

2021



action plan

go : safe

McLean County



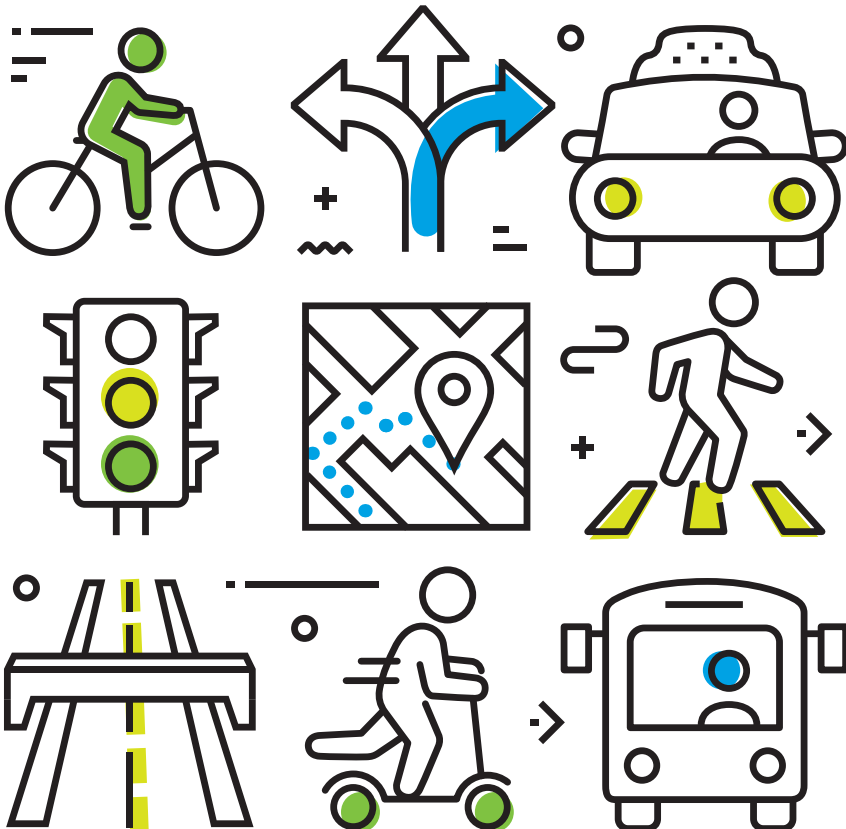
Adopted by McLean County
Regional Planning Commission

April 7, 2021



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go:safer

Introduction

Over the last decade, through an array of plans and policies developed with support from the McLean County Regional Planning Commission (MCRPC), the City of Bloomington and Town of Normal have worked toward a comprehensive, sustainable, and accessible transportation system as a foundational component of smart community planning. These collaborative efforts have promoted development in **Uptown Normal** and **Downtown Bloomington**, the evolution of **Connect Transit** into an award-winning comprehensive transit service, and maintenance and expansion of the community-wide **Constitution Trail** system — some of the communities' proudest, most-used, and most iconic achievements.

Still, as in communities across the globe, the benefits of ground transportation come with safety hazards. **Since 2005, there have been about 3,500 traffic collisions resulting in over 750 injuries annually in the urbanized area of McLean County. In the same period, over 170 people have been killed by traffic crashes — more than 12 people per year on average.**

Even as we value the many benefits of our transportation system, we must confront the losses we accept as

the cost of mobility. Ensuring the overall safety of our transportation system — regardless of age, physical ability, neighborhood, or mode of choice — is critical for responsibly promoting the use of the system the community so relies on and enjoys.

Long-Range Metropolitan Transportation Plan 2045, p.85

Goal 3: Our transportation system will be safe for everyone regardless of where they go or how they get there, as implementation of Vision Zero takes effect.



Since 2005:
3,500
traffic collisions resulting
in **750 injuries** and
12 fatalities
annually

In November 2017, in its [BN Mobile: Long Range Metropolitan Transportation Plan 2045 \(LRTP\)](#), MCRPC identified the Vision Zero approach — a collection of transportation safety policies and tactics used by urban communities of all sizes across the globe — as a promising strategy for making the McLean County regional transportation system as safe as possible for all users with the goal of zero fatalities or life-changing injuries.

In Spring 2020, funded by an Illinois Department of Transportation (IDOT) grant and constrained but undeterred by the global coronavirus pandemic, MCRPC invited key residents and stakeholders to join the County’s ongoing research and investment in transportation safety. The stakeholder group’s charge was to come to an informed understanding of where McLean County stands today on transportation — What are our incident rates? Who is most exposed to traffic hazards while traveling? Where and when are our high-hazard times and locations? What systems are in place, in progress, or recommended by local experts to protect our families and neighbors? What national and international best practices can we bring home? — and to co-create a transportation safety action plan guided by Vision Zero and similar models advocated for by the Federal Highway Administration (FHWA) of the U.S. Department of Transportation (USDOT).

Through the summer and fall, the Project Steering Committee (PSC) and Subject Matter Experts (SMEs) listed below volunteered time, attention, and

experiences as Bloomington-Normal transportation system users and designers — drivers, bikers, pedestrians, transit-riders, business and non-profit leaders, University campus-dwellers, engineers, planners, law enforcement officers, public health advocates — to envision the safe transportation system our community deserves. With inspiration from national models and guidance from local plans, this team compiled the following facts, priorities, goals, and recommendations for consideration by the community at large. This is the **Go:Safe Action Plan**.

Once published, the Go:Safe Action Plan and brand will offer a shared framework and language for prioritizing safety across jurisdictions within McLean County transportation systems. This focused and collaborative safety effort is intended to empower citizens of the Bloomington-Normal urbanized area to participate in the transportation system as user-owners, bolster competitive applications for public funding opportunities, and ultimately eliminate fatalities and life-changing injuries from our community.

For many, reading this plan will constitute your first steps on this shared safety journey. We look forward to working with you.

Project Steering Committee	
Organization	Name
ISU	Charley Edamala
IWU	Carl Teichman
Bike Blono, Friends of the Constitution Trail	Patrick Dullard
Marcfirst	Brian Wipperman
State Farm	Ryan Gammelgard
Rivian	Zach Dietmeier
Connect Transit (Citizen’s Advisory Committee)	Shirley Craig
Fox & Hounds	Vicki Tilton
Bloomington-Normal Marriott	Migjdi Tembo
John M. Scott Healthcare Trust	Sue Grant
Boys & Girls Club	Tony Morstatter

Subject Matter Expert Panel	
Organization	Name
Town of Normal (Public Works)	Wayne Aldrich
Town of Normal (Planning)	Mercy Davison
Normal PD	Asst. Chief Steve Petrilli
City of Bloomington (Public Works)	Kevin Kothe
City of Bloomington (Planning)	Katie Simpson
Bloomington PD	Asst. Chief Tim McCoy
IDOT	Bob Nelson
Connect Transit	Isaac Thorne
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MCRPC	Jennifer Sicks
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 Kaye Kirsch, Firebrand Co-op



Ensuring the overall safety of our transportation system — regardless of age, physical ability, neighborhood, or mode of choice — is critical for responsibly promoting the use of the system the community so relies on and enjoys.



Over the last decade, MCRPC has partnered with the City of Bloomington, the Town of Normal, McLean County, Connect Transit, and the Illinois Department of Transportation (IDOT) to develop and publish the following plans to advance transportation safety in the Bloomington-Normal urbanized area:

McLean County's [Transportation Improvement Plan, 2020-2024 \(TIP\) \(2019\)](#)

Town of Normal's [2040 Comprehensive Plan: Complete. Connected. Compact. \(2017\)](#), [Complete Streets Policy \(2016\)](#), and [Bike and Pedestrian Master Plan \(2009; Update in 2020\)](#)

Bloomington's [Bring It On Bloomington! Plan It. See It. Live It. \(2015\)](#), [Complete Streets Ordinance \(2016\)](#), and [Bicycle Master Plan \(2015\)](#)

Connect Transit's [Connect to the Future Recommendations \(2020\)](#), [Better Bus Stops Campaign \(2018\)](#), and [Downtown Bloomington Transfer Center \(2018\)](#)

Illinois Department of Transportation's (IDOT) [Strategic Highways Safety Plan \(2017\)](#), and [Main Street Transportation Improvement Feasibility Study: Bloomington-Normal, Illinois \(2012\)](#)

Federal Highway Administration's (FHWA) [Local Roads Safety Plans \(LRSP\)](#)

Go:Safe priorities

EQUITY. The processes, strategies, and outcomes of Go:Safe must serve *all* system users, particularly historically vulnerable and underserved populations.

EDUCATION. Go:Safe will promote information exchange that will not only raise awareness about traffic safety but also spur individuals and institutions to change their behavior on the streets.

ENFORCEMENT. The rules of the road, especially those against unsafe speeds, must be enforced fairly and reliably while maintaining vigilance against bias or inequity.

ENGINEERING. Safe transportation systems are designed for safety from the start — to calm traffic, enhance visibility, minimize conflicts, and enable safe navigation for all modes.

EVALUATION. Routine assessment of all safety interventions, made public and shared with decision makers, is essential for prioritizing investments and maintaining continuous improvement.

ENCOURAGING MULTIMODAL TRAVEL.

