



Rapid City Area Long Range Transportation Market Research Study and Survey

FINAL REPORT

The preparation of this report has been financed in part through grants from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under State Planning and Research Program, Section 104(f) of Title 23, U.S. Code. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation.

Rapid City Area Metropolitan Planning Organization provides services without regard to race, color gender, religion, national origin, age or disability, according to the provisions contained in SDCL 20-13, Title VI of the Civil Rights Act of 1964, the Rehabilitation Act of 1973, as amended, the Americans With Disabilities Act of 1990 and Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, 1994.

Any person who has questions concerning this policy or who believes they have been discriminated against should contact the Rapid City Area Metropolitan Planning Organization Title VI Coordinator, Patsy Horton, at 394-4120.

Final Report

August 28, 2014

Rapid City Area Long Range Transportation Market Research Study and Survey

Prepared for

Rapid City Metropolitan Planning Organization
Community Planning and Development Services Department
300 Sixth Street
Rapid City, South Dakota 57701

Prepared by

BBC Research & Consulting
1999 Broadway, Suite 2200
Denver, Colorado 80202-9750
303.321.2547 fax 303.399.0448
www.bbcresearch.com
bbc@bbcresearch.com

In association with

Felsburg Holt & Ullevig
6300 S. Syracuse Way, Suite 600
Centennial, Colorado 80111
303.721.1440
www.fhueng.com



Table of Contents

ES. Executive Summary

Methodology	ES-1
Findings	ES-1

I. Study Methodology

Study Advisory Team	I-1
Methods and Assumptions Document	I-1
Website	I-1
Stakeholder Interviews	I-2
Focus Groups and In-depth Interviews	I-3
Public Meetings	I-3
Survey	I-3

II. Roads, Highways and Airport

Current System	II-1
Survey	II-3
Future Priorities	II-13

III. Public Transit

Current System	III-1
Survey	III-3
Future Priorities	III-10

IV. Bicyclists

Current System	IV-1
Survey	IV-3
Future Priorities	IV-8

V. Pedestrians

Current System	V-1
Survey	V-2
Future Priorities	V-8

VI. Priorities

Top Priorities	VI-1
----------------------	------

Table of Contents

Appendices

- A. Stakeholder Discussion Guide..... A-1
- B. Focus Group Guide B-1
- C. Resident Survey InstrumentC-1
- D. Employer Survey Instrument D-1
- E. Methods and Assumptions DocumentE-1

SECTION ES.

Executive Summary

The Rapid City Area Metropolitan Planning Organization (MPO) and other federal, state, and local governments, as part of their long-range transportation planning process, seek to understand constituents' attitudes and issues regarding transportation in the Rapid City Area. The Rapid City Area MPO contracted with BBC Research & Consulting (BBC) in 2014 to conduct market research as a part of their long-term transportation planning process. The market research obtained through this effort will be used to determine the goals and objectives of the Rapid City Area Long Range Transportation Plan (LRTP).

Methodology

BBC used a number of strategies to gather stakeholder and public input for the Long Range Transportation Plan Study and Survey, including stakeholder interviews and focus groups, public meetings, a website, and telephone surveys.

Stakeholder interviews and focus groups. BBC conducted in-depth interviews with stakeholders in Rapid City to discuss a variety of topics about all aspects of the Rapid City Area's transportation system. BBC also conducted resident interviews at the Canyon Lake Senior Center, Cornerstone Women and Children's Mission, Cornerstone Men's Rescue Mission, and The Hope Center.

BBC moderated three focus groups – one with residents of Piedmont and Summerset; one with persons with disabilities; and one with representatives of the area's business community. Discussions included a variety of topics about all forms of transportation in the Rapid City Area.

Public Meetings. In addition to the interviews and focus groups, the study team and staff of the Rapid City Area MPO hosted two public meetings in open house formats; one meeting was held in Rapid City and a second meeting was held in Box Elder. Attendees reviewed general themes from the market research study and dialogued with the study team about transportation issues in the community.

Survey. BBC designed a survey to collect quantitative information on resident and employer satisfaction with the transportation system as well as the importance of specific components of the system. BBC used separate surveys for residents and for employers. Survey topics included roads, highways, the airport, public transit, parking, and bicycle and pedestrian facilities.

Findings

Roads, Highways and Airport. Overall, stakeholders and residents who participated in the interviews and focus groups expressed satisfaction with the quality of roads and highways in the Rapid City Area. Interviewees were particularly satisfied with road maintenance and improvements, and air travel and access to the airport. Focus group and interview participants expressed dissatisfaction with congestion in different locations throughout the Rapid City Area.

Resident survey respondents reported being moderately satisfied with the conditions of roadways in the Rapid City Area, and very satisfied with the Rapid City Area airport facility. On some topics relating to roadway conditions, underserved populations reported less satisfaction than residents as a whole. Employers and residents expressed similar levels of satisfaction with roads, highways, and the airport. However, many employers expressed a great level of dissatisfaction with the railroad. During stakeholder interviews, many employers discussed the negative impact caused by the railroad crossing through downtown Rapid City at grade.

Both residents and employers expressed the belief that roads, highways and the airport are very important to the Rapid City Area transportation system. Respondents generally felt safe driving in the Rapid City Area, with respondents feeling safer driving in communities and rural areas surrounding Rapid City than in Rapid City itself.

Public Transit. Stakeholders and residents who participated in focus groups and interviews felt that within the City of Rapid City, Rapid Ride provides good coverage to most of the major employment, shopping and medical destinations. Participants indicated dissatisfaction with the lack of public transit outside of the City of Rapid City and insufficient service hours on nights and weekends.

Residents and survey respondents were only asked about the different aspects of public transit in the Rapid City Area if they indicated having used Rapid City public transit in the past. Overall, respondents reported being moderately satisfied with public transit options in the Rapid City Area. Residents and underserved respondents felt that the expansion of Rapid Ride service was very important. Employers were less likely to view Rapid Ride as important, rating it as moderately important to the success of their business. However, some business leaders mentioned that expanded public transit service may help increase pedestrian foot traffic in downtown Rapid City, a key to business success.

Bicyclists. Bicycling as a mode of transportation in Rapid City is in its beginning stages; master planning is complete but implementation is still underway. Stakeholders and focus group participants believed that bicycling will grow in popularity, although feelings about the importance of adding bicycling infrastructure were mixed. Many participants felt that in order for bicycling as a means of transportation to “catch on” both drivers and bicyclists need to become accustomed to sharing the road.

Survey respondents were moderately satisfied with the amount of bicycle infrastructure in Rapid City and communities surrounding Rapid City, but expressed that adding bicycle infrastructure such as bicycle paths was very important. Residents also rated educating drivers about sharing the road with bicyclists as very important. Residents reported feeling very safe bicycling on separated bicycle paths in Rapid City, but reported feeling significantly less safe when bicycling on roads in and around the Rapid City Area.

Pedestrians. Stakeholder and focus group participants reported that the Rapid City area’s pedestrian facilities are excellent in some places and missing or disconnected in other locations. Several interview participants acknowledged the ADA sidewalk improvements, particularly in downtown Rapid City. Elsewhere, interviewees expressed concerns about the incomplete system of sidewalks, forcing pedestrians to walk in the shoulder of roads and highways. Focus group

and interview participants also expressed particular concern about investing in safety improvements for children walking to school.

Survey respondents were generally very satisfied with the condition and amount of sidewalks in Rapid City, but were less satisfied with the amount of sidewalks outside of the City of Rapid City. Respondents rated the addition of pedestrian facilities in the Rapid City Area as moderately important, but rated educating drivers about looking out for pedestrians as significantly more important. Overall, respondents felt very safe walking in Rapid City and in communities surrounding Rapid City.

Priorities. Respondents to the resident survey were asked to prioritize the following six issues:

- Maintaining current roads, bridges, and highways;
- Expanding Rapid Ride into a regional transit system, with services at night and on weekends;
- Adding bike lanes, bike paths and bike trails throughout Rapid City and surrounding communities;
- Adding sidewalks and crosswalks throughout Rapid City and surrounding communities;
- Expanding road or highway access to the Rapid City Regional Airport; and
- Improving sustainability and livability (balancing social, economic and environmental issues through complete streets, smart growth, mixed-uses).

Employers were asked to rank all of the issues listed above except for ‘Expanding road or highway access to the Rapid City Regional Airport.’ Employers were instead asked to rank ‘Adding parking to Rapid City.’

Both residents and employers ranked ‘Maintaining current roads, bridges, and highways’ as their top priority by a significant margin. Residents ranked ‘Expanding access to the Rapid City Airport’ as their lowest priority, and Employers ranked ‘Adding bike lanes, bike paths and bike trails throughout Rapid City and surrounding communities’ as their lowest priority. Underserved populations ranked ‘Expanding RapidRide into a regional transit system’ as their second highest priority.

SECTION I.

Study Methodology

This section details the methodology employed to gather input for the Rapid City Area Metropolitan Planning Organization (Rapid City Area MPO) Market Research Study. The Rapid City Area MPO contracted with BBC Research & Consulting (BBC) in 2014 to conduct market research as a part of their long-term transportation planning process. BBC worked closely with the Rapid City MPO to gather input from a wide range of constituents.

Study Advisory Team

A Study Advisory Team (SAT) was formed to guide the Market Research Study methodology and deliverables. The SAT members included:

- Patsy Horton, City of Rapid City/MPO;
- Brad Remmich, South Dakota Department of Transportation (SDDOT);
- Mark Hoines, Federal Highway Administration (FHWA);
- Bill Rich, Meade County;
- PJ Conover, Pennington County;
- Dan Staton, SDDOT Region; and
- Kip Harrington, City of Rapid City/MPO.

SAT members reviewed interim work products, such as the Methods and Assumptions document; interview and focus group guides; the survey instrument; and participated in interviews, focus groups, and public meetings. We are grateful for their guidance and support.

Methods and Assumptions Document

The Methods and Assumptions Document formalized the project scope of work, including milestones, the study area and data collection methods and the selection of measure for effectiveness. The approved Methods and Assumptions Document is included as Appendix E.

Website

BBC provided content to be used for a project website designed and hosted by the MPO. The purpose of the website is to provide residents and stakeholders with project updates, milestones, and opportunities to provide comment on the study.

Stakeholder Interviews

BBC conducted in-depth interviews with stakeholders in Rapid City to discuss the area’s transportation system. Discussions were performed using the discussion guide presented in Appendix A of this report and included a variety of topics about all forms of transportation. BBC interviewed a total of 47 stakeholders. Figure I-1 presents a list of interviewees.

Most interviews were attended by a BBC Managing Director, Patsy Horton of the Rapid City Area MPO, and Brad Remmich of SDDOT. Some interviews were also attended by Mark Hoines of FHWA.

**Figure I-1.
Stakeholder
interviewees**

Source:
BBC Research &
Consulting.

Interviewee	Organization
Jeanne Hobart and staff	Canyon Lake Senior Center
Tim Rangitsch	Acme Bikes
Bob Eben	Ellsworth Air Force Base
Dennis Berg, Jim Steen, and Janet Kaiser	Rapid City Area School District
Eldene Henderson	Various local committees dealing with sustainability and livability issues
Erik Heikes	FourFront Design
Phil Anderson	City of Piedmont
Bernard Haag	General contractor and realtor
Dale Tech	Rapid City Engineer
Lisa Moderick and Deb Jensen	Mount Rushmore Road Group
Jim Scull	Scull Construction
Danielle Wiebers	Pete Lien
Brad Solon	Building Services Division Manager
Monica Heller	SDDOT Region Traffic Engineer
Bill Addler	Two Wheeler Dealer Bike Shop
Dan Jennissen	Pennington County Planning
Bill Welk	Pennington County Highway
Linda Rabe	Rapid City Chamber of Commerce
Al Todd and Ron Koan	City of Box Elder
George Mandas	City of Summerset
Kibbe Conti and Art Zimiga	Native American Community
Ritchie Nordstrom	City Council
Jeff Patterson	Cranky Jeff's Bike Shop
Rich Sagen	Rapid Transit
Dave Thorsgaard	GCC of America
Dan Senftner	Destination Rapid City
Jay Pond	Sustainability committee
Linda Sandvik	Neighborhood Association
Bob Borgmeyer	Selador Ranches
Bill Rich	Meade County Planning and Equalization
Ann Van Loan and Mike Pendo	Western Resources for dis-Abled Independence
Ben Snow and Jim Mirehouse	Rapid City Economic Development
Robert Rowell	Mayor's Disability Committee
Black Hills Works staff	Black Hills Works
Jerry Wright	City Council

Focus Groups and In-depth Interviews

BBC moderated three focus groups—one with residents of Piedmont and Summerset; one with persons with disabilities; and one with representatives of the area’s business community—and conducted in-depth interviews with seniors, low income residents, and residents experiencing homelessness. Discussions were performed using the focus group guide presented in Appendix B of this report and included a variety of topics about all forms of transportation. The study team is grateful for the assistance of MPO staff and community organizations who hosted and assisted with recruiting participants:

- For the Piedmont-Summerset focus group, Patsy Horton, of the Rapid City Area MPO, and her team recruited residents from both communities to attend the discussion. Participants included residents, members of the school board, City Commissioners and business owners.
- Staff from Black Hills Works recruited persons with disabilities to participate in a focus group at their location. BBC also met with staff members at Black Hills Works to discuss their perspectives on transportation.
- For the business owners’ focus group, BBC recruited participants with the help of Rapid City Economic Development, Rapid City Chamber of Commerce, Destination Rapid City and Foothills Area Chamber of Commerce.
- Resident interviews were conducted at Canyon Lake Senior Center; Cornerstone Women and Children’s Mission; Cornerstone Men’s Rescue Mission; and The Hope Center.

Focus groups and in-depth interviews were conducted by a BBC Senior Consultant, and most were attended by Patsy Horton of the Rapid City Area MPO.

Public Meetings

In addition to the interviews and focus groups, the study team and Patsy Horton of the Rapid City Area MPO hosted two public meetings in open house formats; one meeting was held in Rapid City and the second meeting was held in Box Elder. A total of 15 residents and stakeholders participated. Attendees had the opportunity to review broad themes from the market research study and to dialogue with the study team about transportation issues in the community.

Survey

BBC designed a survey instrument for residents and one for employers, in consultation with the Study Advisory team. Each instrument measured satisfaction with aspects of the transportation system as well as the importance of each aspect. Topics included roads, highways and the airport, public transit, parking, and bicycle and pedestrian facilities. Residents and underserved populations were only asked about the different aspects of public transit in the Rapid City Area if they indicated having used Rapid City public transit in the past.

A total of 856 surveys were completed by residents, underserved populations, and employers. A portion of the participants in the resident survey were members of the underserved population, so the number of completed surveys reported by groups exceeds the 856 completed surveys due to overlap.

Resident survey. Surveys of residents included a statistically valid, representative sample of 536 respondents. For most reported resident survey results, the margin of error is +/-4.2% at the 95% confidence level. The resident survey instrument is included as Appendix C.

Underserved population. A total of 288 traditionally underserved residents participated in the surveys. To reach traditionally underserved populations, postage-paid paper surveys were distributed to organizations serving these populations. Survey distribution locations included the Canyon Lakes Senior Center, day and night shelters for persons experiencing homelessness, organizations serving persons with physical, mental and intellectual disabilities and the campus of the United Tribes Technical College. For most reported resident survey results, the margin of error is +/-5.8% at the 95% confidence level.¹ The underserved population survey instrument is included in Appendix C.

Employer survey. A total of 202 randomly selected business owners and managers participated in the statistically valid and representative employer telephone survey. For most reported employer survey results, the margin of error is +/-5.8% at the 95% confidence level. Businesses were located throughout the MPO region and represented a mix of industries and sizes. The employer survey is included as Appendix D.

¹ By design, the underserved population sample was not a random sample. Therefore, the survey results for that group may be biased and the margin of error on survey results may be greater than +/-5.8%. Due to the small sample size, a margin of error was not calculated for any transit user results.

SECTION II.

Roads, Highways and Airport

This section provides resident and stakeholder perspectives on Rapid City area's roads and highways and the airport based on the focus groups, interviews, public meetings and surveys.

Current System

Overall, stakeholders and residents who participated in the interviews and focus groups are pleased with the quality of the road and highway portion of the transportation system. Several people cited new roads that have improved connections between communities.

Strengths. Most participants in interviews and focus groups felt that local entities have done a good job maintaining and improving roads. Participants felt that they were able to get around the area easily, and that development of some major corridors had improved transportation.

Road maintenance and improvements. Participants shared their perspectives on the quality of road maintenance and improvements to the system that have reduced congestion and have improved connections between communities.

- *"The road upkeep is excellent compared to other places we have lived. Rapid City does a really good job with keeping the roads up to date."*
- *"I think the major corridors have made a big difference. Like 5th Street and Omaha Street, you can actually get where you need to go faster. I know some of the older people don't like how the medians have been put down the middle to prevent you from making left hand turns, but it has made a huge safety difference."*
- *"I think Catron Boulevard was a big improvement because that takes a lot of people out of that main stream there. And the lights and the extra turn lanes off Catron Boulevard going off of 8th Street was a big improvement."*
- *"They've succeeded in keeping up with some of the main infrastructure, developing the main corridors and so forth. One thing we faced for several years was not enough east-west corridors because of the topology here. But a few years ago with the development of Catron Boulevard, the loop around the south side of town, had we not developed that, transportation in the city would have been much more difficult."*

Air travel and access to the airport. Overall, interview and focus group participants had very positive comments about air travel in the Rapid City area. Strengths of air travel include competitive prices and having service to multiple destinations provided by multiple airlines.

- *“It’s a significant asset that the airport has so many carriers. They may not go many places, but it’s easy to get to a major hub from Rapid City. Having multiple airlines also helps keep prices down.”*
- *“The airfare I don’t think is that bad for Rapid. That needs to be expanded too. You have to go from here to Denver or Minneapolis. They want to start a flight direct to Atlanta.”*
- *“It seems like our airport does a good job, you can get where you need to go through Salt Lake or Denver or Minneapolis. It seems like a real easy place to travel out of, to me.”*
- *“The airport is actually great. We fly out both commercial and we take private flights out too and we have always had really good luck on it. They’ve made major improvements on the access out to there over the years.”*

Weaknesses. With respect to roads, highways and the airport, the primary weaknesses shared by focus group and interview participants centered on congestion and accessing the airport from Box Elder.

Congestion. Participants provided examples of congestion within the Rapid City area.

- *“Everyone is coming in on Sheridan Lake Road and then trying to get over to Park Drive. It’s probably a 10 minute window of congestion.”*
- *“Certainly the morning drive and to a lesser extent the afternoon peak traffic volumes are an issue for Box Elder because the [Air Force] Base is certainly a big impact on traffic in Box Elder. Those are probably the biggest issues that Box Elder has as far as trying to address traffic.”*
- *“Another one would be East Highway 44 coming in from the airport. I understand that can be pretty heavy at times also.”*
- *“Our biggest issue is probably congestion with busses and cars around schools.”*
- *“There is just one artery through town. All we have is Omaha, there really is no way if you are living out there in Sheridan Lake Road, you either come in on Highway 16 south of town or else you come into town and then come through.”*
- *“Sturgis Road has always been a concern, traffic on there. That can get quite congested. I think it would need some widening, it might need some signalization in some locations.”*

Access to the airport from Box Elder. In stakeholder interviews, participants discussed the need for better routes to the airport from Box Elder.

- *“Access to the airport could be better from Box Elder and Ellsworth. They have what they call the Radar Hill Road, which connects Box Elder with Highway 44 just outside of the airport. Again, with growth in the area there is talk of another major connector between I-90 and Highway 44 at the airport. People have always envisioned that. If that were to happen that would certainly benefit Box Elder and Ellsworth. Eventually it will happen but support for it is mixed because people in Rapid City don't want to see traffic bypass the city.”*

Survey

As part of the 2014 Rapid City Area Market Study, residents and underserved populations rated the following aspects of roads, highways, parking, and the airport in the Rapid City area:

- Satisfaction;
- Importance; and
- Safety.

Among residents, 96 percent reported driving a personal vehicle as a mode of transportation. Among underserved respondents, 76 percent reported driving a personal vehicle as a mode of transportation.

Responses from residents were compared to responses from underserved respondents and analyzed for statistical differences between responses. In general, the difference in responses between residents and underserved respondents was not statistically significant. In these cases, the data reported contains responses from residents of the Rapid City area, a population which contains a representative proportion of underserved individuals. For questions where a statistical difference exists between resident and underserved respondent responses, the difference is highlighted and discussed.

As part of the 2014 Rapid City Area Market Study, employers rated overall satisfaction and importance of roads, highways, parking, rail, and the airport in the Rapid City area.

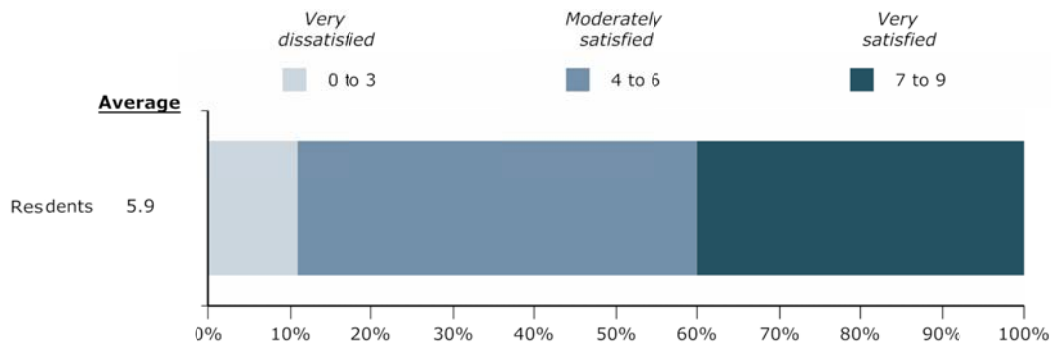
Satisfaction. Residents and underserved respondents rated their satisfaction on a scale of 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, of the following seven aspects of roads, highways, parking, and the airport in the Rapid City area:

- Condition of roadways in Rapid City;
- Condition of roadways in communities surrounding Rapid City;
- Condition of roadways in rural areas surrounding Rapid City;
- Ease of parking in downtown Rapid City;
- The airport facility;
- Ease of access to the airport; and
- Airport parking.

