

CHAPTER 4

# Vision, Goals, & Objectives

*This page intentionally left blank.*





## Introduction

Advancing walking and bicycling in Normal requires a clear direction and framework for organizing and allocating resources, coordinating with community partners, and maintaining progress towards a desired end state. To achieve this, the Town has developed a vision for the future of walking and bicycling, with

supporting goals and objectives organized into six overarching values: Connectivity, Safety, Equity, Quality of Life, Environment, and Economy.

This chapter of the plan presents the plan vision and supporting goals and objectives as a framework for plan recommendations and implementation.





## The Plan Vision

The Bicycle and Pedestrian Master Plan Vision presents a desired future for walking and biking in Normal:

*Walking, bicycling, and accessing transit in the Town of Normal are safe, easy, and routine parts of daily life for people of all ages and abilities.*

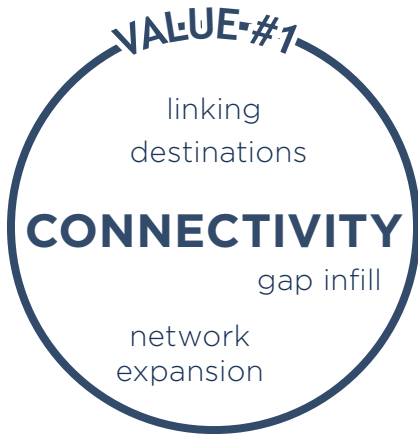
While simple and straightforward, this vision will take considerable community will, effort, and resources to realize. The implications of this vision are far-reaching and touch on broader, more comprehensive themes like community health and safety, equity, access to education and employment opportunities, economic development, environmental sustainability, and overall quality of life. Investments in pedestrian and bicycle infrastructure and programs can complement or even catalyze other public and private initiatives to advance these themes.

## Goals and Objectives

The goals and objectives presented on the following pages put forth actionable strategies through which the Town of Normal and its community partners can realize the plan's vision for walking and bicycling.

The goals are overarching paths through which the Town can achieve the vision, each associated with one of the six key plan values. Associated with each goal are a series of objectives that represent actionable steps to reach a particular goal. Together, the vision, goals, and objectives provide a comprehensive framework for the development and implementation of plan recommendations. This framework is grounded in the experiences and previous efforts to support walking and bicycling and the values and aspirations of the Town of Normal, its institutions, and its residents.





## GOAL 1. Create a complete, interconnected system of streets and pathways that support walking, bicycling, and other forms of active transportation

**Objective 1.1.** Target sidewalk infill, sidewalk system expansion, crossing enhancements, and other pedestrian improvements along pedestrian priority corridors

**Objective 1.2.** Implement a system of sidewalks and trails designed and classified based on priority of use

**Objective 1.3.** Implement recommendations for on-street bikeways and spot improvements identified in the plan

**Objective 1.4.** Expand the Constitution Trail along transportation, riparian, utility, and other corridors to better serve the entire community

**Objective 1.5.** Integrate plan recommendations for infrastructure into the capital improvements plan, project development, and funding applications

**Objective 1.6.** Develop a procedural framework and staff resources for Complete Streets implementation and evaluation

**Objective 1.7.** Update the zoning code, subdivision regulations, and street design standards to codify bicycling and walking and integral components of the transportation system

**Objective 1.8.** Coordinate with community partners and local, regional, and state agencies to increase regional connectivity and access to destinations in neighboring communities

**Objective 1.9.** Increase access to transit through pedestrian and bicycle infrastructure improvements and transit stop amenities

**Objective 1.10.** Develop a community-wide active transportation wayfinding system to guide people to schools, parks, colleges and universities, Uptown Normal, and other major destinations

**Objective 1.11.** Prioritize and pursue projects in a manner that balances safety, connectivity, and other community needs and benefits with engineering, construction, and maintenance costs and other feasibility considerations





