

CITY OF STURGIS

SAFE STREETS & ROADS FOR ALL (SS4A)

SAFETY ACTION PLAN



20
26



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EXECUTIVE SUMMARY

Through the U.S. Department of Transportation's Safe Streets and Roads for All (SS4A) Program, the City developed this Safety Action Plan to identify transportation safety concerns, establish a framework for reducing fatal and serious injury crashes (KSI), and prioritize projects that support a safer and more connected transportation network.

Development of this plan included a comprehensive review of crash history, severity, and locations in the community. Additionally, roadway characteristics, community feedback, stakeholder engagement, and transportation safety best practices were also considered in the planning process. The final plan identified a concentration of KSI crashes along several key corridors and intersections throughout Sturgis, including those serving vulnerable roadway users, school-aged pedestrians, downtown destinations, and areas experiencing increased traffic volumes during the annual Sturgis Motorcycle Rally. Additionally, through the plan's analysis, it was found that pedestrians, bicyclists, and motorcyclists are disproportionately represented in the community's total KSI crashes, reinforcing the need for a transportation system that better accommodates all users.

Analysis completed as part of this effort found that KSI crashes are concentrated within a limited portion of the City's roadway network. The following segments are illustrated in [Figure 1](#):

- **Lazelle Street**
- **Junction Avenue**
- **Sherman Street**
- **Ballpark Road**
- **Douglas Street**
- **3rd Street**

To address these concerns, the Sturgis SS4A Safety Action Plan identifies a series of prioritized infrastructure, policy, planning, and operational improvements grounded in the Federal Highway Administration's (FHWA) Safe System Approach. Some recommended corridor improvements include pedestrian crosswalk enhancements such as ADA accessibility upgrades, access management improvements, trail connectivity enhancements, school zone speed management, and corridor studies to guide future safety improvements. These recommendations focus on reducing crash risk, improving multimodal accessibility, and enhancing safety for all roadway users, but particularly for vulnerable road users throughout the community.

In addition to corridor-specific recommendations, the plan also identifies several system-wide initiatives designed to support long-term safety improvements across the City, including an ADA Transition Plan, Access Management Policy, and School Zone Speed Management. Together with the prioritized corridor built improvements, these combined initiatives provide the City of Sturgis a comprehensive framework for integrating safety into future transportation planning, design, operations, and maintenance.

The completion of this Safety Action Plan positions the City to pursue future funding opportunities for project implementation. The City will continue to evaluate and prioritize projects for implementation based on crash data, community needs, project readiness, and funding availability.

Moving forward, the City will regularly monitor safety performance, track fatal and serious injury crash trends, update its High Injury Network and High Injury Intersection priorities, and evaluate the effectiveness of safety improvements as they are implemented.

This Safety Action Plan represents an important step toward reducing transportation-related fatal and serious injury crashes resulting in fatalities and serious injuries within the community's transportation network.

The Sturgis City Council formally adopted the Sturgis SS4A Safety Action Plan on **July 20th, 2026** at their regular council meeting. This adoption demonstrates the City's commitment to achieving a goal of zero fatal and serious injury deaths within its transportation system. The final resolution stating this commitment is available in [Appendix A](#) of this plan document.



The City of Sturgis is prioritizing safety on its transportation network through the development on this plan. Sturgis has a bold vision to eliminate fatal and serious injury crashes (Vision Zero) by 2040.

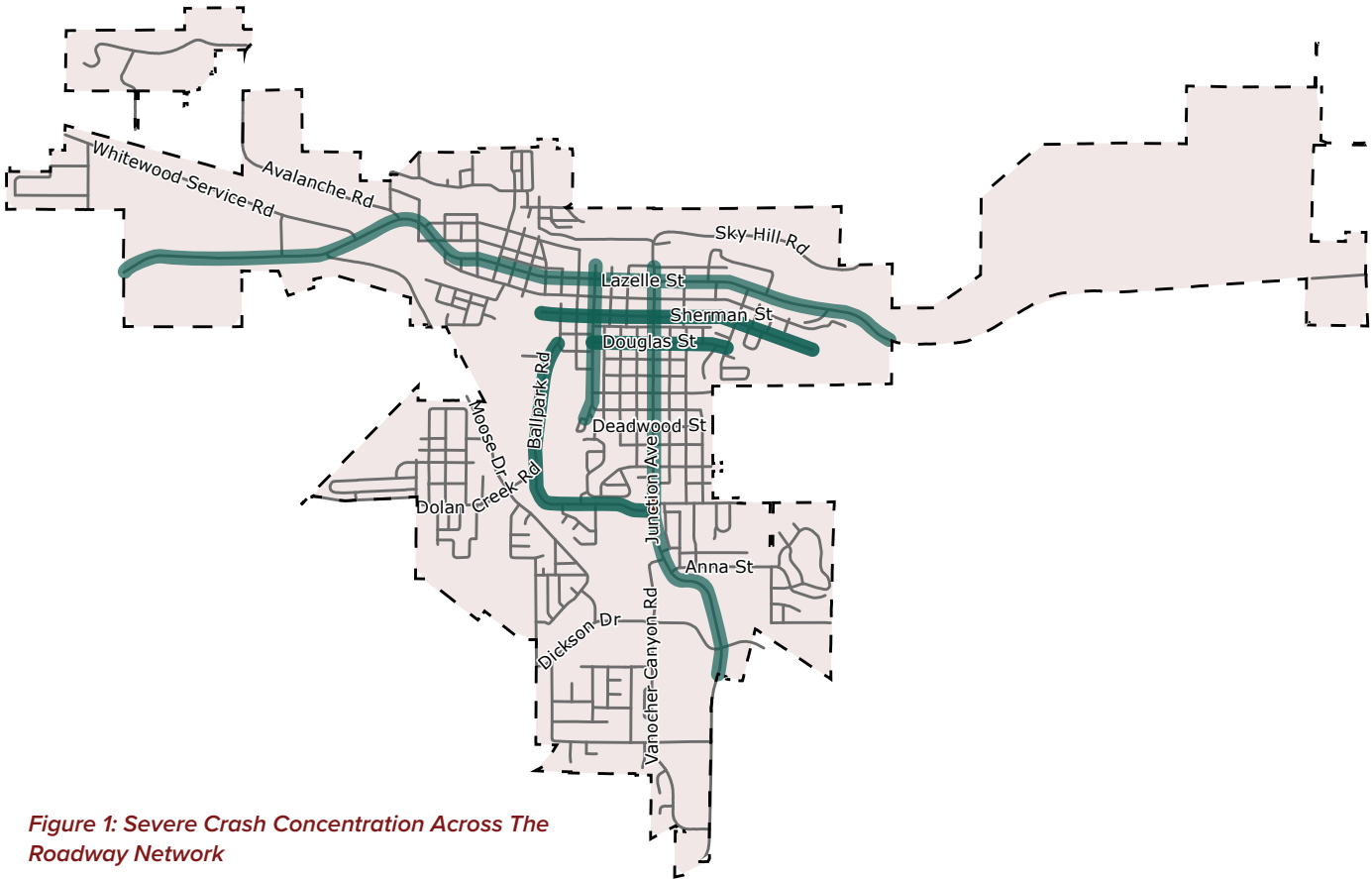


Figure 1: Severe Crash Concentration Across The Roadway Network



Between January 1, 2015, and December 31, 2024, 610 crashes were reported within Sturgis city limits.

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PLAN PURPOSE

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PLAN PURPOSE

WHAT IS A SAFETY ACTION PLAN?

The U.S. Department of Transportation (USDOT) established the Safe Streets and Roads for All (SS4A) discretionary program in 2022 with \$5 billion appropriated over five years (2022-2026). The City of Sturgis successfully obtained program grant dollars to complete a Safety Action Plan in late 2024 and kicked off the project in early summer 2025.

The Sturgis SS4A Safety Action Plan (SAP) is the City's blueprint and commitment to provide safe streets and roads for all people and road users. The goal of this plan is to establish and implement steps that can help the City reach zero KSI crashes in the community's street network.

The final SAP includes a community-wide safety analysis, community-identified safety concerns, project recommendations, and an implementation plan that prioritizes locations for deploying safety countermeasures. This plan was funded through a grant obtained by the City of Sturgis from the USDOT SS4A Program.

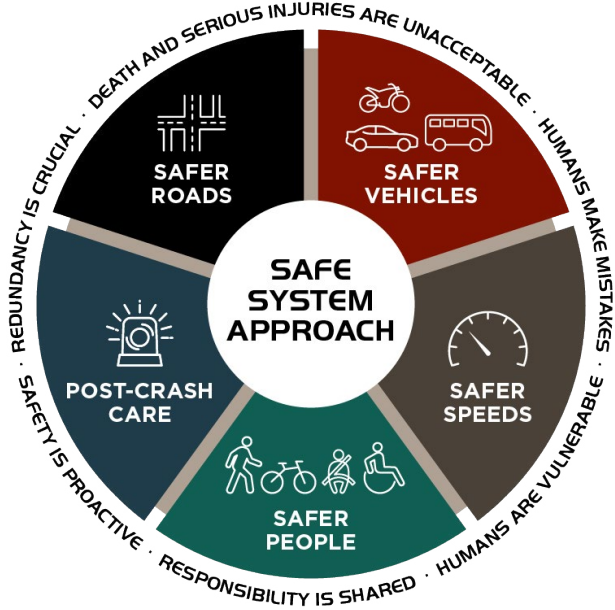


Figure 2: Safe Systems Approach

PLAN PURPOSE

Principles of The Safe System Approach

As part of its National Roadway Safety Strategy released in January 2022, the USDOT adopted the Safe System Approach (Figure 2) as its guiding paradigm to address roadway safety challenges nationwide. The Safe System Approach is the

foundation that will support the City of Sturgis in achieving its goal of reaching zero KSI crashes. The Safe System Approach is built around the following six principles.

1

Death and Serious Injuries are Unacceptable

The Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries on roadways.

2

Humans Make Mistakes

People make decisions that can lead to crashes, but the transportation system can be designed to accommodate these and avoid death and serious injuries.

3

Humans Are Vulnerable

People have physical limits for tolerating crash forces before death or serious injury occurs; making it critical to design a human-centric transportation system.

4

Responsibility is Shared

All stakeholders – including government at all levels, industry, nonprofit/advocacy, researchers, and the public – are vital to preventing KSI crashes on our roadways.

5

Safety is Proactive

Proactive tools should be used to identify and address safety issues in the transportation system, rather than waiting for crashes to occur and reacting afterwards.

6

Redundancy is Crucial

Reducing risks requires that all parts of the transportation system be strengthened, so that if one part fails, the other parts still protect people.

PROJECT TIMELINE

	Sept 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026
	- Project Kick-Off Meeting with Advisory Team - Pop-up Table at Music on Main	- Data Collection and Research - Advisory Group Meeting - Pop-up Table Events	Crash Data Analysis Report	- Identify High Injury Network - Advisory Group Meeting	Focus Group Meetings
Feb 2026	Mar 2026	Apr 2026	May 2026	June 2026	July 2026
Project Prioritization and Selection	Advisory Group Meeting	Draft Safety Action Plan Developed	Draft Safety Action Plan Developed	- Advisory Group Meeting - Draft Plan Finalized - Pop-up Event and Open House Meeting	Present Final Safety Action Plan for Adoption

Objectives of
The Safe System Approach

There are five objectives of the Safe System Approach: safer road users, safer vehicles, safer roads, safer speeds, and post-crash care. To achieve zero KSI crashes, all five of these objectives must be strengthened. Strengthening all objectives allows for redundant layers of protection against KSI crashes on the roadway. The five Safe System objectives are defined below by the National Roadway Strategy.



Safer People

Encourage safe, responsible behavior by people who use our streets and create conditions that prioritize their ability to reach their destination unharmed.

Safer Roads

Design roadway environments to mitigate human mistakes and account for injury tolerances, to encourage safer behaviors, and to facilitate safe travel by the most vulnerable users.

Safer Vehicles

Expand the availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and nonoccupants.

Safer Speeds

Promote safer speeds in all roadway environments through a combination of thoughtful, context appropriate roadway design, targeted education and outreach campaigns, and enforcement.

Post-Crash Care

Enhance the survivability of crashes through expedient access to emergency medical care, while creating a safe working environment for vital first responders and preventing secondary crashes through robust traffic incident management practices.

THE NEED FOR SAFER STREETS

A total of 42,939 people died in motor vehicle crashes in 2021 within the United States. These deaths occurred in 39,508 crashes involving 61,332 motor vehicles. This was a 10% increase in deaths compared with 2020, according to the Insurance Institute for Highway Safety (IIHS) and the Highway Loss Data Institute (HLDI). Traffic crashes continue to be a leading cause of death for teenagers in America, and disproportionately impact people who are Black, American Indian, or live in rural communities.

The City of Sturgis is not immune to the rise in transportation safety concerns across the country. From 2015-2024, the community recorded more than 600 total motor vehicle crashes, with nearly 35% resulting in death or injury.

The outcome of this plan will provide an overview of the following:

- Historical crash data for the City of Sturgis
- Development of applicable safety countermeasures

- Transportation access and use solutions for all users
- Focused pedestrian/bicycle improvements

39,508 U.S Crashes

42,939 U.S Deaths

10% Increase in U.S Deaths

Nationally represented data from 2021. Insurance Institute for Highway Safety (IIHS) and the Highway Loss Data Institute (HLDI)

STURGIS SAP
ADVISORY TEAM

An advisory team composed of community stakeholders was formed early in the planning process to guide the development of the SAP. The team met regularly over the course of the

project and contributed valuable guidance, feedback, and solutions related to safety concerns within Sturgis’s transportation system.

Advisory Team Members

Jesse Blakeman

City of Sturgis

Tim Brown

Richelle Bruch
City of Sturgis Planning
Commission

Rick Bush
City of Sturgis Public Works

Samuel Greear
Black Hills Trails

Aaron Jordan

City of Sturgis

Randy Kittle
FHWA

Amanda Kurth
FHWA

Karen Lynas
Sturgis Parks Board

Hans Nelson
Sturgis Rotary Club

Steve Palmer

SDDOT

Aaron Rabenberg
City of Sturgis Planning
Commission

Mark Schmidt
Monument Health

Geody Vandewater
Sturgis Police Department

Wayne Wormstadt
Sturgis Public Schools

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SAFETY ANALYSIS

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SAFETY ANALYSIS

Chapter 2 presents a comprehensive review of transportation safety conditions in Sturgis, South Dakota, using the most recent 10-year crash record (2015–2024) available from the South Dakota Department of Transportation (SDDOT). The analysis examines historical crash patterns alongside traffic volumes, roadway characteristics, multimodal travel, and impacts to pedestrians. By evaluating where and how crashes occur, the study team identified key safety concerns, documented trends, and highlighted contributing conditions across Sturgis’s streets, sidewalks, and trail network. Findings from this data-driven assessment informed the development of targeted strategies and interventions to improve safety outcomes and reduce severe injuries.

STURGIS CRASH ANALYSIS

To support the development of this plan, a series of maps and figures were created to visually depict crashes reported in Sturgis during this 10-year period. The following figures provide a clear picture of these crashes and help establish context for known safety issues and community concerns.

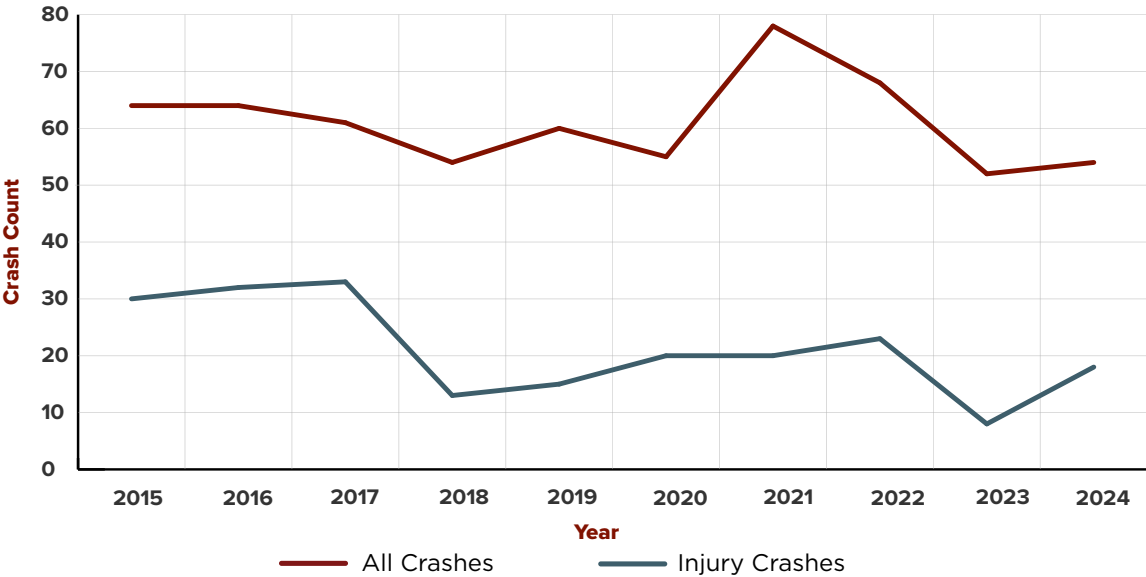


Figure 3: Total Crashes by Year (2015-2024)

Additionally, the following figures and summaries examine crash patterns in greater detail, highlight priority areas, and guide the City’s efforts to create a safer transportation system for all community members and visitors.

Crash data used in this analysis were provided by the SDDOT and supplemented by the City of Sturgis. The review period includes crashes reported between January 1, 2015, and December 31, 2024. During this time, 610 crashes were reported within Sturgis city limits. Of these, 396 were property-damage-only (PDO) crashes and 212 were classified as Fatal or Injury (FI) type crashes, of which 44 led to someone being killed or seriously injury (KSI). Sixteen crashes involved a vulnerable road user (VRU), defined in this plan as a person walking, biking, or rolling within the transportation network (e.g., pedestrians and bicyclists).

SUMMARY OF HISTORICAL CRASH DATA

Figure 3 and Table 1 show recorded crashes by injury severity. Additionally, when we look at crashes by month of the year, Sturgis sees a spike in KSI (killed or severely injured) crashes as well as total crashes in the month of August, which aligns with the timing of the annual Sturgis Motorcycle Rally (Figure 4).

Table 1: Sturgis Crashes by Severity (2015-2024)

Crash Severity	Definition (Any crash resulting in...)	Count
K = Fatal	At least one death	4
A = Serious Injury	Injuries that are severe (ex. broken bones, severe lacerations)	40
B = Minor Injury	Injuries that are evident but less severe (ex. bruises, minor cuts)	62
C = Possible Injury	No visible injury but complaints of pain or discomfort	106
Property Damage Only	No injury occurs, only vehicle or property damage is reported	396
Unknown	Minor incident that does not meet reporting threshold	2
Total		610

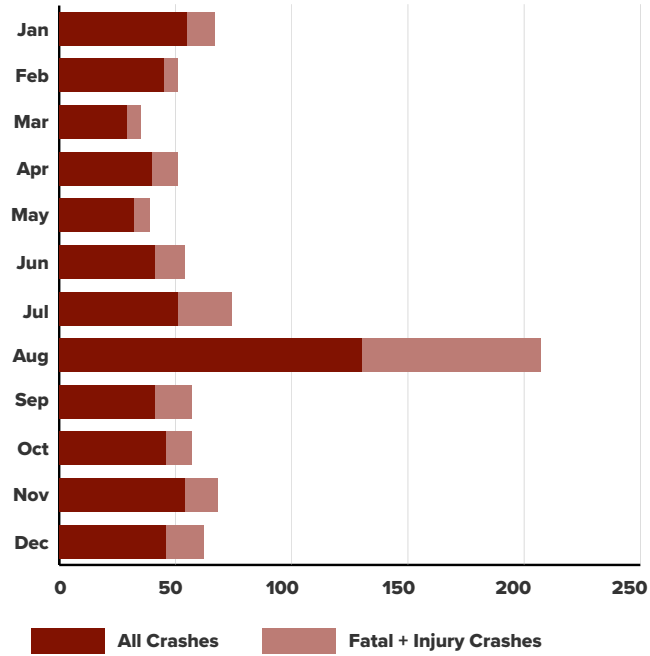


Figure 4: Total Crashes by Month (2015-2024)

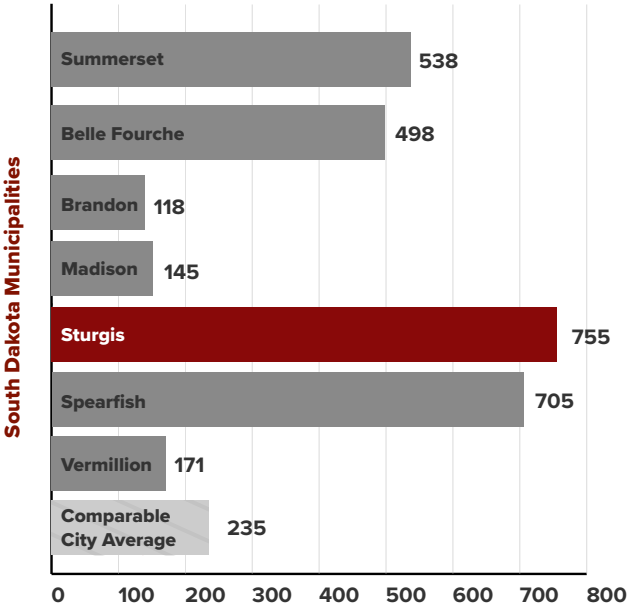


Figure 5: FI Crashes per 100k Population (2015-2024)

Figure 5 compares crash trends in Sturgis to those in South Dakota communities of similar population. Overall, the data indicates that Sturgis’s recorded FI crashes per 100,000 community members is much higher than comparable-sized cities. To be expected, there is a trend of more FI/100k crashes in areas and communities with greater tourism draw (Figure 5), since those communities are likely to experience a greater volume of roadway users during peak times of year.

Roadway characteristic data, such as location, presence of work zone, roadway type, weather condition, road condition, and lighting condition, can be used to identify patterns that can then be used to help prioritize improvements, safety measures, and guide future planning.

The Safe System Approach is a critical component of every SS4A project. Through this planning process, factors influencing crashes were identified and categorized based on the first two objectives of the safe system approach: roadway conditions and roadway users.