Employers rated their overall satisfaction, on a scale of 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, about how roads, highways, parking, rail, and the airport serve their business. Ratings for all responses are divided into the following subcategories: very dissatisfied (0 to 3), moderately satisfied (4 to 6) and very satisfied (7 to 9).

Condition of roadways in Rapid City. Overall, residents and underserved respondents were moderately satisfied with the condition of roadways in Rapid City. As shown in Figure II-1, 89 percent of residents reported being either moderately or very satisfied with the condition of roadways in Rapid City. However, residents and underserved respondents did not express the same levels of satisfaction with the condition of roadways in Rapid City. One out of every nine residents expressed that they were very dissatisfied with the condition of roadways in Rapid City, while nearly one in five underserved respondents reported that they were very dissatisfied with road conditions in Rapid City.

Figure II-1.
Satisfaction with condition of roadways in Rapid City

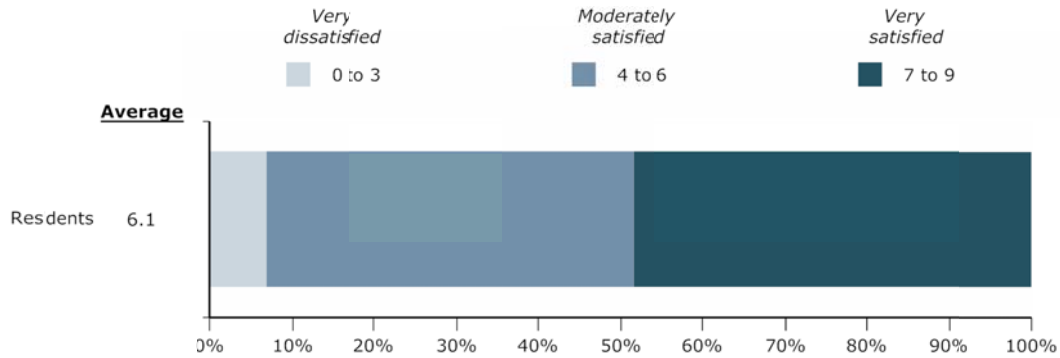


Note: n=517.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Condition of roadways in communities surrounding Rapid City. On average, residents and underserved respondents were moderately satisfied with the condition of roadways in communities surrounding Rapid City. As shown in Figure II-2, 48 percent of residents reported being very satisfied with the condition of roadways in communities surrounding Rapid City. Again, there is a statistical difference in satisfaction with roadway conditions in communities surrounding Rapid City for residents and underserved respondents. Only 7 percent of residents reported being very dissatisfied with the condition of roadways in communities surrounding Rapid City, a statistic that doubles to 14 percent for underserved respondents.

Figure II-2.
Satisfaction with condition of roadways in communities surrounding Rapid City

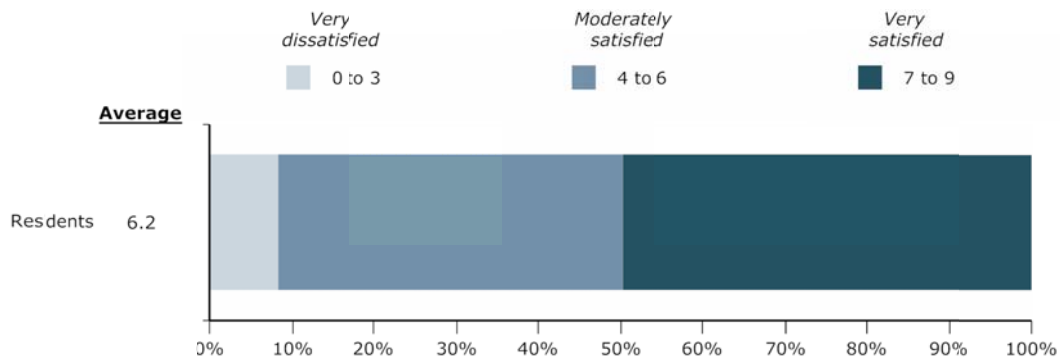


Note: n=481.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Condition of roadways in rural areas surrounding Rapid City. On average, residents and underserved respondents were moderately satisfied with the condition of roadways in rural areas surrounding Rapid City. As shown in Figure II-3, 92 percent of residents were at least moderately satisfied with the condition of rural roadways. Once again, however, residents and underserved respondents reported statistically different levels of satisfaction with the conditions of roadways in rural areas surrounding Rapid City. Only 8 percent of residents reported being very dissatisfied with the conditions of roadways in rural areas surrounding Rapid City, while 14 percent of underserved respondents reported a similar level of dissatisfaction.

Figure II-3.
Satisfaction with condition of roadways in rural area surrounding Rapid City

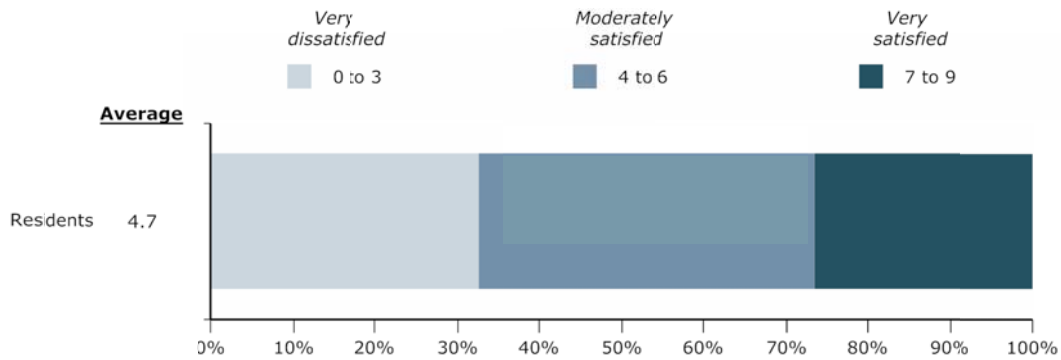


Note: n=486.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Ease of parking in downtown Rapid City. Overall, residents were moderately satisfied with the ease of parking in downtown Rapid City, with 41 percent of residents reporting moderate satisfaction. As shown in Figure II-4, a larger percentage (32%) of residents reported being very dissatisfied with the ease of parking in downtown Rapid City compared to 26 percent of residents who reported being very satisfied.

Figure II-4.
Satisfaction with ease of parking in downtown Rapid City

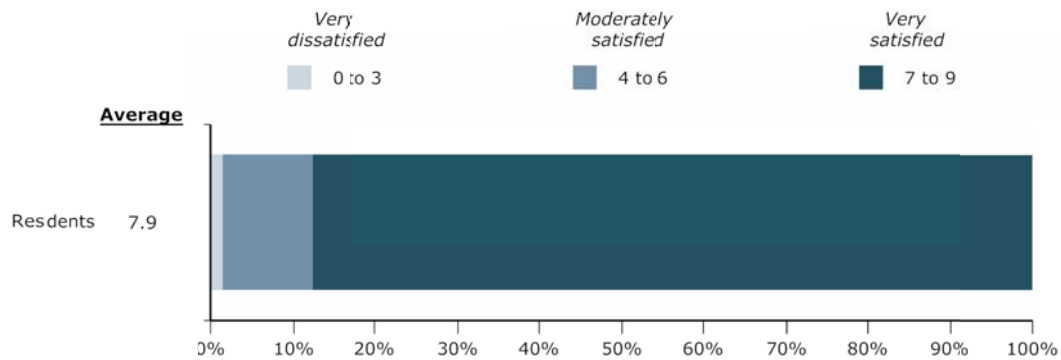


Note: n=511.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

The airport facility. Overall, residents and underserved respondents were very satisfied with the Rapid City Area airport. As shown in Figure II-5, only 1 percent of residents reported being very dissatisfied with the airport. Although both groups reported being very satisfied with the Rapid City Area airport, underserved respondents were less satisfied than residents. Eighty-eight percent of residents reported being very satisfied with the airport facility, while only 83 percent of underserved respondents reported being very satisfied with the Rapid City Area airport.

Figure II-5.
Satisfaction with Rapid City Area airport facility

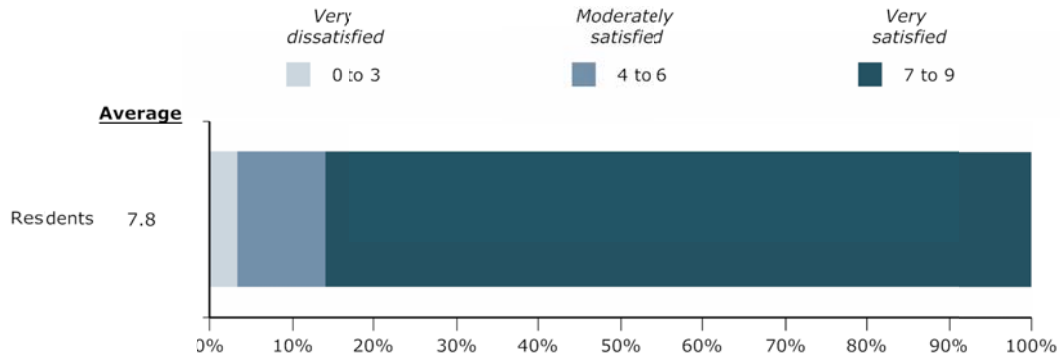


Note: n=473.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Ease of access to the airport. On average, residents were very satisfied with the ease of access to the airport. As shown in Figure II-6, 86 percent of residents reported being very satisfied with the ease of access to the airport.

Figure II-6.
Satisfaction with ease of access to the airport

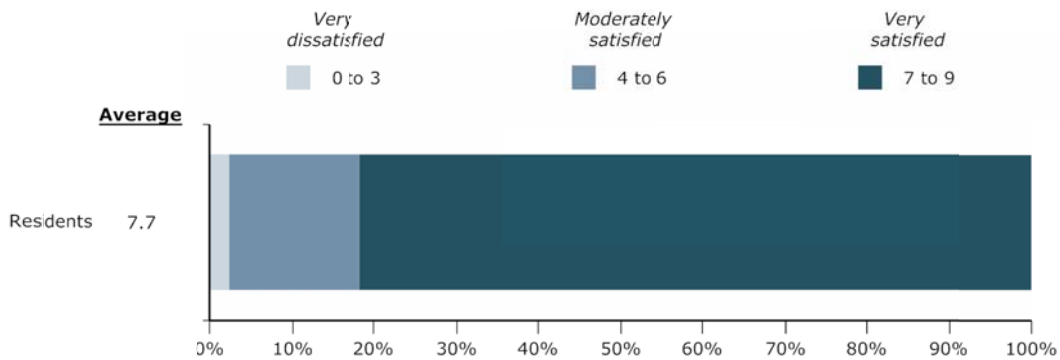


Note: n=482.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Airport parking. Overall, residents were very satisfied with airport parking. As shown in Figure II-7, 82 percent of residents reported being very satisfied with parking at the Rapid City Area airport. Only two percent of residents reported being very dissatisfied with airport parking.

Figure II-7.
Satisfaction with airport parking



Note: n=464.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Employer satisfaction with roads. On average, employers were very satisfied with how roads served their business. As shown in Figure II-8, a majority (75%) of businesses surveyed reported being very satisfied with roads in the Rapid City area. Only 3 percent of employers reported being very dissatisfied with roads.

Employer satisfaction with highways. Overall, employers were very satisfied with how highways served their business. As shown in Figure II-8, nearly 79 percent of businesses surveyed reported being very satisfied with highways. Five percent of businesses reported being very dissatisfied with highways.

Employer satisfaction with parking. Overall, employers were moderately satisfied with how parking served their business. As shown in Figure II-8, nearly two-thirds (65%) of employers reported being very satisfied with parking. One out of every nine employers reported being very

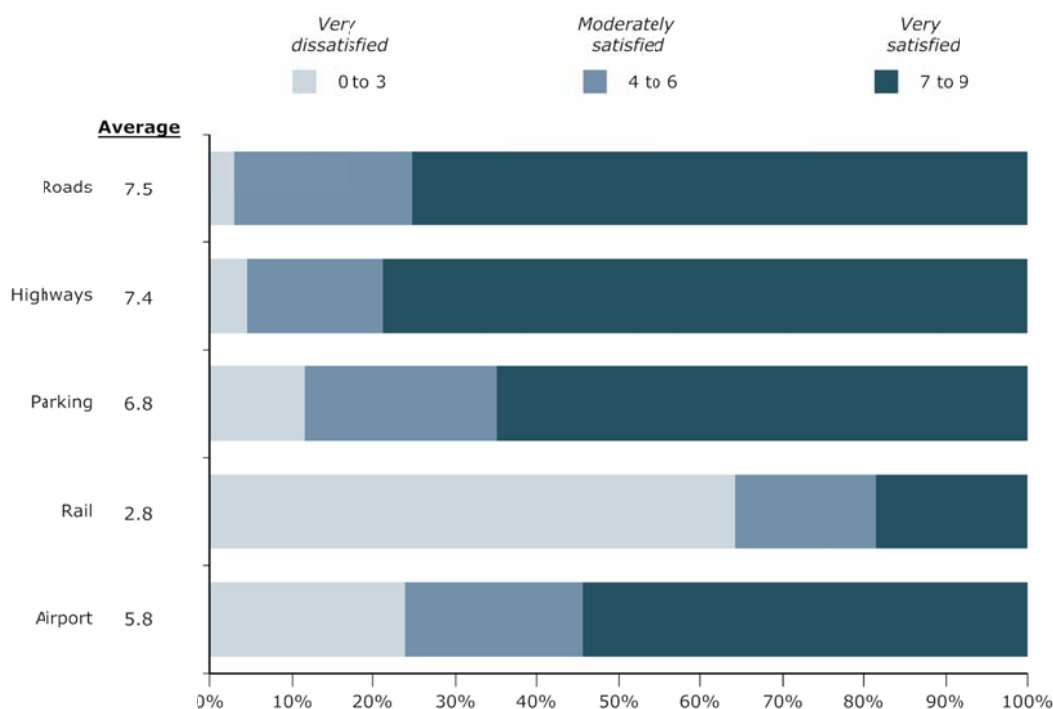
dissatisfied with parking. Stakeholders generally felt that parking downtown was not an issue, but there may be a need for more parking structures in the future, “[Whether downtown parking is an issue] depends on the drivers. Right now, I think downtown parking is not an issue. With a bunch of big trip generators, like president’s plaza or other places that would require them I would say that could change.”

Employer satisfaction with rail. On average, employers were very dissatisfied with how the rail line through Rapid City affected their business. As shown in Figure II-8, nearly two-thirds (64%) of employers reported being very dissatisfied with rail. Additionally, only 19 percent of employers reported being very satisfied with how rail affects their business.

During stakeholder interviews, many employers expressed dissatisfaction with the negative impact caused by the railroad crossing through downtown Rapid City at-grade. Employers detailed problems caused by the current railroad configuration including road congestion and traffic delays.

Employer satisfaction with the airport. On average, employers were moderately satisfied with how the airport served their business. As shown in Figure II-8, 76 percent of employers were at least moderately satisfied with how the airport served their business. Over half (54%) of all employers were very satisfied with how the airport served their business.

Figure II-8.
Satisfaction with roads, highways, parking, rail, and the airport - Employers



Note: Roads n=202, Highways n=198, Parking n=192, Rail n=151, Airport n=180.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Importance. Residents rated the importance (on a scale of 0 to 9, where 0 means very unimportant and 9 means very important) of the following five aspects of roads, highways, parking, and the airport in the Rapid City Area:

- Improving the condition of roadways in the Rapid City Area ;
- Adding parking in downtown Rapid City;
- The airport facility;
- Ease of access to the airport; and
- Airport parking.

Employers rated how important, on a scale of 0 to 9, where 0 means very unimportant and 9 means very important, having access to roads, highways, parking, rail, and the airport is to their business's continued success and growth. Ratings for all responses are divided into the following subcategories: very unimportant (0 to 3), moderately important (4 to 6) and very important (7 to 9).

Residents – Improving the condition of roadways in the Rapid City Area. Overall, residents felt it was very important to improve the condition of roadways in the Rapid City Area. As shown in Figure II-9, nearly three-quarters (72%) of survey respondents rated improving road conditions as a very important issue. Only 5 percent of residents felt that improving the condition of roadways in the Rapid City Area was a very unimportant issue.

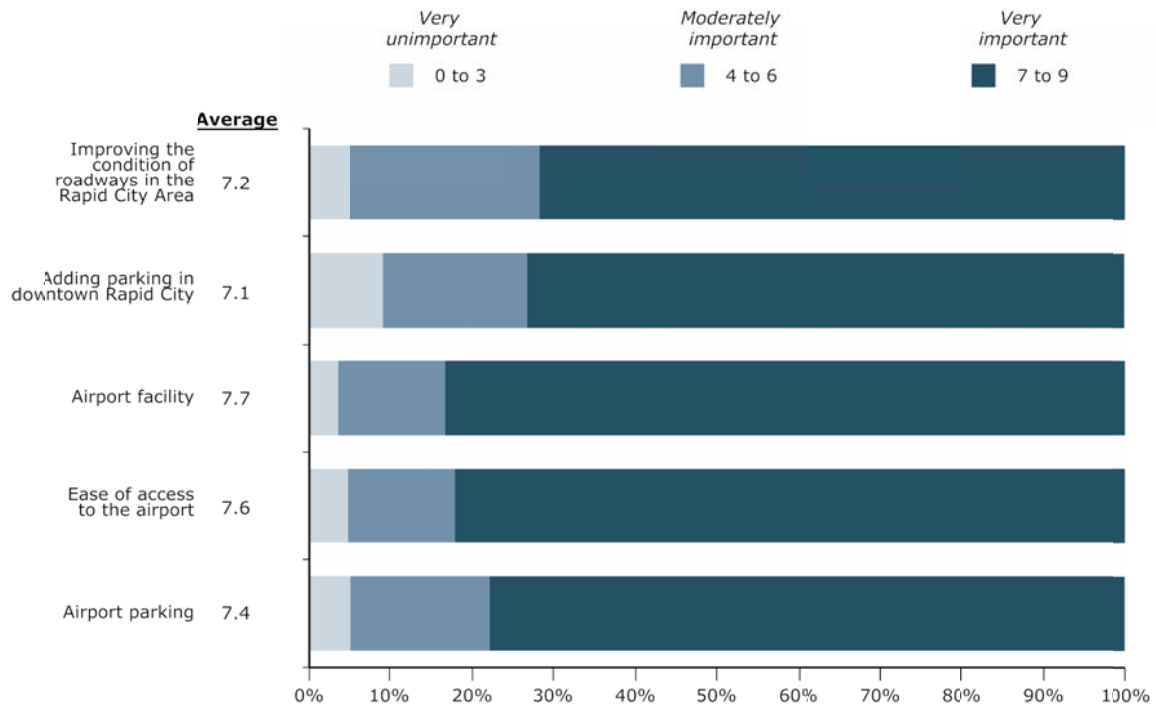
Residents – Adding parking in downtown Rapid City. On average, residents felt adding parking in downtown Rapid City was very important. As shown in Figure II-9, nearly three-quarters (73%) of residents felt that it was very important to add parking in downtown Rapid City.

Residents – The airport facility. Overall, residents felt that the airport was very important. As shown in Figure II-9, 83 percent of residents reported that they believed the Rapid City Area airport was very important.

Residents – Ease of access to the airport. On average, residents felt that ease of access to the airport was very important. As shown in Figure II-9, 82 percent of residents felt that ease of access to the airport was very important, with less than 5 percent stating that ease of access to the airport was very unimportant.

Residents – Airport parking. Overall, residents felt that airport parking was very important. More than three in four residents indicated that airport parking was very important. Results presenting residents' opinions on the important of airport parking are presented below in Figure II-9.

Figure II-9.
Importance of five aspects of roads, highways, parking, and the airport in the Rapid City Area



Note: Condition of roadways n=509, Adding parking n=506, Airport facility n=491, Airport access n=493, Airport parking n=489.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Employers — importance of roads. Overall, employers felt access to roads was very important to their business’s continued success and growth. As shown in Figure II-10, more than 90 percent of employers rated access to roads as very important. Less than 2 percent of employers rated access to roads as very unimportant to the continued success and growth of their business. Of the five aspects of roads, highways, parking, rail, and the airport, employers indicated that roads were the most important factor influencing their business’s continued success and growth.

Employers — importance of highways. On average, employers rated access to highways as very important for the continued success and growth of their business. As shown in Figure II-10, 83 percent of employers rated access to highways as very important.

