

Chapter 5. Recommended Programs: Education, Enforcement, Encouragement, & Evaluation

The Normal recommended bicycle and pedestrian network should be complemented by programs and activities designed to promote walking and bicycling. There are many existing efforts to promote walking and bicycling in central Illinois, including efforts by local agencies, active community groups and individual residents. The Normal Bicycle and Pedestrian Master Plan recognizes these efforts and encourages the Town of Normal to support, promote and build upon these efforts.

Pedestrian and bicycle planning commonly talks about the five “Es”: engineering, education, encouragement, enforcement and evaluation. While Chapter 4 describes engineering strategies for improving the pedestrian and bikeway network, this chapter addresses education, encouragement, enforcement and evaluation measures.

Existing Education and Outreach Efforts

The Town of Normal, in conjunction with various teaming partners, has produced a number of valuable educational materials aimed at pedestrians, bicyclists and motorists alike.

Existing Materials:

- Constitution Trail Map: <http://www.normal.org/Files/trailmap.pdf>
- Go to Trails Website: <http://www.gototrails.com/>

Existing Programs and Organizations

Clubs, Organizations, and Racing Teams

Several clubs have activities aimed at encouraging people to walk, ride bicycles, and participate in organized walks, runs, bicycle rides, and triathlons.

- McLean County Wheelers: <http://www.mcleancountywheelers.com/>
- Lake Run Club: <http://www.lakerunclub.org/>
- Friends of the Constitution Trail: <http://www.constitutiontrail.org/>
- Tri-Shark Triathlon Club: <http://www.tri-shark.org/TriSharkClub2/Index.aspx>
- Comlara Off-Road Bicycling Association: comlaramtb.com
- League of Illinois Bicyclists. www.bikelib.org/

LAB/LCI programs

The League of American Bicyclists (LAB) offers a Smart Cycling course that teaches adults and children to ride their bicycles safely and confidently (Figure 45). The Smart Cycling courses are taught by League Certified Instructors (LCIs). There is currently one League-Certified Instructor within 70 miles and seven league-certified instructors within 100 miles of Normal.⁶



Figure 45. A League of American Bicyclists Smart Cycling Training Course

Bicycle Rodeos

Bicycle Rodeos are a fun, simple event that teaches bicycle safety to younger children.

They often include a helmet fitting, bicycle safety check, and obstacle course. The League of Illinois Bicyclists offers a Bicycle Rodeo train-the-trainer program to community groups, municipal staff, and wellness providers. This training is offered throughout the state and is administered by a League Certified Instructor.⁷

Bicycle Sharing

Illinois State University recently launched a bicycle sharing program called Reggie Ride. This is a free program for staff and students that repurposes abandoned bicycles left on campus. Bicycles are painted either red or white, reflecting ISU school colors. Red bicycles can be checked out for up to 48 hours with a student ID at the student center. White bicycles are designated for staff and faculty and are used to commute between buildings.⁸

⁶ More information about LAB/LCI programs is available at: <http://www.bikeleague.org/programs/education/index.php>

⁷ More information about bicycle rodeos is available at: <http://www.bikelib.org/srts/training/index.htm>

⁸ More information bicycle sharing is available at: http://www.greenteam.ilstu.edu/initiatives/reggie_ride.shtml

Program Recommendations

Crosswalk Enforcement Actions	
Target audience	Motorists
Primary agency	Town of Normal Police Department
Partners	McLean County Unit #5 School District
Key elements	Plainclothes police officers or selected volunteer decoys attempt to cross streets and marked mid-block crossings. If motorists fail to yield to the pedestrian in a crosswalk, a second police officer issues a ticket.
Time frame	Annual, spring or fall (coupled with ISU's back to school dates) and McLean County Unit # 5 School District
Cost	\$ - \$\$ (depending on design and scope)
Potential funding sources	Federal Highway Administration safety funding National Highway Traffic Safety Administration
Sample programs	Pedestrian and Bicycle Information Center website: http://www.walkinginfo.org/enforcement/programs-enforcement.cfm

Crosswalk enforcement actions (sometimes known as “pedestrian stings”) raise public awareness about the legal obligation of motorists to stop for pedestrians at crosswalks. While crosswalk enforcement actions do result in tickets being distributed, the greater impact comes through media publicity of the event to reinforce the importance of motorists’ obeying pedestrian crossing laws.

