



**SAFE STREETS &
ROADS FOR ALL**
SAFETY ACTION PLAN



Rapid City Downtown Focus Group

July 15, 2025

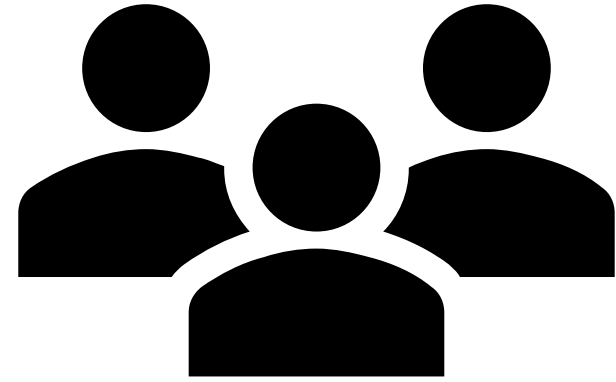
Meeting Objectives

- Rapid City SS4A plan overview
- Discuss key roadway safety issues in Rapid City, particularly in downtown



Introductions

- Name
- Your travel experience in Rapid City
 - Car
 - Foot
 - Bike
 - Etc.





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Project Background

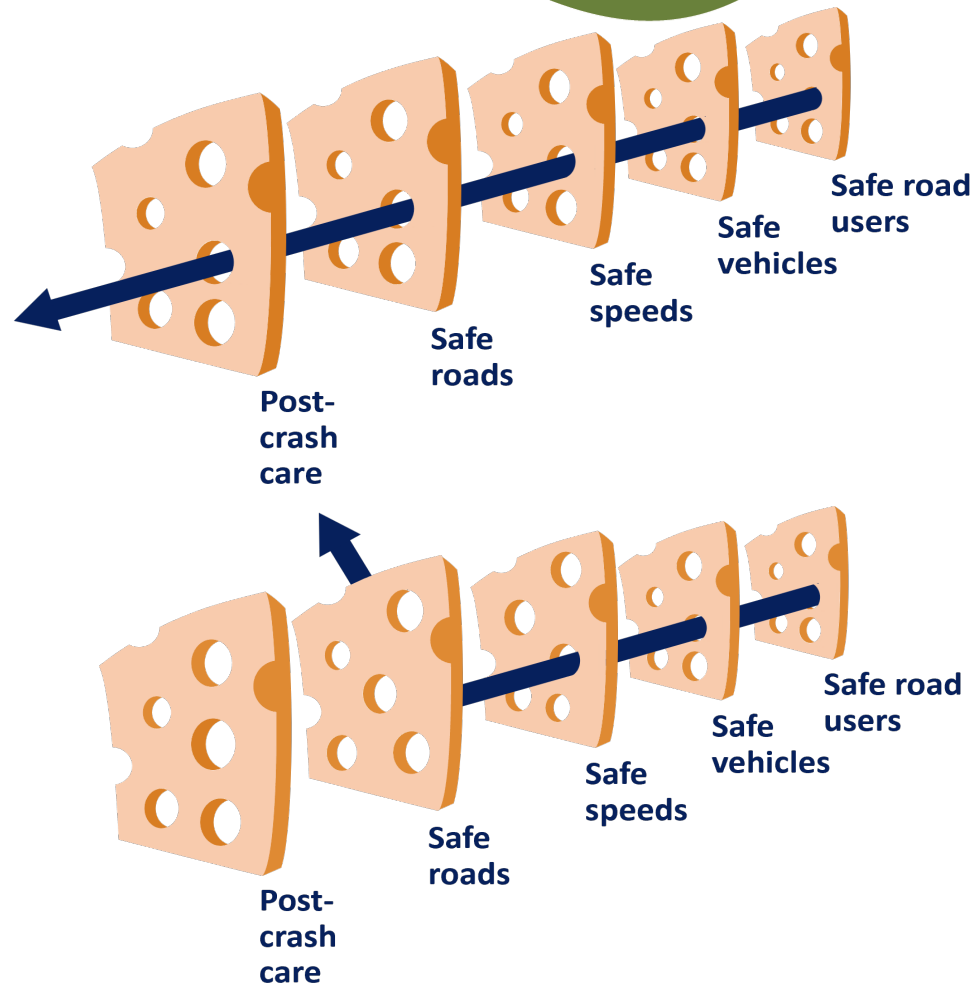
Safe System Approach



- Eliminate traffic deaths and serious injuries.
- Improve overall safety of the transportation network for all users.
- Implement the Safe System Approach (SSA).



