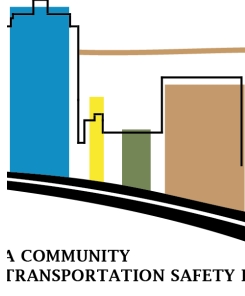




BILLINGS • YELLOWSTONE COUNTY



SAFER
COMMUNITY
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A COMMUNITY
TRANSPORTATION SAFETY PLAN



BILLINGS COMMUNITY TRANSPORTATION SAFETY PLAN

Updated: 2022-2023



Contents

ABBREVIATIONS AND ACRONYMS	4
DEFINITIONS	5
EXECUTIVE SUMMARY	6
Action Plan and Safety Strategies.....	8
Focus Area: All	8
Focus Area: Unrestrained Vehicle Occupants	8
Focus Area: Impaired Driving	8
Focus Area: Inattentive Driving/Speeding.....	8
INTRODUCTION	9
BACKGROUND	9
Vision Zero	9
Connection to Montana’s CHSP	9
2016 Billings/Yellowstone CTSP	10
Vision and Goal.....	10
Focus Areas.....	10
CTSP UPDATE.....	11
Planning Process.....	11
Advisory Committee	12
CRASH DATA OVERVIEW	14
Progress Since 2016 CTSP.....	16
Focus Areas.....	17
CORRELATING FACTORS.....	19
Focus Areas.....	20
Young Driver Involved	20
Lack of Restraint Use.....	21
Impaired Drivers	22
Inattentive Driving.....	23
Speed Related.....	24
Pedestrian Involved.....	25
Bicyclist Involved	26

VISION, GOAL, AND FOCUS AREAS	27
Vision and Goal.....	27
Focus Areas.....	28
CURRENT SAFETY PROGRAMS.....	29
PUBLIC INVOLVEMENT.....	30
Website.....	30
Safety Summit	31
Public Open House	32
PROVEN COUNTERMEASURES	33
NHTSA Countermeasures that Work.....	33
Unrestrained Occupants	33
Impaired Driving.....	35
Inattentive Driving.....	37
Speeding.....	38
Young Drivers	38
FHWA Proven Safety Countermeasures.....	39
ACTION PLAN AND SAFETY STRATEGIES	41
IMPLEMENTATION PROCESS.....	58
APPENDIX A: SAFETY PROGRAMS	1
APPENDIX B: PUBLIC INVOLVEMENT	1
Public Comments.....	2
Safety Summit Participants	6
Breakout Team Notes.....	9
Focus Area: Distracted Driving	9
Focus Area: Speed Related.....	10
Focus Area: Impaired Driving	11
Focus Area: Lack of Restraint Use	12
Public Open House Display Boards.....	15
Public Open House Sign-in Sheet	16

List of Figures

Figure 1: MPO Boundary.....	11
Figure 2: CTSP Timeline	12
Figure 3: Yearly Persons Involved in Crashes in Billings MPO	15
Figure 4: Serious and Fatal Injuries in Billings MPO	15
Figure 5: Billings MPO Boundary with Fatal and Serious Crashes	16
Figure 6: Rolling Five-year Averages of Fatalities and Serious Injuries	17
Figure 7: Fatalities and Serious Injuries	18
Figure 8: Correlating Factors to Focus Areas.....	19
Figure 9: 2010-2019: Young Driver Involved-Involved	20
Figure 10: Correlating Factors: Young Driver-Involved	20
Figure 11: 2010-2019: Lack of Restraint Use-Involved.....	21
Figure 12: Correlating Factors: Lack of Restraint Use-Involved	21
Figure 13: 2010-2019: Impaired Driver-Involved	22
Figure 14: Correlating Factors: Impaired Driver-Involved.....	22
Figure 15: 2010-2019: Inattentive Driving.....	23
Figure 16: Correlating Factors: Inattentive Driving	23
Figure 17: 2010-2019: Speed Related	24
Figure 18: Correlating Factors: Speed Related	24
Figure 19: 2010-2019: Pedestrian Involved.....	25
Figure 20: Correlating Factors: Pedestrian Involved	25
Figure 21: 2010-2019: Bicyclist Involved	26
Figure 22: Correlating Factors: Bicyclist Involved.....	26

List of Tables

Table 1: Advisory Committee Members and Consultants.....	13
Table 2: Advisory Committee Meeting Objectives.....	14

Abbreviations and Acronyms

4Es	Education, Enforcement, Emergency medical services, Engineering
AAA	American Automobile Association
AARP	American Association of Retired Persons
AC	Advisory Committee
ARIDE	Advanced Roadside Impaired Driving Enforcement
BPAC	Bicycle and Pedestrian Advisory Committee
BPD	Billings Police Department
CHSP	Montana's Comprehensive Highway Safety Plan
CTSP	Community Transportation Safety Plan
DECA	Distributive Education Clubs of America
DOR	Montana Department of Revenue
DOT	U.S. Department of Transportation
DPHHS	Department of Public Health and Human Services
DRE	Drug Recognition Expert
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
e.g.	For example
FCCLA	Family, Career and Community Leaders of America
FFA	Future Farmers of America
FHWA	Federal Highway Administration
GDL	Graduated Driver's Licensing
GPS	Global Position System
HIPPA	Health Insurance Portability and Accountability Act
MCA	Montana Code Annotated
MDT	Montana Department of Transportation
MHP	Montana Highway Patrol
MPO	Metropolitan Planning Organization
MSU	Montana State University
MT	Montana
NHTSA	National Highway Traffic Safety Administration
OPI	Montana Office of Public Instruction
PSA	Public Service Announcement
PSC	Proven Safety Countermeasures
SFST	Standard Field Sobriety Testing
STEP	Selective Traffic Enforcement Program
Tfs	Transportation Funds

Definitions

Source: [MMUCC 4th Ed. MMUCC Guideline](#)

The injury severity level for a person Involved in a crash. The determination of which attribute to assign should be based on the latest information available at the time the report is completed, except as described below for fatal Injuries.

Attributes

- **Fatal Injury:** A fatal injury is any injury that results in death within 30 days after the motor vehicle crash in which the injury occurred. If the person did not die at the scene but died within 30 days of the motor vehicle crash in which the injury occurred, the injury classification should be changed from the attribute previously assigned to the attribute “Fatal Injury.”
- **Suspected Serious Injury:** A suspected serious injury is any injury other than fatal which results in one or more of the following:
 - Severe laceration resulting in exposure of underlying tissues/muscle/organs or resulting in significant loss of blood
 - Broken or distorted extremity (arm or leg)
 - Crush injuries
 - Suspected skull, chest or abdominal injury other than bruises or minor lacerations
 - Significant burns (second and third degree burns over 10% or more of the body)
 - Unconsciousness when taken from the crash scene
 - Paralysis
- **Suspected Minor Injury:** A minor injury is any injury that is evident at the scene of the crash, other than fatal or serious injuries. Examples include lump on the head, abrasions, bruises, minor lacerations (cuts on the skin surface with minimal bleeding and no exposure of deeper tissue/muscle).
- **Possible Injury:** A possible injury is any injury reported or claimed which is not a fatal, suspected serious or suspected minor injury. Examples include momentary loss of consciousness, claim of injury, limping, or complaint of pain or nausea. Possible injuries are those which are reported by the person or are indicated by his/her behavior, but no wounds or injuries are readily evident.
- **No Apparent Injury:** No apparent injury is a situation where there is no reason to believe that the person received any bodily harm from the motor vehicle crash. There is no physical evidence of injury and the person does not report any change in normal function.

Executive Summary

The Billings-Yellowstone County Metropolitan Planning Organization (MPO) and the Montana Department of Transportation initiated the process to update the original [Community Transportation Safety Plan](#) (CTSP) that was developed and adopted in 2016. The original document was a collaborative effort between the Montana Department of Transportation (MDT) and the MPO.

The ongoing purpose of the CTSP is to reduce roadway fatalities and serious injuries in the Billings MPO area. Both the original CTSP and this CTSP Update followed the same methodology as Montana’s Comprehensive Highway Safety Plan (CHSP). This process, like the CHSP, used a data-driven approach to identify safety issues and determine areas in need of increased focus and strategies to reduce roadway fatalities and serious injuries. Development of this plan was led by an Advisory Committee (AC) consisting of the Billings MPO, City of Billings, Yellowstone County, local safety partners, and MDT staff members as technical support. This advisory committee elected to adopt Vision Zero, Montana’s initiative to eliminate fatalities and serious injuries on all public roads. The vision statement for the Billings CTSP were defined as follows.



Vision	Goal
<i>The Billings community will achieve zero fatalities and serious injuries through a culture of safety for all travelers.</i>	<i>Based on a five-year rolling average, reduce fatalities and serious injuries by 20% from 57 to 46 by the end of 2024.</i>

The group evaluated ten years of crash data and considered public survey results and the input of local safety partners to identify the following four focus areas with the greatest potential for reducing fatalities and serious injuries.

After reviewing public comment collected through an online survey tool and conducting a half-day safety summit with community members and safety partners, the AC defined a set of safety strategies and action steps aimed at assisting the Billings MPO in achieving the established goal.

To develop a comprehensive transportation safety plan, the 4 E’s, Engineering, Education, Emergency Medical Services (EMS), and Enforcement must be included in the effort. Professionals representing each of these areas were heavily involved in the data analysis, identification of focus areas, and ultimately the strategies outlined. The focus on the CTSP is to

review citizen behaviors, which result in strategies focused more heavily on Education, Emergency Medical Services (EMS), and Enforcement. This plan's safety focus is to augment other planning efforts focused on the built environment, notably the Long Range Transportation Plan and the Billings Area Bikeway and Trail Master Plan, completed by the Billings MPO, and through capital planning by City and County Public Works.

Note: Inattentive Driving and Speeding focus areas were combined, following the template established in the CTSP document.

Action Plan and Safety Strategies

The AC developed the safety strategies based on feedback received at the Safety Summit, Public Open House, and public comments. A Transportation Safety Oversight Committee will champion safety efforts and initiatives. Additionally, each focus area will be championed by a local stakeholder with assistance from local safety partners.



Focus Area: All

Strategy 1: Establish Transportation Safety Oversight Committee

Focus Area: Unrestrained Vehicle Occupants

Strategy 1: Support and enhance enforcement of seat belt and child safety seat laws

Strategy 2: Increase youth and adult education to reinforce the importance of wearing a seat belt during every motor vehicle trip

Strategy 3: Strengthen and support vehicle occupant protection laws to increase compliance

Focus Area: Impaired Driving

Strategy 1: Expand awareness and access to safe transportation alternatives to decrease impaired driving

Strategy 2: Reduce impaired driving through prevention education and training

Strategy 3: Establish communication lines with safety partners to identify opportunities and increase probability for earlier intervention

Focus Area: Inattentive Driving/Speeding

Strategy 1: Increase law enforcement staff to proactively enforce speed limits and current distracted driving laws

Strategy 2: Reduce speeding and distracted driving crashes through enhanced education

Strategy 3: Encourage the development of a statewide law banning the use of electronic devices while driving

Introduction

The purpose of the CTSP process is to identify transportation safety issues within the Billings MPO planning area:

- Using a data-driven approach
- Working together toward common goals through a collaborative planning effort
- Reduce fatal and serious injuries resulting from motor vehicle crashes

This plan is focused on community-wide issues and strategies to improve safety and does not identify specific roadway locations or projects in the Billings MPO planning area.

Background

This document is an update to the original Billings MPO CTSP, which was developed in partnership with the MDT.

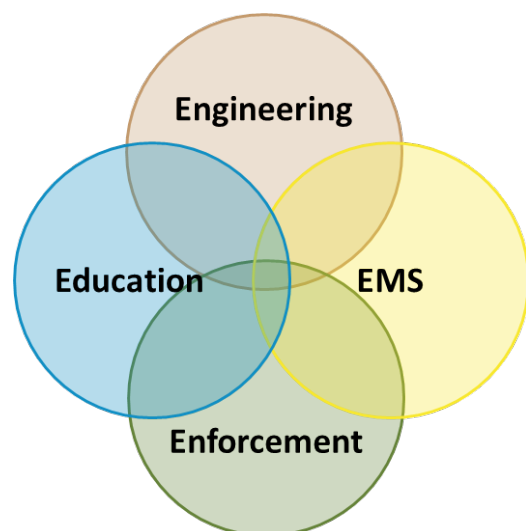
Vision Zero

Both the Montana Department of Transportation (MDT) and the MPO have adopted Vision Zero with the goal of zero deaths and zero serious injuries on Montana and Billings-Yellowstone County roadways. To promote transportation safety, enhance the importance of road user behavior, and improve traffic safety culture; MDT encourages communities to develop and implement community transportation safety plans to reduce roadway fatalities and serious injuries at a local level.

Connection to Montana's CHSP

In 2015, MDT updated [Montana's Comprehensive Highway Safety Plan](#) as required by the 2014 Moving Ahead for Progress in the 21st Century Act (MAP-21) federal legislation and FAST Act legislation. The CHSP was developed through a coordinated, comprehensive, data-driven process with emphasis on collaboration between safety programs and partners representing the 4Es of transportation safety: education, enforcement, emergency medical services, and engineering.

The CHSP outlines performance measures and targets related to fatality and serious injury numbers and rates. The CHSP focuses on areas of safety that would have the greatest potential to reduce fatalities and serious injuries. These areas are roadway departure and intersection crashes, impaired driving crashes, and occupant protection. The CHSP maintains an interim goal of cutting fatalities and serious injuries in half in two decades, from 1,705 in 2007 to 852 by 2030. This interim goal provides a way to track and



report progress and to meet Vision Zero – a vision of zero fatalities and zero serious injuries on Montana’s roads.

2016 Billings/Yellowstone CTSP

In 2016, the MPO, the City of Billings, and Yellowstone County applied for and received support to develop the Safer Community, Safer Billings CTSP in an effort to address transportation safety concerns within the Billings MPO planning area. The result was the development of the first CTSP for the Billings-Yellowstone County MPO, which included data analysis, focus area selection, and strategy and plan development.

Vision and Goal

Vision

The Billings community will achieve zero fatalities and serious injuries through a culture of safety for all travelers.

Goal

Based on a five-year rolling average, reduce fatalities and serious injuries by 20% from 70 to 56 by 2020.

Focus Areas

The 2016 CTSP resulted in the following focus areas and safety strategies:

Unrestrained Occupants

- Support and enhance enforcement of seat belt and child safety laws
- Increase youth and adult education to reinforce the importance of wearing a seat belt during every motor trip
- Strengthen and support occupant protection laws to increase compliance
- Lead: Billings MPO

Impaired Driving

- Expand awareness and access to safe ride options to decrease impaired driving
- Reduce impaired driving through prevention education and training
- Establish communication lines with safety partners to identify opportunities and increase probability of earlier intervention
- Lead: Montana Highway Patrol

Inattentive Driving/Speeding

- Increase law enforcement staff to proactively enforce speed limits and current distracted driving laws
- Reduce speeding and distractive driving crashes through enhanced education
- Encourage the development of a statewide law banning the use of electronic devices while driving
- Lead: Billings Police Department

CTSP Update

As the five-year life span of the 2016 CTSP document and the corresponding safety strategies have aged. In late 2021 the MPO initiated an update effort.

Planning Process

The purpose of the CTSP process is to identify transportation safety issues within the Billings MPO planning area using a data-driven approach, work together toward common goals through a collaborative planning effort, and ultimately reduce fatalities and serious injuries resulting from motor vehicle crashes. This plan is focused on community-wide issues and strategies to improve safety and does not identify specific roadways, locations, or projects in the Billings MPO planning area.

The planning area for the CTSP is located within the 2018 Billings MPO boundary illustrated in Figure 1.

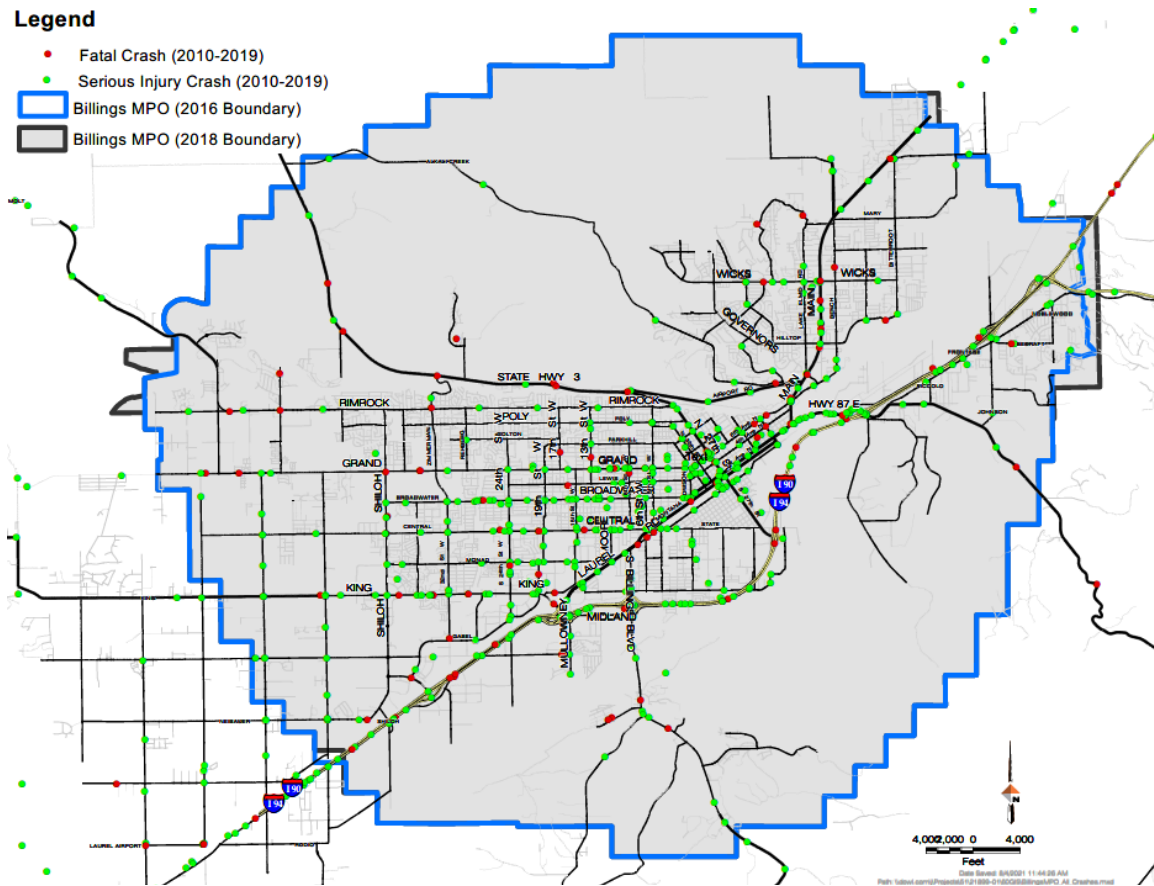


Figure 1: MPO Boundary

The Billings MPO CTSP was developed according to the following steps in the planning process, detailed on the following timeline (Figure 2) and are described in more detail in the following chapters.

