APPENDIX B
Public Engagement Documentation

1. Community Conversations Flyer, p. 2

2. Community Conversations Invitation Letter, p. 3

3. Community Conversations Press Release, p. 4

4. Community Conversations Direct Invite and Media Outlet List, p. 5

5. Community Conversations Dates, Participant Counts, and Recordings, p. 6

6. Community Conversation Meeting Chat Logs, pp. 7 - 11

    a. Saturday, March 20, 2021, p. 7

    b. Tuesday, March 23, 2021, p. 8

    c. Wednesday, March 24, 2021, pp. 9 - 11

7. Community Conversation Meeting Flip Charts, pp. 12 - 78

    a. Saturday, March 20, 2021, pp. 12 - 32

    b. Tuesday, March 23, 2021, pp. 33 - 55

    c. Wednesday, March 24, 2021, pp. 56 - 78

go:safe
McLean County

community conversations

Join us for a first look at the draft **Go:Safe Action Plan** for transportation safety in the McLean County region and conversation about how we can best bring the Plan to life!

The Community Conversations will be held remotely on Zoom. They are scheduled for:

- ☐ Saturday, March 20, at 10:00 am [link]
- ☐ Tuesday, March 23, 6:00 pm [link]
- ☐ Wednesday, March 24th, 8:00 am [link]

Please visit **mcplan.org/GoSafe** to preview the draft plan and for details about how to log in to the meeting of your choice. MCRPC staff will serve as host and be joined by members of the Go:Safe project team and consultant. The meeting will include the gathering of transportation safety stories, an overview of the Plan, and open discussion of best strategies for getting our families, friends, neighbors, and colleagues involved.

If you have questions about the meeting, please feel free to reach out to project consultant, Jonathan Seiden at (309) 888-4453 or email at **seiden@hilegroup.com**

presented by the McLean County Regional Planning Commission (MCRPC) staff

go:safe
McLean County

March 11, 2021
Re: Community Conversations –
DRAFT Go:Safe McLean County Action Plan – Transportation Safety

To Whom It May Concern:

On behalf of the Go:Safe Project Steering Committee for a recent planning effort commissioned by the McLean County Regional Planning Commission (MCRPC), we would like to invite you to participate in the upcoming exciting, virtual Community Conversations about the future of safe transportation in our community. As you have been identified as a key community stakeholder, we hope you will be able to attend at least one of three public meetings and provide input.

Background

In Spring 2020, MCRPC embarked on a planning study (rebranded to Go:Safe from Vision Zero) funded in most part by the Illinois Department of Transportation. A Project Steering Committee and Subject Matter Experts who volunteered time, attention, and experiences as Bloomington-Normal transportation system users, experts, 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 facts and co-created priorities, goals, and recommendations for consideration by the community at-large.

The Task Force forged a vision of ZERO transportation-related fatalities or life-altering injuries in McLean County by 2030.

This will become the Go:Safe McLean County Action Plan, once adopted

Community Engagement

The three upcoming March public meetings are designed to connect with community leaders and stakeholders like you, and the general public. We are eager to share the Draft Go:Safe McLean County Action Plan and converse about how we can work together to bring the Plan to life with your input and feedback.

Three Community Conversations of the same format will be held remotely on Zoom. They are scheduled for:

- ☐ **Saturday, March 20, at 10:00 am** [link]
- ☐ **Tuesday, March 23, at 6:00 pm** [link]
- ☐ **Wednesday, March 24, at 8:00 am** [link]

Please visit **mcplan.org/GoSafe** to preview the draft plan and for details about how to log in to the meeting of your choice. MCRPC staff will host and be joined by members of the Go:Safe project team and consultant. Each meeting will include the gathering of transportation safety stories, an overview of the Plan, and open discussion of best strategies for getting our families, friends, neighbors, and colleagues involved.

If you have questions, or are unable to attend any of the three meetings but would like to provide comments, please contact our project consultant Jonathan Seiden at (309) 888-4453 or **seiden@hilegroup.com**, or me at (309) 828-4331 or **rlai@mcplan.org**, by 4:00 pm on Friday, March 26th.

Thank you in advance for your consideration. I look forward to seeing you at the Community Conversation(s).

Sincerely,

Raymond Lai, Executive Director
McLean County Regional Planning Commission

community conversations

3. Community Conversations Press Release

Contact
Raymond Lai
Executive Director, MCRPC
E: RLai@mcplan.org
P: (309) 828-4331

Community Conversations on Draft Action Plan for Transportation Safety

In an effort to keep our transportation system safe for everyone, regardless of where they go or how they get there, McLean County Regional Planning Commission (MCRPC) is holding three virtual Community Conversation outreach events to introduce the draft Go:Safe McLean County Action Plan to the public and seek their input and feedback. Each conversation will include the gathering of transportation safety stories, an overview of the plan, and open discussion of best strategies for getting our families, friends, neighbors, and colleagues involved.

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.

Drafted by Bloomington-Normal transportation system users, experts, and designers who volunteered their time, attention, and experience to envision the safe transportation system our community deserves, the draft Go:Safe McLean County Action Plan and brand intends to:

- Unite leaders across the McLean County transportation system with a shared framework and language for prioritizing safety.
- Eliminate fatalities and life-changing injuries from our transportation system by 2030.
- Empower citizens of the Bloomington-Normal urbanized area to participate in the transportation system.
- Bolster competitive applications for public funding opportunities.

The three Community Conversations of similar format will be held remotely on Zoom as follows:

- Saturday, March 20, at 10:00 am [Zoom Link]
- Tuesday, March 23, at 6:00 pm [Zoom link]
- Wednesday, March 24, at 8:00 am [Zoom link]

MCRPC staff will serve as host and be joined by members of the Go:Safe project team and consultant. Community members are encouraged to attend any or all of these public sessions, and can preview the draft action plan at the project webpage: mcplan.org/go:safe. Please contact Raymond Lai, Executive Director of MCRPC at (309) 828-4331 or rlai@mcplan.org with questions or for additional information.

###

Direct Invites to Community Conversations

<u>Organizations</u>
Activity and Recreation Center (ARC)
The Baby Fold
Bloomington Housing Authority
Bloomington Public Library
Bloomington Township
Bloomington-Normal Area Convention
   & Visitors Bureau
Bloomington-Normal Economic
   Development Council
Bloomington-Normal Sunrise Rotary
Chestnut Health Systems
Carle BroMenn Medical Center
City of Bloomington
Connect Transit
Faith in Action
Federal Highway Administration
Habitat for Humanity McLean County
Heartland Community College
Home Sweet Home Ministries
Homes of Hope
Illinois Art Station
Illinois Department of Transportation
Illinois State University – Center for Civic
   Engagement
Illinois Wesleyan University
The Immigration Project
LIFE-CIL
Marcfirst
McLean County Chamber of Commerce
McLean County – County Board

McLean County Behavioral Health Coordinating
   Council
McLean County NAACP
Mid Central Community Action Agency Midwest
Food Bank
Normal Public Library
Normal Township
OSF St. Joseph Medical Center
Town of Normal
United Way of McLean County
Unit 5 Schools
YMCA McLean County
YWCA McLean County

<u>Media Outlets</u>
Cumulus Media
Facebook (MCRPC Account)
MCRPC Constant Contact list (1,349 individuals)
The Normalite
The Pantagraph
TV 10
Twitter (MCRPC Account)
The Vidette
WEEK
WGLT
WJBC
WMBD
WZND

Community Conversations Dates and Participants

Saturday, March 20th, 2021
10:00 – 11:45 AM Central
Citizen Participants: 8

Meeting Recording

Tuesday, March 23rd, 2021
6:00 – 7:30 PM Central
Citizen Participants: 14

Meeting Recording

Wednesday, March 24th, 2021
8:00 – 9:30 AM Central
Citizen Participants: 24

Meeting Recording

Each Community Conversation also included representation from MCRPC staff, Commissioners, and the Go:Safe Project Steering Committee and Subject Matter Experts.

10:05:42 From Jonathan Seiden to Everyone : mcplan.org
10:05:47 From Jonathan Seiden to Everyone : mcplan.org/GoSafe
10:08:08 From Jonathan Seiden to Everyone : Bob Nelson, Planning and Services Chief and Bike and Pedestrian Coordinator, IDOT District 5
10:11:56 From Jonathan Seiden to Everyone : Patrick Dullard, President of the Friends of the Constitution Trail, also representing Bike BloNo as a cyclist
10:23:02 From Jonathan Seiden to Everyone : "A Word on Veterans" p. 16 in the draft report
10:28:10 From Jean LaPaze to Everyone : Thanks, Jonathan!
10:28:27 From Jonathan Seiden to Everyone : Thank YOU, Jean!
10:42:41 From Julie Hile to Everyone : 1 out of every 4 car accidents in the United States is caused by texting and driving. Texting while driving is 6x more likely to cause an accident than driving chemically impaired. Answering a text takes away your attention for about five seconds. Traveling at 55 mph, that's enough time to travel the length of a football field.
10:49:07 From Tom Powers (he, him) to Jonathan Seiden(Direct Message) : Has there been research on viability of red light cameras here?
10:52:17 From Kathleen Lorenz to Everyone : Are you planning to present to Councils? This is very interesting.
10:53:32 From Patrick to Everyone : Is that an invitation? :)
11:10:23 From Patrick to Everyone : Form-based code comes to mind from that effort
11:10:44 From Kathleen Lorenz to Everyone : I remember form-based code! I was on planning commission then!
11:10:53 From Patrick to Everyone : There was a vocal anti group
11:11:02 From Kathleen Lorenz to Everyone : Very vocal!
11:12:27 From Jonathan Seiden to Everyone : Target & Timeline, pp.12-14 in the draft report
11:14:24 From Jonathan Seiden to Everyone : Go:Safe Pledge, p. 33 in the draft report
11:20:04 From Jonathan Seiden to Everyone : Beaufort between Main and Linden is #7 on the Prioritized Street Segments in the draft report, pp. 22-23
11:33:56 From Jonathan Seiden to Everyone : seiden@hilegroup.com

18:22:02   From Kate & Timothy : BloNo road safety snapshot: It is improving, but there is significant room for improvement. Bike lanes start and stop seemingly at random, sometimes leaving bikers exposed on a roadway (ex Washington St near State Farm, Fairway Dr between Towanda and Rt 9. Excited to see the addition of bike lanes thus far, hope to see many more in the future.

18:38:37   From Tom Keller : What about overpass bridges over Veterans at Washington or Oakland as a semi cheaper option?

18:39:55   From Patrick : Overpasses are expensive for sure. I worry that without the right supporting infrastructure they would go unused.

18:42:31   From Bob Nelson, IDOT District 5 : Are you talking about pedestrian overpasses?

18:42:44   From warrenwelch : Welcome Patrick: Hope I didn'㢠t put my foot in my mouth when I spoke earlier. Made it clear I was only speaking personally and not for the organizations.

18:44:40 From Tom Keller : I was asking about pedestrian crossing, foot & bike traffic only, similar to the one on west Constitution Trail that goes over the train tracks..., more common in the suburbs up north.

18:45:32 From Bob Nelson, IDOT District 5 : Are there locations that will be used more than others?

18:45:47 From Julie Hile : Hot spot times of day are rush hour, true, but they are also dawn and dusk with comparatively murkier visibility.

18:46:08 From Patrick : Hi Doug, just joined the meeting so didn't catch your comments. Sorry.

18:47:47 From Julie Hile : Pedestrians not looking where they are going (think cell phones) can cause rear end crashes by walking into the street unpredictably.

18:47:55 From Patrick : Bob Nelson, Underpass at Sugar Creek between Clearwater and Route 9?

18:48:11 From Tom Keller : High shopping & work commute areas, College Ave, Washington/Oakland..., those combined w/the GE underpass would offer 2-3 safe spots which would be huge to connect the town via bike/foot..., just my 2 cents

18:48:54 From Bob Nelson, IDOT District 5 : Yes, is that an area to avoid? I know when I look at a map I think that is the way I would go.

18:52:47 From warrenwelch : VP between Rt. 9 and Clearwater. There is a concrete tunnel, for drainage, from IAA Dr. To Holiday Knolls. Could this be economically upgraded to a pedestrian under pass ?

18:54:28 From Bob Nelson, IDOT District 5 : I would have to check who has jurisdiction of that. I would think an upgrade could not happen until the tunnel has came to the end of its life.

19:00:27 From Tom Keller : Bob, can we ask Rivian to sponsor the resurfacing of College Ave from Main St to Rivian Prkwy? Only kidding..., kind of ;p as it'㢠s the surface of the moon out there...

19:03:09 From Bob Nelson, IDOT District 5 : That is not State jurisdiction, I think it is Town jurisdiction.

19:04:15 From Patrick : Tom, That is definitely Town of Normal. They are working on a project for College from Rivian to White Oak.

19:16:27 From Jonathan Seiden : For the record--the Patrick that was speaking to those intersections before was Patrick Dullard, not Patrick Hoban as Mary just said.

19:31:44 From Bob Nelson, IDOT District 5 : Well said Patrick. I showed 4-Hers a video of rush hour in the Netherlands and they thought it was pretty cool.