The factors related to the **roadway conditions** include:

- Lighting Condition
- Road Condition
- Functional Classification

The factors related to **roadway users** include:

- Seatbelt Usage
- Speeding
- Impaired Driving
- Age
- Vulnerable Road Users

Most of Sturgis' roadways are classified by SDDOT as local roads. Roads that are classified as local, such as residential streets, typically have lower speeds and volumes and are designed to provide local access rather than serve through traffic. Although only **5.9%** of Sturgis' roadways are considered Principal Arterial, **53.8%** of all FI crashes occurred on this type of roadway. See *page 12* for roadway classification definitions.

- More than half (**58.0%**) of Sturgis' FI crashes occurred at an intersection.
 - » These intersection crashes occur at only 15% of Sturgis' total intersections.
 - » Signalized intersections are overrepresented regarding injury crashes; a crash at a signalized intersection is 8.7 times more likely to result in a FI crash in Sturgis.
 - » Non-intersection related FI crashes, primarily occur mid-block (i.e., not at or near a driveway, railway crossing, or alley).
- **99.7%** of FI crashes occurred outside of a work zone.
- Most (**82.5%**) FI crashes happened on clear weather days.
- Most (**81.1%**) FI crashes happened on dry roadways.
- Most (**81.1%**) FI crashes happened during daylight hours.

A breakdown of the 212 FI crashes by crash type is shown in *Figure 6*. It indicates that single-vehicle collision crashes were the most frequent type of FI crash at **41%**, with angle crashes the next highest at **40%**. Angle crashes typically occur at intersections and are among the most severe types of crashes in a community. Rear-end (front-rear) FI crashes accounted for **13%**. Sideswipe in the same direction (SS) crashes accounted for **4%** of KSI crashes. Head-on (front to front) crashes accounted for roughly **2%** of all FI crashes.

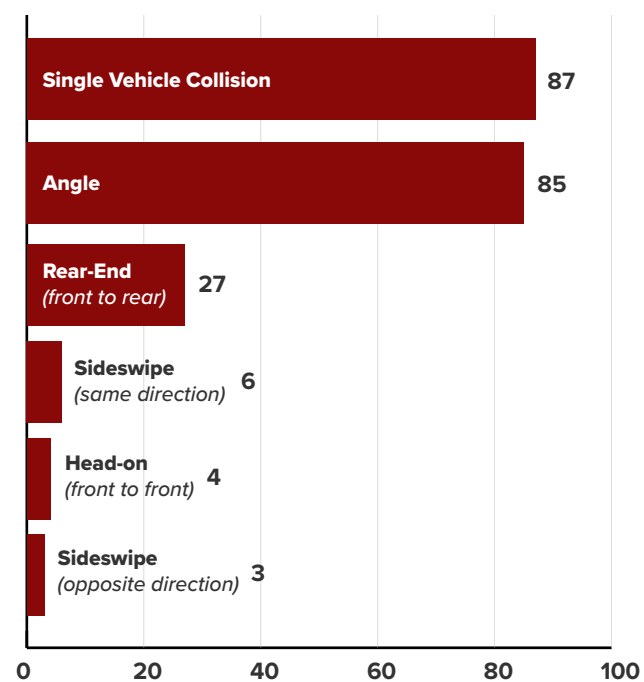


Figure 6: FI Crashes by Type (2015-2024)

ROADWAY CONDITION FACTORS

Lighting Condition

As summarized in *Table 2*, most crashes occurred in lighted conditions (**89%** in Light + Dark-Lit), and VRU crashes follow a similar distribution with **92%** in the same lighted conditions. FI crashes also follow a similar distribution concentrated in lighted conditions (**91%**), indicating that the most severe crashes are relatively more common in lighted environments.

Table 2: Sturgis Crashes by Lighting Condition (2015-2024)

Lighting Condition	All Crashes	FI Crashes	VRU
Daylight	449	172	13
Dark - Lighted Roadway	74	18	0
Dawn/Dusk	40	8	2
Dark - Not Lit	46	14	0
Unknown	1	0	1
N/S	0	0	0
Total	610	212	16

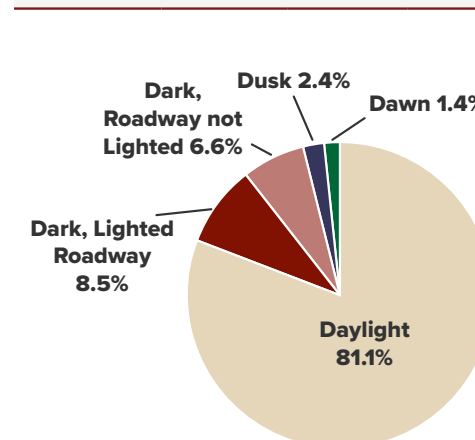


Figure 7: FI Crashes by Lighting Condition (2015-2024)

Road Condition

Table 3 shows that most FI crashes occurred on dry pavement (**about 81%**). Snow, sleet, and rain conditions were much less likely to result in injury, with only **about 18-20%** resulting injuries compared to **34-38%** of crashes occurring under cloudy or clear conditions. When looking specifically at the most severe outcomes (fatality or injury) a slightly higher percentage, **91%**, of crashes happen when it is dry (roughly **83%** of crashes).

Table 3: Sturgis Crashes by Road Condition (2015-2024)

Road Condition	All Crashes	FI Crashes	VRU
Clear	458	175	13
Cloudy	49	17	0
Snow	50	9	0
Sleet	25	5	0
Rain	23	6	0
Other	5	0	3
Total	610	212	16

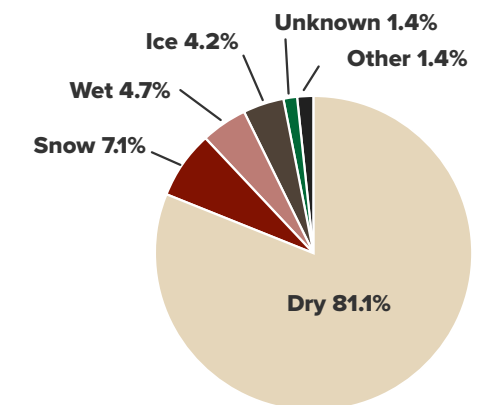


Figure 8: FI Crashes by Road Condition (2015-2024)

Functional Classification

Total injury crashes by functional classification are shown in [Figure 9](#). In Sturgis, urban and other principal arterial roads experience **54%** of total injury crashes. Nearly half of all crashes in Sturgis occur on Lazelle Street (SD Hwy 34 and US Hwy 14A), which is considered a principal arterial and a

state-controlled roadway. SDDOT actively monitors and works to improve safety through their own roadway improvement projects and fiscal planning. Prioritizing city-owned roads ensures resources are funneled where the City can provide a direct impact to transportation safety in the community.



Roadway Classifications

Arterial roads- Freeways, multilane highways, and other high-volume roadways (SD Hwy 34)

Collector roads- Major and minor roads connecting local roads to arterial roads (Bear Butte Rd, Moose Dr, etc.)

Local roads- Provide primary access to residential area, businesses and other local areas (Harley-Davidson Way, Cedar St, etc.)

Urban roadway- Located within an urban area, characterized by higher population density, closely spaced intersections and access points, sidewalks and other multimodal facilities, and lower operating speeds.

Rural roadway- Located outside an urban area, characterized by lower population density, widely spaced intersections and access points, limited pedestrian and bicycle facilities, and higher operating speeds.

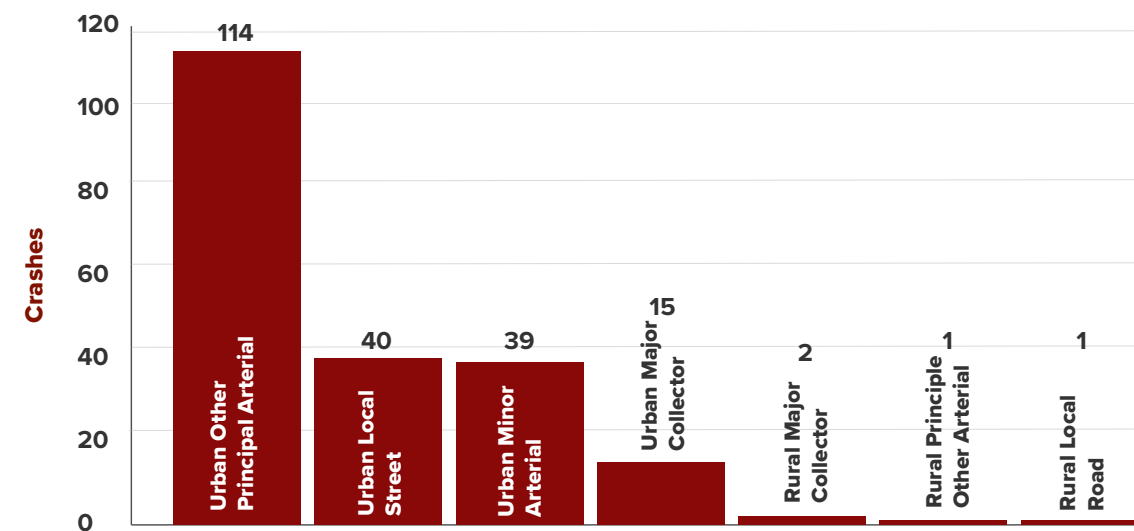


Figure 9: Total Injuries by Functional Classification (2015-2024)

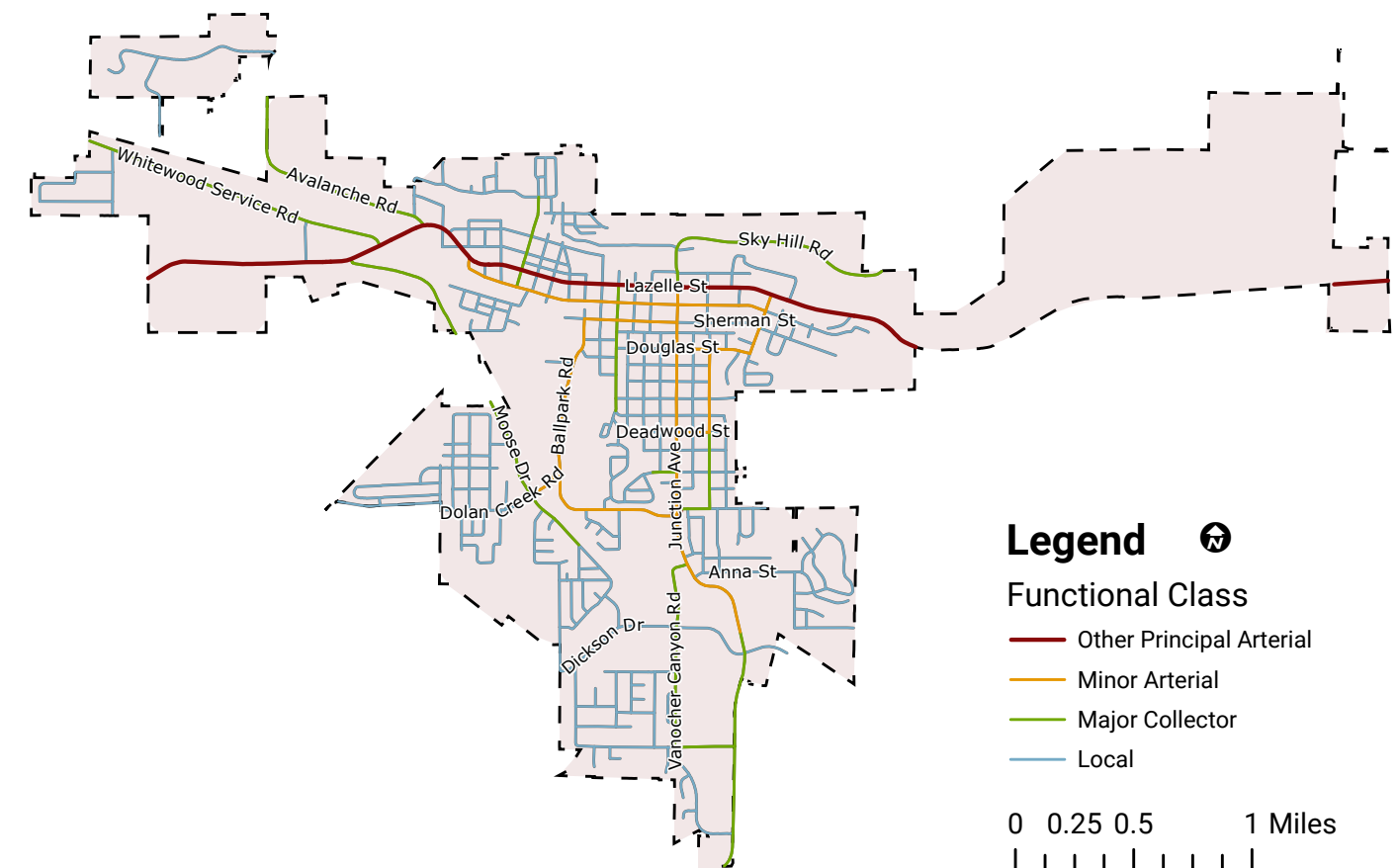


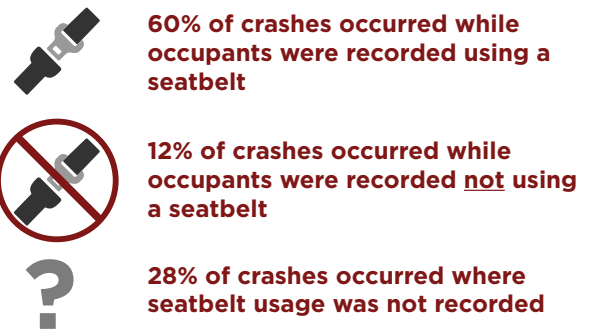
Figure 10: SDDOT Functional Classification

ROADWAY USER FACTORS

User factors show how individual characteristics, such as age, impairment, and speeding, can influence road safety; they can be used to inform targeted interventions and safety measures.

Seatbelt Usage

As shown below, seatbelt use was reported in most FI crashes, with **60%** of occupants reported as belted and **12%** reported as unbelted. Seatbelt non-use is more common in the most severe crashes, with **33%** of FI crashes involving an unbelted occupant. This suggests restraint non-use is disproportionately associated with serious-injury outcomes.



Speeding

The majority of Sturgis' FI crashes (**88.2%**) were not found to be speeding-related. Using the data from the Sturgis Police Department Year-End reports, [Figure 11](#), [Figure 12](#) and [Figure 13](#) examine the relationship between speed warnings, citations/arrests, and crashes within the City. The number of speeding-related crashes experienced a ten-year low in 2016, with three speed-related crashes (the latest report available as of 2026), climbing to a peak of 11 in 2021.

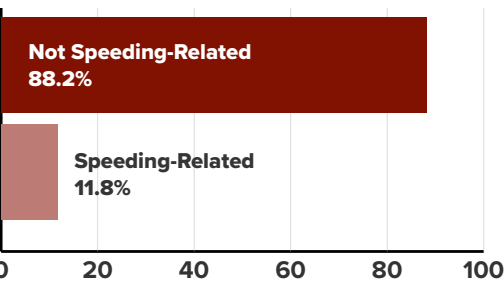


Figure 11: FI Crashes by Speeding (2015-2024)

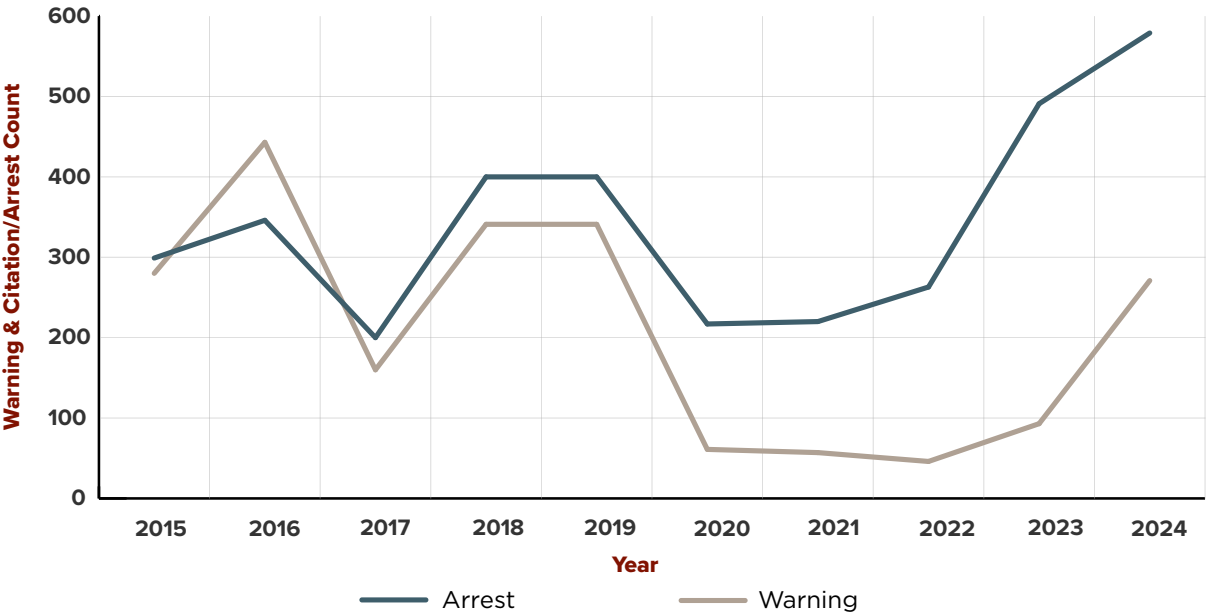


Figure 12: Speed Warnings and Citations/Arrests (2015-2024)

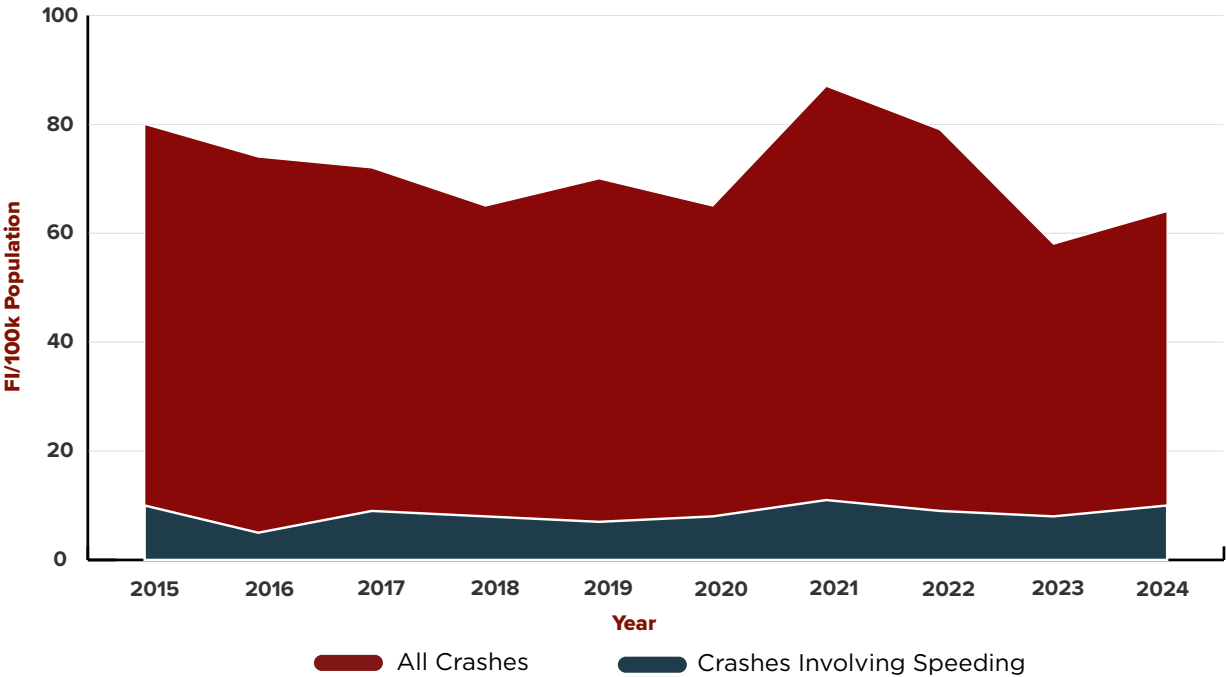


Figure 13: Speed Warnings and Citations/Arrests vs. All Reported Crashes (2015-2024)

In 2019, the City of Sturgis conducted a speed study at two locations in West Sturgis: Glenn Drive and Dolan Creek Road. Both roads are categorized functionally as local roads. During the study period, drivers were operating vehicles at or below the posted speed limit approximately **90%** of the time.

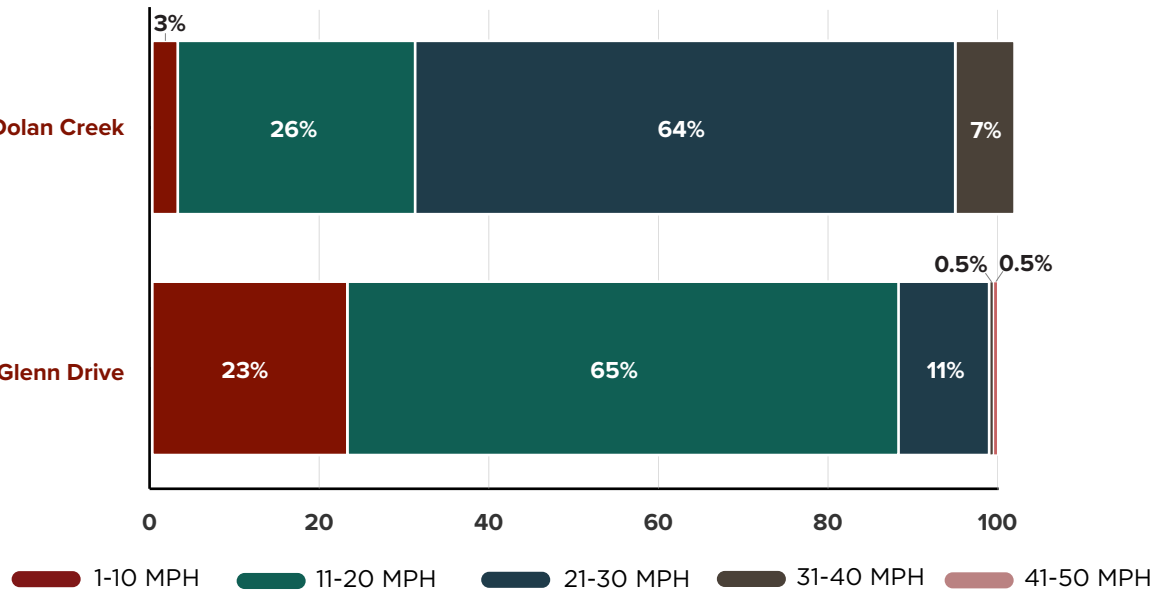


Figure 14: Percentage of Recorded Vehicles by Speed Group (2019 Speed Study Areas)

Impaired Driving

The majority of FI crashes (**87.3%**) were found to not involve impairment. However, over the last ten years, impairment-related warnings and citations have steadily increased, while open container-in-vehicle warnings and citations have remained steady (*Figure 16*). The number of impairment-related crashes spiked in 2021, before reaching a ten-year low in 2023. March and August are the two months with the highest ratio of impaired-related crashes (*Figure 17*).

