



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



Rapid City Young Driver Focus Group

July 15, 2025

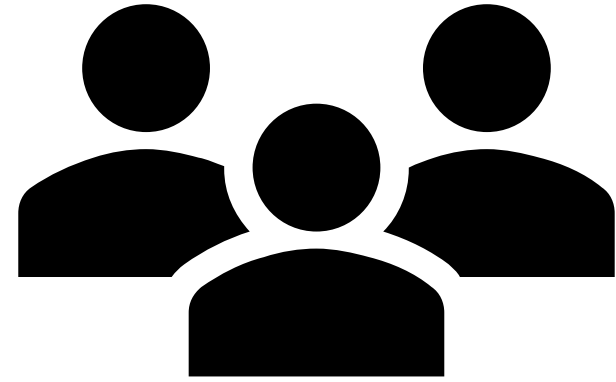
Meeting Objectives

- Rapid City SS4A plan overview
- Discuss key safety issues in Rapid City that pertain to young drivers



Introductions

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





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Project Background

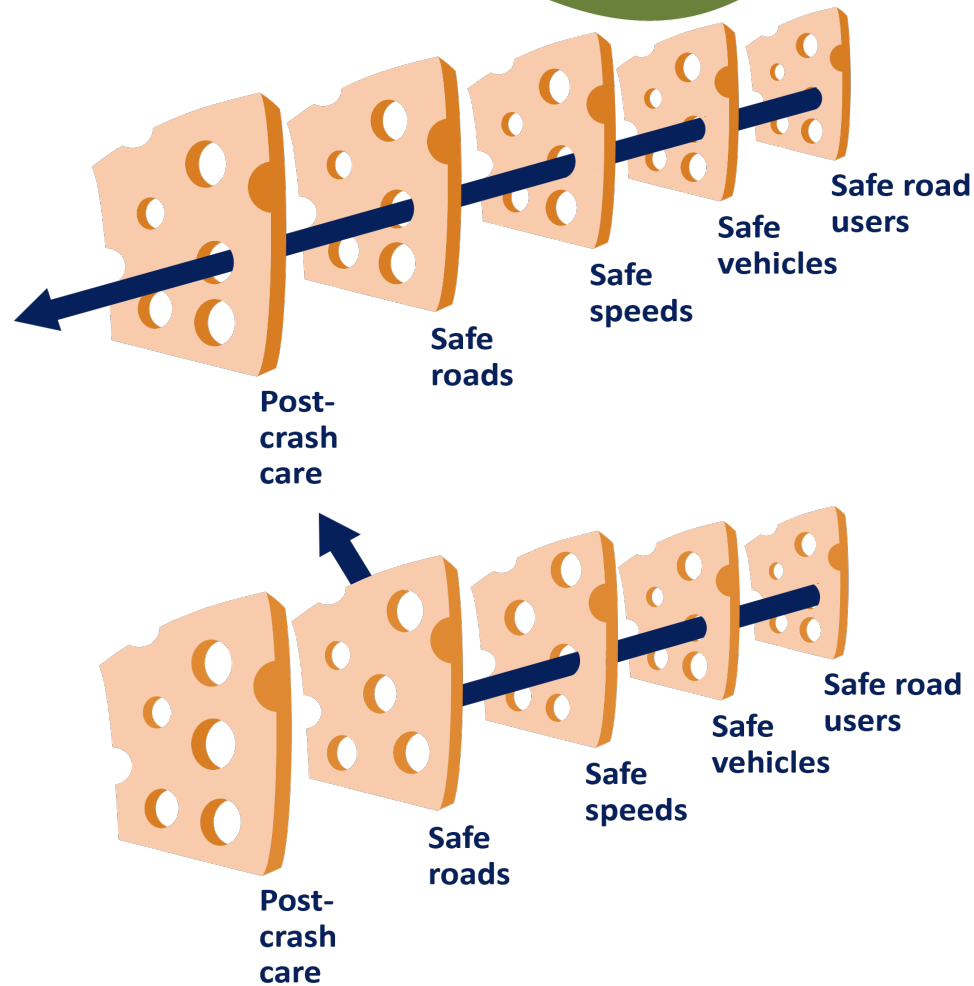
Safe System Approach



- 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



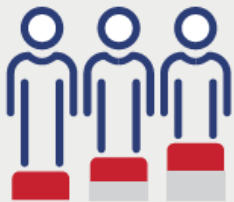
Planning
Structure



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)