08:06:26 From Jonathan Seiden to Everyone : mcplan.org
08:06:32 From Jonathan Seiden to Everyone : mcplan.org/GoSafe
08:11:05 From Katherine Beckett Suter- IDOT BSPE to Everyone : Katherine Beckett Suter, I work with Martha in BSPE. Having audio issues.
08:11:20 From Bob Broad to Everyone : It's so great to have federal and state safety professionals actively involved in our county's Go Safe project!
08:11:36 From Kelli Erickson to Everyone : I apologize, I'm having some microphone issues. I work with Katherine and Martha. My name is Kelli Erickson.
08:13:28 From Shelly Perry to Everyone : Shelly from Connect Transit is on. I am unable to use audio due to echoing on my computer.
08:16:12 From Bob Broad to Everyone : Very impressive graphic design in these materials.
08:17:40 From Bob Broad to Everyone : Raise Hand is also found at the bottom of the list of participants.
08:19:05 From Alyssa Cooper to Everyone : Students on and around campus
08:19:06 From Mercy Davison to Everyone : Distracted driving!
08:19:08 From Cassidy Kraimer to Everyone : Lots of one-way streets
08:20:05 From Bob Broad to Everyone : I remember walking my children to the local elementary school and seeing occasional drivers speeding at 45mph through a school zone crowded with children.
08:20:22 From Katherine Beckett Suter- IDOT BSPE to Everyone : Excited to see a local community concerned about transportation safety
08:20:27 From Kathy to Everyone : Lack of bus shelters
08:20:38 From Dave Simmons - Ride Illinois to Everyone : Bikes are
08:21:07 From Alyssa Cooper to Everyone : Jay walking on Front St in Downtown Bloomington
08:21:08 From Melissa Quimby to Everyone : Cyclists riding on sidewalks because the streets aren't as safe on busier roads
08:21:25 From Dave Simmons - Ride Illinois to Everyone : Cycling and walking for transportation, not just recreation.
08:22:19 From Melissa Quimby to Everyone : Cars not stopping at pedestrian crosses, especially near ISU. I was almost hit by a car once and never felt I could trust cars to slow down or stop again
08:24:53 From Alyssa Cooper to Everyone : Agree with Melissa, I have had that experience too. Maybe drivers need better education about navigating cyclists
08:25:03 From Bob Broad to Everyone : Even more dangerous than a first date!
08:25:29 From Dave Simmons - Ride Illinois to Everyone : "Cyclists and motorist" helps to humanize the conversation, versus "bikes and cars"
08:26:05 From tom keller to Everyone : @Bob We've all had bad first dates too ;p
08:26:11 From Mercy Davison to Everyone : Yes, when I'm on a bicycle I'm not just a bike. I'm someone's mom and someone's wife.
08:28:14 From philip.dick to Everyone : do cyclists include motor cyclists?
08:28:38 From Bob Broad to Everyone : Here's the link again: mcplan.org/GoSafe
08:29:07 From Julie Hile to Everyone : Good point re motor cyclists. Certainly they are part of this mix as members of the traveling community.
08:29:44 From Kathy to Everyone : On the topic of motor cyclists, I was surprised to learn that they are allowed on the Constitution Trail.
08:33:37 From Conan Calhoun to Everyone : Persons with Disabilities are not mentioned all that much
08:34:22 From Conan Calhoun to Everyone : Need Audible Traffic Signals with proper second count down
08:34:43 From Conan Calhoun to Everyone : thank
08:36:37 From Bob Broad to Everyone : Fascinating data and analyses.
08:41:05 From Dave Simmons - Ride Illinois to Everyone : Solid list of priorities!
08:43:18 From Bob Broad to Everyone : I love the strong position that "traffic deaths are preventable and unacceptable."
08:46:33 From Bob Broad to Everyone : We're very fortunate to have the Constitution Trail as a walking / biking "trunk line" through this community. It needs to expand, but it's a great start.
08:58:42 From Bob Broad to Everyone : "When I allow myself more time, I'm safer for everyone else and for myself."
08:59:15 From Kellie - McLean County Wheelers to Everyone : How can relevant organizations stay connected/be brought into the continuing conversations/future efforts?
09:00:22 From Jonathan Seiden to Everyone : Thanks, Kellie! You can go to mcplan.org/gosafe to sign up

for email updates. You can also email me and Ray at seiden@hilegroup.com and rlai@mcplan.org if you want to do some more detailed planning for the Wheelers specifically

09:00:47 From Jonathan Seiden to Everyone : ^That goes for any other orgs. represented here today or not here but you know might be interested

09:00:57 From Conan Calhoun to Everyone : The use of the word vulnerable: No group of people is inherently vulnerable. If a group of people is experiencing vulnerability in a particular situation, setting, system of society, that vulnerability is being produced other people. It is entirely possible to trace how that vulnerability is produced, and who is responsible. Persons with disabilities do not see themselves as vulnerable...they see society not willing to adapt.

09:01:51 From Conan Calhoun to Everyone : Wayfinding signage that is accessible i.e. braille, raised letter/tactile, voice module.

09:02:47 From Kellie - McLean County Wheelers to Everyone : Thanks, Jonathan

09:03:14 From Bob Broad to Everyone : @Conan: Much appreciate your thoughts on the communal production of vulnerability in others.

09:03:39 From Jennifer.Sicks to Everyone : Thanks to Conan for this reminder of the importance of perspective, and the need to take in the perspectives of others regarding commonplace experience.

09:04:34 From Bob Broad to Everyone : @Tom: Yes! "The Good Neighbor Safety Bridge."

09:05:17 From Jonathan Seiden to Everyone : Yes, thank you Conan. I had never thought of it that way before. In this case, we simply meant human vulnerability to being harmed in a car crash. As human beings, we are all physically vulnerable to the kinds of force and violence created in a car crash.

09:08:13 From Conan Calhoun to Jonathan Seiden(Direct Message) : As a Disability Rights Advocate I am very aware of Word/Language association to Persons with Disabilities/Aging Population/label. Thank you for that. I would suggest/encourage the disclaimer. PWD are proud people who have seen society not willing to adapt in a greater stance. Again, thank you for the clarity

09:08:40 From Jonathan Seiden to Conan Calhoun(Direct Message) : Definitely something I will consider in the revision for the Commission. Thank you, Conan!

09:11:19 From Bob Broad to Everyone : Our discussion of Veterans Parkway reminds me of Lake Shore Drive in Chicago, where bridges and tunnels give communities access to the lake without risking their lives trying to cross speeding traffic.

09:11:52 From Conan Calhoun to Everyone : If an overpass is considered and I have sat in on that meeting, how would ADA accessibility be considered/achieved? Not only the overpass but the infrastructure leading to overpass? Just points to remember is all

09:13:14 From Jonathan Seiden to Everyone : "Over the last decade..." p.5 in the report

"A Word on Veterans Parkway" p.16

Priority Street Segments, pp. 19-25

09:19:10 From Bob Broad to Everyone : I suggest Go Safe recruit schools (public and private) and religious organizations to engage more stakeholders in this transformative conversation.

09:19:48 From Alyssa Cooper to Everyone : Cycling groups, school crossing guards?, parents of young children

09:20:52 From Conan Calhoun to Everyone : Get social agencies involved so they can blast on their listserv and social network platform.

09:21:32 From Bloomington Cycle & Fitness- Caryn Davis to Everyone : Hi Dave -

09:21:42 From Bloomington Cycle & Fitness- Caryn Davis to Everyone : LCIs should be increased in our area

09:21:46 From Conan Calhoun to Everyone : As a former Motorcycle Instructor with the State of Illinois, training goes a long ways.

09:21:50 From Bob Broad to Everyone : News media and social media will be powerful tools for bringing about this safety culture change.

09:24:05 From Dave Simmons - Ride Illinois to Everyone : Totally agree, Caryn. An LCI seminar in B-N would certainly be worthwhile.

09:24:41 From Shelly Perry - Connect Transit to Everyone : At Connect Transit. We have our onboard communication system where we could put information out on all our buses we can add video, and audio. We also have the community bus we could possibly use for community events and get out into the community.

09:24:57 From Jonathan Seiden to Everyone : LCI?

09:25:23 From Bloomington Cycle & Fitness- Caryn Davis to Everyone : League of American Bicyclists trains and certifies League Cycling Instructors

09:25:39 From Bob Broad to Everyone : This project needs to draw on Hile Group's extensive expertise in bringing about safety culture transformation. They may be the single most important resource available in this community to bring about the changes Go Safe seeks.

09:25:41 From Jonathan Seiden to Everyone : Ah, thank you

09:27:01 From Dave Simmons - Ride Illinois to Everyone : Ride Illinois is happy to assist. Contact me at Dave@rideillinois.org. Great information and conversation today!

09:27:04 From Carl Teichman to Everyone : Especially important as Universities bring back students to campus. Important information for the Fall.

09:27:27 From Jonathan Seiden to Everyone : 'Thank you, Dave!

09:27:57 From Kellie - McLean County Wheelers to Everyone : Ride Illinois, the state-wide bicycle advocacy organization, is a wonderful partner - I'd encourage the stakeholder list to include them.

09:28:14 From Bloomington Cycle & Fitness- Caryn Davis to Everyone : Agree

09:28:51 From Jonathan Seiden to Everyone : https://mcplan.org/

09:28:56 From Bob Broad to Everyone : I'm picturing quick video testimonials about how regular people have decided to change their behavior while driving, cycling, or walking, to make themselves and others safer.

09:29:04 From Julie Hile to Everyone : Thanks to everyone for participating in this important conversation this morning--and into the future. Please stand connected with Go:Safe McLean County. Let us build a safe transportation movement…

09:33:15 From Cassidy Kraimer to Everyone : I learned about this event from the MCRPC website!

09:33:17 From Mercy Davison to Everyone : Culture change is possible. It just takes a concerted effort and time. Every place that has a safe bicycle and pedestrian system had to work to get there. It doesn't just happen.

09:33:53 From tom keller to Everyone : Gotta jump to another call but thank you for the chance to talk and share concerns.

09:34:04 From Jonathan Seiden to Everyone : Thank you Tom and all

09:34:08 From Conan Calhoun to Everyone : Thank you for invite and opportunity to be involved today.

09:34:23 From Kathy to Everyone : I think I heard about this via e-mail from MCRPC, or maybe there was a Facebook post.

09:34:25 From Dave Simmons - Ride Illinois to Everyone : Thanks everyone

09:34:29 From Melissa Quimby to Everyone : Instead of fining traffic violators, make them attend a safety class

Welcome!

THIS MEETING IS BEING RECORDED.

Safety Briefing

- home hazard analysis
    - ✓ home alone?
    - ✓ means of egress   Happy 1st day of Spring!
    - ✓ weather (sunny, mild, maybe muddy...)
    - ✓ trip hazards

- emergency contact

Safety Moment   (Patrick D.)

Coming back into town on veterans @ dusk.
Every lane full, but a pedestrian was standing
off in the grass looking for a place to cross...
no infrastructure.

presented by the McLean County Regional Planning Commission (MCRPC) staff

Appendix B: Public Engagement Documentation - Page 13

Opening: Mary + Ray

- Purpose

- Overview

- CC importance

- Quick look ahead

Project Steering Committee	
Organization	Name
ISU	Charley Edamala
IWU	Carl Teichman
Friends of the Constitution Trail	Pat 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	Migidi Tembo
John M. Scott Healthcare Trust	Sue Grant
Boys & Girls Club	Tony Morstatter

Consultant Team:
Julie Hile, Hile Group
Jonathan Seiden, Hile Group
Melanie Shellito, Firebrand Co-op
Kaye Kirsch, Firebrand Co-op

Subject Matter Expert Panel	
Organization	Name
Town of Normal (Public Works)	Wayne Aldridge
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
Connect Transit	Martin Glaze
MCRPC	Jennifer Sicks
MCRPC	Ray Lai
McLean County (Public Works)	Jerry Stokes
McLean County Health Dept.	Lucy Alvarez
District 87	Brian Evans
Unit 5	Dayna Brown
Economic Development Council	Patrick Hoban

Appendix B: Public Engagement Documentation - Page 15

turn-offs to left + right

Veterans is dangerous (for all modes)

expanding # of modes

Bloomington - Normal Transportation Safety

emergency vehicles all the time

narrow streets, kids playing

municipal elections coming up April 6: ask your candidates!

Not on a strict grid — can be hard to navigate

Broadway + Beaufort (angled intersection)

even dogs are suspicious until full stop

lack of light on sidewalks

"If I can't go on the Trail, I don't go."

crossings tough

Uneasy about cycling in town: lack of trust + "natural animosity" between drivers + cyclists

presented by the McLean County Regional Planning Commission (MCRPC) staff

Zero fatalities or life-changing injuries by 2030

Crash and injury tracking

Legend:
- Total McLean County crashes
- Life-changing injuries
- Injury crashes
- Fatal crashes

Fatal crashes per year (2005–2018): 9, 13, 20, 12, 12, 11, 9, 14, 10, 15, 18, 11, 11, 9

94% of pedestrian and cyclist collisions result in injury, including **19% fatal or incapacitating** injury

County / State / U.S. Comparison

	Crashes			Fatalities			Injuries		
	2005	2018	% change	2005	2018	% change	2005	2018	% change
McLean	4191	3181	-24%	9	9	+0%	865	714	-17%
Peoria	6302	4586	-27%	11	19	+73%	1355	1122	-17%
Sangamon	6351	5101	-20%	24	20	-17%	1405	1140	-19%
Champaign	4686	3566	-24%	15	18	+20%	999	844	-16%
Illinois	421522	319146	-24%	1233	951	-23%	79425	67453	-15%
U.S.A.	6,159,000	6,734,000	+9%	39,189	33,654	-14%	1,816,000	1,894,000	+4%

Pedestrian and Cyclist Crashes, Injuries, and Fatalities

Chart legend:
- Crashes
- Injuries
- # Fatalities

Fatalities by year:
2005: 2, 2006: 1, 2007: 2, 2008: 1, 2009: 1, 2010: 1, 2011: 1, 2012: 2, 2013: 1, 2014: 4, 2015: 2, 2016: 1, 2017: 3, 2018: 2

Known Threats

- Distracted driving
- Other kinds of impaired driving
- Veteran's Parkway
- Multiple modes at intersections
- Unclear markings at intersections

Vulnerable populations

- Elderly
- Children
- Recent arrivals/immigrants
- People of color
- Visitors
- Anyone crossing Veterans on foot or on bike (perhaps reach these folks through employers along Veterans)

Since 2005:

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

High incidence location map

Crashes by Time/Day (2005–2018)