Encouraging walking, biking, and riding public transit reduces Vehicle Miles Traveled (VMT) by automobiles, the strongest community-level predictor of traffic fatalities.*

ENVIRONMENTAL STEWARDSHIP. Transportation system hazards extend to the long-term impacts of excessive carbon emissions. Go:Safe decisions protect the environment by prioritizing public transportation and low-emission modes.

ECONOMIC IMPACT. Safe transportation systems drive economic outcomes by connecting residential and commercial districts, supporting local businesses, employing local operators, and attracting talent and other resources to our community.

* National Center for Statistics and Analysis. (2016, August). 2015 motor vehicle crashes: Overview. (Traffic Safety Facts Research Note. Report No. DOT HS 812 318). Washington, DC: National Highway Traffic Safety Administration

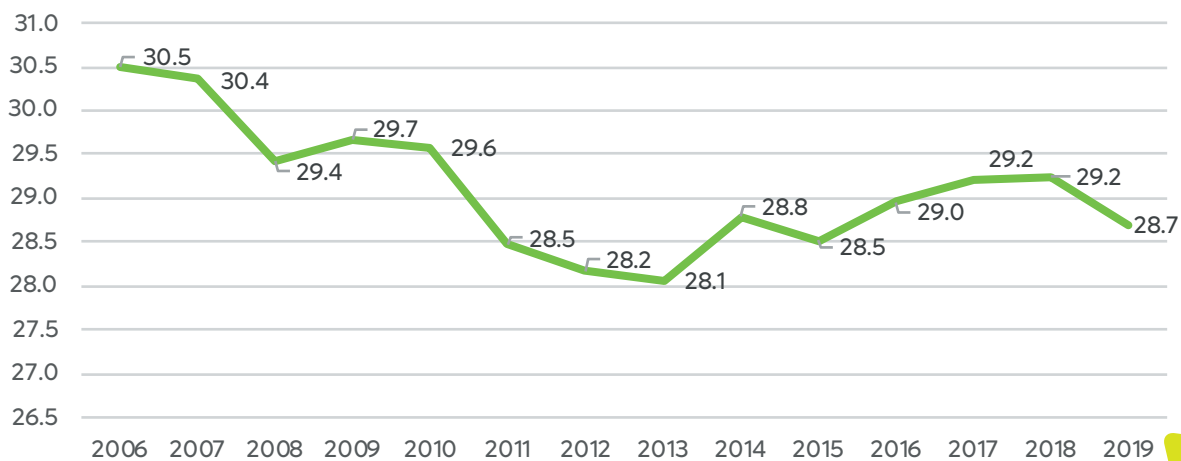
VEHICLE MILES TRAVELED (VMT) is the total miles traveled in automobiles, regardless of the number of passengers, over a defined period of time. VMT per capita is this same number divided by the total population in a state or particular urbanized area.

VMT levels are lower in communities that are more walkable and compact and in communities with strong public transportation systems.

VMT is important for transportation planning and safety because it can be used to track transportation demand and the effects of policies meant to reduce traffic on the road. Because we know that reducing traffic reduces crash rates, VMT is an important Go:Safe indicator.

By walking and biking, carpooling, or taking public transit rather than driving single-occupancy vehicles, we can reduce VMT in our community and therefore improve air quality and decrease our community crash rate.

McLean County Daily Vehicle Miles Traveled (DVMT) per capita



Source: IDOT

Watch for
Go:Safe
signage soon!

Traveling by public transportation is **10x safer** per mile than traveling by auto.



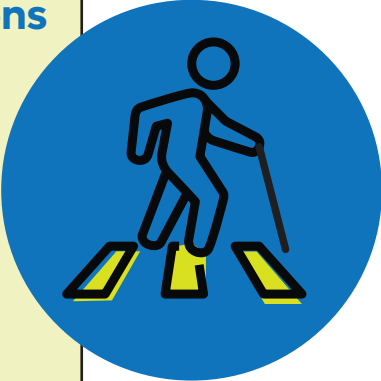
core principles

- Traffic deaths are preventable and unacceptable.
- Human life is our highest priority.
 - Preserving human life takes priority over convenience.
 - Saving lives is not expensive.
 - Bloomington-Normal's transportation system should be safe for all users in all neighborhoods.
- Human error is inevitable and predictable. Our transportation system should be designed to anticipate human error, so that the consequence is not death or severe injury.
- Safe human behaviors, education, and traffic safety enforcement are essential contributors to a safe transportation system.
- People are inherently vulnerable to crash injury, and speed, and speed is a fundamental predictor of crash survival. Our transportation system should be designed for speeds that protect human life.

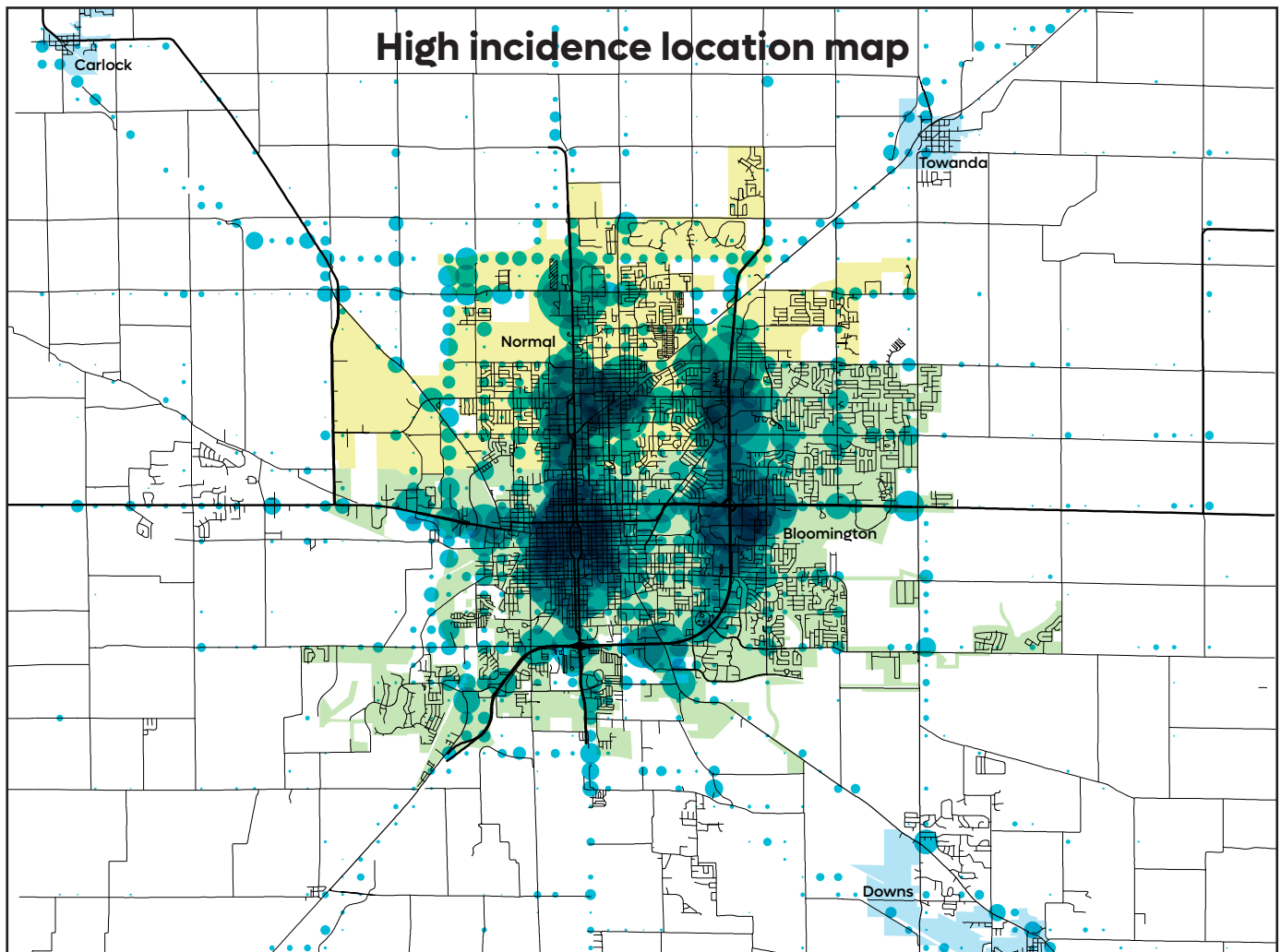
explore the data

Sources for all: MCRPC Transportation Dashboard, IDOT Roadway Crash Data, 2005–2018

Known Threats	Vulnerable* populations
<ul style="list-style-type: none">■ Distracted driving■ Other kinds of impaired driving■ Veterans Parkway■ Multiple modes at intersections■ Unclear markings at intersections	<ul style="list-style-type: none">■ Elderly■ Children■ Recent arrivals/immigrants■ People of color■ Visitors■ Anyone crossing Veterans on foot or on bike■ People with disabilities



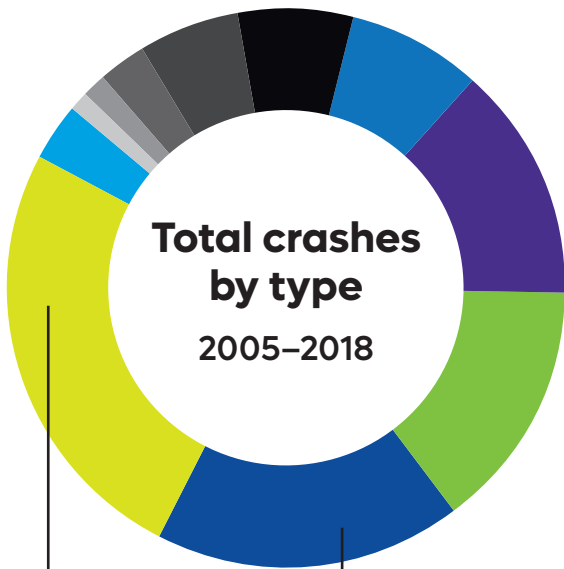
*These populations have been made particularly vulnerable to injury while traveling by a transportation system that has historically left these populations disproportionately exposed to traffic hazards.