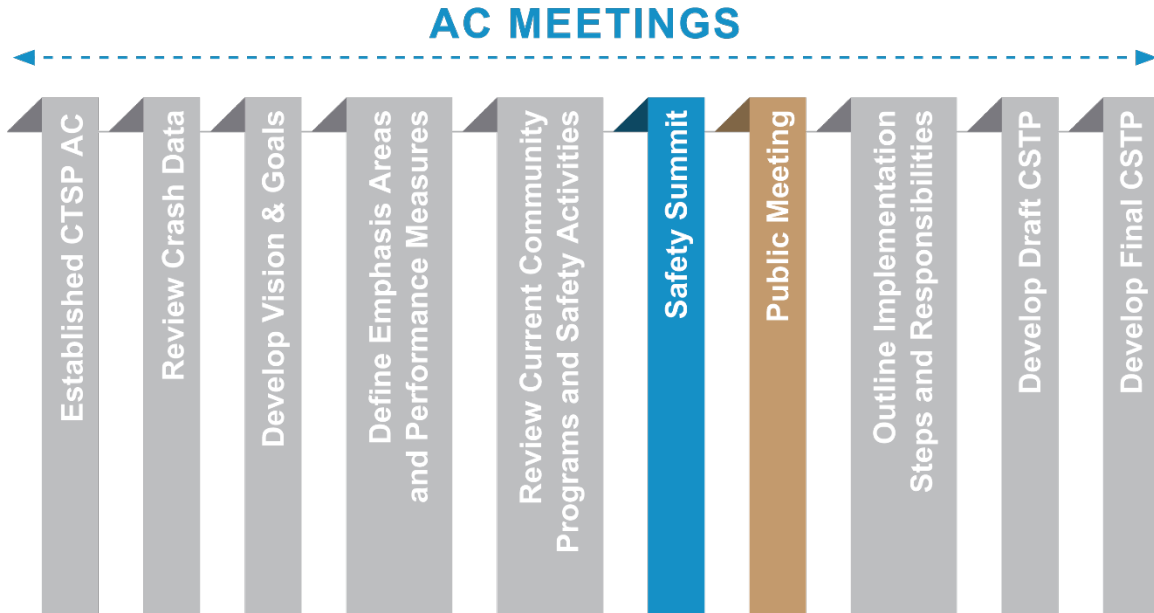


Figure 2: CTSP Timeline

Advisory Committee

Local community leaders and safety partners were invited to participate in an advisory committee based on their professional knowledge and interest and in the 4Es of transportation safety (education, enforcement, emergency medical services, and engineering). Advisory committee (AC) members are listed in Table 1 below.

Name	Title	Organization
Pepper Valdez	Fire Chief	Billings Fire Department
Rich St. John	Police Chief	Billings Police Department
Brian Korell	Captain	Billings Police Department
Neil Lawrence	Assistant Chief of Police	Billings Police Department
Shawn Mayo	Captain	Billings Police Department
Scott Reiter	Executive Director of Facilities Service	Billings School District
Megan Trevino	Facilities Coordinator	Billings School District
Danny Choriki	City Councilmember	City of Billings Council Member
Mac Fogelsong	City Engineer	City of Billings Public Works Department

Name	Title	Organization
Dakota Martonen	Staff Engineer	City of Billings Public Works Department
Wyeth Friday	Director, Planning & Community Services Director	City of Billings/Yellowstone County Planning Division
Lora Mattox	Transportation Planner & Historic Preservation	City of Billings/Yellowstone County Planning Division
Scott Walker	Transportation Planning Coordinator	City of Billings/Yellowstone County Planning Division
Elyse Monat	Active Transportation Planner	City of Billings/Yellowstone County Planning Division
Pam Langve-Davis	– Transportation Safety Planner	Montana Department of Transportation – Planning Division
Zach Kirkemo	Billings District Traffic Engineer	Montana Department of Transportation – Billings District
Tony Beehler	Sergeant, District IV-Billings	Montana Highway Patrol
Melissa Henderson	Community Health Improvement Manager	Healthy by Design
Eric Fisher	Trauma Department	St. Vincent Healthcare
Dr. Barry McKenzie	General & Trauma Surgery	St. Vincent Healthcare
Darryl Tunnicliff	President	Yellowstone County Planning Board
Dennis Cook	President	Yellowstone County Planning Board
Lanny Orr	Trauma Program Coordinator	Billings Clinic
Dan Brooks	Director, Business Advocacy	Billings Chamber of Commerce
Mike Linder	Sheriff	Yellowstone County Sheriff
Doug Enderson	Consultant	DOWL
Lisa Olmsted	Consultant	DOWL

Table 1: Advisory Committee Members and Consultants

The AC’s role is to guide the development of the safety plan and support implementation of the plan strategies. During the planning process, the MPO identified responsibilities including participating in advisory committee meetings, reviewing crash data, defining a vision and goal for the CTSP effort, identifying priority focus areas, providing feedback on safety strategies, and confirming commitments for implementation of the safety plan.

The AC met on seven occasions during the planning process and attended two public engagement events (Safety Summit and Public Meeting; detailed in Public Involvement section). Table 2 lists meeting dates and key objectives.

Meeting #	Meeting Goals	Date
AC Meeting 1	Introduction and discussion of update	8/19/2021
AC Meeting 2	Presentation on crash data	9/16/2021
AC Meeting 3	Define a vision statement and goals for the CTSP	10/21/2021
AC Meeting 4	Discussion of focus areas	11/18/2021
AC Meeting 5	Discussion of safety programs and strategies	12/16/2021
Safety Summit	Discussion of community safety resources and needs	1/25/2022
Public Meeting	Discussion of community safety resources and needs	3/23/2022
AC Meeting 6	Discussion of implementation steps and responsibilities	4/21/2022
AC Meeting 7	Discussion of the draft implementation plan	6/9/2022

Table 2: Advisory Committee Meeting Objectives

Crash Data Overview

In an effort to reduce roadway fatalities and serious injuries within the Billings MPO planning area, MDT provided crash data for analysis. Figures 3 and 4 illustrate all crash data in the MPO between 2005 and 2020. Following the template established by the 2016 CTSP, this process focused on 2010-2019 crash data (illustrated by the box below).

In the past five years, approximately 6,600 persons were involved in crashes each year (often more than one person is involved in each crash.). Of these, approximately 57 people are fatally or seriously injured each year.

- A fatality involves the death of a driver, passenger, or other person involved in a crash.
- A serious injury involves life-threatening or life-altering injury to a person involved in a crash.

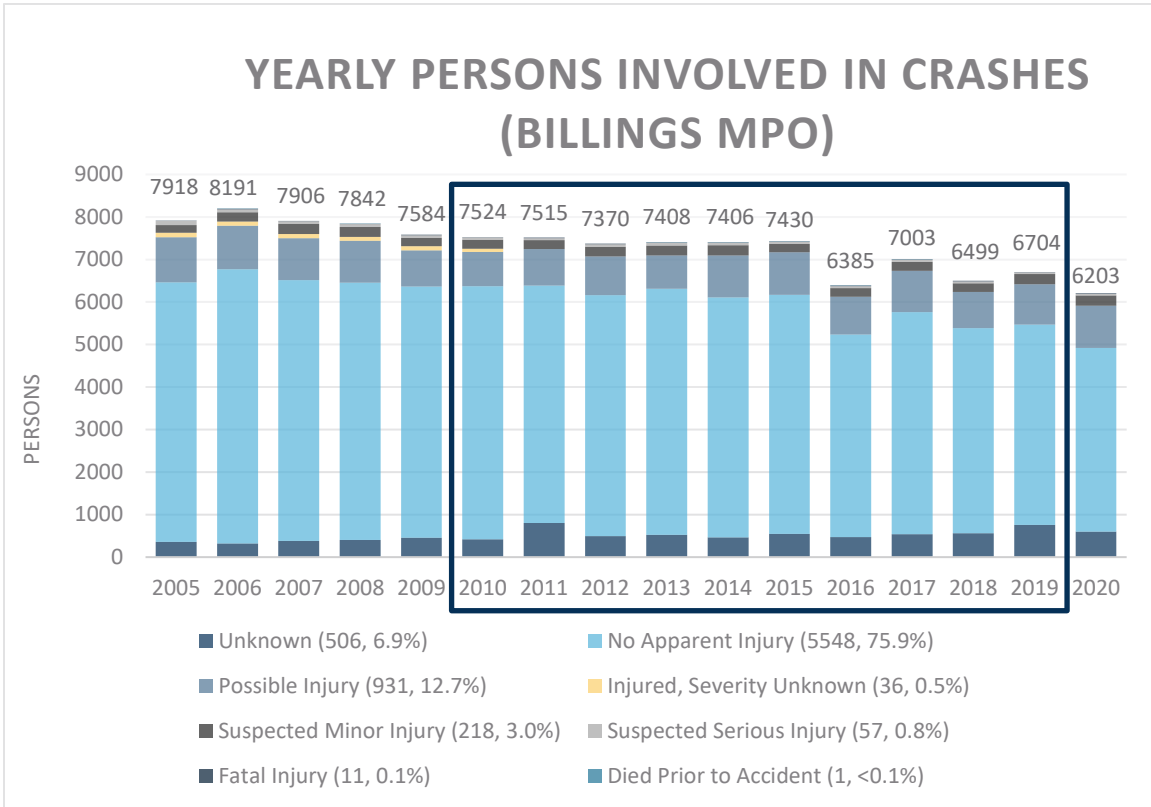


Figure 3: Yearly Persons Involved in Crashes in Billings MPO

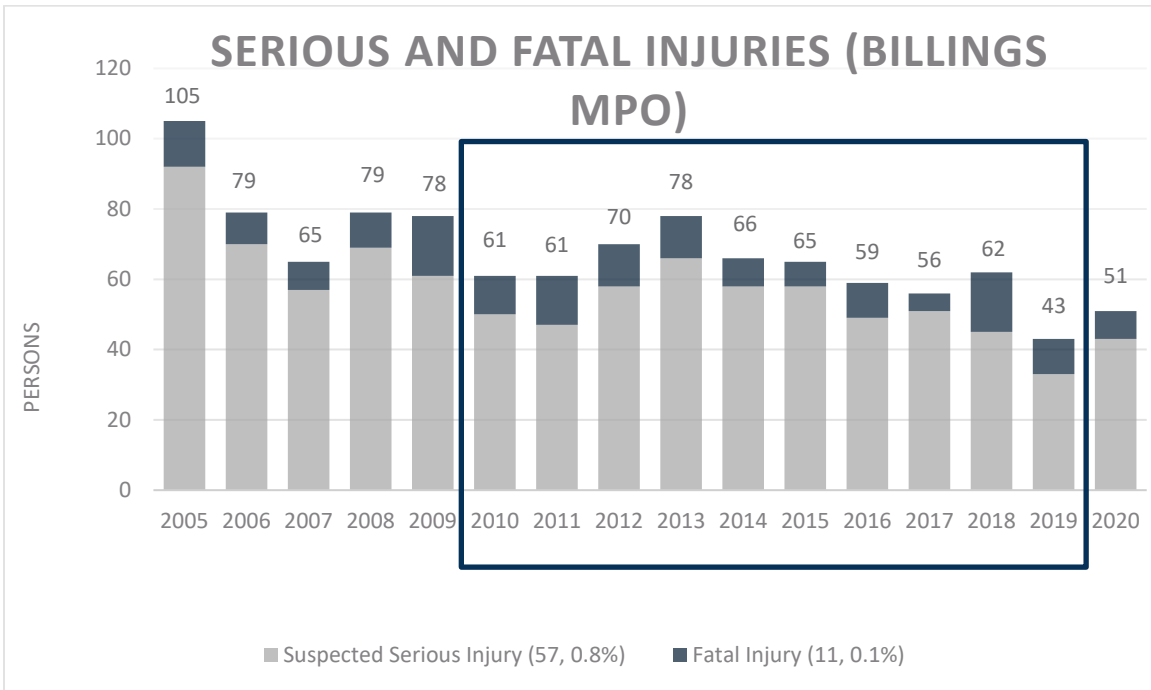


Figure 4: Serious and Fatal Injuries in Billings MPO

Progress Since 2016 CTSP

The project team reviewed data to learn about progress made toward reducing fatal and serious crashes since the 2016 CTSP document was developed and safety strategies have been implemented.

Figure 5 illustrates the perimeter of the MPO. Fatal and serious crashes are illustrated on the map in red and green dots.

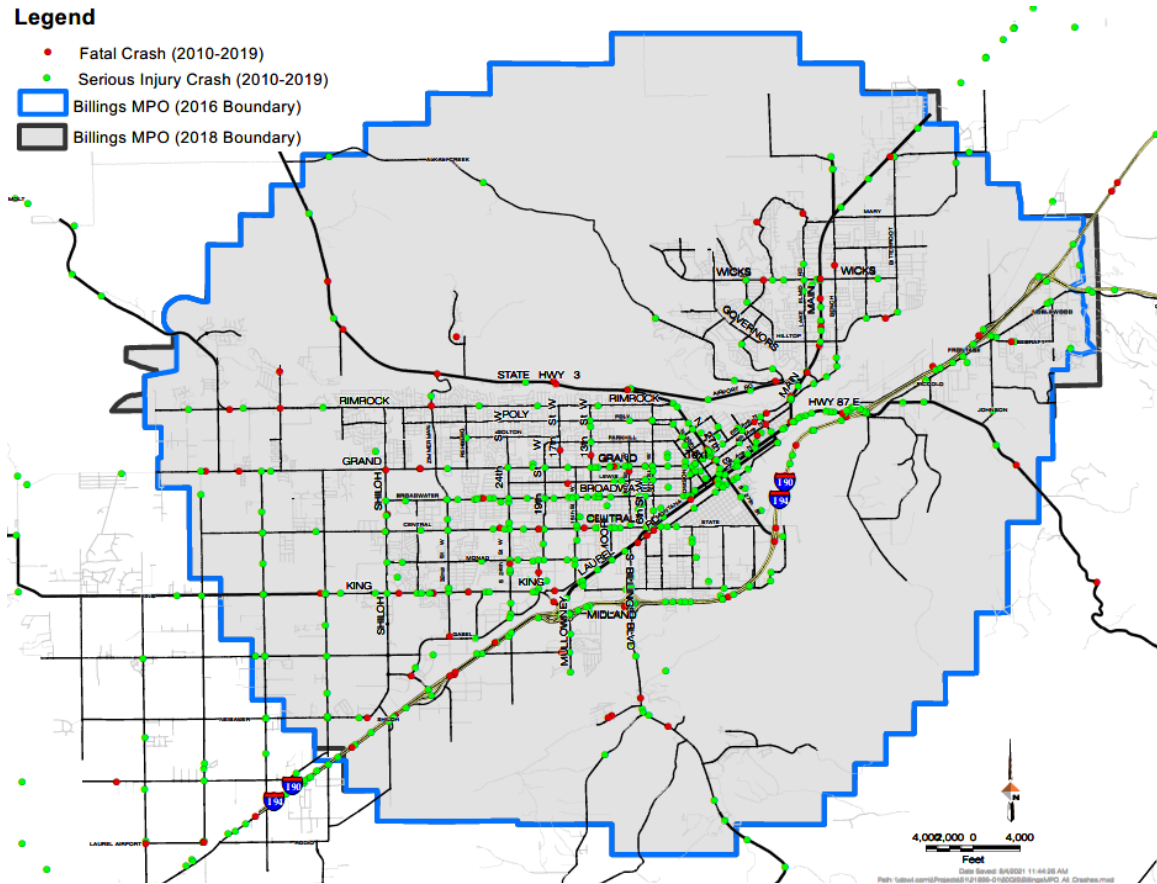


Figure 5: Billings MPO Boundary with Fatal and Serious Crashes

As data was being processed, our team learned that crash reporting procedures change over the years. The MPO boundary also changed between 2016 and 2018. This most recent data analysis used the most recent MPO boundary. This adjustment resulted in a slightly different number of crashes, compared to the prior CTSP document.

The AC defined fatalities and serious injuries as criteria for the plan, and set a goal of reducing fatalities and serious injuries by 20% from 70 in 2014 to 56 in 2020 using a five-year rolling average calculation. Figure 6 illustrates the five-year rolling average of serious and fatal crashes. A 15% decrease in those crashes was seen by the beginning of 2020 (end of 2019). At

the point of this data review, 2020 crash data became available, which reported an 18% reduction in serious and fatal crashes.

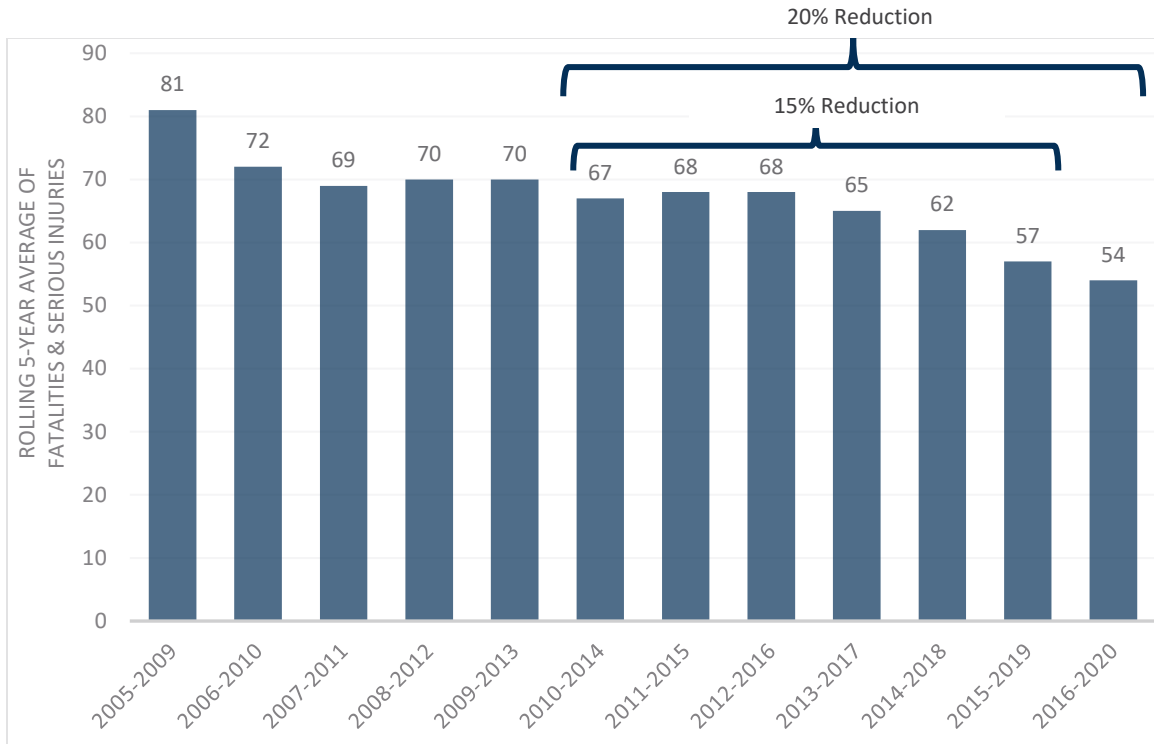


Figure 6: Rolling Five-year Averages of Fatalities and Serious Injuries

Focus Areas

The Billings MPO is committed to reducing fatalities and serious injuries. To determine the magnitude of correlating factors, the AC evaluated the number of fatalities and serious injuries associated with individual crash types, or focus areas. Figure 7 illustrates fatalities and serious injuries for each factor occurring within the Billings MPO planning area during consecutive five-year analysis periods.

