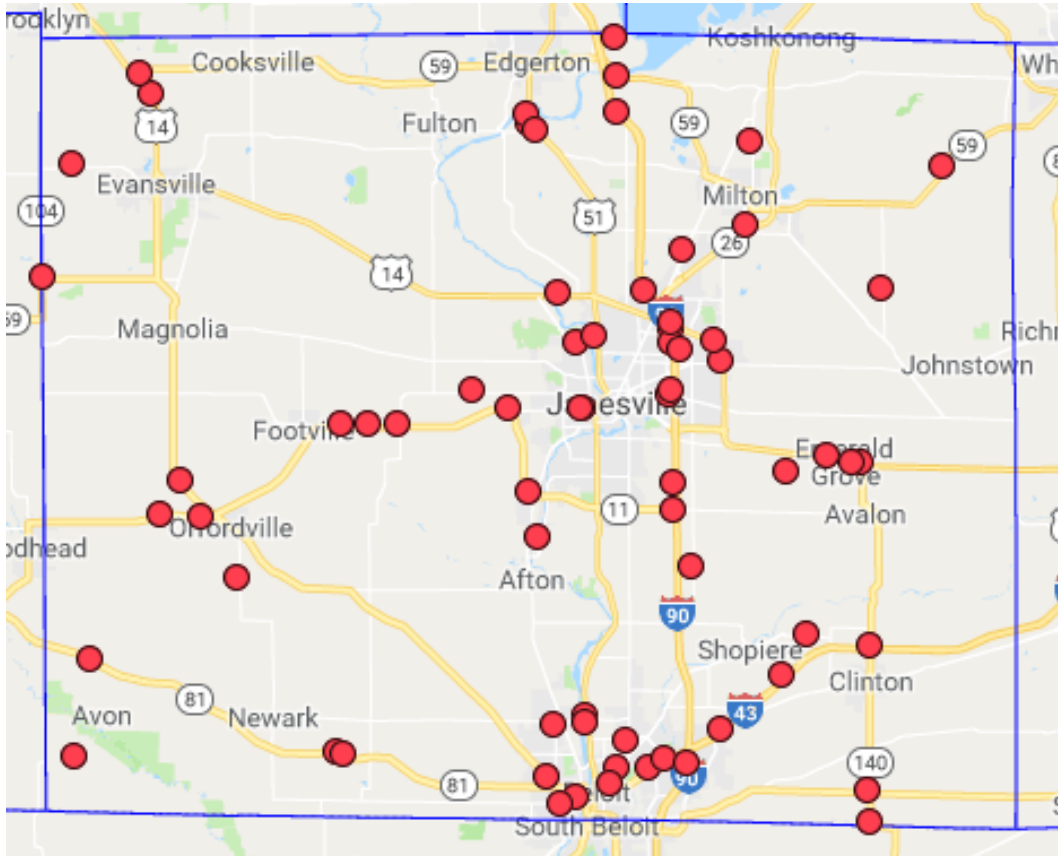


# ANATOMY OF ROCK COUNTY: A TRAFFIC SAFETY SUMMARY



## DID YOU KNOW...

One individual is killed or injured in a crash in Rock County every 6.6 hours?

## **THE PLACE**

### *Section Summary*

The principal routes in the county are I-39/90, I-43, STH 11, STH 26, and USH 12. Rock County is among the top ten counties in the state for VMT, miles of state highways, miles of local roads, the number of registered vehicles, urban population, percentage of the population that is urban, and urban area. It is among the bottom ten counties for miles of county highways per capita.

### *Urbanization*

Rock County contains the Janesville metropolitan area, and it is adjacent to the Madison and Rockford metropolitan areas as well as the Watertown-Fort Atkinson and Whitewater urban clusters. 79.58% of the population lives in urban areas, and 8.52% of the area of the county is urban.<sup>1</sup>

### *Road Network*

Interstate 39 and Interstate 90 run in a concurrency from north to south through the county bypassing Edgerton, Janesville, and Beloit. I-90 is an east-west highway that carries traffic to and from Chicago, Illinois and points east via Rockford, Illinois as well as to and from Minneapolis-St. Paul, Minnesota and points west via Madison. I-39 is a north-south highway carrying traffic to Wausau via Madison to the north and Bloomington-Normal, Illinois via Rockford, Illinois to the south. I-39 to the south of Wisconsin connects to highways that carry traffic to and from Indiana, Missouri, and Iowa. I-43 is designated as a north-south highway, and it begins at I-39/90 in Beloit and heads northeast toward Milwaukee, bypassing Clinton. I-43 connects Milwaukee with areas to the south and west of Wisconsin.

United States Highway (USH) 51 is a north-south highway that carries local traffic through Edgerton, Janesville, and Beloit roughly parallel to I-39/90, travelling south to South Beloit, Illinois and north to Madison via Stoughton. USH 14 is an east-west highway that travels through Evansville and Janesville. USH 14 carries traffic to and from Oregon and Madison to the northwest. USH 14 bypasses Janesville to its north and east. USH 14 travels east and then southeast from Janesville carrying traffic toward Walworth and Woodstock, Illinois. Business USH 14 carries traffic through the center of Janesville. USH 12 and State Trunk Highway (STH) 89 travel in a concurrency across the far northeast corner of the county, carrying traffic between Fort Atkinson and Whitewater.

STH 11 is an east-west primary arterial heading toward Monroe and Dubuque, Iowa to the west and Delavan, Elkhorn, and Racine to the east. STH 11 travels through Brodhead, Orfordville, and Footville, and it bypasses Janesville to its south. STH 11 travels in a small concurrency with I-39/90 from its bypass around the south side of Janesville between exits 175 and 177. USH 14 and STH 11 exit the county to the east in a concurrency. STH 11 connects to I-43 in Walworth County, carrying traffic between Janesville and Milwaukee via Delavan.

STH 26 begins at USH 51 in central Janesville, travelling north through Milton toward Fort Atkinson and Watertown. It is a multilane highway between I-39/90 and Milton, a freeway around and north of Milton, and an expressway north of County Trunk Highway (CTH) N. STH 26 carries a significant amount of traffic between Janesville and Milwaukee. STH 59 is an east-west highway across the northern parts

---

<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>

of the county, travelling through Evansville, Edgerton, and Milton. To the east, STH 59 travels to Whitewater, Palmyra, and Waukesha, and to the west, it travels Albany, carrying traffic to and from Monroe. STH 67 begins east of Beloit at the Illinois border, over which the highway is signed as Illinois Route 75. STH 67 carries traffic between South Beloit, Illinois and Walworth. STH 81 begins at I-39/90 in Beloit at the I-43 junction, traveling west toward Monroe. It carries traffic between Beloit and Brodhead. STH 104 runs along the Green County border, carrying traffic between Brodhead and Madison via Brooklyn. STH 213 starts in Evansville, travels through Orfordville and Beloit, and becomes Illinois Route 2, traveling through South Beloit, Illinois on its way toward Rockton and Rockford, Illinois. STH 138 is a north-south highway beginning at STH 59 in the community of Cooksville that goes north toward Stoughton. STH 140 begins at USH 14/STH 11 in the town of Bradford heads south through Clinton, becoming Illinois Route 76 heading toward Belvidere, Illinois.

#### *Miles of Roadway*

There are 2,085 miles of roads in the county, of which 253 (12.1%) are state roads, 212 (10.2%) are county roads, and 1,620 (77.7%) are local roads.<sup>2</sup>

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

In 2016, there were 62,698 autos, 9,458 cycles, 11,693 trailers, and 79,895 trucks registered in Rock County.<sup>3</sup> VMT in 2016 was 1,637,215,165.<sup>4</sup>

---

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

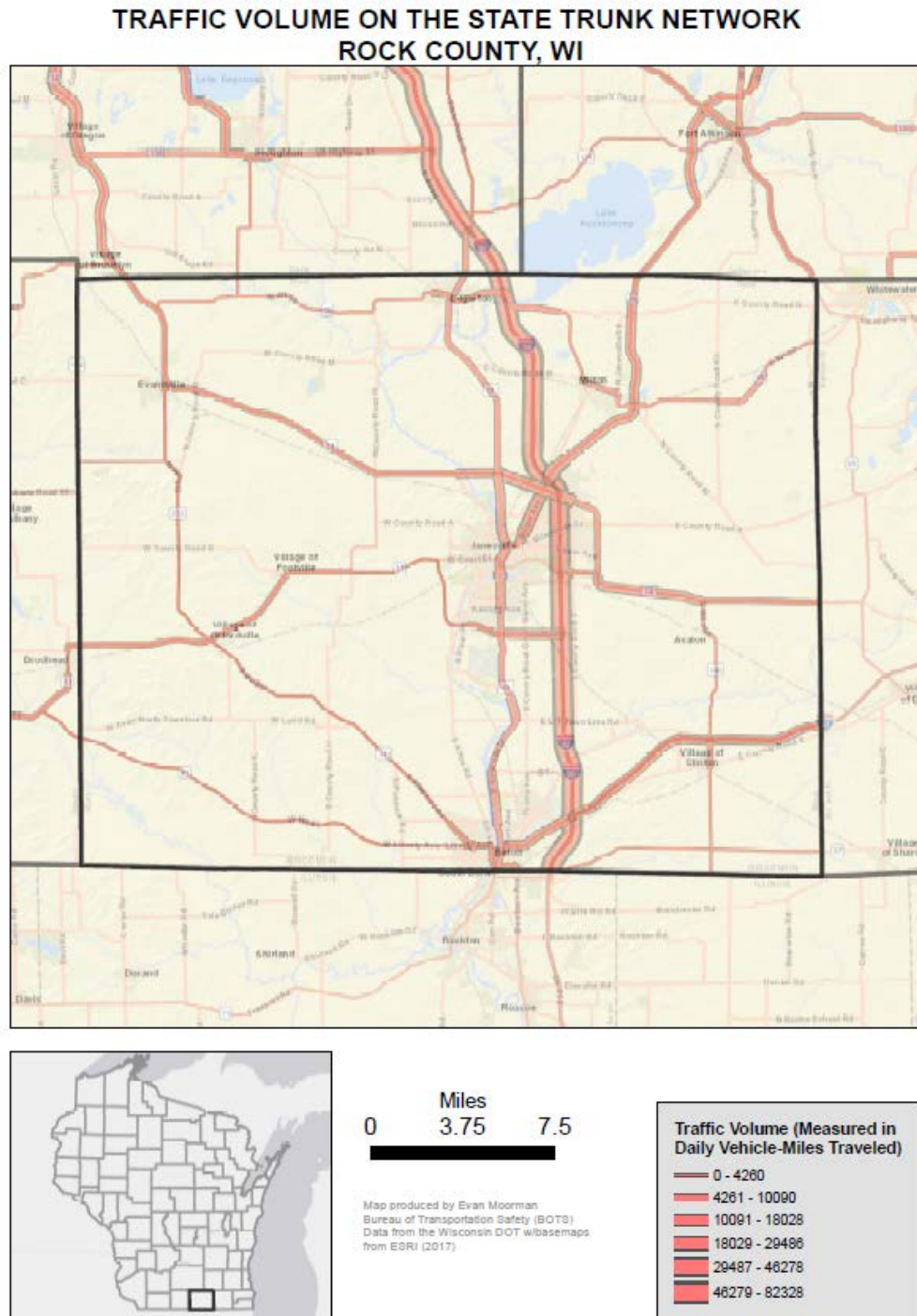
<sup>3</sup> Wisconsin Department of Transportation. "Facts and Figures 2016, Vehicles Registered by County." Accessed Nov. 6, 2017. <http://wisconsindot.gov/Documents/about-wisdot/newsroom/statistics/factsfig/vehregcounty.pdf>

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

### Traffic Volume

As can be seen, traffic volumes in Rock County are highest along Interstate 39/90, which connects Janesville and Beloit with Madison and Rockford to the north and south respectively. The maximum daily VMT in the county is estimated at slightly over 80,000 (and is found on I-39/90).

