



A redesigned network delivers immediate benefits for a fast-growing city.

Sioux Area Metro (SAM) revamped its entire transit system and saw increased ridership, efficiency, and transit access in just two months.



53%

increase in on-demand/paratransit efficiency



100%

citywide transit coverage



78%

of riders say the app makes taking public transportation easy

Location:

Sioux Falls, South Dakota

Geography:

Urban, suburban

Use case:

First- and last-mile, general mobility

The bottom line.

Sioux Falls, South Dakota's largest city, has reaffirmed its commitment to accessible transit through SAM's Reimagined Plan. This initiative integrates better bus routes, citywide on-demand service, and commingled paratransit into a unified system that boosts connectivity for all residents.

Tell me more.

In September 2024, the City partnered with Via to launch three major network upgrades:

- Redesigning fixed routes for more direct trips, easier transfers, and shorter wait times.
- Extending microtransit service to the entire city.
- Switching to modern paratransit software for more efficient scheduling and a better rider experience.

The City has seen benefits across the board. Job access within a 60-minute commute increased by 77%; ADA riders can now book last-minute trips through microtransit; and overall ridership continues to grow, as more people find the highly-integrated transit network easy to navigate and use.



There's a lot of trepidation when you change some things in your transit system... And I'll tell you, several months into this, this could not be going better."

- **Paul TenHaken**,
Mayor of Sioux Falls, South Dakota