MARCH 2026

CITY OF GERING

# SAFE PASSAGE INITIATIVE

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

Gering Safe Passage Initiative

*Pioneering Complete, Safer Streets*

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# EXECUTIVE SUMMARY

The City of Gering, Nebraska, is committed to creating a safe and equitable transportation network for all residents, workers, and visitors. In alignment with the U.S. Department of Transportation's (USDOT) Safe Streets and Roads for All (SS4A) initiative, this Safety Action Plan (SAP) identifies the most critical transportation safety issues in the community and lays out a pathway toward reducing related injuries and fatalities that occur on the transportation system.

## A Data-Driven Approach

Through a comprehensive review of crash data from the last 10 years, street characteristics, and use behavior, the plan highlights key risk areas and traffic safety trends. Insights from crash analysis revealed the locations and underlying factors contributing to severe injuries and fatalities. These findings inform targeted solutions—such as enhanced intersections, corridor redesigns, and improvements to vulnerable road user (VRU) facilities (pedestrian and bicyclist) to ensure the most significant impact on safety outcomes.

## Community Engagement

Engagement with project stakeholders, community members, and local agencies was essential to developing a shared vision for Gering's transportation network. From pop-up events, focus group discussions, and online surveys, residents were encouraged to voice ideas and concerns as well as share potential safety solutions. The plan prioritizes equitable investments, focusing on improvements that will serve all users of the system and ensure everyone in Gering can voice ideas and travel safely.

## Embracing the Safe System Approach

The SS4A Action Plan is guided by the Federal Highway Administration's (FHWA) Safe System Approach, which recognizes that people make mistakes and that human bodies are vulnerable to crash impacts. By designing a transportation system where mistakes are less likely to result in serious injury or death, the City of Gering seeks to create a culture of safety. The Safe System Approach is built around five key elements as outlined in the Safe System Approach graphic below.


*Figure 1: Safe System Approach Wheel*

### Five Key Elements of the Safe System Approach

**Safer Vehicles**

Expand Gering's availability of vehicle systems and features that help to prevent crashes and minimize the impact of crashes on both occupants and non-occupants.

**Safer Speeds**

Promote safer speeds on all Gering streets through a combination of thoughtful, equitable, context-appropriate street design, appropriate speed-limit setting, targeted education, outreach campaigns, and enforcement.

**Safer People**

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

**Post-Crash Care**

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

**Safer Streets**

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

This Safety Action Plan is first and foremost a safety initiative, not a transportation capacity or mobility plan. While some recommendations may influence how traffic moves through the community, their purpose is to reduce the risk of fatal and serious injury crashes. The focus of this plan is on identifying strategies and locations where safety improvements can most effectively reduce crash severity and protect all roadway users.

In addition to those five key elements, the Safe System Approach is also characterized by the core principles as described below.

### Core Principles of the Safe System Approach

| | |
|---|---|
| **1 Death and Serious Injuries are Unacceptable** | Transportation systems must aspire to eliminate catastrophic outcomes. |
| **2 Humans Make Mistakes** | Recognizing human error leads to more forgiving street designs and interventions. |
| **3 Humans Are Vulnerable** | Reducing high-impact crashes and creating safer conditions protects all users. |
| **4 Responsibility is Shared** | Engineers, policymakers, local businesses, enforcement, and the public all play a role. |
| **5 Safety is Proactive** | Predicting and preventing risks rather than reacting post-incident. |
| **6 Redundancy is Crucial** | Layering safety measures ensures multiple lines of defense. |

## Key Categories

As part of the Gering Safe Passage Initiative SAP, several recommendations were developed to improve safety on the Gering transportation system. These various recommendations were considered within the plan to help address key categories of safety enhancements.

| | |
|---|---|
| **Street Upgrades** | Conversion of rural sections to urban standards (curbs, gutters, sidewalks, multi-use trails) and the addition of lanes, turn lanes, and median extensions are intended to reduce crash risk and improve safety for all users while supporting traffic operations. |
| **Traffic Control Improvements** | Traffic control strategies such as roundabouts, traffic signals, and Rectangular Rapid Flashing Beacons (RRFBs), along with intersection reconfiguration or median extensions, may be considered to help reduce crash risk, improve driver awareness, and enhance safety for all roadway users. |
| **Pedestrian and Bicycle Improvements** | Additions of multi-use trails and pedestrian/bicycle facilities will enhance safety and connectivity across major streets, and improvements consistent with the Americans with Disabilities Act (ADA) will improve accessibility. |
| **Phased Implementation** | Projects broken into phases, allowing for flexible funding and implementation, with priority given to critical improvements (e.g., intersection improvements, street reconstruction, signal upgrades) will make the recommendations feasible. |
| **Other Programs and Policies** | Identification of other potential programs and/or policies for Gering can help address non-location-specific safety issues across the city. The implementation of items such as an Access Management Policy, Safe Routes to School Initiative, and the continuation of sound land use planning in coordination with access management plans with good street design were also highlights and are beneficial in enhancing transportation safety. |

## Location-Specific Recommendations

The Gering Safe Passage Initiative SAP identifies location-specific projects for prioritized High Injury Network (HIN) segments and intersections identified in the Needs Assessment. Locations were scored to determine where safety improvements are most needed, factoring in crash history, multi-use impacts on people walking and biking, and public input; those rankings then informed project concepts targeted to reduce, and ultimately eliminate, Killed or Seriously Injured (KSI) crashes in Gering. In addition to location-specific improvements, the recommendations also include systemic countermeasures for broader deployment, along with policy updates/new policies and demonstration projects to support a safer transportation system over time.

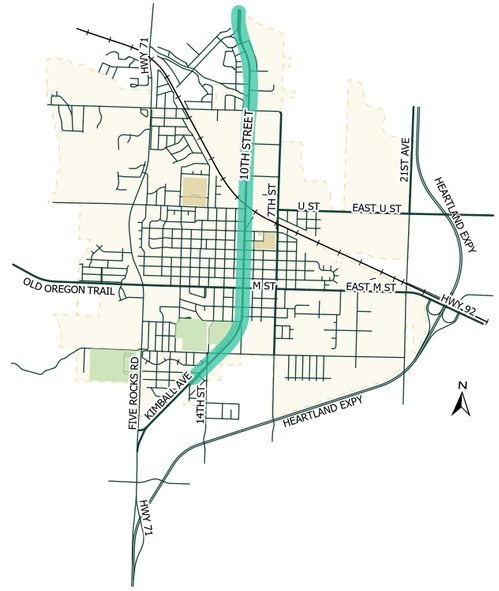
## System-wide Recommendations

Alongside individual intersection and segment-based projects, the recommendations are organized into corridor-based project groups, bundling multiple treatments into comprehensive strategies along Gering's primary travel corridors. These overarching priorities focus on corridors that carry heavy daily traffic and support truck routes, commuting, and local trips, and emphasize street upgrades, traffic control improvements, and pedestrian/bicycle safety. Many corridor strategies are structured to be phased if full funding is not immediately available, allowing the City to advance early, high-impact safety improvements while planning for longer-term upgrades.

## Prioritized Project Group #1

### 10th Street (A Street to the North Platte River Bridge)

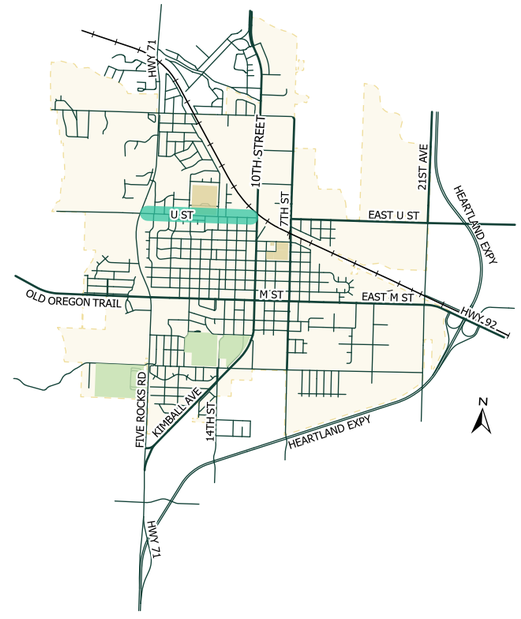
This project group prioritizes Gering's primary north–south corridor with a combination of rural-to-urban conversion (curb and gutter), access management to reduce conflict points, ADA/sidewalk upgrades, and potential trail connections, traffic signal upgrades, and targeted lane reconfiguration (including a lane reconfiguration in the downtown segment) to manage speeds and improve safety. The group also includes lighting and turn-lane/storage enhancements and is structured to allow phased delivery, from early urbanization/ADA upgrades to corridor-wide reconfiguration and signal optimization.




## Prioritized Project Group #2

### U Street (Five Rocks Road to 10th Street)

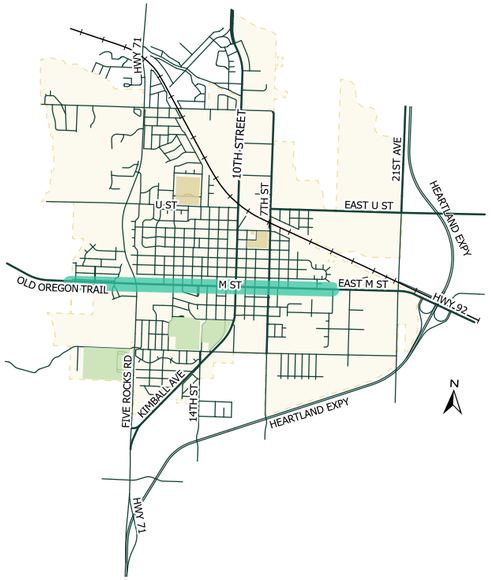
This project group focuses on improving safety and comfort on U Street, especially near Gering High School, through traffic calming and multi-use upgrades, including edge/parking striping, curb extensions, and enhanced crossings. The concept includes RRFBs and upgraded crossings at key intersections and select midblock locations. The recommendations are also designed to be phased, starting with restriping and targeted crossing upgrades.



## Prioritized Project Group #3

### M Street
### (Cemetery Road to Pappas Boulevard)

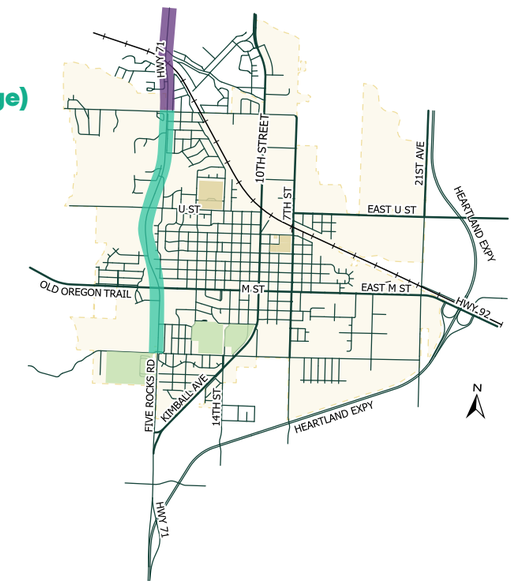
This project group strengthens east–west connectivity and crossing safety using a package of traffic calming and visibility improvements, including edge/parking striping and curb extensions at key intersections with existing crosswalks. Because M Street is largely a three-lane section, pedestrian treatments such as pedestrian signals or Pedestrian Hybrid Beacons (rather than RRFBs) are emphasized, paired with sidewalk/Americans with Disabilities Act (ADA) upgrades and a potential expansion to a multi-use trail that could ultimately connect to major regional destinations. The project is structured for phased implementation, beginning with restriping and targeted upgrades to crossing controls.




## High Priority Project #4

### Five Rocks Road
### (D Street to the North Platte River Bridge)

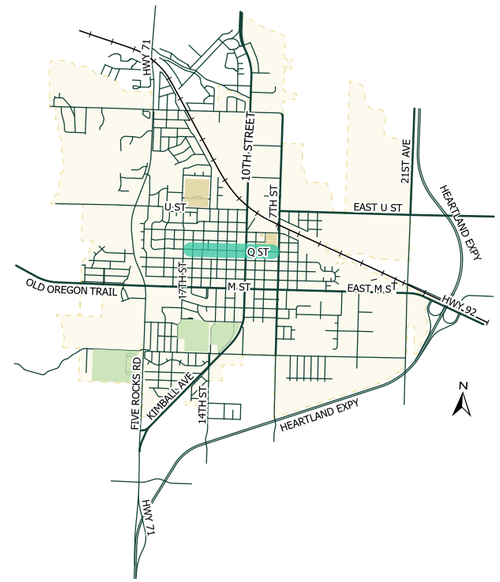
This project group advances a corridor "urbanization" strategy, converting the roadway cross-section with curb and gutter, updated lane widths, ADA improvements, and added lighting, while expanding pedestrian/bicycle connectivity through a west-side multi-use trail. Intersection safety is a key emphasis, with concepts that include roundabouts at several cross streets (with a warrant study option for a signal at M Street) and traffic signal upgrades at Country Club Road. The phasing approach prioritizes improvements closest to city limits and key crossings, with longer-term upgrades extending north toward the river bridge and potential Scottsbluff connections.




## High Priority Project #5

### Q Street (17th Street to 7th Street)

This project group aims to improve safety and comfort along Q Street through a package of speed management and pedestrian-focused upgrades. Recommended treatments include edge/parking striping to better define lane widths and discourage speeding, infill streetlighting where needed, particularly near higher pedestrian activity areas, and potential curb extensions at key intersections to shorten crossing distances. RRFB traffic control is also possible at certain intersections along the corridor.




## Our Collective Responsibility

Everyone has a role to play in ensuring safer streets—public officials, street facility designers, law enforcement, drivers, cyclists, and pedestrians alike. This plan is the City's commitment to prioritizing health, safety, and quality of life on our streets. By working together and diligently following through on the recommendations, the City of Gering will move closer to the shared vision of eliminating fatal and serious injury crashes and creating a welcoming environment where all transportation users can thrive.

## Implementation and Next Steps

As a living document, the SAP outlines likely near term, and long-term strategies that work together to improve transportation safety. Regular progress reports, coupled with ongoing data analysis, will guide mid-course adjustments to ensure the plan remains relevant and effective. By integrating safety goals into everyday planning and decision-making, Gering will continue to build a culture of safe mobility for everyone.

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CHAPTER 1

# PLAN PURPOSE

# PLAN PURPOSE

## WHAT IS A SAFETY ACTION PLAN?

The U.S. Department of Transportation (USDOT) established the Safe Street and Roads for All (SS4A) discretionary program in 2022 with $5 billion appropriated over a five year period (2022-2026). The City of Gering successfully obtained SS4A grant dollars in late 2024 and kicked off the project in early 2025.

The Gering Safe Passage Initiative is a SAP and acts as the city's blueprint to provide safe streets and roads for all people and road users. The purpose of this plan is to establish and implement steps that can help the City reach zero fatal and serious injury crashes in the community's transportation network. To achieve this, City leaders have committed to implementing the recommendations of this plan and continuing to build a culture of safety in the community.

The final SAP includes community-wide safety analysis, public engagement to identify safety concerns, project recommendations, and an implementation plan that prioritizes locations for deployment of safety countermeasures. This plan was developed by JEO Consulting Group and funded through a grant obtained by the City of Gering from the SS4A Program.


## PROJECT TIMELINE

| April | May | June | July |
|---|---|---|---|
| • Project Kick-Off Meeting with Advisory Team | • Project Launch | • Advisory Team Meeting | • Focus Group Meetings<br>• Pop-up Events |

| August | October | November | December | February 2026 | March 2026 |
|---|---|---|---|---|---|
| • Advisory Team Meeting | • Focus Group Meetings<br>• Pop-up Events | | • Advisory Team Meeting<br>• Draft Implementation Plan | • Submit Draft SAP | • Council presentation<br>• Adoption of plan |

## Principles of The Safe System Approach

The Safe System Approach is the foundation that will support the community in achieving its goal of reaching zero fatal and serious injury crashes in Gering's transportation network. As part of its National Roadway Safety Strategy released in January 2022, USDOT adopted the Safe System Approach as its guiding paradigm to address roadway safety challenges nationwide. This approach acknowledges both human mistakes and human vulnerability and is designed to protect all roadway users.

The Safe System Approach is built around the following six principles.

### Core Principles of the Safe System Approach

| | |
|---|---|
| **1 Death and Serious Injuries are Unacceptable** | The Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries on roadways. |
| **2 Humans Make Mistakes** | Recognizing human error leads to more forgiving street designs and interventions. |
| **3 Humans Are Vulnerable** | A transportation system that is human-centric and accommodates physical human vulnerabilities is critical. |
| **4 Responsibility is Shared** | Engineers, policymakers, local businesses, enforcement, and the public all play a role. |
| **5 Safety is Proactive** | Proactive tools should be used to identify and address safety issues in the transportation system, rather than waiting for crashes to occur. |
| **6 Redundancy is Crucial** | Reducing risks requires that all parts of the transportation system be strengthened, so that if one part fails, the other parts still protect people. |

## Objectives of The Safe System Approach

There are five objectives of The Safe System Approach: safer road users, safer vehicles, safer streets, safer speeds, and post-crash care. To achieve zero fatal and serious injury crashes, all five of these objectives must be strengthened. Each objective allows for redundant layers of protection against fatal and serious injuries on the roadway. The Gering Safe Passage Initiative SAP was developed to strengthen the five Safe System objectives defined below by the National Roadway Strategy, through improving the overall transportation system.


### Safer People

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

### Safer Streets

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

### Safer Vehicles

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

### Safer Speeds

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

### Post-Crash Care

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

## THE NEED FOR SAFER STREETS

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

In April of 2025, the City kicked off the development of the Gering Safe Passage Initiative for the community. This project aimed to develop a SAP that will help to eliminate fatal crashes and dramatically reduce serious injury crashes for all users of Gering's highway, street, sidewalk, and trail transportation network.

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

- Historical crash data for the City of Gering
- Development of applicable countermeasures
- Transportation access and use solutions for all users
- Focused pedestrian/bicycle improvements

**39,508** Crashes

**42,939** Deaths

**10%** Increase in Deaths

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

## GERING SAFE PASSAGE INITIATIVE ADVISORY TEAM

An Advisory Team composed of community stakeholders was formed early in the planning process to guide the development of these outcomes. The team met regularly over the course of the project and contributed valuable guidance, feedback, and solutions related to safety concerns within Gering's transportation system.

### Advisory Team Members

**Annie Folck**
*City Engineer*

**Amy Seiler**
*Gering Parks and Recreation Department*

**Casey Dahlgrin**
*Gering Street Department*

**Jennifer Sibal**
*Gering Public Schools*

**Janelle Visser**
*Panhandle Public Health District*

**Susan Wiedeman**
*Gering City Council*

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CHAPTER 2

# SAFETY ANALYSIS

# SAFETY ANALYSIS

This chapter presents a comprehensive review of transportation safety conditions in Gering, Nebraska, using the most recent 10-year crash record (2014–2023). The analysis examines historical crash patterns alongside traffic volumes, roadway characteristics, multi-use travel, and impacts to vulnerable road users (VRUs). By evaluating where and how crashes occur, the study team identified key safety concerns, documented trends, and highlighted contributing conditions across Gering's streets, sidewalks, and trail network. Findings from this data-driven assessment informed the development of targeted strategies and interventions to improve safety outcomes and reduce serious injuries.

## GERING CRASH ANALYSIS

To support the development of this plan, a series of maps was created to visually depict crashes reported in Gering over a 10 year period. These maps provide a clear picture of the geographic distribution of crashes and help establish context for known safety issues and community concerns. The following figures and summaries examine crash patterns in greater detail, highlight priority areas, and guide the City's efforts to create a safer transportation system for all community members and visitors.

Crash data used in this analysis was provided by the Nebraska Department of Transportation (NDOT) and supplemented by the Scotts Bluff County Sheriff's Department. The review period includes crashes reported between January 1, 2014, and December 31, 2023. During this time, **1,015** crashes were reported within the Gering city limits. Of these, **786** were property-damage-only (PDO) crashes and **229** involved an injury. **Twenty-one** (21) crashes involved a VRU, defined in this plan as a person walking, biking, or rolling within the transportation network (e.g., pedestrians and bicyclists). No fatal crashes were recorded during the 10-year study period.

The locations of all 1,015 crashes are shown in *Figure 2.*

To illustrate areas where crashes cluster, *Figure 3* displays a heat map highlighting locations where multiple crashes occurred at or near the same area during the same 10-year period.

Additionally, *Figure 4* provides an overview of the 21 VRU crashes reported during the study period.