Crashes by Time/Day (2005–2018)

	12 AM	1 AM	2 AM	3 AM	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM
Sun	182	184	197	107	106	84	93	125	136	180	227	275	327	310	297	324	356	312	298	274	227	199	153	107
Mon	96	73	37	56	61	107	231	486	392	271	288	384	425	361	402	636	642	686	403	258	231	205	149	105
Tue	85	72	50	40	51	87	216	550	425	278	342	397	454	376	391	626	694	767	422	294	231	201	141	105
Wed	88	78	55	44	49	95	202	532	446	274	276	393	427	391	391	594	730	758	435	293	264	218	128	130
Thu	98	109	68	46	57	85	192	477	432	278	298	367	469	438	409	603	734	662	428	292	261	224	181	138
Fri	140	115	82	70	65	84	205	484	385	295	336	476	500	554	556	735	733	681	497	343	307	328	271	212
Sat	189	208	200	110	84	92	112	162	222	276	360	433	467	413	437	427	405	409	350	306	247	265	256	230
TOTAL	878	839	689	473	473	634	1251	2816	2438	1852	2127	2725	3069	2843	2883	3945	4294	4275	2833	2060	1768	1640	1279	1027

Over 20% of crashes occur on weekdays between 3PM and 6PM



Total crashes by type 2005–2018

- Rear End (12,365)
- Turning (8,679)
- Angle (7,145)
- Fixed Object (6,676)
- Parked Motor Vehicle (3,775)
- Sideswipe Same Direction (3,388)
- Animal (2,816)
- Overturned (1,317)
- Other Non-Collision (749)
- Other Object (596)
- Other
 - Pedestrian (468)
 - Sideswipe Opposite Direction (410)
 - Pedalcyclist (401)
 - Head On (314)
 - Train (9)
 - Unknown (3)

1 in 4
are rear-end crashes

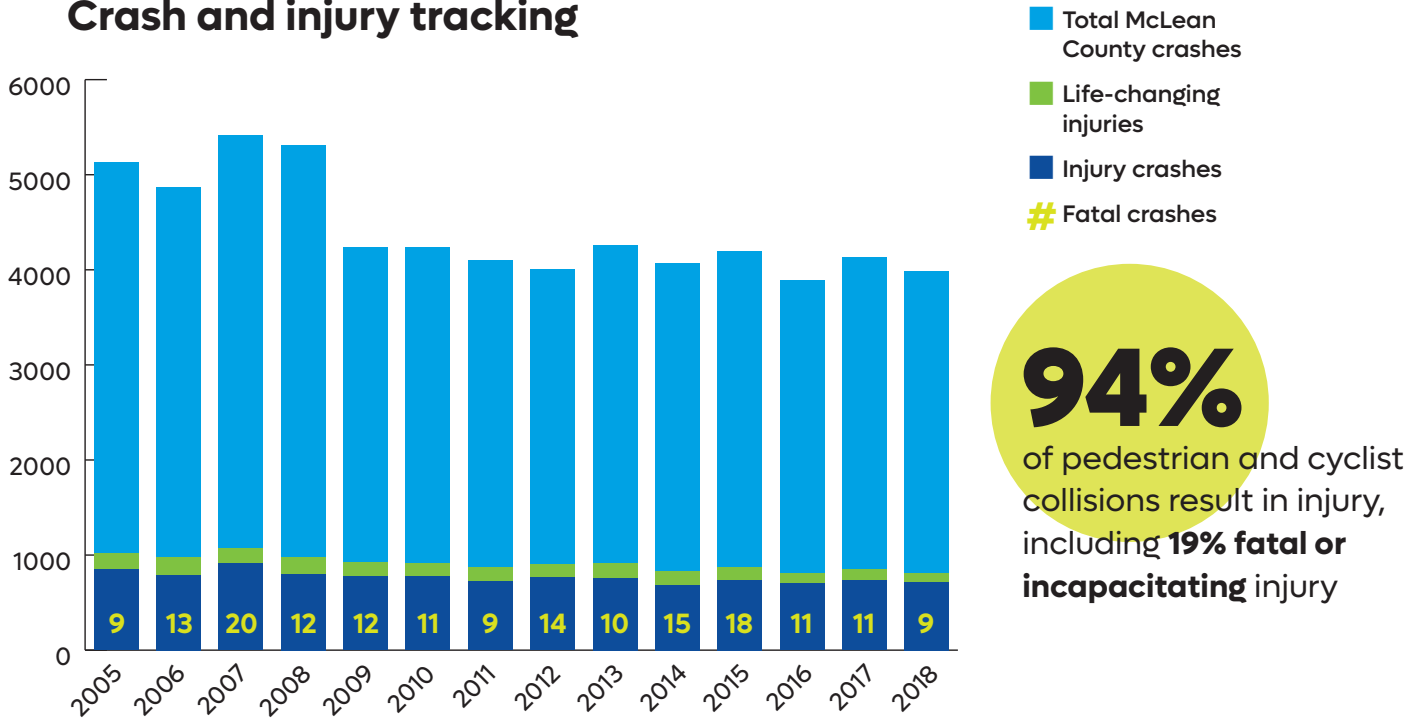
nearly **1 in 5**
are turning crashes

nearly **1 in 50**
involve pedestrians or cyclists

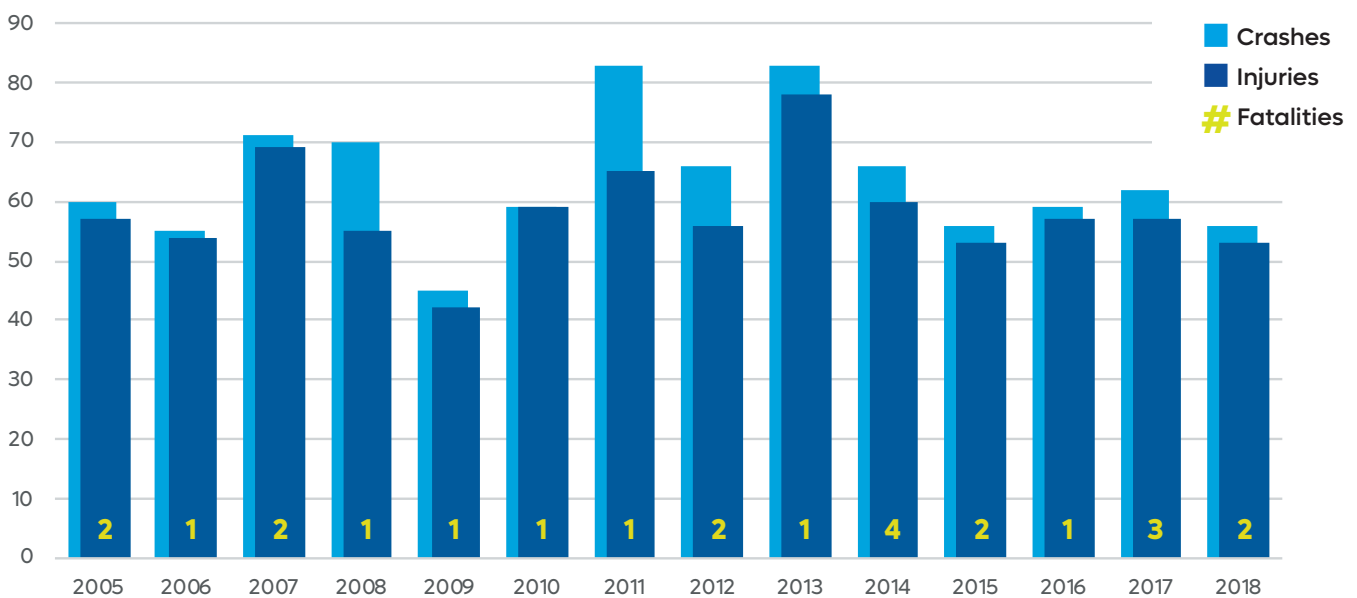
explore the data

Sources for all: MCRPC Transportation Dashboard, IDOT Roadway Crash Data, 2005–2018

