



Source: Price County

Price County

Local Road Safety Plan

2022



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Price County Highway Department

Price County Sheriff

Price County Traffic Safety Commission (TSC)

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Wisconsin Department of Transportation (WisDOT), Bureau of Transportation Safety (BOTS)

Wisconsin Department of Transportation (WisDOT), Division of State Patrol

Wisconsin Law Enforcement Liaison (LEL)

Northwest Regional Planning Commission (NWRPC)

Wisconsin Local Technical Assistance Program (LTAP)

Federal Highways Administration (FHWA) Wisconsin Division

FHWA Resource Center

FHWA Office of Safety

National Highway Traffic Safety Administration (NHTSA), Regional Program Manager

Acronym List

A	Suspected Serious Injury Crash
B	Suspected Minor Injury Crash
BOTS	Bureau of Transportation Safety
C	Possible Injury Crash
CMF	Crash Modification Factor
CTH	County Trunk Highway
FARS	Fatality Analysis Reporting System
FHWA	Federal Highway Administration
HIN	High Injury Network
HSIP	Highway Safety Improvement Program
HSP	Highway Safety Plan
ISP	Intensive Supervision Program
K	Fatal Crash
KA	Fatal and Severe Injury Crash
KABC	Fatal and All Injury Crash
KABCO	All Crashes, including Property Damage Only
LEL	Law Enforcement Liaison
LRSP	Local Road Safety Plan
NHTSA	National Highway Traffic Safety Administration
NWRPC	Northwest Regional Planning Commission
O	Property Damage Only
OWI	Operating While Impaired
RSA	Road Safety Audit
SHSP	Strategic Highway Safety Plan
TOPS	Wisconsin Traffic Operations and Safety Laboratory
TSC	Traffic Safety Commission
WisDOT	Wisconsin Department of Transportation

Executive Summary

This Local Road Safety Plan (LRSP) reflects Price County's commitment to improving transportation safety for all users and eliminating traffic fatalities and serious injuries on the County owned and maintained roadways. With support of the Price County Traffic Safety Commission (TSC), the Price County Highway Department initiated the development of this LRSP, through engagement of a multi-disciplinary stakeholder group comprised of federal, state, and local representatives from the 4E's (engineering, enforcement, education, emergency response) and other stakeholders and two workshops. These partnerships and collaborative efforts recognize a shared responsibility, establishing a fifth E-everyone, to eliminate fatal and serious injury crashes and provide the opportunity to share knowledge, leverage resources, and maximize implementation of the LRSP. The Price County LRSP focuses on the 221 miles of County Trunk Highway system. It does not include those roadways owned and maintained by the Wisconsin Department of Transportation (WisDOT).

A LRSP is a [Federal Highway Administration \(FHWA\) Proven Safety Countermeasure](#)¹ that provides a framework for identifying, analyzing, and prioritizing roadway safety improvements on local roads. The LRSP development process and content are tailored to local issues and needs. The process results in a prioritized list of issues, risks, actions, and improvements that can be used to reduce fatalities and serious injuries on local roads.

The Price County LRSP aligns with the [2017-2020 Wisconsin Strategic Highway Safety Plan \(SHSP\)](#)² and Wisconsin's zero fatality goal. It adopts the [Safe System approach](#)³ which is based on the principles that the human body is vulnerable, humans make mistakes, and it is unacceptable that these mistakes result in death and serious injury.

LRSP's Vision, Mission, and Goal are:

Vision: *Eliminate ALL deaths and life-changing injuries on Price County roadways so everyone arrives home safely.*

Mission: *Through a County-wide collaborative effort seek to change the safety culture of Price County and use a data-driven and fiscally responsible approach to implement proactive measures that reflect 5E's (EVERYONE, Engineering, Education, Enforcement, and Emergency Response) to eliminate fatalities and injuries on all County roads.*

Goal: *Price County's ultimate goal is to save lives and reduce serious injuries. To achieve this, Price County's goal is to reduce traffic fatalities to zero and serious injuries to 50% or more by 2030.*

Developed using the collaborative six step process documented by FHWA, the intent of the Price County LRSP is to:

- Achieve significant reduction in traffic fatalities and serious injuries on the Price County Trunk Highway system.
- Complement the County's efforts to develop and implement a master transportation plan.
- Leverage partnerships and resources to maximize implementation of this plan.

¹ FHWA, Office of Safety, Proven Safety Countermeasures, <https://safety.fhwa.dot.gov/provencountermeasures/>

² Wisconsin Department of Transportation, 2017 - 2020 Strategic Highway Safety Plan (SHSP), <https://wisconsindot.gov/documents/safety/education/frms-pubs/strategichwy-17-20.pdf>

³ FHWA, Office of Safety, Safe System Approach flyer, SA-20-015, https://safety.fhwa.dot.gov/zerodeaths/docs/FHWA_SafeSystem_Brochure_V9_508_200717.pdf

- Identify strategies and action items based on data analysis and crash trends.
- Prioritize needed roadway safety improvements.
- Increase awareness of road safety and risks through education and enforcement.
- Develop support for funding applications.

Analysis of safety data (crash, roadway, and traffic volume) provided by the WisDOT and the Price County Highway Department from 2016 to 2020 guided the development of this LRSP. A total of 95 crashes occurred on Price County Trunk Highway system leading to 3 fatal crashes, 6 suspected serious injury crashes, 16 suspected minor injury crashes, and 11 possible injury crashes. The analysis showed the following:

- Price County residents represented 68 percent of the fatalities and injuries.
- Wisconsin residents represented 95 percent of the fatalities and serious injuries.
- Lane departure represented 44 percent of the fatal and injury crashes.
- Speeding represented 31 percent of the fatal and injury crashes.
- Impaired driving represented 19 percent of the fatal and injury crashes.
- Younger drivers (age 16 to 19 years) represented 14 percent of the fatal and serious injury crashes.
- Fatal and injury crashes involving speeding and impaired driving often included unrestrained occupants.
- Over 50 percent of the fatal and injury crashes occurred on five percent of County roadways.

The Price County stakeholders identified the following LRSP emphasis areas based on discussion and data analysis:

- Lane Departure.
- Impaired Driving.
- Speeding.
- Younger Drivers.

The Price County stakeholders identified strategies and action items for each of these emphasis areas. Each strategy and action item incorporates the Safe Systems elements of safe roads, safe road users, and safe speeds. Example strategies and action items include the following:

- Install, enhance, and maintain center line and edge line pavement markings.
- Enhance curve delineation (advance curve warning signs, chevrons, reflective strips on sign posts).
- Use radar speed feedback signs.
- Integrate enforcement of speed, impaired driving, distracted driving, and seat belt use laws.
- Expand current education and outreach efforts that focus on safe road users.
- Adopt and implement *Zero in Wisconsin*⁴

The County will use the LRSP to supplement its Five-Year Transportation Plan and help guide decisions on maintenance activities as well as programmed and other potential future projects. The LRSP is viewed as a living document that can be updated to reflect changing needs and priorities of Price County and align with the Wisconsin SHSP. The Price County TSC will provide a forum for collaboration and help oversee implementation of the LRSP. By using the Safe System approach during LRSP implementation, Price County and its stakeholders can potentially reduce traffic fatalities and serious injuries on the Country Trunk Highway system.

⁴ Wisconsin Department of Transportation, *Zero in Wisconsin* webpage, <https://zeroinwisconsin.gov>

Introduction

Price County is in upper north central Wisconsin (See Figure 1) and is one of ten counties that are a part of the Northwest Regional Planning Commission (NWRPC). Established by [Wisconsin State Statute 83.013](#)⁵, the Price County has a Traffic Safety Commission (TSC) which serves as a community-level, multi-disciplinary board that focuses on the safety needs and issues of the County. The County is rural and has several thousands of acres of public forest lands (See Figure 2). It has several small towns, villages, and cities with the largest being the City of Park Falls and City of Phillips (See Figure 3). The population of Price County is approximately 14,000, reflecting a decline of over 5 percent from 2010. This decline has led to a reduction in the workforce, a loss of the number of businesses, slower economic activity, and a median income lower than the statewide average. The median age for the County is 51.6, older than the statewide median age of 39.5. Over 80 percent of the County residents live and work within the County. Of the individuals injured or killed in a crash in Price County, 68 percent live in Price County and 95 percent are



© Wisconsin Department of Transportation (WisDOT)

Figure 1. Graphic. Wisconsin County Map.



Figure 2. Photograph. Big Falls, Price County, Wisconsin (Source: Price County)

⁵ Wisconsin State Legislature, State Statute 83.013, County Traffic Safety Commissions, <https://docs.legis.wisconsin.gov/statutes/statutes/83/013>

Wisconsin residents. This means safety is a local issue for Price County as it affects the people that live and work in the County.

Most of the travel demands on the County’s roadway system come from the motorists residing within Price County. The Price County Highway Department is responsible for 221 miles of paved rural two-lane County Trunk Highway (CTH) (See Figure 3 and the roadways with the letter designation, e.g., CTH-D). The townships and municipalities within the County have jurisdiction of their own roads.

The Price County TSC membership includes representatives from highway engineering, law enforcement, behavioral safety, education, the legal profession, medicine, and citizen groups concerned about traffic safety in Price County. The TSC reviews and evaluates crash data and other local traffic safety issues specific to the County and meets quarterly to discuss and coordinate efforts to improve safety in the County. The Price County TSC and its stakeholders are committed to eliminating traffic fatalities and serious injuries.

The roles and responsibilities of the Price County TSC create a foundation to develop and implement a Local Road Safety Plan (LRSP) to address the safety needs of the County. A LRSP is a [Federal Highways Administration \(FHWA\) Proven Safety Countermeasure](#)⁶ that provides a strategic data-driven framework for identifying, analyzing, and prioritizing roadway safety improvements on local roads. The LRSP development process and content are tailored to local issues and needs. The process results in a prioritized list of issues, risks, actions, and improvements that can be used to reduce fatalities and serious injuries on local roads.

The Price County Highway Department championed the development of the Price County LRSP which was supported by the Price County TSC. Developed through a series of workshops with input from a multi-

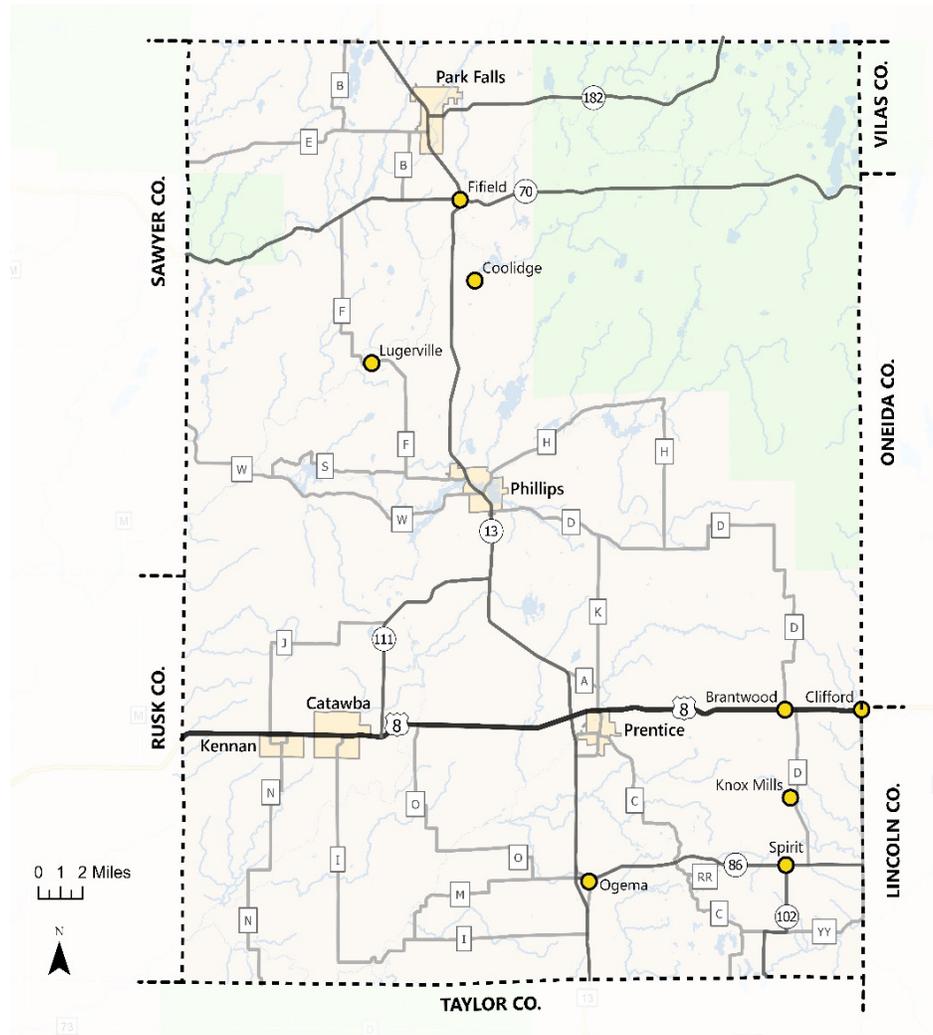


Figure 3 Graphic. Price County boundaries (Source: Price County).

⁶ FHWA, Office of Safety, Proven Safety Countermeasures, <https://safety.fhwa.dot.gov/provencountermeasures/>

disciplinary group representing engineering, enforcement, education, emergency response, and other safety stakeholders, this LRSP considers the unique and diverse issues specific to Price County. It incorporates many of the principles and elements of the [Safe System approach](#).⁷ The Price County LRSP aligns with the [2017-2020 Wisconsin SHSP](#),⁸ which is in the process of being updated, and focuses on Price County Trunk Highway system. It will guide decisions on programmed and future projects. This Price County LRSP seeks to leverage federal, State, and local resources to address the safety needs of all community members in the County, particularly those populations that may be traditionally underserved including persons living in rural areas, lower income areas, and elderly or persons with disabilities. The intent of this LRSP is to:

- Achieve a significant reduction in traffic fatalities and serious injuries on the Price County Trunk Highway system.
- Complement the County's efforts to develop and implement a master transportation plan.
- Leverage partnerships and resources to maximize implementation of this plan.
- Identify strategies and action items based on data analysis and crash trends.
- Prioritize needed roadway safety improvements.
- Increase awareness of road safety and risks through education and enforcement.
- Develop support for funding applications.

⁷ FHWA, Office of Safety, Safe System Approach flyer, SA-20-015, https://safety.fhwa.dot.gov/zerodeaths/docs/FHWA_SafeSystem_Brochure_V9_508_200717.pdf

⁸ Wisconsin Department of Transportation, 2017 - 2020 Strategic Highway Safety Plan (SHSP), <https://wisconsin.gov/documents/safety/education/frms-pubs/strategichwy-17-20.pdf>

Safe System Approach

The Price County LRSP adopts the [Safe System approach](#)⁹ (See Figure 4) which aims to eliminate traffic fatalities and serious injuries for all roadway users. It is based on the principles that the human body is vulnerable, humans make mistakes, and it is undesirable that these mistakes result in death and injury. It is in the best interest of the travelling public to design and operate the roadway system to keep impact energy on the human body at tolerable levels. Shared responsibility by all stakeholders is key, making it important that the stakeholders are collaborative and engaged partners when developing and implementing a safety program and the Price County LRSP.

The Safe System approach moves beyond the traditional approach of reacting strictly based on crash history by proactively identifying risk factors associated with severe crash types and implementing safety countermeasures systemically based on those factors. This LRSP includes the systemic implementation of strategies. All parts of the transportation system need to be strengthened to build in redundancy to accommodate failures of the system. Examples of redundancy to curtail speeding include the installation of curve warning signs to alert motorists of conditions in which a slower speed is necessary combined with speed feedback signs and education and enforcement campaigns that address behaviors that may result in crashes.

The Safe System approach considers the five elements of a safe transportation system: safe road users, safe vehicles, safe speeds, safe roads, and post-crash care. These elements accommodate human error and encompass the 4E's of safety. The Safe System approach recognizes road safety is a shared responsibility for all road users. Road users represent all persons regardless of mode of travel. A road user's capabilities may be influenced by factors such as age, level of impairment, and other behaviors. System owners and other stakeholders can use engineering, enforcement, and education strategies to address these limitations and encourage behavior change. Safe vehicles incorporate technology and other features to prevent crashes from occurring, and if they do, reduce the severity of a crash. Safe speeds increase the likelihood of an individual surviving a crash. Appropriate speed limits and signing, as well as radar speed feedback signs, help reduce the speed of users. These can be reinforced with enforcement and education campaigns. Safe roads incorporate strategies during planning, design, construction, maintenance, and operations to prevent crashes and manage impacts to keep kinetic energy at tolerable levels should a crash occur. Post-crash care is critical when a crash occurs, and a person is injured. Addressing response times of first responders to a crash scene is critical for survivability.

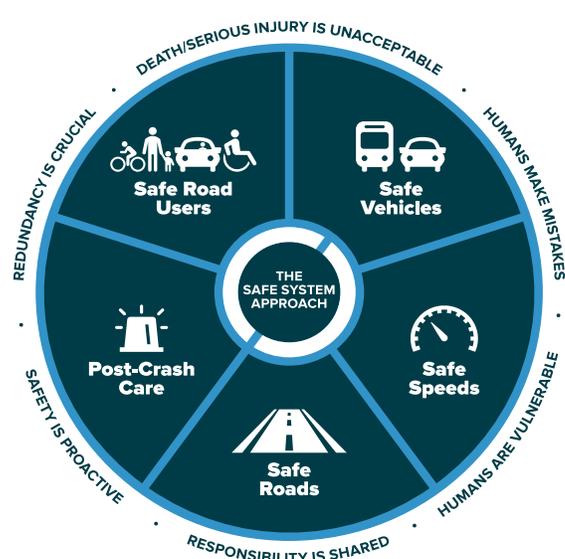


Figure 4. Graphic. Safe Systems Approach (FHWA, n.d.).