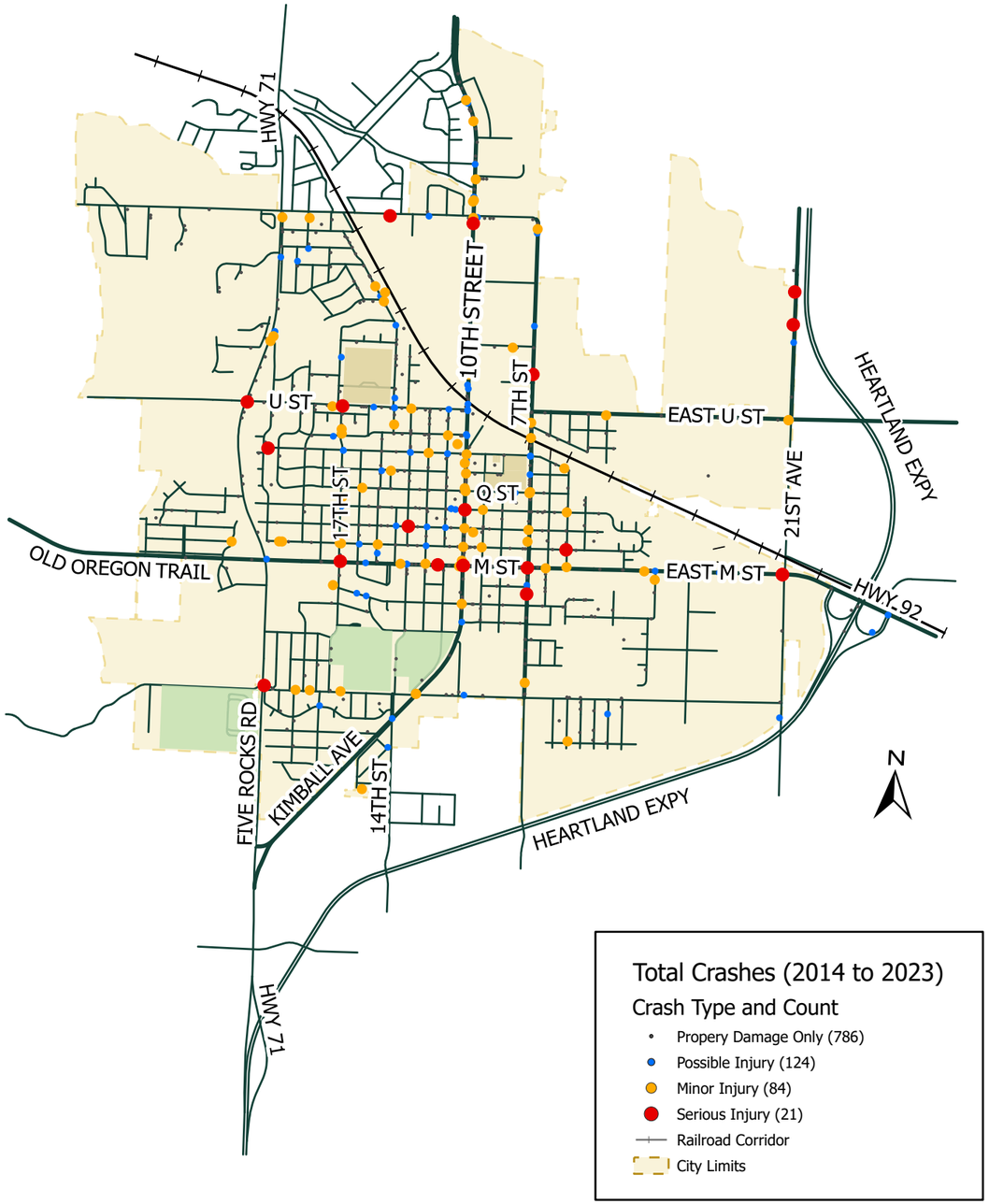


*Figure 2: City of Gering Crashes (2014-2023)*

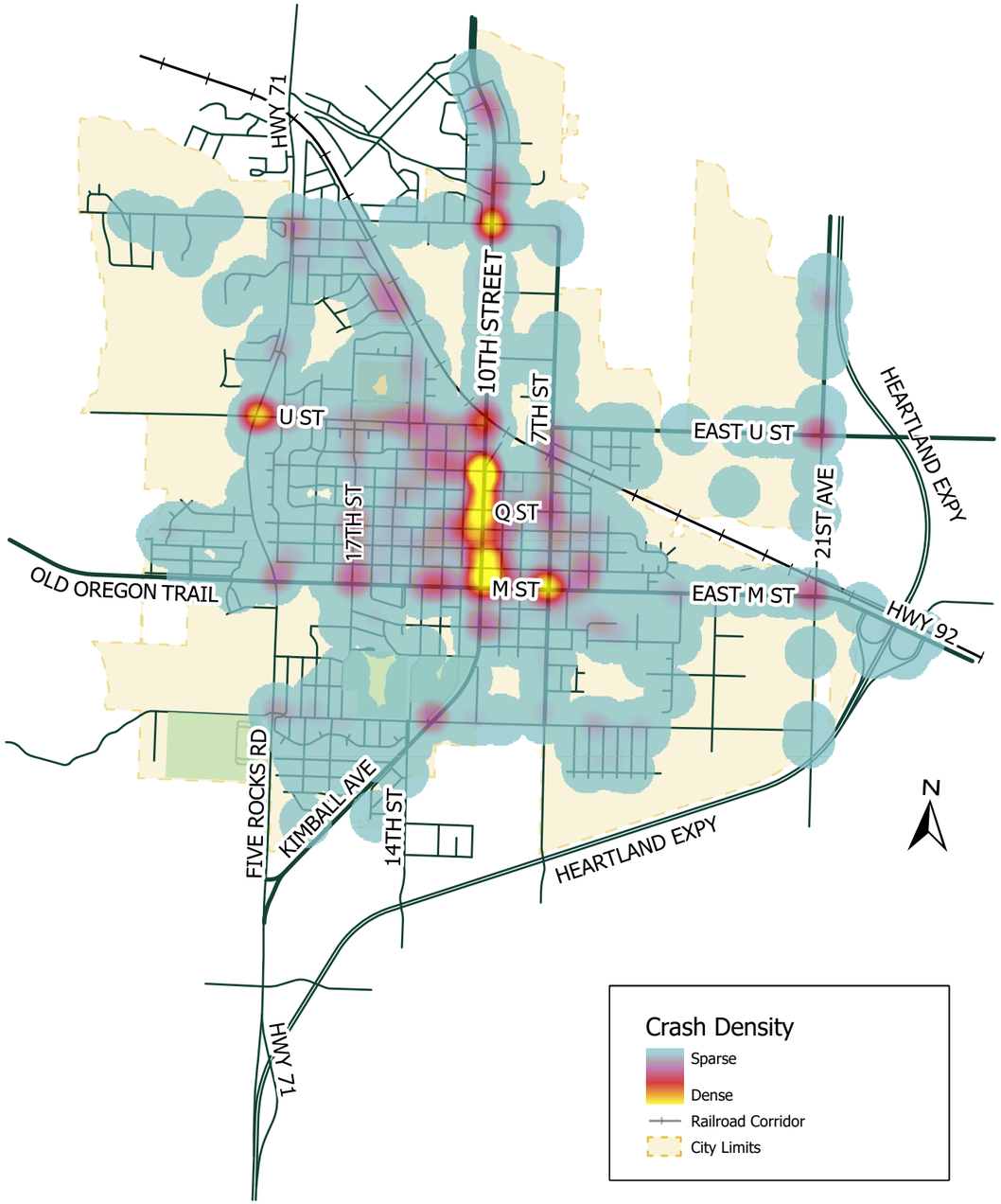


*Figure 3: Concentration of Crashes (2014-2023)*

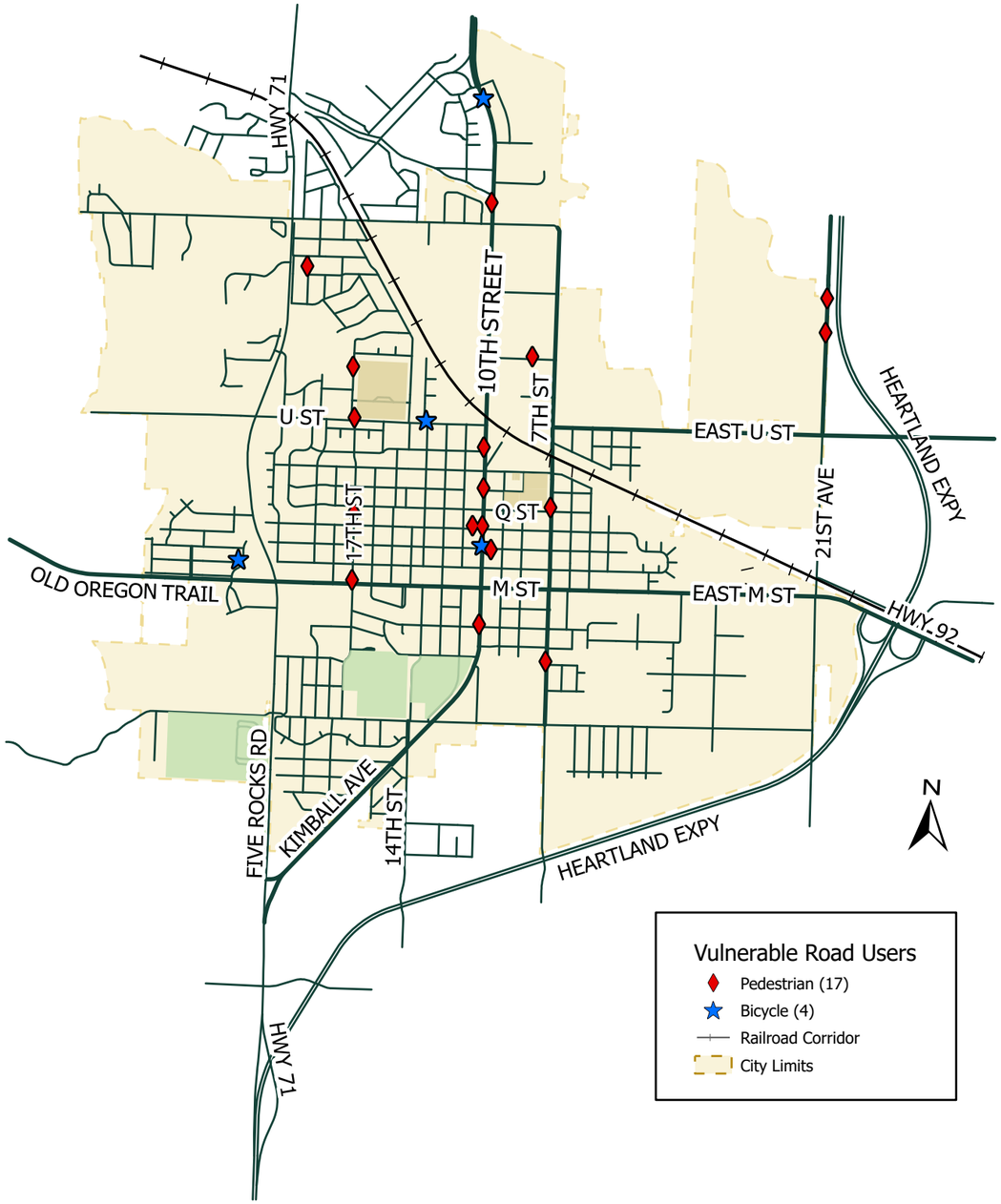


*Figure 4: City of Gering VRU Crashes (2014-2023)*

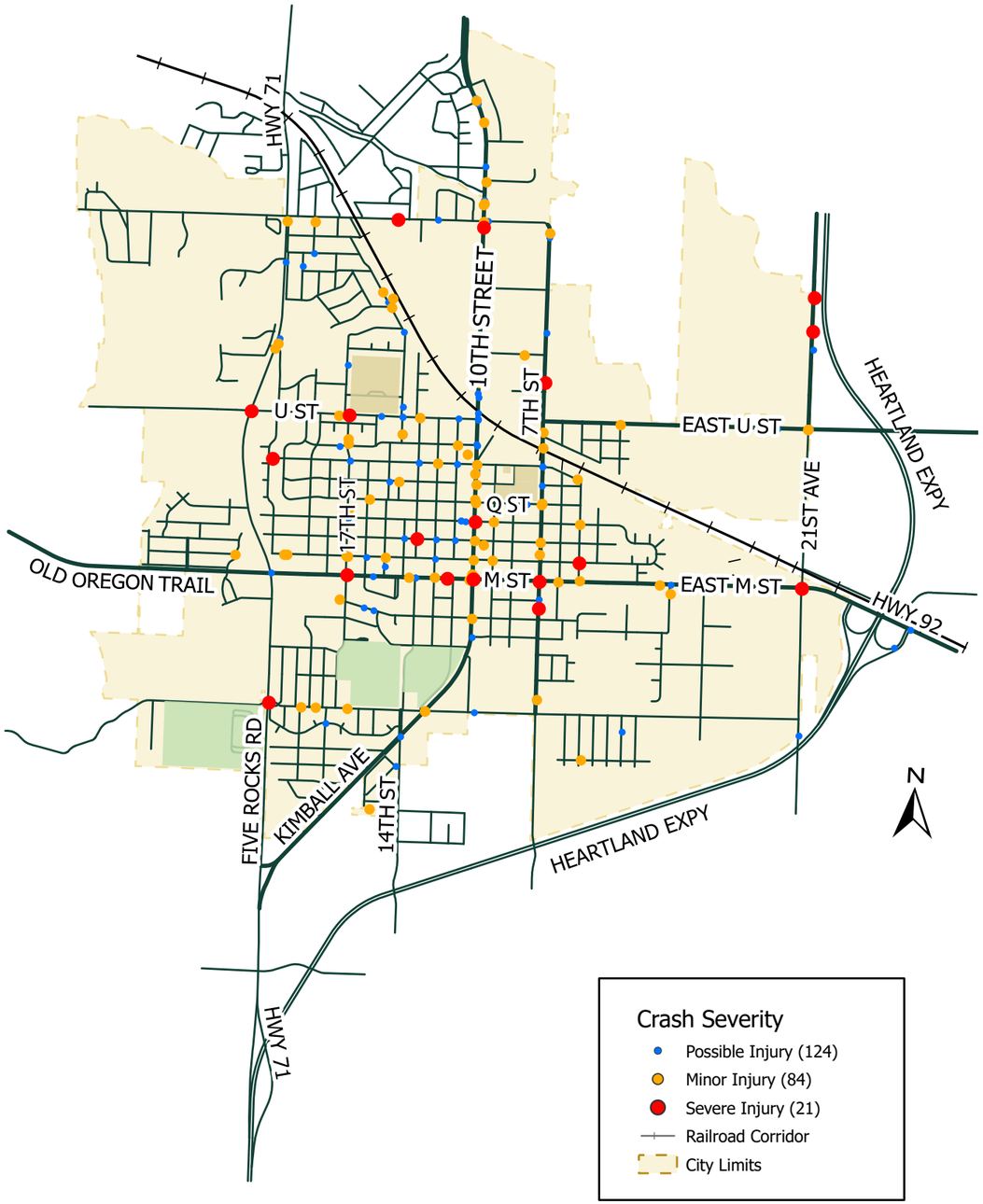


*Figure 5: Fatal and Injury Crashes (2014-2023)*

## SUMMARY OF HISTORICAL CRASH DATA

Consistent with the SS4A emphasis on reducing the most serious outcomes, this section focuses on crashes involving fatalities and serious injuries. These crashes are commonly referred to as Killed or Seriously Injured (KSI) crashes and are a key measure for identifying locations and conditions associated with the greatest safety risk. However, because the number of KSI crashes in Gering is relatively small, fatal-plus-injury (FI) crashes are also examined where appropriate to provide a more stable basis for identifying patterns and informing recommendations. Reviewing both KSI and FI crashes helps clarify the circumstances and contributing factors associated with severe outcomes and supports the development of targeted countermeasures and policy actions to reduce future crash severity.

### KSI and FI Crashes

Of the **1,015** crashes reported during the 10-year period, **229** resulted in either a fatality or some level of injury and are classified as FI crashes. Of these, **21** are classified as KSI crashes. The remainder of this section provides additional detail on FI and KSI crash patterns. The locations of FI crashes are shown in *Figure 5.*

## Comparison to Similar Nebraska Cities

*Figure 6* compares crash trends in Gering to Nebraska communities of similar population. Overall, the data indicates that Gering's KSI crash rate per 100,000 community members is near the average among comparable Nebraska cities.

As shown in *Figure 7*, Gering's rate of alcohol-involved KSI crashes per 100,000 community members is low compared to similarly sized Nebraska communities.

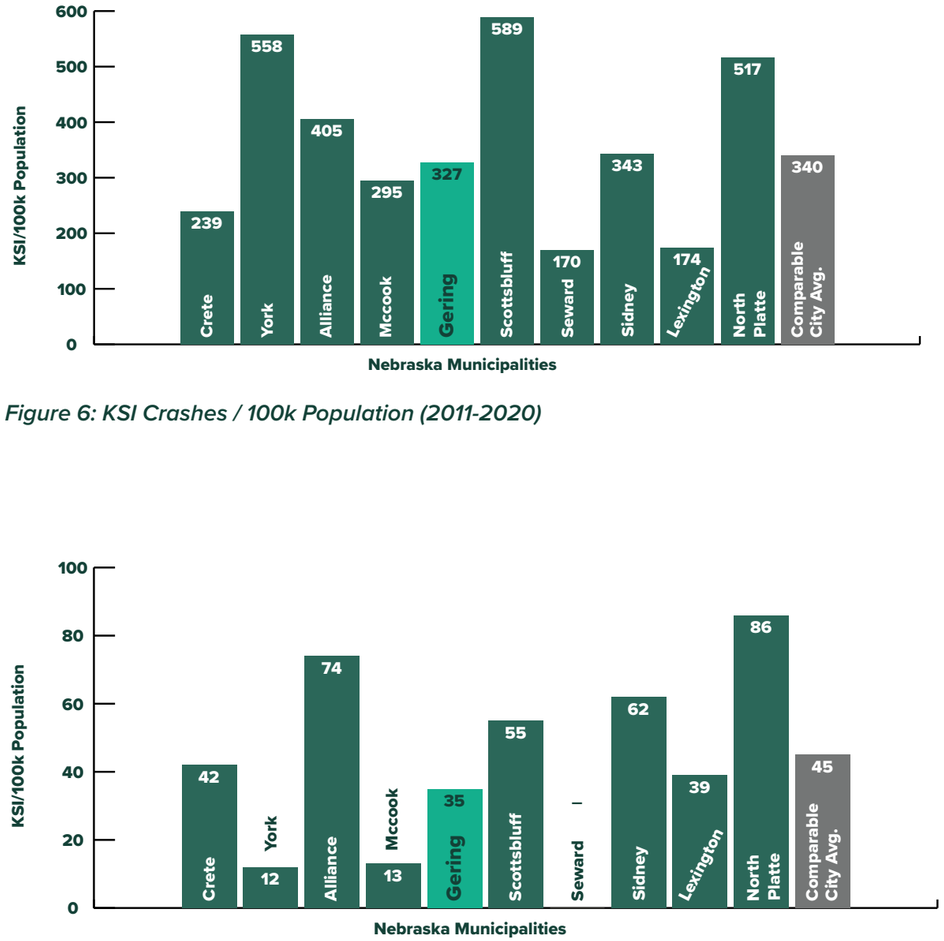


*Figure 6: KSI Crashes / 100k Population (2011-2020)*




*Figure 7: KSI Crashes / 100k Population Involving Alcohol (2011-2020)*

*Figure 8* shows that Gering's rate of VRU-involved KSI crashes per 100,000 community members is relatively high when compared to similar Nebraska cities.

As shown in *Figure 9*, motorcycle-involved KSI crash rates per 100,000 community members appear generally stable for the statewide and comparable-city trends, with a noticeable early decline followed by relatively steady conditions. Because Gering's KSI totals are small, year-to-year changes should be interpreted cautiously, as a small number of crashes can produce large swings in the rate.




*Figure 8: VRU-Involved KSI Crashes / 100k Population (2011-2020)*

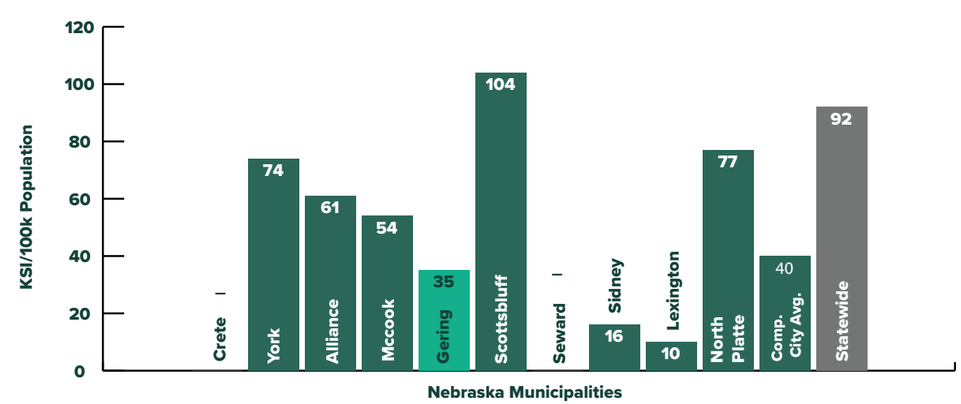


*Figure 9: Motorcycle-Involved KSI Crashes / 100k Population (2011-2020)*

*Figure 10* further illustrates the annual variability in Gering's KSI crash rate. Lower rates occurred in 2011, 2014, 2015, 2016, 2017, and 2020, while higher rates were observed in 2013 and during 2018–2019. This pattern reinforces that, with limited KSI counts, annual trends are sensitive to small changes and are best interpreted alongside broader multi-year patterns. However, the comparable city and statewide averages are trending downward, Gering KSI crash rate is trending upward.

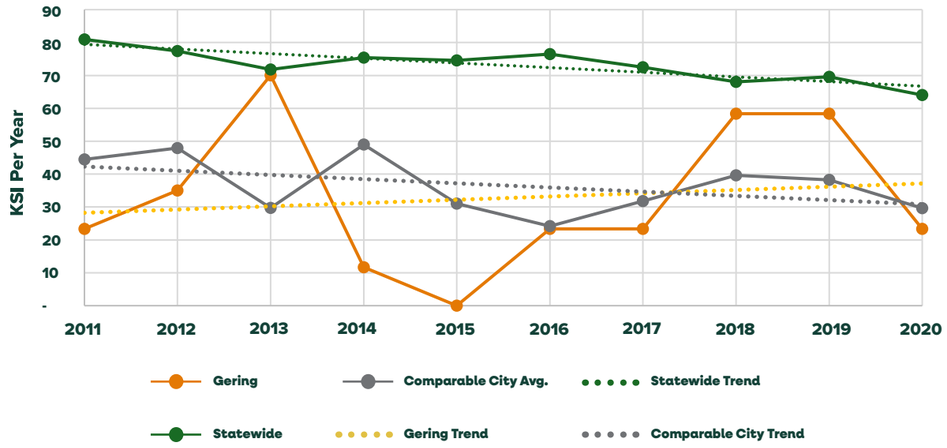


*Figure 10: KSI Crashes / 100k Population per Year (2011-2020)*

## Crash Data Characteristics

As shown in *Table 1*, the FI crash frequency by time of day generally increases during peak traffic demands, including morning and evening commuter peaks and school release times. The peak crash times are mostly in the morning (7:00 AM to 9:00 AM) and late-day/early-evening time frames (3:00 PM to 7:00 PM). The most frequent crash time for all days of the week is 3:00 PM to 7:00 PM. By day of the week, Tuesdays and Fridays are the most frequent crash days.

▼ *Lowest Number of Crashes* — *Highest Number of Crashes* ▼

*Table 1: FI Crashes by Time and Day*

| Time | SUN | MON | TUE | WED | THU | FRI | SAT | Total |
|---|---|---|---|---|---|---|---|---|
| 12:00 AM | 3 | 2 | 2 | 1 | 3 | 0 | 3 | 14 |
| 1:00 AM | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 3 |
| 2:00 AM | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 2 |
| 3:00 AM | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 |
| 4:00 AM | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| 5:00 AM | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 2 |
| 6:00 AM | 1 | 1 | 1 | 3 | 0 | 2 | 0 | 8 |
| 7:00 AM | 0 | 4 | 6 | 2 | 2 | 4 | 0 | 18 |
| 8:00 AM | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 6 |
| 9:00 AM | 2 | 1 | 4 | 0 | 0 | 0 | 1 | 8 |
| 10:00 AM | 0 | 2 | 1 | 1 | 0 | 3 | 3 | 10 |
| 11:00 AM | 0 | 4 | 2 | 2 | 1 | 5 | 3 | 17 |
| 12:00 PM | 1 | 2 | 4 | 2 | 2 | 3 | 1 | 15 |
| 1:00 PM | 1 | 0 | 1 | 0 | 4 | 2 | 1 | 9 |
| 2:00 PM | 0 | 2 | 1 | 8 | 1 | 1 | 0 | 13 |
| 3:00 PM | 2 | 0 | 5 | 2 | 3 | 10 | 0 | 22 |
| 4:00 PM | 2 | 4 | 4 | 5 | 4 | 3 | 1 | 23 |
| 5:00 PM | 2 | 2 | 6 | 5 | 3 | 2 | 1 | 21 |
| 6:00 PM | 2 | 1 | 1 | 1 | 3 | 2 | 1 | 12 |
| 7:00 PM | 0 | 1 | 2 | 1 | 1 | 2 | 2 | 9 |
| 8:00 PM | 0 | 1 | 0 | 1 | 3 | 0 | 0 | 5 |
| 9:00 PM | 1 | 0 | 2 | 1 | 0 | 0 | 1 | 5 |
| 10:00 PM | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 2 |
| 11:00 PM | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 3 |
| **Total** | **19** | **29** | **45** | **37** | **37** | **40** | **22** | **229** |

A breakdown of the 229 FI crashes by crash type is shown in *Figure 11*. It indicates that single-vehicle crashes were the most frequent FI at 69%, with angle crashes the next highest at 43%. Angle crashes typically occur at intersections and are among the most severe types of crashes in a community. Rear-End (front-rear) FI crashes accounted for 23%. Sideswipe in the same direction (SS) crashes accounted for 2% of FI crashes.