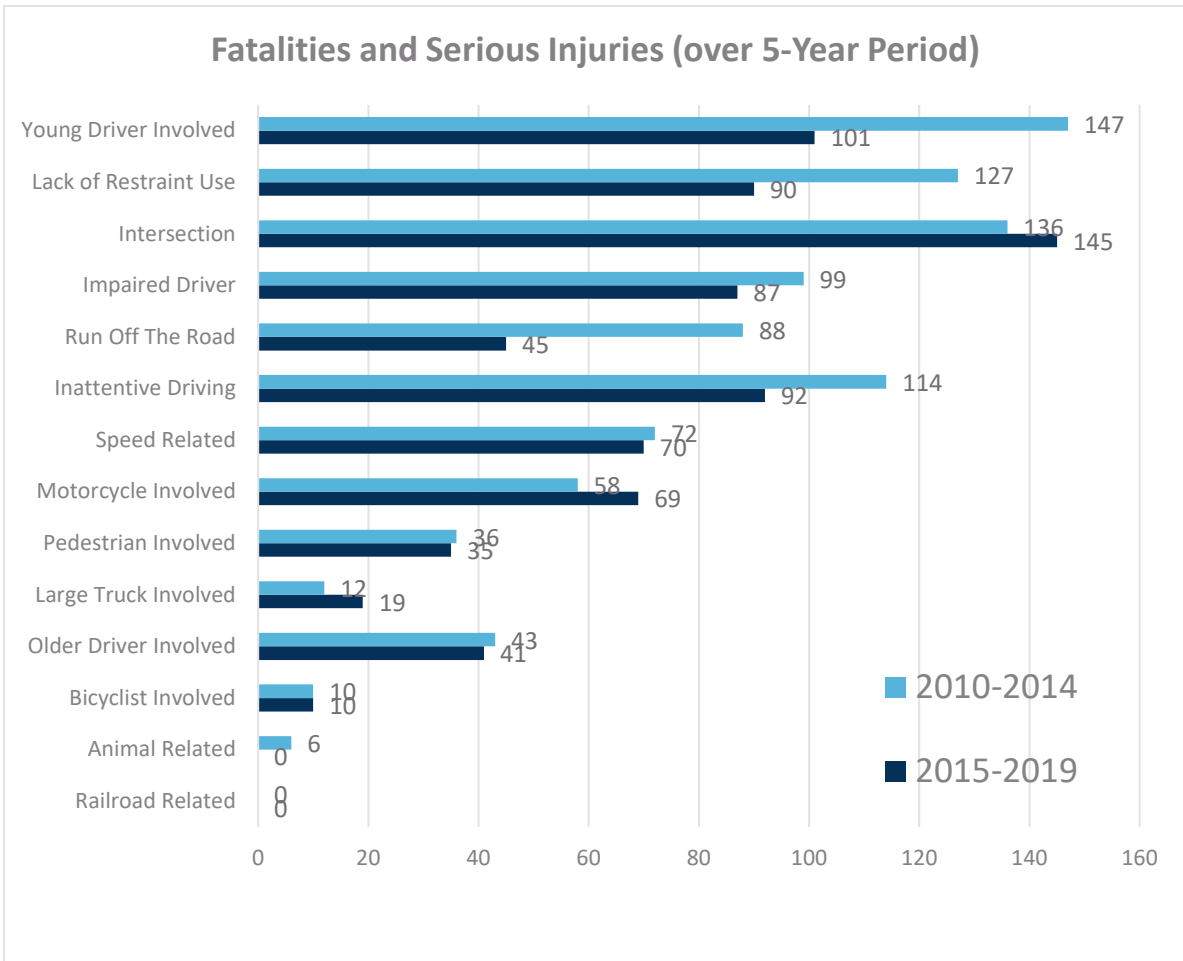


Figure 7: Fatalities and Serious Injuries

The focus areas noted with a yellow star on the figure above were reviewed further to identify areas where further attention could be most beneficial.

Based on the data above, crashes are **declining** in the following focus areas:

- Young Driver
- Unbelted
- Impaired
- Run off Road
- Inattentive

Crash numbers have plateaued or increased in the following focus areas:

- Intersection
- Speed Related
- Motorcycle
- Pedestrian
- Large Truck
- Older Driver
- Bicyclist

Correlating Factors

The AC also considered the interrelation of focus areas, recognizing most fatalities and serious injuries involve more than one correlating factor. Figure 8 presents the percentage of fatalities and serious injuries associated with each area of focus and correlating factor, with red cells indicating higher correlation and green cells indicating lower correlation.

Areas of Focus	Correlating Factors													
	Young	Unbelted	Intersection	Impaired	Run off Road	Inattentive	Speed	Motorcycle	Pedestrian	Large Truck	Older Driver	Bicycle	Animal	Railroad
Young driver-Involved		32.7%	50.0%	31.5%	23.4%	34.3%	29.8%	16.1%	9.3%	1.6%	5.2%	1.6%	0.4%	0.0%
Unbelted passenger/driver-Involved	37.3%		43.3%	47.9%	31.8%	35.9%	29.5%	28.1%	0.0%	2.8%	10.1%	1.8%	0.5%	0.0%
Intersection-Involved	44.1%	33.5%		23.1%	6.0%	30.6%	22.1%	18.9%	9.6%	4.3%	16.0%	2.8%	0.0%	0.0%
Impaired driver-Involved	41.9%	55.9%	34.9%		39.2%	34.9%	38.7%	20.4%	11.4%	2.2%	5.9%	3.2%	0.0%	0.0%
Run off Road	43.6%	51.9%	12.8%	54.9%		41.4%	33.8%	16.5%	8.3%	1.5%	5.3%	3.0%	0.0%	0.0%
Inattentive Driver-Involved	41.3%	37.9%	41.7%	31.6%	26.7%		29.6%	20.9%	4.9%	6.3%	10.7%	1.9%	0.5%	0.0%
Speed-Involved	52.1%	45.1%	43.7%	50.7%	31.7%	43.0%		23.9%	0.7%	4.9%	6.3%	0.0%	0.0%	0.0%
Motorcyclist-Involved	31.5%	48.0%	41.7%	29.9%	17.3%	33.9%	26.8%		0.0%	0.0%	11.0%	0.0%	3.9%	0.0%
Pedestrian-Involved	32.4%	0.0%	38.0%	15.5%	15.5%	14.1%	1.4%	0.0%		4.2%	19.7%	0.0%	0.0%	0.0%
Large Truck-Involved	12.9%	19.4%	38.7%	12.9%	6.5%	41.9%	22.6%	0.0%	9.7%		29.0%	0.0%	0.0%	0.0%
Older Driver-Involved	15.5%	26.2%	53.6%	13.1%	8.3%	26.2%	10.7%	16.7%	16.7%	10.7%		2.4%	1.2%	0.0%
Bicyclist-Involved	20.0%	20.0%	40.0%	15.0%	20.0%	20.0%	0.0%	0.0%	0.0%	0.0%	10.0%		0.0%	0.0%
Animal-Involved	16.7%	16.7%	16.7%	33.3%	0.0%	16.7%	0.0%	83.3%	0.0%	0.0%	16.7%	0.0%		0.0%
Railroad-Involved	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	

Figure 8: Correlating Factors to Focus Areas

Focus Areas

Young Driver Involved

Figures 9 and 10 illustrate the crash data that noted young driver involvement. The light blue line illustrates the rolling five-year average over a total of six years. In the past five years, an average of 35% of serious and fatal crashes involved a young driver.

It is important to note that the provided data only illustrates that young drivers were involved in the illustrated crashes and does not assign blame.

Number and Percent of Traffic Related Fatalities and Serious Injuries Involving Young Drivers (Ages 14 to 25 Years)

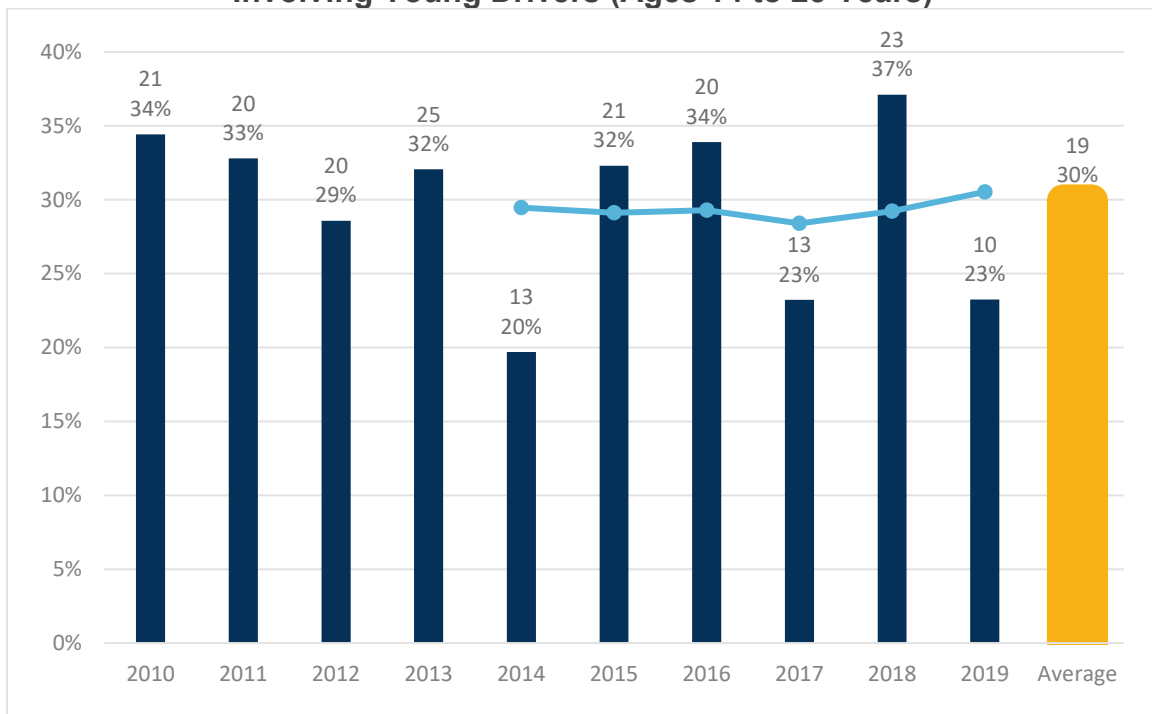


Figure 9: 2010-2019: Young Driver Involved-Involved

Emphasis Area	Correlating Factors													
	Young	Unbelted	Intersection	Impaired	Run off Road	Inattentive	Speed	Motorcycle	Pedestrian	Large Truck	Older Driver	Bicycle	Animal	Railroad
Young Driver Involved	X	32.7%	50.0%	31.5%	23.4%	34.3%	29.8%	16.1%	9.3%	1.6%	5.2%	1.6%	0.4%	0.0%

Figure 10: Correlating Factors: Young Driver-Involved

Lack of Restraint Use

Figures 11 and 12 illustrate the crash data that noted lack of restraint use. The light blue line illustrates the rolling five-year average over a total of six years. In the past five years, an average of 32% of serious and fatal crashes involved lack of restraint use.

Number and Percent of Traffic Related Fatalities and Serious Injuries Involving Lack of Restraint Use

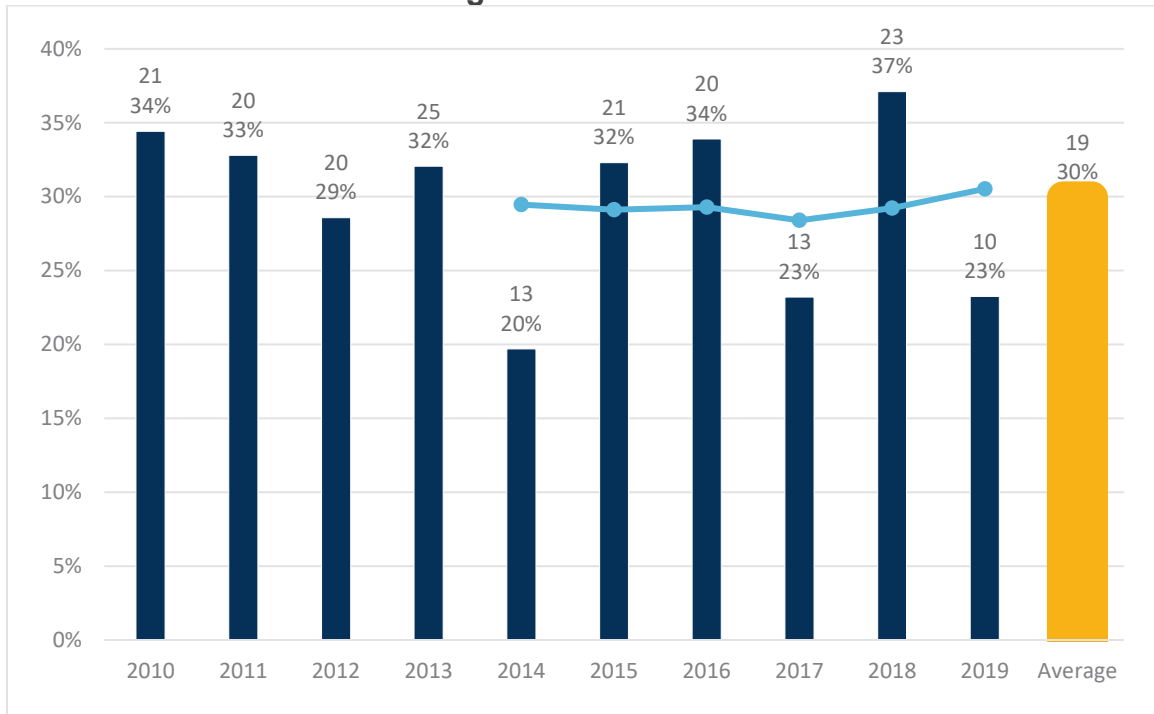


Figure 11: 2010-2019: Lack of Restraint Use-Involved

Emphasis Area	Correlating Factors													
	Young	Unbelted	Intersection	Impaired	Run off Road	Inattentive	Speed	Motorcycle	Pedestrian	Large Truck	Older Driver	Bicycle	Animal	Railroad
Unbelted	37.3%	X	43.3%	47.9%	31.8%	35.9%	29.5%	28.1%	0.0%	2.8%	10.1%	1.8%	0.5%	0.0%

Figure 12: Correlating Factors: Lack of Restraint Use-Involved

Impaired Drivers

Figures 13 and 14 illustrate the crash data that noted impaired driver involvement. The light blue line illustrates the rolling five-year average over a total of six years. In the past five years, an average of 31% of serious and fatal crashes involved lack of restraint use.

Number and Percent of Traffic Related Fatalities and Serious Injuries Involving Impaired Drivers

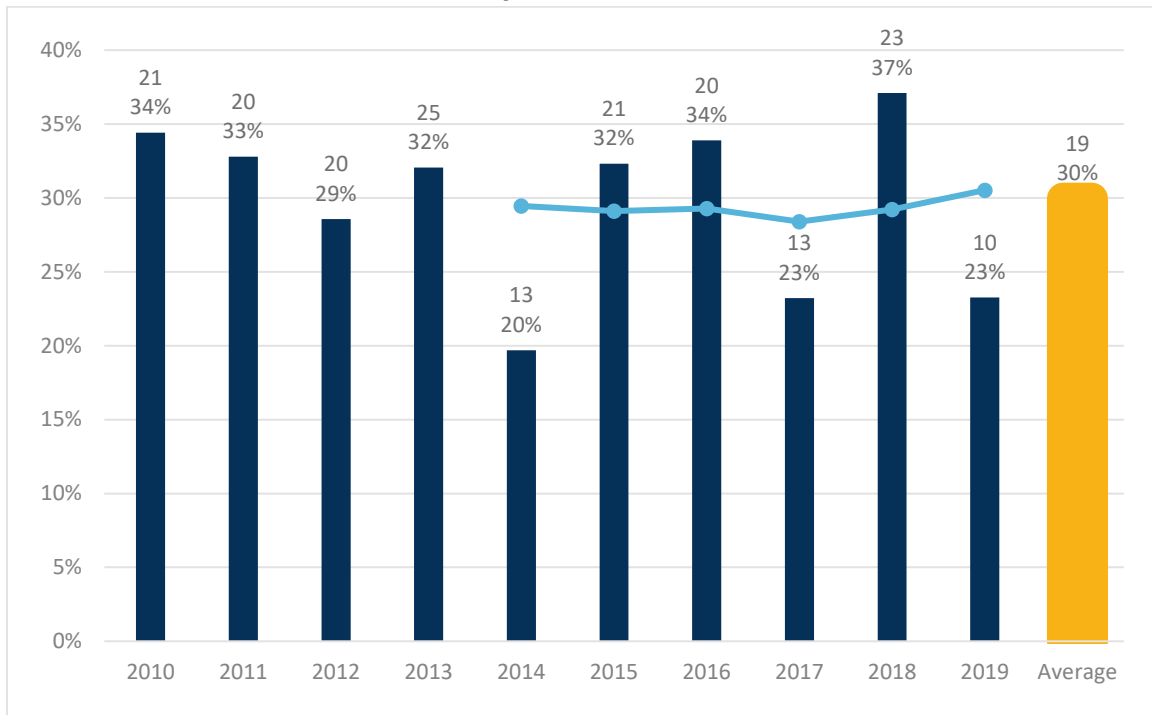


Figure 13: 2010-2019: Impaired Driver-Involved

Emphasis Area	Correlating Factors													
	Young	Unbelted	Intersection	Impaired	Run off Road	Inattentive	Speed	Motorcycle	Pedestrian	Large Truck	Older Driver	Bicycle	Animal	Railroad
Impaired	41.9%	55.9%	34.9%	X	39.2%	34.9%	38.7%	20.4%	11.4%	2.2%	5.9%	3.2%	0.0%	0.0%

Figure 14: Correlating Factors: Impaired Driver-Involved

Inattentive Driving

Figures 15 and 16 illustrate the crash data that noted inattentive driving. The light blue line illustrates the rolling five-year average over a total of six years. In the past five years, an average of 32% of serious and fatal crashes involved lack of restraint use.