⁹ FHWA, Office of Safety, Safe System Approach flyer, SA-20-015, https://safety.fhwa.dot.gov/zerodeaths/docs/FHWA_SafeSystem_Brochure_V9_508_200717.pdf

Ultimately, the Safe System approach puts safety at the forefront and shifts how transportation investments are prioritized. Price County and its stakeholders, through their combined efforts and application of the Safe System approach during the development and implementation of the Price County LRSP, can potentially reduce traffic fatalities and serious injuries on its roadways.

Local Road Safety Plan (LRSP) Process

LRSPs are one of several [FHWA Proven Safety Countermeasures](#) and are developed using a six-step process (See Figure 5). The following sections describe each step taken to develop this LRSP. The Price County LRSP considers the unique needs and issues specific to the Price County roadway system and the users of these roadways and integrates the principles and elements of a Safe System approach where applicable. It builds upon past and ongoing safety activities using FHWA’s Proven Safety Countermeasures and behavioral strategies from National Highway Transportation Safety Administration’s (NHTSA) [Countermeasures That Work](#)¹⁰. These activities reflect the Safe System elements of safe roads, safe road users, and safe speeds. The LRSP supports the Wisconsin SHSP and the goals and strategies to eliminate traffic fatalities and serious injuries. Implementation of this plan is key to improving safety on the County roadways and has been kept in the forefront during the LRSP development process.



Figure 5. Graphic. LRSP development process (FHWA,2018).

Establish Leadership

Price County Highway Department championed the development of the LRSP. The Price County TSC, which is comprised of multi-disciplinary state, local, and private stakeholders, committed to serving in a leadership role through the development and implementation of the LRSP. As the safety champion, the Price County Highway Department engaged safety stakeholders representing 4E’s: engineering, enforcement, education, and emergency response, to provide input into the development of the LRSP. These partnerships and collaborative efforts recognize a shared responsibility, establishing a fifth E-everyone, to eliminate fatal and serious injury crashes and provide the opportunity to share knowledge, leverage resources, and maximize implementation of the LRSP.

Analyze Safety Data

Safety data (i.e., crash, traffic, roadway data) analysis for the period of 2016 to 2020 identified crash trends and risk factors specific to Price County roadways. It also identified specific County roads as High Injury Network (HIN) that have a higher concentration of fatal and injury crashes. Safety data was provided by WisDOT. Severity of crashes is based on the KABCO scale which corresponds to the severity of the injuries as assessed by law enforcement responding to investigate the crash scene. A fatal crash is “K;” suspected serious injury crash is “A;” suspected minor injury crash is “B;” possible injury crash is “C;” and property damage only crash is “O.” The analysis included fatal and injury (KABC) and all (KABCO) crashes and included the surrounding eight counties for

¹⁰ NHTSA, [Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, 10th Edition, 2020 \(nhtsa.gov\)](#)

purposes of comparing crash trends. Crash trees helped to identify factors for systemic application of safety countermeasures.

Determine Emphasis Areas

Emphasis areas in a LRSP enable the safety stakeholders to better focus available resources. The Wisconsin SHSP contains ten emphasis areas selected based on analysis results for the period of 2012 to 2016. Safety stakeholders considered the Wisconsin SHSP emphasis areas and the corresponding data analysis results for Price County for this similar period as well as for the period of 2016 to 2020. They selected the following four emphasis areas for the Price County LRSP.

- Lane Departure.
- Impaired Driving.
- Speeding.
- Younger Drivers.

Identify Strategies

Based on the selected emphasis areas, data analysis results, and local knowledge, the stakeholders discussed and identified various multi-disciplinary countermeasures for inclusion in the Price County LRSP. The discussion included physical constraints of the roadways, the different types of road users, and past efforts. Many of the action items include or build on current on-going activities such as adding paved shoulders on the inside of curves, providing enhanced pavement markings (See Figure 6), enforcement for impaired driving and speeding, and outreach/education campaigns. Several of these are also identified in the Wisconsin SHSP and are considered as effective countermeasures by FHWA and NHTSA. They also align with elements of the Safe System approach such as safe roads, safe road users, and safe speeds.



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Figure 6. Photograph. Rural two-lane Price County Trunk Highway D (CTH-D) with pavement markings and aggregate shoulders. (Source: Price County)

Prioritize and Incorporate Strategies

Each emphasis area in the Price County LRSP includes a series of strategies and action items. The stakeholders considered each strategy and action item and the feasibility of implementation as well as the location and method of implementation (e.g., proactive systemic approach) during the process to prioritize them. The strategies and action items are listed in the Emphasis Area section of the LRSP. Each action item is listed in priority order and includes the lead agency and partners, method of application, priority locations and corridors to focus immediate implementation efforts, potential funding sources, and an implementation time frame. It also includes the associated Safe System approach element.

Evaluate and Update

Safety stakeholders including planners, designers, builders, operators, maintenance workers, law enforcement, post-crash personnel, system users and other stakeholders all have a shared responsibility to reduce traffic fatalities and serious injuries on the County Trunk Highway system. The implementation of strategies and action items identified in this LRSP by stakeholders is key to achieving the goal set forth in this LRSP. The LRSP is a living document that should be evaluated and updated periodically. Tracking the allocation of resources, positive changes in user behavior, and the reduction in crashes as the various strategies and action items are implemented can be the mechanism with which the County and its safety stakeholders evaluate the effectiveness of the LRSP implementation. This also will assist the County and its stakeholders to identify new action items or those that should be expanded, determine necessary resources for implementation, and pursue grant opportunities. The expected update of 2017-2020 Wisconsin SHSP is 2022. The Price County LRSP aligns with the current and the updated State SHSP. It is important that the Price County LRSP continues to align with the Wisconsin SHSP to leverage safety resources. The County may also consider aligning the update of the Price County LRSP with that of the County's Five-Year Capital Improvement/Road Maintenance Plan. This provides an opportunity to integrate strategies and action items into projects, ultimately advancing the implementation of the LRSP.

Price County LRSP Vision, Mission, and Goal

The Price County stakeholders established the LRSP Vision, Mission, and Goal statements during the stakeholder workshops. These statements reflect two of the Safe System approach principles that death and serious injuries are unacceptable and shared responsibility by all stakeholders is necessary. The vision for the LRSP demonstrates the intent that all users of the Price County Trunk Highway system reach their destination safely and mirrors the Wisconsin SHSP and Highway Safety Plan (HSP). The mission statement recognizes that a collaborative effort by EVERYONE is necessary to achieve the reductions in traffic-related fatalities and serious injuries set forth by the goal. Strategies and action items identified in this LRSP reflect Safe System elements such as Safe Roads, Safe Road Users, and Safe Speeds and support achieving the Vision, Mission, and Goal statements.

Vision

Eliminate ALL deaths and life-changing injuries on Price County roadways so everyone arrives home safely.

Mission

Through a County-wide collaborative effort seek to change the safety culture of Price County and use a data-driven and fiscally responsible approach to implement proactive measures that reflect 5E's (EVERYONE, Engineering, Education, Enforcement, and Emergency Response) to eliminate fatalities and injuries on all County roads.

Goal

Price County's ultimate goal is to save lives and reduce serious injuries. To achieve this, Price County's goal is to reduce traffic fatalities to zero and serious injuries to 50% or more by 2030.

Existing Efforts

Price County owns and maintains 221 miles of paved rural two-lane roads, some of which are very low volume when compared to key routes in the County. The lettered roads on the map in Figure 7 represents the Price County Trunk Highway system. These roadways are at least 22-feet wide, mostly striped with at least centerline pavement markings, include aggregate shoulders, and are straight with occasional curves along the corridors. While these corridors are heavily wooded, they do not have trees near the roadside or steep foreslopes.

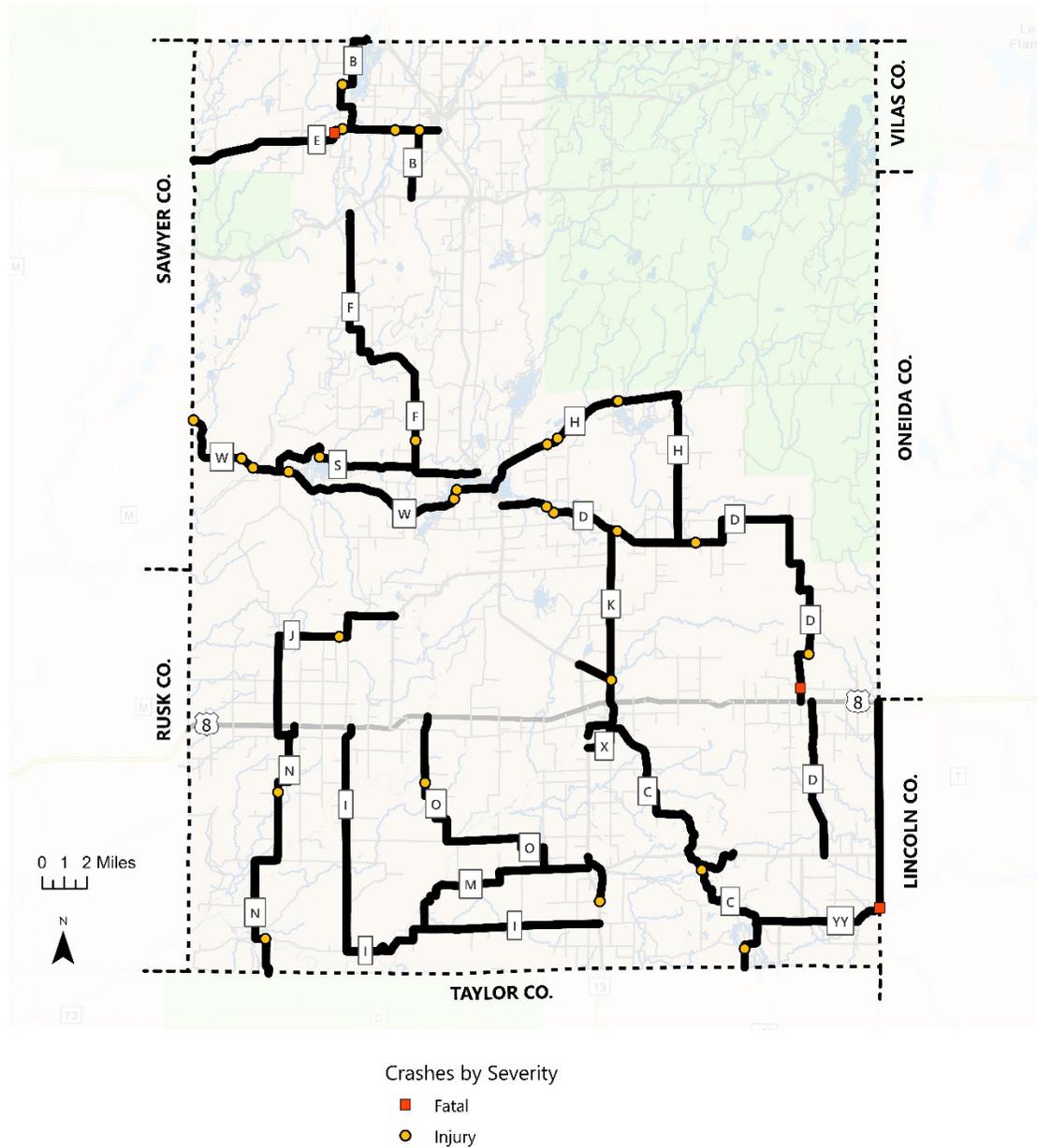


Figure 7. Graphic. Map of Price County Trunk Highway (CTH) System (Source: WisDOT, 2022)

The Price County TSC places an emphasis on the safety of all road users and, through its efforts, provides the forum to coordinate the traffic safety activities in the County. The TSC meets quarterly and uses data from crash reports, traffic enforcement violations, information provided by WisDOT, and citizen complaints to focus its efforts. The [Anatomy of Price County](#)¹¹ and the [Community Maps](#)¹², both of which are maintained by the University of Wisconsin-Madison’s Traffic Operations and Safety (TOPS) Laboratory, are a data source that helps the County examine its safety issues and identify countermeasures.

Price County and its stakeholders have implemented a variety of activities to reduce the frequency and severity of crashes. These have included infrastructure improvements, enforcement, education, emergency response and other health services initiatives to help improve traffic safety.

To maximize resources and based on available funding, the Price County Highway Department considers the inclusion of a safety improvement in its larger capital improvement projects. These may consist of treatments such as paved shoulders, updated center line and edge line pavement markings, signing, and upgraded guardrail and end terminals, similar to the improvement of County Trunk Highway W (CTH-W) shown in Figure 8.



© Price County Highway Department

Figure 8. Photograph. Price County Trunk Highway W (CTH-W): Paved shoulders, pavement markings, and upgraded guardrail. (Source: Price County)

Low-cost safety treatments such as pavement markings and signs have been a focus for Price County and are often accomplished through on-going maintenance efforts. Price County Highway Department uses a computer-based sign inventory with GPS tracking and reflectivity ratings for all signs. To increase the visibility of the signs, the County now adds reflective strips to signs. Price County Highway Department annually re-stripes approximately 20 percent of its County Trunk Highway system. The Price County Highway Department now adds edge lines to its higher volume roadways to enhance the visibility of the travel lane and reduce lane departure crashes on the County Trunk Highway system. Figure 9 shows the recent addition of edge lines to County Trunk Highway D (CTH-D). The recent improvement of County Trunk Highway YY (CTH-YY) included new centerline striping, delineators, and signage to improve traffic safety.

Other existing efforts to mitigate crashes that result from a driver leaving the lane of travel include constructing 1.5-foot paved shoulders on the inside of curves to provide drivers with more recovery area should they leave

¹¹ https://transportal.cee.wisc.edu/partners/community-maps/tsc_resources/CM%20profile%20files/2021/Price_2021.html

¹² <https://transportal.cee.wisc.edu/partners/community-maps/crash/search/BasicSearch.do>

their lane of travel. The paved shoulders extend 200 feet in advance and past the end of a curve. The Price County Highway Department plans to install paved shoulders along the entire length of County Trunk Highway E (CTH-E). To address potential drop-offs at the edge of pavement, the County incorporated the SafetyEdge^{SM13} on its major capital improvement projects. The County plans to implement the SafetyEdgeSM on County Trunk Highway F (CTH-F), from Wisconsin State Highway 13 to County Trunk Highway S (CTH-S) as well as County Trunk Highway E (CTH-E).

Most of the motorcycle crashes in Price County are related to lane departure. To prevent loose aggregate from minor sideroads encroaching onto the travel lane, the Price County Highway Department now extends its paving 30 feet from where these roads intersect with the County Trunk Highway system. In addition to this, in advance of motorcycle events in the region, the Price County Highway Department annually inspects and performs maintenance activities to prepare the County Trunk Highway system for motorcycle travel.

Price County now monitors all-terrain vehicles (ATVs) and utility terrain vehicles (UTVs) activities and how that influences safety in the County. Wisconsin State Statute 23.33 allows ATVs and UTVs on local roadways if the local agency enacts an ordinance. Price County Ordinance Chapter 473 Article IV ([Price County, WI All-Terrain Vehicle Routes \(ecode360.com\)](#))¹⁴ establishes ATV routes on designated Price County Trunk Highways and regulates ATV/UTV operation on approved ATV routes. While Price County currently limits the use of ATV/UTV operations on its system, the County recognizes that these new road users need to be considered in its safety efforts and includes them as a topic at TSC meetings.

The Wisconsin Department of Transportation (WisDOT) Bureau of Transportation Safety (BOTS) coordinates a statewide behavioral safety program using federal funds from the National Highway Traffic Safety Administration (NHTSA), state funds and other resources. This includes the statewide *Zero in Wisconsin* campaign¹⁵ which promotes and reinforces the message that one death is too many and changing driver behavior and habits can prevent injury and death by all roadway users. The *Zero in Wisconsin* campaign website includes information, outreach material and videos for the program focus areas: occupant protection, impaired



© Price County Highway Department

Figure 9. Photograph. Recent addition of edge line pavement markings on Price County Trunk Highway D (CTH-D) to delineate the edge of pavement for motorists. (Source: Price County)

¹³ https://safety.fhwa.dot.gov/provencountermeasures/safety_edge.cfm

¹⁴ <https://ecode360.com/16243666?highlight=atv&searchId=3046456775575279#16243666>

¹⁵ <https://zeroinwisconsin.gov/>

driving, distracted driving, speeding and aggressive driving, motorcycle safety, youth programs, and data using Community Maps. WisDOT BOTS funds a law enforcement liaison (LEL) that is a member of the Price County TSC and coordinates with local law enforcement agencies to implement behavioral safety activities.

The Wisconsin State Patrol, Price County Sheriff's Office, and other local law enforcement agencies perform traffic safety enforcement activities in Price County and the surrounding communities to enforce Wisconsin's traffic safety laws. These law enforcement agencies and other stakeholders also perform education and outreach activities to encourage safe behaviors by all road users. Focus areas include impaired driving, speeding, and improper use of safety belts and child safety seats.

Price County Sheriff's Office has participated in some of the national enforcement campaigns in the past. However, limited staffing levels within the County make this difficult to participate. Wisconsin law does not allow sobriety check points. In lieu of these, the Price County Sheriff's Office perform saturation patrols, typically three to four times per year, with the goal of detecting and arresting impaired drivers. The Price County Sheriff's Office invites local law enforcement and the Wisconsin State Highway Patrol to participate in these efforts and targets roads that are more heavily traveled.