The Safe System Approach is a critical component of every SS4A project. In Gering's crash data analysis, factors influencing crashes were categorized based on the first two objectives of the Safe System Approach.

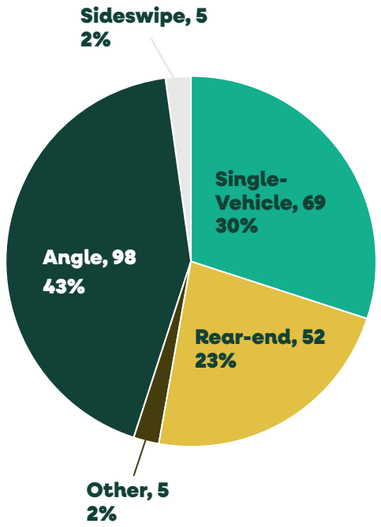


*Figure 11: KSI Crashes / 100k Population per year (2011-2020)*

The factors related to **Safer Roads** include:

- Lighting Condition
- Pavement Condition
- Functional Classification
- Traffic Control
- Posted Speed

The factors related to **Safer People** include:

- Seatbelt Use
- Driver Contributing Circumstances
- Alcohol Involvement
- Driver Age Group
- Vulnerable Road Users

The following sections examine each of these factors.

## Roadway Condition Factors

### Lighting Condition

Based on *Table 2*, Most crashes occurred in lighted conditions (88% in Light and Dark–Lit), and VRU crashes follow a similar distribution with 86% in the same lighted conditions. However, KSI crashes are less concentrated in light conditions (76%), indicating that the most severe crashes are relatively more common in reduced-light environments. In particular, Dawn/Dusk and Dark–Not Lit account for ~8% of total crashes but ~24% of KSI, and their KSI rate per crash is about 3 times higher than in lit conditions.

*Table 2: Crashes by Lighting Condition*

| Lighting Condition | All Crashes | VRU | KSI | FI |
|---|---|---|---|---|
| Light | 716 | 15 | 13 | 166 |
| Dark - Lit | 180 | 3 | 3 | 35 |
| Dawn/ Dusk | 51 | 1 | 3 | 20 |
| Dark - Not Lit | 31 | 2 | 2 | 7 |
| Unknown | 37 | 0 | 0 | 1 |
| Other | 12 | 0 | 0 | 6 |
| **Total** | **1015** | **21** | **21** | **229** |

### Pavement Condition

*Table 3* shows that most FI crashes occurred on dry pavement (about 81%), largely because most crashes overall happen on dry roads. However, the likelihood that a crash results in an injury is highest on slushy pavement. About 31% of slush crashes involved an injury, compared with about 25% on dry pavement. Snow-related crashes were much less likely to involve injuries (about 9% resulted in an injury). When looking specifically at the most severe outcomes (KSI), wet and slushy conditions stand out (roughly 5–13% of crashes), compared with about 2% on dry pavement.

*Table 3: Crashes by Pavement Condition*

| Pavement Condition | All Crashes | VRU | KSI | FI |
|---|---|---|---|---|
| Dry | 733 | 19 | 15 | 185 |
| Wet | 59 | 0 | 3 | 13 |
| Snow | 89 | 0 | 0 | 8 |
| Ice | 97 | 2 | 1 | 15 |
| Slush | 16 | 0 | 2 | 5 |
| Other | 21 | 0 | 0 | 3 |
| **Total** | **1015** | **21** | **21** | **229** |

## Representation Ratios

To further analyze crash data and identify more meaningful trends and outliers, representation ratios were evaluated. A representation ratio is a comparative measure utilized in safety analysis to determine whether a particular field condition is overrepresented or underrepresented in crash data relative to its share of the overall network or traffic volume. The representation ratio (RR) quantifies the proportion of crashes for a given attribute (e.g., intersection type, street type, speed, etc.). For example, a RR of 1.0 means that crashes are equally represented in the attribute; 3.0 would mean crashes are three times over-represented; and 0.5 means crashes are only half of what would be expected.

## Functional Classification

Representation ratios by roadway functional classification are shown in *Figure 12*. In Gering, local roads are under-represented across all measures, meaning that crashes, especially the most severe, occur less often on local streets than the network average. Collectors are modestly over-represented, suggesting an elevated burden relative to their mileage. Arterials show the strongest over-representation, particularly for severe outcomes, indicating that higher-order corridors carry a disproportionate share of the city's injury and serious-injury crashes and should be a primary focus for safety improvements.

## Traffic Control

*Figure 13* shows the distribution of injury crashes by intersection traffic control. Stop-controlled intersections account for the largest share of injury crashes, 36 with FI crashes and 3 KSI crashes, reflecting their prevalence across the network and the frequency of turning and crossing movements. Uncontrolled intersections also experience a notable number of injury crashes (36 FI and 3 KSI), indicating elevated risk where traffic control is limited. In contrast, signalized intersections have the fewest injury crashes overall (25 FI and 2 KSI), suggesting that traffic signals may help reduce both crash frequency and severity by providing clearer right-of-way control. Traffic controlled intersections are shown in *Figure 15.*

## Speed

Representation ratios by posted speed category are shown in *Figure 14*. In Gering, roadways posted at 0–25 mph are near the expected level for total crashes and are under-represented for more severe outcomes. The 30–45 mph category shows the strongest over-representation, particularly for severe crashes, indicating that a disproportionate share of injury and serious-injury crashes occurs on these moderate-speed corridors. Roadways posted at 50+ mph are under-represented for total and FI crashes, but KSI crashes remain over-represented, suggesting crashes are less frequent on higher-speed facilities but more likely to result in serious injury when they do occur.

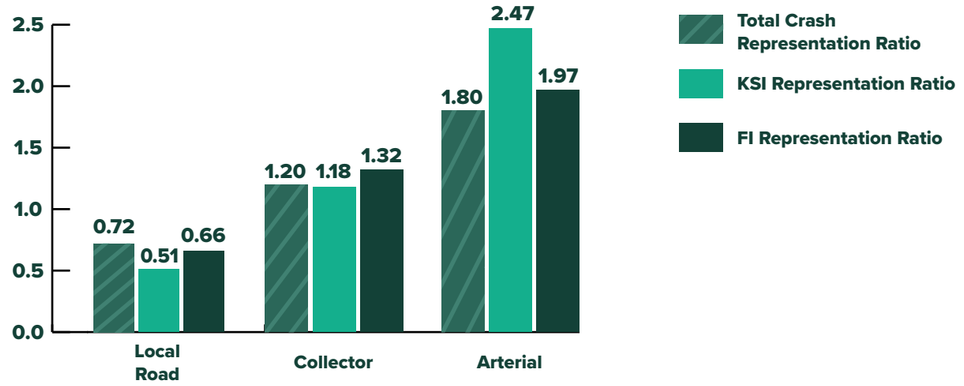


*Figure 12: Representation Ratio by Functional Classification*

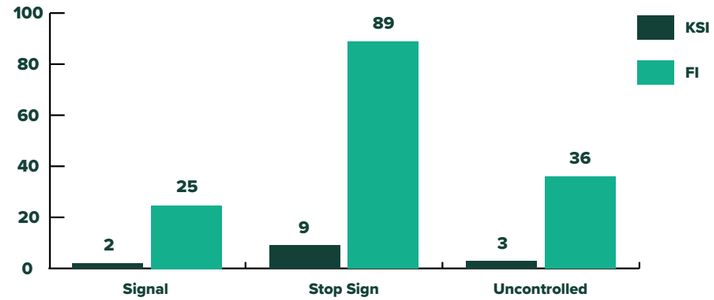


*Figure 13: Injury Crashes at Intersections*

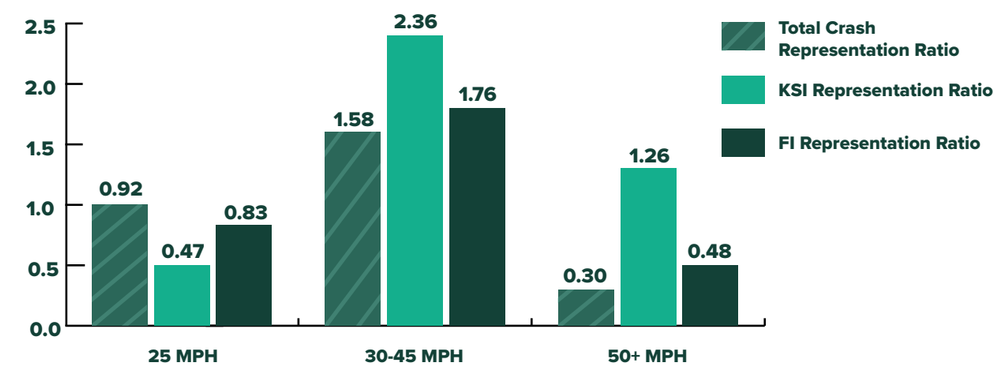


*Figure 14: Representation Ratio of FI Crashes by Posted Speed*

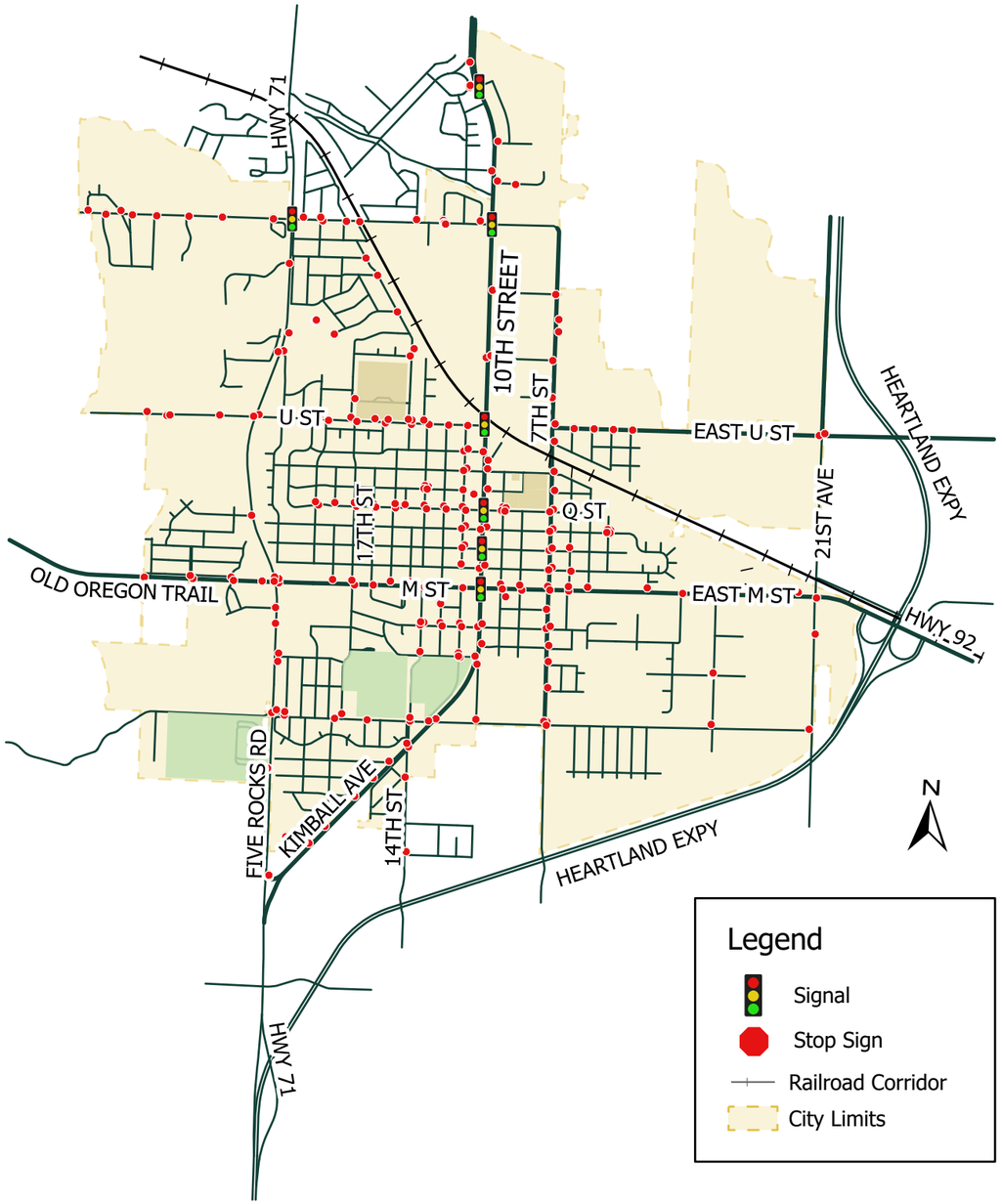


*Figure 15: Traffic Controlled Intersections*

## Roadway User Factors

### Seatbelt Usage

As shown in *Figure 16*, seatbelt use was reported for most FI crashes, with 70% of occupants reported as belted and 23% reported as unbelted. Seatbelt non-use is more common in the most severe crashes, with 3 of the 21 KSI crashes (14%) involving unbelted occupants, indicating that restraint non-use is disproportionately represented among serious-injury outcomes. Of note, the 2022 Nebraska statewide seatbelt survey reported that approximately 24% of roadway users statewide do not wear seatbelts.

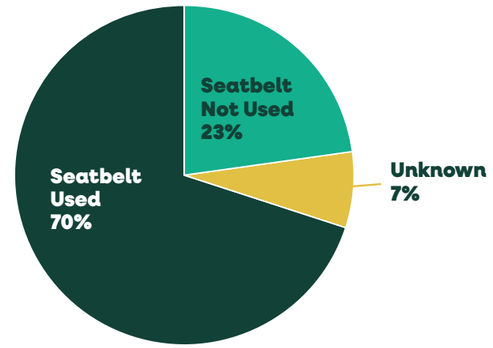


*Figure 16: FI Crashes by Seatbelt Usage*

### Driver Contributing Circumstances

*Table 4* details the percentage of FI crashes caused by various driver contributing circumstances. In 85% of all Gering FI crashes, the driver was not cited for any improper driving. Among the remaining crashes, failure to yield to the right-of-way (ROW) was most commonly cited. Alcohol impairment accounted for almost 1/4 of Gering's FI crash citations.

*Table 4: Gering Fatalities and Injuries by Driver Contributing Circumstances*

| Driver Contributing Circumstances | % of FI |
|---|---|
| Failure to Yield ROW | 29% |
| Alcohol Impairment | 23% |
| Inattentive Driving | 17% |
| Other | 14% |

### Impaired Driving

As shown in *Table 5,* driver impairment in Gering was reported in only 46 of 1,015 crashes (~5%), but it accounted for a disproportionate share of severe outcomes, 3 of 21 KSI crashes (~14%) and 15 of 229 FI crashes (~7%).

*Table 5: Gering Crashes Involving Alcohol*

| Alcohol Involved | Total | KSI | FI | Ped/ Bike |
|---|---|---|---|---|
| Yes | 46 | 3 | 5 | 1 |
| No | 890 | 17 | 195 | 19 |
| Unknown | 79 | 1 | 19 | 1 |
| Total | 1015 | 21 | 229 | 21 |

## Age

*Figure 17* shows that drivers aged 24 years old and younger account for the highest number of FI crashes in Gering, consistent with higher exposure (more trips) and greater risk-taking/inexperience that can contribute to errors leading to injury crashes. FI crash involvement generally declines across the middle-aged groups as driving experience increases and travel patterns stabilize. Alternatively, FI crashes typically rise among drivers that are aged between 65 to 74 years old, which may reflect changes in driving comfort and performance (e.g., slower reaction time, reduced night vision, or difficulty with complex maneuvers). FI crashes amongst drivers 75 years old and older typically decline as people in this age group rely more on other forms of transportation. While older drivers (65 years old and older) have fewer FI crashes overall, they represent a larger share of KSI crashes, reflecting increased physical vulnerability and the greater likelihood of serious injury when a crash occurs.

## Vulnerable Road User Condition

A total of 21 VRU-related crashes occurred in Gering during the study period (2014-2023). As summarized in *Table 6*, 20 of these crashes resulted in an FI, including 5 crashes involving KSI. This indicates that nearly all VRU crashes in Gering result in injury, and a substantial portion involve severe outcomes, underscoring the heightened vulnerability of pedestrians and bicyclists.

*Table 6: VRU Crashes*

| Ped Bike | Total |
|---|---|
| FI | 20 |
| KSI | 5 |
| Total | 21 |

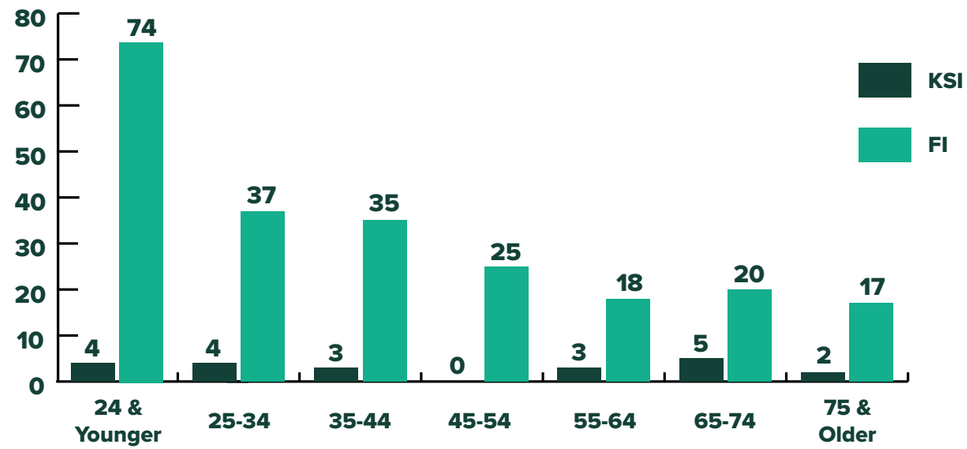


*Figure 17: Crashes by Driver Age Group*

## High Injury Network (HIN) Methodology

The HIN development began with filtering the crash dataset to include FI crashes. Each community's crash history presents different analytical constraints. In Gering, the available crash data show no fatal crashes on Gering streets and only 21 KSI crashes. Because KSI crashes are relatively rare, a KSI-based representation ratio would be unstable, adding or subtracting one or two KSI crashes at a single location could disproportionately shift results. To improve reliability, the analysis used FI crashes (229 total). This larger sample produces more stable, repeatable results while still focusing the HIN on crashes with injury outcomes.

The HIN score was developed using two components: (1) a Fatal and Injury Representation Ratio (FIRR) to identify locations with above-average FI crash concentration and (2) a severity-weighted crash score to emphasize locations with more serious injury outcomes.

To evaluate intersection crash risk, crash records were spatially associated with intersection locations using an 80-foot buffer around each intersection. FI crashes captured within each buffer were then summarized to calculate the total number of FI crashes and the number of FI crashes by injury type at each intersection. These summarized counts were used to compute the FIRR as follows:

**Where:**

$$\mathrm{FIRR_{int,i}} = \frac{\mathrm{FI_{int,i}}}{\left(\frac{\sum \mathrm{FI_{int}}}{\mathrm{N_{int}}}\right)}$$

$FI_{int,i}$= FI crashes at intersection $i$

$\sum FI_{int}$= total FI crashes across intersections with FI crashes

$N_{int}$= number of intersections with FI crashes

A value greater than 1.0 indicates the intersection has more FI crashes than the system-wide intersection average.

To evaluate crash risk along street segments, crash records were spatially associated with roadway segments using a 100-foot buffer around each segment. FI crashes captured within each buffer were summarized by segment and by injury type, then normalized by segment length (miles) to reduce bias toward longer segments. These length-adjusted crash rates were used to compute the FIRR for each segment as follows:

$$\mathrm{FIRR_{int,i}} = \frac{\left(\frac{\mathrm{FI_{seg,i}}}{\mathrm{L_i}}\right)}{\left(\frac{\sum \mathrm{FI_{seg}}}{\sum \mathrm{L}}\right)}$$

**Where:**

$FI_{seg,i}$= FI crashes on segment i

$L_i$= length of segment i(miles)

$\sum FI_{seg}$= total FI crashes across segments with FI crashes

$\sum L$= total miles of segments with FI crashes

A value greater than 1.0 indicates the segment has more FI crashes per mile than the systemwide average.

To ensure the HIN reflects not only where FI crashes are concentrated but also how severe those crashes are, a severity-weighted crash score was calculated and applied alongside FIRR. Severity weights were based on the Nebraska Department of Transportation's Societal Costs of Nebraska Traffic Crashes (2024), with Type A (Disabling Injury) weighted at 5, Type B (Evident Injury) at 2.6, and Type C (Possible Injury) at 1.

Using these values, the severity-weighted score (WF) was calculated as follows:

$$\mathrm{WF_i} = 5\mathrm{A_i} + 2.6\mathrm{B_i} + 1\mathrm{C_i}$$

Where $A_i$, $B_i$, and $C_i$ are the counts of Type A, B, and C injury crashes at location $i$.

The final HIN score was then calculated by applying the severity-weighted score to FIRR:

$$\mathrm{HIN_i} = \mathrm{FIRR_i} \times \mathrm{WF_i}$$

This approach produces a stable, comparable HIN score across locations, highlighting both where injury crashes are concentrated (FIRR) and where injury outcomes are most severe (WF), even in the absence of fatalities.

## High Injury Network (HIN)

A key component of the Gering Safe Passage Initiative is identifying the city's HIN, the intersections and street segments with a disproportionate concentration of injury-producing crashes. The HIN helps prioritize locations where safety improvements are most likely to reduce both the frequency and severity of crashes. This section describes the process used to develop the HIN, summarizes the highest-risk locations, and supports the selection of targeted countermeasures.

