

Rapid City Area
Metropolitan Planning Organization

**2025 TRAFFIC VOLUME COUNTS
REPORT**



In cooperation with:

City of Rapid City
Traffic Engineering and Operations Division
Public Works Department

April 2026

TABLE OF CONTENTS

INTRODUCTION/PURPOSE..... 1

DATA & METHODOLOGY..... 1

COMPARISON OF ANNUAL VOLUMES..... 2

PERMANENT COUNT STATIONS..... 2

TRAFFIC VOLUMES..... 3 - 6

INTRODUCTION/PURPOSE

Traffic volume studies are conducted to obtain accurate information about the number and movement of vehicles within or through an area or at selected points within an area. Current and historical volume counts provide vital information that is used in operational evaluations, traffic modeling and in the selection and design of road network improvements. The general public and the business community also use this report to make more informed decisions. The Traffic Volume Counts Report is designated in the Rapid City Area Metropolitan Planning Organization's (MPO) Operations Plan as one of the transportation products to be presented to the MPO's two transportation process committees. This report is an informational document and as such does not require any formal approval process. Traffic volume information is presented for the years 2015, 2020, and 2025

DATA & METHODOLOGY

The Traffic Volume Counts Report presents the traffic count data collected by the City's Traffic Engineering and Operations Division - Public Works Department and the South Dakota Department of Transportation (SDDOT). Note that the identification of regular counting sites is a dynamic process and not every location may have consistent count history. Volume information is also provided for all counts that were conducted in conjunction with other engineering studies.

- All volumes presented in this document are counts conducted over a 1-3 day period that have been adjusted to account for seasonal variations. Seasonal adjustment factors for each year are developed using data from the South Dakota Department of Transportation's permanent count stations.
- Data provided by the City's Traffic Engineering and Operations Division - Public Works Department has been collected using camera and radar technologies while the data provided by the SDDOT has been collected at permanent loop count stations. The permanent stations count traffic volumes daily and provide a basis for determining the seasonal variation of traffic volumes throughout the year.
- In accordance with accepted traffic engineering protocol, volume counts were only conducted on Tuesdays, Wednesdays, or Thursdays. Mondays and Fridays do not generally represent typical weekdays due to the influence of higher numbers of people being absent from the workplace and a higher percentage of recreational travel.

COMPARISON OF ANNUAL VOLUMES

The count summary includes the percent change between the most recent and previous year counts. Caution should be exercised when interpreting annual changes in volumes for the following reasons:

- Traffic volumes will vary on a particular section of roadway depending on the month the count was conducted or the day of the week of the count. Additionally, there is an inherent variability in traffic volumes due to factors that are not easily explained or quantified.
- Construction projects, on or adjacent to a section of road, can significantly alter traffic volumes.
- Traffic count reliability is directly related to the amount of data collected. The more counts taken at a particular location, the higher the accuracy of conclusions drawn from the data. A 1-3 day volume provides a “snapshot” of traffic that traveled on that roadway on those specific days. Trend analyses should most accurately be limited to using permanent count station data.

PERMANENT COUNT STATIONS

Data from the following two SDDOT permanent count stations are included in this report:

- Anamosa Street - between Haines and Maple
- I-90 - between I-190 and Haines

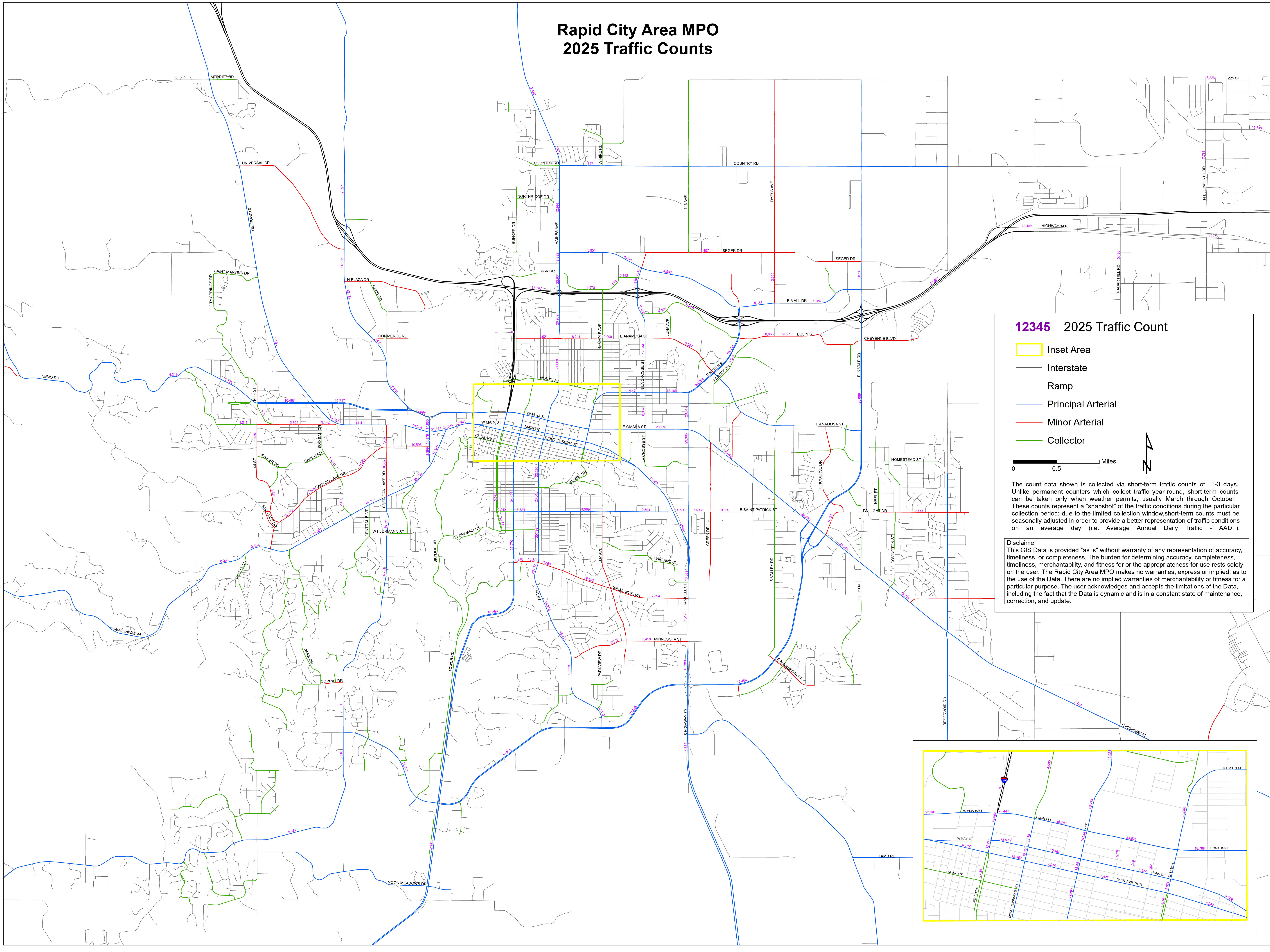
ROAD	LIMITS	2015 SEASONALLY ADJUSTED COUNT	2020 SEASONALLY ADJUSTED COUNT	2025 SEASONALLY ADJUSTED COUNT	% CHANGE 2015/2025
1ST ST	OMAHA TO MAIN	672	951	335	-50%
2ND ST	MAIN TO OMAHA	1,156	1,303	538	-53%
3RD ST	MAIN TO OMAHA	2,026	1,897	1,700	-16%
5TH ST	CATRON TO PARKVIEW	9,277	12,215	11,233	21%
5TH ST	PARKVIEW TO MINNESOTA	10,450	12,575	13,657	31%
5TH ST	MINNESOTA TO TEXAS	14,714	14,908	15,966	9%
5TH ST	TEXAS TO 3RD	15,839	17,044	18,250	15%
5TH ST	3RD TO FAIRMONT	16,764	17,959	20,078	20%
5TH ST	FAIRMONT TO ST PATRICK	22,276	16,887	18,448	-17%
5TH ST	ST. PATRICK TO ST. CLOUD	22,884	20,268	17,845	-22%
5TH ST	ST. CLOUD TO COLUMBUS	21,752	16,088	22,322	3%
5TH ST	COLUMBUS TO ST. JOSEPH	21,545	19,682	20,836	-3%
5TH ST	ST JOSEPH TO MAIN	19,923	16,557	19,003	-5%
5TH ST	MAIN TO OMAHA	18,049	16,054	18,019	0%
5TH ST	OMAHA TO NEW YORK	19,334	21,344	20,344	5%
5TH ST	NEW YORK TO NORTH	17,818	19,070	20,037	12%
32ND ST	JACKSON TO CANYON LAKE	4,598	2,930	3,009	-35%
44TH ST	RAIDER TO MAIN	4,005	2,005	1,528	-62%
225TH ST	N ELLSWORTH TO BRIGGS	3,726	2,985	2,990	-20%
ANAMOSA ST	WEST BLVD N. TO HAINES	3,784	3,052	1,866	-51%
ANAMOSA ST	HAINES TO MAPLE	8,687	9,377	8,248	-5%
ANAMOSA (E) ST	MAPLE TO LACROSSE	11,010	10,372	10,503	-5%