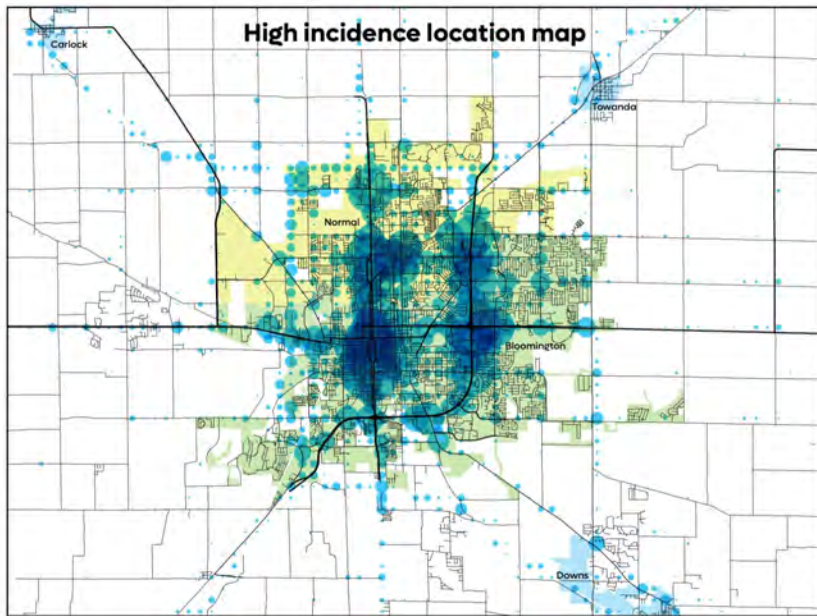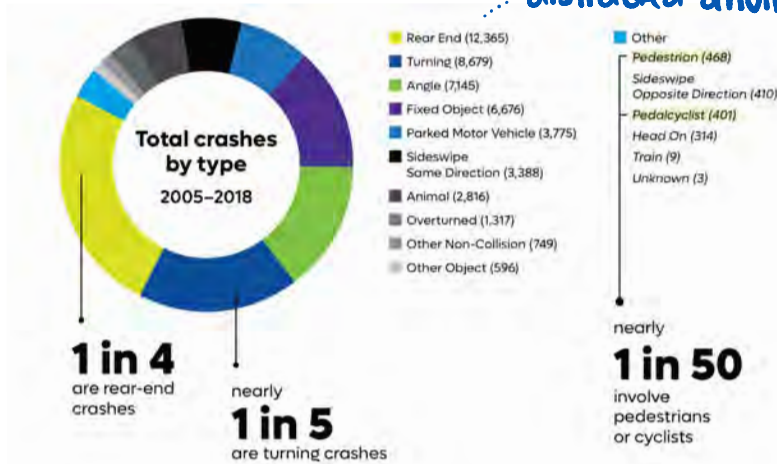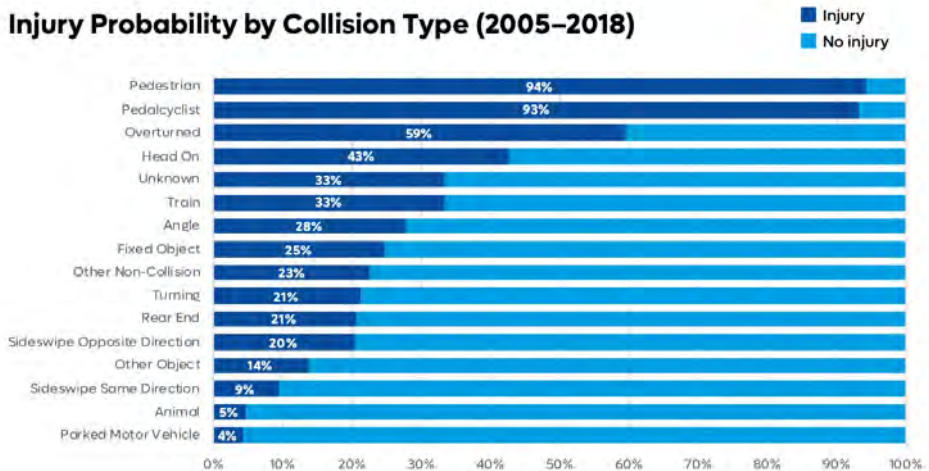|	12 AM	1 AM	2 AM	3 AM	4 AM	5 AM	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM
Sun	182	184	197	107	106	84	93	125	136	180	227	275	327	310	297	324	356	312	298	274	227	199	153	107
Mon	96	73	37	56	61	107	231	486	392	271	288	384	425	361	402	636	642	668	403	258	231	205	149	105
Tue	85	72	50	40	51	87	216	550	425	278	342	397	454	376	391	628	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	798	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	785	713	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

... distracted driving

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

Injury Probability by Collision Type (2005–2018)

- Injury
- No injury

Collision Type	Injury %
Pedestrian	94%
Pedalcyclist	93%
Overturned	59%
Head On	43%
Unknown	33%
Train	33%
Angle	28%
Fixed Object	25%
Other Non-Collision	23%
Turning	21%
Rear End	21%
Sideswipe Opposite Direction	20%
Other Object	14%
Sideswipe Same Direction	9%
Animal	5%
Parked Motor Vehicle	4%

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.

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;** [1] **data, research, and technology;** [2] and **community culture change** [3] tactics.

GO:SAFE DATA RECOMMENDATIONS

1 Actively monitor, publicly share, and facilitate discussions of transportation safety data

2 Supplement existing data sets with new sources

3 Explore other opportunities for increasing community data collection and processing capabilities

4 Promote transparency and protect system-user privacy in data collection and analysis efforts

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

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

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.

presented by the McLean County Regional Planning Commission (MCRPC) staff

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

presented by the McLean County Regional Planning Commission (MCRPC) staff

GO:SAFE INFRASTRUCTURE RECOMMENDATIONS

see map

1. Upgrade the Go:Safe priority street segments listed on pages 20–25 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

prioritized street segments

See pages 20–15 for specific details about each prioritized street segment.

Normal
8
6
11
12
4
7
1
12
3
Bloomington
5
10
2
9

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

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

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

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

Before you drive, check the list:

- Rear view mirror adjusted
- Side mirrors adjusted
- Seat belts buckled
- Doors locked
- Seat adjusted
- Steering wheel adjusted
- GPS set and functioning
- Feet clear of bags and stuff on the floor
- Back and side windows free of obstructions
- Cell phone out of reach
- Food or snacks out of reach
- Radio/music set to prevent distraction
- Radio/music set below volume needed to hear traffic cues
- Passenger(s) asked to limit distractions
- Mind on route of travel, not on destination

go:safe mcplan.org/GoSafe

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!

go:safe BIKE RODEO

- helmet fitting
- bike check-up
- skills testing

Tur idem sant laudae

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

go:safe
McLean County

community conversations

written comments, too! (3/26 @ 4 pm)

~ joint session?

- Bring this before Council(s)?
  ↳ After 4/7 adoption by MCRPC, we want
    as many jurisdictions as possible to
    come together to implement.

- Go: Safe can be a good intro to the idea of
  smart, complete streets

- This data is firepower to advocate for doing
  things the right way (even if not quickest/easiest)

  ~ benchmark?
- West Lafayette, IN rethink of streets around campus
  reduced need to "frogger" across
    ↳ Jurisdictional transfer, public - private collaboration

presented by the McLean County Regional Planning Commission (MCRPC) staff

community conversations

- This is a chance to rethink "get thru as fast as possible" approach when state routes when they hit a city.

- Main St. comes up often — it's an ongoing discussion that is now expanding to include the public
  ↳ new transfer center in Downtown Bloomington

- BloNo drivers seem unusually befuddled by yield to pedestrians + cyclists @ Trail crossings.
  ↳ This is a culture change project. BE THE CHANGE! Model behavior.
  ↳ Slowly evolving, but seeing some progress

- Beaufort diagonal = #7 priority street segment

presented by the McLean County Regional Planning Commission (MCRPC) staff

make Go:Safe a part of your community

- ☐ Ask candidates about long-range infrastructure. (Potholes aren't the primary cause of incidents + injuries in B-N.)

- ☐ Combined session of Councils?

- ☐ Get schools involved — US, D87, ISU, IWU, HCC... Walk + bike to school events, Day of Play, Bike Rodeo. "How do I get that at _my_ school?"

- ☐ Danish Cycling Federation visitor this summer

community conversations
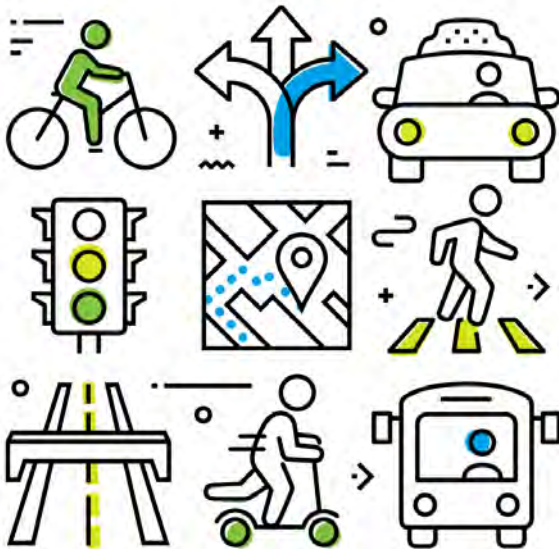
seiden@hilegroup.com

Thank you!

Upcoming Conversations:

Tuesday, March 23 @ 6:00 pm

Wednesday, March 24 @ 8:00 am

Google "Go:Safe McLean Co" or
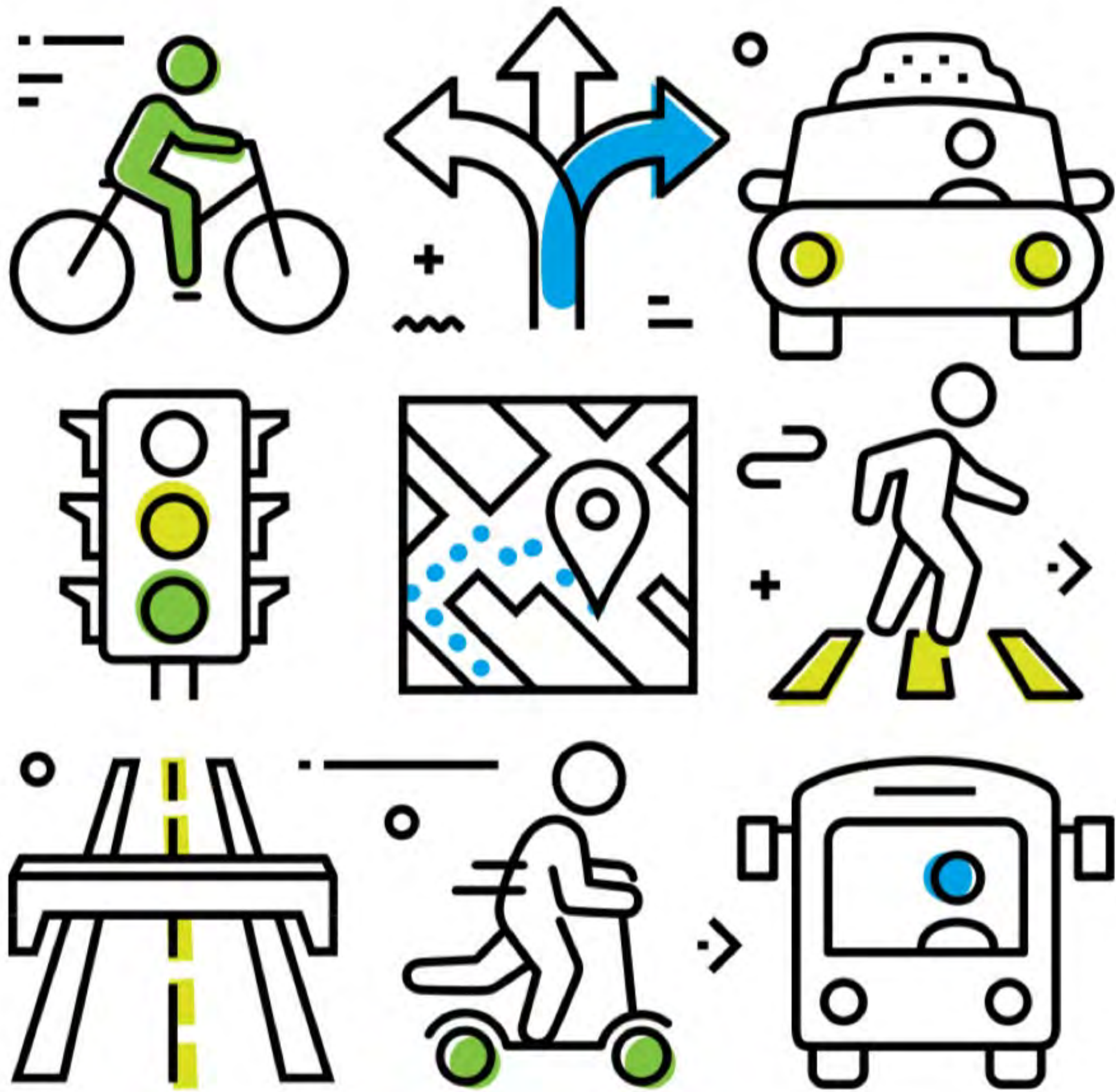Visit www.mcplan.org/gosafe

go:safe

Welcome!

go:safe

THIS MEETING IS BEING RECORDED.

Safety Briefing

- home hazard analysis
  - ✓ home alone?
  - ✓ means of egress
  - ✓ weather (rainy! muddy...)
  - ✓ trip hazards

Happy Spring!

- emergency contact

Safety Moment   (Carl T, IWU)

Main St. sees a lot of student pedestrians and a lot of 30+ mph speeds — dangerous combo. Opt to cross at an intersection if at all possible when a pedestrian and keep an eye out (+ slow down!) for pedestrians when driving.
└ + cyclists

presented by the McLean County Regional Planning Commission (MCRPC) staff

Opening: Mary + Ray

- Thank you for coming!

- Go: Safe is the culmination of a collaborative, multi-modal project

- Improve the system for all users

- Building on work started in 2017

- Opportunity to gather reactions, insights, ideas, and input from YOU!

- This is also the beginning: we're working to achieve 0 fatalities and life-changing injuries by 2030

presented by the McLean County Regional Planning Commission (MCRPC) staff

Project Steering Committee	
Organization	**Name**
ISU	Charley Edamala
IWU	Carl Teichman
Friends of the Constitution Trail	Pat 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	Migidi Tembo
John M. Scott Healthcare Trust	Sue Grant
Boys & Girls Club	Tony Morstatter

Consultant Team:

Julie Hile, Hile Group

Jonathan Seiden, Hile Group

Melanie Shellito, Firebrand Co-op

Kaye Kirsch, Firebrand Co-op

Subject Matter Expert Panel	
Organization	**Name**
Town of Normal (Public Works)	Wayne Aldridge
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
Connect Transit	Martin Glaze
MCRPC	Jennifer Sicks
MCRPC	Ray Lai
McLean County (Public Works)	Jerry Stokes
McLean County Health Dept.	Lucy Alvarez
District 87	Brian Evans
Unit 5	Dayna Brown
Economic Development Council	Patrick Hoban

bike lanes
(sometimes there, sometimes not)
— Washington St near State Farm

Fairway Dr btwn Towanda + RG

Bloomington - Normal Transportation Safety

The Trail!

Students crossing around campuses

bicycling community

Veterans Pkwy - crossing is hard. Are crosswalks enough? What's feasible?

walking as transportation mode

kids biking to Colene House

yields @ crossings

repainting crosswalks

SLOW. DOWN.

Parking lot crosswalks, too.

interactions w. the deaf community (esp. children)

Signs mean things! Yellow = caution. Public education on this.