Number and Percent of Traffic Related Fatalities and Serious Injuries Involving Inattentive Driving

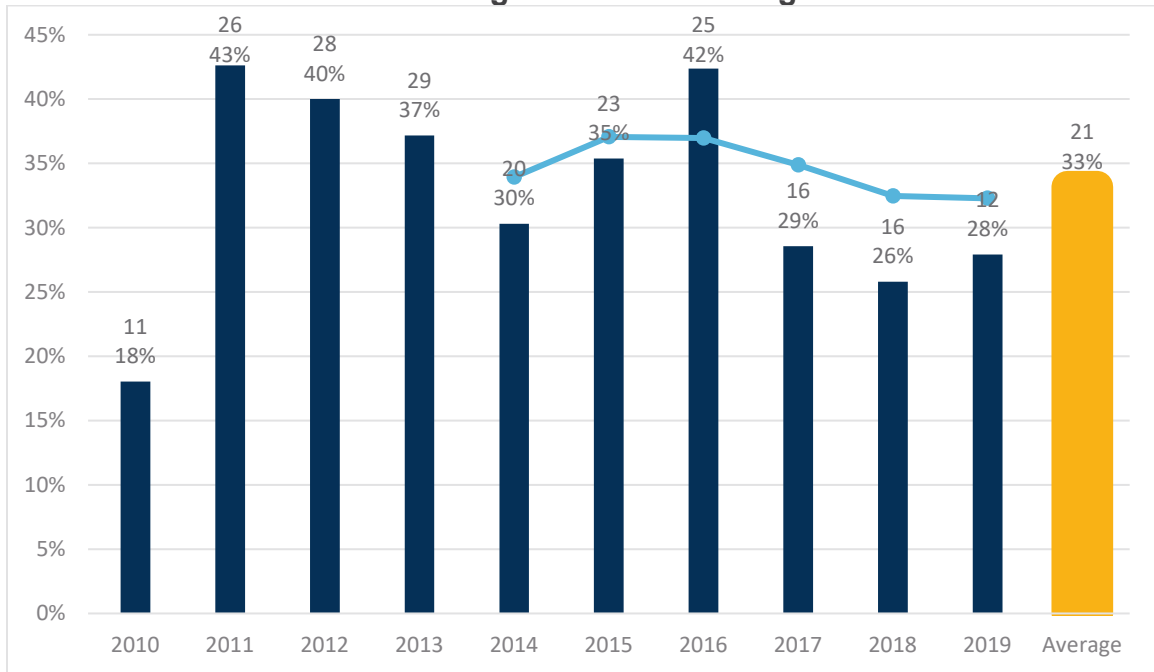


Figure 15: 2010-2019: Inattentive Driving

Emphasis Area	Correlating Factors													
	Young	Unbelted	Intersection	Impaired	Run off Road	Inattentive	Speed	Motorcycle	Pedestrian	Large Truck	Older Driver	Bicycle	Animal	Railroad
Inattentive	41.3%	37.9%	41.7%	31.6%	26.7%	X	29.6%	20.9%	4.9%	6.3%	10.7%	1.9%	0.5%	0.0%

Figure 16: Correlating Factors: Inattentive Driving

Speed Related

Figures 17 and 18 illustrate the crash data that noted excessive speed. The light blue line illustrates the rolling five-year average over a total of six years. In the past five years, an average of 25% of serious and fatal crashes involved speed.

Number and Percent of Traffic Related Fatalities and Serious Injuries that are Speed Related

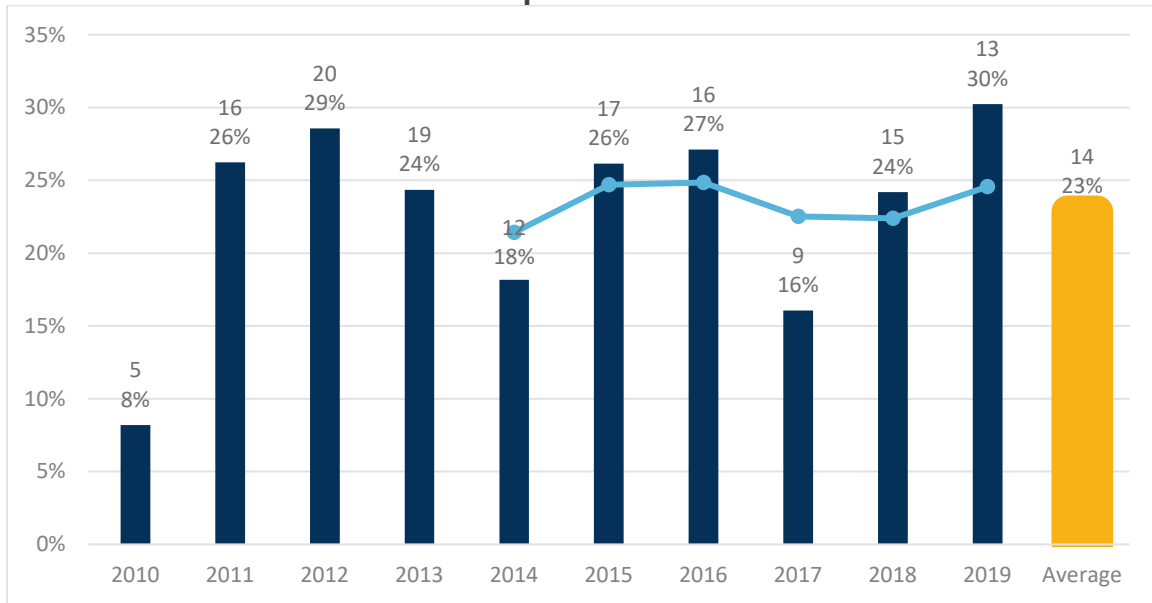


Figure 17: 2010-2019: Speed Related

Emphasis Area	Correlating Factors													
	Young	Unbelted	Intersection	Impaired	Run off Road	Inattentive	Speed	Motorcycle	Pedestrian	Large Truck	Older Driver	Bicycle	Animal	Railroad
Speed	52.1%	45.1%	43.7%	50.7%	31.7%	43.0%	X	23.9%	0.7%	4.9%	6.3%	0.0%	0.0%	0.0%

Figure 18: Correlating Factors: Speed Related

Pedestrian Involved

Figures 19 and 20 illustrate the crash data that noted pedestrian involvement. The light blue line illustrates the rolling five-year average over a total of six years. In the past five years, an average of 12% of serious and fatal crashes involved a pedestrian.

Number and Percent of Traffic Related Fatalities and Serious Injuries that Involved a Pedestrian

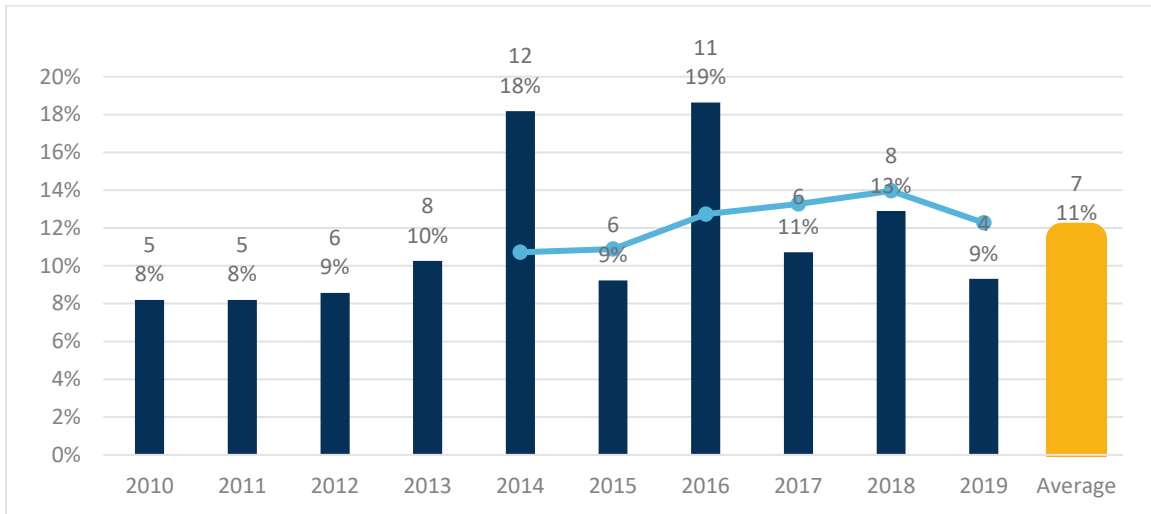


Figure 19: 2010-2019: Pedestrian Involved

Emphasis Area	Correlating Factors													
	Young	Unbelted	Intersection	Impaired	Run off Road	Inattentive	Speed	Motorcycle	Pedestrian	Large Truck	Older Driver	Bicycle	Animal	Railroad
Pedestrian	32.4%	0.0%	38.0%	15.5%	15.5%	14.1%	1.4%	0.0%	X	4.2%	19.7%	0.0%	0.0%	0.0%

Figure 20: Correlating Factors: Pedestrian Involved

Bicyclist Involved

Figures 21 and 22 illustrate the crash data that noted bicyclist involvement. The light blue line illustrates the rolling five-year average over a total of six years. In the past five years, an average of 4% of serious and fatal crashes involved a bicyclist.

Number and Percent of Traffic Related Fatalities and Serious Injuries that Involved a Bicyclist

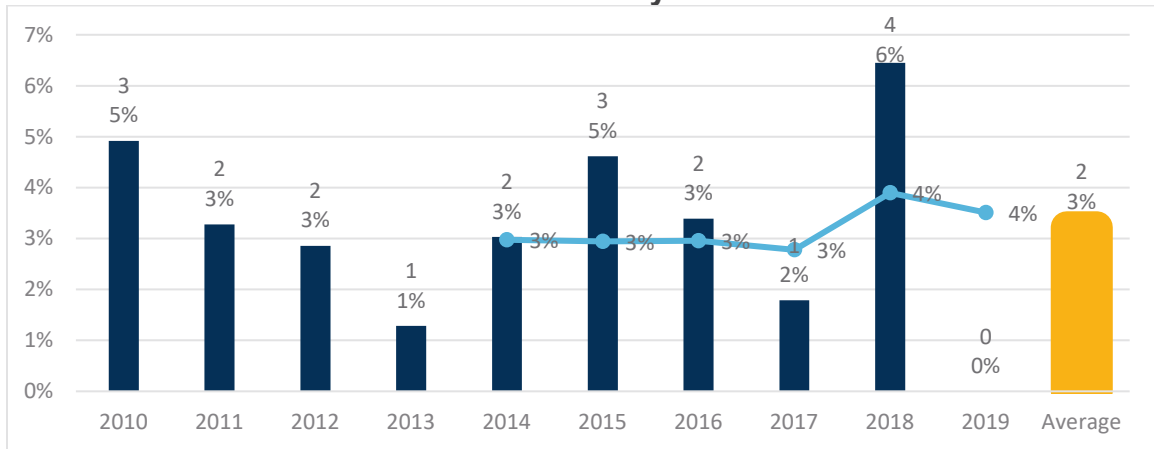


Figure 21: 2010-2019: Bicyclist Involved

Emphasis Area	Correlating Factors														
	Young	Unbelted	Intersection	Impaired	Run off Road	Inattentive	Speed	Motorcycle	Pedestrian	Large Truck	Older Driver	Bicycle	Animal	Railroad	
Bicycle	20.0%	20.0%	40.0%	15.0%	20.0%	20.0%	0.0%	0.0%	0.0%	0.0%	10.0%	X	0.0%	0.0%	

Figure 22: Correlating Factors: Bicyclist Involved

Vision, Goal, and Focus Areas

Vision and Goal

A **Vision Statement** expresses a desired future outcome. After review of the former CTSP, the crash data, and examples from peer organization, the AC opted to perpetuate the vision from the 2016 CTSP.

A **Performance Goal** is our desired outcome for improved safety in the community to achieve the vision. After review of the former CTSP, the crash data, and examples from peer organization, the AC decided to maintain a 20% decrease in fatal and serious crashes.



Vision

The Billings community will achieve zero fatalities and serious injuries through a culture of safety for all travelers.



Goal

Based on a five-year rolling average, reduce fatalities and serious injuries by 20% from 57 to 46 by the end of 2024.

Focus Areas

Equipped with the crash data, the AC considered the selection of focus areas based on the following factors:

- **Data:** Reliable information to identify, prioritize, and track progress against the problem
- **Impact:** Greatest potential to reduce fatalities and serious injuries
- **Commitment:** Local expertise, interest, and resources

After discussion and review, the group selected unrestrained occupants, impaired driving, inattentive driving, and speeding as focus areas. Additionally, the group decided to combine inattentive driving and speeding, following the template defined in the 2016 plan and with confirmed feedback that the strategies to address the two focus areas are similar. The AC was concerned by the crash data related to young drivers. After review, the AC elected not to make young drivers a stand-alone focus area because the crashes involving young drivers also generally included one of the other four identified focus areas. The AC directed that young drivers be considered in the definition of strategies and action items.



Current Safety Programs

The Billings MPO is currently targeting improved transportation safety through a variety of programs and efforts. The AC used the following list of current programs to identify available resources and engagement gaps within the Billings MPO transportation safety culture.

Complete information about current safety programs is provided in Appendix A.

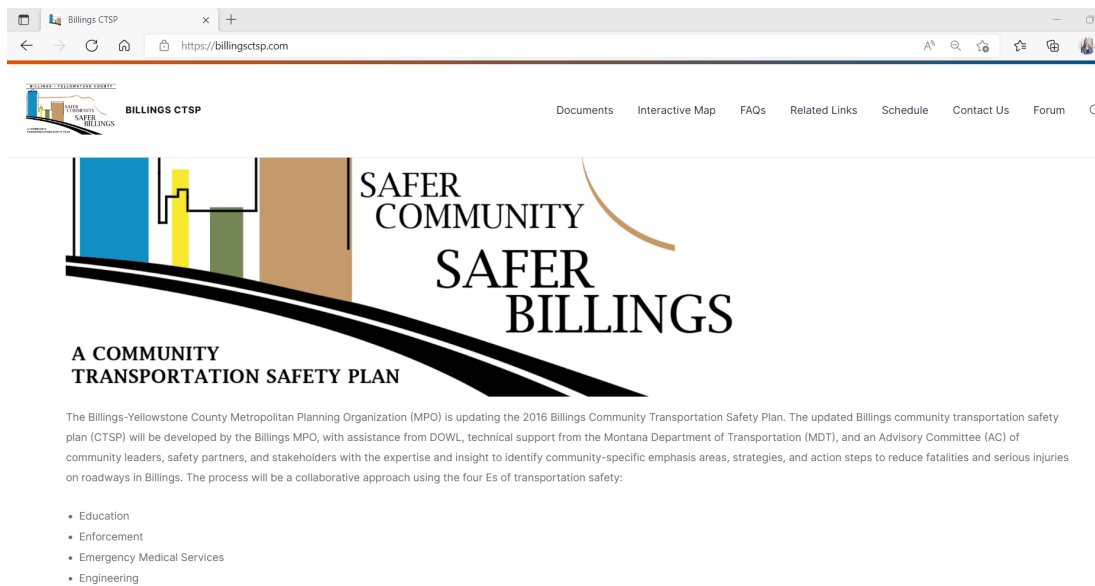
Program	Impaired Driving	Distracted Driving	Lack of Restraint Use	Speed Related	Young Drivers
24/7 Sobriety Program	✓				
Alive at 25	✓	✓		✓	
American Association of Retired Persons () Driver's Safety					
Billings Crime Prevention Center	✓			✓	
Billings Police Unfiltered					
Chats with the Chief					
Click It or Ticket			✓		
Distracted Driving Course		✓			✓
Electronic Device Ordinance		✓			
Impact Teen Drive Program		✓			
It's Your Choice	✓	✓	✓	✓	✓
Mobile Impaired Driving Assessment Center	✓				
Montana Department of Health and Human Services Injury Prevention Program	✓	✓	✓	✓	✓
Montana OPI DRIVE Program	✓	✓	✓	✓	✓
Montana Tavern Association	✓				
Montana Traffic Education	✓	✓	✓	✓	✓
National Highway Traffic Safety Administration Speed Campaign Toolkit				✓	
National Highway Traffic Safety Administration Traffic Safety Marketing Event Materials	✓	✓	✓	✓	✓
Safe Kids Yellowstone County	✓	✓	✓	✓	✓
Safe Routes to School				✓	✓
Server Trainings, Department of Revenue	✓				
Share the Road				✓	
Social Host Ordinance	✓				✓
Traffic Enforcement	✓	✓	✓	✓	✓
Traffic Safety Resource Officer	✓				
Vision Zero MT	✓	✓	✓	✓	✓
Avoid Distractions		✓			
Buckle Up Montana			✓		
Don't Drive Impaired	✓				
Motorcycle Safety Awareness, Traffic Safety Marketing	✓	✓		✓	✓
Peer-to-Peer Traffic Safety	✓	✓	✓	✓	✓
Teen Drivers	✓	✓	✓	✓	✓
Watch Your Speed				✓	
Yellowstone County DUI Task Force	✓				

Public Involvement

The project team deployed a public involvement process to collect public and stakeholder input that involved a website featuring an interactive map, a half-day safety summit, and a public meeting. These activities were supplemented with paid and earned media, email, and social media promotion. Additional documents related to the public involvement work on this project are included in Appendix B.

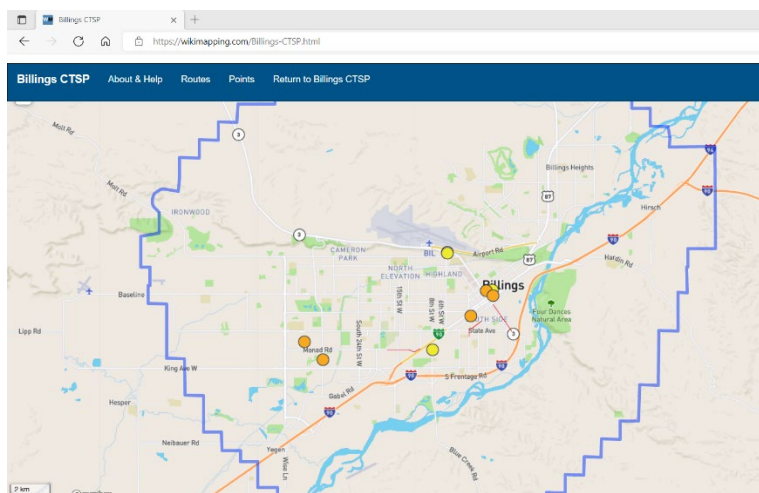
Website

The CTSP website was hosted at www.billingsctsp.com and provided stakeholders and the public an opportunity to learn about and participate in the project.



