

Brandon: Local Safety Action Plan



The City of Brandon 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 SECOC Regional Safety Action Plan, this local plan builds on regional analysis by focusing on Brandon-specific needs and aligning with existing and planned transportation improvements. The Local Plan connects regional strategies to targeted local actions to improve safety and advance the goal of eliminating roadway fatalities and serious injuries.

Transportation System & Context

Brandon is a growing community east of Sioux Falls with an expanding transportation network that serves residential neighborhoods, schools, parks, commercial areas, and regional travel corridors. The City is gradually expanding its sidewalk network westward through the community core, and desired improvements include sidewalks along Holly Boulevard to western developments and along Aspen Boulevard to the golf course, as well as a planned roundabout at Aspen and Split Rock and a 2030 reconstruction project on northern Split Rock Boulevard that includes a shared-use path. Safety concerns for people walking and biking are concentrated along Sioux Boulevard, which has pedestrian and bicycle activity but no sidewalk on the east side, near McHardy Park and East Aspen, where conditions are not considered safe for pedestrians and bicyclists, and at a crossing north of the lower intermediate school that is considered unsafe for north-south movement. A bridge west of town is also viewed as a barrier to western development and connectivity, and lighting concerns have been identified on both the east and west sides of town. Brandon’s transportation system also includes designated heavy truck routes on Redwood Boulevard and McHardy Road, although trucks are still observed using Holly Boulevard and Sioux Boulevard. Unsafe access around Huset’s Speedway and multiple railroad crossings also shape local safety needs; Holly has the only crossing with drop-down gates, while additional gates are desired at Aspen because many children walk and bike to Aspen Park and the pool. The Aspen and Nicholas intersection has sight visibility issues related to trees and signage, further affecting safety for drivers and other users. These issues reflect the need to coordinate roadway, crossing, sidewalk, and lighting improvements with continued residential and commercial growth across the community.

Vehicles Available

Vehicles Available	VO Total 2014	VO Total 2024	Percent Change
Total Households	3,264	4,072	24.75%
No Vehicle Available	98	157	60.20%
1 Vehicle Available	767	1,096	42.89%
2 Vehicles Available	1,389	1,792	29.01%
3 Vehicles Available	708	770	8.76%
4+ Vehicles Household	302	257	-14.90%

Source: U.S. Census Bureau

Population Growth & Characteristics

Category	2014	2024	Percent Change
Population	9,350	10,996	17.60%
Under 18 (Youth)	3,376	3,568	5.69%
18 to 64	5,132	5,801	13.04%
65 + (Older Adults)	842	1,627	93.23%
Total Households	3,264	4,072	24.75%
Owner Occupied	2,386	3,263	36.76%
Renter Occupied	878	809	-7.86%

Regional Safety Action Plan Vision and Goals

Vision: *The SECOC 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, SECOC will provide shared performance standards, data tools, and coordination support that enable member jurisdictions to set and track their own safety goals.

Public Engagement

Stakeholder interviews were conducted with representatives from the City of Brandon, law enforcement, and other community partners as part of the SECOC Regional Safety Action Plan engagement process. Public participation in Brandon also included 93 map pinpoints, 56 associated votes, and 48 completed surveys, reflecting a high level of community input on transportation safety priorities. Public input focused on sidewalk gaps and pedestrian access along Holly Boulevard, Aspen Boulevard, Sioux Boulevard, and the McHardy Park area, as well as crossing safety near the lower intermediate school, Aspen Park, and the pool. Residents also highlighted truck route compliance issues, unsafe access around Huset’s Speedway, lighting needs on both sides of town, and concerns at railroad crossings and intersections such as Aspen and Nicholas, emphasizing the importance of coordinating planned roadway, sidewalk, and shared-use path improvements with future growth and multimodal safety needs.

Brandon participated in the SECOC 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 Brandon.

As one of the region’s faster-growing communities, Brandon faces a complex safety environment shaped by increasing traffic volumes, a mix of local and regional travel, and growing demands on its roadway network.

Across SECOC, engagement feedback has emphasized managing speeds and improving walking and biking connections. In Brandon, crash patterns suggest opportunities to pair those priorities with targeted speed management on higher-speed corridors and safety improvements for people walking and biking.