**FIGURE 1:**



## Commuting Flows

**FIGURE 2: COMMUTING FLOWS AMONG COUNTIES**

Workers who Reside in Rock County Work in:		People who Work in Rock County Reside in:	
Rock County	51,134	Rock County	51,134
Dane County	8,696	Winnebago County, IL	3,755
Winnebago County, IL	4,518	Dane County	1,713
Walworth County	3,230	Walworth County	1,393
Jefferson County	1,666	Green County	931
Green County	1,050	Jefferson County	775
Boone County, IL	478	Boone County, IL	271
Waukesha County	303	Waukesha County	150
Milwaukee County	270	Cook County, IL	148
Cook County, IL	213	Kane County, IL	127
McHenry County, IL	154	Washington County	124
Racine County	99	Sauk County	90
		Grant County	76
		Milwaukee County	66
		DuPage County, IL	64
Others	1,290	Others	756

5

**FIGURE 3: COMMUTING FLOWS BETWEEN MUNICIPALITIES (TOP 15)**

Residence	Place of Work	Number
Winnebago Co., Illinois [all municipalities]	Beloit	2,557
Beloit	Winnebago Co., Illinois [all municipalities]	2,396
Beloit	Janesville	1,906
Janesville	Beloit	1,896
Janesville	Madison	1,583
Beloit (Town)	Beloit	1,457
Milton	Janesville	978
Winnebago Co., Illinois [all municipalities]	Janesville	800
Janesville (Town)	Janesville	762
Janesville	Milton	698
Janesville	Winnebago Co., Illinois [all municipalities]	651
Evansville	Madison	636
Beloit (Town)	Winnebago Co., Illinois [all municipalities]	619
Rock (Town)	Janesville	577
Harmony (Town)	Janesville	500

6

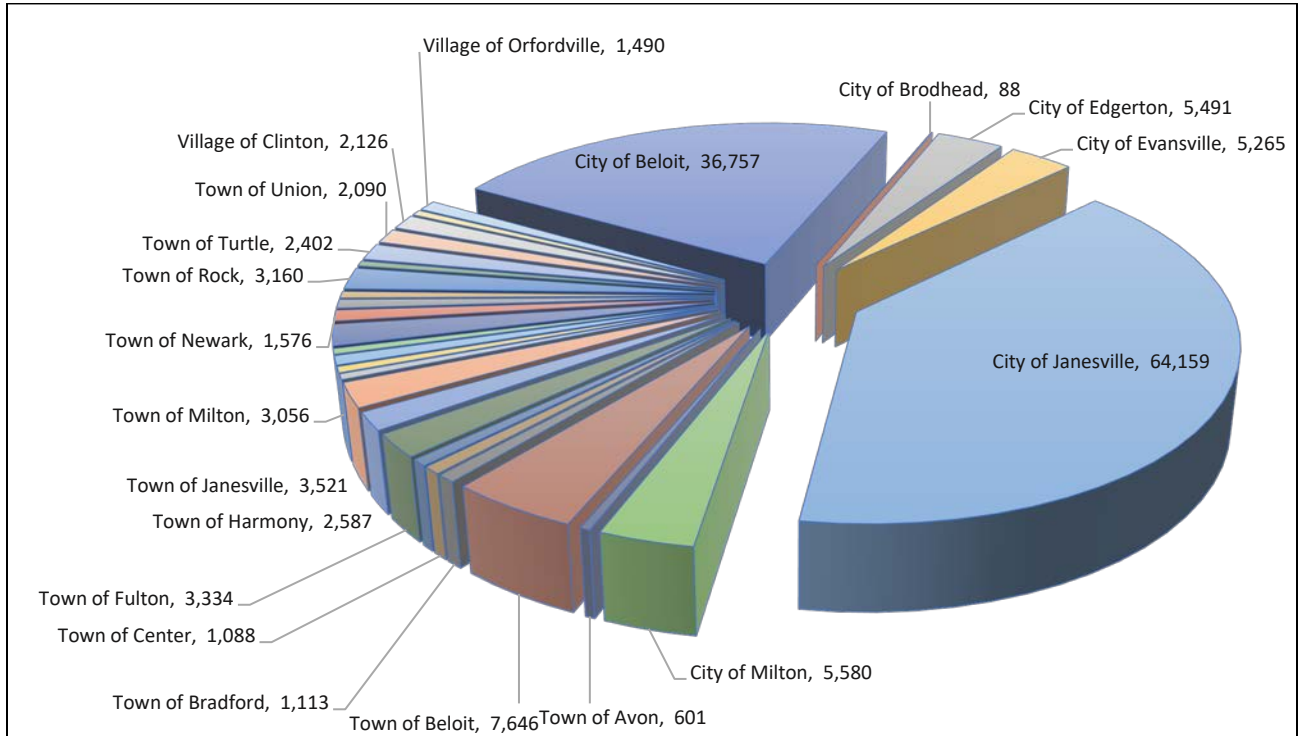
<sup>5</sup>United States Census Bureau. 2009-2013 5-Year American Community Survey Commuting Flows. <https://www.census.gov/data/tables/time-series/demo/commuting/commuting-flows.html> Accessed Sept. 29, 2017.

<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**

The population of Rock County—about 161,000 individuals—is distributed through 29 jurisdictions, with the largest jurisdictions being the city of Janesville (which comprises about 40% of the county’s population), the city of Beloit (about 20% of the county’s population), and the town of Beloit (about 5% of the county’s population).

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



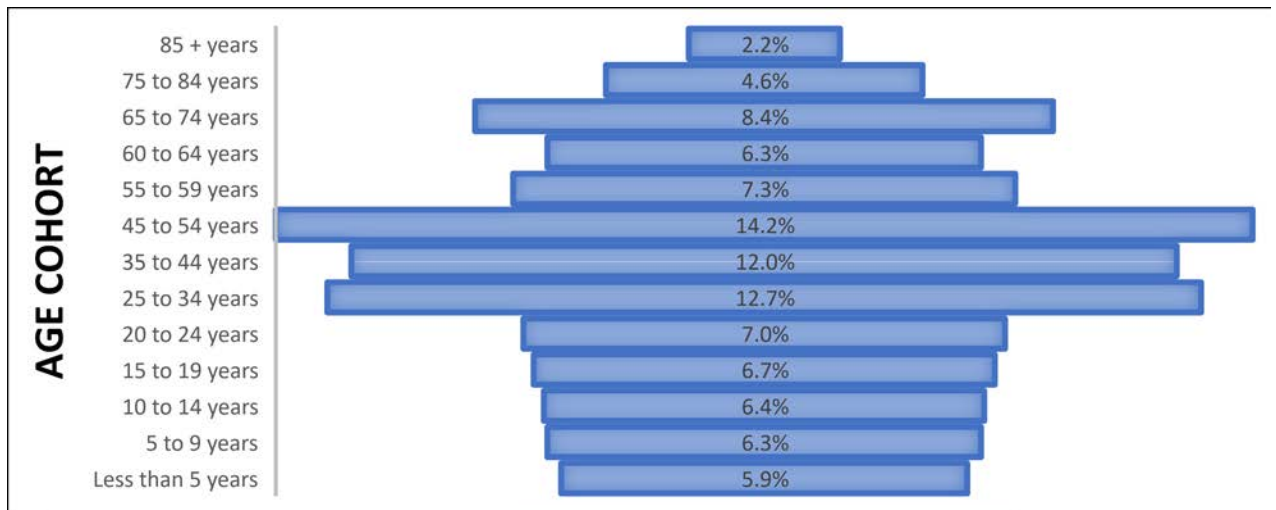
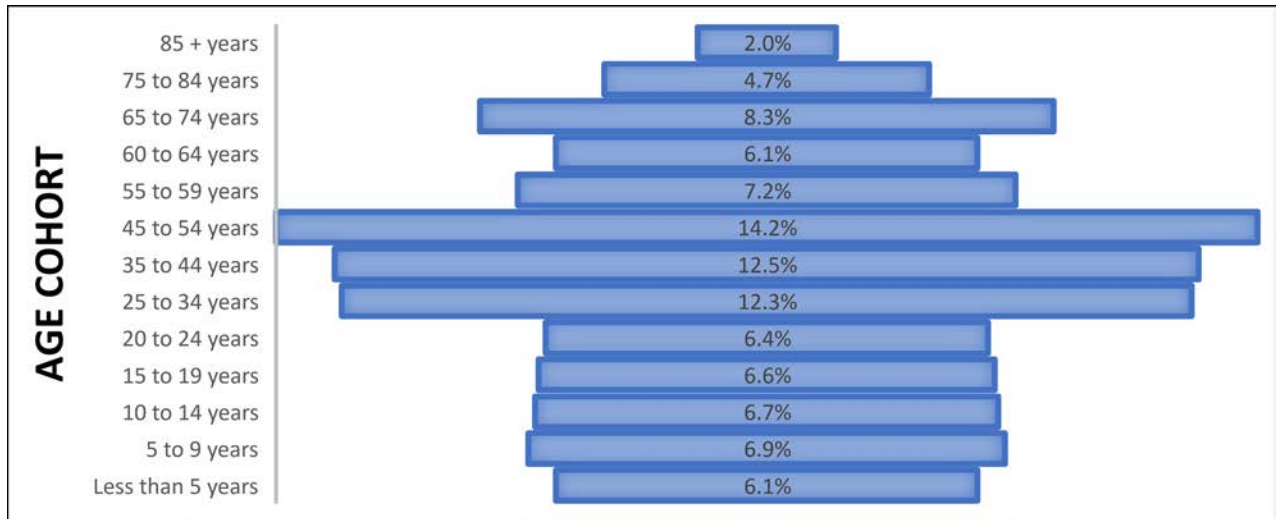
7

### *Population Trends*

Between 2010 and 2016, the county’s population declined by about 0.5%. The average age of the county is basically the same as that of the state (39.1 vs. 39 years). Rock County’s population pyramid is thus broadly similar Wisconsin’s population pyramid.

<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.

