

An aerial photograph of a campus intersection. A large, stylized 'S' graphic is overlaid on the left side of the image. The 'S' is composed of three segments: a light blue top segment, a yellow middle segment, and a green bottom segment. Each segment contains a white circle. The background shows a multi-lane road with crosswalks, sidewalks, and some snow. Pedestrians are visible crossing the street. Buildings and trees are in the background.

Project Update

Pedestrian + Roadway

Campus Safety Initiative

Illinois State University + Town of Normal

About the Project

Pedestrian + Roadway

Campus Safety Initiative

Illinois State University + Town of Normal

- The Town of Normal and Illinois State are partnering to improve transportation safety for everyone—pedestrians, cyclists, drivers, and more.
- A comprehensive effort to enhance transportation safety for all who live, work and travel through campus and the surrounding areas.
- Recent tragic crashes and rising safety concerns around the Illinois State University campus demand action.



Project Phases

Pedestrian + Roadway

Campus Safety Initiative

Illinois State University + Town of Normal

Phase 1: Kick-off & Existing Conditions

February - June 2025

Phase 2: Pilots & Recommendations Development

June 2025 - February 2026

Phase 3: Final Plan Development

March 2026 - June 2026

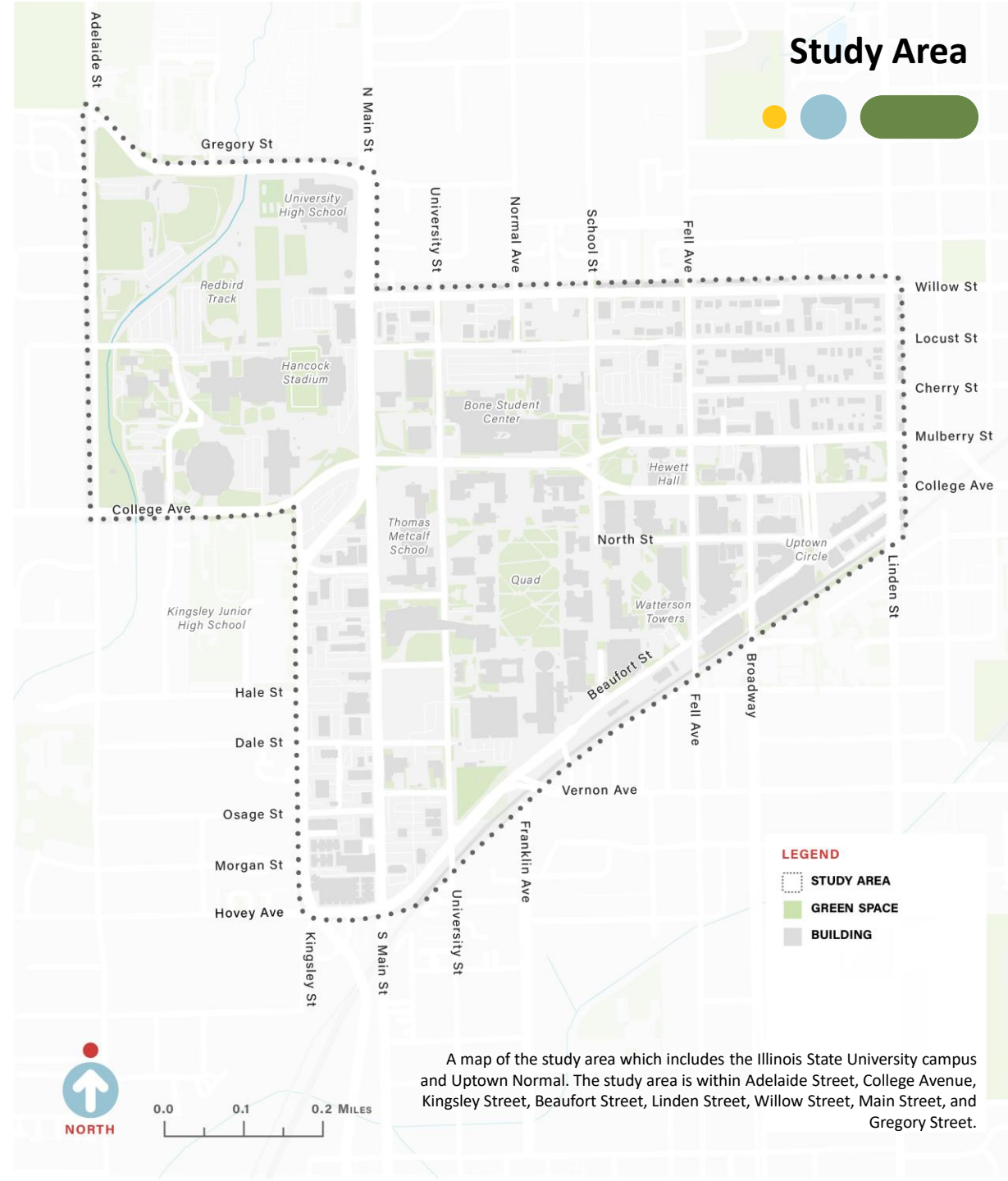


Existing Conditions

- Existing Plans
- Study Area Mobility
 - Street Network
 - Pedestrian Network
 - Bicycle Network
 - Transit Network
- Campus Travel Patterns
- Safety Trends

DATA ONLY

Please visit the Engagement Summary for community insights.



Street Network

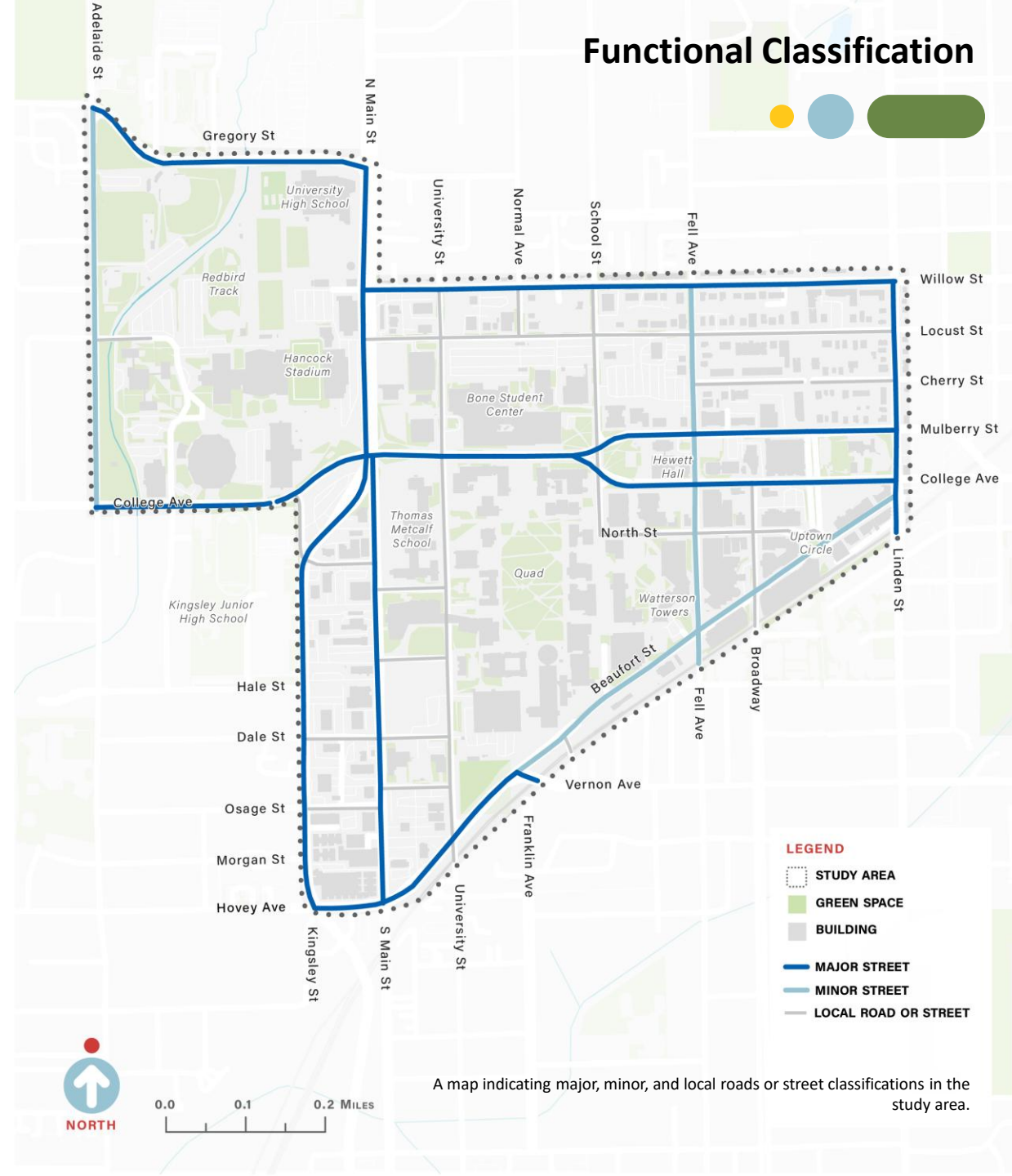
The network includes several major streets, including Main Street and College Avenue – the widest in the study area.