Most crosswalk enforcement sites are selected because they have been identified as locations where pedestrians have trouble crossing, and/or where a large volume of pedestrians (especially vulnerable pedestrians such as children and seniors) is expected. High-crash locations may also be candidates for enforcement actions. If locations near schools are selected, the best timing for an enforcement action is the back-to-school window just after school has begun for the year.

Plainclothes police officers or selected volunteer decoys attempt to cross at corners and marked mid-block crossings. If motorists fail to yield to the pedestrian in a crosswalk, a second police officer issues a ticket. Decoys may also be notable community members (such as the mayor or a well-known business leader) to increase media interest in the event.

The Town of Normal should conduct at least three crosswalk enforcement actions each year. Key locations include downtown, near an elementary school, and near ISU.

Normal Bike/Walk Central Website	
Target audience	Current and potential cyclists and walkers
Primary agency	Town of Normal
Partners	Green Team, Twin City Teen Council, Uptown Advisory Council, University Liaison Committee, Friends of the Constitution Trail, McLean County Wheelers, Lake Run Club, Tri-Shark Club
Key elements	Resources, maps and map orders, safety, events, groups
Time frame	Ongoing
Cost	\$ - \$\$ (depending on design and scope)
Potential funding sources	Low cost; may not require outside funding
Sample programs	Vélo Québec website: http://www.velo.qc.ca/english/index.php

The Town of Normal already has numerous resources for cyclists and pedestrians, and more services and resources are planned for the future. Many cyclists or potential cyclists do not know where to turn to find out about laws, events, maps, tips, and biking groups. The Town of Normal should develop a “one-stop shopping” website aimed at pedestrians and bicyclists. A potential name is Normal Bike/Walk Central, though other names could be used. (The URL “<http://www.bikewalknormal.org>” is available at time of writing.)

The Normal Bike/Walk Central website should contain:

- A list of all **walking and bicycling groups**, including clubs, racing teams, and advocacy groups
- Information about specific **Normal Boards and Commissions** that discuss bicycle and pedestrian issues (how to get involved, meeting times and dates, agendas and minutes)
- Information about **current projects and how to get involved** (e.g., public meetings, comment periods)
- **Maps and brochures** (e.g., links to online maps and brochures, where to find in person, and how to request mailed materials)
- Links to **laws and statutes** relating to walking and bicycling
- Links to all relevant **local jurisdictions and their bicycle and pedestrian contacts** (City of Bloomington, McLean County, ISU’s transportation office, etc.)
- Information about **walking and cycling events** (e.g., rides, classes, volunteer opportunities)
- A list of **local bike shops**, including phone number and address

- Relevant **phone numbers** (e.g., contact numbers to request pothole repair, parking enforcement, bike rack installation request, trail maintenance, etc.)

The website may also feature:

- Events calendar
- Request form for route planning assistance
- Message boards
- Blog featuring stories and news
- Photo galleries from events and submitted by readers
- Popular riding and walking routes

Note that these additional features may increase the cost to set up and maintain the website.

A one-stop bike/walk website will not be difficult to set up, but it will only be successful if the site is both easy to use and updated regularly. Corners should not be cut in either design or in maintenance of the site and its information. All Bike/Walk Central website content should be reviewed annually for accuracy.

The bicycle/pedestrian community can assist in keeping the site up to date. The Town of Normal should consider adding a standing agenda item for the applicable municipal committee (such as the Green Team) to discuss the Bike/Walk Central website in order to identify new content that should be added or out-of-date content that should be updated or removed.

Pilot SmartTrips Program	
Target audience	Normal residents who are interested in biking, walking and transit
Primary agency	Town of Normal
Partners	Transit agencies (e.g., BNPTS), Illinois State University, OSF St. Joseph's Medical Center, BroMenn Healthcare, State Farm Insurance, Country Insurance and Financial Services, Mitsubishi, community volunteers
Key elements	Outreach to a target geographic area promoting biking, walking and transit usage
Time frame	Program launch in late spring of selected year
Cost	\$\$\$
Potential funding sources	Federal flexible transportation; public transportation funds; hospitals and insurance companies; health funds
Sample programs	Portland SmartTrips program: http://www.portlandonline.com/transportation/index.cfm?c=ediab

SmartTrips programs (also known as individualized social marketing programs) are encouragement programs based on saturating a target geographic area with resources to help residents reduce drive-alone trips and increase biking, walking, transit and carpool trips. SmartTrips programs have demonstrated a lasting reduction in drive-alone trips; for example, in Portland, OR target areas have experienced a ten percent reduction in motor vehicle traffic.