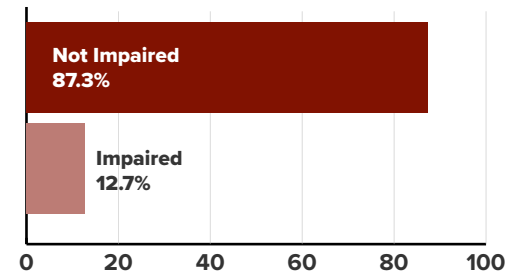


Figure 15: Crashes Involving Alcohol in Sturgis (2015-2024)

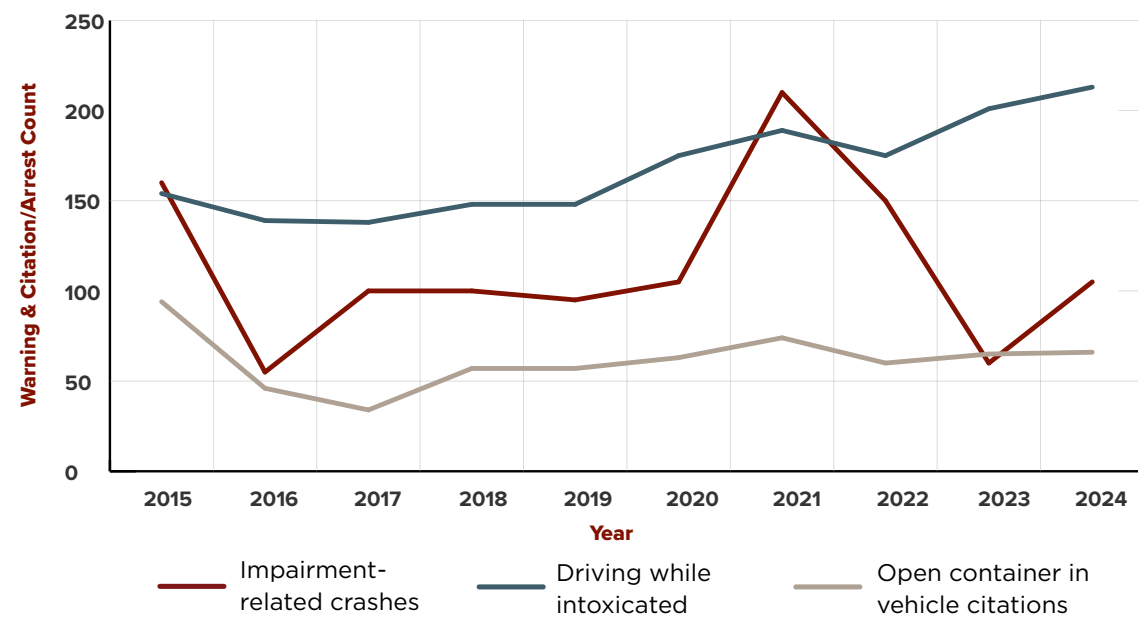


Figure 16: Alcohol-related Traffic Warnings and Citations/Arrests vs. Impairment-related Crashes (2015-2024)

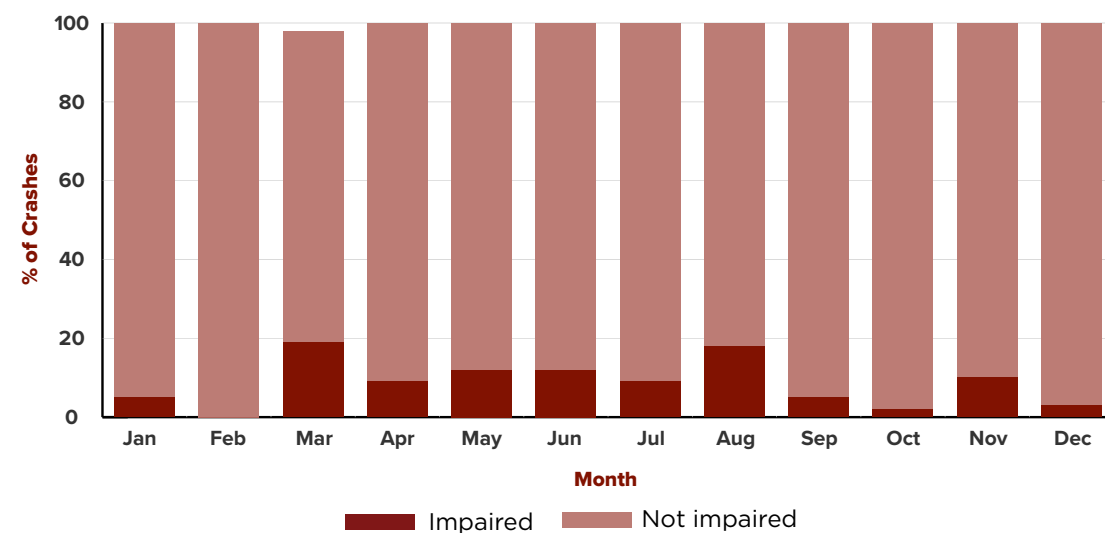


Figure 17: Percentage of All Impairment-Related Crashes by Month (2015-2024)

Figure 18 compares crash trends involving alcohol in Sturgis to those in South Dakota communities of similar population. Overall, the data indicates that Sturgis's FI crashes involving alcohol per 100,000 community members is slightly higher than the average for comparable-sized cities.

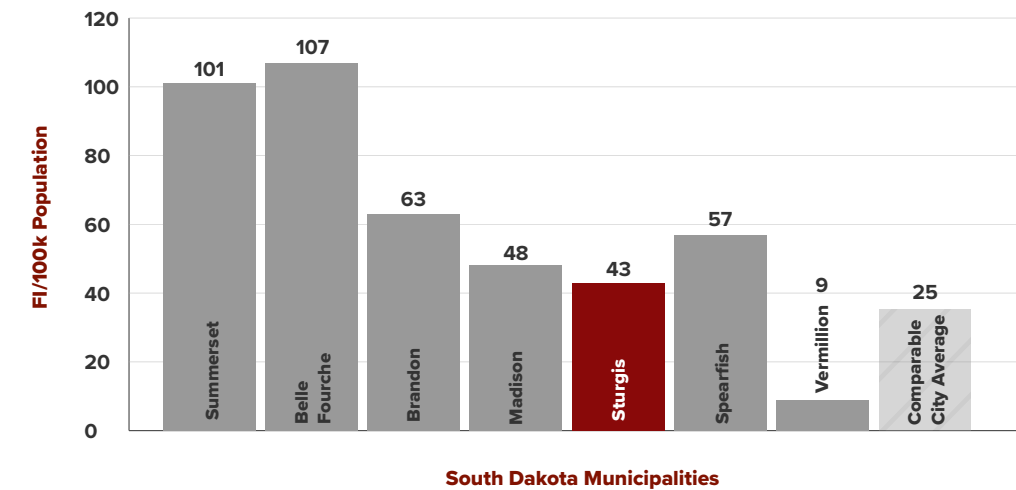


Figure 18: FI Crashes Involving Alcohol/100k People (2015-2024)

Age

Age can have a significant influence on driving risk. Younger drivers often face higher crash rates due to inexperience and risk-taking, while older drivers may experience slower reaction times and vision decline, increasing vulnerability. Nearly one-fourth (**23.3%**) of FI crashes involve at least one driver under the age of 20. Similarly, nearly one-fourth (**23.3%**) of FI crashes involve at least one driver over the age of 65.

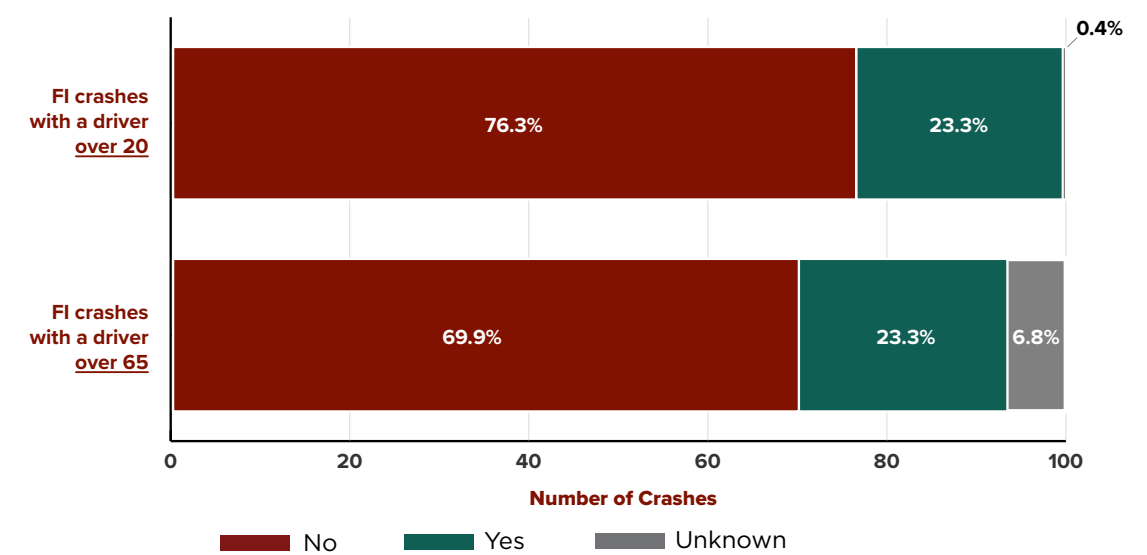


Figure 19: Percentage of FI Crashes with a Driver Over Age 20 or a Driver Over Age 65 (2015-2024)

Vulnerable Road Users

Vulnerable Road Users (VRUs) are defined in this plan as a person walking, biking, or rolling within the transportation network (e.g., pedestrians and bicyclists). As shown in [Figure 22](#), Sturgis' VRU crashes are concentrated to the urban core of the community where there is a higher density of pedestrian mobility.

VRUs are at elevated risk because they lack the protection of a vehicle, making them more susceptible to severe injuries in crashes. VRUs make up **13.6%** of FI crashes but only **6.0%** of other injury crashes.

This analysis investigates the relationship between the mode of transportation, vehicle type, and the collision type involved in crashes; analyzing these factors helps identify common crash patterns and contributing factors, enabling the development of more effective safety strategies.

Mode Type

Mode type refers to the mode of transportation residents and visitors of Sturgis choose to get around. The 2023 Five-Year American Community Survey indicates driving is the predominant mode of travel in Sturgis, with **83.4%** of people

commuting to work by car, truck, or van. However, only **58.5%** of FI crashes involve this mode choice.

In 2023, motorcyclists accounted for **15.5%** of all traffic fatalities and **3.4%** of all injuries nationally. Pedestrians/bicyclists accounted for **7.08%** of all injuries nationally. Sturgis experienced significantly higher rates over the ten-year study period, with motorcyclists accounting for **34.4%** of total FI crashes.

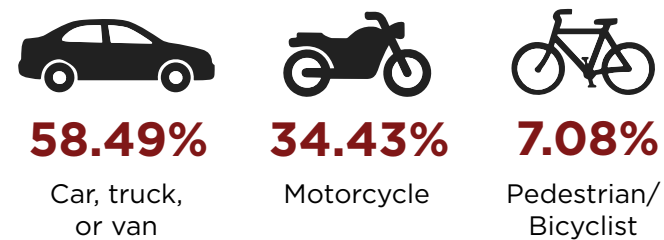


Figure 20: Percentage of FI Crashes by Mode (2015-2024)



FI motorcycle crashes occurring in the month of August make up 2/3 of the total motorcycle crashes from 2015-2024.

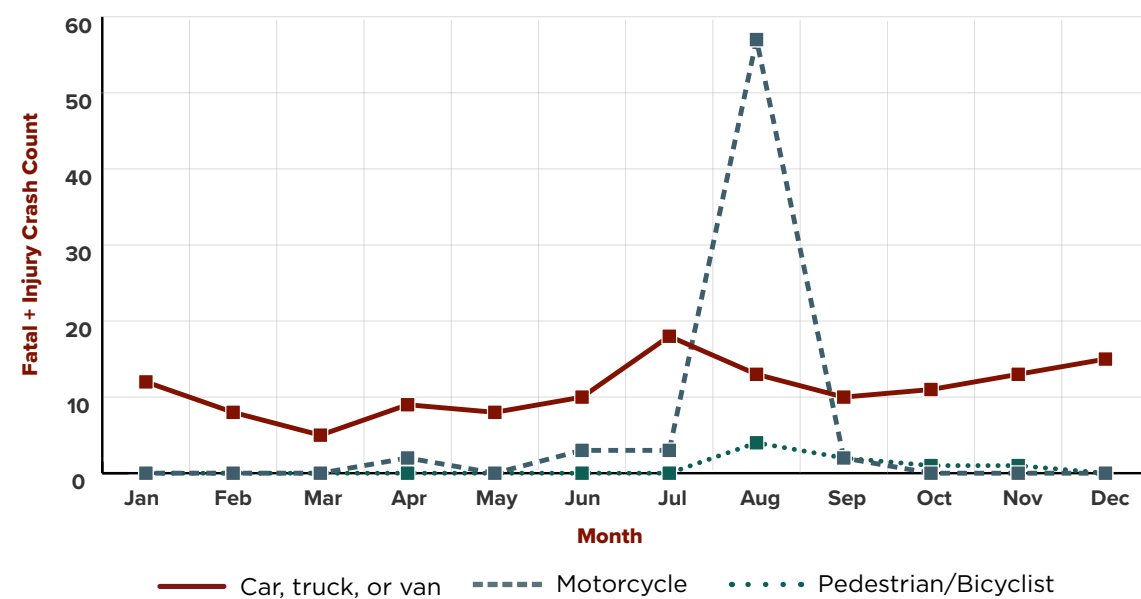


Figure 21: FI Crashes by Month by Mode (2015-2024)

During the studied 10-year period, all of Sturgis' recorded crashes involving a VRU (16) resulted in either death or a serious injury. This underscores the heightened vulnerability of pedestrians and bicyclists within the city's transportation network.

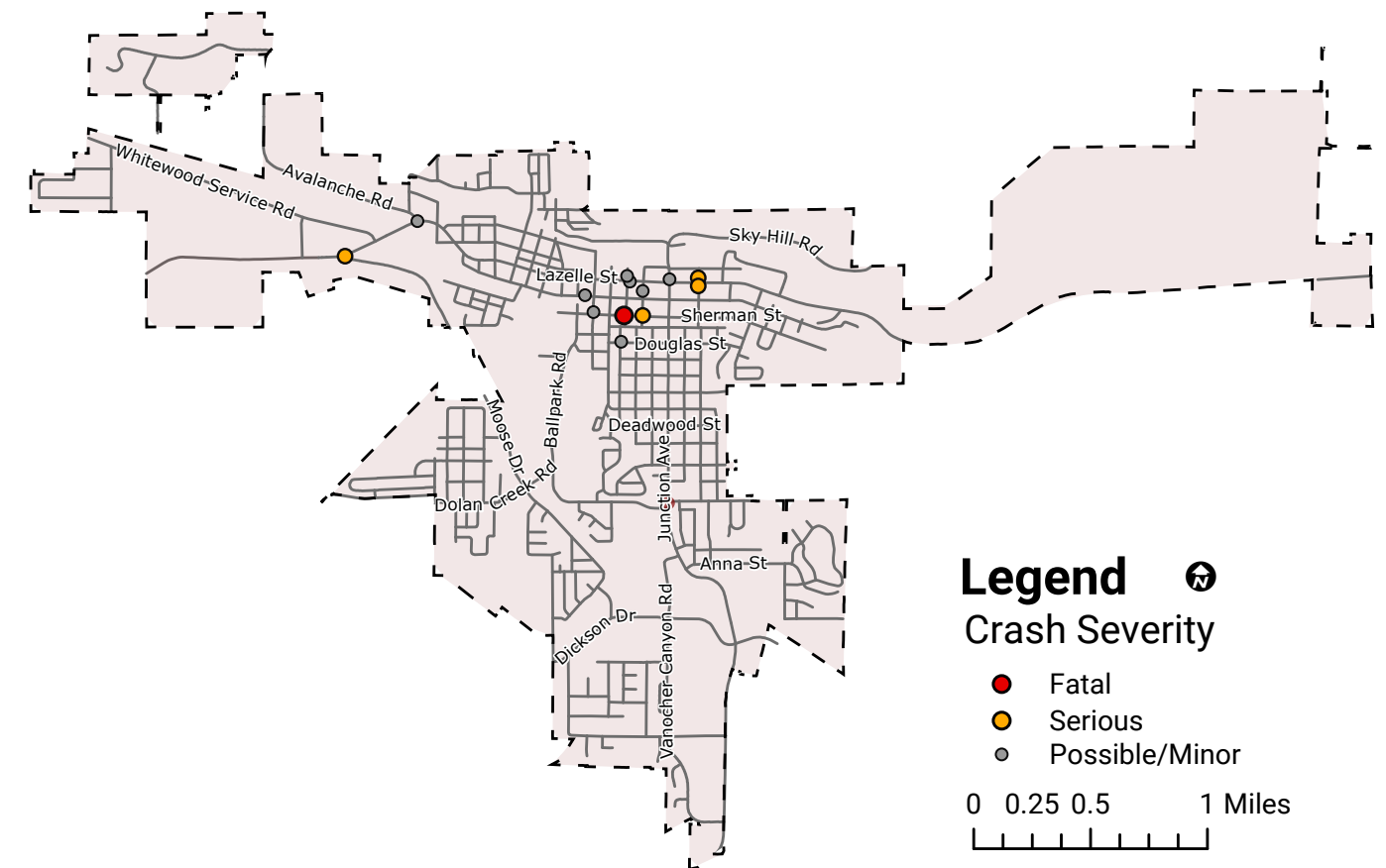


Figure 22: City of Sturgis VRU Crashes (2015-2024)



Figure 23 compares crash trends in Sturgis to those in South Dakota communities of similar population. Overall, the data indicates that Sturgis’s KSI crashes involving VRUs per 100,000 community members is much higher than comparable-sized cities.

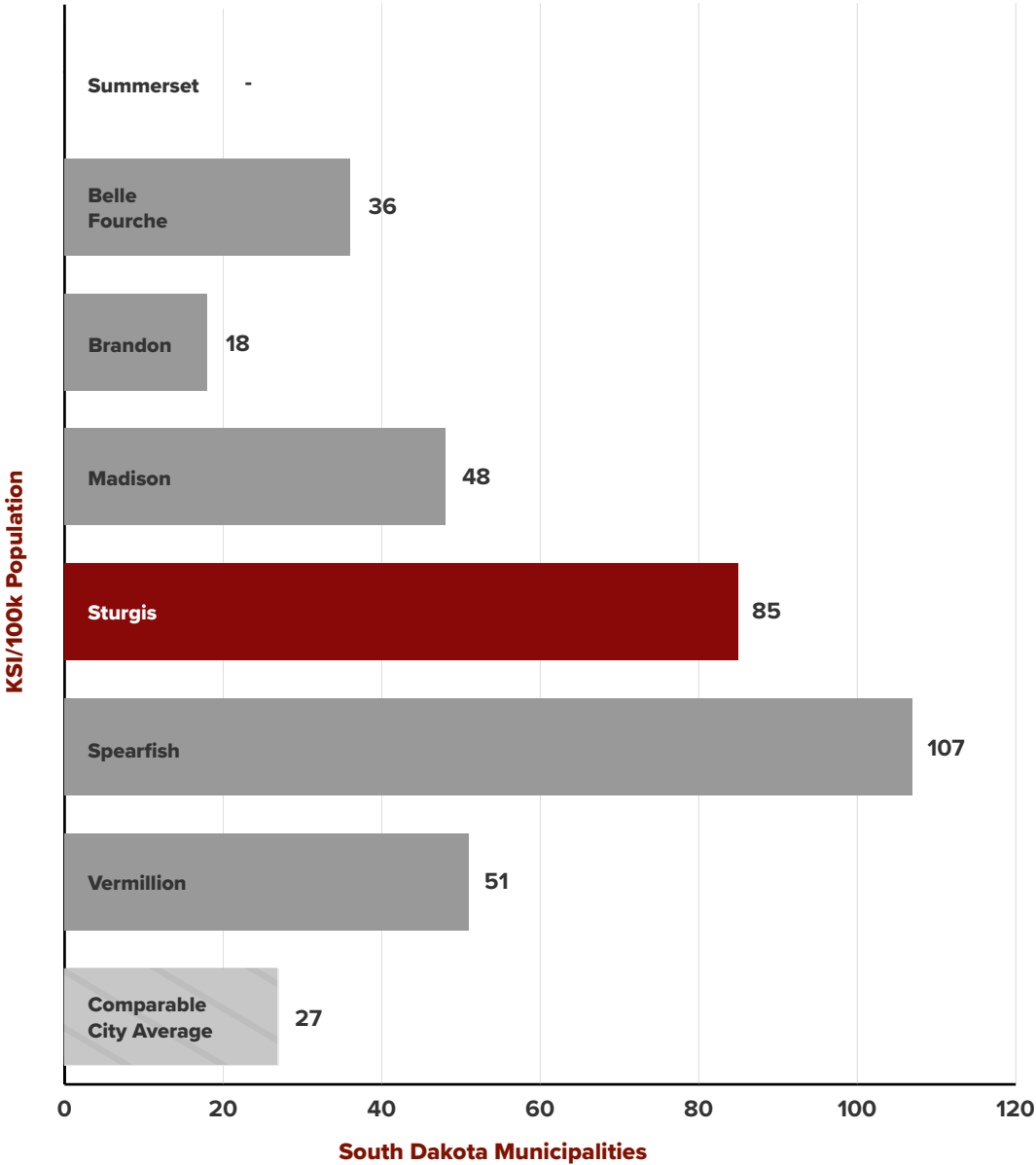


Figure 23: KSI Crashes Involving VRU/100k People (2015-2024)

HIGH INJURY NETWORK

A key component of the Safety Action Plan is identifying the High Injury Network (HIN), or the intersections and street segments with a disproportionate concentration of injury-producing crashes. The HIN helps prioritize locations where safety improvements are most likely to reduce both the frequency and severity of crashes. This section summarizes the highest-risk locations and supports the selection of targeted countermeasures. It is important to note that only City-owned roads were considered for the HIN.