College Avenue functions as a key east-west corridor with varied lane configurations

- Average width of 47' (the widest in the study area) but varies by block
- Converts from 2-way to 1-way east of School Street
- No on-street parking

View of College Avenue from the College Avenue bridge



Pedestrian Network

The sidewalk network is robust.

88%

Sidewalks are in good or better condition



Sidewalk widths vary considerably, ranging between 4 and 18 feet

Sidewalk Gaps

- **Beaufort St**, between Main St and School St – gap of approx. 1,100 feet
- **South side of College Ave, W side of Main St** (perimeter of Commuter Lot G53) – gap of approx. 1,100 feet
- **South side of Dry Grove St**, between Kingsley St and Main St – gap of approx. 350 feet
- **North side of Gregory St**, west of Main St – gap of approx. 600 feet



Break in sidewalk



Bicycle Network

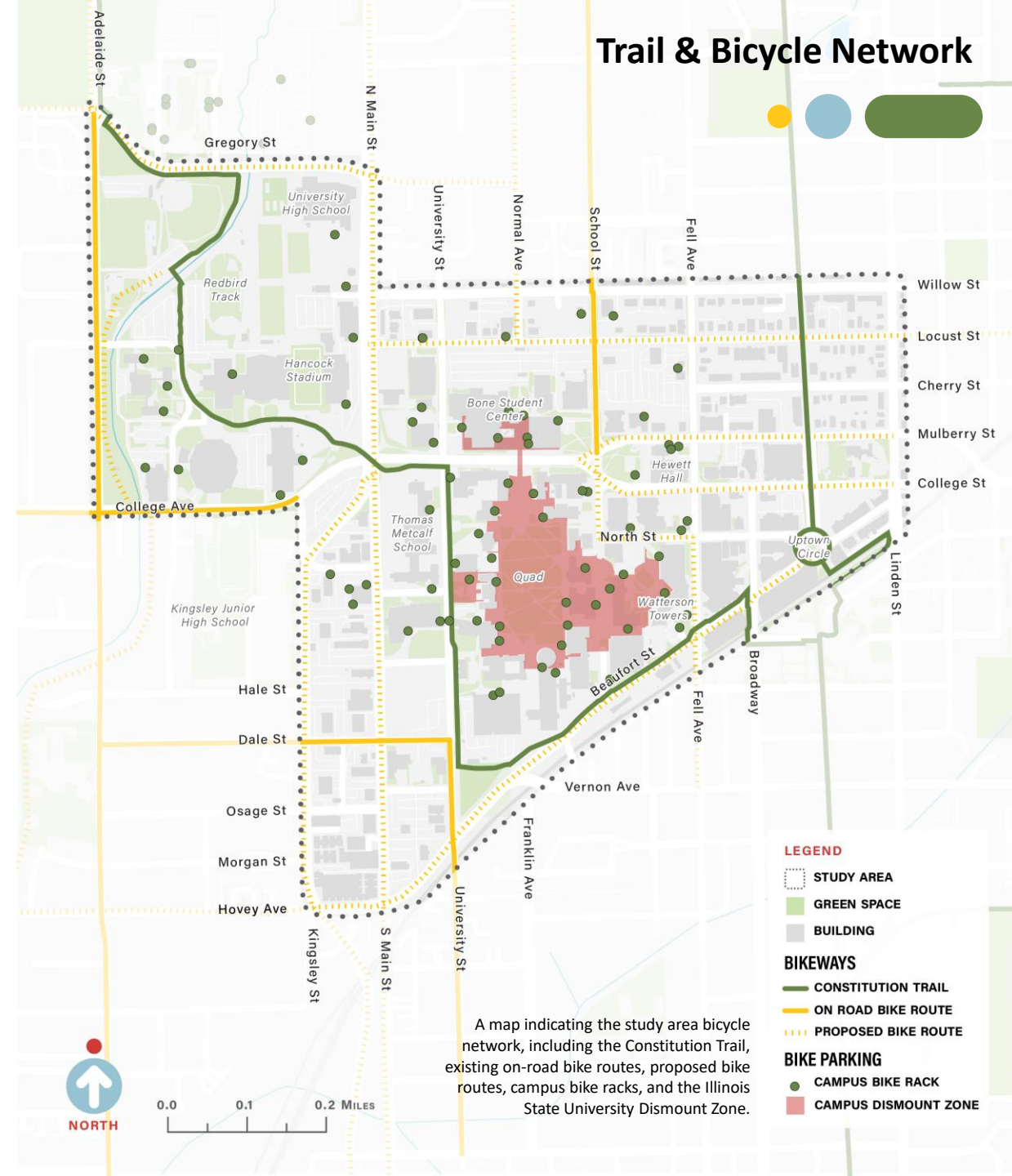
- There are minimal marked, on-street bike facilities
- Shared lane pavement markings on Adelaide Street and School Street, but have become faded over time
- Many campus community members tend to ride on sidewalks instead of traveling on street

Designated On-Road Bike Routes

- **Adelaide Street** (south of Gregory Street)
- **School Street** (north of Mulberry Street)
- **College Avenue** (west of Kinglsey Street)
- **Dale Street** (west of University Street)
- **University Street** (south of Dale Street)



