



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



# Rapid City Downtown Focus Group

July 15, 2025

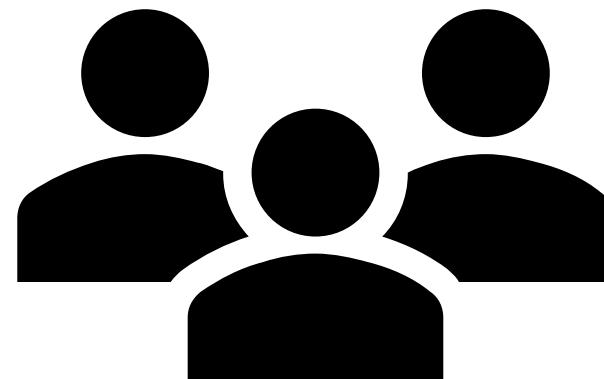


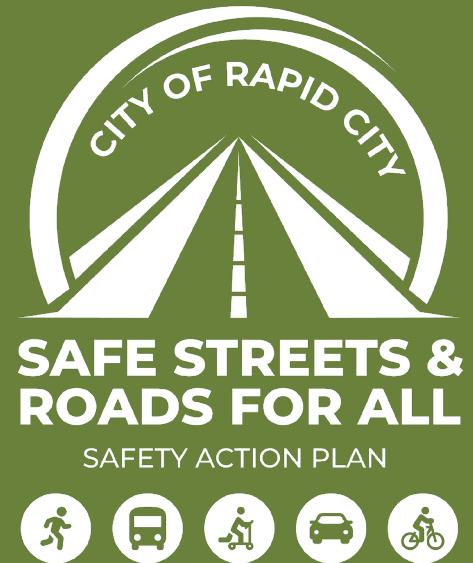
# Meeting Objectives

- 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.