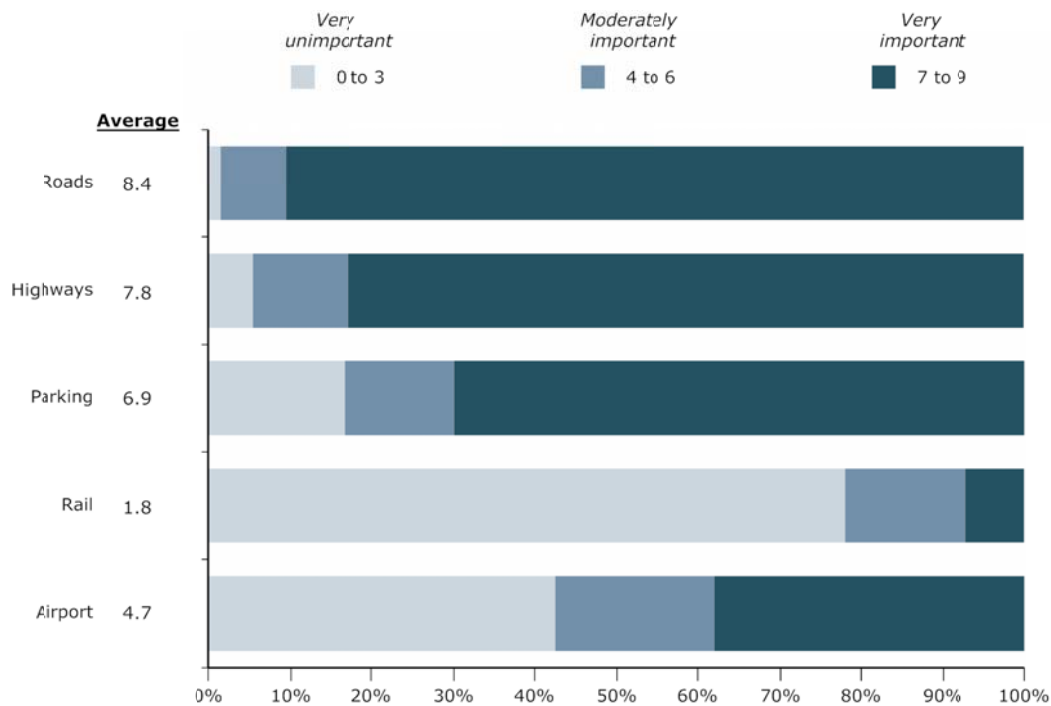
Employers — importance of parking. On average, employers felt that access to parking was very important for the continued success and growth of their business. As shown in Figure II-10, 70 percent of employers rated access to parking as very important. However, it should be noted that 17 percent of employers felt that parking was very unimportant to their business’s continued success and growth.

Employers — importance of rail. Overall, employers felt access to rail was very unimportant for the continued success and growth of their business. As shown in Figure II-10, more than three-quarters (78%) of employers rated access to rail as very unimportant. As discussed earlier in the report, many employers are very dissatisfied with how the rail line through downtown Rapid City negatively affects their business. Dissatisfaction with the disruption caused by rail in downtown Rapid City, and limited use of rail for transport are likely explanations for why

employers believe that access to rail was very unimportant for the continued success and growth of their business.

Employers — importance of the airport. On average, employers felt that access to the airport was moderately important for the continued success and growth of their business. As shown in Figure II-10, there is a divide between employers who believe that the airport is very unimportant and employers who believe that the airport is very important to the success of their business. Forty-three percent of employers rated the airport as very unimportant to their business, while 38 percent rated the airport as very important to the success of their business.

Figure II-10.
Importance of roads, highways, parking, rail, and the airport - Employers



Note: Roads n=201, Highways n=201, Parking n=200, Rail n=196, Airport n=200.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Safety. Residents rated the safety, on a scale of 0 to 9, where 0 means very unsafe and 9 means very safe, of the following three aspects of driving in and around the Rapid City area:

- Driving in Rapid City;
- Driving in communities surrounding Rapid City; and
- Driving in rural areas surrounding Rapid City.

Ratings for all responses are divided into the following subcategories: very unsafe (0 to 3), moderately safe (4 to 6) and very safe (7 to 9).

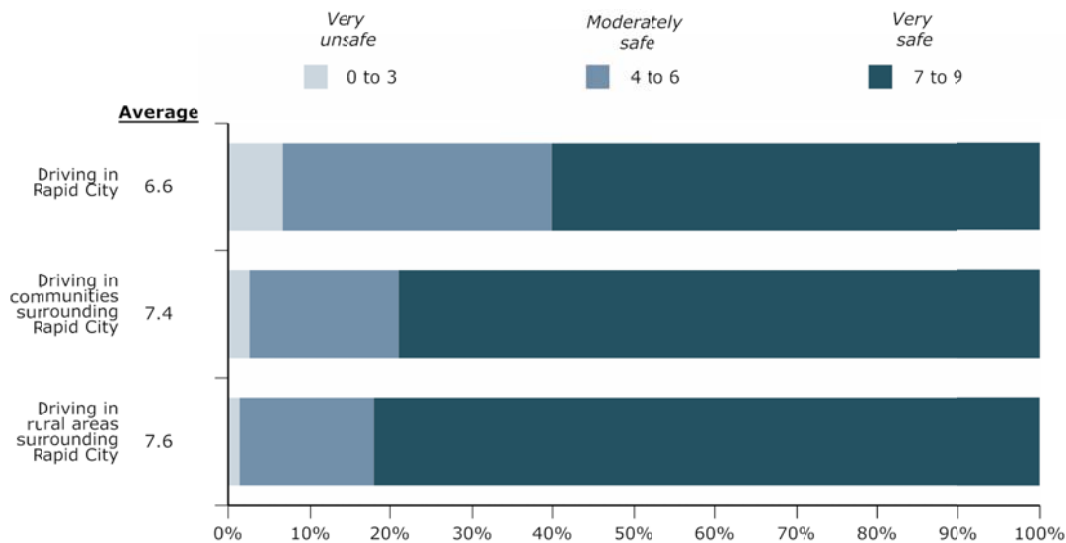
Driving in Rapid City. On average, residents and underserved populations felt moderately safe driving in Rapid City. As shown in Figure II-11, 60 percent of residents felt very safe driving in

Rapid City. However, underserved populations rated driving in Rapid City as less safe than did residents. Only 7 percent of residents reported feeling unsafe driving in Rapid City, while 13 percent of underserved populations felt unsafe driving in Rapid City.

Driving in communities surrounding Rapid City. Residents and underserved respondents showed a significant difference of opinion regarding the safety of driving in communities surrounding Rapid City. Residents reported feeling very safe driving in communities surrounding Rapid City, while underserved respondents reported feeling moderately safe. Seventy-nine percent of residents felt very safe driving in communities surrounding Rapid City while only 66 percent of underserved respondents felt very safe driving in communities surrounding Rapid City. Figure II-11 shows how residents rated the safety of driving in communities surrounding Rapid City.

Driving in rural areas surrounding Rapid City. Overall, residents felt very safe driving in rural areas surrounding Rapid City. As shown in Figure II-11, more than 80 percent of residents rated driving in rural areas as very safe. There was no statistically significant difference between the responses of resident and underserved populations regarding the safety of driving in rural areas surrounding Rapid City.

Figure II-11.
Safety of driving in various locations in the Rapid City Area



Note: Driving in Rapid City n=514, Driving in communities surrounding Rapid City n=499, Driving in rural areas surrounding Rapid City n=499.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Future Priorities

Stakeholders and residents who participated in the focus groups and interviews would recommend that the Rapid City area continue to maintain the quality of existing facilities while working to minimize congestion and improve connections between communities and access to the airport.

- *“Maintenance of roads is very important.”*
- *“Sheridan Lake Road corridor – there are parts of it that are maxed out or pretty close to it and we need to probably think about getting that widened and not just for today’s needs but we should look ahead to future needs. That could be said about many of our arterial corridors. To me it all goes back to funding, we can have great plans in place but if you can’t afford to do the basics what good does that plan do.”*
- *“I know in the past we have talked about a linkage between the airport and the Interstate. I think the county would like to see something other than just Radar Hill Road or some improvements to it or whatever to at least provide a good linkage.”*
- *“I know 44 can get kind of busy, but I think it handles the traffic pretty well. Eventually I’d like to see some better connections up on the north end of the valley, by Homestead Lane, and maybe the completion over to reservoir.”*
- *“Exit 46 to Sturgis is scary for drivers as well as pedestrians.”*

SECTION III.

Public Transit

This section presents resident and stakeholder perspectives on public transit in the Rapid City area based on stakeholder and resident interviews, focus groups and the telephone survey of residents.

Current System

Presently, regularly scheduled fixed route public transit is available only within the City of Rapid City in the form of the Rapid Ride bus system. In the summer months, the City View Trolley provides a narrated tour of points of interest. Outside of Rapid City, Prairie Hills Transit provides on-call transportation service for medical appointments, meals and shopping trips to residents living within its service area boundaries. Rapid Ride offers a Dial-a-Ride service for persons with disabilities for trips within Rapid Ride’s service area. Black Hills Works is currently implementing a pilot transportation program for persons with disabilities, attempting to meet clients’ transportation needs not currently met by the Rapid Ride system.

Strengths. Within the City of Rapid City, Rapid Ride provides good coverage to most of the major employment, shopping and medical destinations. Service is provided Monday through Friday from 6:20 am through 5:50 pm and from 9:50 am to 4:40 pm on Saturdays. Rapid Ride offers six routes operating on 35 minute intervals. Based on interviews and focus groups, Rapid Ride serves the area’s most vulnerable populations—youth, persons with disabilities, low income residents and persons experiencing homelessness. Without the Rapid Ride service, it would be difficult for portions of those underserved populations to get to work, run errands or engage in other community activities.

- *“Where Rapid Ride has coverage, the service is really good.”*
- *“It’s a good service at a fair price. Rapid Ride has a great and friendly staff. They let you know what stop is coming up and help you find where you need to go.”*
- *“I like Rapid Ride. It’s very helpful with my job search. There’s a stop at the Department of Labor and where the day laborers wait for work. That’s very good.”*

The Dial-a-Ride service is highly valued by persons with disabilities who rely on the service to access employment opportunities, medical appointments, and shopping. Dial-a-Ride is a lifeline to Rapid City area residents who otherwise would be homebound.

- *“Having Dial-a-Ride gives dignity to people.”*
- *“I really appreciate the two transit systems (Rapid Ride and Dial-a-Ride).”*

Weaknesses. From the perspective of residents and stakeholders who participated in the interviews and focus groups, the two greatest weaknesses of the current public transit system are hours of operation and limitations on geographic coverage. Communications about route changes and schedule/route information materials are also a potential weakness.

Hours of operation. Ceasing service before 6:00 pm on weekdays creates difficulties for residents seeking to commute using Rapid Ride, particularly those who work in the retail or service sectors whose shifts may not end until 10:00 pm or later or require Sunday hours.

- *“It’s really hard to keep a job when you have to ask for certain shifts because you rely on the bus and service stops or doesn’t exist on Sundays.”*
- *“I’m really happy that Rapid City has transit. But, with the early ending of service, it makes it hard for people to work. I worked at the southside Wal-Mart and I didn’t get off until 9:30. That meant I had to walk home or try to find a ride with someone.”*
- *“In a needs assessment survey of human services providers in the region, transportation was the number one issue. Providers believe there is a very strong need for Rapid Ride service to extend to 9:00 or 10:00 pm. This would accommodate more work schedules as well as allow clients to go to dinner and a movie. They also recommended adding Sunday service from 7:00 am to 1:00 pm so that residents can go to church.”*

Geographic coverage. In general, within Rapid City, focus group and interview participants thought that Rapid Ride provides good geographic coverage for most major destinations. Exceptions include service to Sioux San Indian Hospital, Black Hills State University at the University Center, Oglala Lakota College at the College Center, Western Dakota Tech, the Department of Motor Vehicles, and the food bank.

- *“There is not a bus connection to Sioux San Indian Hospital.”*
- *“The two biggest complaints from students at Black Hills State University are that there is no transit and that they have to pay for parking.”*
- *“The bus doesn’t go to Oglala Lakota College at the College Center. It would really help me finish school if I could take the bus to school and be able to take night classes with bus service at night. Really, Rapid Ride should go to all the schools in the area and should provide service at night as late as the classes go. Otherwise, you run into problems finishing your degree and completing your major.”*

The lack of regional public transportation service is also seen as a weakness of the current system.

- *“We need a bus/mass transit to reach the surrounding communities so people can use it to get to Rapid City.”*
- *“A bus from Piedmont or Summerset should get people to the mall, Rushmore Crossing, Baken Park, downtown Rapid City and the hospital.”*
- *“Serving at Ellsworth as transportation engineer, I always think about it would be nice to have better transit opportunities between the base and Rapid City and I don’t see much*

development or initiative from the military side, there's really not any resources or programs on the military side to enhance those options. So anything coming from the Rapid City side or from the MPO side would be great to provide transit opportunities."

- *"Rapid Ride should be expanded to Black Hawk, Piedmont and Box Elder through some sort of route system. Maybe one bus a day each way."*
- *"I think [Box Elder has] an overabundance of trailer, and lower income housing people that possibly don't even have transportation. There are a lot of elderly people that probably don't have good transportation. We're trying to get grocery stores and those type of things, they need to go to clinical stuff or grocery stores we don't have any public source to get them to that point. So if we figured out a way of getting people some type of transportation...the ideal thing with Rapid City is the Rapid Ride, if we could have some type of extension of the Rapid Ride out this way since it's an established organization."*

Communication. Several of the stakeholders and residents shared their perception that as an organization Rapid Ride could improve its communications with residents and riders about changes or additions to routes as well as its schedule and route materials.

- *"When changes are made, such as a route expansion, Rapid Ride must do a better job of advertising the change so that people can take advantage. When a route was added to go to Western Dakota Tech, it only lasted for two months, and it was discontinued before anyone knew it was an option."*
- *"They need an App for Rapid Ride that has the schedule and the routes. Like a trip planner. Portland has a good one."*
- *"It's hard to figure out how to use Rapid Ride; to figure out where you need to stand to get where you need to go."*
- *"The current bus route maps are very difficult to understand. It would be great if Rapid Ride could create a large scale map that could be hung in the Mission entrance."*

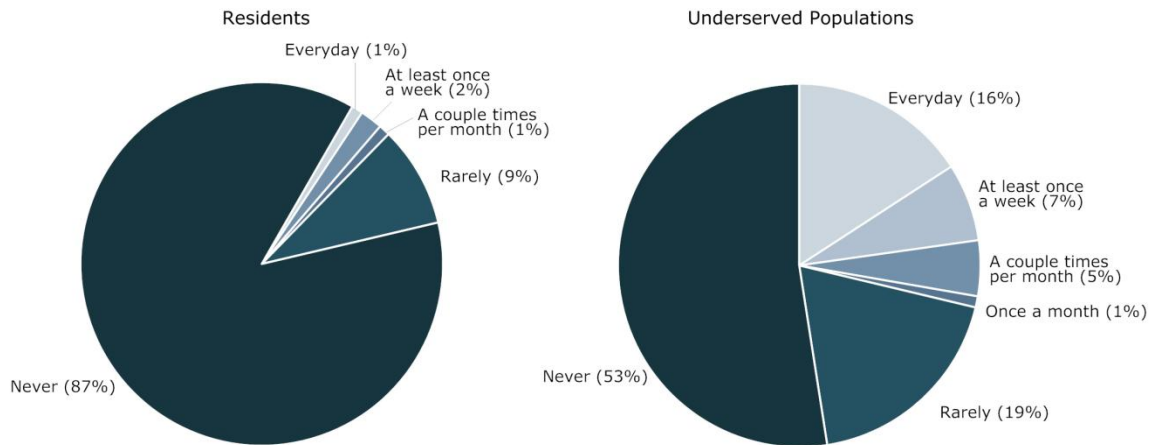
Survey

As part of the 2014 Rapid City Area Market Study, residents and underserved populations rated the following aspects of public transportation in Rapid City:

- Satisfaction;
- Importance; and
- Safety.

Residents and underserved populations also discussed how frequently they use Rapid Ride. As shown in Figure III-1, nearly nine in ten residents never use Rapid Ride, and half of underserved respondents never use Rapid Ride. Among underserved respondents, one in four use Rapid Ride either every day or at least once a week.

Figure III-1.
How frequently do you use Rapid Ride?



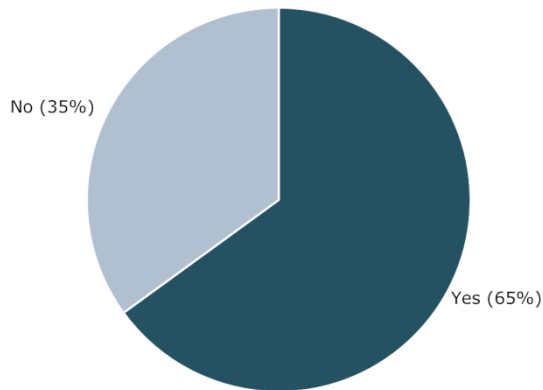
Note: Resident n=524, Underserved population n=285.
 Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

As part of the 2014 Rapid City Area Market Study, employers rated overall satisfaction and importance of access to transit for their employees and customers. Employers also discussed whether their business was located along or near an existing Rapid Ride route and whether their employees or customers use Rapid Ride. As shown in Figure III-2, 65 percent of businesses surveyed were located along or near an existing bus route.

Figure III-2.
Is your business currently located along or near an existing Rapid Ride bus route?

Note:
 n=158.

Source:
 BBC Research & Consulting 2014 Rapid City Area Market Study.

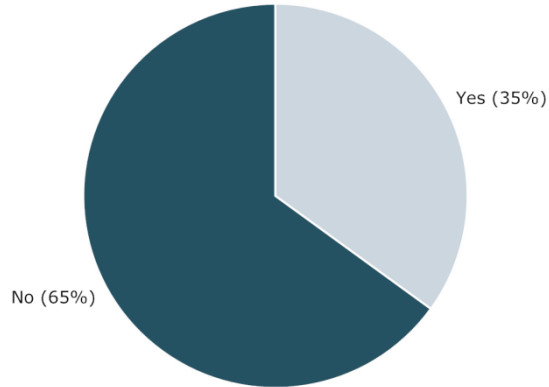


As shown in Figure III-3, slightly more than one in three businesses reported that their employees or customers use Rapid Ride.

Figure III-3.
Do you or any of your employees or customers use Rapid Ride or bus transit to commute to your business?

Note:
n=136.

Source:
BBC Research & Consulting 2014 Rapid City Area
Market Study.



Satisfaction. Those residents who use Rapid Ride at least some of the time were asked to rate their satisfaction on a scale of 0 to 9, where 0 means very dissatisfied and 9 means very satisfied. Survey participants were asked to rate their satisfaction with:

- Bus routes;
- Weekday hours of bus service;
- Weekend hours of bus service; and
- Comfort at bus shelters.

Employers were also asked to rate their overall satisfaction, on a scale of 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, of how transit/bus serves their business. Ratings for all responses are divided into the following subcategories: very dissatisfied (0 to 3), moderately satisfied (4 to 6) and very satisfied (7 to 9).

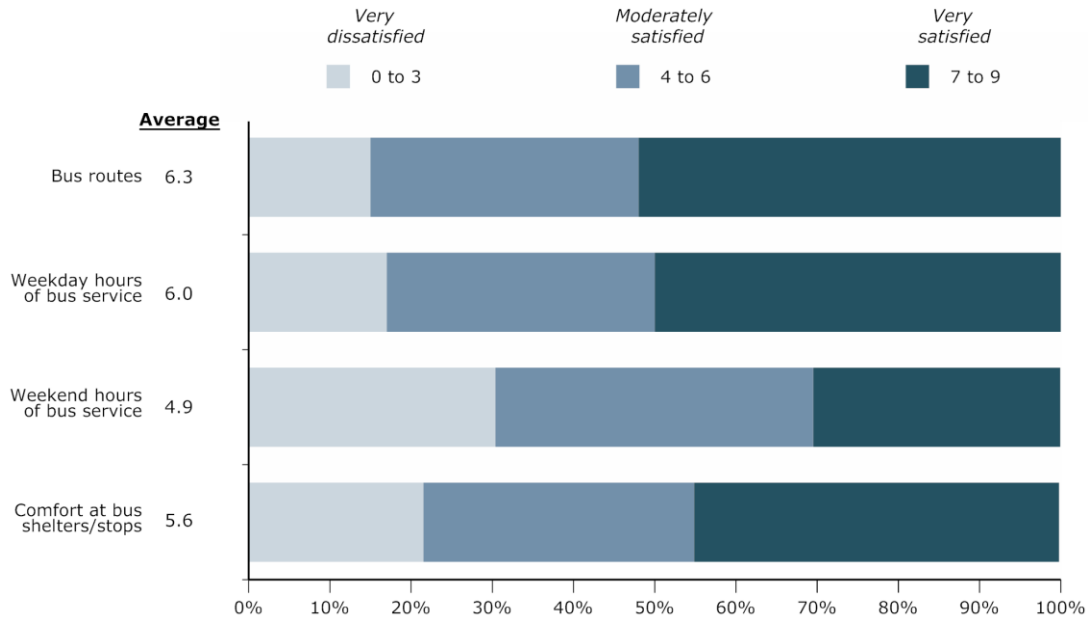
Residents – Bus routes. Overall, Rapid Ride riders were moderately satisfied with current bus routes. Over half (53%) of riders were very satisfied with bus routes. Only 14 percent of riders indicated that they were very dissatisfied with Rapid Ride bus routes.

Residents – Weekday hours of bus service. On average, riders were moderately satisfied with weekday hours of bus service. As shown in Figure III-4, 50 percent of riders were very satisfied with weekday hours. Seventeen percent of riders indicated that they were very dissatisfied with weekday hours of bus service.

Residents – Weekend hours of bus service. On average, riders were moderately satisfied with weekend hours of bus services. However, they were considerably less satisfied with weekend hours than with weekday hours. For example, one in six riders were very dissatisfied with weekday hours, while almost twice as many were very dissatisfied with weekend hours. Figure III-4 shows how riders rated their satisfaction of weekend hours of bus service.