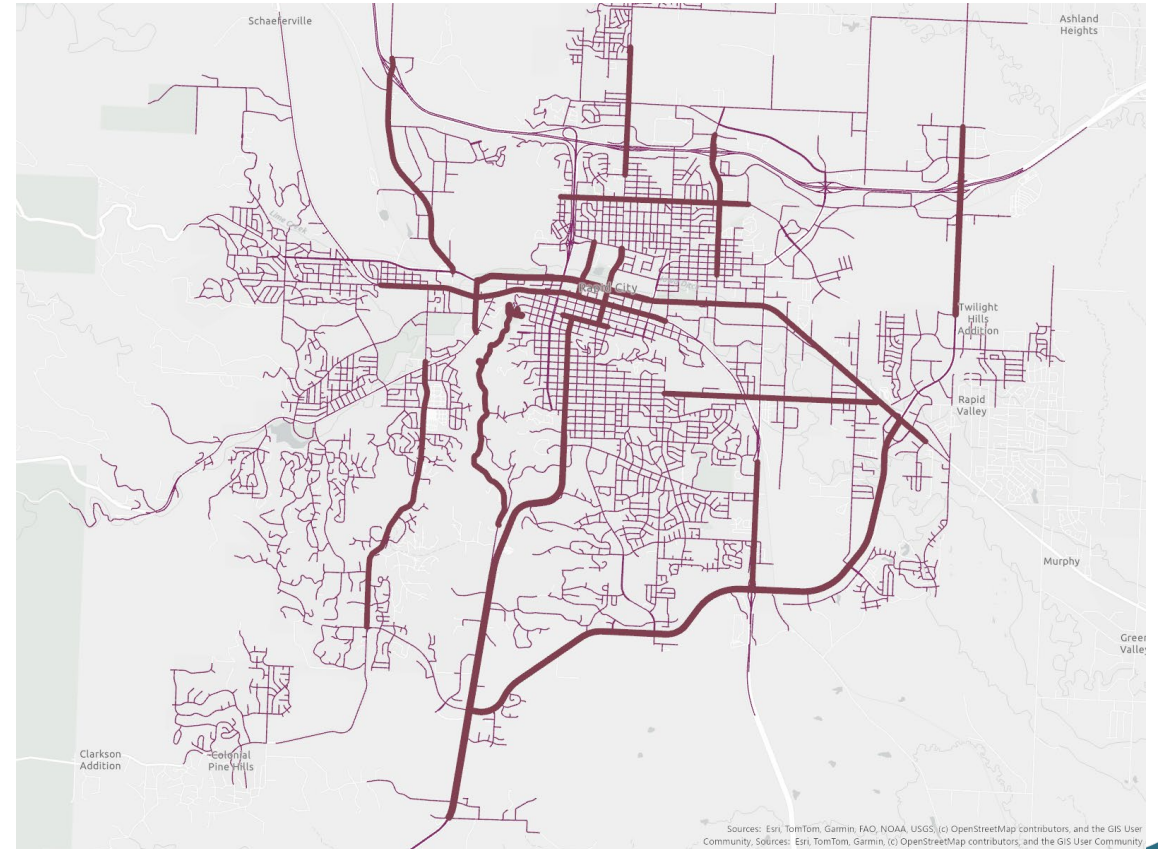
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**CITY OF
Rapid City**
LIVE. WORK. GROW.

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?

