



# ENGAGEMENT SUMMARY

PHASE ONE · JUNE 2025

**Pedestrian + Roadway**

**Campus Safety Initiative**

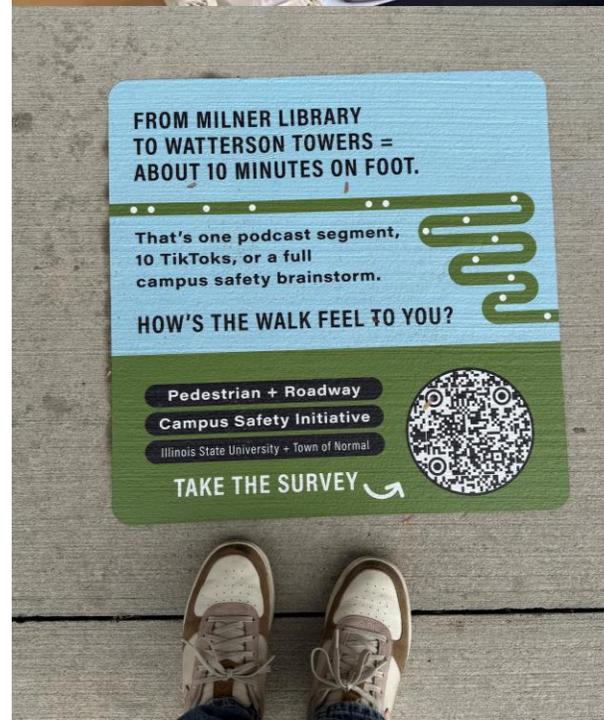
Illinois State University + Town of Normal

# Engagement Wave 1

The project team engaged students, staff, faculty, and Normal residents through:

- Project Website
- Storytelling Activation
- Stakeholder Discussions
- Pop-up Events
- Survey #1

**Over 1572 community interactions**



# Marketing & Communications

- Messaging focused on **raising awareness about the project** and **promoting the survey**
  - Communication packet distributed to Town and Illinois State partners
- **Digital displays** in campus buildings and Town of Normal facilities
- **Email blasts** sent out to Illinois State University students and affiliates, Town community members, and Board & Commission members
- Included in *Normal Now* **newsletter**