Residents – Comfort at bus shelters/stops. Overall, riders were moderately satisfied with comfort at bus shelters/stops. Among riders, 45 percent of respondents were very satisfied with comfort, while 22 percent of respondents reported being very dissatisfied with comfort. Figure III-4 shows how riders rated their satisfaction with comfort at bus shelters/stops.

Figure III-4.
Satisfaction with aspects of Rapid Ride

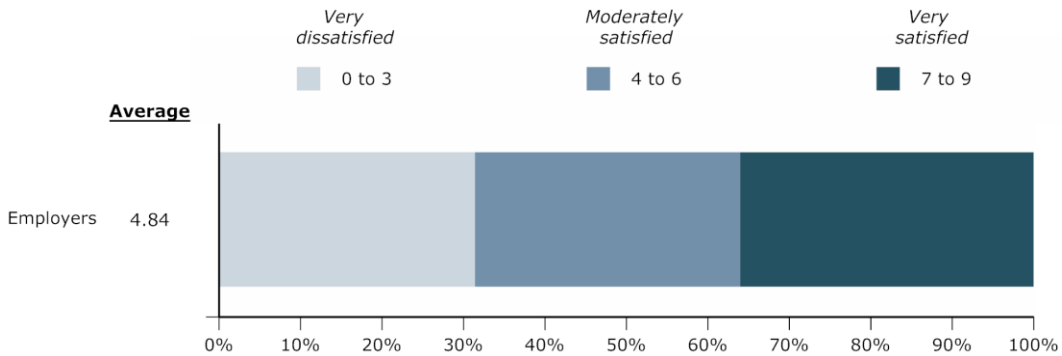


Note: Bus routes n=127, Weekday hours n=126, Weekend hours n=115, Comfort at bus shelters n=129

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Employers. On average, employers were moderately satisfied with how transit/bus serves their business. As shown in Figure III-5, a slightly higher percentage of employers were very satisfied with how transit/bus serves their business (36%) than employers who were very dissatisfied with how transit/bus serves their business (31%).

Figure III-5.
Employer satisfaction with transit/bus



Note: n=175.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Importance. Transit riders rated the importance on a scale of 0 to 9, where 0 means very unimportant and 9 means very important, of the following three aspects of Rapid Ride:

- Adding new bus routes to reach the communities surrounding Rapid City;
- Expanding service hours into the evening (up to 10:00 P.M.); and
- Adding bus service on Sunday.

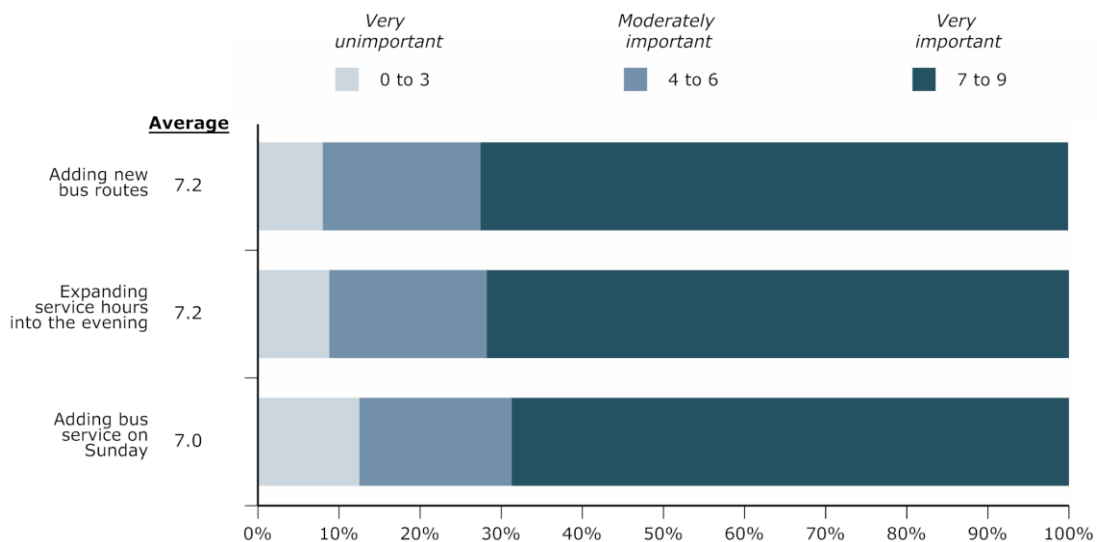
Employers rated how important, on a scale of 0 to 9, where 0 means very unimportant and 9 means very important, having access to transit/bus is to their business’s continued success and growth. Ratings are again divided into the following subcategories: very unimportant (0 to 3), moderately important (4 to 6) and very important (7 to 9).

Residents – Adding new bus routes. Overall, adding new bus routes was very important to respondents who currently use transit service. Among riders, nearly three in four respondents felt adding new bus routes was very important. As shown in Figure III-6, only 8 percent of riders felt that adding new bus routes was very unimportant.

Residents – Expanding service hours into the evening. On average, respondents who currently use transit services felt that expanding service hours into the evening was very important. Seventy-two percent of riders rated expanding service hours as very important. Figure III-6 shows how riders rated the importance of expanding service hours.

Residents – Adding bus service on Sunday. Overall, adding bus service on Sunday was very important to respondents who currently use transit services. Similar to responses about expanding service hours, 69 percent of riders felt that adding bus service on Sunday was very important. As shown in Figure III-6, only one in eight riders rated adding bus service on Sunday as very unimportant.

Figure III-6.
Importance of potential changes to Rapid Ride

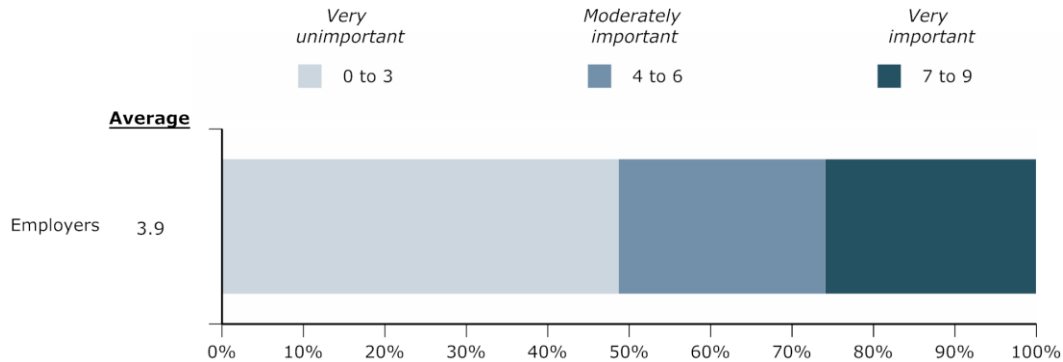


Note: New bus routes n=124, Expanding service hours into the evening n=124, Sunday bus service n=128.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Employers. On average, transit/bus was moderately important to employers. As shown in Figure III-7, almost half of employers surveyed rated transit/bus as very unimportant to the continued success and growth of their business.

Figure III-7.
Importance of transit/bus - Employers

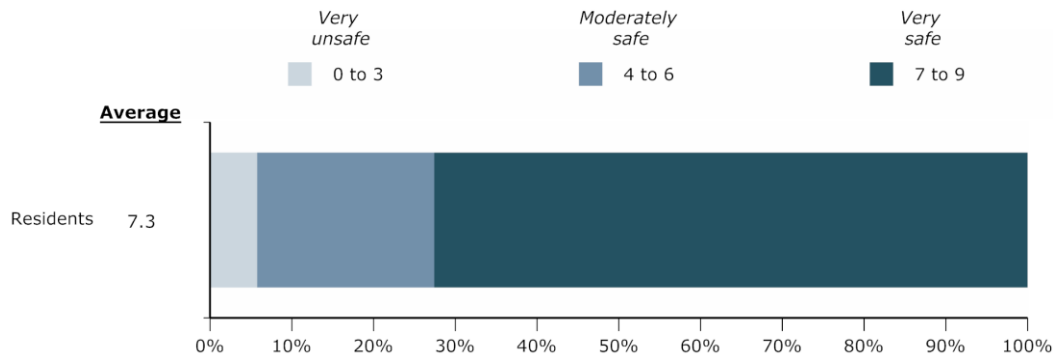


Note: n=201.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Safety. Residents rated the safety, on a scale of 0 to 9, where 0 means very unsafe and 9 means very safe, of using Rapid Ride. Overall, residents felt very safe using Rapid Ride. As shown in Figure III-8, three out of four residents felt very safe using Rapid Ride. Approximately one in twenty residents felt very unsafe using Rapid Ride. There was no statistical difference in how residents and underserved respondents viewed the safety of using Rapid Ride.

Figure III-8.
Safety of using Rapid Ride



Note: Residents n=226.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Challenges reported by employers. Employers were surveyed to see if any of their employees or customers used Rapid Ride or bus transit to commute to their business. Of the employers who confirmed that they have employees or customers that use Rapid Ride or bus transit to commute to their business, employers discussed whether their employees or customers encountered any challenges or difficulties due to Rapid Ride's current hours and days of operations. As shown in Figure III-9, nearly seven in ten employers reported no known

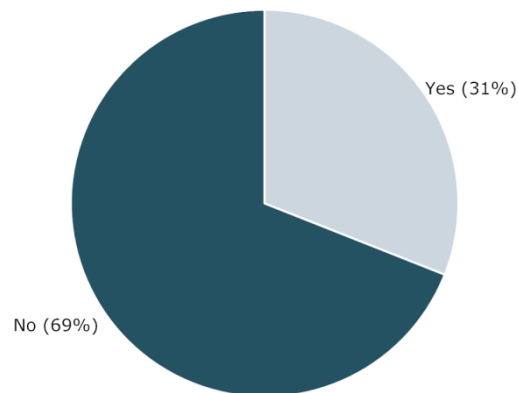
challenges or difficulties. Among the 31 percent of employers that reported challenges or difficulties, the following issues were mentioned:

- Lack of consistent hours of operation;
- Evening service hours;
- Weekend service hours and lack of service on Sunday;
- Unclear bus schedule; and
- Limited frequency of busses.

Figure III-9.
Do your employees or customers encounter any challenges or difficulties due to Rapid Ride's current hours and days of operation?

Note:
n=45.

Source:
BBC Research & Consulting 2014 Rapid City Area
Market Study.



Supporting downtown Rapid City with public transit. Business leaders discussed the importance of pedestrian traffic to downtown Rapid City's economic success. They suggested that Rapid Ride offer service before and after downtown events, such as those held in Main Street Square, to encourage residents to take the bus and walk around downtown. They also thought this option would help alleviate parking pressures during popular events. Residents who are transit-dependent would like to see Rapid Ride hours extended for special events so that they can participate in these community functions.

- *"Downtown's economic vitality is dependent on pedestrian traffic, especially in the summertime. We need to encourage people to take Rapid Ride, walk downtown or ride their bikes downtown. This will help with traffic and parking while getting people out on the streets and walking into local businesses."*
- *"You need wireless service at the hub, super cool presence there, longer hours, drunk crowd, the drunk bus, the 7:00 pm from downtown to get home, a perception that it is somewhat cool and it's not just people who lost their license for DUI."*
- *"There needs to be a change in perspective among residents and the city that devalues building more parking and accommodating the car and starts to value transit, biking and walking. The current thinking —car first— is enabling bad behavior."*
- *"It would be nice if Rapid Ride would run for longer hours on days where there are events or festivals, because then we could participate. Now, we can't get there because of transportation issues."*

Connection to Pine Ridge. Many of the Native American people and service providers who participated in interviews and focus groups expressed a desire for bus service from Rapid City to the Pine Ridge Reservation. Most envisioned this route would operate at least once a week.

- *“Many of the men served by Cornerstone would like to be able to take a bus to Pine Ridge.”*
- *“For Native people, there needs to be an organization working on Native issues and helping the Natives living in Rapid City connect with the reservation; a bus route would be a great service.”*
- *“Pine Ridge has its own bus system, but it doesn’t have a bus that comes to Rapid. It would be really good if there was a bus to Pine Ridge from Rapid, even just on certain days.”*
- *“There is no bus to Pine Ridge, so I can’t go see family and they can’t come see me.”*

Perceptions of public transit from non-riders. While low income and special needs populations are not the only Rapid Ride customers, stakeholders shared their perspective that currently, residents with access to a personal vehicle are unlikely to use Rapid Ride. Stakeholders shared their perception that residents largely rely on cars for transportation and that will be a hard mentality to change. There was also discussion about the stigma some residents associate with riding the bus.

- *“The bus and Dial-a-Ride is very important to have, but I don’t use it. I drive. If people don’t drive themselves, they carpool to get here.”*
- *“I think it is going to be used more by elderly or people that don’t/can’t drive for whatever reasons. I think most of the younger people are going to drive; Rapid City is not that hard of a city to get around. It’s not too bad driving around. So I think transit is mainly going to be used by people who can’t or don’t drive.”*
- *“I don’t know how you are going to change the younger generation’s mind about using the bus and not your car; it’s really going to be tough. It’s even more stressed now-a-days cause all the young kids have their own cars. I don’t think you are going to change their mind.”*
- *“There is a little bit of a stigma about riding the bus. It’s like ‘Well I can’t afford a car...’ For kids I think that’s part of it.”*

Future Priorities

In focus groups and interviews, participants shared their opinions regarding the future of public transit in the Rapid City area and how they would prioritize further investments in the system. By far, addressing the system’s current weaknesses—hours of operation and geographic coverage—were the top priorities. Participants conceived of a future system that is regional in nature and provides extended hours of operation, including weeknights and Sunday services. Several participants noted the interest, particularly among younger residents, in sustainability and how expanded public transit could support efforts to increase the region’s sustainability.

- *“Much of the region’s growth in the next 25 years will be in outlying areas, especially to the East. People in outlying areas are already frustrated that there is not transit connection between their community and Rapid City.”*
- *“A big trend is the increased interest in sustainability among the youth. The community will need to support this trend through expanding transit and opportunities for biking and walking.”*
- *“Creating a park-and-ride system might be a good step toward developing a regional system, but only if bus service starts early enough and ends late enough to transport people to and from work.”*
- *“The system needs to grow to surrounding areas; expand regionally. There are airmen who don’t have cars.”*
- *“Extended hours and expanded service area is a critical need.”*
- *“Creating a route to Pine Ridge is a huge need.”*

SECTION IV.

Bicyclists

This section presents resident and stakeholder perspectives about bicycling and bicycle facilities in the Rapid City area based on the stakeholder and resident interviews, focus groups and telephone surveys.

Current System

In 2011, the City of Rapid City completed the Bicycle and Pedestrian Master Plan, which is intended to guide development of a network of bicycle and pedestrian facilities that make commuting by these modes viable as well as to enhance the quality of life in the community.

Bicycling as a transportation mode is in its nascent stages in the Rapid City area. Master planning is complete, but implementation is not. Over the long term, residents who participated in interviews and focus groups predicted that bicycling will grow in popularity, especially as both drivers and bicyclists become accustomed to sharing the road. There were mixed feelings among stakeholder interview participants about bicycling in Rapid City. Some felt that there are not enough bicyclists to merit updating streets with bike lanes. Others felt that bike lanes were important upgrades as bicycling “catches on” in the community.

- *“You build a bike lane and people are like ‘Why are you doing that?’ We put one on Canyon Lake Drive and people complain ‘I never see people on it.’ It’s like well, it’s coming, but you can’t really like tell where to build a bridge just by how many people you see swimming across a river.”*
- *“Is it one of those build it and they will come? I don’t know. We’re starting to put bicycle paths in, but truly I don’t see that many people on the roads. I would like to see us be a lot more bike-friendly. If we want to keep or bring young people here, we need to have the right amenities to do that. That’s the mentality of our area—we drive.”*

Strengths. Few participants in the interviews and focus groups shared their perceptions of strengths of the current system of bicycle facilities. This is likely due to the fractured nature of the current system and the early stage of adoption of bicycling as more than just a recreational activity. A strength that was not necessarily directly articulated but implied is the fact that the region has begun to invest in bicycle facilities and has begun to think about accommodating and facilitating alternative modes of transportation. “Sharrows” have been put in place on several streets to indicate shared-use car and bicycle lanes. Rapid City’s shared-use Swanny Pathway is a popular choice for recreational bicycling and is the backbone of the city’s 16-plus miles of bicycle trails, lanes and paths.

- *“When people ask me what I love about my city, I can walk to golf, I can walk to fly fishing, I can ride my bike and do world class single track all right in our core. That kind of connectivity doesn’t always require the car or parking.”*

- *“I think they have done a really good job expanding and getting the bicycle routes throughout town, I think that is a huge improvement. Maybe a little better on the signage for those bicycle routes.”*
- *“We have a bike path all the way along the creek and that’s what most people use.”*
- *“We have our multiple use path which is recreational, but I like the idea of bike routes to be street surface level, like wide outside lane idea. When you give them a separate spot, like they did on Kansas City Street. So there’s like a sidewalk and then some park benches and median strips and then a bike path and then the street, and that just doesn’t seem to work as well as just putting the bike lane on the street.”*
- *“The Health System’s Move 360 Wellness program is trying to promote biking and making it easy and safe to ride bikes.”*

Weaknesses. Stakeholders and residents shared their perspectives of weaknesses in the current bicycle transportation system. Currently, bicycle facilities are not well integrated into the transportation system. Connectivity is a challenge, as is finding safe routes. There is a tension between bicyclists and motorists that stakeholders attribute to a lack of education—for drivers and bicyclists—about safely sharing the road.

Need for bicycle facilities. Those focus group and interview participants who bicycle for recreation or commuting offered a few suggestions for places that need some form of bicycle facility or shared use trail. More generally, many participants thought it was appropriate to incorporate bicycle facilities on existing roads that are wide enough.

- *“Elk Creek needs a trail or a path for people on horseback, biking or walking.”*
- *“It would nice if they could get that bike lane idea on Rail Trail deal out to the airport.”*
- *“The unincorporated areas are really lacking in sidewalks and safe places to ride bikes.”*
- *“I would like to see us widen more roads, for bicycle safety, some of our roads get pretty narrow and a lot of it is just because we don’t have the right of way. Country Road would be a good example, and Reservoir Road and Anderson Road.”*

Connectivity and wayfinding. Focus group and interview participants described the current system of bike paths, trails and lanes as disconnected, both within Rapid City and especially between Rapid City and neighboring communities. From their perspective, some routes are not well marked.

- *“It’s dangerous to commute by bike. There are no marked bike lanes. There are some bike trails out by Canyon Lake Drive, but there is not a cohesive, connected bike system.”*
- *“For people who want to commute to work in Rapid City by bike, it takes a while to find a safe route to take. Some bike routes are not marked on streets and there is a lack of connectivity between routes.”*

Motorist and bicyclist education. As bicycling continues to grow in popularity as a mode of transportation, the tension expressed by stakeholders and residents between motorists and bicyclists may increase if there is not a concerted effort to educate both motorists and bicyclists about how to safely share the road. Most interviewees felt that bicycle safety was an important issue that needed to be addressed, specifically through education for drivers and bicyclists.

- *“The bicycle path worries me a little bit because again that’s new to this area and people aren’t looking for bikes and don’t understand that they actually have a legal right on the side of the road. I think there needs to be public service announcements or something telling people that the street has a bike lane and you do have to yield to them, or allow them on there, because I don’t think people understand that.”*
- *“There have been some things done for bicycle traffic, and I don’t know if this is an education program or what, but I don’t see drivers paying a whole lot of attention or even noticing that there are even bikers. We have blinders on. We don’t notice people who are riding bicycles. There are all kinds of opportunities in Rapid City to make this a biking Mecca almost.”*

Survey

As part of the 2014 Rapid City Area Market Study, residents and underserved populations rated the following aspects of bicycling in Rapid City:

- Satisfaction;
- Importance; and
- Safety.

Among residents, 24 percent reported riding a bicycle as a mode of transportation they used in a typical month. Among underserved respondents, 20 percent reported riding a bicycle as a mode of transportation they used in a typical month.

Responses from residents were compared to responses from underserved respondents and analyzed for statistical differences between responses. In general, the difference in responses between residents and underserved respondents was not statistically significant. In these cases, the data reported contains responses from residents of the Rapid City Area, a population which contains a representative proportion of underserved individuals. For questions where a statistical difference exists between resident and underserved respondent responses, the difference is highlighted and discussed.

As part of the 2014 Rapid City Area Market Study, employers rated overall satisfaction and importance of bicycle lanes or paths in Rapid City.

Satisfaction. Residents rated their satisfaction on a scale of 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, of the following two aspects of bicycling in Rapid City:

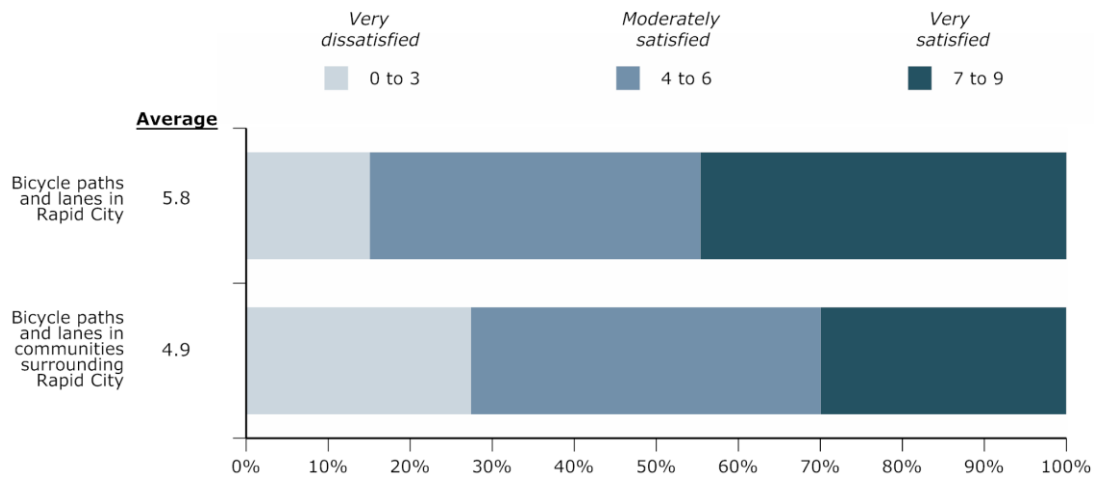
- Amount of bicycle paths and lanes in Rapid City; and
- Amount of bicycle paths and lanes in communities surrounding Rapid City.