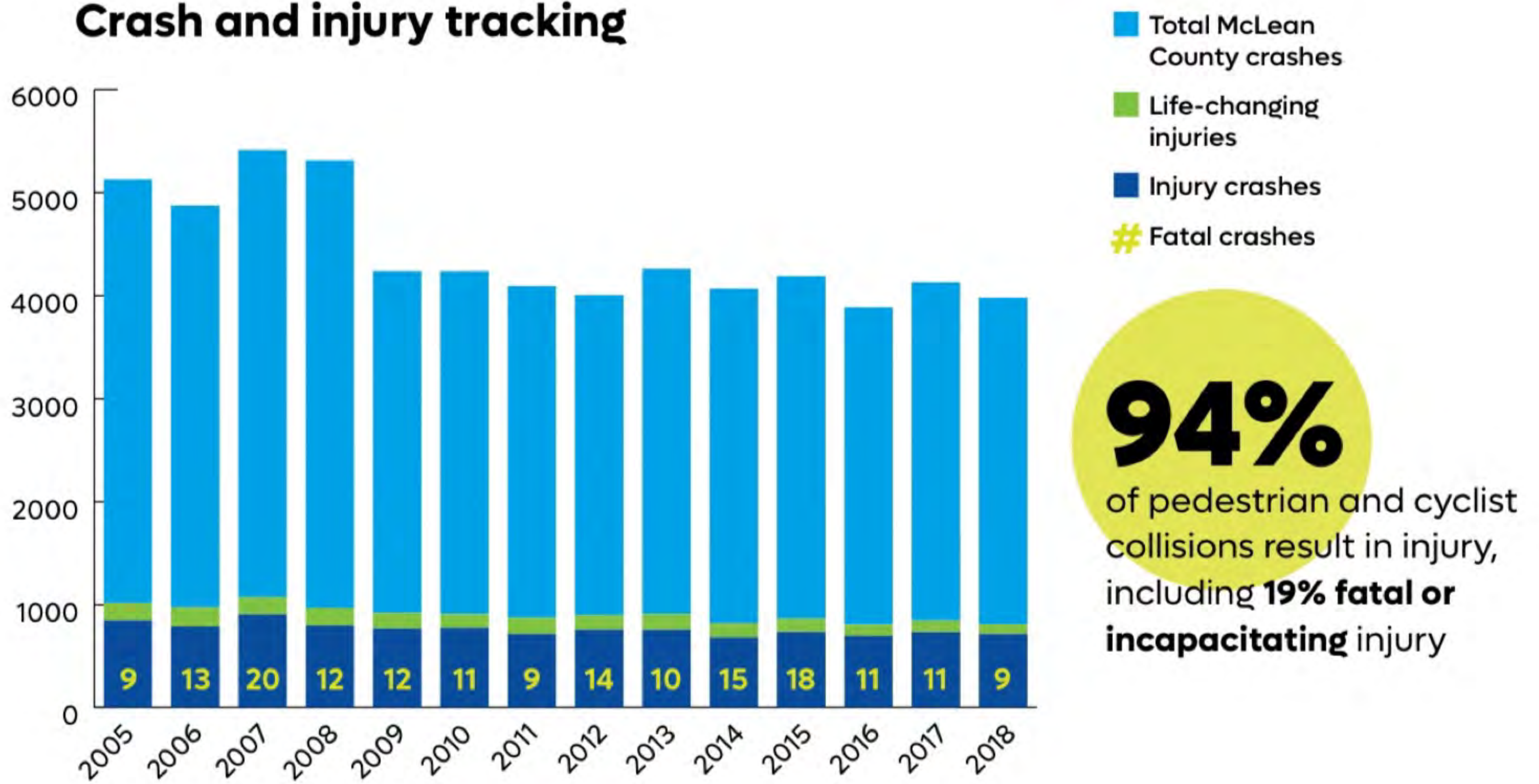Angela Dr + Vernon: pedestrian activated crossing?

Federal funds to supplement local?

presented by the McLean County Regional Planning Commission (MCRPC) staff
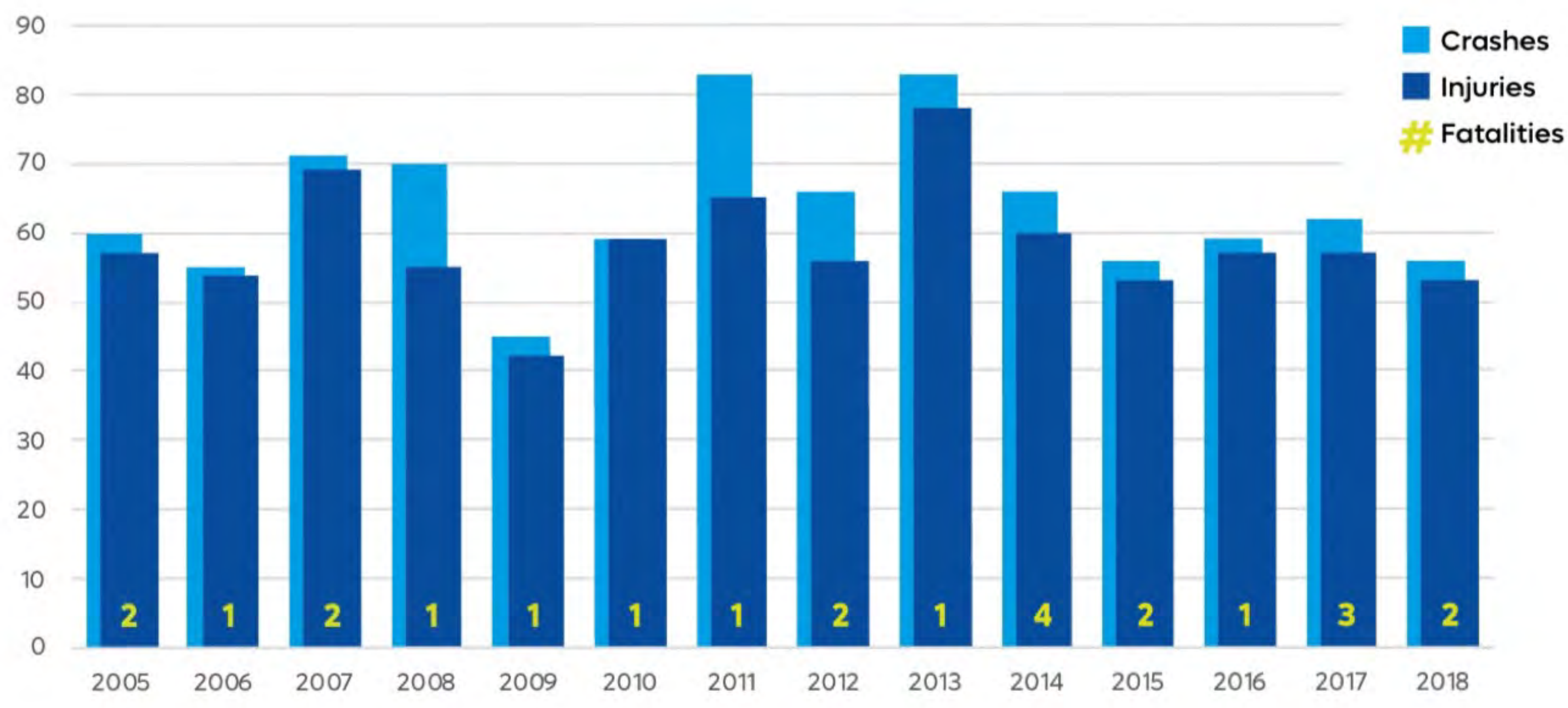
Zero fatalities or life-changing injuries by 2030

Crash and injury tracking

Legend:
- Total McLean County crashes
- Life-changing injuries
- Injury crashes
- # Fatal crashes

Bar chart values (fatal crashes shown in bars):
- 2005: 9
- 2006: 13
- 2007: 20
- 2008: 12
- 2009: 12
- 2010: 11
- 2011: 9
- 2012: 14
- 2013: 10
- 2014: 15
- 2015: 18
- 2016: 11
- 2017: 11
- 2018: 9

94% of pedestrian and cyclist collisions result in injury, including **19% fatal or incapacitating** injury

County / State / U.S. Comparison

	Crashes			Fatalities			Injuries		
	2005	2018	% change	2005	2018	% change	2005	2018	% change
McLean	4191	3181	-24%	9	9	+0%	865	714	-17%
Peoria	6302	4586	-27%	11	19	+73%	1355	1122	-17%
Sangamon	6351	5101	-20%	24	20	-17%	1405	1140	-19%
Champaign	4686	3566	-24%	15	18	+20%	999	844	-16%
Illinois	421522	319146	-24%	1233	951	-23%	79425	67453	-15%
U.S.A.	6,159,000	6,734,000	+9%	39,189	33,654	-14%	1,816,000	1,894,000	+4%

Pedestrian and Cyclist Crashes, Injuries, and Fatalities

Legend:
- Crashes
- Injuries
- # Fatalities

Fatalities by year:
- 2005: 2
- 2006: 1
- 2007: 2
- 2008: 1
- 2009: 1
- 2010: 1
- 2011: 1
- 2012: 2
- 2013: 1
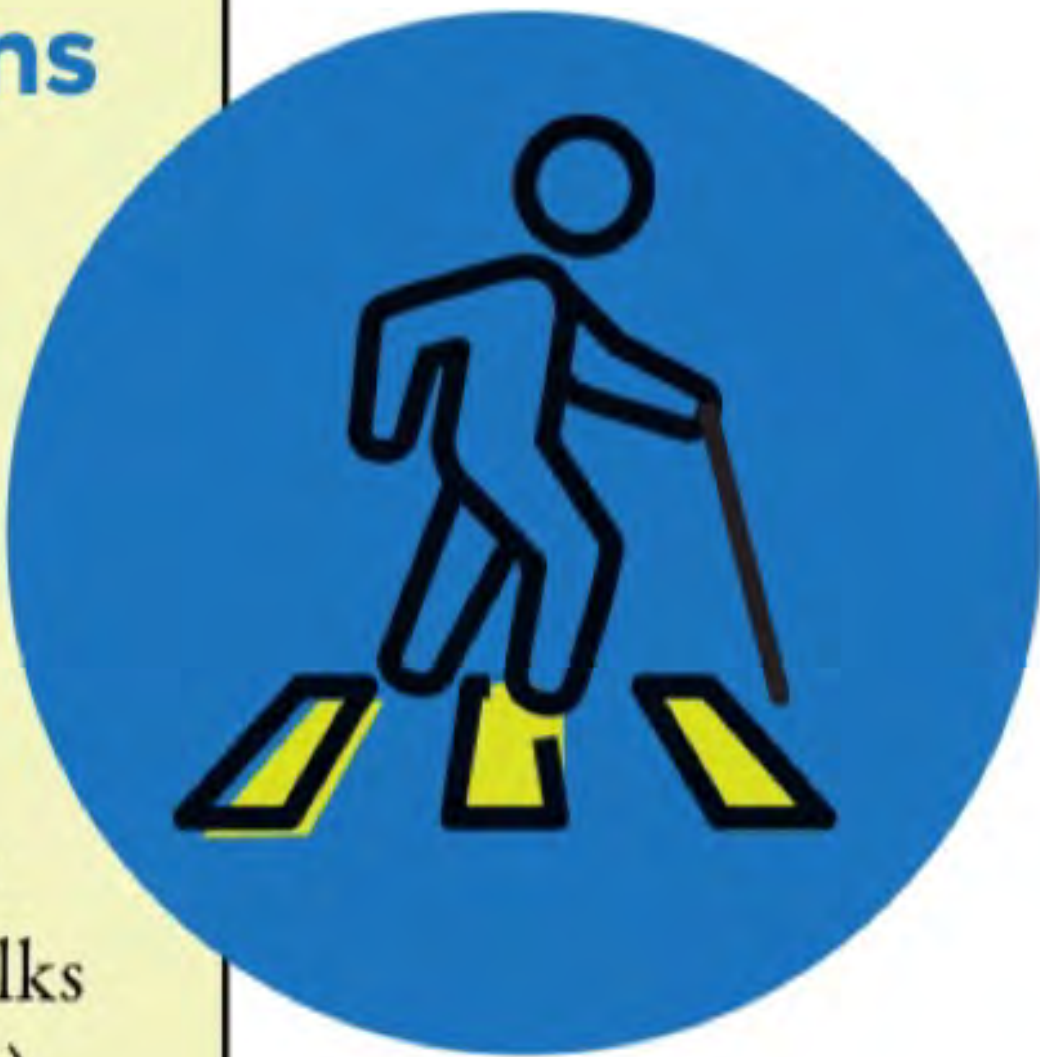- 2014: 4
- 2015: 2
- 2016: 1
- 2017: 3
- 2018: 2

Known Threats

- Distracted driving
- Other kinds of impaired driving
- Veteran's Parkway
- Multiple modes at intersections
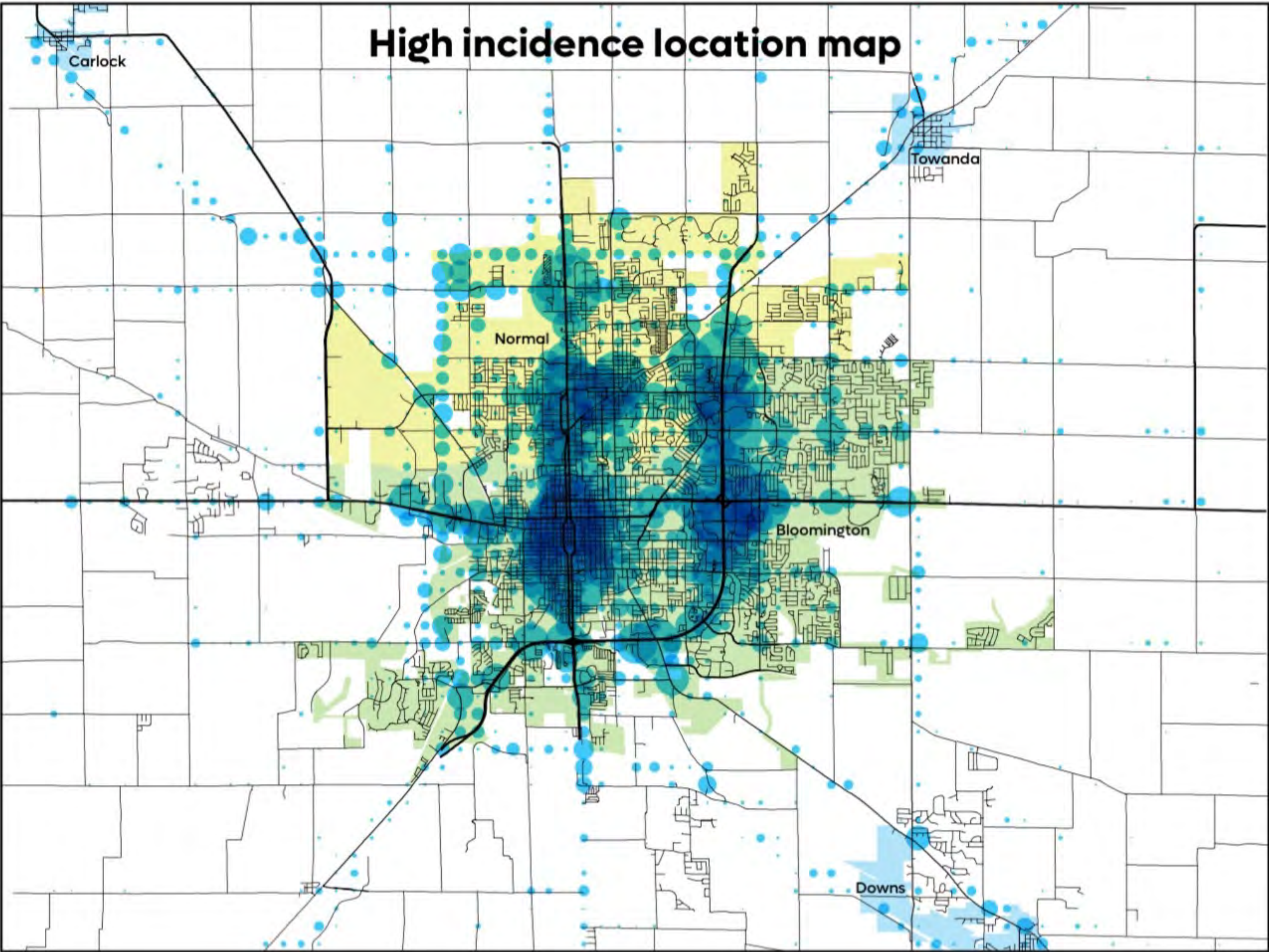- Unclear markings at intersections