*Table 7: Segment High Injury Network Corridors*

| Rank | HIN Corridor | Total Crashes | VRU | KSI | FI | FI / Mile | Length (Mile) | HIN |
|---|---|---|---|---|---|---|---|---|
| **1** | 10th St from P St to S St | 72 | 1 | 0 | 16 | 74.1 | 0.22 | 129.24 |
| **2** | M St from 6th St to 10th St | 59 | 0 | 3 | 18 | 56.1 | 0.32 | 127.21 |
| **3** | 10th St from M St to P St | 42 | 2 | 3 | 12 | 55.1 | 0.22 | 92.64 |
| **4** | M St from 10th St to 13th St | 18 | 0 | 1 | 8 | 36.8 | 0.22 | 92.64 |
| **5** | 10th St from Country Club Rd to Twin City Dr | 25 | 1 | 0 | 9 | 29.8 | 0.30 | 28.6 |
| **6** | 7th St from M St to P St | 23 | 0 | 0 | 7 | 32.3 | 0.22 | 25.27 |
| **7** | Country Club Rd from 7th St to 10th St | 24 | 0 | 0 | 8 | 32.7 | 0.24 | 25.04 |
| **8** | D St from 20th St to Five Rocks Rd | 5 | 0 | 1 | 3 | 56.2 | 0.05 | 22.51 |
| **9** | 10th St from Lockwood Rd to Country Club Dr | 27 | 0 | 1 | 7 | 27.8 | 0.25 | 22.49 |
| **10** | S St from 10th St to 13th St | 19 | 0 | 0 | 7 | 32.2 | 0.22 | 21.77 |
| **11** | S St from 7th St to 10th St | 26 | 0 | 0 | 7 | 27.9 | 0.25 | 18.88 |
| **12** | 7th St from J St to M St | 10 | 0 | 2 | 5 | 23.2 | 0.22 | 17.75 |
| **13** | 10th St from Twin City Dr S to Twin City Drive N | 16 | 1 | 0 | 6 | 27.4 | 0.22 | 17.57 |
| **14** | 17th St from M St to P St | 14 | 1 | 1 | 5 | 23.0 | 0.22 | 16.97 |
| **15** | 10th St from U St to Morrison Rd | 18 | 0 | 0 | 6 | 23.9 | 0.25 | 15.31 |
| **16** | U St from 13th St to 17th St | 22 | 2 | 1 | 6 | 21.2 | 0.28 | 15.29 |
| **17** | Q St from 7th St to 10th St | 27 | 0 | 0 | 6 | 23.8 | 0.25 | 15.26 |
| **18** | E M St from City Limit to 21st Ave | 12 | 0 | 2 | 4 | 22.1 | 0.18 | 14.92 |
| **19** | 17th St from S St to U St | 8 | 1 | 1 | 4 | 23.0 | 0.17 | 13.71 |
| **20** | 7th St from S St to N St | 12 | 0 | 0 | 4 | 29.4 | 0.14 | 12.04 |

** Several priority segments and intersections extend beyond the City of Gering's municipal limits or are located on facilities maintained by other agencies. Addressing safety improvements in these locations may require coordination and partnership with Scotts Bluff County, the Nebraska Department of Transportation, or other responsible jurisdictions.*

### Segment High Injury Network

*Figure 18* illustrates the locations of the HIN segments. The highest HIN scores are tightly clustered in the downtown area around 10th Street and M Street. The top four corridors, 10th Street (from P Street to S Street and M Street to P Street) and M Street (from 6th Street to 10th Street and 10th Street to 13th Street), are in close proximity and together account for 54 of the 229 total FI crashes in the dataset (about 24%), highlighting this area as the city's most concentrated high-injury hotspot. *Table 7* provides a detailed summary of the top 20 HIN corridors, which together account for 65% of all FI crashes.

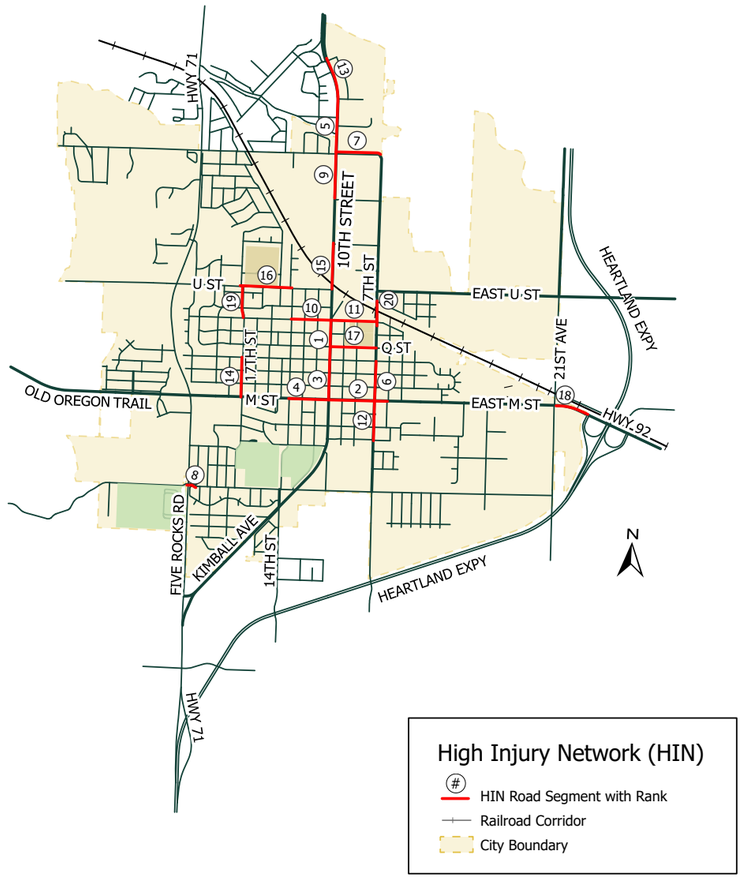


*Figure 18: Segment High Injury Network Map*

## Intersection High Injury Network

*Figure 19* illustrates the location of the HIN intersections. The highest HIN intersection scores are concentrated in and around the downtown grid, particularly along 10th Street near M Street. The top two ranked locations, 10th Street and M Street (HIN 358.39) and 7th Street and M Street (HIN 265.77), stand out as the most critical intersections, each with 8 FI crashes and at least 1 KSI crash, indicating a high concentration of injury crashes and greater crash severity. Several additional high-ranking intersections occur within a few blocks along the 10th Street corridor, including 10th Street and Country Club Road, 10th Street and Q Street, and 10th Street and S Street, reinforcing downtown 10th Street as the primary intersection hotspot. Outside downtown, the most notable high-scoring intersections are on the east side at 21st Avenue and M Street and 21st Avenue and U Street, which also warrant a focused safety review. *Table 8* provides a detailed summary of the top 13 HIN intersections.

*Table 8: Intersection High Injury Network*

| Rank | Road 1 | Road 2 | Traffic Control[1] | All Crashes | KSI Crashes | FI Crashes | VRU | HIN |
|---|---|---|---|---|---|---|---|---|
| **1** | 10th St | M St | SG | 17 | 2 | 8 | 0 | 358.39 |
| **2** | 7th St | M St | ST | 21 | 1 | 8 | 0 | 265.77 |
| **3** | 10th St | Country Club Rd | SG | 21 | 0 | 7 | 0 | 133.89 |
| **4** | 21st Ave | HWY 92/M St | ST | 11 | 2 | 4 | 0 | 126.85 |
| **5** | 10th St | Q St | SG | 18 | 0 | 5 | 0 | 78.02 |
| **6** | 21st Ave | U St | ST | 12 | 0 | 5 | 0 | 78.02 |
| **7** | 10th St | S St | ST | 21 | 0 | 5 | 0 | 70.47 |
| **8** | 17th St | M St | ST | 8 | 1 | 3 | 1 | 57.38 |
| **9** | 21st St | D St | ST | 4 | 1 | 3 | 0 | 52.85 |
| **10** | Kimball Ave | D St | ST | 10 | 0 | 4 | 0 | 52.35 |
| **11** | 10th St | McGuire St* | ST | 6 | 0 | 4 | 1 | 46.31 |
| **12** | 10th St | O St | SG | 8 | 0 | 3 | 1 | 27.18 |
| **13** | 7th St | S St | ST | 4 | 0 | 3 | 0 | 22.65 |

*[1] SG = signalized intersection; ST = stop-controlled intersection*

** Several priority segments and intersections extend beyond the City of Gering's municipal limits or are located on facilities maintained by other agencies. Addressing safety improvements in these locations may require coordination and partnership with Scotts Bluff County, the Nebraska Department of Transportation, or other responsible jurisdictions.*

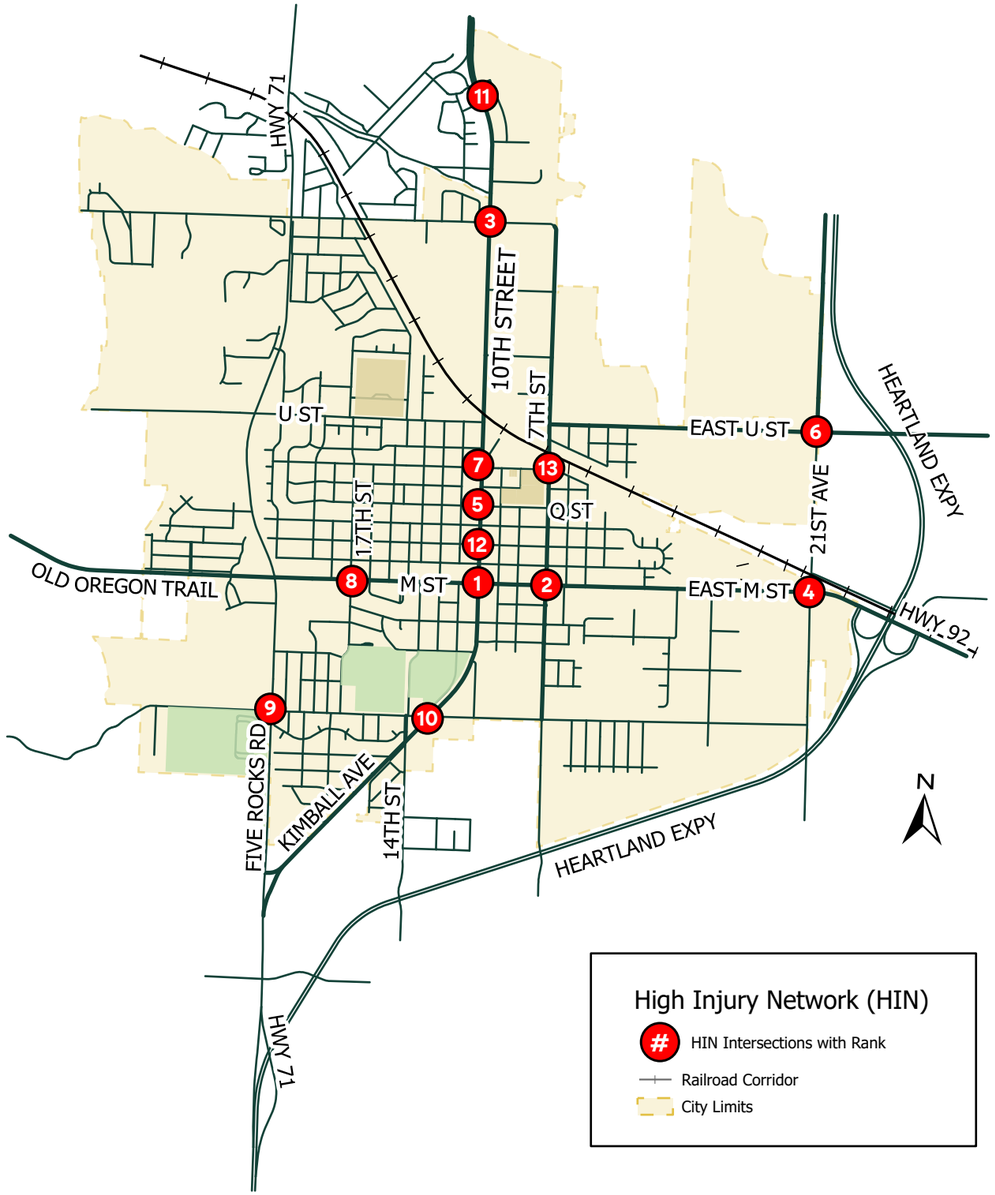


*Figure 19: Intersection High Injury Network Map*


*Figure 20: HIN Summary*

## CRASH DATA ANALYSIS SUMMARY

Crash trends in Gering (2014–2023) show that while most reported crashes resulted in property damage only, a smaller but critical share involved injuries, including **229** FI crashes and **21** KSI crashes (with no fatalities reported during the study period). Severe crashes are not evenly distributed across the network: representation ratios indicate they are disproportionately concentrated in arterial and collector corridors, particularly in the 30 to 45 mph speed range, and they also show heightened severity risk in reduced-light conditions.

User-factor findings reinforce the need for targeted strategies, seatbelt non-use and impairment appear more common among the most severe crashes, younger drivers (24 and younger) account for the highest number of FI crashes, and older drivers (65+) represent a higher share of KSI outcomes. Although vulnerable road user crashes are relatively few, they are highly consequential, with nearly all resulting in injury. These patterns informed the HIN, which identifies a concentrated hotspot in the downtown core, especially around 10th Street and M Street, and supports a combined approach of targeted improvements at high-crash locations alongside systemic safety strategies on higher-order corridors.

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CHAPTER 3

# COMMUNITY ENGAGEMENT

# COMMUNITY ENGAGEMENT

Further analysis of the community's street safety conditions was supported through a highly engaged public involvement plan. This plan outlined all engagement strategies that were deployed throughout the planning process as well as what type of feedback the City was looking for from the public and identified project stakeholders. Several engagement channels were used to reach community members, including both online and in-person engagement.

◀ *The City held five focus group meetings and five pop-up events to gather community input.*

## ENGAGEMENT OPPORTUNITIES

The City offered several engagement opportunities to involve the community in shaping the development of the Gering Safe Passage Initiative SAP. Each of the outlined engagement opportunities below provided their own unique experience for participants where they were given one-on-one time with project team members to speak about their safety concerns and values as a community member and user of Gering's street network system.

### Pop-up Events

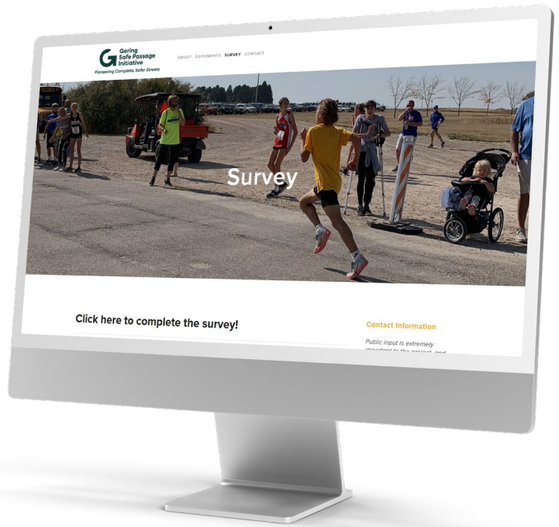
Two rounds of community outreach took place including two online surveys and five pop-up events to support online and in-person community engagement. The first round took place in July 2025, followed by a second round in October 2025. These events provided community members with opportunities to learn about the project, ask questions, and share feedback on street and transportation safety concerns in Gering. Approximately **150** community members participated in person across both rounds of community engagement, and more than **258 total responses** were collected from both in-person and online comment surveys administered during each round of community outreach.

### Project Website

A dedicated website was created to serve as a central hub for the Gering Safe Passage Initiative project. The site featured up-to-date project information, upcoming community outreach events and details, news, and resources, allowing community members to stay informed and engage with the planning process online.

### Focus Group Meetings

Beyond engagement with community members, the City also held **five focus group meetings** to gather more in-depth input from community members from specific organizations. Two focus group meetings were conducted during the first round of community engagement with members from the school, emergency services, bicycle community, state accessibility agency, and the public health district. The goal of these meetings were to gain a deeper understanding of the traffic safety concerns and challenges from a group that serves the community. The second round of focus group meetings were conducted with middle school and high school students in Gering with the goal of gaining valuable perspectives from non-drivers and younger drivers enrolled in Gering Public Schools. These focus group meetings were focused on the traffic safety challenges of students traveling around town and to school.




▲ *The Gering Safe Passage Initiative website*

### Online Surveys

To reach a wider audience, two different online surveys were distributed during the planning process, giving the public chances to share their experiences, concerns, and priorities regarding street and transportation safety. Both surveys were posted online during each round of community engagement and included similar information and questions presented to focus group meeting attendees as well as at each pop-up event. This ensured that this project's engagement efforts remained evergreen and allowed community members who were unable to attend meetings meaningful opportunities to participate.

### Digital Outreach

A series of informational graphics were also shared through the City's social media channels to help educate followers on the plan and its progress.


▲ *A social media post promoting the survey*

## TAKEAWAYS

This summary is based on public feedback gathered through the engagement strategies outlined previously. This input reflects some of the community thoughts and priorities regarding transportation safety and infrastructure maintenance, highlighting key areas such as pedestrian and bicycle safety, connectivity, driver behavior, and the need for better road and sidewalk conditions and enforcement of traffic laws. The following themes summarize the most frequently mentioned issues and proposed solutions by participants.

### Connectivity and Access

Better connectivity and safer access throughout Gering were highlighted consistently from the collected feedback from the community.  Major streets, especially Five Rocks Road, 10th Street/Kimball Avenue, and M Street, were frequently described as barriers that limit access for non-vehicular users to schools, parks, trails, downtown, and connections to Scottsbluff. Community members, particularly those in the Meadows and west of Five Rocks Road, expressed the need for continuous sidewalks, dedicated paths, and safer crossings to reduce reliance on driving and allow people of all ages and abilities to move around the city safely.

### Pedestrian and Bicycle Safety

Public feedback indicates that pedestrian and bicycle safety is a significant issue in Gering. Community members frequently cited unsafe crossings, speeding traffic, poor driver yielding, and cracked, blocked, or disconnected sidewalks, particularly along busy streets near schools, parks, and trails. These conditions often force people to walk in the street, increasing safety risks. In the first public survey, **147** of **214** respondents said they would walk or bike more if safer pedestrian facilities were available, showing a strong link between safety and active transportation. Safety for students traveling to and from school was a recurring concern, along with distracted driving and limited enforcement.

Community members suggested improvements included:

- Dedicated or protected bike lanes, continuous and well-maintained sidewalks
- Stronger connections between neighborhoods and existing paths
- Safer crossings through pedestrian-activated signals, improved signal timing, flashing beacons, or pedestrian bridges where appropriate

Respondents also supported better lighting, clearer signage, especially near schools and street designs that slow traffic and reduce conflicts. Overall, the feedback points to the need for a connected, accessible, and well-maintained pedestrian and bicycle network that feels safe for users of all ages and abilities.

### Traffic Operations, Speed, and Driver Behavior

A prominent focus of the respondents was on speeding, distracted driving, and poor driver yielding as major safety concerns throughout Gering. Community members noted that wide roadways, poorly marked intersections, and ineffective signal timing contribute to unsafe conditions, particularly near schools and along major corridors. Many emphasized that signs and speed limits alone are not enough, and called for traffic-calming designs, improved signal operations, and clearer right-of-way control to slow vehicles and improve driver awareness.

### Infrastructure Conditions and Maintenance

Feedback strongly emphasized that poor road and sidewalk conditions are a major barrier to safe walking, biking, and driving in Gering. Community members cited potholes, uneven pavement, broken sidewalks, missing curb ramps, overgrown vegetation, snow and debris, and blocked walkways as frequent issues that often force people into the street. Many respondents stressed that maintaining and repairing existing infrastructure, including consistent winter maintenance and enforcement of sidewalk and vegetation standards, should be a priority alongside, or before, new improvements.

### Enforcement and Community Priorities

Community members consistently emphasized the need for better enforcement of traffic laws, particularly related to speeding, distracted driving, failure to yield at crosswalks, and unsafe behavior in school zones. Many also called for enforcement of parking and property regulations to address recreational vehicles (RVs), trailers, and vegetation that block visibility and create hazards. At the same time, feedback reflected differing views on spending priorities, with some residents urging a focus on maintaining existing infrastructure and controlling costs. Overall, the collected community input highlighted an importance of clear priorities, consistent enforcement, and transparent decision making to improve safety and maintain community trust.

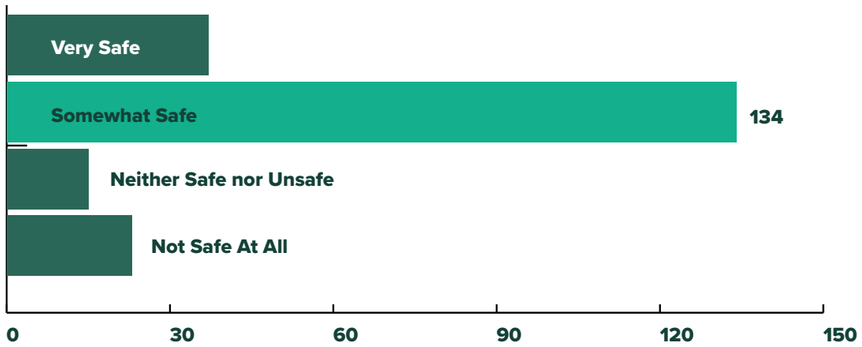
**Community engagement strategies were planned based on the goals of the Public Involvement Plan for this project.**

**Those goals were:**

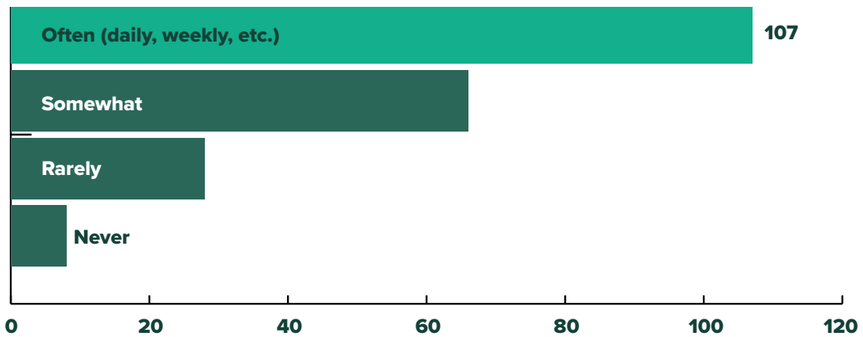
1. Identify the values of the people providing input and report back how we responded to the values.
2. Maintain project teams' situational awareness of input received.
3. Foster community support for the plan effort and forthcoming projects.

## EXAMPLES OF SURVEY FEEDBACK

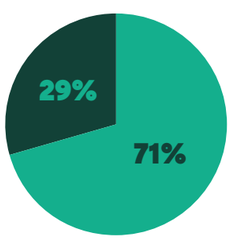
### How safe do you feel walking or biking around town?