The website included the following components:

- Project Overview
- Documents including AC meeting materials and safety summit and public meeting records
- Interactive Map prompting people to provide input on safety concerns or suggestions



- Frequently asked questions
- Related links including:

[Billings | Yellowstone MPO](#)

[Montana Crash Data](#)

[MT Comprehensive Highway Safety Plan](#)

[Proven Safety Countermeasures – FHWA](#)

[Countermeasures that Work - NHTSA](#)

[Vision Zero Homepage](#)

[2016 Billings CTSP](#)

- Schedule
- Contact information
- Forum

Safety Summit

Over 60 safety-oriented stakeholders attended the half-day Safety Summit on January 25, 2022, to support and contribute toward the CTSP update.

The event involved:

- Collection of stakeholder input
- Discussion of comprehensive crash data analysis
- Consideration of existing community safety programs
- Identification of safety management strategies to meet the unique needs of the Billings community

Mayor Bill Cole provided welcoming remarks and emphasized the importance of the summit in reducing serious injuries and fatalities within the Billings MPO planning area. The consultant team provided an overview of efforts completed to date by the AC and discussed the CTSP planning process, the 4Es of transportation safety planning, and the Billings CTSP vision and goal. The team also presented crash data for the three focus areas selected by the AC.



Following the focus area crash data presentation, meeting attendees convened in small groups to discuss potential strategies and efforts that could be implemented within the Billings MPO planning area. An inventory of current programs was provided to each focus group as a reference in identifying gaps and possible new safety strategies. Additionally, each group discussed possible safety partners/stakeholders and necessary resources to implement strategies. Following group discussions, focus area chairs reported back to the full group summarizing key discussion topics.

A participant list and break-out group notes are provided in Appendix B.

Public Open House

Over 20 members of the public attended an open house hosted on March 23, 2022 to learn about the CTSP update process and provide input. Informational content provided to the public on display boards and digital slideshow covered introductory information about the CTSP planning process, the 4Es of transportation safety planning, and the Billings CTSP vision and goal. The displays also presented crash data for the focus areas selected by the AC.



Meeting materials, sign-in sheets, and comment cards are provided in Appendix B.

Proven Countermeasures

In the process of identifying strategies to reach the plan goals, the AC reviewed countermeasures proven to be effective in reducing crashes, injuries, and/or deaths within each focus area. The National Highway Traffic Safety Administration (NHTSA) [Countermeasures That Work](#) (10th update released in 2020) and the Federal Highway Administration (FHWA) [Proven Safety Countermeasures](#) (updated in 2021) are notable research-proven resources which safety practitioners are encouraged to consider when developing strategies.

NHTSA uses a five-star rating system to measure effectiveness.

★★★★★	Demonstrated to be effective by several high-quality evaluations with consistent results
★★★★	Demonstrated to be effective in certain situations
★★★	Likely to be effective based on balance of evidence from high-quality evaluations or other sources
★★	Effectiveness still undetermined; different methods of implementing this countermeasure produce different results
★	Limited or no high-quality evaluation evidence

The effectiveness of each countermeasure (<https://highways.dot.gov/safety/proven-safety-countermeasures>) is measured by the reduction in crashes or injuries unless it is noted otherwise. Each individual description provides information on the effective size of each effort and more detailed information on the standards used in measurement of effectiveness. FHWA countermeasures are a selection of the FHWA recognized measures and do not have associated star ratings.

NHTSA Countermeasures that Work

Unrestrained Occupants

Seat Belt and Child Restraints (targeting adults)

Seat Belt Use Laws

Countermeasure	Effectiveness	Cost	Use	Time
1.1 State Primary Enforcement Seat Belt Use Laws	★★★★★	\$	Medium	Short
1.2 Local Primary Enforcement Seat Belt Use Laws	★★★	\$	Low	Short
1.3 Increased Seat Belt Use Law Penalties	★★★★†	\$	Low	Short

†Effectiveness has been demonstrated for increased fines but has not yet been demonstrated for driver's license points.

Seat Belt Law Enforcement

Countermeasure	Effectiveness	Cost	Use	Time
2.1 Short Term, High-Visibility Seat Belt Law Enforcement	★ ★ ★ ★ ★	\$\$\$	Medium†	Medium
2.2 Integrated Nighttime Seat Belt Enforcement	★ ★ ★ ★	\$\$\$	Unknown	Medium
2.3 Sustained Enforcement	★ ★ ★	Varies	Unknown	Varies

†Used in many jurisdictions but often only once or twice each year

Communication and Outreach

Countermeasure	Effectiveness	Cost	Use	Time
3.1 Supporting Enforcement	★ ★ ★ ★ ★	Varies	Medium	Medium
3.2 Strategies for Low-Belt-Use Groups	★ ★ ★ ★ †	Unknown	Unknown	Medium

†For programs supporting enforcement

Seat Belt and Child Restraints (targeting children and youth)

Child/Youth Occupant Restraint Laws

Countermeasure	Effectiveness	Cost	Use	Time
3.1 Supporting Enforcement	★ ★ ★ ★ ★	Varies	Medium	Medium
3.2 Strategies for Low-Belt-Use Groups	★ ★ ★ ★ †	Unknown	Unknown	Medium

†For programs supporting enforcement

Child Restraint/Booster Seat Law Enforcement

Countermeasure	Effectiveness	Cost	Use	Time
5.1 Short High-Visibility CR Law Enforcement	★ ★ ★ ★ ★	\$\$\$	Medium	Medium

Communications and Outreach

Countermeasure	Effectiveness	Cost	Use	Time
6.1 Strategies for Older Children	★ ★ ★	Varies	Unknown	Medium
6.2 Strategies for Child Restraint and Booster Seat Use	★ ★ ★ †	Varies	Unknown	Medium

† For stand-alone programs not supporting enforcement

Other Strategies

Countermeasure	Effectiveness	Cost	Use	Time
7.1 School Programs	★ ★ ★	Varies	Unknown	Varies
7.2 Inspection Stations	★ ★ ★	\$\$	High	Short

Impaired Driving

Alcohol- and Drug-Impaired Driving

Deterrence: Laws

Countermeasure	Effectiveness	Cost	Use	Time
1.1 Administrative License Revocation or Suspension (ALR/ALS)	★ ★ ★ ★ ★	\$\$\$	High	Medium
1.2 Open Container	★ ★ ★	\$	High	Short
1.3 High-BAC Sanctions	★ ★ ★	\$	Medium	Short
1.4 BAC Test Refusal Penalties	★ ★ ★	\$	Unknown	Short
1.5 Alcohol-Impaired Driving Law Review	★ ★ ★	\$\$	Unknown	Medium

Deterrence: Enforcement

Countermeasure	Effectiveness	Cost	Use	Time
2.1 Publicized Sobriety Checkpoints	★ ★ ★ ★ ★	\$\$\$	Medium	Short
2.2 High-Visibility Saturation Patrols	★ ★ ★ ★	\$\$	High	Short
2.3 Preliminary Breath Test Devices†	★ ★ ★ ★	\$\$	High	Short
2.4 Passive Alcohol Sensors††	★ ★ ★ ★	\$\$	Unknown	Short
2.5 Integrated Enforcement	★ ★ ★	\$	Unknown	Short

† Proven for increasing arrests

†† Proven for detecting impaired drivers

Deterrence: Prosecution and Adjudication

Countermeasure	Effectiveness	Cost	Use	Time
3.1 DWI Courts†	★ ★ ★ ★	\$\$\$	Low	Medium
3.2 Limits on Diversion & Plea Agreements††	★ ★ ★ ★	\$	Medium	Short
3.3 Court Monitoring††	★ ★ ★	\$	Low	Short
3.4 Sanctions	☆ ☆	Varies	Varies	Varies

† Proven for reducing recidivism

†† Proven for increasing conviction

Deterrence: DWI Offender Treatment, Monitoring, and Control

Countermeasure	Effectiveness	Cost	Use	Time
4.1 Alcohol Problem Assessment and Treatment	★★★★★	Varies	High	Varies
4.2 Alcohol Ignition Interlocks†	★★★★★	\$\$	Medium	Medium
4.3 Vehicle and License Plate Sanctions†	★★★★	Varies	Medium	Medium
4.4 DWI Offender Monitoring†	★★★★	\$\$\$	Unknown	Varies
4.5 Lower BAC Limit for Repeat Offenders	★★★★	\$	Low	Short

† Proven for reducing recidivism

Prevention, Intervention, Communications and Outreach

Countermeasure	Effectiveness	Cost	Use	Time
5.1 Alcohol Screening and Brief intervention	★★★★★	\$\$	Medium	Short
5.2 Mass-Media Campaigns	★★★	\$\$\$	High	Medium
5.3 Responsible Beverage Service	☆☆	\$\$	Medium	Medium
5.4 Alternative Transportation	☆☆	\$\$	Unknown	Short
5.5 Designated Drivers	☆☆	\$	Medium	Short

Underage Drinking and Drinking and Driving

Countermeasure	Effectiveness	Cost	Use	Time
6.1 Minimum Drinking Age 21 Laws	★★★★★	\$\$\$	High	Low
6.2 Zero-Tolerance Law Enforcement	★★★	\$	Unknown	Short
6.3 Alcohol Vendor Compliance Checks†	★★★	\$\$	Unknown	Short
6.4 Other Minimum Legal Drinking Age 21 Law Enforcement	★★★	\$\$	Varies	Varies
6.5 Youth Programs	☆☆	Varies	High	Medium

† Proven for reducing sales to underage people

Drug Impaired Driving

Countermeasure	Effectiveness	Cost	Use	Time
7.1 Enforcement of Drug-Impaired Driving	★ ★ ★	\$\$	Unknown	Short
7.2 Drug-Impaired-Driving Laws	☆	Unknown	Medium†	Short
7.3 Education Regarding Medication	☆	Unknown	Unknown	Long

† Use for drug per se laws

Inattentive Driving

Distracted and Drowsy Driving

Law Enforcement

Countermeasure	Effectiveness	Cost	Use	Time
1.1 GDL Requirements for Beginning Drivers	★ ★ ★ ★ ★ †	\$	High	Medium
1.2 Cell Phone and Text Messaging Laws	☆☆	\$	Medium	Short
1.3 High-Visibility Cell Phone/Text Messaging Enforcement	★ ★ ★ ★	\$\$\$	Low	Medium
1.4 General Distraction Laws	☆	Varies	High††	Short

† Effectiveness demonstrated for passenger restrictions

†† Included under reckless driving; use of explicit distraction laws is low

Communications and Outreach

Countermeasure	Effectiveness	Cost	Use	Time
2.1 Communications and Outreach on Drowsy Driving	☆	\$\$	Unknown	Medium
2.2 Communications and Outreach on Distracted Driving	☆	\$\$	High	Medium

Other Countermeasures

Countermeasure	Effectiveness	Cost	Use	Time
3.1 Employer Programs	☆☆	\$	Unknown	Short
3.2 Education Regarding Medical Conditions and Medications	☆	Variable	Unknown	Medium

Speeding

Speeding and Speed Management

Laws

Countermeasure	Effectiveness	Cost	Use	Time
1.1 Speed Limits	★★★★★†	\$	High	Short
1.2 Aggressive Driving and Other Laws	☆	\$	Low	Short

† When enforced and obeyed

Enforcement

Countermeasure	Effectiveness	Cost	Use	Time
2.1 Automated Enforcement	★★★★★	\$\$\$†	Medium	Medium
2.2 High-Visibility Enforcement	☆☆	\$\$\$	Low††	Medium
2.3 Other Enforcement Methods	☆☆	Varies	Unknown	Varies

† Can be covered by violator fines

†† For aggressive driving, but use of short-term, HVE campaigns for speeding is more widespread

Penalties and Adjudication

Countermeasure	Effectiveness	Cost	Use	Time
3.1 Penalty Types and Levels	☆☆	Varies	High	Low
3.2 Diversion and Plea Agreement Restrictions, Traffic Violator School	☆	Varies	Unknown	Varies

Communication and Outreach

Countermeasure	Effectiveness	Cost	Use	Time
4.1 Communications and Outreach Supporting Enforcement	★★★	Varies	Medium	Medium

Young Drivers

Graduated Driver License

Countermeasure	Effectiveness	Cost	Use	Time
1.1 Graduated Driver Licensing (GDL)	★★★★★	\$	High	Medium
1.2 Learner's Permit Length, Supervised Hours	★★★★★	\$	High	Medium
1.3 Intermediate – Nighttime Restrictions	★★★★★	\$	High	Medium
1.4 Intermediate – Passenger Restrictions	★★★★★	\$	High	Medium
1.5 Cell Phone Restrictions	☆☆	\$	Medium	Medium
1.6 Belt Use Requirements	☆☆	\$	Low	Medium
1.7 Intermediate – Violation Penalties	☆	\$	High	Medium

Driver Education

Countermeasure	Effectiveness	Cost	Use	Time
2.1 Pre-Licensure Driver Education	☆☆	\$\$\$	Medium	Long
2.2 Post-Licensure Driver Education	☆	\$\$\$	Low	Long

Parents

Countermeasure	Effectiveness	Cost	Use	Time
3.1 Parent Roles in Teaching and Managing Young Drivers	☆☆	\$\$	Medium	Short

Traffic Law Enforcement

Countermeasure	Effectiveness	Cost	Use	Time
4.1 Enforcement of GDL and Zero-Tolerance Laws	★★★	\$\$	Unknown	Short

FHWA Proven Safety Countermeasures

[FHWA's Proven Safety Countermeasures](#) (PSC) initiative is a collection of countermeasures and strategies effective in reducing roadway fatalities and serious injuries on our Nation's highways. The guidance provided by this document is focused on facility design and features to improve driver safety. The tools encouraged include:

Speed Management

- Speed Safety Cameras
- Variable Speed Limits
- Appropriate Speed Limits for All Road Users

Roadway Departure

- Wider Edge Lines
- Enhanced Delineation for Horizontal Curves
- Longitudinal Rumble Strips and Stripes
- SafetyEdgeSM
- Roadside Design Improvements at Curves
- Median Barriers

Intersections

- Backplates with Reflective Borders
- Corridor Access Management
- Left- and Right-Turn Lanes at Two-Way Stop-Controlled Intersections
- Reduced Left-Turn Conflict Intersections
- Roundabouts
- Systemic Application of Multiple Low Cost Countermeasures at Stop-Controlled Intersections
- Yellow Change Intervals

Pedestrian/Bicyclist

- Crosswalk Visibility Enhancements
- Bicycle Lanes
- Rectangular Rapid Flashing Beacons
- Leading Pedestrian Interval
- Medians and Pedestrian Refuge Islands in Urban and Suburban Areas
- Pedestrian Hybrid Beacons
- Road Diets (Roadway Reconfiguration)
- Walkways

Crosscutting

- Pavement Friction Management
- Lighting
- Local Road Safety Plans
- Road Safety Audits

Action Plan and Safety Strategies

The AC developed the safety strategies outlined in this chapter based on feedback received during the Safety Summit and the online public survey.

- A **strategy** defines a specific method to reduce fatalities and serious injuries within an focus area. Individual strategies address one of the 4Es (education, enforcement, emergency medical services, and engineering) of transportation safety. This plan outlines one overarching strategy that will tie efforts together and three strategies per focus area as a starting point for implementation by the MPO. Additional strategies may be identified as the MPO makes progress in achieving its goal and vision.
- The **purpose** statement explains the rationale for pursuing a safety strategy, including community experience, crash history, and available research documenting the strategy's effectiveness.
- **Implementation partners/stakeholders** are organizations and individuals with interest, expertise, or jurisdiction in an focus area that may be able to assist in executing strategies. Listed community stakeholders and safety partners may lead or support implementation efforts depending on availability and staffing resources. Other stakeholders and partners may be identified during the implementation process to augment the initial list provided in this chapter.
- The list of **resources/funding needs** outlines support and participation needed to implement the action steps, including labor, materials, and funds. Sharing resources among stakeholders and partners will maximize implementation results.
- **Action steps and opportunities** outline specific outcomes or inputs the MPO and AC may undertake to implement each strategy. Some action steps outline new efforts, while others involve enhancing existing programs.

The following pages outline the implication plan for each focus area.

All	
Focus Area Chair: TBD	
Strategy 1: Establish Transportation Safety Oversight Committee	
Purpose	
<p>Maintaining top-of-mind awareness will be important in keeping safety-oriented conversations alive. A cooperative group of safety partner agency representatives and members of the public comprising a Transportation Safety Oversight Committee (TSOC) will help to facilitate collaboration, respond to timely community needs, and help to activate additional resources. This will allow for coordination between focus area chairs and a more integrated community-wide approach. The TSOC will provide the community of subject matter experts of the 4Es who are coordinating, collaborating, and communicating on safety initiatives to reduce traffic related fatalities and serious injuries.</p>	
Implementation Partners	Resources/Needs
<p>Billings Planning Department</p> <p>Billings and Yellowstone County Public Works</p> <p>Billings Police Department</p> <p>Billings, Lockwood, and Yellowstone County School Officials</p> <p>Local Elected Officials</p> <p>Alliance Partners (St. Vincent Healthcare, RiverStone Health, Billings Clinic)</p> <p>Emergency Medical Services</p> <p>Yellowstone Kids Worldwide</p> <p>Downtown Billings Association</p> <p>Community Members</p> <p>Yellowstone County Sheriff's Office</p> <p>Billings District and CHSP Manager, MDT</p> <p>Montana Highway Patrol</p> <p>Montana Trucking Association</p> <p>Tow Truck Operators (Hanser's Towing or Jim Dusenberry)</p>	<p>Resources:</p> <ul style="list-style-type: none"> • Crash Data • AC Members to Populate Initial Oversight Committee • Local and National Media Campaigns • Traffic Safety Marketing, NHTSA <p>Needs:</p> <ul style="list-style-type: none"> • Meeting Space • Agency Support for TSOC Participation • Advertising/Media Campaigns • Funding for Advertising/Media Campaigns • Trauma doctor and a delegate
Action Steps and Opportunities	
<p>Identify chair who will be responsible for quarterly or regularly scheduled meeting logistics and implementation updates.</p> <p>Gain support from City of Billings and Yellowstone County to initiate a sanctioned oversight committee. Board should consist of members representing both City and County perspectives.</p> <p>Research other support options, including high school or college clubs or education, health, criminal justice, and communications interns, college communication programs, among others, to support content-development and public outreach needs.</p> <p>Identify opportunities to coordinate, communicate, and connect walking, biking, transit, and driving strategies to young drivers.</p> <p>Consider using a shared platform or drive such as Microsoft Teams to store materials, facilitate conversations, etc.</p>	

Consider a trauma doctor as spokesperson for the group. The media responds well to quotes and PSAs from this perspective.