ANAMOSA (E) ST	LACROSSE TO E. NORTH	5,976	6,013	7,857	31%
CAMBELL ST	CATRON TO MINNESOTA	17,026	19,311	15,051	-12%
CAMBELL ST	MINNESOTA TO FAIRMONT	19,284	21,840	19,995	4%
CAMBELL ST	FAIRMONT TO ST PATRICK	22,178	21,231	19,592	-12%
CAMBELL ST	ST PATRICK TO OMAHA	21,737	21,310	22,847	5%
CAMBELL (E) ST	OMAHA TO E. NORTH ST	24,175	30,350	24,534	1%
CANYON LAKE DR	JACKSON TO CLIFTON	9,892	5,890	5,289	-47%
CANYON LAKE DR	CLIFTON TO SOO SAN	9,828	8,030	8,194	-17%
CANYON LAKE DR	SOO SAN TO SHERIDAN LAKE	15,163	9,564	9,827	-35%
CANYON LAKE DR	SHERIDAN LAKE TO MTVIEW	13,861	10,110	10,597	-24%
CATHEDRAL DR	MT RUSHMORE TO TOWER	10,207	13,559	12,602	23%
CATHEDRAL DR	TOWER TO 5TH	10,207	14,645	15,061	48%
CATRON BLVD	SHERIDAN LAKE TO US-16	12,921	13,421	14,260	10%
CATRON BLVD	US-16 TO 5TH	16,593	18,293	18,017	9%
CATRON (E) BLVD	5TH TO SD-79	17,644	21,511	22,038	25%
COUNTRY RD	HAINES TO W NIKE	1,650	1,512	1,303	-21%
CREEK (N) DR	ANAMOSA TO EGLIN ST	3,479	4,327	3,591	3%
DEADWOOD AVE	OMAHA TO CEMENT PLANT	16,914	CONSTRUCTION	11,057	-35%
DEADWOOD AVE	CEMENT PLANT TO LIEN	16,449	14,871	13,952	-15%
DEADWOOD AVE	LIEN TO N PLAZA	11,764	11,825	11,171	-5%
DEADWOOD AVE	N PLAZA TO I-90	15,154	14,018	13,434	-11%
DEADWOOD AVE	I-90 TO CITY LIMIT	3,567	2,161	651	-82%
DISK DR	HAINES TO MAPLE	5,860	3,591	4,885	-17%

