

Vermillion: Local Safety Action Plan



The City of Vermillion developed this Local Safety Action Plan to address roadway safety concerns and reduce fatal and serious injury crashes for all users as part of the U.S. Department of Transportation’s Safe Streets and Roads for All (SS4A) program. As a member of the [SECOG Regional Safety Action Plan](#), this local plan builds on regional analysis by focusing on Vermillion -specific needs and aligning with existing efforts such as the Transportation Master Plan. The Local Plan is intended to bridge regional strategies with targeted actions at the local level to improve safety and support the goal of eliminating roadway fatalities and serious injuries.

Transportation System & Context

The City of Vermillion is a growing community in southeastern South Dakota that serves as the county seat of Clay County and home to the University of South Dakota (USD). Vermillion has experienced continued growth in recent years, supported by residential development and expanding commercial activity. Vermillion’s transportation system consists of a network of arterial, collector, and local roadways that support both local and regional travel. SD 50 serves as the primary east west route, while SD 19 provides north south connectivity, with access to regional destinations via I-29. Land use includes a mix of residential, commercial, and institutional uses, with activity concentrated in downtown and along corridors such as Cherry Street, Main Street, and Dakota Street. As the community continues to grow, addressing safety, intersection operations, and multimodal connectivity will be important to support safe and efficient travel.

Vermillion Demographics

Vermillion’s population increased by 11.0% from 2014 to 2024, with continued growth expected. This growth increases demand for safe and accessible transportation, particularly for transportation-disadvantaged populations, including households below poverty, people with disabilities, zero-vehicle households, and renter-occupied households.

Vehicles Available

Vehicles Available	2014	2024	Percent Change
Total Households	3,902	4,312	10.5%
No Vehicle Available	231	299	29.4%
1 Vehicle Available	1,556	1,883	21.0%
2 Vehicles Available	1,470	1,454	-1.1%
3 Vehicles Available	414	465	12.3%
4+ Person Household	231	211	-8.7%

Source: U.S. Census Bureau

Population Growth & Characteristics

Category	2010/2014	2020/2024	Percent Change
Population (2010-2020)	10,571	11,695	10.6%
Under 18 (Youth)	16%	15%	6.9%
18 to 64	77%	75%	9.5%
65 +(Older Adults)	8%	10%	33.5%
Total Households	3,902	4,312	10.5%
Owner Occupied	1,520	1,812	19.2%
Renter Occupied	2,382	2,500	5.0%

Regional Safety Action Plan Vision and Goals

Vision: *The SECOG region will collaboratively pursue a future where no one is killed or seriously injured on our transportation system, using thoughtful, locally guided planning to create safer, more connected communities.*

Regional Goal: To help communities involved in this plan improve transportation safety, SECOG will provide shared performance standards, data tools, and coordination support that enable member jurisdictions to set and track their own safety goals.

Public Engagement

Approach: The engagement process for the SECOG Regional Safety Action Plan included stakeholder interviews, a community survey, and online tools such as Social Pinpoint to gather comments on transportation safety concerns. A combination of in-person and digital methods was used to ensure broad participation. Stakeholder interviews were conducted with representatives from the City of Vermillion, local law enforcement, and regional partners. Conversations and public input focused on safety concerns along SD-50 and Cherry Street, intersection and crossing issues, speeding on corridors such as Plum Street and North Dakota Street, and challenges near schools. Survey and online feedback reinforced these themes, highlighting pedestrian safety concerns, turning conflicts, and gaps in bicycle and sidewalk connectivity, particularly in downtown areas and along high-volume corridors.

Vermillion participated in the SECOG Regional Safety Action Planning process in 2026 to identify regional transportation safety priorities. As a part of that process, community engagement and data analysis identified the top safety concerns locally within Vermillion.

As a regional hub anchored by a university, Vermillion faces a diverse set of safety challenges that include intersection crashes, rear-end crashes, and incidents involving people walking and biking.

Across SECOG, engagement feedback has emphasized managing speeds and improving walking and biking connections. In Vermillion, crash patterns suggest opportunities to improve intersection operations, reinforce safer driving behavior, and strengthen protection for vulnerable road users.

Figure 1. Types of crashes

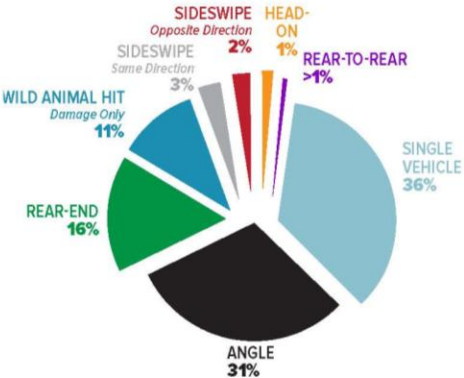


Figure 2. Crashes per year



Crash Analysis

There were **460 total crashes** from 2021-2025

13 fatal or severe crashes (2.8%) — lower than regional average (3.8%)

29% on 55+ mph roads; 12% on 65+ mph

14% in dark conditions — lower than region (36.5%)

8 crashes involving people walking or biking (2 fatal or severe)

Engagement Takeaways

General system concerns were a key theme in the feedback, with a general focus on **downtown safety concerns**.