In addition to impaired driving enforcement, the Price County Sheriff's Office also conducts speed enforcement. Based on traffic enforcement statistics for the Price County Sheriff's Office, speeding had the highest number of traffic violations. The second highest identified traffic offense was Operating While Impaired (OWI). Price County Sheriff's Office develops an annual report of traffic enforcement statistics, includes a copy on its website, and shares a copy with the Tavern League of Wisconsin.¹⁶

As warranted and based on citizen concerns, the Price County Sheriff's Office conducts speed checks to determine if reduced speed limits need to be investigated or additional enforcement is necessary. The County conducted a speed investigation on sections of County Trunk Highways H (CTH-H) and B (CTH-B) (See Figure 7 for locations). For CTH-H, East of Big Elk Road westbound, the posted speed limit is 55 mph and based on the speed investigation, the 85th percentile speed was 53 mph. Approximately 10 percent of the motorists were exceeding the posted speed limit. For eastbound CTH-H, the 85th percentile speed was 54 mph, and approximately 10 percent of the motorists were exceeding the posted speed limit. In both cases, for the most part, the speeds were between 55 mph and 65 mph. The Price County Highway Department and the Sheriff's Office partner to deploy speed indicator signs and portable speed boards as appropriate.

The Price County Department of Health and Human Services' behavioral health division supports and promotes behavioral health and substance use disorder services for Price County residents. Its Intensive Supervision Program (ISP) Unit is designed to help people who have been charged with a second or higher OWI offense. The program is a combination of treatment and case management services. In 2019, 28 clients were assisted.

Wisconsin has a primary seat belt law and requires all drivers of motor vehicles and all passengers over the age of four years old to wear a safety belt. Passengers under four years of age are required by law to be properly restrained in child safety seats. The County Sheriff's Office uses enforcement and outreach activities to educate the citizens of Price County of the risks of not wearing a seat belt. The Price County Highway Department supports WisDOT's campaign, "BUCKLE UP, PHONE DOWN"¹⁷ and has highlighted it on the County's website as part of its "News Flash." They included a link to [Buckle Up, Phone Down - Zero In Wisconsin](https://www.tlw.org/) to pledge support to

¹⁶ <https://www.tlw.org/>

¹⁷ <https://zeroinwisconsin.gov/buckle-up-phone-down/>

the campaign. These efforts are important to encourage safe driving behaviors by all roadway users, a key element of the Safe System approach.

Wisconsin motorcycle laws require a motorcycle endorsement as part of an individual's existing driver's license to document that a rider is eligible to legally drive a motorcycle. Approximately sixty percent of motorcyclists have an endorsement.

Price County Health and Human Services Division for Senior Services has an Elderly and Disabled Transportation Program. Park Falls Transit initially started this by providing public transportation in Price County in 2016. The Phillips Transit was added to the Price County Elderly and Disabled Transportation program starting in May of 2018. This addition included connecting trips between the Cities of Park Falls and Phillips four times during the weekday on a set schedule. Saturday service was added for both communities providing two connecting commutes on Saturdays. Free rides for students during the summer was offered for both communities and free rides to the polls on election days to vote within each city. The initial requirement and financial foundation come from the WisDOT. The Flambeau Hospital Foundation donated buses and donations came from both the City of Park Falls and City of Phillips to sustain the service. This program provides an alternative source of transportation services to the elderly which can potentially reduce crashes involving older drivers.

Price County Sheriff's Office provides enhanced 911 services. Price County has one Trauma Level IV center, Marshfield Medical Center-Park Falls, located in Park Falls. This Critical Access Hospital provides 24-hour emergency care. WisDOT BOTS funds activities to support timely and expedient health care including recruitment and retention of emergency medical technicians in areas with fewer ambulance services. The WisDOT BOTS project seeks to provide better emergency medical services in remote areas, increase response times, decreasing the likelihood that an injury results in a fatality.

Data Analysis

Introduction

The WisDOT and University of Wisconsin-Madison’s TOPS Laboratory provided safety data for the Price County Trunk Highway system for the period between 2016 and 2020. The data analysis focused on the Price County roads, all of which are considered rural as they are outside of any small urban areas that have populations less than 5,000. The objective of the analysis was to identify safety issues which would guide the selection of road safety priorities, emphasis areas, strategies, and action items that can be implemented by the various stakeholders. The analysis identified specific County Trunk Highways that have a higher concentration of fatal and injury crashes. Crash tree diagrams helped to identify factors for the systemic application of safety countermeasures and focused enforcement and outreach.

The analysis included a comparison of the crashes on the rural Price County Trunk Highway system with those that occurred on the rural County Trunk Highway systems in the eight surrounding counties (Ashland, Iron, Vilas, Oneida, Lincoln, Taylor, Rusk, and Sawyer.) These counties are similar in size, population, land use, and roadways characteristics and provide a better representation of how Price County is performing instead of comparing it against the statewide data. Table 1 shows the crashes by severity that occurred on rural Price County Trunk Highways and those of the surrounding counties’ during the five-year period of 2016 to 2020. The crash severity is based on the KABCO scale:

- K = fatal injury.
- A = suspected serious injury.
- B = suspected minor injury.
- C = possible injury.
- O = property damage only.

Table 1. Comparison of rural Price County Trunk Highway crashes with the rural County Trunk Highways of the surrounding eight counties. (Source: WisDOT, 2022)¹⁸

Price County and the Surrounding Counties: Rural County Trunk Highway and Crashes (2016-2020)						
Trunk Highway System Ownership	K	A	B	C	O	Total
Price County	3	6	16	11	59	95
Ashland County	2	5	12	5	34	58
Iron County	1	0	2	2	19	24
Lincoln County	7	32	59	41	207	346
Oneida County	4	15	59	40	227	345
Rusk County	2	16	26	24	118	187
Sawyer County	4	16	30	22	105	177
Taylor County	4	20	38	32	173	267
Vilas County	4	16	34	28	186	268

¹⁸ In October 2021, WisDOT and TOPS Laboratory shared crash data with the project team. These data were used to make this table.

A total of 95 (KABCO) crashes were reported on the Price County Trunk Highway system from 2016 to 2020, of which 36 involved a fatality or injury (KABC). During this same period, a total of 1,672 (KABCO) crashes occurred on the rural County Trunk Highways in the eight surrounding counties. A total of 603 crashes on these County Trunk Highways resulted in a fatality or injury (KABC). On average, Price County had 10 percent of the combined number of total fatal crashes and approximately 5 percent of the combined number of total injury crashes. Overall, this indicates that there were fewer fatal and injury crashes on average in Price County when compared to the surrounding counties except for Ashland and Iron Counties.

Crash Analysis: Emphasis Area Establishment

The 10 emphasis areas identified in the Wisconsin SHSP provided a basis for the crash analysis and guided the selection of LRSP emphasis areas. The crash analysis also compared data between Price County and the surrounding eight counties (Ashland, Iron, Vilas, Oneida, Lincoln, Taylor, Rusk, Sawyer). Keeping the analysis to a localized area allows for more accurate results due to the similarities in the data sets. Table 2 depicts the results of this correlation and compares the proportion of all fatal and injury (KABC) and all (KABCO) crashes that occurred on rural County Trunk Highways for Price County and the surrounding eight counties for 2016 to 2020. For the most part, all except for lane departure, intersection-involved, and occupant restraint/helmet use are similar to the surrounding counties. About eight percent less fatal and injury (KABC) crashes occurred in Price County compared to the eight counties. Fatal and serious injury crashes (KABC) involving intersections as well as improper occupant restraint/helmet use are substantially lower in Price County. The Price County Trunk Highway system did not have any bicycle- or pedestrian-involved crashes.

Table 2 Price County crashes correlated to Wisconsin SHSP Emphasis Areas (Source: WisDOT, 2022).¹⁹

Emphasis Area	Price County Trunk Highways Crashes (2016-2020)		County Trunk Highways in 8 Surrounding Counties	County Trunk Highways in 8 Surrounding Counties
	Number (Percent) of KABC Crashes (36)	Number (Percent) of KABCO Crashes (95)	Number (Percent) of KABC (603) (2016-2020) *	Number (Percent) of KABCO (1,672) (2016-2020) *
Lane Departure	16 (44%)	52 (55%)	320 (53%)	873 (52%)
Speeding	11 (31%)	34 (36%)	183 (30%)	452 (27%)
Impaired Driving	7 (19%)	12 (13%)	123 (20%)	214 (13%)
Younger Drivers (Age 16-19 Years)	5 (14%)	14 (15%)	102 (17%)	270 (16%)
Inattention/Distracted Driving	5 (14%)	10 (11%)	76 (13%)	189 (11%)
Occupant Restraint/Helmet Use	5 (14%)	9 (10%)	115 (19%)	186 (11%)
Motorcycle-Involved	5 (14%)	5 (5%)	70 (12%)	73 (4%)
Intersection-Involved	3 (8%)	9 (10%)	112 (19%)	301 (18%)

*All roads in Price County and eight neighboring counties (2016-2020), Source: 2021 Wisconsin DOT.

¹⁹ In October 2021, WisDOT shared crash data with the project team. These data were used to make this table.

The stakeholders selected four emphasis areas (lane departure, speeding, impaired driving, and younger drivers) for the LRSP based on the results of Table 2 and local expertise. Speeding and lane departure represent a significant number of the fatal and injury (KABC) crashes.

Table 3. Price County LRSP Emphasis Area relationship matrix for Price County roadway KABC crashes, 2016 to 2020 (Source: WisDOT, 2022).²⁰

Emphasis Area (Number of KABC Crashes)	Impaired Driving	Motorcycle-Involved	Intersection	Speeding	Unrestrained Occupant	Lane Departure	Inattention/Distracted Driving	Younger Drivers
Lane Departure* (16)	2 (13%)	0%	0%	6 (38%)	1 (6%)	-	3 (19%)	2 (13%)
Speeding* (11)	4 (36%)	1 (9%)	1 (9%)	-	2 (18%)	6 (55%)	2 (18%)	3 (27%)
Impaired Driving* (7)	-	1 (14%)	0%	4 (57%)	2 (29%)	2 (29%)	2 (29%)	0%
Younger Drivers (age 16 to 19 years)* (5)	0%	0%	1 (20%)	3 (60%)	1 (20%)	2 (40%)	0%	-
Inattention/Distracted Driving (5)	2 (40%)	0%	0%	2 (40%)	1 (20%)	3 (60%)	-	0%
Unrestrained Occupant (5)	2 (40%)	2 (40%)	0%	2 (40%)	-	1 (20%)	1 (20%)	1 (20%)
Motorcycle-Involved (5)	1 (20%)	-	0%	1 (20%)	2 (40%)	0%	0%	0%
Intersection-Involved (3)	0%	0%	-	1 (33%)	0%	0%	0%	1 (33%)

 LRSP Emphasis Area*

To maximize the safety efforts of the County and help reduce fatalities and injuries on the County Trunk Highway system, the analysis also considered the relationship between all emphasis areas based on the 36 fatal and injury (KABC) crashes. The emphasis area matrix shown in Table 3 reflects this relationship. The four selected LRSP emphasis areas (lane departure, speeding, impaired driving, and younger drivers) are listed first in the left column. The matrix helps the County address multiple factors simultaneously and leverage limited resources.

The matrix shown in Table 3 is to be read first by the emphasis area in the far left column, and then across with the corresponding emphasis area. The first four emphasis areas in the left column represent the LRSP emphasis areas. They are shaded green. Using the impaired driving LRSP emphasis area, for example, and looking across the top row for speeding, the matrix shows that 57 percent of the impaired driving-related KABC crashes involve speed. Similarly, it shows that 29 percent of the impaired driving KABC crashes involved an unrestrained

²⁰ In October 2021, WisDOT shared crash data with the project team. These data were used to make this table.

occupant. The cells with bolded values indicate those areas that represent at least 10 percent of the KABC crashes and closely correlate to the LRSP emphasis area.

Speeding is the predominant factor in many of the crashes. A large portion of the crashes that involve speeding also include at least one of the three other emphasis areas: impaired driving, lane departures, and young drivers. Impaired drivers and young drivers have a strong relationship with speeding and lane departure crashes. Lane departure crashes also are commonly seen in addition to the other three emphasis areas. Based on the results of this matrix, the LRSP emphasis areas have a high correlation with each other as well as other major crash types such as inattention/distracted driving and unrestrained occupants. The close relationship between these four emphasis areas as well as other major crash types underscores the need to address these emphasis areas in conjunction with each other.

Crash Trends and Systemic Safety Analysis

Crashes are random in nature. A system-based approach looks beyond crashes at a specific location, evaluates risk across an entire system, identifies crash trends, and proactively treats locations where crashes have not yet occurred. For purposes of identifying crash trends on the Price County Trunk Highway system, the crash analysis included data for the five-year period of 2016 to 2020. The analysis used crash tree diagrams (See Figures 15-23 in the Appendix) that align with the LRSP emphasis areas to perform a system-based evaluation. This helps to identify risk factors and their corresponding focus crashes and facility types. These results are used to identify areas of focus and locations and guide the selection of potential systemic safety improvements with low-cost proven countermeasures.

This supports the Safe System principle, safety is proactive.

Lane departure represents over 40 percent of the fatal and injury crashes that occurred on the Price County Trunk Highway system. The 221 miles of paved rural two-lane Price County Highways in the heavily wooded County are at least 22-feet wide with aggregate shoulders. County Trunk Highway E (CTH-E), as shown in Figure 10, represents a typical Price County Trunk Highway. The roads are primarily straight with occasional vertical and horizontal curves present along the corridors. The crash data tree diagram in Figure 16 of the Appendix indicates that curves represented over 40 percent of the total of all lane departure (KABCO) crashes and 70 percent of the fatal and injury (KABC) crashes on the Price County Trunk Highway system. Over 50 percent of the speeding-related crashes involved curves (See Figure 17 in the Appendix).



© Price County Highway Department

Figure 10. Photograph. County Trunk Highway E (CTH-E) represents the typical County Trunk Highway in Price County. They are straight rural two-lane roadway with occasional horizontal curves and hills. (Source: Price County)

Over 40 percent of the speeding-related crashes occur between noon and 6 pm. The crash tree diagram in Figure 23 of the Appendix indicates that all five of the motorcycle-related crashes involved navigating a curve. Table 4 presents data for total number of lane departure (KABCO) crashes and the relationship between hills and horizontal curves and the combination of the two. A review of the crashes related to curves indicated that eight of the total 52 lane departure (KABCO) crashes occurred on a hill. Three of those occurred in combination with a horizontal curve.

Table 4. Lane departure (KABCO) crashes and curve/hill relationship on Price County Trunk Highway System, 2016 to 2020 (Source: WisDOT, 2022).²¹

Lane Departure Crashes (KABCO)			
Road Characteristic	Hill Present	No Hill Present	Total
Horizontal Curve	3	20	23
Straight/No Horizontal Curve	5	24	29
Grand Total	8	44	52

The data analysis looked at other factors related to the manner of collision for lane departure crashes. As shown in Table 5, the analysis indicates that the single-vehicle crash is the most predominant type of lane departure crashes. The crash tree diagram in Figure 15 of the Appendix indicates that most of the lane departure crashes involved vehicles hitting the ditch or a tree.

Table 5. Lane departure crashes and manner of collision, 2016 to owned roads, 2016 to 2020 (Source: WisDOT, 2022).²¹

Lane Departure Crashes						
Manner of Collision	Price County Crashes (2016-2020)					Total
	K	A	B	C	O	
Angle	1		1		4	6
Unknown					1	1
Head-On					1	1
Single-Vehicle Crash	1	6	13	10	50	80
Rear-End					2	2
Sideswipe-Opposite Direction	1		1	1		3
Sideswipe-Same Direction			1		1	2
Grand Total	3	6	16	11	59	95

²¹ In October 2021, WisDOT shared crash data with the project team. These data were used to make this table.

An evaluation of the County Trunk Highway system identified typical features that are risk factors for lane departure crashes. Figure 11 illustrates these risk factors: horizontal curves, no signage in advance of and through the curves, and no pavement edge lines. Systemic safety improvements that add advanced warning signs and chevrons through curves alert drivers of upcoming curves and the direction and sharpness of these curves. Combined with edge lines, these treatments provide guidance to motorists and help them to stay in their lane of travel, especially at night.



© Price County Highway Department

Figure 11. Photograph. Approaching a horizontal curve on Price CTH-S. The curve does not have advanced warning signs, chevrons, or edge line pavement markings. (Source: Price County)

For young drivers aged 16-19 years, a total of 14 (KABCO) crashes occurred on the County road system. This represents nearly 15 percent of the KABCO crashes on the Price County Trunk Highway system and nearly 14 percent of the KABC crashes. As shown in Table 3 and Figure 20 of the Appendix, speeding is a factor in 60 percent of the crashes involving younger drivers, with lane departure being the second most contributing factor. Out of 14 total crashes, 11 occurred outside of school hours. Many of these crashes occur before and after school hours when students participate in extracurricular activities. Table 6 lists the time of day when younger drivers were involved in crashes and when speeding was a contributing factor. Six speed-related crashes involving young drivers occurred. These are bolded and shaded in light green.

Table 6. Young drivers (age 16 – 19 years) involved crashes including time of day and speeding (Source: WisDOT, 2022).²²

Young Drivers (Age 16-19 Years) Crashes (2016-2020)						
Time of Day	K	A	B	C	O	Total
6 am - 9am	0	0	2	0	1	3
9am - 12pm	0	0	0	0	0	0
12 pm – 3 pm					2	2
3 pm – 6pm		1	1	1	3	6
6 pm -9 pm					3	3
9 pm – 12 am					0	0
12 am – 6 am		0	0	0	0	0
Grand Total	0	1	3	1	9	14

²² In October 2021, WisDOT shared crash data with the project team. These data were used to make this table.

Figure 12 illustrates the frequency of all crashes on Price County Trunk Highway system for each month during the period of 2016 to 2020. October, November, and December experienced more crashes than the other months, except for May. The Price County Highway Department uses sand instead of salt on its roadways and keeps its roadways snow-packed unless the storm conditions warrant such treatment. This highlights the importance of the use of signs and/or delineators as safety countermeasures to help drivers stay on the road.