Employers were also asked to rate their overall satisfaction, on a scale of 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, of how bicycle lanes or paths serve their business. Ratings for all responses are divided into the following subcategories: very dissatisfied (0 to 3), moderately satisfied (4 to 6) and very satisfied (7 to 9).

Amount of bicycle paths and lanes in Rapid City. Overall, residents were moderately satisfied with the amount of bicycle paths and lanes in Rapid City. As shown in Figure IV-1, 45 percent of respondents were very satisfied with the amount of bicycle paths and lanes, while only 15 percent reported being very dissatisfied with the amount of bicycle paths and lanes.

Amount of bicycle paths and lanes in communities surrounding Rapid City. On average, residents were moderately satisfied with the amount of bicycle paths and lanes in communities surrounding Rapid City. However, survey respondents were considerably less satisfied with the amount of bicycle paths and lanes in surrounding communities compared to within Rapid City. For example, 15 percent of residents were very dissatisfied with the amount of bicycle paths and lanes in Rapid City, but that number nearly doubled (27%) when respondents were asked about communities surrounding Rapid City. Figure IV-1 shows how respondents rated their satisfaction with the amount of bicycle paths and lanes in the Rapid City Area.

Figure IV-1.
Satisfaction with amount of bicycle paths and lanes in the Rapid City Area

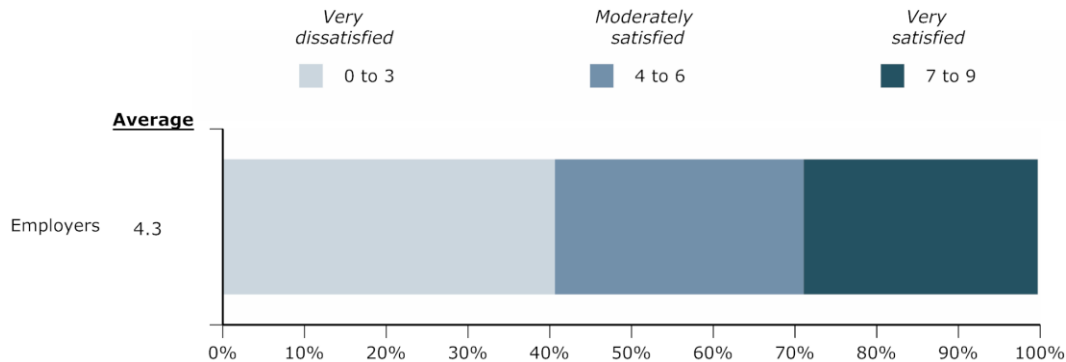


Note: Paths in Rapid City n=464, Paths in communities surrounding Rapid City n=401.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Employers. On average, employers were moderately satisfied with how bicycle lanes and paths serve their business. As shown in Figure IV-2, 41 percent of employers were very dissatisfied with bicycle lanes and paths, while only 29 percent of employers were very satisfied with bicycle lanes and paths.

Figure IV-2.
Employer satisfaction with bicycle lanes or paths



Note: n=171.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Importance. Residents and underserved respondents rated the importance on a scale of 0 to 9, where 0 means very unimportant and 9 means very important, of the following three aspects of bicycling:

- Adding shared lanes along roadways for bicyclists;
- Adding bicycle paths that are separate from roads and highways; and
- Educating drivers about sharing the road with bicyclists and looking out for pedestrians.

Employers were also asked to rate how important, on a scale of 0 to 9, having access to bicycle lanes or paths is to their business's continued success and growth. Ratings for all responses are divided into the following subcategories: very unimportant (0 to 3), moderately important (4 to 6) and very important (7 to 9).

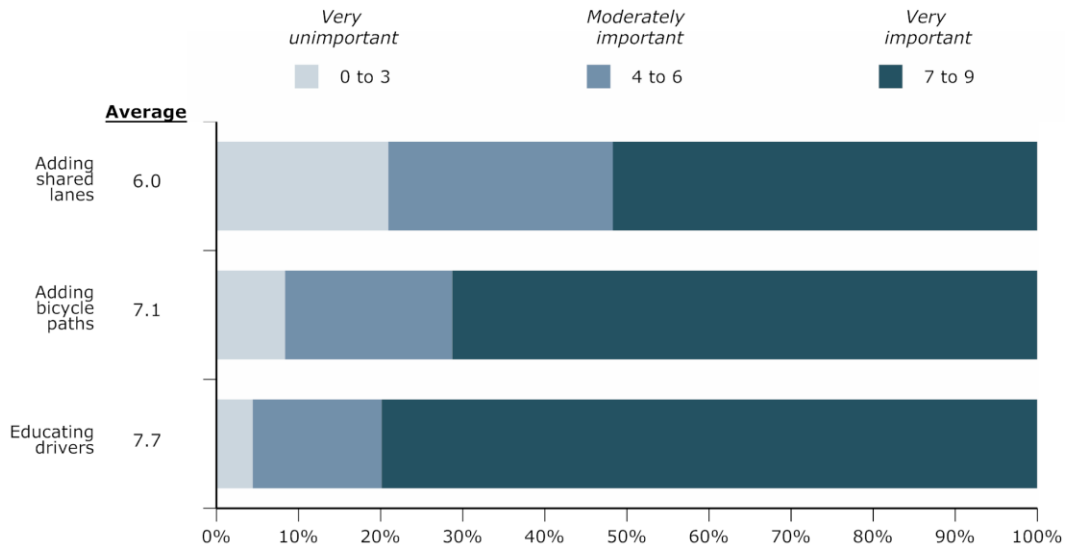
Adding shared lanes along roadways for bicyclists. Overall, residents felt that adding shared lanes was moderately important. Over half (52%) of residents felt that adding shared lanes was very important. Figure IV-3, shows how residents rated the importance of adding shared lanes.

Adding bicycle paths that are separate from roads and highways. On average, adding bicycle paths that are separate from roads and highways was very important to residents. As shown in Figure IV-3, nearly three-quarters of respondents felt adding bicycle paths was very important. Only 9 percent of residents felt adding bicycle paths was very unimportant.

Educating drivers about sharing the road with bicyclists and looking out for pedestrians. Overall, residents felt that educating drivers about sharing the road with bicyclists and looking out for pedestrians was the most important topic regarding bicyclists. As shown in Figure IV-3, four out of five respondents felt educating drivers was very important, a statistically larger percentage of respondents than those who felt adding shared lanes along roadways and/or adding bicycle paths separate from roads was important. Less than 5 percent of respondents felt that educating drivers was very unimportant. Additionally, a statistical difference existed between how

residents and underserved respondents viewed the importance of educating drivers. Eighty percent of residents felt that educating drivers was very important, while more than 85 percent of underserved respondents felt that educating drivers about sharing the road and looking out for cyclists was very important.

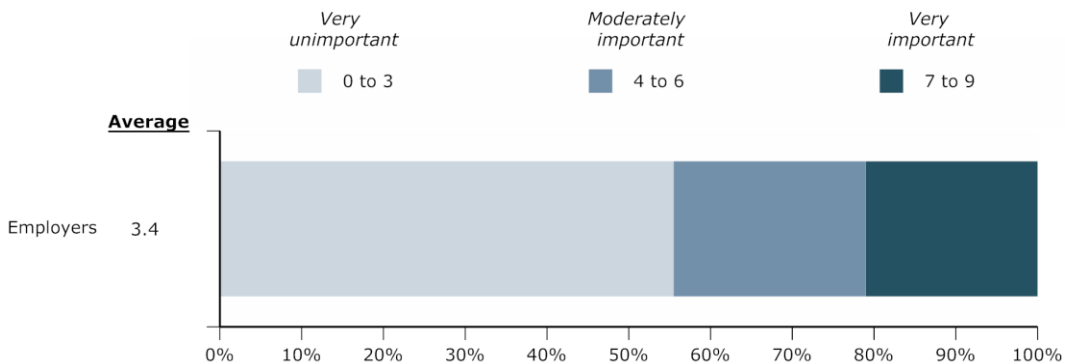
Figure IV-3.
Importance of adding shared lanes, adding bicycle paths, and educating drivers



Note: Shared lanes n=497, Bicycle paths n=491, Educating drivers n=497.
 Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Employers. Overall, employers felt that access to bicycle lanes or paths was very unimportant to the continued success and growth of their business. As shown in Figure IV-4, over half of employers rated the access to bicycle lanes or paths as very unimportant.

Figure IV-4.
Importance of bicycle lanes or paths - Employers



Note: n=200.
 Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Safety. Residents and underserved respondents rated the safety, on a scale of 0 to 9, where 0 means very unsafe and 9 means very safe, of the following four aspects of bicycling in and around Rapid City:

- Bicycling on roads in Rapid City;
- Bicycling on bicycle paths in Rapid City;
- Bicycling on roads in communities surrounding the Rapid City Area; and
- Bicycling on roads in rural areas surrounding the Rapid City Area.

Ratings for all responses are divided into the following subcategories: very unsafe (0 to 3), moderately safe (4 to 6) and very safe (7 to 9).

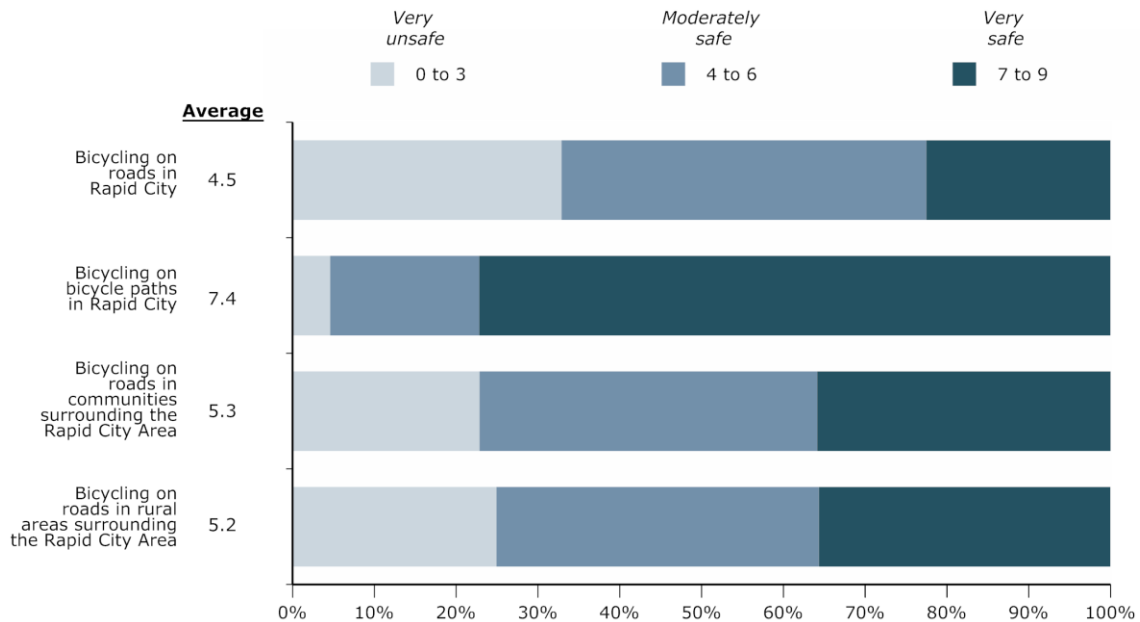
Bicycling on roads in Rapid City. Overall, residents felt that bicycling on roads in Rapid City was moderately safe. However, as shown in Figure IV-5, a greater percentage of residents felt that bicycling on roads in Rapid City was very unsafe (33%) than felt bicycling on roads in Rapid City was very safe (23%).

Bicycling on bicycle paths in Rapid City. On average, residents and underserved respondents felt very safe bicycling on paths in Rapid City. As shown in Figure IV-5, 77 percent of residents rated the bicycling on bicycle paths in Rapid City as very safe. A statistical difference exists between how safe residents and underserved respondent felt while bicycling on bicycle paths in Rapid City. Although 77 percent of residents rated bicycling on bicycle paths in Rapid City as very safe, only 69 percent of underserved residents felt very safe bicycling on bicycle paths in Rapid City.

Bicycling on roads in communities surrounding the Rapid City Area. On average, residents felt moderately safe bicycling on roads in communities surrounding the Rapid City Area. As shown in Figure IV-5, three in four residents reported feeling at least moderately safe while bicycling on roads in communities surrounding the Rapid City Area. Residents felt significantly safer bicycling on roads in communities surrounding the Rapid City Area than they felt bicycling on roads in Rapid City.

Bicycling on roads in rural areas surrounding the Rapid City Area. Overall, residents felt moderately safe bicycling on roads in rural areas surrounding the Rapid City Area. However, as shown in Figure IV-5, one in four residents felt very unsafe bicycling on roads in rural areas surrounding the Rapid City Area. Residents felt significantly safer bicycling on roads in rural areas surrounding the Rapid City Area than they felt bicycling on roads in Rapid City.

Figure IV-5.
Safety of bicycling in various locations in the Rapid City Area



Note: Roads in RC n=444, Bicycle paths in RC n=434, Roads in communities surrounding RC n=407, Roads in rural areas surrounding RC n=421.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Future Priorities

Residents and stakeholders who participated in interviews and focus groups see the Rapid City area becoming more bicycle friendly over time. Most shared the perspective that investing in bicycle infrastructure will increase safety and encourage more people to ride for recreation or as a transportation mode. That said, they believe that personal vehicles will continue to be the preferred mode of transportation for most residents.

- *“Bike and pedestrian improvements should be integrated with roadway improvements whenever the street/road is wide enough.”*
- *“Create a Bicycle/Pedestrian Citizen’s Committee to review existing and proposed bike routes, bicycle and pedestrian facilities.”*
- *“Bike trails are important. It’s important that the community starts to think green and bikes are going to be more important in the future.”*
- *“As Box Elder grows and as Rapid City grows, as those two communities grow together then opportunities for pedestrian and bicycle certainly should become more readily available and more feasible. Looking ahead to see how that might be done, long term planning with Rapid City and Box Elder.”*
- *“The community needs to become more bike friendly, and drivers need to learn that bikes are a mode of transportation and belong on the street, not the sidewalk. People who ride want the*

community to become more bike friendly; it will take education and experience for those who do not ride to learn to safely co-exist.”

- *“Bicyclists in this town, for the most part, are enthusiasts or recreational. We have a remarkable trail system for bicyclists. I’m always perplexed that we will build bike lanes when we have a bike path right down the creek. I like bicycles. I think they are great. I think there are other priorities that are a whole lot more important. I think accessibility to the bike path is important.”*

SECTION V.

Pedestrians

This section discusses transportation facilities for pedestrians based on the focus groups, interviews and surveys.

Current System

Based on the focus group and interview discussions, the Rapid City area's pedestrian facilities are excellent in some places and missing or disconnected in others. Participants acknowledged that Rapid City in particular has made great progress in making ADA improvements to curb cuts downtown. However, some residential streets do not have sidewalks, and other streets may have sidewalks along certain stretches that suddenly end.

As described in Section III - Public Transit, once passengers reach the "end of the line," many walk some miles along the shoulder of highways to reach their final destination. Providing safe routes for children to walk to school or their bus stops was very important to both representatives of the school district as well as parents in Piedmont and Summerset.

Strengths. Stakeholder interview participants complimented Rapid City's investments in ADA sidewalk improvements and sidewalk improvements in general downtown.

- *"We might be lacking in some of the crossing for pedestrians, but certainly ADA accessibility we do a pretty good job of addressing."*
- *"One of things I used to hate about being downtown or shopping downtown was bad sidewalks that you had to worry about tripping over and such, but again I think that's all pretty good now."*
- *"Certain area sidewalks are decent, the City has really put a lot of effort to rearrange the corners and make sure they are wheelchair accessible sidewalks. Other areas around town, there is no way that you can get a wheel chair up onto the curb, you have to travel a lot in the streets. Around Kmart, there are hardly any areas there that I am able to get on the sidewalk. It's hard to maintain the sidewalks with the weather out here, so I can understand the cracks in the sidewalks and things like that."*

Weaknesses. With respect to pedestrians, focus group and interview participants were most concerned about investing in safety improvements for children walking to school or the bus stop and pedestrian safety overall. The incomplete system of sidewalks that leads pedestrians to walk in the shoulder of roads was also a concern. Finally, some crosswalks in downtown Rapid City may not allow sufficient time for people to safely cross busier streets.

Safe routes to schools. While the school districts are actively trying to eliminate hazards for children to safely walk or bike to school, there are still many hazardous routes.

- *“We need better lighting around school bus stops; kids are waiting on the highway in the dark (for the bus).”*
- *“Children have to cross Sturgis Road to get to the bus stop on the side of the highway in Summerset. It’s dangerous.”*
- *“Well, I know one area that isn’t safe and that’s Haines, it’s just like cars backing out into the road. There are kids walking along those streets.”*

Incomplete system. Focus group and interview participants considered the incomplete nature of the area’s pedestrian facilities to be a weakness. They discussed specific places where sidewalks or other pedestrian facilities are needed to improve safety. Many of the locations most in need of improvements are outside of Rapid City’s downtown core.

- *“In most places, it is safe to walk, especially in Rapid City. Once you get out of the city, you have to walk along the highway to get to some places, like the DMV or the IHS.”*
- *“The area needs to be connected with actual sidewalks along Sturgis Road, Elk Creek and Peaceful Pines, especially across bridges.”*
- *“On Canyon Lake by Mountain View there are no sidewalks. Need connections between sidewalks in town. They shouldn’t start and then suddenly stop.”*
- *“Omaha going into downtown needs sidewalks on the right hand side.”*
- *“Need sidewalks going through the Gap on Main.”*
- *“Elk Creek Bridge (exit 46) is an issue. Pedestrians and bicyclists use it for crossing and it is not safe. It needs to be widened, made safe for pedestrian and bike crossing.”*

Pedestrian crossings. In some places, interview and focus group participants believe that additional crosswalks are needed. Persons with disabilities, in particular, spoke about the need for timed crosswalks (so that they know how much time they have to cross).

- *“It’s really hard to walk across Mount Rushmore Road; it’s hard to cross Omaha. Speed of traffic is a problem. They are gunning for you.”*
- *“I like the crosswalks that have the countdown, so that you know how much time you have to get across the street. Mount Rushmore by the YMCA needs a countdown for the crosswalk.”*

Survey

As part of the 2014 Rapid City Area Market Study, residents and underserved populations rated the following aspects of walking in Rapid City:

- Satisfaction;
- Importance; and
- Safety.

Among residents, 39 percent reported walking as a mode of transportation they used in a typical month. Survey responses did not indicate a statistical difference between the percentage of residents and underserved respondents who reported walking as a mode of transportation they used in a typical month.

Responses from residents were compared to responses from underserved respondents and analyzed for statistical differences between responses. In general, the difference in responses between residents and underserved respondents was not statistically significant. In those cases, the data reported contains responses from residents of the Rapid City Area, a population which contains a representative proportion of underserved individuals. For questions where a statistical difference exists between resident and underserved respondent responses, the difference is highlighted and discussed.

As part of the 2014 Rapid City Area Market Study, employers rated overall satisfaction and importance of sidewalks in Rapid City.

Satisfaction. Residents and underserved respondents rated their satisfaction on a scale of 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, of the following four aspects of walking in the Rapid City area:

- Walkability of downtown Rapid City;
- Condition of sidewalks in Rapid City;
- Amount of sidewalks in Rapid City; and
- Amount of sidewalks in communities surrounding Rapid City.

Employers rated their overall satisfaction, on a scale of 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, of how sidewalks serve their business. Ratings for all responses are divided into the following subcategories: very dissatisfied (0 to 3), moderately satisfied (4 to 6) and very satisfied (7 to 9).