Figure 1. Types of crashes

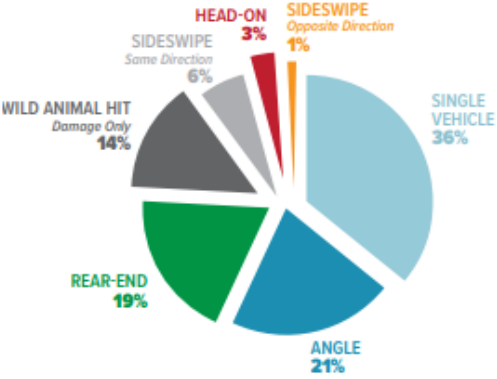


Figure 2. Crashes per year



Crash Analysis

There were **498** total crashes from 2021-2025

6 fatal or severe crashes (1.2%) — lower than regional average (3.8%)

37% on 55+ mph roads; 23.5% on 65+ mph; 23.5% on 75+ mph

23% in dark conditions — lower than region (36.5%)

3 crashes involving people walking or biking

Engagement Takeaways

Community comments noted **pedestrian and school area safety** concerns. Challenges include **unclear intersection flows, roadway capacity, and funding**. Requests include:

- + Revised **traffic controls**
- + **Sidewalk** connections
- + **Roadway lighting**

Project Recommendations



Recommendations

Project #1: Holly Blvd from 4th Avenue to Split Rock Blvd (SD 11)

Countermeasure Options

- Retroreflective backplates at signal – low cost
- Consistency with Holly Boulevard Corridor Study
- Raised Median and Access Management improvement near intersection
- Attach a shared use path to the south side of the Big Sioux River bridge

Project #2: Chestnut from Aspen to Redwood Blvd.

Countermeasure Options

- Pave gravel section up to Chestnut Trail
- Incorporate paved section to school via Sunshine including bicycle and pedestrian facilities.
- Striped Crosswalk at Aspen and Chestnut – low cost

Project #3: Holly Boulevard and Sioux Boulevard Intersection (4 blocks in all directions)

Countermeasure Options

- Retroreflective backplates at Signal
- Corridor Improvements
- Access management improvements
- Consistent with Holly Blvd Corridor Study

Project #4: Split Rock Blvd (SD 11) from I-90 to Sioux Blvd

Corridor Comments

- Sidewalk connectivity
- Consistent speed limits

Countermeasure Options

- Speed feedback signs
- Access management improvements
- Rural Section south of 5th Avenue to Sioux Blvd to consider
 - Wider edge lines
 - Shoulder Rumble Strips



Project #4: Continued - Split Rock Blvd (SD 11) from I-90 to Sioux Blvd

By Intersection

- South I90 ramps
 - Reconstructed recently – see how improvements work.
- Ash St
 - Reconstructed recently – see how improvements work.
- Birch st
 - See how recent improvements work here.
- Redwood blvd
 - See how recent improvements work here.
- Beechnut Street – two crashes
 - Close street to SD 11 consistent with SD 11 study
- Cedar Street
 - Improve private driveway access management in the area consistent with SD 11 Corridor Study
- Aspen Blvd (north intersection)
 - Roundabout
 - Consistent with SD 11 Corridor Study
- Aspen Blvd (south intersection)
 - Mostly failing to yield and following too close
 - Signal recommended in future when warrants are met consistent with SD 11 Corridor Study
- Sioux Blvd
 - Failing to yield
 - Develop new intersection at extension of Park Street
 - Consistent with SD 11 Corridor Study