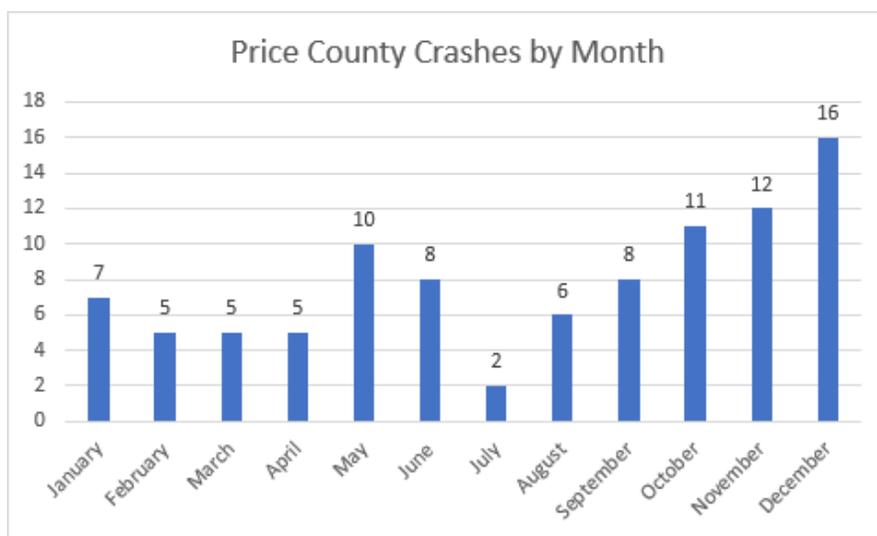


Figure 12 Price County total crashes by month (2016 to 2020)²² (Source: WisDOT, 2022)

The crash diagram tree for the impaired driving-related crashes (See Figure 18 in the Appendix) indicates that these primarily occurred between Friday and Sunday. All but one impaired driving-related crash involved a male driver. For the most part, these crashes occurred between 6 pm and 5 am. Of the total 12 impaired driving-related crashes that occurred on Price County Trunk Highways (See Figure 19 in the Appendix), five crashes involved speeding and four crashes involved improper use of occupant protection devices.

The rural nature of the County has resulted in an emerging safety issue involving ATV/UTV crashes. Currently, ATV/UTVs are not included in the crash data system although the WisDOT and the Wisconsin Department of Natural Resources have a project in progress that will provide data in the future through the Community Maps website. The challenge with ATV/UTVs is that the operator does not have to meet the same licensing requirements as that of a motor vehicle. Wisconsin is considering proposed legislation similar to Minnesota where a driver's license is aligned with all vehicles used, including ATV/UTV. Local agencies assign the local routes on which ATV/UTVs are allowed to operate. ATV/UTV-related crashes may result in lane departure crashes, involve speeding and impaired driving, and will require the Price County TSC to monitor and investigate them.

High Injury Network (HIN)

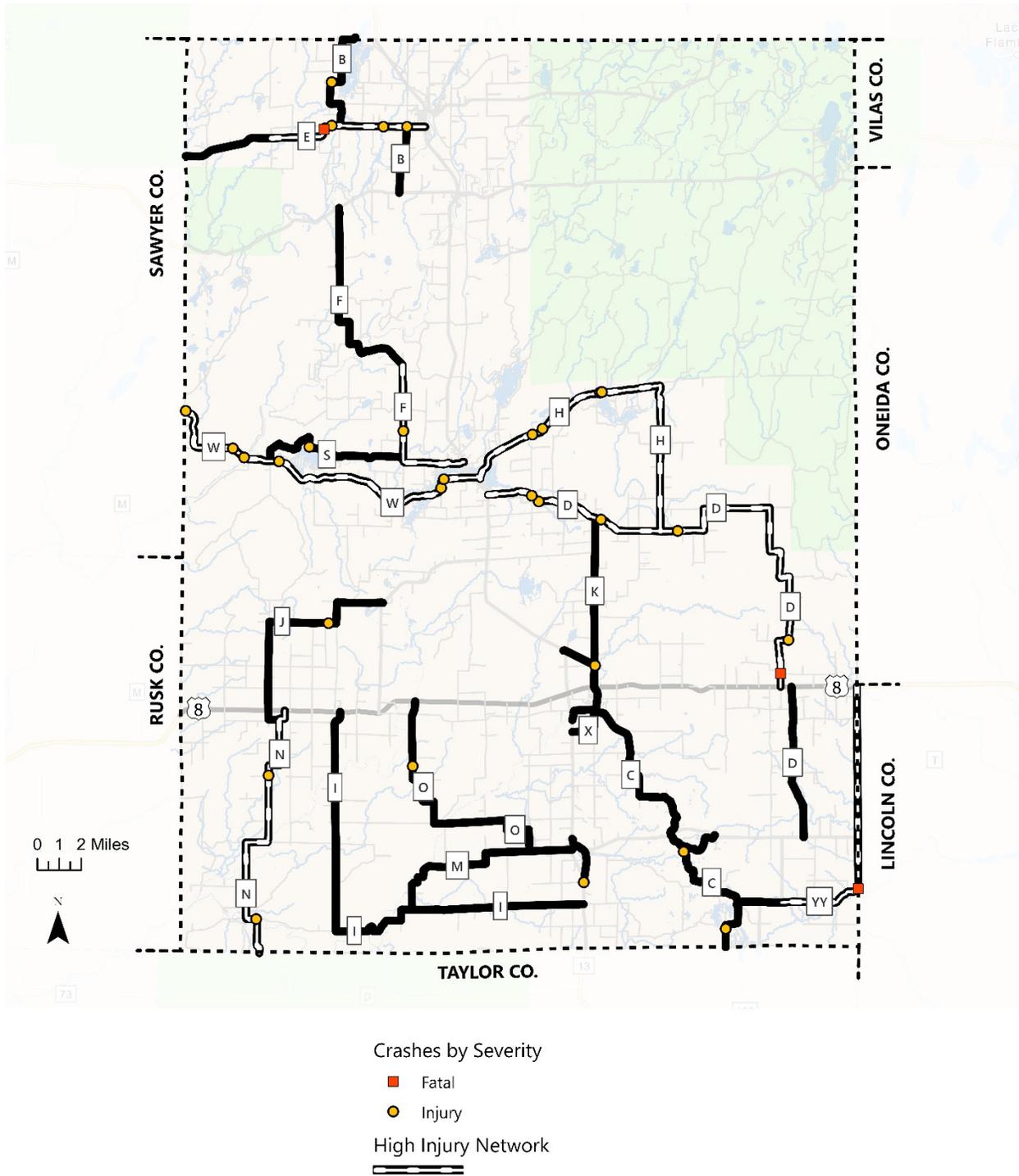
While the systemic safety analysis helps to identify key combinations of factors that contribute to predominant crash types and is especially helpful to address locations where crashes have not yet occurred, it is useful to identify key corridors with a noted history of fatal and injury crashes. The High Injury Network (HIN) are those roadways that have a higher concentration of fatal and serious injury crashes. The Price County HIN represents

five percent of the Price County Trunk Highway system and 56 percent of the fatal and injury crashes. The following roadways mapped in Figure 13 comprise the HIN:

- CTH- W. (Entire length, 16.54 miles.)
- CTH- D. (Entire length, 24.03 miles.)
- CTH- H. (Entire length, 16.71 miles.)
- CTH- E. (Partial length-east of Buckhorn, 7.54 miles.)
- CTH- N. (Entire length, 13.2 miles.)
- CTH- F. (Partial length-south of Rock Creek, 7.2 miles.)
- CTH- YY. (Entire length, 12.98 miles.)

The HIN demonstrated risk factors related to lane departure crashes, the most predominant crash type for Price County. The corridors have curves, another risk factor associated with the lane departure crashes. The wooded surroundings and shadowed conditions during both day and night times support the need for implementation of strategies that relate to enhanced delineation of the roadway, especially at curves. A review of the Community Maps website indicates that speeding is a contributing factor on the HIN as well as young drivers and impaired drivers. The consecutive 90-degree turns on CTH- N are the areas of primary focus for this HIN route, although the entire corridor may benefit from systemic treatments.

Figure 13. Graphic. Price County High Injury Network (HIN) (Source: WisDOT, 2022)²³



²³ In October 2021, WisDOT shared crash data with the project team. These data were used to make this table.

Emphasis Areas

The Price County LRSP contains the four emphasis areas shown in Figure 12 which offer the greatest opportunity to achieve significant reductions in traffic-related fatal and serious injury (KA) crashes and meet the safety goal of the LRSP. In the following sections, strategies and action items are identified for each emphasis area. Each action item includes the effectiveness (if available), included in the Wisconsin SHSP and the applicable Safe System elements. The effectiveness of an engineering-related action item is measured by a crash modification factor (CMF) from the [WisDOT BOT Wisconsin Crash Modification Factor Policy and Table](#)²⁴ and FHWA's [Crash Modification Factors Clearinghouse](#)²⁵, and NHTSA's publication [Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices](#)²⁶ contains star ratings for behavior-related (education and enforcement) countermeasures that are used most regularly by State Highway Safety Offices and have the most evidence of effectiveness.



Lane Departure



Speeding



Impaired Driving



Younger Drivers

Figure 14. Graphic. Price County LRSP Emphasis Areas

What is a crash modification factor (CMF)?

A CMF is an estimate of the change in crashes expected after implementation of a countermeasure.²⁴ For example, a roadway is experiencing 10 roadway departure crashes per year. If you apply a countermeasure (e.g., wider striping) that has a CMF of 0.60 for roadway departure crashes, you can expect 40 percent reduction ($100 \times 0.60 = 6$) of crashes per year following the implementation of the countermeasure. If a countermeasure has a CMF greater than 1, you can expect an increase in crashes.

Behavior Countermeasure Star Ratings

- ★★★★ or ★★★★★ Effective
- ★★★ Promising, and Likely To Be Effective
- ☆☆ Effectiveness Still Undetermined
- ☆ Limited or No High-Quality Evaluation Evidence (Source: NHTSA Countermeasures That Work)²⁶

²⁴ WisDOT BOT, <https://wisconsindot.gov/dtsdManuals/traffic-ops/manuals-and-standards/teops/12-03.pdf>

²⁵ FHWA, Crash Modification Factor Clearinghouse, <http://www.cmfclearinghouse.org/>

²⁶ NHTSA, <https://www.ghsa.org/sites/default/files/2021-09/Countermeasures%20That%20Work%2C%2010th%20Edition.pdf>

Emphasis Area 1: Lane Departure

Definition: Non-intersection crashes involving vehicles crossing an edge line or center line, or otherwise leaves the travel way. This includes run-off-road, overturn, and head-on crashes.

Lane departure crashes represent approximately 44 percent of the total fatal and injury (KABC) crashes occurring on the Price County Trunk Highway system. This is comparable to similar crashes in the surrounding counties. Single vehicle lane departure crashes occurring on curves are predominant. As shown in Table 3, there is a strong correlation with lane departure crashes and speeding-involved crashes. Impaired driving, inattention/distracted driving, unrestrained occupants, and young driver crashes are also factors related to lane departure crashes. Implementation of multi-discipline strategies and action items that align with Safe System elements provides an opportunity to reduce traffic related fatalities and serious injuries on Price County roadways. Implementing strategies that anticipate and accommodate human errors can potentially reduce the opportunities for crashes occurring.

Strategy 1.1: Implement engineering-related countermeasures to reduce lane departure crashes.

Item	Action	CMF	Safe System Element
1.1.1	Install, enhance, or maintain center line and edge line markings on paved roadways. <i>Use 6" wide edge lines for priority corridors, where there is adequate lane width.</i>	0.63 (CMF ID: 4737) - 0.78 ²⁷	Safe Roads
1.1.2	Enhance curve delineation using advance curve warning signs, chevrons (including larger, fluorescent, and/or retroreflective signs), reflective strips on sign posts, and pavement markings (edgeline and centerline).	0.66-0.94 ²⁸	Safe Roads
1.1.3	Perform an assessment of the Price County Highway system for WisMUTCD compliance of regulatory and warning signs. Based on assessment, install regulatory and warning signs for upcoming curves, speed limits, and no passing zones to alert motorists.	NA	Safe Roads
1.1.4	Install SafetyEdge SM when resurfacing roadways.	0.84 ²⁸	Safe Roads
1.1.5	Widen and/or pave shoulders inside of curves and at priority locations to provide drivers with a recovery area.	0.389-0.861 ²⁸	Safe Roads
1.1.6	Install speed indicator boards/ deploy portable speed indicator boards.	0.95 (CMF ID 6885) ²⁹	Safe Roads Safe Speeds
1.1.7	Inspect and prepare roads (e.g., sweeping) before major motorcycle event near Price County and place portable speed indicator boards at high-risk locations.	NA	Safe Roads Safe Users

²⁷ <https://safety.fhwa.dot.gov/provencountermeasures/wider-edge-lines.cfm>

²⁸ WisDOT BOT, <https://wisconsin.gov/dtsdManuals/traffic-ops/manuals-and-standards/teops/12-03.pdf>

²⁹ FHWA, Crash Modification Factor Clearinghouse, <http://www.cmfclearinghouse.org/>

Strategy 1.2: Implement educational and outreach activities to address lane departure crashes.

Item	Action	Star Rating	Safe System Element
1.2.1	Establish a driving behavior working group in the TSC to assist with implementation of behavior related LRSP action items.	☆☆	Safe Users
1.2.2	Highlight <i>Zero in Wisconsin</i> ³⁰ and its program areas (Occupant Protection, Distracted Driving, Impaired Driving, Speeding & Aggressive Driving, Motorcycle Safety, and Teen Driving) on Price County and other stakeholders' websites to change driver behavior.	☆☆	Safe Users, Safe Speeds
1.2.3	Host informational meetings and press events and provide editorials to local news to inform the public of safety activities to reduce lane departure crashes.	☆☆	Safe Users
1.2.4	Develop and provide information to high schools and private drivers education companies in Price County on driving with special attention to curves, use of safety belts, distracted driving, speed, and vehicle dynamics.	☆☆	Safe Users
1.2.5	Utilize the distracted driving simulator ³¹ and rollover convincer ³² at community events and high schools to demonstrate impact of risky driver behavior.	☆☆	Safe Users, Safe Roads, Safe Speeds
1.2.6	Utilize effective, high-visibility communications and outreach campaigns (news stories, social media, paid advertising, public service announcements (PSAs), flyers and brochures) that support the use of seatbelts and child safety seats.	★★★★- ★★★★★	Safe Users
1.2.7	Promote motorcycle rider education and training courses provided in northern Wisconsin to enhance skills of motorcycle riders. ³³	☆☆	Safe Users, Safe Speeds

Strategy 1.3: Enhance enforcement activities to address lane departure crashes.

Item	Action	Star Rating	Safe System Element
1.3.1	Integrate enforcement of seat belt use, speed, distracted driving, and impaired driving to maximize resources and send message to the public that traffic safety is not a single-issue activity. Enforcement activities should be publicized extensively to be effective in deterring impaired driving, speeding and other traffic offenses.	★★★	Safe Users, Safe Speeds
1.3.2	Establish and implement a Price County Safety Day having all enforcement agencies partner to enforce traffic safety laws on the same day to provide strong visible presence.	★★★★	Safe Users, Safe Speeds

³⁰ <https://zeroinwisconsin.gov/>

³¹ <https://zeroinwisconsin.gov/resources/campaign-materials/>

³² <https://wisconsin.gov/Pages/safety/education/outreach/lit-con.aspx>

³³ <https://wisconsin.gov/Pages/dmv/motorcycles/mc-how-apply/training-loc.aspx#northern>

Strategy 1.4: Improve data collection and analysis practices to better identify and address locations, roadway features, and user behaviors that contribute to lane departure crashes.

Item	Action	Safe System Element
1.4.1	Perform roadway safety audits (RSA) on priority corridors that consider all road users and account for human factors and road user capabilities to further identify roadway features that contribute to lane departure crashes and select the appropriate countermeasures.	Safe Users, Safe Roads, Safe Speeds
1.4.2	Collect traffic volumes on priority corridors.	Safe Users, Safe Roads, Safe Speeds
1.4.3	Continue to collect/obtain Ball Bank data.	Safe Users, Safe Roads, Safe Speeds
1.4.4	Monitor and investigate All Terrain Vehicles/Utility Terrain Vehicles (ATV/ UTV) activity and crashes on County roads to identify issues that might arise from these road users.	Safe Users, Safe Roads, Safe Speeds

Emphasis Area 2: Speeding

Definition: Crashes involving drivers who are driving over the posted speed limit, or too fast for conditions.

This emphasis area is directly related to the Safe System element, Safe Speeds. Over 30 percent of the total fatal and injury (KABC) crashes on Price County Trunk Highways involve individuals who are speeding or driving aggressively. Nearly 60 percent of the crashes involving speeding are also lane departure crashes. Impaired driving represents 36 percent of those crashes involving speeding. Most of the crashes involving young drivers are a result of speeding. Motorists may drive at speeds which limits their ability to safely navigate the road, particularly on the rural roadways where drivers are unlikely to encounter many other cars. Implementing multi-discipline strategies and action items that aligns with the Safe Roads, Safe Road Users and Safe Speeds elements of Safe Systems and implementing engineering, education, and enforcement strategies can result in reductions of fatal and serious injury crashes in Price County.

Strategy 2.1: Implement engineering-related countermeasures to reduce crashes related to speed.