Crash and injury tracking



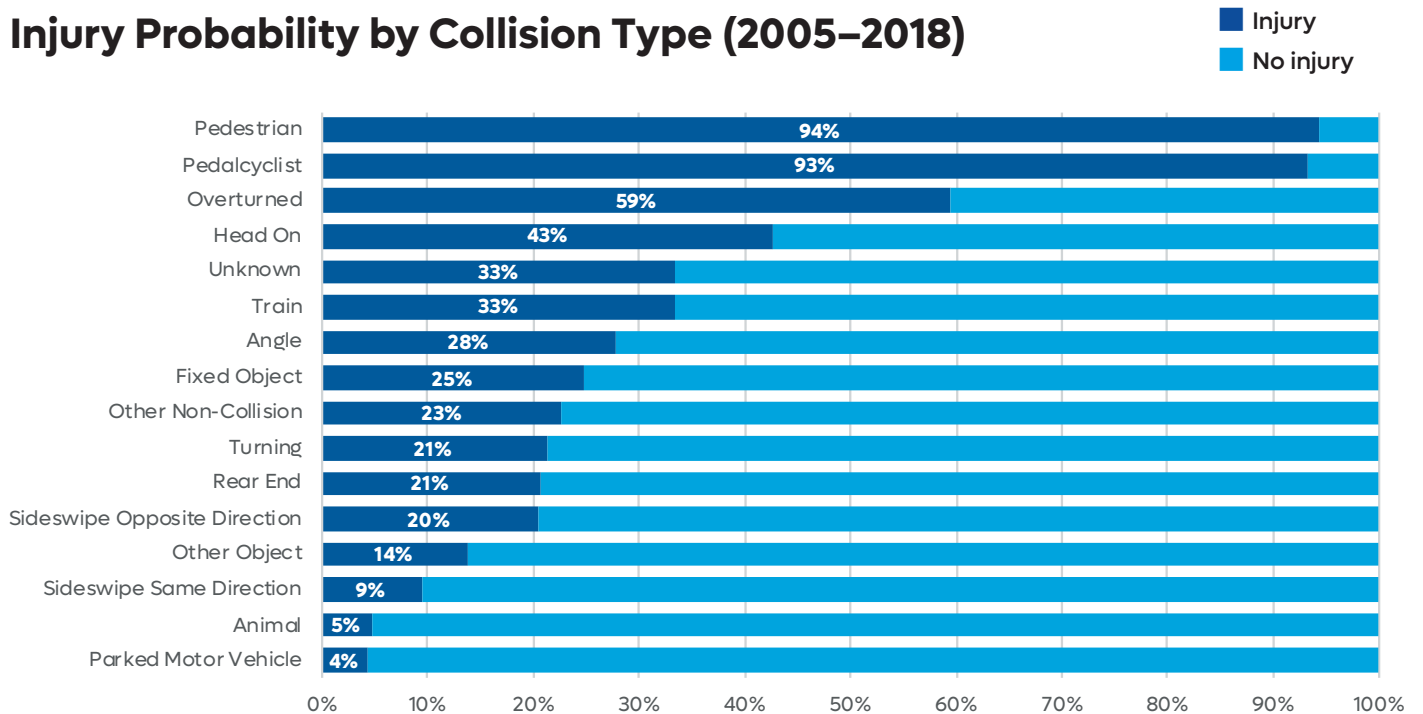
Pedestrian and Cyclist Crashes, Injuries, and Fatalities



County / State / U.S. Comparison

	Crashes			Fatalities			Injuries		
	2005	2018	% change	2005	2018	% change	2005	2018	% change
McLean	4,191	3,181	-24%	9	9	+0%	865	714	-17%
Peoria	6,302	4,586	-27%	11	19	+73%	1,355	1,122	-17%
Sangamon	6,351	5,101	-20%	24	20	-17%	1,405	1,140	-19%
Champaign	4,686	3,566	-24%	15	18	+20%	999	844	-16%
Illinois	421,522	319,146	-24%	1,233	951	-23%	79,425	67,453	-15%
U.S.A.	6,159,000	6,734,000	+9%	39,189	33,654	-14%	1,816,000	1,894,000	+4%

Injury Probability by Collision Type (2005–2018)



Increasing the number of people contributing to and learning from the data our transportation system generates and welcoming diverse representatives into discussion will support a **comprehensive and equitable approach** to safe transportation planning.

target & timeline

Zero fatalities or life-changing injuries by 2030

Rather than dismiss traffic crashes as “accidents,” Go:Safe McLean County defines traffic crashes as preventable incidents for which system designers and users accept responsibility — not to assert blame, but to claim control and set an agenda for change.

Addressing preventable traffic incidents in the McLean County regional transportation system begins with setting a single-minded target: zero fatalities or life-changing injuries by 2030.

Even as the transportation landscape in McLean County and across the globe changes in dramatic and unpredictable ways over the next 10 years, our efforts to plan, adapt, evolve, and continuously improve our system will remain anchored in our highest, most-widely shared priority: protecting human life. An uncompromising target of zero fatalities or life-changing injuries by 2030 reflects McLean County’s commitment to protecting our community and will serve as a shared north star as we hold ourselves accountable to steady progress

Timeline for Changing Mindsets and Practices

In addition to more rigorous, expert evaluation of our planning and policy efforts, residents and businesses in McLean County should see the impact of Go:Safe in our day to day experiences across the community. In the next 5 years, on our way to zero fatalities and life-changing injuries by 2030, we hope to see some of the following mindsets and practices begin to shift toward the Go:Safe transportation culture McLean County seeks and deserves.

Illinois Traffic Crash Reporting (SR 1050) — Injury Classification System

(K) Fatal Injury – Any injury that results in death within 30 days after the motor vehicle crash in which the injury occurred

(A) Suspected Serious Injuries – Any injury other than fatal which results in one or more of the following:

- Severe laceration
- Broken or distorted extremity
- Crush injuries
- Suspected skull, chest, or abdominal injury other than bruises or minor lacerations
- Significant burns
- Unconsciousness when taken from the crash scene
- Paralysis

(B) Suspected Minor Injury – any injury that is evident at the scene of the crash, other than fatal or serious injuries

(C) Possible Injury – any injury reported or claimed which is not fatal, suspected serious, or suspected minor injury.

(0) No Apparent Injury

Year	Mindset	Practices
<p style="font-size: 48pt; color: #92d050; text-align: center;">2021</p>	<p>We are a county in need of improved transportation safety. We believe Go:Safe is a way for all of us to come together with the shared value of taking care of one another. We want to be an 8-80 community.</p> <p>The facts related to traffic fatalities and life-changing injuries are confirmed and shared and made accessible publicly</p> <p>Targets are set for reductions in life-changing injuries, restoration of the downward trend in impaired driving, and cell phone use while driving</p> <div style="background-color: #e6f2e6; padding: 5px; margin-top: 10px;"> <p>8-80 Cities: <i>Whether you're 8 or 80 years old, cities should work for everyone. If everything we do in our public spaces is great for an 8 year old and an 80 year old, then it will be great for all people.</i></p> </div>	<ul style="list-style-type: none"> ■ We are building a positive vibe around safe transportation as a shared community value ■ Outreach to schools, including high school and university drivers ■ Year-round consistent enforcement of speed limits, stop signs/lights, attentive driving, unimpaired driving ■ Spotlighting safe transportation behaviors ■ With permission and verification, publicizing stories of real people's close calls along with how we now are moving to prevent recurrence ■ Refresh and expansion of "Share the Road" campaign
<p style="font-size: 48pt; color: #92d050; text-align: center;">2023</p>	<p>We are a county that welcomes and protects people walking, bicycling, on a motorcycle, using Connect Transit, or operating a personal vehicle, and we see all modes as true options — especially those as safe as or safer than self-driving.</p> <p>Our Go:Safe community is expanding — any person coming to harm on our roadways is unacceptable.</p> <p>We educate our families and friends about how to travel safely by following and enforcing the rules of the road.</p> <p>We are strongly encouraging and enforcing zero cell phone use when operating any moving vehicle. We are becoming an 8-80 community.</p> <p>Life-changing injuries reduced by 20% since 2021.</p>	<ul style="list-style-type: none"> ■ Identification with the Go:Safe brand, and desire to adopt in our closest sub-communities ■ Multi-modal transportation and 8-80 safety modules taught in Driver's Education courses ■ Go:Safe transportation safety baked into university and college orientation ■ Safe Routes to Schools established across Bloomington-Normal and maintained to be free of safety hazards, especially when there is inclement weather or nearby construction ■ Go:Safe brand proudly included in Convention & Visitors Bureau event promotions and tourism guides ■ Crosswalk striping updated consistently across Bloomington-Normal, on both public roads and in commercial driveways and parking facilities ■ Cell phone safety campaign

continued on next page...

timeline *cont.*

Year	Mindset	Practices
2023	<p>20% reduction in speeding, cell phone, and run traffic light/stop sign infractions since 2021</p>	<ul style="list-style-type: none"> ■ Travelers know the transportation facts well enough to name and adjust behaviors at “hot spot” intersection ■ We tell our close calls stories ■ We publicize our transportation data and talk about it in the community: billboards, bus wraps, newspapers, posters in businesses ■ 80% ADA compliant bus stops ■ Most drivers slow down rather than speed up at yellow lights, and stop at cross walks
2025	<p>“We are a multi-modal, responsible transportation community. We stop at cross walks, we slow at yellow lights, we put our phones away while we drive, and we follow and enforce the rules of the road. We are becoming an 8-80 community.”</p> <p>Life-changing injuries reduced by 50% since 2021</p>	<ul style="list-style-type: none"> ■ All drivers slow down rather than speed up at yellow lights, and stop at crosswalks ■ Safe transportation culture as an economic differentiator: makes McLean County an attractive option ■ Realtors feature transportation options and safety in their sales pitches ■ Universities promote “no car needed” because of safe, affordable transportation options ■ One of the first communities in the nation to achieve 100% ADA compliant bus stops ■ Traffic signals promote public transit and emergency response pre-emption and accommodate slower pedestrians in high-density young/old areas

5-year Go:Safe strategy & recommendations

There are no silver-bullet measures that will guarantee success. Go:Safe will engage diverse stakeholders in a multi-pronged strategy built on **infrastructure; data, research, and technology;** and **community culture change** tactics.