Vulnerable populations

- Elderly
- Children
- Recent arrivals/immigrants
- People of color
- Visitors
- Anyone crossing Veterans on foot or on bike (perhaps reach these folks through employers along Veterans)
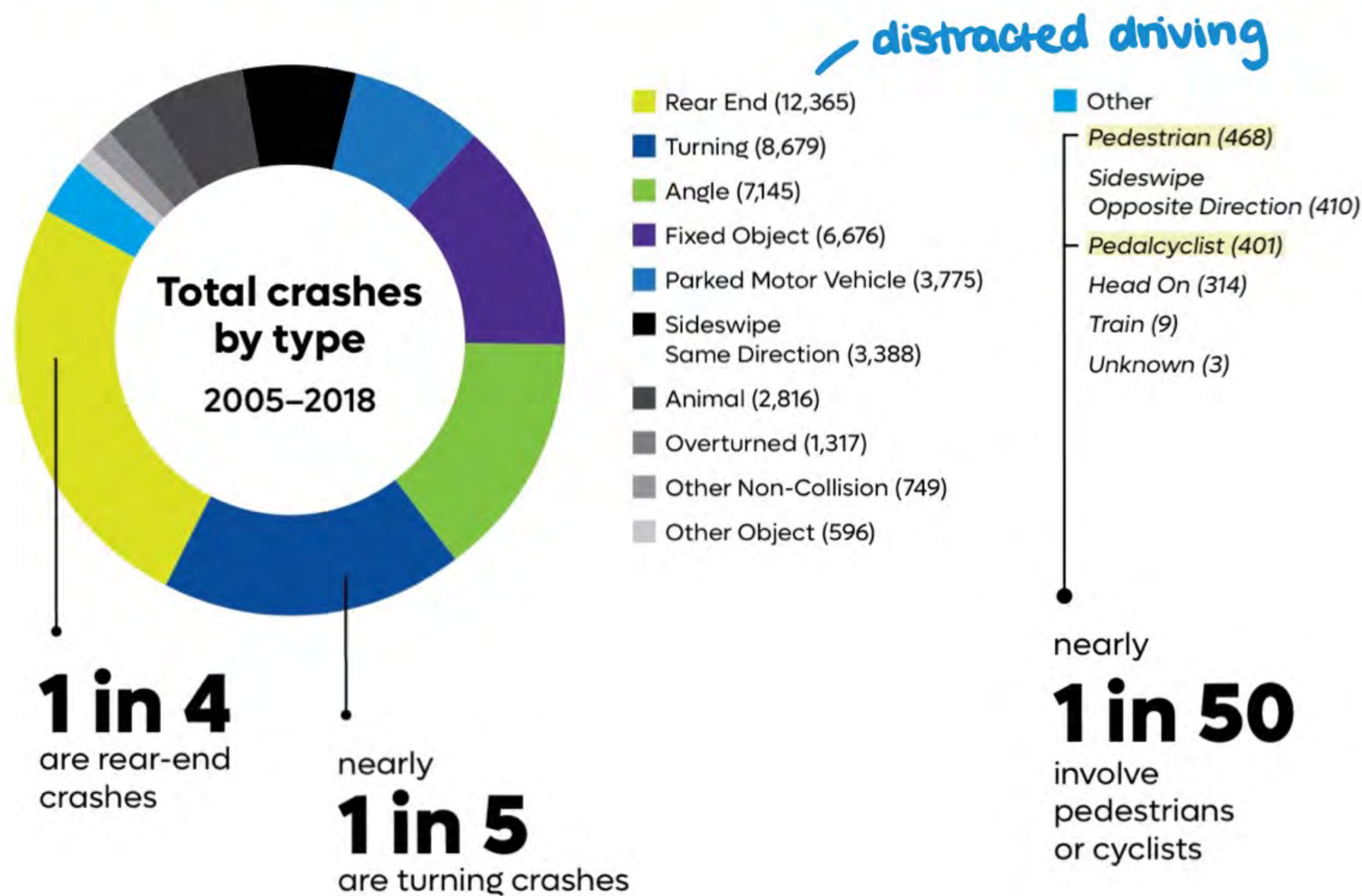
Since 2005:

3,500

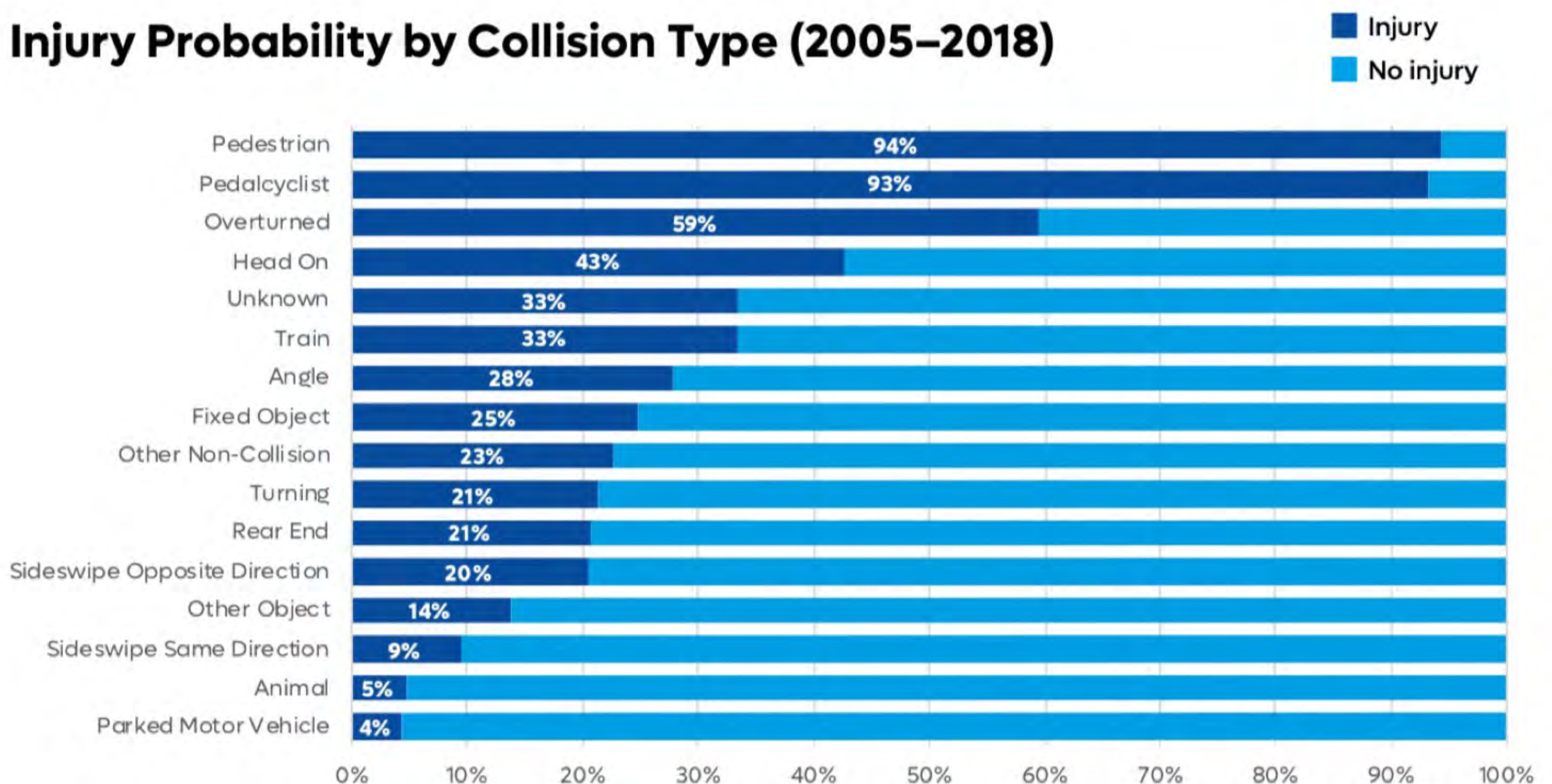traffic collisions resulting in **750 injuries** and **12 fatalities** annually

High incidence location map

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	71	288	384	425	361	402	636	642	686	403	258	231	205	149	105
Tue	85	72	50	40	51	87	216	550	425	78	342	397	454	376	391	626	694	767	422	294	231	201	141	105
Wed	88	78	55	44	49	95	202	532	446	74	276	393	427	391	391	594	730	758	435	293	264	218	128	130
Thu	98	109	68	46	57	85	192	477	432	78	298	367	469	438	409	603	734	662	428	292	261	224	181	138
Fri	140	115	82	70	65	84	205	484	385	95	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

Legend:
- 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)*

— distracted driving

1 in 4 are rear-end crashes

nearly **1 in 5** are turning crashes

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

Injury Probability by Collision Type (2005–2018)

Legend: Injury / No injury

Collision Type	Injury %
Pedestrian	94%
Pedalcyclist	93%
Overturned	59%
Head On	43%
Unknown	33%
Train	33%
Angle	28%
Fixed Object	25%
Other Non-Collision	23%
Turning	21%
Rear End	21%
Sideswipe Opposite Direction	20%
Other Object	14%
Sideswipe Same Direction	9%
Animal	5%
Parked Motor Vehicle	4%

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.

Go:Safe priorities

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

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, and speed is a fundamental predictor of crash survival. Our transportation system should be designed for speeds that protect human life.

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**;[1] **data, research, and technology**;[2] and **community culture change** tactics.[3]

GO:SAFE INFRASTRUCTURE RECOMMENDATIONS

❶ Upgrade the Go:Safe priority street segments listed on pages 20–25 with appropriate Complete Streets improvements

❷ Continue to prioritize and target transit stops for infrastructure improvements

❸ Fully interconnect walking and bicycling networks with transit routes to expand the public transit catchment area by adding bike lanes and pedestrian facilities

❹ 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

❺ 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

prioritized street segments

See pages 20–15 for specific details about each prioritized street segment.

Normal

8
6
11
7
1
12
3
Bloomington
4
12
5
10
2
9

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

GO:SAFE DATA RECOMMENDATIONS

1. Actively monitor, publicly share, and facilitate discussions of transportation safety data

2. Supplement existing data sets with new sources

3. Explore other opportunities for increasing community data collection and processing capabilities

4. Promote transparency and protect system-user privacy in data collection and analysis efforts

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

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

presented by the McLean County Regional Planning Commission (MCRPC) staff

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

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.

presented by the McLean County Regional Planning Commission (MCRPC) staff

**GO:SAFE COMMUNITY CULTURE
CHANGE RECOMMENDATIONS**

❶ Promote the Go:Safe brand, which has been designed for easy adaptability by coalition members

❷ Maintain and promote the Go:Safe page on the MCRPC website, with local safety data updated regularly

❸ 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

❹ 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

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

Before you drive, check the list:

- Rear view mirror adjusted
- Side mirrors adjusted
- Seat belts buckled
- Doors locked
- Seat adjusted
- Steering wheel adjusted
- GPS set and functioning
- Feet clear of bags and stuff on the floor
- Back and side windows free of obstructions
- Cell phone out of reach
- Food or snacks out of reach

- Radio/music set to prevent distraction
- Radio/music set below volume needed to hear traffic cues
- Passenger(s) asked to limit distractions
- Mind on route of travel, not on destination

go:safe
mcplan.org/GoSafe

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!

go:safe
BIKE RODEO

- helmet fitting
- bike check-up
- skills testing

Tur idem sant laudae

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

WE'RE A
go:safe
Family

mcplan.org/gosafe

I know how to
go:safe

community conversations

written comments, too! (3/26 @ 4 pm)

SEND TO BOB →

- Crossing veterans: maybe <u>not</u> at arterial roads? Trail underpass — <mark>what other key access points?</mark>

  What opportunity to piggyback on other infrastructure (underpass w. creek)?

  Divide and conquer!

  When designed, pedestrians + bikes were an afterthought. Times have changed.

- Towanda Barnes is starting to be another "veterans"-type used-to-be-bypass that now has development to the east + pedestrian crossing.

- Zoning + auto-friendly businesses influence intersections

- Traffic is largely single-occupancy vehicles. To drop a lane, we must take the bus!

presented by the McLean County Regional Planning Commission (MCRPC) staff

- Bring "Don't cross Michigan Ave." down I-55: public education is key!

