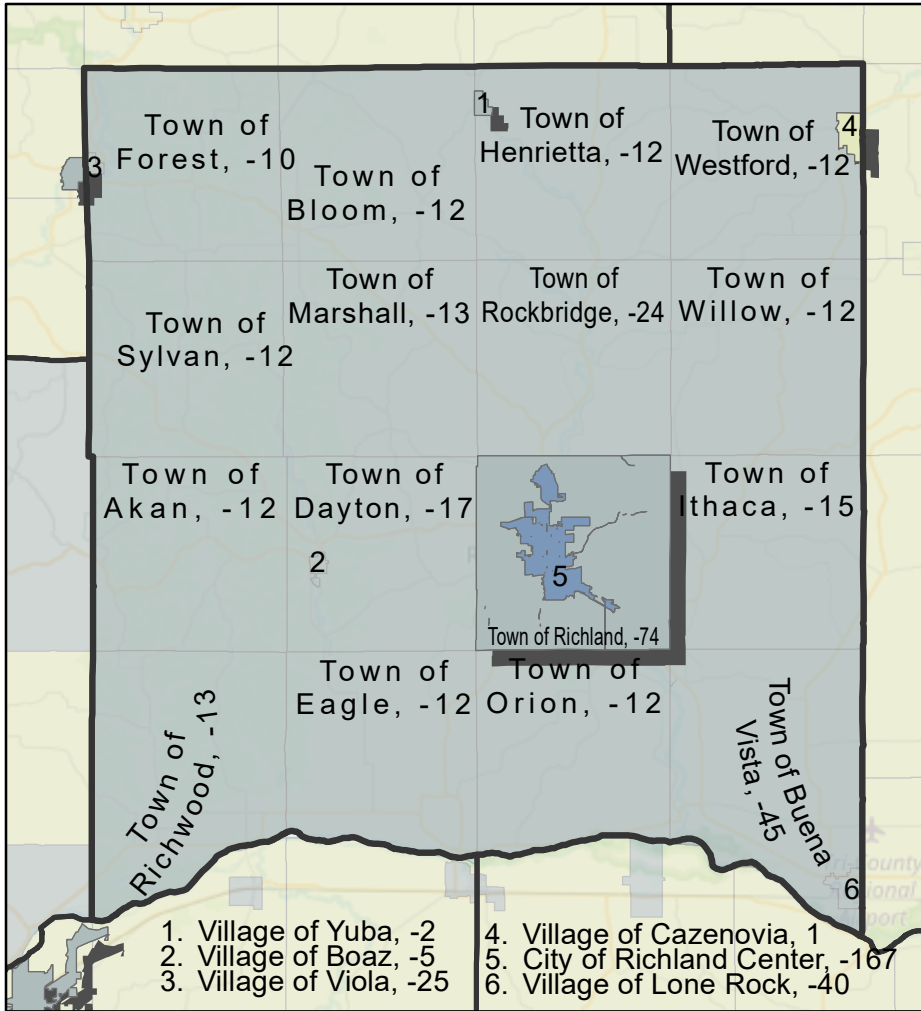


**Population Trends**

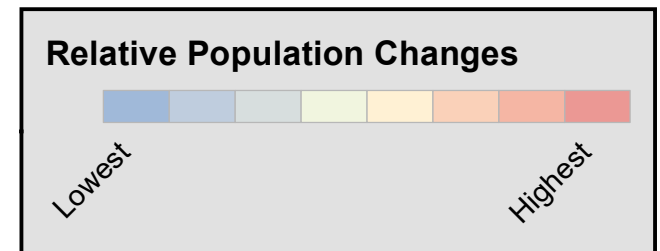
Between 2010 and 2016, the county’s population declined by about 3%. The average age of the county is higher than that of the state (44.5 vs. 39 years). Richland County’s population pyramid is thus more “top-heavy” than Wisconsin’s population pyramid.

<sup>9</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 RICHLAND 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