Very Unsafe



2



3



4



5

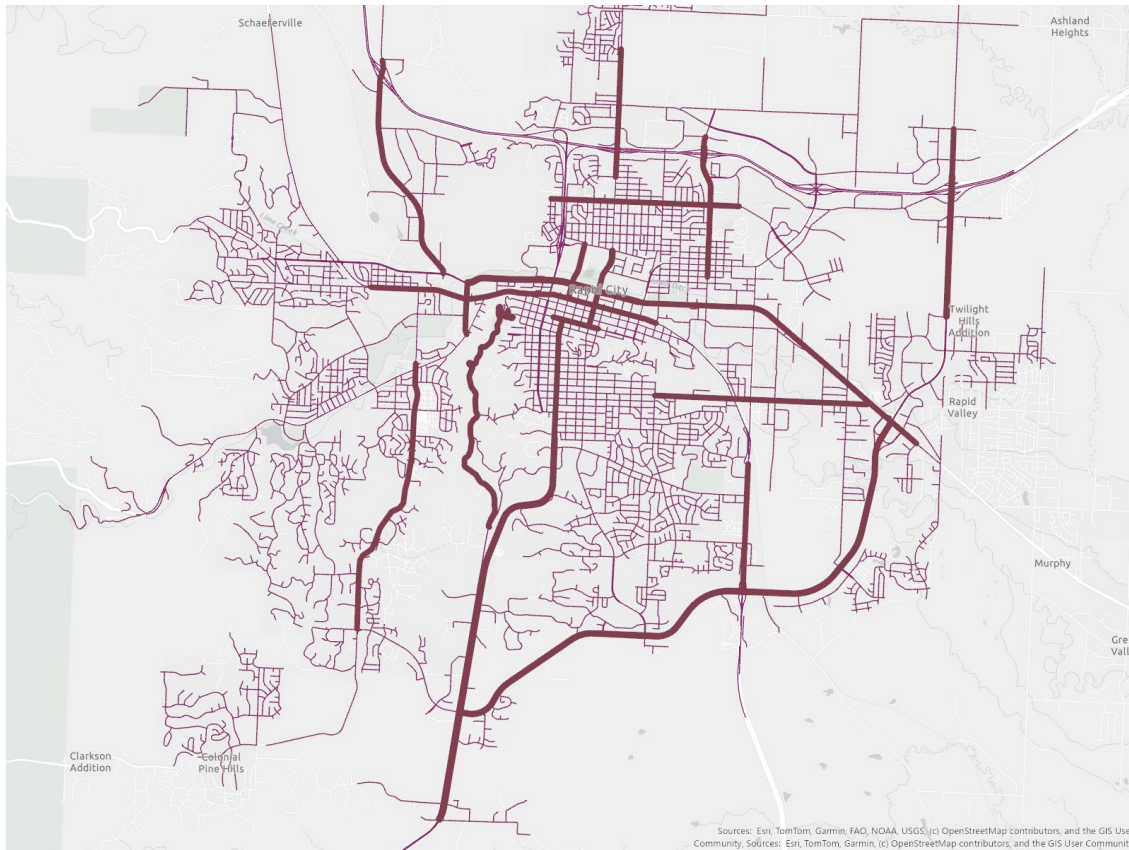


Very Safe

Why?



Areas of Concern



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

Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community. Sources: Esri, TomTom, Garmin, (c) OpenStreetMap contributors, and the GIS User Community.



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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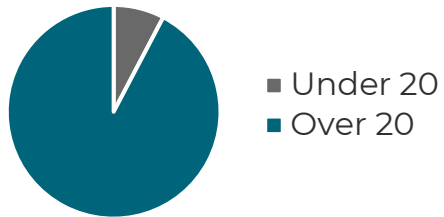
Young Drivers Discussion



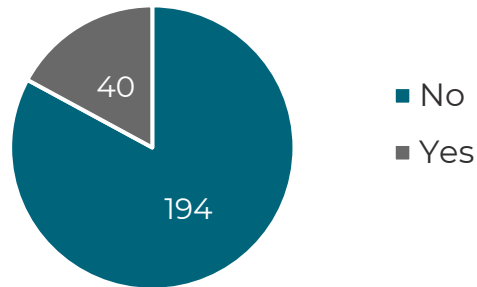
Younger Fatal/Serious Injury (KA) Crashes



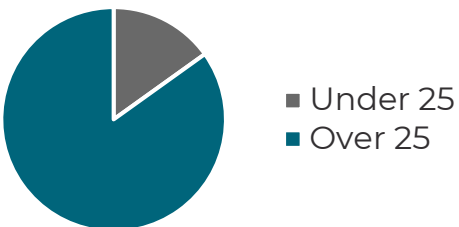
Drivers Under 20 in South Dakota



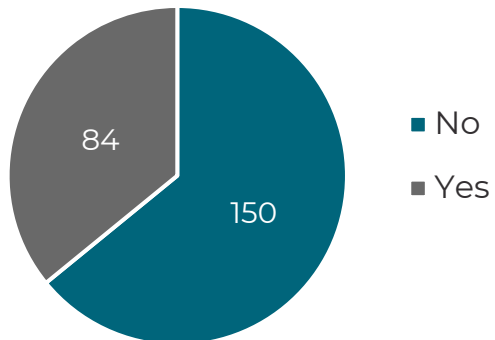
KA Crashes with Drivers Under 20



Drivers under 25 in South Dakota



KA Crashes with Drivers Under 25



- Under 20: 17% of KA crashes
 - 7.7% of South Dakota licensed drivers
- Under 25: 36% of KA crashes
 - 15% of South Dakota licensed drivers