**FIGURE 5<sup>8</sup>: POPULATION PYRAMIDS (ROCK COUNTY ABOVE AND STATE BELOW)**



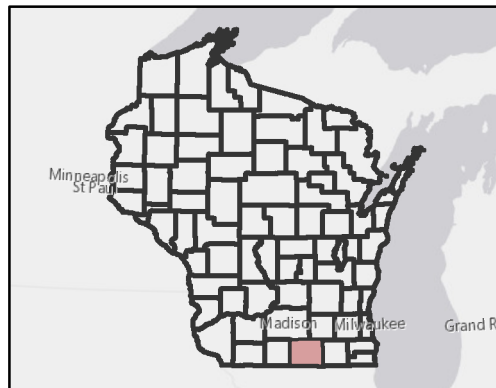
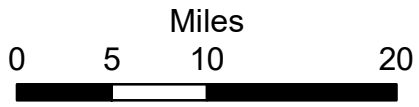
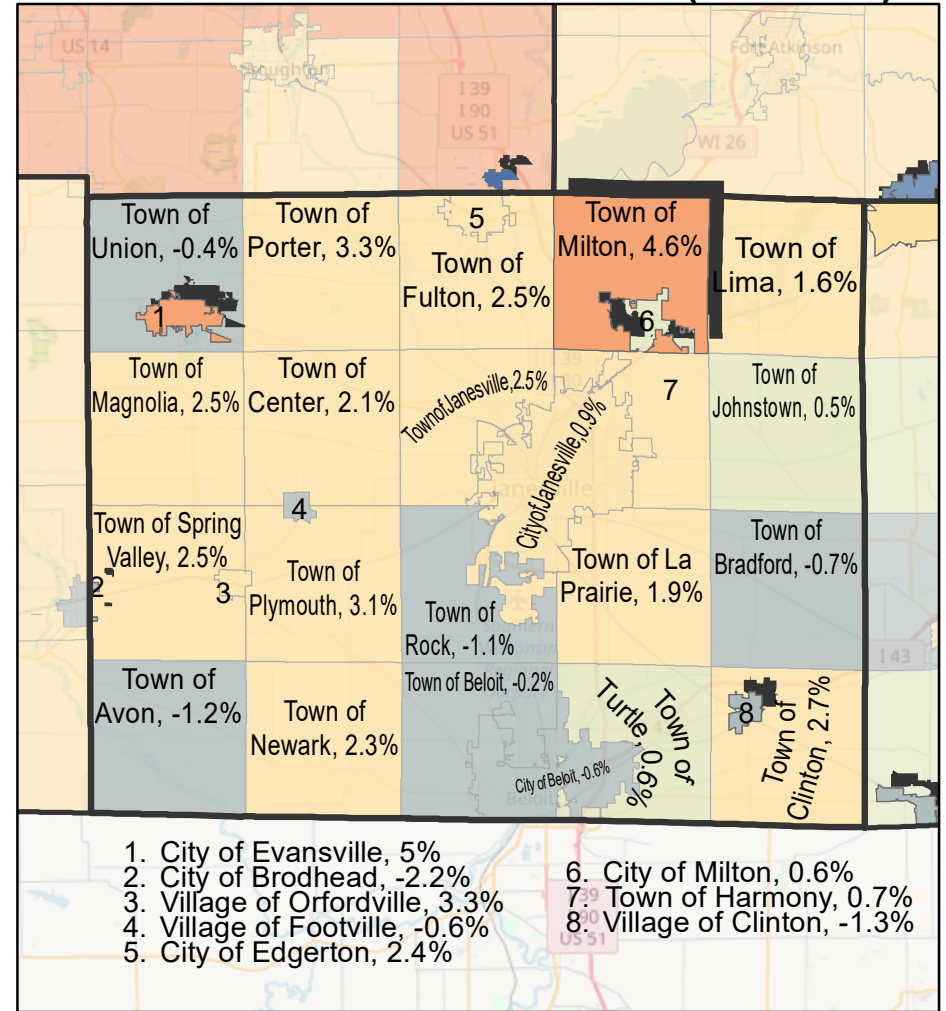
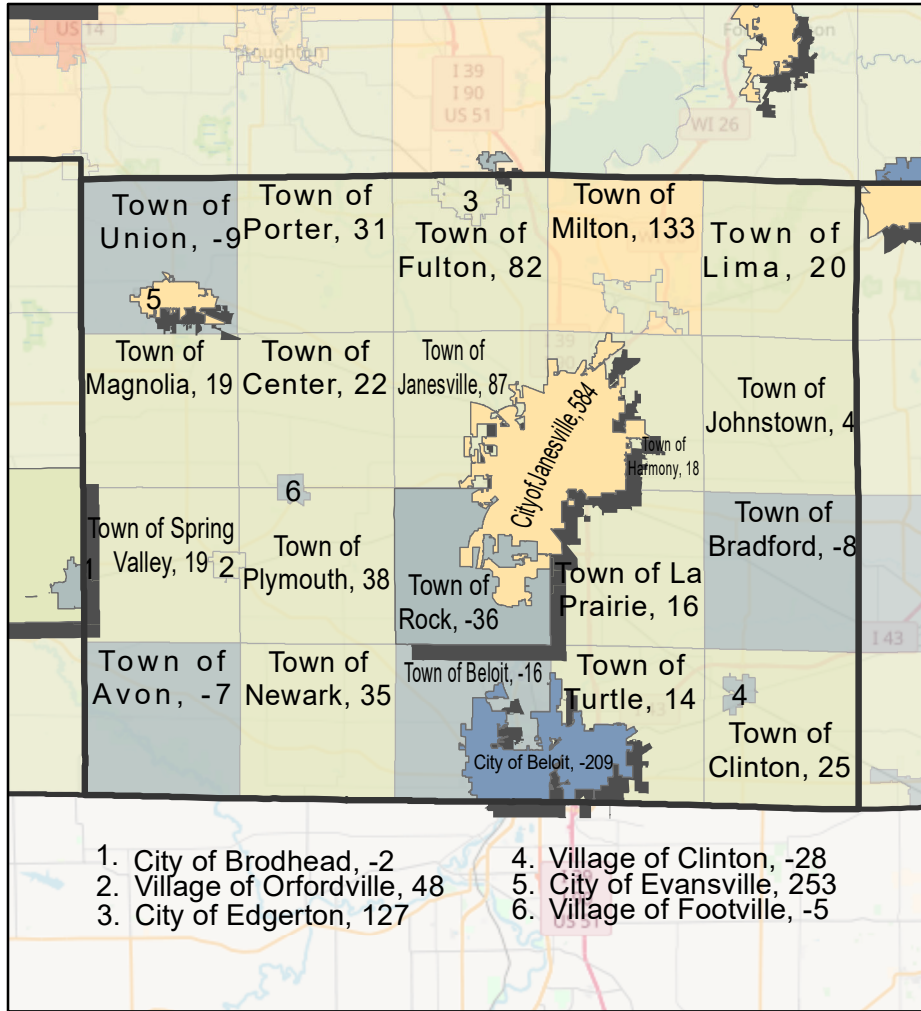
Some jurisdictions (particularly in the northern part of the county) are gaining population modestly, while jurisdictions in the southern part of the county are more likely to be losing population, particularly within Beloit and the surrounding areas. (In the images, the measure of absolute population 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>

<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 6th, 2017.

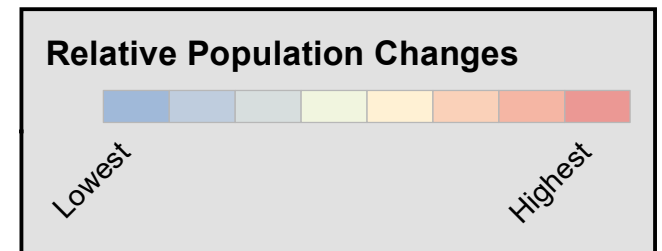
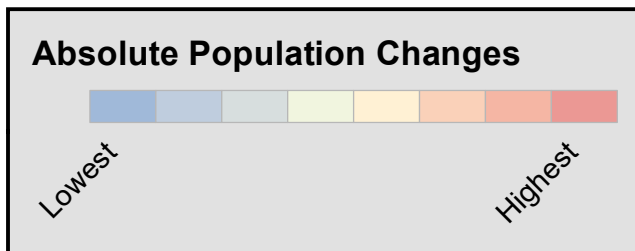
<sup>9</sup> The highlighted jurisdiction in the image shows the two jurisdictions that are growing fastest and the two jurisdictions growing the slowest.



# ABSOLUTE AND RELATIVE POPULATION CHANGES ROCK 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



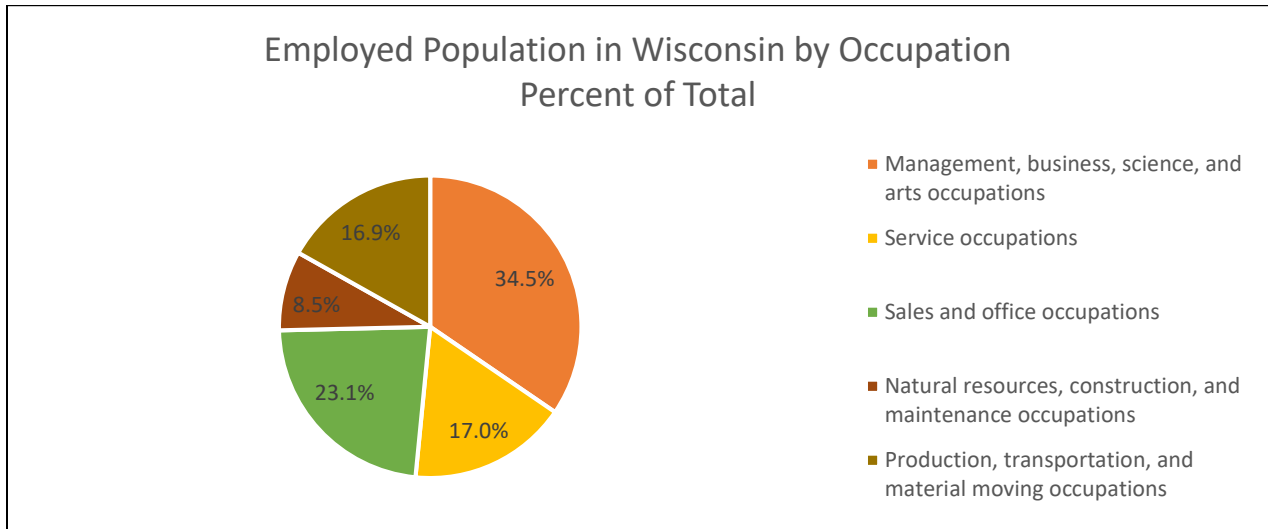
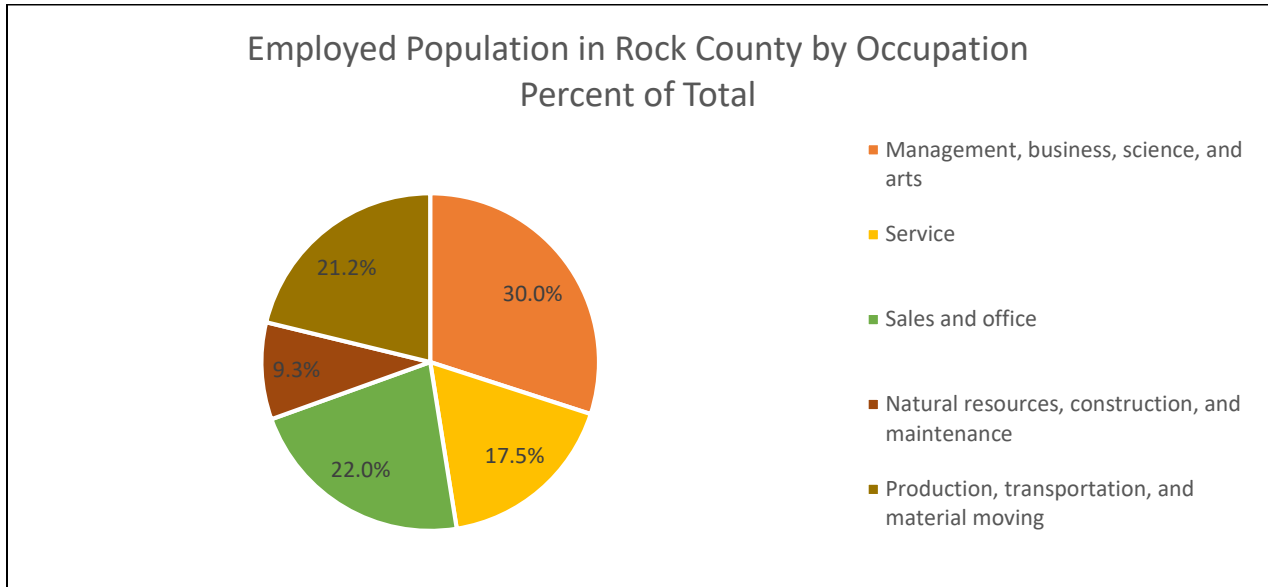


