

Centerville: Local Safety Action Plan



The City of Centerville developed this Local Safety Action Plan to address roadway safety concerns and reduce fatal and serious injury crashes for all users as part of the U.S. Department of Transportation’s Safe Streets and Roads for All (SS4A) program. As a member of the SECOG Regional Safety Action Plan, this local plan builds on regional analysis by focusing on Centerville-specific needs and aligning with existing efforts and local priorities. The Local Plan is intended to bridge regional strategies with targeted actions at the local level to improve safety and support the goal of eliminating roadway fatalities and serious injuries.

Transportation System & Context

The City of Centerville is a small community in southeastern South Dakota that serves as a local hub for surrounding rural areas. Centerville has experienced modest residential and commercial growth, with expectations for continued development around the school, park, and other community destinations. The community’s transportation system consists of a network of arterial, collector, and local streets that support both regional and local travel. Roadways such as State Street, Broadway Street, Vermillion Street, Colman Street, and North Street provide access to schools, parks, ball fields, and downtown businesses and also carry agricultural and truck traffic. Centerville’s land use pattern is predominantly residential, with key activity areas including the school, park, ball field, and downtown located within or near the established core of the community. Walkers and bikers are frequently observed along State Street and Colman Street, as well as on routes that connect neighborhoods to the school and park, where crossing improvements are needed to better protect children and families. The intersection of Broadway Street and North Street has a wide crossing and visibility issues due to plants in the boulevard, while the bike path crossing at Iowa Street and North Street experiences visibility concerns from trees near the crossing. As the community grows, addressing speeding issues on Broadway Street and Vermillion Street, managing heavy truck traffic on State Street, improving safety along Vermillion Street adjacent to the ball field during games, and considering pedestrian bump-outs or refuge islands on Broadway Street will be critical to support safe multimodal access and overall community mobility.

Vehicles Available

Vehicles Available	VO Total 2014	VO Total 2024	Percent Change
Total Households	341	382	81.90%
No Vehicle Available	24	22	-8.33%
1 Vehicle Available	99	111	12.12%
2 Vehicles Available	123	104	-15.45%
3 Vehicles Available	59	102	72.88%
4+ Vehicles Household	36	43	19.44%

Source: U.S. Census Bureau

Population Growth & Characteristics

Category	2014	2024	Percent Change
Population	758	903	19.13%
Under 18 (Youth)	194	231	19.07%
18 to 64	390	380	2.56%
65 + (Older Adults)	174	292	67.82%
Total Households	210	382	81.90%
Owner Occupied	265	299	12.83%
Renter Occupied	76	83	9.21%

Regional Safety Action Plan Vision and Goals

Vision: *The SECOG region will collaboratively pursue a future where no one is killed or seriously injured on our transportation system, using thoughtful, locally guided planning to create safer, more connected communities.*

Regional Goal: To help communities involved in this plan improve transportation safety, SECOG will provide shared performance standards, data tools, and coordination support that enable member jurisdictions to set and track their own safety goals.

Public Engagement

The engagement process for the SECOG Regional Safety Action Plan included stakeholder interviews, a community survey, an in-person open house meeting, and the use of online engagement tools to gather location-specific comments on transportation safety concerns. The variety of community engagement methods were developed to ensure broad and accessible participation across the region and community.

Stakeholder interviews were conducted with city administration, and community members also contributed 22 map pinpoints and completed 37 surveys, providing detailed, location-specific feedback on transportation safety needs. Public input emphasized school and park access, conditions for people walking and biking on State Street and Colman Street, and visibility and crossing concerns at intersections such as Broadway Street and North Street and the bike path crossing at Iowa Street and North Street, while respondents also highlighted speeding on Broadway Street and Vermillion Street, conflicts along Vermillion Street next to the ball field during games, and heavy truck traffic on State Street as priority issues, identifying solutions such as crossing improvements near the school and park, pedestrian bump-outs or refuge islands on Broadway Street, and operational and design changes to calm traffic and improve visibility and safety for all users.

Centerville participated in the SECOG Regional Safety Action Planning process in 2026 to identify regional transportation safety priorities. As a part of that process, community engagement and data analysis identified the top safety concerns locally within Centerville.

In Centerville, severe crashes are infrequent but tend to occur on higher-speed roadways, underscoring the importance of proactive strategies to reduce the severity of crashes when they do occur.

Across SECOG, engagement feedback has emphasized managing speeds and improving walking and biking connections. In Centerville, crash patterns point toward speed-related strategies and roadway design approaches that can help reduce the likelihood of severe outcomes.