- Towanda Barnes is kind of terrifying, wild west (east) feel out there.

make Go:Safe a part of your community

- schools! Pre-K thru 12 + colleges/universities (parents + students alike) ↳ transportation orientation

- Friends of the Trail as partner for multi-modal transportation education (we've got trailers of bikes!) before driving age to raise well-rounded, transportation-informed citizens

- pedestrian commuters (of all ages)
- larger employers (esp. lean into remote work options)
- homeowners + business owners

- US! Let's shovel our walks! (And our neighbors', for extra credit) ↘ snow removal

- Bob! He can guide us re feasibility.
- The Library — BPL.
- The Danish Cycling Federation!
- Other social/cultural organizations within the Indian and other communities

community conversations

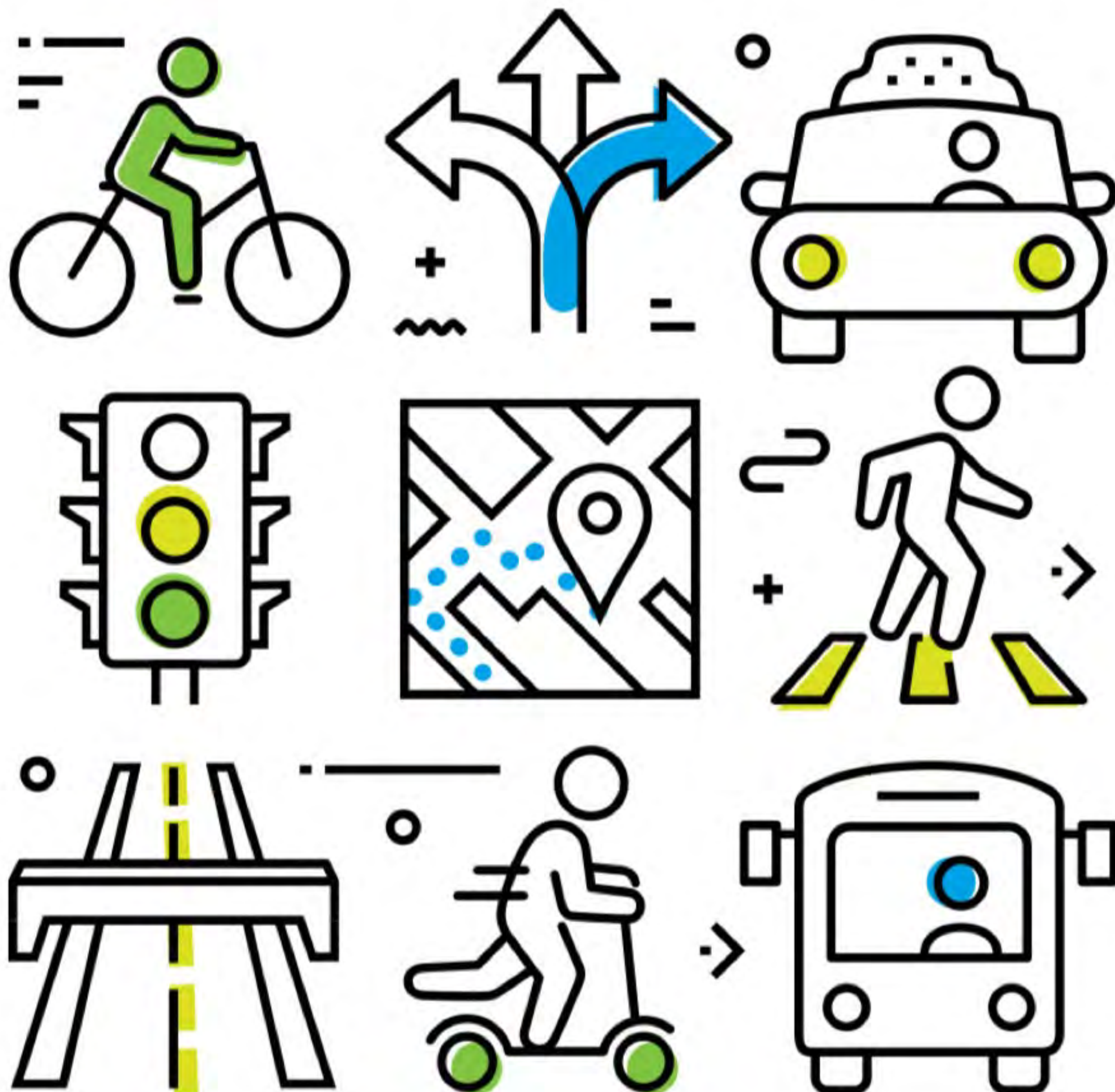# Thank you!

Upcoming Conversations:

Wednesday, March 24 @ 8:00 am

Google "Go:Safe McLean Co" or
Visit www.mcplan.org/gosafe

go:safe

Welcome!
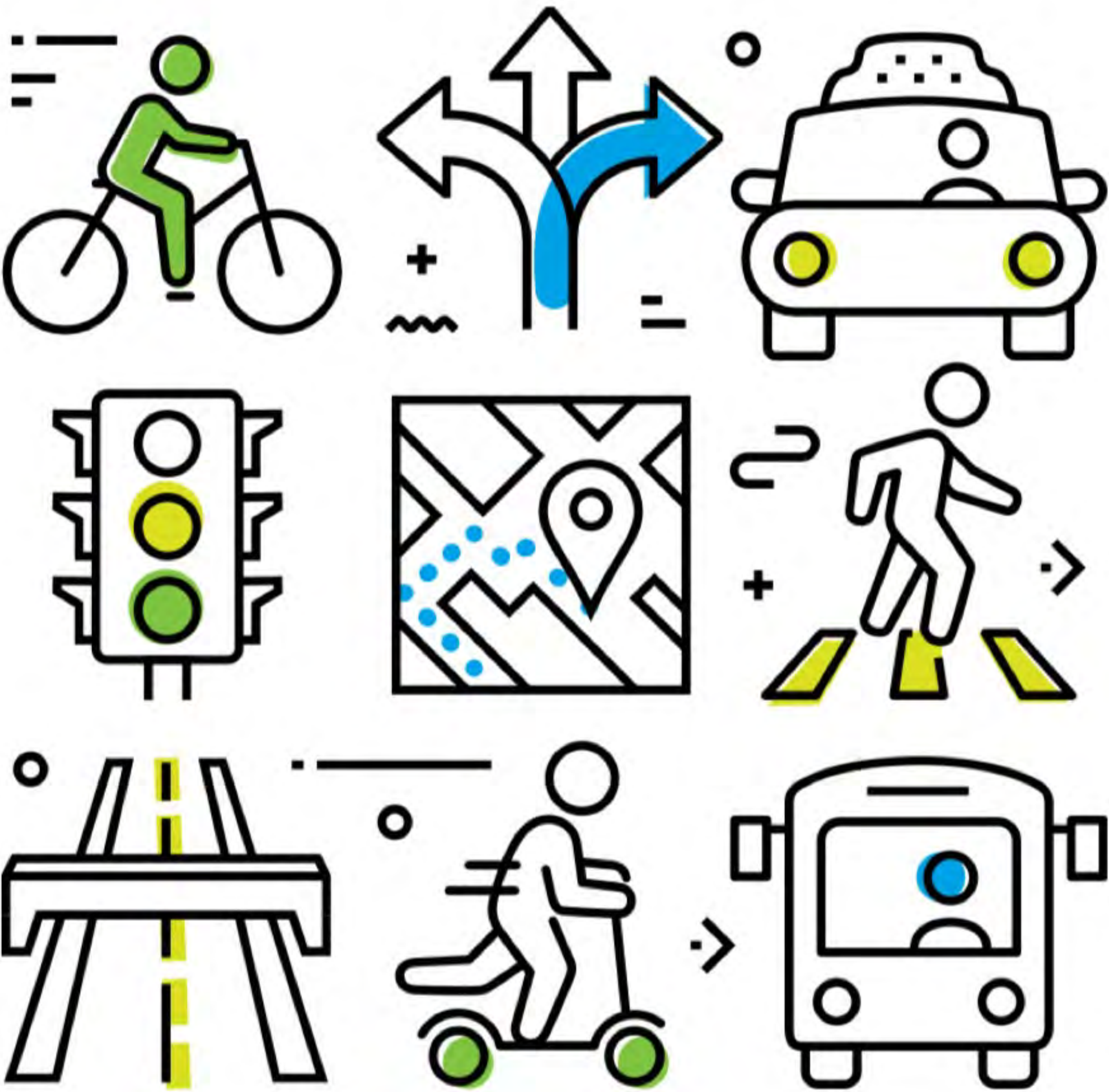
THIS MEETING IS BEING RECORDED.

Safety Briefing

- home hazard analysis
    - ✓ home alone?
    - ✓ means of egress
    - ✓ weather (cloudy, mild, muddy)
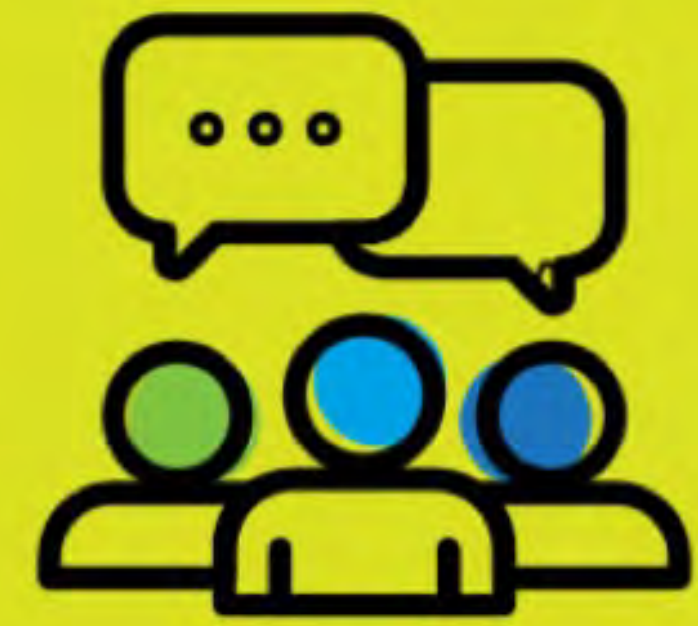   - ✓ trip hazards

Happy Spring!
)

- emergency contact

Safety Moment (Patrick H.)

BNEDC is right on a corner that sees many uncontrolled pedestrian crossings, lots of ISU student + parent traffic.

presented by the McLean County Regional Planning Commission (MCRPC) staff

Opening: Mary + Ray

3,500 crashes
750 injuries
12 deaths / yr

- Culmination of multi-modal, collaborative effort to improve all users' experience w. the system + eliminate fatalities + life-changing injury

- Building on work started in 2017

- Seeking your comments + input

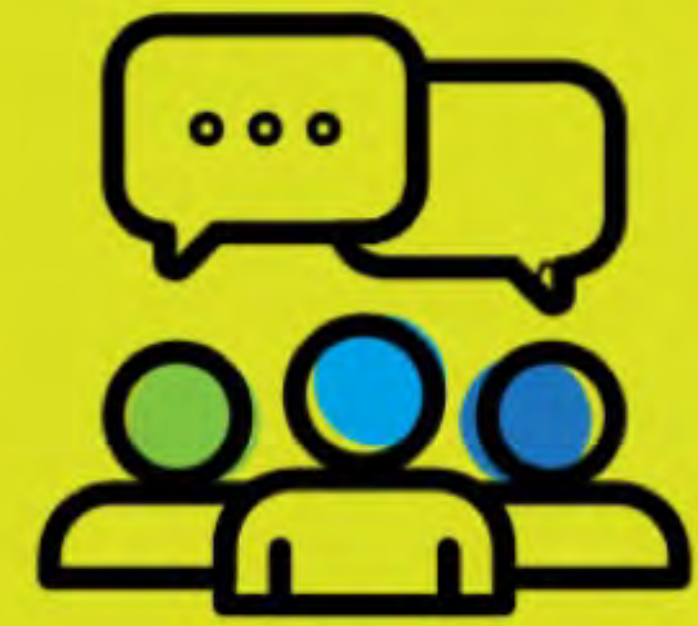- This is really a kick-off! This is the beginning of a movement + implementation effort.

presented by the McLean County Regional Planning Commission (MCRPC) staff

Project Steering Committee

Organization	Name
ISU	Charley Edamala
IWU	Carl Teichman
Friends of the Constitution Trail	Pat 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	Migidi Tembo
John M. Scott Healthcare Trust	Sue Grant
Boys & Girls Club	Tony Morstatter

Consultant Team:

Julie Hile, Hile Group

Jonathan Seiden, Hile Group

Melanie Shellito, Firebrand Co-op

Kaye Kirsch, Firebrand Co-op

Subject Matter Expert Panel

Organization	Name
Town of Normal (Public Works)	Wayne Aldridge
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
Connect Transit	Martin Glaze
MCRPC	Jennifer Sicks
MCRPC	Ray Lai
McLean County (Public Works)	Jerry Stokes
McLean County Health Dept.	Lucy Alvarez
District 87	Brian Evans
Unit 5	Dayna Brown
Economic Development Council	Patrick Hoban

students on + around campus

(cycling boom!
many more people out (+ some new cyclists) so it's crowded and has caused confusion + stress at crossings

Bloomington - Normal Transportation Safety

cycling on sidewalks where roads unsafe

one-way streets

cycling commutes

cars not stopping @ ped crossings near ISU

not enough bus shelters (1 or 2 seats not enough)

lack of trust btwn (cars and bikes + peds

LIKE A DANGEROUS FIRST DATE : what are they gonna do?

jaywalking @ Front St

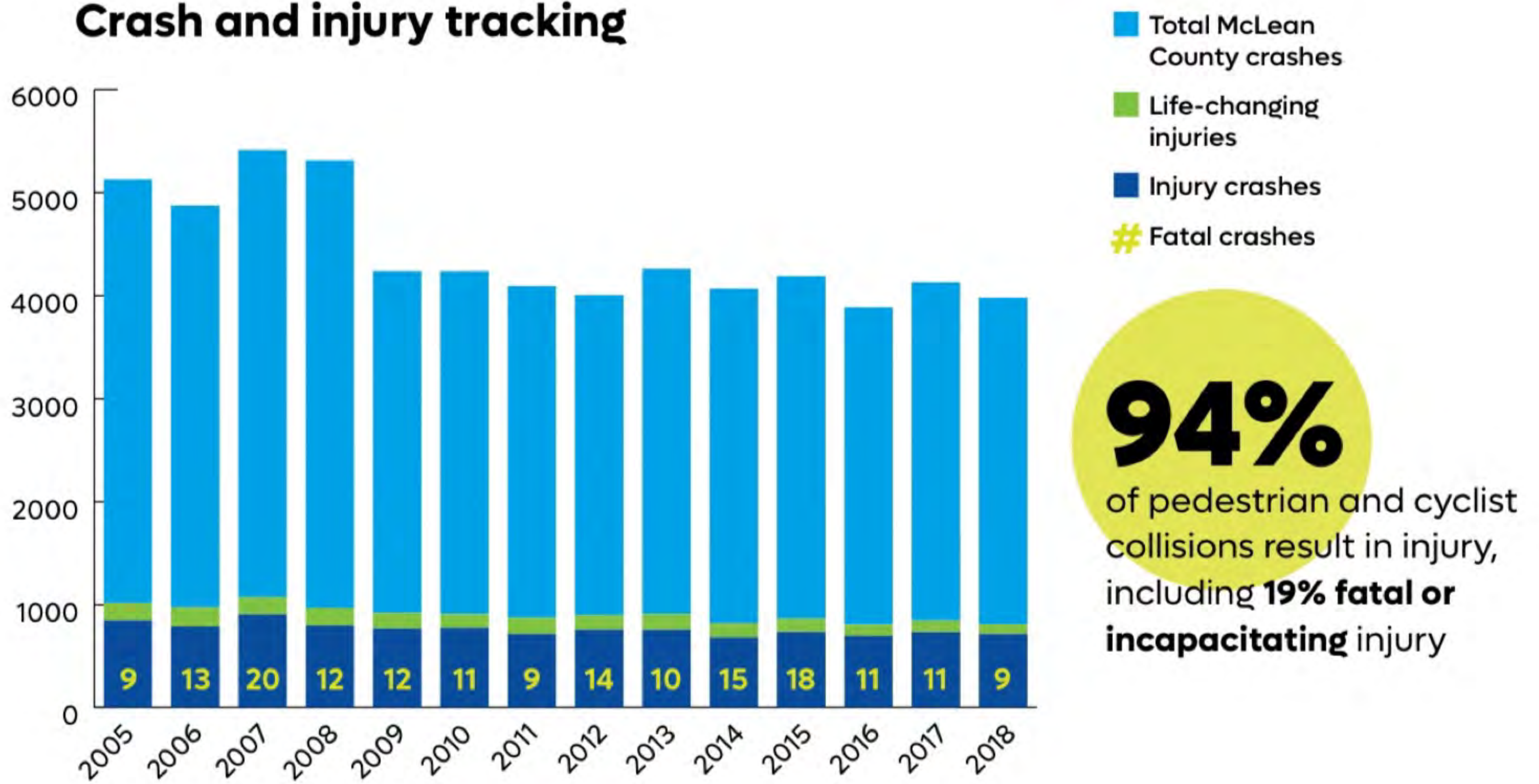45 mph in school zones!