Item	Action	CMF	Safe System Element
2.1.1	Set speed limits based on the use of appropriate engineering practices.	NA	Safe Roads, Safe Speeds
2.1.2	Expand the use of advisory speed and regulatory signs to advise motorists of roadway conditions (e.g., curves, sideroads, entrances.) requiring lower speeds than the posted speed limit.	0.85 (CMF ID 62) ³⁴	Safe Roads, Safe Speeds, Safe Users
2.1.3	Use traffic calming treatments such as vehicle actuated traffic signs (SLOW DOWN) and in-lane pavement markings (SLOW) to reduce motorists' speeds.	NA	Safe Speeds, Safe Roads, Safe Users
2.1.4	Use portable Radar Speed Feedback Signs to notify drivers of when they are driving over the speed limit and reduced speeds are necessary.	0.95 (CMF ID 6885) ³⁴	Safe Speeds, Safe Roads, Safe Users

Strategy 2.2: Implement educational and outreach activities to promote safe speeds.

Item	Action	Star Rating	Safe System Element
2.2.1	Establish a driving behavior working group in the TSC to assist with implementation of LRSP actions related to speed, impaired driving, occupant restraint use, distracted driving, and motorcycle safety.	☆☆	Safe Users, Safe Speeds
2.2.2	Effective, high-visibility communications and outreach campaigns (news stories, social media, paid advertising, PSAs, flyers, and brochures) that support speed and aggressive driving enforcement programs.	★★★	Safe Users, Safe Speeds
2.2.3	Highlight <i>Zero in Wisconsin</i> ³⁵ and its Speeding program area on Price County and other stakeholders' websites to change driver behavior.	☆☆	Safe Users, Safe Speeds
2.2.4	Engage the WisDOT Law Enforcement Liaison (LEL) for training, grant application assistance, and coordination of countywide education and outreach initiatives (e.g., videos, PSAs) that address speeding and aggressive driving.	☆☆	Safe Users, Safe Speeds

³⁴ FHWA, Crash Modification Factor Clearinghouse, <http://www.cmfclearinghouse.org/>

³⁵ <https://zeroinwisconsin.gov/>

Strategy 2.3: Enhance enforcement activities to increase compliance of safe speeds.

Item	Action	Star Rating	Safe System Element
2.3.1	Integrate enforcement of speed, seat belt use, distracted driving, and impaired driving to maximize resources and send message to the public that traffic safety is not a single-issue activity. Enforcement activities should be publicized extensively to be effective in deterring speeding and other traffic offenses.	★★★	Safe Users, Safe Speeds
2.3.2	Enhanced, high-visibility enforcement of aggressive driving and speed laws and supportive adjudication of these efforts to reinforce established speed laws.	★★★	Safe Users, Safe Speeds
2.3.3	Engage WisDOT LEL for training, grant assistance, and coordination of countywide enforcement activities and initiatives that reduce speeding and aggressive driving.	★★★	Safe Users, Safe Speeds

Emphasis Area 3: Impaired Driving

Definition: Crashes involving roadway users who are under the influence of alcohol (a blood alcohol content (BAC) of 0.08 or higher) and/or drugs (illicit and/or prescription).

Crashes involving individuals who are under the influence of alcohol or drugs, as determined by law enforcement, represent nearly 20 percent of the fatal and injury (KABC) crashes. Many of these crashes involve speeding (57 percent) and often result in a lane departure crash. Expanding on the current multidisciplinary activities with the strategies and action items that aid in keeping motorists on the roadway and encourage safe driving behavior will be effective in reducing crashes associated with impaired driving.

Strategy 3.1: Implement educational and outreach activities to reduce impaired driving.

Item	Action	Star Rating	Safe System Element
3.1.1	Establish a driving behavior working group in the TSC to assist with implementation of LRSP actions related to speed, impaired driving, occupant restraint use, distracted driving, and motorcycle safety.	NA	Safe Users, Safe Speeds
3.1.2	Highlight <i>Zero in Wisconsin</i> ³⁶ and its Impaired Driving program area. Reference other programs: Occupant Protection, Distracted Driving, Speeding, Motorcycle Safety. Add to Price County and other stakeholders’ websites to change driver behavior.	☆☆	Safe Users, Safe Speeds
3.1.3	Utilize effective, high-visibility communication and outreach campaigns such as NHTSA’s “Drive Sober or Get Pulled Over ³⁷ ” and educating the public through news stories, social media, paid advertising, PSAs, flyers and brochures about impaired driving and the consequences. Include possible transportation alternatives and supporting enforcement efforts.	★★★- ★★★★	Safe Users
3.1.4	Promote WisDOT’s Drive Sober ³⁸ mobile app.	☆☆	Safe Users
3.1.5	Engage LEL for assistance with training, grant application, participation in nationwide blitz, and coordination of countywide education and outreach initiatives that address impaired driving.	NA	Safe Users
3.1.6	Promote the Tavern League of Wisconsin’s SafeRides Program ³⁹ and the participating establishments in Price County.	☆☆	Safe Users
3.1.7	Coordinate with the Price County Department of Health and Human Services’ behavioral health division and its Intensive Supervision Program (ISP) Unit to help people who have been charged with a second or higher OWI offense	NA	Safe Users

³⁶ <https://zeroinwisconsin.gov/>

³⁷ [Drive Sober or Get Pulled Over | NHTSA](https://www.nhtsa.gov/campaign/drive-sober-or-get-pulled-over)

³⁸ <https://zeroinwisconsin.gov/programs/impaired-driving/>

³⁹ <https://www.tlw.org/saferide/>

Strategy 3.2 Enhance enforcement activities to address impaired driving.

Item	Action	Star Rating	Safe System Element
3.2.1	High visibility saturation patrols.	★★★- ★★★★	Safe Users
3.2.2	Preliminary Breath Test Devices (PBT).	☆☆	Safe Users
3.2.4	Engage LEL for training, grant assistance, and coordination of countywide enforcement activities initiatives that address impaired driving.	NA	Safe Users

Emphasis Area 4: Younger Drivers

Young drivers (age 16 -19 years) represent almost 14 percent of the fatal and injury crashes in Price County. Speed is a factor in 60 percent and lane departure represents 40 percent of the fatal and injury (KABC) crashes involving young drivers. Most of the crashes involving young drivers occur outside of school hours. Implementing multi-discipline strategies that align with elements of Safe Systems can result in reductions of fatal and serious injury crashes involving young drivers.

Strategy 4.1: Implement engineering related countermeasures to reduce crashes related to young drivers.

Item	Action	CMF	Safe System Element
4.1.1	Enhance curve delineation using advance curve warning signs, chevrons, reflective strips on sign posts, and pavement markings.	0.66-0.94 ⁴⁰	Safe Users, Safe Roads, Safe Speeds
4.1.2	Systemic application of multiple low-cost countermeasures (doubled-up signing, oversized signs, retroreflective strips on sign posts, and enhanced pavement marking) at stop-controlled intersections.	0.73-0.90 ^{41,42}	Safe Users, Safe Roads, Safe Speeds
4.1.3	Verify sight triangles and eliminate obstructions.	0.44 ⁴³	Safe Users, Safe Roads, Safe Speeds

Strategy 4.2: Implement educational and outreach activities to address crashes involving young drivers.

Item	Action	Star Rating	Safe System Element
4.2.1	Adopt and implement <i>Zero in Wisconsin</i> and its young driver program area.	★★★	Safe Users, Safe Roads, Safe Speeds
4.2.2	Develop a Price County teen driving campaign using resources provided by the Crossroads Teen Driving Program ⁴⁴ sponsored by Children's Wisconsin. This program addresses several high-risk behaviors and is designed to instill a sense of driver responsibility in young drivers.	☆☆	Safe Users, Safe Roads, Safe Speeds
4.2.3	Collaborate with Price County high schools to participate in the annual Create Real Impact Contest ⁴⁵ which focuses on preventing reckless and distracted driving by young drivers.	☆☆	Safe Users, Safe Roads, Safe Speeds
4.2.4	Provide information to parents of young drivers to educate them on the Wisconsin Graduated Driver License Requirements ⁴⁶ .	☆☆	Safe Users, Safe Speeds

⁴⁰ WisDOT BOT, <https://wisconsindot.gov/dtsdManuals/traffic-ops/manuals-and-standards/teops/12-03.pdf>

⁴¹ <https://safety.fhwa.dot.gov/provencountermeasures/backplate.cfm>

⁴² https://safety.fhwa.dot.gov/provencountermeasures/syst_stop_control.cfm

⁴³ WisDOT BOT, <https://wisconsindot.gov/dtsdManuals/traffic-ops/manuals-and-standards/teops/12-03.pdf>

⁴⁴ <https://www.crossroadsteendriving.org/>

⁴⁵ <https://crearealimpact.com/>

⁴⁶ <https://childrenswi.org/childrens-and-the-community/families-and-clients/safety-center/teen-driving/teen-driving-law>

Item	Action	Star Rating	Safe System Element
4.2.5	Engage LEL for training, grant assistance, and coordination of countywide education and outreach initiatives focused on young drivers.	NA	Safe Users, Safe Speeds
4.2.6	Implement effective, high-visibility communications and outreach national and state campaigns using news stories, social media, paid advertising, PSAs, flyers, and brochures that address high-risk young driver behaviors: speeding, aggressive driving, distracted driving, and improper use of seat belts.	★★★- ★★★★	Safe Users, Safe Speeds
4.2.7	Use the Distracted Driving Simulator and the Rollover Convincer at schools, fairs, and other events to promote safe driving behaviors.	☆☆	Safe Users, Safe Speeds

Strategy 4.3: Enhance enforcement activities to improve safety for young drivers.

Item	Action	Star Rating	Safe System Element
4.3.1	Integrated enforcement of Wisconsin traffic laws to address high-risk behaviors associated with young drivers: speed, distracted driving, and seat belt use to leverage resources and provide visible presence. The enforcement activities should be publicized extensively to be effective in deterring high-risk driving behaviors of young drivers.	★★★	Safe Users, Safe Speeds
4.3.2	Enhanced, high-visibility enforcement of aggressive driving and speed laws and supportive adjudication of these efforts to reinforce established speed laws.	★★★	Safe Users, Safe Speeds
4.3.3	Engage LEL for training, grant application assistance, and coordinating countywide enforcement activities and initiatives that address young drivers.	NA	Safe Users, Safe Speeds
4.3.4	Conduct safety attitudinal and awareness surveys of Price County young driver's knowledge, opinions, and self-reported driving behavior related to speeding, seat belt use, and impaired driving which can indicate effectiveness of safety efforts.	NA	Safe Users
4.3.5	Conduct seat belt and distracted driving surveys.	NA	Safe Users

Implementation and Evaluation

The Price County LRSP builds on past and ongoing efforts, strengthens partnerships, and enhances the ability to leverage limited funds and resources. Moving the LRSP from planning to implementation is essential to reduce fatalities and injuries occurring on the Price County Trunk Highway system. This section provides a roadmap to guide implementation of the LRSP and evaluate success. It identifies potential funding sources and a detailed list of strategies and action items using the Safe System approach. It includes priority locations for implementation.

A key benefit of the Price County LRSP is its alignment with the Wisconsin SHSP. As the WisDOT uses the Wisconsin SHSP and its emphasis areas to guide its safety funding, the alignment of the Price County LRSP strategies and actions with State priorities enhances their eligibility for Federal and State funds. Accessing HSIP funds to support the County's roadway infrastructure safety projects is predicated on this linkage to emphasis areas in the SHSP. Accessing these HSIP funds helps to supplement local funding for projects stemming from this LRSP. Additionally, federal behavioral grant funding from NHTSA and managed by the State highway safety office (WisDOT Bureau of Transportation Safety (BOTS)) is available on an annual basis.

The Price County TSC provides a leadership group to facilitate LRSP implementation. This community-based multi-disciplinary board contains many of the stakeholders involved in the LRSP development. Continued engagement by all the stakeholders will ensure a seamless transition from LRSP development to implementation. The TSC meets quarterly and can include discussion of Price County LRSP implementation activities as a standing agenda item, ensuring that implementation stays at the forefront. Essential activities can include coordinating with the County board, committees, and various agencies, collaborating with key stakeholders, prioritizing safety projects, and pursuing potential funding opportunities that support implementation of LRSP strategies and actions across the County. The Price County TSC would also coordinate with WisDOT to ensure the safety activities of the region align with Wisconsin's safety priorities.

Evaluation of the LRSP will be in the form of process and outcomes. Process evaluation involves reviewing each numbered action under the strategies in the LRSP and determining if progress has been made. Outcome evaluation looks at the impact of activities. For some projects, such as site-specific projects, it is relatively straightforward to determine safety impact based on pre-construction and post-construction crash statistics. For other projects, it may be a combination of several activities that lead to a change in crash frequency. For example, a change in the frequency of impaired driving crashes may be a result of a combination of educational and enforcement initiatives. Therefore, because of the interrelationship between different safety activities in the County, it is ideal to evaluate outcomes at the emphasis area level. The LRSP can use fatalities and injuries as the metric for annual progress in each of the emphasis areas.

In addition to crash frequency, evaluations should also consider other metrics, if data allow. Changes in traffic volumes, crash severity, and characteristics of crashes also provide meaningful insight into the effect of safety countermeasures. Part B of the Highway Safety Manual (HSM)⁴⁷ is a useful resource that provides further information on different performance measures and evaluation methods.

Price County and its stakeholders recognize that some strategies may take several years to fully implement. Additionally, it may take several years to realize the benefit of the strategies through a reduction of fatal and

⁴⁷ <https://www.highwaysafetymanual.org/Pages/default.aspx>

serious injury crashes. Like the State SHSP, a full update of the LRSP is anticipated to be completed every five years. However, more frequent updates to the individual strategies and actions may take place to reflect the Plan's progress and any new policies that affect implementation. The Price County Highway Department will be the primary agency responsible for updating the LRSP with support from the Price County TSC and the stakeholders. The Wisconsin LTAP is an excellent resource to assist with the evaluation and update of the LRSP.

Additional resources to guide the implementation of the LRSP can be found in Chapter 3 of FHWA's reference, *Implementing a Local Road Safety Plan*⁴⁸.

Funding Sources

Funding is critical to implement the strategies and action items in this LRSP and may come from a variety of sources: federal, state, local, and the private sector. These include standard funding program mechanisms and grants as well as new initiative grants. Some sources of funding include the following:

- **Local Agency Funding.** Local agencies have various funding sources that can be used to improve and maintain roadways and perform other safety activities. Consideration of the LRSP strategies during the allocation of funding, especially for maintenance activities or other roadway improvement projects can support implementation of the LRSP.
- **Highway Safety Improvement Program (HSIP).**⁴⁹ The [Wisconsin Department of Transportation HSIP](#)⁵⁰ uses the core Federal-aid highway program funds to develop and implement projects and strategies that are data-driven, align with the State SHSP, and through implementation, help reduce traffic-related fatalities and serious injuries on all public roads, including locally-owned public roads. The HSIP supports advancing implementation of the Safe System approach and LRSPs. WisDOT accepts HSIP applications for local safety improvements twice a year: February 15 and August 15. The HSIP project application form on WisDOT's website. HSIP funds require a 10 percent match by the participating agency, unless otherwise determined by WisDOT. Regional HSIP Coordinators are available to assist local public agencies with the HSIP application process.
- **Safe Streets and Roads for All.** The Bipartisan Infrastructure Law (BIL) establishes the new [Safe Streets and Roads for All \(SS4A\)](#) discretionary program that will provide \$5-6 billion in grants over the next 5 years. Funding supports regional, local, and Tribal safety planning and project implementation initiatives through grants to prevent roadway deaths and serious injuries.
- **Federal NHTSA Grant Funding.** The WisDOT Bureau of Transportation Safety (BOTS) manages the various federal NHTSA grant funding that Wisconsin receives to support enforcement, education, health center, and emergency response activities to improve driver behavior and reduce deaths and injuries

⁴⁸ FHWA, Office of Safety, *Implementing a Local Road Safety Plan*, https://safety.fhwa.dot.gov/local_rural/training/fhwasa20025/chap3.cfm

⁴⁹ FHWA, Office of Safety, *HSIP Eligibility Guidance*, https://safety.fhwa.dot.gov/hsip/rulemaking/docs/BIL_HSIP_Eligibility_Guidance.pdf

⁵⁰ Wisconsin Department of Transportation, *HSIP*, <https://wisconsindot.gov/Pages/doing-bus/local-gov/astnce-pgms/highway/hsip.aspx>

from motor vehicle-related crashes. The WisDOT BOTS receives grant applications annually in early spring and approval by NHTSA, typically in July.

- **Technology Transfer (T2).** These federal funds are managed by the FHWA Division office and are used for research development, technology and innovation transfer, outreach, and communication activities (peer exchanges, scan tours). They are completely reimbursable for travel. A 20 percent match is required for other activities.
- **FHWA Grants.** FHWA may make other funding available through grants to advance various safety activities. Other initiatives through FHWA that can provide resources to assist locals with LRSP activities include the Local Road Safety Focus Approach.
- **Wisconsin Department of Health Services/Price County Health and Human Services.** The state and county public health agencies can provide resources to develop, implement, and support programs that effect safety of the residents of Price County. These will focus on behavior-related programs (e.g., impaired driving, child seats, rides for the elderly).

Price County Strategies and Action Items for Implementation

Each of the strategies and action items in the following tables addressed the four emphasis areas identified in the Price County LRSP. to help advance LRSP implementation efforts. Each of these strategies and action items supports the implementation of the Safe System approach. Agency leads, priority locations, potential funding sources and timeframe for implementation have been provided for each emphasis area strategy and action item. The implementation time frame identified as “Short” is for a period of now to three years; “Medium” covers three to five years; “Long” covers a period over five years.

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 1 – LANE DEPARTURE

Emphasis Area Objective: Eliminate Lane Departure Crashes

Emphasis Area Success Metric: Reduce the number of lane departure crashes by 50 percent.

Strategy 1.1: Implement engineering-related countermeasures to reduce lane departure crashes.