Safe System Approach



- Focuses on both **human mistakes** and **human vulnerability**.
- Designing systems with layers of protection.

Components of a Project Plan



Leadership
Commitment &
Goal Setting



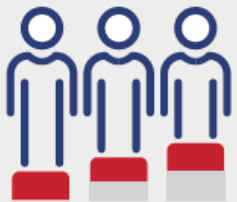
Planning
Structure



Safety
Analysis



Engagement &
Collaboration



Equity
Considerations



Policy &
Process
Changes



Strategy &
Project
Selections



Progress &
Transparency

- A holistic, well-defined strategy.
- Prevent roadway fatalities and serious injuries.



Study Progress

// PLAN PROGRESS

Meaningful Engagement through Pop-Up Events



Policy and Process Review

RAPID CITY
SAFE STREETS AND
ROADS FOR ALL (SS4A)



Safety Action Plan Public
Participation Plan (PPP)



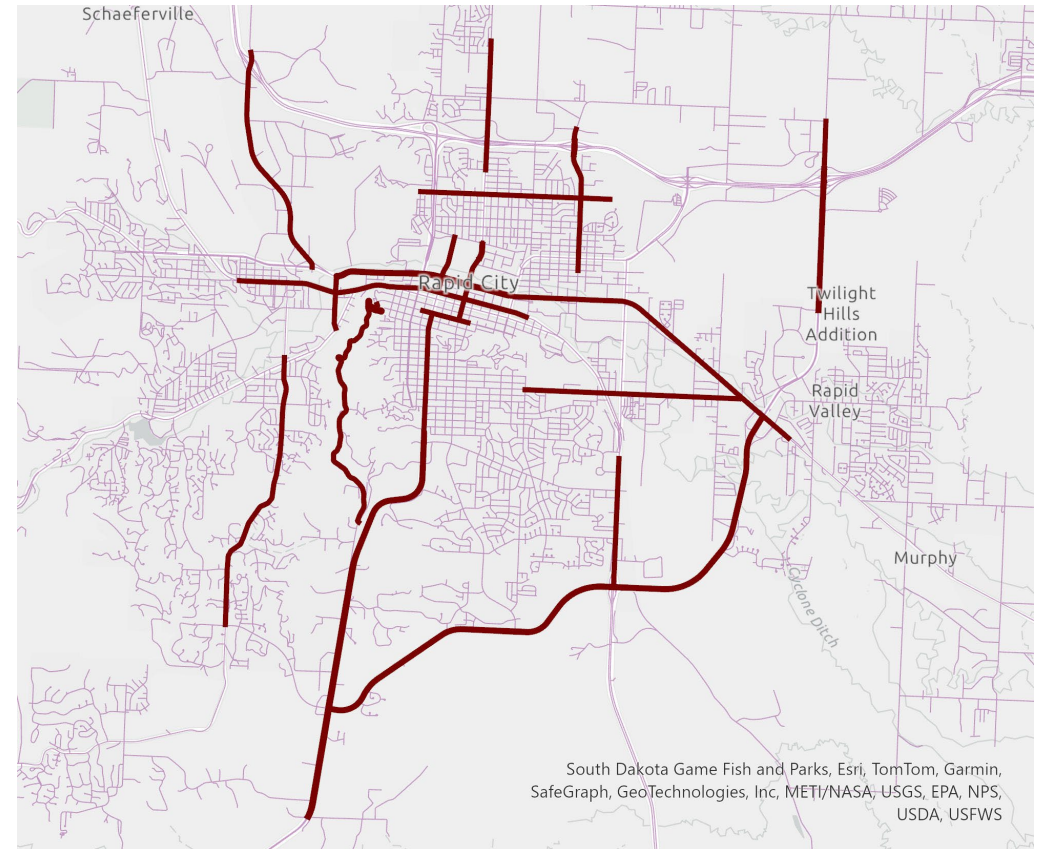
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**CITY OF
Rapid City**
LIVE. WORK. GROW.