Programs offer residents maps, brochures and other printed materials, classes, guided rides and walks, and other tools and programs that make bicycling, walking and transit usage a more inviting travel option compared to drive-alone trips. Resources are often delivered to interested residents by bicycle (Figure 46).

Compared to infrastructure improvements, these programs are scalable, flexible, inexpensive, and site-independent. Once the program has been established for a specific geographic target area, it can be run with low start-up costs in other target areas.

This model, however, is unlikely to be successful in areas that have failed to make initial infrastructure investments sufficient to provide a functional bicycling, walking and transit network. It is most effective as an approach that leverages investments in infrastructure, not one that replaces those investments.

One of the strengths of the individualized marketing model is that it reaches every resident with an appealing invitation to participate, but then focuses the bulk of resources on those who identify themselves as interested. The many classes, rides, and activities continue to be publicized and open to all, so residents have multiple opportunities to opt into the program. This focus allows for both broad reach and strategic investment.

It is recommended that the Town of Normal implement a pilot SmartTrips program in a limited geographic area (to be selected at time of program planning).

The program may include the following:

- Maps and brochures
- Classes, clinics, workshops
- Guided rides and walks
- Fun social events
- Giveaways (e.g., coupons, pedometers, etc.)
- Targeted outreach (e.g., Women on Bikes, Senior Strolls)
- Route planning help (bike, walking, or transit)

The exact program components and budget should be determined at time of program planning.



Figure 46. Maps and materials are delivered to interested residents by bike in the SmartTrips program

Perform Annual Bicycle and Pedestrian Counts	
Target audience	N/A
Primary agency	Town of Normal
Partners	Transit agencies (e.g., BNPTS), McLean County, Illinois State University
Key elements	Create a count database to track walking and bicycle trends and measure success of Pedestrian and Bicycle Master Plan
Time frame	Annually
Cost	\$\$ (for data collection and analysis)
Potential funding sources	Federal flexible transportation; public transportation funds; hospitals and insurance companies
Sample programs	National Bicycle & Pedestrian Documentation Project (http://www.fhwa.dot.gov/environment/bikeped/study/)

Many jurisdictions, including the Town of Normal, do not perform regular bicycle or pedestrian counts. As a result, they do not have a mechanism for tracking ridership and walking trends over time or for evaluating the impact of projects, policies, and programs.

It is recommended that the Town of Normal perform and/or coordinate annual counts of bicyclists and pedestrians according to national practices. The National Bicycle and Pedestrian Documentation Project (NBPD) has developed a recommended methodology, survey and count forms, and reporting forms. This approach may be modified to serve the needs and interests of individual jurisdictions. The NBPD was established to provide communities nationwide a consistent methodology for collecting bicycle and pedestrian data.

The Town of Normal should take the lead role in standardizing a regional approach to counts and surveys. Town staff may perform the counts themselves or assist partner agencies or volunteer groups in performing the counts. The Town of Normal should also handle tracking, analysis, and reporting.

If desired, further bicycle and pedestrian data collection opportunities may be pursued as well, including:

- Collect before-and-after bicycle/pedestrian/vehicle data collection on priority roadway projects
- Insert bicycle/pedestrian survey questions into any existing travel mode or town audit survey instrument
- Require counting of bicyclists/pedestrians in all traffic studies
- Purchase National Household Travel Survey add-on

Safe Routes to School - Phase 1

Target audience	Parents, schoolchildren, administrators, Town planners & engineers
Primary agency	Town of Normal, McLean County Unit #5 School District, Metcalf School, Calvary Baptist Academy, Epiphany, The Mulberry School
Partners	Parent groups at schools, school neighbors
Key elements	Bicycle and pedestrian audit of infrastructure at elementary schools and recommended route maps
Time frame	Spring
Cost	\$\$ - \$\$\$ (depending on number of schools included)
Potential funding sources	Illinois Safe Routes to School funding (http://www.dot.il.gov/saferoutes/saferouteshome.aspx)
Sample programs	Portland Safer Routes to School Program: http://www.trans.ci.portland.or.us/saferoutes/

Helping children walk and bicycle to school is good for children’s health and can reduce congestion, traffic dangers and air pollution caused by parents driving children to school. Robust Safe Routes to School programs address all of the “Five E’s” (Engineering, Education, Encouragement, Enforcement, and Evaluation).