City-Owned Roads

Nearly half of all crashes in Sturgis occur on Lazelle Street (SD Hwy 34 and US Hwy 14A), which falls

under SDDOT jurisdiction. As a result, the City must focus on its own road network—where it has full authority—to identify patterns and implement safety improvements. [Figure 24](#) displays crashes on roads Sturgis has full authority over.

[Table 4](#) displays the top six roads by total crash count. Intersection crashes with Lazelle Street were excluded from this count and instead crashes were assigned to the nearest road segment within 50ft of the crash location. These roads make up **17.1%** of the city owned roadway miles but **42.2%** of the city’s total crash count. Junction Avenue alone accounts for **18.6%** of crashes not on Lazelle Street and **9.2%** of all crashes in Sturgis.

Table 4: Top Six Roads by Crash Count (2015-2024)

Road	# of Centerline Miles	All Crash Count	KSI Crash Count
Junction Avenue	2.1	56	3
Main Street	1.8	18	0
Ballpark Road	1.3	14	0
Sherman Street	1.6	13	2
Whitewood Drive	1.3	13	2
Moose Drive	1.8	13	0
Total	9.9	127	7

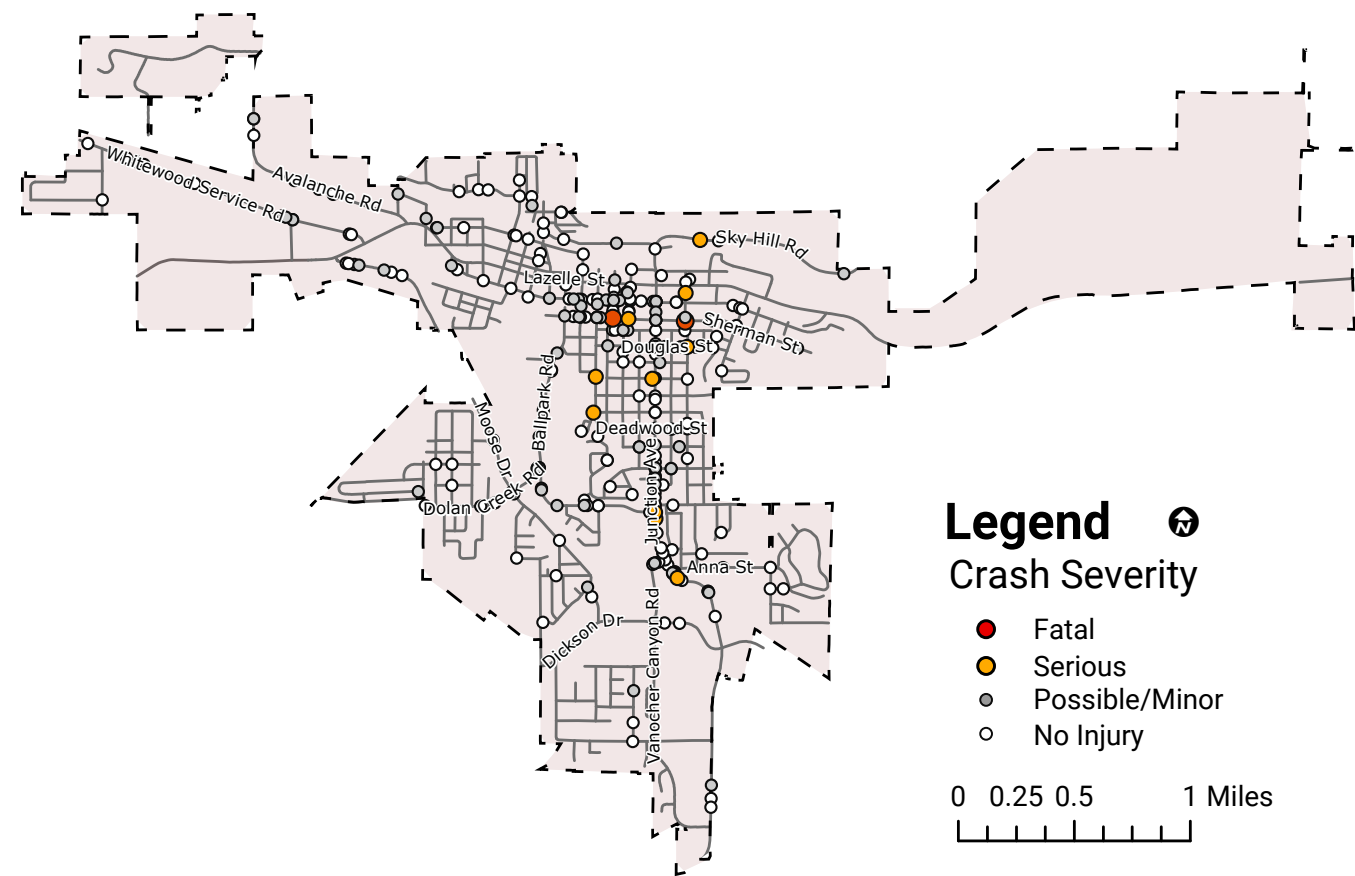


Figure 24: Non-SD Hwy 34 and US Hwy 14A Crashes (2015-2024)



HIN Segments

Figure 25 illustrates the locations of the HIN segments, which together account for 65% of all FI crashes. The highest HIN scores are around Lazelle Street, and the south portion of Junction Avenue. Lazelle Street from 1st Street to Dudley Street accounts for 29 of the 212 total FI crashes in the dataset (about 14%), highlighting this area as the city's most concentrated high-injury hotspot.

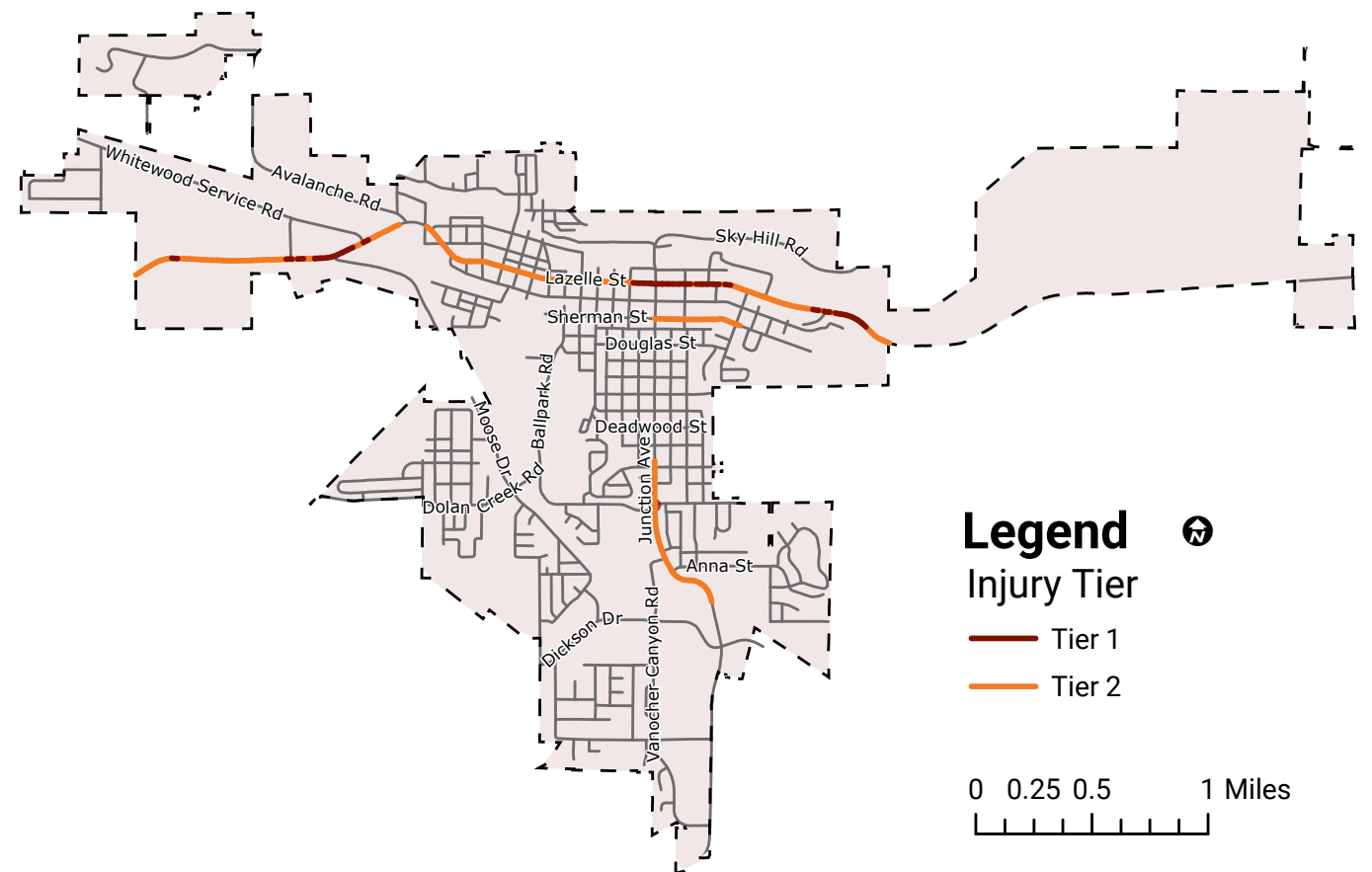


Figure 25: High Injury Network Segments (2015-2024)



High Injury Intersections (HII)

Figure 26 illustrates the location of the HII. The highest HII scores are concentrated in and around the downtown grid, particularly along Lazelle Street and Junction Avenue. Several additional high-ranking intersections occur within a few blocks along the Lazelle Street corridor, reinforcing downtown Lazelle Street as the primary intersection hotspot. Outside downtown, the most notable intersections are located on west Lazelle Street from 20th Street to Park Avenue and Lazelle Street, which also warrant a focused safety review.

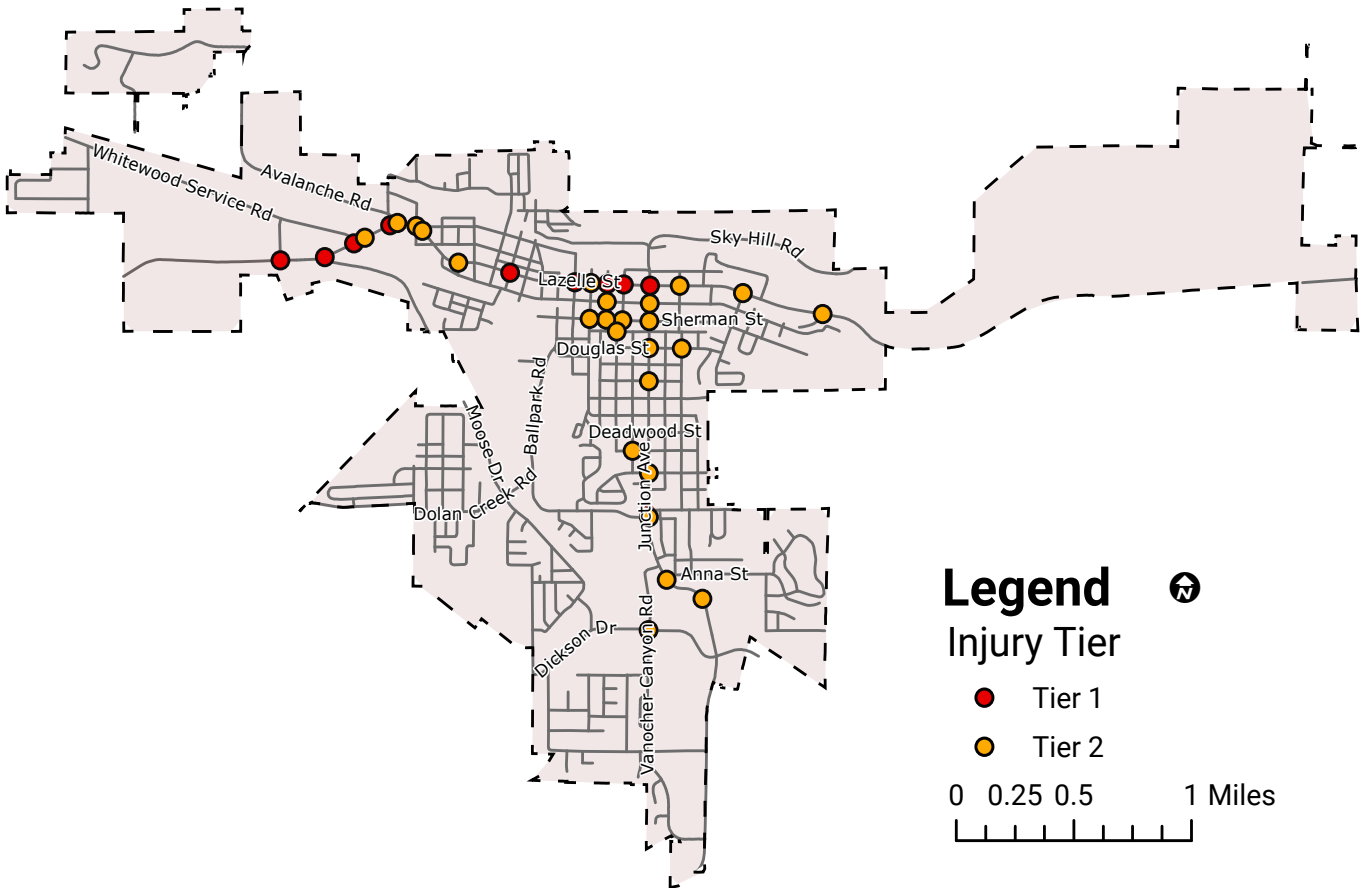


Figure 26: High Injury Network Intersections (2015-2024)

CRASH DATA ANALYSIS SUMMARY

Crash trends in Sturgis show that while most reported crashes resulted in property damage only, a critical share involved injuries, including **212 FI crashes**.

Severe crashes are not evenly distributed across the network. The HII indicate they are disproportionately concentrated in arterial and collector corridors, particularly along Lazelle Street and Junction Avenue. User-factor findings reinforce the need for targeted strategies. Seatbelt non-use and impairment appear more common among the most severe crashes. Vulnerable road user crashes are especially prevalent in Sturgis as the city sees regular pedestrian and bicyclist traffic for both local and non-local roadway users. These crashes are highly consequential, with nearly all resulting in injury. These patterns informed the HIN, which identifies a concentrated hotspot in the downtown core, especially around Lazelle Street and Junction Avenue, and supports a combined approach of targeted improvements at high-crash locations alongside systemic safety strategies on prioritized corridors.



3

COMMUNITY ENGAGEMENT

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COMMUNITY ENGAGEMENT

The City of Sturgis conducted a series of community engagement activities between September 2025 and January 2026 to better understand how residents experience transportation safety and to identify locations where improvements may be needed.

The engagement strategy included a mix of in-person outreach, online engagement, and small-group discussions, providing residents, stakeholders, and students with several opportunities to share their experiences traveling within the community. Feedback gathered through these activities helped identify common transportation safety concerns and highlight corridors where improvements may be beneficial.

To reach a broad range of community members, the project team hosted several engagement opportunities throughout the planning process.

ENGAGEMENT OPPORTUNITIES

Engagement activities conducted as part of the SAP included pop-up events, an online community survey, and virtual focus group meetings.

Pop-up Events

Three in-person pop-up engagement events were held during existing community gatherings in September and October 2025. Hosting engagement activities during community events allowed the project team to connect with residents in informal settings and gather feedback from individuals who may not typically attend a traditional public meeting.

Pop-up engagement activities were held at:

- Alliance of Churches Fundraiser
- Music on Main event in downtown Sturgis
- Kiwanis Soup Supper

Community Survey

An online survey was available from September 2025 through January 2026, providing residents with an opportunity to share their experiences traveling within Sturgis and identify locations where safety improvements may be needed.

The survey received **128 responses** and included questions related to:

- Travel behavior within the community
- Perceptions of transportation safety
- Locations where safety improvements may be needed
- Opportunities to improve walking and biking conditions

Focus Group Meetings

Three virtual focus group meetings were held in January 2026 to gather more detailed feedback from community members and students.

Two focus groups were conducted with community members to discuss transportation safety concerns and experiences traveling throughout the city. A third focus group was held

with students from the local high school, allowing younger residents to share their perspectives on walking, biking, and traveling safely within the community.

These discussions provided additional context for many of the concerns identified through the survey and pop-up engagement events.

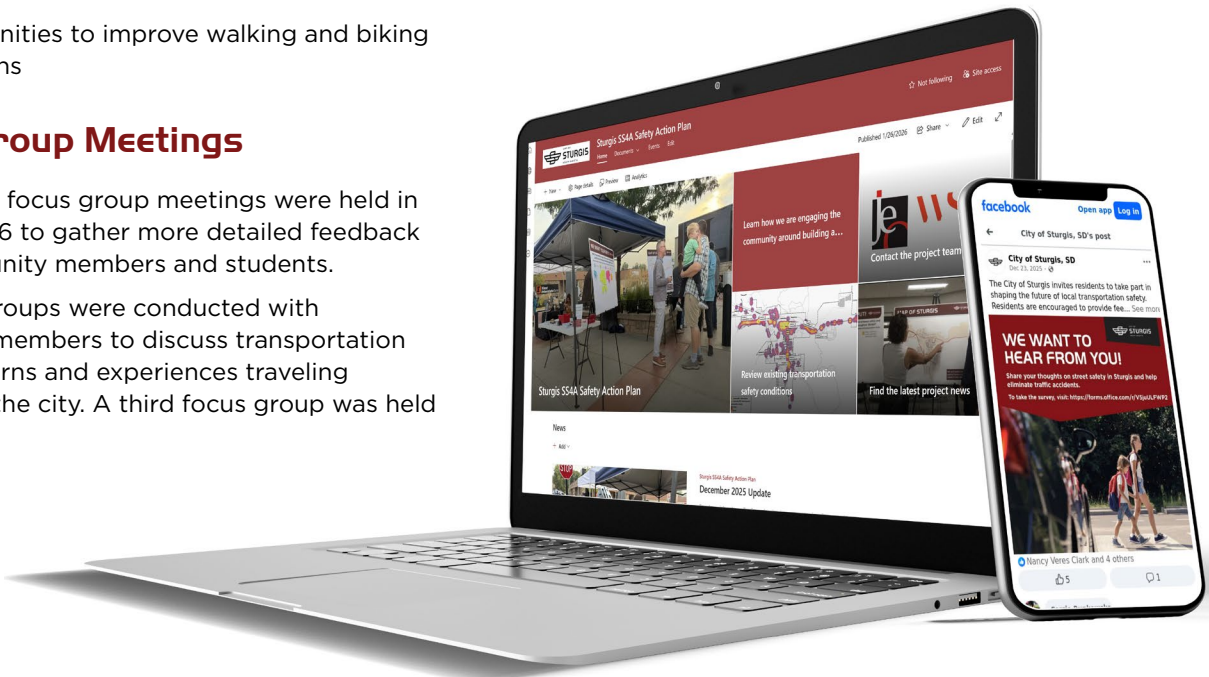
Safety Action Plan Open House

The City of Sturgis held an open house public meeting on June 11, 2026, to present the draft recommendations of the draft SAP. Open house attendees provided additional feedback through comment forms and conversations with project team members. An online survey was available through the end of June. Feedback focused on ways to improve walking and biking throughout Sturgis. Participants identified ADA-compliant sidewalk ramps and pedestrian facilities that better accommodate people of all abilities as important improvements. Additional comments identified visibility concerns near Ballpark Road and Junction Avenue, winter maintenance concerns at Arizona Avenue and Ballpark Road, and the need for sidewalk improvements along Douglas Street east of Junction Avenue.

▲ Participants at Music on Main in September 2025



▲ A social media post promoting the survey



TAKEAWAYS

This summary is based on public feedback gathered through the engagement strategies outlined previously. This input reflects community concerns and priorities related to transportation safety, including pedestrian and bicycle safety, traffic management, public education, and improved planning and enforcement of traffic laws.

The following themes summarize the most frequently mentioned issues and proposed solutions by participants.

Pedestrian Safety and Crossing Conditions

Pedestrian safety was the most frequently discussed topic during engagement activities. Many participants described difficulty crossing busy corridors and intersections due to traffic volumes, intersection design, or gaps in pedestrian infrastructure.

Locations frequently referenced included **Lazelle Street, Junction Avenue, and the downtown area near Sherman Street and Main Street**. Participants also highlighted pedestrian activity along the **Heritage Acres to Grocery Mart corridor**, where seniors regularly walk along Lazelle Street and may benefit from longer crossing times at intersections.

Survey responses indicate that walking is a common activity among residents, with **approximately 70 percent of respondents reporting that they walk daily or weekly**.

Traffic Speeds and Driver Behavior

Traffic speeds and driver behavior were also common concerns raised during engagement activities. Participants mentioned speeding, turning movements at intersections, and drivers lacking awareness of pedestrians and bicyclists.

Responses indicate that traffic exiting from the **Interstate 90** onto **Main Street** often does not slow down.

Bicycle Connectivity

Community members also discussed opportunities to improve bicycle connectivity throughout Sturgis. While bicycling occurs less frequently than walking, more than **40 percent of survey respondents reported biking at least occasionally**, suggesting that improved bicycle facilities could encourage additional use.