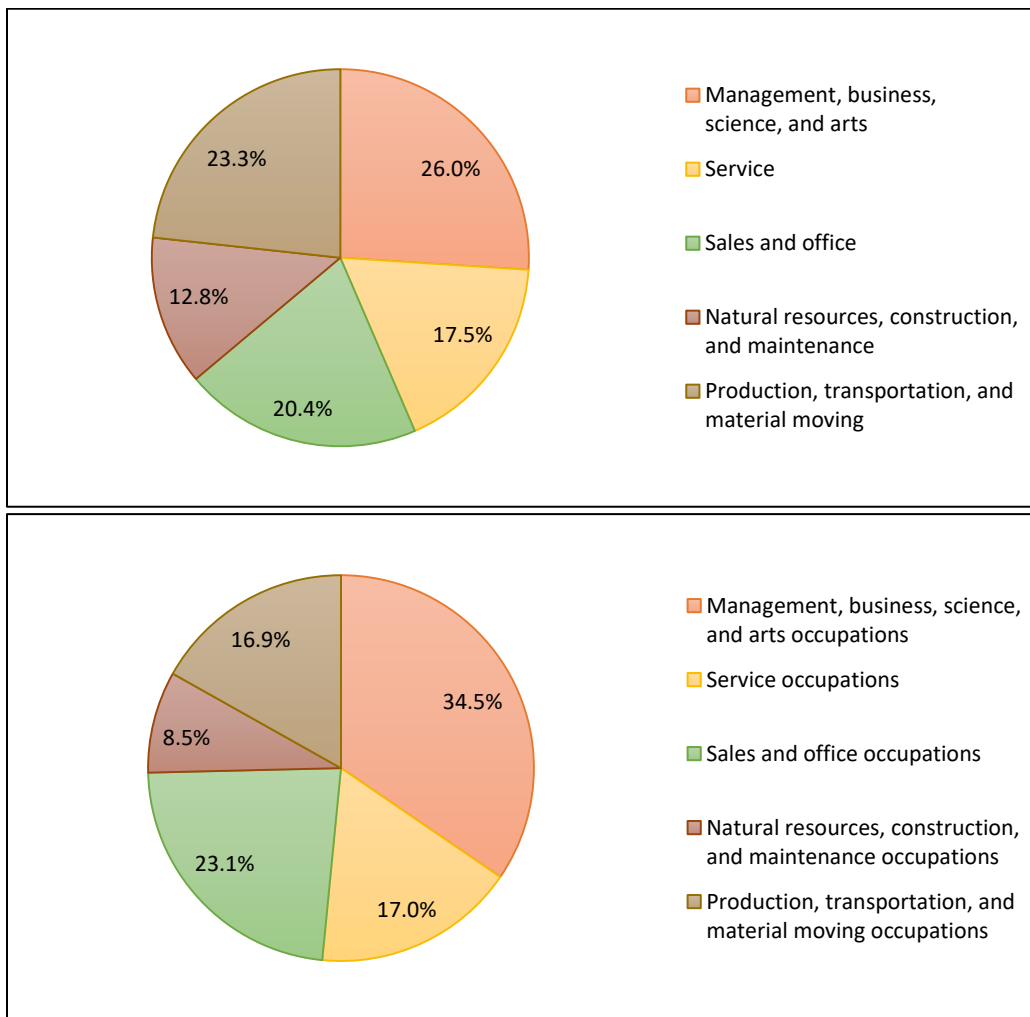


## The Economy

### Section Summary

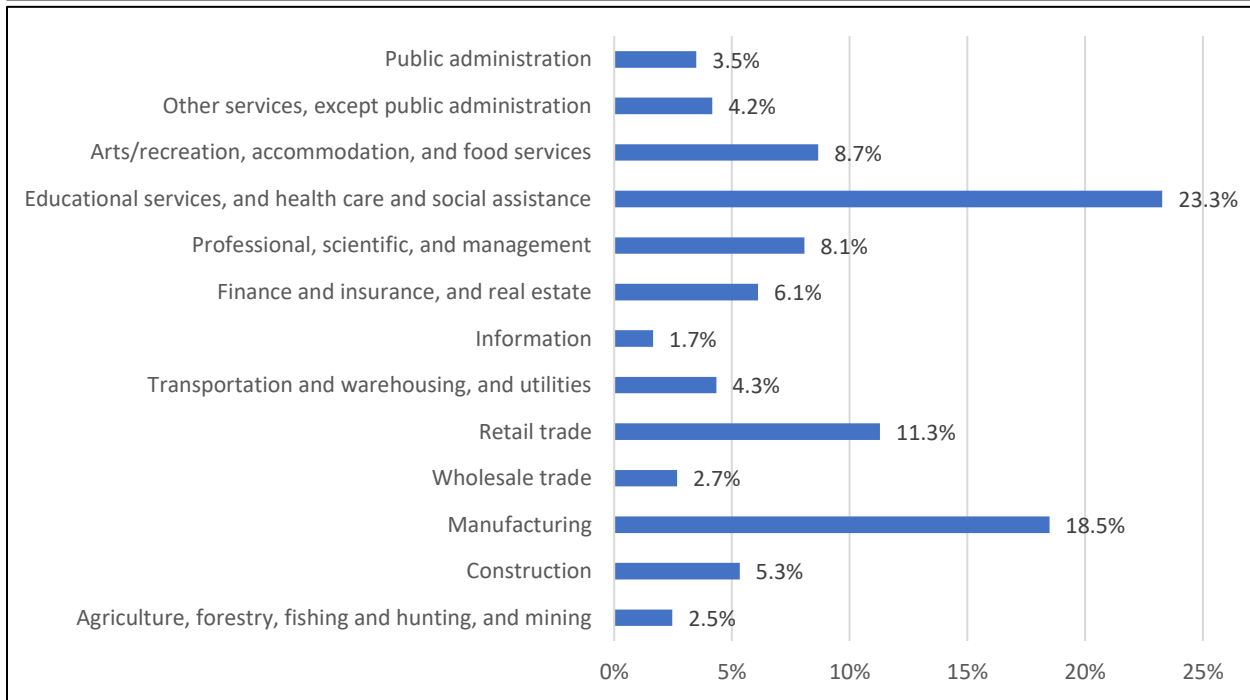
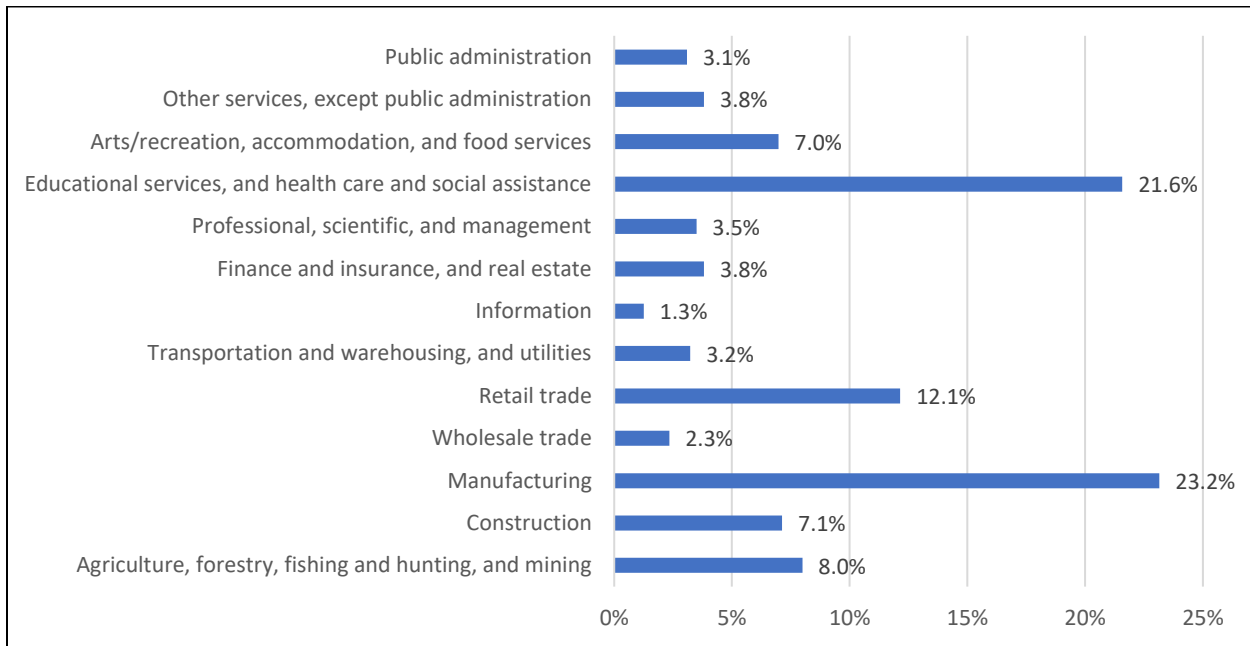
The unemployment rate in Richland County has been, on average, 0.2% lower than that of the state over the last decade. Generally, the county has a comparatively low number of jobs in management, business, science, or the arts, while it has a higher proportion of jobs in production, transportation, or material moving. The proportion of the population that works in professional, scientific, or management industries is fairly small, while the manufacturing industry is fairly large. The proportion of the population that works in the agriculture, forestry, fishing and hunting, or mining industries is large.

**FIGURE 7: EMPLOYMENT BY OCCUPATION (RICHLAND ON TOP AND THE STATE BELOW)** <sup>10</sup>



<sup>10</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.