Study Purpose

- 70% of fatal or serious injury crashes (KA crashes) occur on 11% of Rapid City's road network
- The safety action plan will target this smaller area to focus on eliminating fatalities and serious injuries



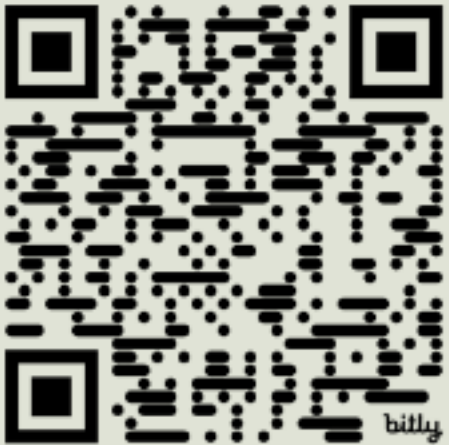


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Discussion



General Feeling of Safety



How safe do you feel traveling in Rapid City?



1 – Very Unsafe

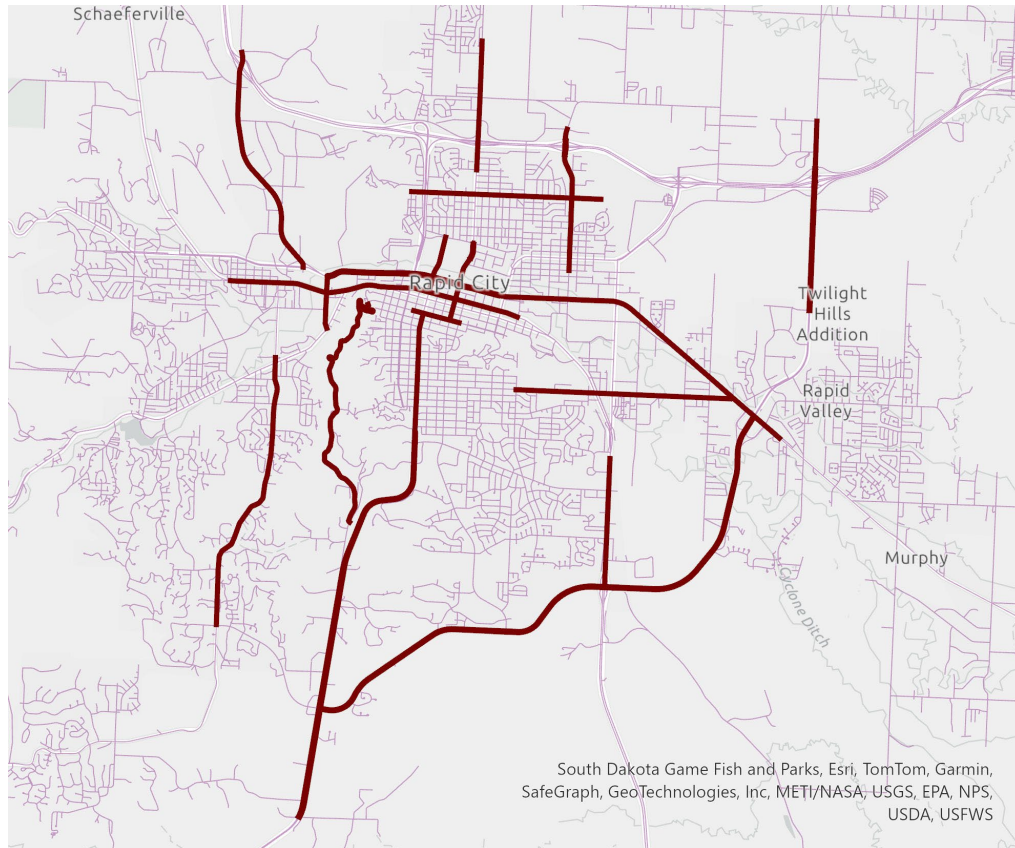


5 – Very Safe

Why?



Areas of Concern



- Do you agree with these highlighted areas?
- Are there areas missing?



Prevalent Issues



Safety Emphasis Areas

Data-driven safety analysis identified that our safety strategies must focus on these emphasis areas to create a safer multi-modal transportation system.



- Do you think these issues are present in Rapid City?
- What issues not listed should be addressed?