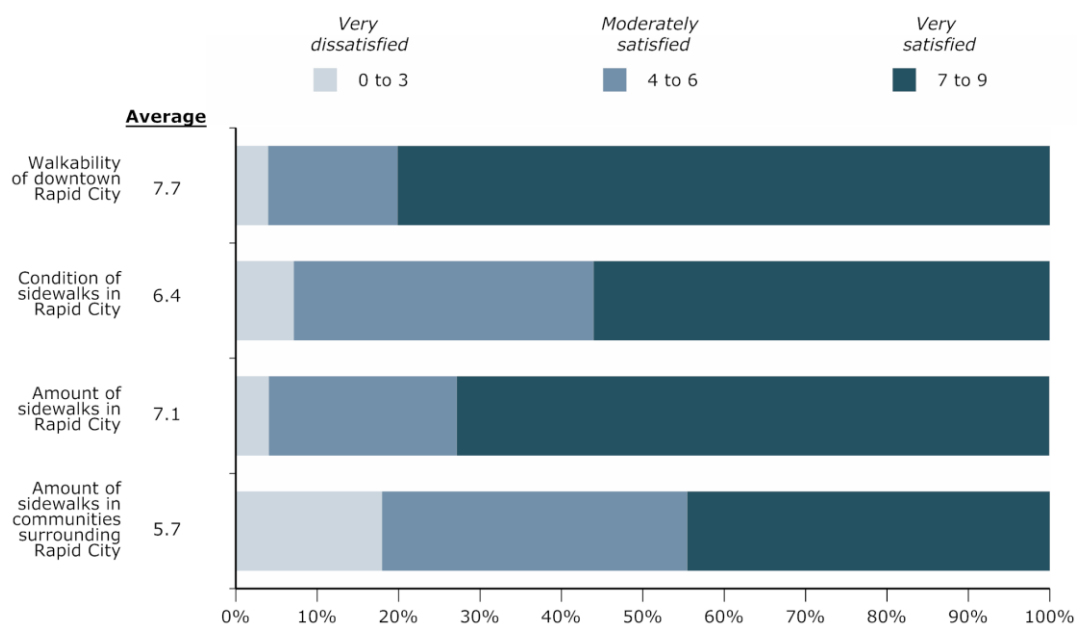
Residents – Walkability of downtown Rapid City. Overall, residents were very satisfied with the walkability of downtown Rapid City. As shown in Figure V-1, 83 percent of residents reported being very satisfied with the walkability of downtown Rapid City. Just over 1 percent of residents indicated they were very dissatisfied with the walkability of downtown Rapid City.

Residents – Conditions of sidewalks in Rapid City. On average, residents were moderately satisfied with the condition of sidewalks in Rapid City. As shown in Figure V-1, over half (56%) of all survey respondents were very satisfied with sidewalk conditions.

Residents – Amount of sidewalks in Rapid City. Overall, residents were very satisfied with the amount of sidewalks in Rapid City. As shown in Figure V-1, nearly three out of four (73%) residents indicated that they were very satisfied with the amount of sidewalks in Rapid City. Underserved respondents were significantly less satisfied than residents. Only 65 percent of underserved respondents indicated that they were very satisfied with the amount of sidewalks in Rapid City.

Residents – Amount of sidewalks in communities surrounding Rapid City. Overall, residents were very satisfied with the amount of sidewalks in communities surrounding Rapid City, but significantly less so than with the amount of sidewalks in downtown Rapid City. As shown in Figure V-1, only 45 percent of residents were very satisfied with the amount of sidewalks in communities surrounding Rapid City, compared to 73 percent of residents who were very satisfied with the amount of sidewalks in Rapid City.

Figure V-1.
Satisfaction with four aspects of walking in the Rapid City Area

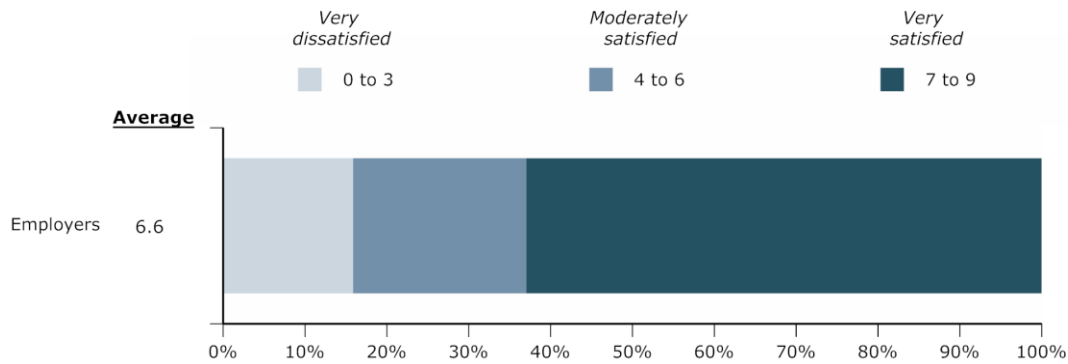


Note: Walkability n=504, Condition of sidewalks n=505, Amount of sidewalks in Rapid City n=511, Amount of sidewalks in communities surrounding Rapid City n=440.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Employers. Employers were moderately satisfied with how sidewalks served their business. As shown in Figure V-2, 63 percent of employers reported being very satisfied with how sidewalks served their business. Although employers were very satisfied overall, it is important to note that one in six employers were very dissatisfied with how sidewalks served their business.

Figure V-2.
Employer satisfaction with sidewalks



Note: n=189.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Importance. Residents and underserved respondents rated the importance on a scale of 0 to 9, where 0 means very unimportant and 9 means very important, of the following two aspects of walking in the Rapid City Area:

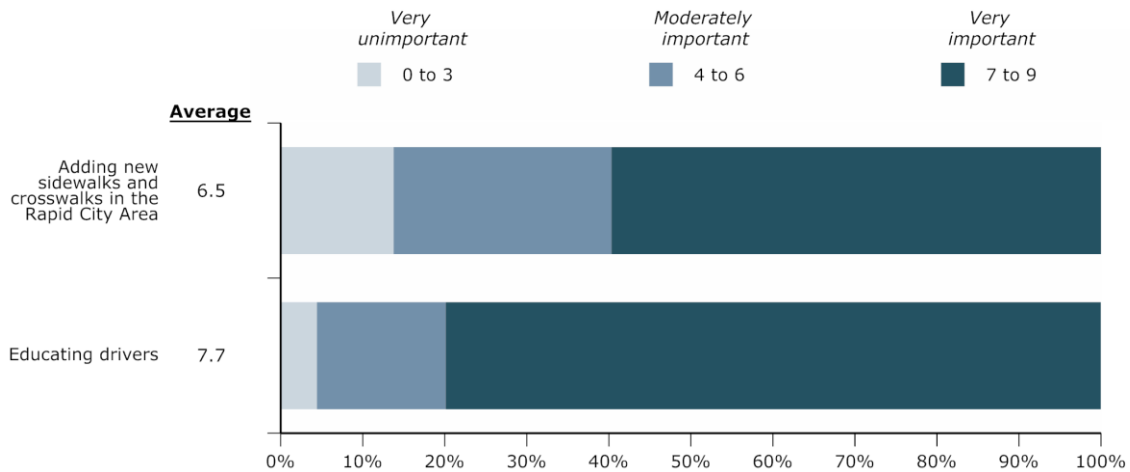
- Adding new sidewalks and crosswalks in the Rapid City Area; and
- Educating drivers about sharing the road with bicyclists and looking out for pedestrians.

Employers rated how important, on a scale of 0 to 9, where 0 means very unimportant and 9 means very important, having access to sidewalks is to their business’s continued success and growth.

Residents – Adding new sidewalks and crosswalks in the Rapid City Area. On average, residents felt that adding new sidewalks and crosswalks was moderately important. As shown in Figure V-3, three in five survey respondents rated adding new sidewalks and crosswalks as very important.

Residents – Educating drivers about sharing the road with bicyclists and looking out for pedestrians. Overall, residents felt that educating drivers about sharing the road with bicyclists and looking out for pedestrians was very important. As shown in Figure V-3, a majority (80%) of residents felt educating drivers was very important. Nearly 86 percent of underserved respondents felt educating drivers was very important, a statistically larger proportion than residents who felt educating drivers about sharing the road with bicyclists and looking out for pedestrians was very important.

Figure V-3.
Importance of two aspects of walking in the Rapid City Area

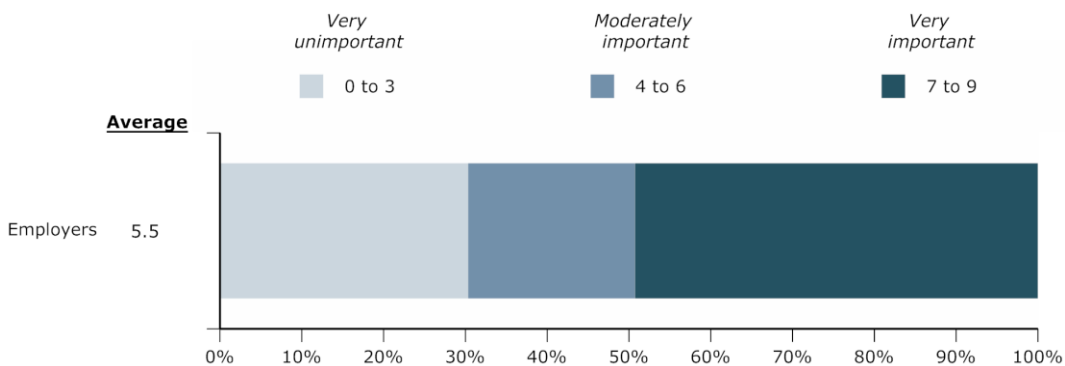


Note: Adding sidewalks and crosswalks n=497, Educating drivers n=497.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Employers. Overall, employers felt that having access to sidewalks was moderately important to their business’s continued success and growth. As shown in Figure V-4, almost half (49%) of employers rated the importance of sidewalks as very important. It should be noted that nearly one in three employers felt that access to sidewalks was very unimportant for their business.

Figure V-4.
Importance of sidewalks - Employers



Note: n=201.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

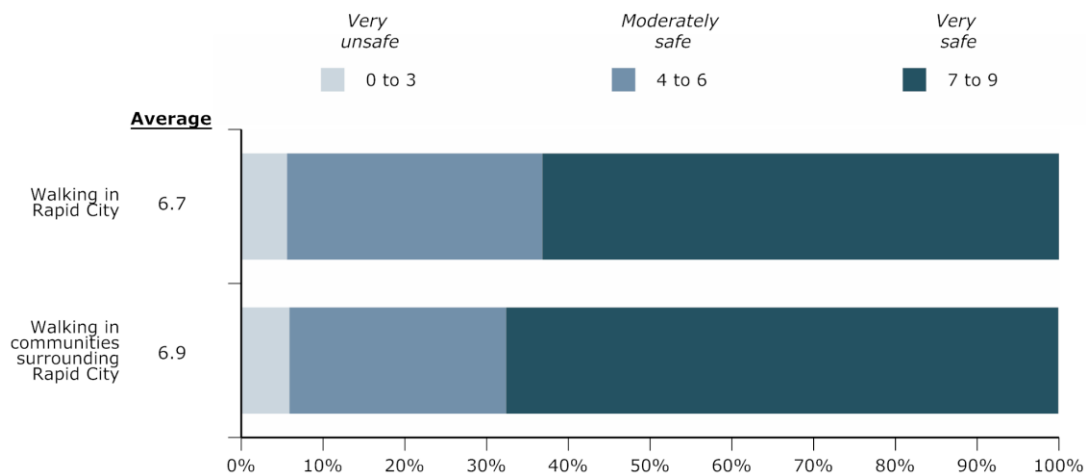
Safety. Residents and underserved respondents rated the safety, on a scale of 0 to 9, where 0 means very unsafe and 9 means very safe, of the following two aspects of walking in and around Rapid City:

- Walking in Rapid City; and
- Walking in communities surrounding the Rapid City Area.

Residents – Walking in Rapid City. Overall, residents felt moderately safe walking in Rapid City. As shown in Figure V-5, three in five residents felt very safe walking in Rapid City. Only 6 percent of residents reported feeling very unsafe walking in Rapid City.

Residents – Walking in communities surrounding the Rapid City Area. On average, residents felt moderately safe walking in communities surrounding the Rapid City Area. As shown in Figure V-5, greater than two in three (68%) residents felt very safe walking in surrounding communities. Again, a small portion of residents (6%) reported feeling very unsafe walking in communities surrounding the Rapid City Area.

Figure V-5.
Safety of walking in the Rapid City Area



Note: Walking in Rapid City n=500, Walking in communities surrounding Rapid City n=453.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Future Priorities

With respect to pedestrian facilities, focus group and interview participants discussed the need for the region to continue to invest in safety improvements, and specifically improvements that will improve conditions for children getting to school and strengthening connections between existing facilities.

- *“In five years, the school population in Summerset/Piedmont is expected to grow significantly by 300 to 400 kids. Around schools there needs to be good traffic flow, sidewalks, bike paths and safe crossings of Sturgis Road.”*
- *“My #1 priority—making safety improvements for vehicles, bikes and pedestrians at exit 46.”*
- *“Most parents drive their kids to school, but some might switch to walking or biking if it were safer.”*
- *“Black Hawk just got a grant to put in sidewalks around the schools. There are still hazardous routes for school children that we are always working to fix.”*

SECTION VI.

Priorities

This section discusses transportation priorities for the Rapid City Area. As part of the 2014 Rapid City Area Market Study, respondents prioritized the following six issues:

- Maintaining current roads, bridges, and highways;
- Expanding Rapid Ride into a regional transit system, with services at night and on weekends;
- Adding bike lanes, bike paths and bike trails throughout Rapid City and surrounding communities;
- Adding sidewalks and crosswalks throughout Rapid City and surrounding communities;
- Expanding road or highway access to the Rapid City Regional Airport; and
- Improving sustainability and livability (balancing social, economic and environmental issues through complete streets, smart growth, mixed-uses).

As part of the 2014 Rapid City Area Market Study, employers ranked all of the issues listed above except for 'Expanding road or highway access to the Rapid City Regional Airport.' Based on interviews and focus groups, expanding access to the airport was determined to not be an issue for employers. However, adding parking in Rapid City was an issue many employers discussed. In addition to the five issues listed above that employers ranked, 'Adding parking to Rapid City' was added.

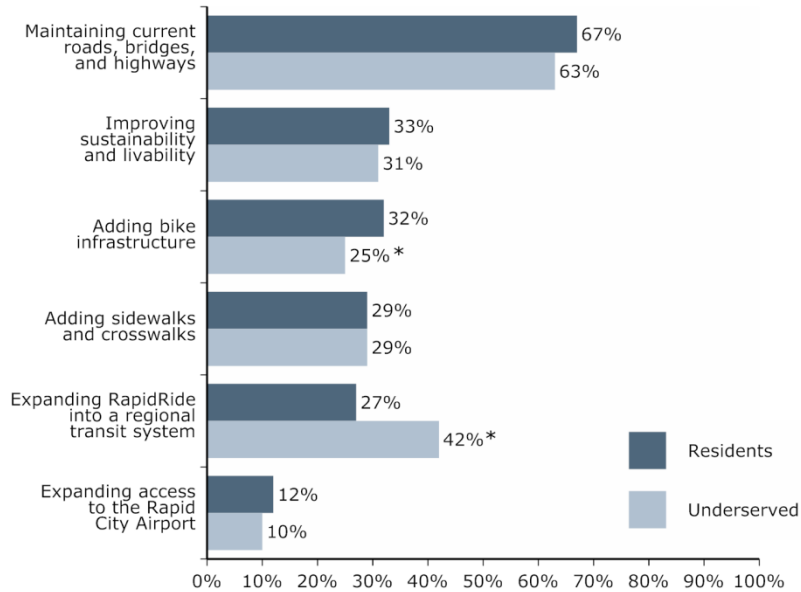
Top Priorities

Figure VI-1 presents the proportion of residents and underserved populations ranking each of the transportation issues as one of their top two priorities. The greatest proportion of residents and underserved respondents ranked road, bridge and highway maintenance in their top two most important transportation priorities. As shown in Figure VI-1, a significantly larger percentage of underserved populations ranked expanding Rapid Ride into a regional transit system, with services at night and on weekends in their top two most important priorities than did residents. The proportion of underserved respondents who use Rapid Ride is a likely explanation for why underserved populations rank expanding Rapid Ride as a higher priority than do residents. Only 3 percent of residents reported using Rapid Ride at least once per week, while nearly 25 percent of underserved respondents reported using Rapid Ride at least once per week.

For residents, there is no obvious second most important priority after maintaining current roads, bridges, and highways. Residents ranked improving sustainability and livability (33%), adding bike infrastructure (32%), adding sidewalks and crosswalks (29%) and expanding Rapid Ride into a regional transit system (27%) in their top two priorities at similar rates. It should be

noted that underserved populations ranked expanding bike infrastructure in their top two priorities at a statistically lower rate than did residents. For both residents and underserved respondents, expanding access to the Rapid City Airport was viewed as the least important issue.

Figure VI-1.
Top two priorities – Residents and underserved populations

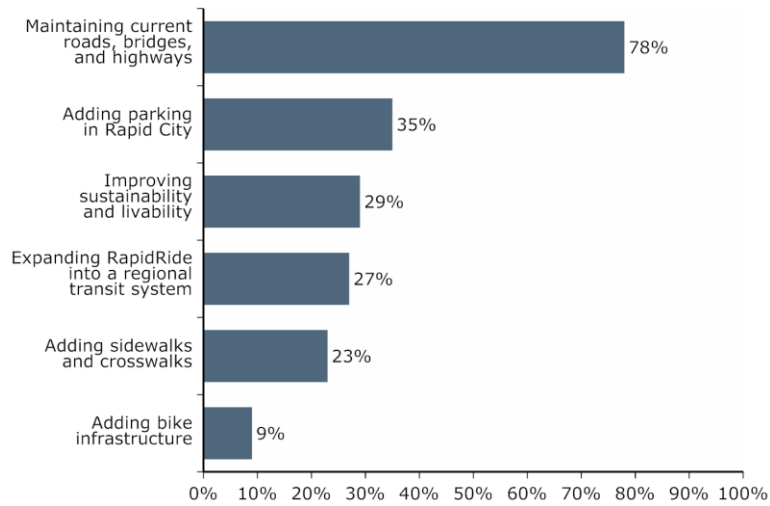


Note: *Indicates a statistically significant difference between resident and underserved responses. Resident n=454, Underserved population n=217.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

Employers also ranked maintaining roads, bridges, and highways as their top priority by a significant margin. As shown in Figure VI-2, 78 percent of employers ranked maintaining current roads, bridges, and highways as one of their top two priorities. Adding parking in Rapid City was ranked in the top two priorities by 35 percent of employers. Improving sustainability and livability (29%), expanding Rapid Ride into a regional transit system (27%) and adding sidewalks and crosswalks throughout Rapid City and surrounding communities (23%) were ranked in the top two priorities of employers at similar rates. Employers ranked adding bike infrastructure as their lowest priority, with only 9 percent of employers ranking bike infrastructure in their top two priorities.

Figure VI-2.
Top two priorities - Employers



Note: n=195.

Source: BBC Research & Consulting 2014 Rapid City Area Market Study.

As can be seen from the data presented in this section, residents, underserved populations, and employers in the Rapid City Area all view maintaining current roads, bridges, and highways as the highest priority transportation-related issue in the Rapid City Area.

Appendix A.

Stakeholder Discussion Guide

STAKEHOLDER INTERVIEW GUIDE

Date and Time: _____

Location: _____

Individual and Organization: _____

Topics:

1. **What are the strengths of the Rapid City Area's transportation system? [Show map, so they understand what's included in the area.] [Probe: transit, bike, pedestrian, freight/intermodal, air, rail, local road, Interstate highway]**
 - a.
 - b.
 - c.

2. **What should be the top goals for the Rapid City Area's transportation system over the next 25 years?**
 - a.
 - b.
 - c.

3. **Why (goals)?**
 - a.
 - b.
 - c.

4. What types of transportation services and infrastructure would you like to see developed in the Rapid City Area given unlimited resources?
 - a.
 - b.
 - c.

5. [Using the attached map – circle areas] What geographic areas in the Rapid City Area should receive highest priority for transportation improvements in the next 25 years? [Follow up about downtown Rapid City, rural communities, and regional connections – why or why not selected?]

6. Thinking of the areas you indicated, what types of improvements are needed? To what end?

7. What do you think are the most important problems in the Rapid City Area’s transportation system? [Probe: Connectivity, condition, bike paths, sidewalks, transit service (routes, fares, hours of operation), air service and air fares, traffic congestion, and traffic safety]
 - a.
 - b.
 - c.

8. Do you have any suggestions for improving these problems?
 - a.
 - b.
 - c.

9. Do you think that the Rapid City Area’s transportation system is well-prepared for an aging population? If not, what improvements are needed to sustain a good quality of life?

10. How much do you know about how the Rapid City Area’s transportation system is funded? [Ask to explain]

11. [Provide info] How would you fund the Rapid City Area’s transportation system?