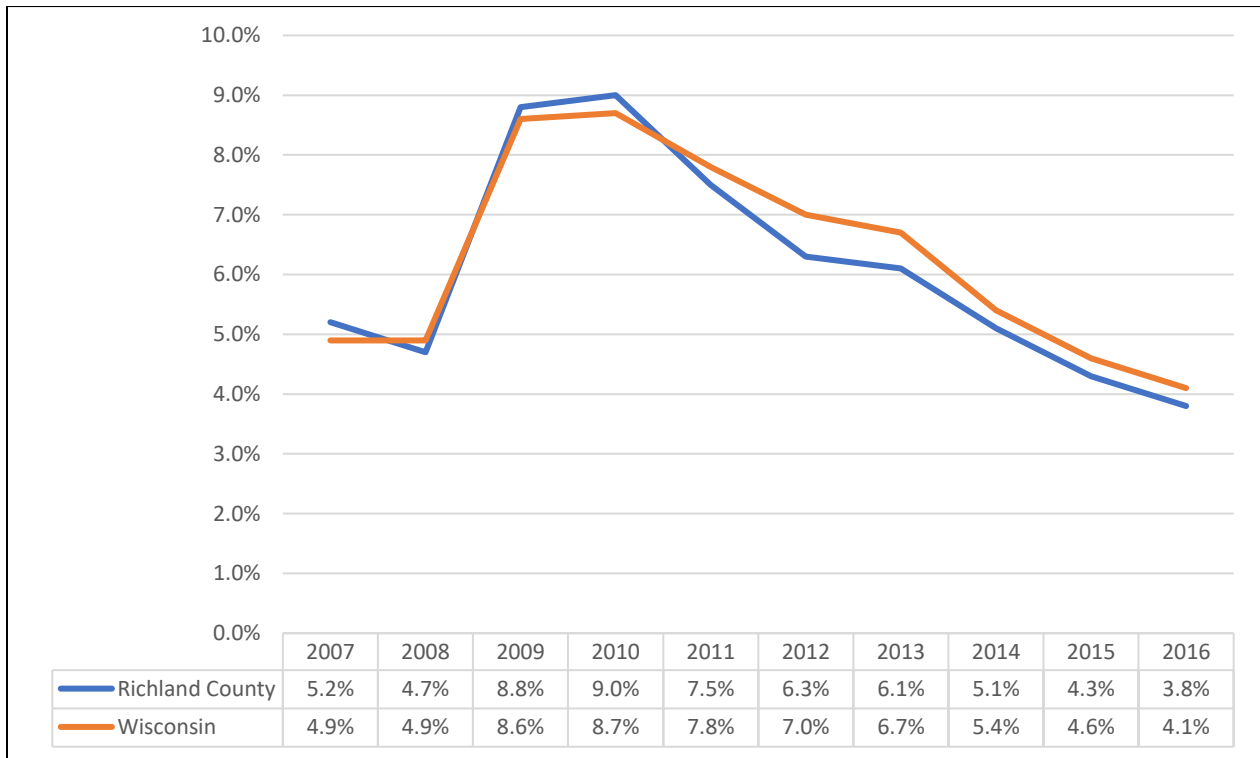
**FIGURE 8: EMPLOYED POPULATION BY INDUSTRY (RICHLAND ON TOP AND STATE BELOW)**



11

<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 9: UNEMPLOYMENT RATES, RICHLAND COUNTY AND WISCONSIN, 2007-2016**



12

<sup>12</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*

Fifty-four percent of licensees have liquor for sale for consumption on site. Thirty-seven percent of the licenses are in Richland Center, 9% are in Lone Rock, 7% are in Cazenovia, and 31% are in towns.

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

	Boaz	Cazenovia	Lone Rock	Richland Center	Viola	Yuba	Towns	Total (By Liq. License)
AB or AC				4				4
AL or ALB		1	2	6	1		5	15
BB or CW				4			1	5
BL or BLB	3	3	3	5	2	2	11	29
Others				1				1
<b>Total (By Municipality)</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>20</b>	<b>3</b>	<b>2</b>	<b>17</b>	<b>54</b>

13

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

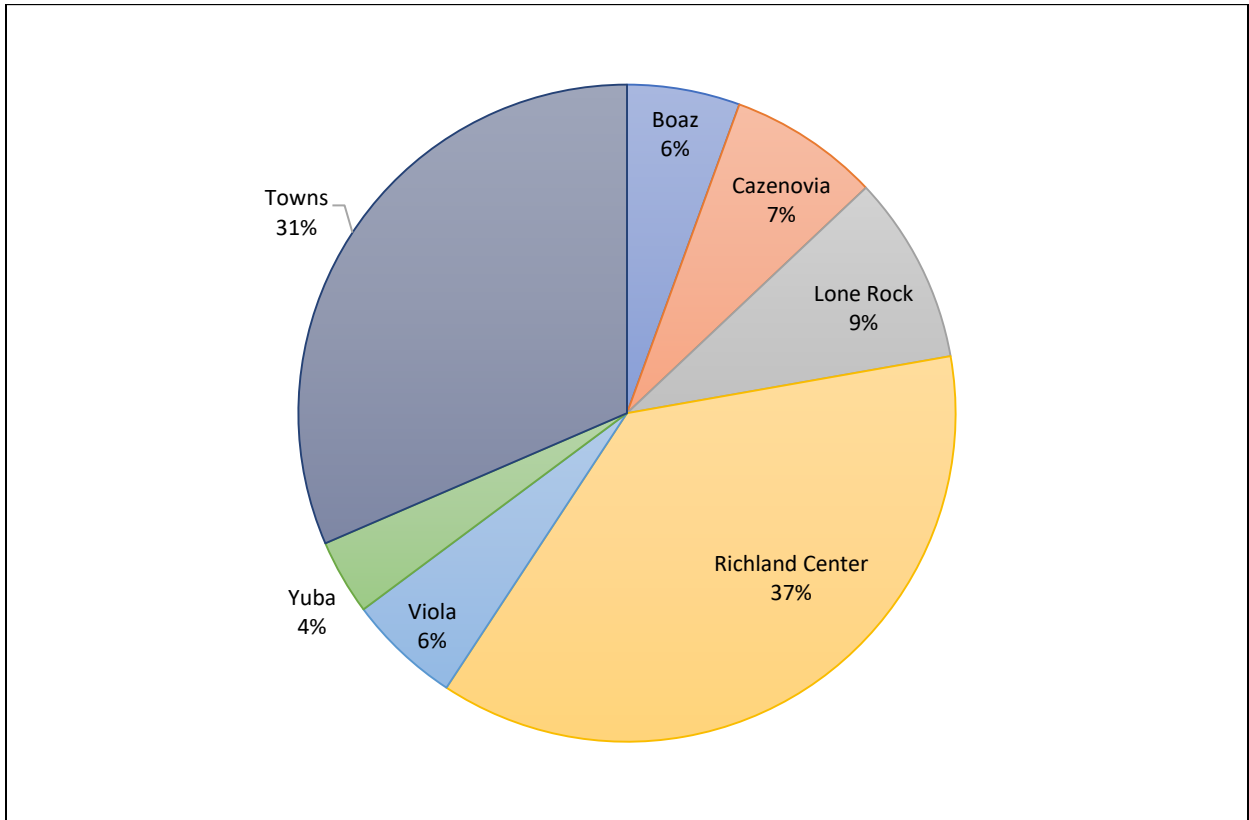
CODE	DESCRIPTION
AB	Beer for sale off site (convenience stores, grocery stores)
AC	Cider for sale off site (convenience stores, grocery stores)
AL	Liquor for sale off site (drug stores, wineries)
ALB	Beer, wine, or liquor for sale off site
BB	Beer for sale on site or off site
BL	Liquor for sale on site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

