



# CITY OF RAPID CITY

RAPID CITY, SOUTH DAKOTA 57701-5035

## Community Planning & Development Services

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### MEMORANDUM

TO: Planning Commission

FROM: Patsy Horton, Division Manager

DATE: September 17, 2014

RE: Market Research Study Final Report

Attached for your review and approval is the Long Range Transportation Market Research Study Final Report. This comprehensive study was designed to gather input from the community and surrounding area about transportation issues in the Rapid City Metropolitan Planning Area, including Rapid City, Box Elder, Summerset, Piedmont and portions of Meade and Pennington Counties. The results of the study will be used to help identify the goals and objectives of the region's long range transportation plan.

There were five components to the study: stakeholder interviews, focus groups, resident surveys, employer surveys and transit surveys, designed to identify guiding objectives. These objectives reflect the overall top priorities for transportation that were identified by the majority of residents, employers and transportation stakeholders in all member MPO agencies. These objectives should be used as a guide to help prioritize long range transportation investments.

**STAFF RECOMMENDATION: At its September 11, 2014 meeting, the Metropolitan Planning Organization recommended approval of the Long Range Transportation Plan Market Research Study Final Report.**



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