Priority Projects



1. Holly Boulevard from 4th Avenue to Split Rock Blvd (SD 11)

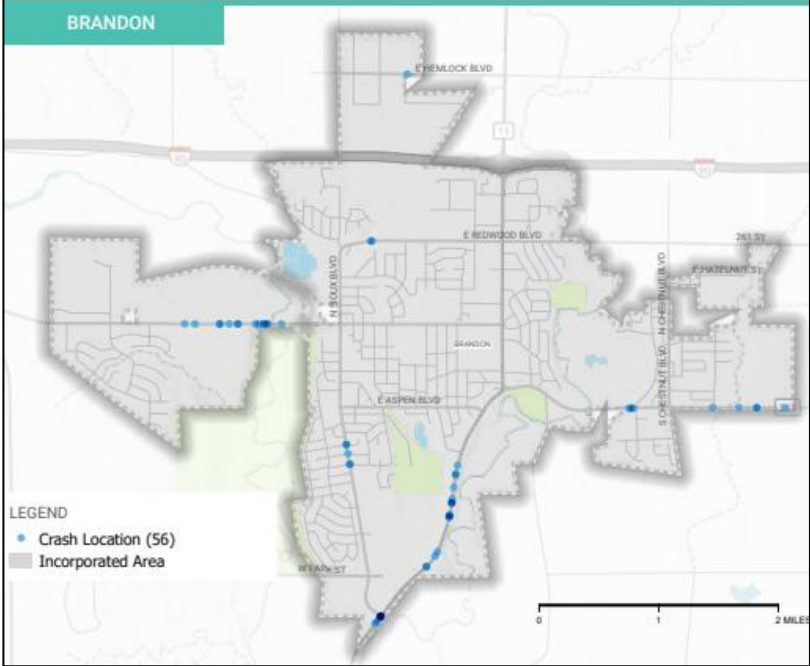
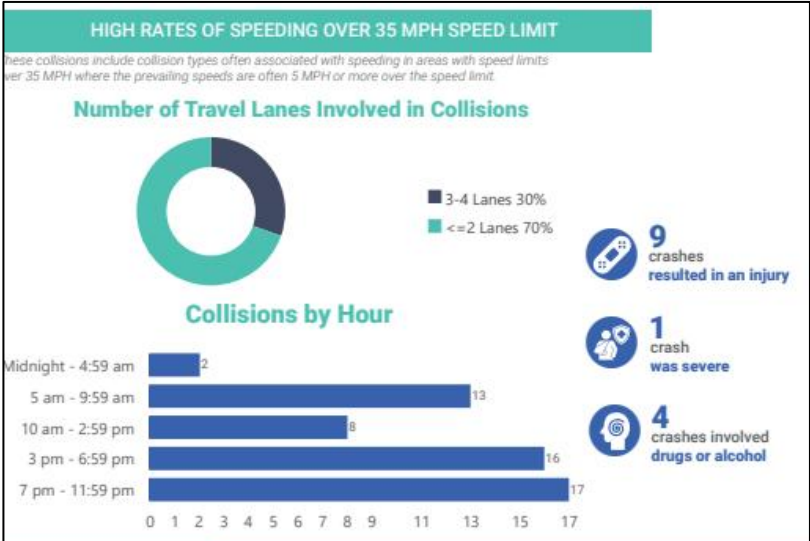
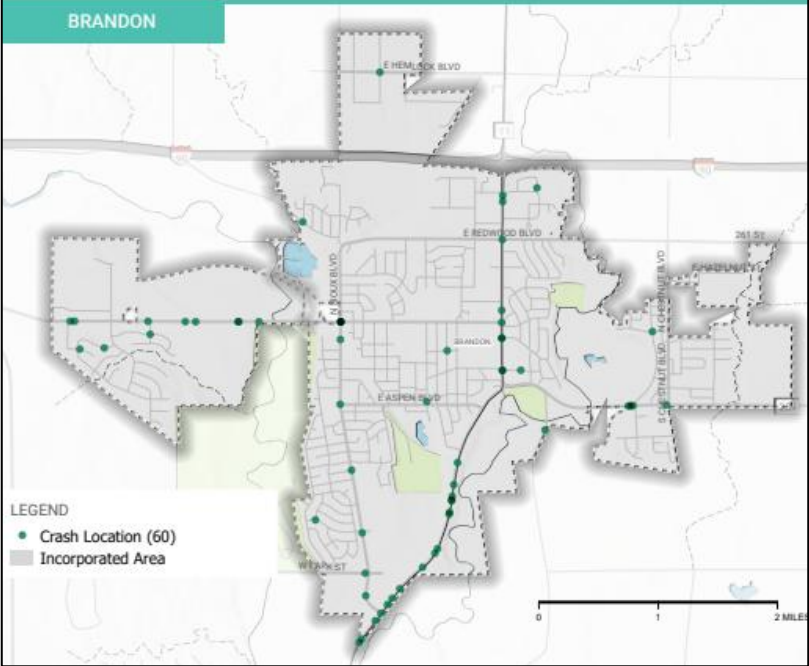