ROAD	LIMITS	2015 SEASONALLY ADJUSTED COUNT	2020 SEASONALLY ADJUSTED COUNT	2025 SEASONALLY ADJUSTED COUNT	% CHANGE 2015/2025
DISK (E) DR	MAPLE TO LACROSSE	7,345	4,957	9,237	26%
DYESS AVE	MALL TO SEGER	CONSTRUCTION	4,177	3,517	N/A
E NORTH ST	MILWAUKEE TO LACROSSE	12,712	9,874	14,880	17%
E NORTH ST	LACROSSE TO CABELL	14,205	12,999	15,866	12%
E NORTH ST	CABELL TO ANAMOSA	21,143	23,585	23,917	13%
E NORTH ST	ANAMOSA TO I-90	14,550	20,573	16,982	17%
EAST BLVD	KANSAS CITY TO ST JOSEPH	3,796	CONSTRUCTION	3,878	2%
EAST BLVD	ST JOSEPH TO MAIN	7,412	CONSTRUCTION	8,141	10%
EAST BLVD	MAIN TO OMAHA	10,119	CONSTRUCTION	11,060	9%
EAST BLVD	OMAHA TO E NORTH	12,443	CONSTRUCTION	13,458	8%
EGLIN ST	LACROSSE TO LUNA	6,919	7,867	8,780	27%
EGLIN ST	LUNA TO E. NORTH	12,098	11,648	15,424	27%
EGLIN ST	E.NORTH TO DYESS	5,434	7,268	7,880	45%
EGLIN ST	DYESS TO ELK VALE	5,086	5,513	5,943	17%
ELK VALE RD	SD-79 TO SD-44	18,426	21,377	21,471	17%
ELK VALE RD	SD-44 TO I-90	19,211	19,939	22,009	15%
ELK VALE RD	I-90 TO SEGER	7,149	4,508	5,610	-22%
FAIRMONT BLVD	5TH TO WISCONSIN	9,643	12,872	10,668	11%
FAIRMONT (E) BLVD	WISCONSIN TO ELM	9,586	9,455	8,958	-7%
FAIRMONT(E) BLVD	ELM TO CABELL	7,976	8,302	7,274	-9%
HAINES AVE	NORTH TO ANAMOSA	21,550	21,170	22,674	5%
HAINES AVE	ANAMOSA TO I-90	19,899	17,245	18,132	-9%
HAINES AVE	I-90 TO DISK	21,239	20,561	21,495	1%
HAINES AVE	DISK TO MALL	16,848	18,666	17,580	4%
HAINES AVE	MALL TO COUNTRY	12,780	13,768	13,555	6%
HAINES AVE	COUNTRY TO COBALT	5,696	5,843	6,679	17%
HAINES AVE	COBALT TO CITY LIMIT	2,474	2,417	2,679	8%
HILLSVIEW DR	AUDUBON TO RAIDER	3,123	1,824	2,864	-8%
I-190	OMAHA TO SILVER	24,970	22,815	22,998	-8%
I-190	SILVER TO I-90	22,886	21,836	20,123	-12%
I-90	I-190 TO HAINES	38,599	32,124	39,647	3%
I-90	ELK VALE TO EAST CITY LIMIT	27,190	26,643	32,957	21%
JACKSON BLVD	CITY LIMIT TO CHAPEL LN	CONSTRUCTION	6,135	6,176	N/A
JACKSON BLVD	CHAPEL LN TO CANYON LAKE	CONSTRUCTION	9,365	9,776	N/A
JACKSON BLVD	CANYON LAKE TO 32ND	CONSTRUCTION	12,728	14,165	N/A
JACKSON BLVD	32ND TO SHERIDAN LAKE	11,049	15,653	16,691	51%
JACKSON BLVD	SHERIDAN LK TO MT VIEW (S)	20,379	21,099	21,698	6%
JACKSON BLVD	MT VIEW (N) TO MAIN (W)	17,591	16,539	16,801	-4%
LACROSSE (N) ST	OMAHA TO E NORTH	9,737	13,243	10,589	9%
LACROSSE (N) ST	E NORTH TO ANAMOSA	18,337	16,586	19,815	8%
LACROSSE (N) ST	ANAMOSA TO I-90	20,438	16,787	16,157	-21%
LACROSSE (N) ST	I-90 TO DISK	12,976	10,852	10,984	-15%
LACROSSE (N) ST	DISK TO MALL	6,313	6,637	8,551	35%
LIBERTY BLVD	N ELLSWORTH TO I-90	4,637	7,427	12,248	164%
MAIN (W) ST	BERRY PINE TO 44TH	2,120	1,185	1,135	-46%