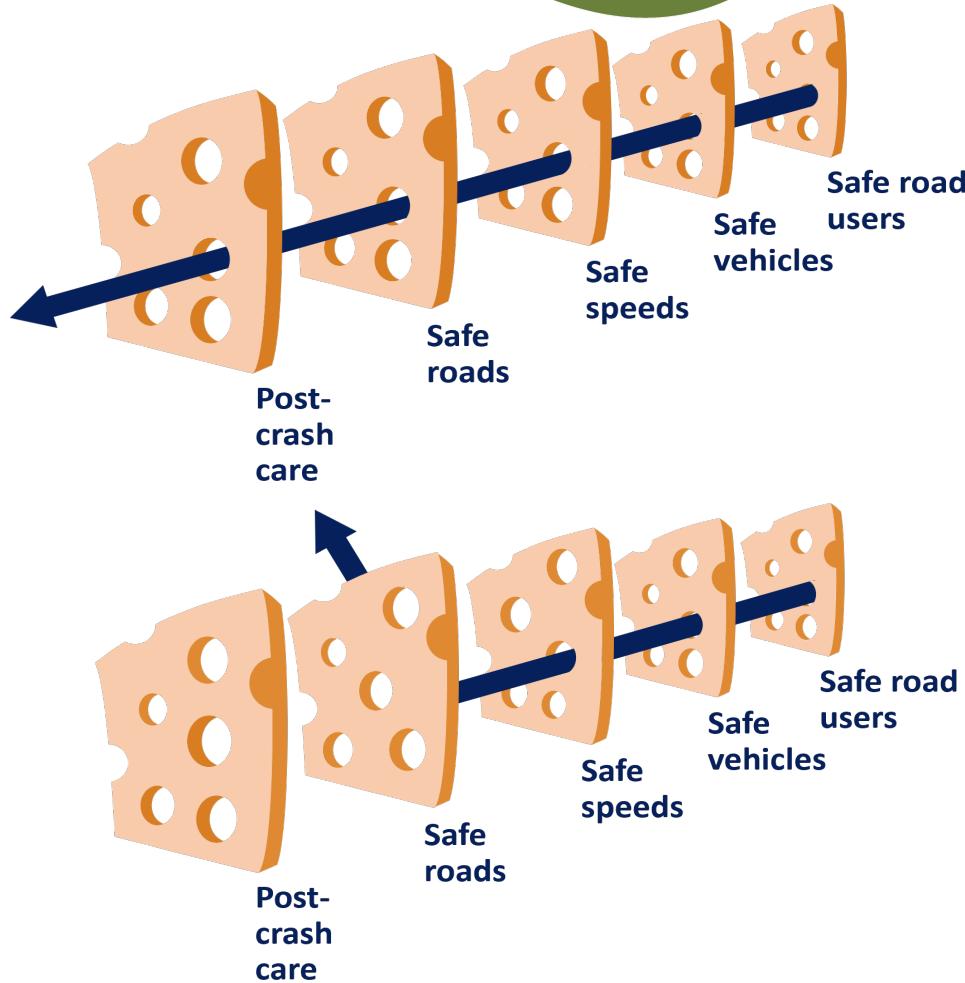
# Project Background

# 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



- 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)

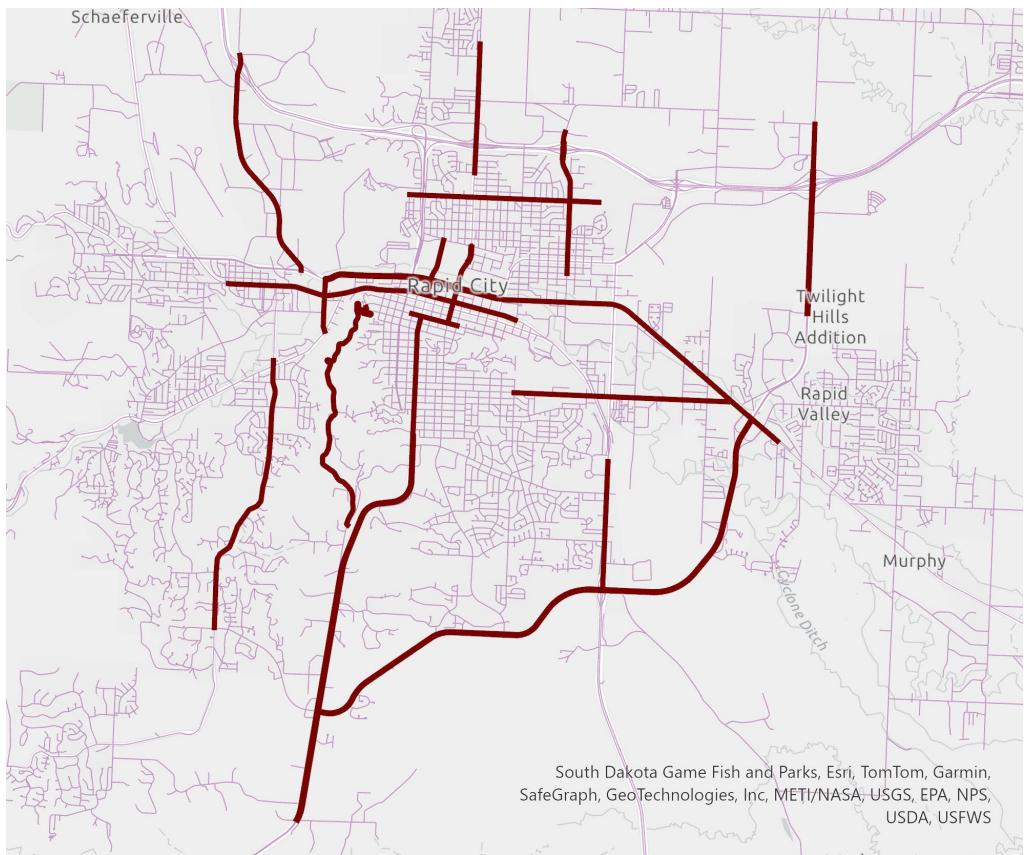


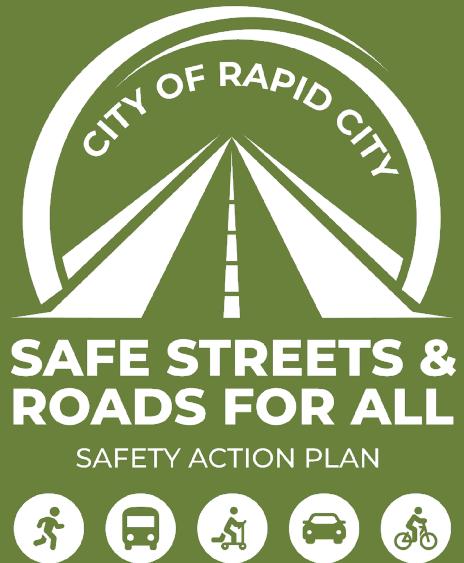
Safety Action Plan Public  
Participation Plan (PPP)

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





# Discussion



# General Feeling of Safety



How safe do you feel traveling in Rapid City?