The Town of Normal should work with the McLean County Unit 5 School District to implement the first phase of a Safe Routes to School Program. This phase will use a walkabout (also known as a bicycle and pedestrian audit) to assess walking and bicycling conditions of streets adjacent to elementary schools and create a school travel plan (Figure 47). Parents, students, neighbors, and Town planners and/or traffic engineers should be invited to join in the walkabout. Safety concerns, issues, and ideas should be recorded.

After the bicycle and pedestrian audit is conducted, parent maps for each elementary school showing recommended routes to reach school, along with high-traffic intersections and routes to avoid, should be produced and distributed.

As a final step, a school travel plan should be produced according to the Illinois Safe Routes to School funding requirements for each elementary school, including cost estimates and a prioritized project list. This infrastructure improvement plan will serve as a blueprint for future investments and can be used to apply for Illinois Safe Routes to School funding.



Figure 47. Students participate in a walkabout to evaluate pedestrian conditions

Media Safety Campaign	
Target audience	General public
Primary agency	Town of Normal
Partners	League of Illinois Bicyclists, Illinois Department of Transportation, Illinois State University
Key elements	Bicycling and Pedestrian Safety campaign with billboard, radio and/or TV spots
Time frame	Late spring or early summer, in conjunction with Bike to Work Month or back to school
Cost	\$ - \$\$\$ (depending on whether ad space is purchased or donated)
Potential funding sources	Local transit agencies (for donated airtime), traffic safety foundations and grant programs; hospitals and insurance companies
Sample programs	New York City Department of Transportation "Look" Safety Campaign: www.looknyc.org

A marketing campaign that highlights cyclists' safety is an important part of creating awareness of bicycling. Such campaigns are an effective way to reach the general public and reinforce other education and outreach messages.

A well-produced safety campaign will be memorable and effective. One stellar example is the "LOOK" campaign produced by the New York City Department of Transportation; it combines compelling ads with an easy-to-use website focused at motorists and cyclists (Figure 48).

It is recommended that the Town of Normal create a safety campaign similar to the "LOOK" campaign that places safety messages near high-traffic corridors (e.g., on billboards, in bus shelters, and in print publications). It is also suggested that this campaign be kicked off in conjunction with Bike to Work Month (May) or back to school in the fall.

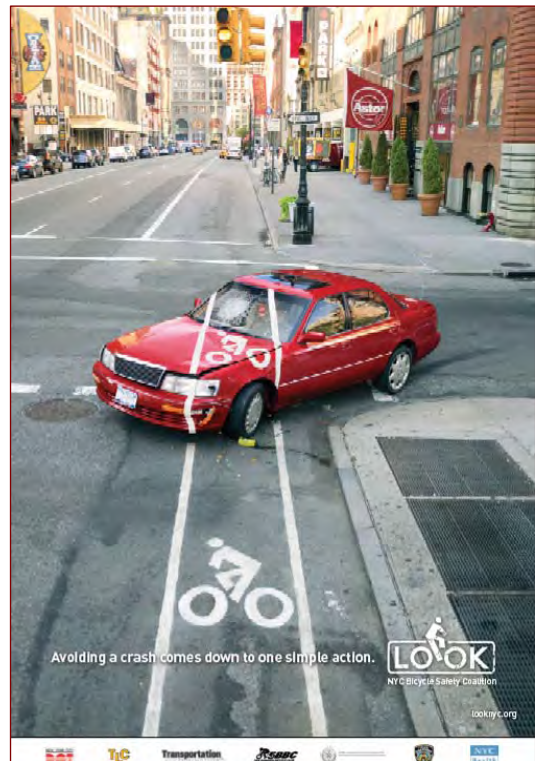


Figure 48. NYC’s LOOK Bicycle Safety Campaign has developed posters and other graphics to promote safe driving around bike lanes