Comments also referenced improving access to the **Vanocker Canyon Bike Path**, noting that parking areas near the I-90 overpass could make it easier for cyclists to reach the trail network without traveling along high-traffic roadways.

Micromobility Safety

Participants also raised concerns about the growing use of scooters and e-bikes within the community. Comments focused on high travel speeds along sidewalks and trails, unclear operating rules, and conflicts with pedestrians.

Participants suggested that clearer regulations and improved public education could help reduce these conflicts and improve safety for all users.

School Traffic and Congestion

Travel conditions near schools were another major topic discussed during engagement activities. Participants described congestion and safety concerns related to school drop-off and pick-up areas.

The area near **Ballpark Road and Sturgis Elementary School** was frequently mentioned due to congestion and emergency vehicle activity. Participants also described traffic conditions near **Sturgis Middle School** as chaotic during peak travel times, noting that vehicles often block intersections and create visibility challenges for pedestrians. Students also noted that incomplete sidewalks in some areas lead to students walking in the roadway when traveling to nearby businesses after school.

COMMUNITY PRIORITIES

Many of the locations referenced during surveys, pop-up events, and focus group discussions correspond with corridors identified through the project’s crash analysis and technical review. Several corridors consistently emerged as areas where residents experience safety challenges. The following sections summarize community feedback related to these priority safety corridors.

Lazelle Street (SD Highway 34)

Lazelle Street serves as a major east-west corridor through Sturgis and experiences significant traffic activity year-round as a primary local arterial and state highway. Traffic volumes are particularly elevated during the annual Sturgis Motorcycle Rally, when the corridor experiences its highest levels of activity.

Residents frequently mentioned heavy traffic volumes, congestion, and difficulty crossing Lazelle Street. These concerns are consistent with the project’s crash analysis, which found that 64 percent of Sturgis’ FI crashes occurred along the Lazelle Street corridor, with crashes concentrated near intersections such as Junction Avenue and near the I-90 Exit 30 interchange.

These findings support recommended improvements along Lazelle Street, including intersection improvements and improved pedestrian crossings.

Junction Avenue

Junction Avenue was also frequently referenced during engagement activities as a corridor where safety improvements may be needed. Residents most often cited challenges at the Anna Street intersection, where traffic entering from Interstate 90, turning movements, and tourist activity near the “Welcome to Sturgis” sign create complex traffic conditions.

Additional concerns were noted at the Ballpark Road intersection and along sections of the corridor between Douglas Street and Ballpark Road, where residents reported difficulty crossing Junction Avenue.

Focus group discussions also raised concerns related to traffic growth and safety near Anna Street and Ballpark Road, where recurring crashes and operational challenges were identified through the crash analysis.

Recommended improvements along the corridor include updated pedestrian crossings between Douglas Street and Ballpark Road, along with intersection safety improvements at Anna Street and Ballpark Road to help reduce conflicts and strengthen traffic operations.

Ballpark Road

Ballpark Road was identified as an area where traffic operations and school-related activity may contribute to safety concerns. Several residents specifically mentioned issues near the Ballpark Road and Junction Avenue intersection, including drivers using the westbound left-turn lane to access the Grocery Mart entrance, which can create confusion and conflict with other turning vehicles.

Residents also noted increased traffic and pedestrian activity near Sturgis Elementary School, particularly during morning drop-off and afternoon pick-up times.

This combination of turning movements, school traffic, and nearby destinations can create challenging conditions for both drivers and pedestrians.

Main Street/Sherman Street Area

Community feedback also identified safety concerns along the Main Street and Sherman Street area. Several residents noted challenges at the Main Street and Junction Avenue intersection, where drivers occasionally fail to stop at the four-way stop and congestion can increase during busy periods. Larger vehicles parked along this corridor can make the roadway feel narrow, particularly during tourism events.

Potential improvements could include better visibility and stop-control enhancements at Main Street intersections. Implementing pedestrian-focused improvements along the corridor will help address visibility and mobility concerns not only during the Sturgis Motorcycle Rally, but throughout the year.

Moose Drive

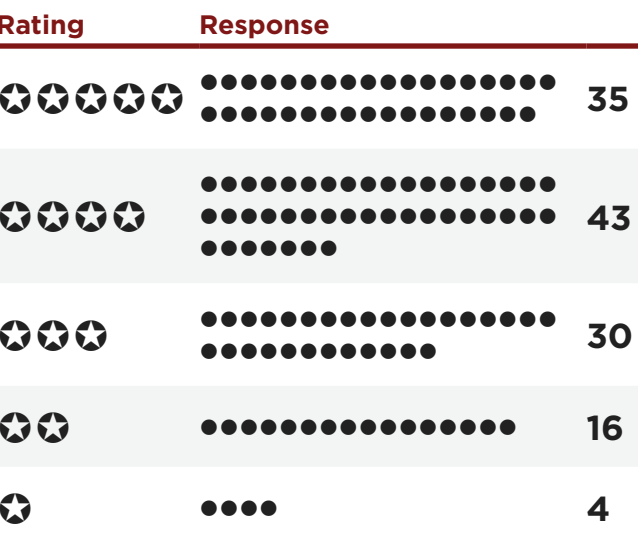
Residents highlighted concerns along Moose Drive, commenting that portions of the corridor lack sidewalks and visibility over the hill can make it difficult for drivers to see pedestrians. It was also noted that pedestrians often walk along the roadway in this area, particularly near residential neighborhoods.

Potential improvements could include speed management strategies and pedestrian safety improvements along Moose Drive. In addition, extending sidewalks and trails along the Moose Drive corridor will increase connectivity and reduce pedestrian safety issues. This corridor could also connect to trails within Sturgis, further strengthening the city’s overall trail network.

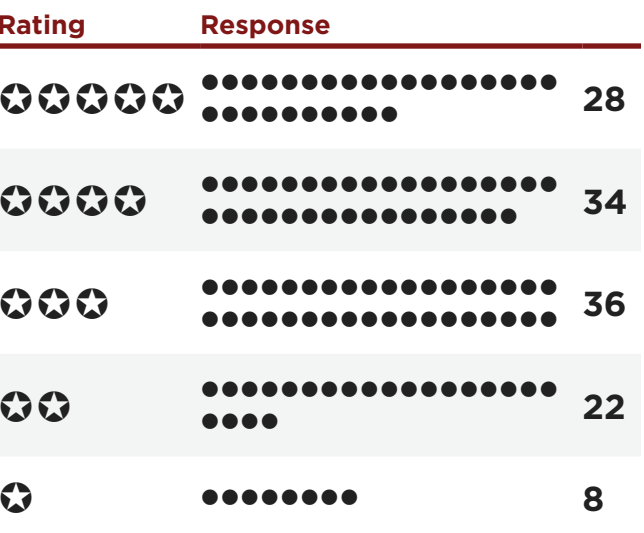
COMMUNITY SURVEY RESULTS

The September 2025-January 2026 community survey also asked residents to rate their perceptions of transportation safety in Sturgis. The following charts summarize how respondents feel about walking, biking, and driving throughout the community, as well as whether improved pedestrian facilities would encourage more walking and biking.

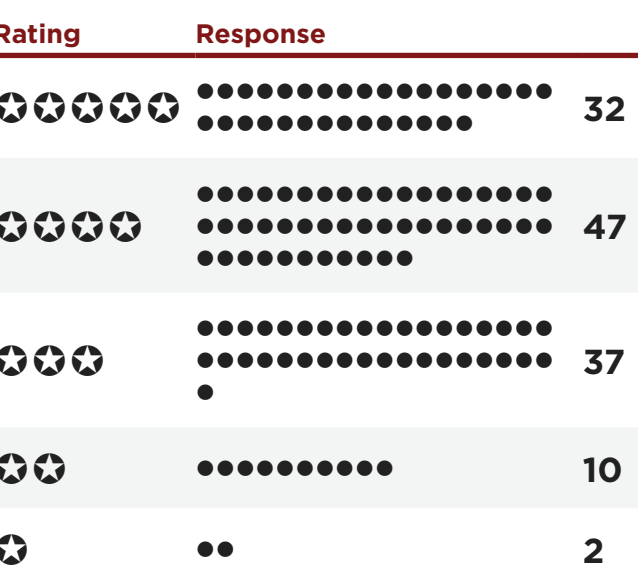
How safe do you feel walking in Sturgis? (5 Stars = Completely Safe)



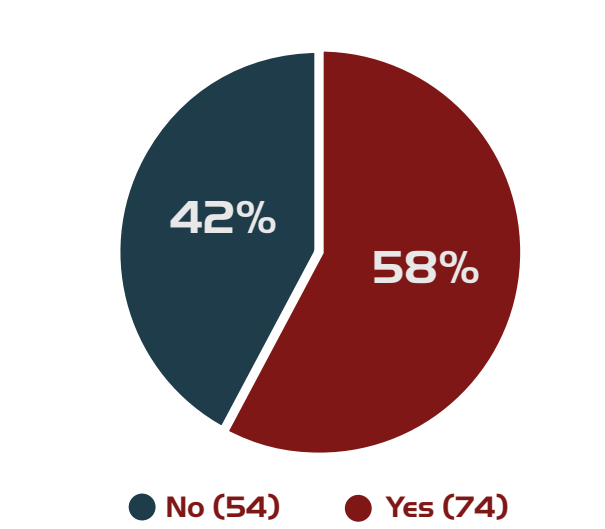
How safe do you feel biking in Sturgis? (5 Stars = Completely Safe)



How safe do you feel driving in Sturgis? (5 Stars = Completely Safe)



Would safer pedestrian facilities encourage you to walk or bike more?

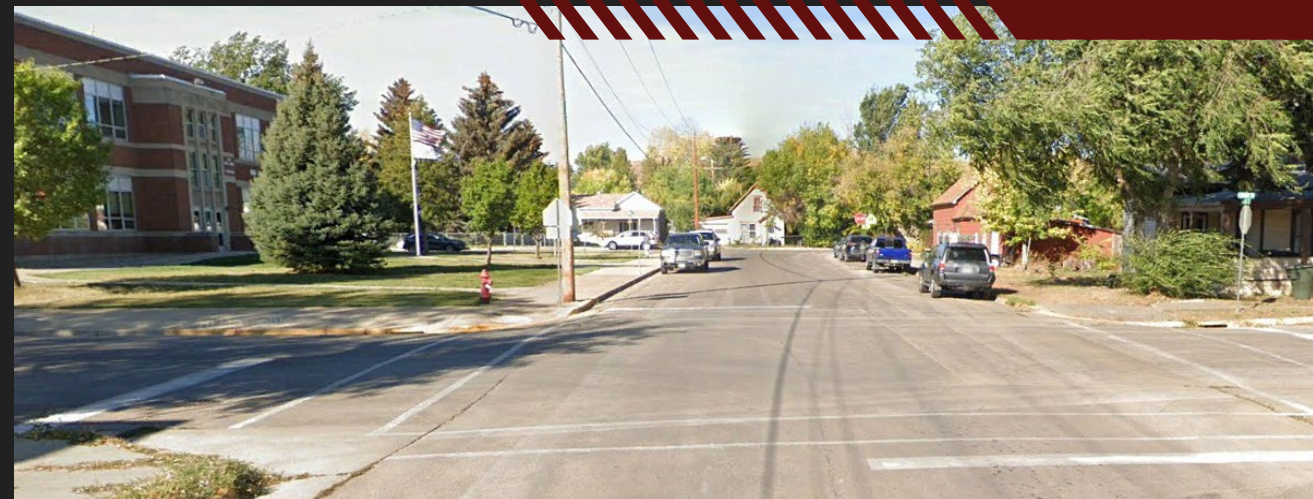


Source: Sturgis SS4A Online Survey, input collected from September 2025-January 2026

4

NEEDS ASSESSMENT

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NEEDS ASSESSMENT & PROJECT IDENTIFICATION

The projects recommended in the Sturgis Safety Action Plan are based on the principle of implementing practical, cost-effective safety improvements that address both existing and anticipated transportation safety challenges. A key step in developing these recommendations was conducting a comprehensive safety needs assessment to identify where the greatest opportunities exist to reduce crashes and improve safety for all roadway users.

This needs assessment began with an evaluation of the existing transportation network using the crash analysis and High Injury Network (HIN) findings presented earlier in this plan. Roadway segments and intersections were evaluated based on crash frequency, severity, type, and their role within Sturgis’ comprehensive transportation system. This analysis identified locations with a disproportionate concentration of severe crashes and helped establish priority segments and intersections for further consideration based on their Tier ranking within the High Injury Network.

Tier 1 High Injury Network ranking represents the City’s highest transportation safety priorities. These roadways exhibit the greatest concentration of fatal and serious injury crashes and present the strongest opportunity to reduce crash frequency and severity through targeted infrastructure improvements. Because of their elevated safety risk, Tier 1 corridors should receive the highest priority for future funding, engineering studies, and implementation of Proven Safety Countermeasures.

Tier 2 High Injury Network rankings are roadway segments that experience elevated crash risk but at a lower severity or frequency than Tier 1. While these locations may not demonstrate the same concentration of fatal and serious injury crashes, they exhibit roadway characteristics, multimodal activity, or emerging crash patterns that warrant proactive safety improvements.

Once these priority locations were identified, the City and the Advisory Committee reviewed the results and developed a list of specific projects that directly addressed the documented safety

concerns. Recommendations were organized into three implementation strategy types:

- Major Implementation Projects
- Temporary or Demonstration Projects
- Policy Strategies

Each strategy includes a prioritized list of projects based on a Benefit-Cost Analysis (BCA), which estimates the overall safety benefit of each project relative to its implementation cost. This prioritization also considers the City’s long-term maintenance responsibilities, staffing capacity, and available resources to help identify projects that provide the greatest safety benefit while remaining feasible to implement.

Project Scoring

The Benefit-Cost Analysis (BCA) compares existing conditions with the anticipated conditions after each proposed improvement to estimate its economic value. Expected safety benefits are calculated using Crash Modification Factors (CMFs), which estimate the reduction in crashes associated with a particular countermeasure. These reductions are converted to monetary benefits using the U.S. Department of Transportation’s societal crash cost values by crash severity and are compared against estimated project costs over a 20-year analysis period.

The resulting benefit-cost ratio represents the expected safety return for every dollar invested, allowing projects of varying size and scope to be compared using a consistent methodology.

Projects were also organized into seven groups based on project location and their role within the overall transportation network. Each group includes both corridor (segment) and intersection improvements. The following criteria (*Table 5*) were used to calculate each project’s safety needs score and support the overall prioritization process:

Table 5: BCA Scoring Index

Scoring Criteria

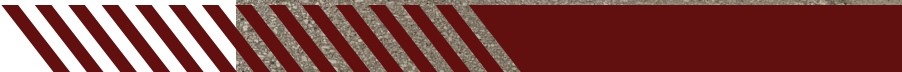
Proposed Cost (\$)
Total 20-year Safety Benefit (2026 \$)
KSI Crashes Avoided
Other Injuries Avoided
Project Area Length (mi)

HIGH INJURY NETWORK (HIN) PRIORITIZATION

As described in the Crash Safety Analysis chapter, the High Injury Network (HIN) identifies roadway segments and intersections with a disproportionate concentration of fatal and serious injury crashes. Rather than focusing solely on locations with the highest number of crashes, the HIN emphasizes where severe crashes are occurring, allowing the City to target investments where they can have the greatest impact on reducing fatalities and serious injuries.

The HIN analysis from Chapter 2 was used as the primary screening tool for identifying priority segments and intersections. Locations identified through the HIN were then reviewed alongside multimodal activity, roadway characteristics, and community input to determine where infrastructure improvements would provide the greatest overall safety benefit. These priority locations formed the foundation for the recommended project list presented in this plan.

The scoring criteria also supports the goals of the USDOT’s SS4A Program by prioritizing locations with the highest concentration of FI crashes.



High Injury Network

The High Injury Network (HIN) analysis identified Lazelle Street and Junction Avenue as Sturgis’ primary High Injury Network corridors based on their disproportionate concentration of fatal and serious injury crashes. Sherman Street was also identified as a Tier 2 HIN corridor, particularly along its eastern segment between Junction Avenue and Nellie Street, where crash frequency, multimodal activity, and roadway characteristics indicate an elevated risk of severe crashes. Because the HIN is concentrated on a relatively small portion of the City’s transportation network, the SAP focuses on comprehensive corridor

improvements that address the systemic factors contributing to crashes.

While priority implementation is centered on these HIN corridors, additional recommendations are included for other key arterial and collector roadways that serve schools, residential neighborhoods, Downtown Sturgis, and major community destinations. This corridor-based approach allows the City to strategically invest limited resources where they can achieve the greatest reduction in fatal and serious injury crashes while advancing the Safe System Approach through safer speeds, reduced conflict points, improved pedestrian accommodations, and enhanced multimodal connectivity.

Segments

Intersection Location	Injury Tier
① Lazelle Street (West City Limits to 20th Street)	1
② Lazelle Street (20th Street to Whitewood Service Road)	2
③ Lazelle Street (12th Street to 1st Street)	1
④ Lazelle Street (1st Street to Nellie Street)	2
⑤ Lazelle Street (Nellie Street to “S” Curves)	1
⑥ Sherman Street (Junction Avenue to Nellie Street)	1
⑦ Junction Avenue (Harmon Street to Westbound Exit 32)	1

Table 6: High Injury Network Segments

High Injury Intersections

In addition to the prioritized corridors, the crash analysis identified a series of High Injury Intersections (HIIs) that experience a disproportionate concentration of fatal and serious injury crashes. These intersections represent locations where roadway geometry, traffic operations, turning movements, multimodal activity, and vehicle conflicts combine to create elevated crash risk.

Approximately 60% of all FI crashes in Sturgis occur within the identified High Injury Intersection network, demonstrating that a relatively small number of intersections account for a significant share of the community’s most severe crashes. Many of these intersections are located along the City’s HIN corridors, reinforcing the need for corridor-based safety improvements that address both roadway segments and critical intersections.

Intersections

Intersection Location	Injury Tier
① Lazelle Street & 20th Street	1
② Lazelle Street & Moose Drive	1
③ Lazelle Street & Whitewood Service Road	1
④ Lazelle Street & Avalanche Road	2
⑤ Lazelle Street & 14th Street	2
⑥ Lazelle Street & Williams Street	2
⑦ Lazelle Street & 11th Street	2
⑧ Lazelle Street & 9th Street	1
⑨ Lazelle Street & 4th Street	1
⑩ Lazelle Street & 3rd Street	1
⑪ Lazelle Street & 2nd Street	1
⑫ Lazelle Street & 1st Street	1
⑬ Lazelle Street & Junction Avenue	1
⑭ Lazelle Street & Middle Street	2
⑮ Lazelle Street & Nellie Street	2
⑯ Lazelle Street & Regency Street	2

Intersection Location	Injury Tier
17 Junction Avenue & Main Street	2
18 Junction Avenue & Sherman Street	2
19 Junction Avenue & Douglas Street	2
20 Junction Avenue & Edmunds Street	2
21 Junction Avenue & Park Street	2
22 Junction Avenue & Ballpark Road	2
23 Junction Avenue & Anna Street	2
24 Junction Avenue & Westbound Exit 32	2
25 Main Street & 2nd Street	2
26 Sherman Street & 3rd Street	2
27 Sherman Street & 2nd Street	2
28 Sherman Street & 1st Street	2
29 Howard Street & 1st Street	2
30 Douglas Street & Fulton Street	2
31 Tilford Street & Pine Street	
32 Vanocker Canyon Road & Dickson Drive	

Table 7: High Injury Intersections



Prioritizing investments within both the High Injury Network corridors and High Injury Intersections allows the City to strategically focus limited resources where they have the greatest potential to reduce fatal and serious injury crashes and advance the goals of the Safe System Approach.

