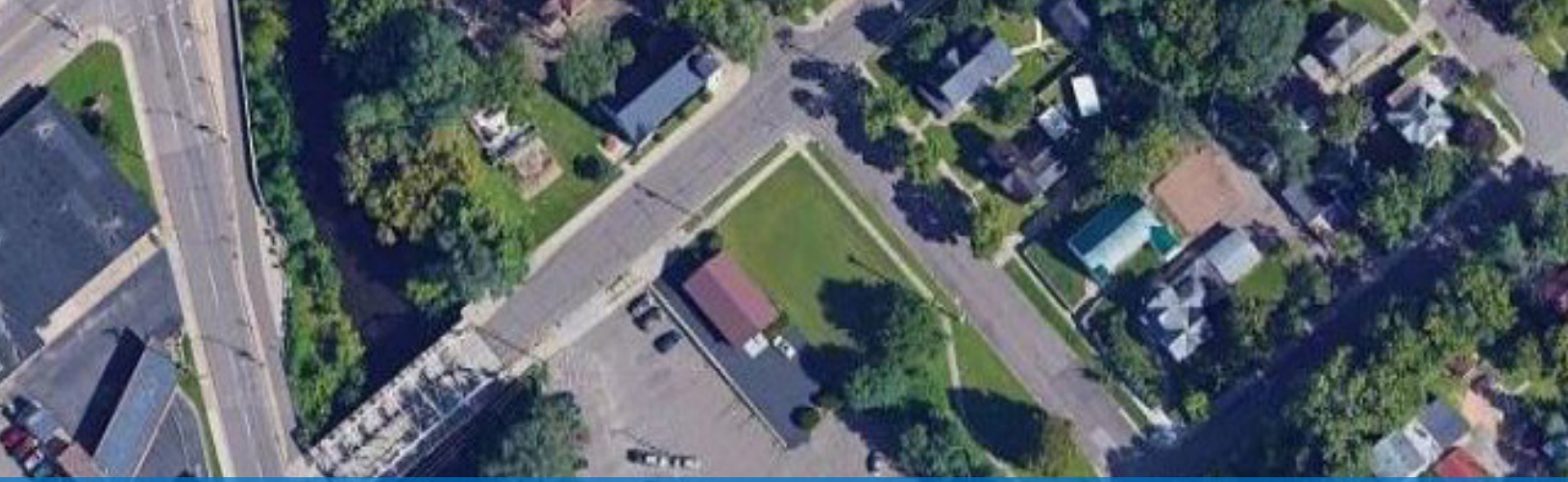
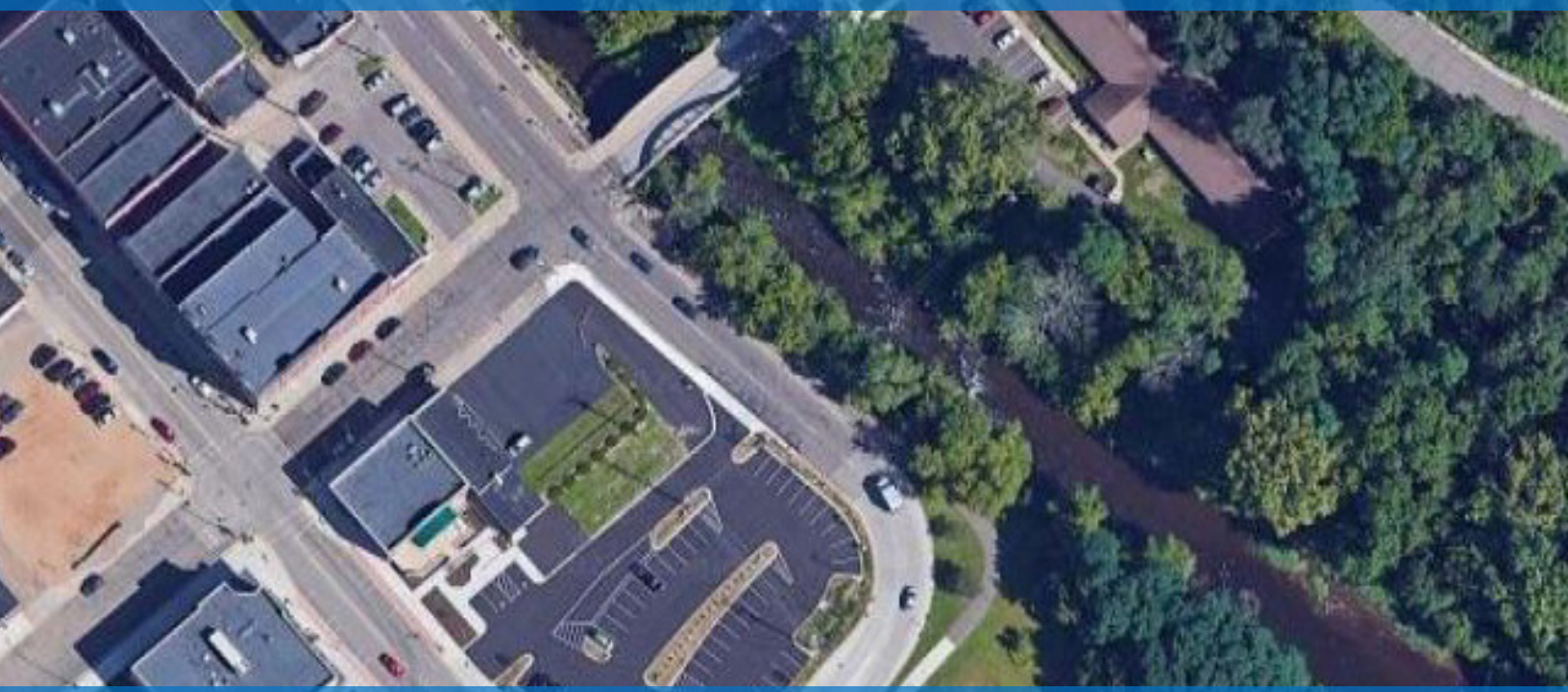
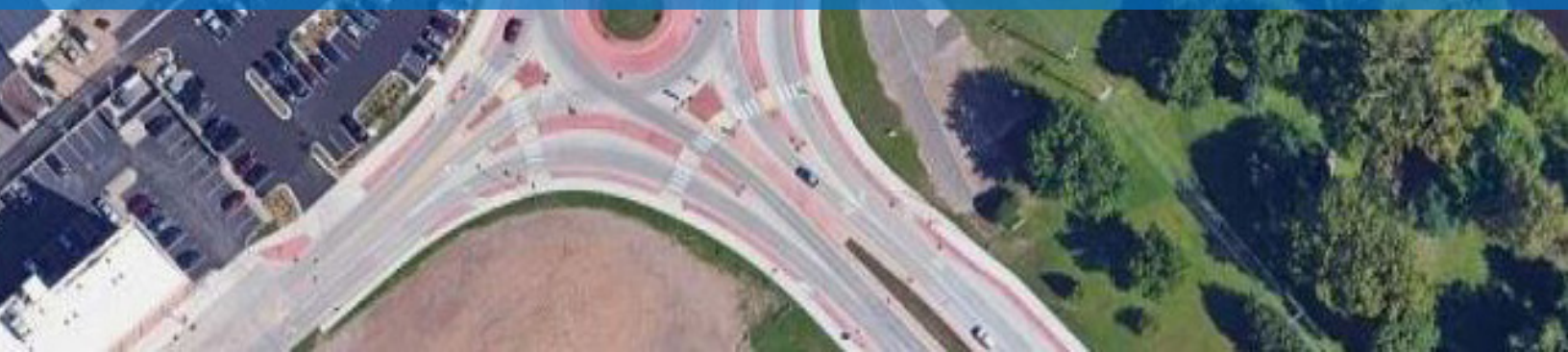


CHIPPEWA COUNTY, WISCONSIN
COUNTY CRASH REPORT 2022



PREPARED BY:
WEST CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION



Chippewa County

Table of Contents

INTRODUCTION 4

EXISTING CONDITIONS 6

CHIPPEWA COUNTY - CRASH ASSESSMENT AND HEAT MAP 12

CITIES 14

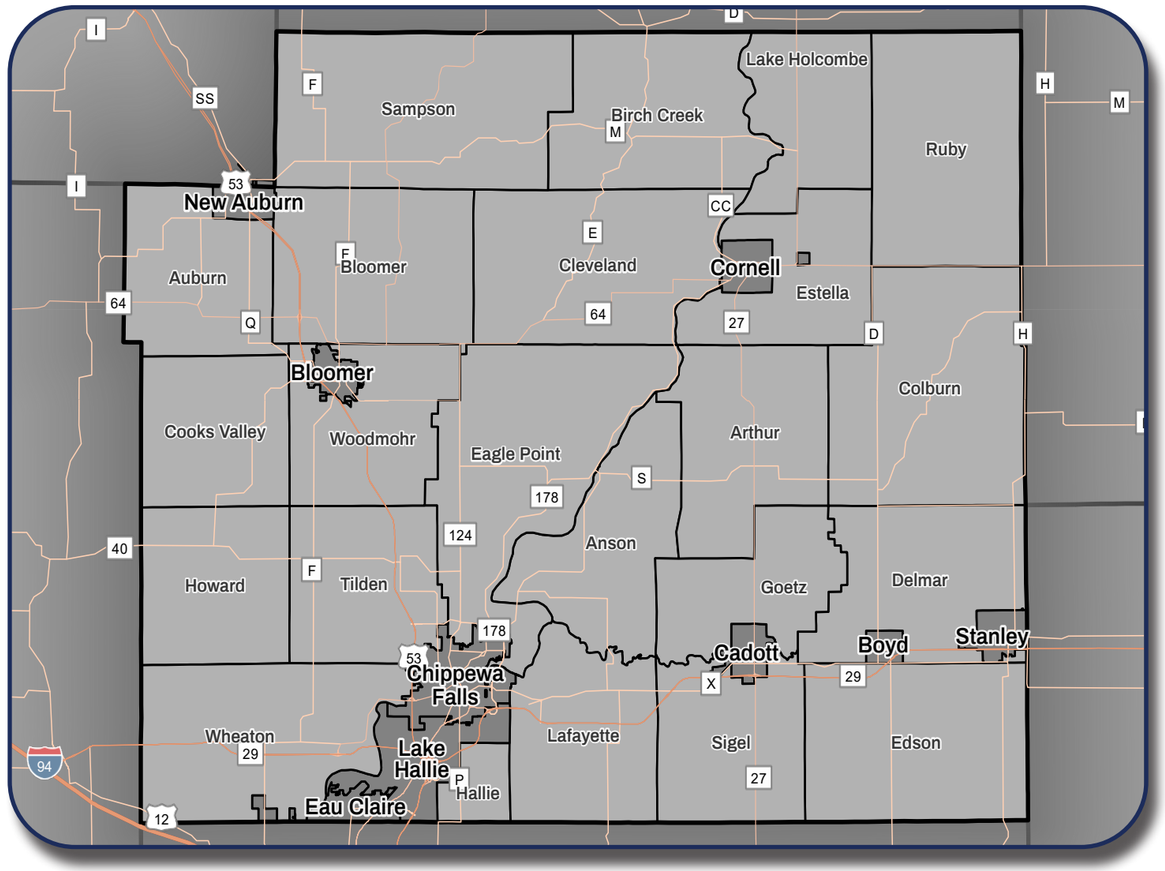
- Bloomer . . . 16
- Chippewa Falls . . . 18
- Cornell . . . 20
- Stanley . . . 22

VILLAGES . . . 24

- Boyd . . . 26
- Cadott . . . 28
- Lake Hallie . . . 30
- New Auburn . . . 32

TOWNS 34

- Anson . . . 36
- Arthur . . . 38
- Auburn . . . 40
- Birch Creek . . . 42
- Bloomer . . . 44
- Cleveland . . . 46
- Colburn . . . 48
- Cooks Valley . . . 50
- Delmar . . . 52
- Eagle Point . . . 54
- Edson . . . 56
- Estella . . . 58
- Goetz . . . 60
- Hallie . . . 62
- Howard . . . 64
- Lafayette . . . 66
- Lake Holcombe . . . 68
- Ruby . . . 70
- Sampson . . . 72
- Sigel . . . 74
- Tilden . . . 76
- Wheaton . . . 78
- Woodmohr . . . 80



Chippewa County

Introduction

Prepared By:

West Central Wisconsin Regional Planning Commission
800 Wisconsin Street
Mailbox 9
Eau Claire, WI,54703
Phone:715.836.2918
wcwrpc.org

Crash Report

This document contains crash reports for each municipality in Chippewa County and the County as a whole. The report details different issues for each city, village, and town, then provides a tool for the County and local governments to review crash data. The goal of this report is to understand and apply the following data to create safer roads in our communities. Each report contains a map with location data showing areas that have high concentrations of crashes.

Data

The data in the crash reports discuss the number of vehicle crashes, crashes involving a bicyclist or pedestrian, and crashes that involve a deer. In addition, the reports identify the severity of crashes involving vehicles, pedestrians, and bicyclists. The final section evaluates common contributing factors including: alcohol or drugs, night or dark, snow or ice, and rain or wet. Lastly, the County and each community has a heat map that highlights the areas with the highest concentration of crashes. The heat maps do not include crashes that involve deer.

The Traffic Operations and Safety Laboratory (TOPS), based out of the University of Wisconsin-Madison, compiles individual crash reports from local law enforcement in to a single database. Personal information is removed from the data, but crash attributes such as location and vehicles involved are maintained. West Central Wisconsin Regional Planning Commission (WCWRPC) staff downloaded and organized the data for the creation of this report.

Disclaimer: There is potential overlap for contributing factors. A crash could be both at night and also involve snow/ice. In addition, serious and fatal crashes can involve more than one serious and/or fatal injury. For instance, a crash labeled as serious could have more than one person seriously injured and a fatal crash could include multiple fatalities and serious injuries. In addition, the City of Eau Claire and the Village of New Auburn span two counties. Crashes that occured within the Chippewa County section of the City of Eau Claire were included in the overall county report. The small section of New Auburn in Barron County was included, but had no addtional crashes.

Per TOPS, “a reportable crash is defined as a crash resulting in injury or death of any person, any damage to government-owned non-vehicle property to an apparent extent of $200 or more, or total damage to property owned by any one person to an apparent extent of $1000 or more. It is important to note, however, that not all reportable crashes are reported. In order for a crash to be in the database, an MV4000 or DT4000 crash report must have been completed by a police officer”.

Issues/Highlights

In addition to collecting and organizing the data, WCWRPC staff compiled a list of issues and highlights for each government. This list gives a more detailed look at the local level and highlights locations to focus on, as well as any contributing factors that have a high rate of occurrence.

Future

These maps are an introduction to crash map options that can be generated for counties and communities. WCWRPC is able to do more detailed mapping for counties and communities and/or analyze specific crash related issues (e.g. locating serious and fatal crashes, cross referencing types of crashes and contributing factors, & locating contributing factors). In addition, WCWRPC can do sub-area analysis and plans. Mapping crash data allows entities to see where their highest need locations are located and where they need to invest resources, both fiscal and non-fiscal. Many strategies to increase safety on streets are inexpensive.

Chippewa County

Existing Trends

Before analyzing each municipality's data, it is important to identify existing County trends. Understanding crash data can lead local communities, counties, and the State to make the transportation system safer for all users. Infrastructure improvements are an effective strategy, but public outreach that identify and educate the public on a variety of transportation issues are critical to building a safer system. This can include what intersections and corridors have the most crashes, when serious and fatal crashes are most likely to occur, what age groups are more likely to be in a crash, and a variety of other issues. The following pages highlight a variety of existing trends in the County for crashes between 2017-2021*.

Age/Gender of Driver

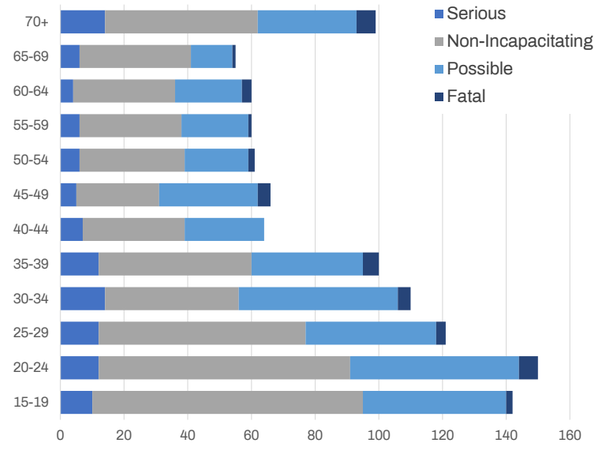
These graphs show a variety of crash data statistics, through the context of age of the first crash participant. Injury severity and age were chosen in an effort to understand the broader trends of these types of crashes. *Please note, the "70+" category contained crashes from a total of 23 different ages, while the other classes only contained 5 ages.*

Drivers from the ages of 45-49 and 70+ groups had the highest percent of fatal crashes. The most non-incapacitating crashes occurred in the 15-19 age group. However, the age group of 65-69 had the highest rate of non-incapacitating crashes.

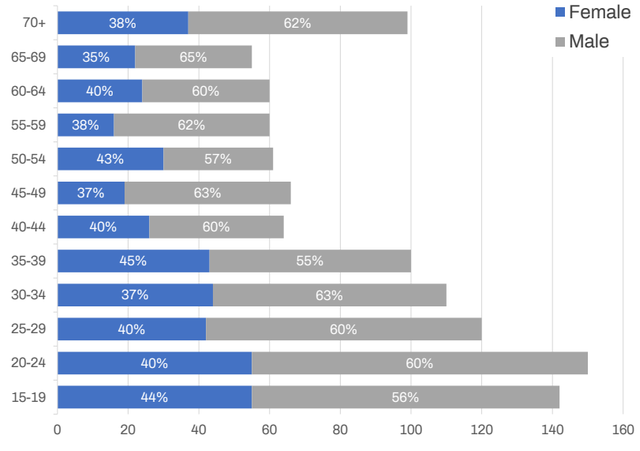
Male drivers were involved in more crashes than female drivers. In all age groups, male drivers were involved in crashes between 55% to 65% of the time. This could be a result of multiple factors, including but not limited to: a likelihood to drive recklessly, a greater number of drivers, or a limited use of occupant protection. Males between the ages of 20-24 accounted for the most crashes of any age and sex.

*If any of the attributes of the graphs were not completed on the police crash report, the crash was not included in the graph.

Age With Injury Type



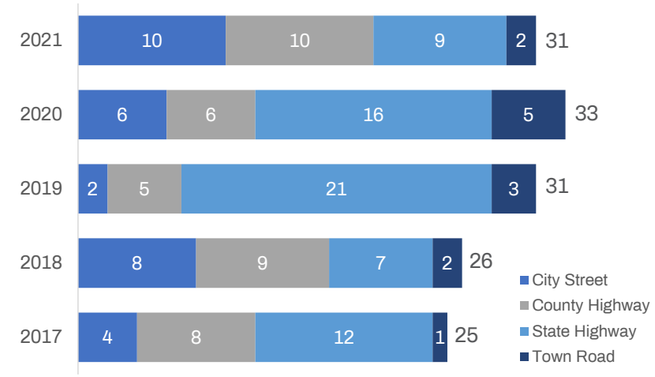
Gender With Total Crashes



Road Type of Serious and Fatal Crashes

The chart to the right shows the number of serious or fatal crashes on the different types of roads throughout the County. State Highways had the highest number of serious and fatal crashes. These roads often have high speed limits and varying volumes of traffic. County Highways had the second largest number of serious or fatal crashes. 2020 had the most crashes out of the five year period analyzed, while 2017 was the lowest.

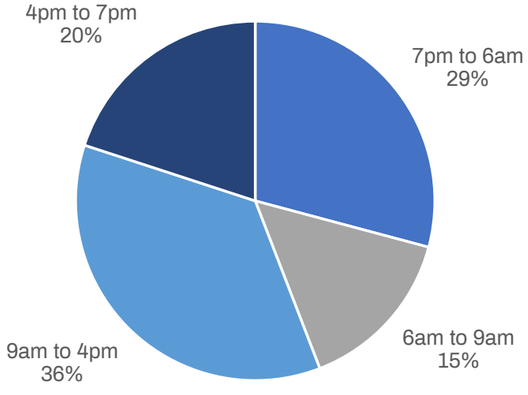
Serious and Fatal Crashes Per Year



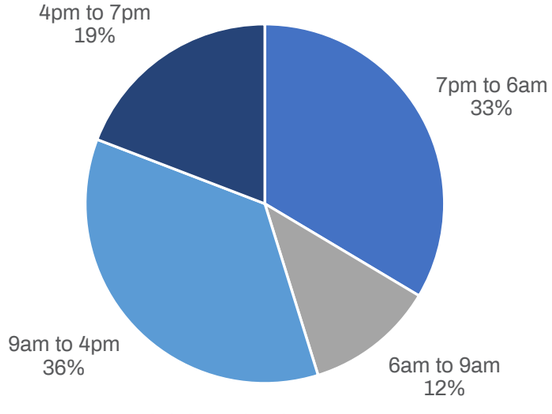
Crash Time of Day

These pie charts split crashes into four different times of day. The times include the traditional morning and afternoon commute hours and the two time periods in-between. Similar trends occurred in both graphs, however, there was a significant increase of crashes during the overnight period that involved either serious or fatal injuries. A likely cause for this increase is the addition of darkness as a possible contributing factor as well as an increased use of alcohol or drugs at night.

All Crashes



Only Serious and Fatal Crashes*



*Only for crashes that injury severity was indicated.

Chippewa County

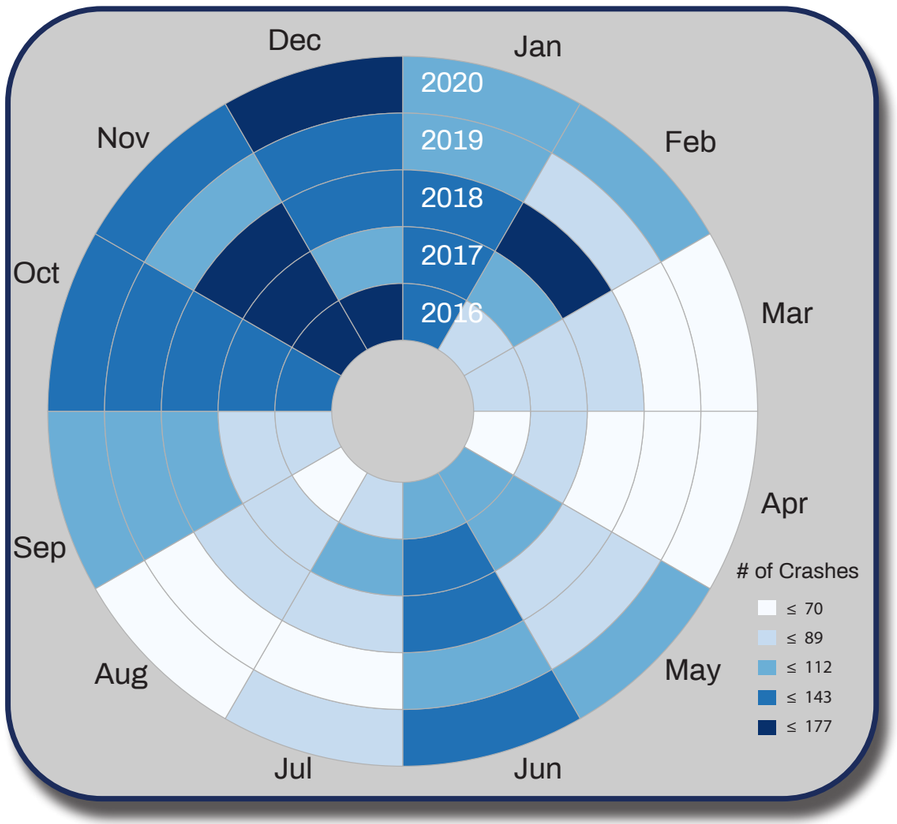
Existing Trends

Data Clocks

The charts on the next two pages show monthly crash data in Chippewa County for each of the five years from 2017-2021. Each colored section represents a specific month in a specific year.