distracted driving

Bikes + cars = cyclists + motorists (people!)

presented by the McLean County Regional Planning Commission (MCRPC) staff
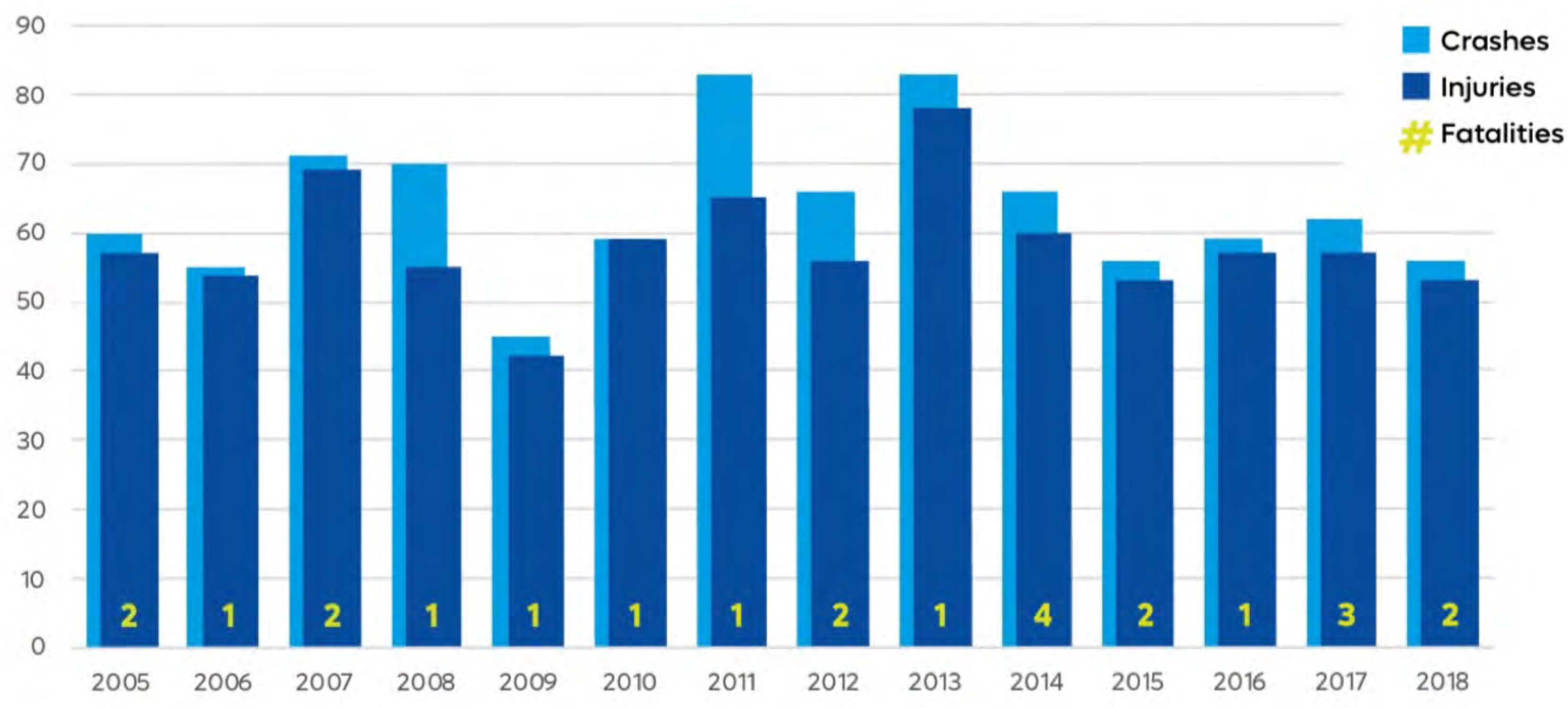
Zero fatalities or life-changing injuries by 2030

Crash and injury tracking

Legend:
- Total McLean County crashes
- Life-changing injuries
- Injury crashes
- # Fatal crashes

Fatal crashes by year: 2005: 9, 2006: 13, 2007: 20, 2008: 12, 2009: 12, 2010: 11, 2011: 9, 2012: 14, 2013: 10, 2014: 15, 2015: 18, 2016: 11, 2017: 11, 2018: 9

94% of pedestrian and cyclist collisions result in injury, including **19% fatal or incapacitating** injury

County / State / U.S. Comparison

	Crashes			Fatalities			Injuries		
	2005	2018	% change	2005	2018	% change	2005	2018	% change
McLean	4191	3181	-24%	9	9	+0%	865	714	-17%
Peoria	6302	4586	-27%	11	19	+73%	1355	1122	-17%
Sangamon	6351	5101	-20%	24	20	-17%	1405	1140	-19%
Champaign	4686	3566	-24%	15	18	+20%	999	844	-16%
Illinois	421522	319146	-24%	1233	951	-23%	79425	67453	-15%
U.S.A.	6,159,000	6,734,000	+9%	39,189	33,654	-14%	1,816,000	1,894,000	+4%

Pedestrian and Cyclist Crashes, Injuries, and Fatalities

Legend:
- Crashes
- Injuries
- # Fatalities

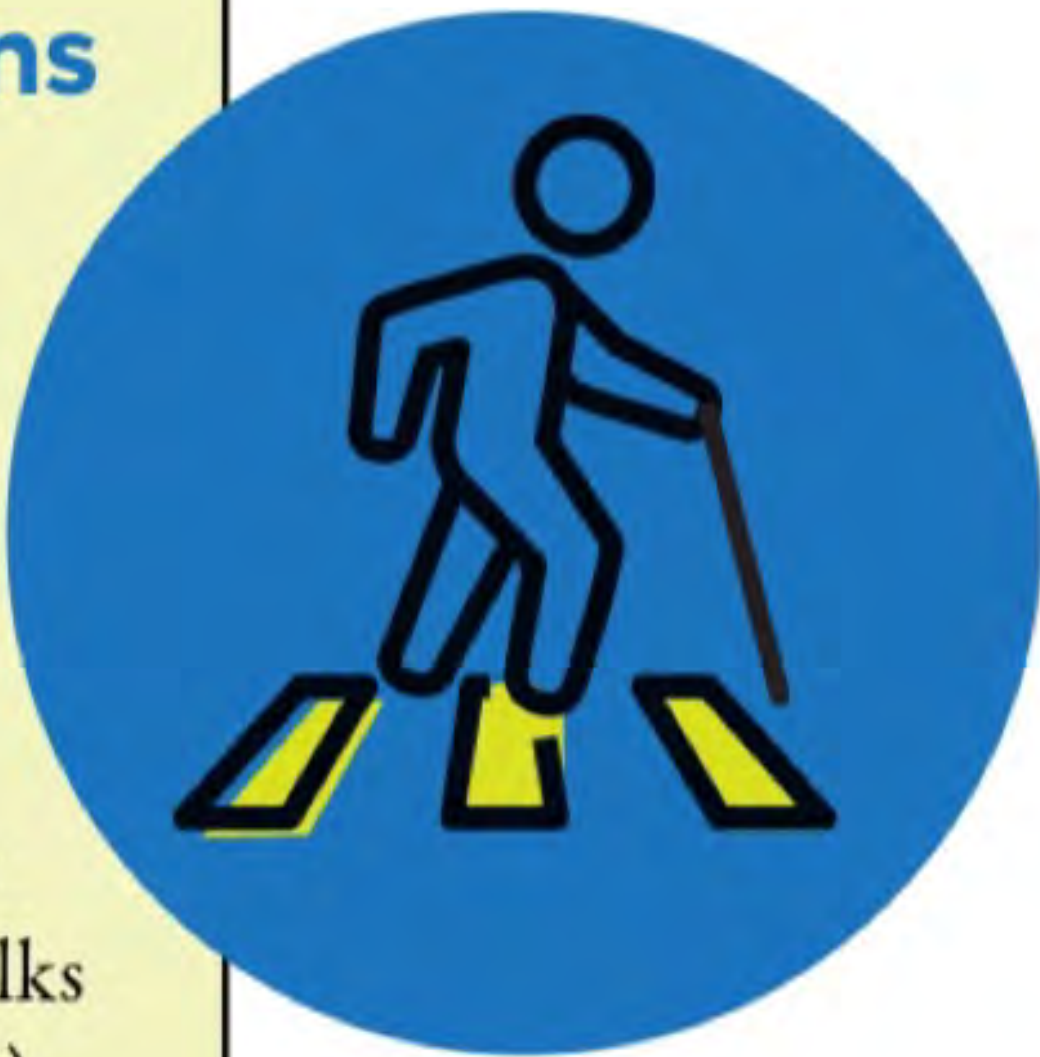| Year	Crashes	Injuries	Fatalities
2005	60	57	2
2006	55	54	1
2007	71	69	2
2008	70	55	1
2009	45	42	1
2010	59	59	1
2011	83	65	1
2012	66	56	2
2013	83	78	1
2014	66	60	4
2015	56	53	2
2016	59	57	1
2017	62	57	3
2018	56	53	2

Known Threats

- Distracted driving
- Other kinds of impaired driving
- Veteran's Parkway
- Multiple modes at intersections
- Unclear markings at intersections

Vulnerable populations

- Elderly
- Children
- Recent arrivals/immigrants
- People of color
- Visitors
- Anyone crossing Veterans on foot or on bike (perhaps reach these folks through employers along Veterans)
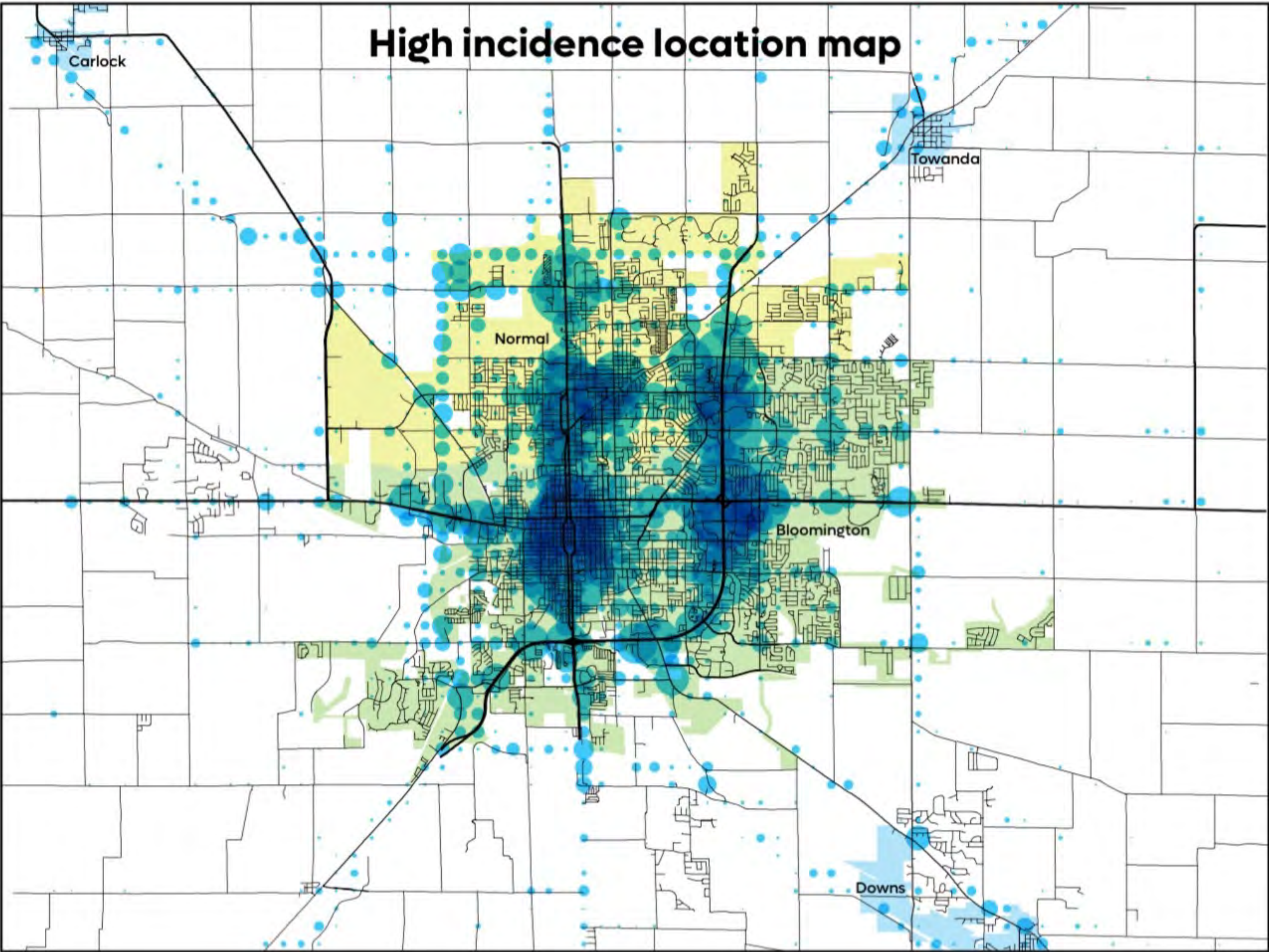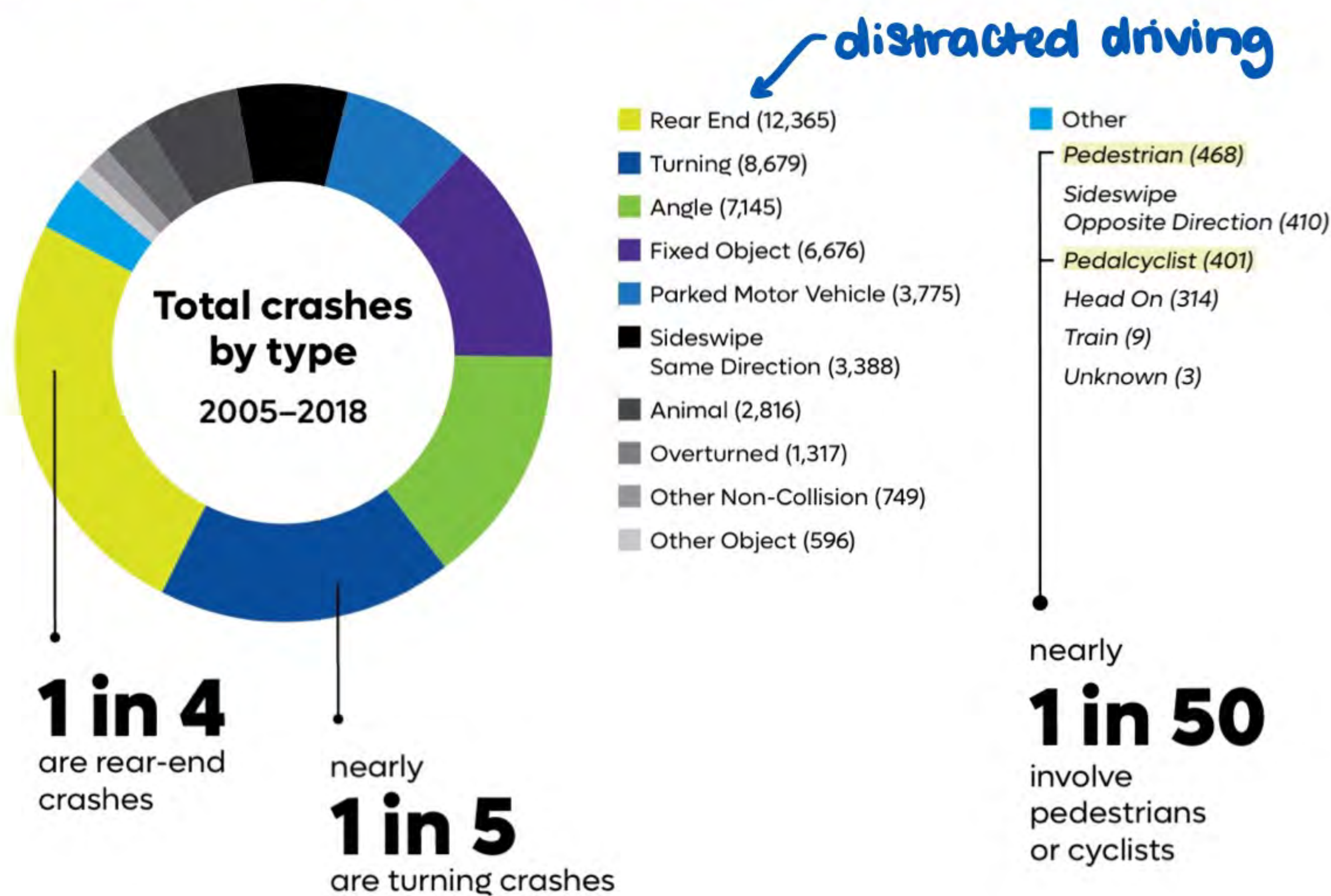
- people living w. disabilities