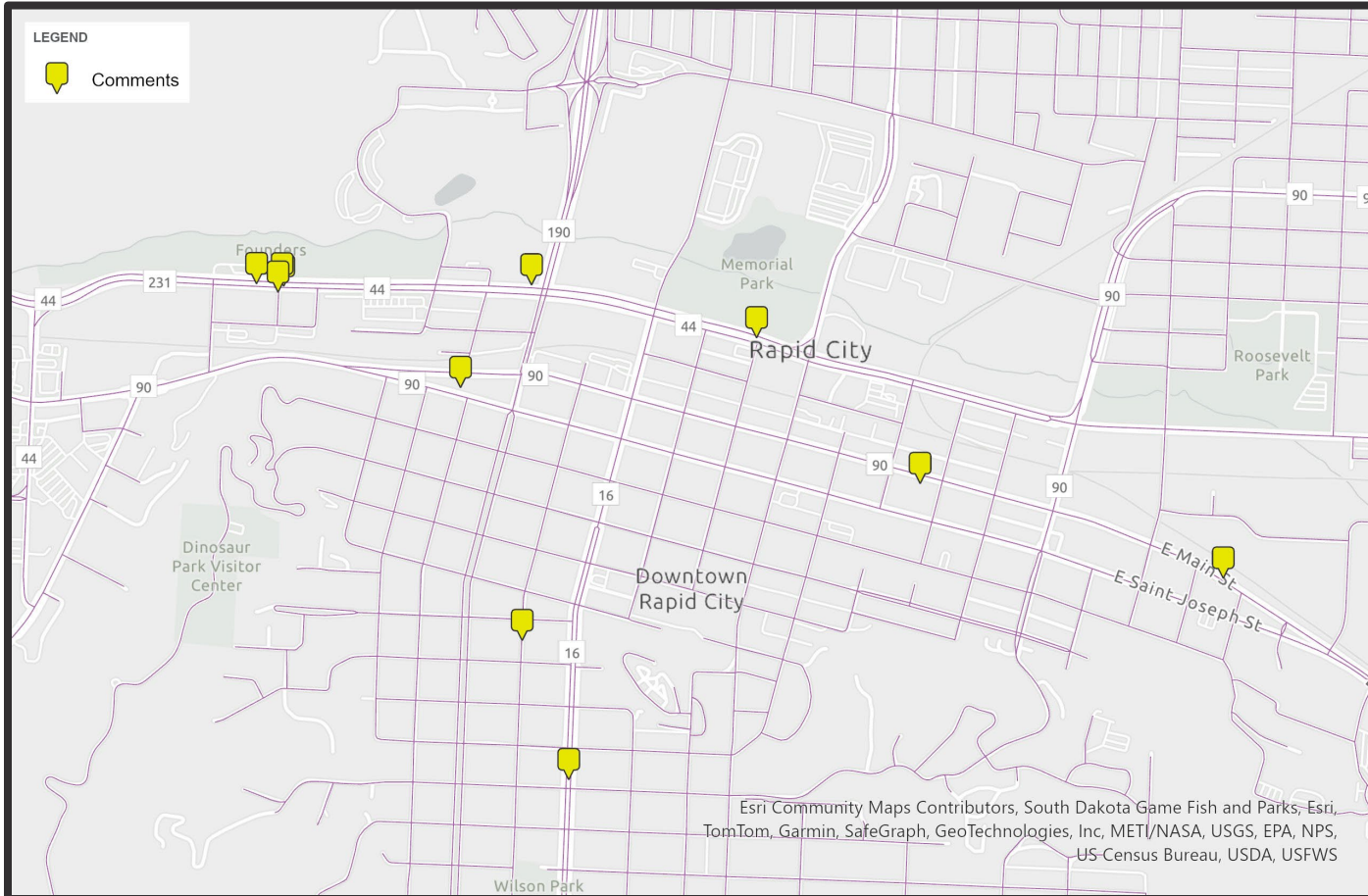
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Downtown