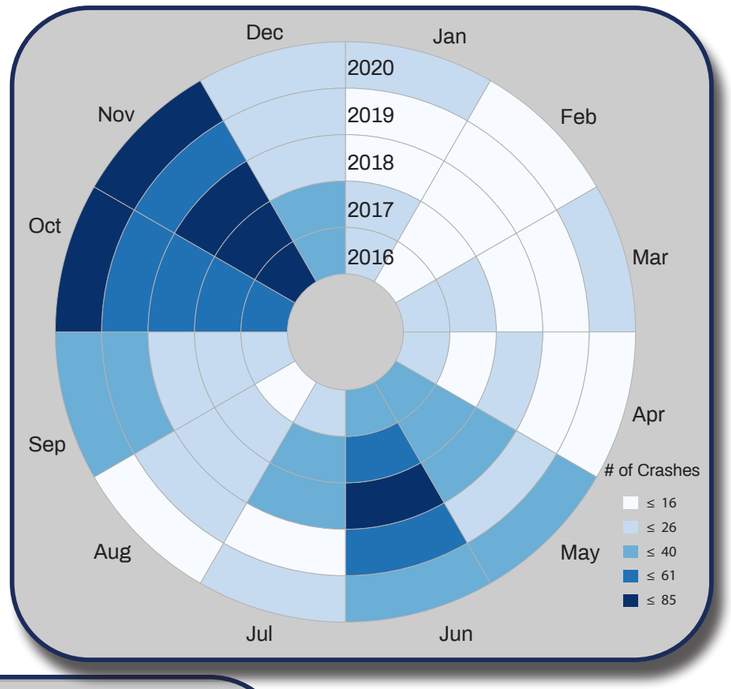
All Crashes

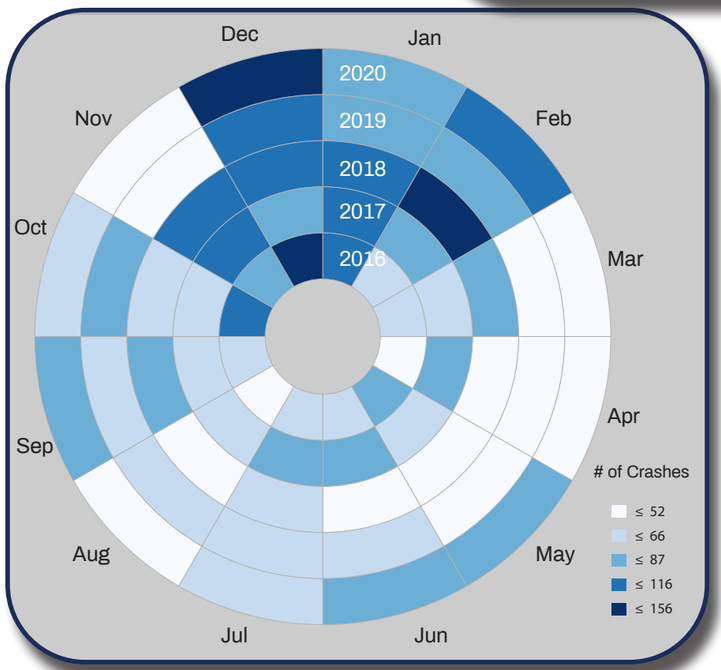
In Chippewa County, the month of November had the highest number of crashes, followed closely by December. March, April, and August typically had the lowest number of crashes. This crash data does include deer-related crashes, however they are separated out in the following charts. The highest rate for a contributing factor in the County was Night or Dark conditions, which explains the higher crash rates in the winter months with longer periods of darkness.



Deer Only

This graph shows monthly data for deer-related crashes. Nearly a third of all crashes in Chippewa County involve a deer. The months of October and November see the most deer-related crashes, followed by May and June. These months correlate with the breeding and birthing cycle of white-tailed deer. It should be noted that a higher percentage of deer-related crashes are unreported compared to non-deer crashes. Therefore, deer-related crashes likely accounted for more than 30.1% of total crashes in the County.





No Deer

The graph to the left shows monthly crash data for all non-deer related crashes. The months of December and January traditionally had the highest number of crashes, followed by February. April and August consistently had the least number of crashes. While it is important to analyze all types of crashes, accidents without deer may offer more actionable takeaways for local governments. The months that involve winter weather had the highest number of crashes, which is likely due to inclement weather and additional time spent driving in the dark.

Chippewa County

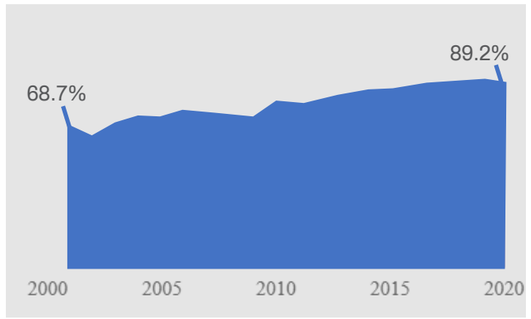
Existing Trends

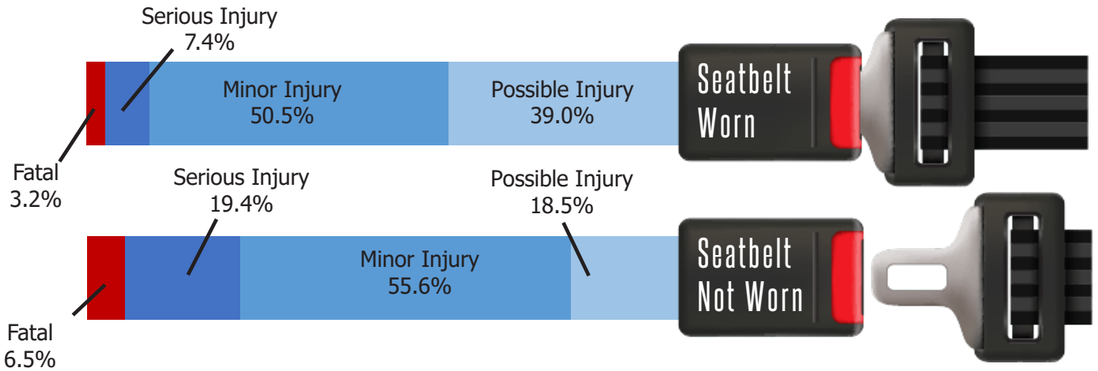
Occupant Protection

The usage of seatbelts across the state of Wisconsin increased to 89.2% in 2020 according to an annual seatbelt survey conducted in 2021. According to TOPs data for the County, 26% of people not wearing some form of safety device resulted in a serious or fatal accident, as opposed to only 11% when using a safety device.

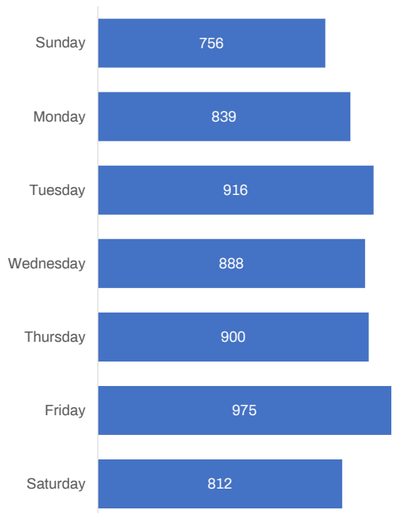
The graphic below shows data for Chippewa County.

Seatbelt use in Wisconsin





This graph was created only for crashes that occupant protection and injury severity were indicated.



Day of Crash

Friday had the highest number of crashes of all the days of the week. Some potential causes for this may be additional drivers traveling beyond their typical commute (i.e. weekend trips). Another potential factor is the increased use of drugs or alcohol on the weekends. Friday had the third highest number of crashes involving drugs or alcohol behind Saturday and Sunday, respectively.

While Friday had the highest number of crashes overall, Sunday had the highest number of serious or fatal crashes with 21 serious and 5 fatal.

Zero In Wisconsin

Zero in Wisconsin is a campaign that was launched by Wisconsin's Department of Transportation (WisDOT) that holds the belief that even one preventable death is too many. The program lays out clear methods to reduce the occurrence of severe injury or death relating to crashes along Wisconsin's roadways.

The Chippewa County Crash Report can help the County and local communities work with Wisconsin Department of Transportation (WisDOT) to achieve the goal of *Zero in Wisconsin*. At the same time, the County and communities could implement their own *Zero* program at a county and local level. This document can help them find specific locations and contributing factors that can help them reduce crashes, specifically serious and fatal crashes, and make travel in their communities safer for all persons.

The matrix focuses on three intervals of time and four areas in which change could be made, offering examples of countermeasures for each. The pre-crash time frame is meant to limit the occurrence of crashes, the crash phase would not stop it from happening but aims to reduce injury and death, and the post-crash phase is meant to provide better care to those injured in a crash.

Period	Human	Vehicle/ Equipment	Physical Environment	Socio-Economic
Pre-Crash	Poor vision or reaction time, alcohol, speeding, risk taking	Failed brakes, missing lights, lack of warning systems	Narrow shoulders, ill-timed signals	Cultural norms permitting speeding, red light running, DUI
Crash	Failure to use occupant restraints	Malfunctioning saftey belts, poorly engineered air bags	Poorly designed guardrails	Lack of vehicle design regulations
Post-Crash	High susceptibility, alcohol	Poorly designed fuel tanks	Poor emergency communication systems	Lack of support for EMS and trauma systems

Source: TOPS Lab

Chippewa County

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

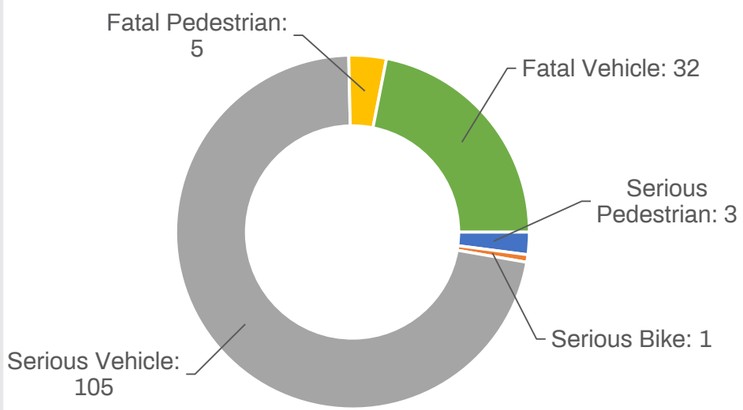
Highest Concentration of Crashes:
Downtown Chippewa Falls had the highest density of crashes in the County.

Second Highest Concentration:
The other area with a high rate of crashes occured in Lake Hallie.

Urban areas typically have more crashes overall due to higher populations and larger volumes of traffic. However, the areas with a lower population density typically have a higher rate of serious and fatal crashes than the urban areas. Which make traffic safety no less of a concern for in these communities.

Total Crashes: 6,086

Serious and Fatal Crashes: 146



CONTRIBUTING FACTORS

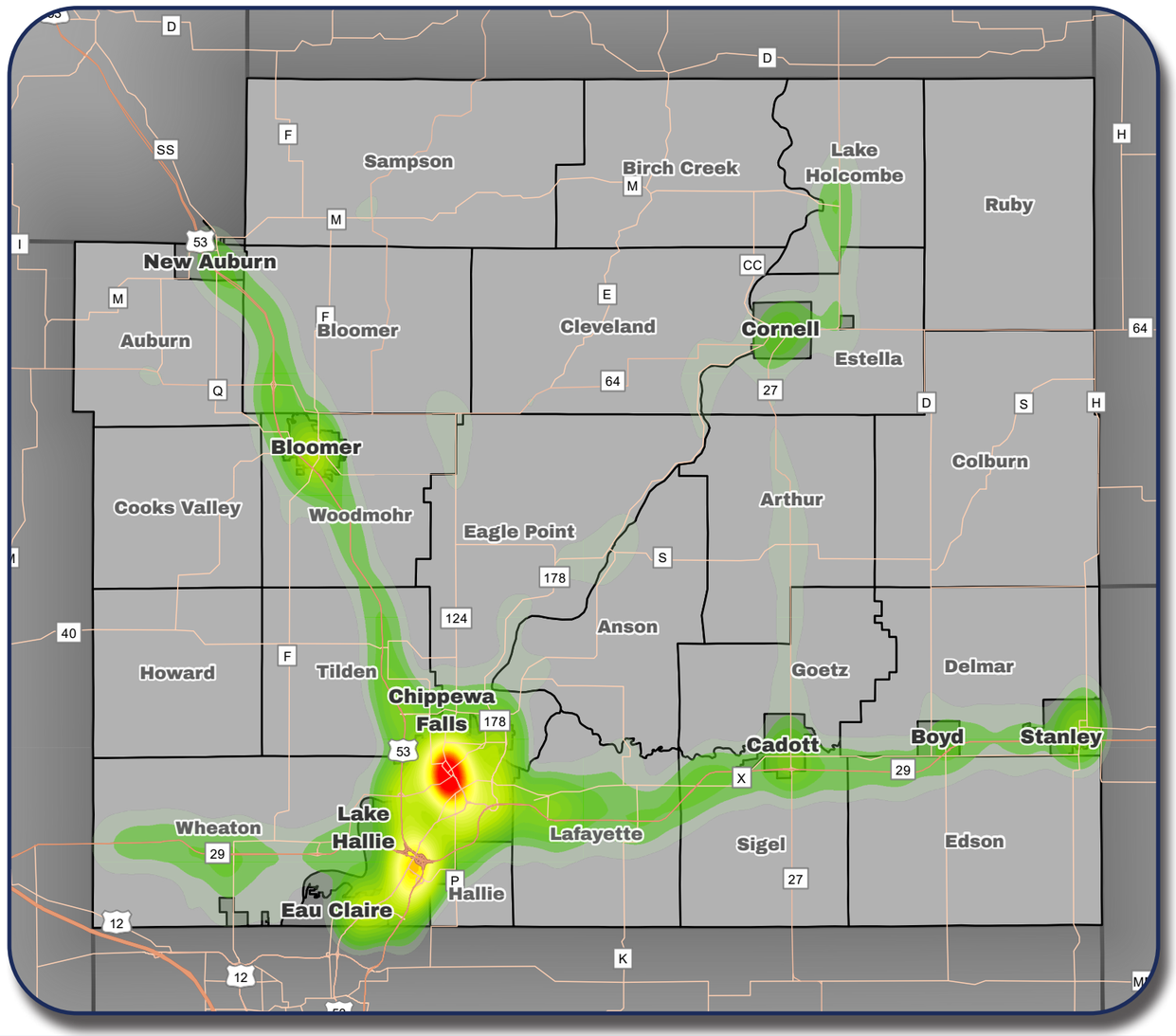
Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
377	993	932	745
6.2%	16.3%	15.3%	12.2%

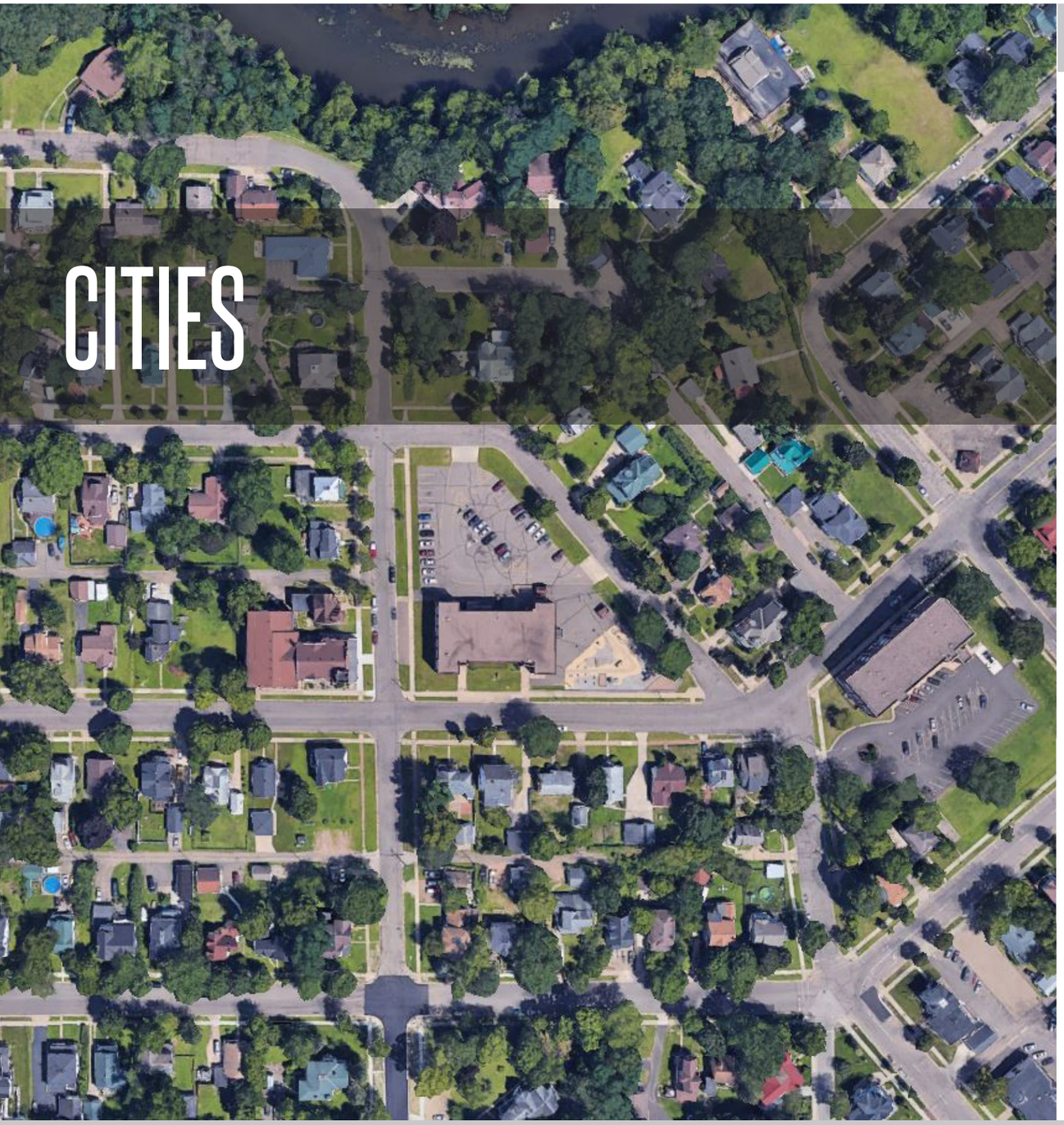
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
1,833	11	25
30.1%	0.2%	0.4%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*





CITIES

General Statistics

Deer Crashes	Bicycle Crashes	Pedestrian Crashes
179	**9**	**13**
11.2%	**0.6%**	**0.8%**

Based on population and total crashes, the City of Chippewa Falls had the highest per capita crash rate of any city.

Snow or icy conditions had the highest total of any contributing factor, with 19.1% of crashes involving this condition. Rain or wet conditions contributed to 14.3% of accidents. Deer crashes accounted for 11.2% of all crashes within city limits.

Crashes Per Road Type Totals

State Highway	515
County Road	2
Local Street/Road	1,077

CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
73	**103**	**304**	**228**
4.6%	**6.5%**	**19.1%**	**14.3%**

Bloomer

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The highest concentration of crashes was located along Main Street/State Highway 40, between 14th Avenue and 16th Avenue. Additionally, west and east of the State Highway 40 and U.S. Highway 53 intersection had a higher density.

Besides Chippewa Falls, Bloomer was the only other City with a reported bicycle crash. Snow/ice was the primary contributing factor in Bloomer.

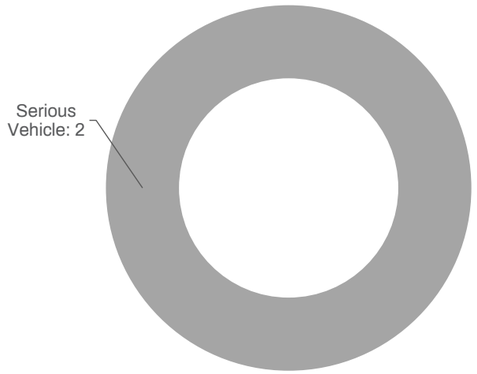
The City had the lowest reported rate of alcohol or drugs contributing to crashes of any city.

Crashes Per Road Type

State Highway	70
County Road	0
Local Street/Road	86

Total Crashes: 156

Serious and Fatal Crashes: 2



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
4	9	28	16
2.6%	5.8%	17.9%	10.3%

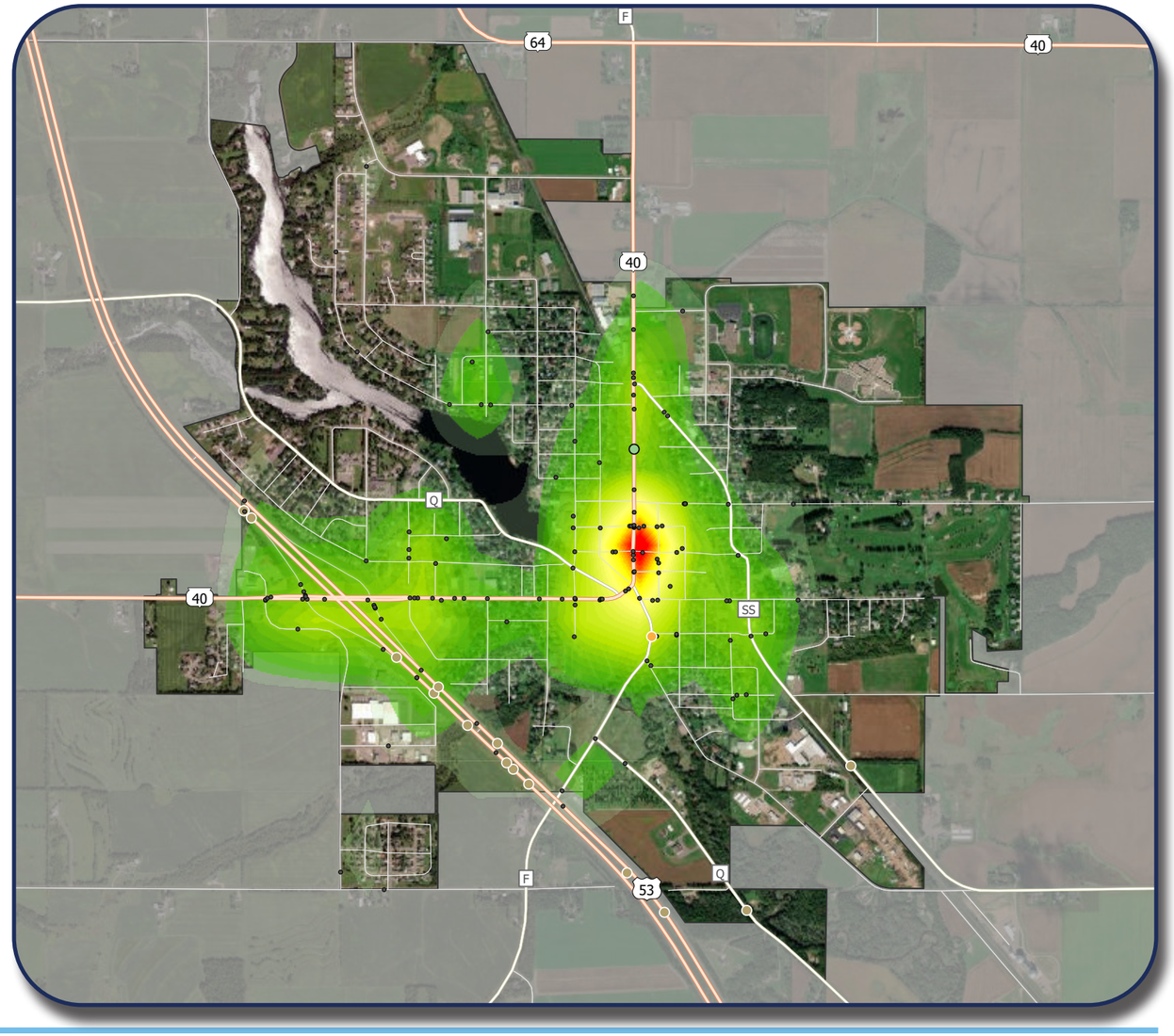
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
15	1	1
8.9%	0.3%	0.6%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



Chippewa Falls

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The highest concentration of crashes was in the downtown area of the City, with the two intersections of highest concern being Grand Ave./Rushman Dr. and Bay St./W. Willow St.

Other concentrations are Woodward Ave./Business U.S. Highway 53, State Highway 178/County Highway I, and at the U.S. Highway 53/State Highway 29 interchange.

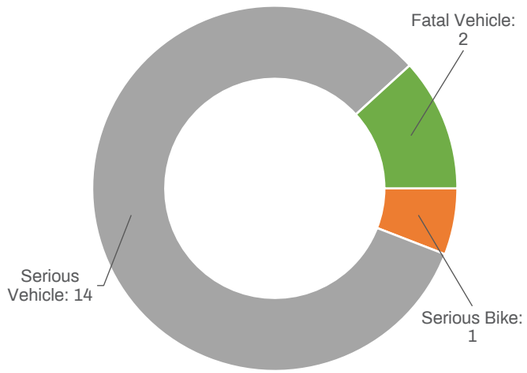
Roughly 1/5 of all crashes had snow or ice as a contributing factor.