### How often do you walk or bike around town?



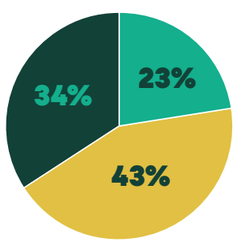

### Would safer pedestrian facilities encourage you to walk or bike more in Gering, NE?




**Yes 147**

**No 61**

### When you walk or bike, is there a connected path or route all the way to your destination?




**Yes, fully connected 10**

**Partly Connected 19**

**Not connected at all 15**

*Source: Gering Safe Passage Initiative Online Survey, input collected from May- August 2025.*

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CHAPTER 4:

# NEEDS ASSESSMENT

# NEEDS ASSESSMENT

A critical part of developing the Gering Safe Passage Initiative SAP is the prioritization of recommended safety improvement projects. This prioritization process should reflect the ongoing maintenance, staffing, and resource needs of the City's Public Works Department; and should ultimately provide a clear understanding of what projects are most essential to improving overall safety conditions in the community.

## Project Scoring

Based on a list of recommended projects provided by the Gering Safe Passage Initiative Advisory Committee and City staff, scoring criteria were developed to weigh these projects against one another based on multiple safety impact variables. Projects were also broken into two groups based on whether they involved an entire street segment or if they were localized to a specific intersection.

To determine a segment or intersection's safety needs score, the following criteria were established to assist in the project prioritization process. The maximum score a location can receive is 100 points.

Each variable that is to be considered in the project's score has a rating. Total Pedestrian/Bicyclist Crashes and All Fatal/Injury Crashes (HIN) are rated on a scale from 0 to 5, with 5 being the highest concern or need for safety improvements at this location. Each variable is scored based upon rates and percentile breakdown (top 20%, next 20%, etc.).

Regional Network Connectivity is rated on a scale of 0 to 3, with a scoring breakdown of 3 points for streets/roads with direct connectivity to/from Scottsbluff, 2 points for major arterials that are adjacent to direct connections to/from Scottsbluff, 1 point for minor arterials and collectors that are adjacent to direct connections to/from Scottsbluff, and 0 points for all other streets/roads within the studied network.

## Safety Index

*Table 9: Safety Criteria Index*

| Variable | Weighting | Scale |
|---|---|---|
| Total Ped/Bike Crashes | 15% | 5 |
| All Fatal/Injury Crashes (HIN) | 35% | 5 |
| Regional Network Connectivity | 15% | 3 |
| Public Feedback | 20% | 3 |
| Multi-Use | 15% | 4 |
| **Total** | **100%** | |

## Public Input

Feedback collected through the various community outreach methods -- online surveys, focus groups, and pop-up events -- is rated from 0-3. Scoring for this ranges from 3 points for corridors/intersections of top safety concern down to 0 points for corridors/intersections that were either not mentioned or identified as a concern.

### Multi-Use Improvements

Multi-use improvements receives a score of:

**4 -** For dedicated multi-use improvements that promote regional connectivity for the Tri-City area

**3 -** For dedicated multi-use improvements or project proximity to Downtown/School/Park type land uses

**2 -** For proximity to commercial/Church/Senior and Assisted Living Centers land use

**1 -** For proximity to neighborhood land use

**0 -** For segments lacking proximity to walkable land uses such as industrial or agricultural

These criteria and scoring were developed based on the City's priorities and feedback from the Advisory Committee.

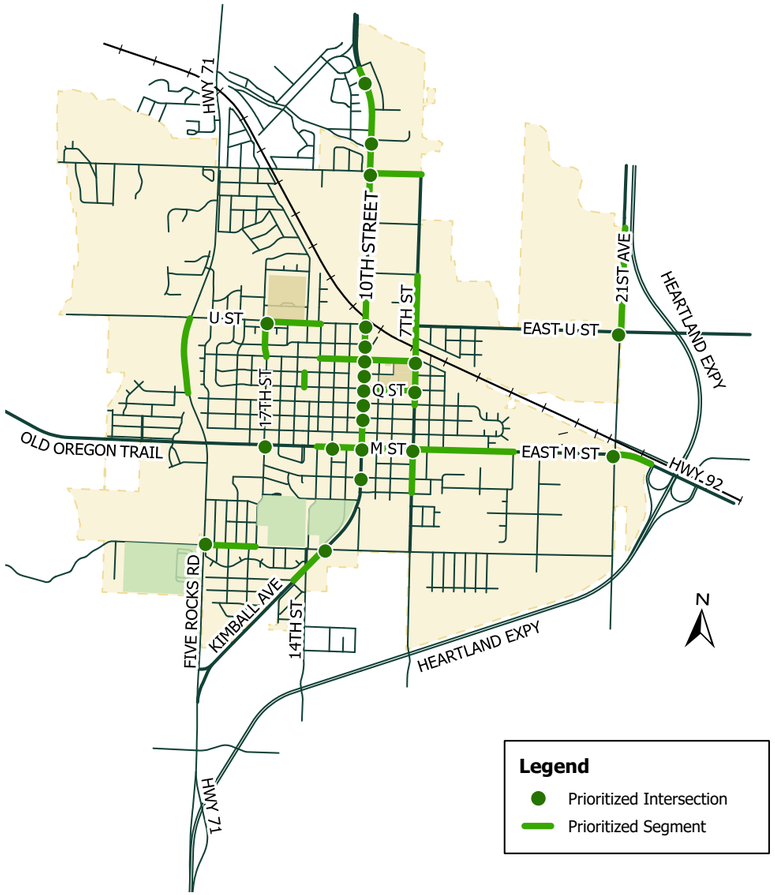


*Figure 21: Prioritized HIN Intersections & Segments*

## PROJECT PRIORITIZATION

High Injury Network (HIN) segments and Intersections were each scored and prioritized to identify the locations in Gering that have the greatest need for safety improvements. Based on those rankings, projects were developed to address those priority segments and intersections. The scoring criteria satisfies key objectives of the SS4A Program by prioritizing locations with the highest number of fatal and serious injury crashes and locations where multi-use transportation, including walking and biking, are more likely to occur.

### Segments

| Location | Overall Priority Scoring |
|---|---|
| 1 10th Street; P Street to S Street | High |
| 2 10th Street; M Street to P Street | High |
| 3 Kimball Avenue; A Street to D Street | High |
| 4 17th Street; S Street to U Street | High |
| 5 10th Street; Twin City Drive N to Twin City Drive S | High |
| 6 10th Street; U Street to Morrison Road | Moderate |
| 7 10th Street; Country Club Road to Twin City Drive | Moderate |
| 8 S Street; 7th Street to 10th Street | Moderate |
| 9 M Street; 10th Street to 13th Street | Moderate |
| 10 U Street; 13th Street to 17th Street | Moderate |
| 11 7th Street; P Street to S Street | Moderate |
| 12 10th Street; Lockwood Road to Country Club Road | Moderate |
| 13 10th Street; S Street to U Street | Lower |
| 14 East M Street; 21st Avenue to City Limit | Lower |
| 15 Q Street; 7th Street to 10th Street | Lower |
| 16 M Street; Pappas Boulevard to 10th Street | Lower |
| 17 21st Avenue; U Street to North Platte River Bridge | Lower |
| 18 Five Rocks Road; Prairie Street to U Street | Lower |
| 19 7th Street; J Street to M Street | Lower |
| 20 7th Street; N S Street to Morrison Road | Lower |
| 21 S Street; 10th Street to 13th Street | Lower |
| 22 Country Club Road; 7th Street to 10th Street | Lower |
| 23 D Street; 17th Street to Five Rocks Road | Lower |
| 24 14th Street; Q Street to R Street | Lower |

*Table 10: Prioritized Street Segments*

### Intersections

| Location | Overall Priority Scoring |
|---|---|
| 1 10th Street and O Street | High |
| 2 10th Street and McGuire Street* | High |
| 3 10th Street and P Street | High |
| 4 10th Street and R Street | High |
| 5 10th Street and T Street | High |
| 6 10th Street and M Street | Moderate |
| 7 10th Street and Q Street | Moderate |
| 8 10th Street and S Street | Moderate |
| 9 10th Street and K Street | Moderate |
| 10 10th Street and Country Club Road | Moderate |
| 11 Five Rocks Road and D Street | Moderate |
| 12 Kimball Avenue and D Street | Moderate |
| 13 10th Street and U Street | Moderate |
| 14 17th Street and M Street | Lower |
| 15 17th Street and U Street | Lower |
| 16 7th Street and Q Street | Lower |
| 17 10th Street and Crescent Drive | Lower |
| 18 21st Avenue and U Street | Lower |
| 19 7th Street and S Street | Lower |
| 20 7th Street and M Street | Lower |
| 21 21st Avenue and Hwy 92/M Street | Lower |
| 22 12th Street and M Street | Lower |

*Table 11: Prioritized Intersections*

**Several priority segments and intersections extend beyond the City of Gering's municipal limits or are located on facilities maintained by other agencies. Addressing safety improvements in these locations may require coordination and partnership with Scotts Bluff County, the Nebraska Department of Transportation, or other responsible jurisdictions.*

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CHAPTER 5

# SAFETY COUNTERMEASURES TOOLBOX

# ADDITIONAL SAFETY CONSIDERATIONS

## Safety Countermeasures Toolbox

The Gering Safe Passage Initiative Safety Countermeasure Toolbox presents potential countermeasures that support safety on the transportation network as evidenced in numerous other communities who have implemented similar practices and principles. The goal of these countermeasures is to provide solutions to existing safety concerns or issues within the Gering transportation and street system as well as provide a positive influence on overall safety in the community. In this section, recommended countermeasures are presented based on their relevance and potential for positively impacting Gering's transportation network. Some examples of safety countermeasures include Crosswalk Visibility Enhancements, Leading Pedestrian Intervals (LPIs), Medians and Pedestrian Refuge, and Rectangular Rapid Flashing Beacons (RRFBs).

The countermeasures presented in this section are recommended by sources including the Federal Highway Association (FHWA), National Highway Traffic Safety Administration (NHTSA), and Nebraska Department of Transportation (NDOT).

## FHWA Proven Safety Countermeasures

Each of the FHWA's 27 Proven Safety Countermeasures is an effective strategy for reducing fatalities and serious injuries on the transportation network. Implementation of these strategies within any transportation agencies given jurisdiction can help to achieve a safer overall transportation network for all users. The FHWA has catered these strategies to meet the needs of all transportation agencies, including local, state, and federal, to better help them address safety focus areas. Each of these focus areas is outlined in this section.

### Speed Management

With speed being a common correlation to the increase of fatal injury crashes, the following strategies have been proven to help manage speed within a transportation network to ensure safe arrival for all users.


***Appropriate Speed Limits for All Road Users***

When setting a speed limit, agencies should consider a range of factors such as pedestrian and bicyclist activity, crash history, land use context, intersection spacing, driveway density, roadway geometry, roadside conditions, roadway functional classification, traffic volume, and observed speeds *(Highways.DOT.gov 2024)*.

***Speed Safety Cameras (SSCs)***

Agencies should conduct a network analysis of speeding-related crashes to identify locations to implement SSCs. The analysis can include scope (e.g., widespread, localized), location types (e.g., urban/suburban/rural, work zones, residential, school zones), roadway types (e.g., expressways, arterials, local streets), times of day, and road users most affected by speed-related crashes (e.g., pedestrians, bicyclists) *(Highways.DOT.gov 2024)*.


***Variable Speed Limits (VSLs)***

Drivers typically determine their operating speeds under normal weather conditions on a straight roadway section with good pavement quality and adequate sight distances. If ideal conditions do not exist and the roadway does not meet the driver's expectations, there is a greater chance that a driver error could result in a crash. Providing variable speeds limits (VSLs) capable of adapting to changing circumstances could reduce crash frequency and severity. VSLs use prevailing information on the roadway, like traffic speed, volumes, weather, and road surface conditions, to determine appropriate speeds and display them to drivers. This strategy improves safety performance and traffic flow by reducing speed variance (i.e., improving speed harmonization). VSLs may also improve driver expectation by providing information in advance of slowdowns and potential lane closures, which could reduce the probability for secondary crashes. VSLs can mitigate adverse weather conditions or to slow faster-moving traffic as it approaches a queue or bottleneck *(Highways.DOT.gov 2024)*.

## Pedestrian/Bicyclist

### Bicycle Lanes

To make bicycling safer and more comfortable for most types of bicyclists, State and local agencies should consider installing bicycle lanes. Providing bicycle facilities can mitigate or prevent interactions, conflicts, and crashes between bicyclists and motor vehicles, and create a network of safer roadways for bicycling. Bicycle Lanes align with the Safe System Approach principle of recognizing human vulnerability—where separating users in space can enhance safety for all road users *(Highways.DOT.gov 2024)*.

### Medians and Pedestrian Refuge Islands in Urban and Suburban Areas

Transportation agencies should consider medians or pedestrian refuge islands in curbed sections of urban and suburban multi-lane roadways, particularly in areas with a significant mix of pedestrian and vehicle traffic, traffic volumes over 9,000 vehicles per day, and travel speeds 35 mph or greater. Medians/refuge islands should be at least 4-ft wide, but preferably 8 ft for pedestrian comfort. Some example locations that may benefit from medians or pedestrian refuge islands include *(Highways.DOT.gov 2024)*.

### Road Diets (Lane Reconfiguration)

A Road Diet, or roadway reconfiguration, can improve safety, calm traffic, provide better mobility and access for all road users, and enhance overall quality of life. A Road Diet typically involves converting an existing four-lane undivided roadway to a three-lane roadway consisting of two through lanes and a center two-way left-turn lane (TWLTL). A Road Diet can be a low-cost safety solution when planned in conjunction with a simple pavement overlay, and the reconfiguration can be accomplished at no additional cost. Typically, a Road Diet is implemented on a roadway with a current and future average daily traffic of 25,000 or less *(Highways.DOT.gov 2024)*.

### Crosswalk Visibility Enhancements

Three main crosswalk visibility enhancements help make crosswalks and the pedestrians, bicyclists, wheelchair and other mobility device users, and transit users using them more visible to drivers. These include high-visibility crosswalks, lighting, and signing and pavement markings. These enhancements can also assist users in deciding where to cross. Agencies can implement these features as standalone or combination enhancements to indicate the preferred location for users to cross *(Highways.DOT.gov 2024)*.

### Pedestrian Hybrid Beacons

The pedestrian hybrid beacon (PHB) is a traffic control device designed to help pedestrians safely cross higher-speed roadways at midblock crossings and uncontrolled intersections. Nearly 74 percent of pedestrian fatalities occur at non-intersection locations, and vehicle speeds are often a major contributing factor.1 As a safety strategy to address this pedestrian crash risk, the PHB is an intermediate option between a flashing beacon and a full pedestrian signal because it assigns right of way and provides positive stop control. It also allows motorists to proceed once the pedestrian has cleared their side of the travel lane(s), reducing vehicle delay *(Highways.DOT.gov 2024)*.

### Walkways

Well-designed pedestrian walkways, shared use paths, and sidewalks improve the safety and mobility of pedestrians. Pedestrians should have direct and connected network of walking routes to desired destinations without gaps or abrupt changes. In some rural or suburban areas, where these types of walkways are not feasible, roadway shoulders provide an area for pedestrians to walk next to the roadway, although these are not preferable *(Highways.DOT.gov 2024)*.

### Leading Pedestrian Interval

A leading pedestrian interval (LPI) gives pedestrians the opportunity to enter the crosswalk at an intersection 3-7 seconds before vehicles are given a green indication. Pedestrians can better establish their presence in the crosswalk before vehicles have priority to turn right or left (Highways.DOT.gov 2024).

LPIs provide the following benefits:

- Increased visibility of crossing pedestrians.
- Reduced conflicts between pedestrians and vehicles.
- Increased likelihood of motorists yielding to pedestrians.
- Enhanced safety for pedestrians who may be slower to start into the intersection.

### Rectangular Rapid Flashing Beacons (RRFB)

The RRFB is applicable to many types of pedestrian crossings but is particularly effective at multi-lane crossings with speed limits less than 40 miles per hour. Research suggests RRFBs can result in motorist yielding rates as high at 98 percent at marked crosswalks, but varies depending on the location, posted speed limit, pedestrian crossing distance, one- versus two-way road, and the number of travel lanes. RRFBs can also accompany school or trail crossing warning signs. RRFBs are placed on both sides of a crosswalk below the pedestrian crossing sign and above the diagonal downward arrow plaque pointing at the crossing. The flashing pattern can be activated with pushbuttons or passive (e.g., video or infrared) pedestrian detection, and should be unlit when not activated *(Highways.DOT.gov 2024)*.

## Roadway Departure

***Enhanced Delineation for Horizontal Curves***

Enhanced delineation at horizontal curves includes a variety of potential strategies that can be implemented in advance of or within curves, in combination, or individually. Enhanced delineation treatments can alert drivers to upcoming curves, the direction and sharpness of the curve, and appropriate operating speed *(Highways.DOT.gov 2024).*

***Roadside Design Improvements at Curves***

Horizontal curves account for 27 percent of all fatal crashes and 80 percent of all fatal crashes at curves are roadway departure crashes.1 Roadside design improvements at curves is a strategy encompassing several treatments that target the high-risk roadside environment along the outside of horizontal curves. These treatments can reduce roadway departure fatalities and serious injuries by giving vehicles the opportunity to recover safely and by reducing crash severity. Roadside design improvements can be implemented alone or in combination, and are particularly recommended at horizontal curves—where data indicates a higher risk for roadway departure fatalities and serious injuries *(Highways.DOT.gov 2024).*

***Longitudinal Rumble Strips and Stripes on Two-Lane Roads***

**Longitudinal rumble strips** are milled or raised elements on the pavement intended to alert drivers through vibration and sound that their vehicle has left the travel lane.

**Rumble stripes** are edge line or center line rumble strips where the pavement marking is placed over the rumble strip.

With roadway departure crashes accounting for more than half of the fatal roadway crashes annually in the United States, rumble strips and stripes are designed to address these crashes by alerting distracted, drowsy, or otherwise inattentive drivers who drift from their lane. They are most effective when deployed systemically *(Highways.DOT.gov 2024).*

***Median Barriers***

Median barriers are longitudinal barriers that separate opposing traffic on a divided highway and are designed to redirect vehicles striking either side of the barrier. Median barriers significantly reduce the number of cross-median crashes, which are attributed to the relatively high speeds that are typical on divided highways. AASHTO's Roadside Design Guide (RDG) recommends guidelines for the use of median barriers on high-speed, fully controlled-access roadways for locations where the median is 30 ft in width or less and the average daily traffic (ADT) is greater than 20,000 vehicles per day (VPD) *(Highways.DOT.gov 2024).*

***Wider Edge Lines***

Roadway departures account for over half of all traffic fatalities in the United States. If drivers cannot clearly identify the edge of the travel lanes and see the road alignment ahead, the risk of roadway departure may be greater. Wider edge lines enhance the visibility of travel lane boundaries compared to traditional edge lines. Edge lines are considered "wider" when the marking width is increased from the minimum normal line width of 4 inches to the maximum normal line width of 6 inches *(Highways.DOT.gov 2024).*

## Intersections

***Backplates with Retroreflective Borders***

Backplates added to a traffic signal head improve the visibility of the illuminated face of the signal by introducing a controlled-contrast background. The improved visibility of a signal head with a backplate is made even more conspicuous by framing it with a 1- to 3-inch yellow retroreflective border. Signal heads that have backplates equipped with retroreflective borders are more visible and conspicuous in both daytime and nighttime conditions *(Highways.DOT.gov 2024)*.

***Reduced Left-Turn Conflict Intersections***

Reduced left-turn conflict intersections are geometric designs that alter how left-turn movements occur. These intersections simplify decision-making for drivers and minimize the potential for higher severity crash types, such as head-on and angle. Two highly effective designs that rely on U-turns to complete certain left-turn movements are known as the Restricted Crossing U-turn (RCUT) and the Median U-turn (MUT) *(Highways.DOT.gov 2024)*.

***Yellow Change Intervals***

At a signalized intersection, the yellow change interval is the length of time that the yellow signal indication is displayed following a green signal indication. The yellow signal confirms to motorists that the green has ended and that a red will soon follow. Transportation agencies can improve signalized intersection safety and reduce red-light running by reviewing and updating their traffic signal timing policies and procedures concerning the yellow change interval. Agencies should institute regular evaluation and adjustment protocols for existing traffic signal timing *(Highways.DOT.gov 2024)*.

***Corridor Access Management***

Access management refers to the design, application, and control of entry and exit points along a roadway. Every intersection, from a signalized intersection to an unpaved driveway, has the potential for conflicts between vehicles, pedestrians, and bicyclists. The number and types of conflict points—locations where the travel paths of two users intersect—influence the safety performance of the intersection or driveway. Successful corridor access management involves balancing overall safety and mobility for all users along with the needs of adjacent land uses *(Highways.DOT.gov 2024)*.

***Roundabouts***

Roundabouts are not only a safer type of intersection; they are also efficient in terms of keeping people moving. Even while calming traffic, they can reduce delay and queuing when compared to other intersection alternatives. Furthermore, the lower vehicular speeds and reduced conflict environment can create a more suitable environment for walking and bicycling *(Highways.DOT.gov 2024)*.

***Dedicated Left- and Right-Turn Lanes at Intersections***

Auxiliary turn lanes—either for left turns or right turns—provide physical separation between turning traffic that is slowing or stopped and adjacent through traffic at approaches to intersections. Turn lanes can be designed to provide for deceleration prior to a turn, as well as for storage of vehicles that are stopped and waiting for the opportunity to complete a turn *(Highways.DOT.gov 2024)*.

***Systemic Application of Multiple Low-Cost Countermeasures at Stop-Controlled Intersections***

This systemic approach to intersection safety involves deploying a package of multiple low-cost countermeasures, including enhanced signing and pavement markings, at a large number of stop-controlled intersections within a jurisdiction. These countermeasures increase driver awareness and recognition of the intersections and potential conflicts *(Highways.DOT.gov 2024)*.

## Crosscutting

***Lighting***

The number of fatal crashes occurring in daylight is about the same as those that occur in darkness. However, the nighttime fatality rate is three times the daytime rate because only 25 percent of vehicle miles traveled (VMT) occur at night. At nighttime, vehicles traveling at higher speeds may not have the ability to stop once a hazard or change in the road ahead becomes visible by the headlights. Therefore, lighting can be applied continuously along segments and at spot locations such as intersections and pedestrian crossings in order to reduce the chances of a crash *(Highways.DOT.gov 2024)*.

***Road Safety Audit***

While most transportation agencies have established traditional safety review procedures, a road safety audit (RSA) or assessment is unique. RSAs are performed by a multidisciplinary team independent of the project. RSAs consider all road users, account for human factors and road user capabilities, are documented in a formal report, and require a formal response from the road owner *(Highways.DOT.gov 2024)*.