**JOIN THE  
MOVEMENT  
FOR CAMPUS  
SAFETY!**

Pedestrian + Roadway

Campus Safety Initiative

Illinois State University + Town of Normal

**TAKE THE SURVEY**



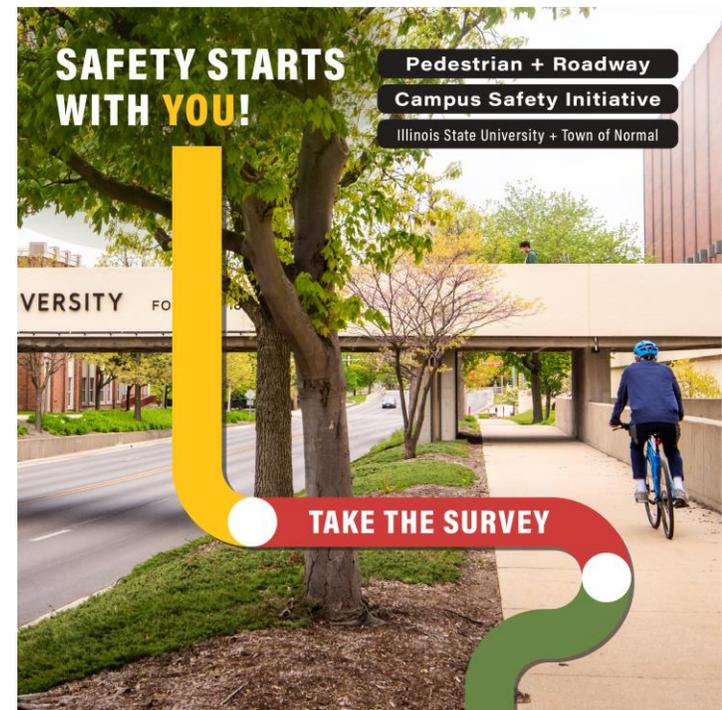
**SAFETY STARTS  
WITH YOU!**

Pedestrian + Roadway

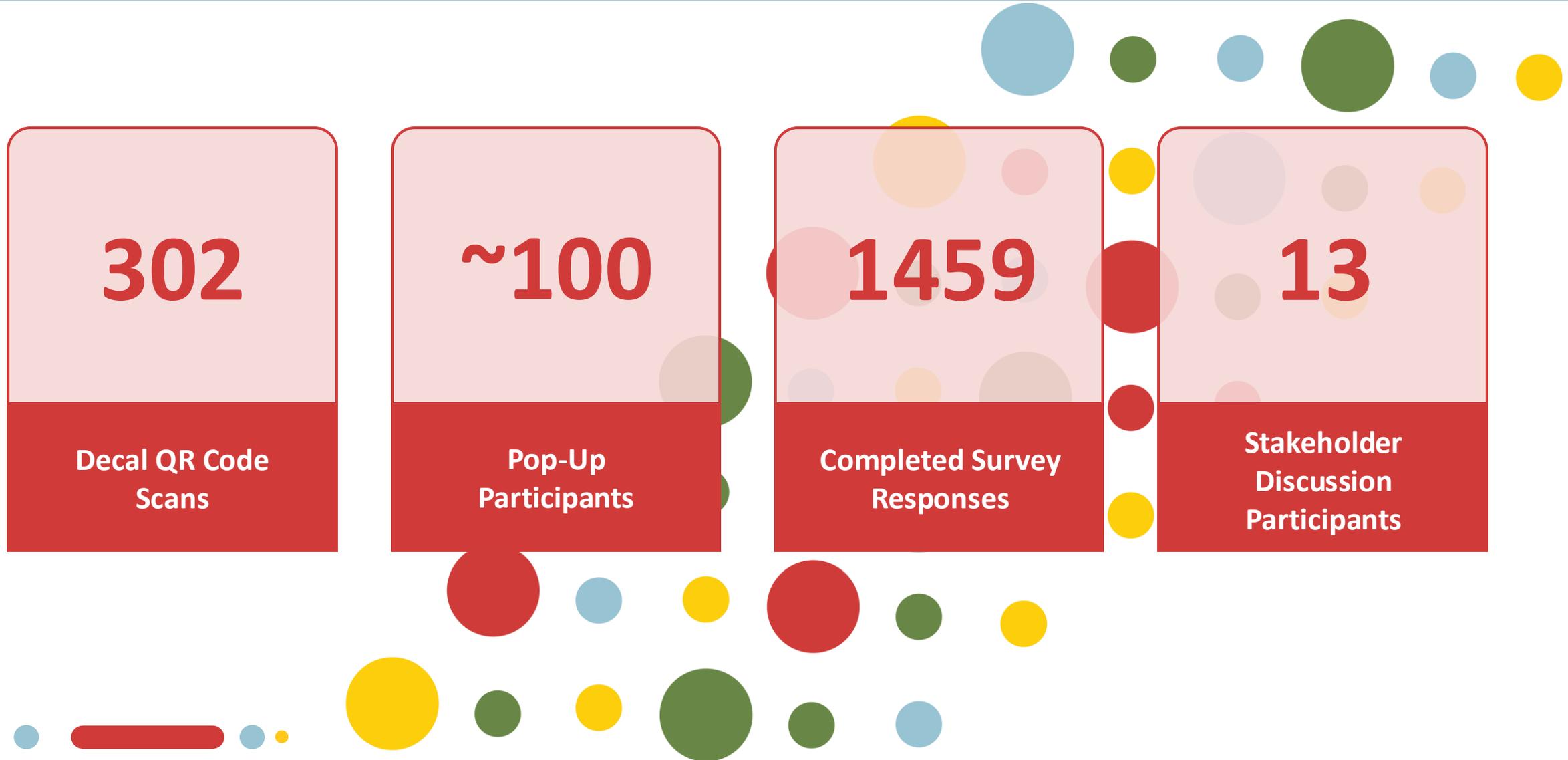
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**TAKE THE SURVEY**