Shared lane marking



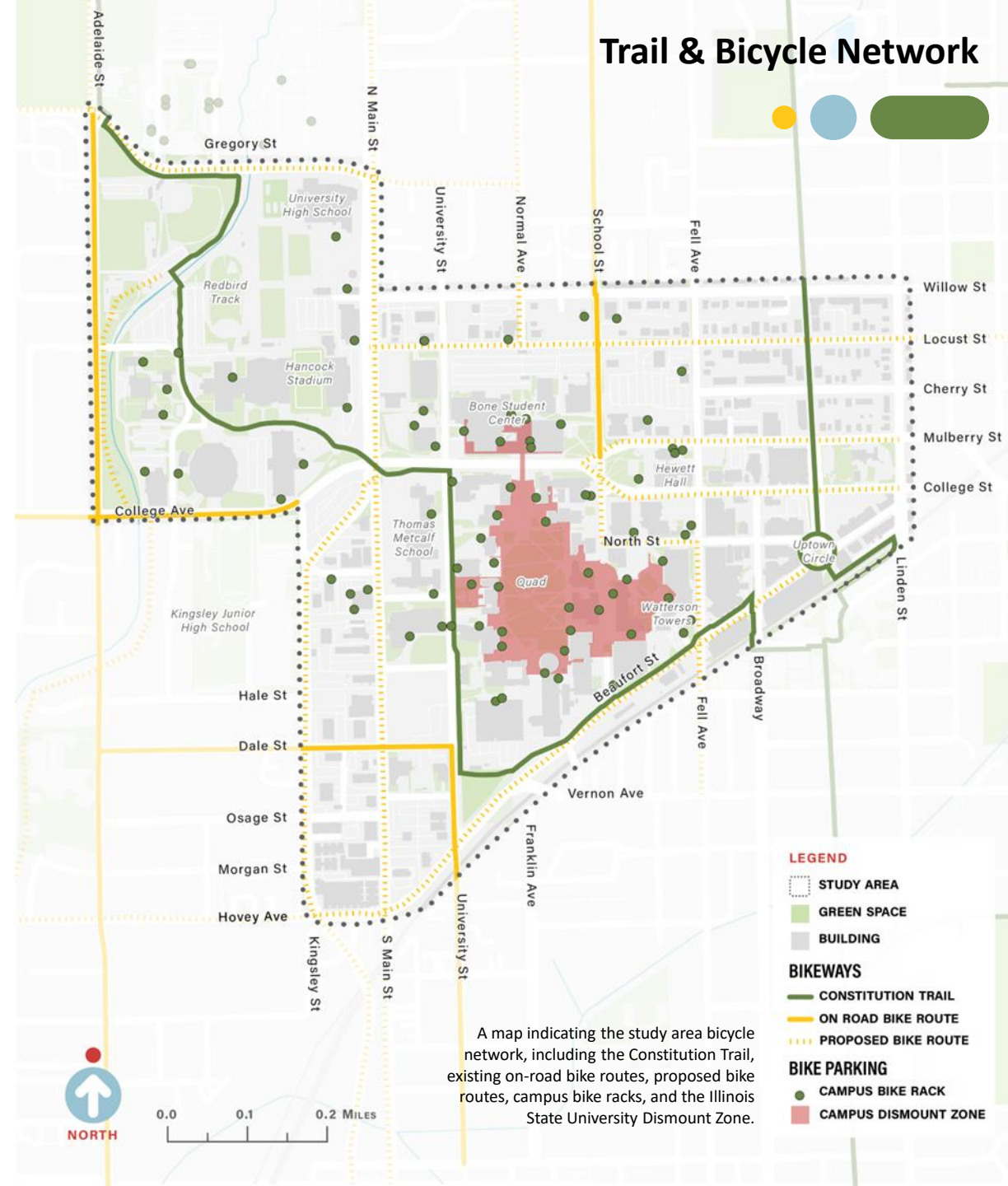
Constitution Trail

- Study area served by Route 66/Illinois Central and Collegiate Constitution Trail branches
- Trail segments exhibit varying design characters, occasionally making it difficult to understand their precise alignment



Two photographs in the shape of a circle. (Left) Constitution Trail approaching Main Street underpass; (Right) Constitution Trail near Uptown Normal.

Trail & Bicycle Network



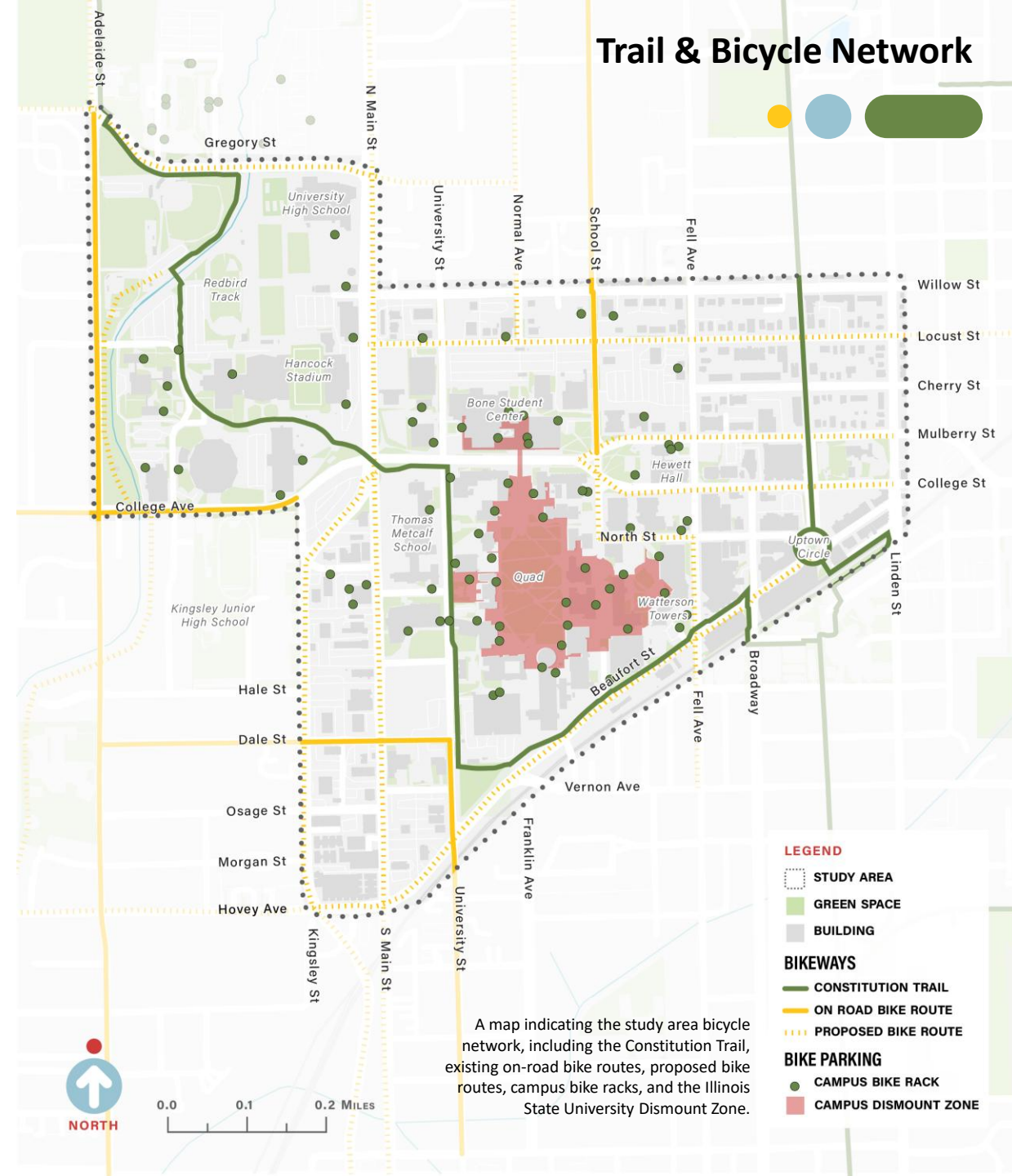
A map indicating the study area bicycle network, including the Constitution Trail, existing on-road bike routes, proposed bike routes, campus bike racks, and the Illinois State University Dismount Zone.

Dismount Zones

- Campus dismount zone has been in effect since 2023
- Bike parking is well-distributed across campus, including within and along the perimeter of the dismount zone



Two photographs in the shape of a circle. (Left) Dismount Zone stencil; (Right) Bike parking

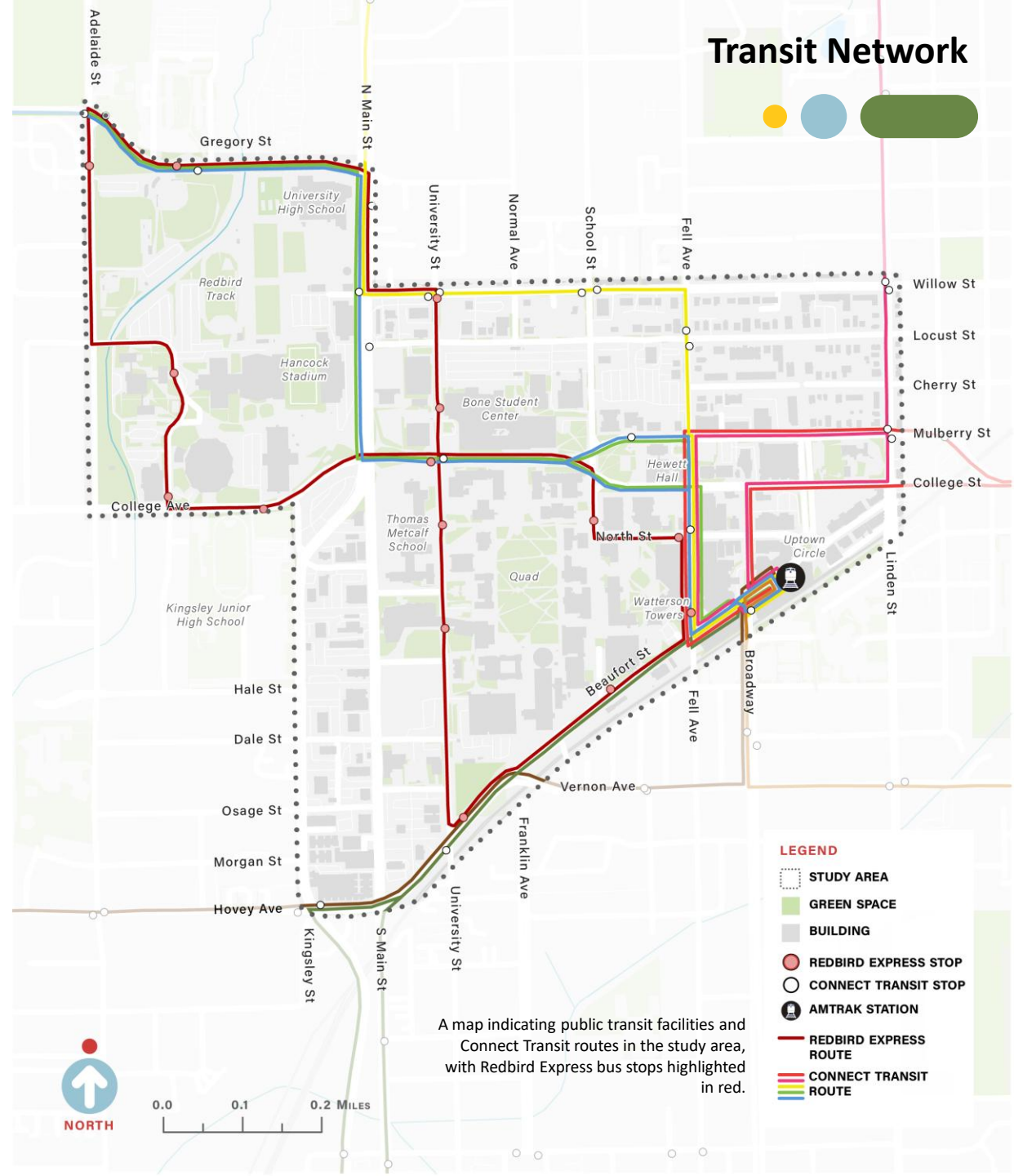


Transit Network

The study area is served by local and regional transit options.



