



RAPID CITY AREA METROPOLITAN PLANNING ORGANIZATION

300 Sixth Street Rapid City, SD 57701
(605) 394-4120 | RapidCityAreaMPO.org

Kelly Brennan, Long Range Planner III
Rapid City Area MPO

Phone: (605) 394-4120 ext. 2337
Email: Kelly.Brennan@rcgov.org

MEMORANDUM

TO: Metropolitan Planning Organization Committee Members

FROM: Kelly Brennan, Long Range Planner III

DATE: March 3, 2026

RE: **26TP018 – Rapid City Area Metropolitan Planning Organization
2025 Traffic Volume Counts Report**

Attached for your information is a copy of the Rapid City Area Metropolitan Planning Organization's 2025 Traffic Volume Counts Report. The report provides the public and business community with traffic count data to help make informed decisions.

The following four street segments have volumes of more than 30,000 vehicles per day: West Main Street from Jackson Boulevard to Cross Street, I-90 from I-190 to Haines Avenue, I-90 from Elk Vale Road to the east City Limit boundary, and West Main Street from Cross Street to West Street. In addition, there are 25 street segments with more than 20,000 vehicles per day, adjusted for seasonal variation.

Many factors including construction, weather, and land use changes can influence daily traffic counts. Historically, our traffic counts are growing overall, with yearly fluctuations.

STAFF RECOMMENDATION: Staff recommends acknowledgement of the Rapid City Area Metropolitan Planning Organization 2025 Traffic Volume Counts Report.