***Local Road Safety Plans***

A local road safety plan (LRSP) provides a framework for identifying, analyzing, and prioritizing roadway safety improvements on local roads. The LRSP development process and content are tailored to local issues and needs. The process results in a prioritized list of issues, risks, actions, and improvements that can be used to reduce fatalities and serious injuries on local roads *(Highways.DOT.gov 2024)*.

***Pavement Friction Management***

Friction is a critical characteristic of a pavement that affects how vehicles interact with the roadway, including the frequency of crashes. Measuring, monitoring, and maintaining pavement friction—especially at locations where vehicles are frequently turning, slowing, and stopping—can prevent many roadway departure, intersection, and pedestrian-related crashes. Pavement friction treatments, such as High Friction Surface Treatment (HFST), can be better targeted and result in more efficient and effective installations when using continuous pavement friction data along with crash and roadway data *(Highways.DOT.gov 2024)*.

## NHTSA Countermeasures That Work

While the FHWA's Proven Safety Countermeasures tend to focus more on engineering solutions to improving safety, NHTSA Countermeasures focus primarily on changing human behavior through education and environmental influences.

### Impaired Driving

According to the NHTSA's latest edition of its Highway Safety Countermeasure Guide for State Highway Safety Offices (2023), deterrence is key to reducing drug/alcohol-impaired driving. "Deterrence works by changing behavior through the fear of apprehension and punishment. If drivers believe impaired driving is likely to be detected and impaired drivers are likely to be arrested, convicted, and punished, many will not drive while impaired by alcohol," (NHTSA 2023).

Although only 13% percent of FI crashes in Gering are related to drug/alcohol-impaired driving, it is the City's goal to eliminate all drug/alcohol-impaired driving behaviors in the community.

The following are countermeasures that have been implemented by other states and agencies to support the reduction of impairment related crashes.

#### Legislation and Licensing

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Administrative License Revocation or Suspension (ALR/ALS) | ★★★★★ | $$$ | High | Medium |
| Minimum Drinking Age 21 Laws | ★★★★★ | $$$ | High | Short |
| Open Container Laws | ★★★★★ | $ | High | Short |
| Lower BAC Limits | ★★★★ | $ | Low | Short |
| High-BAC Sanctions | ★★★ | $ | Medium | Short |
| BAC Test Refusal Penalties | ★★★ | $ | Unknown | Short |
| Alcohol-Impaired-Driving Law Review | ★★★ | $$ | Unknown | Medium |
| Drug-Impaired-Driving Laws† | ★ | Unknown | Medium | Short |

### Enforcement

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Publicized Sobriety Checkpoints | ★★★★★ | $$$ | Medium | Short |
| High-Visibility Saturation Patrols | ★★★★ | $$ | High | Short |
| Alcohol Measurement Devices | ★★★★ | $$ | High | Short |
| Integrated Enforcement | ★★★ | $ | Unknown | Short |
| Alcohol Vendor Compliance Checks | ★★★ | $$ | Unknown | Short |
| Zero-Tolerance Law Enforcement | ★★★ | $ | Unknown | Short |
| Enforcement of Drug-Impaired Driving | ★★★ | $$ | Unknown | Short |

### Other Strategies for Behavior Change

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Alcohol Ignition Interlocks | ★★★★★ | $$ | Medium | Medium |
| Alcohol Problem Assessment and Treatment | ★★★★★ | Varies | High | Varies |
| Alcohol Screening and Brief Intervention | ★★★★★ | $$ | Medium | Short |
| Vehicle and License Plate Sanctions | ★★★★ | Varies | Medium | Short |
| DWI Offender Monitoring | ★★★★ | $$$ | Unknown | Varies |
| DWI Courts | ★★★★ | $$$ | Low | Medium |
| Limits on Diversion & Plea Agreements | ★★★ | $ | Medium | Short |
| Alternative Transportation | ★★★ | $$ | Unknown | Short |
| Mass-Media Campaigns | ★★ | $$$ | High | Medium |
| Court Monitoring | ★★ | $ | Low | Short |
| Education Regarding Medications | ★ | Varies | Unknown | Varies |

## Seat Belts and Child Restraints

Proper seatbelt and restraint mechanisms can play a critical role in a vehicle crash becoming a KSI crash. Increasing drivers' use of these restraints can help to limit overall fatal and serious injury crashes in the community's street network and create a safer environment for both riders and pedestrians.

The following are legislative and enforcement activities implemented by other states and agencies that can help improve the use of these restraints within the community.

### Legislation and Licensing

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Primary Enforcement Seat Belt Use Laws | ★★★★★ | $ | Medium | Short |
| Strong Child Passenger Safety Laws | ★★★★★ | $ | High | Short |
| Increased Fines for Seat Belt Law Violations | ★★★★ | $ | Low | Short |

### Enforcement

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Short-Term, High-Visibility Seat Belt Law Enforcement | ★★★★★ | $$$ | Medium | Medium |
| Short-Term, High-Visibility Child Passenger Safety Law Enforcement | ★★★★★ | $$$ | Medium | Medium |
| Nighttime, High-Visibility Seat Belt Law Enforcement | ★★★★ | $$$ | Unknown | Medium |
| Sustained Seat Belt Enforcement | ★★★ | Varies | Unknown | Varies |

### Other Strategies for Behavior Change

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Communication Strategies for Low-Belt-Use Groups as Part of HVE | ✪✪✪✪✪ | Varies | Unknown | Varies |
| Employer-based Programs | ✪✪✪ | Varies | Unknown | Varies |
| Programs for Older Children | ✪✪✪ | Varies | Unknown | Varies |
| Child Restraint Inspection Stations | ✪✪✪ | $$ | High | Short |
| Programs for Increasing Child Restraint and Booster Seat Use | ✪✪ | Varies | Unknown | Varies |

## Speeding and Speed Management

Speed is one of the most common behaviors observed within the local street networks. With that, speed management is a top priority for the City, especially given the traffic that passes through town via 10th Street.

According to NHTSA, “speeding can be dangerous on all types of roads, but particularly on non-interstate rural and urban roadways. In 2020 some 38% of speeding-related fatalities occurred on non-interstate rural roadways, another 49% on non-interstate urban roadways, 8% on interstate urban roadways, and 5% on interstate rural roadways,” (NCSA, 2022).

Recommended strategies from the NHTSA to mitigate the impacts of speeding include the following.

### Legislation and Licensing

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Lower Speed Limits | ✪✪✪✪✪ | $ | High | Varies |
| Increasing Penalties | ✪✪✪✪ | Varies | High | Varies |
| Variable Speed Limits | ✪✪ | $$$ | Medium | Varies |

### Enforcement

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Speed Safety Camera Enforcement | ✪✪✪✪✪ | Varies | Low | Medium |
| High-Visibility Enforcement | ✪✪✪✪ | $$$ | Medium | Medium |

### Other Strategies for Behavior Change

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Dynamic Speed Display/Feedback Signs | ✪✪✪✪✪ | $ | High | Short |
| Intelligent Speed Assistance | ✪✪✪ | Varies | Unknown | Varies |

## Distracted Driving

Another common behavior among drivers, distracted driving involves a variety of factors that can take a driver's attention away from the task of safely operating their vehicle. Distracted driving, as defined by the NHTSA, is "any activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, adjusting the stereo, entertainment or navigation system—anything that takes your attention away from the task of safe driving" (NHTSA, n.d.-a).

Strategies to prevent distracted driving can include:

### Legislation and Licensing

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| GDL Passenger Limits for Young Drivers | ✪✪✪✪✪ | $ | High | Medium |
| Cell Phone Laws | ✪✪ | $ | Medium | Short |

### Enforcement

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| High-Visibility Cell Phone Enforcement | ✪✪✪✪ | $$$ | Low | Medium |

### Other Strategies for Behavior Change

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Employer Programs | ✪✪ | $ | Unknown | Short |

## Motorcycle Safety

As reported by the NHTSA, motorcycle driving is one of the riskier forms of modern transportation. "Not only does operating a motorcycle require more physical skill and strength than driving a passenger vehicle, but motorcycles lack a protective structure, offering the rider virtually no protection in a crash," (NHTS 2023).

Recommended strategies to help prevent motorcycle KSI crashes and to keep motorcycle drivers safe include:

### Legislation and Licensing

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Universal Motorcycle Helmet Use Laws | ✪✪✪✪✪ | $ | Medium | Short |
| GDL for Motorcyclists | ✪✪ | $ | Medium | Short |

### Enforcement

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Alcohol-Impaired Motorcyclists: Detection, Enforcement, and Sanctions | ✪✪✪ | Varies | Unknown | Varies |

### Other Strategies for Behavior Change

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Motorcycle Rider Training | ✪✪ | $$ | High | Varies |
| Strategies to Increase Rider Conspicuity and Use of Protective Clothing | ✪ | Varies | High | Medium |

## Young Drivers

Young drivers are at a higher risk of being involved in a vehicle crash due to their limited experience operating a vehicle. According to the NHTSA, motor vehicle crashes are the leading cause of unintentional death for 15–24-year-olds in the United States.

To keep young drivers safe and increase overall safety within the network they operate a vehicle in, the following strategies can be implemented.

### Legislation and Licensing

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Graduated Driver Licensing (GDL) | ✪✪✪✪✪ | $ | High | Medium |
| GDL Learner's Permit | ✪✪✪✪✪ | $ | High | Medium |
| GDL Intermediate License Nighttime Restrictions | ✪✪✪✪✪ | $ | High | Medium |
| GDL Intermediate License Passenger Restrictions | ✪✪✪✪✪ | $ | High | Medium |

### Enforcement

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Enforcement of GDL | ✪✪ | $ | Unknown | Short |

### Other Strategies for Behavior Change

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Electronic Technology for Parental/ Guardian Monitoring | ✪✪✪ | $ | Low | Short |
| Programs to Assist Parents/Guardians of Young Drivers | ✪✪ | $$ | Medium | Short |
| Hazard Perception Training | ✪✪ | Varies | Low | Varies |

## Older Drivers

Older drivers are more likely to be involved in a vehicle crash than most drivers due to age-related declines in vision, slower reaction times, and cognitive changes. Unfortunately for this population of drivers, the United States' current roadway network and system is not supportive of their unique needs and abilities. Signage, lighting, licensing, traffic signals and controls, and vehicles themselves are not always designed with this demographic in mind.

To ensure the safety of older drivers within the transportation system, the following strategies have been implemented by other states and agencies.

### Legislation and Licensing

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| License Screening and Testing | ✪✪✪✪† | $$ | High | Medium |
| Licensing Agency Referrals | ✪✪✪✪†† | $$ | Low | Medium |
| License Restrictions | ✪✪✪✪ | $ | Low | Short |
| Medical Review Protocols | ✪✪††† | Varies | High | Medium |
| In-Person Renewal and Vision Test | ✪✪ | $$$ | Medium | Medium |

*† Proven for identifying drivers whose driving should be limited*
*†† Proven for identifying at-risk drivers*
*††† Part of a comprehensive system for identifying and restricting at-risk drivers. Quality varies considerably.*

### Other Strategies for Behavior Change

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Formal Courses for Older Drivers (classroom + on-road feedback)† | ✪✪✪✪ | $$ | Low | Medium |

## Pedestrian Safety

KSI crashes involving pedestrians accounted for 33% of Gering's total KSI crashes over the last ten years. As vulnerable road users, pedestrians are often left to accommodate their transportation methods based on the car-driven design of the modern transportation system. Designing streets and sidewalks in a way that prioritizes the pedestrian experience is a critical part of undoing this car-focused mentality. However, the City can also implement some behavior-based strategies that have been successful elsewhere, which also prioritize pedestrian safety.

### Legislation and Licensing

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Lower Speed Limits | ✪✪✪✪ | $ | High | Varies |

### Enforcement

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| High-Visibility Enforcement at Pedestrian Crossings | ✪✪✪ | $$ | Low | Short |

### Other Strategies for Behavior Change

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Pedestrian Safety Zones | ✪✪✪✪✪ | $$$ | Low | Long |
| Elementary-Age Child Pedestrian Training | ✪✪✪ | $ | Unknown | Medium |
| Safe Routes to School | ✪✪✪ | $ | High | Medium |
| Walking School Buses | ✪✪ | $ | Unknown | Short |
| Conspicuity Enhancement | ✪✪ | $ | Low | Medium |

## Bicycle Safety

Similar to pedestrians, bicyclists are also expected to fit their transportation needs and safety within a car-centered roadway system. According to the NHTSA, "Bicyclist injuries remain consistently, disproportionately high. In 2021 an additional estimated 41,615 bicyclists were injured. Over the last 5 years, estimated injury-only crashes averaged about 45,400 yearly," (NHTSA 2023). Although these statistics reflect the state of bicycle safety in the entire United States, prioritizing bicycle safety in Gering is also a priority for the City.

Other potential strategies as provided by NHTSA to improve bicycle safety include:

### Legislation and Licensing

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Lower Speed Limits | ✪✪✪✪ | $ | High | Varies |
| Bicycle Helmet Laws for Children | ✪✪✪ | $ | Medium | Short |
| Universal Bicycle Helmet Laws | ✪✪✪ | $ | Low | Short |
| Active Lighting Laws | ✪✪ | $ | High | Varies |
| Motorist Passing Bicyclist Laws | ✪ | $ | Medium | Short |

### Other Strategies for Behavior Change

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Promote Bicycle Helmet Use with Education | ✪✪✪ | $$$ | Unknown | Medium |
| Safe Routes to School | ✪✪✪ | $ | High | Short |
| Bicycle Safety Education for Children | ✪✪ | $ | Unknown | Short |
| Cycling Skills Clinics, Bike Fairs, Bike Rodeos | ✪ | $ | Unknown | Short |

### Approaches That Are Unproven or Need Further Evaluation

| Countermeasure |
|---|
| Rider Conspicuity Laws |
| Driver Training |
| Bicycle Safety Education for Adult Cyclists |
| Share the Road Awareness Campaigns |

## Drowsy Driving

The NHTSA describes drowsy driving as a prevalent safety concern. “In 2021 some 684 people were killed in crashes involving a drowsy driver, representing 1.6% of all motor vehicle traffic crash fatalities (Stewart, 2023). Drowsy driving was reportedly involved in 1.8% of fatal crashes from 2017 to 2021,” (NHTSA, 2023). Since this safety concern is highly driven by lifestyle patterns and behaviors of drivers, it can be difficult to influence vehicle drivers to not participate or to prevent them from participating in this practice.

Strategies identified by NHTSA include:

### Legislation and Licensing

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Graduated Drivers’ Licensing Intermediate License Nighttime Restrictions | ✪✪✪✪✪ | $ | High | Medium |

### Other Strategies for Behavior Change

| Countermeasure | Effectiveness | Cost | Use | Time |
|---|---|---|---|---|
| Employer Programs | ✪✪ | Varies | Unknown | Short |
| School Start Times | ✪✪ | Varies | Low | Long |

### Approaches That Are Unproven or Need Further Evaluation

| Countermeasure |
|---|
| Communications and Outreach on Drowsy Driving |
| Education Regarding Medical Conditions and Medications |
| General Driver Drowsiness Laws |

## NDOT Strategic Highway Safety Plan

The Nebraska Department of Transportation (NDOT) publishes its Strategic Highway Safety Plan (SHSP) every five years with the most recent publication extending from 2022-2026. In this Plan the NDOT outlines strategies, action, and policies that are proven and recommended by the NDOT for localities to implement in an effort to prevent all KSI crashes from occurring within the street networks they service. As referenced in the plan, “Zero is the only acceptable number of fatalities on Nebraska roads. Every strategy, every goal, and every statistic in this plan is focused on Nebraska’s goal toward zero deaths. Safety is a shared responsibility among road users and road stewards. The Critical Emphasis Areas outlined in the Nebraska Strategic Highway Safety Plan are opportunities to take individual and agency action towards our shared goal of zero deaths on Nebraska roads. We can achieve this goal together,” (NDOT SHSP 2022).

The following critical emphasis areas were selected for the SHSP 2026 because of their greatest opportunity to successfully reduce the number of traffic fatalities and serious injuries. Each of these emphasis areas contribute to the overall safety of the NDOT’s street and roadway networks and particularly focus on protecting vulnerable road users within those networks.

1. Increasing Seat Belt Usage
2. Reducing Roadway/Lane Departure Crashes
3. Reducing Impaired Driving Crashes
4. Reducing Intersection Crashes
5. Reducing Young Driver Crashes
6. Reducing Older Driver Crashes
7. Reducing Non-Motorist Crashes

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CHAPTER 6

# RECOMMENDATIONS

# RECOMMENDATIONS

This chapter presents potential safety strategies and location-specific project concepts for the City of Gering, organized by roadway segments and intersections. These locations were identified and prioritized in Chapter 4 – Needs Assessment based on crash data, multi-use considerations, and community input.

The concepts and strategies described in this chapter are intended to illustrate possible approaches the City may consider to improve roadway safety and reduce the risk of fatal and serious injury crashes. These recommendations are conceptual in nature and are not intended to represent final designs or a required sequence of implementation. Instead, they provide a menu of safety improvement options that the City may evaluate, refine, and pursue over time as opportunities, funding, and community priorities evolve.

In addition to location-specific concepts, this chapter also highlights systemic safety countermeasures that could be deployed throughout the transportation network, policy updates or new policies such as Complete Streets or Access Management, and potential demonstration projects to evaluate emerging technologies and strategies that support a safer transportation system in the City of Gering.

## Location-Specific Recommendations

Gering's High Injury Network (HIN) segments and High Injury Intersections (HII) were each scored and prioritized to identify the locations in Gering that have the greatest need for safety improvements. Location scoring factored in the crash data, multi-use impact to pedestrians and bicyclists, and public comments. Based on the location rankings, further evaluation, and discussions, projects were developed to address those priority segments and intersections. The recommended projects presented in this chapter will improve safety conditions and support the reduction of KSI crashes within the city.

While individual projects were developed and recommended for spot locations, overall "groups" of projects were also identified and highlighted based on a corridor wide approach. These overall project groups would be expected to include individual projects (segments and intersections) within these primary corridors and could be bundled into an overall strategy to address multiple improvements in a comprehensive manner. Those overall projects are further summarized in pages that follow. In addition, to evaluate overall size and scope of projects, high-level (planning level) costs of projects were also provided for perspectives on funding and implementation.

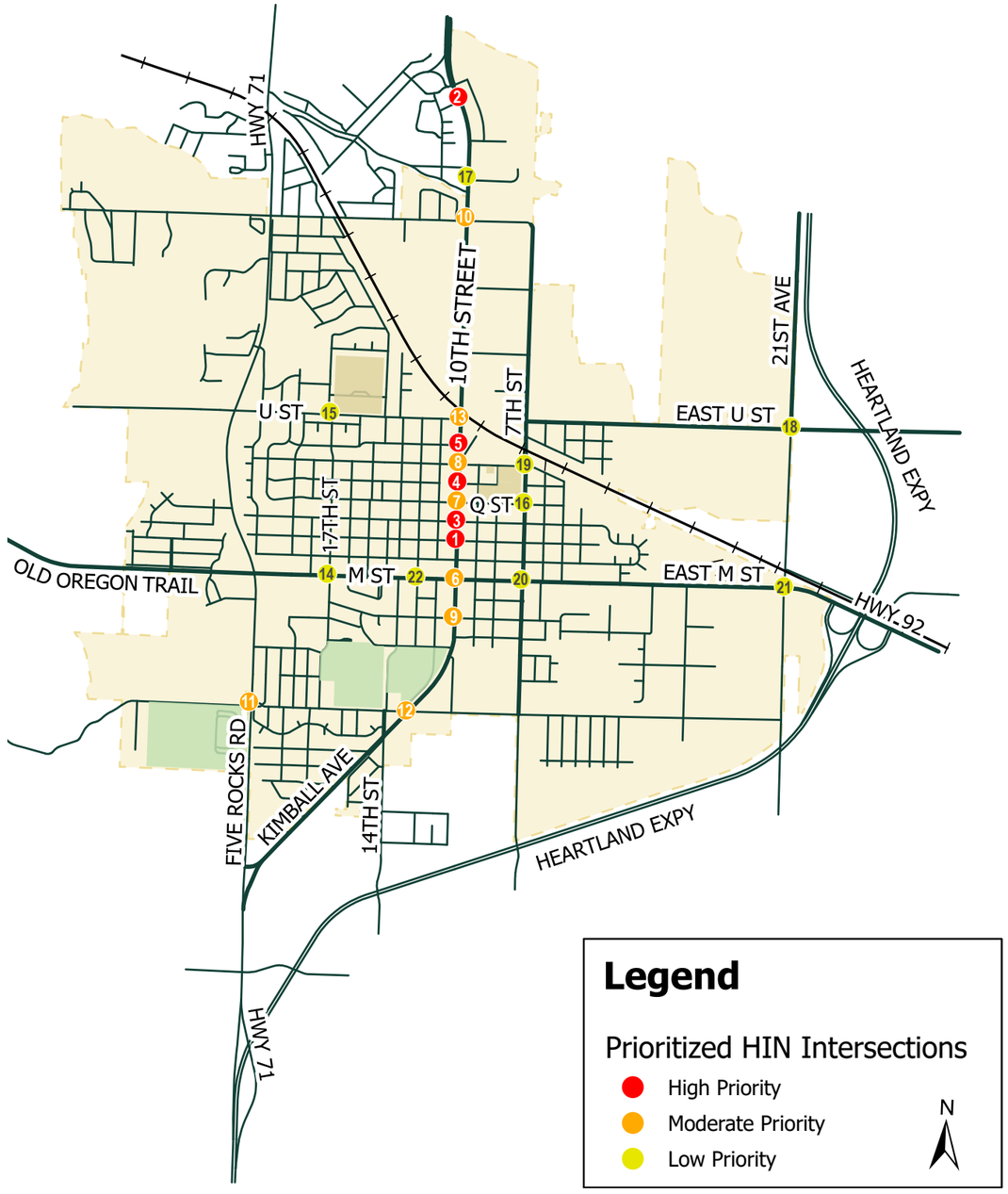



*Figure 22: Prioritized HIN Intersection Projects*

| | Location | Overall Priority Scoring |
|---|---|---|
| 1 | 10th Street; P Street to S Street | High |
| 2 | 10th Street; M Street to P Street | High |
| 3 | Kimball Avenue; A Street to D Street | High |
| 4 | 17th Street; S Street to U Street | High |
| 5 | 10th Street; Twin City Drive N to Twin City Drive | High |
| 6 | 10th Street; U Street to Morrison Road | Moderate |
| 7 | 10th Street; Country Club Road to Twin City Drive | Moderate |
| 8 | S Street; 7th Street to 10th Street | Moderate |
| 9 | M Street; 10th Street to 13th Street | Moderate |
| 10 | U Street; 13th Street to 17th Street | Moderate |
| 11 | 7th Street; P Street to S Street | Moderate |
| 12 | 10th Street; Lockwood Road to Country Club Road | Moderate |
| 13 | 10th Street; S Street to U Street | Lower |
| 14 | East M Street; 21st Avenue to City Limit | Lower |
| 15 | Q Street; 7th Street to 10th Street | Lower |
| 16 | M Street; Pappas Boulevard to 10th Street | Lower |
| 17 | 21st Avenue; U Street to North Platte River Bridge | Lower |
| 18 | Five Rocks Road; Prairie Street to U Street | Lower |
| 19 | 7th Street; J Street to M Street | Lower |
| 20 | 7th Street; N S Street to Morrison Road | Lower |
| 21 | S Street; 10th Street to 13th Street | Lower |
| 22 | Country Club Road; 7th Street to 10th Street | Lower |
| 23 | D Street; 17th Street to Five Rocks Road | Lower |
| 24 | 14th Street; Q Street to R Street | Lower |

*Table 12: Priority Projects - Top HIN Segments*

*Priority rankings reflect relative safety opportunity based on crash data and community input and do not indicate a required implementation order.*

| | Location | Overall Priority Scoring |
|---|---|---|
| 1 | 10th Street and O Street | High |
| 2 | 10th Street and McGuire Street* | High |
| 3 | 10th Street and P Street | High |
| 4 | 10th Street and R Street | High |
| 5 | 10th Street and T Street | High |
| 6 | 10th Street and M Street | Moderate |
| 7 | 10th Street and Q Street | Moderate |
| 8 | 10th Street and S Street | Moderate |
| 9 | 10th Street and K Street | Moderate |
| 10 | 10th Street and Country Club Road | Moderate |
| 11 | Five Rocks Road and D Street | Moderate |
| 12 | Kimball Avenue and D Street | Moderate |
| 13 | 10th Street and U Street | Moderate |
| 14 | 17th Street and M Street | Lower |
| 15 | 17th Street and U Street | Lower |
| 16 | 7th Street and Q Street | Lower |
| 17 | 10th Street and Crescent Drive | Lower |
| 18 | 21st Avenue and U Street | Lower |
| 19 | 7th Street and S Street | Lower |
| 20 | 7th Street and M Street | Lower |
| 21 | 21st Avenue and Hwy 92/M Street | Lower |
| 22 | 12th Street and M Street | Lower |

*Table 13: Priority Projects - Top HIN Intersections*

**Several priority segments and intersections extend beyond the City of Gering's municipal limits or are located on facilities maintained by other agencies. Addressing safety improvements in these locations may require coordination and partnership with Scotts Bluff County, the Nebraska Department of Transportation, or other responsible jurisdictions.*


*Figure 23: Prioritized HIN Segment Projects*

## Gering Safe Passage Initiative Top Priority Projects

The following sections highlight priority safety improvement concepts identified through the Gering Safe Passage Initiative SAP. These concepts focus primarily on corridors such as 10th Street, Five Rocks Road, and other streets that carry significant daily traffic and serve important roles for truck traffic, commuters, and local transportation.