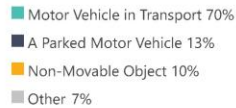
Results suggest that improved pedestrian access and general safety are challenged by the combination of **highway traffic, local access needs, and downtown activity**.

Crash Analysis

HIGH RISK FOR ACTIVE TRIP COLLISIONS

These collisions include bike-involved collisions, ped-involved collisions, collisions occurring in areas with high activity density (> 8 activity density), or collisions where there are > 20 nearby destinations

Crash Type

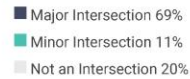


 **36** crashes resulted in an injury

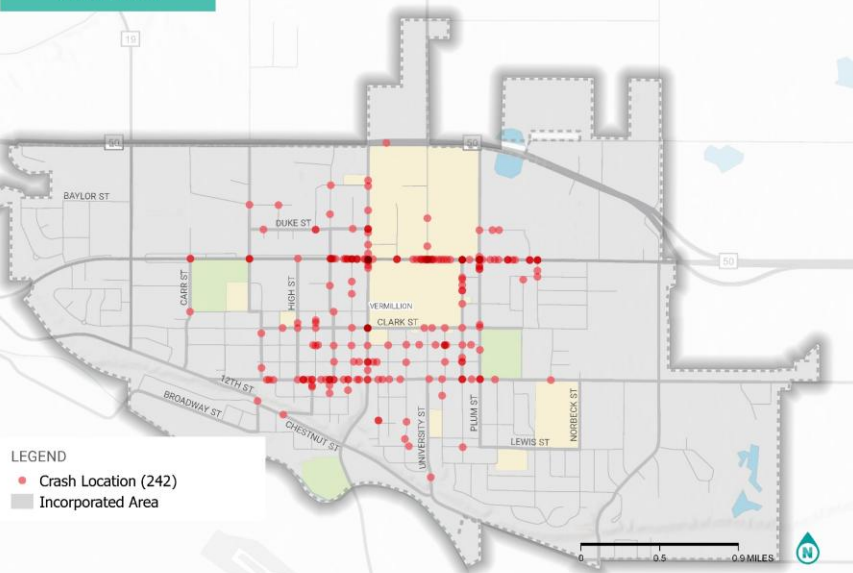
 **5** crashes were severe

 **8** crashes involved someone **biking or walking**

Intersection Collisions



VERMILION



Recommendations

Priority #1: SD 50 Business / Cherry Street Multimodal Safety and Corridor Improvement Project

Safety, operations, and multimodal access improvements are recommended along the SD 50 Business / Cherry Street corridor. Emphasis should be placed on intersection operations, pedestrian and bicycle crossings, access management, and connections to neighborhoods, businesses, schools, and other community destinations. Potential improvements include intersection control evaluation, crossing enhancements, signing and pavement marking upgrades, lighting, access modifications, and targeted turn-lane or traffic-calming improvements where warranted. The Cherry Street / Crawford Road intersection should be included as a priority location within the corridor review.

Priority #2: SD 50 Growth Area Access and Intersection Safety Project

As development occurs within the surrounding growth area, safe and efficient access along SD 50 will become increasingly important. Recommendations should address future intersection locations, access spacing, roadway connections, traffic-control needs, and accommodations for pedestrians and bicyclists. Potential improvements include access management, intersection control evaluation, turn lanes, crossing accommodations, lighting, and coordinated local street connections where warranted.

Priority #3: Stanford Street Neighborhood Access and Intersection Safety Project

Improving traffic operations, intersection safety, and neighborhood access along Stanford Street and nearby local streets is the primary focus of this project. Particular attention should be given to intersection visibility, traffic control, pedestrian and bicycle access, and connections between residential areas and nearby destinations. Potential improvements include signing and pavement marking upgrades, crossing enhancements, lighting, visibility improvements, and targeted intersection modifications where warranted.

Priority #4: Dartmouth Street Area Neighborhood Speed Management and Pedestrian Safety Project

A coordinated package of neighborhood safety improvements is recommended for the Dartmouth Street area, including Princeton Street, Carr Street, and Walnut Street. Recommendations should address speeding concerns, intersection visibility, traffic control, walking and bicycling conditions, and access to nearby schools, parks, and community destinations. Potential improvements include traffic calming, crossing enhancements, signing and pavement marking upgrades, lighting, sidewalk and accessibility improvements, and targeted intersection modifications.

Priority #5: North Dakota Street Speed Management and Campus Access Project

Improving speed management, multimodal access, and connections to the University of South Dakota campus is the primary focus of this project. Particular attention should be given to pedestrian and bicycle crossings, intersection visibility, parking-related conflicts, traffic operations, and transitions between the campus and surrounding neighborhoods. Potential improvements include traffic calming, enhanced crossings, signing and pavement marking upgrades, lighting, sidewalk and accessibility improvements, bicycle accommodations, and targeted intersection modifications where warranted.

Priority Projects

