Sioux Falls Metropolitan Area LRTP Market Research Study
Employer Survey Report

Conducted for
the South Eastern Council of Governments

by
ETC Institute

September 2019

Contents

Sioux Falls Metropolitan Area LRTP
Market Research Study
Employer Survey Summary

Overview

ETC Institute conducted a survey of employers in Minnehaha and Lincoln Counties during the summer of 2019 to determine long range transportation priorities for the Sioux Falls metropolitan area. A total of 310 randomly selected employers participated in the survey. The overall results have a precision of at least +/- 5.5% at the 95% level of confidence.

This section of the report contains:

- a brief summary of the methodology and major findings

- charts depicting the overall results of the employer survey along with comparisons to the results from a similar survey that was administered in 2005, 2010, and 2014

- tables that show the results for all questions on the employer survey

- a copy of the survey instrument.

Major Findings of the Employer Survey

- **Employers generally think the region's transportation system is meeting their needs.** Thirty-seven percent (37%) of those surveyed rated the region's transportation system as "excellent" or "good." More than one-third (37%) rated the system as "average," 14% rated the system as "poor," and 12% did not have an opinion. The small percentage of "excellent" ratings indicates that employers generally thought the region's transportation system could be improved.

- **When asked about <u>specific transportation improvements</u> for the region over the next 20 years, employers selected the following items as their top three choices:**

  1. Improving major east-west roads/streets through the City of Sioux Falls (71%)
  2. Improving the timing of traffic lights (61%)
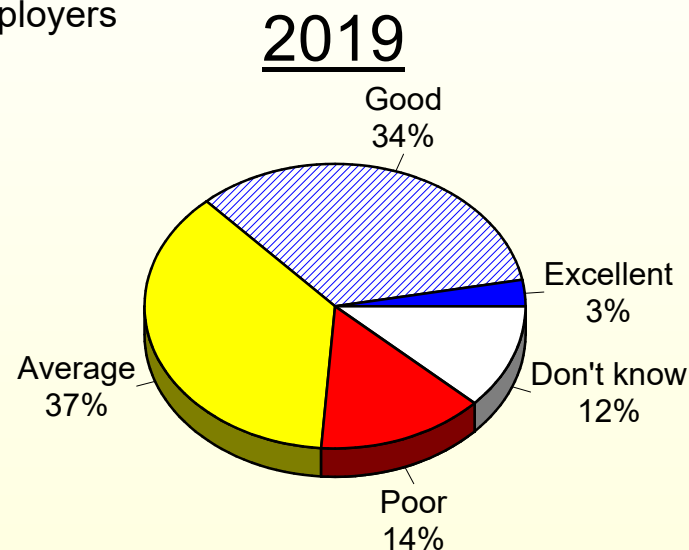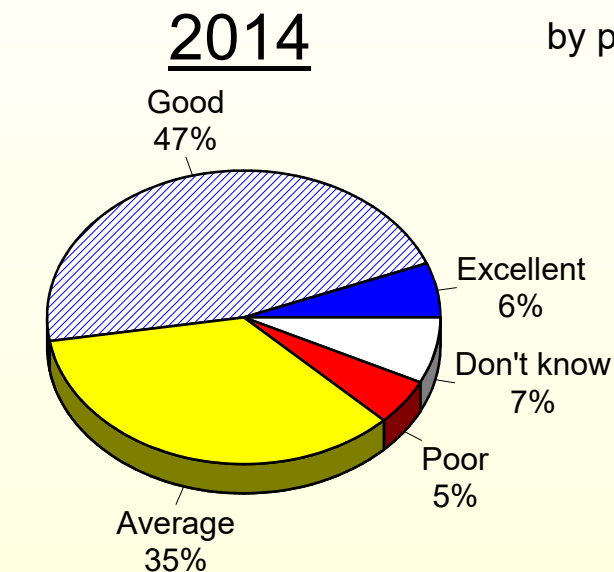 3. Setting aside land for traffic corridors/roads (61%)

- **One-fifth (20%) of the employers surveyed thought the current level of traffic congestion in the Sioux Falls area was a "major" problem.** Sixty-nine percent (69%) rated traffic congestion as a "minor" problem, 8% thought it was "not a problem", and 3% had no opinion.

- **Only 24% of the employers surveyed were satisfied with the current availability of bus/public transportation in the Sioux Falls area.**

- **19% of the employers surveyed were willing to provide incentives to encourage employees to use the bus or carpool to work.** Forty percent (40%) were not sure, and 41% were not willing.

- **Only 8% of the employers surveyed were willing to fund a portion of the cost of providing public transportation services to their location or increasing frequency of existing service.** Thirty-one percent (31%) were not sure, and 62% were not willing.

- **36% of the employers surveyed indicated the current level of funding for public transportation in the area should be greater over the next five years.** Twenty-three percent (23%) thought the level of funding should stay the same, 6% thought it should be reduced, and 36% did not have an opinion.

- **Nearly three-fourths (72%) of the employers surveyed indicated the current level of funding for road and highway improvements in the area should be greater over the next five years.** Fourteen percent (14%) thought the level of funding should stay the same, 2% thought it should be reduced, and 12% did not have an opinion.

- **When asked how they would allocate $100 of transportation funding for the Sioux Falls area, employers collectively allocated:**
  - $32 for improvements to existing streets and roads in the City of Sioux Falls
  - $21 for improvements to existing streets and roads in the rural areas
  - $20 for the development of new roads in future growth areas
  - $11 for bus/public transportation improvements
  - $ 8 for airport and rail facilities
  - $ 8 for improvements to bicycle and pedestrian facilities

- **34% of the employers surveyed indicated that they thought local governments in Sioux Falls metropolitan area do a good job of involving them in the process of planning transportation**; 26% thought they did not do a good job and 40% weren't sure.

- **29% of the employers surveyed indicated their organization had freight transportation requirements.** Of those with freight transportation requirements, 30% did not think the region's road system would be able to support their needs over the next 20 years.

Section 1:
Charts and Graphs

Employer Ratings of the Overall <u>Transportation System</u> in the Sioux Falls Metropolitan Area:
2005 to 2019

by percentage of employers

<u>2014</u>

Good
47%

Excellent
6%

Don't know
7%

Poor
5%

Average
35%

<u>2019</u>

Good
34%

Excellent
3%

Don't know
12%

Poor
14%

Average
37%

<u>2010</u>

Good
44%

Excellent
4%

Don't know
11%

Poor
8%

Average
33%

<u>2005</u>

Good
53%

Excellent
6%

Don't know
6%

Poor
6%

Average
29%

TREND DATA
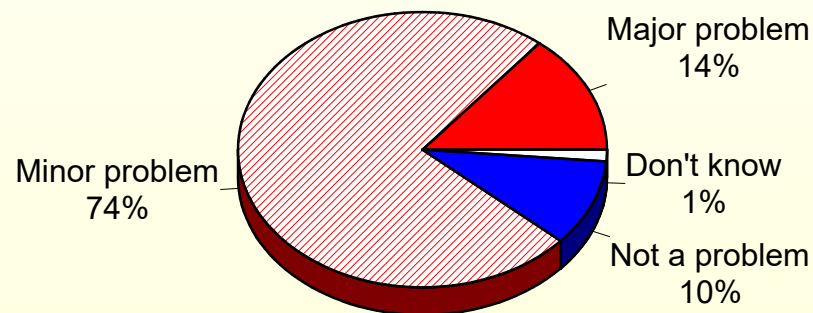
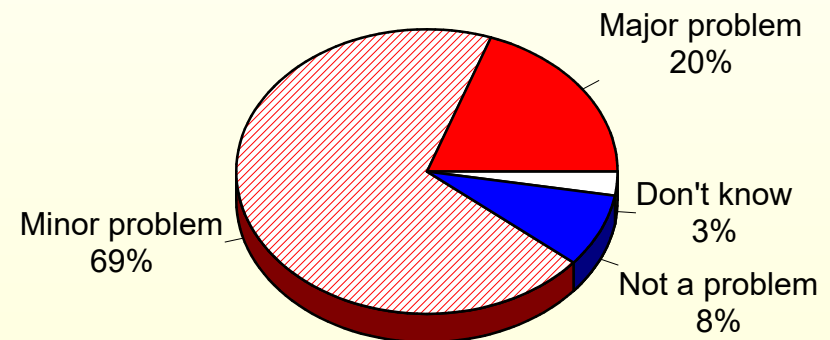Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

Employer Perceptions of Traffic Congestion in the Sioux Falls Metropolitan Area: *2005 to 2019*

by percentage of employers

2014

Major problem
14%

Don't know
1%

Not a problem
10%

Minor problem
74%

2019

Major problem
20%

Don't know
3%

Not a problem
8%

Minor problem
69%

2010

Minor problem
77%

Major problem
9%

Don't know
1%

Not a problem
14%

2005

Minor problem
74%

Major problem
16%

Don't know
1%

Not a problem
9%
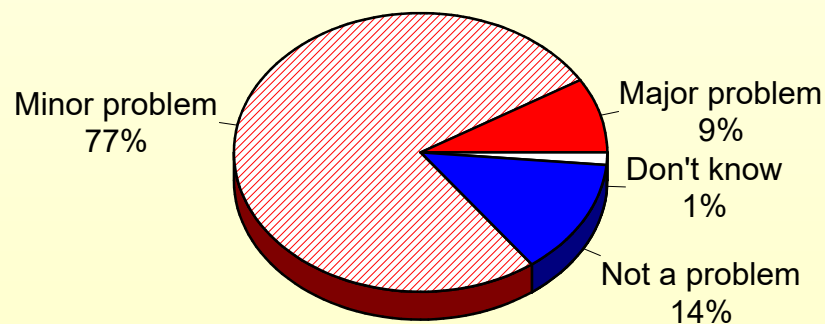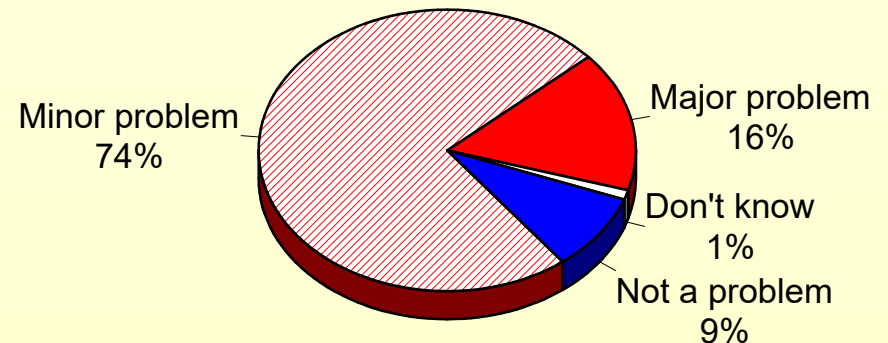
TREND DATA

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

Satisfaction Among Employers with the Availability of Public Transportation in the Metropolitan Area: *2005 to 2019*

by percentage of employers (<u>excluding don't know</u>)

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

TREND DATA

Willingness of Employers to Provide Incentives to Encourage Employees to Use the Bus or Carpool to Work:
2005 to 2019

by percentage of employers

2014

Somewhat willing
21%

Not sure
39%

Very willing
7%

Not willing
33%

2019

Not sure
40%

Somewhat willing
13%

Very willing
6%

Not willing
41%

2010

Not sure
37%

Somewhat willing
18%

Very willing
7%

Not willing
38%

2005

Not sure
39%

Somewhat willing
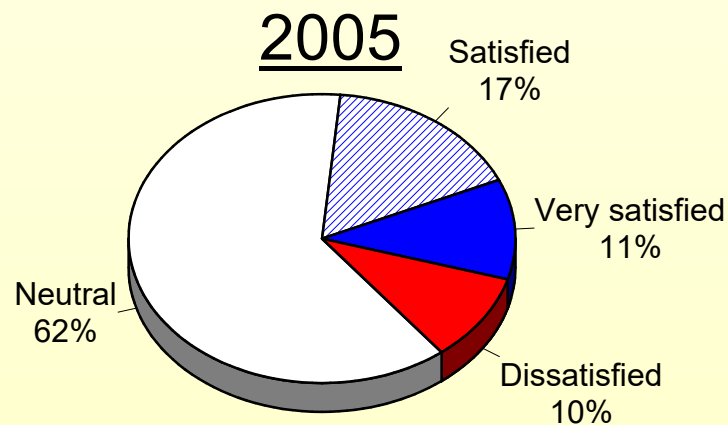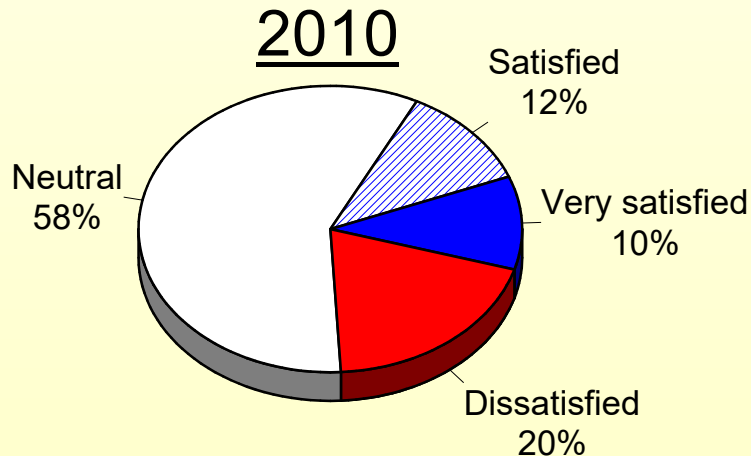19%