1 – Very Unsafe



2



3



4



5

5 – Very Safe

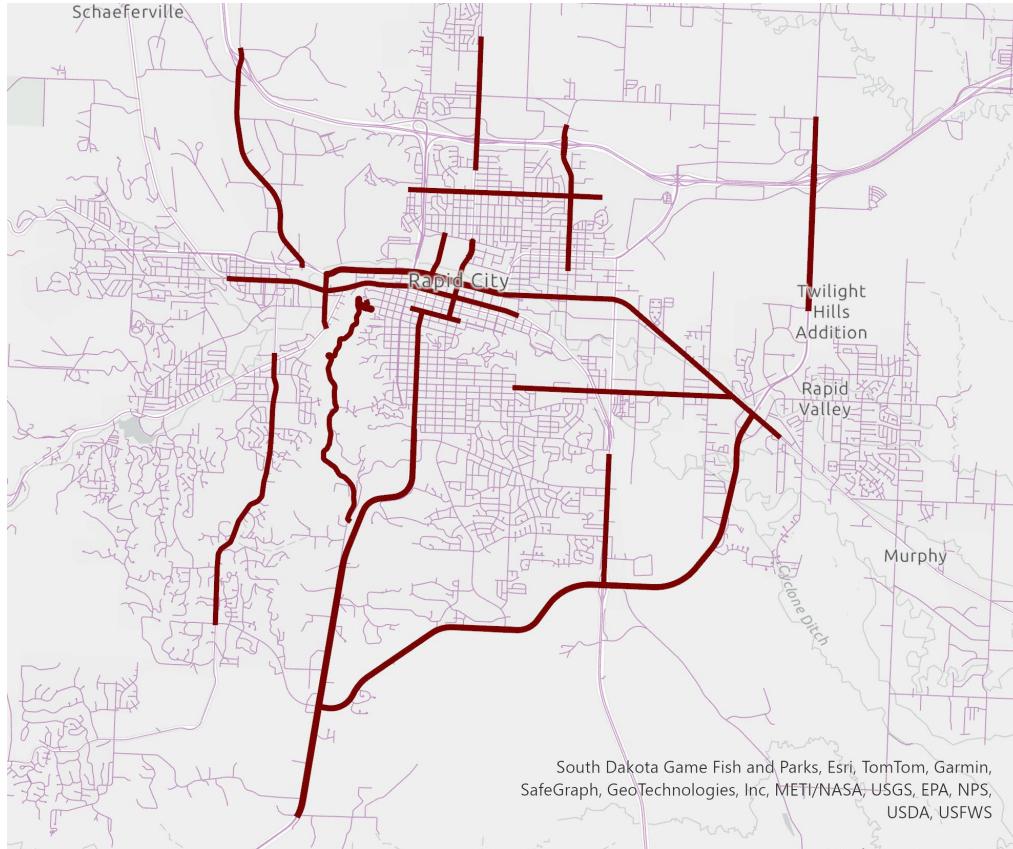
Why?