Two photographs in the shape of a circle. (Left) Connect Transit Bus at an intersection; (Right) Connect Transit bus stop with bench



Campus Mobility

Most students rely on walking, biking, or other modes of transportation to reach campus.



14,796

off-campus students (SY24-25)



2,013

parking permit spaces reserved for faculty, staff, and commuter residents

50%

of trips beginning and ending in the study area are made by people walking.

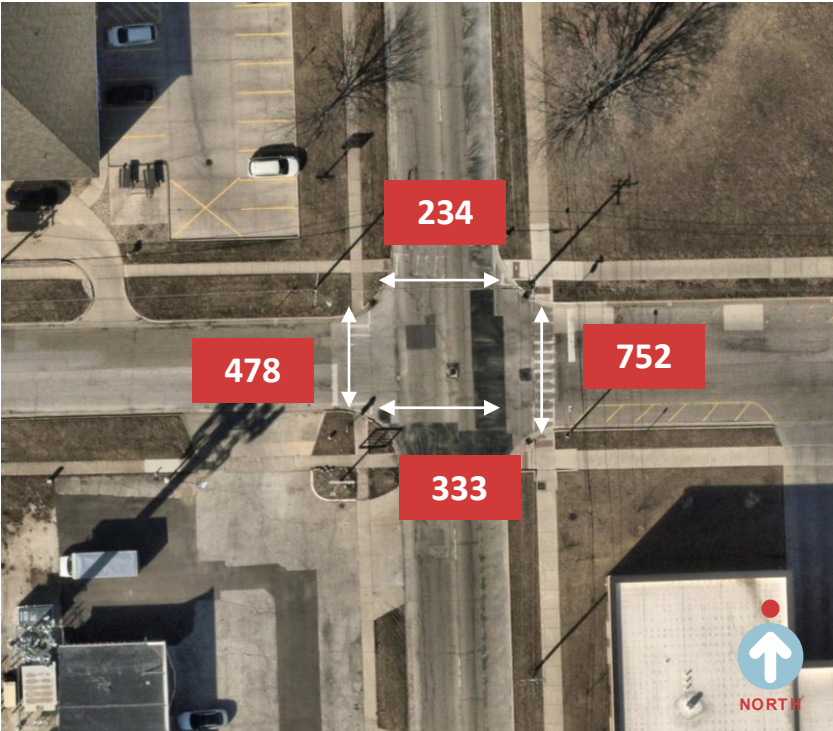
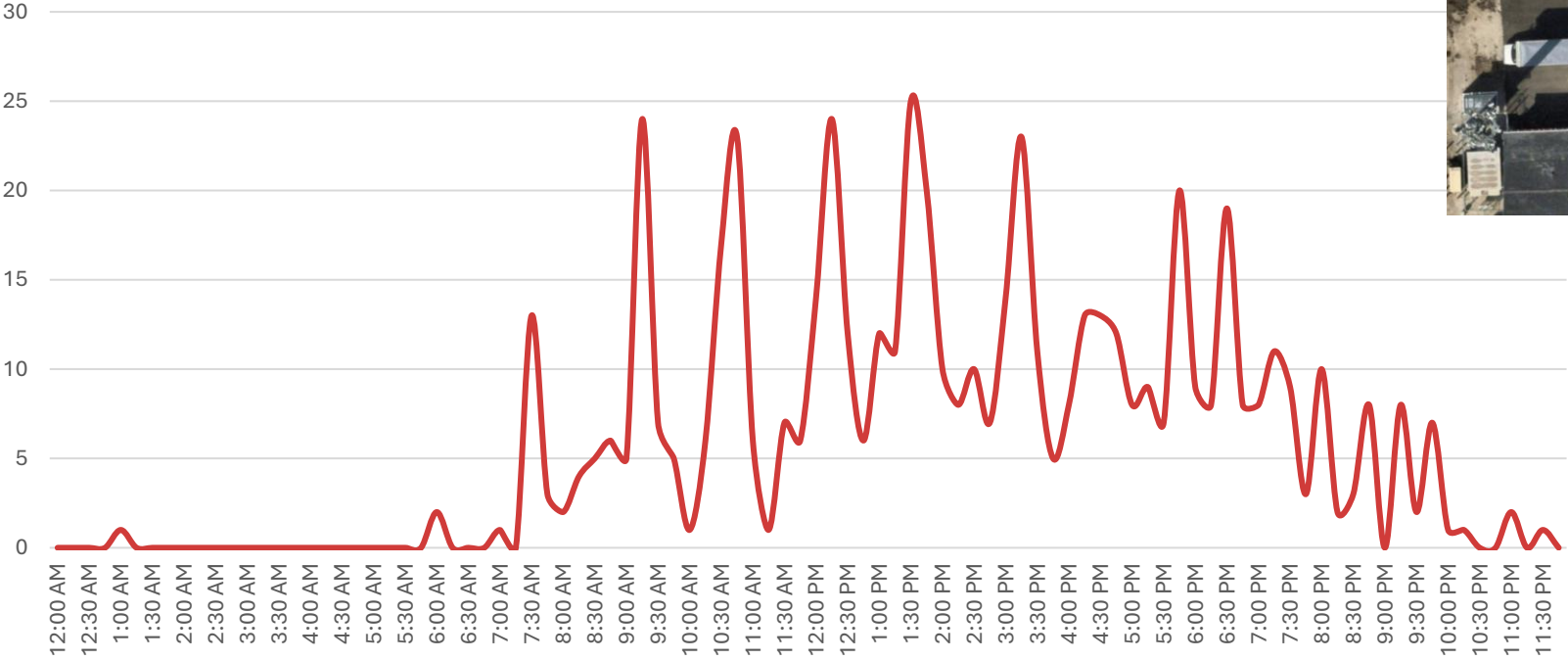