Safety Concerns for Young Drivers



Common Young Driver Safety Concerns

Risk-taking tendencies

Nighttime driving

Driving under the influence

Passenger interactions

Seatbelt use

Cell phone use

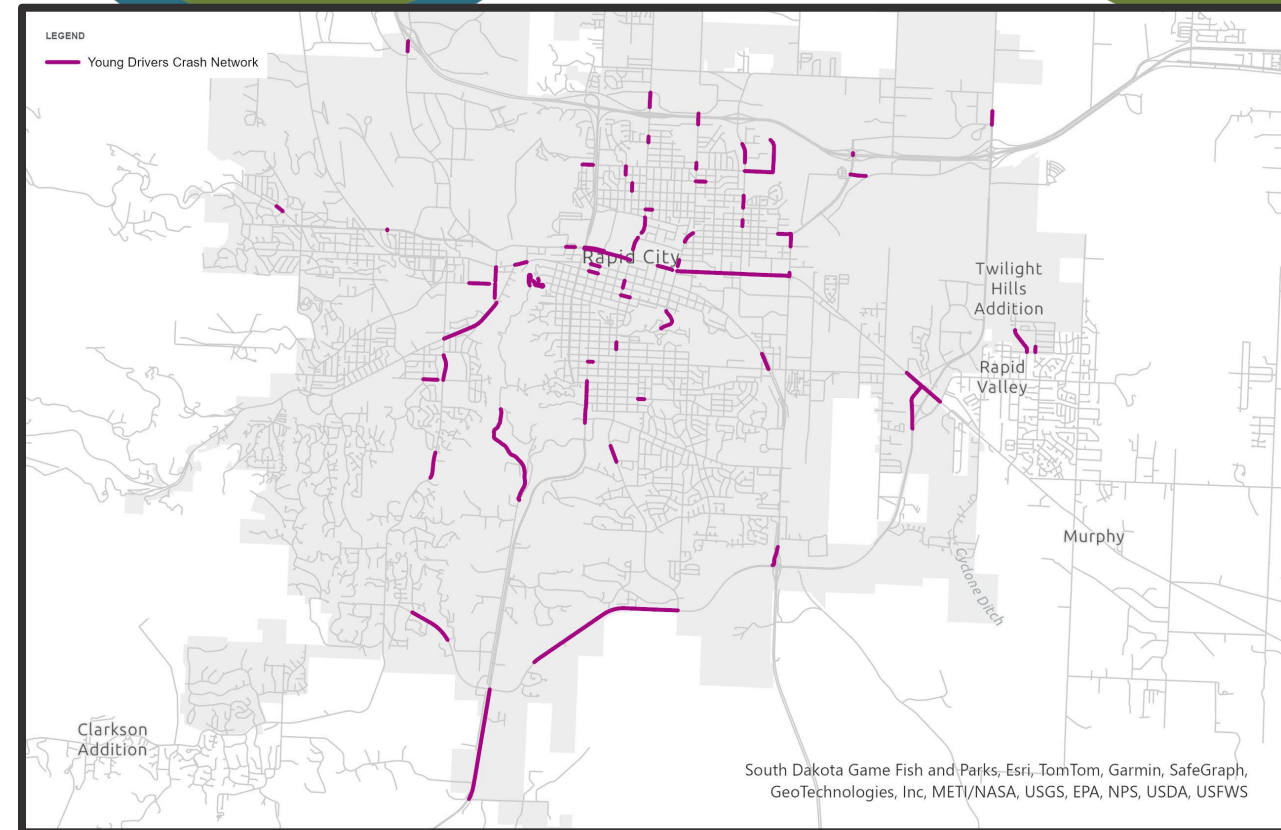
- Which of these safety concerns do you agree/disagree with?
- Are there safety concerns not represented that you feel are prevalent to young drivers?



Difficult Areas and Features for New Drivers



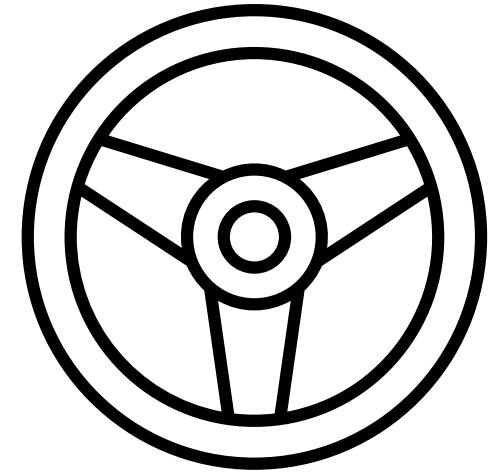
- What areas in Rapid City are difficult to navigate as a young driver?
 - What makes those areas difficult?
- Are there particular features that are challenging to navigate?