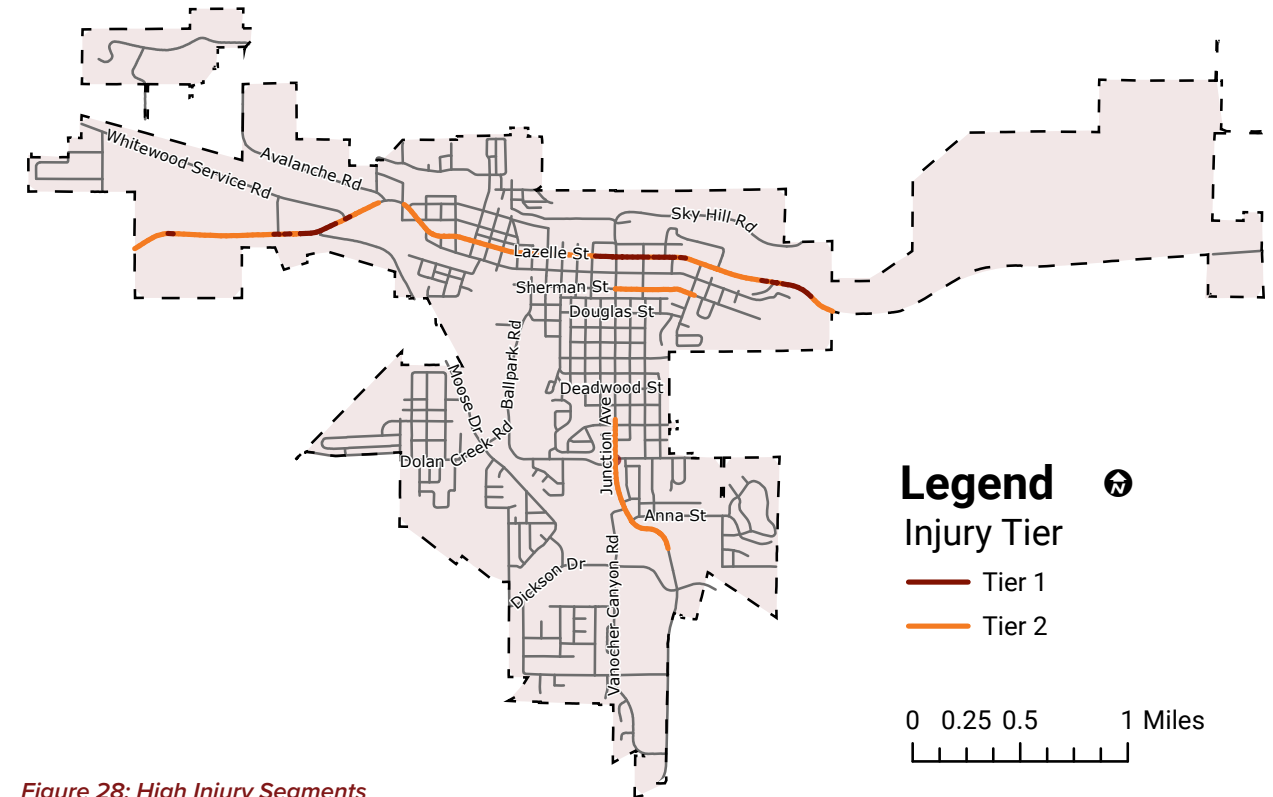


Figure 28: High Injury Segments

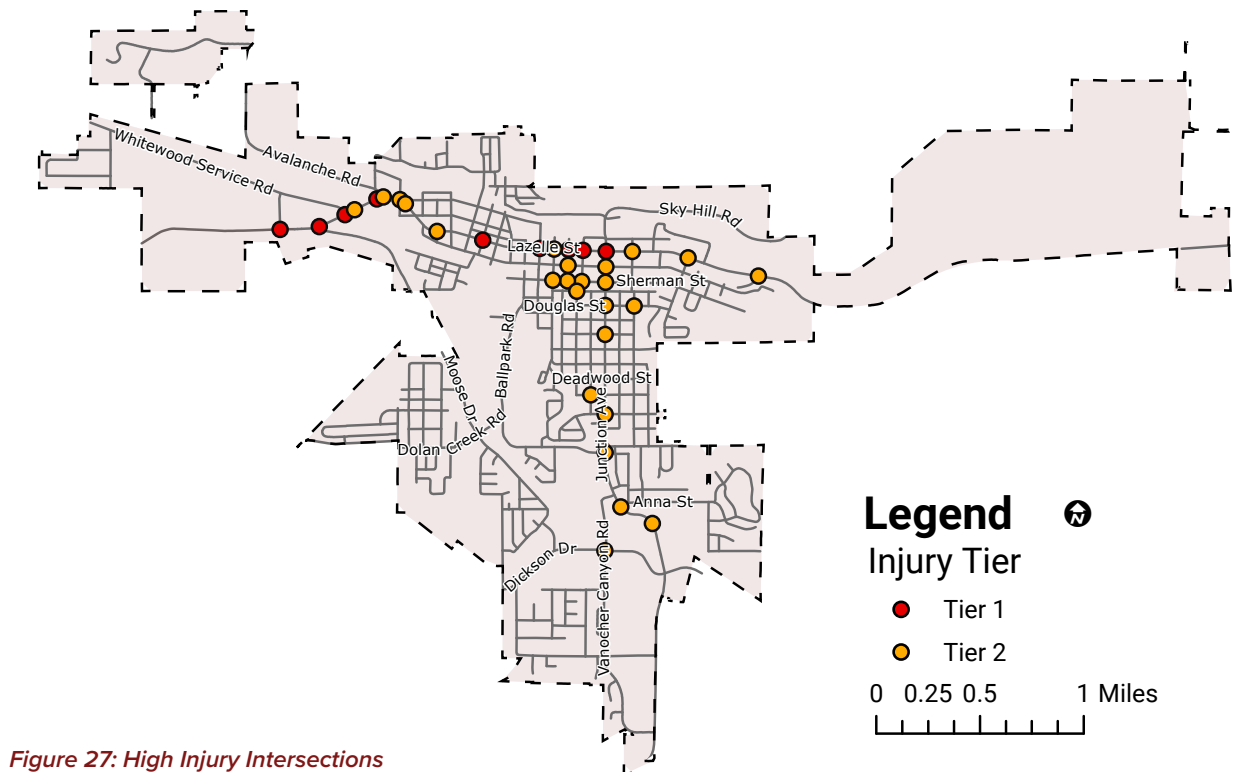


Figure 27: High Injury Intersections

NEEDS ASSESSMENT TAKEAWAYS

Crash analysis, field observations, stakeholder input, and public engagement identified six priority transportation corridors requiring targeted safety improvements. While each corridor has unique operational characteristics, several recurring themes emerged that contributed to elevated crash risk and increased exposure for vulnerable roadway users.

Lazelle Street

Lazelle Street functions as the City's primary commercial corridor and carries the highest traffic volumes in Sturgis. Crash patterns indicate recurring intersection-related crashes, speed management concerns, limited pedestrian accommodations in certain segments, and numerous access management challenges associated with commercial development.

Junction Avenue

Junction Avenue serves as a major north-south gateway into the community and experiences elevated vehicle speeds, numerous conflict points, and limited pedestrian infrastructure near residential neighborhoods and commercial areas.

Sherman Street

Sherman Street provides an important connection between residential neighborhoods, Downtown Sturgis, and Sturgis Elementary School. The corridor experiences high pedestrian activity, inconsistent crossing treatments, and elevated crash concentrations, particularly along the eastern segment identified within the High Injury Network.

Ballpark Road

Ballpark Road serves school traffic, recreational facilities, and residential neighborhoods while accommodating significant seasonal traffic associated with the Sturgis Motorcycle Rally. Existing pedestrian network gaps, ADA deficiencies, and uncontrolled crossing locations create elevated risk for vulnerable roadway users.

Douglas Street & 3rd Street

Douglas Street and 3rd Street function as important school access corridors where pedestrian connectivity, accessibility improvements, and speed management strategies would improve safety for students and neighborhood residents.

Common Safety Deficiencies

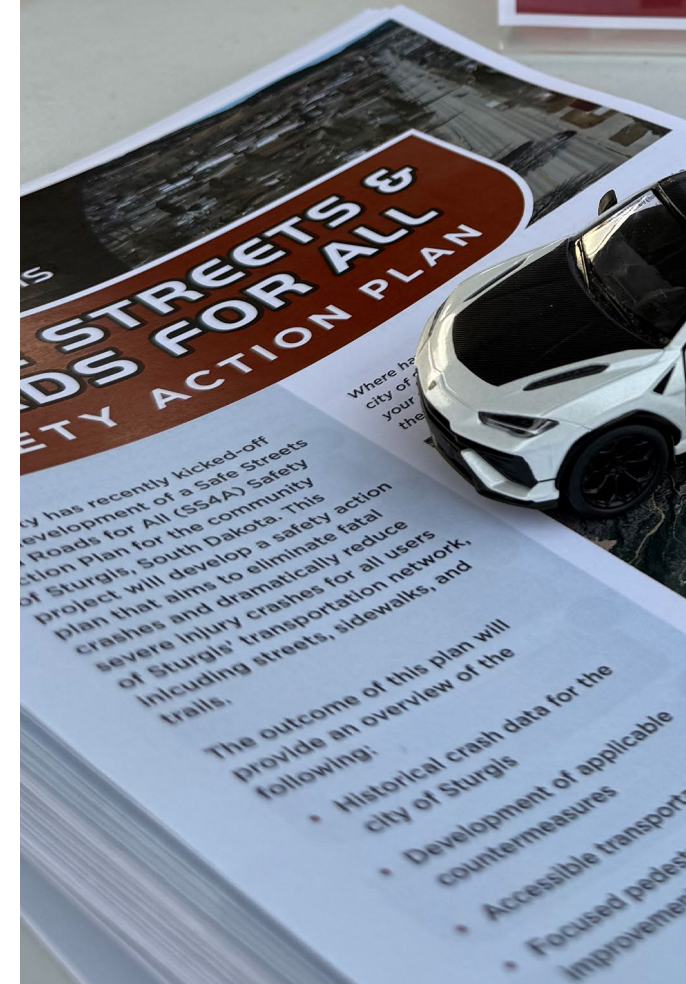
Although crash patterns varied across the study area, several recurring transportation safety deficiencies were identified during the needs assessment.

These include:

- Inconsistent pedestrian crossing treatments
- ADA deficiencies at existing crossings
- Gaps in the sidewalk network
- Limited pedestrian visibility
- High operating speeds on key corridors
- Numerous vehicle conflict points created by closely spaced driveways and intersections
- Limited traffic calming measures
- School routes lacking consistent speed management treatments
- Multimodal conflicts during the annual Sturgis Motorcycle Rally
- Insufficient lighting at pedestrian crossings
- Limited connectivity between neighborhoods, schools, downtown, and the community trail system

These deficiencies became the basis for the final selection of recommended countermeasures and policy strategies which are presented in Chapter 6.

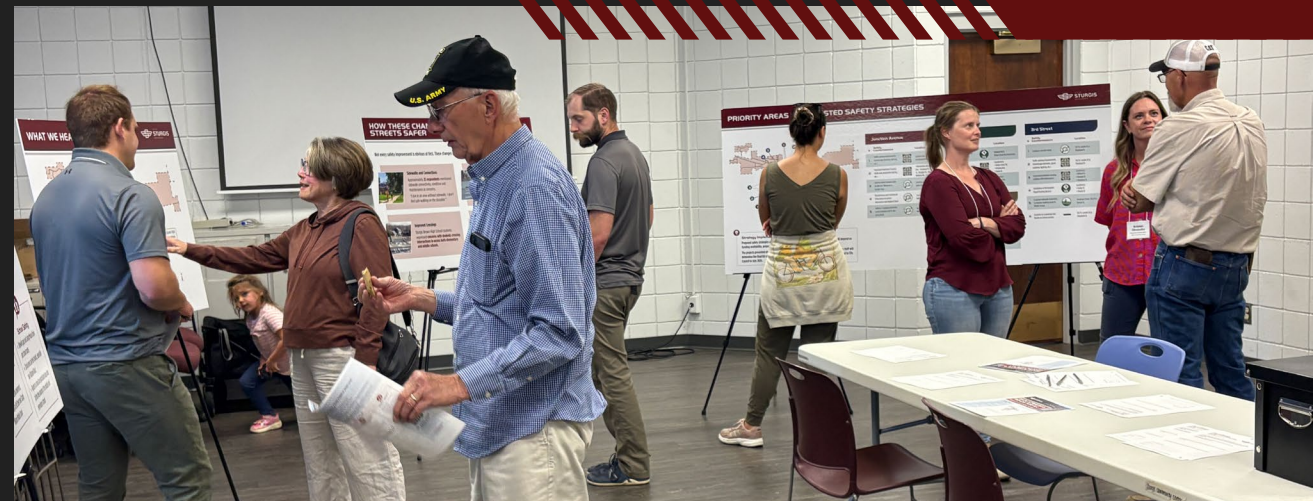
Concentrating improvements within the High Injury Network allows the City to maximize the safety benefits of future transportation investments by focusing limited resources where fatal and serious injury crashes are most likely to occur. While recommendations are included for other corridors throughout the community, priority implementation should begin within the High Injury Network and expand outward as additional funding becomes available. This systemic approach aligns with the Safe System Approach by proactively addressing roadway conditions that contribute to severe crashes rather than responding only after crashes occur.



5

SAFETY COUNTERMEASURES TOOLBOX

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SAFETY COUNTERMEASURES TOOLBOX

Crash data, corridor studies, and community input point to consistent patterns in how severe crashes occur in Sturgis. These patterns are tied to roadway design, traffic operations, and the way different users move through its transportation system.

Safety countermeasures are intervention tools used to address roadway conditions, user behavior, and safety concerns with roadway design. Each one is intended to respond to a specific type of conflict, reduce the likelihood of a crash, or limit how severe a crash becomes.

Many of the strategies described in this chapter reflect safety approaches promoted by the Federal Highway Administration (FHWA) through its Proven Safety Countermeasures initiative. These treatments have been used in communities across the country and are included in this plan based on the unique safety issues identified in Sturgis.

How Safety Countermeasures Work

Most severe crashes can be traced back to a few common conditions. In Sturgis, those conditions include:

- Turning movements at intersections and driveways
- A high number of driveways and access points along corridors
- Travel speeds that exceed what the surrounding environment can support
- Roadway departure conditions, including loss of control or lane shift
- Situations where drivers, pedestrians, or bicyclists have limited time to see and react

Each safety countermeasure addresses these conditions in different ways. Some reduce the number of conflict points, particularly at intersections or along corridors with frequent turning movements. Others improve visibility and recognition of potential hazards. Many focus on managing speed, which is one of the most direct factors influencing crash severity.

These strategies are most effective when applied together and tailored to the specific characteristics of a roadway, intersection, or corridor.

FHWA Proven Safety Countermeasures

The FHWA has identified a set of Proven Safety Countermeasures that are effective in reducing KSI crashes across a range of roadway types and conditions. These countermeasures provide a framework for addressing the safety issues identified in Sturgis.

These strategies are grouped into common focus areas, including speed management, pedestrian and bicycle safety, intersections, roadway departure, etc.

The following sections describe the primary types of countermeasures **relevant to the conditions identified in Sturgis**.

Speed Management

Vehicle speed directly influences both crash frequency and severity. As speed increases, stopping distance increases and reaction time decreases. Higher speeds also increase the forces involved in a crash, which leads to more severe outcomes.

Speed-related strategies focus on bringing travel speeds in line with the surrounding environment, especially in areas with high pedestrian activity or frequent turning movements.

Even small reductions in average travel speed can lead to measurable reductions in crash severity. In practice, this might look like narrower travel lanes, curb extensions at intersections, or signs that display a driver’s speed in real time.



Common approaches include:

-  Speed feedback signs that provide real-time information to drivers
-  Lane narrowing or roadway reconfiguration to visually reduce available space
-  Curb extensions that reduce crossing distance and influence driver behavior
-  Streetscape elements that reinforce lower-speed environments
-  Context-sensitive speed limit evaluation

Pedestrian/Bicyclist

Pedestrians and bicyclists are more vulnerable in a crash due to their lack of physical protection. Crash severity increases significantly at higher vehicle speeds and in areas where users are required to share space without clear guidance.

These countermeasures focus on improving visibility, reducing exposure, and providing dedicated or clearly defined space for travel.

Providing defined space and consistent crossing locations reduces uncertainty and improves interactions between users. In practice, this can include marked crossings, flashing beacons, or dedicated space for bicyclists along a corridor.



Common approaches include:

-  High-visibility crosswalk markings to improve driver recognition
-  Pedestrian refuge islands that reduce crossing distance and allow staged crossings
-  Rectangular Rapid Flashing Beacons (RRFBs) at uncontrolled crossings
-  Sidewalk construction and gap closure to provide continuous pedestrian routes
-  Shared-use paths to separate users from vehicle traffic
-  Bicycle lanes, buffered bike lanes, or separated facilities to define space for bicyclists
-  Intersection crossing treatments, including advanced stop lines or crossing markings

Intersection Improvements

Intersections are a primary location for severe crashes due to the number of potential conflict points between vehicles and other users. A traditional four-leg intersection can include more than 30 vehicle-to-vehicle conflict points, many of which involve crossing movements associated with higher-severity crashes.

Intersection improvements focus on reducing the number and severity of these conflict points and improving how movements are organized.

These strategies reduce complex decision-making and limit the types of conflicts that are most likely to result in severe crashes. Some treatments also reduce the angle at which vehicles interact, which lowers the severity of crashes. In practice, this may look like converting a traditional intersection to a roundabout, adding turn lanes, or adjusting signals to better organize movements.



Common countermeasures include:



Roundabouts, which reduce vehicle speeds and eliminate direct crossing conflicts



Reduced Conflict Intersections (RCIs), which reconfigure left-turn and crossing movements



Dedicated left- and right-turn lanes to separate movements



Channelization to guide vehicle paths and reduce ambiguity



Signal timing adjustments, including protected turn phases



Improved intersection lighting to enhance nighttime visibility

Access Management

Driveways and side street connections introduce additional turning movements along a corridor. As the number of these access points increases, so does the number of potential conflict points.

Corridors with frequent access points are often associated with higher rates of turning-related crashes, including rear-end and angle collisions.

Access management strategies focus on organizing where and how vehicles enter and exit the roadway. These strategies reduce the number of decision points and improve overall traffic flow along the corridor. In practice, this could mean fewer driveways, defined turn locations, or medians that limit certain movements.



Common countermeasures include:



Consolidation of driveways to reduce the total number of access points



Installation of raised medians to restrict certain turning movements



Directional access (right-in/right-out) to reduce crossing conflicts



Spacing guidelines for driveways and intersections



Use of auxiliary lanes to manage turning traffic

Visibility

In some cases, crashes occur because users can't recognize roadway conditions in time to respond. This is particularly common at night, in poor weather, or in areas with complex geometry.

Improving visibility gives users more time to recognize and respond to traffic conditions. In practice, this may include brighter pavement markings, clearer signage, or added lighting at intersections and crossings.



Common countermeasures include:



Enhanced pavement markings, including edge lines and lane lines



Retroreflective signage and improved sign placement



Intersection and crossing lighting



Delineators and object markers to highlight roadside features



Consistent application of traffic control devices

Roadway Departure

Roadway departure crashes occur when a vehicle leaves its travel lane or exits the roadway. These crashes often involve higher speeds and can result in severe outcomes. For Sturgis, single-vehicle crashes account for a large share of its KSI crashes.

These countermeasures focus on keeping vehicles within their lane and providing recovery space when a driver deviates. These strategies also help reduce loss-of-control crashes. In practice, this can include rumble strips, edge lines, or curve warning signs that alert drivers before a problem occurs.



Common countermeasures include:



Edge line and centerline markings to improve lane definition



Rumble strips to alert drivers when they drift from their lane



Curve warning signs and chevrons to highlight changes in alignment



Shoulder improvements that provide space for recovery



Clear zone improvements to reduce fixed-object hazards

Traffic Operations

Traffic control and operations influence how users move through the system. Inconsistent or unclear controls can contribute to confusion and increase crash risk.

These strategies focus on organizing movement and reinforcing consistent expectations to help drivers understand what to expect and how to respond. In practice, this may include signal timing adjustments, coordinated signals along a corridor, or clearer stop control at intersections.



Common countermeasures include:



Signal timing adjustments to improve traffic flow and reduce conflicts



Protected turn phases to separate conflicting movements



Coordination between signals along a corridor



Consistent application of traffic control devices



Stop control where appropriate based on traffic patterns

Driver Behaviors

Safety is shaped not only by how a roadway is designed, but also by how people use it. Things like attention, speed choice, and familiarity with the roadway all influence how drivers respond to conditions and interact with others.

In Sturgis, these factors become more noticeable during periods of increased travel, including the Sturgis Motorcycle Rally. Traffic volumes increase, the mix of roadway users changes, and more drivers are navigating streets and intersections they may not be familiar with.

These patterns show up in the types of crashes seen in Sturgis, including turning conflicts, rear-end crashes, and roadway departure.

This plan focuses on roadway improvements, but those improvements are selected with these behaviors in mind. Making movements more predictable, improving visibility, and reducing the number of decisions drivers have to make all help create a system that works better for everyone using it.



A few behavioral patterns show up in ways that connect directly to the crash trends identified in this plan:

- Driver attention and distraction can limit how quickly someone reacts. This often shows up in rear-end crashes, missed signals, or vehicles drifting out of their lane.
- Speed choice does not always match what is happening around the driver. This is especially true in areas where traffic changes quickly or where people are walking nearby.
- Motorcycle visibility and awareness is an ongoing challenge. Motorcycles are smaller and easier to overlook, especially in traffic or at intersections where drivers are already making multiple decisions.

HOW THESE COUNTERMEASURES APPLY IN STURGIS

The countermeasures described in this chapter respond directly to the conditions identified through crash analysis, corridor studies, and community input. In Sturgis, these conditions are not evenly spread across the system. They are concentrated along certain corridors and intersections and follow consistent patterns.

From 2015 to 2024, the City experienced over **600 total crashes**, including **212 crashes that resulted in a fatality or injury**. A large share of these severe crashes occurred along a limited number of corridors rather than across the entire network.

Several trends stand out:

- **Crash activity is concentrated along a few key corridors**, most notably Lazelle Street (SD Hwy 34). This corridor accounts for a significant share of KSI crashes. Junction Avenue and Sherman Street also show higher crash activity than other roadways in the system.
- **Intersections continue to be a common location for more serious crashes**. More than half of FI crashes occur at or near intersections, often involving turning movements. Locations such as Junction Avenue at Ballpark Road and Junction Avenue at Anna Street come up consistently in the data.
- **Driveways and access points play a bigger role than it might seem at first glance**. Along corridors like Lazelle Street and Junction Avenue, the number of places where vehicles can turn in and out adds up quickly. That leads to more decision points for drivers and increases the likelihood of rear-end and angle crashes.
- **Pedestrian activity is highest in areas where crossing conditions are not always clear or consistent**. This is especially true downtown along Sherman Street and near Sturgis Elementary School along Ballpark Road. Public input pointed to difficulty finding safe gaps to cross and uncertainty about where drivers are expecting pedestrians.

- **Speed is a direct factor in how severe crashes can become**, even when it is not the only cause. Along higher-volume corridors and areas where land use changes, speeds do not always match the surrounding activity. As speeds increase, the likelihood of a serious injury also increases.

These patterns line up with the types of countermeasures described earlier in this chapter. Each category of countermeasure addresses one or more of these issues, whether by reducing conflict points, improving visibility, or managing speed.

The following chapter looks more closely at where these conditions occur and outlines how these countermeasures can be applied within the City.

6

RECOMMENDATIONS

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RECOMMENDATIONS

Chapter 6 provides recommendations for location-specific projects developed for the City based on the density, history, and pattern of crashes as well as the potential to improve overall safety conditions at that location. Each of these project areas was identified and prioritized through the process outlined in Chapter 4 - Needs Assessment. This chapter also identifies systemic countermeasures including policy changes and demonstration projects.

Prioritization & Location Identification

The plan’s priority list of segments (*Table 7*) and intersections (*Table 8*) was developed through a scoring process informed by community feedback, HIN results, and guidance from City staff and the project Advisory Team. Scores are labeled as either Lower, Moderate, or High ranking; which defines the need and level for safety improvements at these locations. These prioritized lists below helped to inform the final recommended projects and safety enhancements mentioned later in this chapter.