SAFE STREETS &  
ROADS FOR ALL  
SAFETY ACTION PLAN



# 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.

Angle Crashes



Younger Drivers



Older Drivers



Dark Conditions



Vulnerable Road Users



Motorcycles



Alcohol



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



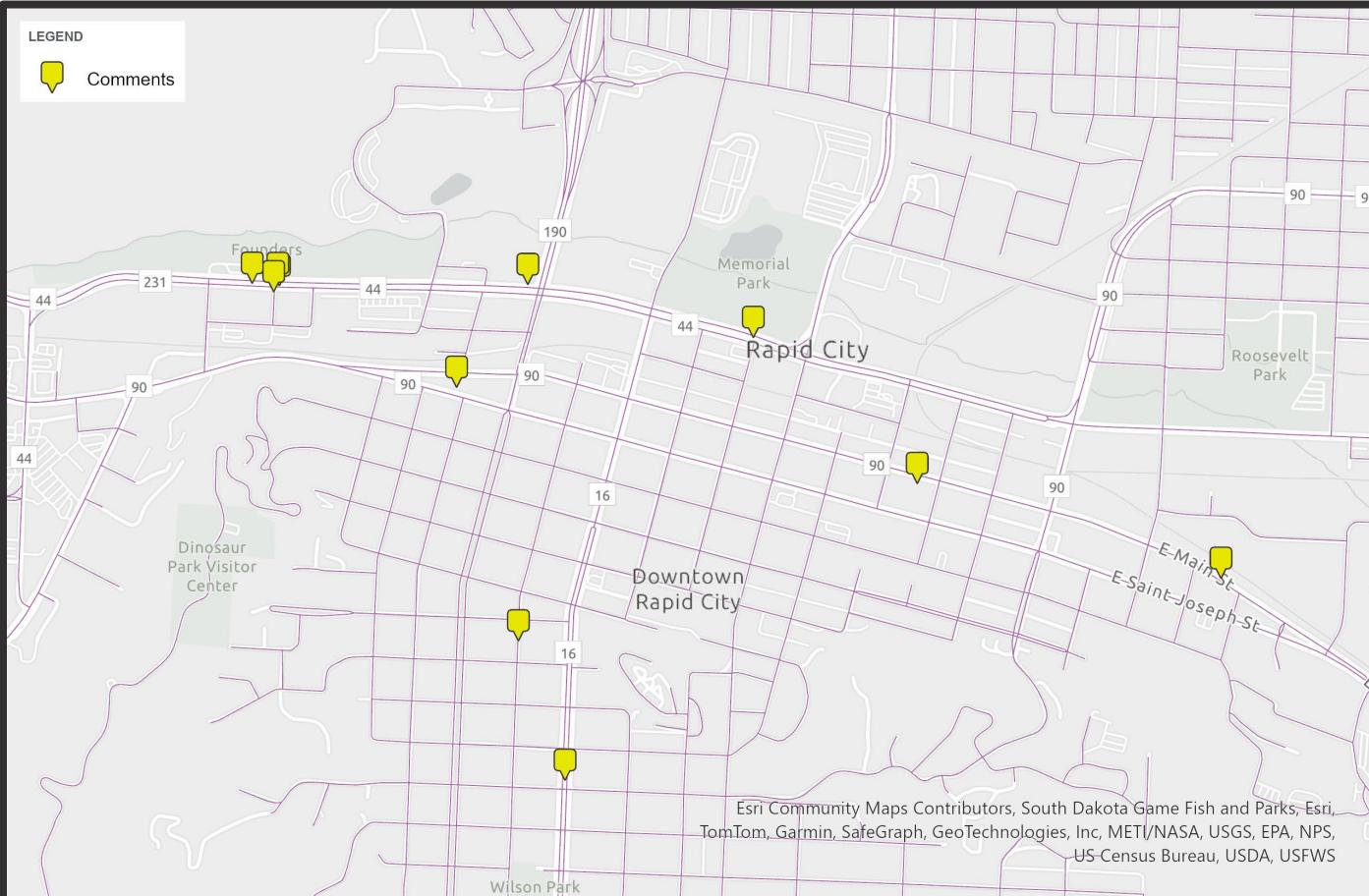
## SAFE STREETS & ROADS FOR ALL

SAFETY ACTION PLAN



# Downtown

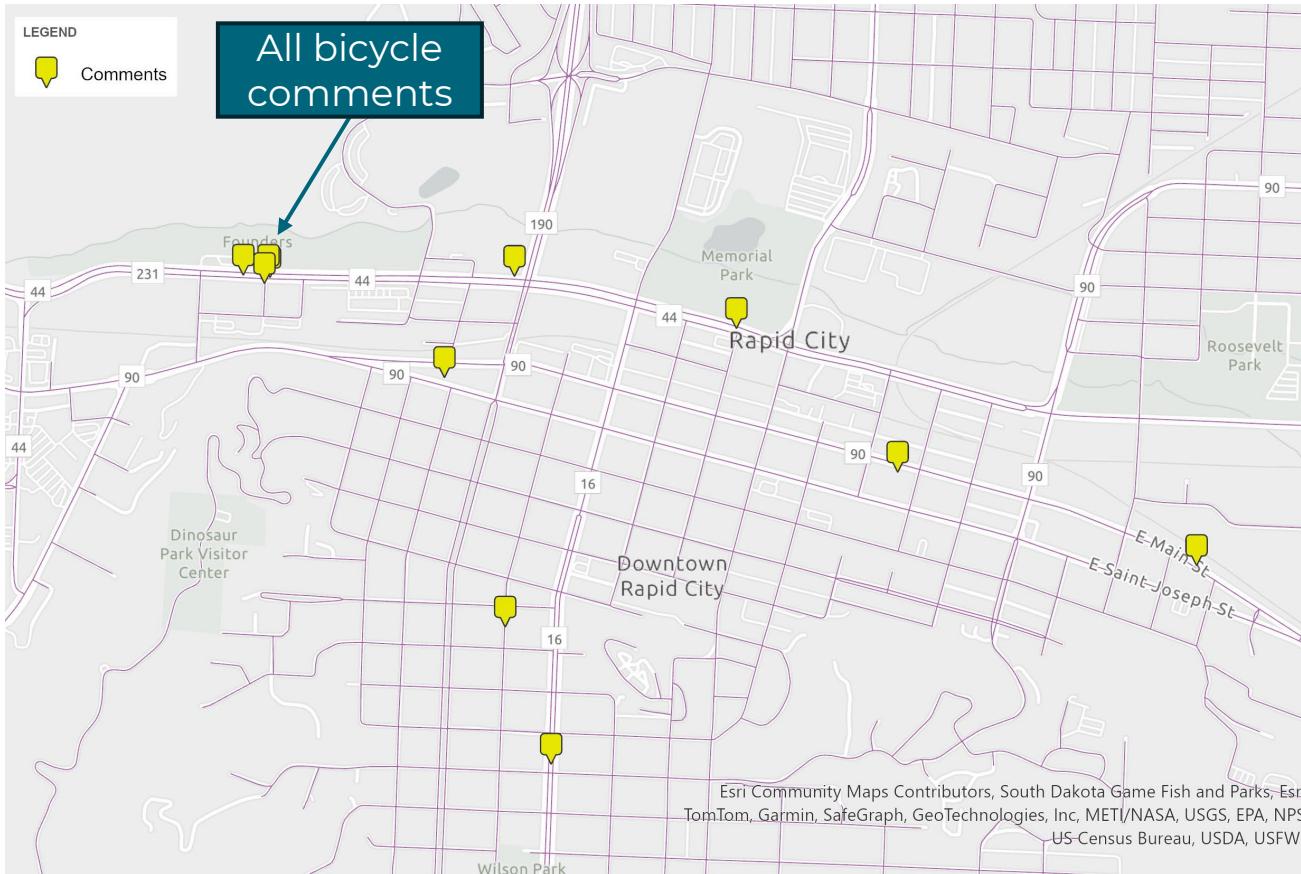
# Intro Downtown Area



- 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

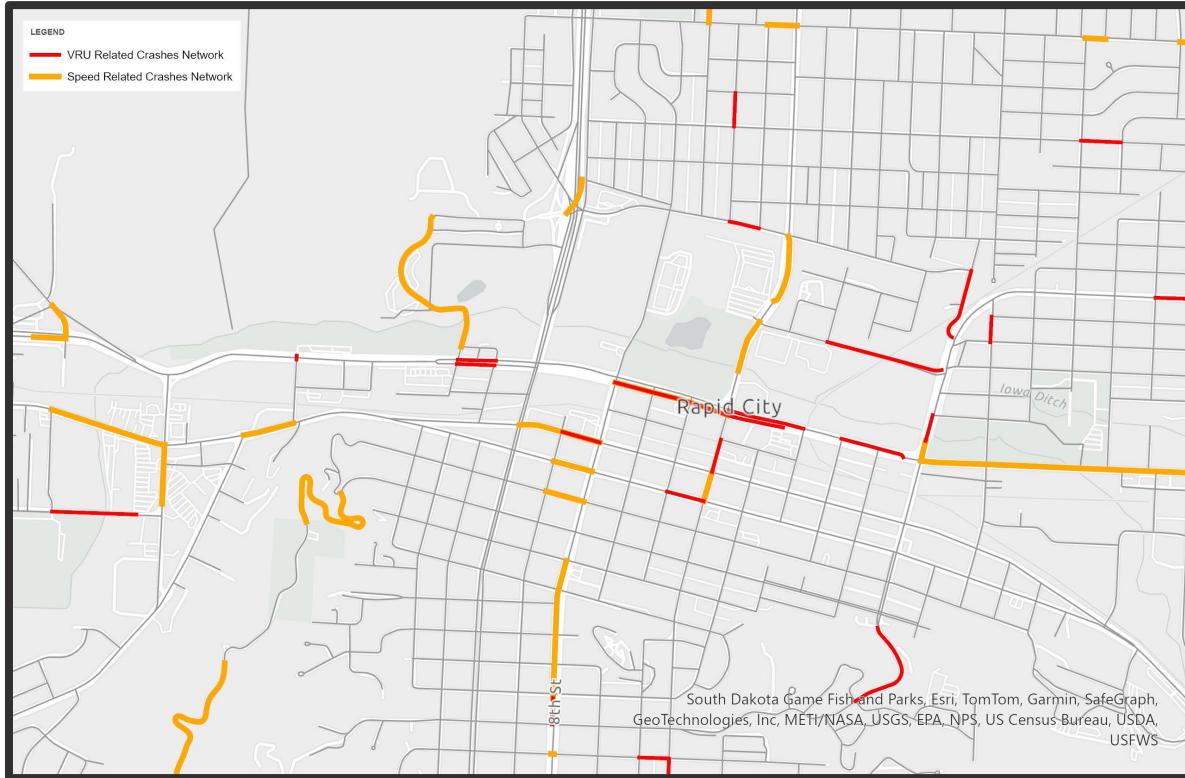


# Transit



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

# Pedestrian/Bike Safety

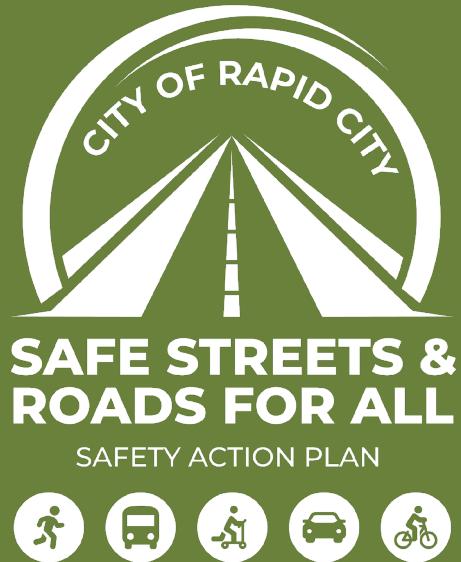


- Does downtown feel safe for pedestrians/bikers
- Do you agree/disagree with the highlighted areas of concern for pedestrians/bikers? Are there others?