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
1.1.1	Install, enhance, or maintain center line and edge line markings on paved roadways. <i>Use 6" wide edge lines for priority corridors, where there is adequate lane width.</i>	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab.	Lane miles of roadway treated.	Systematic and priority corridors, especially with the presence of curves.	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY	County, WisDOT, Direct Federal grants	Ongoing action item
1.1.2	Enhance curve delineation using advance curve warning signs, chevrons (including larger, fluorescent, and/or retroreflective signs), reflective strips on sign posts, and pavement markings (edgeline and centerline).	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab.	Number of curves evaluated and addressed	Systemic paved roads and priority corridors.	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY	County, WisDOT, Direct Federal grants	Short-term
1.1.3	Perform an assessment of the Price County Highway system for WisMUTCD compliance of regulatory and warning signs. Based on assessment, install regulatory and warning signs for upcoming curves, speed limits, and no passing zones to alert motorists	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab	All	Use the assessment and Price County sign inventory to place signs systemwide in accordance with WisMUTCD.	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY	County, WisDOT, Direct Federal grants	Short-term

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 1 – LANE DEPARTURE

Strategy 1.1: Implement engineering-related countermeasures to reduce lane departure crashes. (Continued)

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
1.1.4	Install SafetyEdge SM when resurfacing roadways.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC	Lane miles of roadway treated.	Systemic	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-YY	County, WisDOT, Direct Federal grants	Short-term Ongoing.
1.1.5	Widen and/or pave shoulders inside of curves and at priority locations to provide drivers with a recovery area.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab.	Miles of (or number of locations) shoulder added.	Systemic	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E (entire length), CTH-F Priority 3: CTH-YY	County, WisDOT, Direct Federal grants	Medium
1.1.6	Install speed indicator boards/ deploy portable speed indicator boards.	Lead: Price County Highway Dept. Partners: County Sheriff, WisDOT, NWRPC	Days of board deployment.	Corridors	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY	County, WisDOT, Direct Federal grants	Short-term Ongoing-
1.1.7	Inspect and prepare roads (e.g., sweeping before major motorcycle event near Price County and place portable speed indicator boards at high-risk locations.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC	Days of board deployment.	Corridors	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY	County, WisDOT, Direct Federal grants	Short-term Ongoing- Annually

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 1 – LANE DEPARTURE

Strategy 1.2: Implement educational and outreach activities to address lane departure crashes.

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
1.2.1	Establish a driving behavior working group in the TSC to assist with implementation of behavior-related LRSP action items.	Lead: Price County TSC Partners: WisDOT-BOTS, LEL, local law enforcement.		Application of Safe Users: Education, Enforcement	Countywide	NA	Short term
1.2.2	Highlight <i>Zero in Wisconsin</i> ⁵¹ and its program areas (Occupant Protection, Distracted Driving, Impaired Driving, Speeding & Aggressive Driving, Motorcycle Safety, and Teen Driving) on Price County and other stakeholders' websites to change driver behavior.	Lead: Price County TSC Partners: WisDOT-Bureau of Transportation Safety (BOTS)	Number of views/clicks	Outreach	Countywide	County	Short term
1.2.3	Host informational meetings and press events and provide editorials to local news to inform the public of safety activities to reduce lane departure crashes.	Lead: Price County TSC Partners: WisDOT-BOTS	Number of meetings held, positive change in driver behavior.	Outreach which promotes shared responsibility for safety among the community.	Countywide	County	Short term
1.2.4	Develop and provide information to high schools and private drivers education companies in Price County on driving with special attention to curves, use of safety belts, distracted driving, speed, and vehicle dynamics.	Lead: Price County TSC Partners: WisDOT-BOTS, Price County Sheriff, Schools	Number of students receiving the information, reduction in young drivers involved in crashes.	Application of Safe Users: Outreach	High schools	County, WisDOT	Short term Ongoing-annually during school year

⁵¹ <https://zeroinwisconsin.gov/>

Price County Local Road Safety Plan Strategies and Actions for Implementation

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
1.2.5	Utilize the distracted driving simulator ⁵² and rollover convincer ⁵³ at community events and high schools to demonstrate impact of risky driver behavior.	Lead: Price County TSC Partners: WisDOT-BOTS, NWRPC	Number of events	Application of Safe Users: Outreach/education	Countywide/Possible Regionally	County, WisDOT	Short term
1.2.6	Utilize effective, high-visibility communications and outreach campaigns (news stories, social media, paid advertising, public service announcements (PSAs), flyers and brochures) that support the use of seatbelts and child safety seats.	Lead: Price County TSC Partners: Price County Sheriff, local law enforcement, WisDOT-BOTS, Law Enforcement Liaison (LEL)	Increase use of seatbelts and child safety seats; Number of classes; Number of clicks on key webpage;	Countywide	Countywide	County, WisDOT	Short term Ongoing, Annually
1.2.7	Promote motorcycle rider education and training courses provided in northern Wisconsin to enhance skills of motorcycle riders ⁵⁴ .	Lead: Price County TSC Partners: Price County Sheriff, local law enforcement, WisDOT-BOTS, LEL	Number of courses held; Number of students	Outreach	Countywide	County, WisDOT	Long term

⁵² <https://zeroinwisconsin.gov/resources/campaign-materials/>

⁵³ <https://wisconsin.gov/Pages/safety/education/outreach/lit-con.aspx>

⁵⁴ <https://wisconsin.gov/Pages/dmv/motorcycles/mc-how-apply/training-loc.aspx#northern>

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 1 – LANE DEPARTURE

Strategy 1.3: Enhance enforcement activities to address lane departure crashes.

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
1.3.1	Integrate enforcement of seat belt use, speed, distracted driving, and impaired driving to maximize resources and send message to the public that traffic safety is not a single-issue activity. Enforcement activities should be publicized extensively to be effective in deterring impaired driving, speeding and other traffic offenses.	Lead: Price County Sheriff Partners: Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Hours logged, number of arrests, reduced speeds, number of citations.	Countywide	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	WisDOT-BOTS, County/Local	Long term
1.3.2	Establish and implement a Price County Safety Day having all enforcement agencies partner to enforce traffic safety laws on the same day to provide strong visible presence.	Lead: Price County Sheriff Partners: Local law enforcement, Wisconsin State Patrol, LEL, WisDOT-BOTS	Reduce speeds, increased safety belt use, decrease in incidents of impaired and distracted driving	Countywide	Countywide	WisDOT-BOTS, County/Local	Medium term

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 1 – LANE DEPARTURE

Strategy 1.4: Improve data collection and analysis practices that relate to lane departure crashes.

Number	Action	Lead Agency and Partners	Activity Performance Metric	Applications	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
1.4.1	Perform roadway safety audits (RSA) on priority corridors that consider all road users and account for human factors and road user capabilities to further identify roadway features that contribute to lane departure crashes and select the appropriate countermeasures.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab., County Sheriff	Top 2-5 priority locations per year.	Systemic	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	County, WisDOT	Select two corridors per year to perform, immediately, within first 6 months.
1.4.2	Collect traffic volumes on priority corridors.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab.	Number of roadways with AADT.	Corridors	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	County, WisDOT	Short term
1.4.3	Continue to collect/obtain Ball Bank data.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab.	Data included in Price County and WisDOT database.	County roadway system	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	County, WisDOT	Short term
1.4.4	Monitor and investigate All Terrain Vehicles/Utility Terrain Vehicles (ATV/ UTV) activity and crashes on County roads to identify issues that might arise from these road users.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab.	Identify crash trends and locations.	Areawide	Countywide	County, WisDOT	Emerging issue, Ongoing

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 2 – SPEEDING

Emphasis Area Objective: Reduce the number of fatal and serious injury crashes involving speed.

Emphasis Area Success Metric: Reduce the number of speed-related crashes by 50 percent.

Strategy 2.1: Implement engineering-related countermeasures to reduce crashes related to speed.

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
2.1.1	Set speed limits based on the use of appropriate engineering practices.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab.	Number of miles.	Countywide	Countywide	County, WisDOT	Short-term Ongoing
2.1.2	Expand the use of advisory speed and regulatory signs to advise motorists of roadway conditions (e.g., curves, sideroads, entrances.) requiring lower speeds than the posted speed limit.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab.	Number of locations.	Countywide	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	WisDOT, County, Direct Federal grants	Short-term Ongoing
2.1.3	Use traffic calming treatments such as vehicle actuated traffic signs (SLOW DOWN) and in-lane pavement markings (SLOW) to reduce motorists' speeds.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab.	Number of locations.	Countywide	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	WisDOT, County, Direct Federal grants	Short-term Ongoing
2.1.4	Use Radar Speed Feedback Signs to notify drivers of when they are driving over the speed limit and reduced speeds are necessary.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab, Price County Sheriff, local law enforcement.	Number of locations.	Corridors	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	WisDOT, County, Direct Federal grants	Short-term Ongoing

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 2 – SPEEDING

Strategy 2.2: Implement educational and outreach activities to promote safe speeds.

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
2.2.1	Establish a driving behavior working group in the TSC to assist with implementation of LRSP actions related to speed, impaired driving, occupant restraint use, distracted driving, and motorcycle safety.	Lead: Price County TSC Partners: WisDOT-BOTS, LEL, local law enforcement.		Application of Safe Users: Education, Enforcement	Countywide	County	Short term
2.2.2	Effective, high-visibility communications and outreach campaigns (news stories, social media, paid advertising, PSAs, flyers, and brochures) that support speed and aggressive driving enforcement programs.	County Sheriff, WIS Dept of Public Safety, Office of Highway Safety	Number of campaigns.	Countywide Outreach	Countywide	WisDOT County	Long term
2.2.3	Highlight <i>Zero in Wisconsin</i> ⁵⁵ and its Speeding program area on Price County and other stakeholders' websites to change driver behavior.	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS	Number of views/clicks.	Outreach	Countywide	WisDOT County	Short term
2.2.4	Engage the WisDOT Law Enforcement Liaison (LEL) for training, grant application assistance, and coordination of countywide education and outreach initiatives (e.g., videos, PSAs) that address speeding and aggressive driving.	WIS Dept of Public Safety, Office of Highway Safety	Increased compliance of speed limits.	Countywide Outreach	Countywide	WisDOT County	Short term

⁵⁵ <https://zeroinwisconsin.gov/>

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 2 – SPEEDING

Strategy 2.3: Enhance enforcement activities to increase compliance of safe speeds.

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
2.3.1	Integrate enforcement of speed, seat belt use, distracted driving, and impaired driving to maximize resources and send message to the public that traffic safety is not a single-issue activity. Enforcement activities should be publicized extensively to be effective in deterring speeding and other traffic offenses.	Lead: Price County Sheriff Partners: Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Number of hours, citations issued, reduced impaired driving, increase safety belt use	Corridors	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	WisDOT-BOTS County	Long term
2.3.2	Enhanced, high-visibility enforcement of aggressive driving and speed laws and supportive adjudication of these efforts to reinforce established speed laws.	Lead: Price County Sheriff Partners: Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Number of hours	Corridors	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	WisDOT-BOTS County	Medium term
2.3.3	Engage WisDOT LEL for training, grant assistance, and coordination of countywide enforcement activities and initiatives that reduce speeding and aggressive driving.	Lead: Price County Sheriff Partners: Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Increase in grant applications	Countywide	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	WisDOT-BOTS County	Annually

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 3 – IMPAIRED DRIVING

Emphasis Area Objective: Reduce the number of fatalities and serious injuries related to impaired driving.

Emphasis Area Success Metric: Reduce the number of Incidents and crashes related to impaired driving by 50%.

Strategy 3.1 Implement educational and outreach activities to reduce impaired driving.

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Project Location(s)	Potential Funding Source(s)	Implementation Time Frame
3.1.1	Establish a driving behavior working group in the TSC to assist with implementation of LRSP actions related to speed, impaired driving, occupant restraint use, distracted driving, and motorcycle safety.	Lead: Price County TSC Partners: WisDOT-BOTS, LEL, local law enforcement.		Education, Enforcement	Countywide	NA	Short term
3.1.2	Highlight <i>Zero in Wisconsin</i> ⁵⁶ and its Impaired Driving program area. Reference other programs: Occupant Protection, Distracted Driving, Speeding, Motorcycle Safety. Add to Price County and other stakeholders' websites to change driver behavior.	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS	Number of views/clicks	Outreach	Countywide	County, WisDOT	Short term
3.1.3	Utilize effective, high-visibility communication and outreach campaigns such as NHTSA's "Drive Sober or Get Pulled Over" ⁵⁷ and educating the public through news stories, social media, paid advertising, PSAs, flyers and brochures about impaired driving and the consequences. Include possible transportation alternatives and supporting enforcement efforts.	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS		Countywide	Countywide	County, WisDOT	Continually

⁵⁶ <https://zeroinwisconsin.gov/>

⁵⁷ [Drive Sober or Get Pulled Over | NHTSA](#)

Price County Local Road Safety Plan Strategies and Actions for Implementation

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Project Location(s)	Potential Funding Source(s)	Implementation Time Frame
3.1.4	Promote WisDOT's Drive Sober ⁵⁸ mobile app.	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS	Number of app downloads	Countywide	Countywide	County, WisDOT	Continually
3.1.5	Engage LEL for assistance with training, grant application, participation in nationwide blitz, and coordination of countywide education and outreach initiatives that address impaired driving.	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS	Number of interactions, increased number of enforcement grants	Countywide	Countywide	County, WisDOT	Continually
3.1.6	Promote the Tavern League of Wisconsin's SafeRides Program ⁵⁹ and the participating establishments in Price County.	Lead: Price County TSC Partners: Tavern League of Wisconsin, Price County stakeholders, WisDOT-BOTS	Increased number of requests for rides.	Countywide	Countywide	Tavern League	Short Term
3.1.7	Coordinate with the Price County Department of Health and Human Services' behavioral health division and its Intensive Supervision Program (ISP) Unit to help people who have been charged with a second or higher OWI offense.	Lead: Price County TSC Partners: Price County Stakeholders, WisDOT-BOTS	Decreased number of repeat OWI offenses	Countywide	Countywide	County	Continually

⁵⁸ <https://zeroinwisconsin.gov/programs/impaired-driving/>

⁵⁹ <https://www.tlw.org/saferide/>

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 3 – IMPAIRED DRIVING

Strategy 3.2: Enhance enforcement activities to address impaired driving.

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
3.2.1	High visibility saturation patrols.	Lead: Price County Sheriff Partners: Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Number of hours	Countywide and priority corridors.	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	County WisDOT-BOTS	Short term
3.2.2	Preliminary Breath Test Devices (PBT).	Lead: Price County Sheriff Partners: Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Number of tests	Countywide	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	County WisDOT-BOTS	Short term / current
3.2.3	Engage LEL for training, grant assistance, and coordination of countywide enforcement activities initiatives that address impaired driving.	Lead: Price County Sheriff Partners: Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Number of interactions, increased number of enforcement grants	Countywide	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	County WisDOT-BOTS	Continually

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 4 – YOUNGER DRIVERS

Emphasis Area Objective: Reduce the number of fatalities and serious injuries involving young drivers (age 16 to 19 years).

Emphasis Area Success Metric: Reduce the number of young driver-related crashes by 50 percent.

Strategy 4.1: Implement engineering-related countermeasures to reduce crashes related to speed (and aggressive) drivers.

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
4.1.1	Enhance curve delineation using advance curve warning signs, chevrons, reflective strips on sign posts, and pavement markings.	Lead: Price County Highway Dept. Partners: WisDOT, NWRPC, UW TOPS Lab.	Number of curves evaluated and addressed	Systemic priority corridors.	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	County, WisDOT, Direct Federal grants	Short-term
4.1.2	Systemic application of multiple low-cost countermeasures (doubled-up signing, oversized signs, retroreflective strips on sign posts, and enhanced pavement marking) at stop-controlled intersections.	County, WisDOT	Intersections assessed and plans implemented	Systemic	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	County, WisDOT, Direct Federal grants	Three-year completion
4.1.3	Verify sight triangles and eliminate obstructions.	County, WisDOT	Intersections assessed and plans implemented		Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	County, WisDOT, Direct Federal grants	Five-year completion

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 4 – YOUNGER DRIVERS

Strategy 4.2: Implement educational and outreach activities to address crashes involving young drivers (age 16 to 19 years).

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
4.2.1	Adopt and implement <i>Zero in Wisconsin</i> and its young driver program area.	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS	Number of views/clicks	Countywide Outreach	Countywide	WisDOT County	Short term
4.2.2	Develop a Price County teen driving campaign using resources provided by the Crossroads Teen Driving Program ⁶⁰ sponsored by Children's Wisconsin. This program addresses several high-risk behaviors and is designed to instill a sense of driver responsibility in young drivers.	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS		Countywide Outreach	Countywide	WisDOT County	Short term
4.2.3	Collaborate with Price County high schools to participate in the annual Create Real Impact Contest ⁶¹ which focuses on preventing reckless and distracted driving by young drivers.	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS		Countywide Outreach	Countywide	County WisDOT-BOTS	Short term, ongoing. High School Social Media Campaign Contest-Teacher
4.2.4	Provide information to parents of young drivers to educate them on the Wisconsin Graduated Driver License Requirements ⁶² .	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS		Countywide Outreach	Countywide	County WisDOT-BOTS	Short term

⁶⁰ <https://www.crossroadsteendriving.org/>

⁶¹ <https://createrealimpact.com/>

⁶² <https://childrenswi.org/childrens-and-the-community/families-and-clients/safety-center/teen-driving/>

Price County Local Road Safety Plan Strategies and Actions for Implementation

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
4.2.5	Engage LEL for training, grant assistance, and coordination of countywide education and outreach initiatives focused on young drivers.	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS	Number of enforcement events.	Countywide Outreach	Countywide-targeted locations	County WisDOT-BOTS	Short term
4.2.6	Implement effective, high-visibility communications and outreach national and state campaigns using news stories, social media, paid advertising, PSAs, flyers, and brochures that address high-risk young driver behaviors: speeding, aggressive driving, distracted driving, and improper use of seat belts.	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS	Number of campaigns.	Countywide Outreach	Countywide	County WisDOT-BOTS	Ongoing, annually
4.2.7	Use the Distracted Driving Simulator and the Rollover Convincer at schools, fairs, and other events to promote safe driving behaviors.	Lead: Price County TSC Partners: Price County stakeholders, WisDOT-BOTS	Increase use of seatbelts and child safety seats;	Countywide Outreach	Countywide	County WisDOT-BOTS	Ongoing, annually

Price County Local Road Safety Plan Strategies and Actions for Implementation

Emphasis Area 4 – *YOUNG DRIVERS*

Strategy 4.3: Enhance enforcement activities to improve safety for young drivers (age 16 to 19 years).