The concepts presented emphasize strategies intended to improve safety, including potential street design modifications, traffic control enhancements, and improvements for pedestrians and bicyclists.

The following pages provide additional detail for the prioritized High Injury Network (HIN) segments and intersections. Each concept includes a discussion of potential safety benefits, planning-level cost estimates, and examples of how improvements could be phased or implemented over time, depending on available funding, community priorities, and future design evaluation.

1. **High Priority Project Group #1**
   - » 10th Street
     D Street to the North Platte River Bridge
2. **High Priority Project Group #2**
   - » U Street
     Five Rocks Road to 10th Street
3. **High Priority Project Group #3**
   - » M Street
     Cemetery Road to Pappas Boulevard
4. **High Priority Project Group #4**
   - » Five Rocks Road
     D Street to the North Platte River Bridge
5. **High Priority Project Group #5**
   - » Q Street
     17th Street to 7th Street

A summary of these project locations is included in the following project group detail sheets.

## High Priority Project Group #1

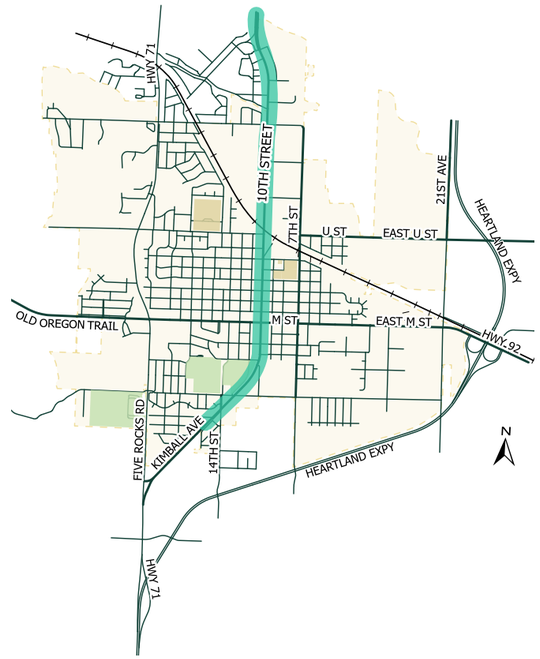
### 10th Street/Kimball Avenue Corridor (A Street to the North Platte River Bridge)

**Safety countermeasures and improvements should consider the following:**

- Converting the current rural cross-section on Kimball Avenue from A Street to J Street into an urban cross-section, including curb and gutter.
- Evaluate opportunities for access management along portions of the corridor, particularly north of J Street through the downtown area of Gering and within the northern industrial areas between U Street and Mobile Avenue/Twin City Drive. Where feasible and in coordination with property owners, shared access points or driveway consolidation may be considered to help reduce turning conflicts. In some cases, alternative access from side streets may also be evaluated.
- Provide ADA/PROWAG and sidewalk improvements along the corridor. Sidewalk could be widened along one or both sides of the street, especially through the downtown area between M Street and U Street.
- A multi-use trail could also be considered to connect existing trail networks located along the west side of the street between D Street and J Street and the east side of the street north of Twin City Drive up until the North Platte River Bridge.
- Upgrade existing 10th Street signals at the following intersections: M Street, O Street, Q Street, U Street, Country Club Road, and Mobile Avenue/Twin City Drive. Infrastructure upgrades may range from basic enhancements, such as pedestrian or signal head upgrades, up to a full signal rebuild.
- Evaluate a potential lane reconfiguration between J Street and U Street, transitioning the existing four-lane cross-section to a three-lane configuration to help manage vehicle speeds and reduce certain crash types.
- Lengthen left/right turn lane storage/deceleration lengths as required, typically outside of the existing five-lane and proposed three-lane cross-sections. Side street turn pockets could also be lengthened at certain intersections, pending demand and future growth along the 10th Street corridor.
- Additional lighting where needed along the corridor.
- Evaluate the feasability of a raised median along the five-lane section between U Street and Mobile Avenue/Twin City Drive, with left-turn pockets only added at signalized intersections or other major cross streets along 10th Street. This raised median would provide full access only at major intersections along the north part of the corridor, with minor intersections and driveways operating under right-in/right-out (RIRO) conditions instead.
- This project would address the 1st, 2nd, 5th, 6th, 7th, 12th, and 13th ranked segments and the entire Top 10 plus 13th and 17th ranked intersections.
- This project group applies multiple countermeasures from the Gering SS4A Safety Countermeasure Toolbox, including speed management through context-sensitive street and road design, access management to reduce conflict points, enhanced pedestrian accommodations, and improved lighting. Intersection-focused treatments such as turn-lane enhancements, traffic signal upgrades, and potential pedestrian accommodations align with FHWA Proven Safety Countermeasures for arterials with high injury concentrations. Together, these measures support the Safe System Approach by reducing vehicle speeds, simplifying decision-making, and lowering crash severity on one of Gering's most critical corridors.

**Should resources for implementing the entire Project Group not be available, the following subphases have been identified and could be constructed in any order. The phases shown are intended to illustrate how improvements could be grouped geographically or functionally and should not be interpreted as a required sequence of implementation.**

- **Phase 1** could start at A Street and extend to M Street. This Phase would still look at converting the rural section to urban between A Street and J Street, while also providing additional ADA and sidewalk improvements along the corridor. A multi-use trail connection along the west side of the corridor between D Street and M Street could also be considered, tying into existing infrastructure north of D Street.
- **Phase 2** would include a conversion of the existing four-lane cross-section between M Street and U Street to the proposed three-lane cross-section. Through the downtown area, existing angled parking could remain or be converted to parallel parking, with any additional space providing the ability to widen sidewalks and/or create separated bus pull-out locations on both sides of 10th Street. With the update to a three-lane cross-section, access management should also be reviewed through this section of the corridor. A multi-use trail could also be included along one side of the corridor through this section, providing north/south access to other trail networks within the City. Lastly, existing signal infrastructure should be updated and timings optimized at all signalized intersections.
- **Phase 3** would take place along the five-lane cross-section between U Street and Mobile Avenue/Twin City Drive. This phase would include ADA and sidewalk improvements, upgrades to the existing signal infrastructure and optimization of timings at the Country Club Road and Mobile Avenue/Twin City Drive* intersections, and a possible extension of the multi-use trail from the north side of Twin City Drive down to the proposed trail connections at U Street.




Additionally, a raised median could be constructed along this section of the corridor, with a feasibility study conducted to determine which intersections would require full access movement. All other intersections and driveways will then operate under RIRO conditions instead. Access management opportunities could be evaluated along this phase of the 10th Street corridor, including potential driveway consolidation and consideration of side street access where feasible. Possible railroad upgrades should also be considered just north of the 10th Street and U Street intersection, especially with regards to pedestrian safety.

*Portions of this project group extend beyond the City of Gering's municipal limits or are located on facilities maintained by other agencies. Addressing safety improvements in these locations may require coordination and partnership with other responsible jurisdictions.*

## High Priority Project Group #2

### U Street (Five Rocks Road to 10th Street)

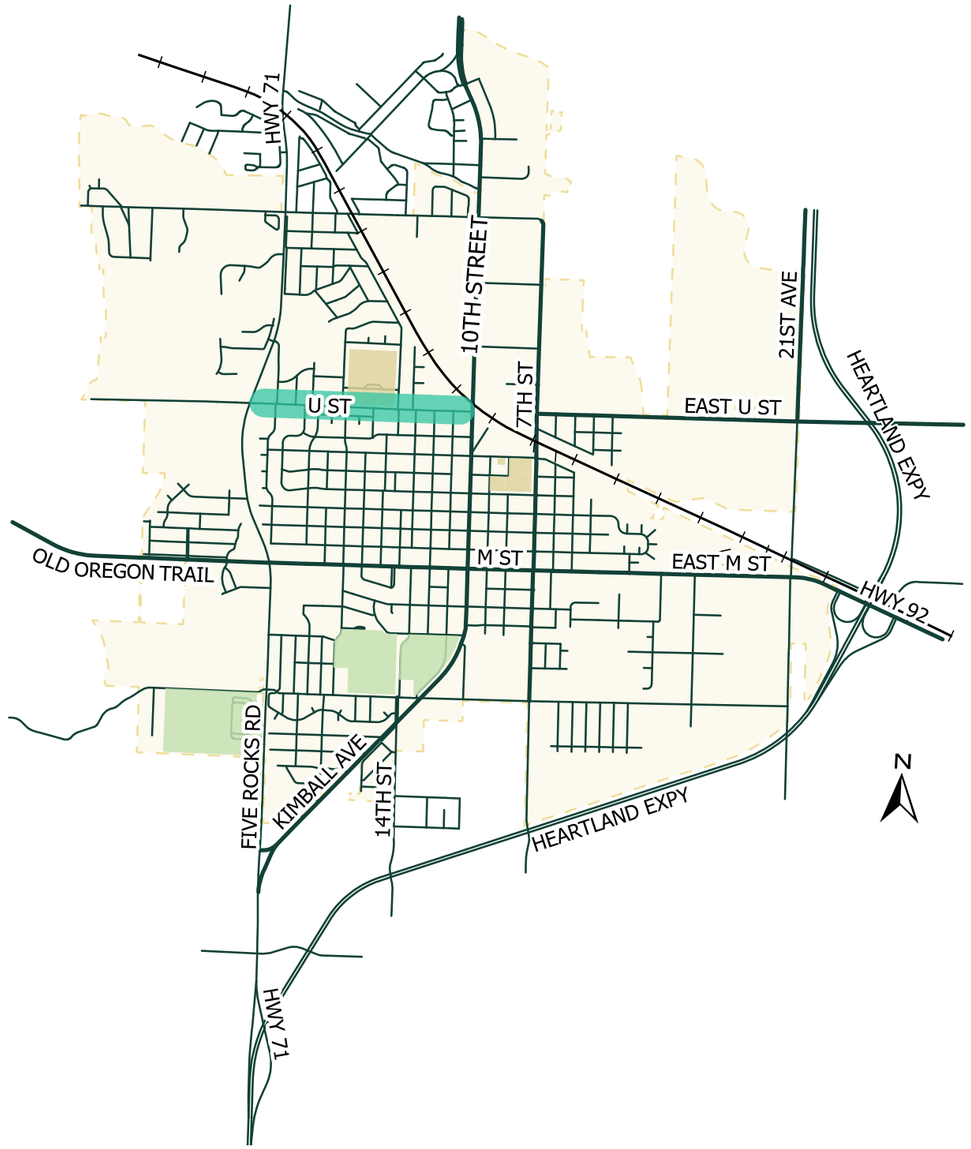
Potential safety improvement strategies along the U Street corridor may include the following: traffic calming features such as edge/parking striping to define lane widths better and provide curb extensions at intersections, especially adjacent to Gering High School, where greater foot traffic demands are present. Buffered bike lanes could also be considered between 13th Street and 10th Street to extend the existing multi-use trail, should a trail network be implemented along the 10th Street corridor. RRFB traffic control could be added at existing U Street crossings at the following intersections: 21st Street, 14th Street/Pacific Boulevard, and 13th Street. Upgraded crossings could also be considered mid-block at 19th Street and at either the 17th Street or 16th Street intersections.

This project addresses the number 10-ranked segment and the 13th and 15th ranked intersection.

It should be noted that recommended improvements along U Street reflect Toolbox strategies for pedestrian and bicyclist safety, including lane re-striping for speed management, curb extensions to shorten crossing distances, and enhanced crossing treatments such as RRFBs at appropriate locations. These countermeasures are consistent with FHWA guidance for moderate-speed, multi-use corridors and support the Safe System principle of recognizing human vulnerability, particularly near schools and other pedestrian-oriented land uses.

**Where corridor-wide improvements are not feasible, the following phased project groupings may be considered:**

- Restriping of U Street from 21st Street to 10th Street. This could include edge line painting to encourage speed management through reduced lane widths as well as enhanced crosswalk markings, in additional to updated signing where needed.
- RRFB and curb extensions at 21st Street, 14th Street/Pacific Boulevard, and 13th Street intersections.
- Should a multi-use trail be implemented on the 10th Street Corridor, the existing U Street trail could be extended using buffered Bike lanes between 13th Street and 10th Street. Sidewalk width expansion could also considered as an alternative within this area, though this would require the relocation of multiple utility poles and/or right-of-way.



## High Priority Project Group #3

### M Street (Cemetery Road to Pappas Boulevard)

Potential safety improvement strategies along the M Street corridor may include traffic calming features such as edge/parking striping to define lane widths better and provide curb extensions at intersections with existing crosswalks such as 17th Street, 13th Street, 12th Street, and 7th Street. Due to the three-lane cross-section along M Street, RRFBs should not be considered at any of these existing crosswalks. However, traffic control tools such as pedestrian crossing signals or Pedestrian Hybrid Beacons could be considered instead.

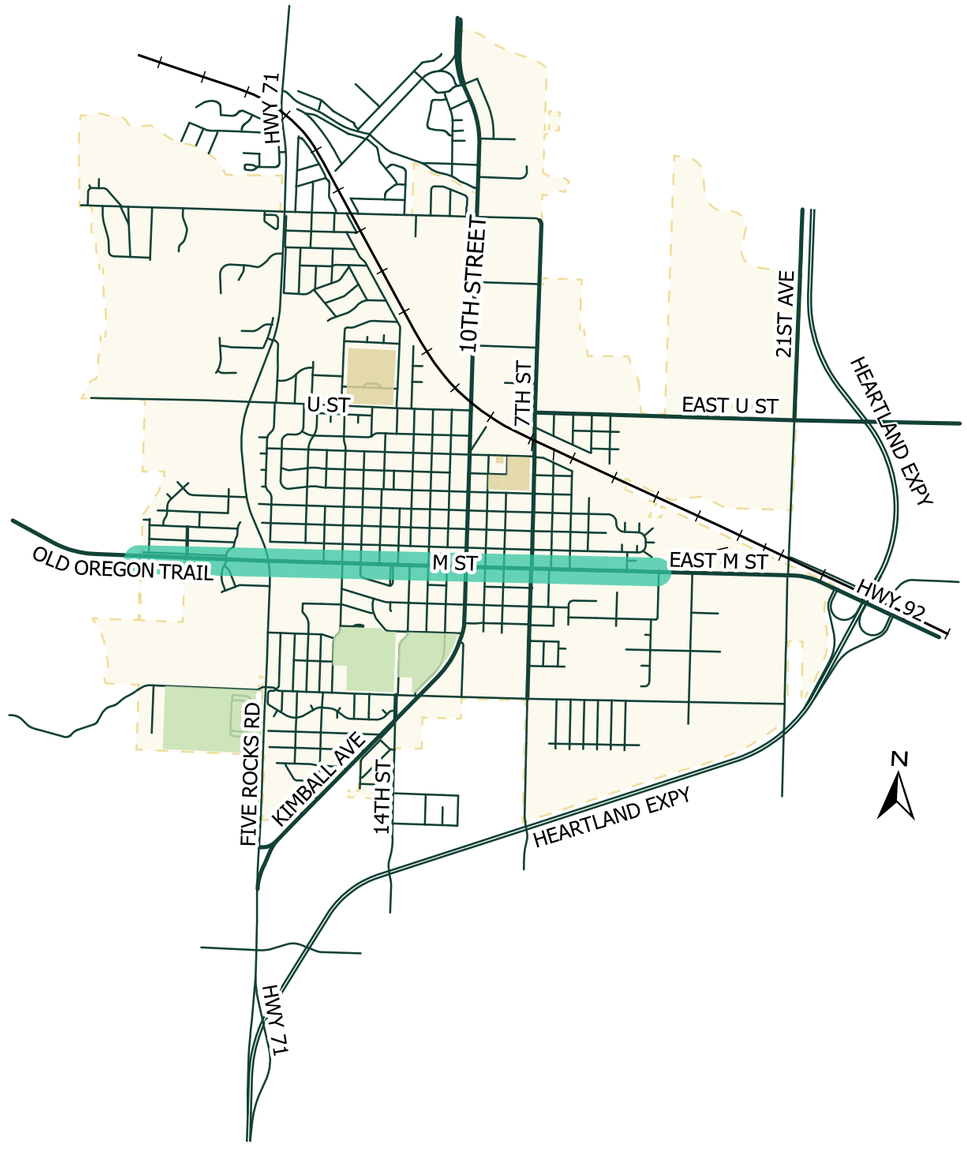
Sidewalk upgrades, including expansion of an existing five-foot sidewalk on one side of the corridor to a 10-foot multi-use path, may be considered along with additional ADA/PROWAG improvements. A future phase could also include the conversion of M Street from its current rural type of section to an urban section along the south side of the road from 17th Street to Five Rocks Road and along both sides from Five Rocks Road to Cemetery Road. Urban sections could evaluate the addition of curb, gutter, and sidewalk. With these improvements, the proposed multi-use trail expansion along M Street could be extended further west all the way out to Cemetery Road, creating a multi-use connection out to the Legacy of the Plains Museum. This trail network could be extended out to the Scotts Bluff National Monument Visitor Center if so desired. This would require coordination with other outside entities since the visitor center is currently outside of the City of Gering's municipal limits.

The M Street project group draws from the Toolbox's pedestrian safety and intersection countermeasures, emphasizing crossing visibility enhancements, sidewalk and multi-use path improvements, and traffic calming through roadway re-striping. Due to the roadway's three-lane cross-section and higher speed, pedestrian hybrid beacons or pedestrian signal treatments should be considered in addition to RRFBs. Any installation of these systems should be consistent with the latest version of FHWA and Manual on Uniform Traffic Control Devices (MUTCD) guidance. These improvements align with Safe System principles by reducing exposure, improving predictability at crossings, and accommodating users of all ages and abilities.

This project addresses the 9th and 16th ranked segment and the 6th, 14th, and 20th ranked intersection.

**Where corridor-wide improvements are not feasible, the following phased project groupings may be considered:**

- Restriping of M Street from 17th Street to 7th Street. This could include possible pedestrian signals or Pedestrian Hybrid Beacons at the 17th Street, 13th Street, 12th Street, and/or 7th Street intersections.
- Construction of the urbanized section along the south side of the road from 17th Street to Five Rocks Road and along both sides from Five Rocks Road to Cemetery Road.
- Expansion of the sidewalk along one side of M Street to create a multi-use trail system from Cemetery Road to Pappas Boulevard. This system could be expanded further west to the Scotts Bluff National Monument Visitor, pending coordination with other jurisdictions since it is outside of the City of Gering's municipal limits.



## High Priority Project Group #4

### Five Rocks Road (D Street to the North Platte River Bridge)

**Potential safety improvement strategies along the Five Rocks Road corridor include evaluating a transition from the current rural cross-section to a more urban configuration. Countermeasures may include:**

- Installation of curb and gutter
- Updating lane cross-section widths to be 11-foot for through lanes in both directions and the two-way left-turn lane (TWLTL) in the middle to possibly reduce speeding along the corridor
- Adding a multi-use trail/sidewalk on the west side of the street. There is currently a sidewalk connection that runs from Shadow Ridge Drive to Valley Hi Drive
- Provide ADA/PROWAG improvements at existing crossings
- Additional lighting where needed
- Upgrade the existing signal at Five Rocks Road and Country Club Road
- Conversion of the two-way stop control intersections along Five Rocks Road to single-lane roundabouts at the following cross streets:
  - » U Street (existing RRFB south of the intersection could be incorporated into the roundabout design)
  - » M Street (a roundabout or other intersection control strategy could be evaluated)

Sensitivity analysis should be conducted for a possible signal at the M Street and Five Rocks Road intersection. If traffic signal warrant thresholds are satisfied, a formal study should be conducted comparing the merits for either a traffic signal or a single-lane roundabout at the intersection.*

This project would address the number 18th ranked segment and 11th ranked intersection.