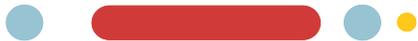
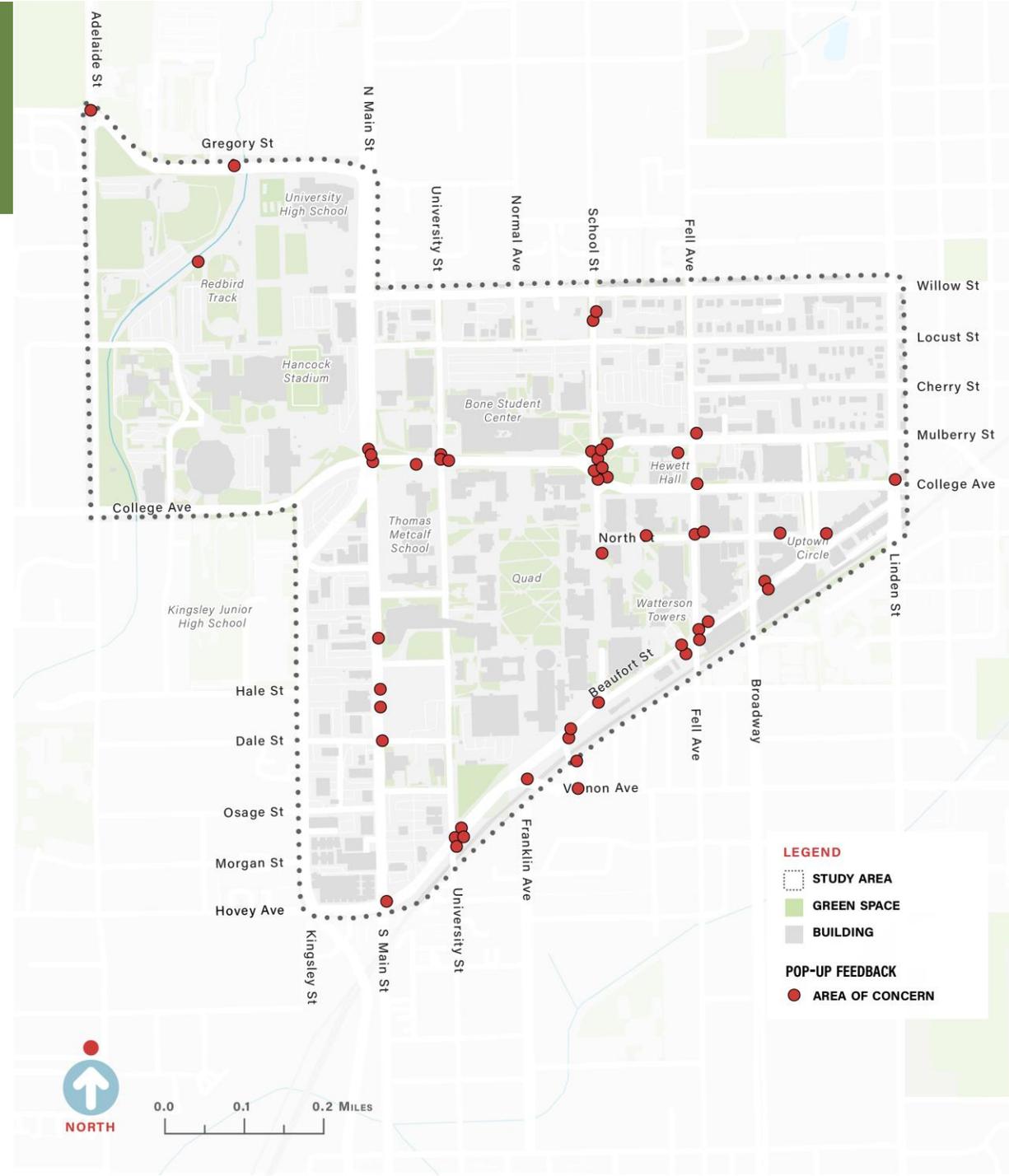
# By the Numbers



# Locations of Concern POP-UPS

Participants identified locations within the study area where they had experienced safety concerns.

