



A COMMUNITY TRANSPORTATION SAFETY PLAN FACT SHEET

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Purpose and Goals

The **Billings Community Transportation Safety Plan** aims to greatly reduce fatalities and serious injuries throughout the Billings Metropolitan area by adopting the **Vision Zero** framework. This framework aspires to eliminate all traffic-related fatalities and serious injuries by fostering a culture of safety for all travelers. The plan uses a data-driven, community-informed approach to ensure safety strategies are guided by local crash data and shaped by input from residents and stakeholders across the community. The goal is to reduce fatalities and serious injuries by 20%—from 57 to 46—by the end of 2024. A key focus of the plan is on **Emphasis Areas** such as distracted driving, impaired driving, unrestrained occupants, speeding, and pedestrian and bicyclist safety, to ensure that efforts address the community's most pressing safety challenges.

Summary of Findings

Transportation Safety Plans rely on local crash data to determine where car crashes happen most often, especially places where people walking are at risk or where drivers might be under the influence. The team looked at patterns, like where crashes happen, what time of day they happen, and what causes them. Based on this data, the following **Emphasis Areas** were identified:

- **Unrestrained Occupants**
- **Impaired Driving**
- **Inattentive Driving and Speeding**

They also listened to what people in the community had to say and worked with local partners and safety groups to better understand the main problems. All of this helped them figure out where and why serious crashes happen. These findings make sure the safety plan addresses the biggest causes of crashes to make travel safer in areas with lots of accidents.

Methodology and Strategies

The plan uses the **4Es framework—Education, Enforcement, Engineering, and Emergency Medical Services**—to guide its approach and development of **evidence-based strategies**. The strategies include:

- **Policy updates** that strengthen safety measures
- **Infrastructure improvements** to enhance road design and safety features
- **Public education campaigns** to raise awareness of safe transportation behaviors
- **Enhanced data collection** efforts to continuously monitor trends and adjust strategies as needed

These strategies focus on addressing the safety issues found in the data, making sure the plan covers prioritized needs, and working together to improve transportation safety and reach the Vision Zero goals for the community.

How the Topic Impacts Community Health and Engagement

A safer transportation system not only reduces traffic-related injuries and deaths but also promotes healthier lifestyles by encouraging walking, biking, rolling, and social interactions. This helps to both physical well-being and a stronger community connection. Improved safety is especially important for older adults, who often rely on safe, easy-to-navigate spaces and accessible transit options to maintain independence and social engagement. Additionally, by addressing gaps in transportation access, the plan ensures it supports the safety and well-being of all residents in the Billings area.

Community Engagement

Community engagement played an important part in shaping the plan. Feedback from public meetings, surveys, and direct involvement from local stakeholders made sure that the strategies developed were in line with the concerns and priorities of the community. This community-driven approach helps to build community trust and ownership of the plan, making it more likely to succeed. By listening and engaging with residents, the plan creates a transportation system that is not only safer but also more responsive to everyone's needs.

Implementation Timeline Summary

The implementation of the Billings Community Transportation Safety Plan is structured into **short-, mid-, and long-term phases** to ensure practical, effective outcomes. This phased approach allows for immediate progress while laying the foundation for long-term safety improvements.

- **Short-term (1–5 years):** Immediate actions include **low-cost, high-impact interventions** such as updating signage, enhancing pedestrian crossings, launching awareness campaigns on impaired driving, and improving crosswalk visibility in high-risk areas. These actions are designed to have a swift and noticeable impact on safety.
- **Mid- and Long-term (5+ years):** The next phases focus on more extensive **infrastructure changes**, such as building safer intersections, evaluating roundabout installations, and implementing larger-scale policy changes that require additional resources and long-term planning.

Results and Next Steps

This plan introduces progress goals that will be tracked over time to look at progress. The next steps include:

- Ongoing data tracking to monitor crash trends and assessing the impact of implemented strategies
- Regular community check-ins to ensure the public remains engaged and informed
- Annual reviews of the plan to evaluate its success and need for adjustments based on new trends, new data, or changing community needs

These regular check-ins make sure that the plan remains flexible and ready to respond to growing challenges, helping Billings stay on course toward achieving its Vision Zero goals.

For more detailed information about proposed plan projects, please visit ([full document here](#))



Picture from the original document, pg 32

This factsheet is a joint initiative of Healthy By Design and the Billings-Yellowstone County Metropolitan Planning Organization. It aims to enhance awareness of local long-term documents, plans, and policies within the