Very willing
4%

Not willing
38%

TREND DATA

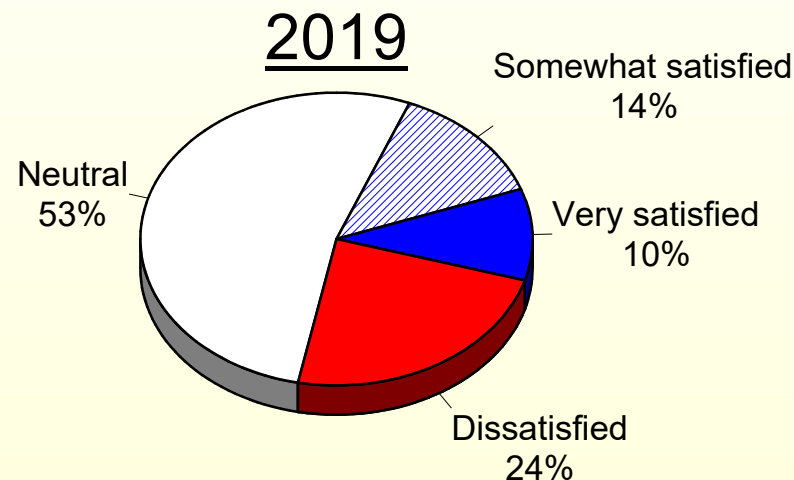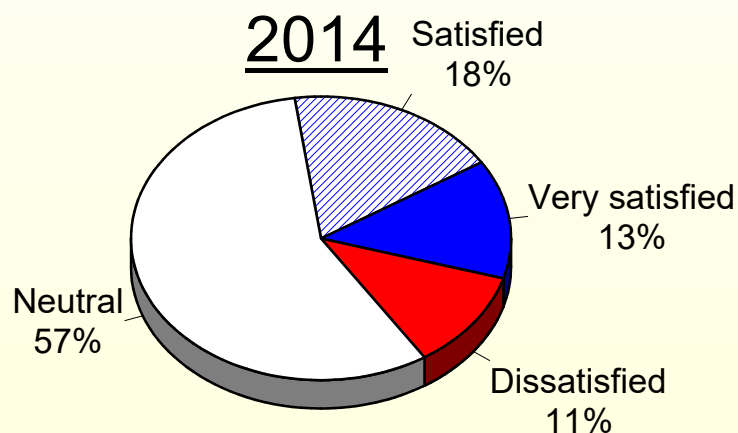Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

Willingness of Employers to Fund a Portion of the Cost of Providing Public Transportation Services to Their Location or Increasing Frequency of Existing Service

by percentage of employers
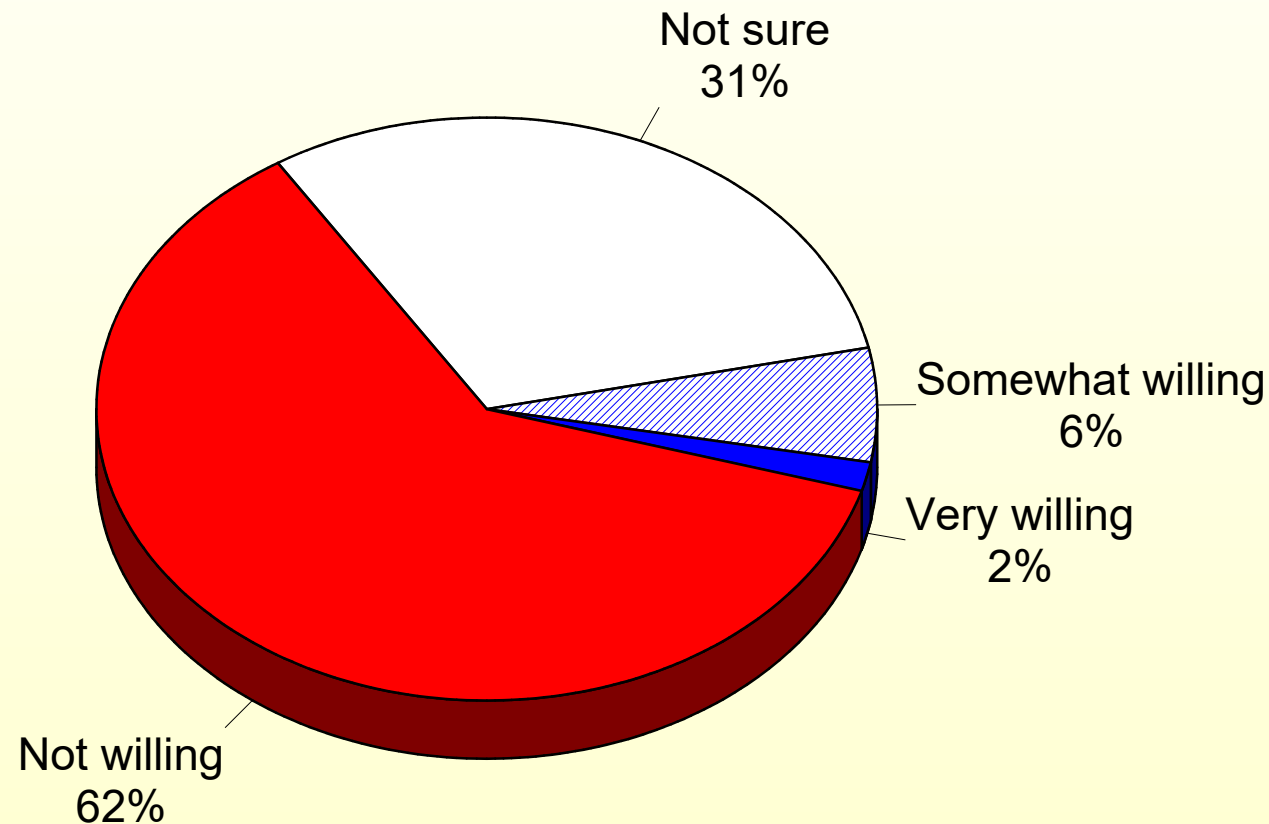
Not sure
31%

Somewhat willing
6%

Very willing
2%

Not willing
62%

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

How Current Level of Funding for Public Transportation in the Sioux Falls Metropolitan Area Should Change Over the Next Five Years

by percentage of employers

Somewhat greater
28%

Stay the same
23%

Much greater
8%

Reduced
6%

Don't know
36%

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

How Current Level of Funding for Road and Highway Improvements in the Sioux Falls Metropolitan Area Should Change Over the Next Five Years

by percentage of employers

Somewhat greater
51%

Much greater
21%

Don't know
12%

Reduced
2%

Stay the same
14%

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

How Employers Rate the Value Their Organization Currently Receives for the Transportation Taxes Paid

by percentage of employers
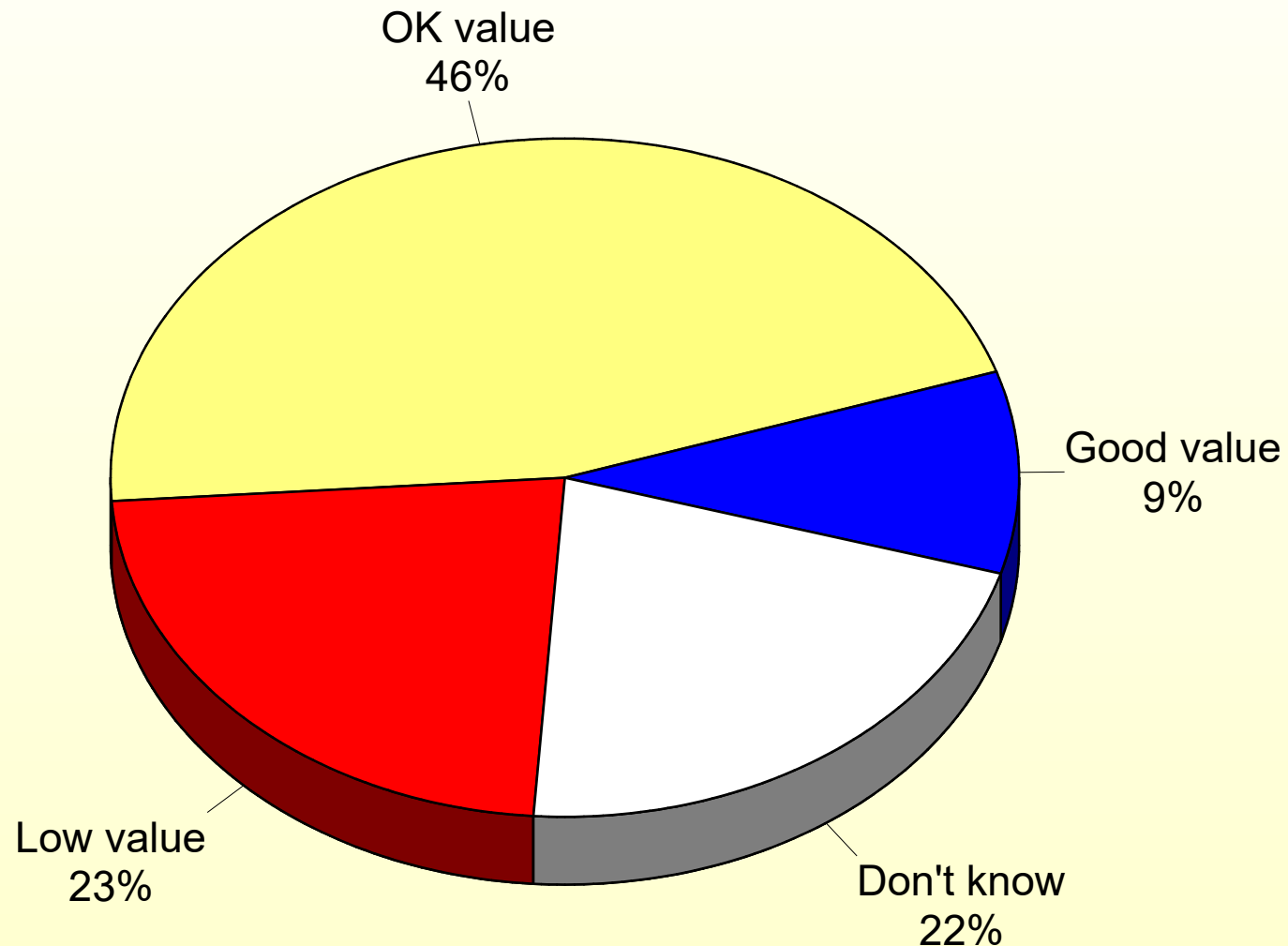
OK value
46%

Good value
9%

Low value
23%

Don't know
22%

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

How Employers Would Allocate $100 Worth of Transportation Funding for the Sioux Falls Metro Area:
2005 to 2019

by percentage of employers
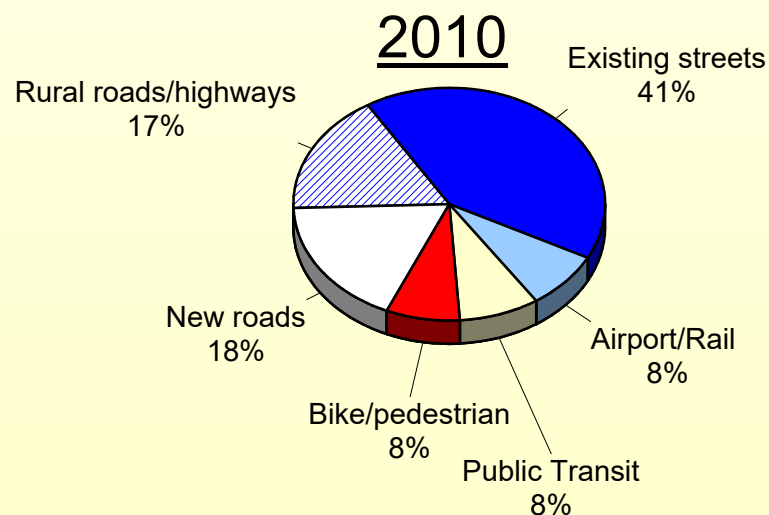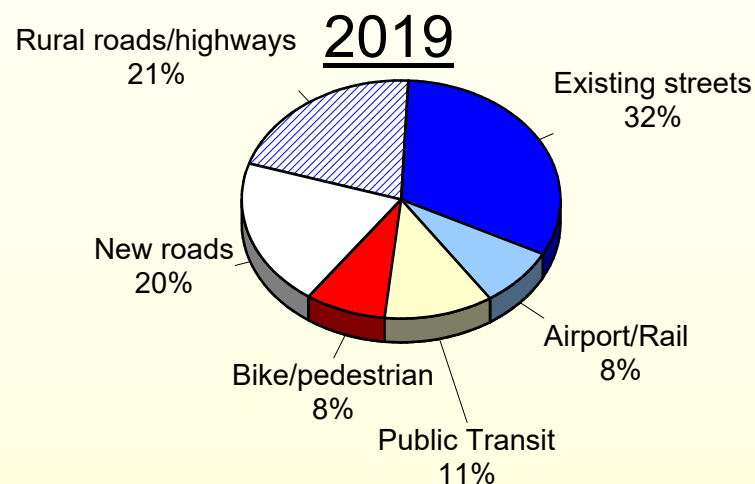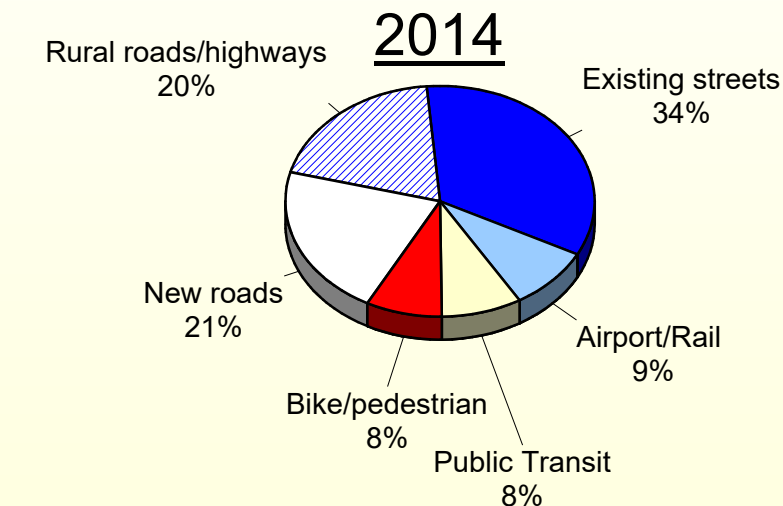
2014