Update Bloomington-Normal Trail Map

Target audience	Current and potential cyclists and walkers
Primary agency	McLean County Regional Greenways Committee, Friends of the Constitution Trail
Partners	Town of Normal, City of Bloomington
Key elements	Clear symbology, designations and services attractive for cyclists and walkers, good selection of routes
Time frame	One-time, with regular updates; can happen at any time
Cost	\$\$ - \$\$\$
Potential funding sources	Parks and recreation funding, Safe Routes to School funding, private donors

One of the most effective ways of encouraging people to bike and walk is through the use of maps and guides showing the trail resources that exist in their community. Maps show walkers and bikers how easy it is to access different parts of the Town by bike or on foot (see Figure 49). Updating the Bloomington-Normal trail map can help promote tourism, encourage residents to walk and bicycle, and promote local business districts.

Once an updated map is in place, regular updates should be scheduled and a distribution plan should be created. Paper copies of the map may be distributed by the Town of Normal as well as through bike shops, community groups, and at events throughout the year. An electronic copy of the map should be posted on the Walk/Bike Central website (recommended earlier in this chapter).



Figure 49. A good map makes bicycling and walking easy and pleasurable for residents

Apply to become a Bicycle Friendly Community	
Target audience	League of American Bicyclists
Primary agency	Town of Normal
Partners	McLean County, League of Illinois Bicyclists
Key elements	Implement Pedestrian and Bicycle Master Plan, highlight implemented initiatives in the Bicycle Friendly Community Application
Time frame	One-time, with regular updates; can happen at any time
Cost	\$
Potential funding sources	Little funding is required to complete application
Sample programs	http://www.bikeleague.org/programs/bicyclefriendlyamerica/

The League of American Bicyclists has a well-respected Bicycle-Friendly Communities award program. Communities fill out a detailed application that covers bike-related facilities, plans, education efforts, promotion initiatives, and evaluation work that has been completed by the jurisdiction. The award is designed to recognize progress that has been made, as well as to assist communities in identifying priority projects to improve bicycling conditions. Receiving the award is a media-worthy event, and may give elected officials the opportunity to receive media coverage for the positive work they are doing. Awards are granted for Bronze, Silver, Gold and Platinum bicycle-friendly communities.

It is recommended that the Town of Normal apply for bicycle-friendly community status after a substantial number of the bicycle improvements recommended in this Plan have been implemented. Town of Normal staff should obtain a copy of the application and review it annually to determine when the Town is ready to apply. The League may also be able to assist with a readiness assessment.

Complete Streets Policy	
Target audience	Town of Normal and McLean County planners and engineers
Primary agency	Town of Normal
Partners	Federal Highway Administration, Illinois Department of Transportation, McLean County, League of Illinois Bicyclists, health organizations, etc.
Key elements	Policy language that creates streets to work for all users, including drivers, freight, walkers, cyclists and transit riders
Time frame	One-time; can happen at any time
Cost	Minimal to adopt policy; potentially high to fully implement
Potential funding sources	N/A (policy effort)
Sample programs	http://www.completestreets.org/ contains sample policies and real-life examples

Complete Streets policies direct transportation planners and engineers to consistently design roadways with all users in mind (e.g., motorists, transit riders, pedestrians, bicyclists, older people, children, and people with disabilities). There are many ways to implement Complete Streets policies.

Once a policy is in place, training is recommended for professionals whose work will be affected by the policy (e.g., planners and engineers).

Guidance from the Complete Streets Coalition provides the following Principles:

- Complete streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and across a complete street.
- Creating complete streets means changing the policies and practices of transportation agencies.
- A Complete Streets policy ensures that the entire right-of-way is routinely designed and operated to enable safe access for all users.
- Transportation agencies must ensure that all road projects result in a complete street appropriate to local context and needs.