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
4.3.1	Integrated enforcement of Wisconsin traffic laws to address high-risk behaviors associated with young drivers: speed, distracted driving, and seat belt use to leverage resources and provide visible presence. The enforcement activities should be publicized extensively to be effective in deterring high-risk driving behaviors of young drivers.	Lead: Price County Sheriff Partners: Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Number of hours, citations issued, reduced speeding and impaired driving, increase safety belt use	Corridors	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	County WisDOT- BOTS	Long term
4.3.2	Enhanced, high-visibility enforcement of aggressive driving and speed laws and supportive adjudication of these efforts to reinforce established speed laws.	Lead: Price County Sheriff Partners: Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Number of hours	Corridors	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	County WisDOT- BOTS	Long term
4.3.3	Engage LEL for training, grant application assistance, and coordinating countywide enforcement activities and initiatives that address young drivers.	Lead: Price County TSC Partners: County and Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Increase in grant applications	Countywide	Priority 1: CTH-W, CTH-D Priority 2: CTH-H, CTH-E, CTH-F Priority 3: CTH-N, CTH-YY, CTH-A	WisDOT- BOTS County	Annually

Price County Local Road Safety Plan Strategies and Actions for Implementation

Number	Action	Lead Agency and Partners	Activity Performance Metric	Application	Priority Location(s)	Potential Funding Source(s)	Implementation Time Frame
4.3.4	Conduct safety attitudinal and awareness surveys of Price County young driver’s knowledge, opinions, and self-reported driving behavior related to speeding, seat belt use, and impaired driving which can indicate effectiveness of safety efforts.	Lead: Price County Sheriff Partners: Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Number of surveys completed.	Countywide	Countywide	County WisDOT-BOTS	Short term
4.3.5	Conduct safety attitudinal and awareness surveys of Price County young drivers’ knowledge, opinions, and self-reported driving behavior related to speeding, seat belt use, and impaired driving which can indicate effectiveness of safety efforts.	Lead: Price County Sheriff Partners: Local law enforcement and Wisconsin State Patrol, LEL, WisDOT-BOTS	Number of surveys completed.	Countywide	Countywide	County WisDOT-BOTS	Short term

Appendix

Price County Crash Trees

Roadway Departure Crashes (KABCO)-Fixed Objects, 2016-2020⁶³

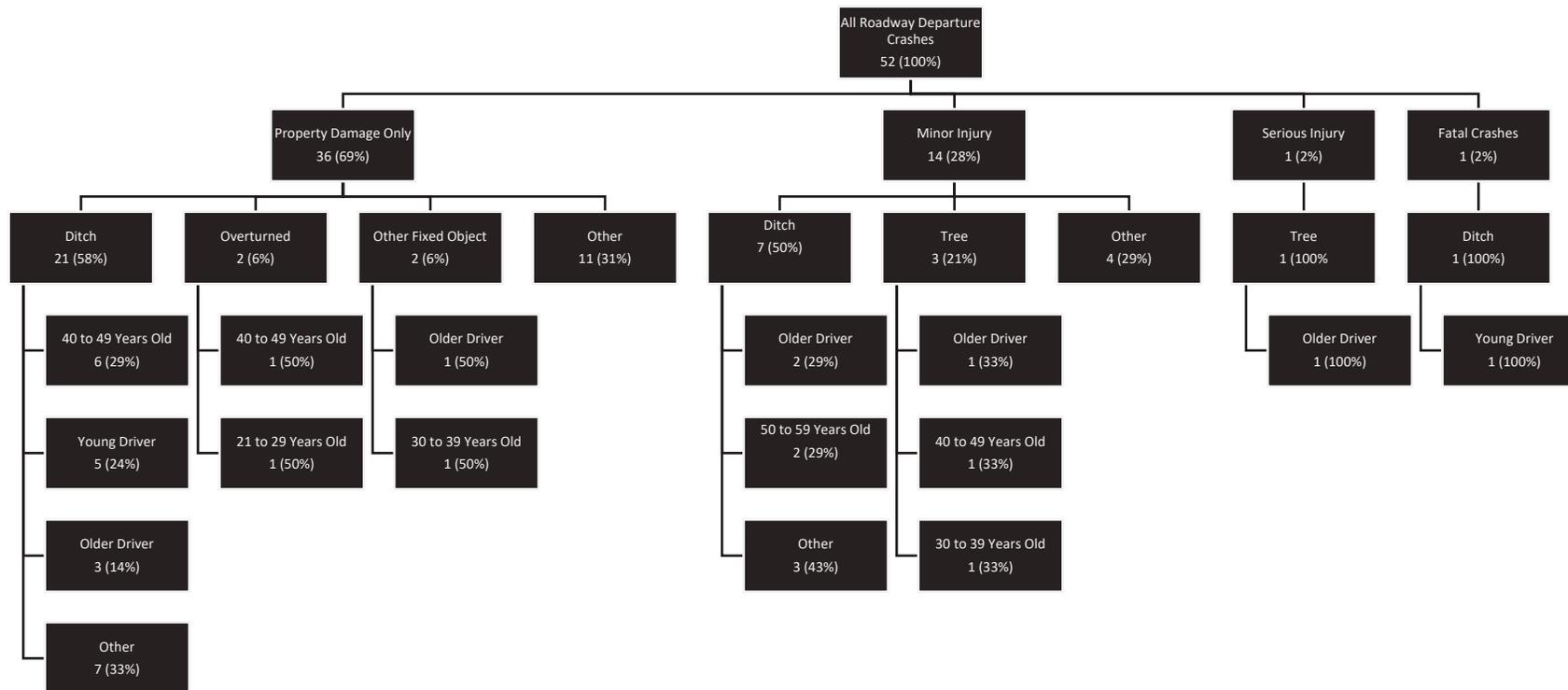


Figure 15. Graphic. Crash tree- roadway departure crashes-fixed objects, 2016-2020 (Source: WisDOT, 2022).

A total number of 52 roadway departure-related crashes occurred on Price County Trunk Highways and involved hitting a fixed object off the roadway (See Figure 13). Of those crashes, 16 resulted in a fatality or injury. Most of the roadway departure crashes were due to a vehicle leaving the road and going into the roadway ditch. Hitting a tree is the other main contributing factor that results in a fatality or injury.

⁶³ In October 2021, WisDOT shared crash data with the project team. These data were used to make this crash tree.

Price County Crash Trees

Roadway Departure Crashes (KABCO)-Curve Related, 2016-2020⁶⁴

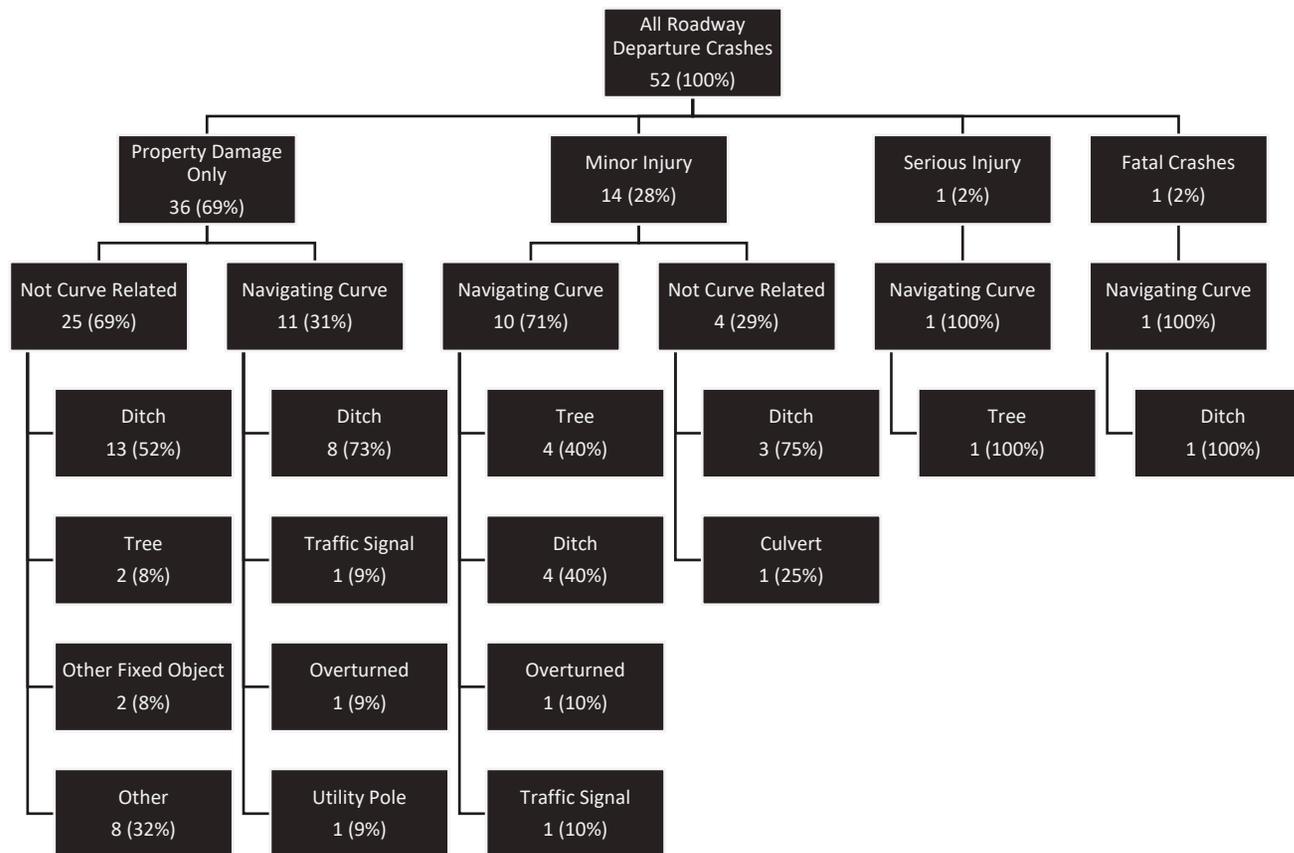


Figure 16. Graphic. Crash tree-roadway departure crashes, curve related, 2016-2020 (Source: WisDOT, 2022).

Of those 52 roadway departure related crashes, 22 involve the driver navigating a curve (See Figure 16). Nearly 70 percent of the fatal and injury crashes involve the driver navigating a curve. These crashes often result in the driver hitting the ditch or a tree. This supports the use of enhanced pavement markings and signage, especially in advance of and through curves as a countermeasure to address roadway departure crashes.

⁶⁴ In October 2021, WisDOT shared crash data with the project team. These data were used to make this crash tree.

Price County Crash Trees

Speeding-Related Crashes (KABCO), 2016-2020⁶⁵

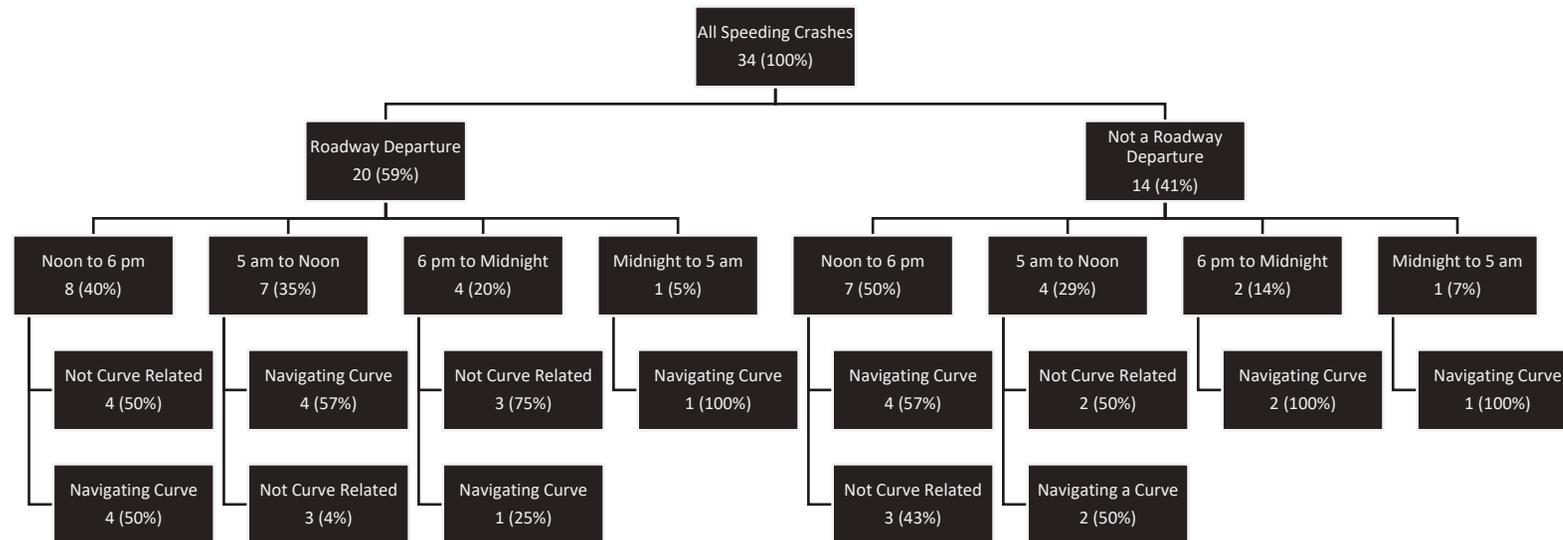


Figure 17. Graphic. Crash tree-speeding-related crashes, 2016-2020 (Source: WisDOT, 2022).

A total of 34 speeding-related crashes occurred on Price County Trunk Highways between 2016 and 2020 (See Figure 17). Nearly 80 percent involve a male driver. Of the total speeding-related crashes, nearly 60 percent involve roadway departure. Navigating curves represents 56 percent of the total number of speeding related crashes, and 50 percent of those resulting in a roadway departure crash. Over 40 percent of the speeding-related crashes occur between noon and 6 pm.

⁶⁵In October 2021, WisDOT shared crash data with the project team. These data were used to make this crash tree.

Price County Crash Trees

Impaired Driving-Related Crashes (KABCO), 2016-2020⁶⁶

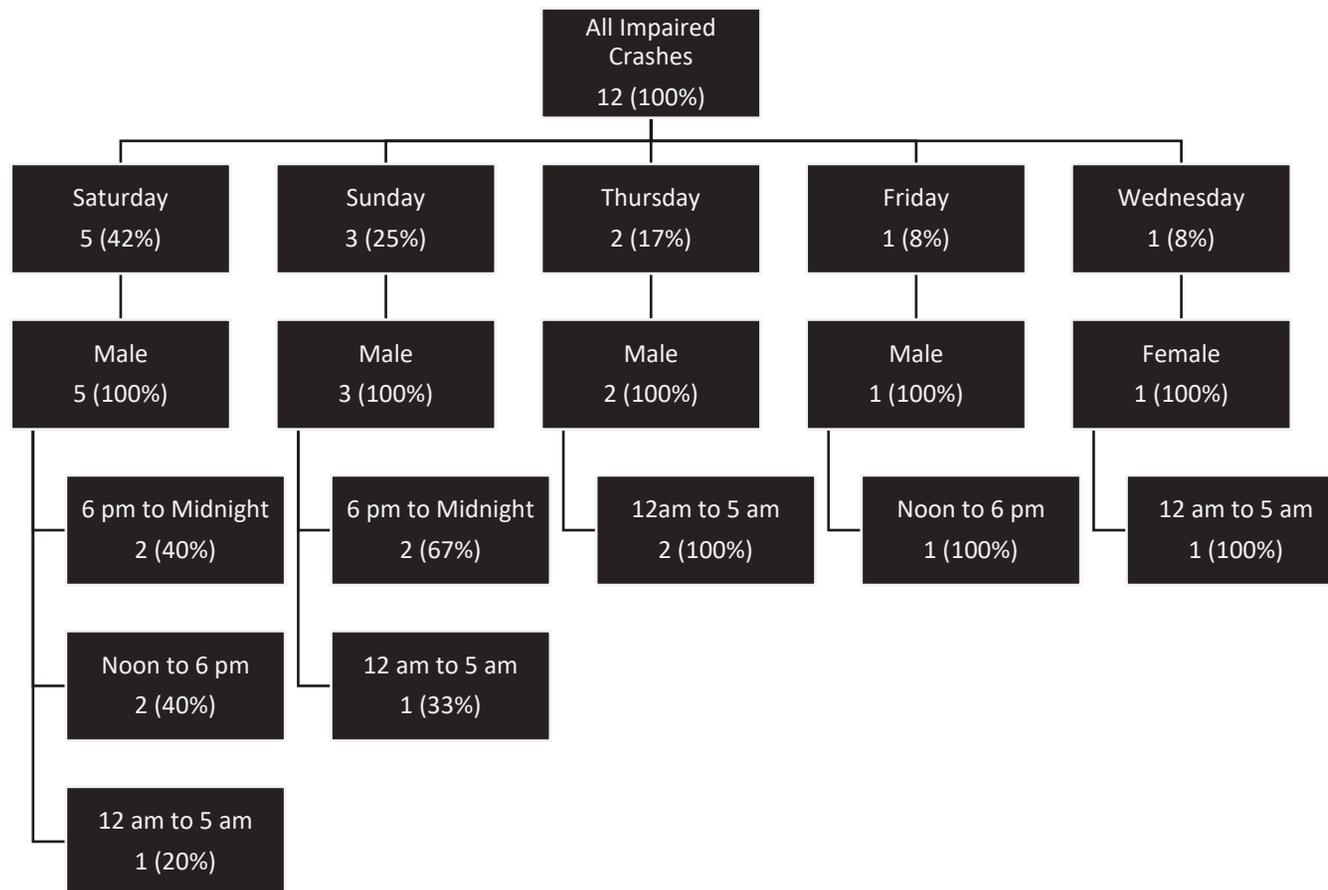


Figure 18. Graphic. Crash tree-impaired driving related crashes, 2016-2020 (Source: WisDOT, 2022).