Rural roads/highways
20%

Existing streets
34%

New roads
21%

Airport/Rail
9%

Bike/pedestrian
8%

Public Transit
8%

2019

Rural roads/highways
21%

Existing streets
32%

New roads
20%

Airport/Rail
8%

Bike/pedestrian
8%

Public Transit
11%

2010

Rural roads/highways
17%

Existing streets
41%

New roads
18%

Airport/Rail
8%

Bike/pedestrian
8%

Public Transit
8%

2005

Rural roads/highways
20%

Existing streets
31%

New roads
24%

Airport/Rail
9%

Bike/pedestrian
7%

Public Transportation
9%

TREND DATA

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

Top Priorities for Transportation Improvements Among Employers in the Metro Area Over the Next 20 Years
by percentage of employers who rated the item as being a "very high" or "high" priority

Priority	Percentage
Improving east-west roads in Sioux Falls	71%
Improving the timing of traffic lights	61%
Setting aside land for traffic corridors/roads	61%
Improving roads in rural areas that link to SF	57%
Improving north-south roads in Sioux Falls	56%
Adding interchanges on the Interstates	48%
Improving roads in rural areas of the counties	47%
Improving existing interchanges on Interstates	47%
Sustainability and livability	43%
Improving transportation for seniors/persons with disabilities	42%
Improving airport services	32%
Reducing traffic delays caused by trains	30%
Improving the appearance of roads/highways	26%
Improving public transportation/bus service	24%
Developing new pedestrian/biking facilities	23%
Improving the area's freight transportation	23%
Improving/adding public transportation to link SF/outlying areas	21%
Improving existing pedestrian/biking facilities	20%
Developing autonomous transportation services	12%

Legend: ☐ Very High ☐ High
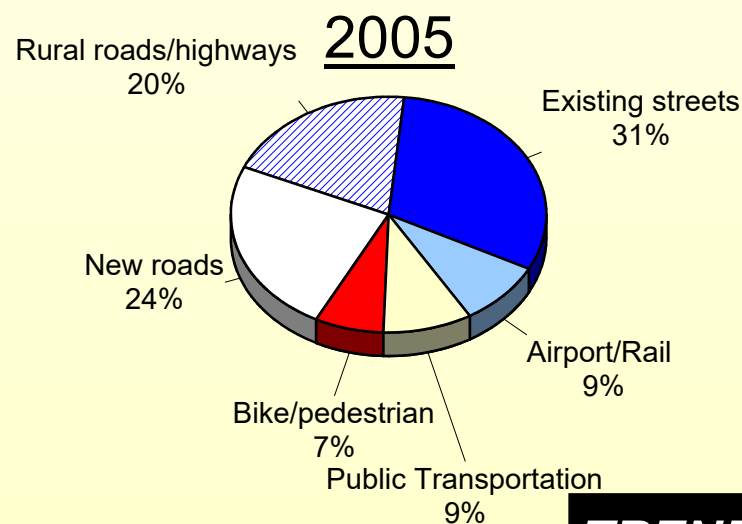
Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

Willingness of Employers to Have Their Taxes Used to Support Various Types of Transportation Improvements

by percentage of employers who selected the item as one of their top four choices

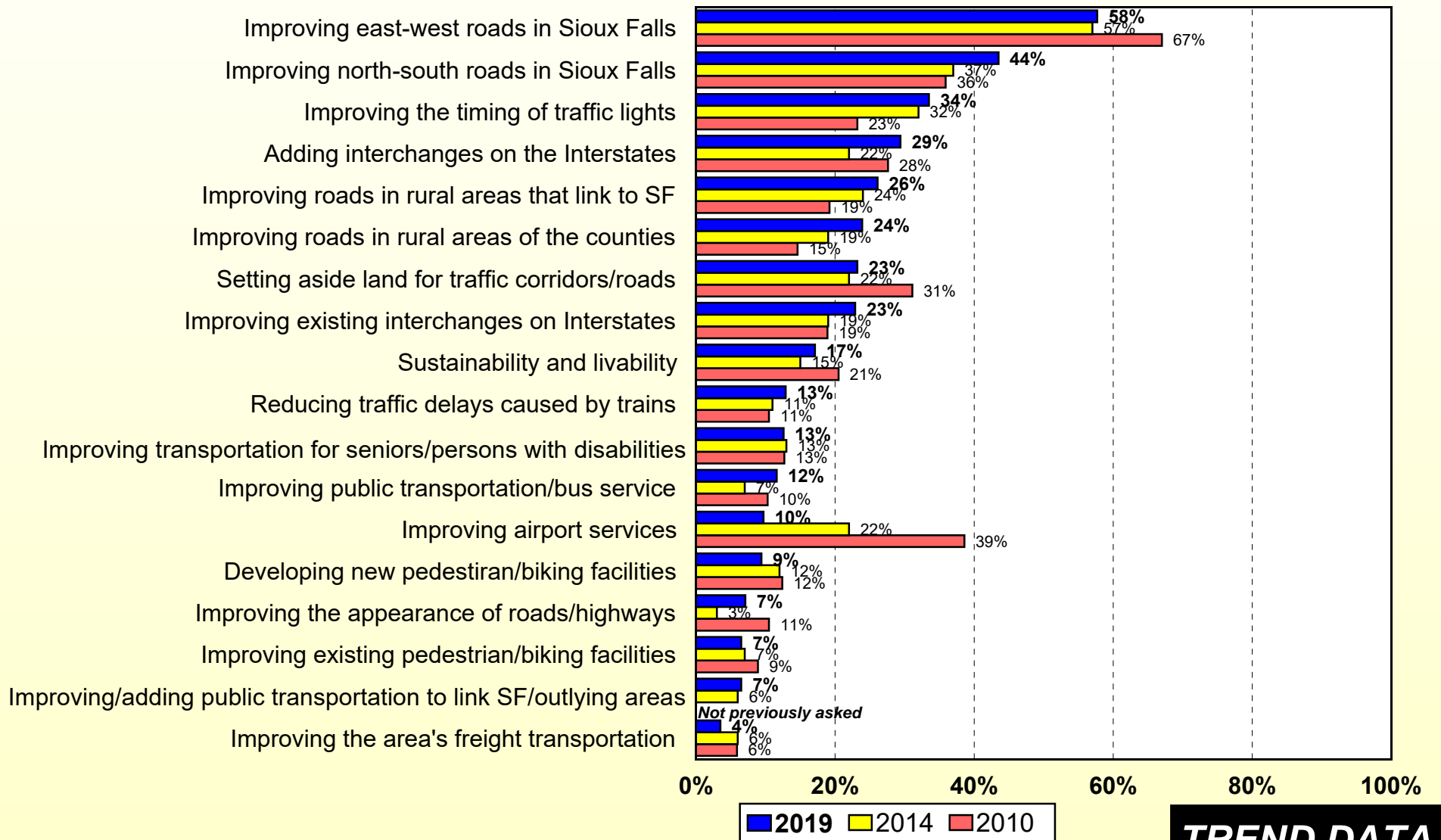| Category	Percentage
Improving east-west roads in Sioux Falls	58%
Improving north-south roads in Sioux Falls	44%
Improving the timing of traffic lights	34%
Adding interchanges on the Interstates	29%
Improving roads in rural areas that link to SF	26%
Improving roads in rural areas of the counties	24%
Setting aside land for traffic corridors/roads	23%
Improving existing interchanges on Interstates	23%
Sustainability and livability	17%
Reducing traffic delays caused by trains	13%
Improving transportation for seniors/persons with disabilities	13%
Improving public transportation/bus service	12%
Improving airport services	10%
Developing new pedestrian/biking facilities	9%
Improving the appearance of roads/highways	7%
Improving existing pedestrian/biking facilities	7%
Improving/adding public transportation to link SF/outlying areas	7%
Developing autonomous transportation services	5%
Improving the area's freight transportation	4%

■ Sum of Choices

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

Willingness of Employers to Have Their Taxes Used to Support Various Types of Transportation Improvements: *2010 to 2019*
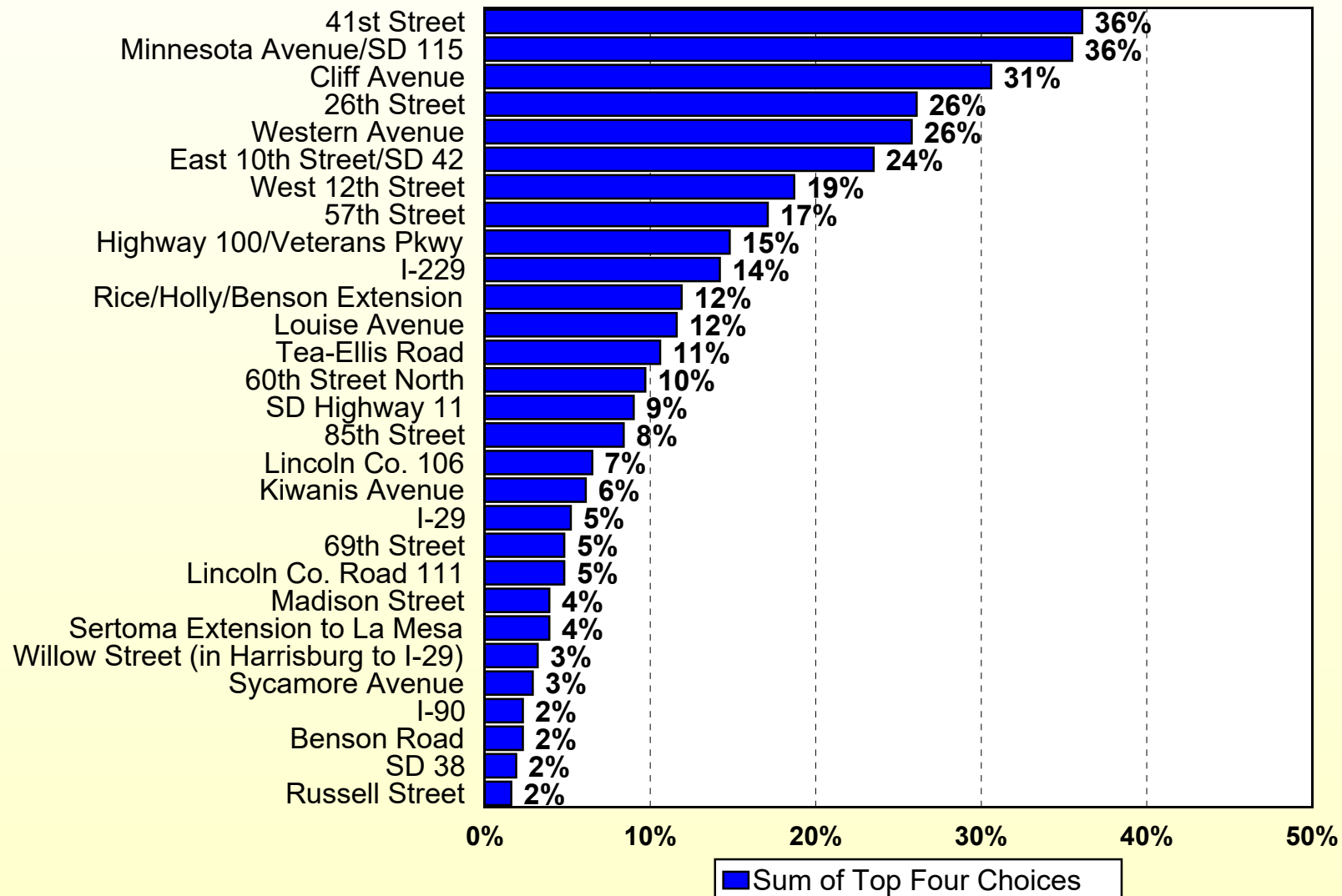
by percentage of employers who selected the item as one of their top four choices

Improving east-west roads in Sioux Falls — **58%**, 57%, 67%
Improving north-south roads in Sioux Falls — **44%**, 37%, 36%
Improving the timing of traffic lights — **34%**, 32%, 23%
Adding interchanges on the Interstates — **29%**, 22%, 28%
Improving roads in rural areas that link to SF — **26%**, 24%, 19%
Improving roads in rural areas of the counties — **24%**, 19%, 15%
Setting aside land for traffic corridors/roads — **23%**, 22%, 31%
Improving existing interchanges on Interstates — **23%**, 19%, 19%
Sustainability and livability — **17%**, 15%, 21%
Reducing traffic delays caused by trains — **13%**, 11%, 11%
Improving transportation for seniors/persons with disabilities — **13%**, 13%, 13%
Improving public transportation/bus service — **12%**, 7%, 10%
Improving airport services — **10%**, 22%, 39%
Developing new pedestiran/biking facilities — **9%**, 12%, 12%
Improving the appearance of roads/highways — **7%**, 3%, 11%
Improving existing pedestrian/biking facilities — **7%**, 7%, 9%
Improving/adding public transportation to link SF/outlying areas — **7%**, 6%, *Not previously asked*
Improving the area's freight transportation — **4%**, 6%, 6%

2019 ■ 2014 ■ 2010

TREND DATA

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

Which four streets or roads in the Sioux Falls metropolitan area do you think should receive top priority for improvements?

by percentage of employers who selected the item as one of their top two choices

Street	Percentage
41st Street	36%
Minnesota Avenue/SD 115	36%
Cliff Avenue	31%
26th Street	26%
Western Avenue	26%
East 10th Street/SD 42	24%
West 12th Street	19%
57th Street	17%
Highway 100/Veterans Pkwy	15%
I-229	14%
Rice/Holly/Benson Extension	12%
Louise Avenue	12%
Tea-Ellis Road	11%
60th Street North	10%
SD Highway 11	9%
85th Street	8%
Lincoln Co. 106	7%
Kiwanis Avenue	6%
I-29	5%
69th Street	5%
Lincoln Co. Road 111	5%
Madison Street	4%
Sertoma Extension to La Mesa	4%
Willow Street (in Harrisburg to I-29)	3%
Sycamore Avenue	3%
I-90	2%
Benson Road	2%
SD 38	2%
Russell Street	2%