Symbol of person walking



Traffic Counts

Main St + Dale St | Pedestrians Crossing Main St

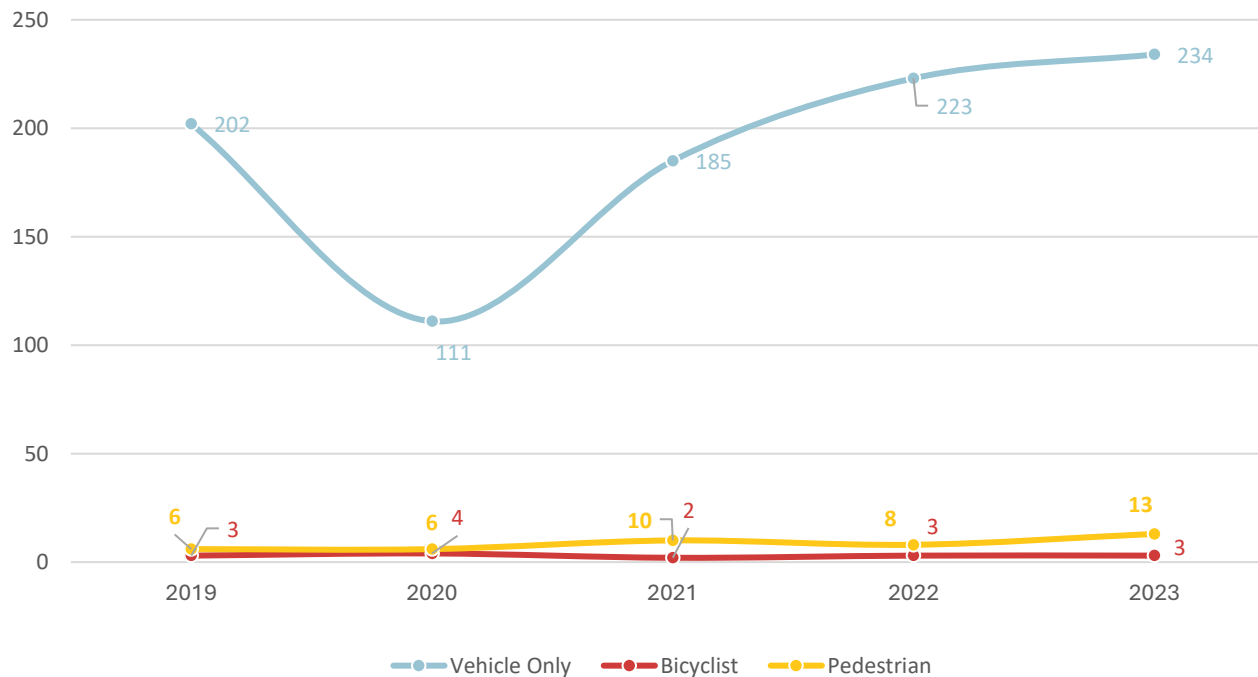


Aerial of Main Street and Dale Street with 234 people crossing north leg; 333 people crossing south leg; 752 people crossing east leg; and 478 people crossing west leg

Safety Trends

Between 2019 and 2023, there were 1,013 traffic crashes in the study area. Crashes have been steadily on the rise since 2020.

Traffic Crashes by Mode and Year, 2019 - 2023



Pedestrian + Bicyclist Crashes

6%

of all crashes involved a pedestrian or bicyclist.

This is a **higher rate of crashes involving a vulnerable user** than McLean County and the state of Illinois as a whole (2%).

Safety Trends – Location Matters

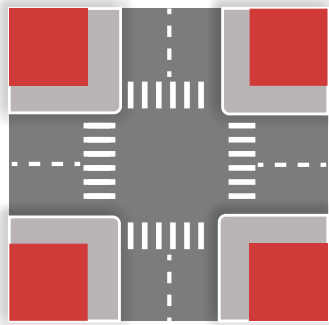
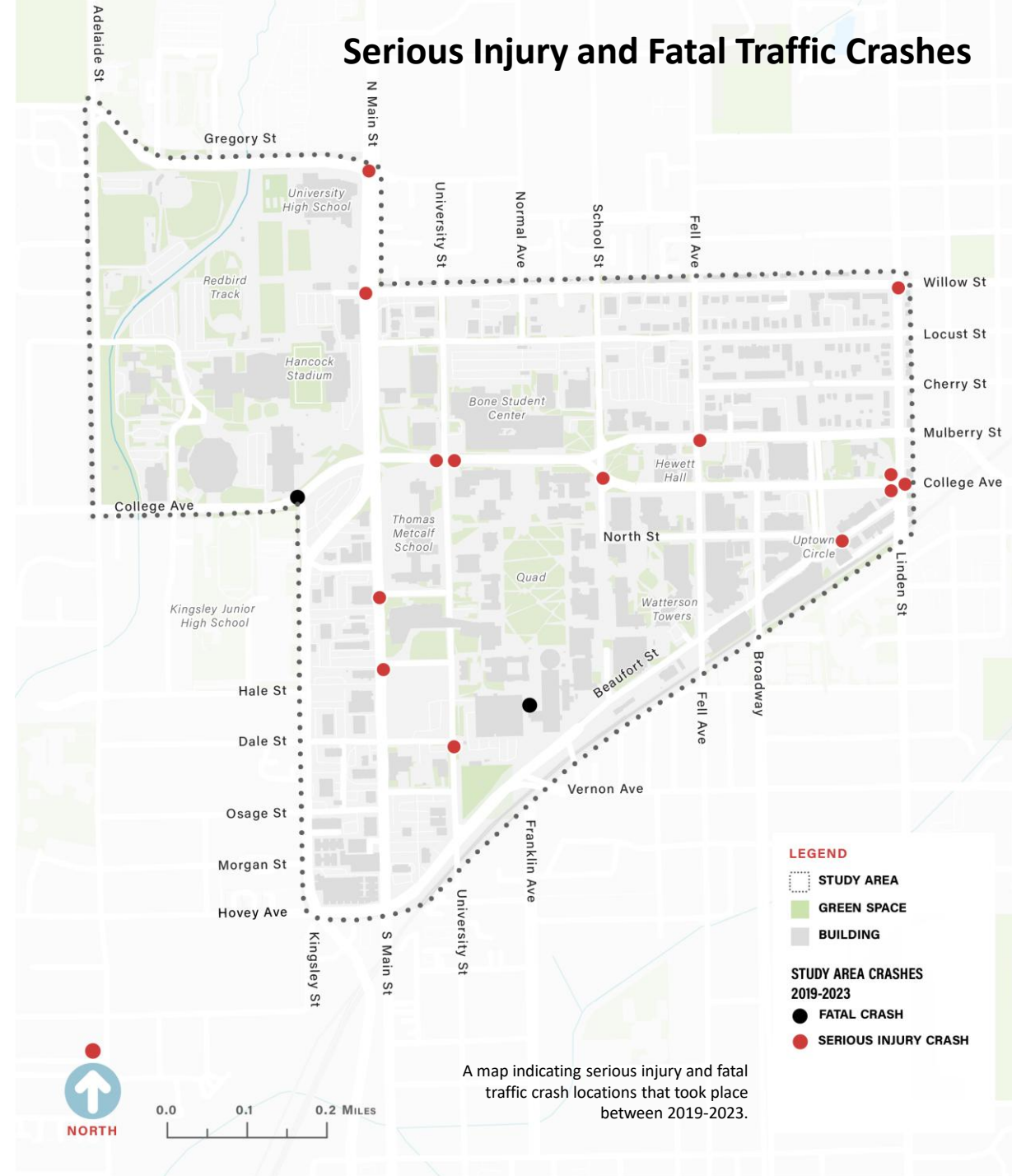


Image of intersection

87%

of crashes resulting in serious injury or death took places at an intersection



Safety Trends – Main & College



Main Street

25% of serious injury crashes occurred along or at an intersection of **Main Street**



College Avenue

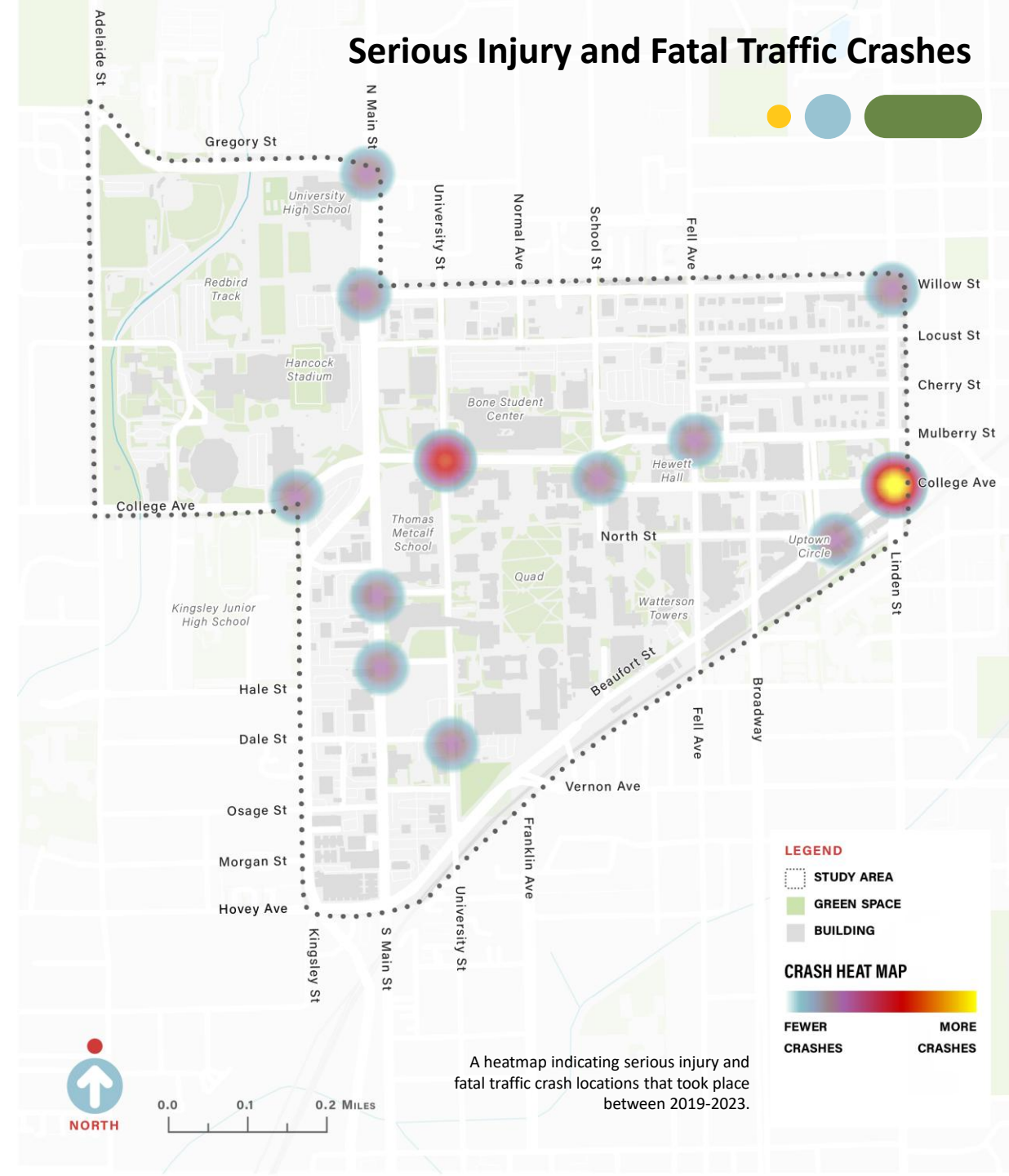
50% of serious injury crashes occurred along or at an intersection of **College Avenue**