- 12. How important is investment in transportation (either maintaining or improving system) relative to other investments that could be made in the Rapid City Area?**

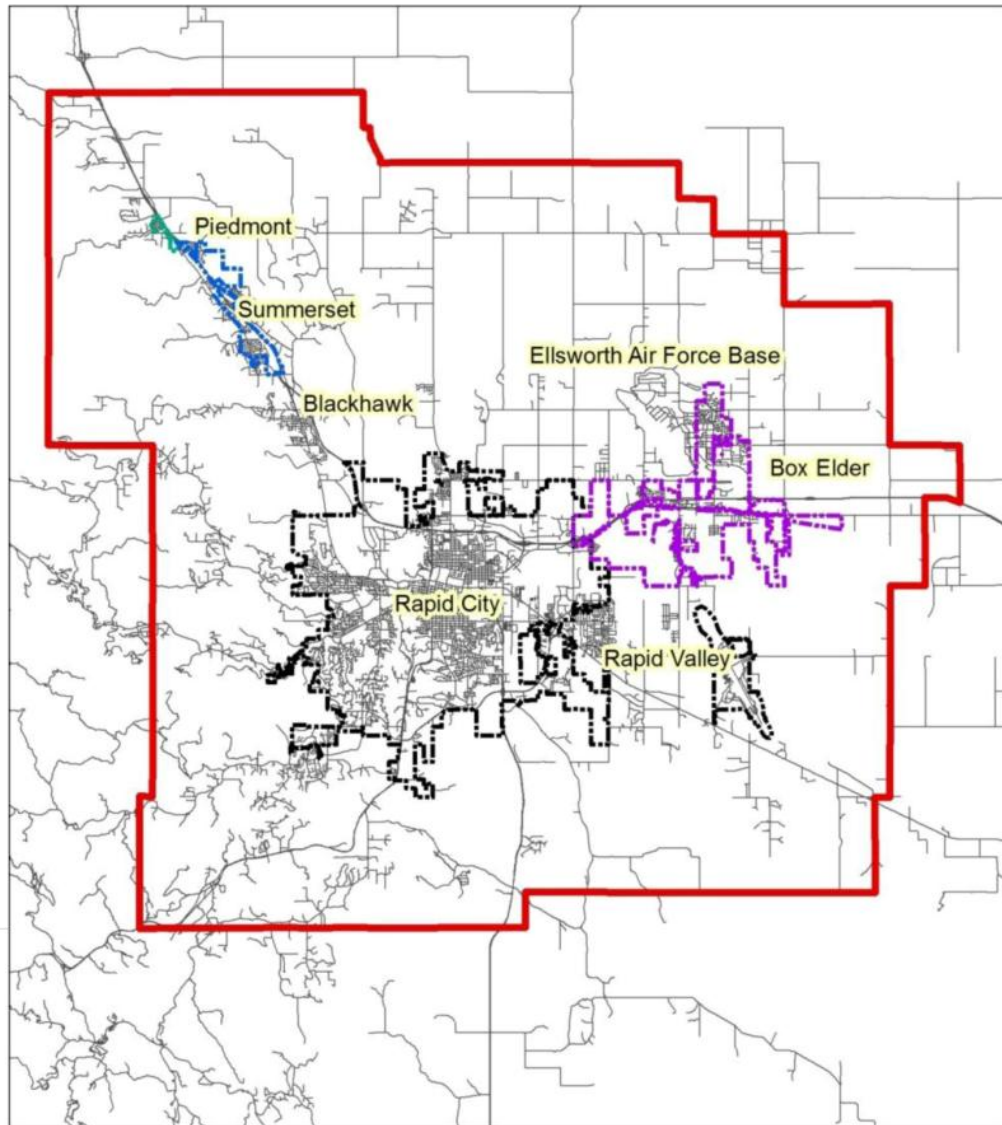
- 13. How does the current transportation system in the Rapid City Area support or hinder economic development?**

- 14. What role should non-automobile transportation have in the Rapid City Area's transportation system during the next 25 years? [Probe about transit, bicycle and pedestrian network and safety, if one is not mentioned.]**

- 15. In developing goals for the next 25 years, what transportation topics or questions should we ask local area employers, residents, or transit users about?**
 - a.
 - b.
 - c.

- 16. Other comments?**

Study Area



Appendix B.

Focus Group Guide

MEMORANDUM

To: Pasty Horton
From: Todd Pickton and Jen Garner
Re: Rapid City Transportation Focus Group Guide
Date: March 12, 2014

Note for review: Questions will be tailored based on the focus group respondents. For example, questions related to economic development in the business owner focus group will be phrased to address how their own business success is supported or hindered by the transportation system.

Map: If it is possible to print three large-scale maps of the area we will use them in the groups to identify specific aspects of the transportation system that need improvements, expansion, etc.

Pictures: It would be helpful to show participants examples of bike lanes with separation and lanes with sharrows.

1. Introduction.

Who we are: I am Jen Garner with BBC Research & Consulting. We have been contracted by the Rapid City Area Metropolitan Planning Organization to conduct a study to help guide their transportation planning process. We are here today to learn about your experiences with the Rapid City Area transportation system, to discuss specific improvements, and to learn what you recommend the goals for the system should be over the next 25 years.

- **What a focus group is:** Have any of you participated in a focus group before? For those of you have not, a focus group is an informal, interactive discussion to explore perceptions and ideas. A focus group is not a survey. It's really just a discussion among you all. Ideally, I will hardly talk at all. My role is to ask questions, keep us on topic and help keep the discussion flowing. Any opinions and ideas are important to us. *There are no right or wrong answers; just opinions.*
- **Rules:** The only ground rules are ... please don't talk all at once. We have to go back and analyze our discussion, and if everyone talks all at the same time, we'll miss important feedback. Also, we have a lot of ground to cover, so please try to stay on topic.

Please feel free to come into the conversation at any time. If somebody says something, I always like to know how other people around the table feel. Sometimes people agree and other time people have different views. You don't have to wait for me to ask you a question. If I cut you off, please don't be offended. We need to make sure everyone here gets a chance to participate.

- **Alert to:** Tape recording: We are taping this session. This is for our own analysis, so we can keep our full attention on what you're saying, rather than taking notes.
- **Confidentiality.** What you say is confidential in that we won't be quoting anyone by name in our report. We want you all to be comfortable and to express your true opinions.

2. Warm-up.

Let's start by introducing ourselves. Tell us your name and how long you've lived in the community. [Go around the table; use map. For business owners, ask the business name, location and what it is.]

How do you think the Rapid City Area will change over the next 25 years?

With respect to quality of life in this community over the next 25 years, what will be important to maintain? To improve?

3. Perceptions of the current transportation system.

What are the main strengths of the existing Rapid City Area transportation system? [Which of these do you think is most important to maintain over the next 25 years?]

How do you typically get around the area when you go to work, appointments, shopping, etc? [Probe: Do you ever get around by using transit, walking or riding a bike?]

Is it easy to get around to access services you need, get to work, medical appointments, shopping and social activities? [Why or why not?] What would need to change to make it easier for you to get around? [Refer to map; probe: Sidewalks/pedestrian crossing, bike lanes, road connections, transit stop locations/hours of service/frequency]

What are the weaknesses of the current transportation system? How do those affect you personally?

Do you have suggestions for improving these problems? [Of all the suggestions, which would be your top priority?]

What types of additional transportation services and infrastructure would you like to see in the Rapid City Area?

4. Non-automobile transportation.

If you had a friend or neighbor [or business customer; phrasing will vary by group] who could no longer drive, how easy or difficult would it be for them to get to the places they need to go, like the grocery store, the bank, church and visiting friends? [What makes it easy/difficult? Show on the map where it's easy to go; where they couldn't get to]

How would you change the transportation system to make it easier for someone who can't drive to still live a full life in the community?

Public transit

Do you ever use public transit? How often? Are you able to get where you need to go on public transit? [If none use transit ask: do you have friends or neighbors who use public transit? What have they shared with you about their experiences?]

How could the Rapid City Area improve public transit? How could the Rapid City Area improve ridership on public transit?

How important is having public transit available in the area to you? In the scheme of things related to the overall transportation system, what emphasis would you place on maintaining or improving the public transportation system? Is it a low, medium or high priority?

Bicycling

[Note: only ask if seniors/persons with disabilities appear physically able to ride] How many of you ride a bike for recreation, errands or getting to work? What has been your experience riding a bike in the area? [Probe: recreation vs commuting, safety, improvements to the system]

In general, is the Rapid City Area bicycle friendly? [Why/why not]

Do you think drivers understand how to interact with bicyclists? Do you think bicyclists feel safe riding on streets with bike lanes? [Probe: lack of driver education, bicyclist/driver conflicts] What recommendations would you have to make things safer for bicyclists and still convenient for drivers?

Are there streets that should have a bike lane but don't? [Where would you add bike lanes? Show on map. Probe preference between bike lane with separation vs. sharrows.]

In the scheme of things related to the overall transportation system, what emphasis would you place on maintaining or improving bicycle facilities, such as bike lanes and trails? Is it a low, medium or high priority?

Walking

How many of you walk for recreation or to get around the area? How would you describe the pedestrian experience in the Rapid City Area? Are there places where you wouldn't feel comfortable

walking because of traffic or a lack of sidewalks? [Where? Show on map. What would make these places safer for people walking?

We've heard that Omaha and Mount Rushmore are challenging for people walking to cross. Has that been your experience? Do any other streets share this problem? [Which ones; show on map.]

In general, is the Rapid City Area pedestrian friendly? What is the overall condition of pedestrian facilities in Rapid City—such as sidewalks, crosswalks, trails?

What changes to the transportation system would you suggest to make the Rapid City Area a better place for people to walk?

In the scheme of things related to the overall transportation system, what emphasis would you place on maintaining or improving pedestrian facilities, such as sidewalks, crosswalks, and trails? Is it a low, medium or high priority?

5. At-Risk Populations.

What are the transportation issues facing [seniors, persons with disabilities] in the community?

Do you think that the Rapid City Area transportation system is well-prepared for a growing aging population? [Why/why not?]

How many of you are familiar with the Dial-a-Ride transit service? Have you ever used the Dial-a-Ride? How would you describe your experience? What are its strengths and weaknesses?

What transportation improvements would be helpful for the [aging population/persons with disabilities] to improve their ability to get around the area?

6. Economic Development.

What improvements to the transportation system are most needed for economic development in the region?

7. Outlying areas.

What transportation issues do outlying communities, such as Box Elder, Piedmont, Summerset and Rapid Valley face? [Probe: regional public transit]

What geographic areas in the Rapid City Area should receive highest priority for transportation improvements in the next 25 years? Why? What improvements should be made?

8. Funding and Priorities.

Out of all of the aspects of the transportation system we've discussed today, which one do you think should be the number one priority to address in the transportation plan? Why?

What would be your second most important priority? The third?

How much do you know about how maintenance and improvements to the transportation system in the Rapid City Area are funded?

Do you think that local area residents would be willing to pay slightly higher taxes to fund some of the specific transportation improvements we've discussed? If so, which improvements?

9. Wrap-up.

I promised you that at the end of the session we'd come back to any issues that you'd like to revisit. Does anyone have any comments that you didn't get a chance to bring up?

Thank you all for coming.

Appendix C.

Resident Survey Instrument

Market Study – DRAFT Resident Survey

Hello, my name is _____ calling from Davis Research. We are calling on behalf of the Rapid City Area Metropolitan Planning Organization, which does transportation planning in Rapid City, nearby communities, and rural areas. As a resident of the Rapid City Metropolitan Planning area, your opinions about transportation are very important. To help shape the direction of transportation within the region, would you be willing to participate in the survey? It will take about 10 to 12 minutes of your time.

[IF YES, say, “Thanks for volunteering your time to participate in the survey,” and begin with screener questions.]

[IF NO, say, “Thank you anyway. Have a great day,” and terminate the phone call.]

[Screen for over 18 and to demographically balance respondents.]

So that we can be sure we are speaking with residents from across the region, what city, town or county do you live in?

[READ LIST]

- Rapid City
- Box Elder
- Summerset
- Piedmont
- Ellsworth Air Force Base
- Rapid Valley
- Black Hawk
- Unincorporated Meade County
- Unincorporated Pennington County

For the purposes of this survey, the Rapid City Metropolitan Planning Area includes Rapid City, all of the nearby surrounding communities and rural areas.

Rapid City Area Transportation System

A1. On a scale from 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, please rate your level of satisfaction with the ease of travel for the following places within the Rapid City area. (When considering this question please think about the amount of time it takes you to travel between destinations, the level of congestion along your route, etc.) **[RANDOMIZE]**

	Very Dissatisfied					Very Satisfied					Refused	Don't Know
	0	1	2	3	4	5	6	7	8	9		
Box Elder/Ellsworth AFB	0	1	2	3	4	5	6	7	8	9	88	99
BlackHawk/Summerset/ Piedmont area	0	1	2	3	4	5	6	7	8	9	88	99
Rapid Valley area	0	1	2	3	4	5	6	7	8	9	88	99
Rural areas surrounding Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Within Rapid City	0	1	2	3	4	5	6	7	8	9	88	99

A2. In a typical month, what are the different modes of transportation you may use for getting to work, running errands or recreation? Do you... **[RANDOMIZE, READ]**

- Drive a personal vehicle Y N
- Ride a bicycle..... Y N
- Walk Y N
- Ride RapidRide (the bus)..... Y N
- Use the Dial-a-Ride bus service..... Y N
- Use other transportation service such as that
provided by a church, senior center, medical provider,
the VA or Black Hills Works Y N
- Other (specify)..... Y N

Safety

B1. Now, I would like to get your thoughts about the safety of different types of transportation activities in the Rapid City area. On a scale from 0 to 9, where 0 indicates very unsafe and 9 indicates very safe, please rate how safe you feel about the following types of transportation. **[RANDOMIZE]**

	Very Unsafe					Very Safe					Refused	Don't Know
	0	1	2	3	4	5	6	7	8	9		
Driving in Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Driving in communities surrounding Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Driving in rural areas surrounding the Rapid City area	0	1	2	3	4	5	6	7	8	9	88	99
Bicycling on roads in Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Bicycling on bicycle paths in Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Bicycling on roads in communities surrounding Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Bicycling on roads in rural areas surrounding the Rapid City Area	0	1	2	3	4	5	6	7	8	9	88	99
Walking in Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Walking in communities surrounding Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Using the RapidRide bus	0	1	2	3	4	5	6	7	8	9	88	99

Bus and Transit

C1. Thinking about RapidRide, the bus system that serves the City of Rapid City, how frequently do you use Rapid Ride? **[READ]**

Every day	1
At least once a week	2
A couple times per month.....	3
Once a month.....	4
Rarely	5
Never	6
Refused.....	88
DK/NS	99

IF C1 = 6, 88, 99 SKIP to D1]

C2. On a scale from 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, please indicate your level of satisfaction with the following aspects of RapidRide: **[RANDOMIZE]**

	Very Dissatisfied					Very Satisfied					Refused	Don't Know
Bus routes	0	1	2	3	4	5	6	7	8	9	88	99
Weekday hours of bus service	0	1	2	3	4	5	6	7	8	9	88	99
Weekend hours of bus service	0	1	2	3	4	5	6	7	8	9	88	99
Comfort at bus shelters/stops	0	1	2	3	4	5	6	7	8	9	88	99

C3. On a scale from 0 to 9, where 0 means very unimportant and 9 means very important, please indicate the importance of the following for RapidRide: **[RANDOMIZE]**

	Very Unimportant					Very Important					Refused	Don't Know
Adding new bus routes to reach the communities surrounding Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Expanding service hours into the evening (up to 10:00 P.M.)	0	1	2	3	4	5	6	7	8	9	88	99
Adding bus service on Sunday	0	1	2	3	4	5	6	7	8	9	88	99

Pedestrians and Bicyclists

D1. On a scale from 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, please indicate your level of satisfaction with: **[RANDOMIZE]**

	Very Dissatisfied					Very Satisfied					Refused	Don't Know
	0	1	2	3	4	5	6	7	8	9		
Walkability of downtown Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Condition of sidewalks in Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Amount of sidewalks in Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Amount of sidewalks in communities surrounding Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Amount of bicycle paths and bicycle lanes in Rapid City	0	1	2	3	4	5	6	7	8	9	88	99
Amount of bicycle paths and bicycle lanes in communities surrounding Rapid City	0	1	2	3	4	5	6	7	8	9	88	99

D2. On a scale from 0 to 9, where 0 means very unimportant and 9 means very important, please rate the importance of: **[RANDOMIZE]**

	Very Unimportant					Very Important					Refused	Don't Know
	0	1	2	3	4	5	6	7	8	9		
Adding new sidewalks and crosswalks in the Rapid City area	0	1	2	3	4	5	6	7	8	9	88	99
Adding shared lanes along roadways for bicyclists	0	1	2	3	4	5	6	7	8	9	88	99
Adding bicycle paths that are separate from roads and highways	0	1	2	3	4	5	6	7	8	9	88	99
Educating drivers about sharing the road with bicyclists and looking out for pedestrians	0	1	2	3	4	5	6	7	8	9	88	99

Roads and Highways

E1. On a scale from 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, please indicate your level of satisfaction with: **[RANDOMIZE]**

	Very Dissatisfied										Very Satisfied										Refused	Don't Know
	0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9		
The condition of roadways in Rapid City																					88	99
The condition of roadways in communities surrounding Rapid City																					88	99
The condition of roadways in rural areas surrounding Rapid City																					88	99
The ease of parking in downtown Rapid City																					88	99

E2. On a scale from 0 to 9, where 0 means very unimportant and 9 means very important, please indicate the importance of: **[RANDOMIZE]**

	Very Unimportant										Very Important										Refused	Don't Know
	0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9		
Improving the condition of roadways in the Rapid City area																					88	99
Adding parking in downtown Rapid City																					88	99

Airport

On a scale from 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, please indicate your level of satisfaction with: **[RANDOMIZE]**

	Very Dissatisfied										Very Satisfied										Refused	Don't Know
	0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9		
Airport facility																					88	99
Ease of access to the airport																					88	99
Airport parking																					88	99

On a scale from 0 to 9, where 0 means very unimportant and 9 means very important, please indicate the importance of: **[RANDOMIZE]**

	Very unimportant					Very important					Refused	Don't Know
	0	1	2	3	4	5	6	7	8	9		
Airport facility											88	99
Ease of access to the airport											88	99
Airport parking											88	99

Priorities

As I mentioned, the Rapid City Metropolitan Planning Organization is developing a long-range transportation plan for the area. I would like to understand how you would prioritize the various transportation issues we've asked about. I'm going to read you a list of 6 issues and ask you to rank them in order of priority, from your top priority to the lowest priority.

[READ LIST; RANDOMIZE LIST. AFTER READING LIST, ask for #1 priority, and so forth until all are ranked from 1 to 6]

Maintaining current roads, bridges, and highways

Expanding RapidRide into a regional transit system, with services at night and on weekends

Adding bike lanes, bike paths and bike trails throughout Rapid City and surrounding communities

Adding sidewalks and crosswalks throughout Rapid City and surrounding communities

Expanding road or highway access to the Rapid City Regional Airport

Improving sustainability and livability (balancing social, economic and environmental issues through complete streets, smart growth, mixed-uses)

Corridors with Transportation Issues

Are there specific corridors, roadways, or highways that pose a safety or other transportation issue in the area that you think need to be addressed?

Yes

No [Skip to F1]

If yes, Where? [DO NOT READ, RECORD]

I90, I190, Main, St. Pat., Omaha, Sturgis Road, Mt. Rushmore Road, 5th, Catron, US 16, US 16B, SD 79, SD 44, Sheridan Lake Road, East Chicago, Deadwood, Roadways outside the City of Rapid City

Demographics

Our last questions are about you and your family. The answers to these questions help us statistically classify the results we obtain and will only be used when combined with the hundreds of other interviews conducted for this survey.

F1. How old are you?

Years: _____
Refused..... 88
DK/NS 99

F2. How long have you lived in the Rapid City area?

[DO NOT READ LIST]

Years: _____

Also code:

Less than one year 1
1 to 5 years..... 2
6 to 10 years..... 3
11 to 15 years..... 4
16 to 20 years..... 5
More than 20 years..... 6
Refused..... 88
DK/NS 99

F3. What is the last year of schooling that you have completed?

[READ LIST]

1st – 11th grade	1
High school graduate	2
Non-college post H.S.	3
Some college	4
College graduate	5
Graduate school	6
Refused.....	88
DK/NS	99 ⇒ <i>Do not read</i>

F4. What is your current employment status?

[READ LIST]

Employed outside the home	1
Work from home.....	2
Student.....	3
Retired.....	4
Stay at home parent.....	5
Not currently employed	6
Unemployed, looking for work	7
Disabled or on disability.....	8
Refused.....	88
DK/NS	99 ⇒ <i>Do not read</i>

F5. Which of the following income groups includes your family's total annual income from all sources in 2012?

[READ LIST]

[ALLOW ONLY ONE RESPONSE]

Less than \$15,000	1
\$15,000 but less than \$30,000.....	2
\$30,000, but less than \$45,000.....	3
\$45,000, but less than \$60,000.....	4
\$60,000, but less than \$75,000.....	5
\$75,000, but less than \$90,000.....	6
\$90,000, but less than \$105,000.....	7
\$105,000 or over	8
Refused.....	88 ⇒ <i>Do not read</i>
DK/NS	99 ⇒ <i>Do not read</i>

F6. What of the following categories best describes your ethnic background?

[READ LIST]

[ALLOW ONLY ONE RESPONSE]

Caucasian/White (non-Hispanic origin)	1
---	---

Hispanic/Latino	2
Asian/Asian Indian/Pacific Islander	3
African American/Black.....	4
Native American/Indian	5
Other (specify)_____	77
Refused.....	88 ⇒ <i>Do not read</i>

Appendix D.

Employer Survey Instrument

Market Study – DRAFT Employer Survey

Hello, my name is _____ calling from Davis Research. We are calling on behalf of the Rapid City Area Metropolitan Planning Organization, which does transportation planning in Rapid City, nearby communities, and rural areas. This is not a sales call.

The Rapid City Area MPO is collecting information from local business owners and managers about transportation and parking to help set regional transportation priorities for the next 25 years. It will only take 5 minutes of your time. Who can I speak with to get the information we need from your business?

[AFTER REACHING AN APPROPRIATELY SENIOR STAFF MEMBER, THE INTERVIEWER SHOULD RE-INTRODUCE THE PURPOSE OF THE SURVEY AND BEGIN WITH QUESTIONS. RECORD POSITION.

RECORD JOB TITLE OF INTERVIEWEE.

RECORD INDUSTRY TYPE FROM SAMPLE---RETAIL, SERVICES, MANUFACTURING, ETC.]

So that we can be sure we are speaking with businesses from across the region, what city, town or county is your business located in?

[READ LIST]

- Rapid City
- Box Elder
- Summerset
- Piedmont
- Ellsworth Air Force Base
- Rapid Valley
- Black Hawk
- Unincorporated Meade County
- Unincorporated Pennington County

[FOR THE PURPOSES OF THIS SURVEY, THE RAPID CITY METROPOLITAN PLANNING AREA INCLUDES RAPID CITY, ALL OF THE NEARBY SURROUNDING COMMUNITIES AND RURAL AREAS.]