■ Sum of Top Four Choices

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

Do you generally think local governments in the Sioux Falls metropolitan area do a good job of involving employers in the process of planning transportation improvements for the region?
2014 vs. 2019
by percentage of employers
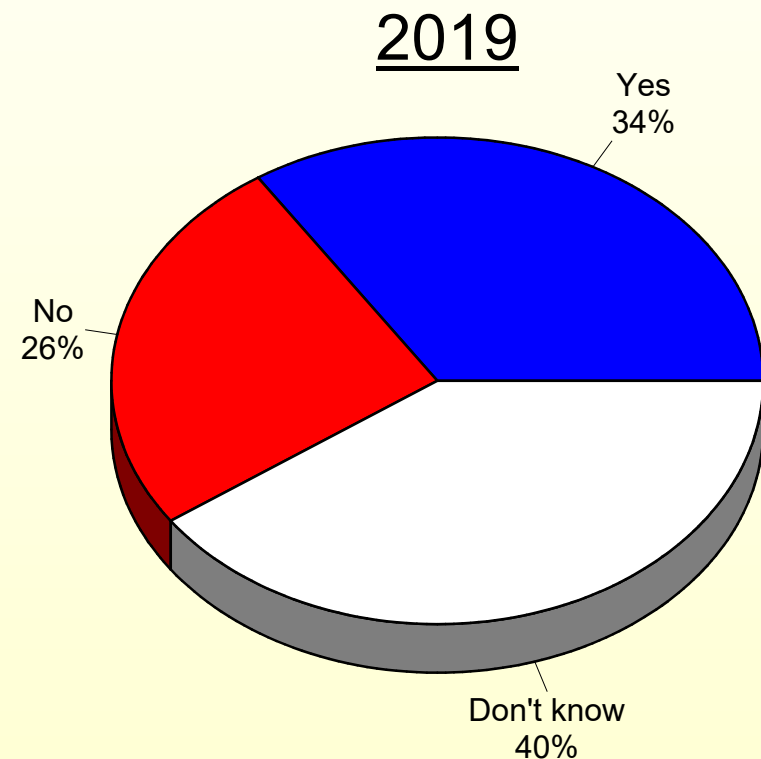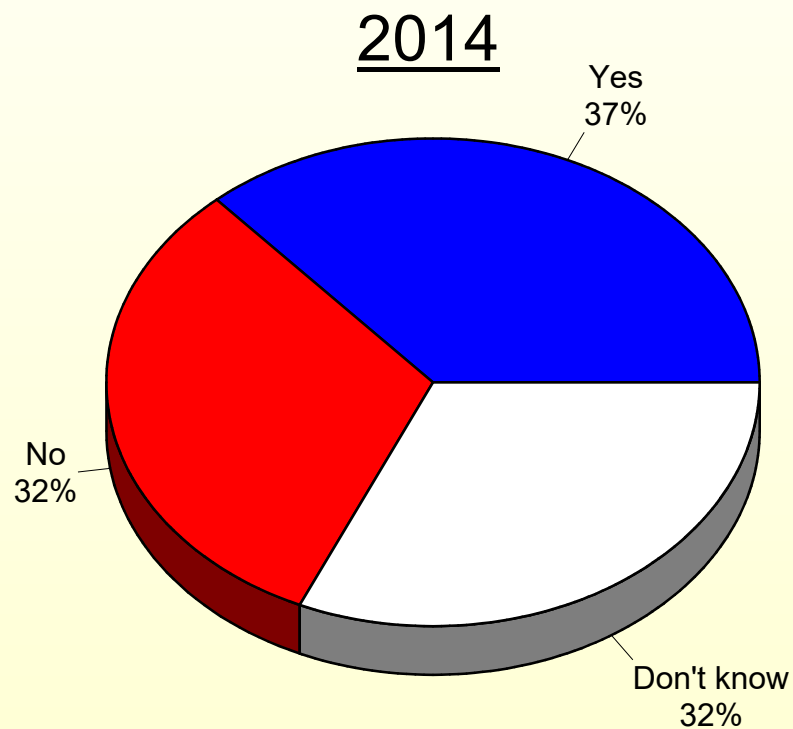
2014

Yes
37%

No
32%
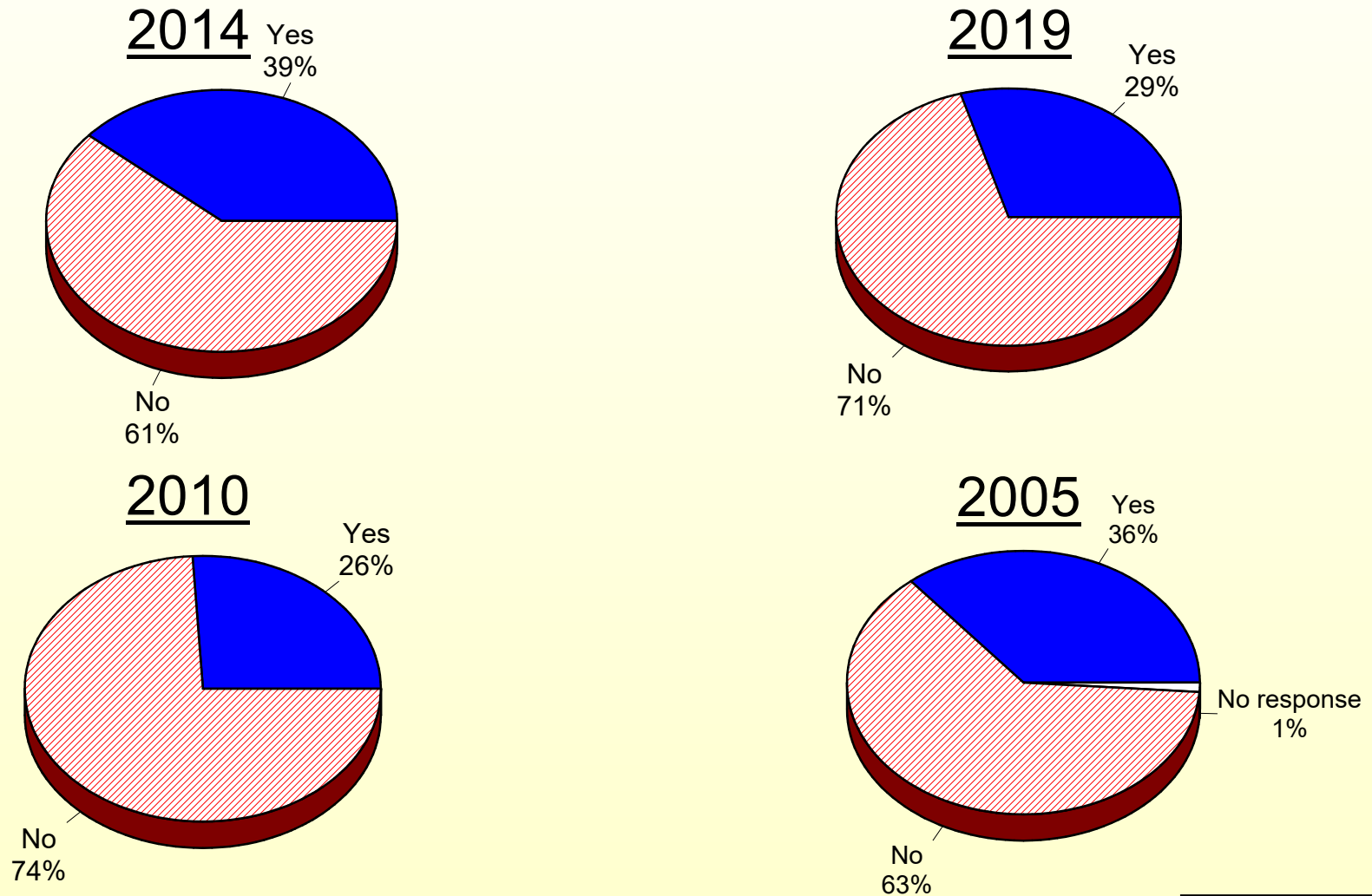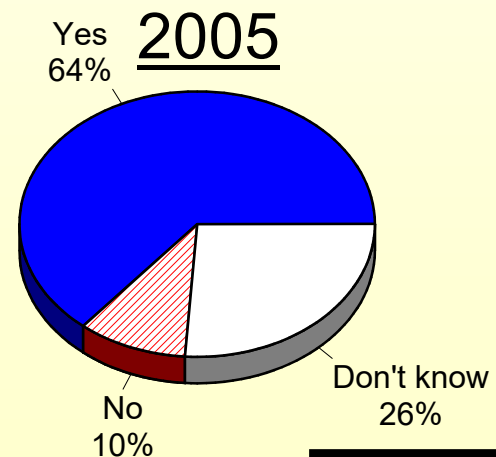
Don't know
32%

2019

Yes
34%

No
26%

Don't know
40%

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

TREND DATA

Does your organization have freight transportation requirements?
2005 to 2019
by percentage of employers

2014
Yes 39%
No 61%

2019
Yes 29%
No 71%

2010
Yes 26%
No 74%

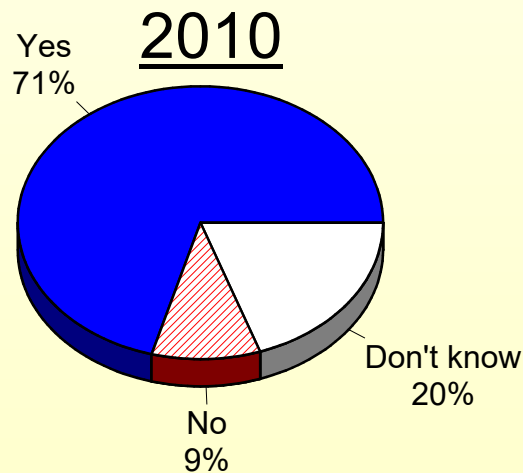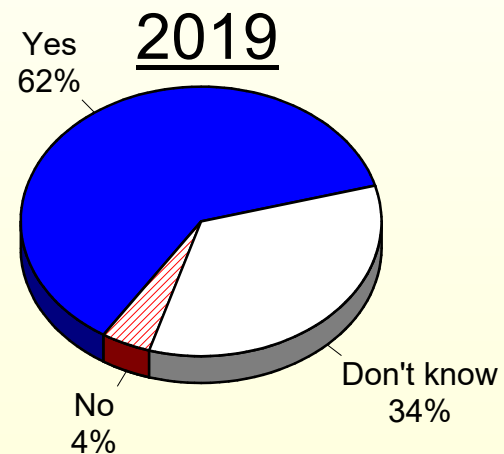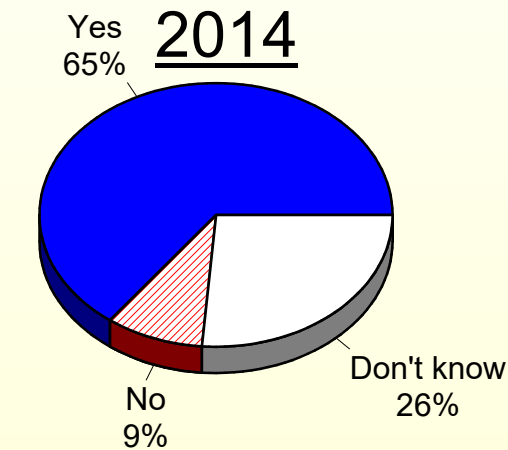**2005**
Yes 36%
No response 1%
No 63%

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

TREND DATA

Do you think the airport facilities in the Sioux Falls metropolitan area will be able to support your organization's freight transportation needs over the next 20 years?
2005 to 2019

by percentage of employers who have freight transportation requirements

2014
Yes 65%
No 9%
Don't know 26%

2019
Yes 62%
No 4%
Don't know 34%

2010
Yes 71%
No 9%
Don't know 20%
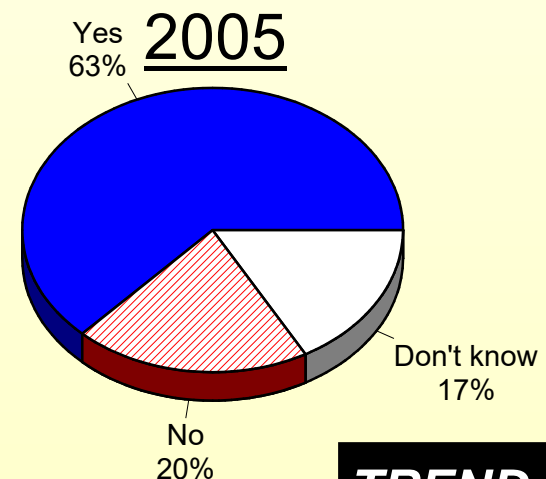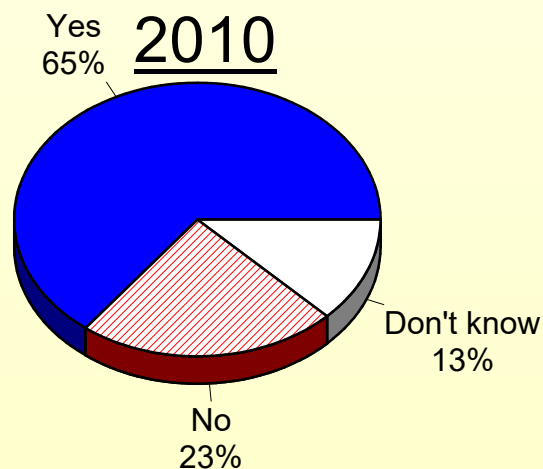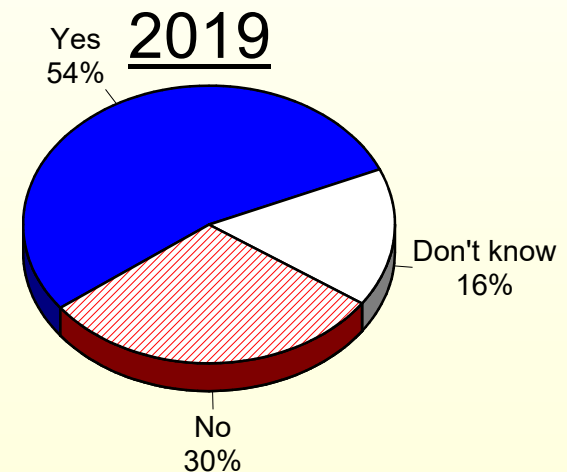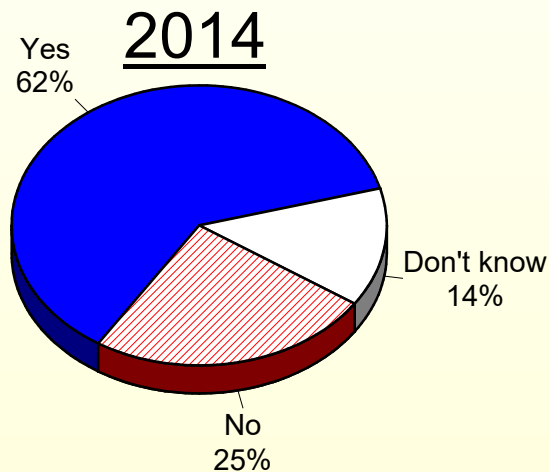
2005
Yes 64%
No 10%
Don't know 26%