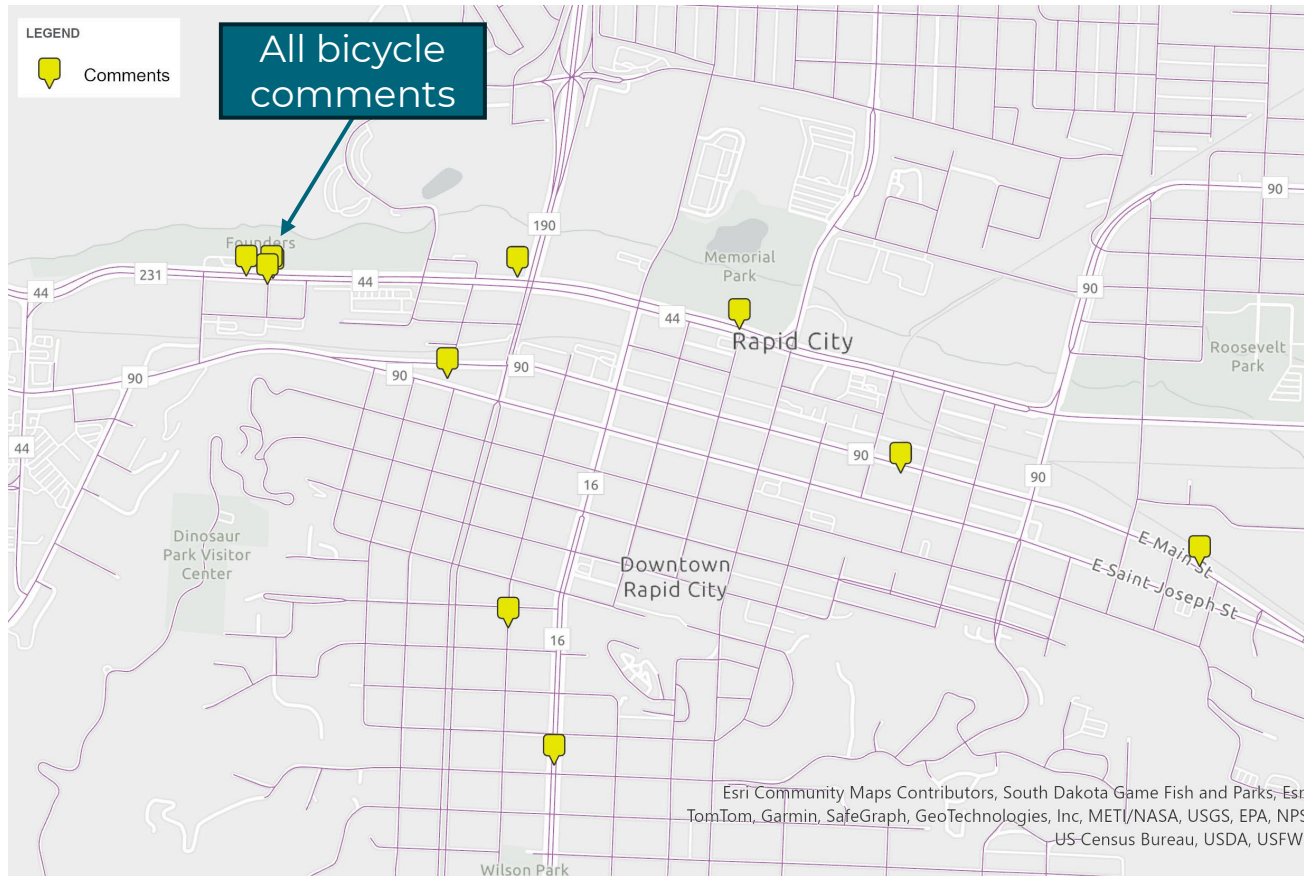
Intro Downtown Area



- Safety for all users:
 - Tourism
 - Business
 - Pedestrians and Cyclists
 - Etc.