INFRASTRUCTURE STRATEGY

Bloomington-Normal has demonstrated the ability to collaborate with state and federal partners and to win funding on large-scale infrastructure projects that improve transportation safety. These projects — intersection redesigns, changes to lane patterns, additional sidewalk and pedestrian facilities — are long-term investments in our community that can have profound impact on system user behavior and safety.

In some cases, such as issues of accessibility or hazards caused by physically degrading facilities, investing in long-term infrastructure solutions is the best or only option for directly addressing a safety concern. The [\\$9.92M grant from the State of Illinois that is funding Connect Transit's Better Bus Stops campaign](#) is a good example. This project sets Bloomington-Normal to be one of the first communities in the nation with a completely ADA compliant transit system by 2024 and is a testament to cross-governmental cooperation, diverse funding strategies, and devotion to Bloomington-Normal citizens living with disabilities.

In other cases, lighter-lift, tactical or even temporary infrastructure solutions can be added onto infrastructure projects to address specific safety concerns. Street resurfacing projects are frequent, often successful and cost-effective opportunities to implement *Complete Streets* solutions like adding bike lanes, pedestrian facilities, or accessible way-finding tools like audible traffic signals or braille signage.

[Traveling by public transportation is ten times safer per mile than traveling by auto.](#) Transit-oriented

A road diet, also called a lane reduction or road rechannelization, is when the number of travel lanes or effective width of the road is reduced in order to achieve systemic improvements.

According to the FHWA's "Proven Safety Countermeasures," benefits of road diets may include:

- An overall crash reduction of 19% to 47%
- Reduction of rear-end and left-turn crashes due to the dedicated left-turn lane
- Reduced right-angle crashes as side street motorists cross three versus four travel lanes
- Fewer lanes for pedestrians to cross
- Opportunity to install pedestrian refuge islands, bicycle lanes, on-street parking, or transit stops
- Traffic calming and more consistent speeds.



One example of a successful road diet implementation on Front St. in Bloomington

IDOT's five-year improvement plan includes \$170 million of investment in redesign and repair of state-owned roads in McLean County.



A Word on Veterans Parkway

Even before the high-profile pedestrian fatalities in recent years, the safety of Veterans Parkway has been a prominent and long-standing concern for users of all transportation modes in McLean County.

Accommodating up to 55,000 automobiles a day, Veterans Parkway intersections, at Fort Jesse Rd. in Normal and Empire St. in Bloomington in particular, are perennially among the highest crash and injury locations in the County.

Many residents of the Bloomington-Normal urbanized area do not know or realize that Veterans Parkway was designed as a bypass of the community, not as a commercial center, nor to accommodate modes other than vehicular traffic. As such, the road lacks Complete Streets infrastructure needed to protect the present-day, multi-modal users of the facility and surrounding commercial area.

Veterans Parkway is also a state-owned and -operated facility, which practically limits the County's and local municipalities' jurisdiction over changes to the built environment despite a strong relationship with IDOT.

Still, the State's five-year improvement plan includes \$170 million of investment in redesign and repair of state-owned roads in McLean County, including 1) an extension of recent

improvements to Veterans Parkway between Clearwater Avenue and Washington Street to the rest of the road and 2) the study of the feasibility of a complete redesign of the intersection at Veterans and Empire, an intersection which rates in the 'high' category for potential safety improvements, per recent crash analysis.

The projects around Veterans and Empire represents two opportunities and models for Go:Safe advocacy:

1. **Collaboration** between local transportation safety advocates and IDOT officials to re-imagine state-owned facilities like Veterans Parkway that better accommodate pedestrians, bicycles, and public transit; and
2. **Advocacy** from the business community for infrastructure changes to state-owned facilities that will enable safe passage for employees and clients and more generally activate the sidewalks and streets around business locations.

Safety continues to be an important entry point and fertile common ground for building local relationships between local transportation stakeholders and IDOT officials and capturing State and Federal funding for improvements to Veterans Parkway.



photo courtesy: WMBCD

communities, as defined by their annual rides per capita, are five times safer by crash fatality rate than automobile-oriented communities. Furthermore, the difference between auto- and transit-related communities is estimated at only 3 transit trips per person per month, or increasing from 1.4% share of all trips to 4% of all trips on transit.

Each rider who elects to walk, bike, or take the public transit but would have otherwise driven a single-occupancy automobile also reduces overall Vehicle Miles Traveled (VMT) per Capita, one of the main community-level drivers of crash incidence.¹

And yet, our multi-modal users are also some of our most vulnerable system users. Analysis of bike and pedestrian crash data shows that over 80% of crashes occurred at intersections, and about one-third happen within a 150-foot distance from bus stops. In some cases, bus riders are forced to walk in a busy street that lacks sidewalks or cross a street that does not have a safe roadway crossing at the bus stop, or, as Connect Transit's Better Bus Stops are still underway, they may have to wait at a bus stop in the grass not connected to pedestrian paths, sidewalks, or curb ramps. In other cases, incomplete and dangerous pedestrian design may discourage people from using public transportation all together, especially people in wheelchairs, senior citizens, and youth. Though the causes of these crashes

¹National Center for Statistics and Analysis. (2016, August). 2015 motor vehicle crashes: Overview. (Traffic Safety Facts Research Note. Report No. DOT HS 812 318). Washington, DC: National Highway Traffic Safety Administration.

COMPLETE STREETS is a transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe, convenient, and comfortable travel and access *for users of all ages and abilities regardless of their mode of transportation.*

Complete Streets design is called out in the statement of purpose within the County's Long-Range Metropolitan Transportation Plan (LRTP), and both Bloomington and Normal have passed Complete Streets policies:

Long-Range Metropolitan Transportation Plan – 2017

"A key component of the Statement of Purpose is the 'complete street' design approach, which refers to the integration of features that safely accommodate all users, including various modes of transportation such as automobile drivers, bus riders, bicyclists, and pedestrians of varying ages and capabilities."

City of Bloomington Complete Streets Ordinance – 2016

"...the City of Bloomington has placed a priority on implementing policies that recognize the importance of addressing the transportation needs of pedestrians, bicyclists, and public transportation riders... works to improve the safety of city streets, enhance the quality of life of residents, encourage active living, and reduce traffic congestion..."

Complete Streets Policy, Town of Normal, Illinois – 2016

"The Town of Normal shall strive to accommodate all users of the road network, including bicyclists, pedestrians, transit users, and the drivers of automobiles, transit vehicles, and freight vehicles, in roadway projects so as to create a connected, comprehensive, integrated network for all roadway users."

are not provided in current data, safety improvements at these locations where people walking or biking would reduce encounter conflicts with vehicles. Public transit users tend to be lower-income members of our community, making safe passage for transit-reliant riders a critical way to promote equity through the Go:Safe initiative.

In order to meet our Go:Safe target and eliminate traffic fatalities and life-changing injuries for our system, we need to create safe facilities for walkers, bikers, and riders and drive as much of our community to use these modes as possible.

Infrastructure improvements are higher-cost and longer-term safety investments. Once an intersection is upgraded, it may be decades before the next upgrade. So, while we will not eliminate fatalities and serious injuries from our streets by 2030 without them, changes to the built environment are too expensive and too slow to keep us safe on their own.

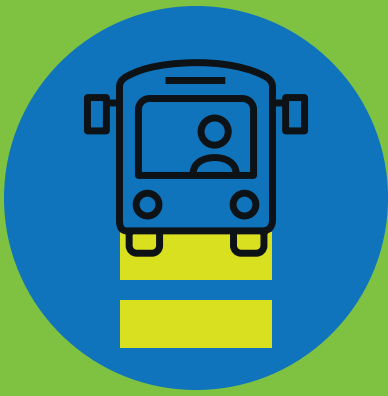
GO:SAFE INFRASTRUCTURE RECOMMENDATIONS

- 1 Upgrade the Go:Safe priority street segments listed on pages 18–23 with appropriate Complete Streets improvements

- 2 Continue to prioritize and target transit stops for infrastructure improvements
- 3 Fully interconnect walking and bicycling networks with transit routes to expand the public transit catchment area by adding bike lanes and pedestrian facilities
- 4 Review each reconstruction and resurfacing project using a Complete Street checklist that provides a process for transportation professionals to plan and review roadway projects with the following outcomes:
 - Develop context-sensitive design based on existing planned land use, mode, and roadway conditions
 - Ensure projects and designs comply with applicable Complete Streets policies
 - Encourage safe multi-modal travel, particularly for cyclists, pedestrians, transit-riders, and other vulnerable populations
- 5 Recruit local transportation safety stakeholders, including business and institutional partners, to engage with IDOT on plans for Complete Streets infrastructure on state-owned facilities that will accommodate present-day use and promote expanded multi-modal use in future.