ROAD	LIMITS	2015 SEASONALLY ADJUSTED COUNT	2020 SEASONALLY ADJUSTED COUNT	2025 SEASONALLY ADJUSTED COUNT	% CHANGE 2015/2025
MAIN (W) ST	44TH TO SOO SAN	5,244	4,461	4,480	-15%
MAIN (W) ST	SOO SAN TO STURGIS	10,856	8,498	9,833	-9%
MAIN (W) ST	STURGIS TO SHERIDAN LAKE	16,418	15,575	17,497	7%
MAIN (W) ST	SHERIDAN LAKE TO MTVIEW	20,341	21,765	18,032	-11%
MAIN (W) ST	MT VIEW TO JACKSON	21,766	19,654	21,235	-2%
MAIN (W) ST	JACKSON TO CROSS	33,638	35,372	35,714	6%
MAIN (W) ST	CROSS TO WEST STREET	32,934	33,021	32,041	-3%
MAIN ST	WEST BLVD TO MT RUSHMORE	13,615	13,330	13,124	-4%
MAIN ST	MT RUSHMORE TO 5TH	11,404	9,154	9,998	-12%
MAIN ST	5TH TO EAST BLVD	8,264	7,835	7,079	-14%
MAIN ST	EAST BLVD TO STEELE	9,086	5,550	6,138	-32%
MALL DR	HAINES TO MAPLE	3,797	5,363	6,357	67%
MALL DR	MAPLE TO LACROSSE	4,055	4,749	5,152	27%
MALL DR	LACROSSE TO E. NORTH	3,676	4,057	5,014	36%
MALL (E) DR	E NORTH TO DYESS	6,761	8,289	8,057	19%
MALL (E) DR	DYESS TO ELK VALE	4,871	6,914	8,098	66%
MAPLE (N) AVE	DISK (W) TO DISK (E)	2,261	2,231	2,316	2%
MINNESOTA (E) ST	5TH TO ELM	6,414	6,552	5,988	-7%
MINNESOTA (E) ST	ELM TO CAMBELL	5,532	5,947	7,535	36%
MOUNTAINVIEW RD	JACKSON TO CANYON LAKE	9,355	8,265	7,482	-20%
MOUNTAINVIEW RD	CANYON LAKE TO MAIN	19,551	15,156	16,162	-17%
MOUNTAINVIEW RD	MAIN TO OMAHA	20,245	15,982	16,458	-19%
MT RUSHMORE RD	CATHEDRAL TO ST PATRICK	15,764	23,478	25,115	59%
MT RUSHMORE RD	ST PATRICK TO ST JOSEPH	17,842	23,576	26,130	46%
MT RUSHMORE RD	ST JOSEPH TO MAIN	15,466	18,225	18,603	20%
MT RUSHMORE RD	MAIN TO OMAHA	12,544	14,044	16,134	29%
MT RUSHMORE RD	OMAHA TO NORTH	8,078	3,908	5,482	-32%
N ELLSWORTH RD	US-14/16 TO LIBERTY	6,486	6,482	7,527	16%
NEMO RD	WESTBERRY TRL TO BERRY PINE	3,961	4,130	3,973	0%
OMAHA (W) ST	DEADWOOD TO MTVIEW	23,890	19,262	13,555	-43%
OMAHA (W) ST	MTVIEW TO WEST BLVD	27,801	CONSTRUCTION	22,927	-18%
OMAHA ST	WEST BLVD TO MT RUSHMORE	29,788	24,406	27,525	-8%
OMAHA ST	MT RUSHMORE TO 5TH	27,676	23,877	26,454	-4%
OMAHA ST	5TH TO EAST BLVD	24,583	19,938	23,149	-6%
OMAHA ST	EAST BLVD TO LACROSSE	20,017	18,226	19,635	-2%
OMAHA (E) ST	LACROSSE TO CAMBELL	19,361	15,822	19,690	2%
RADAR HILL RD	MULE DEER TO US-14/16	4,618	4,922	5,112	11%
SD-44 (E)	CAMBELL TO ST PATRICK	16,757	14,778	15,962	-5%
SD-44 (E)	ST PATRICK TO TWILIGHT	23,384	23,248	25,044	7%
SD-44 (E)	TWILIGHT TO JOLLY	16,477	18,937	20,934	27%
SD-44 (E)	JOLLY TO RESERVOIR	14,817	15,487	17,676	19%
SD-44 (E)	RESERVOIR TO AIRPORT	6,867	6,505	8,604	25%
SD-79	CITY LIMIT TO ELK VALE	12,803	16,214	15,608	22%
SEGER DR	LACROSSE TO DYESS	CONSTRUCTION	2,738	1,938	N/A