Crashes Per Road Type

State Highway	343
County Road	0
Local Street/Road	730

Total Crashes: 1,073

Serious and Fatal Crashes: 17



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
51	73	207	165
4.8%	6.8%	19.3%	15.4%

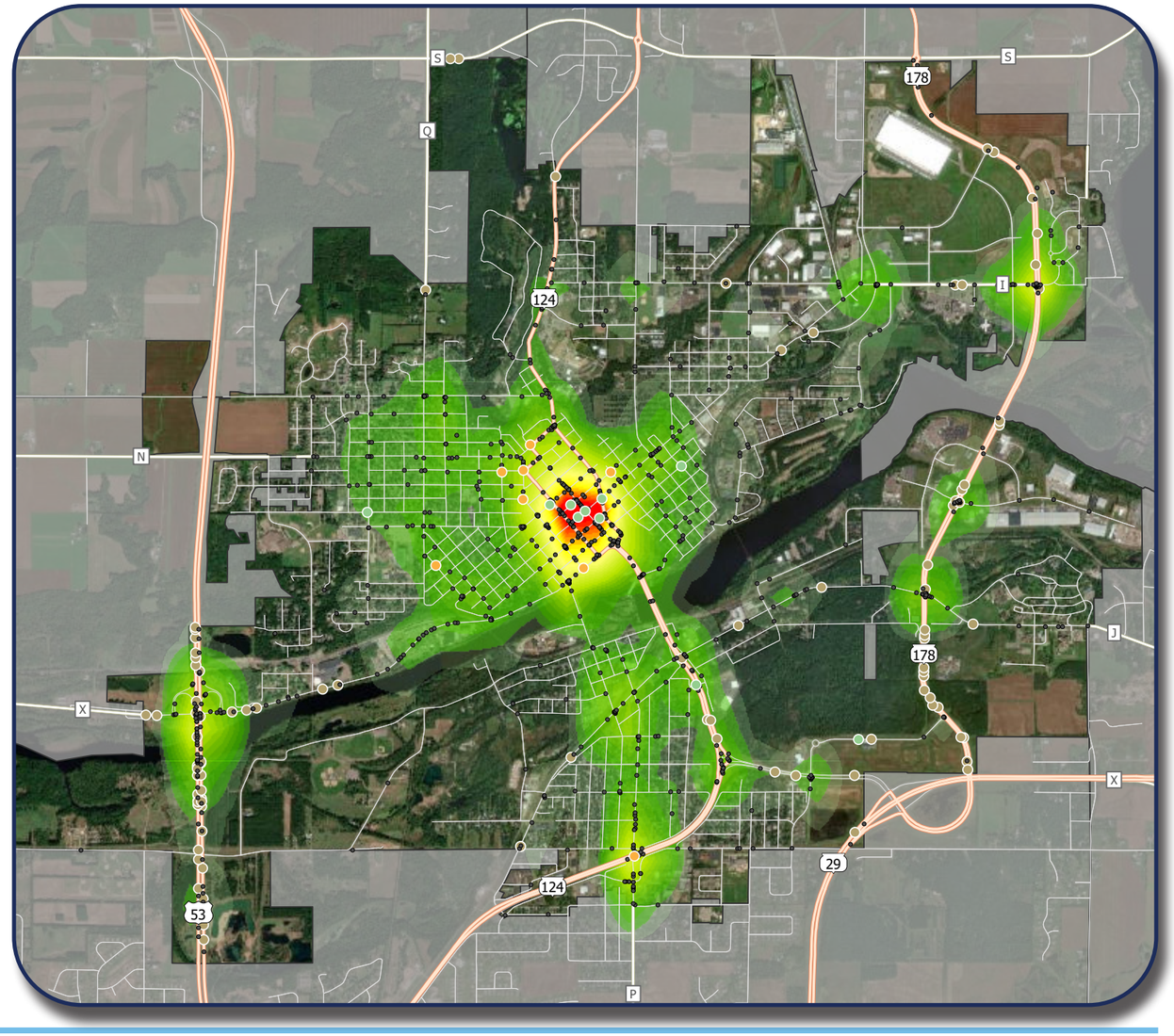
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
98	8	10
9.1%	0.7%	0.9%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



Cornell

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The highest concentration of crashes occurred along and north of State Highway 64.

Another high concentration was at the State Highway and County Highway CC intersection.

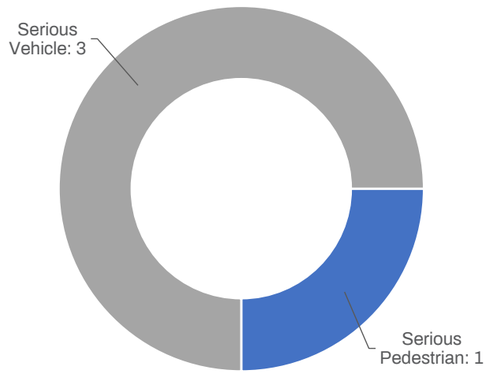
Cornell has the highest rate of alcohol or drugs contributing to crashes of any city in the county. Night or dark conditions also had the largest effect in Cornell when compared to the other cities in the County.

Crashes Per Road Type

State Highway	58
County Road	0
Local Street/Road	30

Total Crashes: 88

Serious and Fatal Crashes: 4



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
6	9	12	11
6.8%	10.2%	13.6%	12.5%

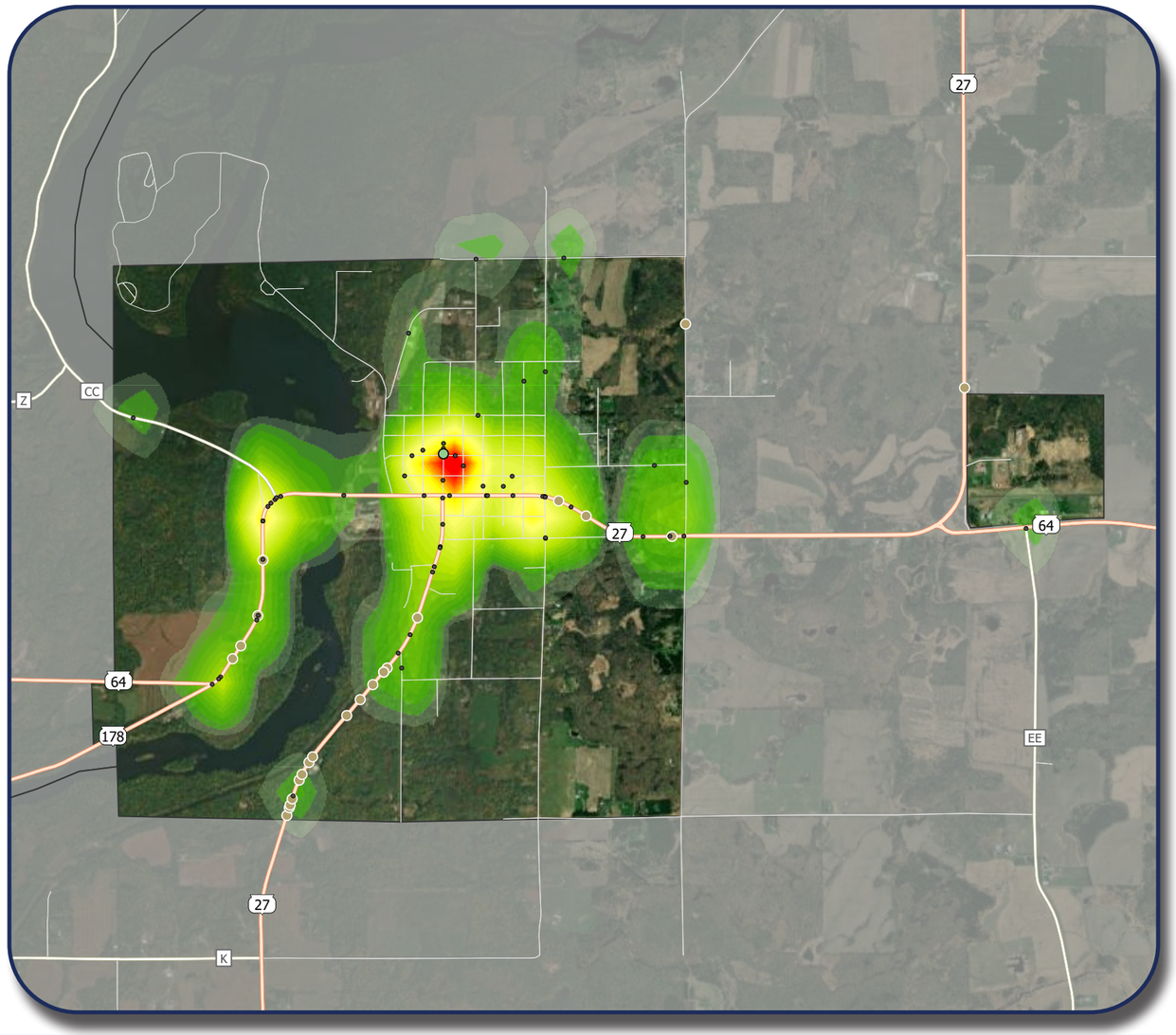
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
24	0	1
27.3%	0.0%	1.1%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



Stanley

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The City's highest concentration of crashes was along S. Broadway St. between the intersections of 1st Ave. and Maple St.

The County Highway H/Broadway St. corridor contains a large percentage of crashes in the City.

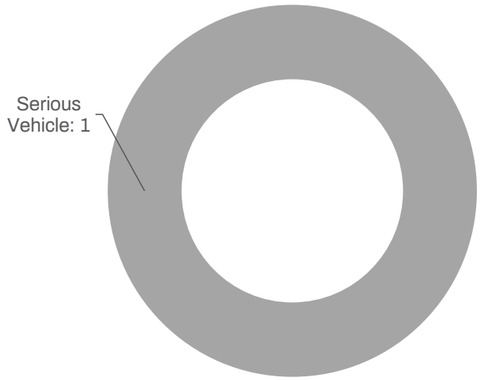
Snow and ice contributed to the most crashes in the City. 25% of all crashes within the municipality involved deer. Most of which were along State Highway 29.

Crashes Per Road Type

State Highway	44
County Road	0
Local Street/Road	81

Total Crashes: 125

Serious and Fatal Crashes: 1



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
4	5	19	10
3.2%	4.0%	15.2%	8.0%

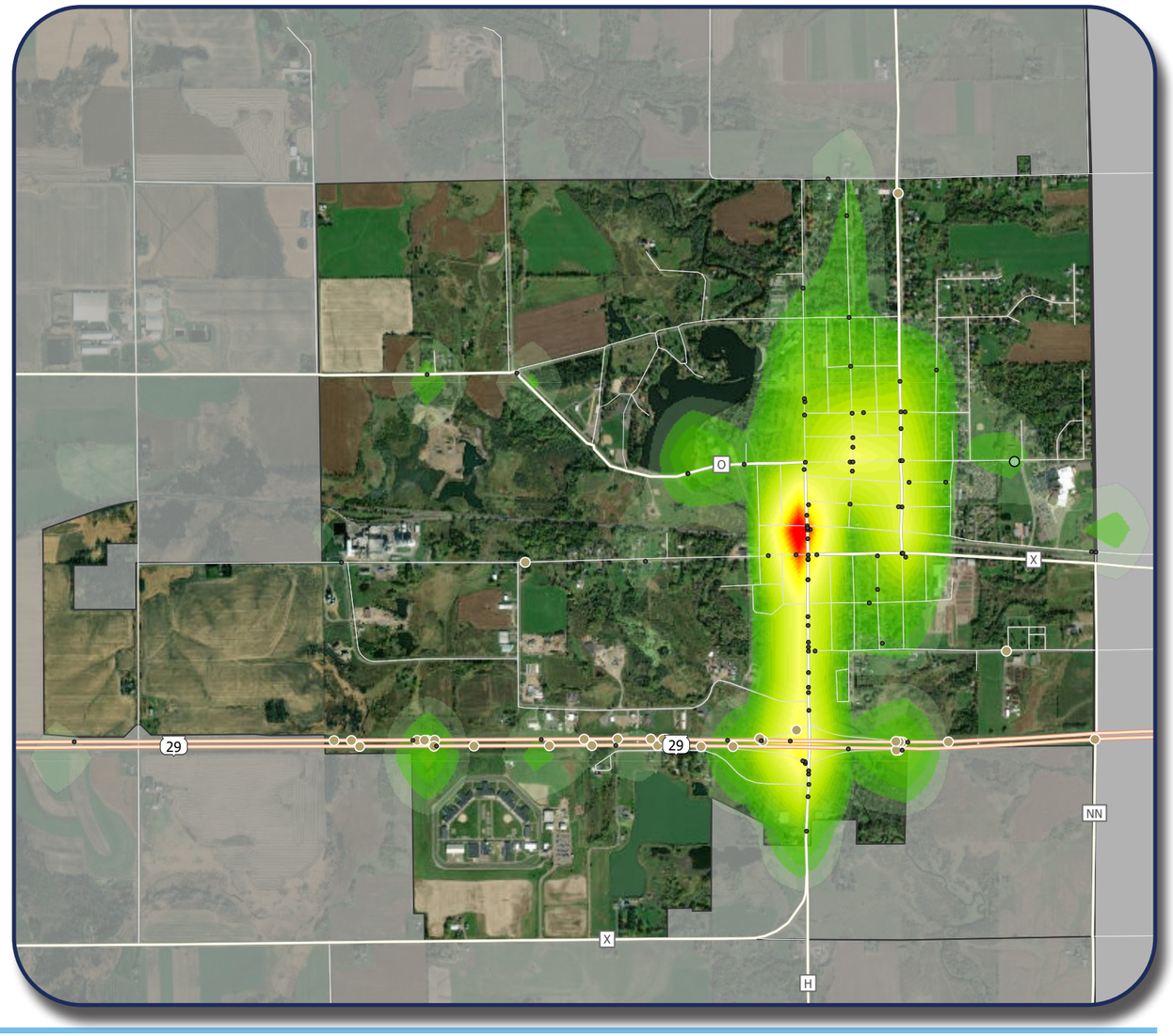
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
32	0	1
25.6%	0.0%	0.8%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer Bicycle Pedestrian Vehicle Only



VILLAGES

General Statistics

Deer Crashes	Bicycle Crashes	Pedestrian Crashes
161	**1**	**6**
15.8%	**0.1%**	**0.6%**

The statistics shown on this page are based on the total crashes within the four villages in the County. Approximately 15% of the County's population lives in Villages.

Snow or ice contributed the highest number of total crashes, with 17.2%.

Crashes Per Road Type Totals

State Highway	658
County Road	0
Local Street/Road	364

CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
68	**152**	**176**	**140**
6.7%	**14.9%**	**17.2%**	**13.7%**

Boyd

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

Due to a low volume of crashes there are no main concentrations of crashes in the Village. There is a higher percentage of crashes along E. Murray St. and S. Center St.

Roughly 1 in 4 crashes involved snow or ice as a contributing factor and 1 in 5 crashes involved night or dark as a contributing factor.

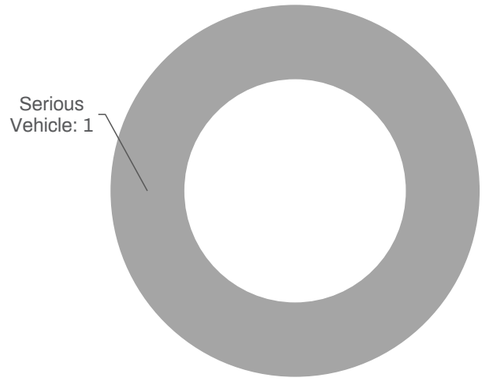
There were no bike or pedestrian crashes within the Village.

Crashes Per Road Type

State Highway	14
County Road	0
Local Street/Road	23

Total Crashes: 37

Serious and Fatal Crashes: 1



Deer Crashes	Bicycle Crashes	Pedestrian Crashes
3	0	0
8.1%	0.0%	0.0%

CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
2	8	9	5
2.7%	21.6%	24.3%	13.5%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only

Cadott

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Village was along State Highway 27, specifically at and north of the intersection of E. Chippewa St.

Other locations with high concentrations are along N. Main St. and around the State Highway 27 and State Highway 29 interchange.

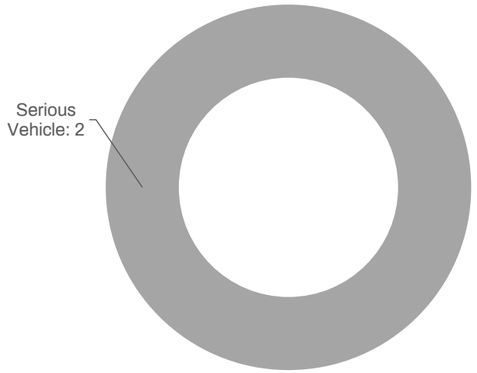
Cadott had the lowest percent of crashes involving night or dark conditions for villages in the County.

Crashes Per Road Type

State Highway	57
County Road	0
Local Street/Road	39

Total Crashes: 96

Serious and Fatal Crashes: 2



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
6	10	10	11
6.3%	10.4%	10.4%	11.5%

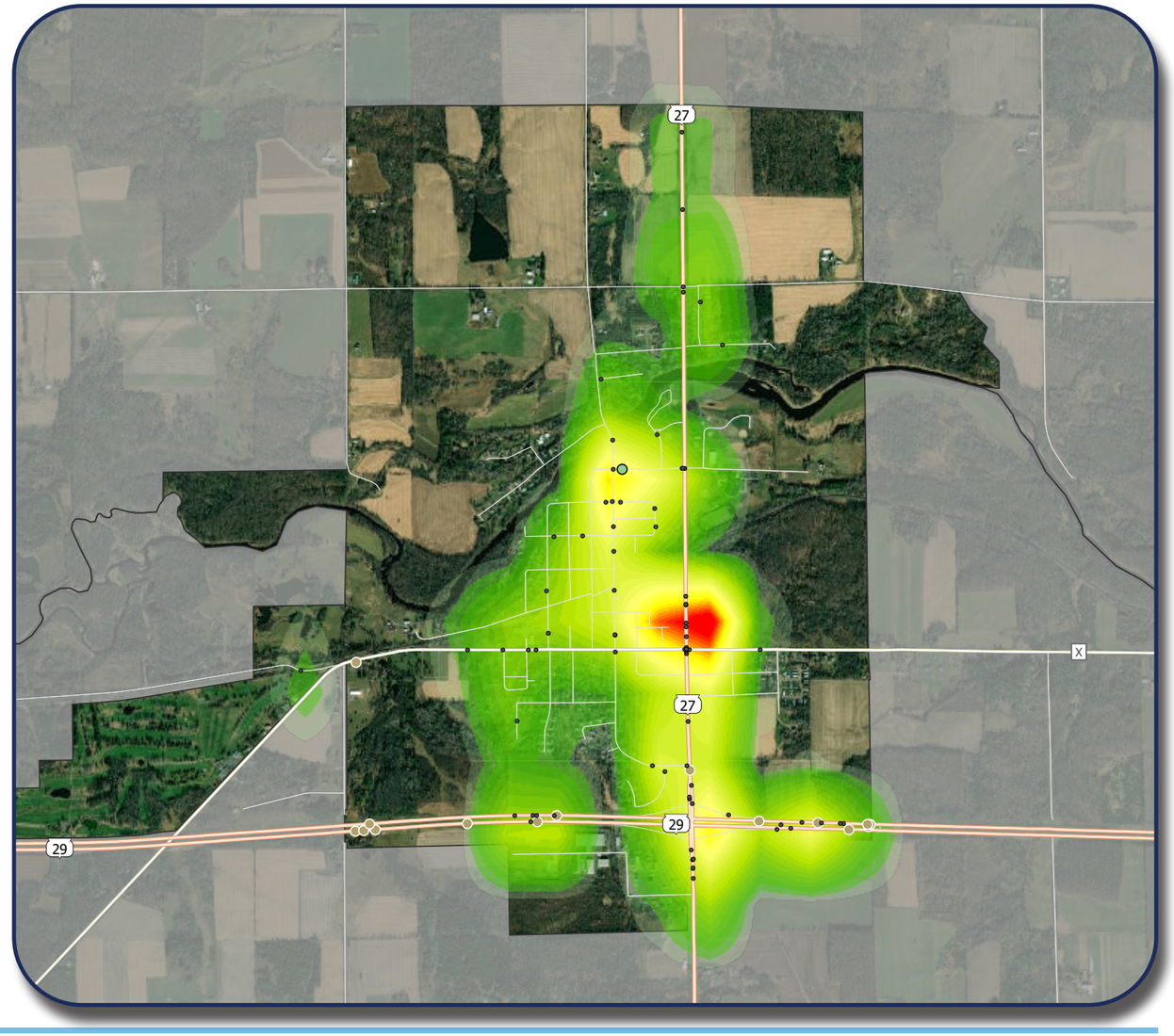
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
15	0	1
15.6%	0.0%	1.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



Lake Hallie

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

County Highway OO, between U.S. Highway 53 and U.S. Business 53, had the largest concentration of crashes.

Additional high concentration areas are located along U.S. Business 53 and the State Highway 29 and Seymour Cray Blvd. interchange.

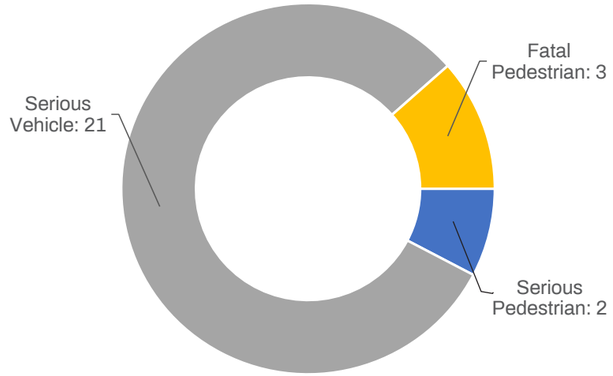
Lake Hallie had the highest rate of crashes involving alcohol or drugs of all cities and villages in the County.

Crashes Per Road Type

State Highway	554
County Road	0
Local Street/Road	277

Total Crashes: 831

Serious and Fatal Crashes: 26



Deer Crashes	Bicycle Crashes	Pedestrian Crashes
119	1	5
14.3%	0.1%	0.6%

CONTRIBUTING FACTORS

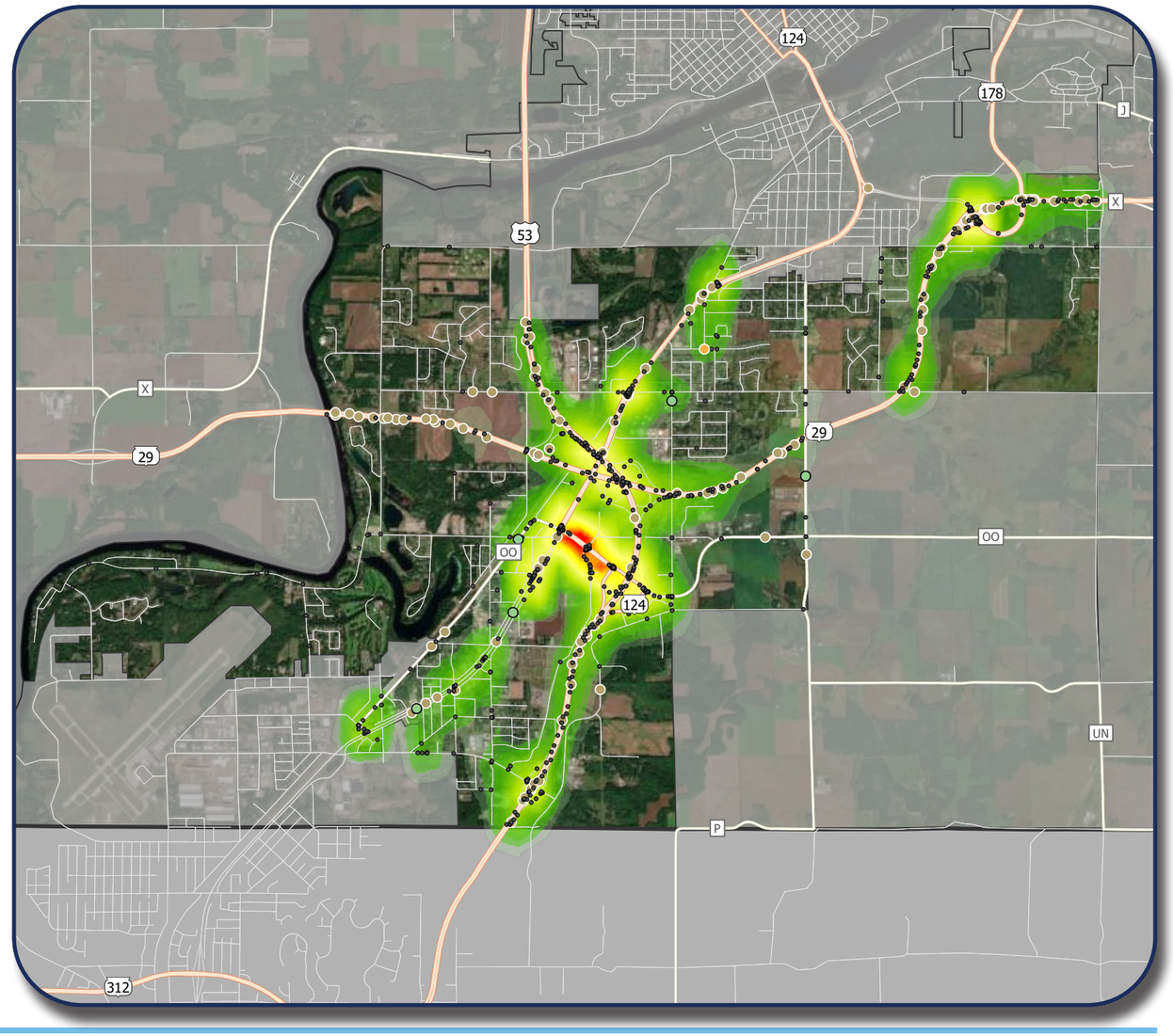
Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
57	126	145	121
6.9%	15.2%	17.4%	14.6%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer Bicycle Pedestrian Vehicle Only



New Auburn

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

Crashes in New Auburn occurred most frequently at the intersection of W. Main St. and Old U.S. Highway 53.