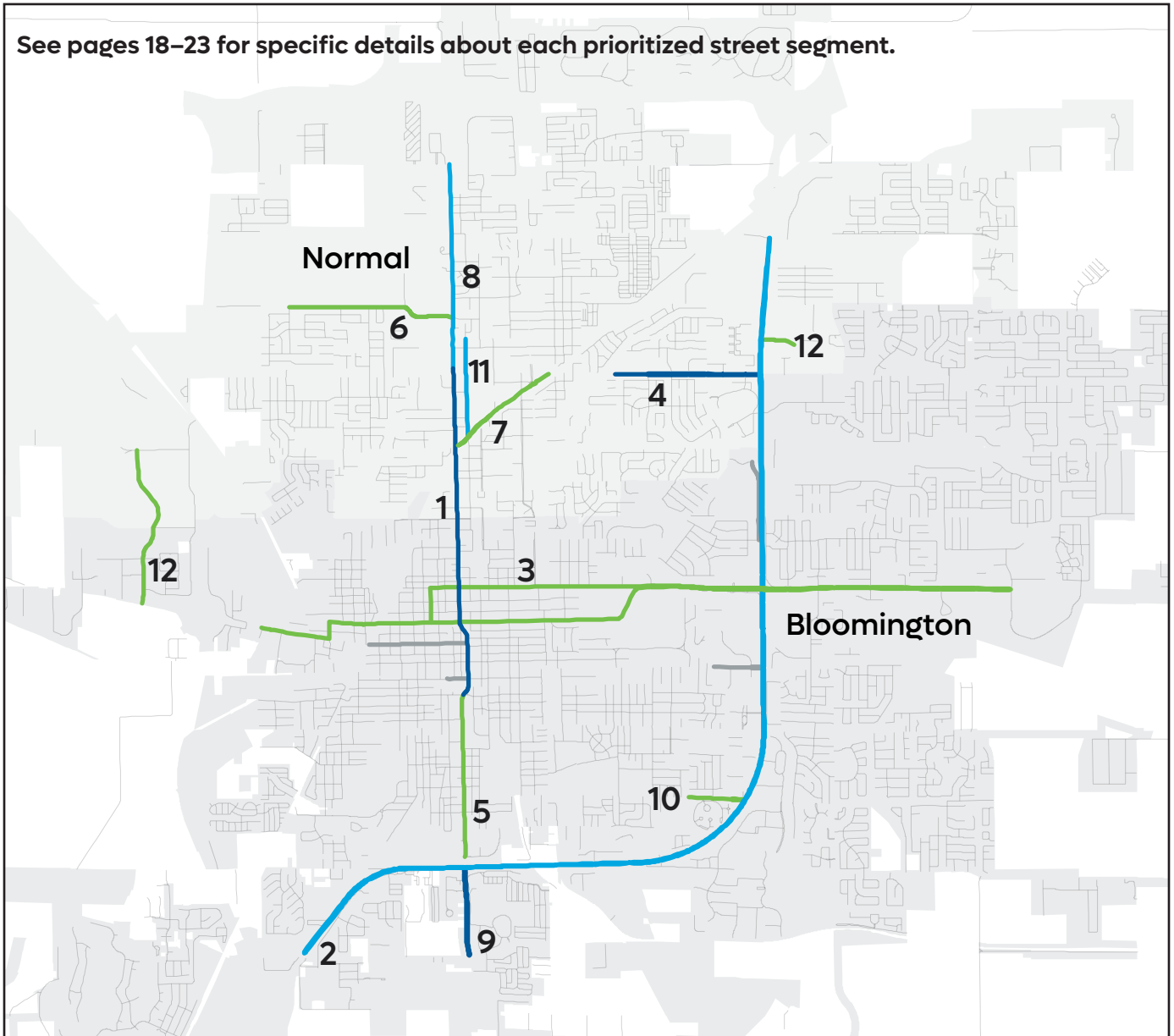
Connect Transit's Better Bus Stops campaign sets B/N to be one of the first communities in the nation with a completely ADA-compliant transit system by 2024.



Public transit users tend to be lower-income members of our community, making safe passage for transit-reliant riders a **critical way to promote equity** through the Go:Safe initiative.

prioritized street segments

See pages 18–23 for specific details about each prioritized street segment.








Go:Safe Priority Street Segments

Priority Rank	Street Segment	Road Class	Posted Speed	# of Lanes	# of Bus Stops	Bus stop connection to crosswalk	Bus stop connection to sidewalk
1	N Main St (College to Division)	Highway	30 mph	2	3	Medium	High
	N Main St (Division to Locust)	Highway	30 mph	3	4	Medium	High
	N Main St (Locust to Olive)	Highway	30 mph	6	6	Medium	High
2	Veterans Parkway (Shepard to Hamilton)	Highway	N/A	6	N/A	N/A	N/A
3	RT 9 Airport to ML King	Minor Arterial	30-40	varies	26	Medium	High

for Infrastructure Improvements

	Transit ridership	Transit-dependent	Existing Plans for Street Segment	Proposed Changes	
	Medium	Medum-high	High Priority in City of Normal Main Street: A Call for Investment <i>IDOT FY25 Transportation Improvement Program (TIP)</i>	Provide crosswalks with appropriate signage. Increase bus stop visibility.	
	High	High	City of Bloomington Bicycle Master Plan <i>IDOT FY25 Transportation Improvement Program (TIP)</i>	Provide crosswalks, appropriate signs, and/or flashing beacons near bus stops where needed.	
	High	High	Connecting Main Street segment <i>IDOT FY25 Transportation Improvement Program (TIP)</i>	Provide crosswalks, appropriate signs, and/or flashing beacons near bus stops where needed.	
	N/A	N/A	City of Bloomington Master Bicycle Plan	Improve crossings for visibility and driver awareness, and safe access for pedestrian and bicycle users	
	Medium	N/A	<i>Current IDOT project in progress</i>	Bike lanes and crossing improvements	

Priority Rank	Street Segment	Road Class	Posted Speed	# of Lanes	# of Bus Stops	Bus stop connection to crosswalk	Bus stop connection to sidewalk
4	E College Ave (Grandview to Veterans Pkwy)	Minor Arterial	20–30 mph	4	6	High	Low
5	S Main St (Oakland to RT Dunn)	Highway	30 mph	3	4	Medium	High
	S Main St (Olive to Oakland)	Highway	30 mph	6	3	Medium-Low	Medium-low
6	Gregory Street (Parkside to Main)	Minor Arterial	30 mph	4	2	Low	High
7	W Beaufort (Main to Linden)	Minor Collector	30 mph	4	4	Low	Low

	Transit ridership	Transit-dependent	Existing Plans for Street Segment	Proposed Changes	
	High	Medium-high	Town of Normal Bike/Ped Plan Update	Crossings mid-block near bus stops, refuge island treatment, and pedestrian-activated flashing beacons.	
	Medium-high	High	City of Bloomington Main Street: A Call for Investment	Determine feasibility of mid-block crossing according to IDOT Guidance for Uncontrolled Crossings.	
	High	N/A	Connecting Main Street segment	Provide crosswalks, appropriate signs, and/or flashing beacons near bus stops where needed.	
	High	Medium-high	Illinois Transportation Enhancement Pro-gram (ITEP) Grant submitted	Crossings mid-block near bus stops, refuge island treatment, pedestrian activated flashing beacons, and hiking and biking trail extension	
	High	Medium-high	May be incorporated into upcoming Uptown Traffic Study	Improve bus stop facilities, provide sidewalks and crosswalks including railroad crossing at University	

Priority Rank	Street Segment	Road Class	Posted Speed	# of Lanes	# of Bus Stops	Bus stop connection to crosswalk	Bus stop connection to sidewalk
8	N Main St. (Raab to College)	Highway	30-35 mph	4	10	Low	High
9	S Main St (Veterans Pkwy to Hamilton)	Highway	45 mph	4	2	Low	Medium-low
10	E Lincoln St (Mercer to Veterans Pkwy)	Major Collector	30 mph	5	6	Medium-low	High
11	N University (Willow to Beaufort)	Local Street	20 mph	2	4	Medium-low	High
12	Parkway Plaza Dr (Veterans Pkwy to Susan)	Minor Collector	30 mph	4	2	Low	Low
	Wylie (College to US150)	Major Collector	35 mph	4	4	Medium-low	High

Transit ridership	Transit-dependent	Existing Plans for Street Segment	Proposed Changes	
High	High	High Priority in City of Normal Main Street: A Call for Investment	Crosswalks, pedestrian refuge islands, and/or rapid flashing beacons at Raab, Summit, and Bowles	
Medium	Medium-low	---	Crosswalks at signalized intersections should include pedestrian countdown signals.	
Medium	Medium-low	City of Bloomington Bicycle Master Plan	Implement the bike lane plan, complete the sidewalk west of Mercer, connect bus stops to sidewalks and bikeway.	
High	Medium-high	---	Improve crosswalks at or close to high-volume bus stops. Provide pedestrian safety facilities including warning signs.	
Medium-high	Medium-high	Some ADA improvements completed	Provide sidewalk, crosswalks, and bus shelters	
Medium-high	Medium-high	Intersection project at Maple Hill and Wylie in assessment stages	Complete crosswalks at Wylie & Hovey and install appropriate signage.	

DATA, RESEARCH, AND TECHNOLOGY STRATEGY

DATA. Official data about crashes as well as informal data from community input are fundamental to Go:Safe success. Regularly monitoring, sharing, and discussing transportation data will allow system designers and users to track progress to our safety targets and highlight the problem areas to address. Increasing the number of people contributing to and learning from the data our transportation system generates and welcoming diverse representatives into discussion will support a comprehensive and equitable approach to safe transportation planning. Where possible, using new technologies for data capture and analysis will make the resulting interventions more responsive to current trends and accelerate progress to zero fatalities and life-changing injuries.