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

TREND DATA

Do you think the road system in the Sioux Falls metropolitan area will be able to support your needs over the next 20 years?
2005 to 2019
by percentage of employers who have freight transportation requirements

2014

Yes
62%

Don't know
14%

No
25%

2019

Yes
54%

Don't know
16%

No
30%

2010

Yes
65%

Don't know
13%

No
23%

2005

Yes
63%

Don't know
17%

No
20%

TREND DATA

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

Do you think the railroad facilities in the Sioux Falls metropolitan area will be able to support your needs over the next 20 years?
2005 to 2019
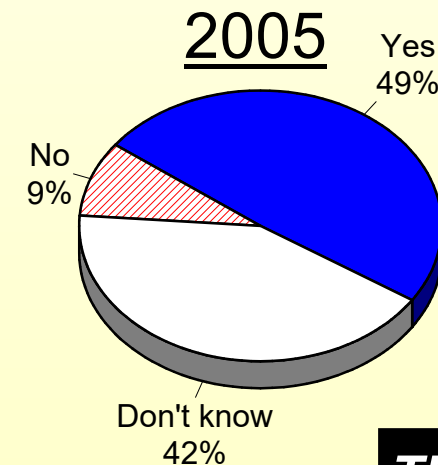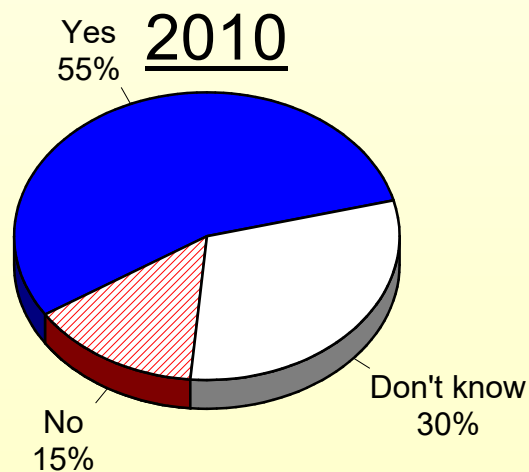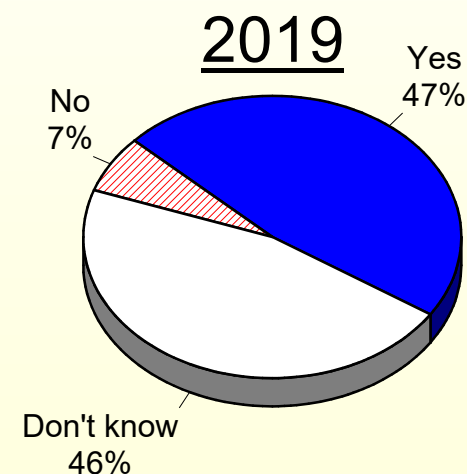by percentage of employers who have freight transportation requirements

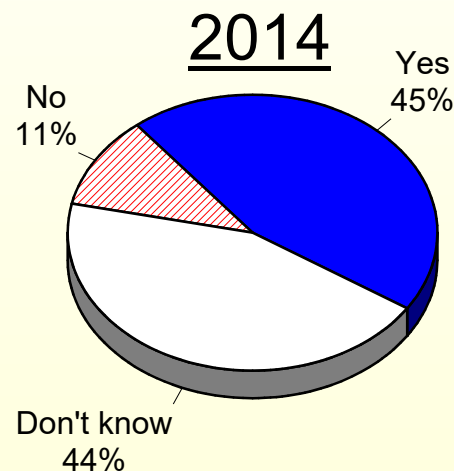### 2014

- Yes 45%
- No 11%
- Don't know 44%

2019

- Yes 47%
- No 7%
- Don't know 46%

2010

- Yes 55%
- No 15%
- Don't know 30%

2005

- Yes 49%
- No 9%
- Don't know 42%

TREND DATA

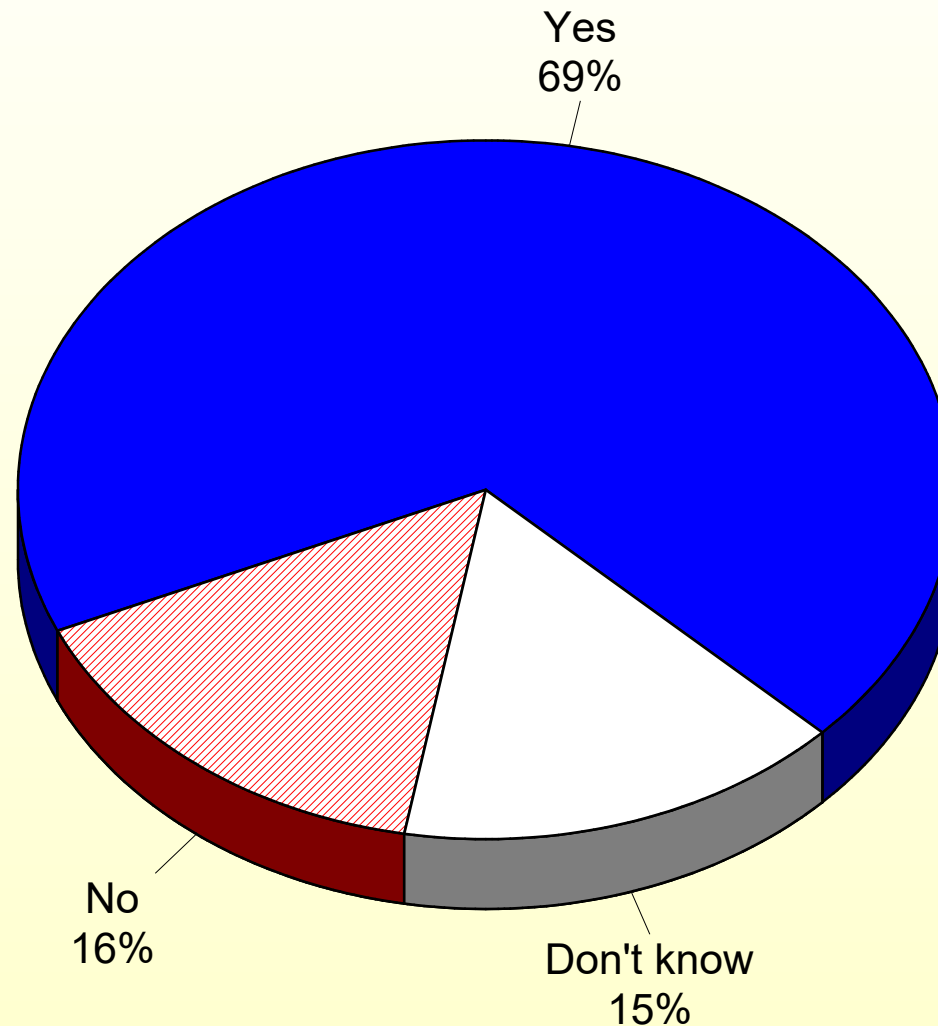Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

Does availability of housing in the Sioux Falls metropolitan area meet the needs of your employees?

by percentage of employers

Yes
69%

No
16%

Don't know
15%

Number of Employees
by percentage of employers
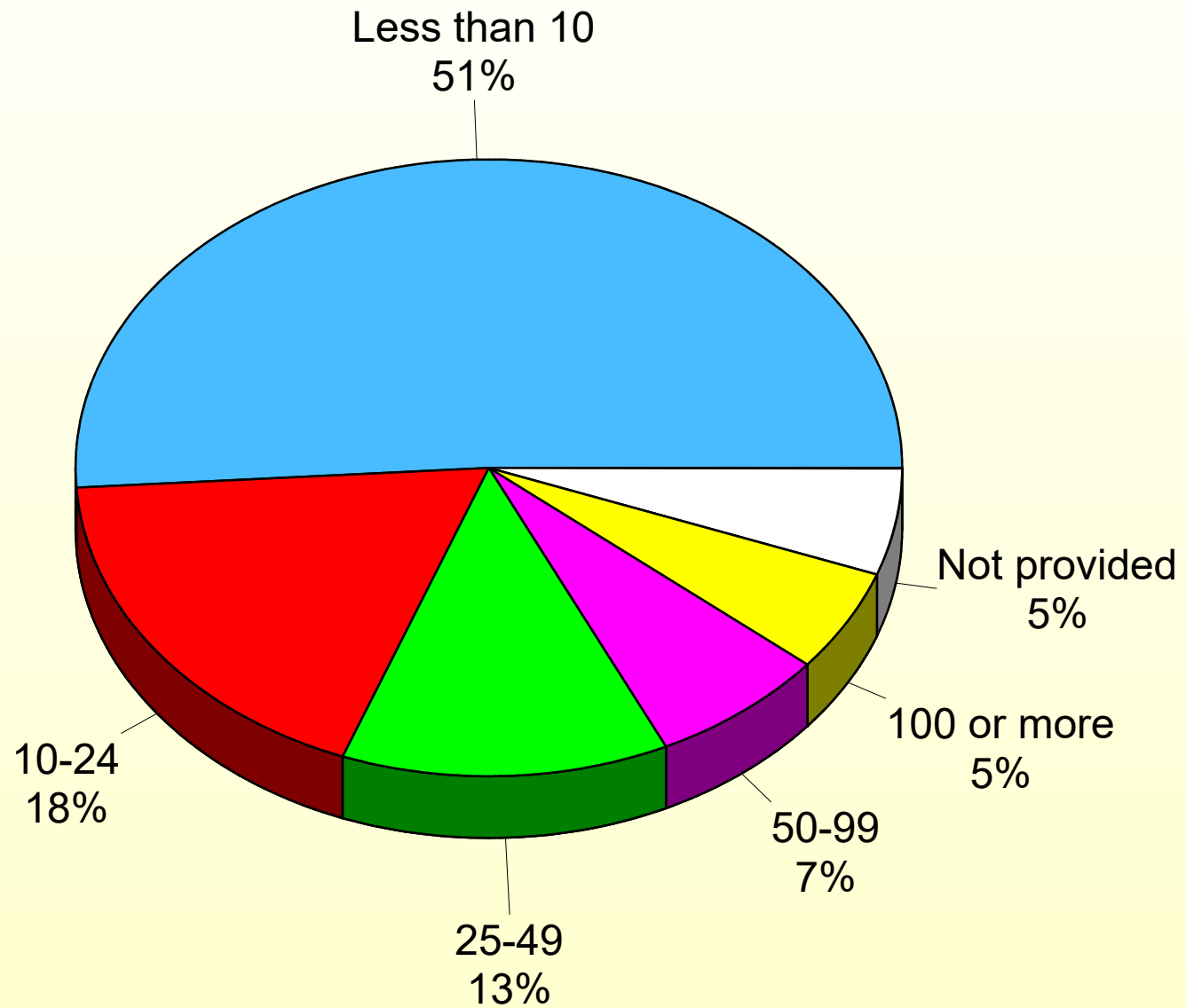
Less than 10
51%