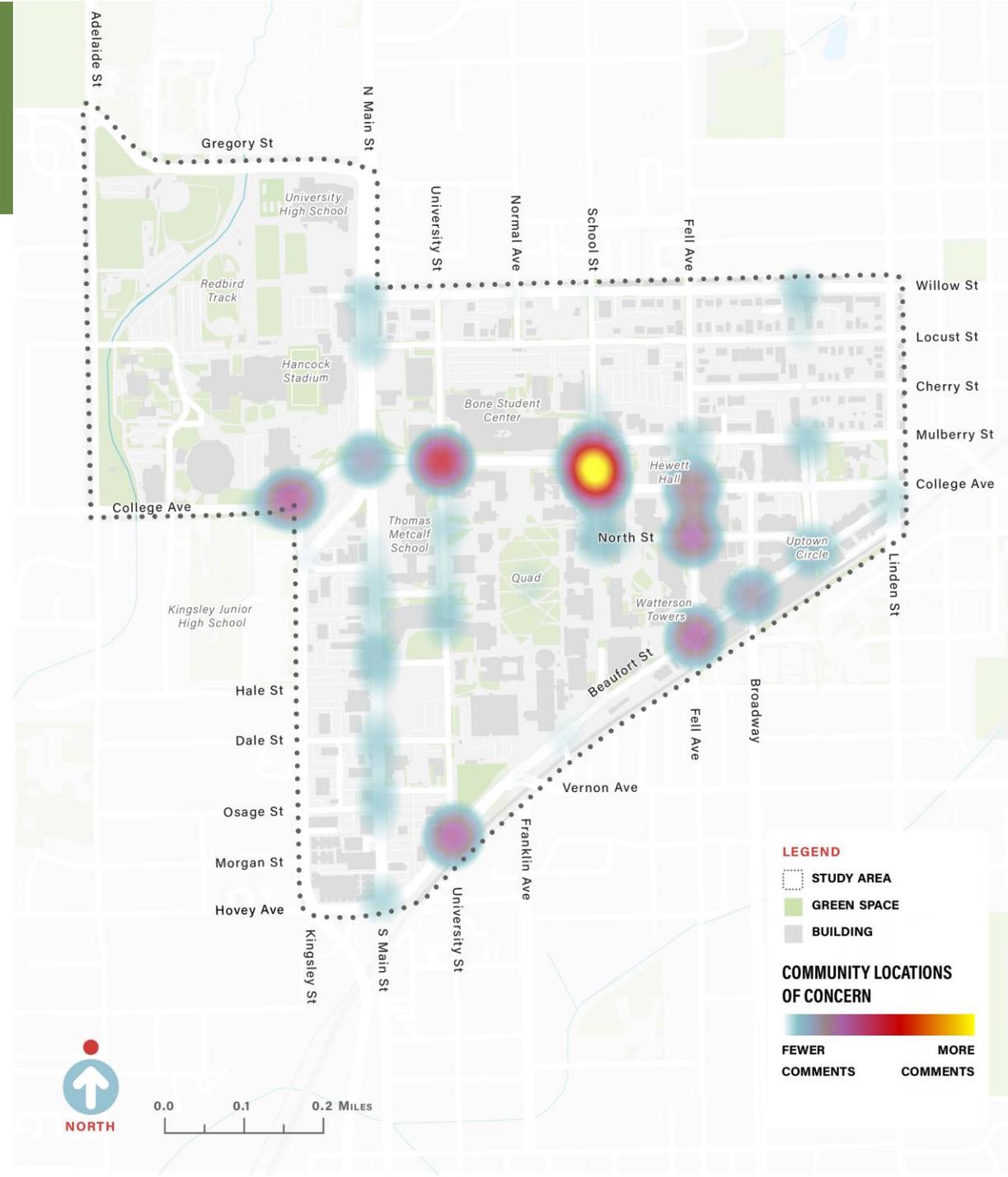
- 52 Map Pins
- 55 Comments



# Locations of Concern SURVEY

Respondents identified locations they felt were the most unsafe and should be addressed through the project.

- ~2700 Map Comments



# Key Takeaway #1

## Distracted Behaviors are a Top Concern

- Commonly cited issues: phone use, earbuds, and inattentive crossing
- These distractions reduce reaction time and awareness at intersections and crossings.

*"No amount of engineering can fix someone walking into traffic distracted by their phone."*

*"Distracted driving (and walking) is so frustratingly common and, I suspect, a cause of lots of near misses in the area."*



# Key Takeaway #2

## Frequent Conflicts Between Roadway Users

- Many reports of frequent tensions and near-misses between pedestrians, cyclists, scooters, and motorists
- Shared spaces, unclear signage, and a lack of designated paths contribute to conflicts.

*“From my experience, driver impatience is the biggest issue. If we can keep traffic moving efficiently while also making pedestrians feel visible and safe, that would be ideal.”*



# Key Takeaway #3

## Drivers Frequently Fail to Yield to Pedestrians

- Reports of drivers frequently failing to yield at marked crosswalks, even with signals or flashing beacons.