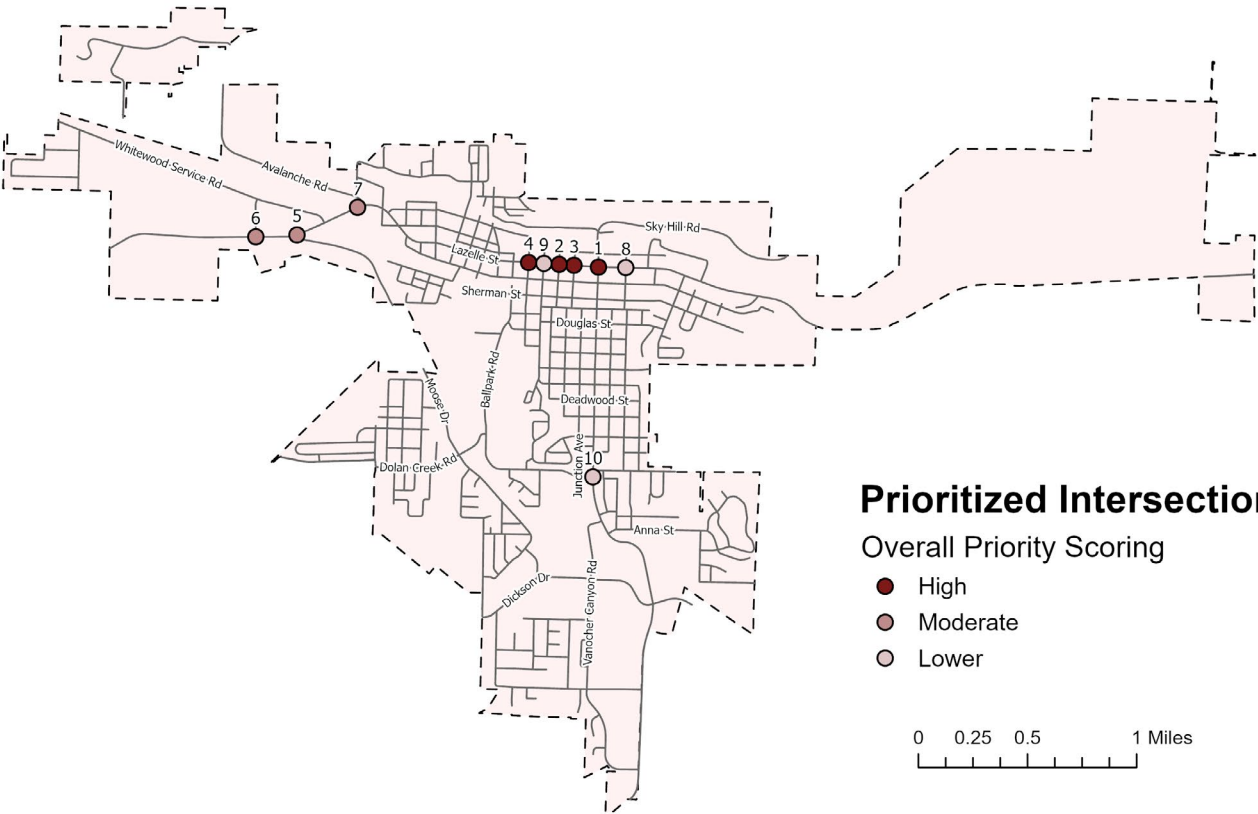
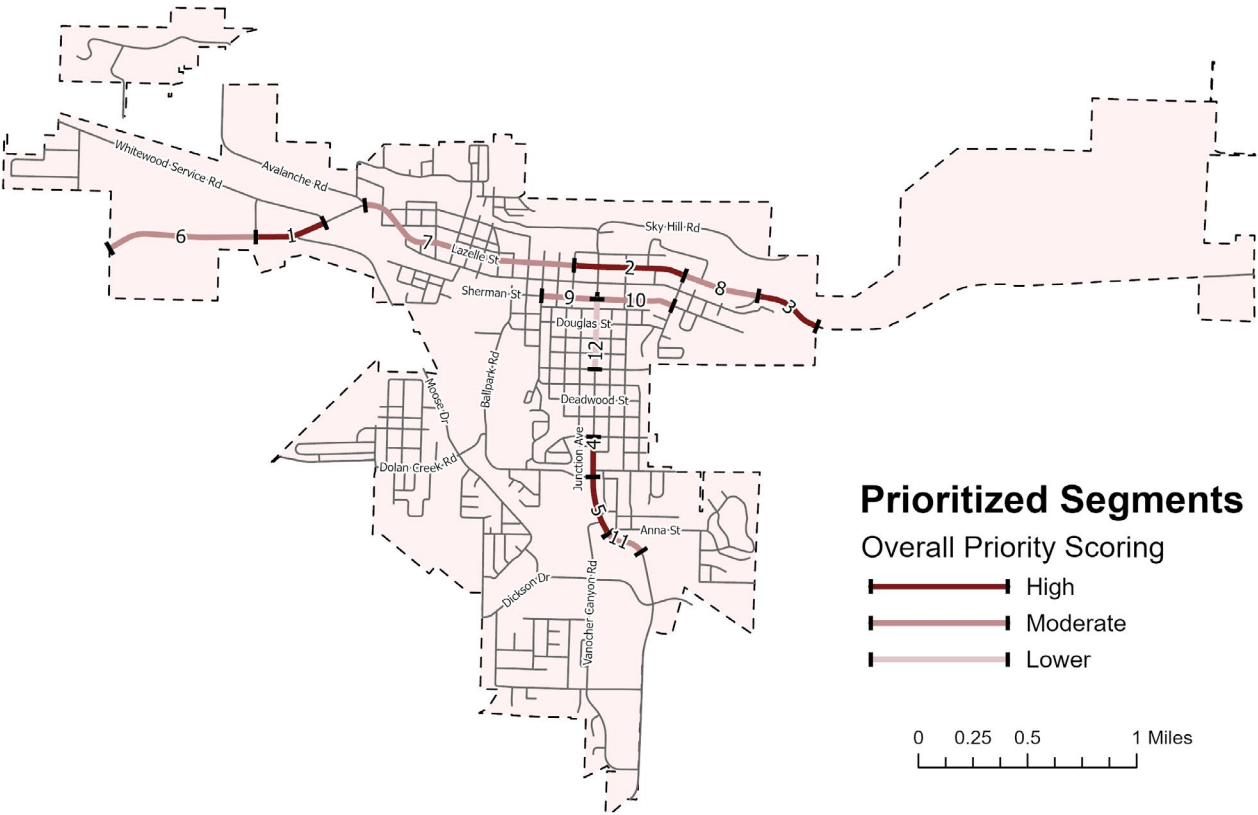
Location	Overall Priority Scoring
1 Lazelle Street, 20th Street to Whitewood Service Road	High
2 Lazelle Street, 1st Street to Nellie Street	High
3 Lazelle Street, Regency Street to “S Curves”	High
4 Junction Avenue, Park Street to Ballpark Road	High
5 Junction Avenue, Ballpark Road to Anna Street	High
6 Lazelle Street (SD 34), West City Limits to 20th Street	Moderate
7 Lazelle Street, Avalanche Road to 1st Street	Moderate

8 Lazelle Street, Nellie Street to Regency Street	Moderate
9 Sherman Street, 3rd Street to Junction Avenue	Moderate
10 Sherman Street, Junction Avenue to Nellie Street	Moderate
11 Junction Avenue, Anna Street to Exit 32 Westbound	Moderate
12 Junction Avenue, Lazelle Street to Shephard Street	Lower

Table 8: Prioritized Segments

Location	Overall Priority Scoring
1 Lazelle Street & Junction Avenue	High
2 Lazelle Street & Harley-Davidson Way	High
3 Lazelle Street & 1st Street	High
4 Lazelle Street & Kinship Road	High
5 Lazelle Street & Moose Drive	Moderate
6 Lazelle Street & 20th Street	Moderate
7 Lazelle Street & westbound Exit 32 ramp terminal intersection	Moderate
8 Lazelle Street & Middle Street	Lower
9 Lazelle Street & 3rd Street	Lower
10 Ballpark Road & Junction Avenue	Lower

Table 9: Prioritized Intersections



As part of the SAP planning process, individual projects were developed and recommended for spot locations as well as “Project Areas” which highlight a corridor wide approach to assist with feasibility and implementation. These overall project areas would be expected to include individual projects (segments and intersections) within these primary corridors and could be bundled into one comprehensive strategy. Those overall projects are further summarized in the pages that follow.

To evaluate overall size and scope of projects, planning level costs were also provided for perspectives on funding and implementation. Phasing for projects was presented as either:

- Short Term (0-2 years)
- Mid Term (3-5 years)
- Long term (5+ years)

Additionally, certain projects were identified as Quick Build projects because they can be implemented rapidly using temporary or low-cost materials while still providing meaningful safety benefits. These improvements allow the City to evaluate effectiveness, collect performance data, and incorporate community feedback before committing to permanent infrastructure investments.

PRIORITY PROJECT AREAS

Top safety goals for the Sturgis SS4A Safety Action Plan focus primarily on slowing traffic speeds, improving pedestrian safety, and decreasing conflict points between pedestrians and motor vehicles to create a more consistent and comprehensive transportation network.

The following corridors have been selected as the final project areas for this plan and their individual project recommendations each work to address these overall plan goals.

1. Lazelle Street
2. Junction Avenue
3. Sherman Street
4. Ballpark Road
5. Douglas Street
6. 3rd Street

A summary of these project areas and their existing safety challenges is included in the following project sheets. Because Lazelle Street and Junction Avenue were identified as the City’s highest-priority safety corridors and have been the focus of previous transportation studies, each corridor includes a dedicated crash analysis narrative within its project sheet. These narratives summarize the documented safety concerns, reinforce the need for the recommended improvements, and provide additional context for future implementation and funding opportunities.

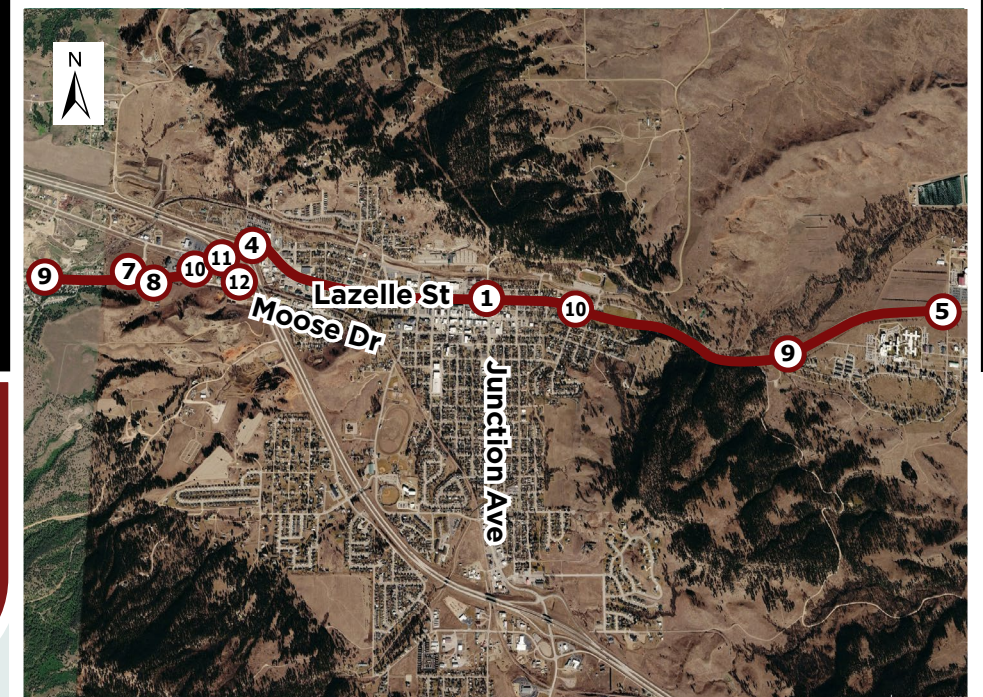


SAFE STREETS & ROADS FOR ALL SAFETY ACTION PLAN

LAZELLE STREET (SD HWY 34)

SUMMARY

The Lazelle Street (SD Hwy 34) corridor experiences significant safety challenges, especially during the Sturgis Rally when traffic volumes surge far beyond typical levels. Beyond this annual peak of motorcycle traffic, there is also a combination of increased pedestrian activity, mixed travel speeds, and limited multimodal facilities throughout the existing corridor—all of which can intensify safety risks for travelers.



Lazelle Street (SD Highway 34) is the City of Sturgis’ highest-priority corridor for transportation safety improvements. As the community’s primary east-west arterial, it serves residents, businesses, freight traffic, regional travelers, pedestrians, bicyclists, and the significant seasonal traffic generated by the annual Sturgis Motorcycle Rally. The SS4A crash analysis found that approximately **64% of all the City’s fatal and serious injury crashes between 2015 and 2024** occurred along this corridor, with crash concentrations occurring at major intersections including Junction Avenue, 1st Street, 4th Street, and near state highway interchanges. These findings demonstrate that targeted improvements along Lazelle Street have the greatest potential to reduce severe crashes and improve safety throughout the community.

The recommended projects for this corridor build upon both the findings of this Safety Action Plan and the recommendations of the **2022 SDDOT US14A/SD34 Lazelle Street Corridor Study**. Together, these improvements address intersection operations, pedestrian safety, access management, speed management, and multimodal connectivity while balancing the unique operational demands of both everyday traffic and the annual Sturgis Motorcycle Rally. The proposed improvements within this project area represent an estimated investment of **approximately \$55 million** and achieve a **combined Benefit-Cost Ratio of 0.34**, demonstrating a strong long-term return through reduced crash frequency and severity, improved roadway operations, and enhanced safety for all users.

Currently, the **South Dakota Department of Transportation (SDDOT)** is advancing the design of improvements along Lazelle Street between 10th Street and the Fort Meade entrance. Ongoing coordination between the City and SDDOT provide opportunity to collaborate on needed safety improvements along this major state and local corridor. By aligning local priorities with state investments, the City can maximize available funding, minimize future reconstruction costs, and implement a comprehensive corridor strategy that advances the Safe System Approach while improving safety and mobility along one of Sturgis’ most critical transportation corridors.

#	Safety Countermeasure	Location(s)	Existing Safety Concern	Quick Build	Benefit-Cost Analysis*	Implementation Timeframe	Estimated Cost (2028 \$)*
1	Traffic Signal Installation	Junction Ave & Main St	High traffic volumes and congestion create operational delays and increase vehicle conflict points at this intersection.	Yes	4.10	Short Term	\$0.65M
2	Road Reconstruction & Improved Pedestrian Crossings*	12th St to Nellie St	Existing roadway geometry and condition do not meet current design standards, contributing to safety concerns for all users.	No	NA	Long Term	\$19.4M
3	Road Reconstruction & Improved Pedestrian Crossing	West City Limits to Moose Dr	Existing trail crossing lacks adequate visibility and pedestrian refuge, creating conflicts between trail users and vehicles. Numerous driveway access points and higher operating speeds increase crash potential.	No	<1	Short Term	\$9.2M
4	Interchange & Pedestrian Crossing Improvements	Lazelle St & Avalanche Rd	Existing interchange configuration creates weaving, merging, and turning conflicts that reduce operational safety.	No	<1	Long Term	\$14.2M
5	Reduced Conflict Intersection (RCI)	Entrance to Fort Meade/VA Hospital	Existing intersection geometry creates multiple vehicle conflict points and turning movements.	No	<1	Long Term	\$11.2M
6	Traffic calming improvements (streetscape elements, lighting, pedestrian signage, etc.)	12th St to Nellie St	Wide roadway geometry and limited pedestrian amenities encourage higher vehicle speeds and reduce pedestrian comfort.	No	<1	Long Term	\$2.55M
7	Install rumble bars ahead of stop sign on 20th Street	20th St & Lazelle St	Drivers may not recognize the upcoming stop-controlled intersection, increasing the risk of stop-control violations.	Yes	115.57	Short Term	\$20,000

#	Safety Countermeasure	Location(s)	Existing Safety Concern	Quick Build	Benefit-Cost Analysis*	Implementation Timeframe	Estimated Cost (2028 \$)*
8	Installation of stop ahead sign on 20th St	20th St & Lazelle St	Advance warning of the stop-controlled intersection is limited, increasing the potential for rear-end and angle crashes.	Yes	<1	Short Term	\$10,000
9	Installation of speed feedback signs	- West City Limits - Westbound “S” Curves - Eastbound	Operating speeds exceed the desired speed along the corridor, increasing crash severity. Curved roadway geometry along “S” curves increases the risk of roadway departure crashes.	Yes	<1	Short Term	\$24,000
10	Installation of Rapid Reflection Flashing Beacon	- Moose Dr - Blanche St*	Existing pedestrian crossing visibility is limited, reducing driver awareness of crossing pedestrians. Pedestrian crossing activity occurs without enhanced warning devices.	Yes	398.46	Short Term	\$350,000
11	Removal of far-right lane	Westbound Whitewood Service Rd	Existing lane configuration creates unnecessary merging and turning conflicts near the intersection.	No	NA	Mid Term	\$250,000
12	Construct bump-outs at intersection corners to improve pedestrian trail crossing	Whitewood Service Rd at intersection with Lazelle St	Wide intersection crossings increase pedestrian exposure and reduce driver awareness of trail users.	No	13.30	Mid Term	\$150,000

JUNCTION AVENUE

SUMMARY

Safety issues along Junction Avenue are present throughout the corridor. Findings from the SS4A crash safety analysis indicated a significant portion of Sturgis’ severe injury crash history has taken place along this north-south corridor, including at key intersections with streets like Anna Street and Ballpark Road.



In 2023, the City completed the **Junction Avenue Corridor Study**, which identified operational and safety challenges driven by continued community growth, increased traffic demand, and gaps in the corridor’s multimodal transportation network. One of the study’s primary findings was the need to proactively address future traffic growth associated with development along Anna Street east of Junction Avenue, which is expected to increase congestion and create additional safety concerns at the Anna Street intersection. This location, along with the segment between Anna Street and Ballpark Road, was consistently identified by City staff, the Advisory Committee, and community members as one of the City’s highest transportation priorities.

Through the crash analysis, it was found that Junction Avenue experiences recurring crashes, limited pedestrian crossing opportunities, sidewalk gaps, and ADA deficiencies that contribute to conflicts between vehicles and vulnerable roadway users. Similar crash patterns were identified at the Junction Avenue–Ballpark Road and Junction Avenue–Anna Street intersections, where roundabouts and intersection realignments have been recommended to reduce conflict points, improve traffic operations, and accommodate future traffic growth. Additional recommendations focus on improving access management, expanding street connectivity, and enhancing multimodal travel throughout the corridor.

The corridor also contains several gaps in the City’s bicycle and pedestrian network, particularly near the Interstate 90 Westbound Exit 32 interchange where heavy turning movements create conflicts for cyclists and pedestrians. Future shared-use path improvements within this area will require careful consideration of signing, traffic control, and intersection design to improve safety while maintaining efficient traffic operations. Other recommended improvements include completing missing sidewalk connections, improving ADA accessibility, installing marked pedestrian crossings, addressing safety concerns associated with the existing “Welcome to Sturgis” sign, and incorporating streetscape and landscaping enhancements that improve community character while creating a safer and more comfortable environment for all roadway users.

RECOMMENDATIONS

The recommended improvements within the Junction Avenue Project Area represent an estimated investment of **\$14.75 million** and achieve **a combined Benefit-Cost Ratio of 0.05**, demonstrating that the proposed projects provide strategic safety improvements while supporting future community growth. Because many of these recommendations build upon the findings of the 2023 Junction Avenue Corridor Study, the City is well positioned to advance these projects as funding opportunities become available and continue implementing a coordinated, corridor-wide approach to improving transportation safety.