Figure 1. Types of crashes

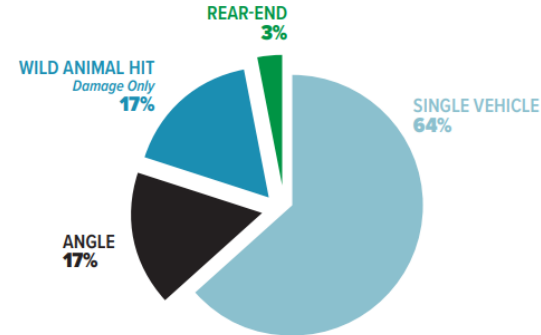


Figure 2. Crashes per year



Crash Analysis

There were **36 total crashes** from 2021-2025

2 fatal or severe crashes (5.6%) — lower than regional average (3.8%)

36% on 55+ mph roads; 33% on 65+ mph

19.4% in dark conditions — lower than region (36.5%)

No crashes involving people walking or biking



Engagement Takeaways

Community concerns include high-severity crashes at **rural intersections** and in-town **stop non-compliance**.

Requested improvements include **reducing speed**, **revising intersection stop controls**, and **filling sidewalk and trail gaps**.

Project Recommendations

See the SS4A Regional Safety Action Plan project website for more information at www.secog.org



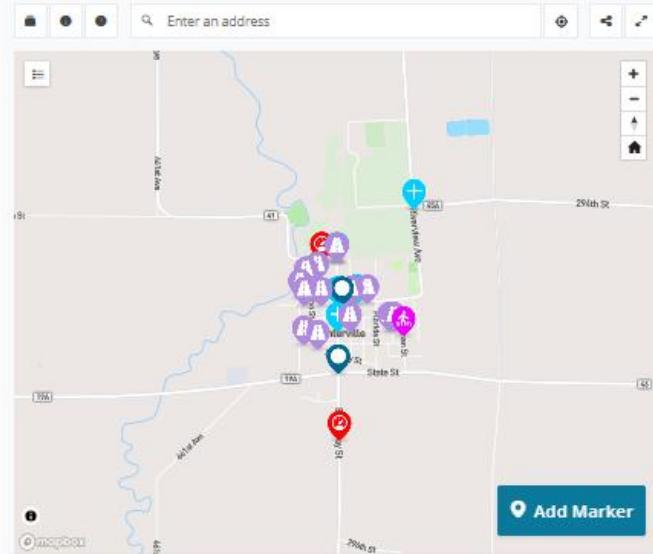
Open

Add a Marker on the Map - Centerville

Help us identify specific locations where you believe safety improvements are needed.

By adding a marker on the map, you can highlight areas that are important to you and help us prioritize future safety initiatives.

32 contributions so far



 Please complete survey below if you haven't already completed it on the homepage

Recommendations

Project #1: North Street Bicycle and Pedestrian Trail Safety Improvements

Safety Feedback

- At Broadway, confusing knowing who yields. Bicycle trail between Iowa and Broadway has difficult street crossings – visibility issues at Iowa Street and difficult understanding yielding at Broadway.

Countermeasure Options

- 3-way Stop at Broadway and North Street
- High-visibility crossing at Iowa and North and North and Broadway- \$20,000 x 2 = \$40,000
- Bike Lane striping along southside of North Street
- Tree Trimming to increase visibility at bike trail crossing (Iowa Street and North Street)

Project #2: Vermillion Street Pedestrian Safety Improvements

Safety Feedback

- School safety issues including visibility and crossing issues

Countermeasure Options

- High Visibility Street Crossings - \$20,000 per crossing
- RRFB pedestrian signal - \$30,000 per signal
- Road condition improvements
- Variable Speed Feedback Sign - \$12,000 per sign
- Visibility improvements at Broadway – reduce parking zone area near corner to increase visibility and trim trees at NW corner

Additional Projects

- Coleman Street Truck Route – Ped/Bike Improvements – add sidewalk on Coleman St.
- State Street and Broadway Street
 - Increase stop sign compliance with low-cost street stop control enhancement - \$10,000 to 20,000 for intersection.
 - If that is not successful, discuss 4-way stop with SDDOT.
- Potholes and road condition comments
- Broadway Street
 - Stop Sign Compliance – add flashing LED stop signs and add safety pavement markings for turning traffic
 - Pedestrian Crossing – add curb extensions to reduce pedestrian crossing distance
- Lack of sidewalk connectivity – sidewalk retrofit program

Priority Projects



1. North Street Bicycle and Pedestrian Trail Safety Improvements

2. Vermillion Street Pedestrian Safety Improvements



North Street Bicycle and Pedestrian Trail Safety Improvements (96)



Safety Feedback – At Broadway, confusing knowing who yields. Bicycle trail between Iowa and Broadway has difficult street crossings – visibility issues at Iowa Street and difficult understanding yielding at Broadway.

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- Bike Lane striping along southside of North Street
- Tree Trimming to increase visibility at bike trail crossing (Iowa Street and North Street)



Vermillion Street Pedestrian Safety Improvements (97)



Safety Feedback – School safety issues including visibility and crossing issues

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