New Auburn had the highest percent of deer crashes out of any Village in the County, with nearly 41% of all crashes reported over the last five years. All of these crashes were on U.S. Highway 53.

Roughly 1/5 of crashes had a snow or ice contributing factor.

Crashes Per Road Type

State Highway	33
County Road	0
Local Street/Road	25

Total Crashes: 58

Serious and Fatal Crashes: 0

Deer Crashes	Bicycle Crashes	Pedestrian Crashes
24	0	0
41.4%	0.0%	0.0%

CONTRIBUTING FACTORS

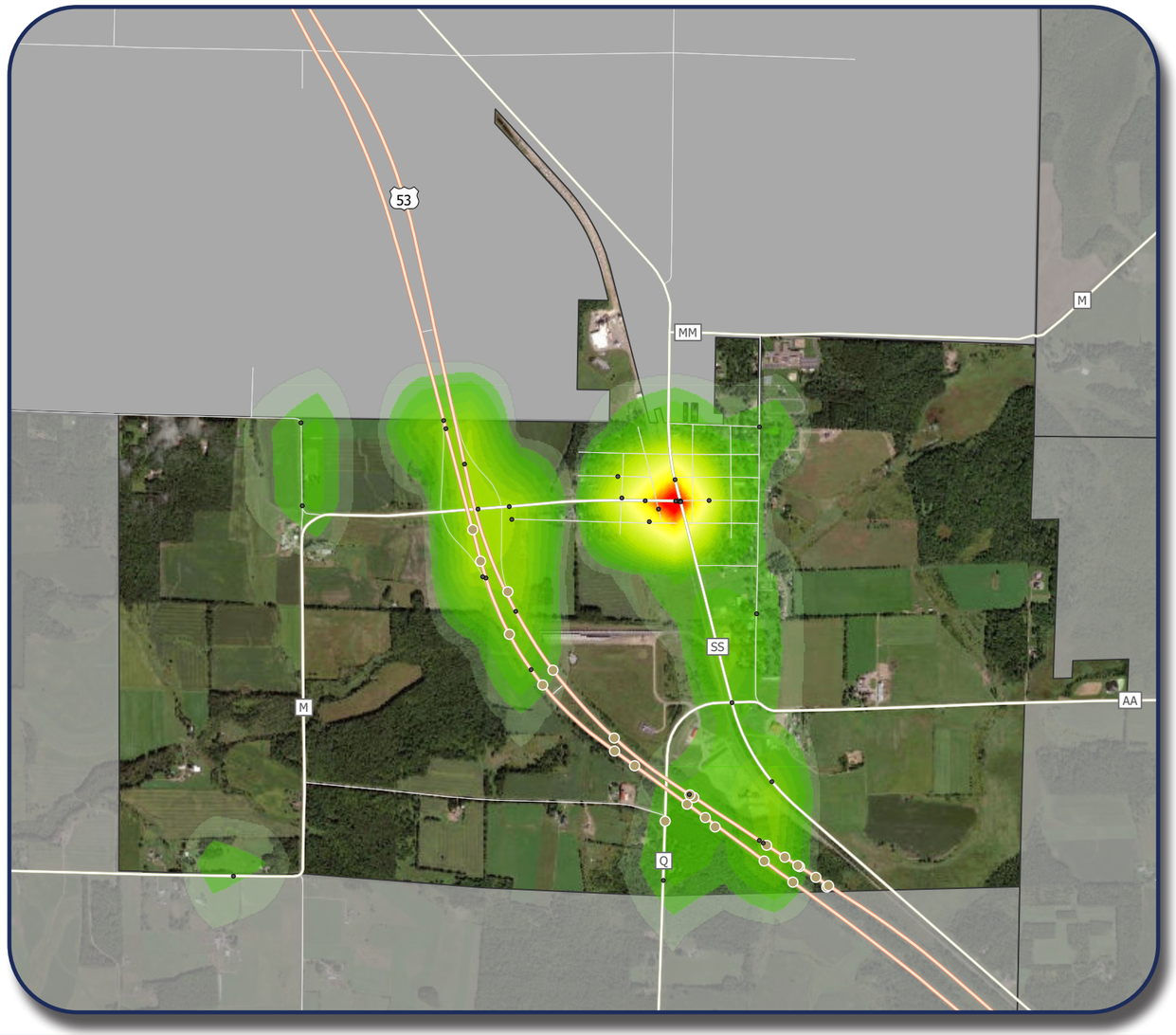
Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
3	8	12	3
5.2%	13.8%	20.7%	5.2%

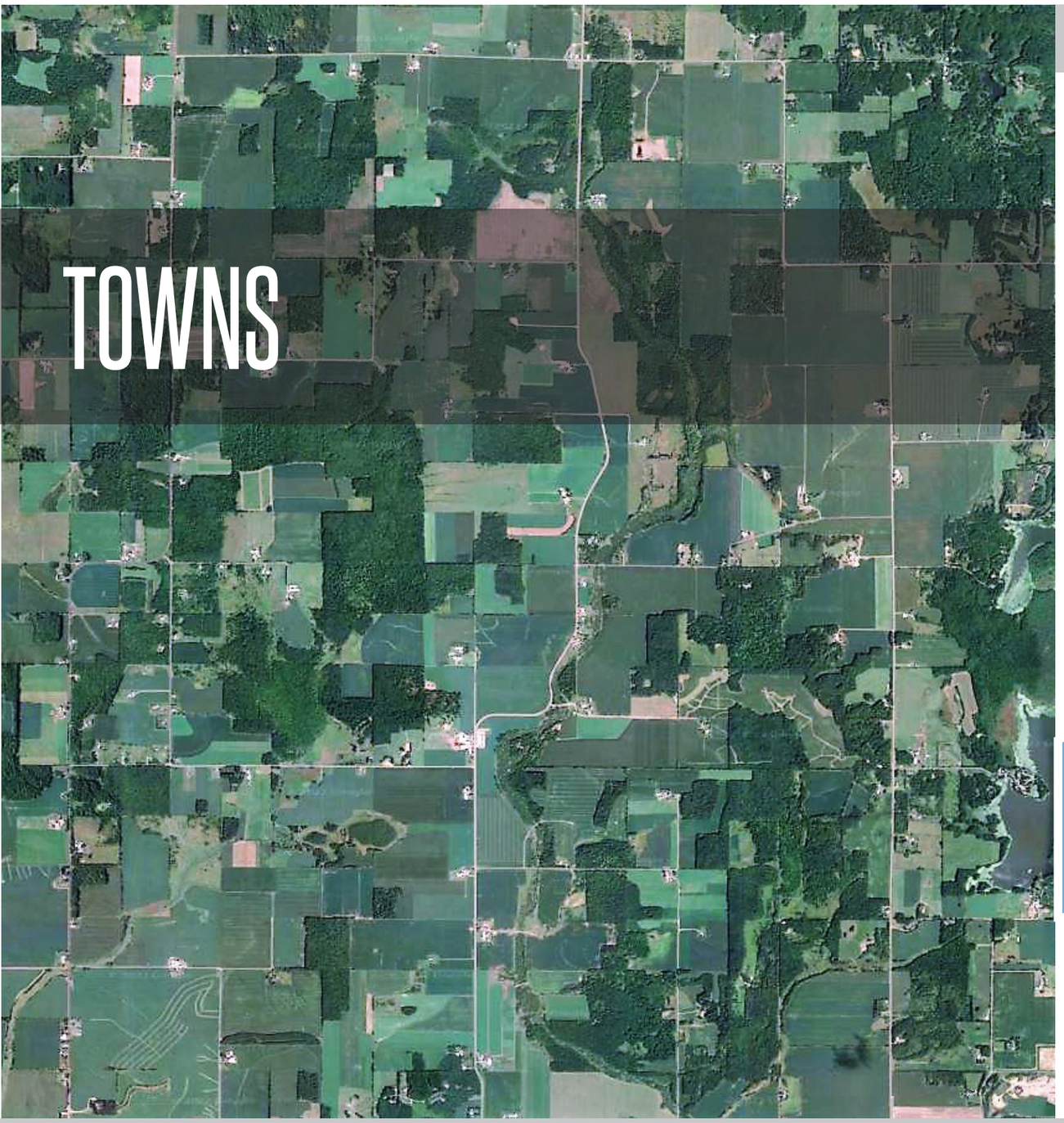
Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only





General Statistics

Deer Crashes	Bicycle Crashes	Pedestrian Crashes
1,493	1	6
43.0%	0.0%	0.2%

The statistics shown on this page are based on the total crashes within all the towns in the County. Based on population and total crashes, Hallie had the highest per capita crash rate of any town.

Night or dark conditions contributed to 21.3% of crashes in Chippewa County towns.

Crashes Per Road Type Totals

State Highway	1,784
County Road	1,042
Local Street/Road	644

CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
236	738	452	377
6.8%	21.3%	13.0%	10.9%

Anson

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The highest concentration of crashes was at and near the County Highway S and County Highway O intersection, specifically along County Highway S between where the highway travels north/south and east/west.

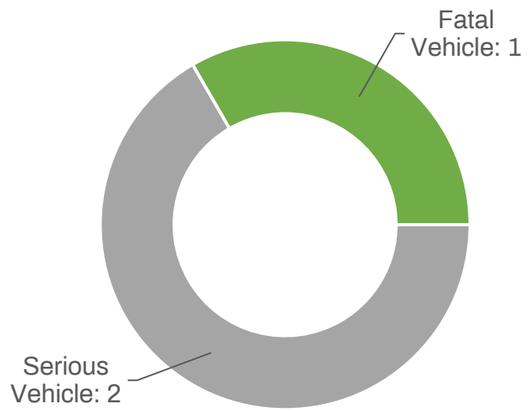
Overall, the Town of Anson had fairly average statistics compared to the other towns in the County. However, based on the 2020 population and the total crashes, Anson had the lowest amount of crash per capita of any town in the County.

Crashes Per Road Type

State Highway	1
County Road	78
Local Street/Road	31

Total Crashes: 110

Serious and Fatal Crashes: 3



Deer Crashes

50

45.5%

Bicycle Crashes

0

0.0%

Pedestrian Crashes

0

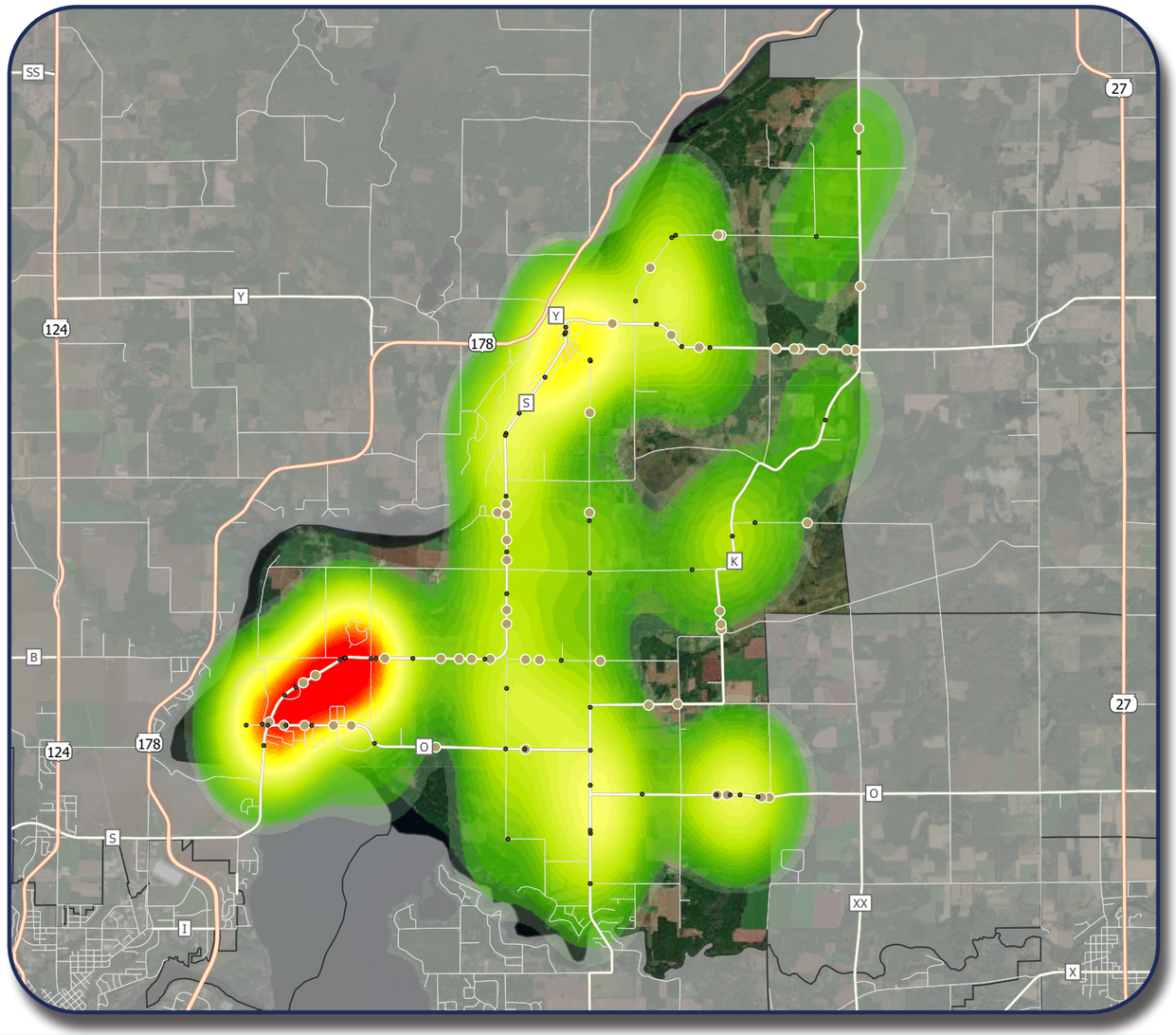
0.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



CONTRIBUTING FACTORS

Alcohol or Drugs

6

5.5%

Night or Dark

18

16.4%

Snow or Ice

11

10.0%

Rain or Wet

11

10.0%

Arthur

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

State Highway 27 had the greatest number of crashes in the Town. One area of concern is at the curve with the intersections of Jensen Rd. and 170th Ave. Which includes a pedestrian crash. The other concentration is at and north and south of both the County Highway S and 135th Ave. intersections.

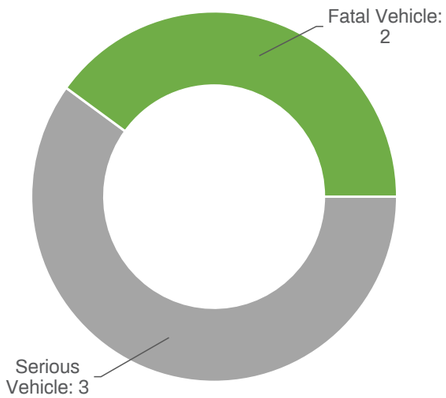
The Town of Arthur has one of the highest rates (14.5%) of crashes involving rain or wet conditions in Chippewa County towns.

Crashes Per Road Type

State Highway	70
County Road	28
Local Street/Road	12

Total Crashes: 110

Serious and Fatal Crashes: 5



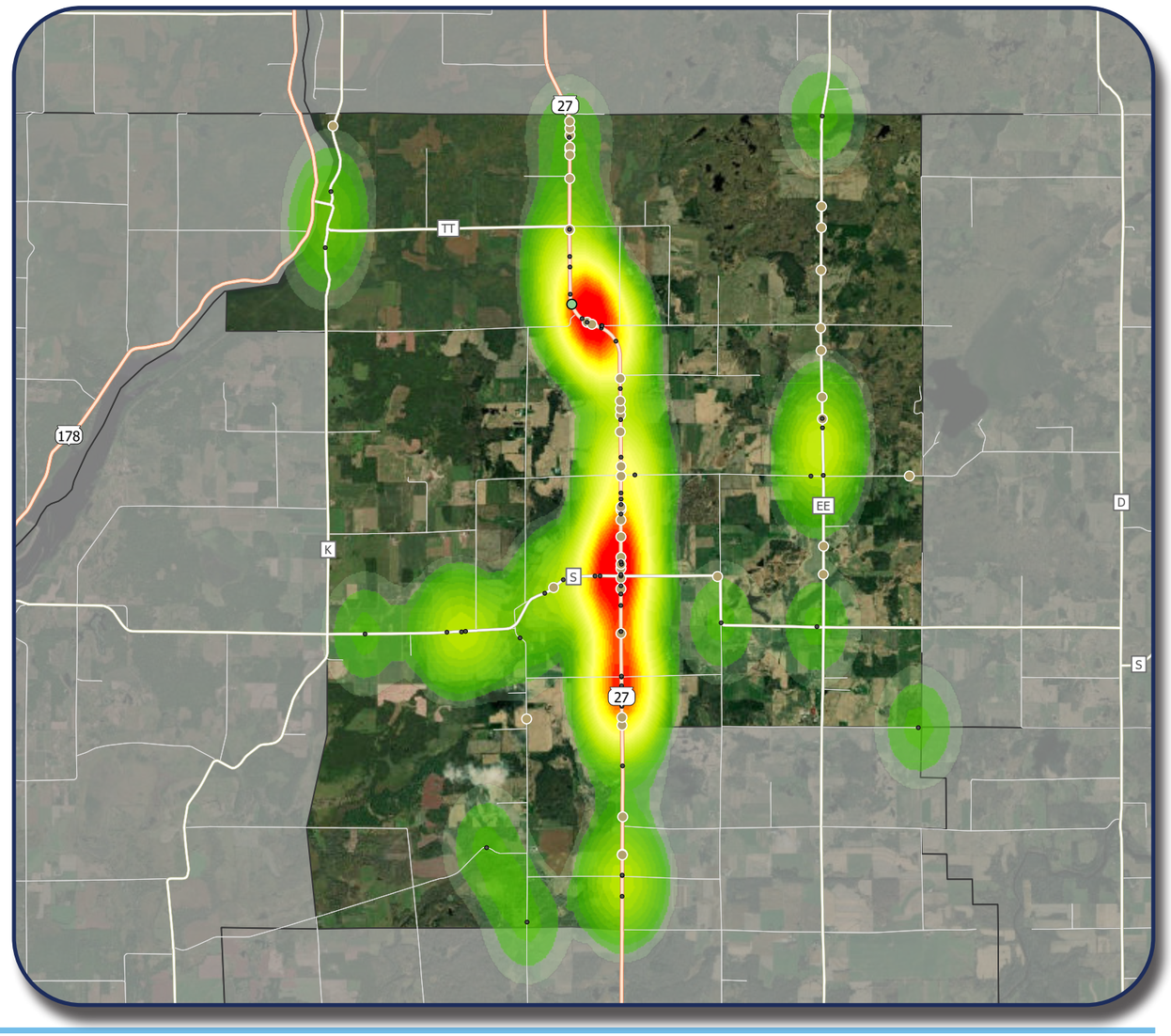
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
47	0	1
42.7%	0.0%	0.9%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
4	22	11	16
3.6%	20.0%	10.0%	14.5%

Auburn

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The highest concentration of crashes was on U.S. Highway 53. The next two highest concentrations were located along State Highway 64 at and east of the intersection of County Highway DD and at and east of the intersection of 30th St. The crashes on State Highway 64 were all reported going east, towards U.S. Highway 53.

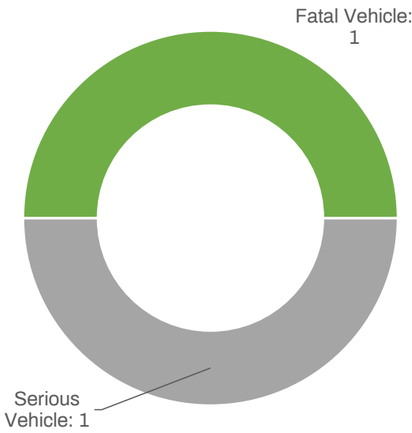
The Town of Auburn has the second highest rate of crashes involving deer in the County. Just under 1/4 of all crashes happened at night or in the dark.

Crashes Per Road Type

State Highway	50
County Road	26
Local Street/Road	8

Total Crashes: 84

Serious and Fatal Crashes: 2



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
9	19	6	4
10.7%	22.6%	7.1%	4.8%

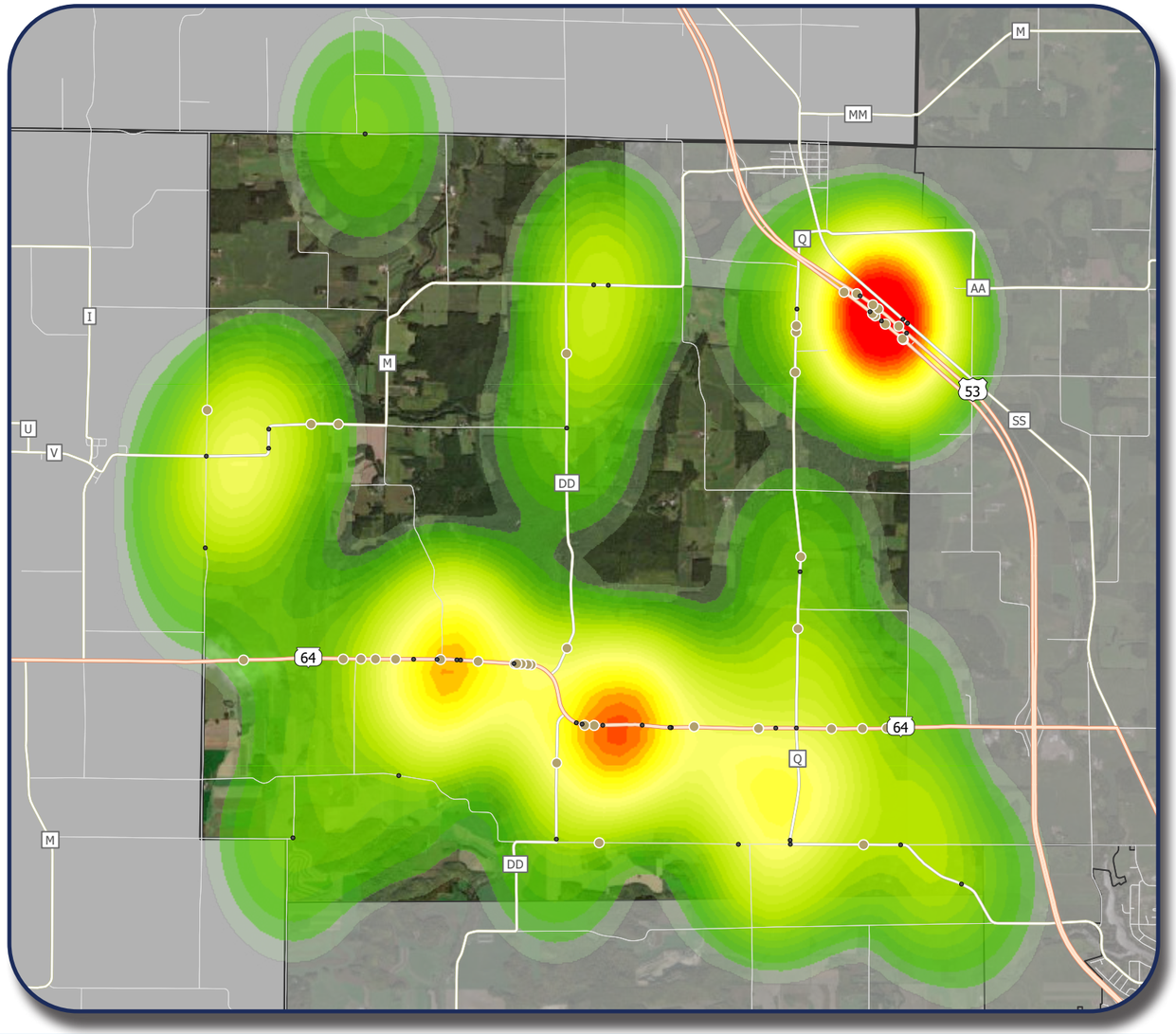
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
45	0	0
53.6%	0.0%	0.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



Birch Creek

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The highest concentration of crashes in the Town was located along 260th Street, between the County Highway M intersection and southwest of the intersection with 266th St. 260th St. has a large curve in it between these two locations. Of the 10 crashes within the hotspot, five of them involved alcohol.

