

# RAPID CITY

## SAFE STREETS AND ROADS FOR ALL (SS4A)



*Safety Action Plan Public  
Participation Plan (PPP)*



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## Plan Purpose

This Rapid City Safe Streets and Roads for All (SS4A) Safety Action Plan Public Participation Plan (PPP) ensures that all aspects of the SS4A Safety Action Plan meet the requirements listed in the project scope of work regarding public involvement. These efforts aim at assuring stakeholder and public awareness of the SS4A Safety Action Plan, allowing stakeholders and the public to provide input on the project, and ensuring public opportunities to comment on project recommendations. Transportation planning provided by the City of Rapid City must consider input and concerns from any public users that could be affected by the project.

## Project Description

The purpose of the SS4A Safety Action Plan is to complete an analysis of the Rapid City transportation system to:

1. Identify areas that are at high risk for crashes, fatalities, and serious injuries.
2. Determine what the issues are in these areas that pose safety risks.
3. Provide recommendations to remediate the issues found at these locations.
4. Serve as an implementation plan for the resolution of safety concerns in the affected areas.

## Communication Goals

The communication goals of the SS4A Safety Action Plan are:

**1. Plan and Conduct Public Outreach:** The SS4A Safety Action Plan's public involvement strategy will include diverse groups, such as the elderly, minorities, people with disabilities, low-income groups, other groups traditionally underrepresented in the planning process. Also, input from local businesses, environmental groups, and other communities significant to the area will be included in outreach strategies.

**2. Educate and Present Public Information:** The City of Rapid City will provide the public with information that is visually appealing, easily understandable, and applicable to diverse audience groups in the SS4A Safety Action Plan. Accuracy, efficiency, and attention to detail will be emphasized throughout the plan development process.

**3. Seek Input from the Public:** The City of Rapid City will solicit input from all groups affected by the transportation system to determine their needs, wants, and concerns regarding the system, especially regarding safety.

# Branding & Templates

The City of Rapid City will use branding and templates that are consistent with government standards. The text and visuals for all aspects of the project will be Americans with Disabilities Act (ADA) accessible. Partner logos (the South Dakota Department of Transportation [SDDOT], Federal Transit Administration [FTA], and the Federal Highway Administration [FHWA]) will be utilized in addition to the City of Rapid City and official project logos.

# Project Schedule

Outside of the events scheduled for the SS4A Safety Action Plan, the plan will also be integrated with other ongoing planning efforts for the City of Rapid City. This includes the Rapid City Metropolitan Transportation Plan (MTP) and the Rapid City Comprehensive Plan.

The project schedule for the SS4A Safety Action Plan is as follows:

<b>Deliverable:</b>	<b>Timeframe:</b>
<b>Public Participation Plan (PPP)</b>	Fall 2024
<b>Pop-up Meetings (In Lieu of Public Meeting 1)</b>	Fall 2024
<b>Project Website</b>	Fall 2024
<b>Public Meeting 2</b>	Spring 2025
<b>Public Meeting 3</b>	Summer 2025

# Key Messages

The key messages of the SS4A Safety Action Plan include:

1. The SS4A Safety Action Plan aims to target a date for “achieving zero roadway fatalities and serious injuries.”
2. Safety is important for all users of Rapid City roadways, sidewalks, etc., regardless of the mode of transportation they are using, whether they’re drivers of vehicles/motorcycles, passengers of vehicles, public transit users, pedestrians, or bicyclists.
3. The SS4A Action Plan planning team is interested in hearing about the lived experiences of Rapid City residents using a wide variety of transportation modes.
4. This plan will provide recommended implementation strategies, but any action taken will require further study and design by the City of Rapid City.

5. This study is being completed with grant funding from the U.S. Department of Transportation (USDOT). The Safe Streets for All (SS4A) Federal Grant Program is a discretionary funding program that allocates over \$5 billion to SS4A programs at the local, regional, state, and Tribal levels across the United States. The primary goal of the SS4A Grant Program is to “prevent roadway deaths and serious injuries.” (Safe Streets and Roads for All ([SS4A\) Grant Program | US Department of Transportation](#)).

## Target Audiences

The stakeholders and public involvement groups are listed in the stakeholder dashboard in Appendix A.