## THE ECONOMY

### Section Summary

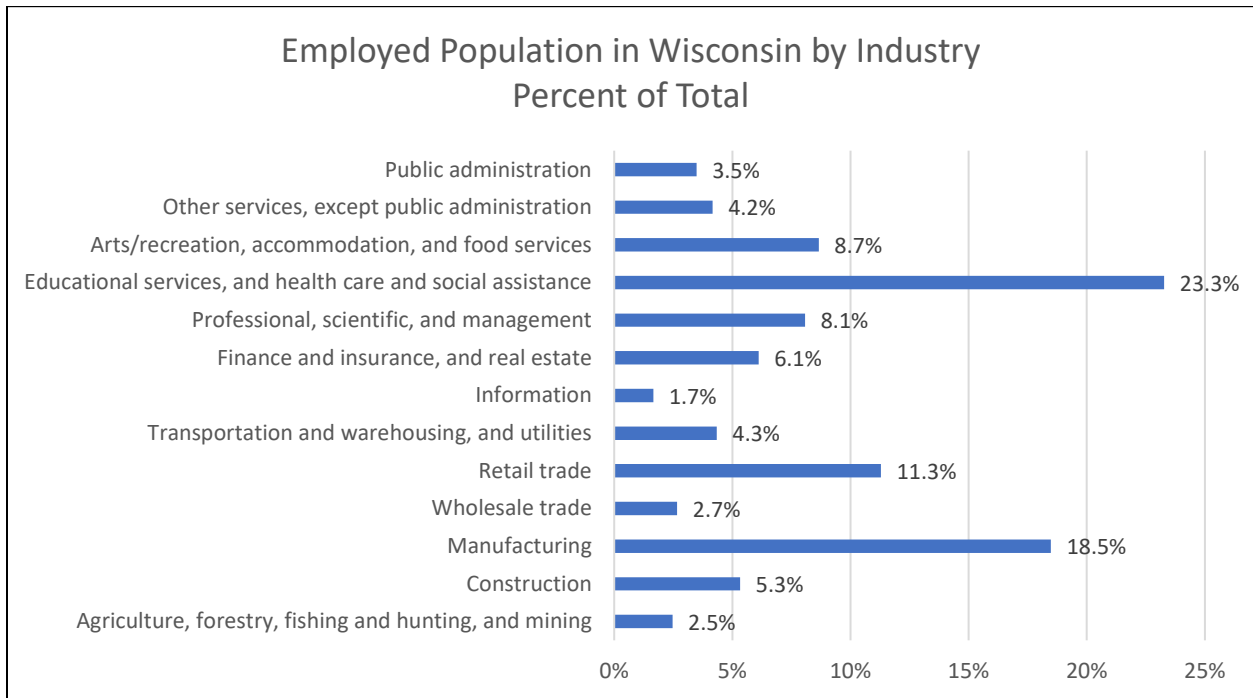
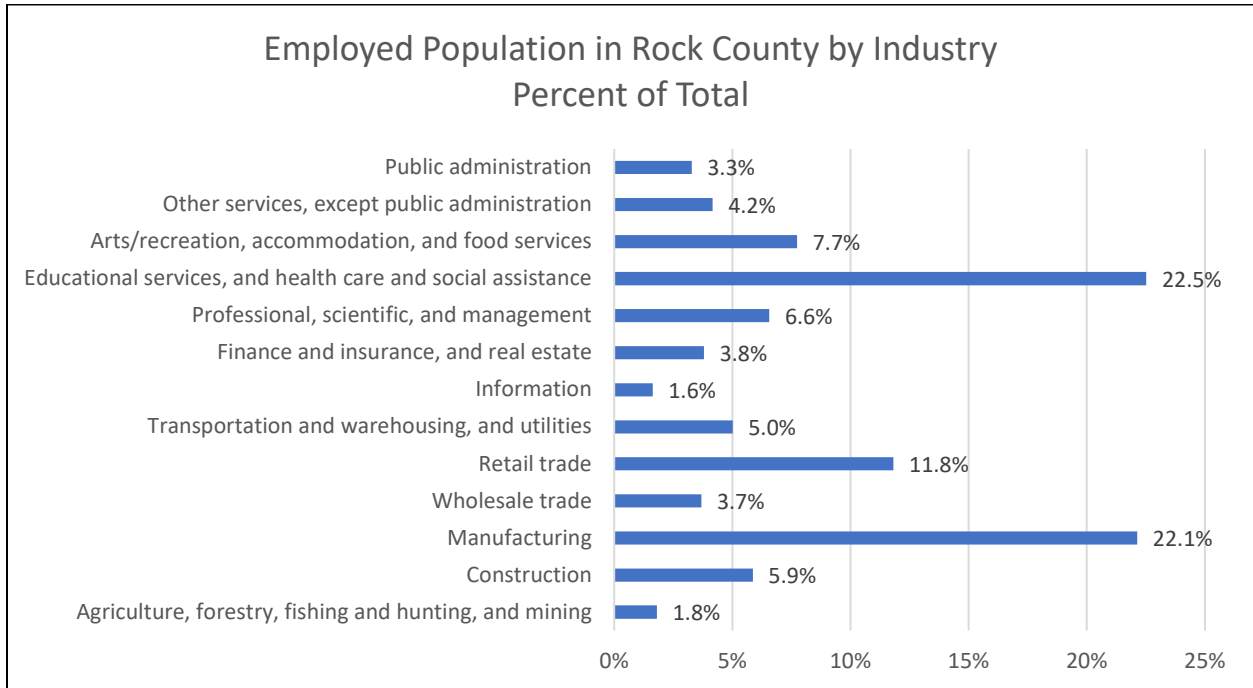
The unemployment rate in Rock County has been, on average, 1.4% higher than that of the state over the last decade. The proportion of the population that works in the manufacturing industry is fairly large.

**FIGURE 7: EMPLOYMENT BY OCCUPATION** <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.

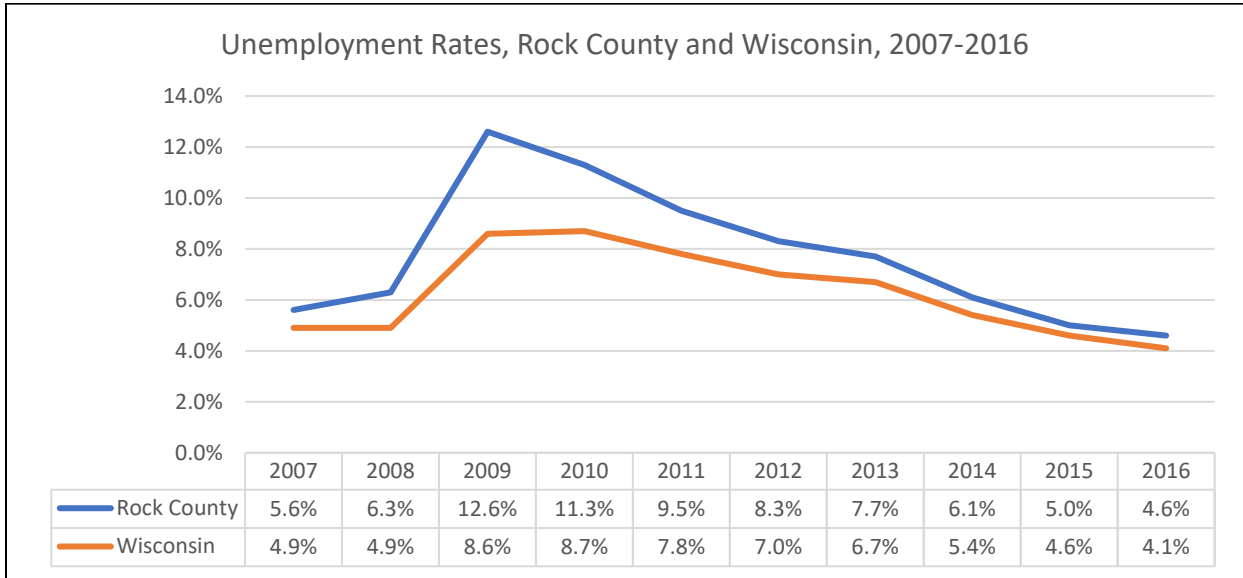
**FIGURE 8: EMPLOYED POPULATION BY INDUSTRY**



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**



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*

Sixty-one percent of licensees have liquor for sale for consumption on site. Thirty-four percent of the licenses are in Janesville, 26% are in Beloit, 5% are in Edgerton, and 5% are in Milton.

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

	City of Beloit	Clinton	Edgerton	Evansville	Footville	Janesville	City of Milton	Orfordville	Town of Beloit	Town of Fulton	Town of Milton	Town of Turtle	Other Towns	Total (By Liq. License)
AB or AC	16		2	1			2		1	2			1	25
AL or ALB	14	2	4	4	1	23	2	1	2	2			5	60
BB or CW	12	1	1	1	2	22	2	1	2		3		2	49
BL or BLB	47	4	10	6	3	72	11	3	9	7	11	5	19	207
Others														0
<b>Total (By Municipality)</b>	<b>89</b>	<b>7</b>	<b>17</b>	<b>12</b>	<b>6</b>	<b>117</b>	<b>17</b>	<b>5</b>	<b>14</b>	<b>11</b>	<b>14</b>	<b>5</b>	<b>27</b>	<b>341</b>

<sup>13</sup>

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

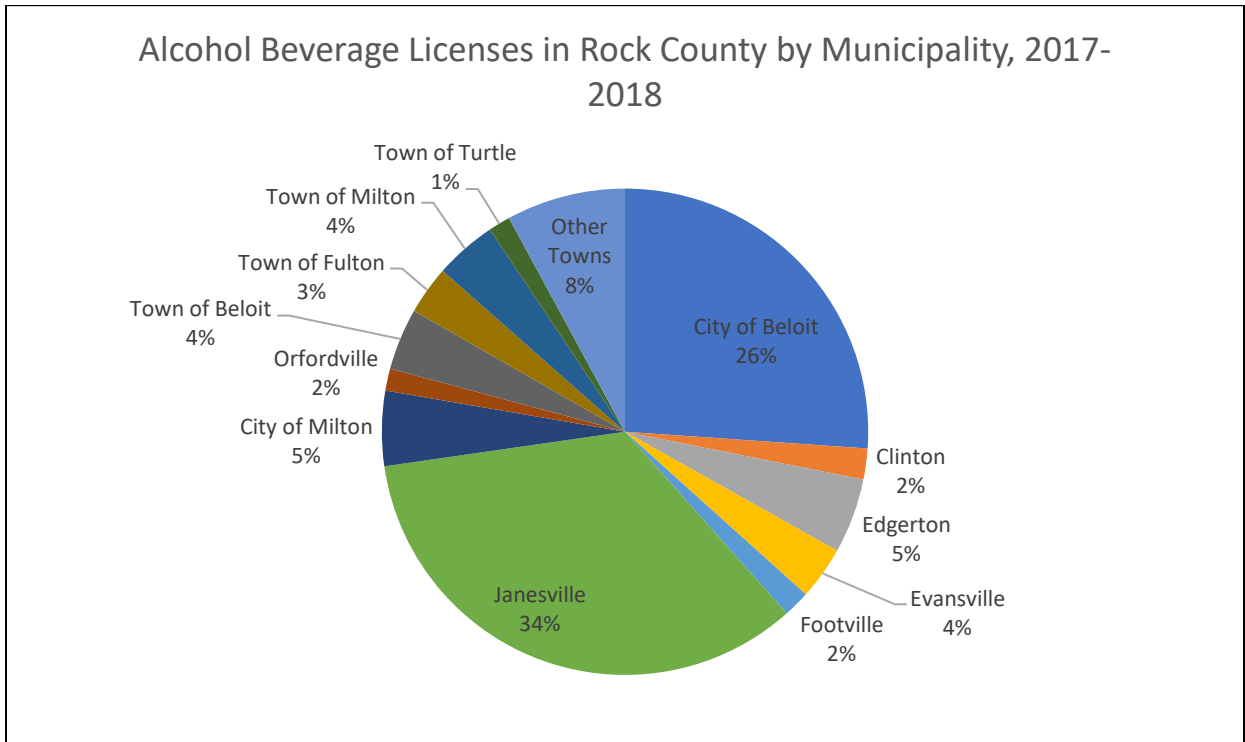
CODE	DESCRIPTION
AB	Beer for sale off site (convenience stores, grocery stores)
AC	Cider for sale off site (convenience stores, grocery stores)
AL	Liquor for sale off site (drug stores, wineries)
ALB	Beer, wine, or liquor for sale off site
BB	Beer for sale on site or off site
BL	Liquor for sale on site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