Comment Map Recap

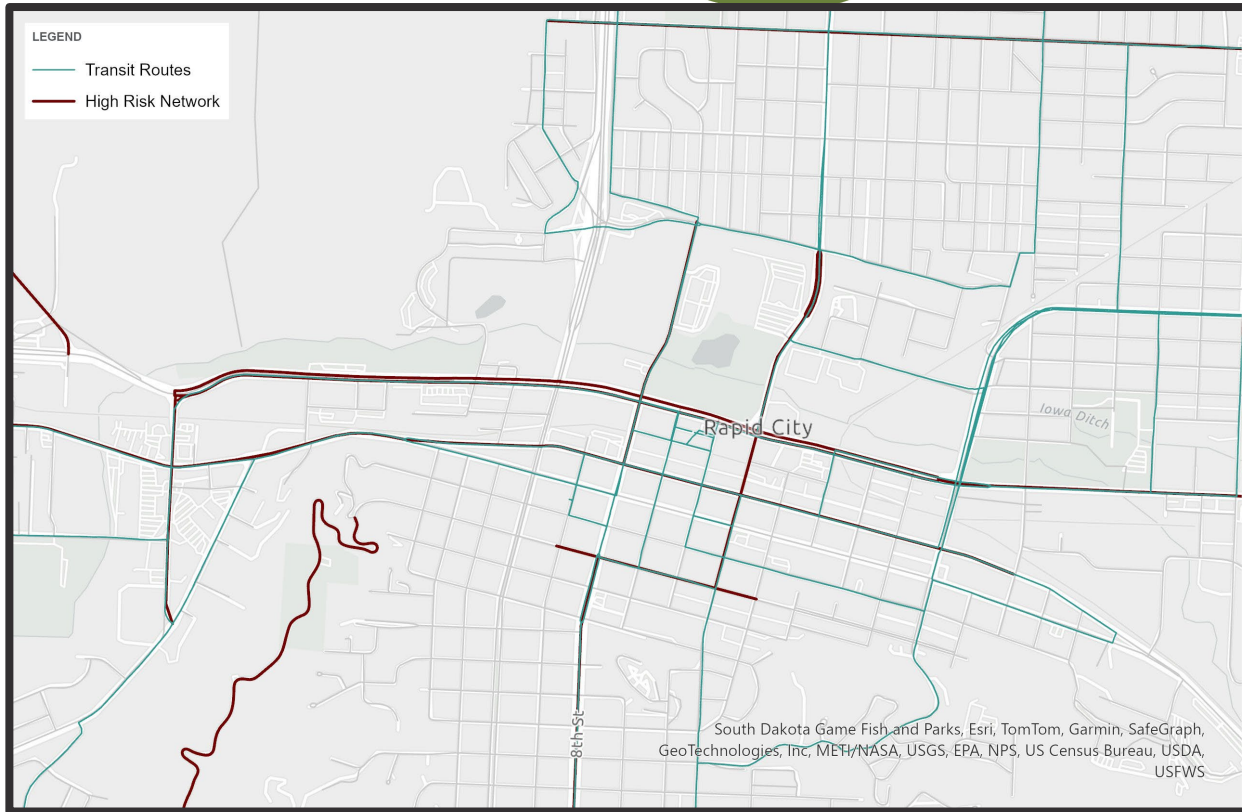


Comment Themes:

- Note in particular pedestrian/bicyclist safety observations
 - Cars not paying attention to walkers/bicyclists