GO:SAFE DATA RECOMMENDATIONS

- 1 Actively monitor, publicly share, and facilitate discussions of transportation safety data including the following leading and lagging indicators:
 - Crash incidence rates
 - High crash incidence times of day/days of week
 - High crash incidence vehicle types
 - High crash incidence locations
 - Speeding and cell phone use ticket issuance
 - Public transit ridership
 - Crash incidence for vulnerable populations
- 2 Supplement existing data sets with new sources, including the following:
 - Administrative data from emergency response services and the healthcare system
 - Qualitative data from system-users' verified experiences with crashes, close calls, multi-modal navigation, and participatory planning projects, shared with permission.
- 3 Explore other opportunities for increasing community data collection and processing capabilities including:
 - Participate in state-level updates to standard crash reporting forms to advocate for updates that enhance the actionable value of the data collected by law enforcement officers at crash scenes.
 - Consider the safe transportation data collection opportunities afforded by new traffic signal and machine vision technologies
- 4 Promote transparency and protect system-user privacy in data collection and analysis efforts
 - Whenever possible to adequately deidentify the records, make crash data public and easily accessible
 - Engage law enforcement officers and others as front-line data collectors in larger transportation safety feedback loop



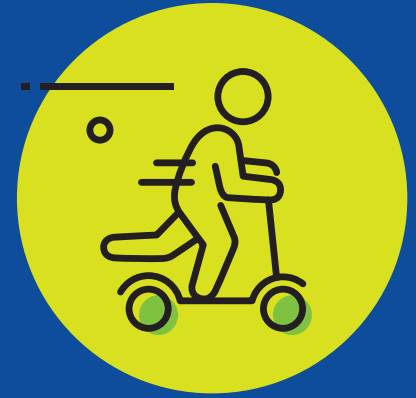
Every day, about 8 people in the United States are killed in crashes involving a distracted driver.

RESEARCH. Rigorous evaluation is needed to ensure that Go:Safe projects and initiatives are regularly held accountable to stated goals and measurable outcomes. Published research also creates opportunities for collaborative learning and original scholarship that we can share with other jurisdictions facing similar challenges and decisions. Unlike most communities our size, McLean County is well-situated for rigorous evaluation of our Go:Safe efforts as home to several higher education institutions and major American companies researching and influencing the transportation sector (some of which were represented on the Go:Safe Action Plan project team.) In addition to retrospective evaluations, a Go:Safe research consortium could support evaluation, prototyping, and prioritization of future transportation safety technologies and opportunities.

GO:SAFE RESEARCH RECOMMENDATIONS

- 1 Convene a research consortium to harness the collective capabilities of major corporate partners (Rivian, State Farm, COUNTRY Financial), the medical community (OSF, Carle, McLean County Public Health Department), universities, and local government agencies to conduct research and help analyze data for safety purposes
- 2 In partnership with research consortium, conduct periodic evaluations of Go:Safe policies' impact on transportation system safety
- 3 Review and advise on safe paths forward for procuring and implementing new transportation technologies, including autonomous and connected vehicles, "Vehicle-to-Everything" (V2X) communication technology, and computing techniques for handling large amounts of associate data
- 4 Review and advise on safe paths forward for ethical data-use and research to ensure transparency and privacy for system-users whose movement will be captured as data.

TECHNOLOGY. The transportation sector experiences near-constant technological disruption and technology has proven to be a major factor in transportation safety — for better and for worse. From electrification to micro-mobility solutions to automated and connected vehicles and infrastructure, the transportation



Micromobility refers to pedal-powered and electric bicycles (e-bikes), electric scooters (e-scooters) and other small Personal Transportation Devices (PTDs) that are commonly used for “connect-to-transit” trips to, from, or between other public transit routes. Shared micromobility has boomed in recent years, with e-scooter alone more than doubling from 38.5 million to 88.5 million rides from 2018 to 2019 in the U.S. Micromobility technologies may be especially relevant around local higher-education campuses, as students from urban areas begin expecting these forms of transportation to be available to them. Micromobility solutions are also gaining in popularity as an addition to employment benefits packages that currently cover other commuting expenses like parking or bus and train fares.

Studies also show that as the use of shared micromobility devices increases, there is an increased potential for crashes and injuries. Unfamiliarity with PTDs can also lead to misunderstanding of operating instructions, safety requirements, or primary hazards for uninitiated riders. Research shows that e-scooters crashes have double the head-trauma rate than bicycle crashes, with less than 1% of riders reportedly wearing helmets at the time of the crash.



Automated vehicle safety features (rearview video systems, automatic emergency braking, lane keeping assist, and adaptive cruise control) can prevent up to 40% of passenger-vehicle crashes otherwise caused by human error.

landscape (and therefore the transportation safety landscape) figures to continue to change dramatically over the next decades. The potential for new technologies to hem in the opportunities for human error and prevent fatal and life-changing crashes is near limitless.

Present-day automated vehicle safety features such as rearview video systems, automatic emergency braking, lane keeping assist, and adaptive cruise control have the potential to save some thousands of lives every year by preventing up to 40% of passenger-vehicle crashes that would otherwise be caused by human error.¹ On the other hand, while progress continues towards fully automated vehicles, in-vehicle entertainment systems and mobile device interfaces have extended to include increasingly tempting, attention-grabbing functions. [Every day, about 8 people in the United States are killed in crashes involving a distracted driver.](#)

Beyond the boundaries of any one vehicle, so-called V2X technologies that enable vehicles to communicate with their surroundings like smart streetlights, emergency vehicle preemption devices, driver warning systems to alert drivers of approaching traffic at non-signalized intersections, and others are gaining popularity and undergoing beta testing in cities and towns across the U.S.

The impact of new transportation technologies on system safety largely hinges on whether these new technologies drive increased single-occupant automobile traffic or increased use of public transit and other

shared modes. Investment in and application of new transportation technologies to public transit system improvements will attract system-users to these safer modes through improved efficiency and high service quality at low costs, while driving reductions in Vehicle Miles Traveled.

Without a coordinated, proactive effort to center public transit in a gradual introduction of connected and autonomous vehicle technologies to our community, McLean County will be left to respond to and accommodate these technologies as embedded in individually-owned automobiles. The next decades of infrastructure upgrades and planning to accommodate new technologies will then be informed by the needs of our most dangerous and inefficient mobility solutions, rather than driven by a collected strategy to strengthen our safest, most efficient modes.

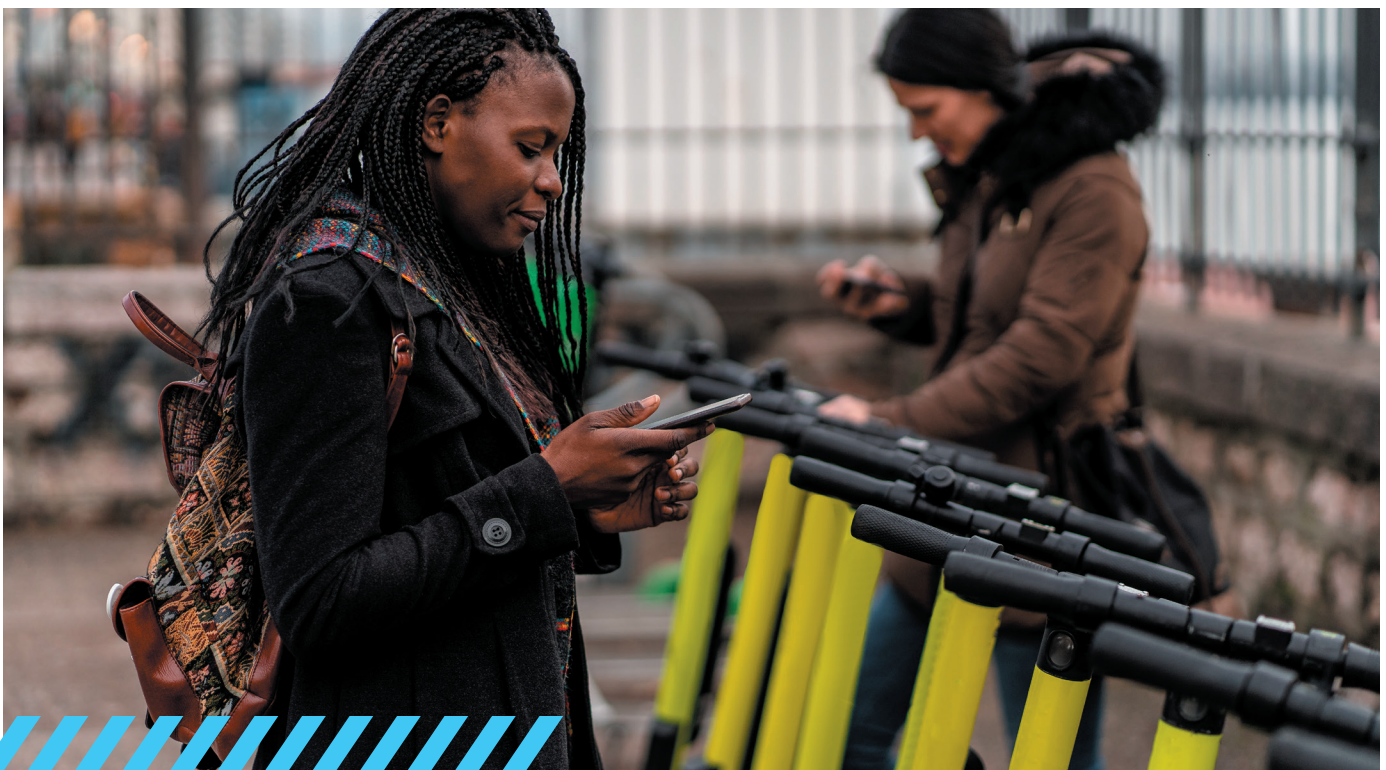
Predicting precise timelines for the arrival of new technologies is difficult if not impossible. We cannot rely on continued development in automation and other safety technologies to reach our goal and eliminate fatalities and life-changing injuries from our streets. Still, community leaders with internationally-recognized expertise in automated vehicle technology and demonstrated commitment position McLean County well to harness the power of technology and avoid new hazards without leaning too heavily on still-emerging solutions. Go:Safe provides the opportunity for the residents and businesses of McLean County to rally around transportation safety to mount a coordinated, proactive stance on these transportation technologies.