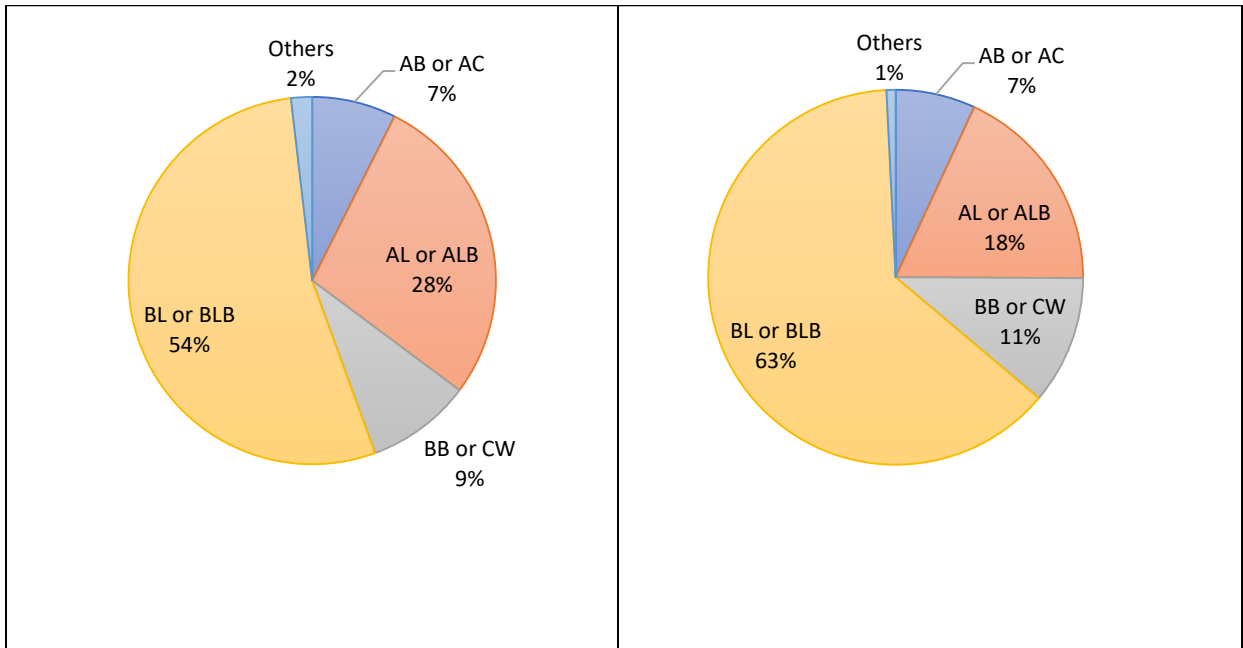
<sup>13</sup> Wisconsin Department of Revenue. Oct. 4, 2017. "WI Liquor Licenses 2017-18."

<sup>14</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 RICHLAND COUNTY BY JURISDICTION**



**FIGURE 11: ALCOHOL BEVERAGE LICENSES BY TYPE, 2017-2018 (RICHLAND 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, Richland County reported a far lower injury-to-death ratio than the state generally (29.3 vs. 73.1).

### *Hospital and EMT Access*

As can be seen in Figure 13, Richland County contains a single hospital with an unclassified trauma rating.<sup>15</sup> Level IV trauma centers can be found in the surrounding counties, while the closest level III hospital is located in the neighboring Sauk County community of Reedsburg. The closest level II facility is located in La Crosse, while the closest level I facility is found in Madison.

Richland County maintains 7 different emergency providers (Figure 14). These companies employ 109 emergency personnel. Consequently, the county is the site of 6.2 emergency response personnel per 1,000 residents. This higher than the state figure of 4.02 emergency response personnel per 1,000 residents.

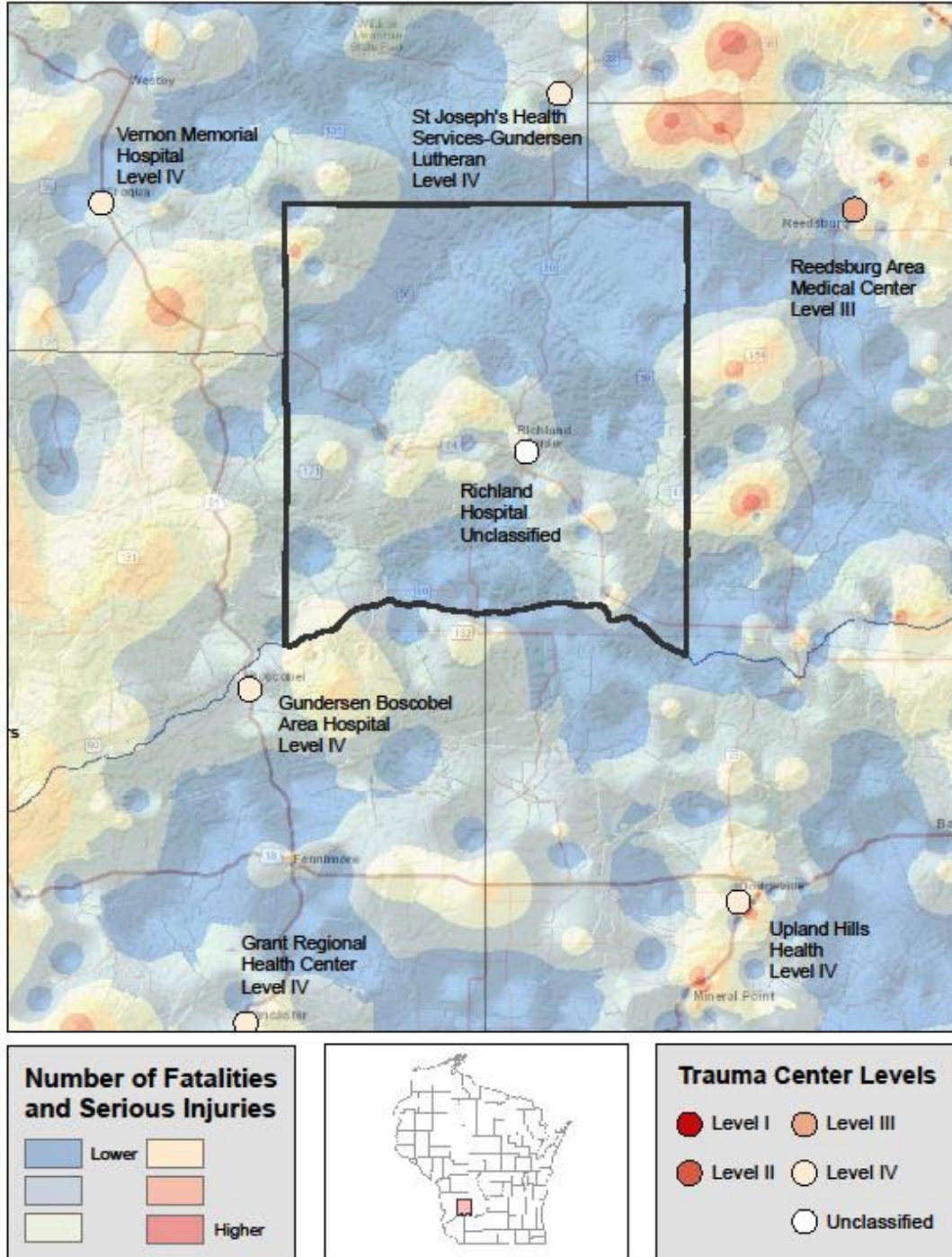
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<sup>15</sup> The trauma capacities of hospitals are rated on a I-IV scale, with some remaining unrated; Level I hospitals have the greatest capacity. In the image, brighter colors show hot spots, where crash numbers are (locally) concentrated.