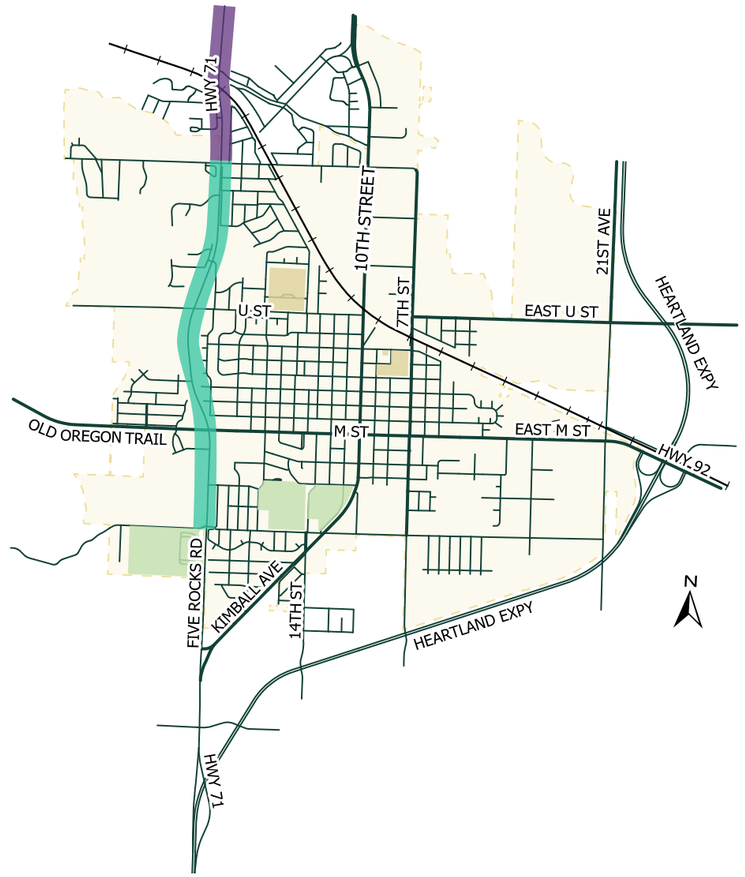
This corridor applies Toolbox strategies related to speed management, intersection safety, and roadway departure prevention, including rural-to-urban cross-section transitions, lighting enhancements, pedestrian facilities, and the consideration of single-lane roundabouts at key intersections. These countermeasures are consistent with FHWA Proven Safety Countermeasures for gateway corridors and support safer speed transitions, reduced conflict severity, and improved multi-use connectivity, particularly at intersections with higher crash risk.

**Where corridor-wide improvements are not feasible, the following phased project groupings may be considered:**

- **Phase 1** could focus on the transition from a rural to a more urban roadway character between D Street and U Street. Improvements may include evaluation of curb and gutter installation, addition of a multi-use trail along the west side of Five Rocks Road, and other speed management treatments to support the transition from higher-speed rural conditions to lower-speed urban conditions. A sensitivity analysis could also be conducted at the M Street intersection to determine whether signalization or other intersection control improvements may be appropriate.

*Portions of this project group extend beyond the City of Gering's municipal limits or are located on facilities maintained by other agencies. Addressing safety improvements in these locations may require coordination and partnership with other responsible jurisdictions.*

- **Phase 2** could continue from U Street further north to Country Club Road. The multi-use trail along the west side of Five Rocks Rock should be continued, as well as a single-lane roundabout could be considered at the U Street intersection. This would help create slower speeds along the Five Rocks Road corridor, as well as provide a safe crossing locations for the possible future north-south trail and the existing east-west trail currently along U Street. Updates to the signal infrastructure at Country Club Road intersection could also be considered as a part of this phase.
- **Phase 3** would represent a longer-term opportunity to extend corridor improvements toward the North Platte River bridge. Updates to the multi-use trail along the west side of Five Rocks Road from Shadow Ridge Drive to Valley Hi Drive could be conducted, as well as a possible extension of the multi-use trail further north to provide a connection to Scottsbluff. This, however, would require the reconstruction of a railroad overpass south of the Owl Road/Stable Club Road intersection, as well as the possible reconstruction and/or restriping of the North Platte River Bridge.



## High Priority Project Group #5

### Q Street (17th Street to 7th Street)

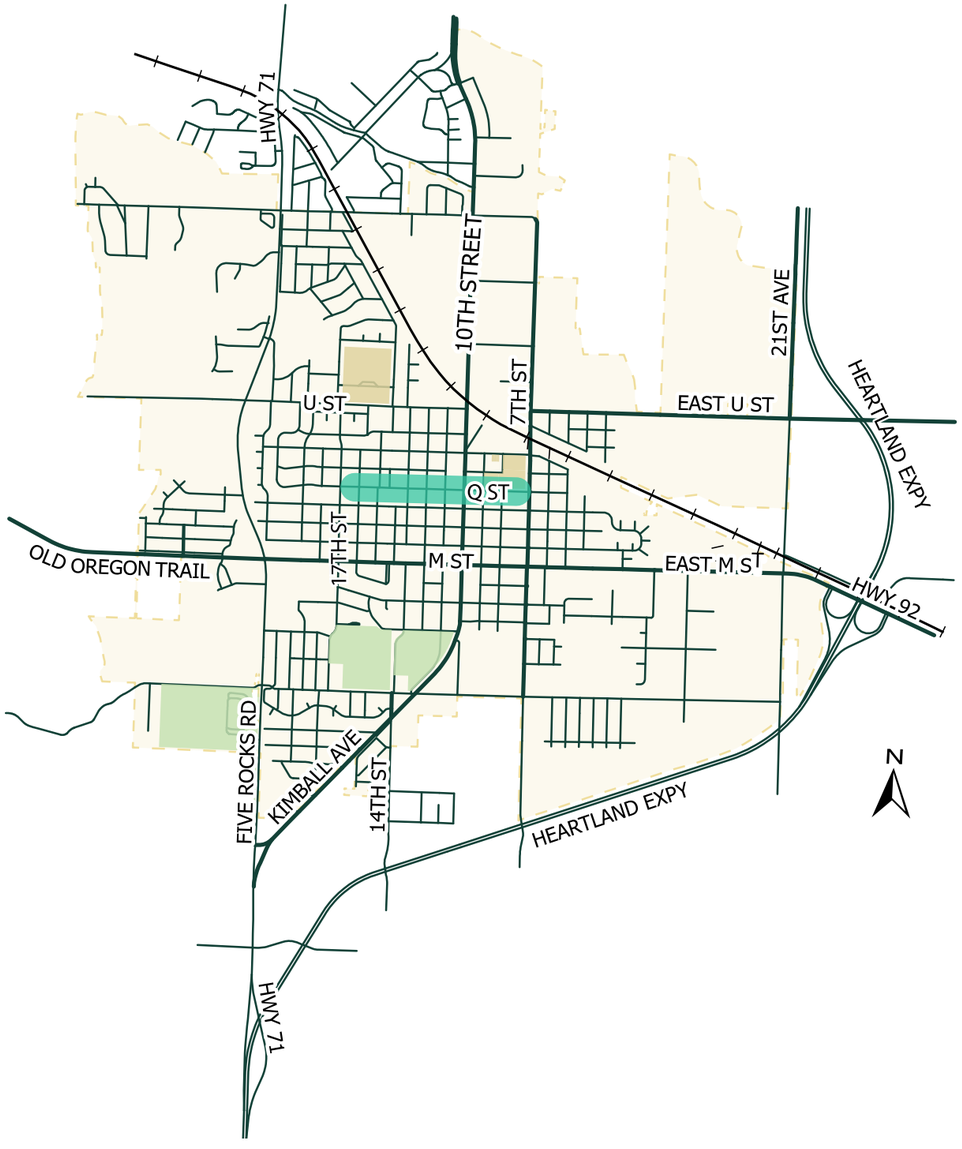
Potential safety improvement strategies along the Q Street corridor may include the following:

- Edge/parking striping to define lane widths better and discourage speeding in the area.
- Additional street lighting where needed, especially in high pedestrian traffic areas such as next to Lincoln Elementary School and Gering Junior High School.
- Curb extensions could be considered at certain intersections, such as 17th Street, 13th Street, 11th Street, 9th Street, 8th Street, and 7th Street, to provide shorter crossing widths for larger pedestrian volumes.
- RRFB traffic control could be added at existing Q Street crossings at the following intersections: 13th Street, 8th Street and 7th Street.

This project addresses the number 15-ranked segment and the 7th and 16th ranked intersection.

Recommended improvements on Q Street align with Toolbox guidance for roadway reconfiguration and speed management, as well as upgrades to pedestrian facilities. These treatments reflect FHWA strategies intended to improve safety for pedestrians and bicyclists while also supporting the Safe System Approach by lowering speeds and reducing conflict points along the corridor.

No specific phased project groupings are suggested for this corridor.



## High Priority Project Group #1

### 10th Street/Kimball Avenue Corridor (A Street to the North Platte River Bridge)

| Project | Improvement Type | Unit Cost | Unit | Project Length | Proposed Cost Range |
|---|---|---|---|---|---|
| A Street to J Street | 2 Lane Urban Section | $1,500,000 | 0.25 mile | 0.50 miles | $3M to $3.5M |
| D Street to M Street | Concrete Multi-Use Trail | $1,000,000 | 1 mile | 0.50 miles | $0.5M to $0.6M |
| M Street to U Street | 3 Lane Urban Section | $2,085,000 | 0.25 mile | 0.60 miles | $5M to $5.5M |
| 10th Street & M Street Traffic Signal Improvements | Traffic Signal Improvements | $200,000 | Each | N/A | $0.2M to $0.3M |
| 10th Street & O Street Traffic Signal Improvements | Traffic Signal Improvements | $200,000 | Each | N/A | $0.2M to $0.3M |
| 10th Street & Q Street Traffic Signal Improvements | Traffic Signal Improvements | $200,000 | Each | N/A | $0.2M to $0.3M |
| 10th Street & U Street Traffic Signal Improvements | Traffic Signal Improvements | $100,000 | Each | N/A | $0.1M to $0.15M |
| M Street to U Street | Sidewalk Improvements/ Concrete Multi-Use Trail | $1,000,000 | 1 mile | 0.60 miles | $0.6M to $0.7M |
| U Street to Country Club Road | 5 Lane Urban Section w/ Raised Median | $2,725,000 | 0.25 mile | 0.75 miles | $8M to $9M |
| Country Club Road to Mobile Avenue/Twin City Drive | 5 Lane Urban Section w/ Raised Median | $2,725,000 | 0.25 mile | 0.50 miles | $5.5M to $6M |
| 10th Street & Country Club Road Traffic Signal Improvements | Traffic Signal Improvements | $200,000 | Each | N/A | $0.2M to $0.3M |
| 10th Street & Mobile Avenue/ Twin City Drive Traffic Signal Improvements | Traffic Signal Improvements | $200,000 | Each | N/A | $0.2M to $0.3M |
| U Street to Mobile Avenue/ Twin City Drive | Sidewalk Improvements/ Concrete Multi-Use Trail | $1,000,000 | 1 mile | 1.25 miles | $1.2M to $1.4M |

## High Priority Project Group #2

### U Street (Five Rocks Road to 10th Street)

| Project | Improvement Type | Unit Cost | Unit | Project Length | Proposed Cost Range |
|---|---|---|---|---|---|
| 10th Street to 21st Street | Resurface & Restripe | $450,000 | 1 mile | 0.75 miles | $0.35M |
| 10th Street to 21st Street | Curb Extensions & Modifications | $30,000 per pair | 3 LS | N/A | $0.1M |
| RRFB at Multiple Locations | Rectangular Rapid Flashing Beacon | $120,000 | 3 LS | N/A | $0.3M to $0.4M |

## High Priority Project Group #3

### M Street (Cemetery Road to Pappas Boulevard)

| Project | Improvement Type | Unit Cost | Unit | Project Length | Proposed Cost Range |
|---|---|---|---|---|---|
| Pedestrian Hybrid Beacon | High-intensity Activated crossWalK | $125,000 | 4 LS | N/A | $0.5M to $0.6M |
| Pedestrian Crossing Signal | Pedestrian Signal | $100,000 | 4 LS | N/A | $0.4M to $0.5M |
| 17th Street to 7th Street | Curb Extensions & Modifications | $30,000 per pair | 4 LS | N/A | $0.15M to $0.2M |
| Five Rocks Road to 17th Street | 3 Lane Urban Section | $2,085,000 | 0.25 mile | 0.25 miles | $2.1M to $2.5M |
| Cemetery Road to Five Rocks Road | 3 Lane Urban Section | $2,085,000 | 0.25 mile | 0.50 miles | $4M to $4.5M |
| Cemetery Road to Pappas Boulevard | Concrete Multi-Use Trail | $1,000,000 | 1 mile | 2 miles | $2M to $2.5M |

## High Priority Project Group #4

### Five Rocks Road (D Street to the North Platte River Bridge)

| Project | Improvement Type | Unit Cost | Unit | Project Length | Proposed Cost Range |
|---|---|---|---|---|---|
| D Street to U Street | 3 Lane Urban Section | $2,085,000 | 0.25 mile | 1.2 miles | $10M to $12M |
| U Street to Country Club Road | 3 Lane Urban Section | $2,085,000 | 0.25 mile | 0.75 miles | $5.8M to $6M |
| Country Club Road to North Platte River Bridge | 2 Lane Urban Section | $1,500,000 | 0.25 mile | 0.75 mile | $4.5M to $5M |
| D Street to North Platte River Bridge | Concrete Multi-Use Trail | $1,000,000 | 1 mile | 3 miles | $3M to $3.5M |
| Five Rocks Road & M Street RAB | RAB | $2,000,000 | 1 Single-Lane RAB | N/A | $2M to $3M |
| Five Rocks Road & U Street RAB | RAB | $2,000,000 | 1 Single-Lane RAB | N/A | $2M to $3M |
| Five Rocks Road & M Street Traffic Signal | Traffic Signal | $500,000 | Each | N/A | $0.5M to $1M |
| Five Rocks Road & Country Club Road Traffic Signal Improvements | Traffic Signal Improvements | $200,000 | Each | N/A | $0.2M to $0.3M |

## High Priority Project Group #5

### Q Street (17th Street to 7th Street)

| Project | Improvement Type | Unit Cost | Unit | Project Length | Proposed Cost Range |
|---|---|---|---|---|---|
| 17th Street to 7th Street | Resurface & Restripe | $450,000 | 1 mile | 0.75 miles | $0.35M to $0.45M |
| RRFB at Multiple Locations | RRFB & Curb Extensions | $120,000 | 3 LS | N/A | $0.3M to $0.4M |

## Medium to Lower Priority Project Groups

### S Street (13th Street to 7th Street)

This project would include:

- **a.** Edge/parking striping to define lane widths better and discourage speeding in the area.
- **b.** Fill in streetlights where needed, especially in high pedestrian traffic areas such as next to Gardner Park and Gering Junior High School.
- **c.** Curb extensions could be considered at certain intersections, such as 12th Street, 11th Street, and 7th Street, to provide shorter crossing widths for larger pedestrian volumes.

### 7th Street (J Street to U Street)

This project would include:

- **a.** Edge/parking striping to define lane widths better and discourage speeding in the area.
- **b.** Fill in streetlights where needed, especially in high pedestrian traffic areas such as next to Hampton Park and Gering Junior High School.
- **c.** Curb extensions could be considered at intersections such as Q Street, M Street, and K Street, to provide shorter crossing widths for larger pedestrian volumes.
- **d.** Work with the rail network to provide upgrades to the at-grade rail crossing between Union Pacific Street and S Street.

### 17th Street (D Street to Gentry Boulevard)

This project would include upgrading 17th Street from a local street designation to a collector street. This would include sign enhancement along the corridor, including the addition of stop or yield signs for all side streets along the corridor. Stop signs should also be checked and/or upgraded where 17th Street crosses other collector or arterial streets within the City of Gering. Other projects along 17th Street include:

- **a.** Edge/parking striping to define lane widths better and discourage speeding, especially in neighborhood areas.
- **b.** Fill in streetlights where needed, especially in high pedestrian traffic areas such as next to Oregon Trail Park and Gering High School.
- **c.** Curb extensions could be considered at certain intersections with higher expected traffic volumes to possibly slow speeds through these areas. Curb extensions could also be included near Oregon Trail Park to provide shorter crossing widths for heavy pedestrian traffic.

### Country Club Road (Five Rocks Road to 10th Street)

This project would include:

- **a.** Possible sidewalk upgrades, including the creation of a multi-use trail along one side of the corridor. This could extend further west of Five Rocks Road.
- **b.** Possible crosswalk enhancements across Country Club Road at Chinoe Road and Michael Street, including curb extensions and/or RRFBs.
- **c.** Work with the rail network to provide upgrades to the at-grade rail crossing between Langley Avenue and Michael Street.
- **d.** Additional street lighting where needed.

### D Street (Five Rocks Road to Kimball Avenue)

This project would include:

- **a.** Possible sidewalk upgrades, including the creation of a multi-use trail along one side of the corridor. This could extend further west of Five Rocks Road to connect with Five Rocks Amphitheater.
- **b.** Fill in streetlights where needed, especially in high pedestrian traffic areas such as next to Oregon Trail Park and Geil Elementary School.
- **c.** Curb extensions could be considered at certain intersections, such as 17th Street, 16th Street, and 13th Street/14th Street, to provide shorter crossing widths for larger pedestrian volumes.

## Other Citywide Efforts

In addition to the corridor and intersection improvements described earlier in this chapter, several citywide strategies may also support Gering's efforts to improve transportation safety. These initiatives focus on systemic safety improvements, policy development, and education programs that can help reduce crash risk and improve safety for all roadway users.

1. Check and replace any school zone signing for consistency and to comply with the latest MUTCD. In general, signing should be reviewed for areas within the HIN to ensure proper sizing, location, and retro-reflectivity. Regulatory signing should be prioritized first, followed by warning signing. If the City does not have a process in place to ensure signing meets retro-reflectivity standards, a program should be devised.
2. Restripe crosswalks and signs to improve consistency, visibility, and bring signing and striping up to the current standard.
3. Sidewalk Improvement Program.
4. Traffic Signal Optimization and Upgrades. This includes upgrades such as LED signal and pedestrian heads, signal backplates, pedestrian push button updates, etc. that improve and enhance signal connectivity and overall safety for all road users.
5. Safe Routes to School review, along with an overall review of speed limits and school zones located within neighborhoods or near any schools/park areas within the City of Gering.
6. Citywide trail enhancements such as lighting, benches, etc.
7. Distracted driving and impaired driving prevention and education programs. A seatbelt campaign, along with instructions for RRFB usage for both drivers and pedestrians, should also be considered.
8. Neighborhood speed management strategies for all local neighborhood streets.
9. A Complete Streets Policy should be created (especially for new developments to include sidewalk and trail infrastructure as part of their off-site responsibilities). A thorough Access Management Policy should also be created, whether as a standalone entity or in combination with any updates to the City of Gering Comprehensive Plan.
10. A review of any City ordinances for UTVs, minibikes, mopeds, etc., as well as other possible micromobility devices (e-bikes, scooters, etc.).

### Longer Term Projects

| Project | Improvement Type | Unit Cost | Unit | Project Length | Proposed Cost Range |
|---|---|---|---|---|---|
| S Street, 17th Street to 7th Street | Resurface & Restripe | $450,000 | 1 mile | 0.50 miles | $0.25M to $0.35M |
| S Street; 17th Street to 7th Street | Curb Extensions & Modifications | $30,000 per pair | 3 LS | N/A | $0.10M to $0.15M |
| 17th Street, D Street to Gentry Boulevard | Resurface & Restripe | $450,000 | 1 mile | 1.4 miles | $0.6M to $0.8M |
| 17th Street, D Street to Gentry Boulevard | Each RRFB & Set of Curb Extensions | $120,000 | 1 LS | N/A | $0.15M to $0.2M |
| Country Club Road, 21st Street to 10th Street | Concrete Multi-Use Trail | $1,000,000 | 1 mile | 0.75 miles | $0.8M to $1M |
| D Street, Five Rocks Road to Kimball Avenue | Concrete Multi-Use Trail | $1,000,000 | 1 mile | 0.6 miles | $0.6M to $0.8M |
| D Street, Five Rocks Road to Kimball Avenue | Curb Extensions & Modifications | $30,000 per pair | 3 LS | N/A | $0.10M to $0.15M |
| 7th Street, J Street to U Street | Resurface & Restripe | $450,000 | 1 mile | 0.8 miles | $0.35M to $0.5M |
| 7th Street, J Street to U Street | Curb Extensions & Modifications | $30,000 per pair | 3 LS | N/A | $0.10M to $0.15M |

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CHAPTER 7

# IMPLEMENTATION

# IMPLEMENTATION

The Gering Safe Passage Initiative was developed with input from community members, key stakeholders, and elected officials and the commitment of the City of Gering to achieving its goals. However, the successful achievement of this plan's goals can only be accomplished with a strong implementation plan. The following outlines the City's commitment to achieving zero fatal and serious injury crashes within the community through progress reporting, strategic actions, and policy implementation at the local and state level.

## COMMITMENT TO SAFETY

The completion of this SAP is the City's commitment to its citizens and users of its transportation system that no injuries or deaths are acceptable in the community of Gering. This plan also allows the City to pursue additional funding to support the recommendations of this plan and their implementation through the USDOT's SS4A Program. This funding is very important toward achieving the City's safety goal.

Going forward, as the City continues to grow and seek new funding opportunities, it will need to prioritize safety when selecting future projects and infrastructure improvements. Policies that can create a greater focus on safety, both in the current operations of the transportation system and in future maintenance and construction activities, will need to be established by staff and local policy makers. Safety will also need to remain at the forefront of conversations within the community as a means to continue building a culture of safety in Gering. Serious commitment from all elected leaders towards the goals of this plan will help to decrease fatal and serious injury crashes in the community presently and in years to come.

## PROGRESS REPORTING

Regular reporting and communication of progress towards the goals of this plan is necessary as the City strives to ultimately reach zero fatal and serious injury crashes.

As part of the Gering Safe Passage Initiative SAP, the City will continue to track fatal and serious injury crashes as they occur in the community. This data analysis will include a focus on disproportionately impacted communities and the City's HIN. By tracking this crash data, the City will be in a better position to identify prioritized locations for safety improvement projects within its street, trail, and sidewalk network. Additionally, the City should also track past trends of fatal and serious injury occurrences in its network to support progress tracking for year-to-year comparisons.

The HIN should also be analyzed with each update of the SAP to ensure safety priorities are aligned with the most current crash data. Vulnerable road users remain to be a safety priority for the City and will continue to be a focus of safety measures going forward based on available crash data. The City will also continue to collaborate with NDOT and the State Highway Safety Office on analyzing and reporting progress of safety metrics as well as the implementation of safety improvement projects.

## TAKING ACTION

The implementation of this plan will require a continued focus and commitment by the City towards safety every single day. Through the engagement process of this plan, the community has clearly stated that deaths and serious injuries on streets and roads in Gering are not acceptable. The City's completion of this plan shows its commitment to accomplishing the goal of zero deaths or serious injuries, while still knowing it is an ambitious goal. But, with the strategic policies and safety improvement projects recommended in this plan, achieving this goal can become a reality for the City of Gering.


Gering
Safe Passage
Initiative

*Pioneering Complete, Safer Streets*

CITY OF GERING