A total of 12 impaired driving-related crashes occurred on Price County Trunk Highways between 2016 and 2020 (See Figure 18). These primarily occurred between Friday and Sunday. All but one impaired driving-related crash involved a male driver. For the most part, these crashes occurred between 6 pm and 5 am. Education and outreach activities should use this information in combination with targeted enforcement activities, particularly on the HIN.

⁶⁶ In October 2021, WisDOT shared crash data with the project team. These data were used to make this crash tree.

Price County Crash Trees

Impaired Driving Crashes Involving Speeding and Improper Use of Occupant Protection Devices (KABCO), 2016-2020⁶⁷

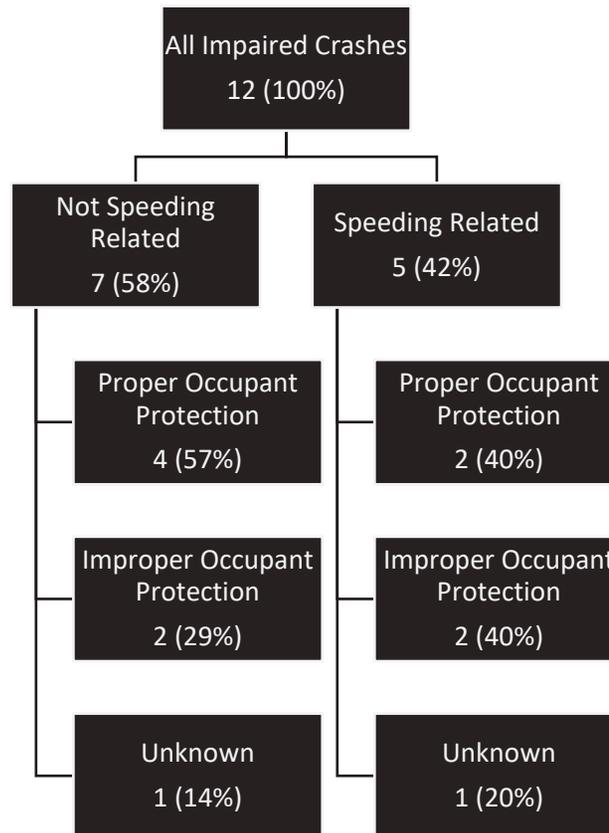


Figure 19. Graphic. Crash tree- impaired driving, involving speeding and improper use of occupant protection devices, 2016-2020 (Source: WisDOT, 2022).

Of the 12 impaired driving-related crashes that occurred on Price County Trunk Highways between 2016 and 2020 (See Figure 19), five crashes involved speeding and four crashes involved improper use of occupant protection devices. An integrated enforcement effort collectively addresses these driver behavior issues.

⁶⁷ In October 2021, WisDOT shared crash data with the project team. These data were used to make this crash tree.

Price County Crash Trees

Younger Driver-Related Crashes (KABCO), 2016-2020⁶⁸

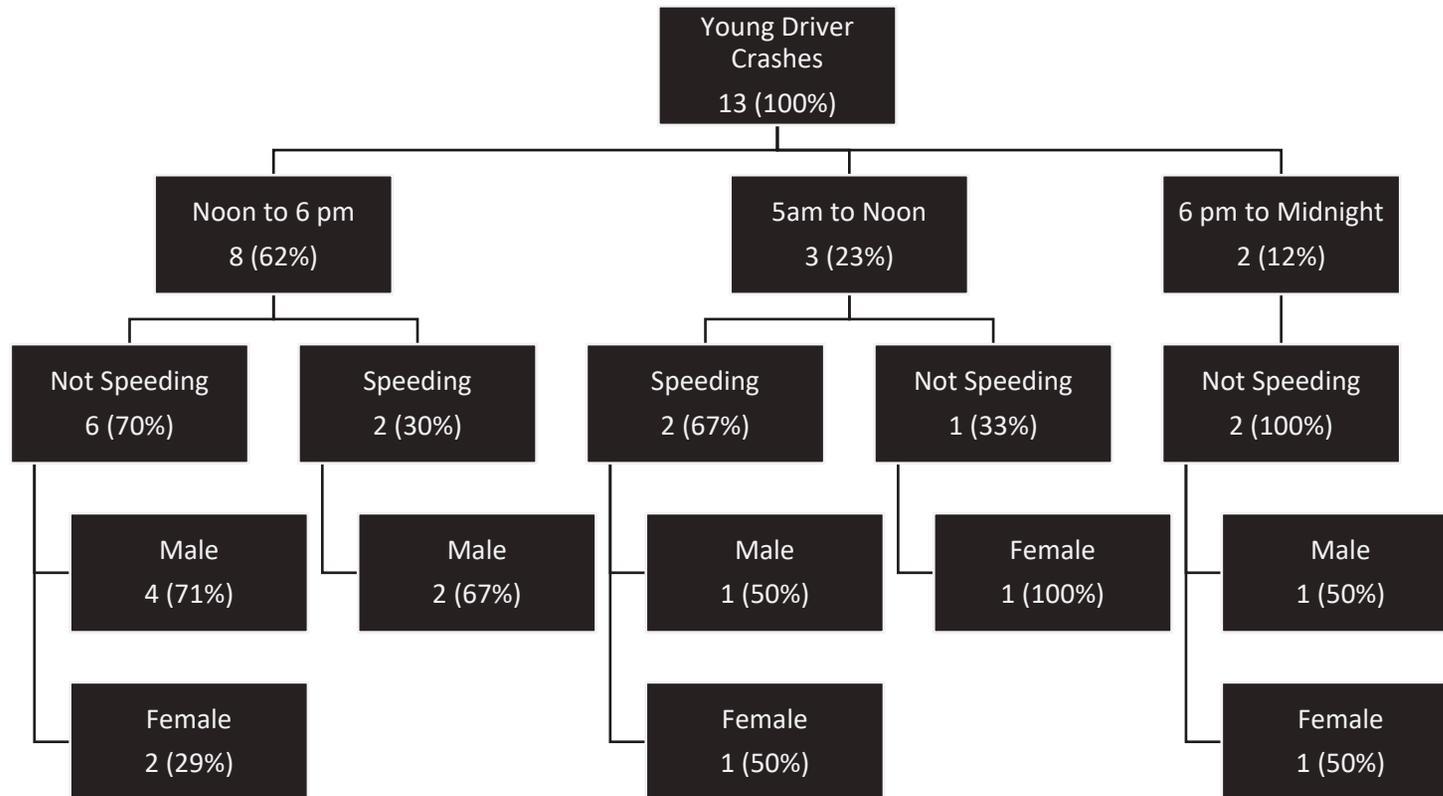


Figure 20. Graphic. Crash Tree-young driver-related crashes (KABCO), 2016-2020 (Source: WisDOT, 2022).

Younger drivers, aged 16 to 19 years, represent 13 of the 95 total crashes that occurred on Price County Trunk Highways between 2016 to 2020. As indicated in Figure 20, these crashes primarily occur after school (noon to 6 pm). This aligns with after-school activities that many of the students participate in.

⁶⁸ In October 2021, WisDOT shared crash data with the project team. These data were used to make this crash tree.

Price County Crash Trees

Older Driver-Related Crashes (KABCO), 2016-2020⁶⁹

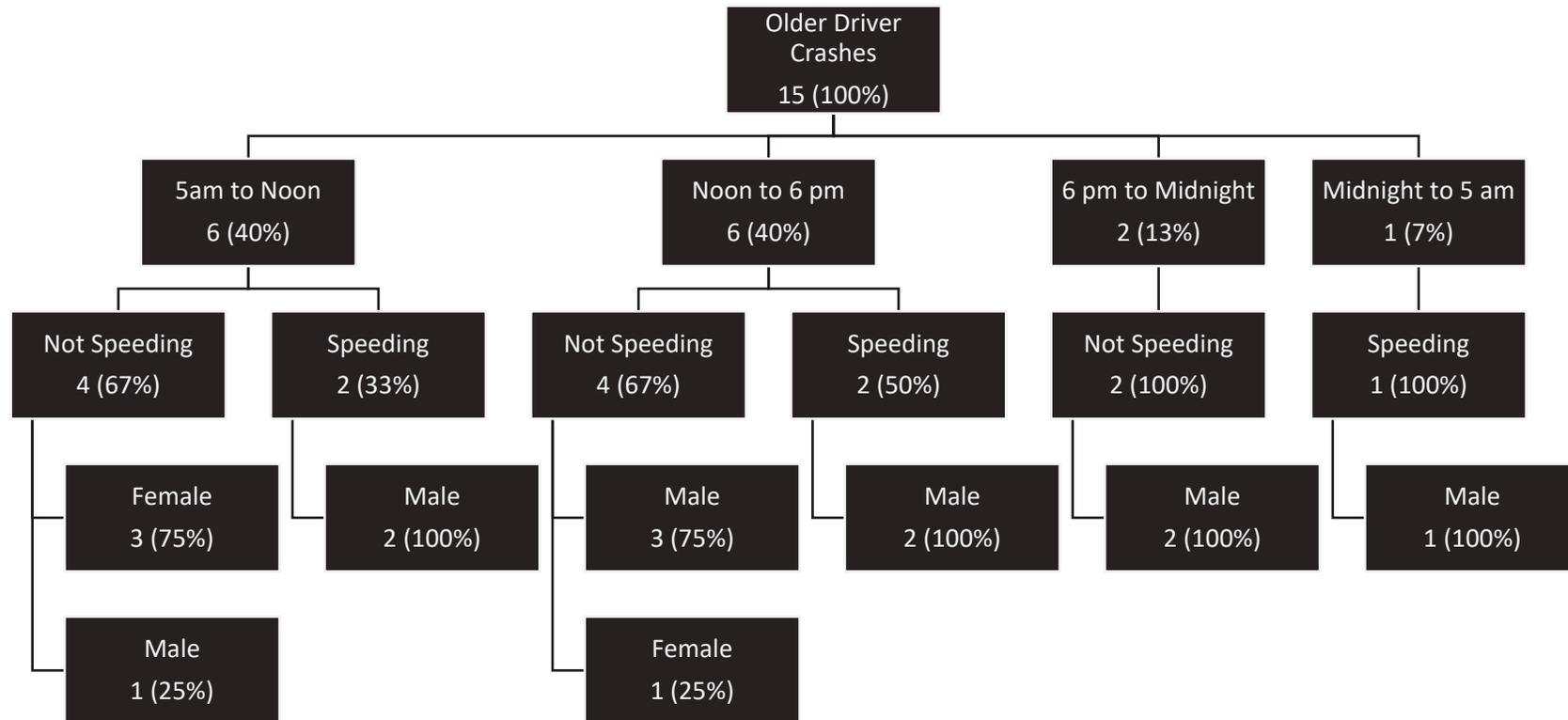


Figure 21. Graphic. Crash Tree-Older-driver related crashes, 2016-2020 (Source: WisDOT, 2022).

Older drivers represent 15 of the 95 total KABCO crashes. Figure 21 indicates that crashes involving older drivers occurred primarily between 5 am and 6 pm. The drivers are primarily male, and speed is not a large contributing factor.

⁶⁹ In October 2021, WisDOT shared crash data with the project team. These data were used to make this crash tree.

Price County Crash Trees

Intersection-Related Crashes (KABCO), 2016-2020⁷⁰

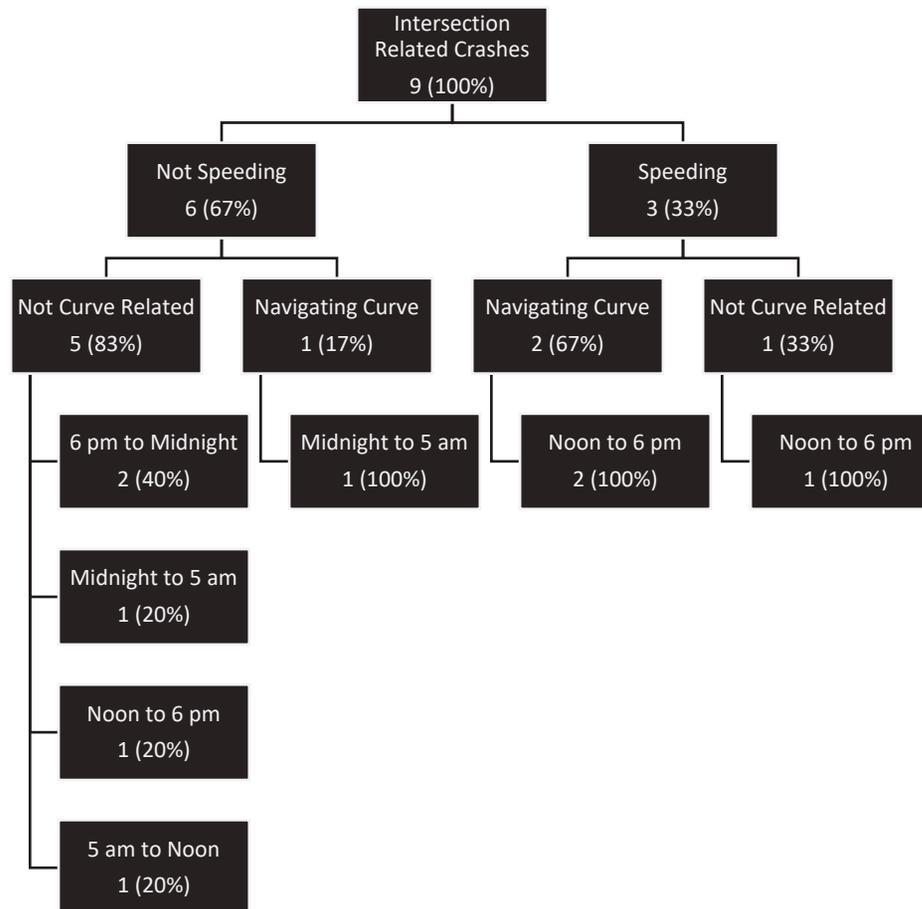


Figure 22 Crash tree intersection-related crashes, 2016-2020 (Source: WisDOT, 2022).

As shown in Figure 22, nine intersection-related crashes occurred on Price County Trunk Highways. Speeding is not involved with six of the crashes. Of the total number of intersection-related crashes, six involved intersections without traffic control devices. Although intersections are not an emphasis area in the LRSP, a review of the intersections and signing would be beneficial in reducing overall crashes.

⁷⁰ In October 2021, WisDOT shared crash data with the project team. These data were used to make this crash tree.

Price County Crash Trees

Motorcycle-Involved Crashes (KABCO), 2016-2020⁷¹

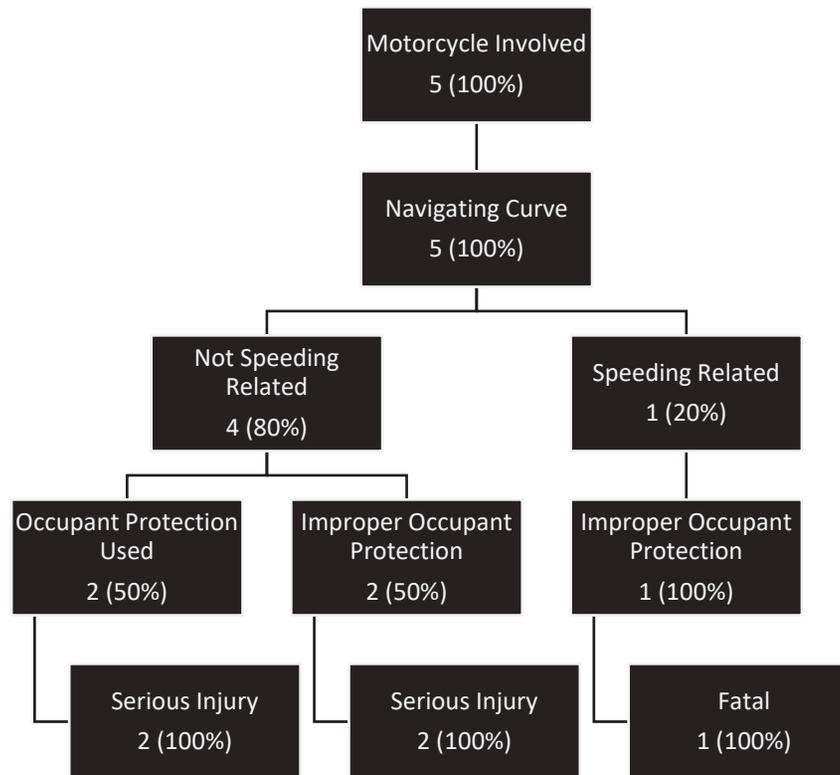


Figure 23 Crash tree-motorcycle-involved crashes (KABCO), 2016-2020 (Source: WisDOT, 2022).

Motorcycle related crashes (See Figure 23) represent five of the 95 KABCO crashes that occurred on Price County Trunk Highways for the period of 2016 to 2020. All of those involved navigating a curve. This stresses the importance of enhanced signing and pavement markings in advance of and through curves on the roadways in the County, particularly the HIN.

⁷¹ In October 2021, WisDOT shared crash data with the project team. These data were used to make this crash tree.