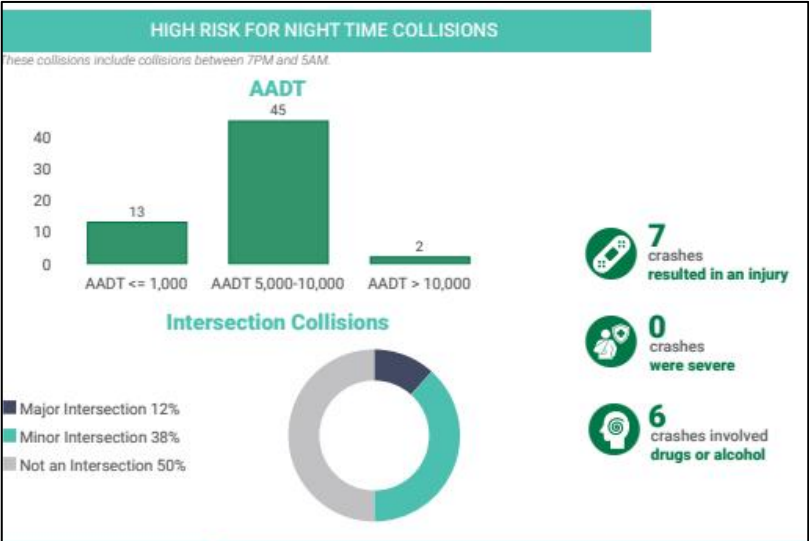
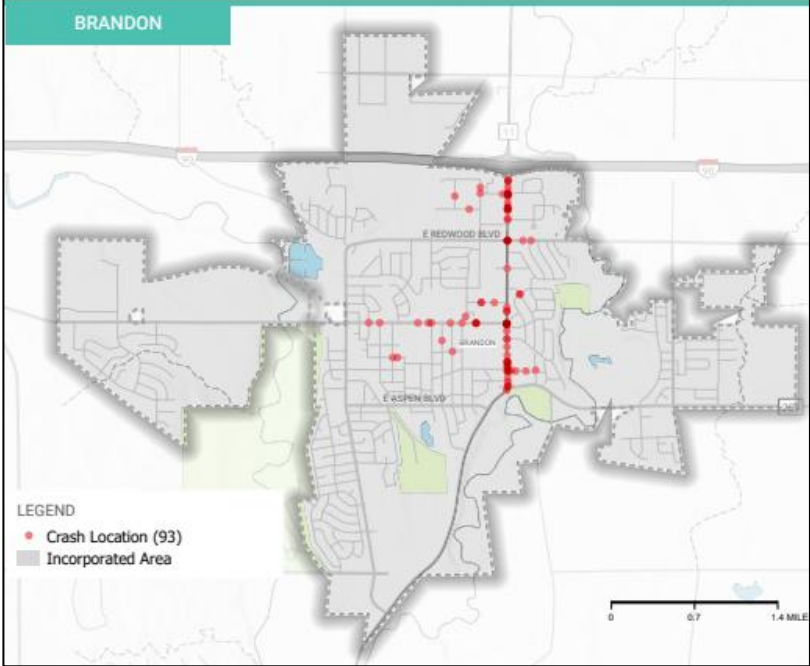
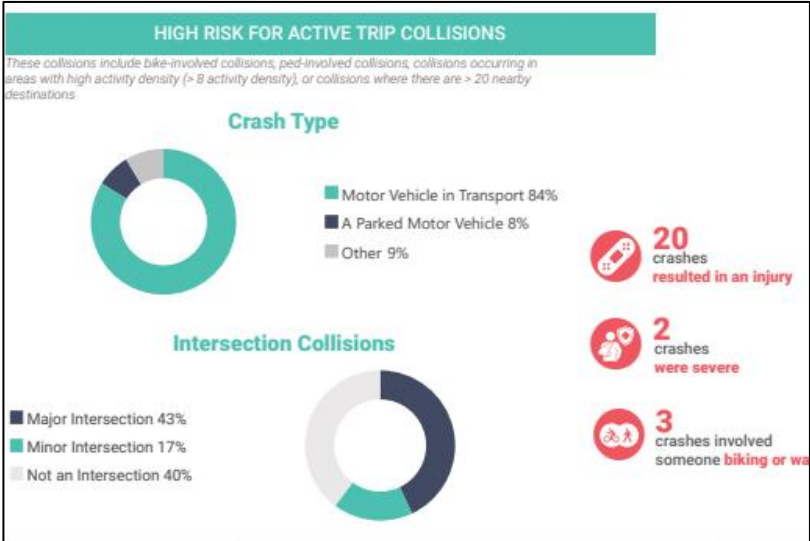
2. Chestnut from Aspen Boulevard to Redwood Boulevard