<sup>14</sup>

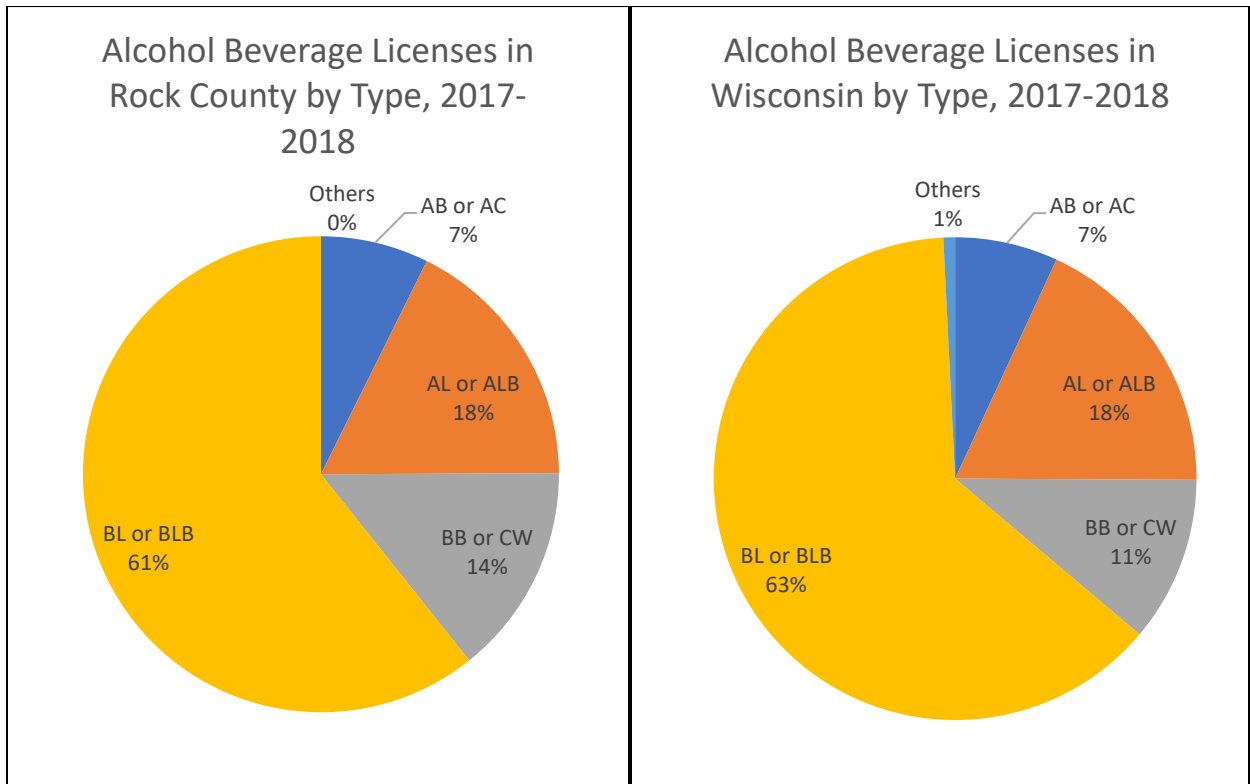
<sup>13</sup> Wisconsin Department of Revenue. Oct. 4, 2017. "WI Liquor Licenses 2017-18."

<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 ROCK 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, Rock County reported a slightly higher injury-to-death ratio than the state generally (80.1 vs. 73.1).

### *Emergency Services*

As can be seen, Rock County contains a level IV trauma center, two level III trauma centers, and a level II trauma center.<sup>15</sup> A level IV trauma center can be found just north of the county border, in Stoughton. The closest level I facility is found in Madison.

Rock County maintains 13 different emergency providers (listed below). These companies employ 381 emergency personnel. Consequently, the county is the site of 2.4 emergency response personnel per 1,000 residents. This lower than the state figure of 4.02 emergency response personnel per 1,000 residents.

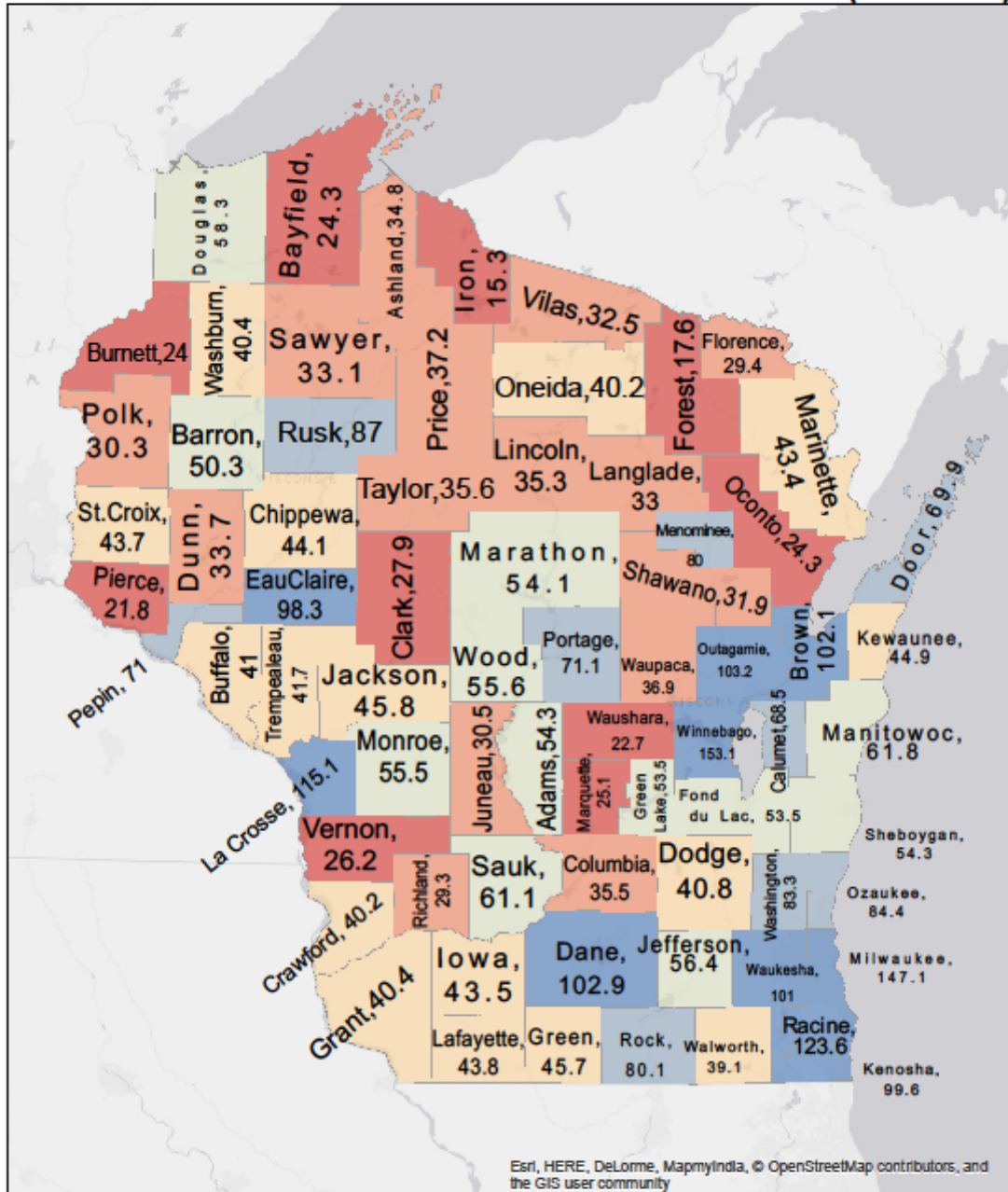
---

<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.



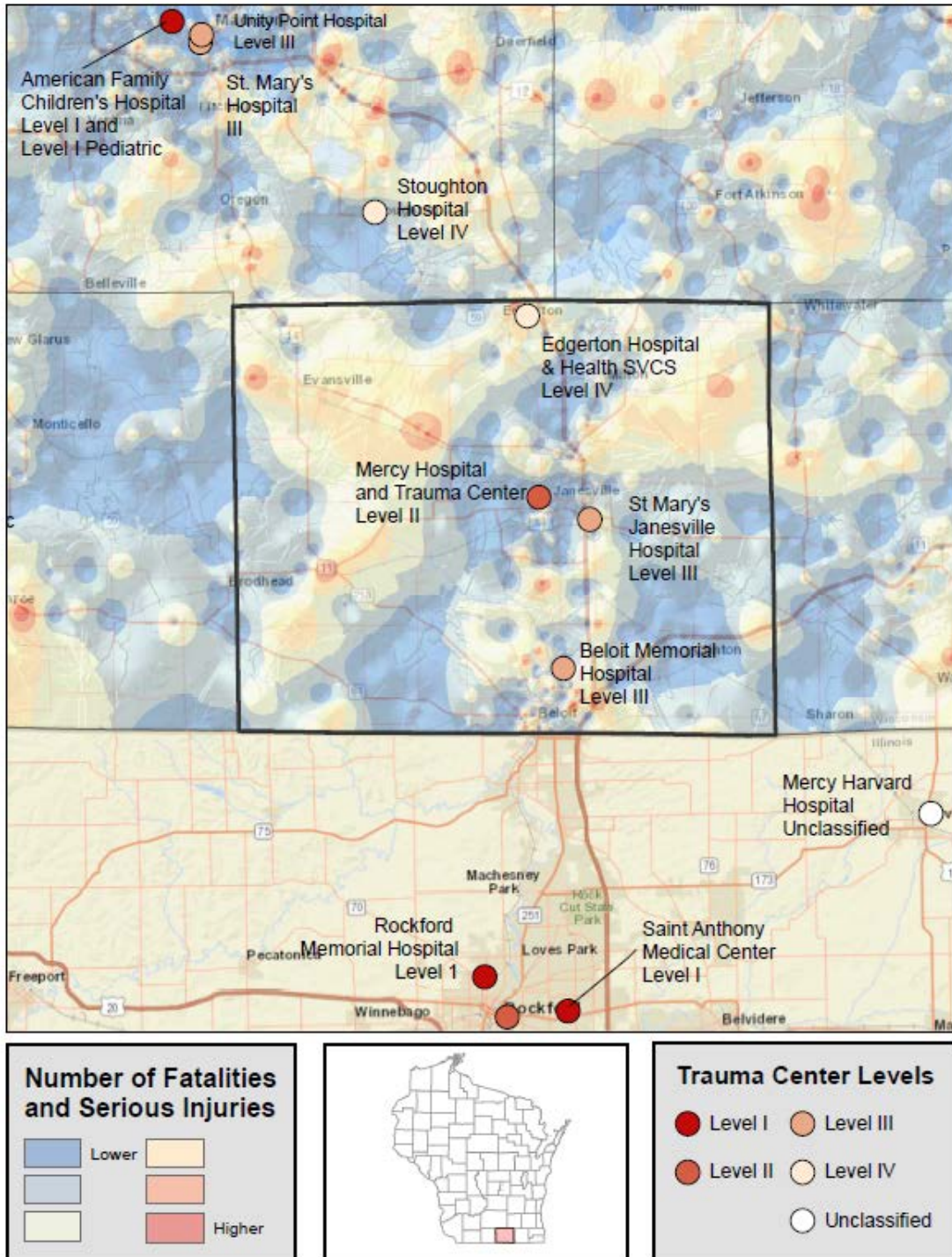
FIGURE 12:

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



**FIGURE 13:**

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



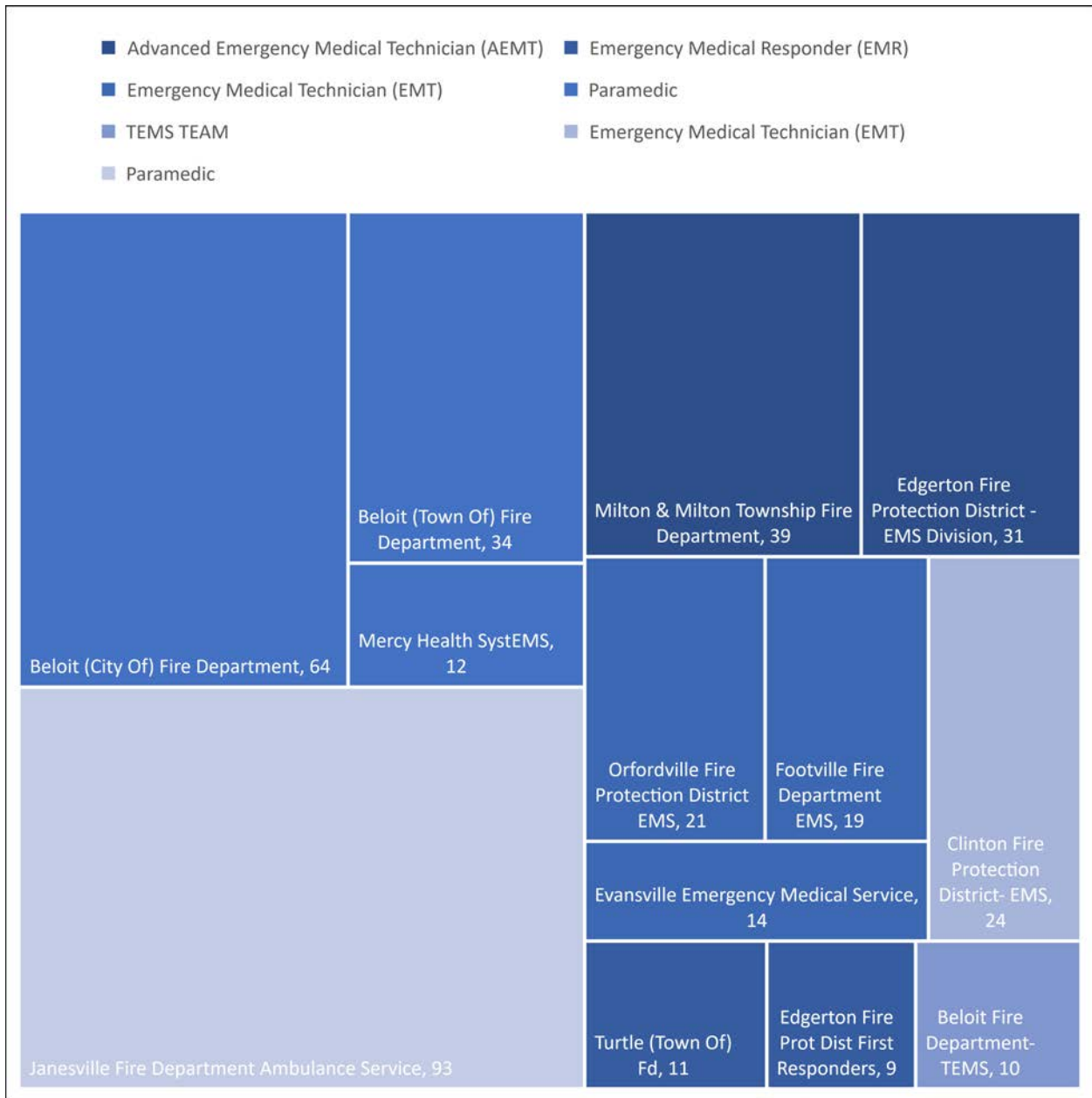
**FIGURE 14: NUMBER OF EMT PERSONNEL/JURISDICTION <sup>16</sup>**

Primary Address County Name	Service License Level	Service Name	Number of Personnel
Rock	Advanced Emergency Medical Technician (AEMT)	Milton & Milton Township Fire Department	39
Rock	Advanced Emergency Medical Technician (AEMT)	Edgerton Fire Protection District - EMS Division	31
Rock	Emergency Medical Responder (EMR)	Turtle (Town Of) Fd	11
Rock	Emergency Medical Responder (EMR)	Edgerton Fire Prot Dist First Responders	9
Rock	Emergency Medical Technician (EMT)	Orfordville Fire Protection District EMS	21
Rock	Emergency Medical Technician (EMT)	Footville Fire Department EMS	19
Rock	Emergency Medical Technician (EMT)	Evansville Emergency Medical Service	14
Rock	Paramedic	Beloit (City Of) Fire Department	64
Rock	Paramedic	Beloit (Town Of) Fire Department	34
Rock	Paramedic	Mercy Health SystEMS	12
Rock	TEMS TEAM	Beloit Fire Department- TEMS	10
Rock	Emergency Medical Technician (EMT)	Clinton Fire Protection District- EMS	24
Rock	Paramedic	Janesville Fire Department Ambulance Service	93

---

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

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



## **THE CRASHES**

### *Section Summary*

For 2012-2016 Rock County averaged 3,393 crashes with 17 persons killed and 1,308 persons injured annually. Rock County's fatal crashes constituted 0.4% of their total and was the same as the amount for the state (0.4%). Just over half, (52.7%), of Rock County's fatal crashes involved alcohol or drug impairment, 36.5% were speed related, and 18.9% were inattention related. The top three driver PCCs for Rock County crashes were inattentive driving (21%), failure to yield right-of-way (16%), and failure to control (13%). Most of the fatal crashes (50.0%) occurred on US/state trunk highways whereas the majority for non-fatal injury crashes (47.7%) occurred on local roads. Intersection crashes constituted 44.8% of crashes whereas non-intersection constituted 55.2%. The state numbers were 37.8% and 62.8% respectively. Rock County averaged 1,000.2 run-off-the-road crashes that constituted 29.5% of their total crashes compared to 25.4% for the state. In terms of actual number, the Rock County Sheriff's Office reported 180 of the 483 (39.7%) fatal and serious injury crashes from 2012-2016, followed by the Janesville Police Department at 97 (20.0%). Eighty-six percent (512 of 594) of the killed and seriously injured persons in Rock County crashes were Wisconsin residents. Seventy-five percent (446 of 594) resided in Rock County. The top three roles of persons killed or seriously injured were drivers (53%), vehicle passengers (22%), and motorcyclists (17%). These percentages are comparable to the state. The 15-24 age bracket contained the greatest number of killed and seriously injured persons for both Rock County and the state of Wisconsin. Of the killed and seriously injured persons in cars and light trucks in Rock County, 73.8% were belted and 26.2% were unbelted. Pedestrians made up 2.4% of the persons killed from 2012-2016 in Rock County, (8.1% for the state), with the greatest pedestrian location being in the roadway and greatest action being darting into the road. Bicyclists made up 1.2% of the fatalities and 2.5% of seriously injured compared to 1.8% and 2.9% respectively for the state. Motorcyclists made up 10.7% of the fatalities and 18.0% of the seriously injured compared to 15.3% and 16.5% respectively for the state. This result for motorcyclists meant a five-year average of 1.8 killed and 18.4 seriously injured each year. Of all motorcyclists involved in crashes, 62% were not wearing a helmet.

*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 Rock County are listed below, and then facts and figures are organized to correspond with these ten issue areas.*

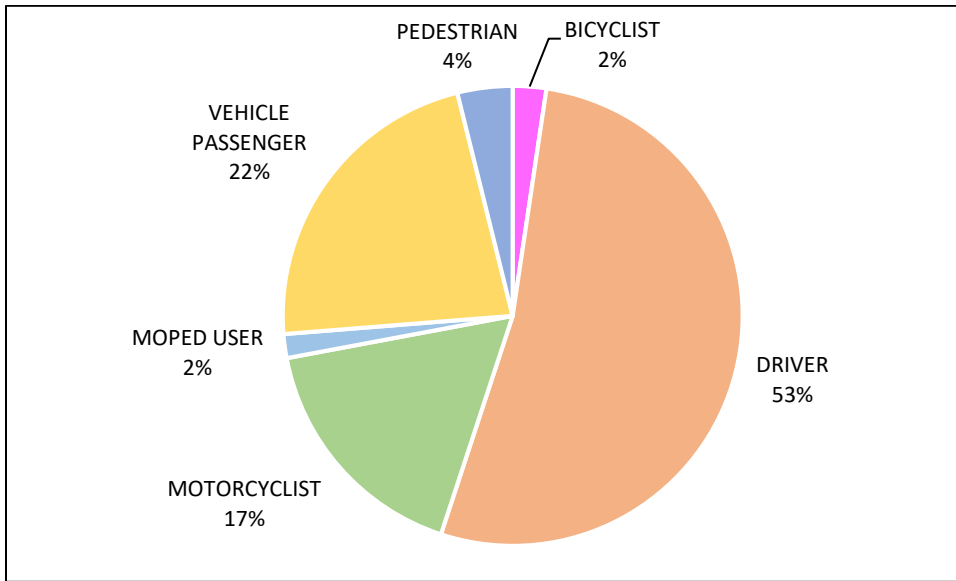
**GENERAL CRASH-RELATED STATISTICS**

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

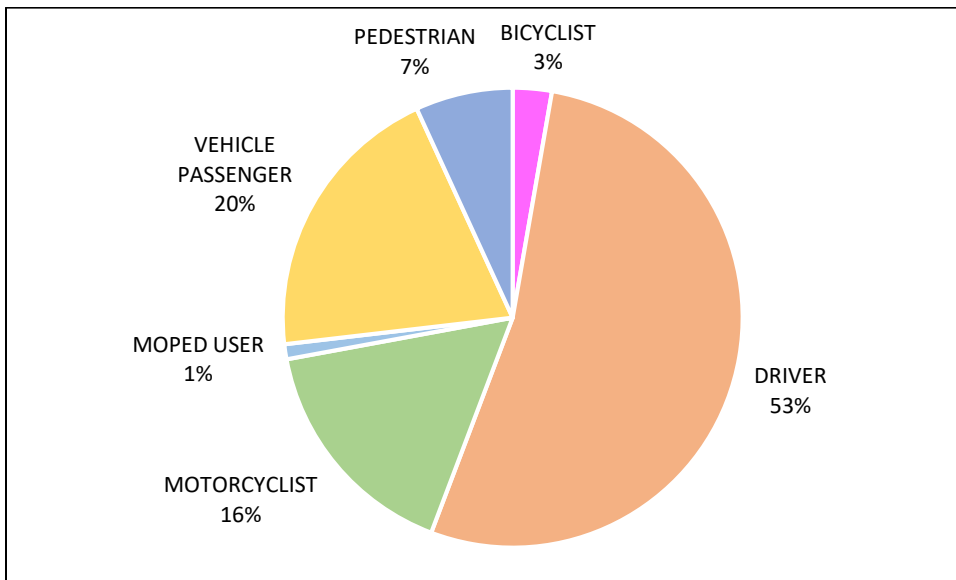
	2012		2013		2014		2015		2016		2012-2016 Average	
	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons	Crashes	Persons
Fatality	16	18	9	11	11	13	18	19	20	23	14.8	16.8
Incapacitating Injury	90	103	81	95	80	101	67	82	91	129	81.8	102.0
Non-Incapacitating Injury	351	467	360	480	360	469	357	472	416	555	368.8	488.6
Possible Injury	382	606	460	661	506	741	531	768	537	813	483.2	717.8
No Apparent Injury	2,003	5,650	2,420	6,676	2,520	7,030	2,455	7,042	2,824	8,251	2,444.4	6,929.8
Totals	2,842	6,844	3,330	7,923	3,477	8,354	3,428	8,383	3,888	9,771	3,393.0	8,255.0