Elements of a Good Complete Streets Policy:

- Specifies that ‘all users’ includes pedestrians, bicyclists, transit vehicles and users, and motorists, of all ages and abilities.
- Aims to create a comprehensive, integrated, connected network.
- Recognizes the need for flexibility: that all streets are different and user needs will be balanced.
- Is adoptable by all agencies to cover all roads.
- Applies to both new and retrofit projects, including design, planning, maintenance, and operations, for the entire right-of-way.
- Makes any exceptions specific and sets a clear procedure that requires high-level approval of exceptions.
- Directs the use of the latest and best design standards.
- Directs that complete streets solutions fit in with context of the community.
- Establishes performance standards with measurable outcomes.
- A recommended Complete Streets Policy for Normal is described in greater detail in Chapter 7 of this Plan.

SU Bike Orientation	
Target audience	ISU students, especially incoming freshmen
Primary agency	Town of Normal and ISU
Partners	Redbirds Cycling Club
Key elements	Bicycle safety & promotion orientation for incoming freshmen and returning students. Classes & clinics, materials, social events, rides.
Time frame	September, annually
Cost	\$\$
Potential funding sources	ISU parking fees, TDM funding sources
Sample programs	Stanford University Bike Program: http://transportation.stanford.edu/alt_transportation/BikingAtStanford.shtml

University students are ideal candidates for bicycling outreach programs; many students live near campus and may not own a car or choose not to drive. The Town of Normal should partner with Illinois State University to promote bicycling to students at the beginning of the school year.

The ISU Bike Orientation should include:

- **Bike maps and information** provided to incoming and returning students at the beginning of the year through school information packets
- **Flat clinics, bike legal clinics, and guided rides**, advertised through flyers, email and bulletin boards, and campus newspaper
- **Information tabling** at campus events and prominent locations (e.g., bookstore, quad) during the first few weeks of school
- A **Bikes at ISU web page** with links and more information

At-cost or low-cost **bike lights** sold at tabling events and through the campus bookstore

If desired, a “bike buddy” program may be implemented to match current cycling students with interested students. This can be a simple program where bicyclists wear a sticker that says “I bike to ISU. Ask me how.” It could alternately be a more involved program that matches bike buddies with interested students who live in their neighborhood for mentoring. A bike buddy program would increase the cost of the program, but could be set up through the existing campus rideshare website.

Celebrate the Constitution Trail	
Target audience	All path users (especially cyclists)
Primary agency	Town of Normal
Partners	McLean County Regional Greenways Committee, Friends of the Constitution Trail
Key elements	Bell giveaway; maps and information; media outreach
Time frame	Summer, annually
Cost	\$\$
Potential funding sources	Local bike shops (in-kind donations); volunteer time contributions by local cycling and walking groups; in-kind or time contributions by Normal Police Department

It is recommended that the Town of Normal partner with the McLean County Regional Greenways Committee and the Friends of the Constitution Trail to host a “Celebrate the Constitution Trail” event that focuses on increasing awareness and usage of the trail. The celebration can be held in conjunction with other community events such as Cornfest or Walk and Bike to School month.

Potential opportunities include:

- Partner with Friends of the Constitution Trail to host guided walks and rides along the trail. Create themed walks and rides such as a Family Ride, a Bird-Spotting Stroll or a History Walk.
- Market “Celebrate the Constitution Trail” in the Normal Parks and Recreation newsletter and the Illinois Department of Natural Resources magazine.
- Host a bicycle bell and water bottle giveaway event on the Constitution Trail. A table should be set up with maps and brochures, and knowledgeable staff should be present to answer questions about the trail system, as well as answering general questions about walking and bicycling in Normal.

Participate in Walk Across Illinois	
Target audience	All residents of Normal
Primary agency	Town of Normal
Partners	Illinois Lt. Governors Office
Key elements	Encourage all residents of Illinois to increase their physical activity and track their progress
Time frame	Year round
Cost	Free
Potential funding sources	No funding needed. In-kind donations can be sought from local businesses in an effort to increase participation through incentives.
Sample programs	Walk Across Illinois: http://www.walkacrossillinois.org/

“Walk Across Illinois” is a free program administered by the Lt. Governors Office and the Active Transportation Alliance. The goal is to increase the activity level of all Illinois residents by encouraging them to walk 200 miles (roughly the distance across Illinois) within one year. The program is managed through an easy-to-use website that allows individuals to track their mileage.

It is recommended that the Town of Normal promote participation of the “Walk Across Illinois” program. The program can be used to promote walking to school, local businesses, along the Constitution Trail, etc.