3. Split Rock Boulevard (SD 11) from I-90 to Sioux Boulevard

4. Holly Boulevard and Sioux Boulevard

Project	Source / Basis	Suggested Carry Forward	Potential Treatments / Notes
East Aspen / McHardy Park Ped-Bike Safety	Public/stakeholder	Yes	Sidewalk/path continuity, enhanced crossings, lighting, speed review, and park/pool access improvements.
Sioux Boulevard Sidewalk and Pedestrian Access	Public input	Yes	Sidewalk infill, ADA ramps, crossings, and lighting.
Railroad Crossing Safety Package	Public/stakeholder	Yes	Warning device review, crossing surface review, and pedestrian/bicycle accommodations at rail crossings.
Huset's Speedway Access and Event Safety Review	Stakeholder/public	Yes	Outside of City - Event traffic management, signing, parking/access review.
Lighting and Sight-Distance Package	Public input	Yes	Lighting audit and targeted sight-distance obstruction removal.

Collision Profiles

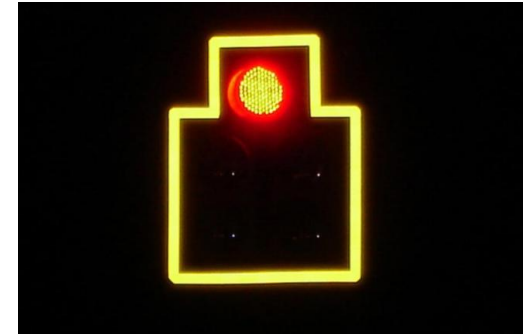
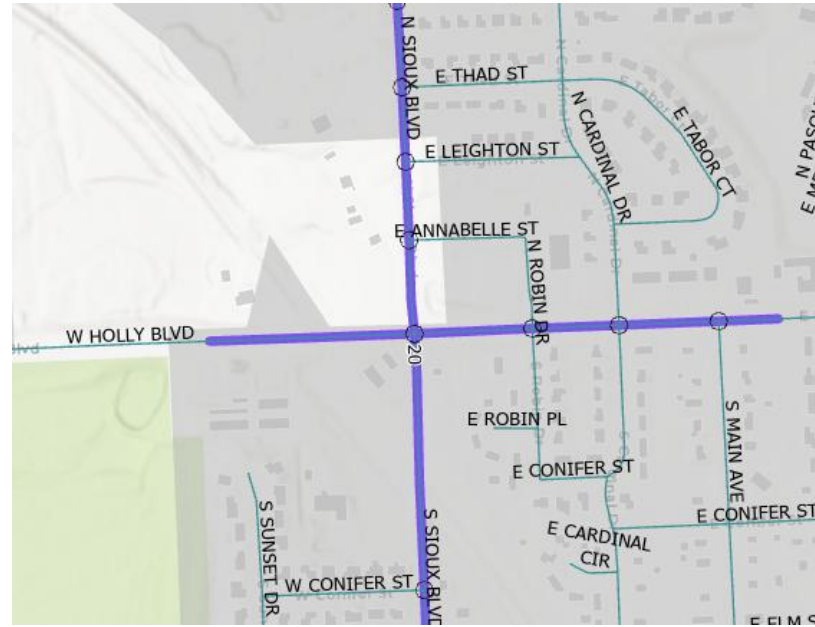


Project 20 – Holly Boulevard and Sioux Boulevard Intersection (4 blocks in all directions)