Rapid City Area Transportation System

1. On a scale from 0 to 9, where 0 means not important at all and 9 means very important, please rate how important having access to each of the following aspects of the transportation system is to your business's continued success and growth.

[RANDOMIZE]

- Sidewalks
- Bicycle lanes or paths
- Transit/bus
- Roads
- Highways
- Parking
- Rail
- Airport

2. On a scale from 0 to 9, where 0 means very dissatisfied and 9 means very satisfied, please rate your satisfaction with how the following transportation options serve your business:

[RANDOMIZE]

- Sidewalks
- Bicycle lanes or paths
- Transit/bus
- Roads
- Highways
- Parking
- Rail
- Airport

- 3a. [ASK ONLY OF BUSINESSES LOCATED WITHIN THE CITY OF RAPID CITY.] Is your business currently located along or near an existing RapidRide bus route?

Yes [Go to 3a] No [Skip to 4] Don't know/not sure [Skip to 4]

- 3b. Do you or any of your employees or customers use RapidRide or bus transit to commute to your business?

Yes [Go to 3c] No [Skip to 4] Don't know/not sure [Skip to 4]

- 3c. Do your employees or customers encounter any challenges or difficulties due to RapidRide's current hours and days of operation?

Yes [Go to 3d] No [Skip to 4] Don't know/not sure [Skip to 4]

3d. Please explain.

Priorities

4. As I mentioned, the Rapid City Metropolitan Planning Organization is developing a long-range transportation plan for the area. I would like to understand how you would prioritize the

various transportation issues we've asked about. I'm going to read you a list of 6 issues and ask you to rank them in order of priority for your business, from your top priority to the lowest priority.

[READ LIST; RANDOMIZE LIST. AFTER READING LIST, ask for #1 priority, and so forth until all are ranked from 1 to 6]

Maintaining current roads, bridges, and highways

Expanding RapidRide into a regional transit system, with services at night and on weekends

Adding bike lanes, bike paths and bike trails throughout Rapid City and surrounding communities

Adding sidewalks and crosswalks throughout Rapid City and surrounding communities

Adding parking in Rapid City

Improving sustainability and livability (balancing social, economic and environmental issues through complete streets, smart growth, mixed-uses)

5. Are there specific corridors, roadways, or highways that pose a business-related transportation issue in the area that you think need to be addressed?

Yes

No [Skip to F1]

5a. If yes, Where? [DO NOT READ, RECORD]

I90, I190, Main, St. Pat., Omaha, Sturgis Road, Mt. Rushmore Road, 5th, Catron, US 16, US 16B, SD 79, SD 44, Sheridan Lake Road, East Chicago, Deadwood, Roadways outside the City of Rapid City

6. I have one last question for validation purposes. What is your first name?

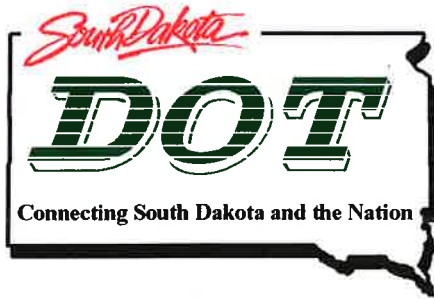
(RECORD FIRST NAME)

1=VERBATIM

Thank you very much for your participation. If you have any questions, please contact Patsy Horton at Rapid City Area MPO. Ms. Horton's phone number is 605-394-4120.

APPENDIX E.

Methods and Assumptions Document



January 27, 2014

Rapid City Area MPO Long Range Transportation Market Research Study and Survey

Methods and Assumptions Document

Method and Assumptions Meeting
Held January 8, 2014

Prepared for

Patsy Horton, Division Manager
Long Range Planning Division
Community Planning & Development Services
City of Rapid City
300 Sixth Street
Rapid City, South Dakota 57701

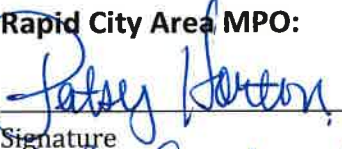
Study Authors

Todd Pickton, President
BBC Research & Consulting
1999 Broadway, Suite 2200
Denver, Colorado 80202-9750
303.321.2547 fax 303.399.0448
www.bbcresearch.com
tpickton@bbcresearch.com

Lyle DeVries, Principal
Felsburg Holt & Ullevig
6300 S. Syracuse Way, Suite 600
Centennial, Colorado 80111
303.721.1440
www.fhueng.com
lyle.devries@fhu.com

1. Stakeholder Acceptance Page


The undersigned parties concur with the Methods and Assumptions for the Rapid City Area MPO Long Range Transportation Market Research Study and Survey as presented in this document.

Rapid City Area MPO:


Signature
MPO Coordinator

Title
2-13-14


Date

SDDOT:


Signature
MPO COORDINATOR

Title
2-13-14

Date

FHWA:


Signature
Planning/civil rights spec

Title
2/13/14

Date

NOTES:

- (1) Participation on the Study Advisory Team and/or signing of this document does not constitute approval of the Rapid City Market Research Study's Final Report or conclusions.
- (2) All members of the Study Advisory Team will accept this document as a guide and reference as the study progresses through the various stages of development. If there are any agreed upon changes to the assumptions in this document a revision will be created, endorsed and signed by all the signatories.

2. Introduction and Project Description

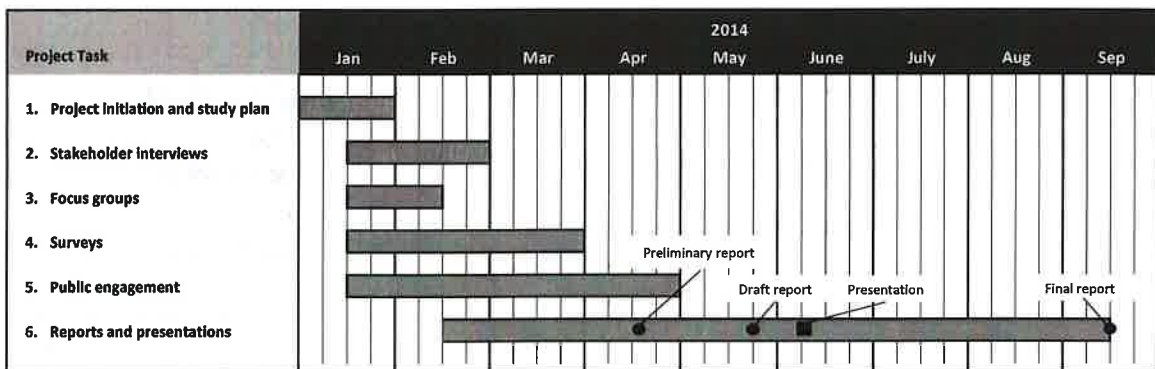
The Rapid City Area MPO seeks to understand constituents' attitudes and issues regarding transportation. The market research obtained through this effort will be used to determine the goals and objectives of the Rapid City Area Long Range Transportation Plan.

Study Advisory Team members. The Study Advisory Team (SAT) will be comprised of:

- Patsy Horton, City of Rapid City/MPO;
- Brad Remmich, SDDOT;
- Mark Hoines, FWHA;
- Bill Rich, Meade County;
- PJ Conover, Pennington County;
- Dan Staton, SDDOT Region; and
- Kip Harrington, City of Rapid City/MPO.

Schedule. Figure 1 presents the overall project schedule on a task basis.

Figure 1.
Project schedule



Source: BBC Research & Consulting, 2014.

Figure 2 presents the anticipated milestone schedule.

Figure 2.
Anticipated project milestones

Milestone	Date
Conduct kickoff meeting	January 7
Conduct M&A document meeting	January 8
Deliver draft M&A document	January 27
Schedule focus groups/stakeholder interviews	January 27 through February 7
Provide draft website copy to TAC	January 31
Revise website copy based on TAC review	February 7
Conduct focus groups/stakeholder interviews	February 11 - 13
Meet with TAC re survey instrument development	February 17
Deliver initial draft of survey instrument to TAC	February 19
Collect feedback from TAC on survey instrument	February 21
Deliver revised draft to TAC for review	February 25
Collect feedback from TAC on revised draft	February 28
Program survey instruments	March 3
Publish websurvey on Survey Monkey	March 7
Test CATI script	March 7
Pilot telephone surveys	March 8
Field surveys (citizens, employers and underserved)	March 10 - March 23
Close web survey	March 27
BBC receive telephone survey results	March 27
Analyze survey data	March 27 - April 4
Deliver draft preliminary report	April 18
Conduct public meetings	Week of April 28
Deliver draft report	May 23
Present study	Week of June 9
Deliver final report	September 15

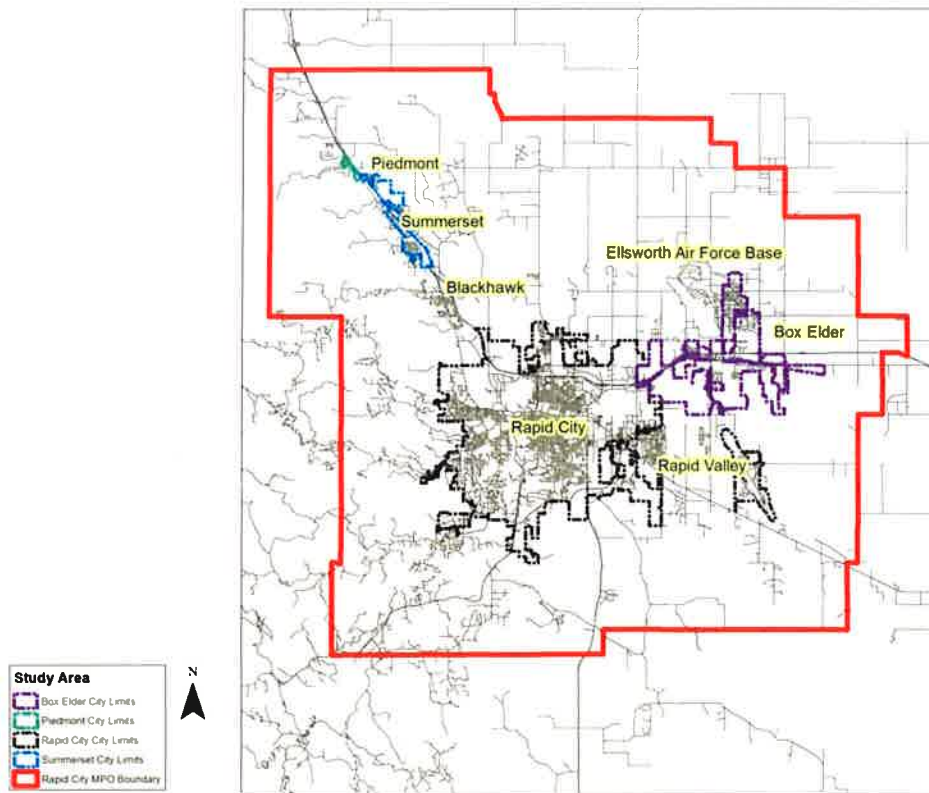
Source: BBC Research & Consulting, 2014.

3. Study Area

As shown in Figure 3, the market research study area includes:

- Cities of Rapid City, Box Elder, Summerset, and Piedmont;
- Ellsworth Air Force Base (Ellsworth AFB);
- Unincorporated areas of Black Hawk and Rapid Valley; and
- Developing areas of Pennington County and Meade County within the Metropolitan Planning Area.

Figure 3.
Long Range Transportation Market Research Study Area



Source: Rapid City MPO RFP for Long Range Transportation Market Research Study and Survey.

4. Analysis Years/Periods

Section 5 is not applicable to this study.

5. Data Collection

BBC will use a number of methods to gather stakeholder and public input for the Long Range Transportation Plan Study and Survey, including:

- Stakeholder interviews and focus groups;
- Surveys;
- Website; and
- Public meetings.

Each of these efforts is discussed here in more detail.

Stakeholder interviews and focus groups. Stakeholder interviews and focus groups will enable BBC to gather input on local transportation issues and needs directly from local area government staff and interested community members. Information collected during this phase will directly inform the goals and objectives of the Long Range Transportation Plan and

indirectly inform the questions used on the community survey. Organizations and individuals that we will reach out to for stakeholder interviews and focus groups include:

- Development community;
- Freight industry;
- Elderly;
- Transit users;
- Persons with disabilities;
- Cities within the MPO area;
- Representatives from Meade and Pennington Counties;
- Representatives from Ellsworth AFB;
- Local transit agencies;
- Local school districts;
- Local colleges and technical schools;
- Local committees dealing with sustainability and livability issues;
- Local chambers of commerce;
- Members of the Rapid City Historic Preservation Commission; and
- Members of the Mount Rushmore Road Group.

Stakeholder interviews. BBC will work with the Rapid City Area MPO and the SAT to schedule and conduct the interviews. BBC will request contact information for agencies, groups, and individuals from Rapid City Area MPO and the SAT. BBC will be responsible for arranging the meetings. We will hold the stakeholder interviews at the stakeholders' offices or another agreed upon location. Prior to the stakeholder interviews, BBC and FHU, with the SAT's input, will craft a "discussion guide" that will help inform the discussion topics.

Todd Pickton, BBC Managing Director, will conduct the initial stakeholder interviews in the Rapid City area during the week of February 10, 2014. If required, Mr. Pickton will rely on a translator (including American Sign Language) where primary language or participant disability might present a communication barrier. As necessary, additional stakeholder interviews will be conducted by telephone during the remainder of the study.

Focus groups. BBC will conduct at least three focus groups with individuals from select agencies and organizations listed above. The focus groups will be 60- to 90-minute discussions and we will attempt to have at least six individuals present. With FHU and the SAT's assistance, BBC will develop and use a discussion guide to facilitate the focus groups.

Todd Pickton will facilitate the focus groups in Rapid City during the week of February 10, 2014. Mr. Pickton will follow the Rapid City MPO LEP plan if a communication barrier is present. If focus groups cannot be conducted at the group or agency's location, then the Rapid City Area MPO will be responsible for providing appropriate space.

The focus groups will present an opportunity for members of the SAT to observe the discussion. Ideally, no more than two members of the SAT would be present at the focus group. Any observers would be seated away from the participant table and not be an integral part of the discussion. Mr. Pickton, as facilitator, will offer any observers the opportunity to ask follow up questions at one or more points during (or at the end) of the discussion.

Surveys. BBC will complete a statistically valid survey with citizens, employers, and underserved populations within the study area.

Survey instrument design. BBC will draft three survey instruments for use in the citizen, employer, and underserved population surveys, using the following sources:

- Interviews with Study Advisory Team members;
- Results from the stakeholder interviews and focus groups;
- Input from Felsburg Holt & Ullevig (FHU), our study Subconsultant; and
- Review of survey instruments used in RapidTRIP 2035 and the similar Sioux Falls transportation market research.

Initial drafts of the survey instruments will be provided to the SAT for review and comment. BBC will then revise the survey instruments and provide the revised drafts to the SAT for review and comments. Based on feedback, BBC will use the final survey instruments to:

- Program the Computer Aided Telephone Interview (CATI) scripts;
- Program web surveys using Survey Monkey; and
- Create paper surveys for distribution to underserved populations.

Per our proposal, the final surveys will need to be no longer than 12 minutes in length to minimize non-response bias and remain within the proposed project cost estimates.

Survey fielding. BBC will work with Davis Research to field the employer and resident surveys. Davis Research will use random selection methods within the study area to complete the employer and resident surveys. Davis Research will include a cell phone sample for the resident survey, to insure that residents without a land line are included in the study.

BBC and Davis Research will complete at least 400 resident surveys and 200 employer surveys, providing minimum confidence intervals of 4.8 and 6.9 percent, respectively, at the 95 percent confidence level.

BBC will work with the Rapid City Area MPO, local support organizations, and community organizations to field the underserved population survey. BBC will obtain at least 200 completed surveys from this population. This will provide statistically reliable results for the group overall, though there may be some bias in the results depending upon the degree to which certain underserved population segments are under- or over-represented in the sample.

Our primary means of collecting completed surveys will be to distribute paper surveys and postage-paid return envelopes to residents at transit stops and at support and community organizations. BBC recommends that the surveys be printed with the Rapid City Area MPO logo and that we use Rapid City Area MPO labeled return envelopes. BBC will be responsible for collecting the completed surveys from the City of Rapid City and entering the survey data for analysis.

BBC will supplement the telephone and hard copy surveys with web surveys programmed in Survey Monkey and accessible through the project website and, if feasible, websites maintained by the Cities of Rapid City and Box Elder and Pennington and Meade Counties . BBC will be responsible for programming the survey instruments, downloading the completed survey data, and analyzing the information.

Upon completion of the surveys, BBC will clean, code and analyze all survey information. We will provide the raw data to the Rapid City Area MPO and we will include analyses in the preliminary, draft, and final reports and in the presentation.

Website. BBC and FHU will draft an informational website for use in the project that:

- Describes this project and the LRTP Update;
- Enables interested individuals and businesses to submit information related to the LRTP Update;
- Provides access to online surveys;
- Provides information about the open houses/public meetings, including where and when they will be held; and
- Allows the public to access the final report.

BBC will provide the draft website copy to the Rapid City Area MPO and it will be the responsibility of the MPO to host the website.

Information submitted through the website by the public will be integrated into the draft and final reports along with results from the stakeholder interviews, focus groups, and surveys.

Public meetings. Following collection and analysis of the survey data, BBC will produce a preliminary analysis of survey data and a short presentation to be used at two open houses/public meetings to be held in late April or early May on back-to-back days. BBC will ensure that the timing and location of the open houses/public meetings facilitate attendance by interested community members, including transit users.

The public meetings will provide BBC and the Rapid City Area MPO an opportunity to:

- Inform the public about the market research study and the Long Range Transportation Plan;
- Answer questions; and
- Collect additional public input relevant to study topics.

BBC and FHU will be responsible for:

- Drafting public announcements to be used in advertising the public meetings;
- Creating a short presentation about:
 - Purpose and need for the Market Research and LRTP studies;
 - Study approach;
 - Potentially, preliminary results of the surveys;
 - How to provide input;
- Updating the website copy to provide information about the public meetings;
- Recording any public testimony provided at the meetings; and
- Transcribing the public testimony and including it in the draft and final reports.

The Rapid City Area MPO will be responsible for locating and securing a venue for the meetings, advertising, providing audio/visual equipment (if possible), and assisting BBC with setup of the room.

6. Traffic Operations Analysis

Section 7 is not applicable to this study.

7. Travel Forecast

Section 8 is not applicable to this study.

8. Safety Issues

Section 9 is not applicable to this study.

9. Selection of Measures of Effectiveness (MOE)

The metrics and goals for the study will be to complete at least:

- Four-hundred surveys with resident in the study area;
- Two-hundred surveys with businesses in the study area;
- Two-hundred surveys with members of underserved populations;
- Three focus groups; and
- Interviews with 30 stakeholders (including those reached during the focus groups).

The number of completes for surveys are designed to meet the following statistical confidence intervals:

- For the resident survey, a confidence interval of 4.8 percent at the 95 percent confidence level;

- For the employer population surveys, a confidence interval of 6.9 percent at the 95 percent confidence level; and
- For the underserved population survey, statistically reliable results for the group overall, though there may be some bias in the results depending upon the degree to which certain underserved population segments are under- or over-represented in the sample.

10. FHWA Interstate Access Modification Policy Points

Section 11 is not applicable to this study.

11. Deviations/Justifications

The proposed project methodology involves no known deviations from research standards.

12. Conclusion

The Rapid City Area MPO and other federal, state, and local governments, as part of their long-range transportation planning process, seek to understand constituents' attitudes and issues regarding transportation in the Rapid City Area. The market research obtained through this effort will be used to determine the goals and objectives of the Rapid City Area Long Range Transportation Plan (LRTP).

BBC's methodology will satisfy the Rapid City Area MPO's need through:

- Performing extensive community engagement through stakeholder interviews, focus groups, a website, and open houses/public meetings;
- Collecting statistically reliable information about constituents' attitudes and issues regarding transportation through employer, resident and underserved population surveys;
- Using previous work conducted as part of the RapidTRIP 2035 (Long Range Transportation Plan for the Rapid City Area) and the Sioux Falls Long Range Transportation Plan Market Research Study as inputs when developing discussion guides and survey instruments and as benchmarks for a comparison of results; and
- Involving the SAT and Felsburg Holt & Ullevig in review of all discussion guides, survey instruments, presentations, and draft work product.

BBC also has the following contingencies in place to meet the public input and number of survey completions described in Section 6. Data Collection:

- BBC's telephone survey subcontractor will continue surveying until they have reached the minimum number of completed employer and resident surveys;
- BBC will continue to perform intercept surveys with transit riders and distribute surveys to underserved populations (largely through working with service providers and community organizations) until we have received the minimum number of completed surveys;

- If BBC is unable to schedule or meet with all stakeholders identified in Section 6. Data Collection, BBC will attempt to perform a stakeholder interview with them via telephone or during subsequent trips to Rapid City;
- BBC will create Internet surveys for each of the three survey efforts (employer, resident, and underserved population) and use these results, where appropriate, to bolster other information collected through interviews, focus groups, public meetings, and surveys.

14. Appendices

The following documents were relied upon to develop the study approach and complete the Methods & Assumptions document:

- Request for Proposals for Long Range Transportation Market Research Study and Survey (RFP);
- BBC's response to the RFP; and
- RapidTRIP 2035 – The Long Range Transportation Plan for the Rapid City Area.

These documents are attached as Appendices A, B, and C, respectively.