Not provided
5%

100 or more
5%

10-24
18%

50-99
7%

25-49
13%

Type of Business

by percentage of employers
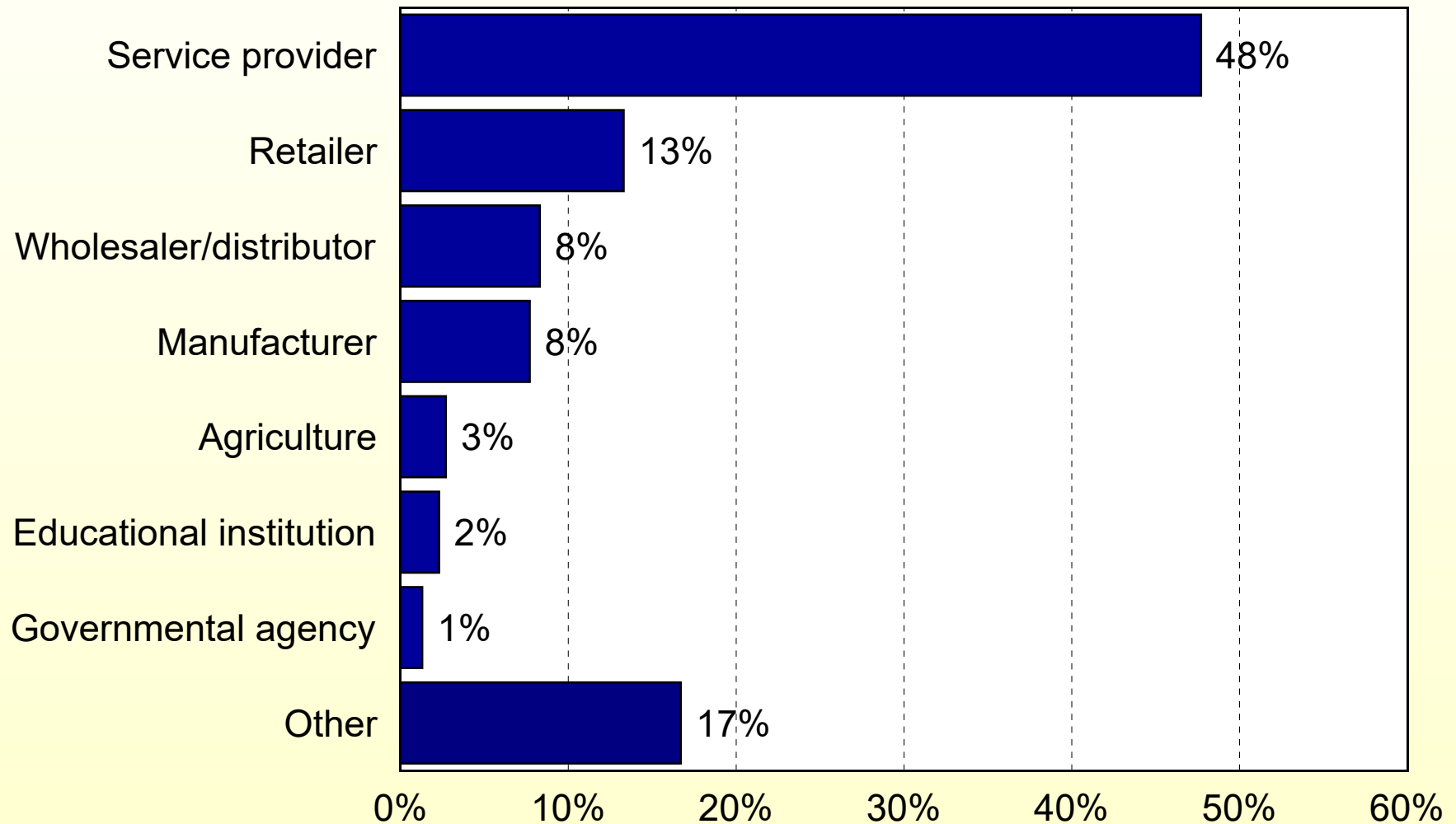
Type	Percentage
Service provider	48%
Retailer	13%
Wholesaler/distributor	8%
Manufacturer	8%
Agriculture	3%
Educational institution	2%
Governmental agency	1%
Other	17%

Source: ETC Institute (2019 Sioux Falls Metropolitan Planning Area Transportation Employer Survey)

Section 2:
Tabular Data

Q1. Overall, how would you rate the transportation system in the Sioux Falls metropolitan area?

Q1. How would you rate transportation system in Sioux Falls metropolitan area	Number	Percent
Excellent	9	2.9 %
Good	105	33.9 %
Average	115	37.1 %
Poor	44	14.2 %
Don't know	37	11.9 %
Total	310	100.0 %

WITHOUT "DON'T KNOW"

Q1. Overall, how would you rate the transportation system in the Sioux Falls metropolitan area? (without "don't know")

Q1. How would you rate transportation system in Sioux Falls metropolitan area	Number	Percent
Excellent	9	3.3 %
Good	105	38.5 %
Average	115	42.1 %
Poor	44	16.1 %
Total	273	100.0 %

Q2. Overall, do you think the current level of congestion in the Sioux Falls metropolitan area is...

Q2. What is current level of congestion in Sioux Falls metropolitan area	Number	Percent
A major problem that needs to be fixed now	61	19.7 %
A minor problem that needs to be addressed so that it does not get worse	215	69.4 %
Not a problem	26	8.4 %
Don't know	8	2.6 %
Total	310	100.0 %

WITHOUT "DON'T KNOW"

Q2. Overall, do you think the current level of congestion in the Sioux Falls metropolitan area is... (without "don't know")

Q2. What is current level of congestion in Sioux Falls metropolitan area	Number	Percent
A major problem that needs to be fixed now	61	20.2 %
A minor problem that needs to be addressed so that it does not get worse	215	71.2 %
Not a problem	26	8.6 %
Total	302	100.0 %

Q3. How satisfied are you with the current availability of bus or other public transportation services for your employees?

Q3. How satisfied are you with current availability of bus or other public transportation services for your employees	Number	Percent
Very satisfied	19	6.1 %
Somewhat satisfied	26	8.4 %
Neutral (neither satisfied or dissatisfied)	101	32.6 %
Dissatisfied	45	14.5 %
Don't know	119	38.4 %
Total	310	100.0 %

WITHOUT "DON'T KNOW"

Q3. How satisfied are you with the current availability of bus or other public transportation services for your employees? (without "don't know")

Q3. How satisfied are you with current availability of bus or other public transportation services for your employees	Number	Percent
Very satisfied	19	9.9 %
Somewhat satisfied	26	13.6 %
Neutral (neither satisfied or dissatisfied)	101	52.9 %
Dissatisfied	45	23.6 %
Total	191	100.0 %

Q4. How willing would your organization be to give incentives to your employees to encourage them to use the bus or carpool to work?

Q4. How willing would your organization be to give incentives to your employees to encourage them to use bus or carpool to work	Number	Percent
Very willing	19	6.1 %
Somewhat willing	39	12.6 %
Not sure	124	40.0 %
Not willing	128	41.3 %
Total	310	100.0 %

Q5. How willing would your organization be to help fund a portion of the cost of providing public transportation services to your location or increasing the frequency that existing service is provided to give your employees more options for using public transportation to get to work?

Q5. How willing would your organization be to help fund a portion of cost of providing public transportation services or increasing frequency that existing service is provided	Number	Percent
Very willing	5	1.6 %
Somewhat willing	19	6.1 %
Not sure	95	30.6 %
Not willing	191	61.6 %
Total	310	100.0 %

Q6. How do you think the current level of funding for public transportation in the Sioux Falls metropolitan area should change over the next five years?

Q6. How should current level of funding for public transportation in Sioux Falls metropolitan area change over next five years	Number	Percent
Should be much greater	26	8.4 %
Should be somewhat greater	86	27.7 %
Should stay the same	70	22.6 %
Should be reduced	17	5.5 %
Don't know	111	35.8 %
Total	310	100.0 %

WITHOUT "DON'T KNOW"
Q6. How do you think the current level of funding for public transportation in the Sioux Falls metropolitan area should change over the next five years? (without "don't know")

Q6. How should current level of funding for public transportation in Sioux Falls metropolitan area change over next five years	Number	Percent
Should be much greater	26	13.1 %
Should be somewhat greater	86	43.2 %
Should stay the same	70	35.2 %
Should be reduced	17	8.5 %
Total	199	100.0 %

Q7. How do you think the current level of funding for road and highway improvements in the Sioux Falls metropolitan area should change over the next five years?

Q7. How should current level of funding for road & highway improvements in Sioux Falls metropolitan area change over next five years	Number	Percent
Should be much greater	65	21.0 %
Should be somewhat greater	159	51.3 %
Should stay the same	43	13.9 %
Should be reduced	5	1.6 %
Don't know	38	12.3 %
Total	310	100.0 %

WITHOUT "DON'T KNOW"

Q7. How do you think the current level of funding for road and highway improvements in the Sioux Falls metropolitan area should change over the next five years? (without "don't know")

Q7. How should current level of funding for road & highway improvements in Sioux Falls metropolitan area change over next five years	Number	Percent
Should be much greater	65	23.9 %
Should be somewhat greater	159	58.5 %
Should stay the same	43	15.8 %
Should be reduced	5	1.8 %
Total	272	100.0 %

Q8. Overall, how would you rate the value that your organization currently receives for the transportation taxes that you pay?

Q8. How would you rate value your organization currently receives for transportation taxes you pay	Number	Percent
Good value for your money	29	9.4 %
OK value for your money	143	46.1 %
Low value for your money	71	22.9 %
Don't know	67	21.6 %
Total	310	100.0 %

WITHOUT "DON'T KNOW"

Q8. Overall, how would you rate the value that your organization currently receives for the transportation taxes that you pay? (without "don't know")

Q8. How would you rate value your organization currently receives for transportation taxes you pay	Number	Percent
Good value for your money	29	11.9 %
OK value for your money	143	58.8 %
Low value for your money	71	29.2 %
Total	243	100.0 %

Q9. Six major categories of transportation funding for the Sioux Falls region are listed below. For each $100 spent on transportation, please indicate how many dollars you would spend in EACH of the six categories.

	Mean
Improvements to existing streets	35.43
Improvements to existing roads & highways in rural areas	23.27
Development of new roads for future growth areas in the region	22.27
Improvements to bicycle & pedestrian facilities	9.20
Public transit improvements	12.10
Improvements to airport & rail facilities in the area	9.78

Q10. For each of the following, please indicate whether you think the item should be a "Very High," "High," "Medium," or "Low" priority for improvement in the Sioux Falls metropolitan area over the next 20 years.

(N=310)

	Very high	High	Medium	Low	Not provided
Q10-1. Improving existing interchanges on interstates	15.8%	29.4%	39.0%	12.6%	3.2%
Q10-2. Adding interchanges on interstates	18.4%	27.7%	33.2%	16.8%	3.9%
Q10-3. Improving major north-south roads/streets through City of Sioux Falls	15.5%	37.7%	33.5%	8.4%	4.8%
Q10-4. Improving major east-west roads/streets through City of Sioux Falls	31.0%	38.1%	25.5%	2.3%	3.2%
Q10-5. Improving public transportation/bus service inside City of Sioux Falls	9.7%	13.2%	39.0%	32.9%	5.2%
Q10-6. Improving/adding public transportation/bus service to link Sioux Falls with outlying communities & areas	7.1%	12.6%	33.9%	41.6%	4.8%
Q10-7. Improving timing of traffic lights	27.7%	31.6%	28.4%	9.7%	2.6%
Q10-8. Reducing traffic delays caused by trains	10.6%	18.4%	38.4%	28.4%	4.2%
Q10-9. Improving roads & streets in communities & rural areas of Lincoln & Minnehaha Counties	13.9%	31.0%	41.0%	10.3%	3.9%
Q10-10. Improving roads & highways that link communities/rural areas in Lincoln & Minnehaha Counties with Sioux Falls	18.4%	36.1%	34.2%	6.8%	4.5%
Q10-11. Developing new pedestrian (walking) & biking facilities	7.1%	14.8%	41.9%	32.6%	3.5%

Q10. For each of the following, please indicate whether you think the item should be a "Very High," "High," "Medium," or "Low" priority for improvement in the Sioux Falls metropolitan area over the next 20 years.

	Very high	High	Medium	Low	Not provided
Q10-12. Improving existing pedestrian (walking) & biking facilities	5.5%	13.5%	44.2%	31.6%	5.2%
Q10-13. Setting aside land for traffic corridors & roads in future growth areas	21.6%	37.7%	30.6%	7.4%	2.6%
Q10-14. Improving transportation services for seniors & persons with disabilities	11.0%	29.0%	43.5%	12.6%	3.9%
Q10-15. Improving airport services in the region	8.1%	22.3%	44.8%	21.0%	3.9%
Q10-16. Improving area's freight transportation facilities (e.g. airport, rail, trucking)	4.2%	17.1%	50.0%	23.2%	5.5%
Q10-17. Improving appearance of roads/ highways	4.8%	19.7%	47.4%	24.2%	3.9%
Q10-18. Sustainability & livability (balancing social, economic & environmental issues through complete streets, smart growth, mixed-uses)	13.9%	26.8%	39.0%	15.5%	4.8%
Q10-19. Developing autonomous (self-driving) transportation services	4.5%	6.8%	28.1%	56.1%	4.5%

WITHOUT "NOT PROVIDED"

Q10. For each of the following, please indicate whether you think the item should be a "Very High," "High," "Medium," or "Low" priority for improvement in the Sioux Falls metropolitan area over the next 20 years. (without "not provided")

(N=310)

	Very high	High	Medium	Low
Q10-1. Improving existing interchanges on interstates	16.3%	30.3%	40.3%	13.0%
Q10-2. Adding interchanges on interstates	19.1%	28.9%	34.6%	17.4%
Q10-3. Improving major north-south roads/ streets through City of Sioux Falls	16.3%	39.7%	35.3%	8.8%
Q10-4. Improving major east-west roads/ streets through City of Sioux Falls	32.0%	39.3%	26.3%	2.3%
Q10-5. Improving public transportation/bus service inside City of Sioux Falls	10.2%	13.9%	41.2%	34.7%
Q10-6. Improving/adding public transportation/bus service to link Sioux Falls with outlying communities & areas	7.5%	13.2%	35.6%	43.7%
Q10-7. Improving timing of traffic lights	28.5%	32.5%	29.1%	9.9%
Q10-8. Reducing traffic delays caused by trains	11.1%	19.2%	40.1%	29.6%
Q10-9. Improving roads & streets in communities & rural areas of Lincoln & Minnehaha Counties	14.4%	32.2%	42.6%	10.7%
Q10-10. Improving roads & highways that link communities/rural areas in Lincoln & Minnehaha Counties with Sioux Falls	19.3%	37.8%	35.8%	7.1%
Q10-11. Developing new pedestrian (walking) & biking facilities	7.4%	15.4%	43.5%	33.8%
Q10-12. Improving existing pedestrian (walking) & biking facilities	5.8%	14.3%	46.6%	33.3%
Q10-13. Setting aside land for traffic corridors & roads in future growth areas	22.2%	38.7%	31.5%	7.6%
Q10-14. Improving transportation services for seniors & persons with disabilities	11.4%	30.2%	45.3%	13.1%
Q10-15. Improving airport services in the region	8.4%	23.2%	46.6%	21.8%

WITHOUT "NOT PROVIDED"

Q10. For each of the following, please indicate whether you think the item should be a "Very High," "High," "Medium," or "Low" priority for improvement in the Sioux Falls metropolitan area over the next 20 years. (without "not provided")

	Very high	High	Medium	Low
Q10-16. Improving area's freight transportation facilities (e.g. airport, rail, trucking)	4.4%	18.1%	52.9%	24.6%
Q10-17. Improving appearance of roads/ highways	5.0%	20.5%	49.3%	25.2%
Q10-18. Sustainability & livability (balancing social, economic & environmental issues through complete streets, smart growth, mixed-uses)	14.6%	28.1%	41.0%	16.3%
Q10-19. Developing autonomous (self-driving) transportation services	4.7%	7.1%	29.4%	58.8%

Q11. Which FOUR of the improvements listed in Question 10 would you be most willing to fund with your taxes?