#	Safety Countermeasure	Location(s)	Existing Safety Concern	Quick Build	Benefit-Cost Analysis	Implementation Timeframe	Estimated Cost (2028 \$)
1	Roundabout or intersection management improvements	Junction Ave & Anna St	Recurring crashes at this intersection due to increased traffic volumes and proximity to popular destinations (“Welcome to Sturgis” sign, and Anna St. development).	No	0.04	Long Term	\$8.35M
2	Roundabout or intersection management improvements	Junction Ave & Ballpark Rd	Recurring crashes at this intersection. Lack of designated crossings that meet ADA compliance.	No	<1	Mid Term	\$850,000-\$8M (dependent on final design)
3	Improved pedestrian crossings at intersections (bump-outs, pedestrian signage, ADA compliance)	Junction Ave & Anna St	Pedestrian safety and accessibility concerns at this intersection. Concerns with the current location of the “Welcome to Sturgis” sign.	Yes	<1	Mid Term	\$350,000
4	Roundabout construction or traffic Signal installation	Junction Ave & Vanocker Canyon Rd	Traffic congestion and operations concerns connected to peak hour level of service.	No	<1	Long Term	\$4.5M
5	Traffic calming improvements (streetscape elements, lighting, pedestrian signage, etc.)	Segments: - Exit 32 to Ballpark Rd - Ballpark Rd to Shephard St - Shephard St to Lazelle St	Unsafe conditions for multimodal transportation due to high vehicle speeds, inadequate pedestrian facilities, and lacking signage to protect VRUs.	No	1.49	Long Term	\$11.4M (dependent on final design)
6	Improved pedestrian crossings at intersections (bump-outs, pedestrian signage, ADA compliance)	Intersection(s) with Junction Ave: - Shephard St - Harmon St - Douglas St - Sherman St	Inadequate or inconsistent pedestrian crossings throughout corridor particularly along identified intersections with Junction Ave.	Yes	1.03	Short Term	\$1.4M (dependent on final design)

SHERMAN
STREET

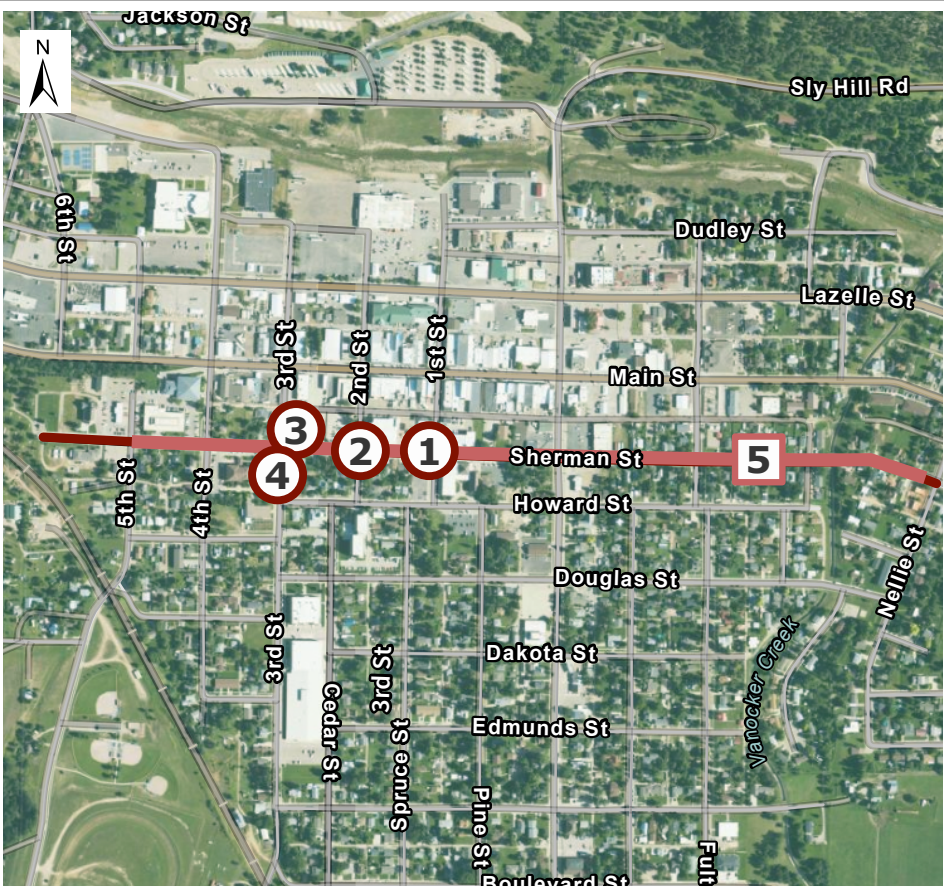
Proposed Costs:
\$3,125,000

Total 20-yr Safety Benefit (2026 \$):
\$21,618,532

Benefit-Cost Analysis:
6.92

KSI Crashes Avoided:
0.13

Other Injuries Avoided:
0.83



RECOMMENDATIONS

#	Safety Countermeasure	Location(s)	Existing Safety Concern	Quick Build	Benefit-Cost Analysis	Implementation Timeframe	Estimated Cost (2028 \$)
3	Intersection improvements to address safety deficiencies (<i>bump-outs, improved crossings, & pedestrian crossing signs</i>)	Sherman St & 3rd St	Existing crossing treatments do not adequately reduce conflicts between vehicles and pedestrians.	Yes	<1	Short Term	\$350,000
4	Installation of rectangular rapid flashing beacon	Sherman St & 3rd St	Drivers have limited awareness of pedestrians crossing at this location.	Yes	<1	Short Term	\$75,000
5	Traffic calming improvements (<i>streetscape elements, speed cushions, lighting, etc.</i>)	Segment (5th St to Nellie St)	Higher operating speeds and limited streetscape features reduce corridor safety.	Yes	7.31	Mid Term	\$2M

#	Safety Countermeasure	Location(s)	Existing Safety Concern	Quick Build	Benefit-Cost Analysis	Implementation Timeframe	Estimated Cost (2028 \$)
1	Intersection improvements to address safety deficiencies (<i>bump-outs, improved crossings, & pedestrian crossing signs</i>)	Sherman St & 1st St	Existing intersection geometry and pedestrian facilities contribute to safety concerns.	Yes	1.82	Short Term	\$350,000
2	Intersection improvements to address safety deficiencies (<i>bump-outs, improved crossings, & pedestrian crossing signs</i>)	Sherman St & 2nd St	Long pedestrian crossings and limited visibility increase pedestrian exposure.	Yes	17.48	Short Term	\$350,000

BALLPARK ROAD

Proposed Costs:

\$849,000

Total 20-yr Safety Benefit (2026 \$):

\$870,679

Benefit-Cost Analysis:

0.67

KSI Crashes Avoided:

0.00

Other Injuries Avoided:

0.29



RECOMMENDATIONS

#	Safety Countermeasure	Location(s)	Existing Safety Concern	Quick Build	Benefit-Cost Analysis	Implementation Timeframe	Estimated Cost (2028 \$)
5	Improved pedestrian crossing (address ADA deficiencies)	Ballpark Rd & Arizona Ave	Limited pedestrian crossing accommodations reduce safety for people walking.	Yes	<1	Short term	\$350,000
6	Removal of pedestrian crossing	Ballpark Rd & David Dr	Existing crossing location has limited visibility and does not provide a safe crossing opportunity.	Yes	<1	Short Term	\$50,000

#	Safety Countermeasure	Location(s)	Existing Safety Concern	Quick Build	Benefit-Cost Analysis	Implementation Timeframe	Estimated Cost (2028 \$)
1	Installation of rapid reflection flashing beacons	Ballpark Rd & Dolan Creek Rd intersection	Existing pedestrian crossing lacks enhanced driver warning and visibility.	Yes	7.17	Short Term	\$75,000
2	Improved pedestrian crossing (address ADA deficiencies)	Ballpark Rd & Dolan Creek Rd Intersection	Existing crossing conditions provide limited protection and accessibility for pedestrians.	Yes	<1	Short Term	\$350,000
3	Speed feedback signs	Ballpark Rd & W Arizona Ave Intersection	Vehicle speeds exceed the desired operating speed approaching the intersection.	Yes	2.38	Short Term	\$12,000
4	Speed feedback signs	Ballpark Rd & W Farley St Intersection	Speeding approaching the intersection increases crash risk and severity.	Yes	<1	Short Term	\$12,000

SAFE STREETS &
ROADS FOR ALL

SAFETY ACTION PLAN

DOUGLAS
STREET

Proposed Costs:

\$825,000

Total 20-yr Safety Benefit (2026 \$):

\$2,455

Benefit-Cost Analysis:

0.00

KSI Crashes Avoided:

0.00

Other Injuries Avoided:

0.03



RECOMMENDATIONS

#	Safety Countermeasure	Location(s)	Existing Safety Concern	Quick Build	Benefit-Cost Analysis	Implementation Timeframe	Estimated Cost (2028 \$)
5	Install school zone and 15 MPH speed limit signs near Sturgis Middle School	Junction Ave to 3rd St	Vehicle speeds exceed the desired operating speed approaching the intersection.	Yes	<1	Short Term	\$50,000
6	Conduct a corridor study for this segment of Douglas St	Junction Ave to 3rd St	Existing roadway conditions and multimodal deficiencies require further evaluation to identify long-term improvements.	NA	NA	Short Term	\$175,000
7	Traffic calming improvements (streetscape elements, lane narrowing, speed cushions, lighting, etc.)	Junction Ave to 3rd St	Operating speeds and limited pedestrian-oriented features contribute to corridor safety concerns.	No	NA	Mid Term	\$1.75M

#	Safety Countermeasure	Location(s)	Existing Safety Concern	Quick Build	Benefit-Cost Analysis	Implementation Timeframe	Estimated Cost (2028 \$)
1	Examine as a potential corridor for Safe Routes to Schools study application & future funding opportunities	Junction Ave to 3rd St	Existing corridor has deficiencies affecting safe walking and bicycling access to nearby schools.	No	NA	Short Term	\$150,000
2	Improved pedestrian crossing (address ADA deficiencies)	Douglas St & Cedar St	Existing crossing lacks accessibility improvements and pedestrian visibility enhancements.	Yes	NA	Mid Term	\$350,000
3	Installation of rectangular rapid flashing beacon	Douglas St & Pine St	Crossing visibility is limited and additional driver warning is needed.	Yes	<1	Short Term	\$75,000
4	Improved pedestrian crossing (address ADA deficiencies)	Douglas St & Pine St	Existing pedestrian crossing does not adequately protect students and other pedestrians.	Yes	0.00	Mid Term	\$350,000

SAFE STREETS &
ROADS FOR ALL
SAFETY ACTION PLAN

3RD
STREET

Proposed Costs:

\$2,800,000

Total 20-yr Safety Benefit (2026 \$):

\$129,874

Benefit-Cost Analysis:

0.05

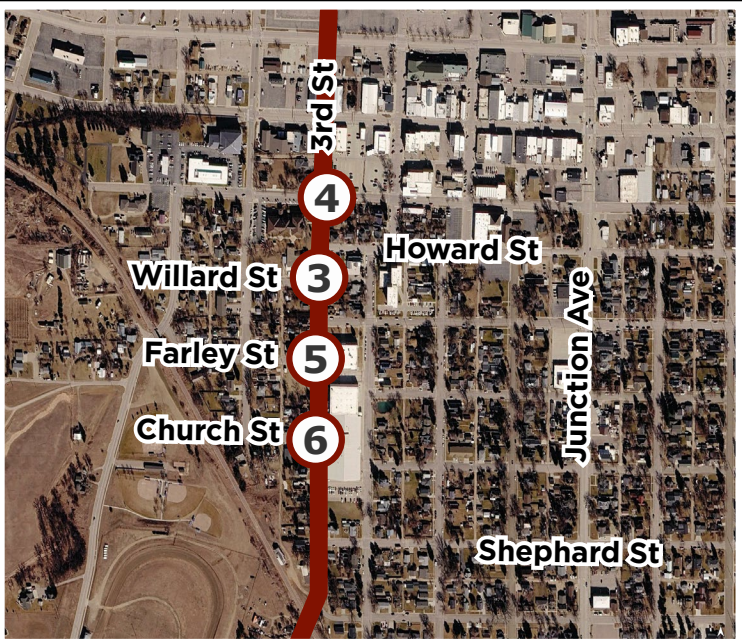
KSI Crashes Avoided:

0.07

Other Injuries Avoided:

0.13

#	Safety Countermeasure	Location(s)	Existing Safety Concern	Quick Build	Benefit-Cost Analysis	Implementation Timeframe	Estimated Cost (2028 \$)
1	Conduct a Corridor Study	Lazelle St to Shephard St	Existing corridor experiences multiple operational and multimodal safety concerns that require comprehensive evaluation.	NA	NA	Short Term	\$175,000
2	Traffic calming improvements (streetscape elements, lane narrowing, speed cushions, lighting, etc.)	Lazelle St to Shephard St	Wide roadway geometry encourages higher vehicle speeds and reduces pedestrian comfort.	No	<1	Long Term	\$1.75M
3	Improved Pedestrian Crossing (address ADA deficiencies)	3rd St & Willard St	Existing crossing lacks pedestrian safety enhancements and ADA improvements.	Yes	<1	Mid Term	\$350,000
4	Improved Pedestrian Crossing (address ADA deficiencies)	3rd St & Howard St	Long crossing distances and limited visibility increase pedestrian exposure.	Yes	<1	Mid Term	\$350,000



RECOMMENDATIONS

#	Safety Countermeasure	Location(s)	Existing Safety Concern	Quick Build	Benefit-Cost Analysis	Implementation Timeframe	Estimated Cost (2028 \$)
5	Installation of Rectangular Rapid Flashing Beacon	3rd St & Farley St	Existing pedestrian crossing requires enhanced driver warning to improve yielding behavior.	Yes	<1	Short Term	\$75,000
6	Installation of Rectangular Rapid Flashing Beacon	3rd St & Church St	Pedestrian crossing visibility is limited, particularly during low-light conditions.	Yes	17.82	Short Term	\$75,000
7	Improved Pedestrian Crossing (Address ADA deficiencies)	3rd St & Shephard St	Existing intersection lacks pedestrian-focused safety treatments.	Yes	<1	Mid Term	\$350,000
8	Construct Sidewalk Connection along Shephard St	3rd St to Spruce St	Missing sidewalk connection forces pedestrians to walk adjacent to or within the roadway, reducing safe access to the school.	No	NA	Mid Term	\$500,000
9	Examine as a Potential Corridor for Safe Routes to School Study Application & future funding opportunities	Lazelle St to Shephard St	Existing corridor has gaps in pedestrian infrastructure and school access that warrant further study.	NA	NA	Short Term	\$150,000

SYSTEMWIDE IMPROVEMENTS

City-Wide High-Visibility Crosswalk Standard

It is recommended that Sturgis adopt a city-wide high-visibility crosswalk marking standard to improve pedestrian visibility, crossing consistency, and driver awareness throughout its transportation network. The standard should identify preferred crosswalk materials, marking patterns, placement guidance, and application criteria, specifically at school crossings, trail crossings and signage, uncontrolled intersections, and other locations with elevated pedestrian activity. Establishing consistent crosswalk treatments throughout the community will support safer pedestrian crossings and improve driver recognition of pedestrian priority areas.

Pedestrian Crossing Evaluation Program

It is recommended the City establish a pedestrian crossing evaluation program to assess existing crossing locations for accessibility, visibility, traffic control, driver yielding behavior, and pedestrian demand. The program should prioritize school routes, downtown corridors, trail crossings, and intersections within the HII network to identify locations where crossing consolidation, enhanced traffic control, RRFB installation, curb extensions, or other pedestrian safety improvements may be warranted. The program should support a data-driven approach which ultimately reduces the total number of pedestrian conflict points with motor vehicles.

Access Management Plan & Policy Development

An updated Access Management Plan and supporting policy framework is recommended for the City of Sturgis and should focus on key high-volume corridors, such as Lazelle Street and Junction Avenue. The updated plan should evaluate the safety risks identified in this plan along with existing driveway spacing, turning

movement conflicts, intersection access conditions, and opportunities for driveway consolidation to reduce vehicle conflict points. Establishing corridor-based access management strategies will support safer traffic operations, improve multimodal mobility, and reduce the potential for severe crashes.

Lighting Assessment and Gap Analysis

A comprehensive lighting assessment and gap analysis is recommended for the City to complete identifying locations with limited visibility, insufficient pedestrian lighting, and potential nighttime driving safety concerns. The assessment should prioritize high-risk corridors, intersections, school routes, pedestrian crossings, and areas with documented crashes to support future lighting improvements that enhance visibility and improve safety for motorists, pedestrians, bicyclists, and other VRUs.

Speed Management Plan

A comprehensive Speed Management Plan is recommended for its key corridors, including Lazelle Street, Junction Avenue, and Ballpark Road. The plan should evaluate existing operating speeds, roadway design characteristics, crash history, pedestrian and crossing activity, and school-related safety concerns to identify context-sensitive strategies that encourage safer travel speeds.

Speed Trailer Investment Program

The Sturgis Police Division are recommended to invest in the purchasing and deploying of additional speed trailers to support the Safe Systems Approach and goals of this plan which focus on reducing motor vehicle speed, particularly through high-volume pedestrian corridors. Speed trailers should be strategically placed along any corridors with documented speeding concerns, elevated crash activity, or recurring crashes of any severity type, including Lazelle Street, Junction Avenue, and Ballpark Road. Final selection of locations should be informed by police citation data, speed studies, crash trends, and community concerns to maximize effectiveness and support a data-driven approach to enforcement.

ADA Transition Plan

An adopted ADA Transition Plan to identify non-compliant pedestrian facilities, sidewalk gaps, curb ramps, and crossing conditions throughout the transportation network, as well as at City-owned facilities is recommended for the City. The plan will help guide future infrastructure investments and support safer multimodal mobility for all users.

Community Trail Study

An updated community-wide Trail Study to identify opportunities is recommended to expand and improve connectivity within the existing trail and shared-use path network. The study should prioritize identifying gaps between neighborhoods, schools, parks, downtown, and destination areas, including connections to the new Anna Street development. Expanding the City's trail network will improve multimodal mobility, increase safe access to non-motorized travel modes, and support the long-term goals of this plan.

School Zone Speed Limit Policy and Signage Standardization

It is recommended that Sturgis should adopt a system-wide school zone speed limit policy and standardized signage program to improve consistency, driver awareness, and pedestrian safety near schools in the community. The final policy would provide a uniform school zone speed limit, signage placement standards, pavement marking treatments, and operational criteria to reduce driver confusion. School zones should include all properties directly adjacent to school property in order to better account for student walking patterns, school-related traffic activity, and pedestrian movements occurring beyond the immediate school frontage.

Event Traffic Safety Management Strategy

The development of an updated event traffic safety management strategy focused on periods of elevated visitor activity associated with the annual Sturgis Motorcycle Rally and any other large community events. The strategy should evaluate temporary traffic control, pedestrian routing, multimodal conflict areas, speed management opportunities, and event-related operational challenges to improve roadway safety during high-volume traffic conditions. Recommendations may include temporary pedestrian safety infrastructure, portable speed management devices, enhanced signage, and event-specific traffic operations planning.



Be advised that in cooperation with SDDOT, there is already an effort in place for an event traffic management plan for the Rally.

Sidewalk Gap Analysis Study

Conduct a comprehensive sidewalk network gap analysis to identify missing sidewalk segments, disconnected pedestrian routes, and barriers to safe and accessible multi-modal travel throughout the community. The analysis should prioritize connections to schools, parks, downtown, neighborhoods, trails, and other community destinations while considering pedestrian demand, crash history, ADA accessibility, and roadway characteristics.

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IMPLEMENTATION



IMPLEMENTATION

The Sturgis SS4A Safety Action Plan was developed through collaboration with community members, stakeholders, transportation partners, and City leadership. The recommendations identified throughout this plan reflect the community's commitment to improving transportation safety and reducing the risk of KSI crashes for all roadway users. However, the long-term success of the SAP depends on sustained implementation efforts, continued community engagement, and a commitment to integrating safety into transportation planning, policy, and operations decisions. The following section outlines the City of Sturgis' strategy for implementing the recommendations of the SAP and advancing toward its long-term safety goals.

Commitment to Safety

The completion of this Safety Action Plan represents the City of Sturgis' commitment to creating a transportation system where all roadway users can travel safely regardless of age, ability, mode of travel, or destination. The City recognizes that traffic KSI crashes are preventable and that transportation safety must remain a priority as the community continues to grow and evolve. This plan was formally adopted by the Sturgis City Council on **July 20, 2026** and stands as a symbol of this commitment to safety.

This plan provides a framework for implementing the Safe System Approach and positions the City to pursue future funding opportunities through USDOT's SS4A Program and other state and federal transportation safety initiatives. Funding obtained through these programs will play a critical role in advancing the infrastructure improvements, policy initiatives, and safety programs identified throughout this plan.

As Sturgis continues to invest in its transportation network, safety considerations should be incorporated into all ongoing planning, maintenance, operations, and capital improvement activities now and into the future. Any new transportation projects taken on by the City should prioritize reducing conflict points, improving conditions for vulnerable roadway users, managing vehicle speeds, and enhancing multimodal

connectivity. Continued leadership from elected officials, City staff, community organizations, and transportation partners will be essential to fostering a culture of safety and achieving meaningful reductions in KSI crashes.

Progress Reporting

Regular monitoring and reporting of safety performance will be necessary to evaluate progress toward the goals of this plan and ensure implementation efforts remain aligned with the City's most pressing safety needs.

The City will continue to monitor KSI crashes throughout the transportation network and evaluate trends within its HIN corridors and intersections. Special attention should be given to locations with elevated crash concentrations, corridors serving vulnerable roadway users, school access routes, and areas experiencing significant seasonal traffic increases associated with the annual Sturgis Motorcycle Rally.

Tracking crash trends, roadway user behavior, and implementation outcomes will allow the City to measure the effectiveness of completed safety improvements, identify emerging safety concerns, and prioritize future investments. The City should periodically update crash analyses and review HIN and HII designations to ensure resources remain focused on the locations identified as having the greatest concentration of KSI crashes.

The City should also continue to collaborate with the SDDOT, local and area law enforcement agencies, schools, regional transportation partners, and community stakeholders to monitor safety performance and the implementation of recommended safety improvements. Progress updates on safety improvements should be shared with City leadership and the public as they are implemented to maintain transparency and reinforce the City's commitment to transportation safety.

Taking Action

Achieving the goals of this SAP will require ongoing commitment, investment, and collaboration by the City and its partners. Community engagement conducted throughout the planning process demonstrated strong public support for improving pedestrian safety, managing vehicle speeds, reducing roadway conflict points, and enhancing accessibility throughout Sturgis.

The recommendations identified in this plan provide a roadmap for implementing practical, data-driven safety improvements throughout the community. These recommendations include infrastructure investments, policy changes, operational improvements, demonstration projects, and planning initiatives designed to address documented safety concerns and improve conditions for all roadway users.

Implementation of these recommendations should be guided by the Safe System Approach, with a focus on reducing crash likelihood, minimizing crash severity, and creating a transportation network that is more predictable, forgiving, and accessible. As projects are implemented and new safety data becomes available, the City should continue to refine its strategies and prioritize investments that provide the greatest safety benefit.



While the goal of eliminating fatal and serious injury crashes is ambitious, the City of Sturgis recognizes that meaningful progress can be achieved through sustained action and a commitment to continuous improvement. By implementing this plan's recommendations and maintaining transportation safety as a community priority, Sturgis can create a safer transportation system for residents, visitors, students, employees, and all roadway users for years to come.



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APPENDIX A



**CITY OF STURGIS
RESOLUTION NO. 2026-36**

**A RESOLUTION TO ADOPT THE SAFE STREETS AND ROADS FOR ALL (SS4A)
SAFTEY ACTION PLAN**

WHEREAS, the City of Sturgis seeks to support and promote the national Vision Zero Initiative to eliminate traffic fatalities and serious injuries, while increasing safe, healthy, equitable mobility for all in the community; and

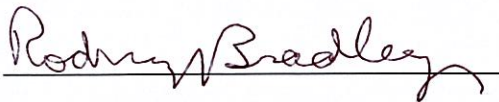
WHEREAS, the City of Sturgis has initiated the development of the Safe Streets and Roads for all (SS4A) Safety Action Plan to be a part of the national Vision Zero Initiative to promote a positive and proactive shift in thinking from traffic crashes happen, to traffic crashes resulting in street fatalities and serious injuries are preventable; and

WHEREAS, the plan provides a comprehensive, data-driven roadmap to guide citywide action. The SS4A Safety Action Plan was built on existing local efforts and developed with the input from stakeholders and proposes strategies and policy areas for improvement to directly enhance safety on the transportation system consistent with the U.S. Department of Transportation's SS4A Action Plan process.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Sturgis, South Dakota, that the City of Sturgis does hereby adopt the Sturgis Safe Streets for All (SS4A) Safety Action Plan attached hereto.

PASSED AND ADOPTED by the Common Council of the City of Sturgis, South Dakota, this 20th day of July, 2026.

CITY OF STURGIS



Mayor, Rodney J. Bradley

ATTEST:



Finance Officer, Ann Bertolotto

Published: 7/31/2026
Effective: 8/21/2026