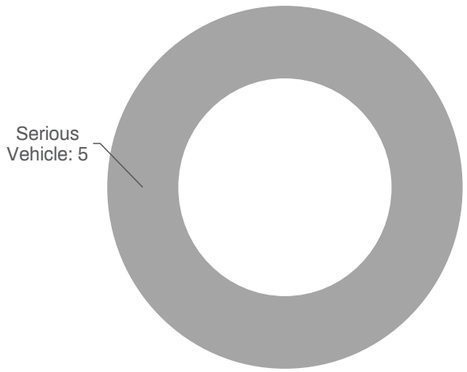
Not only did alcohol impact 22% of crashes in the town, 10% of total crashes involved a serious injury. Both of these rates are the highest for any municipality in the County.

Crashes Per Road Type

State Highway	0
County Road	27
Local Street/Road	23

Total Crashes: 50

Serious and Fatal Crashes: 5



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
11	16	12	8
22.0%	32.0%	24.0%	16.0%

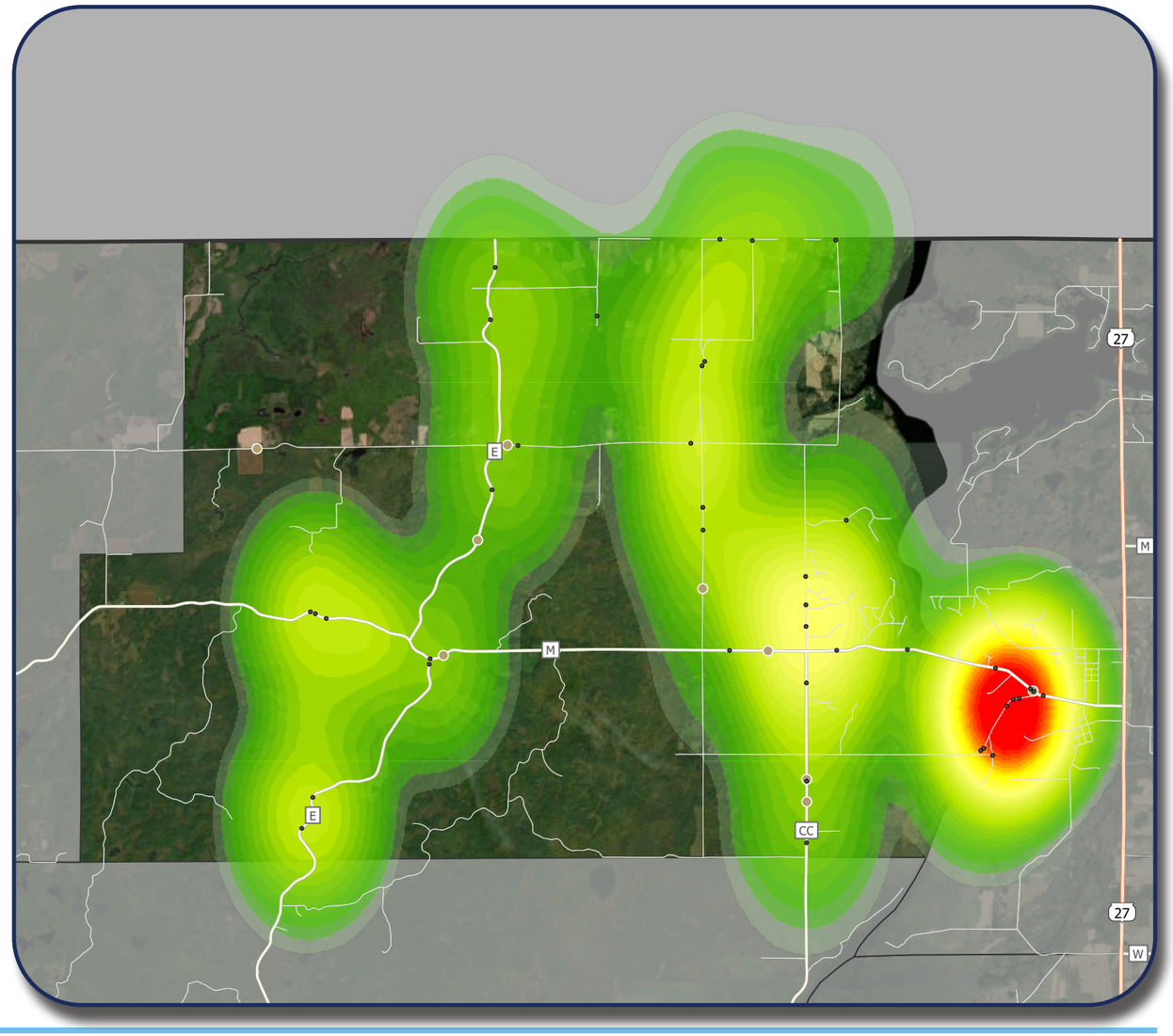
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
9	0	0
18.0%	0.0%	0.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



Bloomer

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The highest concentration of crashes in the Town is located at the intersection of the towns two busiest roads, U.S. Highway 53 and State Highway 64.

Other concentrations included the curve along County Highway F at 220th Ave. and at intersections along State Highway 64.

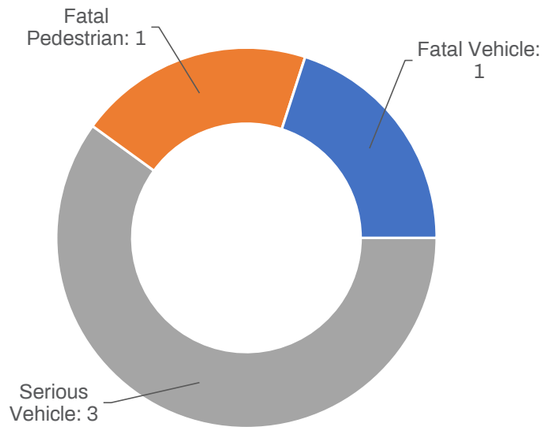
Nearly a quarter of all crashes occurred in night or dark conditions.

Crashes Per Road Type

State Highway	150
County Road	47
Local Street/Road	19

Total Crashes: 216

Serious and Fatal Crashes: 5



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
11	46	27	16
5.1%	21.3%	12.5%	7.4%

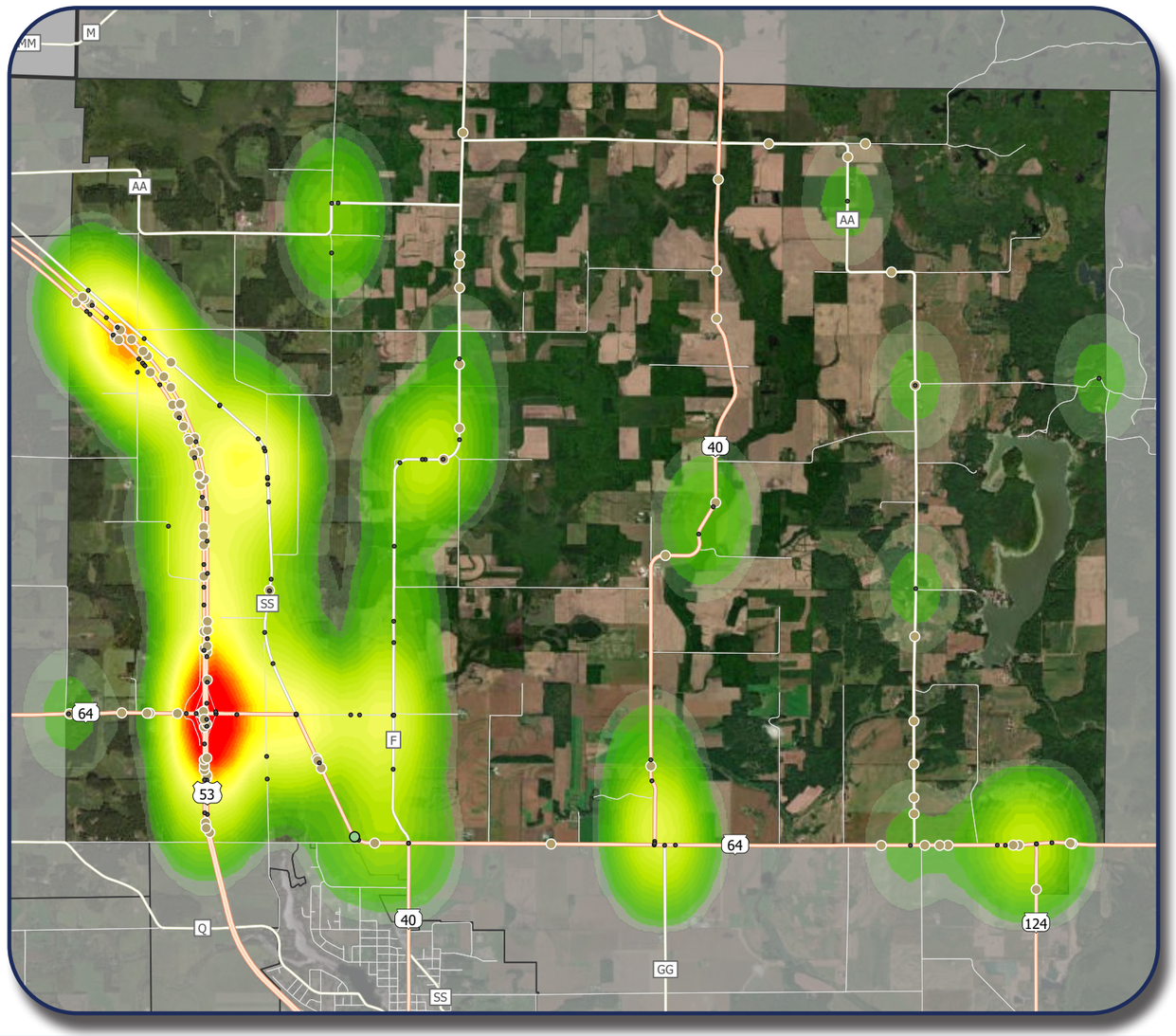
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
108	0	1
50.0%	0.0%	0.5%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



Cleveland

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The highest concentration of crashes was on State Highway 64 on the curve at County Highway ZZ. Three of the four crashes that occurred on the curve involved the cars overturning.

Another major concentration of crashes was on State Highway 178 between County Highway R and southwest of the intersection with State Highway 64.

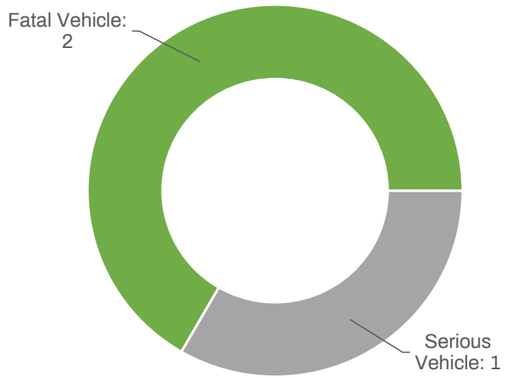
Deer were involved in over 50% of the crashes in the Town, which is one of the highest rates in the County.

Crashes Per Road Type

State Highway	73
County Road	40
Local Street/Road	10

Total Crashes: 123

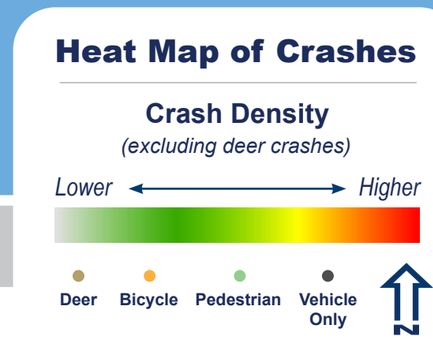
Serious and Fatal Crashes: 3

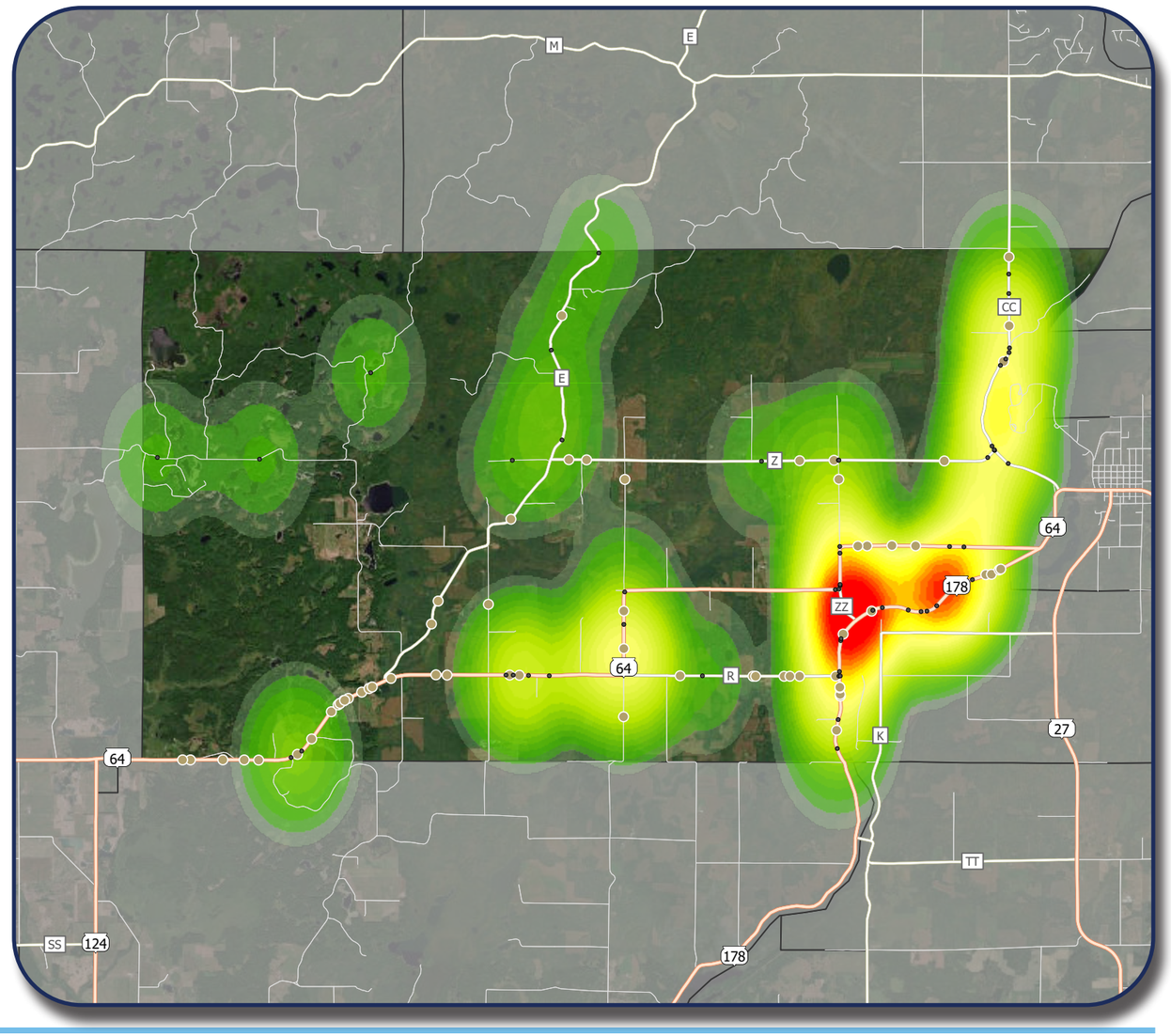


Deer Crashes	Bicycle Crashes	Pedestrian Crashes
64	0	0
52.0%	0.0%	0.0%

CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
11	25	16	11
8.9%	20.3%	13.0%	8.9%





Colburn

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

State Highway 64, near County Highway D, has the highest concentration of crashes in the Town. Due to the spread out nature of the Town's crashes, the heat map analysis created several smaller concentrations, rather than one central corridor or intersection.

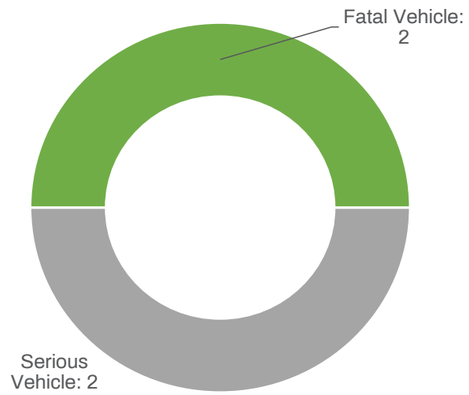
The contributing weather conditions (rain/wet and snow/ice) that were analyzed were both fairly low in comparison to other towns. Almost 1/4 of all crashes were at night or dark.

Crashes Per Road Type

State Highway	14
County Road	45
Local Street/Road	14

Total Crashes: 73

Serious and Fatal Crashes: 4



Deer Crashes	Bicycle Crashes	Pedestrian Crashes
33	0	0
23.1%	0.0%	0.0%

CONTRIBUTING FACTORS

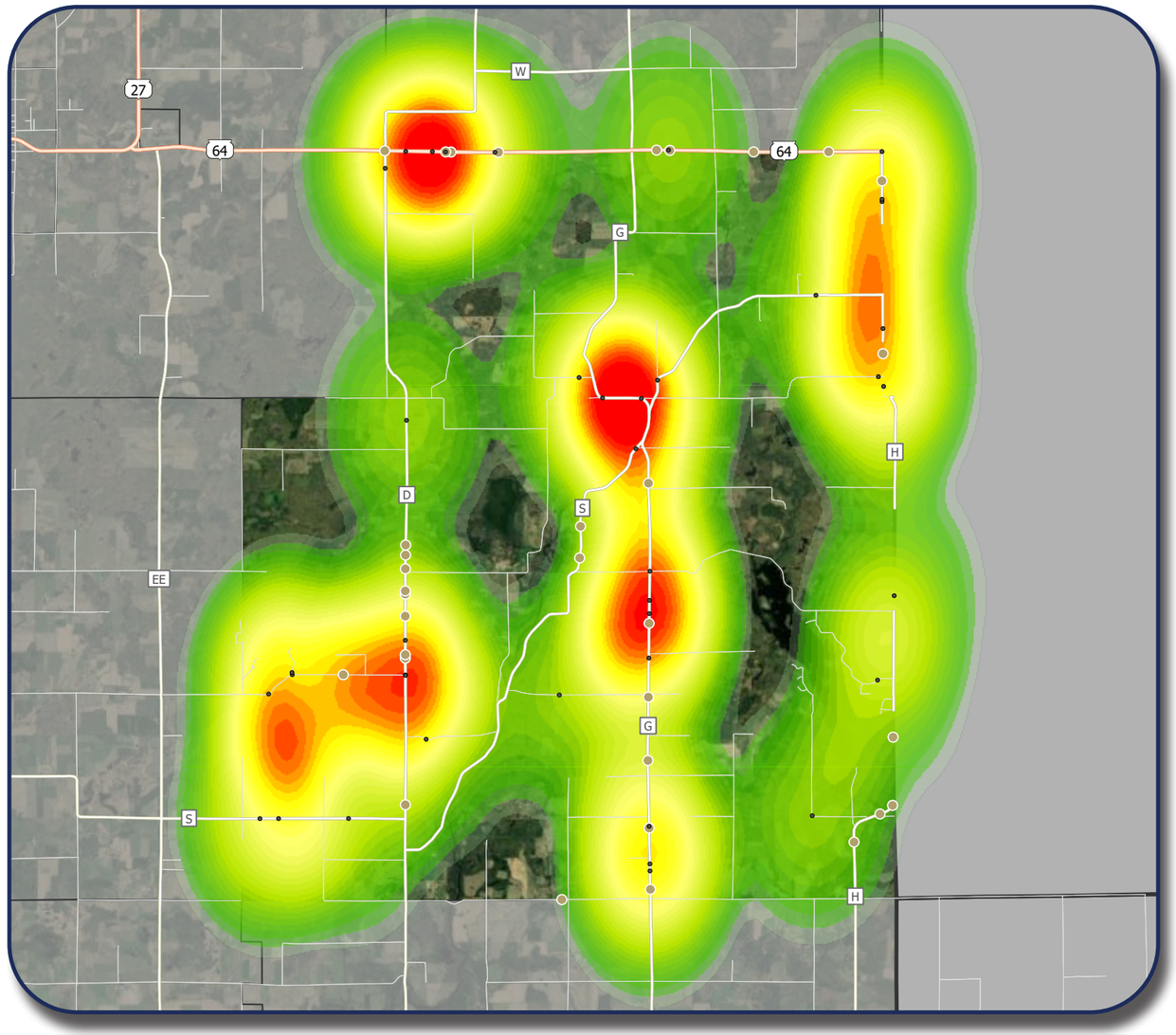
Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
5	16	6	5
6.8%	21.9%	8.2%	6.8%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ Higher

Deer · Bicycle · Pedestrian · Vehicle Only



Cooks Valley

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The curve on State Highway 40 at Gun Club Rd. and County Highway A had the largest concentration of crashes. This area is just outside the City of Bloomer, making it a high volume area in the Town. Nearly all of the crashes near this location were heading towards the City.

Cooks Valley had the lowest rate of crashes in snow or ice conditions. However, it had one of the higher rates for night or dark conditions, with over 26%.

Crashes Per Road Type

State Highway	24
County Road	10
Local Street/Road	11

Total Crashes: 45

Serious and Fatal Crashes: 0

CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
4	12	2	5
8.9%	26.7%	4.4%	11.1%

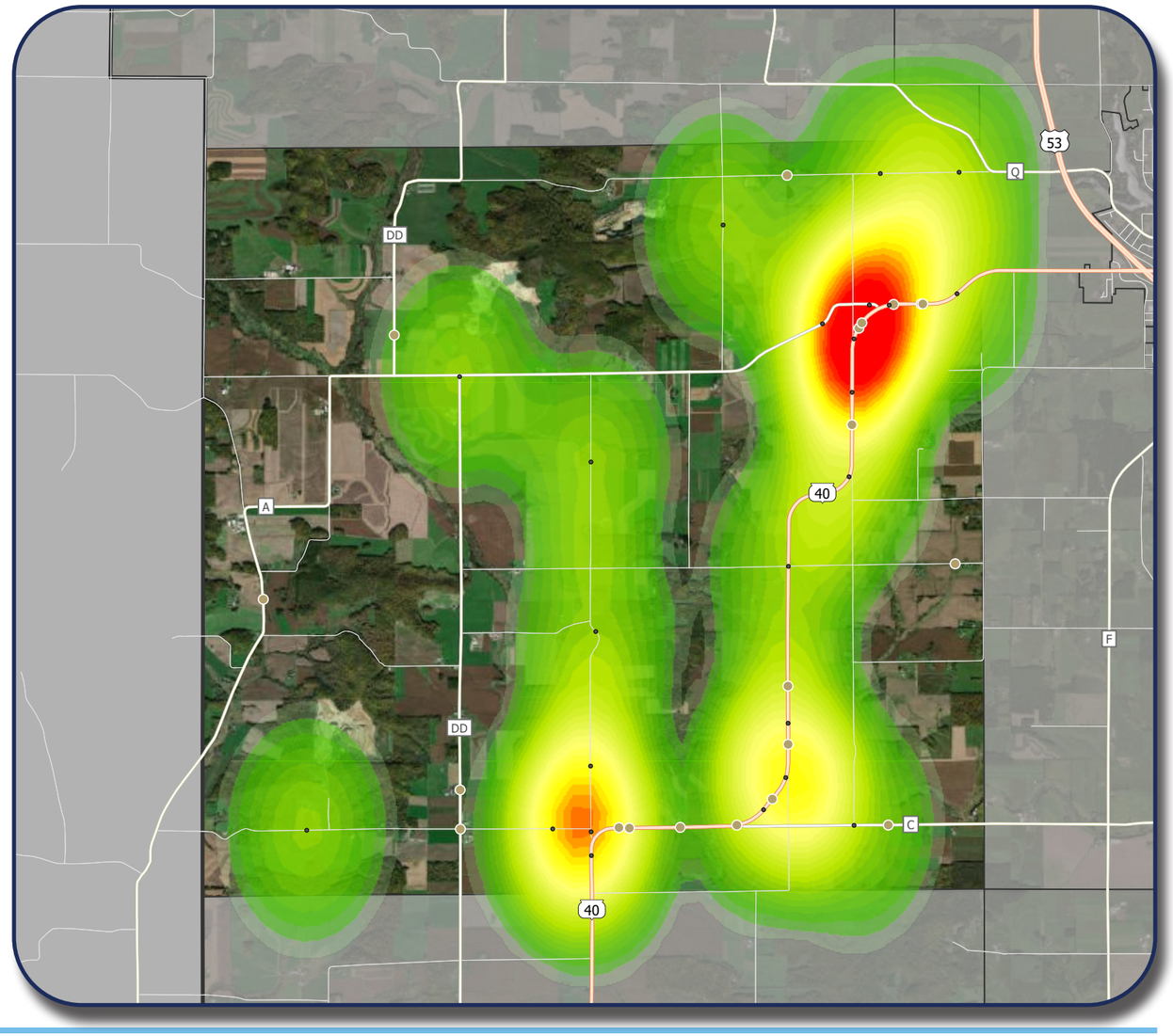
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
22	0	0
48.9%	0.0%	0.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer Bicycle Pedestrian Vehicle Only



Delmar

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Town was along State Highway 29. The second largest was at and in proximity to the intersection of County Highway D and County Highway O. 70% of the crashes within this area occurred during dark conditions.