FIGURE 13:

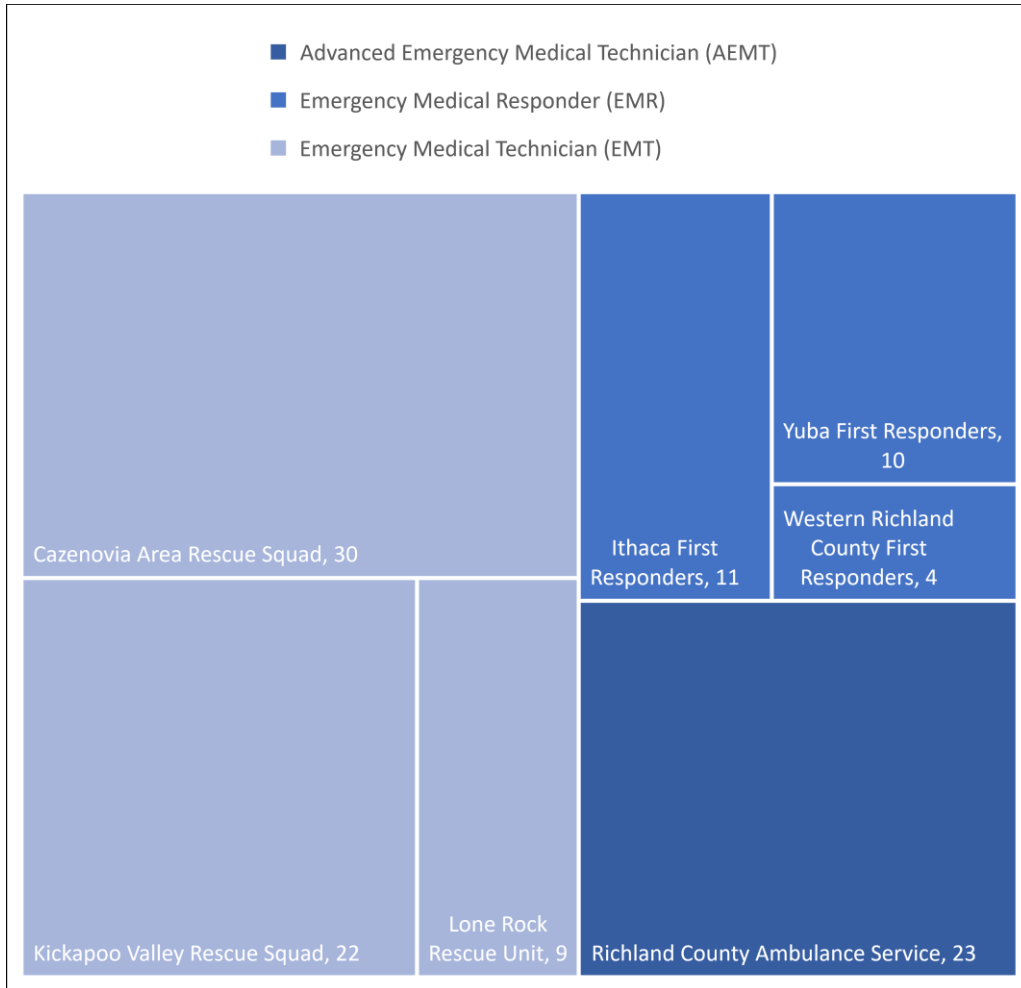
**RICHLAND COUNTY FATALITIES AND SERIOUS INJURIES (2014-2017)  
WITH MAP OF HOSPITALS**



**FIGURE 14: NUMBER OF EMT PERSONNEL/JURISDICTION <sup>16</sup>**

Primary address county name	Service License Level	Service Name	Number of Personnel
Richland	Advanced Emergency Medical Technician (AEMT)	Richland County Ambulance Service	23
Richland	Emergency Medical Responder (EMR)	Ithaca First Responders	11
Richland	Emergency Medical Responder (EMR)	Yuba First Responders	10
Richland	Emergency Medical Responder (EMR)	Western Richland County First Responders	4
Richland	Emergency Medical Technician (EMT)	Cazenovia Area Rescue Squad	30
Richland	Emergency Medical Technician (EMT)	Kickapoo Valley Rescue Squad	22
Richland	Emergency Medical Technician (EMT)	Lone Rock Rescue Unit	9

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



<sup>16</sup> Department of Health Services, 2017, Received through Happel, C.

## **THE CRASHES**

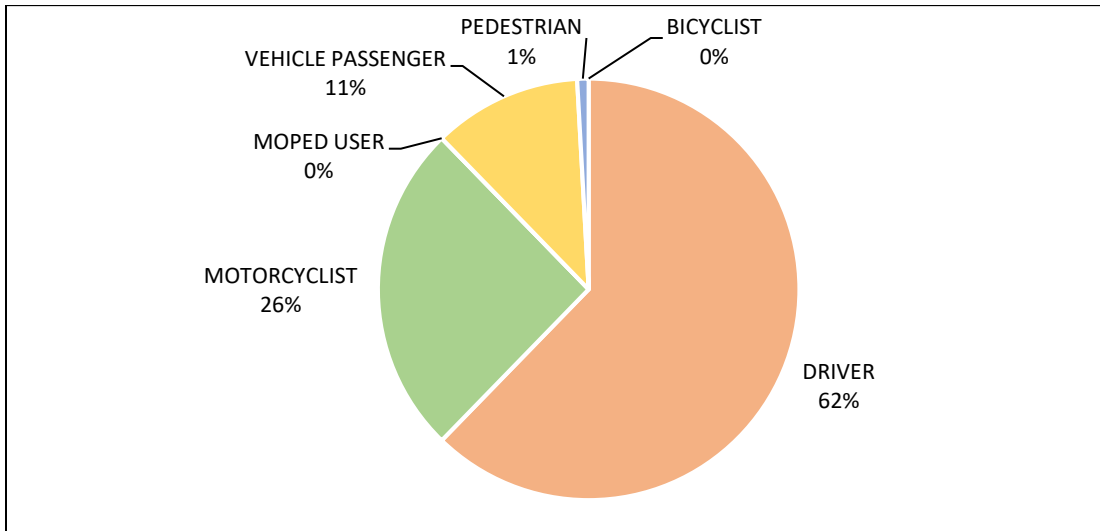
The State of Wisconsin, in a months-long process, solicited input from a diverse variety of stakeholders to create the most recent version of our Strategic Highway Safety Plan (SHSP), a document that guides investment and safety decisions for three years. The plan has ten different issue areas. General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