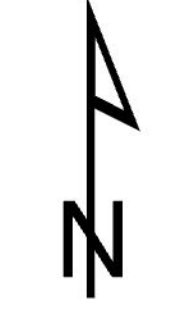
ROAD	LIMITS	2015 SEASONALLY ADJUSTED COUNT	2020 SEASONALLY ADJUSTED COUNT	2025 SEASONALLY ADJUSTED COUNT	% CHANGE 2015/2025
SHERIDAN LAKE RD	DUNSMORE TO S WILDWOOD	8,064	7,266	7,066	-12%
SHERIDAN LAKE RD	S WILDWOOD TO CATRON	8,872	7,480	10,408	17%
SHERIDAN LAKE RD	CATRON TO CORRAL	16,106	14,482	14,920	-7%
SHERIDAN LAKE RD	CORRAL TO FLORMANN	16,399	14,087	11,256	-31%
SHERIDAN LAKE RD	FLORMANN TO JACKSON	17,230	14,080	14,463	-16%
SHERIDAN LAKE RD	JACKSON TO CANYON LAKE	9,662	8,581	8,172	-15%
SHERIDAN LAKE RD	CANYON LAKE TO W MAIN	10,182	8,265	7,677	-25%
SOO SAN DR	CANYON LAKE TO RANGE	6,879	4,281	5,608	-18%
SOUTH CANYON RD	BERRY PINE TO 44TH	6,814	3,342	5,774	-15%
SOUTH CANYON RD	W MAIN TO 44TH	1,144	789	967	-15%
ST JOSEPH (W) ST	WEST ST TO WEST BLVD	16,542	16,242	16,829	2%
ST JOSEPH ST	WEST BLVD TO MT RUSHMORE	13,115	13,184	12,553	-4%
ST JOSEPH ST	MT RUSHMORE TO 5TH	11,497	10,118	9,301	-19%
ST JOSEPH ST	5TH TO EAST BLVD	8,984	8,043	7,900	-12%
ST JOSEPH ST	EAST BLVD TO STEELE	9,239	6,592	6,601	-29%
ST JOSEPH (E) ST	STEELE TO ST PATRICK	14,567	11,029	12,237	-16%
ST JOSEPH (E) ST	ST PATRICK TO CAMBELL	7,854	5,811	7,251	-8%
ST PATRICK ST	WEST BLVD TO MT RUSHMORE	3,502	3,233	3,009	-14%
ST PATRICK ST	MT RUSHMORE TO 5TH	8,496	6,374	6,327	-26%
ST PATRICK ST	5TH TO ELM	11,424	11,441	9,991	-13%
ST PATRICK (E) ST	ELM TO ST JOSEPH	14,434	12,402	13,192	-9%
ST PATRICK (E) ST	ST JOSEPH TO CAMBELL	12,583	15,924	13,920	11%
ST PATRICK (E) ST	CAMBELL TO CREEK	15,635	14,526	13,573	-13%
ST PATRICK (E) ST	CREEK TO SD-44	10,967	11,147	10,259	-6%
STURGIS RD	MAIN TO W CHICAGO	10,875	10,466	11,698	8%
STURGIS RD	W CHICAGO TO ST MARTINS	8,869	7,920	8,023	-10%
TWILIGHT DR	SD-44 TO JOLLY LN	6,572	7,569	6,647	1%
TWILIGHT DR	JOLLY LN TO RESERVOIR	8,526	3,635	3,066	-64%
US-14/16	I-90 TO WESTGATE	14,444	14,090	12,316	-15%
US-14/16	S ELLSWORTH TO OAK	1,863	2,313	1,829	-2%
US-16	CITY LIMIT TO CATRON	20,405	15,239	18,819	-8%
US-16	CATRON TO CATHEDRAL	9,900	14,348	15,927	61%
W CHICAGO ST	44TH TO STURGIS	12,125	9,208	10,425	-14%
W CHICAGO ST	STURGIS TO DEADWOOD	18,458	10,683	10,848	-41%
WEST BLVD	FLORMANN TO ST PATRICK	1,304	1,428	1,572	21%
WEST BLVD	ST PATRICK TO ST CLOUD	6,489	4,816	3,863	-40%
WEST BLVD	ST CLOUD TO ST JOSEPH	8,886	4,743	4,728	-47%
WEST BLVD	ST. JOSEPH TO MAIN	12,411	14,389	12,144	-2%
WEST BLVD	MAIN ST TO OMAHA ST	14,838	17,318	13,171	-11%
WEST GATE RD	US-14/16 TO BLUEBIRD	3,588	3,584	3,661	2%

Rapid City Area MPO 2025 Traffic Counts



12345 2025 Traffic Count

- Inset Area
- Interstate
- Ramp
- Principal Arterial
- Minor Arterial
- Collector



The count data shown is collected via short-term traffic counts of 1-3 days. Unlike permanent counters which collect traffic year-round, short-term counts can be taken only when weather permits, usually March through October. These counts represent a "snapshot" of the traffic conditions during the particular collection period; due to the limited collection window, short-term counts must be seasonally adjusted in order to provide a better representation of traffic conditions on an average day (i.e. Average Annual Daily Traffic - AADT).

Disclaimer
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