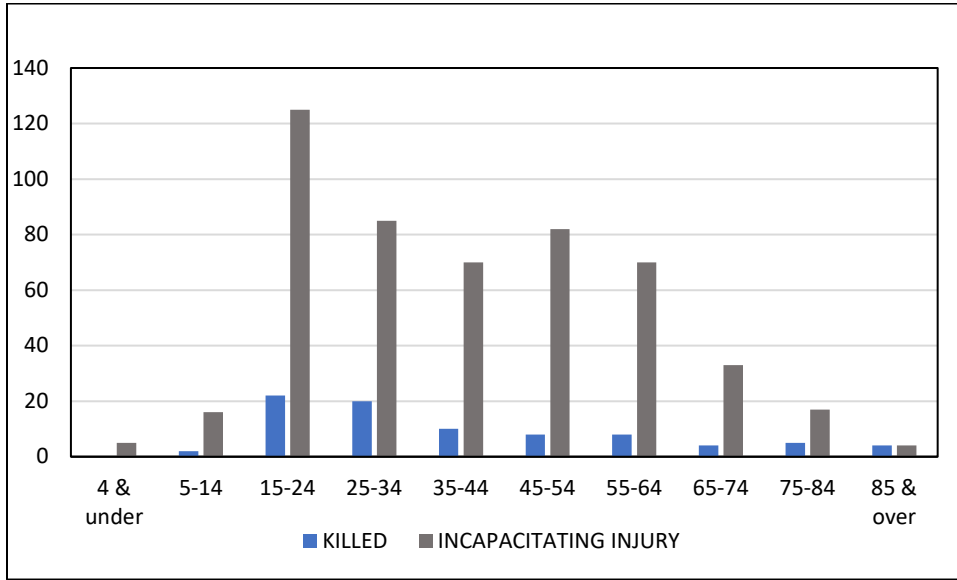
**FIGURE 16: FATALITIES AND INCAPACITATING INJURIES BY ROLE, ROCK COUNTY, 2012-2016**



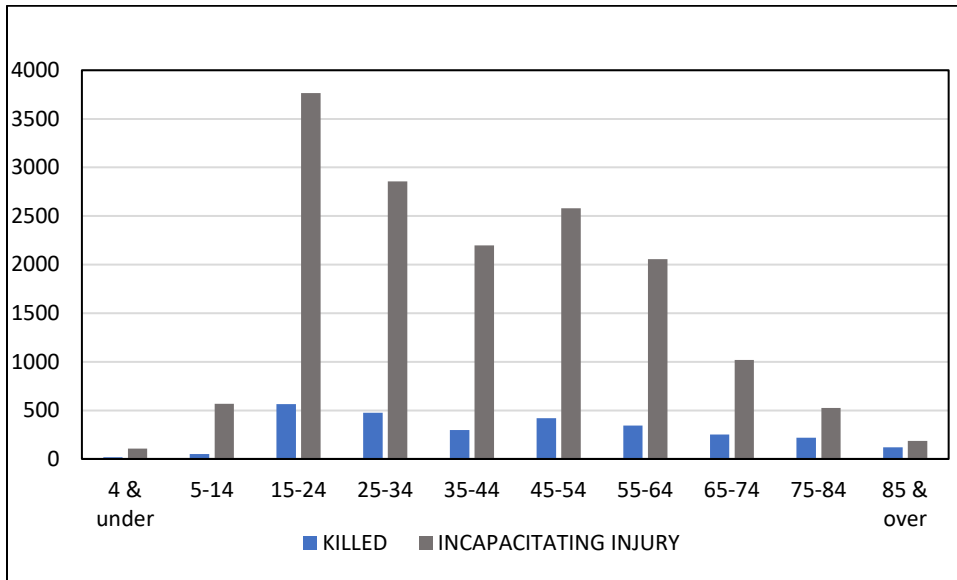
**FIGURE 17: FATALITIES AND INCAPACITATING INJURIES BY ROLE, WISCONSIN, 2012-2016**



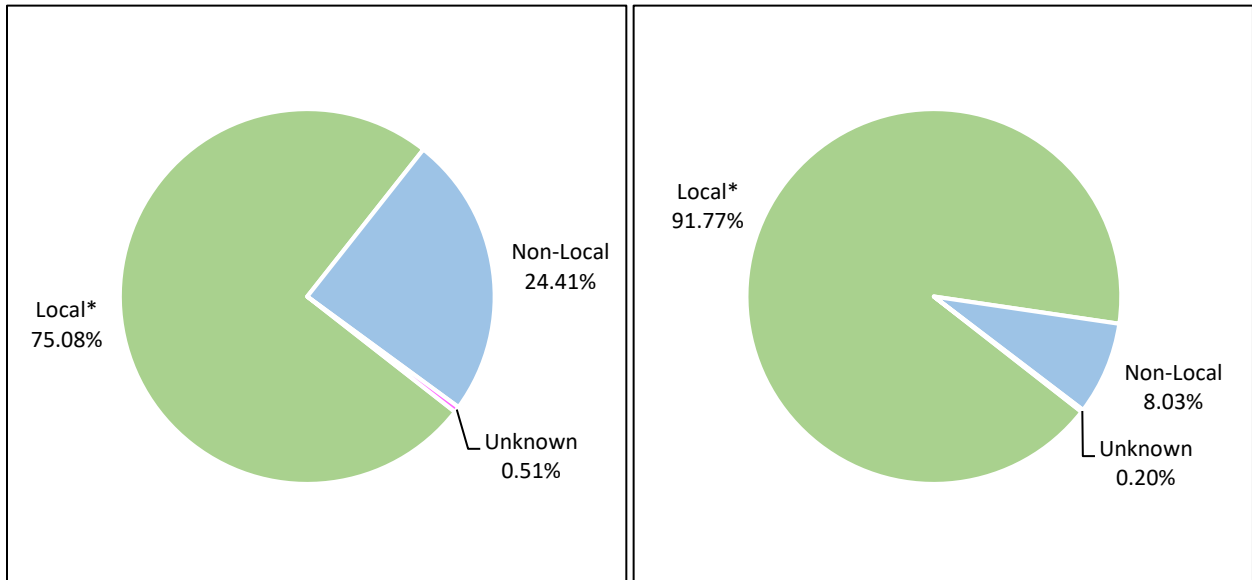
**FIGURE 18: FATAL AND INCAPACITATING INJURIES BY AGE IN ROCK COUNTY, 2012-2016**



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

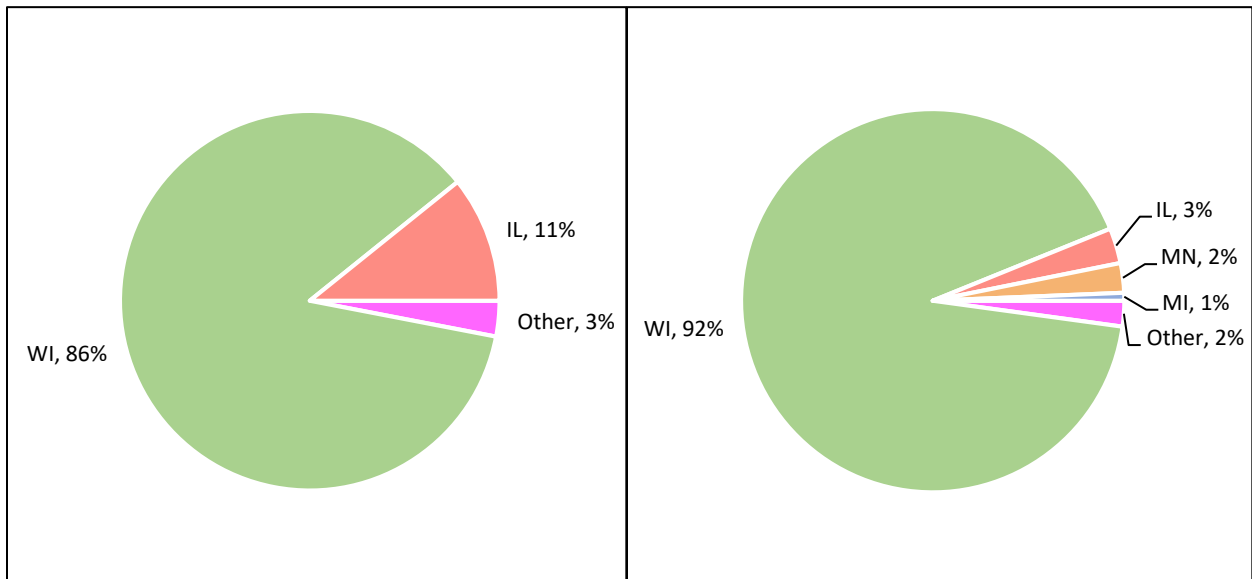


**FIGURE 20: TOTAL FATALITIES AND INCAPACITATING INJURIES BY PLACE OF RESIDENCE (ROCK COUNTY ON LEFT AND STATE OF WISCONSIN ON RIGHT), 2012-2016**



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

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



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

	Total Fatal Crashes	Total Non-Fatal Injury Crashes
Interstate Highways	14.9%	9.6%
US/State Highways	50.0%	34.9%
County Highways	8.1%	7.9%
Local Roads	27.0%	47.7%

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

LEA	TOTAL
BELOIT POLICE DEPARTMENT	83
CLINTON POLICE DEPARTMENT	3
EDGERTON POLICE DEPARTMENT	2
EVANSVILLE POLICE DEPARTMENT	2
JANESVILLE POLICE DEPARTMENT	97
MILTON POLICE DEPARTMENT	5
ORFORDVILLE/FOOTVILLE POLICE DEPART	3
ROCK COUNTY SHERIFF	180
TOWN OF BELOIT POLICE DEPARTMENT	37
TURTLE TOWNSHIP POLICE DEPARTMENT	3
WISCONSIN STATE PATROL	68
TOTAL	483

**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**

	Inattention-Related Fatal Crashes	Inattention-Related Non-Fatal Injury Crashes
Interstate Highways	21.4%	9.3%
US/State Highways	64.3%	35.8%
County Highways	7.1%	5.0%
Local Roads	7.1%	49.9%

<b>Rock County</b>	% of inattention-related fatal crashes to all fatal crashes	18.9%
<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	15.4%	3.8%
US/State Highways	48.7%	28.9%
County Highways	7.7%	16.3%
Local Roads	28.2%	51.0%

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

Average Total Fatal Crashes	Average Alcohol or Drug-Related Fatal Crashes	Average Alcohol or Drug-Related Non-Fatal Injury Crashes
14.8	7.8	90.6

<b>Rock County</b>	% of alcohol or drug-related fatal crashes to all fatal crashes	52.7%
<b>Wisconsin</b>	% of alcohol or drug-related fatal crashes to all fatal crashes	45.0%

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

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

	% Killed	% Seriously Injured	5-Yr Ave. Killed	5-Yr Ave. Seriously Injured
County	10.7%	18.0%	1.8	18.4
State	15.3%	16.5%	84.8	525.6

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

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

	% Killed	% Seriously Injured	5-Yr Ave. Killed	5-Yr Ave. Seriously Injured
County	2.4%	4.1%	0.4	4.2
State	8.1%	6.6%	44.8	211.2

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

	% Killed	% Seriously Injured	5-Yr Ave Killed	5-Yr Ave Seriously Injured
County	1.2%	2.5%	0.2	2.6
State	1.8%	2.9%	10.2	92.4



**FIGURE 29.2: PEDESTRIANS INVOLVED IN CRASHES BY ACTION AND LOCATION, 2012-2016**

PEDESTRIAN ACTION	PEDESTRIAN LOCATION					TOTAL
	BLANK	IN CROSSWALK	IN ROADWAY	NOT IN ROADWAY	ON SIDEWALK	
BLANK	6	17	21	2	2	48
WALKING NOT FACING TRAFFIC	2	8	24	3	0	37
DISREGARDED SIGNAL	0	4	2	0	0	6
DARTING INTO ROAD	3	3	38	0	0	44
DARK CLOTHING	0	1	2	0	0	3
WALKING FACING TRAFFIC	2	12	11	0	3	28
TOTAL	13	45	98	5	5	166