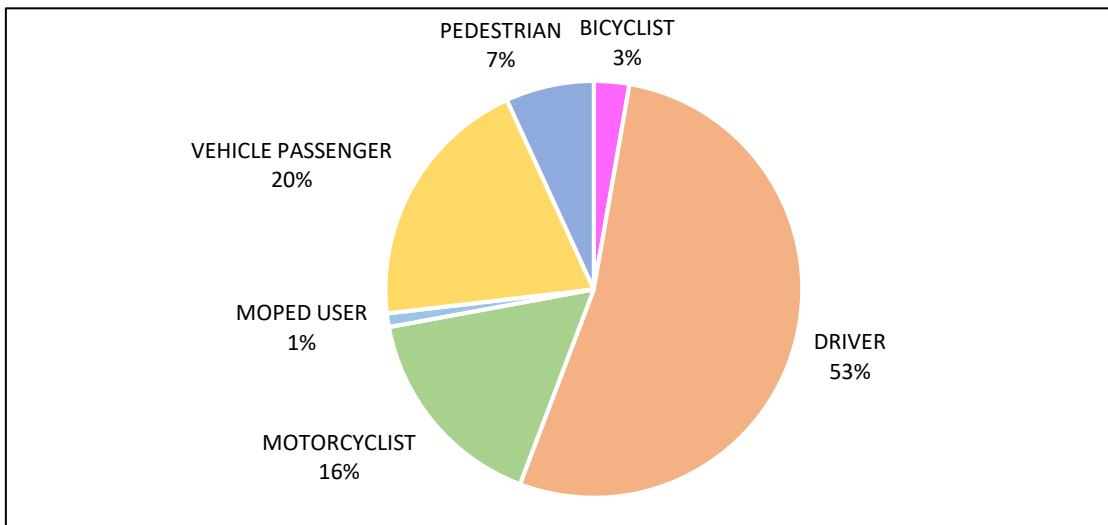
	2012		2013		2014		2015		2016		2012-2016 Average	
	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons
Fatality	2	3	4	4	7	7	0	0	3	4	3.2	3.6
Incapacitating Injury	19	22	21	27	21	24	11	11	12	12	16.8	19.2
Non-Incapacitating Injury	33	43	27	37	28	38	31	39	20	35	27.8	38.4
Possible Injury	34	44	33	43	25	31	27	38	32	41	30.2	39.4
No Apparent Injury	334	536	370	576	345	600	405	622	389	592	368.6	585.2
Totals	422	648	455	687	426	700	474	710	456	684	446.6	685.8

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



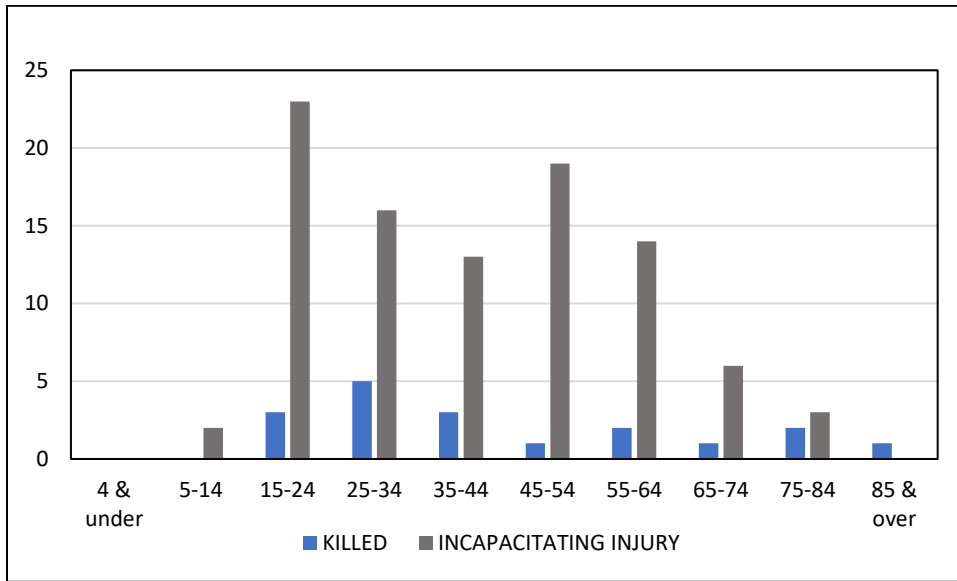
Vehicle drivers make up the highest percentage of fatalities and incapacitating injuries within Richland County. Motorcyclists make up over 1/4 of fatalities and incapacitating injuries within Richland County.

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

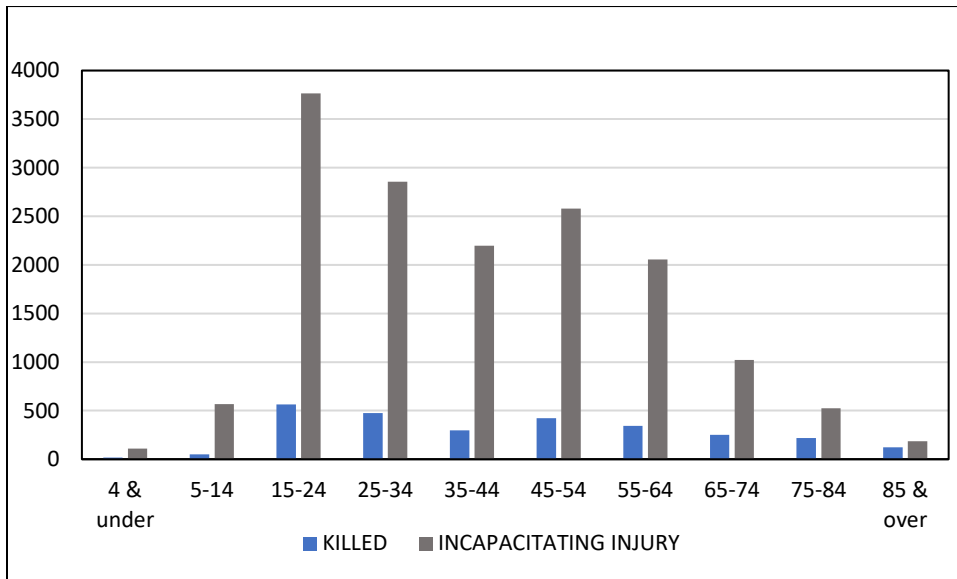


Vehicle drivers make up the highest percentage of fatalities and incapacitating injuries within Wisconsin.