Crash Trends

- Sioux Blvd / Thad St
 - Crash due to snowy conditions / overdriving conditions.
- Sioux Blvd / Holly St
 - 13 crashes, 1 incapacitating.
 - 4 angle; 1 head-on; 2 same direction sideswipes; 2 single vehicle crashes, ran off road and hit object. One of these was the incapacitating; 2 rear-ends
 - 8 crashes due to ignoring control / legal movements
 - Crash profile is typical of signalized intersections.
- Holly Blvd / Cardinal Dr
 - 1 rear-end, rainy, following too closely
- Holly Blvd / Main Ave
 - 1 rear-end, following too closely



Countermeasure and Corridor Improvement Options

- Retroflective backplates at signal – low cost
- Consistency with Holly Boulevard Corridor Study
- Raised Median and Access Management improvement near intersection
- Attach a shared use path to the south side of the Big Sioux River bridge



Figure 38: Raised Median West of Holly Boulevard & Sioux Boulevard Intersection

Project 25 – Chestnut from Aspen to Redwood Blvd.



Crash Trends

- 4 crashes along this corridor without a trend. One incapacitating.

Countermeasure Options

- Based on public feedback and ground images, recommend the following:
 - Pave gravel section up to Chestnut Trail
 - Incorporate paved section to school via Sunshine including bicycle and pedestrian facilities.
 - Striped Crosswalk at Aspen and Chestnut



Project 43 – Holly Blvd from 4th Avenue to Split Rock Blvd (SD 11)



Crash Trends

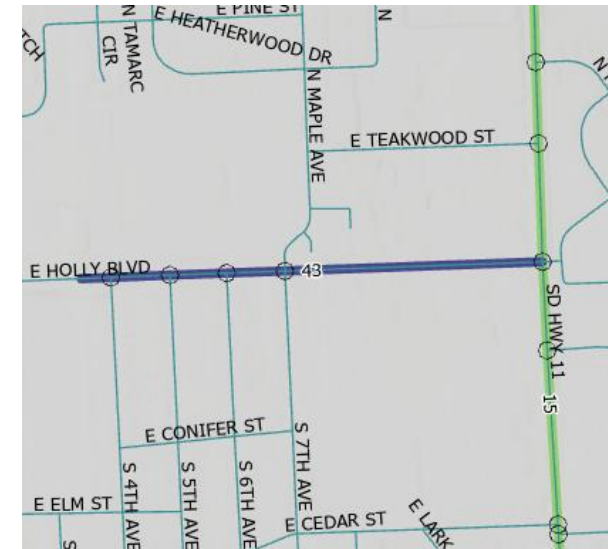
- 17 crashes on this segment
 - 3 cited speeding, but all under icy conditions
 - 1 incapacitating
 - Crash manner:
 - 8 angle
 - 8 rear-ends
 - 1 sideswipe same direction

Countermeasure Options

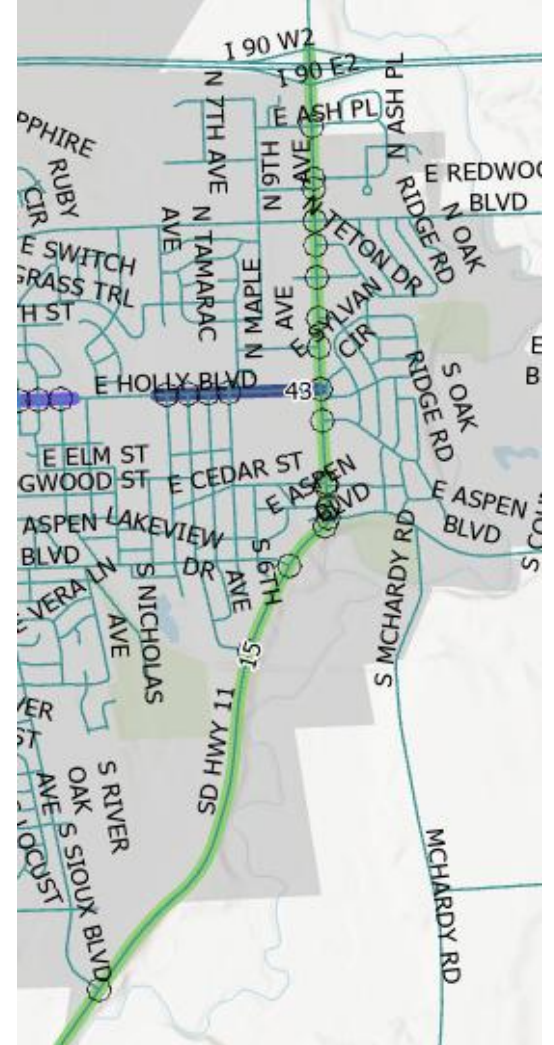
- Holly and Split Rock Blvd Intersection
 - **Retroreflective backplates at Signal**
- Corridor Improvements
 - **Access management improvements**
 - Consistent with Holly Blvd Corridor Study