Since 2005:

3,500

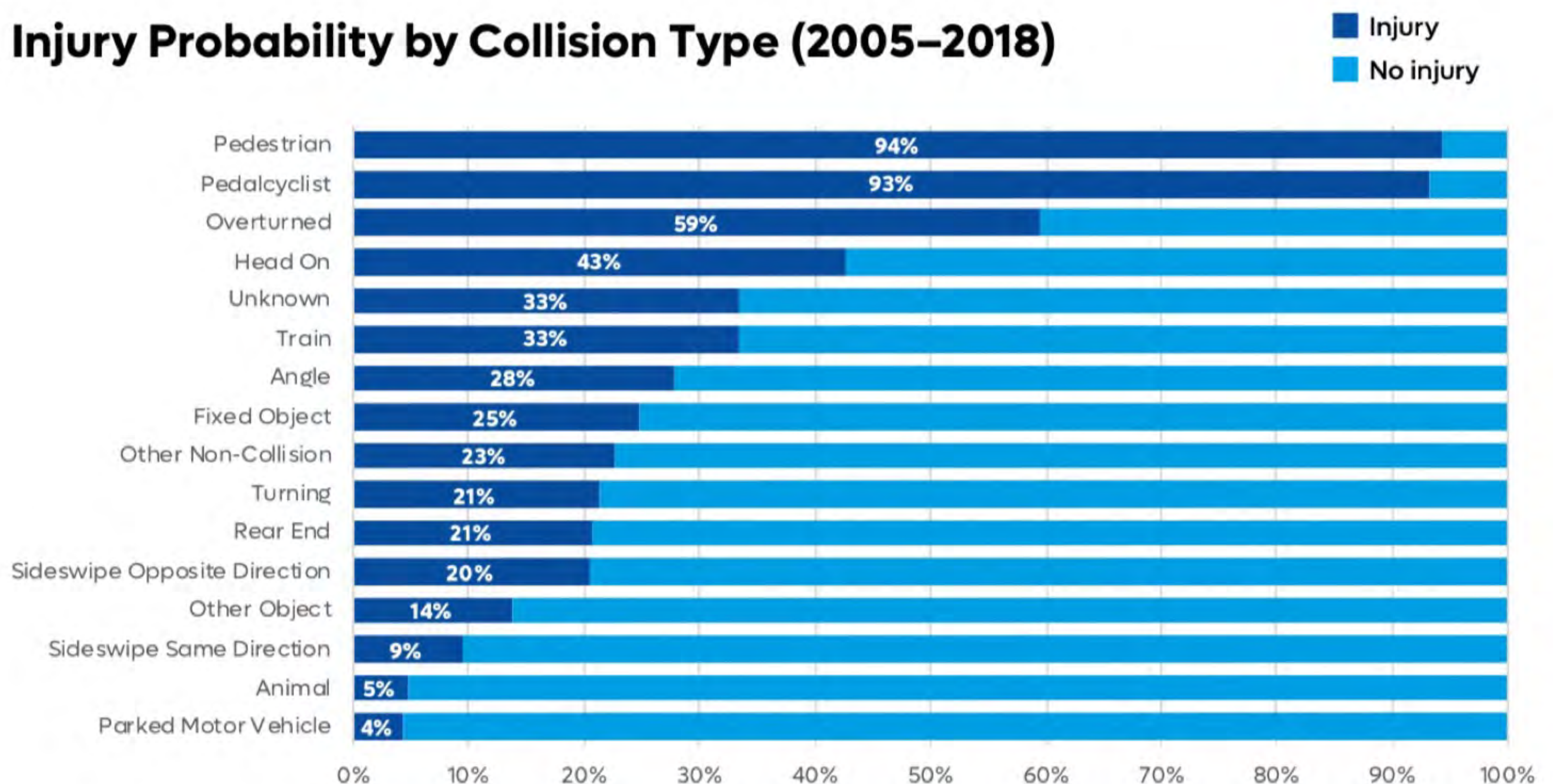traffic collisions resulting in **750 injuries** and **12 fatalities** annually

High incidence location map

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

distracted driving

- 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

Injury Probability by Collision Type (2005–2018)

Injury / No injury

Collision Type	Injury %
Pedestrian	94%
Pedalcyclist	93%
Overturned	59%
Head On	43%
Unknown	33%
Train	33%
Angle	28%
Fixed Object	25%
Other Non-Collision	23%
Turning	21%
Rear End	21%
Sideswipe Opposite Direction	20%
Other Object	14%
Sideswipe Same Direction	9%
Animal	5%
Parked Motor Vehicle	4%

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.

Go:Safe priorities

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

core principles

- Traffic deaths are preventable and unacceptable. *(not "accidents")*

- 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, and speed is a fundamental predictor of crash survival. Our transportation system should be designed for speeds that protect human life.

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;**[1] **data, research, and technology;**[2] and **community culture change**[3] tactics.

GO:SAFE INFRASTRUCTURE RECOMMENDATIONS

1 Upgrade the Go:Safe priority street segments listed on pages 20–25 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

prioritized street segments

See pages 20–15 for specific details about each prioritized street segment.

Normal

8

6

11

12

7

4

1

12

3

Bloomington

5

10

2

9

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

GO:SAFE DATA RECOMMENDATIONS

1. Actively monitor, publicly share, and facilitate discussions of transportation safety data

2. Supplement existing data sets with new sources

3. Explore other opportunities for increasing community data collection and processing capabilities

4. Promote transparency and protect system-user privacy in data collection and analysis efforts

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

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

presented by the McLean County Regional Planning Commission (MCRPC) staff

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

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.

presented by the McLean County Regional Planning Commission (MCRPC) staff

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

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

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

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!

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

go:safe McLean County | **community conversations** | written comments, too! (3/26 @ 4 pm)

- mindset is key — in some ways the most direct, predictable, cost-effective strategy

- data collection should be done carefully + intentionally

- it's going to take time — at the macro level (project) and micro level (each trip)

- incentivise public education in some way — price break on car insurance?

- education > enforcement in terms of reach (peer to peer is especially effective)

- interesting to balance focus on behavior change with acknowledgement of inevitable human error

presented by the McLean County Regional Planning Commission (MCRPC) staff

community conversations

go:safe McLean County

— Oakland + Lincoln: good example of refuge island

- establish more safeways beyond + in addition to the Trail (East - West)

- public-private partnerships to fund key improvements (overpass to State Farm?)

- bike lanes between active roadways ⌐left and street parking ⌐right feel very dangerous — people can come at you from all directions

- How to decide about spending more on a few transformative changes vs. lots of incremental changes?

- High value in integrating the many policies + reports under one brand w. culture change focus
  ⌐ + jurisdictions
  ⌐ unified voice from people in the system daily

presented by the McLean County Regional Planning Commission (MCRPC) staff

make Go:Safe a part of your community

- community organizations
  (social, cultural orgs. especially
  if their demographic is unlikely to attend these
  kinds of conversations)

- centering safety in existing events in town

- schools (parents, students, crossing guards)
  ↳ K-12 + universities

- religious orgs
- Connect Transit onboard comms + community bus

- IL Secretary of State
- League of American Bicyclists

- social agencies w. listservs / networks
  ── "On your left!"

- targeted training (driver tests /ed)
  ↳ motorcycles, too

- news media

- social media (use the Go:Safe brand!)
  ↳ dave@rideillinois.org

- Danish Biking Federation!
- Ride Illinois ✓✓

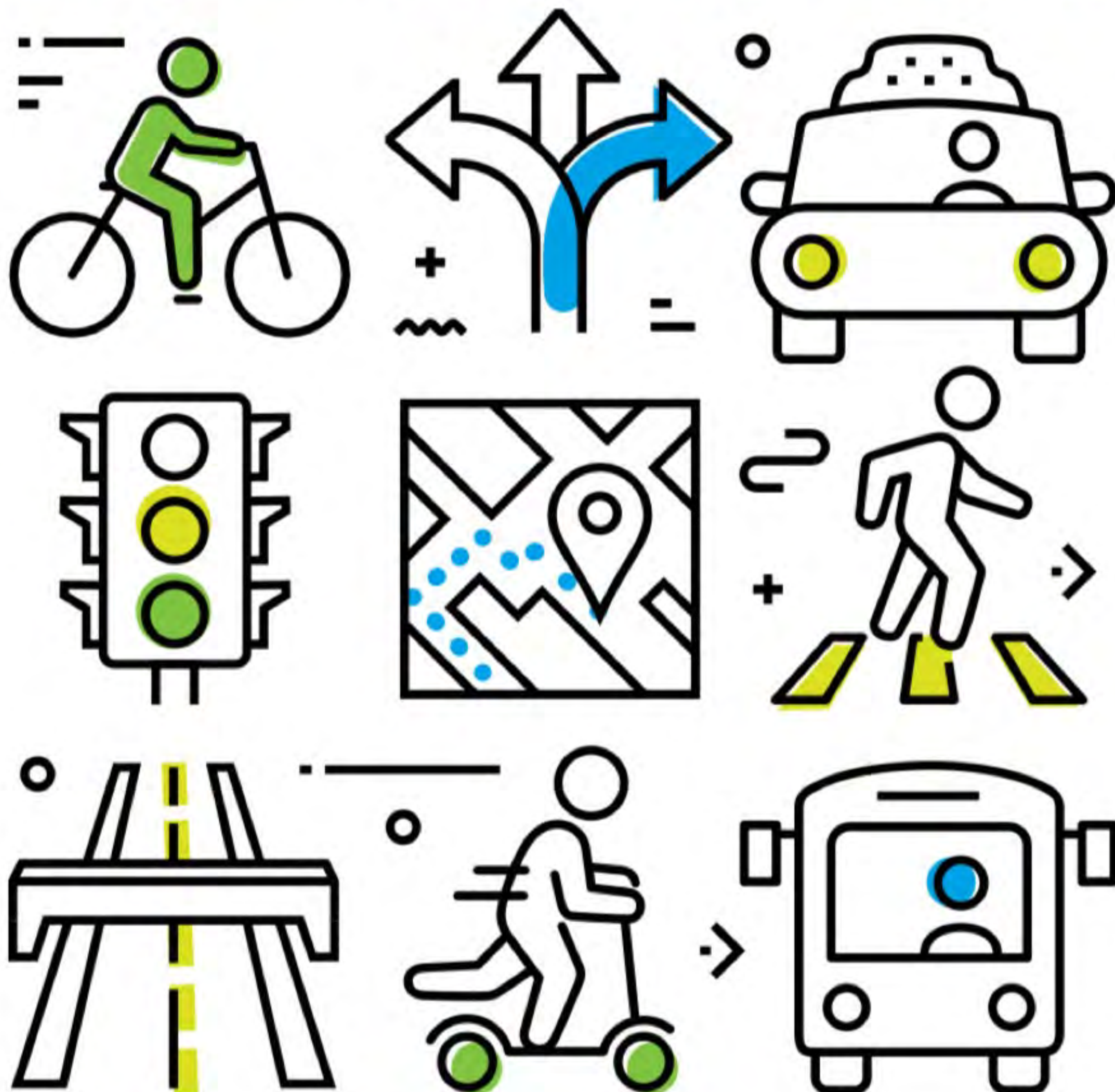- medical communities (check in reading material?)

community conversations

Thank you!

Google "Go: Safe McLean Co" or
Visit www.mcplan.org/gosafe
↳ sign up for email updates!

Send written comments by 3/26 @ 4 pm

seiden @ hilegroup.com
rlai @ mcplan.org

Adoption consideration 4/7 @ 4 pm

go:safe