Unrestrained Vehicle Occupants	
Focus Area Chair: TBD	
Strategy 1: Support and enhance enforcement of seat belt and child safety seat laws.	
Purpose	
<p>Law enforcement is important to emphasize the consequences of choosing not to buckle up or properly restraining a child. Under Montana’s current secondary seat belt law, officers may issue a citation for failure to wear a seat belt if a driver is initially stopped for another traffic violation. Montana does have a primary child safety restraint law stating that a child under 6 years of age and weighing less than 60 pounds must be properly restrained in a motor vehicle (MCA 61-9-420). Studies have shown that both short-term/high visibility enforcement (such as selective traffic enforcement programs (STEP) and sustained seat belt law enforcement is effective in increasing seat belt usage among adults and teenagers (NHTSA, 2022).¹ According to NHTSA, the enforcement of local seat belt use laws, the enforcement of a state law is even better. With the recent passing of the Public Safety Mill Levy, there is opportunity for increased law enforcement for safety-oriented activities.</p>	
Implementation Partners	Resources/Needs
Billings Planning Department Billings Public Information Officer Billings and Yellowstone County Public Works Billings Police Department Billings, Lockwood, and Yellowstone County School Officials Alliance Partners (St. Vincent Healthcare, RiverStone Health, Billings Clinic) Parents/Teen Drivers Community Members Yellowstone County Planning Organization Yellowstone County District Court Yellowstone County Sheriff’s Office Safe Kids Yellowstone County Montana Highway Patrol Montana Department of Transportation	Resources: <ul style="list-style-type: none"> • Crash Data • Mill Levy Funding • Occupant Protection Program, MDT • Buckle Up Montana, MDT • Motor Carrier Safety Assistance Program, MDT • Traffic Education, Office of Public Instruction (OPI) curriculum • Local and National Media Campaigns Needs: <ul style="list-style-type: none"> • Funding for Law Enforcement Staff • Funding for Traffic Enforcement Program • Advertising/Media Campaigns • Primary Seatbelt Law
Action Steps and Opportunities	
<p>Review crash data to determine “hot spots” or specific corridors within the Billings MPO area having the highest incidence of unrestrained vehicle occupant injuries and fatalities.</p> <p>Identify opportunities for community outreach to family-oriented events (health fairs, safety fairs, back to school, end of the school year, ATV promos, FWP, PTOs) to check child safety seats and educate the public about the importance. Coordinate with community networks to identify and participate in anything geared towards children’s safety.</p> <p>Promote possible home visit/hospital car seat education and enforcement. Consider coordination with hospitals (prenatal, OB/GYN/WIC) to provide safety seat guidance before families leave with new babies.</p>	

¹ NHTSA. *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*. (Tenth Edition, 2022). Page 2-3.

Unrestrained Vehicle Occupants

Increase short-term, high-visibility targeted enforcement in identified locations.

Publicize high-visibility enforcement efforts through media awareness campaigns.

Support and encourage law enforcement to check for GDL law violations when a driver is stopped and include in citation issued in addition to seat belt violation (M.C.A. 61-5-132).

Support and encourage law enforcement officers to issue citations instead of warnings for seat belt violations.

Support targeted enforcement based on demonstrated crash patterns and high-risk drivers. Define parameters for identifying "high-risk" drivers.

Support and encourage research of funding opportunities to hire additional law enforcement staff; to sustain and increase dedicated traffic officers to conduct proactive traffic enforcement.

Encourage judges and courts to mandate court ordered Alive at 25 training course for risky driving offenses that include seat belt violations.

Unrestrained Vehicle Occupants	
Focus Area Chair: TBD	
Strategy 2: Increase youth and adult education to reinforce the importance of wearing a seat belt during every motor vehicle trip.	
Purpose	
<p>Younger occupants ages 14 to 35 experience the largest number of fatal and serious injuries associated with non-seat belt use in the Billings MPO. Research has found that use of lap and shoulder combination seat belts reduce the risk of fatal injury to front-seat passenger car occupants by 45% and the risk of moderate-to-critical injury by 50% (NHTSA, 2020).² The challenge is to convince all vehicle occupants to buckle up on every trip. Increased education efforts are needed to develop and improve a culture of driver safety in Billings where using seat belts is an expected behavior and non-use is unacceptable.</p>	
Implementation Partners	Resources/ Needs
Billings School District Traffic Education Instructors Billings, Lockwood, and Yellowstone County School Officials Billings and Yellowstone County Public Works Billings Police Department and School Resource Officers Billings Fire Department Montana State University - Billings Rocky Mountain College Billings Vo-Tech and City College Student Groups/Student Government Alliance Partners (St. Vincent Healthcare, RiverStone Health, Billings Clinic) Employers/Corporate Sponsors Parents/Teen Drivers Insurance Providers Yellowstone County Sheriff's Office Safe Kids Yellowstone County Billings District Office, MDT Montana Highway Patrol AARP	Resources: <ul style="list-style-type: none"> • Example employer seat belt policies • School Districts Staffing/Curriculum • Adapted Illustrated Montana Driver Manual and Traffic Education Curriculum Modules, OPI • Peer-to-Peer Traffic Safety, MDT • Buckle Up Montana, MDT • Motor Carrier Safety Assistance Program, MDT • Car Seat Checks, Safe Kids Yellowstone County • MHP and MET Transit training content • Local and National Media Needs: <ul style="list-style-type: none"> • Teens and Traffic Education Instructors • Employer Participation • Advertising/Educational Media Campaigns • Variable Message Signage • Grant Funding Opportunities • Primary Seatbelt Law

² NHTSA. *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*. (Tenth Edition, 2020). Page 2-1.

Unrestrained Vehicle Occupants

Focus Area Chair: TBD

Strategy 2: Increase youth and adult education to reinforce the importance of wearing a seat belt during every motor vehicle trip.

Action Steps and Opportunities

Support and promote awareness of the “Saved by the Belt” program in Yellowstone County and pursue ideas for a more youth-oriented award.

Work with Billings, Lockwood, Yellowstone County School Districts and other safety partners to coordinate and develop an awareness program to enhance focus on seat belt use in school parking lots that include all motor vehicle operators (students and staff).

- Engage City of Billings Public Information Officer for to support seat belt safety campaigns
- Identify engaged partners in the Billings and Lockwood School Districts to assist with promoting safety education and awareness of the benefits of using seat belts every trip, every time.
- Promote and encourage student groups (such as FCCLA) and school administrators to conduct peer-to-peer outreach on the importance of seat belt use and other risky driving behaviors.
- Identify and coordinate with driver education instructors in Billings area schools interested in promoting seat belt use in schools and/or possibly serving as an adviser to student groups and school administrators interested in traffic safety to ensure seat belt usage is taught in curriculum.

Coordinate with the City of Billings, Yellowstone County Public Works, and MDT Billings District to identify additional opportunities and special events to install temporary signage encouraging vehicle occupants to buckle up.

Conduct pre-, post-, and periodic observational surveys at designated locations and school parking lot exit/entrances, in conjunction with seat belt education campaigns to determine effectiveness. Involve high school students in various chapters, like FFA, FFCLA, DECA to conduct observational surveys as part of health or other prevention related class.

Coordinate with other “healthy living” curriculum (such as RiverStone Health lifestyle clubs) to incorporate seatbelt use content into existing content.

Reinvigorate or enhance existing educational programs (e.g., *It's Your Choice*) to increase participation and awareness for young drivers about traumatic injuries and long-term health consequences in relationship to the importance of seat belt usage.

Coordinate with media partners, health care professionals, and business owners to develop and promote safety awareness campaigns focused on economic impacts of risky driving behaviors and possible graphic physical repercussions of vehicular fatalities and serious injuries, as appropriate.

- Expand local media strategies using social media platforms and networking with local businesses to increase messaging impact.
- Encourage and work with local employers to adopt employee seat belt policies; and/or create employee incentive program or disciplinary processes regarding seat belt use.

Continue to support and promote child passenger safety certification training and child safety seating car check stations.

Unrestrained Vehicle Occupants

Focus Area Chair: TBD

Strategy 3: Strengthen and support vehicle occupant protection laws to increase compliance.

Purpose

Primary seat belt laws allow violators to be stopped and cited independently of any other traffic violation. Studies have shown that primary seat belt laws are demonstrated to be effective in increasing belt use and decreasing occupant fatalities compared to secondary laws (NHTSA, 2020).³ Under Montana’s current secondary seat belt law, law enforcement may issue a citation for failure to wear a seat belt only if a driver is initially stopped for another traffic violation. A statewide primary seat belt laws can only be implemented through the Legislature.

Implementation Partners

Billings City Council	Yellowstone County
Board of Public Health	Commissioners
Billings, Lockwood, and Yellowstone County School Officials	Yellowstone County Sheriff’s Office
Billings Police Department	Montana Highway Patrol
Alliance Partners (St. Vincent Healthcare, RiverStone Health, Billings Clinic); Trauma Surgeons (Dr. Barry McKenzie) and Nurses	Montana Association of County Officials
Insurance Providers	Montana League of Cities and Towns
Community Members	Montana Hospital Association
Employers and Possible Corporate Sponsors	Montana Public Health Association
Parent/Student Groups	State Legislators

Resources/ Needs

- Resources:
- Example Laws
 - [Buckle Up Montana](#), MDT
 - [Motor Carrier Safety Assistance Program](#), MDT
 - [NHTSA Resources](#)
 - Local and National Safety Media Campaigns
- Needs:
- Ballot Issue Sponsor(s)
 - Signature Gatherers
 - Local Legislative Support

Action Steps and Opportunities

Support passage of statewide primary seat belt law through Legislative action.

- Research local Legislators’ positions on subject and engage in conversations to facilitate understanding.
- Develop and promote media campaigns using survivor/victim stories that relay a personal testimony to communicate health and economic need for a primary seat belt law.

Pursue citizen-proposed statutory initiative on statewide primary seat belt law.

Pursue increased penalties associated with failure to obey secondary seat belt law.

³ NHTSA. *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*. (Tenth Edition, 2020). Page 2-12.

Impaired Driving Prevention

Focus Area Chair: TBD

Strategy 1: Expand awareness and access to safe transportation alternatives to decrease impaired driving.

Purpose

The Billings MPO includes a combination of urban and rural areas. When people consume alcohol and other impairing substances, they may be some distance from their home or final destination. Preventing people from making the unsafe choice to drive while impaired is the ultimate goal. NHTSA identifies Alternative Transportation as an option to decrease the number of Alcohol- and Drug- Impaired crashes (NHTSA, 2022).⁴ Media campaigns are also identified as an option worthy of consideration (NHTSA, 2022).⁵ Other educational efforts to effectively influence changed behaviors and stop impaired driving include awareness of potential transportation options. Now that Billings has Uber and Lyft, there is a better opportunity of activating people to use those services.

Implementation Partners		Resources/ Needs
Yellowstone County Tavern Association Montana Distillers Guild Montana Tavern Association Billings CareAVan Ride-sharing Companies and Taxi Services Beverage Distributors Downtown Billings Association AAA and Other Insurance Providers	Billings MET Transit Yellowstone County DUI Task Force Billings Police Department Montana Highway Patrol Yellowstone County Sheriff’s Office Local Tow/Wrecking Companies Local & National Safety Media Campaigns Montana State University-Billings	Resources <ul style="list-style-type: none"> Uber and Lyft Traffic Safety Marketing, NHTSA Needs <ul style="list-style-type: none"> Local Contact for Uber and Lyft Vehicles Advertisements Local Dispatch System Social Media, PSAs, and media coverage

Action Steps and Opportunities

Develop and distribute public information about current safe-ride-home programs including information about what resources are available during specific days/times.

- Distribute resource materials developed by safety partners regarding impaired driving and consequences of unacceptable behavior of driving impaired.

Enhance focus on the dangers and costs of impaired driving even short distances.

- Develop PSAs, advertising, and media coverage about safe ride opportunities and ensure distribution. Expand local media strategies using social media and business platforms.
- Research geo-fencing options with special event organizers and Billings business leaders to remind attendees to plan for a designated driver or alternative transportation.

Establish relationships with all potential stakeholders to build a network of partners.

⁴ NHTSA. *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*. (Tenth Edition, 2022). Page 1-63.

⁵ NHTSA. *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*. (Tenth Edition, 2022). Page 1-60.

Impaired Driving Prevention

Engage higher education facilities to support and promote awareness of early intervention and safe driving behaviors.

Work with local DUI task force to identify local alternative transportation options.

Coordinate with CHSP Impaired Driving Focus Area which includes County DUI Task Forces to promote development and expansion of alternative transportation options.

Research and identify ride share and taxi drivers willing to participate in safe-ride-home programs.

Solicit increased funding from sponsors and businesses.

Monitor medical and recreational marijuana topic, identify and act on opportunities to integrate efforts. Contact dispensaries to partner in the dissemination of safe ride content.

- Coordinate with CHSP Impaired Driving Focus Area, which includes Recreational and Medical Marijuana representatives with Department of Public Health and Human Services (DPHHS) and DOR.

Impaired Driving Prevention

Focus Area Chair: TBD

Strategy 2: Reduce impaired driving through prevention education and training.

Purpose

Impaired driving due to alcohol and drugs remains a major issue in the Billings MPO area. While strategies to address the issue and inform residents of all ages of the dangers of operating a vehicle while under the influence of substances exist, there are concerns about consistency and reach. Multiple proven countermeasures address identifying and engaging with potential offenders as early as possible and encourage consistent messaging to decrease the instances of first-time and repeat offenses.

Implementation Partners	Resources/Funding Needs
<p>Local and District Courts</p> <p>Local Addiction and Counseling Centers (including Rimrock Foundation and South Central Montana Regional Mental Health Center)</p> <p>Billings Police Department</p> <p>Billings Fire Department</p> <p>Community Members</p> <p>Parent/Student Groups</p> <p>Traffic Education Instructors</p> <p>Rocky Mountain College</p> <p>Montana State University–Billings</p> <p>AAA and Other Insurance Providers</p> <p>Billings, Lockwood, and Yellowstone County School Officials</p> <p>Alliance Partners (St. Vincent Healthcare, RiverStone Health, Billings Clinic)</p> <p>Yellowstone County DUI Task Force (STEER & CAMO courts)</p> <p>Montana Highway Patrol</p>	<p>Resources:</p> <ul style="list-style-type: none"> Prevention Specialist programs, Screening, Brief Intervention, and Referral to Treatment (SBIRT) OPI Traffic Education Alive at 25, MHP Peer-to-Peer Traffic Safety, MDT Motor Carrier Safety Assistance Program, MDT Plan2Live, MDT DEA National Take Back Events <p>Needs:</p> <ul style="list-style-type: none"> Engagement and participation with Tavern Association Volunteer Hours Classroom Spaces, Access, and Time PSAs and Media Coverage Training for Educators

Action Steps and Opportunities

Participate in statewide CHSP Impaired Driving Focus Area Team.

Develop a sustainable materials plan to include collaborated events, event resources, partners, and continuing development goals. Identify relevant avenues to communicate to demographics, social media, for example.

- Coordinate local media engagement strategies with social media platforms and consistent data.

Educate early and often in schools at a young age about acceptable driving behavior.

- Identify and promote safe driving education and awareness campaigns focusing on the dangers associated with risky driving behaviors in elementary, middle, high school, and college programs. Consider programs where safe driving behavior training and education could be included or added (e.g., health and wellness, health enhancement, science, physical education, physical therapy, physiology classes).

Impaired Driving Prevention

- Coordinate with existing programs to discover new outreach opportunities to coordinate and collaborate on similar safety education efforts and expand teachable moments (e.g., It's Your Choice, MHP Touring Trooper car, DUI movie trailer, and mock crash events).
- Coordinate with injury and prevention specialist and other "healthy living" curriculum (such as RiverStone Health lifestyle clubs) to incorporate impaired driving content into existing content.
- Engage City of Billings Public Information Officer for support to promote safety media campaigns.
- Connect with students, student-led groups, and school administrators to provide leadership and development opportunities surrounding prevention of impaired driving (e.g., Peer-to-Peer, Speech & Debate, DECA, FCCLA, FFA).
- Encourage and promote positive "public eyes and ears" behavior, by informing the public the importance of calling in impaired drivers. A champion will be identified in statewide impaired driving discussion.
- Check with MHP Billings District Office to see if there is an Alive at 25 trainer. Research and identify possible MSU-B criminology students to help register and report court-mandated Alive at 25 class participants and schedule and set up classrooms. Research and identify class locations to conduct Alive at 25 trainings for court-mandated and community participants.
- Develop an impaired driving awareness campaign that uses traditional and social media to ensure awareness of DUI laws, costs of a DUI, alcohol effects, social host responsibilities, designated driver programs, public reporting of impaired drivers to authorities, and other associated risks.
- Facilitate communication with Yellowstone County Tavern Association through Downtown Billings Association.
- Develop and distribute educational materials regarding drug impairment to include recreational and medical marijuana, prescription medications, and over the counter medications.
- Promote and enhance awareness of locations and events for prescription pill take back events and location opportunities.
- Develop and distribute educational programming about impairment caused by marijuana products.
- Promote and support standard field sobriety testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE) training, and Drug Recognition Expert (DRE) training to identify possible impaired drivers and remove them from roadways. SFST, ARIDE, DRE programs can be funded by TFs or thru coordination of programs among the local law enforcement, state (MHP) law enforcement, and MDT Impaired Driving Program (NHTSA) funding.

Create or enhance volunteer program opportunities to train non-law enforcement personnel to support current education and law enforcement efforts, similar to a neighborhood watch program.

Impaired Driving Prevention

Focus Area Chair:

Strategy 3: Establish communication lines with safety partners to identify opportunities and increase probability for earlier intervention.

Purpose

Preventing impaired driving requires involvement from the 4Es of transportation safety (education, enforcement, emergency services, and engineering). Improving lines of communication including the discussion of data gathering among first responders, law enforcement, medical personnel, judicial representatives, mental health professionals, and health educators during incident reporting can increase the opportunities to engage with offenders and decrease the risk of repeat offenders. NHTSA has found that early intervention and assessment can assist in decreasing future impaired driving crashes.⁶ Ensuring connection between the judicial system, law enforcement, and health professionals can help reduce impaired driving and the risk of serious injuries and fatalities. Communication between partners will help identify needs and can help improve the accuracy, completeness, integration, timeliness, uniformity, and accessibility of data used in traffic safety analysis.

Implementation Partners		Resources/Needs
Alliance Partners (St. Vincent Healthcare, RiverStone Health, Billings Clinic)	Yellowstone County DUI Task Force	Resources
American Medical Response	Montana Highway Patrol	<ul style="list-style-type: none"> Engaged AC Members who can Facilitate Collaboration
Billings Police Department	Board of Licensed Clinical Social Workers/Psychologists	Needs
Local and District Courts	Alcohol Beverage Control Division (ABCD), Dept. of Revenue Offender Monitoring Programs	<ul style="list-style-type: none"> Data Contact Information Meeting Spaces
Local Addiction and Counseling Centers	Behavioral Health & Developmental Disabilities Division (BHDD), Dept. of Public Health and Human Services	<ul style="list-style-type: none"> Reporting Standards and Practices
South Central Montana Regional Mental Health Center		
Yellowstone County Sherriff's Office		

Action Steps and Opportunities

Understand current reporting practices and connections between identified stakeholders and partners.