College Avenue + Linden Street

has experienced a disproportionate number of serious injury crashes



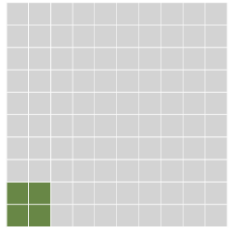
Google Map image of College Avenue + Linden Street



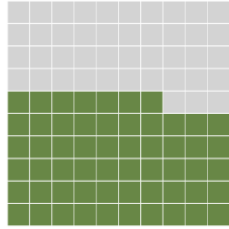
Safety Trends – Most at Risk

Pedestrians and bicyclists are disproportionately at risk in traffic crashes.

Pedestrian crashes make up...



...4% of traffic crashes but...



...57% of serious injury crashes.



Symbol of person walking

When involved in a crash in the study area, pedestrians are...

40x

more likely to be seriously injured or killed than motorists.

Crashes Involving Pedestrians or Bicyclists



Key Takeaways on Existing Conditions



The pedestrian network is robust but sidewalk widths are inconsistent.



There are minimal marked, on-street bike facilities.



The Constitution Trail varies in design characteristics throughout campus.

Three photographs in the shape of a circle. (Left) Students walking on sidewalk; (Middle) Person on bike and person on scooter waiting to cross the street; (Right) Constitution Trail sidewalk with Constitution Trail branded wayfinding sign.

Key Takeaways on Existing Conditions



Intersections are a concern.

Most crashes resulting in serious injury took place at an intersection.



Location matters.

A substantial portion of crashes resulting in serious injuries occurred along or at an intersection of Main Street or College Avenue.

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!**

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TAKE THE SURVEY



**SAFETY STARTS
WITH YOU!**

Pedestrian + Roadway

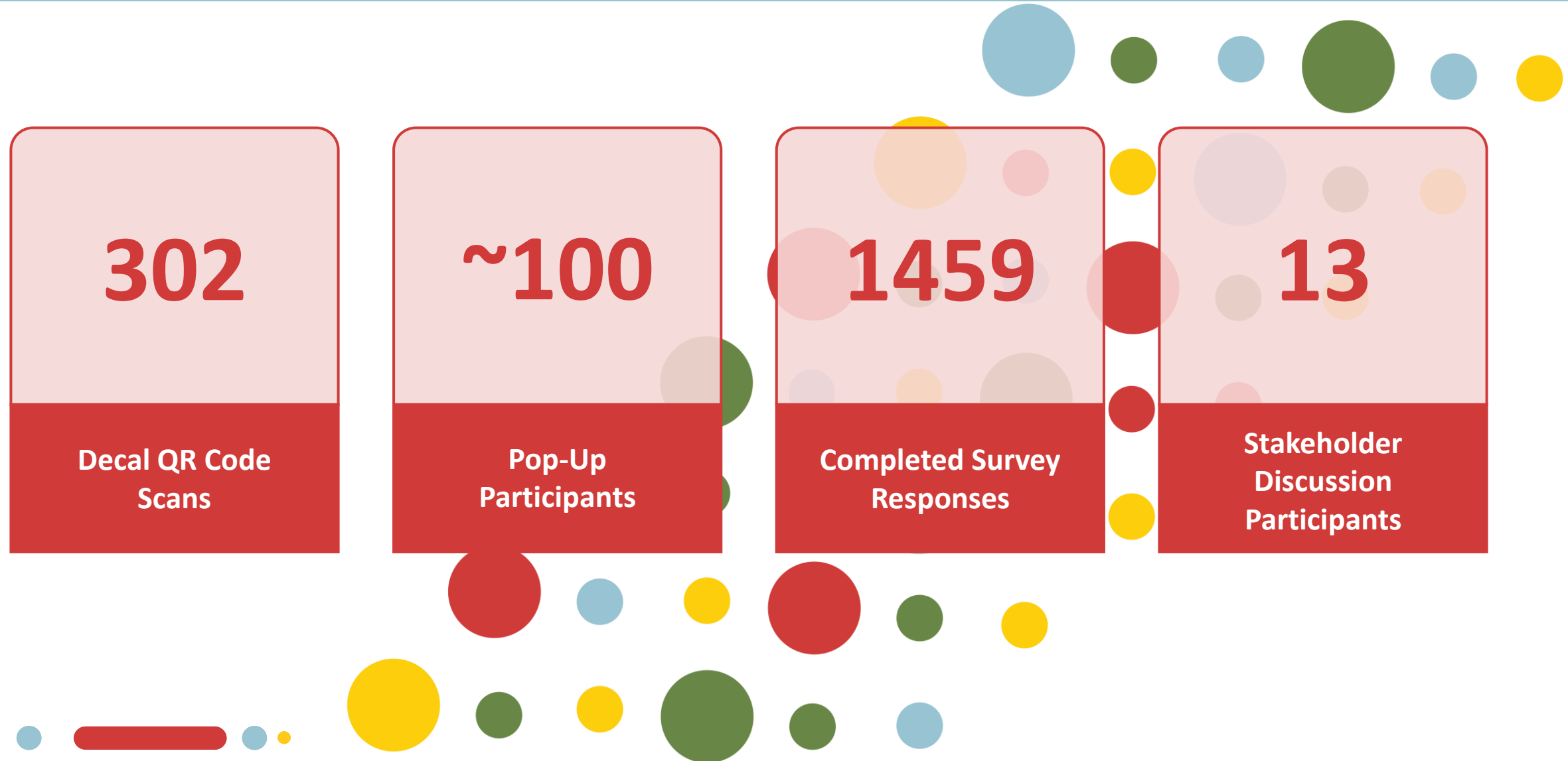
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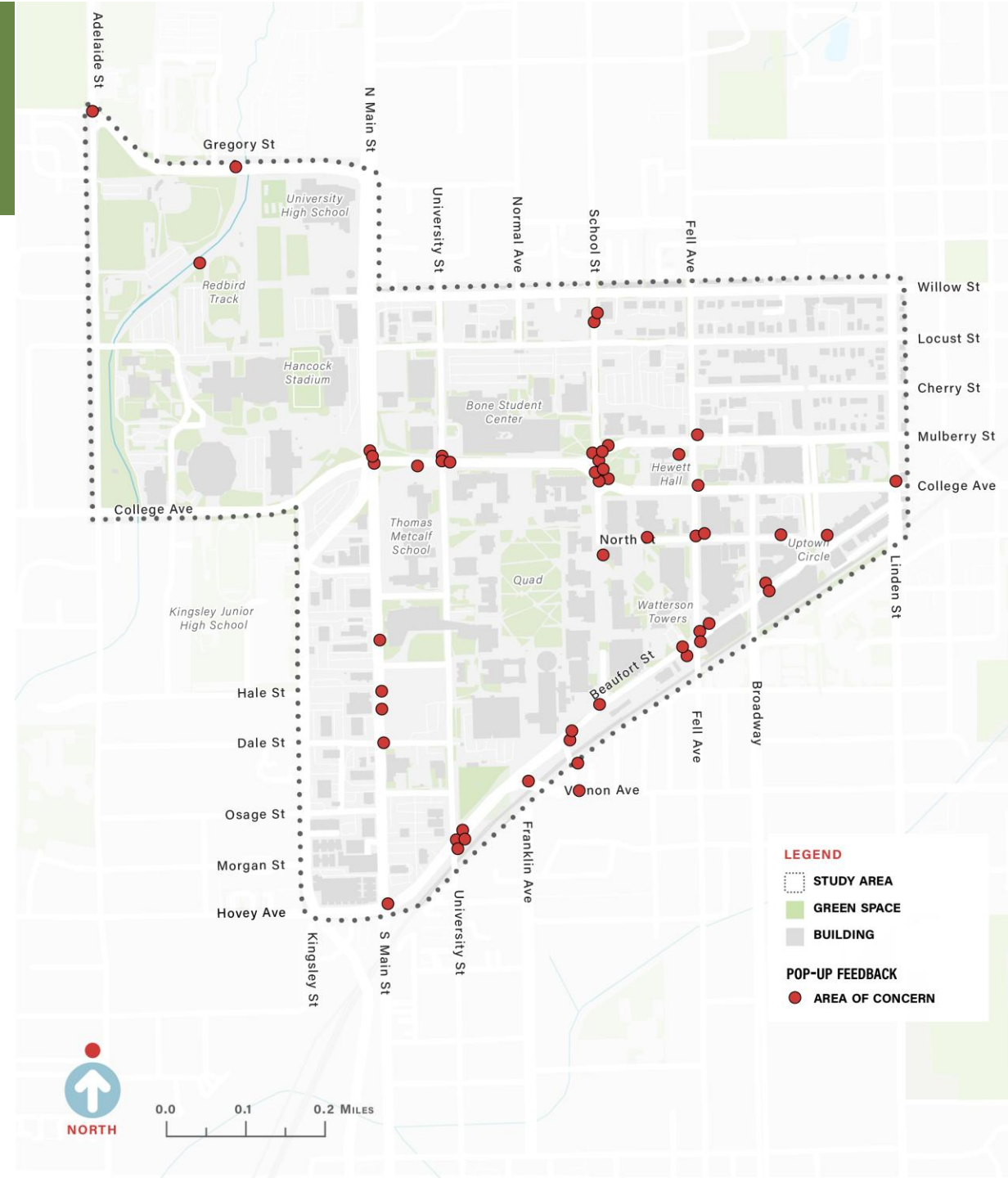
By the Numbers