*“Pedestrian right of way is just constantly ignored”*

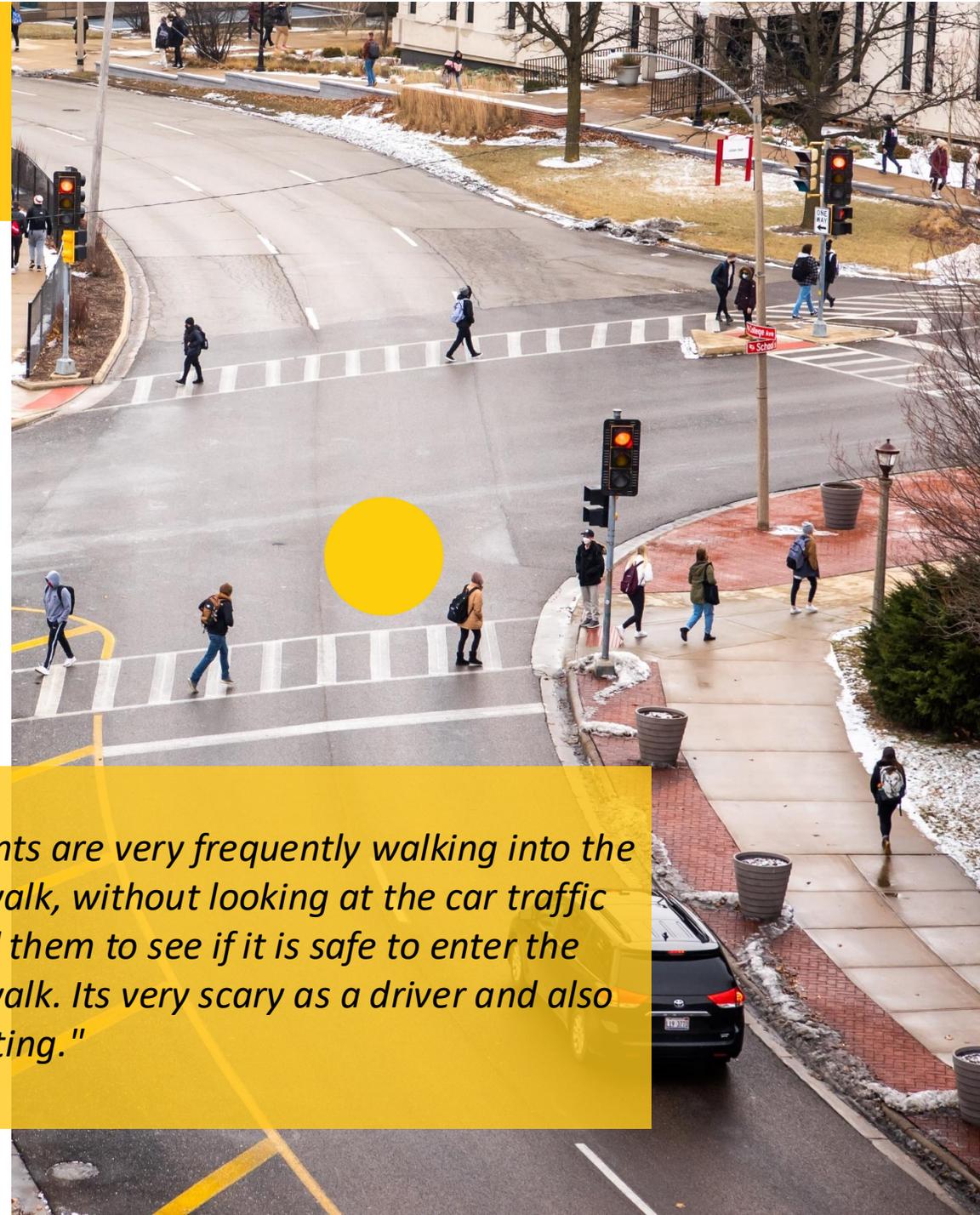


# Key Takeaway #4

## Unpredictable Pedestrian Crossing Behavior Adds Risk

- Mid-block and non-signalized crossings were often mentioned.
- Frequent occurrences near student housing and high-traffic areas

*"Students are very frequently walking into the cross walk, without looking at the car traffic around them to see if it is safe to enter the cross walk. Its very scary as a driver and also frustrating."*



# Key Takeaway #5

## Strong Support for Infrastructure Upgrades

- Calls for raised crosswalks, better lighting, longer crossing times, and protected bike lanes.

*"I would like to see more street lighting at main intersections (e.g. College and University) so pedestrians are more visible."*



# Key Takeaway #6

## Calls for Better Enforcement and Public Education

- Concerns about inconsistent enforcement of traffic rules
- Desire for clearer signage and public education on safe travel and shared responsibility

*"Enforcement is key. ISU has said that the dismount zones are on the honor system. If a rule is in place, it needs to be strenuously enforced. Start writing tickets and charging fines, and things will change."*