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

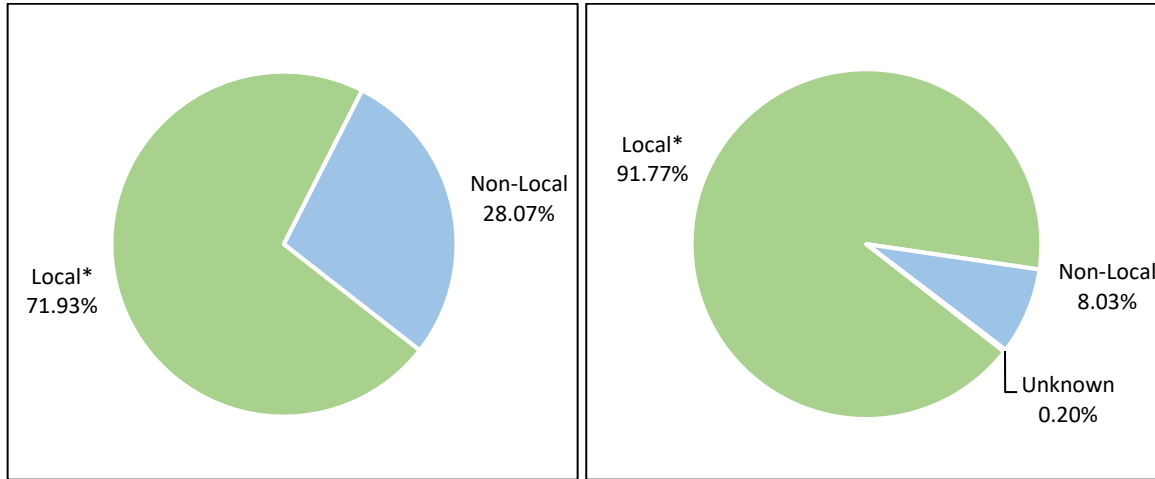


**FIGURE 19: FATAL AND INCAPACITATING INJURIES BY AGE IN WISCONSIN, 2012-2016**



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

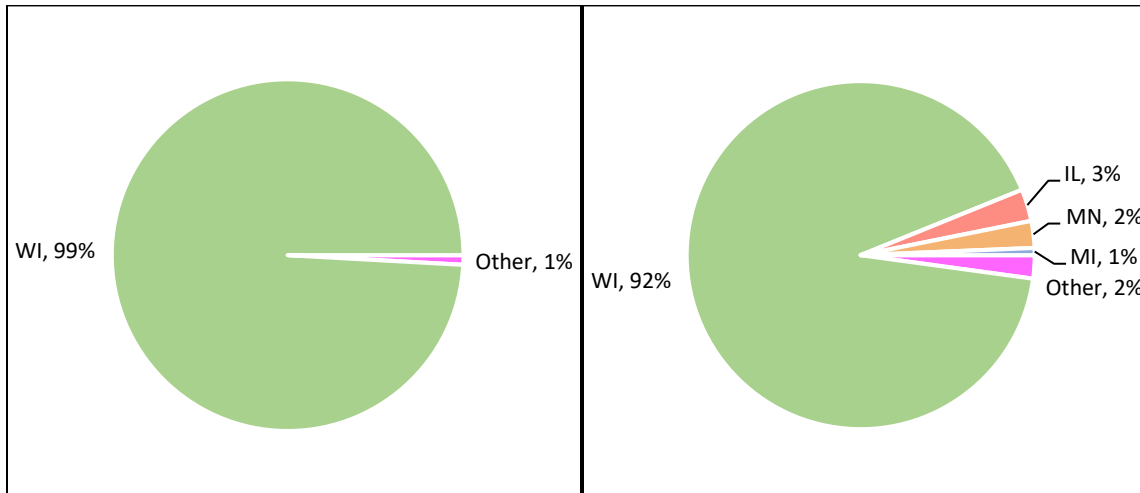
**FIGURE 20: FATALITIES AND INCAPACITATING INJURIES BY PLACE OF RESIDENCE IN RICHLAND COUNTY, 2012-2016 (RICHLAND COUNTY ON LEFT AND STATE OF WI ON RIGHT), 2012-2016**



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

Over ¼ of fatalities and incapacitating injuries are non-local residents.

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



99% of fatalities and incapacitating injuries in Richland County are Wisconsin residents.

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

	Total Fatal Crashes	Total Non-Fatal Injury Crashes
Interstate Highways	N/A	N/A
US/State Highways	50.0%	60.2%
County Highways	37.5%	20.6%
Local Roads	12.5%	19.3%

The highest percentage of fatal and injury crashes occurred on US/state highways within Richland County.

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

Law Enforcement Agency	TOTAL
LONE ROCK POLICE DEPARTMENT	1
RICHLAND CENTER POLICE DEPARTMENT	1
RICHLAND COUNTY SHERIFF	96
WISCONSIN STATE PATROL	2
TOTAL	100

Richland County Sheriff's Department has the highest reporting of fatal and serious injury crashes within Richland 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	50.0%	71.9%
County Highways	50.0%	12.4%
Local Roads	0.0%	15.7%

The most common location for inattention-related fatal and injury crashes in Richland County were on US/state highways and county 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	44.4%	61.1%
County Highways	44.4%	22.2%
Local Roads	11.1%	16.7%

The most common locations for alcohol/drug-related fatal crashes in Richland County were on US/state highways and county highways.

**FIGURE 26: IMPAIRED DRIVING STATISTICS IN RICHLAND 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
3.2	74.8	1.8	7.2

<b>Richland County</b>	% of alcohol or drug-related fatal crashes to all fatal crashes	56.3%
<b>Wisconsin</b>	% of alcohol or drug-related fatal crashes to all fatal crashes	45.0%

Richland County has a greater 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: RICHLAND COUNTY MOTORCYCLISTS KILLED OR SERIOUSLY INJURED, 2012-2016**

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	22.2%	26.0%	0.8	5.0
State	15.3%	16.5%	84.8	525.6

Richland County had a higher percentage of motorcyclists killed and seriously injured when compared to the state.

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

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

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	5.6%	0.0%	0.2	0.0
State	8.1%	6.6%	44.8	211.2

Richland County had a lower percentage of crashes where pedestrians were killed or seriously injured from 2012-2016 than compared to the state.

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

PEDESTRIAN ACTION	PEDESTRIAN LOCATION		TOTAL
	IN CROSSWALK	IN ROADWAY	
WALKING NOT FACING TRAFFIC	1	1	2
DARK CLOTHING	0	1	1
WALKING FACING TRAFFIC	1	0	1
TOTAL	2	2	4

**FIGURE 30: RICHLAND 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

Zero bicyclists were killed or seriously injured within Richland County from 2012-2016.

**ISSUE AREA: IMPROVE SAFETY OF INTERSECTIONS**

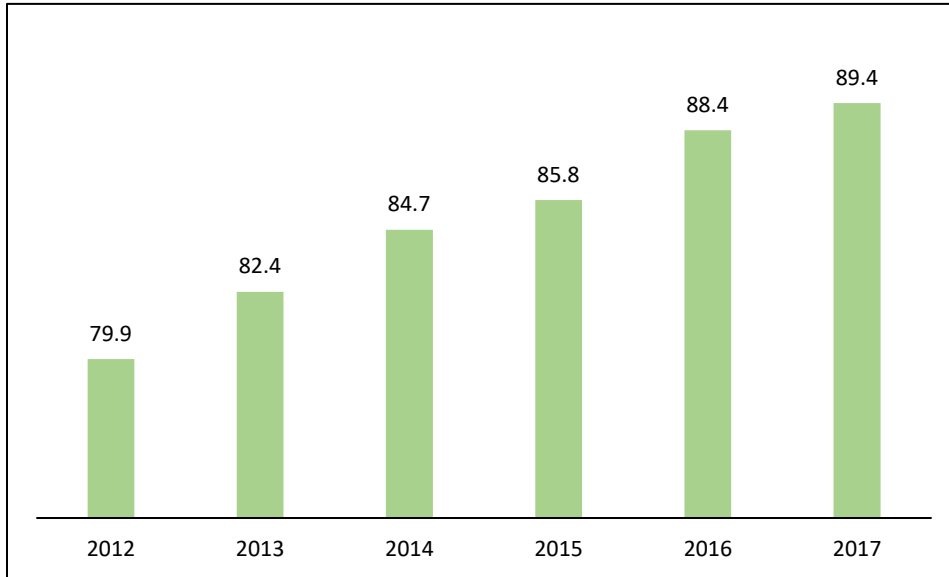
**FIGURE 31: RICHLAND COUNTY TOTAL CRASHES BY LOCATION, 2012-2016**

	County	State
% Intersection	16.7%	37.8%
% Non-Intersection	83.3%	62.8%

A lower percentage of crashes occurred at intersections in Richland County.