Establish a list of possible contacts for each of the partners including roles regarding intake, reporting, and assessment of data including successes and challenges or gaps.

Develop educational content on what qualifies as HIPPA and what doesn't.

Report last point of contact or sales of service identified in DUI crashes by law enforcement to Alcohol Beverage Control Division for tracking and citing seller/sales provider, and determine if recertification or further training is needed.

Coordinate a county wide Responsible Alcohol Sales and Service Training every three years.

Expand and improve offender monitoring programs to eliminate loopholes and ensure the required device is installed. Ensure programs are reporting installation and monitoring. Consider specific improvements to ensure accurate testing and monitoring.

Monitor medical and recreational marijuana topic, identify and act on opportunities to integrate efforts. Partner with dispensaries for the dissemination of safety information.

⁶ NHTSA. *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*. (Eighth Edition, 2015). Page 1-46 to 4-48.

Inattentive Driving/Speeding Prevention

Focus Area Chair: TBD

Strategy 1: Increase law enforcement staff to proactively enforce speed limits and current distracted driving laws.

Purpose

Current law enforcement staff levels within the Billings MPO do not allow for proactive enforcement of speed limits and the current distracted driving ordinance within the Billings city limits. Speed limit enforcement patrols are reactive based on citizen concerns. As the Billings area grows, it requires increased law enforcement officers and support staff to proactively and reactively enforce traffic laws, including speed limits and distracted driving laws. The estimated population in 2022 for the Billings Urban Area is ~184,000. A Public Safety Mill Levy was passed in 2021 that will contribute to the success of this strategy.

Implementation Partners

Billings Police Department
 Billings City Council
 Billings, Lockwood, and Yellowstone County School Officials and student groups (Student groups: DECA, FCCLA, FFA, etc.)
 Billings and Yellowstone County Public Works
 Local Elected Officials
 Yellowstone County Sheriff's Office
 Yellowstone County Commissioners
 Montana Highway Patrol
 State Legislators
 Local and District Courts

Resources/Needs

- Resources
- Recent Public Safety Mill Levy
 - [Distracted Driving](#), MDT
 - [Traffic Safety Marketing](#), NHTSA
 - [Stop The Text Stop the Wrecks](#)
 - Local and National Media
- Needs
- Funding for Law Enforcement Staff
 - Future Mill Levies
 - Advertising/Media
 - Outreach Coordination
 - Champion for legislation changes

Action Steps and Opportunities

Support and encourage seeking funding avenues to hire additional law enforcement staff; to sustain and increase dedicated traffic enforcement officers to conduct proactive enforcement. Coordinate with BPD to support/collaborate with roll-out of traffic enforcement team resulting from recent Public Safety Mill Levy.

Support and encourage statewide legalization of automated enforcement; surveillance is currently prohibited (Montana Code 45-5-223). Champion the advantages of automated enforcement to facilitate discussion among legislators.

Continue ongoing education of elected officials, taxpayers, and voters on the City Charter, the current tax structure, and the reasons why additional mills are necessary for public safety.

Continue researching and identifying other funding opportunities to hire additional sustained law enforcement officers.

Continue to support and increase sustained School Resource Officer (SRO) positions throughout the School Districts.

Inattentive Driving/Speeding Prevention

Focus Area Chair: TBD

Strategy 2: Reduce speeding and distracted driving crashes through enhanced education.

Purpose

Inattentive driving and speeding are top contributors to fatalities and serious injuries in the Billings MPO in recent years. NHTSA has found that communications and outreach supporting enforcement efforts can be effective (NHTSA, 2020).⁷ To improve the effectiveness of messaging by the Billings MPO, an increased focus and change in message style could decrease the number of speed and inattentive driving-related fatalities and serious injuries.

Implementation Partners

Alliance Partners (St. Vincent Healthcare, RiverStone Health, Billings Clinic)	Yellowstone County Sheriff's Office
Billings, Lockwood, and Yellowstone County School Officials	Montana Department of Transportation
Billings Pedestrian Advisory Committee	Montana Highway Patrol
Billings Fire Department	Department of Public Health & Human Services
Billings Police Department	Montana Trucking Association
Billings TrailNet	American Medical Response
Traffic Education Instructors	Employers/Corporate Sponsors
Insurance Providers	
Cell Phone Providers	
Parents/Teen Drivers	

Resources/Funding Needs

- Resources:
- [Traffic Education](#), OPI
 - [Alive at 25](#), MHP
 - [Distracted Driving](#), MDT
 - [Traffic Safety Marketing](#), NHTSA
 - [Vision Zero](#), MDT
 - [STEP](#)
 - [Motor Carrier Safety Assistance Program](#), MDT
 - Local and National Media
- Needs:
- Employer Participation
 - Volunteer Hours
 - Advertising/Safety Media Campaigns
 - Grant Funding
 - Outreach and Coordination

Action Steps and Opportunities

Encourage “public eyes and ears” behavior, by messaging to the public that it’s okay to call in speeders.

Develop and enhance current PSA programs using local examples and spokespeople to emphasize the graphic consequences of speeding and inattentive driving. Consider messaging specific to phone usage (texting and social media).

- Engage City of Billings Public Information Officer for support to promote distracted driving and speeding campaigns.
- Develop a repeating “Cost per Crash” campaign educating the public on the total costs of crashes and how that impacts insurance and tax costs.
- Revitalize consequences/fear-based education targeted to teen drivers (i.e., mock crashes, billboards and real-life emotional stories).

⁷ NHTSA, *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*. (Tenth Edition, 2020). Page 3-13.

Inattentive Driving/Speeding Prevention

- Identify radio stations targeting the driving audience and discuss quick digestible sound bites of “Hang up and drive” aligned with similar safety PSAs.

Promote awareness of smart phone apps that automatically block and generate text message replies for incoming calls and texts while driving. Engage with cell phone providers to see if they could suggest them when engaging with customers.

Connect with insurance providers to explore rate decreases for cell phone apps when driving.

Enhance driver education classes by providing additional resource and educational opportunities on speeding and distracted driving.

Encourage and work with local employers to adopt employee safe driving policies and/or create employee incentive program or disciplinary processes regarding electronic devices and cell phones.

Promote awareness of educational programs such as St. Vincent Healthcare’s Distracted Driving Course.

Inattentive Driving/Speeding Prevention

Focus Area Chair: TBD

Strategy 3: Encourage the development of a statewide law banning the use of electronic devices while driving.

Purpose

Multiple Montana communities, including Billings, have passed hand-held electronic device/cell phone ordinances focused on decreasing use of mobile devices while driving. Creating an underlying culture of safety is important to ensure driving distracted is unacceptable. While local ordinances are promoting positive changes, a cultural shift will require passing a statewide law. A statewide law regulating mobile device usage while driving would raise awareness and provide increased opportunities for enforcement and creative funding measures and offer assistance to current efforts.

Implementation Partners

Local Elected Officials	Yellowstone County Sheriff's Office
Billings Police Department	Safe Kids Yellowstone County
Billings, Lockwood, and Yellowstone County School Officials	Montana Highway Patrol
AAA & Insurance Providers	Montana League of Cities and Towns
Cell Phone Providers	Montana Association of Counties
Community Members	Montana Trucking Association
American Medical Response	Healthy Montana Kids

Resources/Funding Needs

Resources:

- Local advocates

Needs:

- Ballot Issue Sponsor(s)
- Signature Gatherers
- PSAs and Media Teams
- Donors and Development Teams

Action Steps and Opportunities

Support and promote passage of statewide distracted/electronic device in use while driving law through legislative action.

Educate voters and local officials about the need for and importance of an electronic device while driving and bans/ordinances to date.

Identify possible nonprofit organizations, businesses, and elected officials interested in pursuing ballot initiatives and Legislation.

Engage effective methods used for successful statewide efforts to communicate need for cell phone law. Consider whether there are any local strategies that could be useful on a statewide effort.

Engage with local Legislators to learn about their stance on potential legislation, traffic safety laws in general, and safety-oriented community objectives.

Implementation Process

Updating the Billings CTSP is a step in reducing fatalities and serious injuries in the Billings MPO planning area. To be successful in reaching its vision of zero deaths and serious injuries resulting from vehicular crashes, the community will need to focus on plan implementation, this includes commitment from the CTSP AC in leading a concentrated effort in each of the focus areas.

Through the CTSP planning process, the AC provided technical expertise, local knowledge, overarching guidance, and commitment to improving transportation safety in Billings. AC members and safety summit participants will serve as core team members for plan implementation. The following list outlines implementation roles and responsibilities.

- Transportation Safety Oversight Committee Chair will activate group, which will include focus area chairs, AC members, CTSP Manager, and other volunteers.
- Focus area chairs will identify, invite, and encourage specific individuals to serve on focus area teams.
- Teams will identify strategy leaders to lead implementation and provide direction on safety strategy efforts.
- Teams will report implementation progress to the local CTSP program manager quarterly.
 - Reporting should include updates on each strategy, activities in progress and completed, and discussion of challenges and any additional needs.
- The local CTSP program manager will request a crash data summary annually.
- Teams will track annual progress against the plan goal of reducing the five-year rolling average of fatalities and serious injuries by 20% from 57 to 46 by the end of 2024.
- Teams will identify new strategies and potentially new focus areas as progress is made toward achieving the community's goals.
- The local CTSP program manager will oversee implementation of the plan and report progress annually to MDT.
 - The MDT annual report will address progress toward implementing each focus area strategy and achieving the plan goal. Specifically, the report will include:
 - The current year five-year rolling average of fatalities and serious injuries compared to past years
 - Total fatalities and serious injuries in each of the three focus areas
 - Note: Because Inattentive Drivers and Speed-Related focus areas are combined, it will be important to track the crash data for both
- The local CTSP program manager will oversee updates to the CTSP as needed (generally every five years) to reflect current focus areas and strategies. The plan is intended to be a “living document” that evolves over time. Changes to focus areas and strategies may be incorporated based on progress made in achieving goals and identification of new needs in emerging areas.

Appendix A: Safety Programs

Appendix B: Public Involvement

Public Comments

Interactive Map Comments	
Category	Comment
Safety Suggestion	Glad to see the new stoplight at this intersection!
Safety Concerns	Speeding - people drive so fast up S 38th and also on 2nd Avenue, which not only are residential, but surrounding this city park where lots of neighborhood children play and which seniors use for daily walking - all four intersections and streets around this park would benefit greatly from some kinds infrastructure (beyond signage) designed to slow traffic down.
Safety Concerns	The intersection of 27th St and 1st Ave S is really unsafe. People speed on both roads, do not look for pedestrians and cyclists, and turn on somewhat blind corners. The road is really wide, which makes it difficult to cross as a pedestrian and there is not enough time on the signal to cross. I see vehicle crashes somewhat frequently with people turning or not paying attention.
Safety Concerns	Lots of vehicle crashes at this intersection
Safety Suggestion	Enhance crosswalk and slow speeds with a road diet. People drive really fast past this school crossing
Safety Concerns	Vehicles turn this corner fast and without looking. I have almost been hit by cars a few times while crossing as a pedestrian.
Safety Suggestion	Cars often turn north on 26th St here. The street should be converted back to two-way traffic.
Safety Concerns	Monad and 36th, Needs Lights and signs for the crosswalk. This intersection has had lots of accidents. Lots of speeding in this area.
Routes	This is a neighborhood route for children to walk to the nearest elementary school, but there is nothing on the streets the walk along or where they cross at State beyond signage to actually encourage less speeding and calmer traffic. Broken glass is also a concern, especially on Jackson St.
Routes	Widen road and add a bike lane to continue the lane all the way on Monad Road. I see many cyclists use this street as a crosstown route from west end to downtown and once the bike lane ends it gets a lot less safe
Routes	Add more safe crossings for pedestrians and cyclists and slow traffic speeds. People have to walk miles out of their way to find a place to cross or they jaywalk dangerously because this road is inaccessible for people.
Routes	This section of N 26th St serves no purpose as a one-way. While not a major hazard due to low volume, cars are often seen going the wrong way north from Montana.
	House Lots in Billings...owners need to be aware of vision issues on corner lots when they plant big trees or place large fences at corners. The homeowner could be held liable for a law suit....also the city for approval

	this this type of problem. (Like the fence at Rimrock and Virginia.....educate the home owner.
Website Comments	
Contact	Comment
Terry W. Nilson twnilson@msn.com	REF your attempt to improve road safety in Billings, please pass this on to the City Manager & Billings Police Chief St John: "How about you start enforcing the current laws on the book"? Specifically, in addressing all four CTSP categories: (1) SPEED RELATED – There is NO enforcement; anything goes on Billings streets; (2) DISTRACTED DRIVING – There is NO enforcement; anything goes on Billings streets; (3) LACK OF RESTRAINT – There is NO enforcement; anything goes on Billings streets; (4) IMPAIRED DRIVING – There is NO enforcement; anything goes on Billings streets. Just a hint for the weak minded – there seems to be a common "trend" here, FYI. Zero enforcement = zero consequences! Billings City Council ALSO has a common "trend" – do nothing but study the h@ll out of whatever is the theme of the month, and then shelve it. SOLUTION = Simple; develop of PROACTIVE POLICE FORCE and stop being a continuous REACTIVE POLICE FORCE. Reinstigate the monthly ticket quota system of ALL officers enforcing ALL traffic laws in ALL city areas. At one time it was 30/month – now it's maybe 1 or 2 tickets per month per officer depending on which vehicle accident they happen to be assigned to (hence, REACTIVE enforcement). RESULT of QUOTAS = Hated by EVERYONE (officers & citizens) on the streets but it DID work at one time. It sure is better than what we have now, which is "Hey folks! Let's do NOTHING, have ZERO traffic law enforcement, and do yet another study!!!
Zona Mahaffey vrycoolgma1@msn.com	Please have the caution arrow turn light to Green on turn lanes ...it will cut down on people running the light because they have to wait...why have the turn arrow if you are not going to have it green? Thanks!
Koren Bloom www.safekidsyellowstone co.org safekidsyellowstoneco@g mail.com	Thanks for the invite to your meetings, I am unable to attend due to previous commitments. Safe Kids Yellowstone County is still providing car seat checks that help caregivers with the use and installation of their child's seat. We do these the second Saturday of every month at AMR from 10:00 am – 2:00 pm. People are asked to schedule an appointment at https://www.picktime.com/SKYCSeatChecks . We are also going to be adding some quarterly seat checks in Laurel starting in April. Those events will also be able to be scheduled on picktime.
Open House Comments	
Contact	Comment
Linnea Forseth	These might be duplicates of what I tried to add to the map online. 1) Multi-use path between Alkali Creek and 6th Ave N to N. Park needed. Extremely hazardous to ride in the street and not safe for pedestrians or for cyclists to ride on the sidewalk. 2) Four lanes between airport roundabout and 27th too fast. Posted 45, should be 35. Intersection and

	merge lane from Rimrock have low visibility. 3) Vehicles going from Alkali Creek under Airport Road and turning left to go to Airport Road should have a stop sign.
Richard King, Chair Rimrock Neighborhood Task Force	Increase student driver awareness of the importance of being aware at what they are responsible for while operating a vehicle. Irresponsible behavior can bring huge changes to their lives and others when errors in judgement are made, or not following accepted norms and rules already established to insure safe driving habits.
Kietyn Frost	Wondering what could be done as far as speeding, DUIs, distracted driving. Could it be additional fines or community service for those driving over speed limit? Reaching out to young drivers with seminars that bring awareness to safe driving/safe streets?
Judy Weddel	1. Approach Driver's Ed to teach safety and focus reality - "Car is a killing machine"! 2. Scary billboards with pics of crashes-statistics. 3. Traps for red light runners and speeders - "Word would get and - (knowing staffing issues) Extremely hard to change driver's habits!
Brookelyn	I came home from the meeting tonight and suddenly realized I do have a potential idea for you all to maybe pursue. Continuous Sidewalks: https://kottke.org/21/09/continuous-sidewalks?fbclid=IwAR26zqRfbinwE9P2PfnHQLda1MTkD7MJmBenODEIbVmOq7QkX_ZDin8OaZQ
Michael Szczutkowski	<p>Hello,</p> <p>I read in local newspaper there will be a public open house related to roadway safety for Billings this upcoming week, so am stating my comments in this e-mail.</p> <ol style="list-style-type: none"> 1. Cellular device distractions: I notice quite a few drivers each day that are distracted by being on their cellular devices. Some examples are inappropriate lane changes and running stop lights at intersections. There has to be a better method by law enforcement to enforce this law. 2. Running "red" stoplights: I notice each time I am on the road that various drivers run through red lights. I am not talking of a light turning orange for a turn, then turning as the light turns red. I am talking of drivers that have plenty of time to stop, yet chose to run through the red light. Some of the areas I notice are on King Avenue, 24th Street, and 32nd Street, but I am sure there are other areas of Billings. I have observed many near collisions, so this is a situation I think law enforcement should monitor more closely. 3. Speeding: Notice speeding (> 5 mph over the speed limit, especially on King Ave West where the speed limit is 35 mph). I think more enforcement is needed for I-90 speed limit in the Billings corridor. This is a situation I think law enforcement should monitor more closely. 4. U-turns at intersections: I notice this a lot, especially at the intersection of 20th Street and King Ave West. I think this is a dangerous situation (have noticed some near collisions), thereby needing some attention by law enforcement and also maybe some signage. 5. Sight lines at intersections and/or turn lanes: I notice at some intersections and/or turn lanes without a traffic signal that the sight lines

	<p>are very difficult, especially when a motorist has to look around a high-profile vehicle. I think those areas should be looked at for improvements, so drivers do not have to take their chances with impeded sight lines.</p> <p>6. Line-striping: I notice in my limited travels at night that the roadway lines are hard to see for me. As this is a safety issue, I think there should be a more robust plan to repainting the lines.</p> <p>7. South Frontage Road: This road because of close proximity to I-90 is hard to drive at night. There are lights from vehicles coming from vehicles on South Frontage Road but also I-90 vehicles. That can be confusing to a motorist with the two sets of lights. I think this is something an engineer should take a look at for safety reasons.</p> <p>8. Elysian Road by the school: The road does not align probably (in my opinion) around the intersection of East Lane by the school. This is dangerous, especially at night. I think this is something an engineer should take a look at for safety reasons.</p> <p>This is all I have for now. Thank you for your time and look forward to seeing some improvements for roadway safety in Billings.</p>
Vickie A Roller 835 Ahoy Ave Billings, MT 59105	<p>To the Planning Organization;</p> <p>As a daily commuter to Lewis & Clark Middle School I have great concerns if the city allows the housing project to go forward at The Elks Lodge property. If the plan moves forward, I strongly urge the City of Billings to Install Stop Lights at all schools on or near Lewis & Clark Street. The traffic is already insane from 3:00 to 5:00 from traffic coming off 13th Street and 15th street. It will become even more dangerous for students with increased traffic from increased housing.</p> <p>Please insist on the installation of lighted stop signs at schools before another student gets hurt or worse yet, killed.</p>
Mike Burrowes (on City Facebook)	<p>Enforce Traffic laws and write speeding tickets, traffic light tickets, talking and texting while driving tickets would be a good start.</p>
Jennifer Olsen (on City Facebook)	<p>Stop being in such a hurry? That's a personal problem and one that majority of people will never quit.</p>
Mike Burrowes (on City Facebook)	<p>When people get hit in the pocket book they will.</p>
Nita Nerd	<p>More diligent DUI laws</p>
Margy Bonner 4610 Silver Creek Trail Billings, Mt. 59106	<p>I have a concern relating to bicycle and pedestrian safety in my neighborhood. I live south of Rimrock Road, in a neighborhood west of Shiloh Road. My concern is safety for children, cyclists, and pedestrians crossing Rimrock Road at the intersection of Rimrock Road and 46th Street. The students in our neighborhood attending Ben Steele Middle school do not have a safe way to access the trails along Rimrock, 54th St., and Grand Ave. which is their safe route to school. It is dangerous for the students to cross Rimrock either walking or on their bicycles. Until the Big Ditch Trail is extended to 54th St. this is the only access for the students to walk or bike to Ben Steele middle School from our neighborhood.</p> <p>I believe the best and safest solution to this problem is to install a</p>

	crosswalk at the intersection of Rimrock Road and 46th St. Thank you for your consideration of this matter.
Safety Concerns	Monad and 36th, Needs Lights and signs for the crosswalk. This intersection has had lots of accidents. Lots of speeding in this area.