Locations of Concern POP-UPS

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

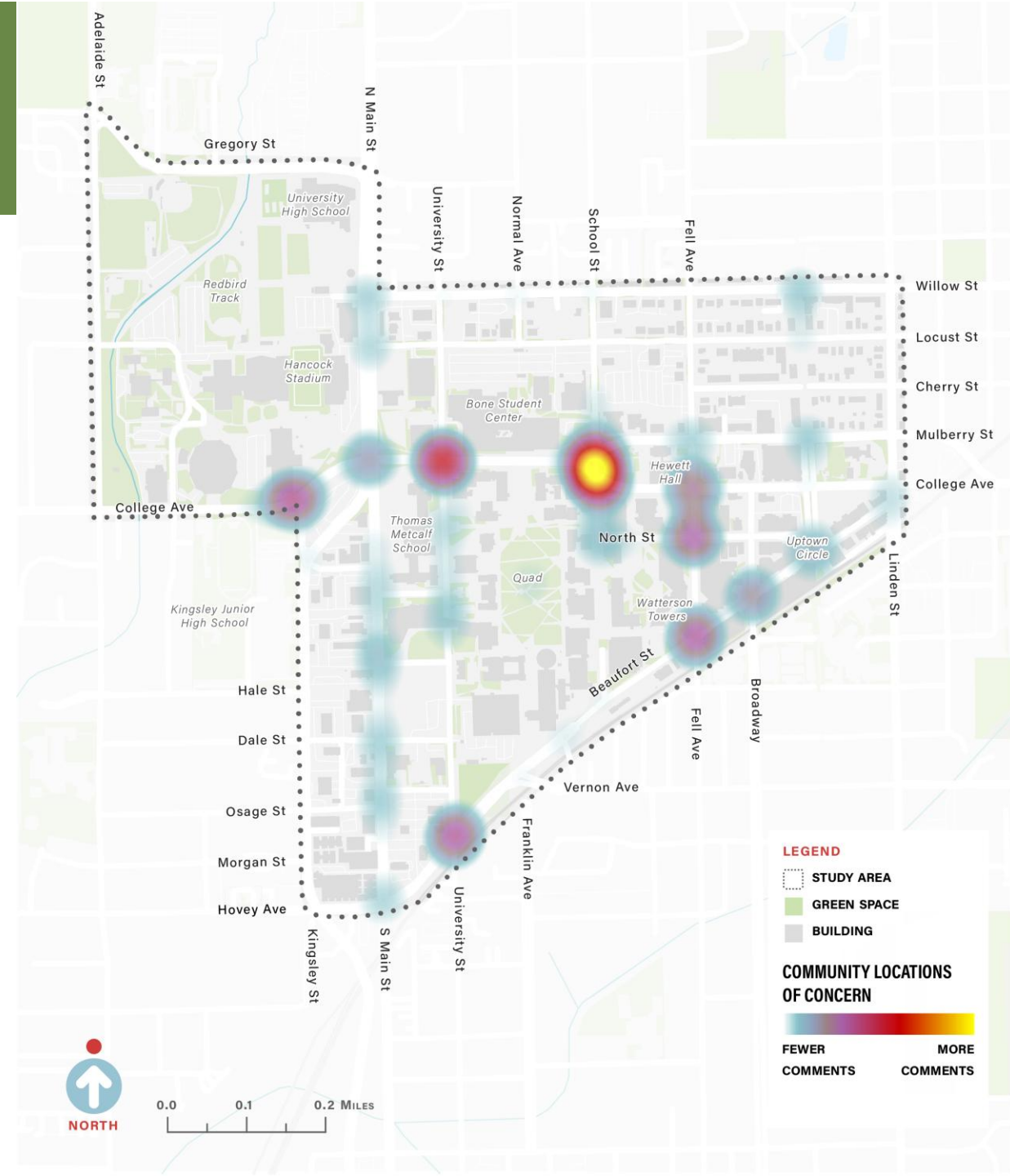
- 52 Map Pins
- 55 Comments



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"