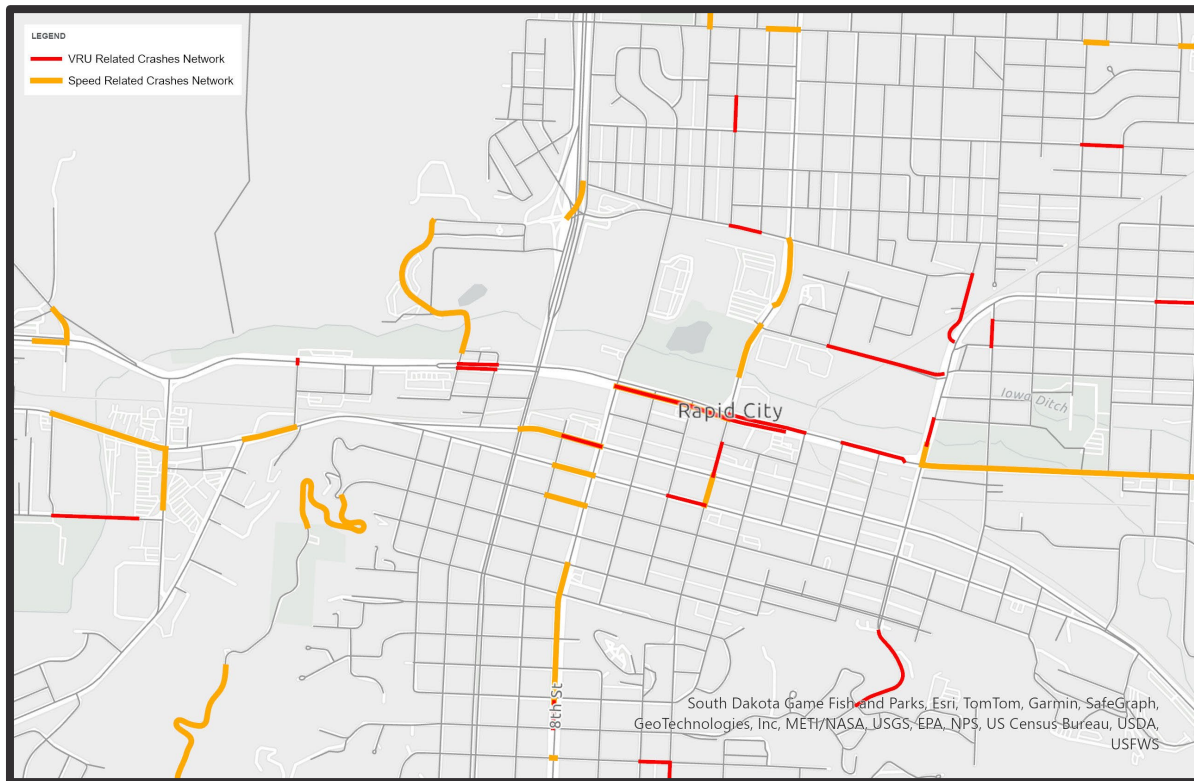
Transit



- Do you use the Rapid City transit system?
- Which stops are you seeing the most utilized?



Pedestrian/Bike Safety



- Does downtown feel safe for pedestrians/bikers
- Do you agree/disagree with the highlighted areas of concern for pedestrians/bikers? Are there others?





Open Discussion

- Any questions?
- Any important points not hit?





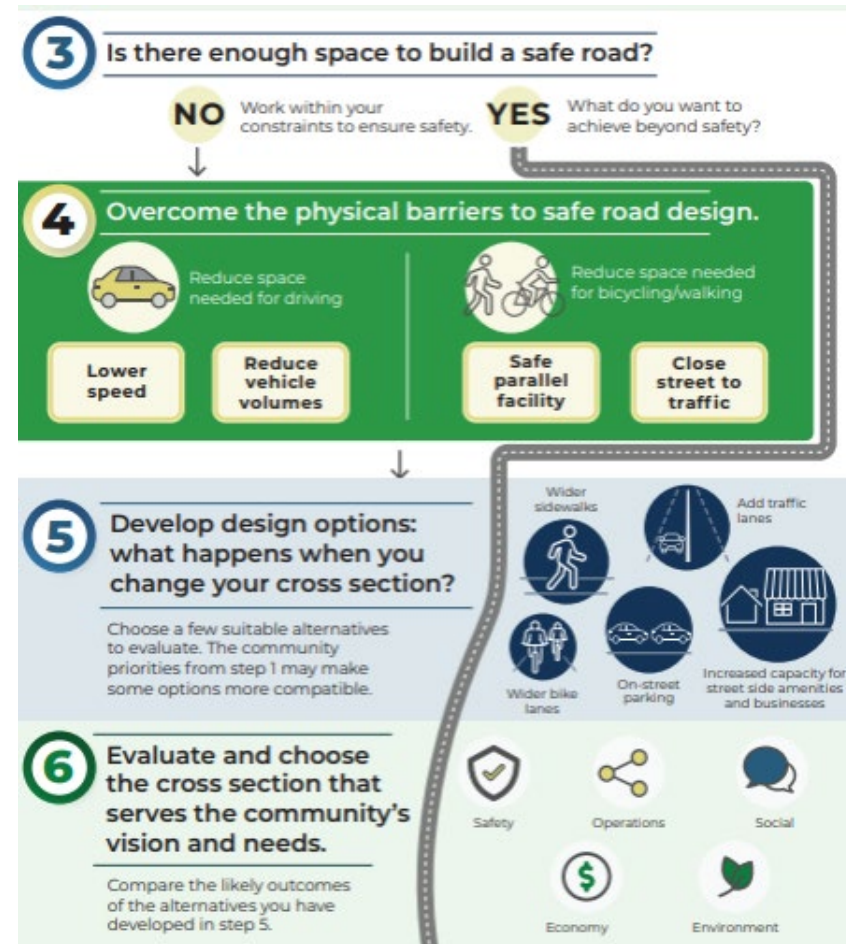
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Projects and Strategies

Street Rightsizing Tool



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Map Markup

Map 1:

- Mark “slower streets”
 - Better for walking/biking
 - Adjacent homes
 - Adjacent businesses with active movement

Map 2:

- Mark transit stops you use
- Note safety concerns with sticky notes





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Thank You