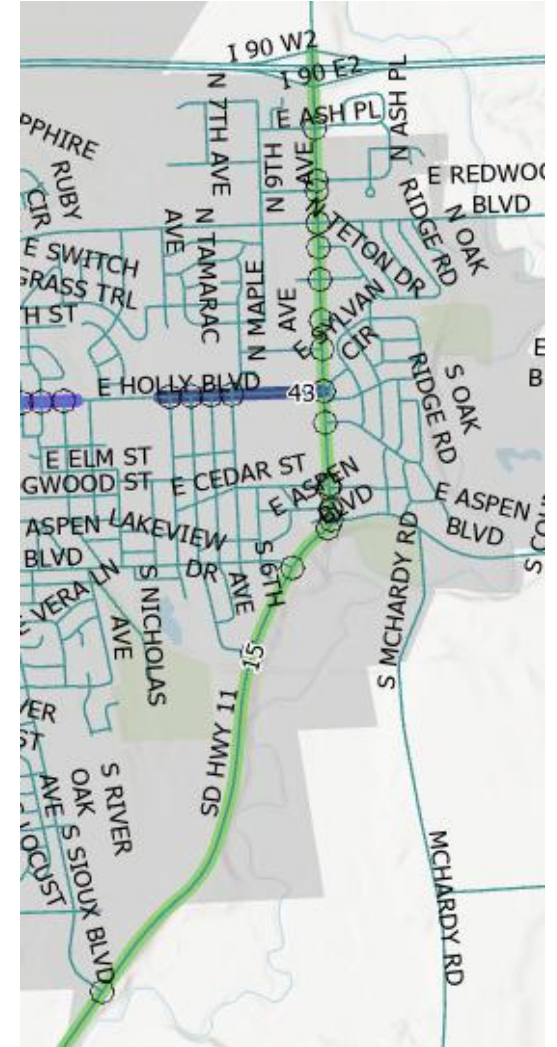
Figure 40: Access Management Treatments near Holly Boulevard & SD 11 / Splitrock Boulevard Intersection



- South I90 ramps
 - 3 crashes (2 angle, 1 rear end, 1 incapacitating).
 - Reconstructed recently – [see how improvements work.](#)
- Ash St
 - 5 angle at intersection
 - Reconstructed recently – [see how improvements work.](#)
- Birch st
 - 2 angle crashes, compliance issues for both
 - [See how recent improvements work here.](#)
- Redwood blvd
 - 6 crashes, compliance issues and speeding issues; 1 of the crashes involved a pedestrian
 - [See how recent improvements work here.](#)



- Beechnut Street – two crashes
 - Close street to SD 11 consistent with SD 11 study
- Cedar Street
 - 12 crashes, mostly compliance related and access related
 - Improve private driveway access management in the area consistent with SD 11 Corridor Study
- Aspen Blvd (north intersection)
 - Roundabout
 - Consistent with SD 11 Corridor Study
- Aspen Blvd (south intersection)
 - 6 crashes, 4 angle and 2 rear end
 - Mostly failing to yield and following too close
 - Signal recommended in future when warrants are met consistent with SD 11 Corridor Study
- Sioux Blvd
 - 11 crashes, 1 fatality
 - Failing to yield
 - Develop new intersection at extension of Park Street
 - Consistent with SD 11 Corridor Study



Public/Stakeholder Identified Safety Issues



Project	Source / Basis	Suggested Carry Forward	Potential Treatments / Notes
East Aspen / McHardy Park Ped-Bike Safety	Public/stakeholder	Yes	Sidewalk/path continuity , enhanced crossings, lighting, speed review, and park/pool access improvements.
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