Delmar was the only town in the County that had a bike crash. Overall, based on population and total crashes, the Town had a slightly above average total crash rate.

Crashes Per Road Type

State Highway	62
County Road	78
Local Street/Road	26

Total Crashes: 166

Serious and Fatal Crashes: 0

CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
10	38	21	15
6.0%	22.9%	12.7%	9.0%

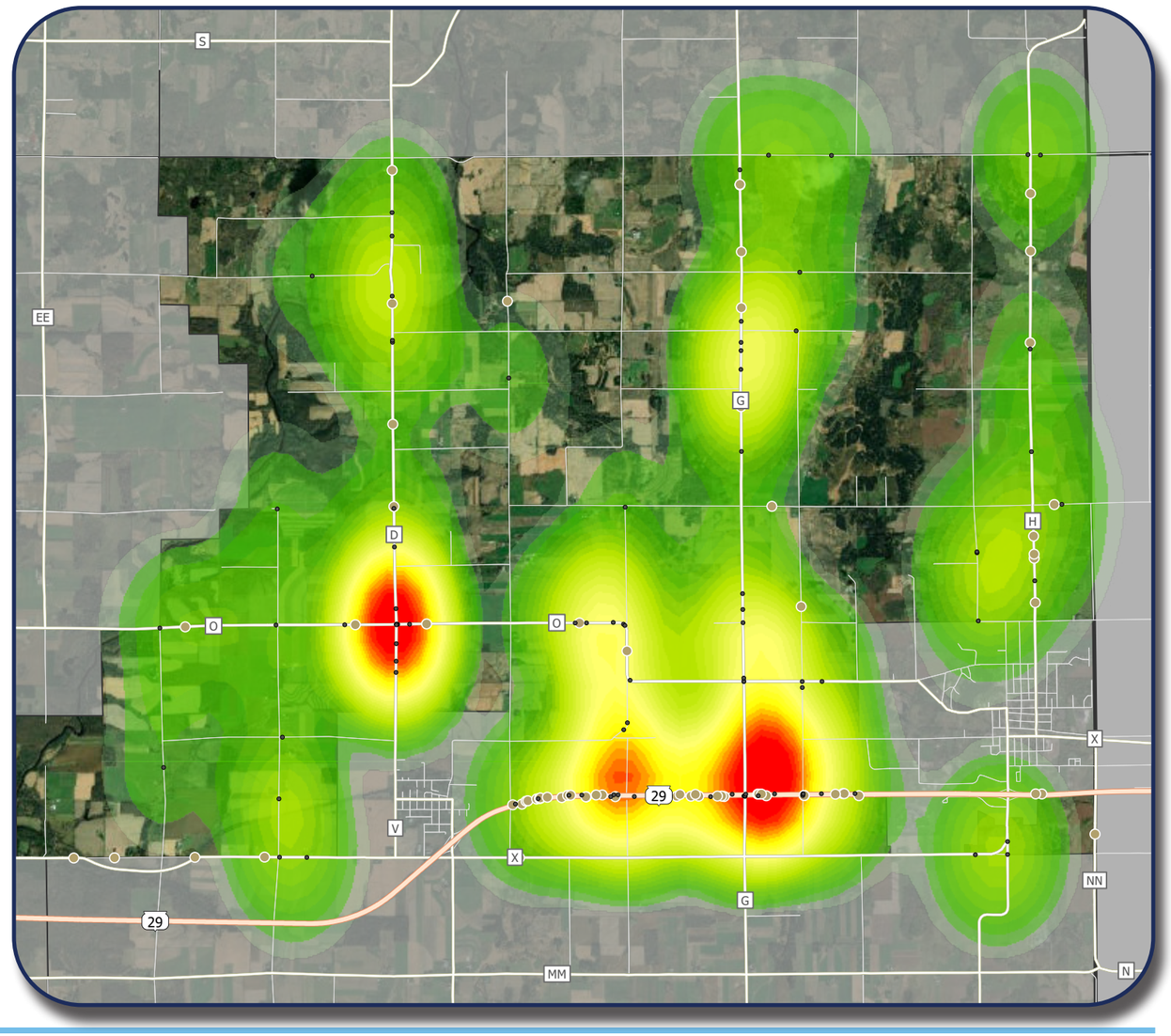
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
70	1	0
42.2%	0.6%	0.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



Eagle Point

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The two largest concentrations of crashes in the Town were on County Highway S at and in close proximity to the State Highway 124 and State Highway 178 intersections. These roads serve as primary corridors out of Chippewa Falls.

Outside of the more urban area, the highest concentration is located along State Highway 178, just west of Jim Falls.

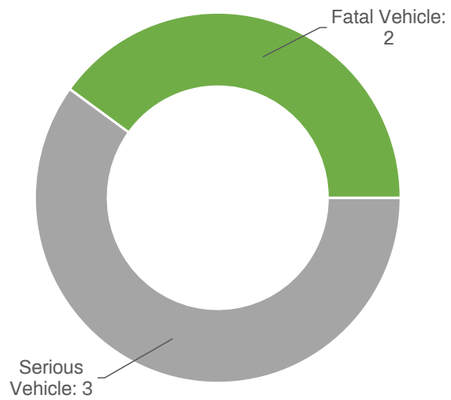
The Town had the third highest rate of rain or wet conditions contributing to crashes among towns in the County.

Crashes Per Road Type

State Highway	192
County Road	36
Local Street/Road	76

Total Crashes: 304

Serious and Fatal Crashes: 5



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
25	65	38	46
8.2%	21.4%	12.5%	15.1%

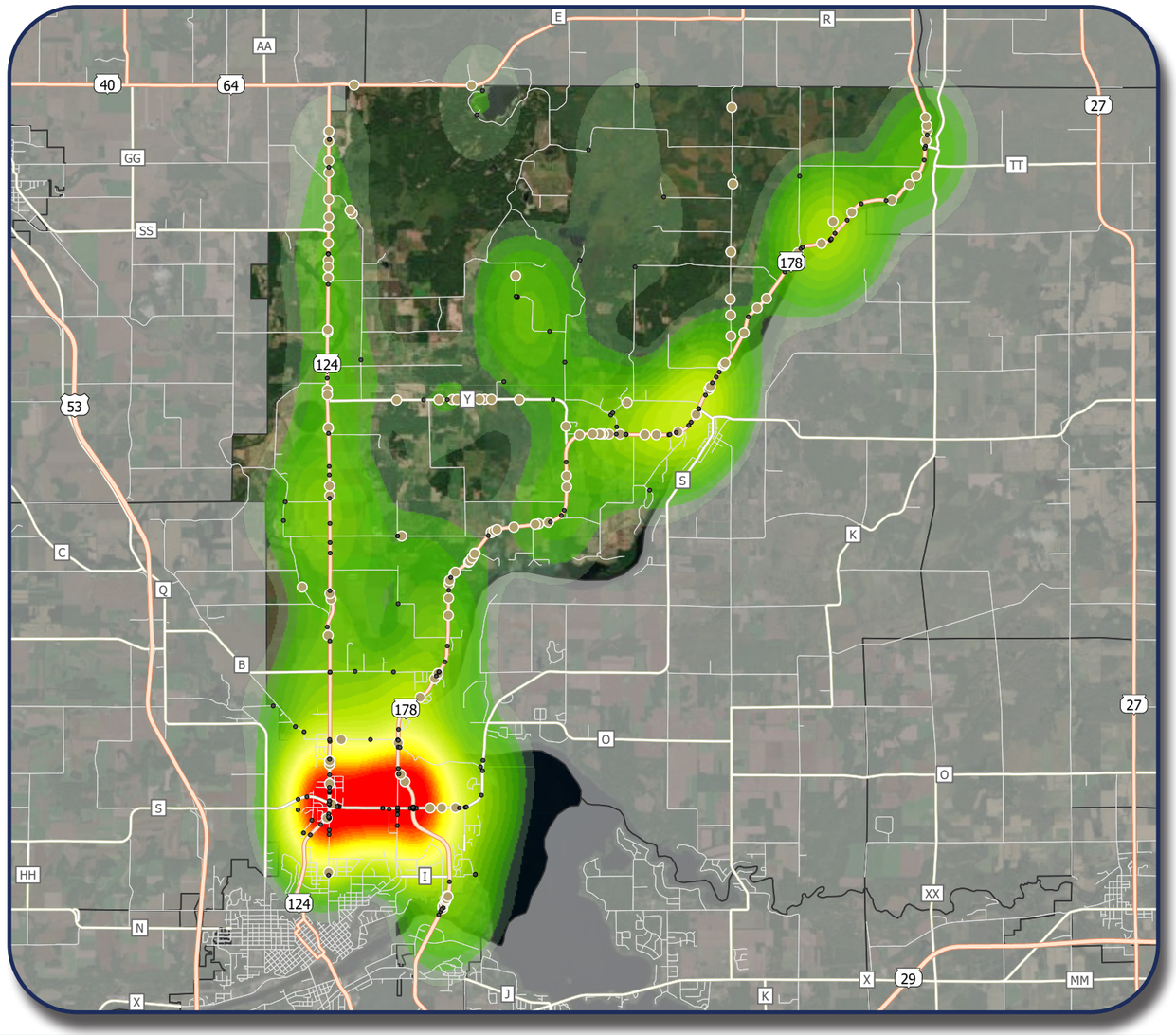
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
124	0	0
40.8%	0.0%	0.3%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ Higher

Deer · Bicycle · Pedestrian · Vehicle Only



Edson

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Town was along State Highway 29, specifically at the intersection with 300th St.

Other concentrations are along County Highway G and along Sawmill Rd., specifically at the two curves in the road.

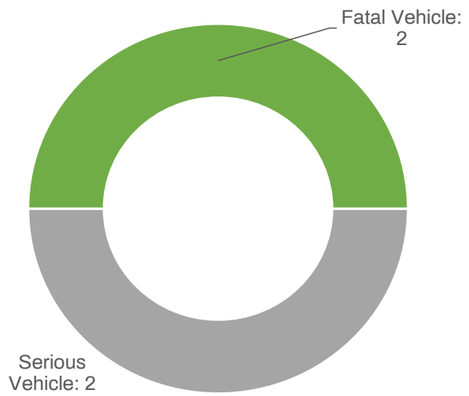
The Town had the third highest rate of snow or ice contributing to crashes among towns in the County.

Crashes Per Road Type

State Highway	65
County Road	52
Local Street/Road	10

Total Crashes: 127

Serious and Fatal Crashes: 4



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
6	40	26	11
4.7%	31.5%	20.5%	8.7%

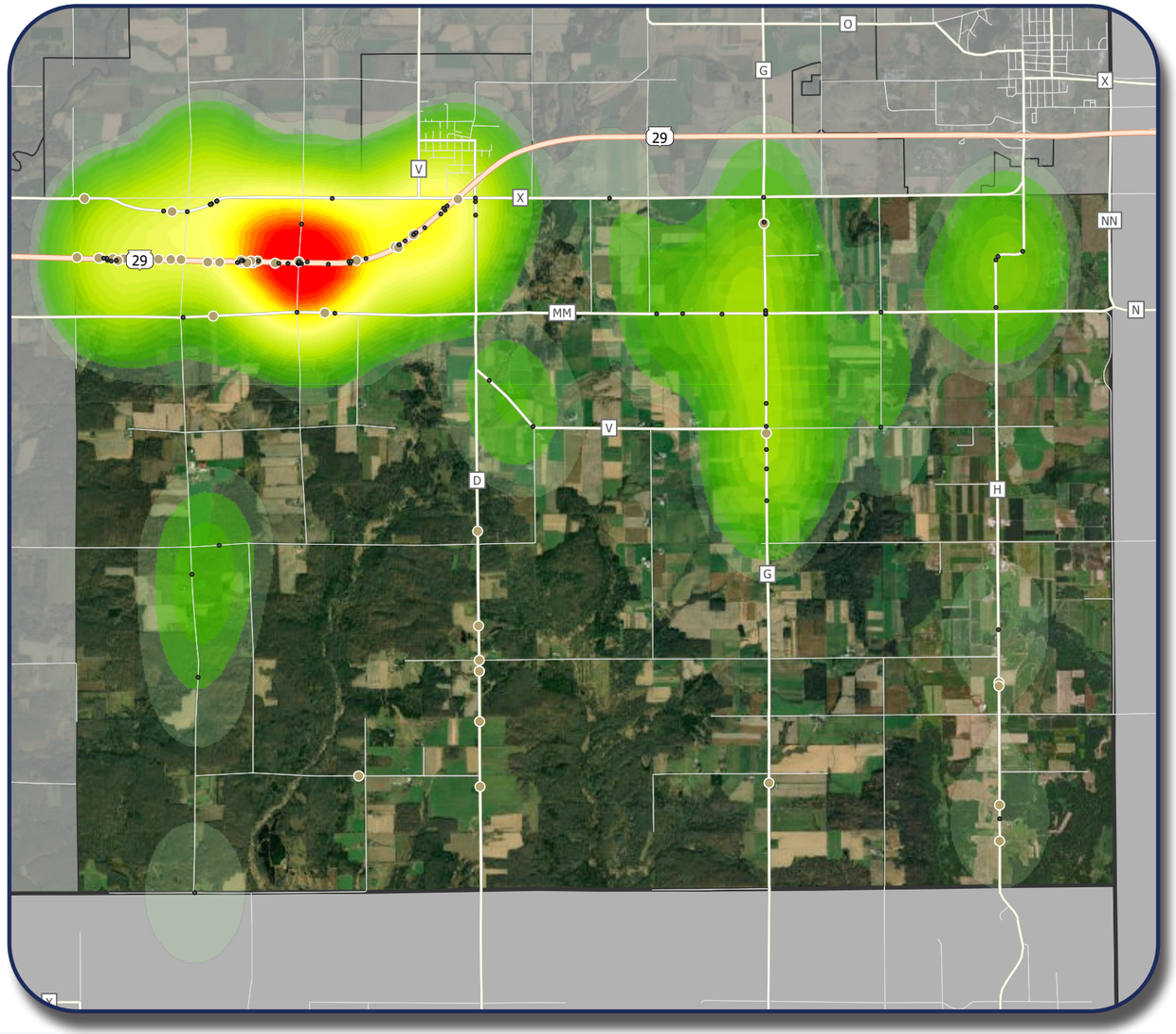
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
48	0	0
37.8%	0.0%	0.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ Higher

Deer · Bicycle · Pedestrian · Vehicle Only



Estella

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Town was at the intersection of State Highway 64 and State Highway 27. The intersection is along a curve and is also adjacent to a parking lot for a restaurant.

State Highway 27, north of the State Highway 64 intersection and State Highway 64, west of County Highway D also have higher concentrations.

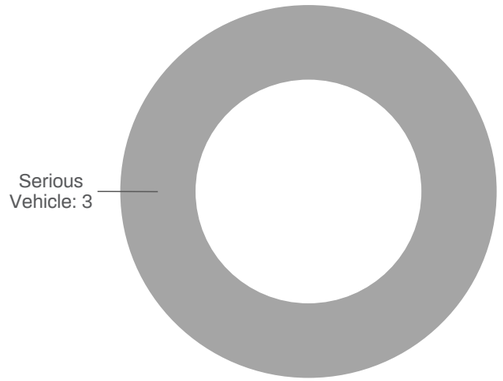
Based on population and total crashes, Estella had one of the lowest rates of crashes.

Crashes Per Road Type

State Highway	72
County Road	17
Local Street/Road	11

Total Crashes: 100

Serious and Fatal Crashes: 3



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
4	21	9	8
4.0%	21.0%	9.0%	8.0%

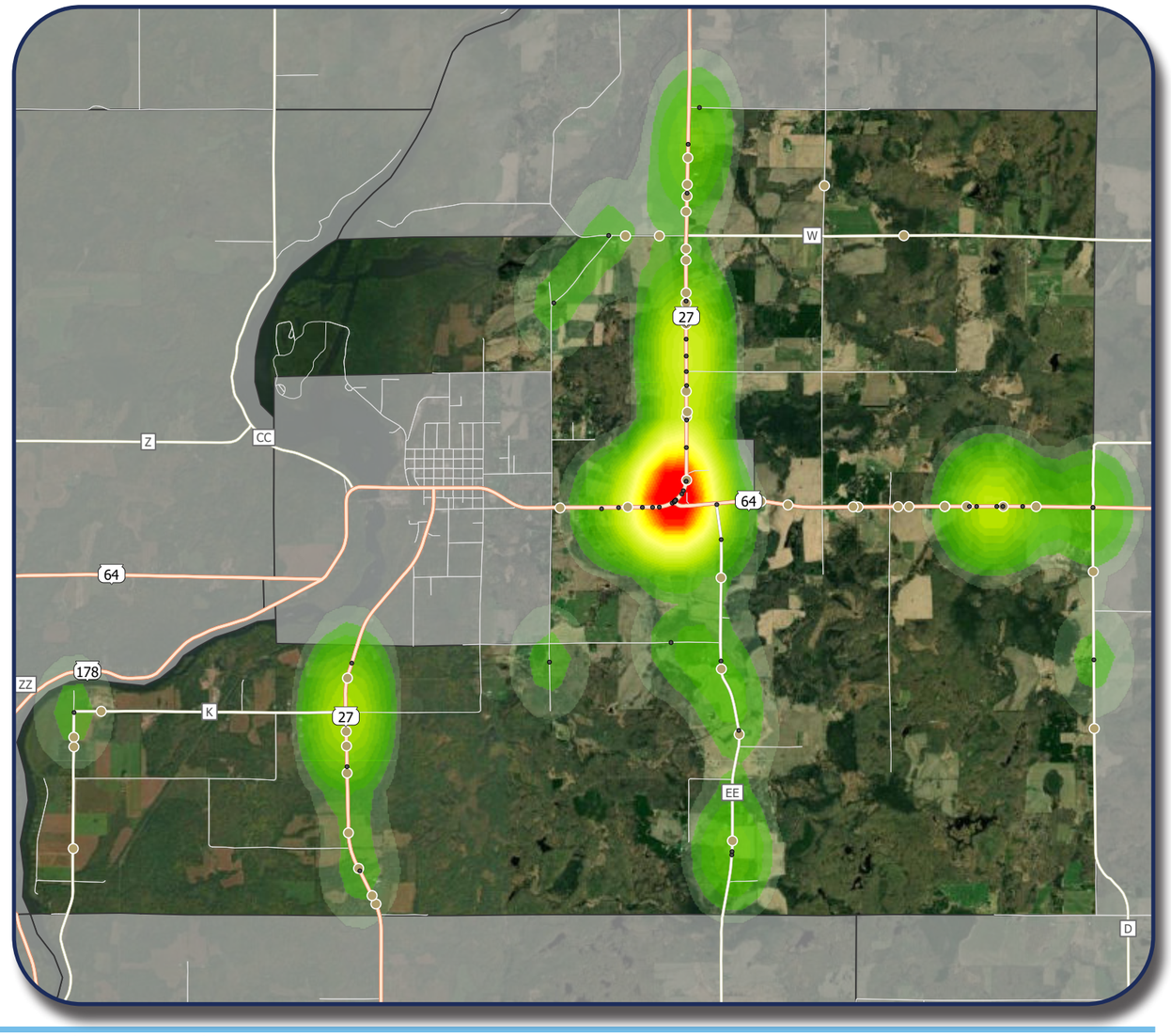
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
49	0	0
49.0%	0.0%	0.3%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer Bicycle Pedestrian Vehicle Only



Goetz

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Town was along State Highway 27, near the intersection with County Highway O. The area also included a pedestrian crash.

The second highest concentration is at and east and north of the County Highway O and County Highway XX intersection.

Goetz had above average crash rates involving rain or wet conditions and night or dark.

Crashes Per Road Type

State Highway	27
County Road	29
Local Street/Road	22

Total Crashes: 78

Serious and Fatal Crashes: 0

Deer Crashes	Bicycle Crashes	Pedestrian Crashes
36	0	1
46.2%	0.0%	1.3%

CONTRIBUTING FACTORS

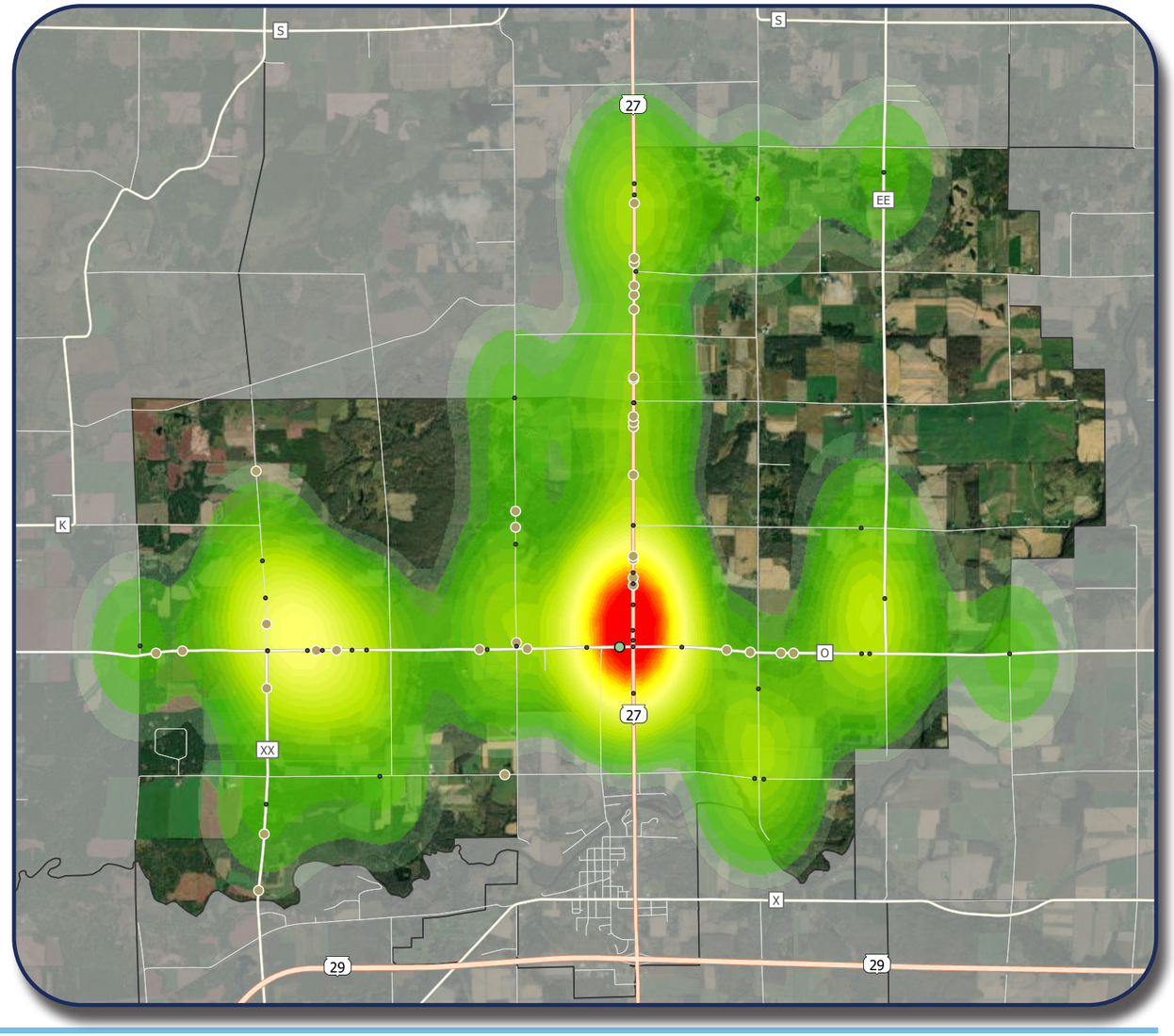
Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
6	20	9	10
7.7%	25.6%	11.5%	12.8%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer Bicycle Pedestrian Vehicle Only



Hallie

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Town was along State Highway 29 at the curve between County Highway P and 40th Ave.

In total, 14 crashes occurred in the area. Half of the crashes involved snow or ice. The majority of the crashes were going west, towards Lake Hallie.

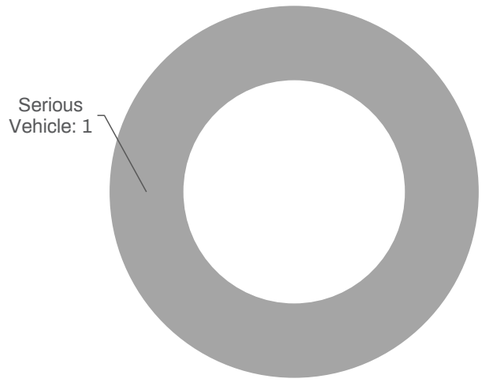
The Town's crash rate involving snow or ice was more than double the average in the County. In addition, over 1/3 were at night or dark.