## Outreach & Engagement Strategies

### Study Advisory Team

The Study Advisory Team (SAT) will meet key milestones throughout the creation of the SS4A Safety Action Plan. SAT meetings will feature project updates from all parties involved in the study, and the purpose is for the different groups to review and revise drafted documents. Additional SAT meetings may take place as necessary via teleconference or video conference calls. In these meetings, HDR will provide updates on plan progress and solicit feedback from the City of Rapid City.

### Public and Stakeholder Meetings

Public meetings, led and organized by HDR, will take place in Rapid City. The purpose of these public meetings is to educate and inform the public on the project, allow community members and stakeholders to provide feedback, and engage with those designing and implementing the proposed changes. HDR will find and secure the venues for these events as well as create and give presentations on study methods, findings, and recommendations. Each meeting will serve a different purpose:

**Meeting 1/Pop-Up Events:** Introduce the plan and planning process to the public and stakeholders. Gather feedback about transportation concerns and opportunities.

**Meeting 2:** Present preliminary findings and recommendations.

**Meeting 3:** Review the draft plan.

The public meetings will take place in locations that are ADA-accessible and within a reasonable distance of public transit routes. The comment period for each public meeting will extend seven days after the meeting is held.

### Pop-Up Events

Additionally, pop-up events will be held at the project kickoff stage. Pop-up events are typically small, short-term events hosted to raise awareness about a project before the plan development and public meetings. Their purpose is to lay the groundwork in terms of providing

information and education regarding what a project is, as well as to garner public engagement in the project and for sharing community input.

This project’s pop-up event(s) will aim to raise awareness about what the SS4A Safety Action Plan is and how it involves the public. It will take place in a public space at an event that draws a large crowd of Rapid City residents, for example:

Event	Dates	Website	Contact Info
Bierbörse Festival	Oct. 5, 2024	<a href="http://visitrapidcity.com">Bierbörse Festival (visitrapidcity.com)</a>	N/A
Rapid City MTP Public Meeting	Oct. 17, 2024	<a href="http://rapidtrip2050.com">Rapid TRIP 2025 (rapidtrip2050.com)</a>	N/A
Rapid City Trunk or Treat	Oct. 27, 2024	<a href="#">Trunk or Treat   Facebook</a>	<a href="mailto:cathedral@cathedraloliph.org">cathedral@cathedraloliph.org</a>
Black Hills Runner’s Club Turkey Trot	November 27, 2024	<a href="#">Turkey Trot   Black Hills Runners Club</a>	<a href="mailto:kd.roderick9619@gmail.com">kd.roderick9619@gmail.com</a>
Rapid City Winter Market	Nov. 30, 2024	<a href="http://visitrapidcity.com">Winter Market (visitrapidcity.com)</a>	N/A
Rapid City Summer Nights	Every Thursday from May 2025 -August 2025	<a href="#">Come Party With Us - Rapid City Summer Nights</a>	<a href="mailto:info@rapidcitysummernights.com">info@rapidcitysummernights.com</a>
Rapid City Frühlingsfest and Street Market	June 2025	<a href="http://visitrapidcity.com">Frühlingsfest &amp; Street Market (visitrapidcity.com)</a>	N/A
The Central States Fair	August 15 – 23, 2025	<a href="http://centralstatesfair.com">About (centralstatesfair.com)</a>	<a href="mailto:info@blackhillsstockshow.com">info@blackhillsstockshow.com</a>

The pop-up event(s) will take place in a location that is ADA-accessible and is within a reasonable distance of public transit routes.

## Website

HDR will provide, maintain, and continually update a webpage created for the study. The purpose of a webpage is to ensure the public has access to constant, timely, and accurate information regarding a project that is underway. It also provides the public with a space to submit comments, ask questions, and virtually give input at any time, including outside of meeting dates.

The website created by HDR will include the following tabs/pages:

- Home

- Events
- Resources
- Comment Map
- Contact

The webpage will be active at least 10 days before the first public meeting date and will remain active for at least six months after the study's completion to allow public access to the final SS4A Safety Action Plan.

## **Notifications and Promotions**

For each public meeting, a public notice in the form of a legal advertisement will be published in the Rapid City Journal and the Native Sun News. The legal ad will be published at least seven days before the meeting date.

A social media graphic and post copy will be provided to the City of Rapid City and the SDDOT at least 14 days before each meeting date.

## **Evaluation of Public Involvement and Final Report**

The public engagement techniques employed in the project will be evaluated according to the scope as well as the outreach and engagement strategies in this report. Written comments received throughout the plan development process will be included as an appendix in the final report.