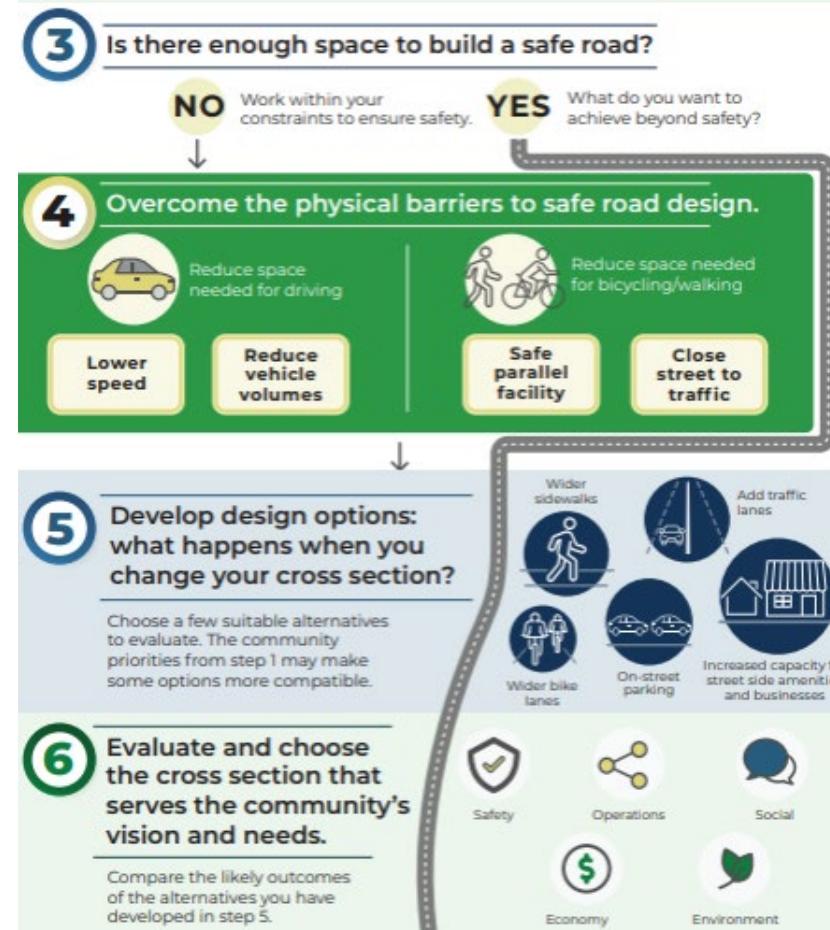
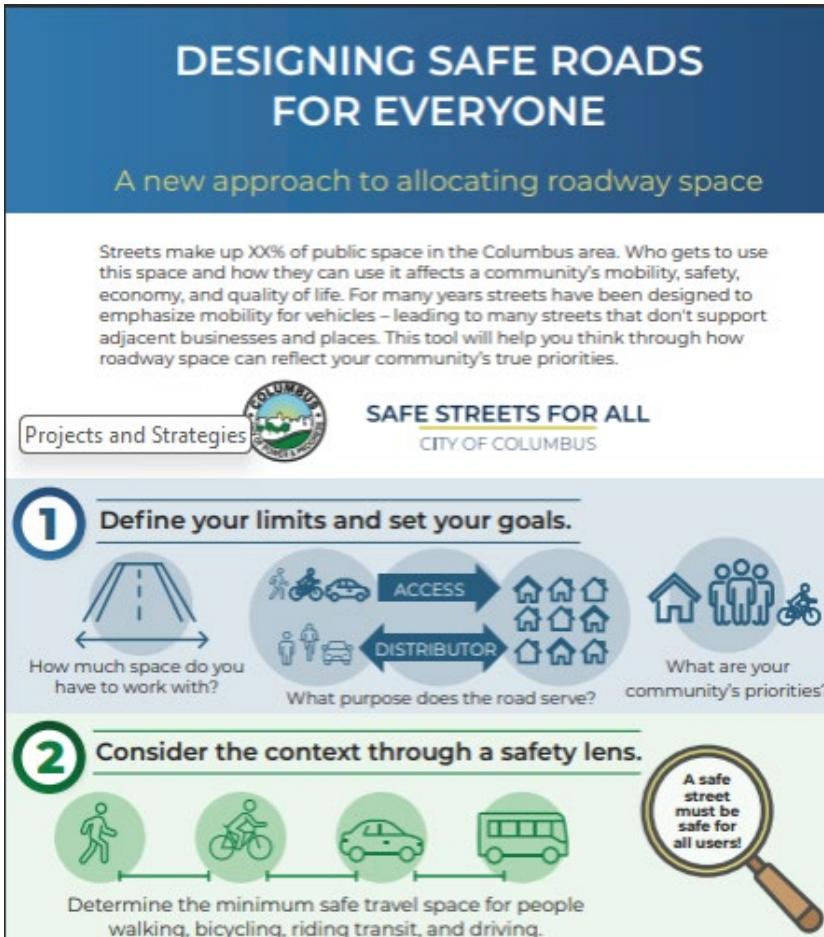
# Open Discussion

- Any questions?
- Any important points not hit?



# Projects and Strategies

# Street Rightsizing Tool



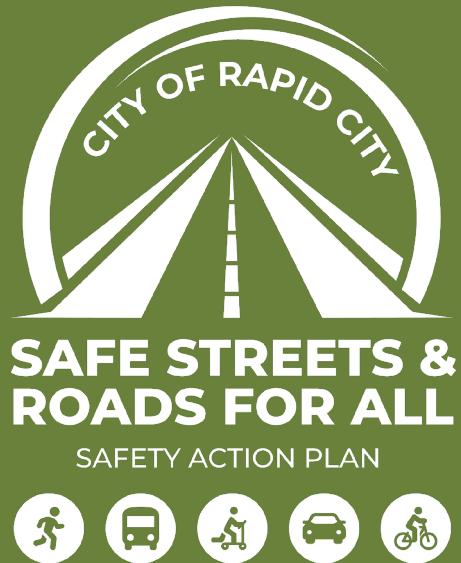
# Map Markup

## 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



# Thank You