Crashes Per Road Type

State Highway	25
County Road	10
Local Street/Road	12

Total Crashes: 47

Serious and Fatal Crashes: 1



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
1	16	13	8
2.1%	34.0%	27.7%	17.0%

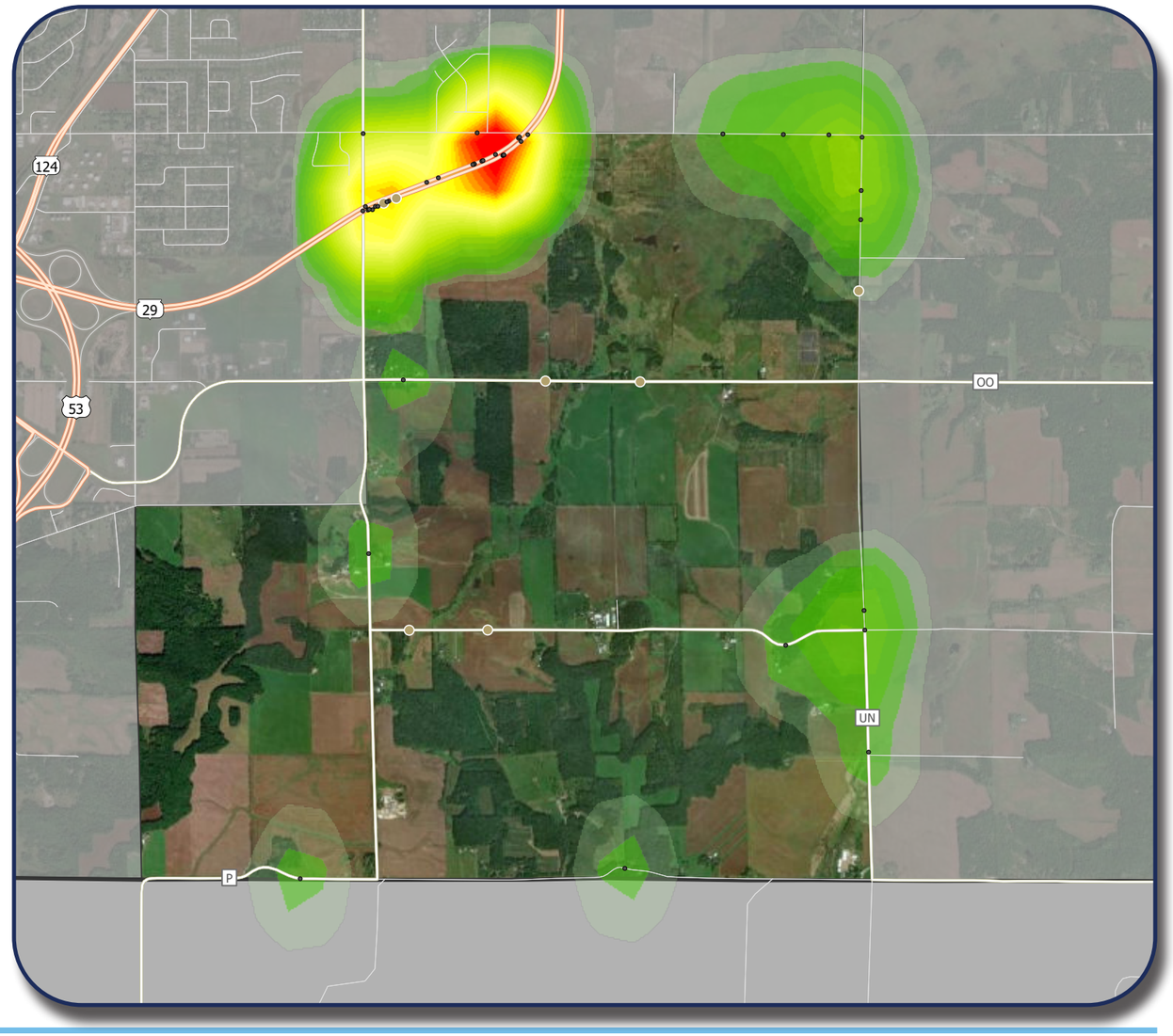
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
7	0	0
14.9%	0.0%	0.3%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer Bicycle Pedestrian Vehicle Only



Howard

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Town was along County Highway B along the curve between 42nd St. and a private drive to the east, and at the intersection of State Highway 40.

Due to the sparsely located crashes in the Town, there are no other major concentrations of crashes in the Town.

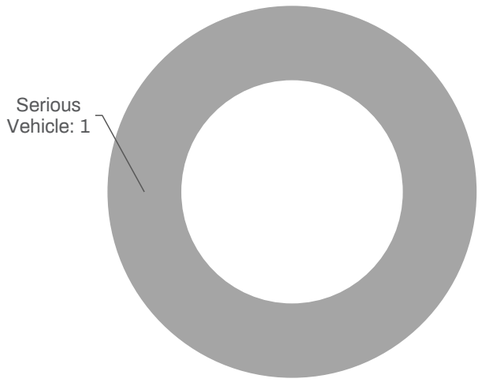
Almost 1/3 of all crashes were at night or dark conditions, which was slightly above average as a contributing factor.

Crashes Per Road Type

State Highway	15
County Road	21
Local Street/Road	10

Total Crashes: 46

Serious and Fatal Crashes: 1



Deer Crashes	Bicycle Crashes	Pedestrian Crashes
21	0	0
45.7%	0.0%	0.0%

CONTRIBUTING FACTORS

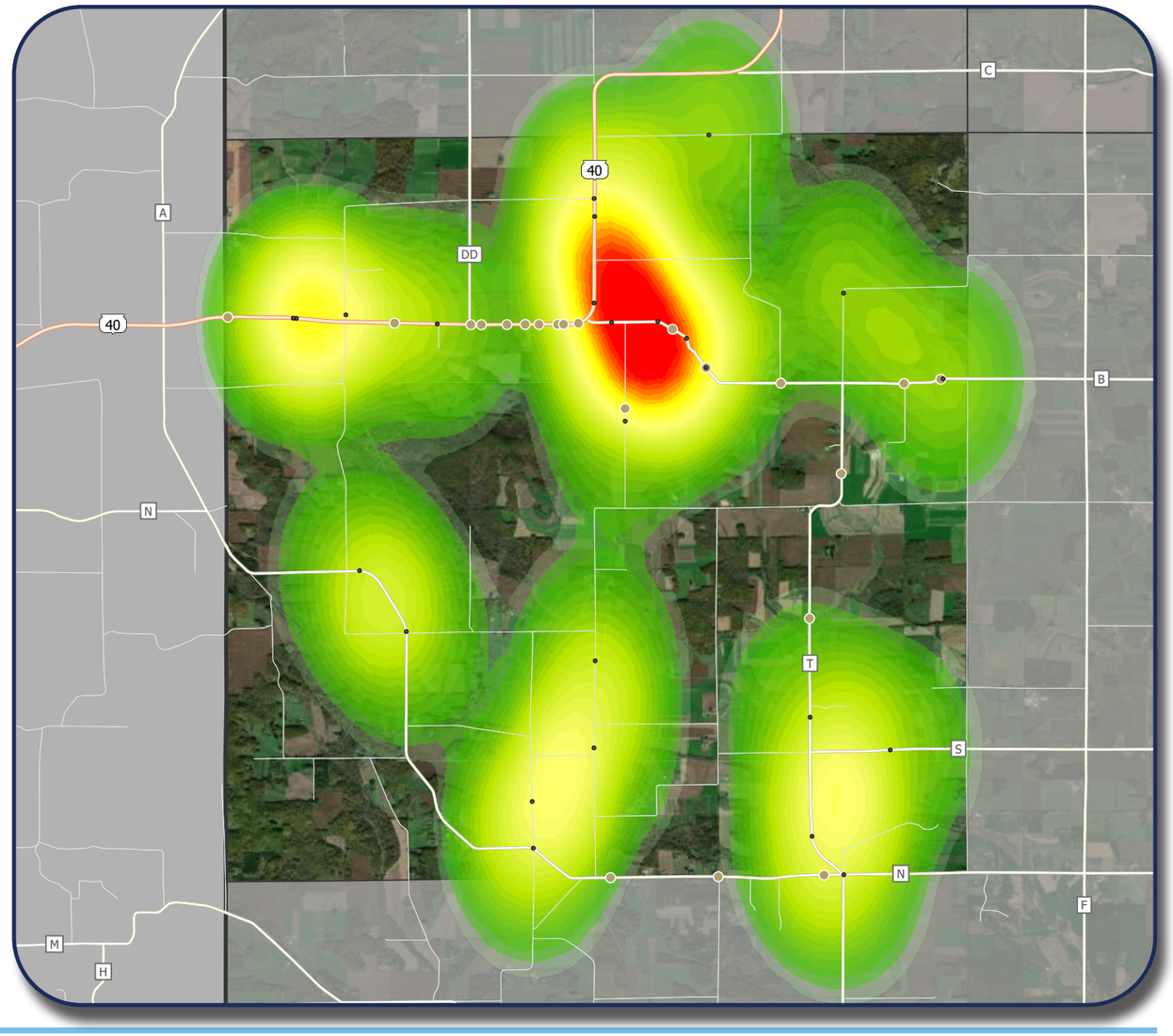
Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
5	14	4	3
10.9%	30.4%	8.7%	6.5%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



Lafayette

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Town was at and in close proximity to the intersection of County Highway J and County Highway X.

The State Highway 29 and County Highway X corridors had high concentrations of crashes. In addition, the area around the County Highway K and 70th Ave. curve had a high concentration.

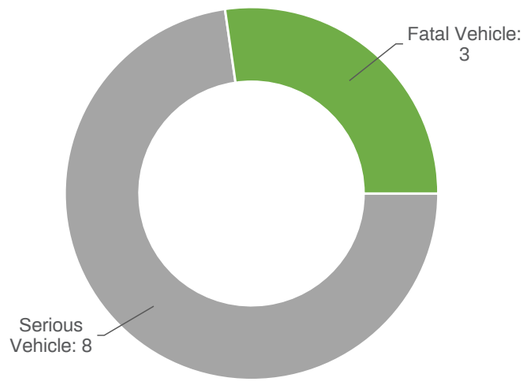
The rate of rain or wet conditions affecting crashes was 50% higher than the County average.

Crashes Per Road Type

State Highway	157
County Road	118
Local Street/Road	117

Total Crashes: 392

Serious and Fatal Crashes: 11



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
39	89	57	59
9.9%	22.7%	14.5%	15.1%

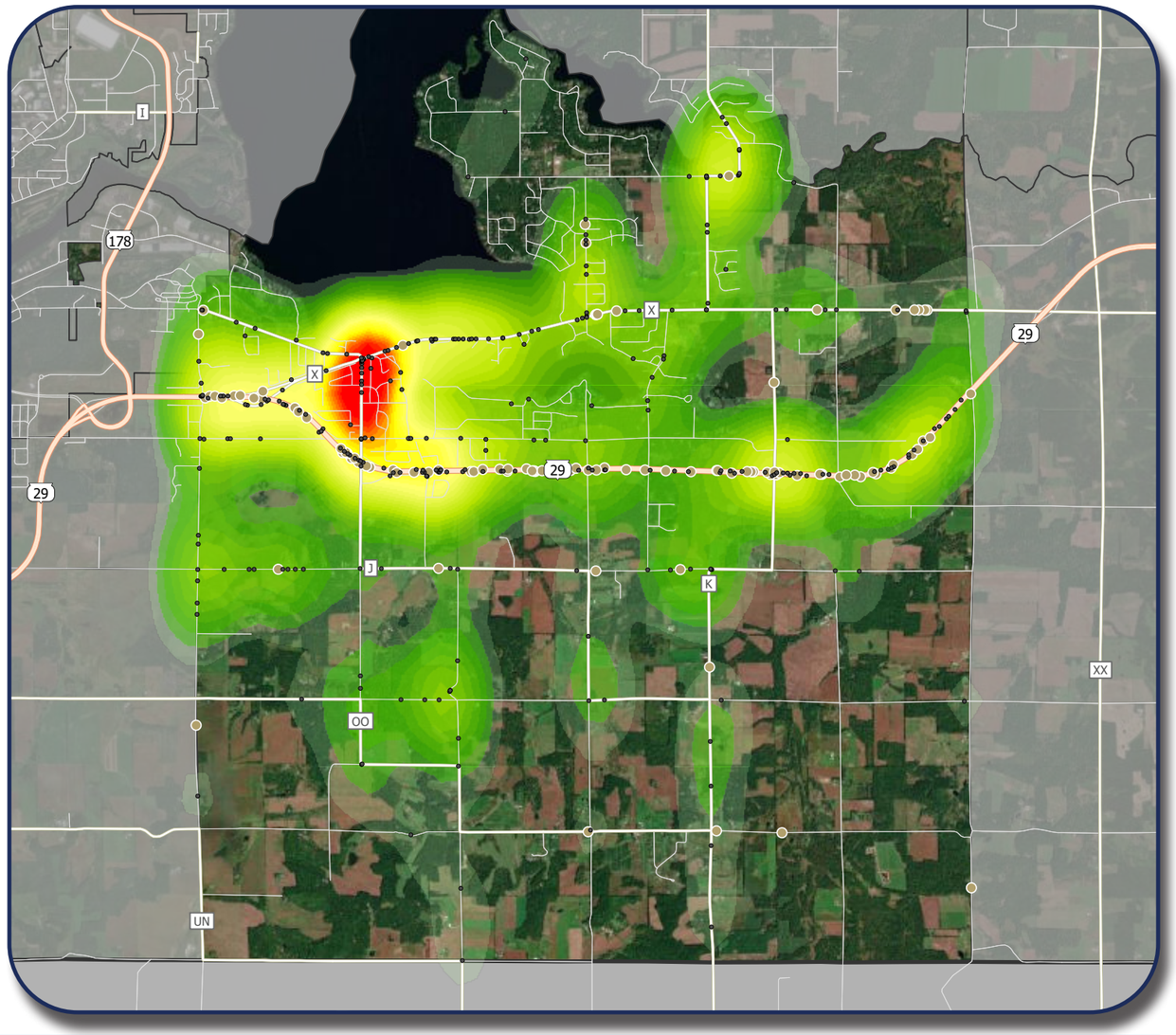
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
106	0	0
27.0%	0.0%	0.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer Bicycle Pedestrian Vehicle Only



Lake Holcombe

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Town was along State Highway 27 at and between the intersections of County Highway M and 263rd Ave. There were 14 crashes within this area. A smaller concentration was along 263rd Ave., between 274th St. and Hughitt St.

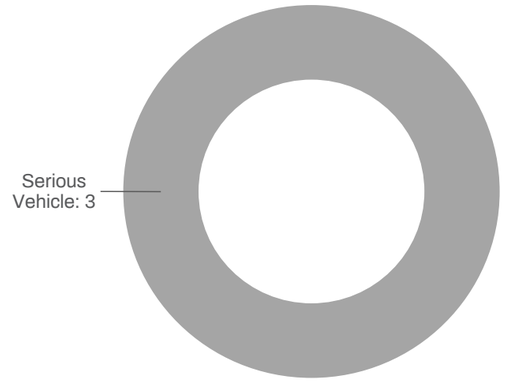
Lake Holcombe has a below average amount of crashes with rain or wet conditions.

Crashes Per Road Type

State Highway	63
County Road	9
Local Street/Road	24

Total Crashes: 96

Serious and Fatal Crashes: 3



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
7	14	7	6
7.3%	14.6%	7.3%	6.3%

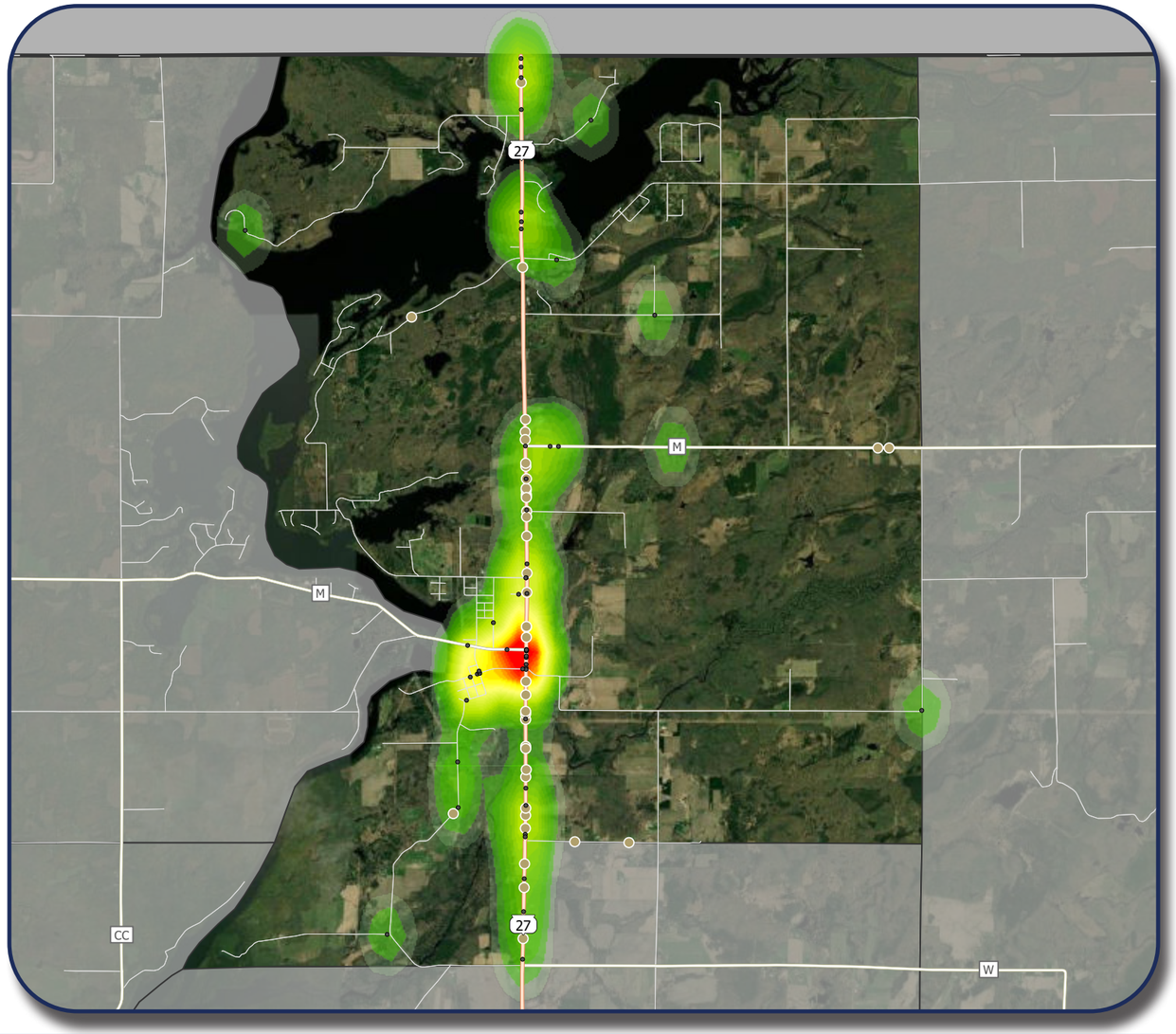
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
42	0	0
43.8%	0.0%	0.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer Bicycle Pedestrian Vehicle Only



Ruby

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Town was at and just west and east of the State Highway 64 and County Highway G intersection.

Over 6% of all crashes in the Town are fatal.

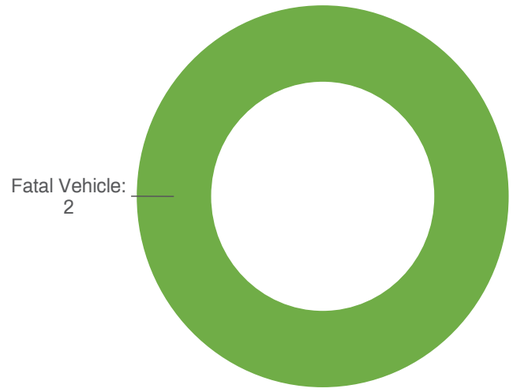
Ruby has the least amount of total crashes in the County, however 40% of them involved night or dark conditions. This is the highest rate for this contributing factor in any municipality.

Crashes Per Road Type

State Highway	7
County Road	19
Local Street/Road	6

Total Crashes: 32

Serious and Fatal Crashes: 2



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
2	13	4	2
6.3%	40.6%	12.5%	6.3%

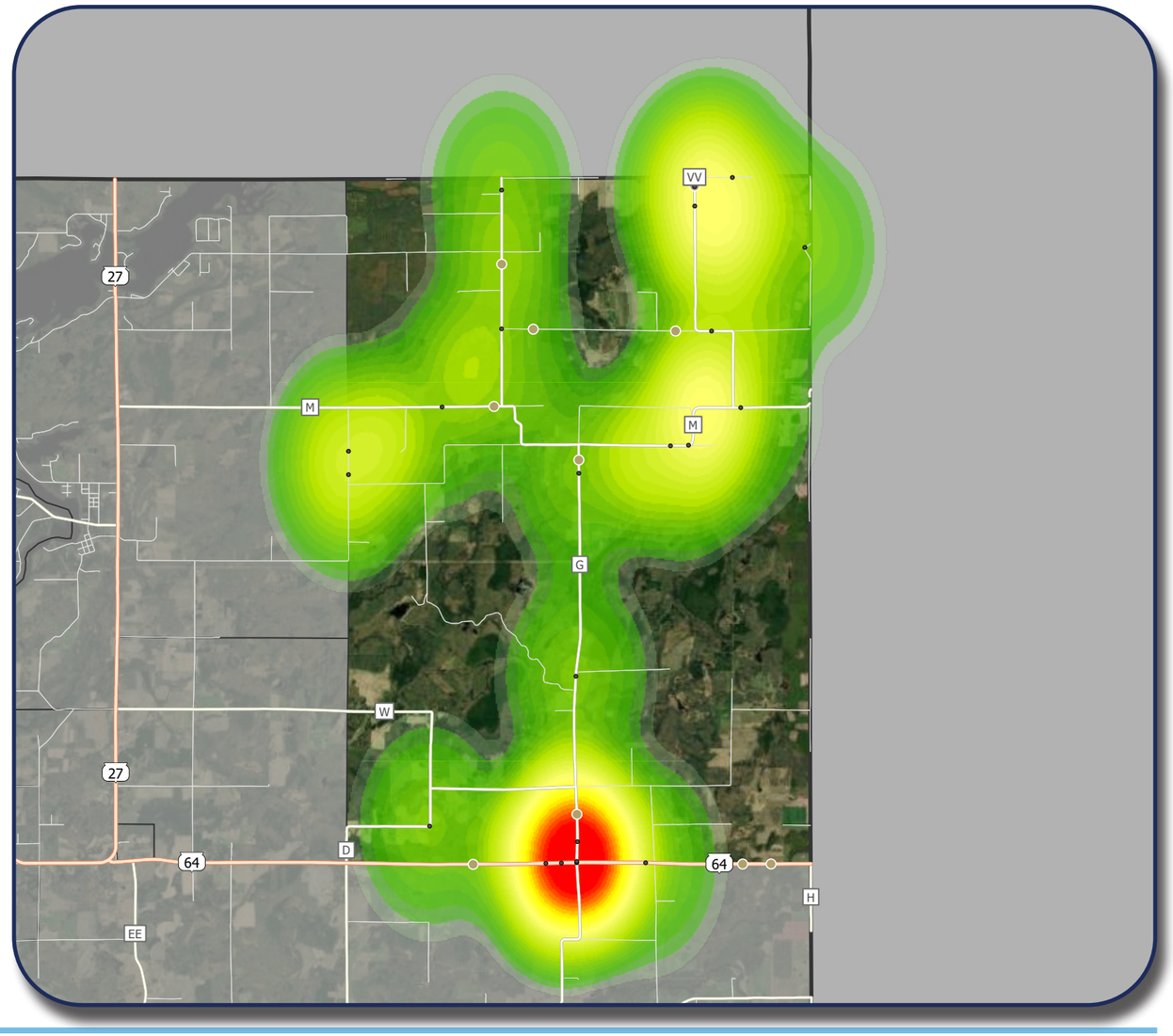
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
10	0	0
31.3%	0.0%	0.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



Sampson

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

Two primary concentrations exist in the Town, both along County Highway M. The first, and largest, is near the intersection with State Highway 40. The second is near the intersection with 145th Street. A third concentration is located on State Highway 40 around Morris-Erickson County Park and also along other curves on State Highway 40.

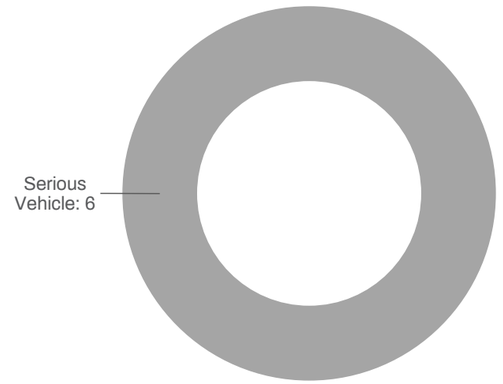
Sampson has the second highest rate of crashes involving alcohol and drugs. The percent of serious crashes was also the second highest in the County.