Safety Summit Participants

First	Last	Title	Organization
BeaAnn	Melicher		AARP Montana
Kathy	Aragon	Board Member	BikeWalk MT
Dan	Brooks	Director, Business Advocacy	Billings Chamber of Commerce
Ed	Gulick	City Council Member	Billings City Council Ward 1
Kendra	Shaw	City Council Member	Billings City Council Ward 1
Jennifer	Owen	City Council Member	Billings City Council Ward 2
Danny	Choriki	City Council Member	Billings City Council Ward 3
Tessa	Savell		Billings Clinic
Ryan	Carroll	Trauma Department	Billings Clinic
Josey	Smiedala		Billings Clinic
Lanny	Orr	Trauma Program Coordinator	Billings Clinic
Rusty	Logan	Transit Manager	Billings METropolitan Transit
Lindsay	Gran		Billings METropolitan Transit
Neil	Lawrence	Captain	Billings Police Department
Chief Rich	St. John	Police Chief	Billings Police Department
Donald	Peterson	Driver's Education Instructor	Billings Public Schools
Keith	Adams	Transportation Director	Billings Public Schools
Kristi	Drake	Executive Director	Billings TrailNet
Bill	Cole	Mayor	City of Billings
Debi	Meling	Director of Public Works	City of Billings
Karen	Tracy	Assistant City Attorney	City of Billings
Mac	Fogelsong	Engineer	City of Billings Public Works
Dakota	Martonen	Engineer	City of Billings Public Works
Debi	Meling	Director of Public Works	City of Billings Public Works
Derick	Miller	Street/Traffic Superintendent	City of Billings Public Works

First	Last	Title	Organization
Jeff	Wickham		City of Billings S & T
John	Strub		City of Billings Streets Department
Wyeth	Friday	Director, Planning & Community Services	City of Billings/Yellowstone County Planning Division
Lora	Mattox	Transportation Planner & historic Preservation	City of Billings/Yellowstone County Planning Division
Elyse	Monat	Active Transportation Planner	City of Billings/Yellowstone County Planning Division
Scott	Walker	Transportation Planning Coordinator	City of Billings/Yellowstone County Planning Division
Kody	Christensen-Linton	Resource Outreach Coordinator	Downtown Billings Alliance
Katy	Easton	CEO	Downtown Billings Alliance
Joe	Stout	Director of Operations	Downtown Billings Alliance
Jed	Barton	Outreach & Government Affairs	LIFTT
Larry	Ketchem		LIFTT
John	Staley	Fire Chief	Lockwood Fire District
Woody	Woods		Lockwood Pedestrian Safety District
Parker	Osterloh		MDT - Billings District
Zach	Kirkemo	Billings District Traffic Engineer	MDT Billings District
Neil	Beyer	Task Force Chairperson	Midtown Community Collaborative Task Force
Alex	Clark		Midtown Community Collaborative Task Force
Pam	Langve-Davis	CTSP - Transportation Planner	Montana Department of Transportation
Tony	Beehler	Sergeant	Montana Highway Patrol
Kyle	Hayter		Montana Highway Patrol
Lary	Brewster	State Representative	Montana State Legislature
Doug	Kary	State Senator	Montana State Legislature
Brandon	Gatlin	Interim Chief of Police	MSU Billings University Police
Brian	Epley	Task Force Chairperson	North Park Task Force

First	Last	Title	Organization
Dennis	Cook	President, Yellowstone Co. Planning Board	Policy Coordinating Committee
Woody	Woods	President, Yellowstone Co. Planning Board	Policy Coordinating Committee
Lenette	Kosovich	CEO	Rimrock Foundation
Richard	King	Task Force Chairperson	Rimrock Neighborhoods Task Force
Tom	Yampradit		Rimrock Neighborhoods Task Force
Lenette	Kosovich		Rimrock Neighborhoods Task Force
Jenna	Solomon		RiverStone Health
Melissa	Henderson	Community Health Improvement Manager	Riverstone Health/Healthy By Design
Jenna	Solomon		Riverstone Health/Healthy By Design
Tina	Stinson		St. Vincent Foundation
Eric	Fisher	Trauma Department	St. Vincent Healthcare
Kristin	Lundgren	Executive Director	Substance Abuse Connect
Denis	Pitman	Commissioner	Yellowstone County Commission
KC	Williams	Director	Yellowstone County Disaster and Emergency Services
Teresa	Larsen		Yellowstone County Planning Board
Mike	Linder	Sheriff	Yellowstone County Sheriff's Office
Irv	Scheid	Retired Driver's Ed Instructor	Billings School District Drivers Ed

Breakout Team Notes

Focus Area: Distracted Driving

Distracted Driving Contributors:

- Electronic devices
- Large groups in cars – especially youth (graduated DL limits number of passengers)
- Vehicle features (tech, GPS, complex functions, focus on maps/roadway requires less focus on driving itself)
- Kids and pets in car
- Eating and drinking
- Daydreaming/zoning out
- Grooming/makeup
- Rushing/poor planning
- Laxed DL renewal process
- Poorly painted street lines
- Not just youth
- Hands-free talking limits focus/reaction time
- Sun glare, sunglasses, tinted windows
- Signage – esp. if unclear, inconsistent, poorly placed, etc.
- Too much competing signage
- Audio – hearing devices, music
- Other drivers
- Wildlife
- Vision changes for drivers/testing pass rate

Education

- Media Campaign
 - News spotlight (Q2, Billings Gazette, social media, etc.)
 - Focus on parental role modeling and education
 - Focus on signs, rules of the road, etc.
- Incentivize education programs (National Safety Council, others)
- ARA Newsletter – “Not just youth”

Engineering

- Lack of sidewalks/paths/bollards/clear and well-designed intersections
- Tech engineering – safety “locks” -> federal level?
- Distracted driving prevention apps (disable apps while driving)
- Improved street lines and signage

Enforcement

- Texting/phone use is primary offense in city limits
 - Law enforcement doesn't have the capacity to enforce
- Proliferation of running red lights
- Texting/distracted driving check point/sting

Policy

- Employee training
- DL recertification – more stringent (age 50?)
 - Retest upon renewal, examine pass rate
- 25 mph speed limits

Focus Area: Speed Related

Potential interventions

- Sidewalks, speed bumps, pads/median
- Protected accessible paths
- Relatable/real-life consequences
 - Student
 - Patient story
 - Assembly (impairment, etc.)
- Driver's Ed outreach
- Obstacles
- Decoy cars/variable message sign
- Longer lunch hours
- Localize walkable towns
- Educate parents of new drivers
- Behaviors of parents influence young drivers
- Is graduated DL enforced?
- 14.5 age antiquated?
- Collaboration
- DBA voice to make updates in downtown but need community support
- Space at events and mailing list
- Task forces – access to members
- Safe routes to school content
- Hospital professional resources
- MDT – safety content
- Public works – mailing list/social
- News segment on speed/unsafe behavior
 - Media partners

- Wrecked car demo
- Legislation prohibits red light cameras
- Will increased enforcement help? Physical presence helps.
- Environment makes it easy to speed
- Resistance to change (route)
- Reminder signage
 - Speed feedback signs have diminishing impact
- Countdown on crosswalks increase speed
- Focus on new drivers
- Focus on consequences
- Messaging on key routes
- Shock value
- Time-related wayfinding to include drive times
- Study cost resulting from crashes
 - What does a response cost?
- Young and impaired are high correlating factors
- Checkpoints – physical presence
- Ongoing collaborative group
- Mock red-light camera
- Social media messaging blast

Focus Area: Impaired Driving

- Data
 - Trend Stagnant
- Marijuana
 - Strategy:
 - Education and enforcement
 - What are other states doing?
- Proactive approach
- Rideshare
 - Uber Health
 - No taxis!
- MET:
 - Currently master planning
 - Needs run past 6
- Shotgun vs. Rifle approach
 - Data shows impaired drivers are habitual users (24/7 program)
- DUI legislation vetoed

- Education in schools through health class
 - Not enough, not effective
- Enough resources?
 - DREs
 - Affordable?
 - Technical expertise?
 - Labs, judges?
 - Support?
 - YES!
- Strategy:
 - Public eyes and ears
 - PSAs for education
 - Checkpoints

Focus Area: Lack of Restraint Use

Intro

- Hot topic – legislature and restraint use; not likely to be mandated
- Seatbelt usage has increased
- If you want to be safer or survive, chances are higher with seatbelt use
- God given right to not is the sentiment?
- What if the car is on fire or in the water and I can't get out of the belt?
- What do we do to modify the behaviors and accept that seatbelt use greatly increases survivability
- Seatbelts in a survivable space in a crash generally results in occupants surviving
- A loose person is a projectile; easier to maintain control of a vehicle when you are not a projectile

The point that you can leave your seat can be a primary focus point

- Training for MHP; unrestrained and controlling a vehicle vs being buckled in
- MET Transit shows videos and training; driver failing out of seat while operating a bus at normal speeds
- Start the process young; parents train kids young to get in and get buckled up
- Refresh and reinforce in driver's ED
- Target groups; learn the importance of seatbelts in normal operation and accidents
- Parents
 - Properly restrain your children in child seats
 - Train parents to do so

- Spot check locations throughout the community for whether or not child seats are installed correctly? Not always accessible – pamphlets, handouts, advertisements – last thing on a new parent's radar is the car seat and it's securement – increase resources for the parents to be successful (hospitals, daycare providers, family services, public assistance, etc.)
- Program for live stream to help car seat installs via internet or cellphone
- Tie education to DPHHS classes for both supportive service and
- Advertising to target?
 - Ad that also says you're responsible for everyone in the car; if someone unbelted in your car gets injured, you can be responsible
- Expand the curriculum for drivers ed; OPI develops and partners with DOT and MHP. Include the importance of maintain vehicle control when restraints are used

18-year-olds are where seatbelt use falls off – I'm an adult now, can do what I want. How to change?

Tie the messaging to insurance costs? If you are unrestrained, will it cover you?

- Is there a way to direct report to insurance companies?
- Reach out to insurance agents to see how this could be harnessed and reportable? State level reporting does not include any points so insurance companies don't hear about it or adjust an individual rate based on it as a minor infraction.
- What is the cost to the overall state and the community?
- What is the cost to the first responder community (monetary and wellbeing)?
- The cost to business?

Loss of income from a severe injury? Publish averages?

Impactful advertising that can be tied to emotions

- Messaging for local known figures
- May be more impactful coming from people in positions of respect
- Inclusive advertising for different demographics and the right platforms
- Multipronged approach speaking to all different areas (teens, new parents, seniors, business members, etc.)

Local law enforcement, life flight, EMS, fire, etc. participate in mock crash scenes at Driver's Ed classes – increase awareness of the availability

Difficult for enforcement to address the education; people don't come to law enforcement for these issues.

Distribution for the information? Where is the best place?

- Kids Fun Day at the Zoo?
- Entertainment events
- There are so many places to get the information in front of people that is non punitive
- Find community champions for these messages

Industrial advertisements for safety as well; i.e. seatbelts in skid steers and tractors

AARP classes and messaging – certs of completion for insurance to reduce prices

Attorney general: may not mandate, but may be willing to spend the funds on messaging

Find examples of other communities and states who have been successful in these messaging campaigns that get the information out to all the various demographics

Ideas:

- Awareness
 - Driver is responsible for all occupants
 - Child passenger safety
- Target at young age (car seats)
- Car fit – fitting car seat correctly

Public Open House Display Boards

Welcome!

BILLINGS • YELLOWSTONE COUNTY

**SAFER COMMUNITY
SAFER BILLINGS**

**A COMMUNITY
TRANSPORTATION SAFETY PLAN**

The Billings-Yellowstone County Metropolitan Planning Organization is updating the 2016 Billings Community Transportation Safety Plan (CTSP). The updated CTSP will identify emphasis areas, strategies, and action steps to reduce fatalities and serious injuries on roadways.

CTSP Lead

Consultant

LEARN MORE: WWW.BILLINGSCATSP.COM

The 4 Es of Transportation Safety

Education
Programming about the importance of safety to improve public behaviors

Enforcement
Development and application of policies to improve safety-oriented behaviors

Engineering
Improve public safety through the design of public facilities like roads and sidewalks

Emergency Medical Services
System to coordinate response and emergency care

**Community Transportation Safety Plan
Development Process**

Preliminary Efforts →

Safety Summit →

Final Plan →

Implementation & Reporting →

- Review Crash Data
- Define Vision and Goal
- Identify Emphasis Areas
- Review of Current Programs

- Define Strategies and Actions
- Identify Resources/Partners
- Collect Public Input

- Develop Document
- Confirm Commitments

- Assign Champions and Teams
- Implement Strategies
- Report Progress

LEARN MORE: WWW.BILLINGSCATSP.COM

MPO Crash Data

Legend

- Fatal Crashes (2016-2019)
- Non-Fatal Crashes (2016-2019)
- MPO Boundary (2016-2019)
- MPO Boundary (2010-2014)
- MPO Boundary (2015-2019)

Notes on Crash Data Analysis:

- Crash reporting procedures change over the years.
- MPO boundary changed in 2016 and 2019.
- Data reported here encompasses 2016-2019 crashes, analyzed using latest MPO boundary.
- Reporting slightly different number of crashes, compared to prior CTSP.
- What qualifies as a Serious Injury?

5-Year Comparisons: Crash Factors

- ★ Young Drivers Involved
- ★ Lack of Restraint Use
- ★ Intersection
- ★ Impaired Driver
- ★ Run-Off The Road
- ★ Inattentive Driving
- ★ Speed Related
- ★ Motorcycle Involved
- ★ Pedestrian Involved
- ★ Large Truck Involved
- ★ Older Driver Involved
- ★ Bicyclist Involved
- ★ Animal Related
- ★ Railroad Related

Statistic:

- Only 1 year (2016) is a 100% increase
- Only 1 year (2016) is a 100% decrease
- Only 1 year (2016) is a 100% increase
- Only 1 year (2016) is a 100% decrease

Legend:

- ★ Identical
- ★ Identical
- ★ Identical
- ★ Identical

Total Fatalities and Serious Injuries (over 5-Year Period)

LEARN MORE: WWW.BILLINGSCATSP.COM

Updated Vision and Goal

VISION STATEMENT
The Billings community will achieve zero fatalities and zero serious injuries through a culture of safety for all travelers.

GOAL
Based on a 5-year rolling average, reduce fatalities and serious injuries by 20% from 57 to 46 by the end of 2024.

Emphasis Areas

EMPHASIS AREAS:

- Impaired Driving
- Inattentive Driving
- Lack of Restraint Use
- Speed Related

ATTENTION TO:

- Young Drivers*

* While looking at emphasis areas comprehensively, consider specific actions to help high crash data associated with young drivers

PUBLIC INVOLVEMENT NEED:

- Ideas to supplement existing safety programming
- Concerns about what may contribute to crash data
- Help identifying resources to support safety programs
- Support encouraging safe travel behaviors!

LEARN MORE: WWW.BILLINGSCATSP.COM

Public Open House Sign-in Sheet



Guest Register: Open House

Wednesday, March 23, 2022

Name	Organization	Email	Phone
Richard King	RNTF	king350@aol.com	406-690-0996
Jara Mathie	City/Co. Plng	mattoxj@billingsmt.gov	247-8632
Scott Mathen	City Plng.		247-8661
KITTYN FROST	SVU/KHMTI	KFrost@svu.com	406-090-1571
Dallas Bedford	Keller Williams YP	dallasbedford@krv.com	406-839-3311
Shawn Mayo	BPD	Mayos@Billingsmt.gov	406-657-8253
Glenn Coanther	BPD	gcoanther@Billingsmt.gov	406-208-0209
Judy Weddel		bigskyjgsdrees@gmail.com	(406) 839-8987
Anna O'Donnell	PPTF	anna.odonnell7@gmail.com	310-595-4684
Steve Shandera	Citizen	skshandera@gmail.com	406-855-2551
Bill Cole	City	you know it	
Brooklyn Connor	Citizen	brooklynbridge@gmail.com	406-208-4399
Bill Morgan	Citizen	captm64@hotmail.com	541-225-8199
Jenna L Cook	City/County Planning	JennaCook@billingsmont.gov	406-698-9103
Loray Brewster	Legislative	Loray@SEBrewster.com	406-670-0909



Guest Register: Open House

Wednesday, March 23, 2022

Name	Organization	Email	Phone
Linaea Forseth		lcforseth@gmail.com	406-672-0177
Woody Woods	PLANNING BOARD	WWOODS1945@GMAIL.COM	406-794-7955
Dan Stark	BILLING CHAMBER	DANIEL@BILLINGCHAMBER.COM	406-580-8500
Joni Young		ionemyoung@charter.net	406-794-4409
DANIELA KROBICKI	Council	charliekd@BillingsMT.gov	
Bill Michaelis	-	cbmich52@gmail.com	406-652-6347
SPERR VANDER	FIRE		
Dennis Jay	City Council Ward 3		