Q11. Top choice	Number	Percent
Improving existing interchanges on interstates	30	9.7 %
Adding interchanges on interstates	23	7.4 %
Improving major north-south roads/streets through City of Sioux Falls	44	14.2 %
Improving major east-west roads/streets through City of Sioux Falls	58	18.7 %
Improving public transportation/bus service inside City of Sioux Falls	7	2.3 %
Improving/adding public transportation/bus service to link Sioux Falls with outlying communities & areas	4	1.3 %
Improving timing of traffic lights	26	8.4 %
Reducing traffic delays caused by trains	6	1.9 %
Improving roads & streets in communities & rural areas of Lincoln & Minnehaha Counties	23	7.4 %
Improving roads & highways that link communities/rural areas in Lincoln & Minnehaha Counties with Sioux Falls	18	5.8 %
Developing new pedestrian (walking) & biking facilities	5	1.6 %
Improving existing pedestrian (walking) & biking facilities	2	0.6 %
Setting aside land for traffic corridors & roads in future growth areas	12	3.9 %
Improving transportation services for seniors & persons with disabilities	5	1.6 %
Improving airport services in the region	6	1.9 %
Improving area's freight transportation facilities (e.g. airport, rail, truck routes)	3	1.0 %
Improving appearance of roads/highways	3	1.0 %
Sustainability & livability (balancing social, economic & environmental issues through complete streets, smart growth, mixed-uses)	8	2.6 %
Developing autonomous (self-driving) transportation services	4	1.3 %
None chosen	23	7.4 %
Total	310	100.0 %

Q11. Which FOUR of the improvements listed in Question 10 would you be most willing to fund with your taxes?

Q11. 2nd choice	Number	Percent
Improving existing interchanges on interstates	15	4.8 %
Adding interchanges on interstates	21	6.8 %
Improving major north-south roads/streets through City of Sioux Falls	43	13.9 %
Improving major east-west roads/streets through City of Sioux Falls	66	21.3 %
Improving public transportation/bus service inside City of Sioux Falls	6	1.9 %
Improving/adding public transportation/bus service to link Sioux Falls with outlying communities & areas	5	1.6 %
Improving timing of traffic lights	22	7.1 %
Reducing traffic delays caused by trains	11	3.5 %
Improving roads & streets in communities & rural areas of Lincoln & Minnehaha Counties	15	4.8 %
Improving roads & highways that link communities/rural areas in Lincoln & Minnehaha Counties with Sioux Falls	23	7.4 %
Developing new pedestrian (walking) & biking facilities	6	1.9 %
Improving existing pedestrian (walking) & biking facilities	4	1.3 %
Setting aside land for traffic corridors & roads in future growth areas	16	5.2 %
Improving transportation services for seniors & persons with disabilities	7	2.3 %
Improving airport services in the region	7	2.3 %
Improving appearance of roads/highways	3	1.0 %
Sustainability & livability (balancing social, economic & environmental issues through complete streets, smart growth, mixed-uses)	10	3.2 %
Developing autonomous (self-driving) transportation services	4	1.3 %
None chosen	26	8.4 %
Total	310	100.0 %

Q11. Which FOUR of the improvements listed in Question 10 would you be most willing to fund with your taxes?

Q11. 3rd choice	Number	Percent
Improving existing interchanges on interstates	11	3.5 %
Adding interchanges on interstates	28	9.0 %
Improving major north-south roads/streets through City of Sioux Falls	30	9.7 %
Improving major east-west roads/streets through City of Sioux Falls	34	11.0 %
Improving public transportation/bus service inside City of Sioux Falls	11	3.5 %
Improving/adding public transportation/bus service to link Sioux Falls with outlying communities & areas	7	2.3 %
Improving timing of traffic lights	31	10.0 %
Reducing traffic delays caused by trains	7	2.3 %
Improving roads & streets in communities & rural areas of Lincoln & Minnehaha Counties	21	6.8 %
Improving roads & highways that link communities/rural areas in Lincoln & Minnehaha Counties with Sioux Falls	18	5.8 %
Developing new pedestrian (walking) & biking facilities	7	2.3 %
Improving existing pedestrian (walking) & biking facilities	5	1.6 %
Setting aside land for traffic corridors & roads in future growth areas	23	7.4 %
Improving transportation services for seniors & persons with disabilities	11	3.5 %
Improving airport services in the region	7	2.3 %
Improving area's freight transportation facilities (e.g. airport, rail, truck routes)	3	1.0 %
Improving appearance of roads/highways	6	1.9 %
Sustainability & livability (balancing social, economic & environmental issues through complete streets, smart growth, mixed-uses)	13	4.2 %
Developing autonomous (self-driving) transportation services	4	1.3 %
None chosen	33	10.6 %
Total	310	100.0 %

Q11. Which FOUR of the improvements listed in Question 10 would you be most willing to fund with your taxes?

Q11. 4th choice	Number	Percent
Improving existing interchanges on interstates	15	4.8 %
Adding interchanges on interstates	19	6.1 %
Improving major north-south roads/streets through City of Sioux Falls	18	5.8 %
Improving major east-west roads/streets through City of Sioux Falls	21	6.8 %
Improving public transportation/bus service inside City of Sioux Falls	12	3.9 %
Improving/adding public transportation/bus service to link Sioux Falls with outlying communities & areas	4	1.3 %
Improving timing of traffic lights	25	8.1 %
Reducing traffic delays caused by trains	16	5.2 %
Improving roads & streets in communities & rural areas of Lincoln & Minnehaha Counties	15	4.8 %
Improving roads & highways that link communities/rural areas in Lincoln & Minnehaha Counties with Sioux Falls	22	7.1 %
Developing new pedestrian (walking) & biking facilities	11	3.5 %
Improving existing pedestrian (walking) & biking facilities	9	2.9 %
Setting aside land for traffic corridors & roads in future growth areas	21	6.8 %
Improving transportation services for seniors & persons with disabilities	16	5.2 %
Improving airport services in the region	10	3.2 %
Improving area's freight transportation facilities (e.g. airport, rail, truck routes)	5	1.6 %
Improving appearance of roads/highways	10	3.2 %
Sustainability & livability (balancing social, economic & environmental issues through complete streets, smart growth, mixed-uses)	22	7.1 %
Developing autonomous (self-driving) transportation services	2	0.6 %
None chosen	37	11.9 %
Total	310	100.0 %

SUM OF TOP 4 CHOICES
Q11. Which FOUR of the improvements listed in Question 10 would you be most willing to fund with your taxes? (top 4)

Q11. Sum of top 4 choices	Number	Percent
Improving existing interchanges on interstates	71	22.9 %
Adding interchanges on interstates	91	29.4 %
Improving major north-south roads/streets through City of Sioux Falls	135	43.5 %
Improving major east-west roads/streets through City of Sioux Falls	179	57.7 %
Improving public transportation/bus service inside City of Sioux Falls	36	11.6 %
Improving/adding public transportation/bus service to link Sioux Falls with outlying communities & areas	20	6.5 %
Improving timing of traffic lights	104	33.5 %
Reducing traffic delays caused by trains	40	12.9 %
Improving roads & streets in communities & rural areas of Lincoln & Minnehaha Counties	74	23.9 %
Improving roads & highways that link communities/rural areas in Lincoln & Minnehaha Counties with Sioux Falls	81	26.1 %
Developing new pedestrian (walking) & biking facilities	29	9.4 %
Improving existing pedestrian (walking) & biking facilities	20	6.5 %
Setting aside land for traffic corridors & roads in future growth areas	72	23.2 %
Improving transportation services for seniors & persons with disabilities	39	12.6 %
Improving airport services in the region	30	9.7 %
Improving area's freight transportation facilities (e.g. airport, rail, truck routes)	11	3.5 %
Improving appearance of roads/highways	22	7.1 %
Sustainability & livability (balancing social, economic & environmental issues through complete streets, smart growth, mixed-uses)	53	17.1 %
Developing autonomous (self-driving) transportation services	14	4.5 %
None chosen	23	7.4 %
Total	1144	

Q12. Which FOUR streets or roads in the Sioux Falls metropolitan area do you think should receive top priority for improvements?

Q12. What streets or roads in Sioux Falls metropolitan area should receive top priority for improvements	Number	Percent
East 10th Street/SD 42	73	23.5 %
West 12th Street	58	18.7 %
26th Street	81	26.1 %
41st Street	112	36.1 %
57th Street	53	17.1 %
60th Street North	30	9.7 %
69th Street	15	4.8 %
85th Street	26	8.4 %
Cliff Avenue	95	30.6 %
Kiwanis Avenue	19	6.1 %
Louise Avenue	36	11.6 %
Madison Street	12	3.9 %
Minnesota Avenue/SD 115	110	35.5 %
Russell Street	5	1.6 %
Sycamore Avenue	9	2.9 %
Western Avenue	80	25.8 %
Willow Street (in Harrisburg to I-29)	10	3.2 %
Rice/Holly/Benson Extension	37	11.9 %
Sertoma Extension to La Mesa	12	3.9 %
I-229	44	14.2 %
I-90	7	2.3 %
I-29	16	5.2 %
Benson Road	7	2.3 %
Lincoln Co. Road 111	15	4.8 %
Lincoln Co. 106	20	6.5 %
Tea-Ellis Road	33	10.6 %
SD Highway 11	28	9.0 %
SD 38	6	1.9 %
Highway 100/Veterans Pkwy	46	14.8 %
Other	18	5.8 %
Total	1113	

Q12-30. Other

Q12-30. Other.	Number	Percent
Westport Ave	2	11.8 %
TALLGRASS AVE	2	11.8 %
Marion Rd	2	11.8 %
470th St and Mindy and Monty Streets in Tea	1	5.9 %
Southeastern	1	5.9 %
271st St, Lincoln Co, from I-29	1	5.9 %
Rice/Bannson	1	5.9 %
271ST STREET NEEDS TO BE FOUR LANES SPRING CREEK TO TEA	1	5.9 %
WEST	1	5.9 %
HWY 42 WEST	1	5.9 %
EXIT TO 26TH ST FROM I-29 SHOULD GO EAST AS WELL AS WEST	1	5.9 %
4TH AVE N	1	5.9 %
VALLEY VIEW SOUTH	1	5.9 %
SEVERN	1	5.9 %
Total	17	100.0 %

Q13. Do you generally think that local governments in the Sioux Falls metropolitan area do a good job of involving businesses and employers in the process of planning transportation improvements for the region?

Q13. Do local governments do a good job of involving businesses & employers in the process of planning transportation improvements for the region	Number	Percent
Yes	106	34.2 %
No	79	25.5 %
Don't know	125	40.3 %
Total	310	100.0 %

WITHOUT "DON'T KNOW"
Q13. Do you generally think that local governments in the Sioux Falls metropolitan area do a good job of involving businesses and employers in the process of planning transportation improvements for the region? (without "don't know")

Q13. Do local governments do a good job of involving businesses & employers in the process of planning transportation improvements for the region	Number	Percent
Yes	106	57.3 %
No	79	42.7 %
Total	185	100.0 %

Q14. Does your organization have freight transportation requirements?

Q14. Does your organization have freight transportation requirements	Number	Percent
Yes	89	28.7 %
No	214	69.0 %
Not provided	7	2.3 %
Total	310	100.0 %

WITHOUT "NOT PROVIDED"
Q14. Does your organization have freight transportation requirements? (without "not provided")

Q14. Does your organization have freight transportation requirements	Number	Percent
Yes	89	29.4 %
No	214	70.6 %
Total	303	100.0 %

Q14a. Do you think the airport facilities in the Sioux Falls metropolitan area will be able to support your organization's freight transportation needs over the next 20 years?

Q14a. Will airport facilities be able to support your organization's freight transportation needs over next 20 years	Number	Percent
Yes	55	61.8 %
No	4	4.5 %
Don't know	30	33.7 %
Total	89	100.0 %

WITHOUT "DON'T KNOW"
Q14a. Do you think the airport facilities in the Sioux Falls metropolitan area will be able to support your organization's freight transportation needs over the next 20 years? (without "don't know")

Q14a. Will airport facilities be able to support your organization's freight transportation needs over next 20 years	Number	Percent
Yes	55	93.2 %
No	4	6.8 %
Total	59	100.0 %

Q14b. Do you think the road system in the Sioux Falls metropolitan area will be able to support your organization's freight transportation needs over the next 20 years?

Q14b. Will road system be able to support your organization's freight transportation needs over next 20 years	Number	Percent
Yes	48	53.9 %
No	27	30.3 %
Don't know	14	15.7 %
Total	89	100.0 %

WITHOUT "DON'T KNOW"

Q14b. Do you think the road system in the Sioux Falls metropolitan area will be able to support your organization's freight transportation needs over the next 20 years? (without "don't know")

Q14b. Will road system be able to support your organization's freight transportation needs over next 20 years	Number	Percent
Yes	48	64.0 %
No	27	36.0 %
Total	75	100.0 %

Q14c. Do you think the railroad facilities in the Sioux Falls metropolitan area will be able to support your organization's freight transportation needs over the next 20 years?