Crashes Per Road Type

State Highway	30
County Road	49
Local Street/Road	39

Total Crashes: 118

Serious and Fatal Crashes: 6



Deer Crashes	Bicycle Crashes	Pedestrian Crashes
32	0	1
27.1%	0.0%	0.8%

CONTRIBUTING FACTORS

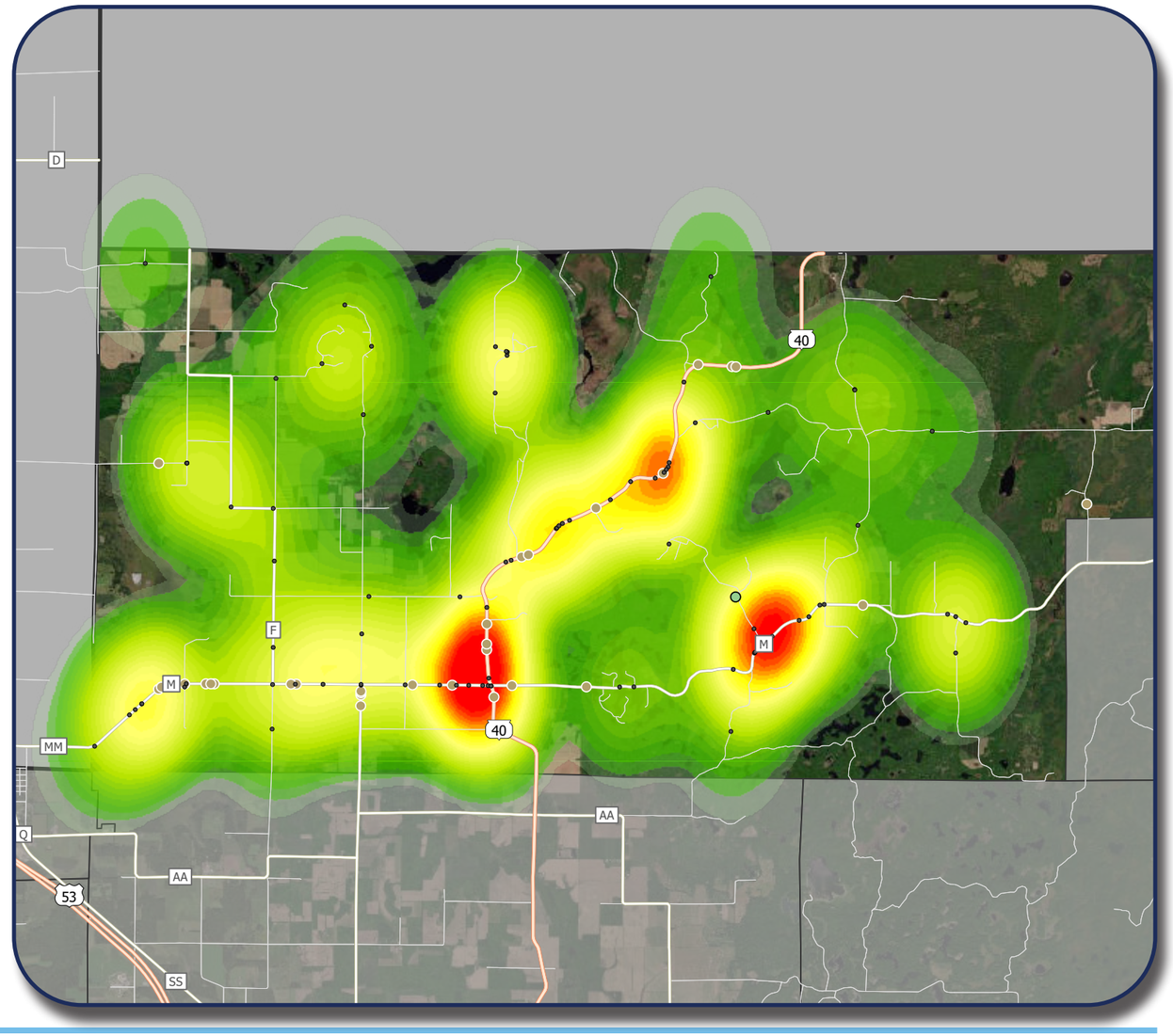
Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
17	20	21	15
14.4%	16.9%	17.8%	12.7%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer Bicycle Pedestrian Vehicle Only



Sigel

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

State Highway 29 has the majority of crashes within the Town. Particularly before and after the on/off ramp for County Highway X. Two other concentrations are at the intersections of County Highway X and County Highway XX and County Highway X and County Highway MM.

The Town had the highest rate of deer crashes of any municipality in the County.

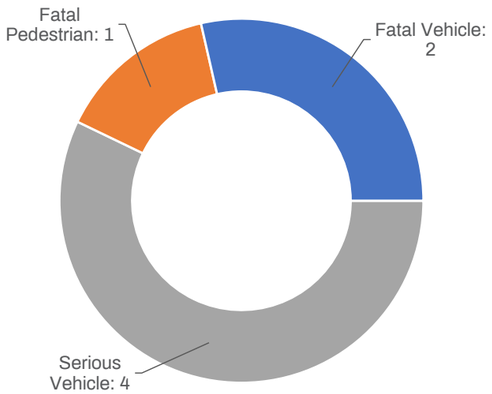
The Town had one of the lowest rates of alcohol or drugs contributing to the crash.

Crashes Per Road Type

State Highway	145
County Road	54
Local Street/Road	19

Total Crashes: 218

Serious and Fatal Crashes: 7



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
5	30	13	22
2.3%	13.8%	6.0%	10.1%

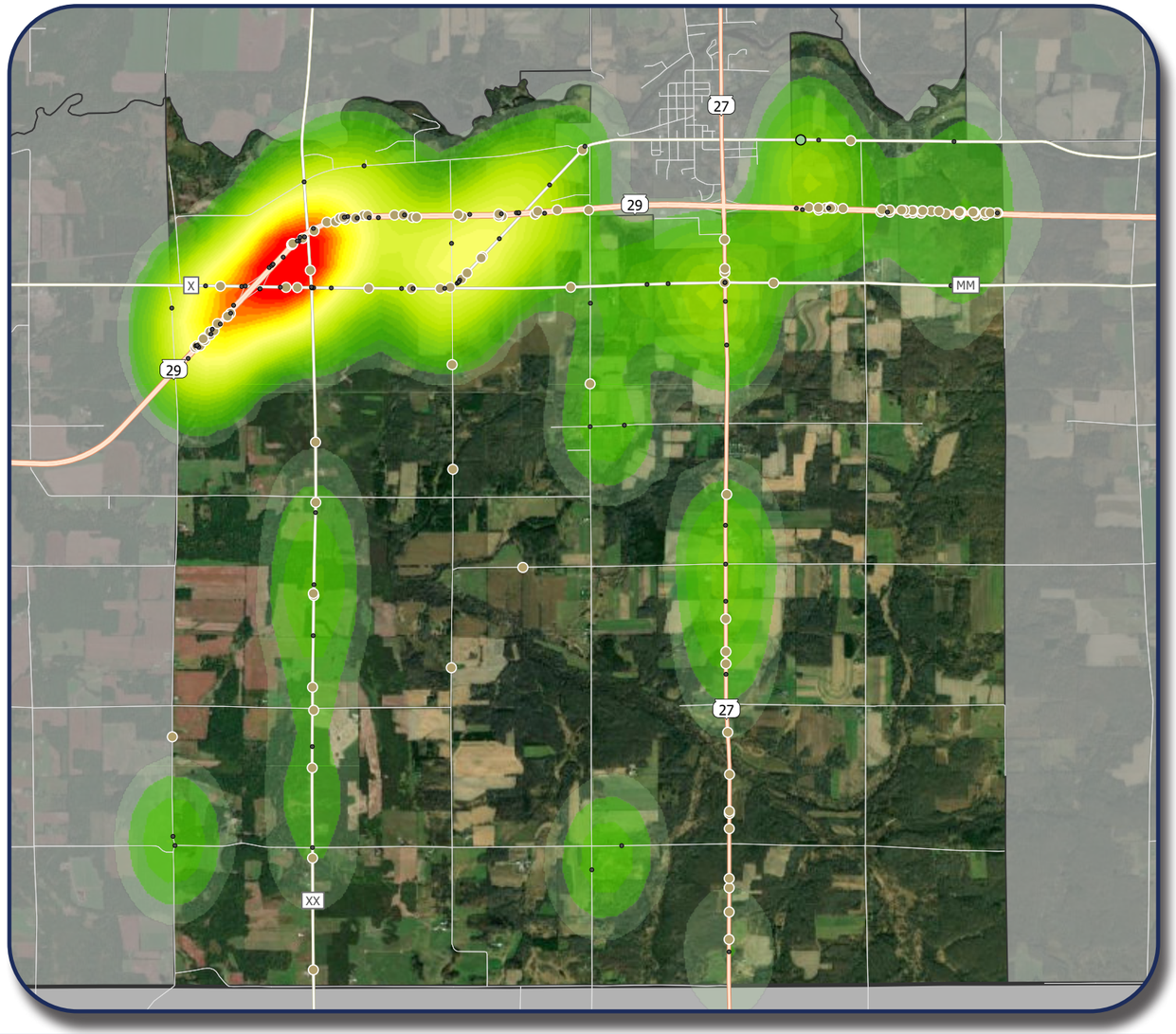
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
131	0	1
60.1%	0.0%	0.5%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer Bicycle Pedestrian Vehicle Only



Tilden

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The interchange of State Highway 53 and County Highway S had the largest concentration of crashes in the Town of Tilden.

Outside of State Highway 53, the largest concentration was at and east of the County Highway S and County Highway Q intersection.

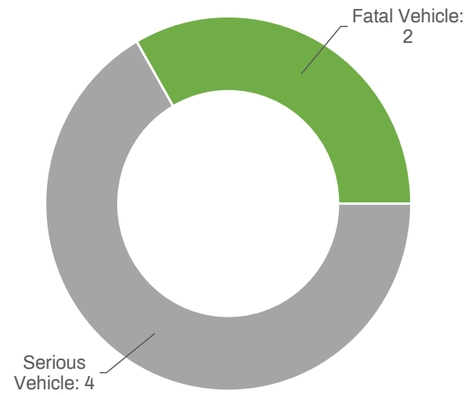
Deer crashes occurred at one of the highest rates for towns in the County. For other contributing factors, they were all below the town averages in the County.

Crashes Per Road Type

State Highway	161
County Road	85
Local Street/Road	21

Total Crashes: 267

Serious and Fatal Crashes: 6



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
13	51	25	23
4.9%	19.9%	9.4%	8.6%

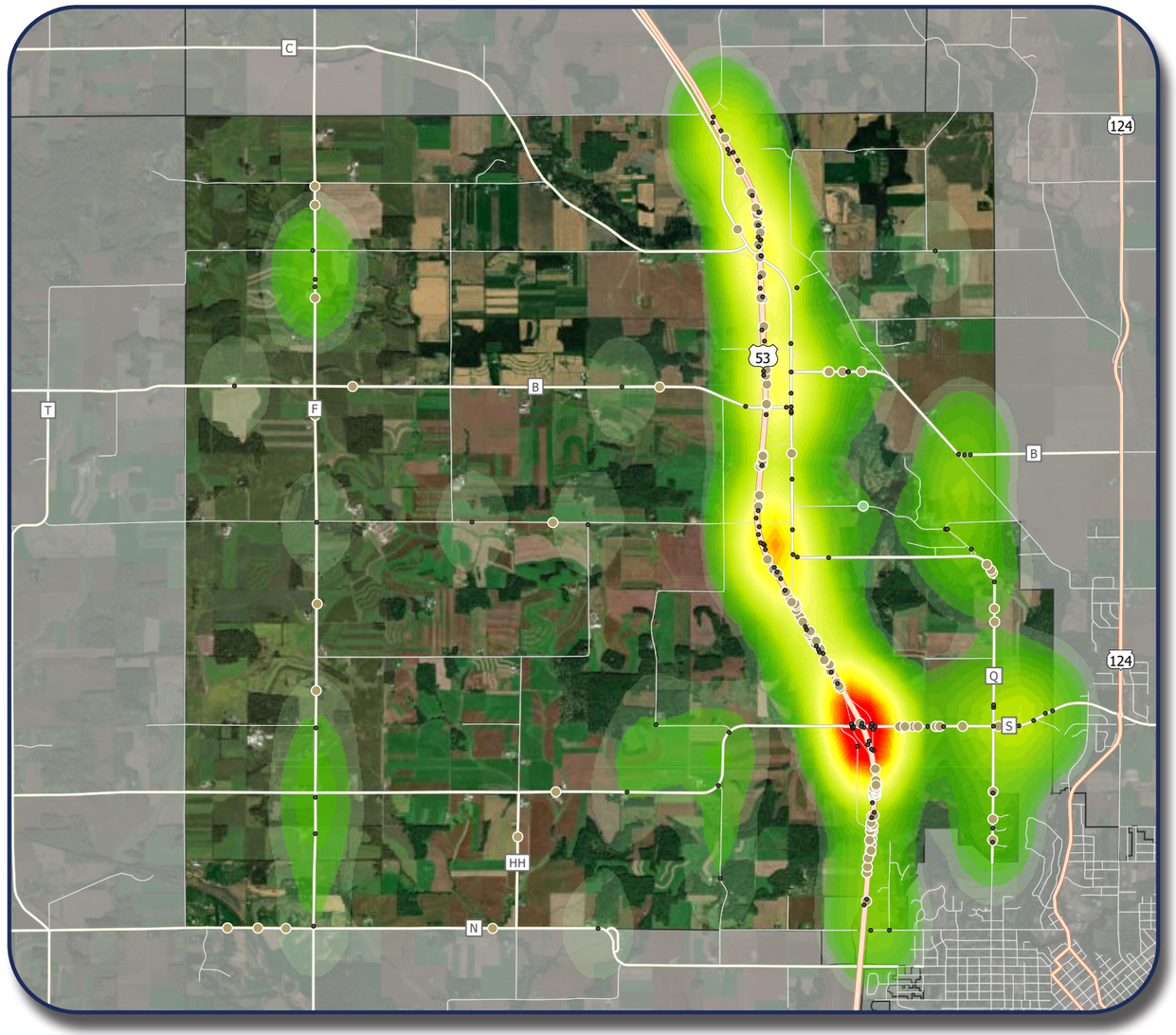
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
143	0	1
53.6%	0.0%	0.4%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



Wheaton

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Town was along County Highway T, near State Highway 29. The intersection of County Highway T and 33rd Avenue had 13 crashes on its own.

The second highest concentration was located at and east of the State Highway 29 at the 90th St. interchange.

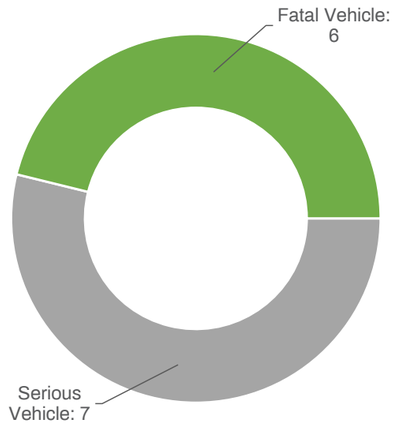
Snow and ice contributed to 1/5 of all crashes in the Town. The average rate for this factor in towns was 12.6%.

Crashes Per Road Type

State Highway	229
County Road	119
Local Street/Road	103

Total Crashes: 451

Serious and Fatal Crashes: 13



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
26	92	89	52
5.8%	20.4%	19.7%	11.5%

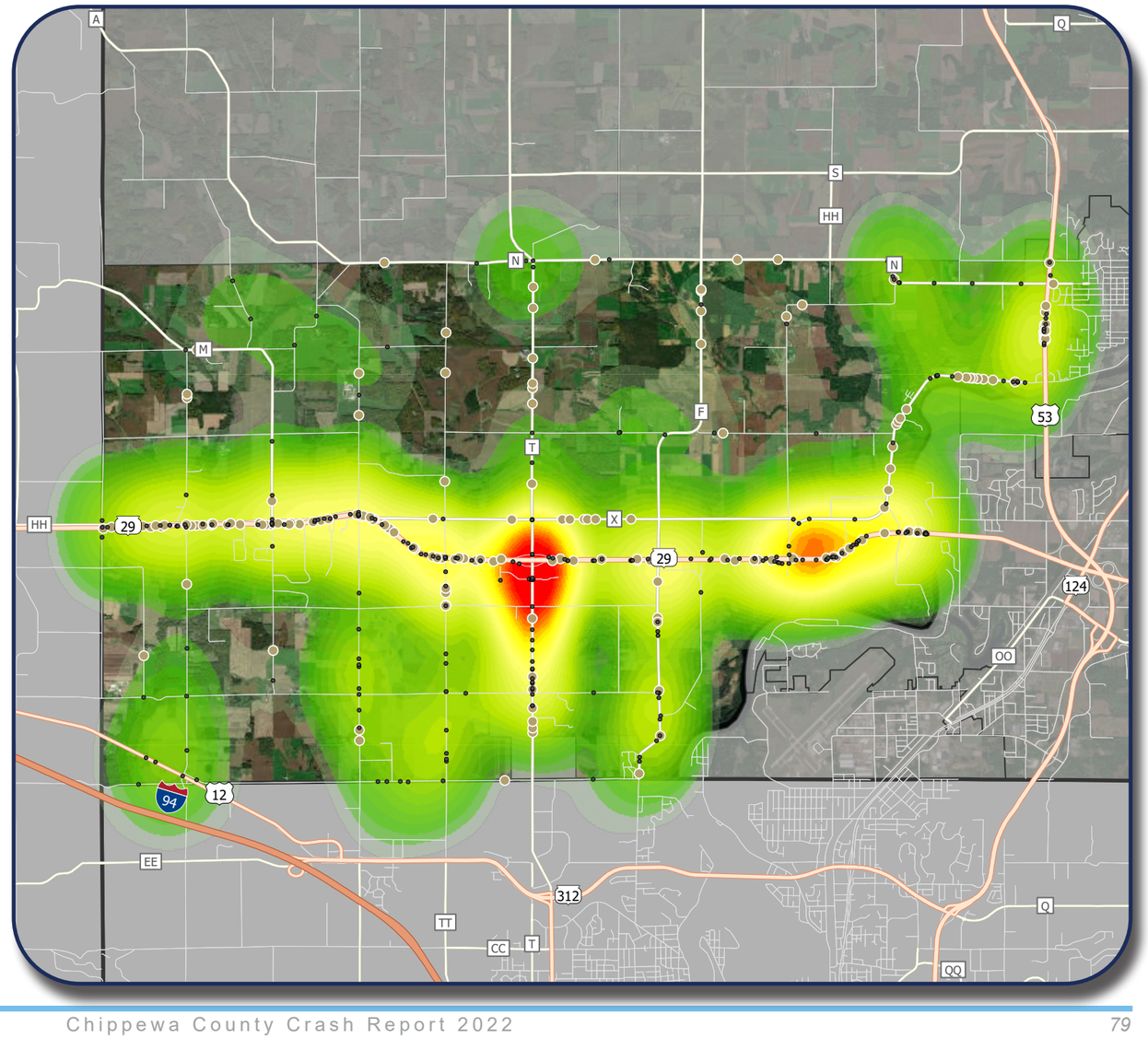
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
182	0	0
40.4%	0.0%	0.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer Bicycle Pedestrian Vehicle Only



Woodmohr

Crash Assessment & Heat Map *2017-2021*

Issues/Highlights

The largest concentration of crashes in the Town was along State Highway 53.

Off State Highway 53, the highest concentrations were at State Highway 64 and State Highway 40 intersection, along the County Highway F curve, and the County Highway SS and 97th St. and 98th St. intersections.

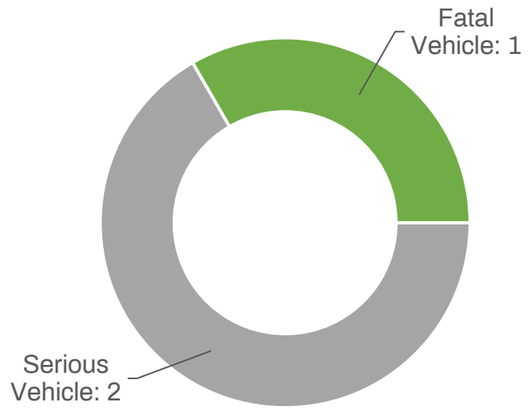
For the factors that were analyzed in this report, Woodmohr was below the average rate for all of the factors.

Crashes Per Road Type

State Highway	152
County Road	45
Local Street/Road	20

Total Crashes: 217

Serious and Fatal Crashes: 3



CONTRIBUTING FACTORS

Alcohol or Drugs	Night or Dark	Snow or Ice	Rain or Wet
9	41	25	21
4.1%	18.9%	11.5%	9.7%

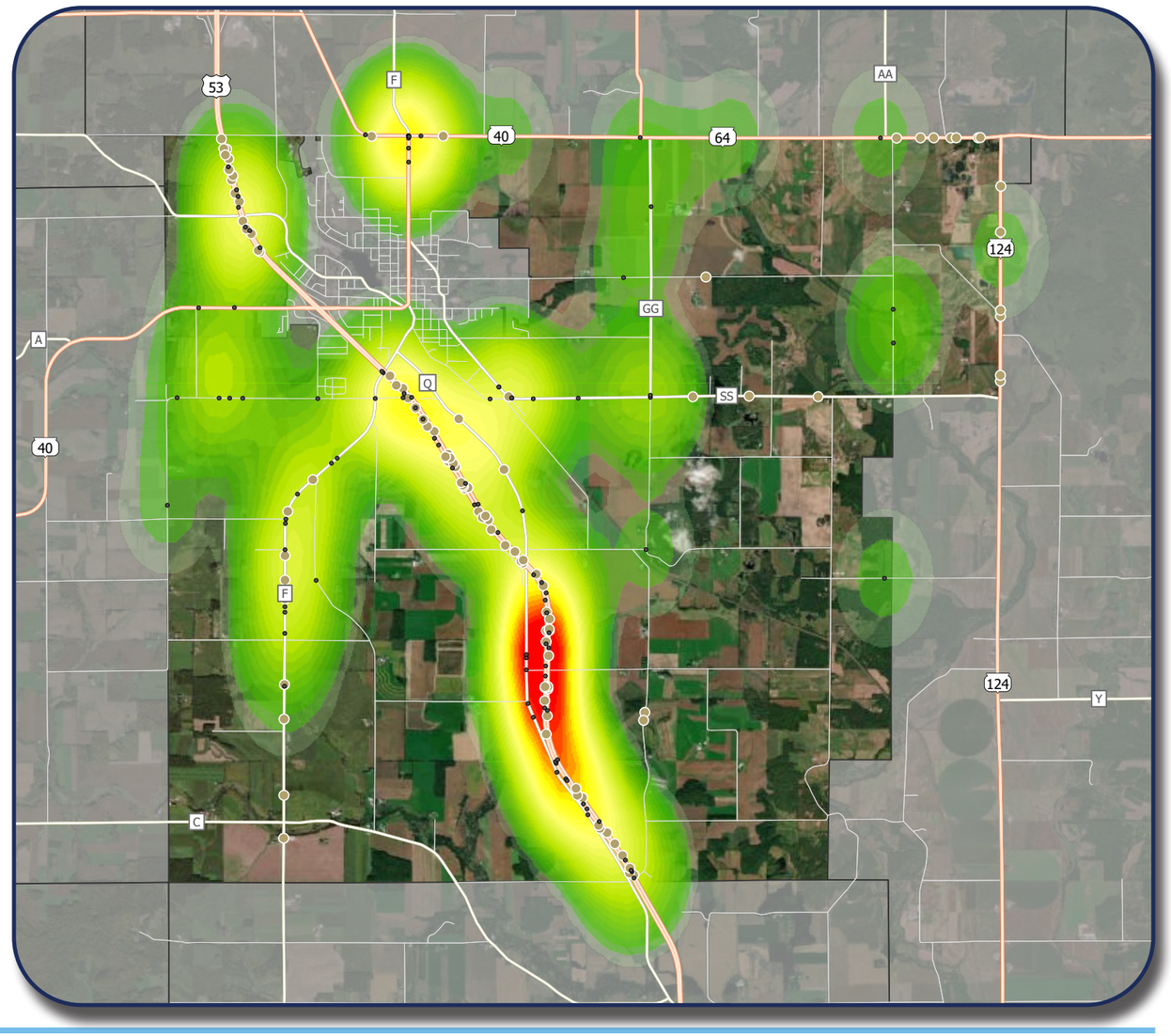
Deer Crashes	Bicycle Crashes	Pedestrian Crashes
114	0	0
52.5%	0.0%	0.0%

Heat Map of Crashes

Crash Density
(excluding deer crashes)

Lower ⟷ *Higher*

Deer · Bicycle · Pedestrian · Vehicle Only



CHIPPEWA COUNTY, WISCONSIN
COUNTY CRASH REPORT 2022

Prepared By:

West Central Wisconsin
Regional Planning Commission
800 Wisconsin Street
Mailbox 9
Eau Claire, WI,54703
Phone:715.836.2918
wcwrpc.org