**ISSUE AREA: INCREASE OCCUPANT PROTECTION**

**FIGURE 32: SEATBELT USAGE RATE STATEWIDE, 2012-2017**



Seatbelt usage statewide has increased over the past six years.

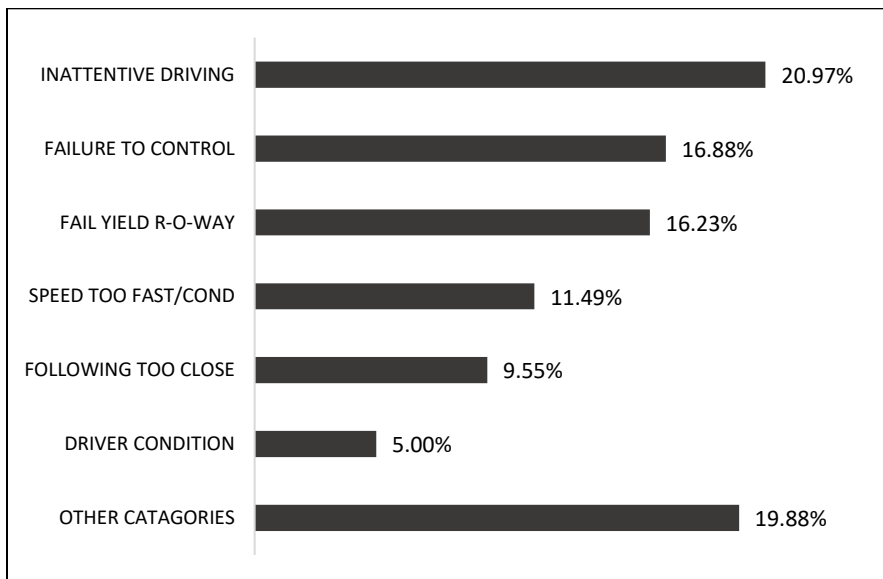
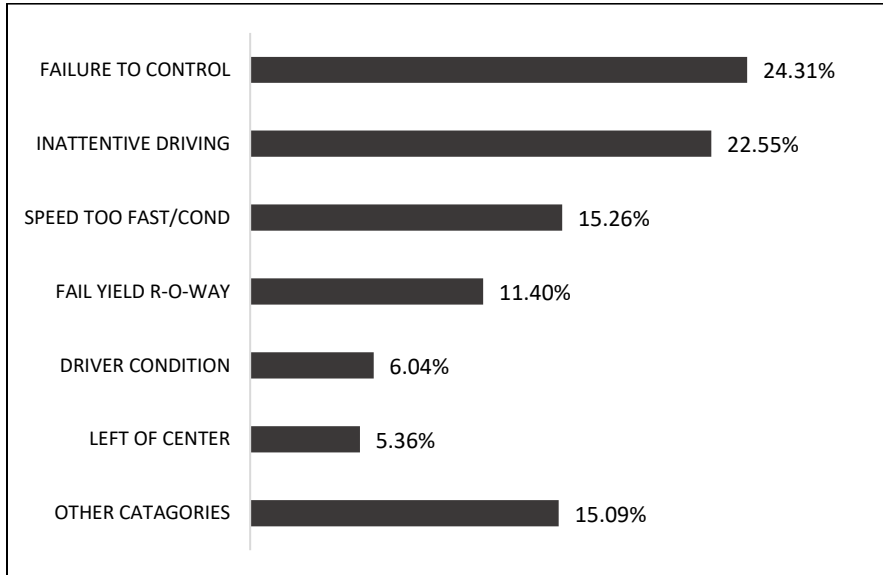
**FIGURE 32.2: SAFETY EQUIPMENT USAGE IN PASSENGER CAR AND LIGHT TRUCKS DURING CRASHES, 2012-2016**

	Belted	Unbelted
Fatalities and Serious Injuries	75.6%	24.4%

24% of the people killed or seriously injured in crashes in Richland County were not wearing a seatbelt.

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

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



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

**FIGURE 34: SPEEDING STATISTICS IN RICHLAND COUNTY, 2012-2016**

Average Speed-Related Fatal Crashes	Average Speed-Related Non-Fatal Injury Crashes
0.8	18.2

<b>Richland County</b>	% of speed-related fatal crashes to all fatal crashes	25.0%
<b>Wisconsin</b>	% 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	25.0%	41.8%
County Highways	50.0%	31.9%
Local Roads	25.0%	26.4%

Richland County had a lower percentage of speed-related fatal crashes than the state. The most common location for speed-related fatal crashes in Richland County is county highways, and the most common location for speed-related non-fatal injury crashes is US/state highways.

**ISSUE AREA: REDUCE LANE DEPARTURE CRASHES**

**FIGURE 35: RICHLAND 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	141.0	31.6%
State	30,395.6	25.4%

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

## **THE IMPACT**

The number of crash-related hospitalizations is high, comparatively. Quality of life costs and lost years of life due to crashes are high.

### ***2011-2015 Annual Averages***

	Richland County	Wisconsin
Average Annual Population	17,918	5,716,883
Persons in Crashes (per 1,000 residents)	37.3	46.0
Crash-Related Emergency Room Visits (per 100,000 residents)	308.4	407.3
Crash-Related Hospitalizations (per 100,000 residents)	85.9	49.3
Quality of Life Costs (per 100,000 residents)	\$58,393,400	\$36,819,900
Lost Years of Life (per 1,000 residents)	6.43	3.04
Medical Costs (per 100,000 residents)	\$12,369,473	\$10,482,526

<sup>17,18</sup>

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<sup>17</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>18</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
Richland County Speed Enforcement Task Force	\$14,952.87

*2016 Grant Participation*

	Impaired Driving	Occupant Protection	Speed
Richland County Sheriff's Dept.			Richland County Speed Enforcement Task Force
Lone Rock Police Dept.		\$3,264	Richland County Speed Enforcement Task Force
Richland Center Police Dept.			
Viola Police Dept.			

The Wisconsin State Patrol also participated on the speed task force. Viola Police Department participated on a pilot ignition interlock device enforcement task force with other law enforcement agencies in Vernon and Crawford counties.

*2017 Task Forces*

	Grant Amount
Richland County Speed Task Force	\$52,606.80

*2017 Task Force Participation*

	Impaired Driving	Occupant Protection	Speed
Richland County Sheriff's Dept.			Richland County Speed Task Force
Lone Rock Police Dept.			Richland County Speed Task Force
Richland Center Police Dept.			
Viola Police Dept.			Richland County Speed Task Force

*2018 Task Force Eligibility*

	Impaired Driving	Occupant Protection	Speed
Richland County Law Enforcement Agencies	not eligible	not eligible	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
Richland County Sheriff's Dept.		yes	yes	yes	yes	yes
Lone Rock Police Dept.		yes			yes	
Richland Center Police Dept.		yes			yes	
Viola Police Dept.		yes			yes	

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