Q14c. Will railroad facilities be able to support your organization's freight transportation needs over next 20 years	Number	Percent
Yes	42	47.2 %
No	6	6.7 %
Don't know	41	46.1 %
Total	89	100.0 %

WITHOUT "DON'T KNOW"

Q14c. Do you think the railroad facilities in the Sioux Falls metropolitan area will be able to support your organization's freight transportation needs over the next 20 years? (without "don't know")

Q14c. Will railroad facilities be able to support your organization's freight transportation needs over next 20 years	Number	Percent
Yes	42	87.5 %
No	6	12.5 %
Total	48	100.0 %

Q15. Does the availability of housing in the Sioux Falls metropolitan area meet the needs of your employees?

Q15. Does availability of housing meet needs of your employees	Number	Percent
Yes	213	68.7 %
No	49	15.8 %
Don't know	48	15.5 %
Total	310	100.0 %

WITHOUT "DON'T KNOW"
Q15. Does the availability of housing in the Sioux Falls metropolitan area meet the needs of your employees? (without "don't know")

Q15. Does availability of housing meet needs of your employees	Number	Percent
Yes	213	81.3 %
No	49	18.7 %
Total	262	100.0 %

Q16. Approximately how many employees do you employ in the Sioux Falls area?

Q16. How many employees do you employ in Sioux Falls area	Number	Percent
Less than 10	158	51.0 %
10-24	57	18.4 %
25-49	39	12.6 %
50-99	22	7.1 %
100+	17	5.5 %
Not provided	17	5.5 %
Total	310	100.0 %

WITHOUT "NOT PROVIDED"
Q16. Approximately how many employees do you employ in the Sioux Falls area? (without "not provided")

Q16. How many employees do you employ in Sioux Falls area	Number	Percent
Less than 10	158	53.9 %
10-24	57	19.5 %
25-49	39	13.3 %
50-99	22	7.5 %
100+	17	5.8 %
Total	293	100.0 %

Q17. What is the zip code where your office in the Sioux Falls area is located?

Q17. Zip code where your office in Sioux Falls area is located	Number	Percent
57003	2	0.6 %
57005	2	0.6 %
57013	1	0.3 %
57032	7	2.3 %
57033	4	1.3 %
57064	12	3.9 %
57101	2	0.6 %
57103	21	6.8 %
57104	76	24.5 %
57105	39	12.6 %
57106	32	10.3 %
57107	25	8.1 %
57108	48	15.5 %
57110	6	1.9 %
Not provided	33	10.6 %
Total	310	100.0 %

WITHOUT "NOT PROVIDED"
Q17. What is the zip code where your office in the Sioux Falls area is located? (without "not provided")

Q17. Zip code where your office in Sioux Falls area is located	Number	Percent
57104	76	27.4 %
57108	48	17.3 %
57105	39	14.1 %
57106	32	11.6 %
57107	25	9.0 %
57103	21	7.6 %
57064	12	4.3 %
57032	7	2.5 %
57110	6	2.2 %
57033	4	1.4 %
57005	2	0.7 %
57003	2	0.7 %
57101	2	0.7 %
57013	1	0.4 %
Total	277	100.0 %

Q18. Which of the following best describes your business?

Q18. What best describes your business	Number	Percent
Service provider	143	46.1 %
Manufacturer	23	7.4 %
Government	4	1.3 %
Agriculture	8	2.6 %
Educational institution	7	2.3 %
Wholesaler/distributor	25	8.1 %
Retailer	40	12.9 %
Other	50	16.1 %
Not provided	10	3.2 %
Total	310	100.0 %

WITHOUT "NOT PROVIDED"
Q18. Which of the following best describes your business? (without "not provided")

Q18. What best describes your business	Number	Percent
Service provider	143	47.7 %
Manufacturer	23	7.7 %
Government	4	1.3 %
Agriculture	8	2.7 %
Educational institution	7	2.3 %
Wholesaler/distributor	25	8.3 %
Retailer	40	13.3 %
Other	50	16.7 %
Total	300	100.0 %

Q18-8. Other

Q18-8. Other	Number	Percent
Construction	10	20.4 %
Non-profit	7	14.3 %
Church	7	14.3 %
Healthcare	4	8.2 %
Transportation	2	4.1 %
Housing	2	4.1 %
Insurance	2	4.1 %
Law office	1	2.0 %
Recreation	1	2.0 %
Social Service Agency	1	2.0 %
Health-Orthodontics	1	2.0 %
Courier	1	2.0 %
Public storage	1	2.0 %
Hospitality	1	2.0 %
ENTERTAINMENT/ACTIVITY	1	2.0 %
PHOTOGRAPHER	1	2.0 %
FOOD SERVICE	1	2.0 %
COUNSELING	1	2.0 %
RECYCLING	1	2.0 %
PUBLISHER	1	2.0 %
INVESTOR	1	2.0 %
Landscaping	1	2.0 %
Total	49	100.0 %

Section 3:
Survey Instrument

July 2019

Dear Sioux Falls Area Employer:

On behalf of the Sioux Falls Metropolitan Planning Organization (MPO), **I would like to encourage you to take a few minutes to complete and return the enclosed survey**.

Local governments from the cities of Brandon, Crooks, Harrisburg, Hartford, Sioux Falls, and Tea, as well as Lincoln and Minnehaha counties, are working together with the South Dakota Department of Transportation to plan improvements to the region's transportation system. **Your feedback on this survey is very important, as the results will be used to help identify transportation priorities for the region's 2020-2045 Long-Range Transportation Plan**.

A postage-paid return envelope addressed to ETC Institute has been provided for your convenience. ETC Institute is the independent consultant that is responsible for completing the market research study and survey for this project. ETC will compile the results of the study and survey and present a report to the MPO later this summer. This report will also be made available to the public for their review.

If you have any questions, please contact Jim Feeney at jim@secog.org or 605.681.8175. You may also visit the MPO website at www.siouxfallsmpo.org for more information on the transportation planning process and the Long-Range Transportation Plan. Thank you for your assistance with this important effort.

Sincerely,

Carol Twedt, Chair
Urbanized Development Commission
Sioux Falls MPO

Enclosures

Sioux Falls Regional Transportation
2019 Employer Survey

Thank you for agreeing to participate in this important survey. The Metropolitan Planning Organization, which includes the Cities of Sioux Falls, Brandon, Harrisburg, Tea, Hartford and Crooks, Lincoln and Minnehaha Counties, will use your input to help set transportation priorities for the region. When you are finished, please return your survey in the enclosed postage-paid envelope. You may also complete the survey online at *www.SFEmployerSurvey.org*.

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1.   Overall, how would you rate the transportation system in the Sioux Falls metropolitan area?

____(1) Excellent   ____(2) Good   ____(3) Average   ____(4) Poor   ____(9) Don't know

2.   Overall, do you think the current level of congestion in the Sioux Falls metropolitan area is...

____(1) A major problem that needs to be fixed now   ____(3) Not a problem
____(2) A minor problem that needs to be addressed so that it does not get worse   ____(9) Don't know

3.   How satisfied are you with the current availability of bus or other public transportation services for your employees?

____(1) Very Satisfied   ____(3) Neutral (Neither Satisfied or Dissatisfied)   ____(9) Don't Know
____(2) Somewhat Satisfied   ____(4) Dissatisfied

4.   How willing would your organization be to give incentives to your employees to encourage them to use the bus or carpool to work?

____(1) Very willing   ____(2) Somewhat willing   ____(3) Not sure   ____(4) Not willing

5.   How willing would your organization be to help fund a portion of the cost of providing public transportation services to your location or increasing the frequency that existing service is provided to give your employees more options for using public transportation to get to work?

____(1) Very willing   ____(2) Somewhat willing   ____(3) Not sure   ____(4) Not willing

6.   How do you think the current level of funding for public transportation in the Sioux Falls metropolitan area should change over the next five years?

____(1) Should be much greater   ____(3) Should stay the same   ____(9) Don't know
____(2) Should be somewhat greater   ____(4) Should be reduced

7.   How do you think the current level of funding for road and highway improvements in the Sioux Falls metropolitan area should change over the next five years?

____(1) Should be much greater   ____(3) Should stay the same   ____(9) Don't know
____(2) Should be somewhat greater   ____(4) Should be reduced

8.   Overall, how would you rate the value that your organization currently receives for the transportation taxes that you pay?

____(1) Good value for your money   ____(3) Low value for your money
____(2) OK value for your money   ____(9) Don't know

9. **Six major categories of transportation funding for the Sioux Falls region are listed below. For each $100 spent on transportation, please indicate how many dollars you would spend in EACH of the six categories.** *[Your Allocation MUST ADD UP TO $100.]*

How much of that $100 would you spend on...

$_____ Improvements to existing streets
$_____ Improvements to existing roads and highways in rural areas
$_____ Development of new roads for future growth areas in the region
$_____ Improvements to bicycle and pedestrian facilities
$_____ Public transit improvements
$_____ Improvements to the airport and rail facilities in the area

$100 total

10. **For each of the following, please indicate whether you think the item should be a "Very High," "High," "Medium," or "Low" priority for improvement in the Sioux Falls metropolitan area over the next 20 years.**

	Rating of transportation issues:	Very High	High	Medium	Low
01.	Improving existing interchanges on Interstates	4	3	2	1
02.	Adding interchanges on the Interstates	4	3	2	1
03.	Improving major north-south roads/streets through the City of Sioux Falls	4	3	2	1
04.	Improving major east-west roads/streets through the City of Sioux Falls	4	3	2	1
05.	Improving public transportation/bus service inside the City of Sioux Falls	4	3	2	1
06.	Improving/adding public transportation/bus service to link Sioux Falls with the outlying communities and areas	4	3	2	1
07.	Improving the timing of traffic lights	4	3	2	1
08.	Reducing traffic delays caused by trains	4	3	2	1
09.	Improving roads and streets in communities and rural areas of Lincoln and Minnehaha Counties	4	3	2	1
10.	Improving roads and highways that link communities/rural areas in Lincoln and Minnehaha Counties with Sioux Falls	4	3	2	1
11.	Developing new pedestrian (walking) and biking facilities	4	3	2	1
12.	Improving existing pedestrian (walking) and biking facilities	4	3	2	1
13.	Setting aside land for traffic corridors and roads in future growth areas	4	3	2	1
14.	Improving transportation services for seniors and persons with disabilities	4	3	2	1
15.	Improving airport services in the region	4	3	2	1
16.	Improving the area's freight transportation facilities (e.g. airport, rail, trucking)	4	3	2	1
17.	Improving the appearance of roads/highways	4	3	2	1
18.	Sustainability and livability (balancing social, economic and environmental issues through complete streets, smart growth, mixed-uses)	4	3	2	1
19.	Developing autonomous (self-driving) transportation services	4	3	2	1

11. **Which FOUR of the improvements listed above would you be most willing to fund with your taxes?**
[Write in your answers below using the numbers from the list in Question 10.]

1st: ____   2nd: ____   3rd: ____   4th: ____

12. **Which FOUR streets or roads in the Sioux Falls metropolitan area do you think should receive top priority for improvements?** *[Check up to 4 streets/roads from the list below.]*

____(01) East 10th Street/SD 42   ____(11) Louise Avenue   ____(21) I-90
____(02) West 12th Street   ____(12) Madison Street   ____(22) I-29
____(03) 26th Street   ____(13) Minnesota Avenue/SD 115   ____(23) Benson Road
____(04) 41st Street   ____(14) Russell Street   ____(24) Lincoln Co. Road 111
____(05) 57th Street   ____(15) Sycamore Avenue   ____(25) Lincoln Co. 106
____(06) 60th Street North   ____(16) Western Avenue   ____(26) Tea-Ellis Road
____(07) 69th Street   ____(17) Willow Street (in Harrisburg to I-29)   ____(27) SD Highway 11
____(08) 85th Street   ____(18) Rice/Holly/Benson Extension   ____(28) SD 38
____(09) Cliff Avenue   ____(19) Sertoma Extension to La Mesa   ____(29) Highway 100/Veterans Pkwy
____(10) Kiwanis Avenue   ____(20) I-229   ____(30) Other: _____

13. **Do you generally think that local governments in the Sioux Falls metropolitan area do a good job of involving businesses and employers in the process of planning transportation improvements for the region?** ____(1) Yes ____(2) No ____(9) Don't know

14. **Does your organization have freight transportation requirements?**

____(1) Yes *[Answer Q14a-c]* ____(2) No *[Skip to Q15]*

    14a. **Do you think the airport facilities in the Sioux Falls metropolitan area will be able to support your organization's freight transportation needs over the next 20 years?**

        ____(1) Yes ____(2) No ____(9) Don't know

    14b. **Do you think the road system in the Sioux Falls metropolitan area will be able to support your organization's freight transportation needs over the next 20 years?**

        ____(1) Yes ____(2) No ____(9) Don't know

    14c. **Do you think the railroad facilities in the Sioux Falls metropolitan area will be able to support your organization's freight transportation needs over the next 20 years?**

        ____(1) Yes ____(2) No ____(9) Don't know

15. **Does the availability of housing in the Sioux Falls metropolitan area meet the needs of your employees?** ____(1) Yes ____(2) No ____(9) Don't know

16. **Approximately how many employees do you employ in the Sioux Falls area?** _____ employees

17. **What is the zip code where your office in the Sioux Falls area is located?** _____

18. **Which of the following best describes your business?**

____(1) Service provider   ____(4) Agriculture   ____(7) Retailer
____(2) Manufacturer   ____(5) Educational institution   ____(8) Other: _____
____(3) Government   ____(6) Wholesaler/distributor

OPTIONAL: Please provide your name and address so we can keep you informed of future transportation planning issues in the region.

Name: _____   City: _____
Organization: _____   Phone: _____
Street Address: _____
Email: _____
Title: _____

This concludes the survey. Thank you for your time!
Please return your completed survey in the enclosed postage paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061