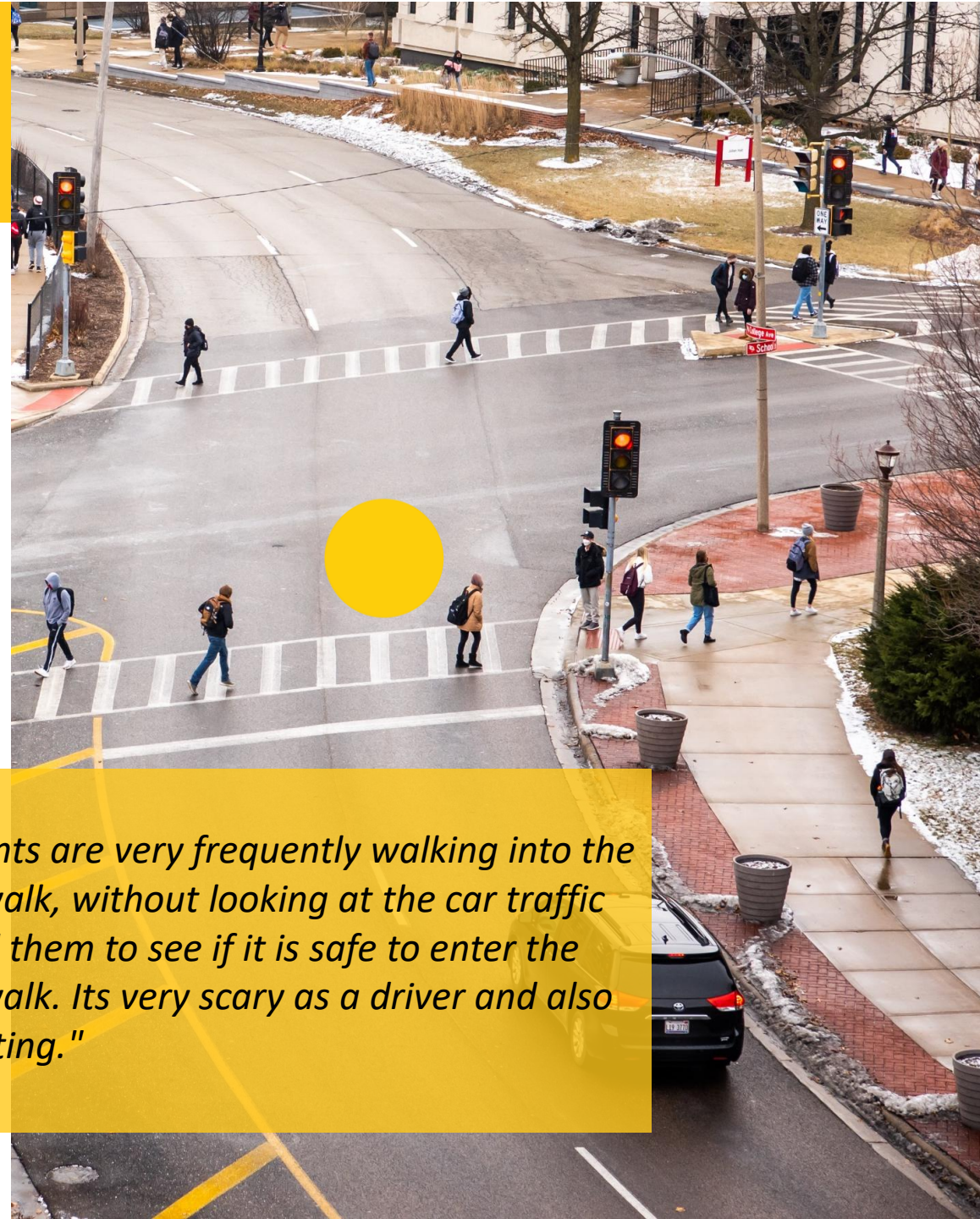


Key Takeaway #4

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

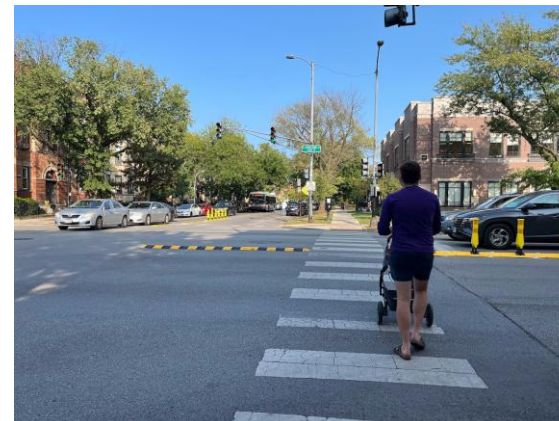
"Enforcement is key. ISU has said that the dismount zones are on the honor system. If a rule is in place, it needs to be strenuously enforced. Start writing tickets and charging fines, and things will change."



Quick-Build Projects: Overview

What is 'Quick-Build'?

- Temporary, low-cost treatments that let communities test out new street design treatments that improve safety
- Inexpensively gauge how specific interventions impact pedestrian and bicyclist safety in real time
- Projects are typically made of flexible, low-cost materials such as plastic traffic control devices, planters, street furniture, chalk, or paint



Quick-Build Projects

- **Location selection:** up to 7 pilot project locations
- **Engagement:** on-site activation events will take place at each site
- **Timeframe:** 1 day to 1 semester, depending on the project type



Islington, Street, Portsmouth, NH (Street Plans)

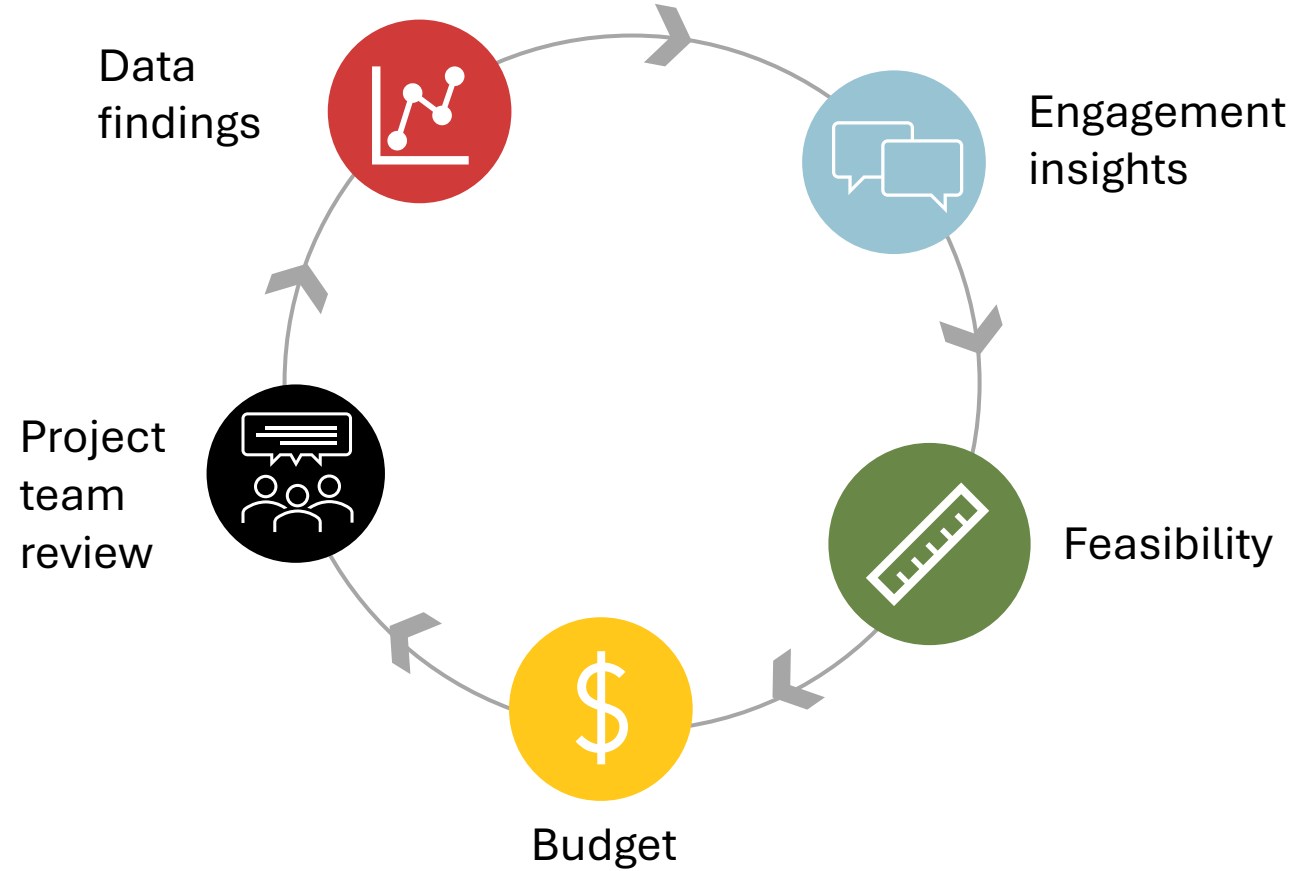


Pine Street, Burlington, VT (Street Plans)



North Union Street, Burlington, VT (Street Plans)

Quick-Build: Location Selection Process



Quick-Build: Preliminary Locations

We will be installing quick-build projects this September within the Illinois State University campus and Uptown Normal.

- A. **University Street Corridor:** Pedestrian Crossing Visibility Enhancements
- B. **College Avenue On-Campus Pathway:** Shared-Use Education
- C. **College Avenue, School Street, & Mulberry Avenue:** Street and Slip Land Closure
- D. **College Avenue | School Street to Constitution Trail:** Two-Way Bike Lane
- E. **Constitution Trail & Locust Street/Mulberry Street:** Intersection Daylighting & Temporary Parklet Activation
- F. **Beaufort Street & Broadway:** Intersection Improvements & Traffic Calming
- G. **Beaufort Street & Fell Avenue:** Intersection Improvements & Traffic Calming
- H. **Beaufort Street & School Street:** Mid-Block Crossing Demonstration



More information available



Town of Normal, IL: Pedestrian & Roadway Campus Safety Initiative

<https://normal-il.civilspace.io/en/projects/pedestrian-roadway-campus-safety-initiative>