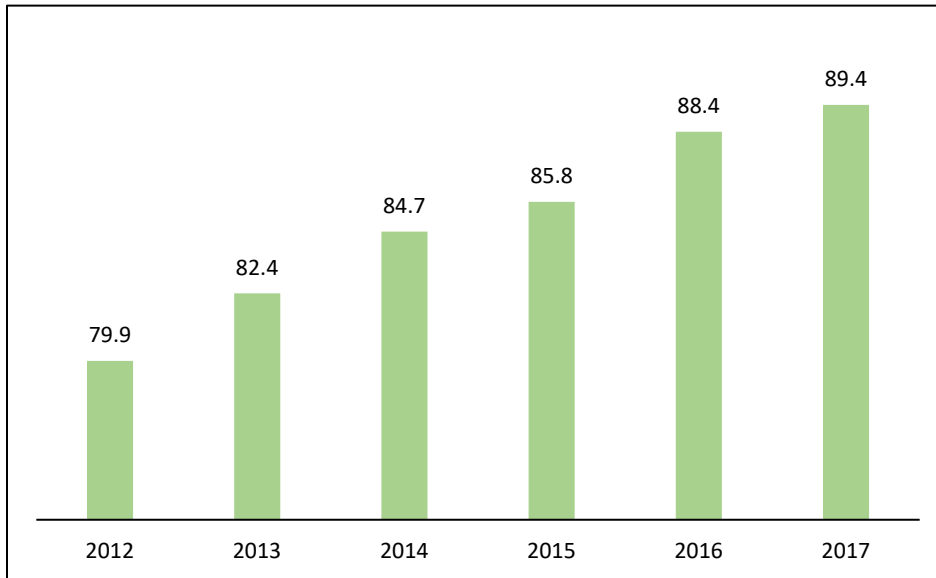
**ISSUE AREA: IMPROVE SAFETY OF INTERSECTIONS**

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

	County	State
% Intersection	44.8%	37.8%
% Non-Intersection	55.2%	62.8%

**ISSUE AREA: INCREASE OCCUPANT PROTECTION**

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



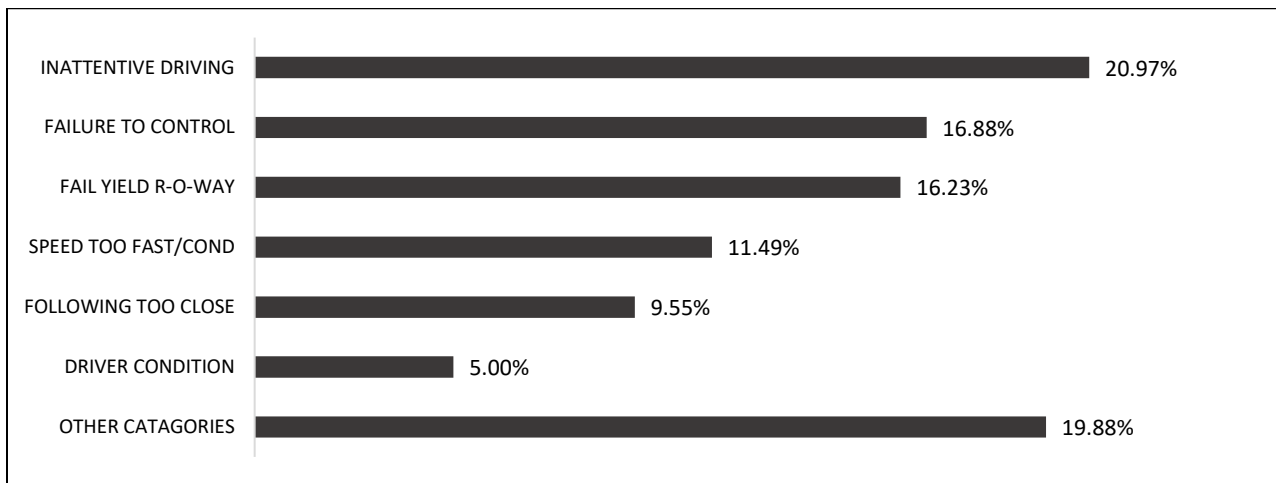
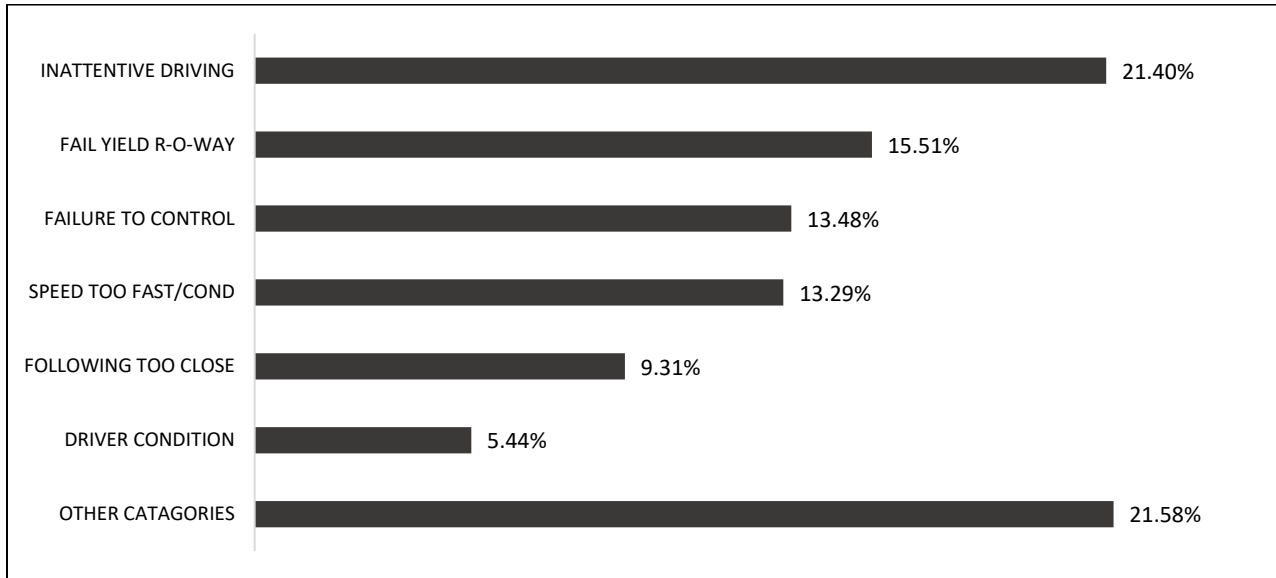
Seatbelt usage statewide has increased over the past six years.

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

	Belted	Unbelted
Fatalities and Serious Injuries	73.8%	26.2%

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

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



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

Average Speed-Related Fatal Crashes	Average Speed-Related Non-Fatal Injury Crashes
5.4	193.6

	Total Fatal Crashes	Total Non-Fatal Injury Crashes	Speed-Related Fatal Crashes	Speed-Related Non-Fatal Injury Crashes
Interstate Highways	14.9%	9.6%	22.2%	16.6%
US/State Highways	50.0%	34.9%	37.0%	29.3%
County Highways	8.1%	7.9%	3.7%	11.7%
Local Roads	27.0%	47.7%	37.0%	42.4%

<b>Rock County</b>	% of speed-related fatal crashes to all fatal crashes	36.5%
<b>Wisconsin</b>	% of speed-related fatal crashes to all fatal crashes	28.9%

**ISSUE AREA: REDUCE LANE DEPARTURE CRASHES**

**FIGURE 34: ROCK 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	1,000.2	29.5%
State	30,395.6	25.4%

## **THE IMPACT**

Over 8,830 persons are involved in traffic crashes in the county annually resulting in over 767 emergency room visits and 97 hospitalizations.

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

	Rock County	Wisconsin
Average Annual Population	160,330	5,716,883
Persons in Crashes (per 1,000 residents)	55.1	46.0
Crash-Related Emergency Room Visits (per 100,000 residents)	478.5	407.3
Crash-Related Hospitalizations (per 100,000 residents)	60.5	49.3
Quality of Life Costs (per 100,000 residents)	\$40,258,860	\$36,819,900
Lost Years of Life (per 1,000 residents)	3.98	3.04
Medical Costs (per 100,000 residents)	\$11,445,160	\$10,482,526

17,18

---

<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
Rock County OWI Task Force	\$69,600

The Rock County Sheriff's Office participated on the Sheriffs' Traffic and OWI Patrols (STOP) Task Force with the sheriff's offices in Dane, Sauk, Jefferson, Iowa, and Columbia counties.

### *2016 Grant Participation*

	Impaired Driving	Occupant Protection	Speed
Rock County Sheriff's Office	Rock Co. OWI Task Force; \$33,600	\$33,600	\$36,000
Beloit Police Dept.	\$39,744		\$19,569.84
Beloit Town Police Dept.		\$25,000	
Brodhead Police Dept.	Green Co. OWI Task Force		\$9,836
Clinton Police Dept.	Rock Co. OWI Task Force		
Edgerton Police Dept.			
Evansville Police Dept.			
Fulton Town Police Dept.	Rock Co. OWI Task Force		
Janesville Police Dept.	Rock Co. OWI Task Force; \$45,001.44	\$29,997	\$12,499.96
Milton Police Dept.	Rock Co. OWI Task Force		
Milton Town Police Dept.	Rock Co. OWI Task Force; \$6,496.48		
Orfordville Police Dept.			
Turtle Town Police Dept.	Rock Co. OWI Task Force	\$9,796.80	\$14,303.68

### *2017 Task Forces*

	Grant Amount
Rock County Seatbelt Enforcement Task Force	\$49,920
Rock County OWI Enforcement Task Force	\$49,996.80
Rock County Speed Enforcement Task Force	\$49,990.72

*2017 Task Force Participation*

	Impaired Driving	Occupant Protection	Speed
Rock County Sheriff's Office	Rock Co. OWI Task Force	Rock Co. Seat Belt Task Force	Rock Co. Speed Task Force
Beloit Police Dept.	Rock Co. OWI Task Force	Rock Co. Seat Belt Task Force	Rock Co. Speed Task Force
Beloit Town Police Dept.	Rock Co. OWI Task Force	Rock Co. Seat Belt Task Force	Rock Co. Speed Task Force
Brodhead Police Dept.	Green Co. OWI Task Force		
Clinton Police Dept.	Rock Co. OWI Task Force	Rock Co. Seat Belt Task Force	Rock Co. Speed Task Force
Edgerton Police Dept.			
Evansville Police Dept.			
Fulton Town Police Dept.			
Janesville Police Dept.	Rock Co. OWI Task Force	Rock Co. Seat Belt Task Force	Rock Co. Speed Task Force
Milton Police Dept.	Rock Co. OWI Task Force	Rock Co. Seat Belt Task Force	Rock Co. Speed Task Force
Milton Town Police Dept.	Rock Co. OWI Task Force	Rock Co. Seat Belt Task Force	Rock Co. Speed Task Force
Orfordville Police Dept.			
Turtle Town Police Dept.	Rock Co. OWI Task Force	Rock Co. Seat Belt Task Force	Rock Co. Speed Task Force

*2018 Task Force Eligibility*

	Impaired Driving	Occupant Protection	Speed
Rock County Law Enforcement Agencies	eligible	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
Rock County Sheriff's Office						
Beloit Police Dept.						
Beloit Town Police Dept.						
Brodhead Police Dept.	yes	yes	yes	yes	yes	yes
Clinton Police Dept.						
Edgerton Police Dept.		yes	yes	yes	yes	yes
Evansville Police Dept.	yes	yes				
Fulton Town Police Dept.						
Janesville Police Dept.					yes	
Milton Police Dept.		yes	yes		yes	yes
Milton Town Police Dept.		yes	yes	yes	yes	yes
Orfordville Police Dept.						
Turtle Town Police Dept.						

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