¹ Benson, A., Tefft, B.C., Svancara, A. M. & Horrey, W.J. (2018). Potential Reduction in Crashes, Injuries and Deaths from Large-Scale Deployment of Advanced Driver Assistance Systems (Research Brief). Washington, D.C.: AAA Foundation for Traffic Safety.



GO:SAFE TECHNOLOGY RECOMMENDATIONS

- 1 Ensure that micromobility crashes and associated injuries are incorporated into regular crash data collection and reporting
- 2 Examine ways for existing infrastructure to adapt to and accommodate micromobility devices with minimal vehicle and pedestrian conflicts, as well as ways to develop new infrastructure that will allow for micromobility to be adopted in a safe way.
- 3 Create and disseminate broadly accessible educational materials concerning:
 - Use of advance driver assistance systems like back-up cameras and lane departure alerts, specially for older drivers
 - The safe operation of micromobility devices, and consider limiting the use of micromobility devices to those who can demonstrate their understanding and ability to use the device safely
- 4 Empower local law enforcement to understand safe and unsafe uses of micromobility devices and how to best encourage safe use, especially at high incidence times and locations.
- 5 Explore opportunities for Vehicle to Infrastructure (V2I) communications and how they may be utilized in the McLean County area, including to improve public transit service delivery, emergency response, speed limit enforcement, safe pedestrian and bike crossings.
- 6 Explore opportunities for accessible automated shuttles on university and hospital campus properties as a pilot for automated vehicles in Bloomington-Normal.
- 7 Engage, educate, and enforce safe behaviors among taxi and for-hire drivers, including but not limited to:
 - Highlighting the role for-hire drivers play in our transportation system, especially for vulnerable populations like students, visitors, and workers with shifts outside normal public transit hours
 - Include for-hire service representatives in relevant Go:Safe pilot program development and implementation
 - Incorporate Go:Safe training modules into driver training requirements
 - Empower for-hire service providers to enforce traffic safety rules and reward safety excellence among for-hire drivers



COMMUNITY CULTURE CHANGE STRATEGY

Altering the built environment or changing operator interfaces in our vehicles places limits on the decisions we can make at intersections and how much damage we might do in a moment of lapsed attention. Ultimately, though, to change the culture on our streets we must engage people directly.

Laying groundwork for culture change means educating community members about the problem, proposed solutions, and their role in both. Teaching, learning, and using terms like hazard awareness and mitigation, risk tolerance, and trading hazards with our friends and families equips us with the concepts and shared language to actively and positively impact street safety. Seeing and naming how we as individuals contribute to the problem — by using a cell phone while driving, biking, or walking, speeding in a certain corridor between work and home, or crossing the street mid-block — creates a shared responsibility for change. Who among us thinks as we sit down in the driver's seat that our drive to the grocery store will likely be the most dangerous act of our day, let alone do a full vehicle walk-around before rolling down the driveway? Furthermore, how often do we think about the hazards faced by users of modes we use less frequently? Next time you navigate a busy parking lot, notice your

shift in mindset as you go from the frustrated driver seeking a spot to the anxious pedestrian hoping to reach the store's front door safely. These shifts in mindset help us to empathize across the modes and look out for one another as we travel.

Culture change, made real and of the fabric of a community, needs willing and interested participation from all quarters. Our collected mindsets, habits, and choices co-create the community's mobility culture. Go:Safe — as a shared project, philosophy, and daily practice — will bring people together around the basic value of human thriving and draw on resources that McLean County has in spades: enthusiastic and devoted citizens and experienced and professional public servants, all interested in teaching, learning, and keeping each other safe from harm. So, Go:Safe places an engaged and educated public at the heart of our efforts. Increasing community interest in and shared ownership of Go:Safe is of utmost importance.

While this Go:Safe Action Plan document sets our community strategy, the Action Plan development and rollout has already established in the Project Steering Committee and Subject Matter Expert panel an original coalition of friends, colleagues, and neighbors who will champion safe transportation culture change in McLean County. Together with attendees of three virtual Go:Safe Community Conversations, this growing Go:Safe network has set in motion what we hope will be a long-lasting movement for taking the best possible care of ourselves and one another as we move throughout the region.



Car visor checklist

Reinforce good safety habits every time you get in the car.

Flyer Templates

Help spread the Go:Safe message in the community with branded templates for upcoming safety events!



make Go:Safe a part of your community



GO:SAFE COMMUNITY CULTURE CHANGE RECOMMENDATIONS

- 1 Promote the Go:Safe brand, which has been designed for easy adaptability by coalition members.
- 2 Maintain and promote the Go:Safe page on the MCRPC website, with local safety data updated regularly
- 3 Launch Go:Safe community campaign
 - Partner with stakeholders whose missions and programs align with the safe transportation message and whose professional and social networks position them to influence others
 - Include a coalition of local governments, educational institutions from pre-school through university, parent groups, the Children's Discovery Museum and McLean County Museum of History, business entities like the Chamber of Commerce and Economic Development Council, health care and medical providers, civic organizations representing citizens across the spectrum of physical ability, age, and ethnicity.
 - Secure Letters of endorsement from the County Board, Mayors, Public Health Department Chair, and a representative from the Illinois Department of Transportation
 - Create a Go:Safe Pledge, and launch it with community leaders:
 - ✓ University Presidents
 - ✓ Public school superintendents
 - ✓ Chamber of Commerce CEO and Board
 - ✓ Economic Development Council CEO and Board
 - ✓ Uptown/Downtown business associations
 - ✓ Convention & Visitors Bureau
 - ✓ Carle and OSF Presidents
 - ✓ Connect Transit General Manager and Board
 - ✓ YMCA, YWCA Presidents and Boards
 - ✓ Boys & Girls Club CEO
 - ✓ Social service agencies

Towns:

go:safe
Lexington

go:safe
Bloomington-Normal

Schools:

go:safe
Illinois State University

go:safe
Parkside Penguins

Organizations*:

go:safe
LifeCIL

go:safe
Faith in Action

**Organization names presented here are for demonstration purposes only and do not represent endorsement of this Go:Safe Action Plan*

- ✓ Marcfirst, LIFE-CIL, and representatives of people with disabilities
- ✓ Leaders from other large employers

As well as grass roots supporters:

- ✓ University and high school Student Senates
- ✓ Public school Parent-Teacher Associations
- ✓ ISU/IWU Colleges of Nursing
- ✓ Ethnic associations
- ✓ Religious associations
- ✓ Neighborhood associations, including West Bloomington Revitalization Project
- ✓ Individual businesses
- ✓ Students
- ✓ McLean County Wheelers
- ✓ Ride Illinois
- ✓ League of American Bicyclists
- ✓ Bike BloNo
- ✓ The Friends of the Constitution Trail
- ✓ Lake Run Club

4 Ensure equitable opportunities to participate in the local transportation system

- Promote public engagement in planning meetings
- Schedule community information and planning meetings at times working people can attend
- Incorporate public art projects into safety infrastructure
- Promote police ride-alongs to interested parties
- Consider youth internships in the transportation arena

5 Work from McLean County transportation data

- Update on the MCRPC Go:Safe dashboard regularly
- Base educational materials on known hazards/threats and vulnerable populations.
- Embed Go:Safe modules on known hazards and vulnerable populations in Driver's Education curricula and practice driving guidance.

6 Develop Go:Safe community support for increased enforcement of:

- Distracted driving
- Speeding
- Running traffic lights and stop signs (vehicles, motorcycles, bicycles)

7 Build Go:Safe outreach materials

- A library of people's transportation stories, transportation safety educational modules, and a list of local experts available for speaking engagements
- Starter kit
- Bus wraps
- Window clings
- Bus stop art
- Backpack stickers
- Yard signs



Traveling safely is a team activity!

1. Cut out the pledge form at left
2. Have everyone in your family sign it
3. Post it somewhere visible as a reminder to **Go:Safe** every trip.



WE'RE A
go:safe
Family

We pledge,

as a **Go:Safe Family**, to keep ourselves and others safe by following these basic rules while traveling.



As a driver, I will:

- Remove distractions like my cell phone and snacks
- Keep the radio low so I can hear traffic cues
- Focus on the route, not just the destination
- Prioritize safety for pedestrians and cyclists



When I ride or walk, I will:

- Avoid distracting the driver
- Cross streets at intersections, using crosswalks
- Obey traffic signals
- Put away my electronic device to focus on the route



We have lots more Go:Safe tools and resources on our website: mcplan.org/GoSafe



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