Driver's Education Effectiveness



- NHTSA generates a publication: “Countermeasures that Work”
- Teens who took an additional driver's education program had a 21% reduction in self-reported risky driving



Young Driver Strategies

Stronger
Training &
Licensing
Requirements

Publicize &
Enforce Laws

Assist Parents

Focus on
Schools,
Nighttime,
Other activities

Street /
Roadway
Design
Enhancements



Driver's Education



- How prepared do you feel from driver's education?
- What was the most important part of driver's education?
- What should have been better covered?





Open Discussion

- Any questions?
- Any areas we missed?





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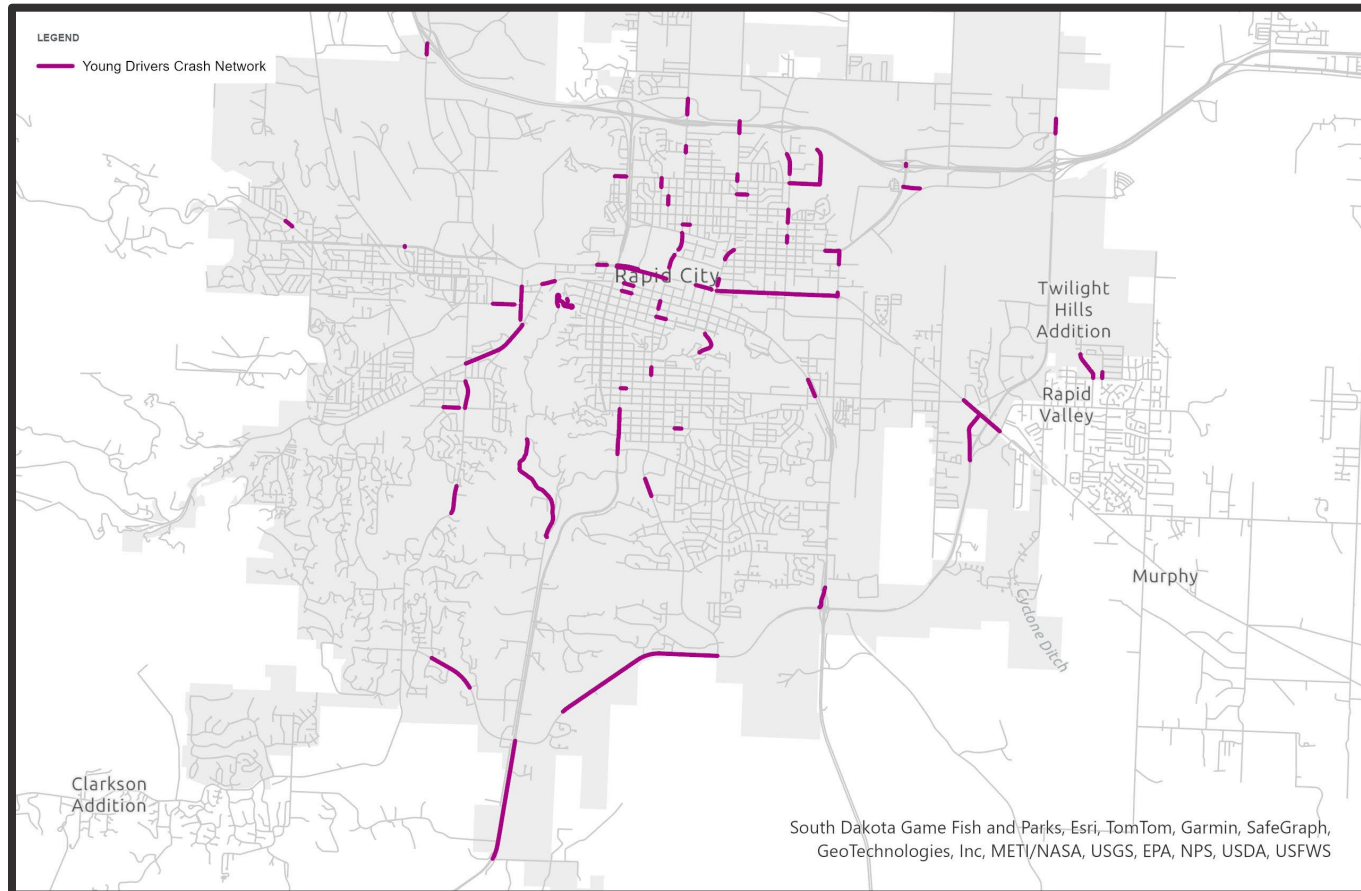
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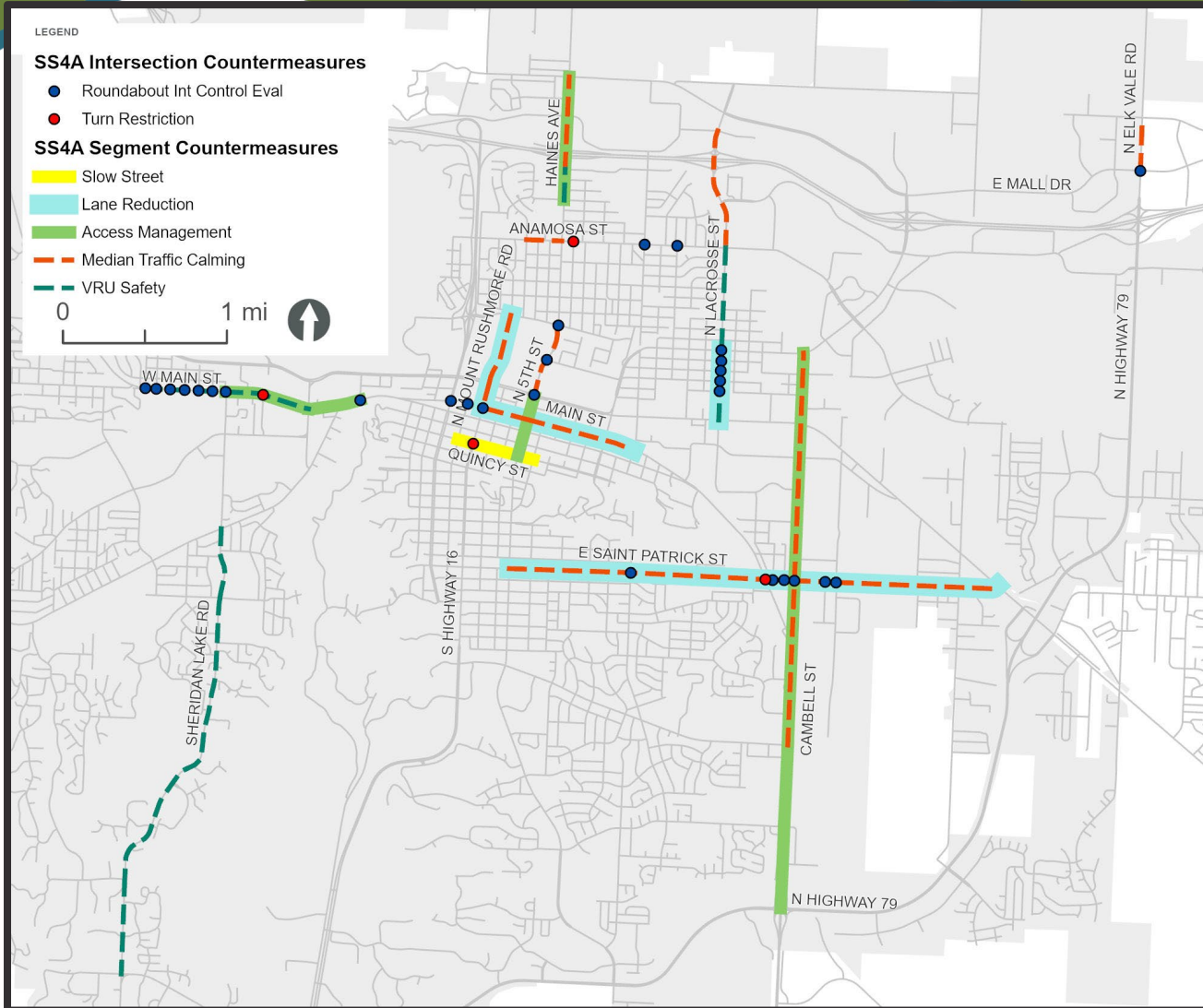
Projects and Strategies

Map Markup

- Mark streets on the map that you think are high risk



Projects and Strategies



- Vote on the HDR provided ideas for countermeasures
- Provide ideas for improvement projects on the map



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Thank You