## GOAL 2. Enhance safety and accessibility for active transportation and recreation

**Objective 2.1.** Reduce pedestrian and bicycle crashes to targets to be established in concert with the regional Vision Zero effort

**Objective 2.2.** Address high-crash intersections and corridors through recommended infrastructure projects and specific safety countermeasures

**Objective 2.3.** Work with public and private schools to integrate bicycle, pedestrian, and transportation safety education into elementary, junior high, and high school curricula

**Objective 2.4.** Strengthen bicycle and pedestrian awareness in driver education courses

**Objective 2.5.** Promote safe and responsible travel behaviors through media campaigns, outreach events, and targeted messaging to different community groups, including college and university students, motor vehicle drivers, children and young adults, and older adults

**Objective 2.6.** Enhance safety for pedestrians and bicyclists through targeted traffic enforcement efforts

**Objective 2.7.** Monitor and review crash reports and data to identify and address high-crash and problematic locations for bicycle and pedestrian mobility through targeted infrastructure improvements and safety countermeasures

**Objective 2.8.** Partner with Illinois State University, the Town's largest employer and generator of a significant amount of bicycle, pedestrian, skateboard, and other active transportation trips, to increase travel safety in and around the ISU campus

**Objective 2.9.** Develop maintenance standards and procedures for active transportation facilities that prioritize high-volume corridors and support year-round travel through all weather conditions





## **GOAL 3. Incorporate social equity into transportation decision-making, outreach, and engagement**

**Objective 3.1.** Prioritize and pursue pedestrian and bicycle infrastructure improvements in areas of greatest equity-based need

**Objective 3.2.** Increase access to transit facilities

**Objective 3.3.** Strategically target and address non-ADA-compliant sidewalks and curb ramps

**Objective 3.4.** Provide targeted education and encouragement programs to disadvantaged populations

**Objective 3.5.** Provide translation services and translated materials as needed for outreach events, project communications and updates, and active transportation programs





## GOAL 4. Improve community health and livability through complete streets and inviting public spaces

**Objective 4.1.** Promote walking and bicycling as safe, convenient, practical, and fun means to increase physical activity

**Objective 4.2.** Build and strengthen partnerships with schools, colleges and universities, hospitals, senior living facilities, local government agencies, and other community institutions and organizations to advance active transportation and increase physical activity

**Objective 4.3.** Incorporate street trees, landscaping, benches, public art, and other amenities into pedestrian, bicycle, and trail projects to create a sense of place and encourage social interaction

**Objective 4.4.** Retrofit existing trails, streets, and public spaces with street trees, landscaping, benches, public art, and other amenities

**Objective 4.5.** Apply for Walk Friendly and Bicycle Friendly Community (Silver Level) Awards to promote the Town's commitment to creating quality public spaces that welcome and support active transportation and recreation

**Objective 4.6.** Encourage and support local businesses and institutions to promote walking and bicycling among employees, students, customers, and other visitors, and to apply for Bicycle Friendly University or Bicycle Friendly Business designations to highlight their efforts







## **GOAL 5. Strengthen Normal's commitment to the environment through pedestrian and bicycle improvements that protect natural resources, reduce motor vehicle emissions, and connect people to natural ecosystems**

**Objective 5.1.** Reduce short, single-occupancy motor vehicle trips with walking and bicycling

**Objective 5.2.** Use trail development as a means to restore natural ecosystems and habitats and to buffer riparian corridors and other natural resources from development encroachment

**Objective 5.3.** Connect people to nature through trail facilities, interpretive signage, outdoor classrooms, and other amenities

**Objective 5.4.** Link people to parks, schools, and other important community destinations through enhanced and expanded trail connections





## **GOAL 6. Leverage public resources and active transportation infrastructure to secure external funding for projects, support economic development, promote recreational tourism, and increase access to employment opportunities**

**Objective 6.1.** Connect people to job centers, employment opportunities, educational facilities, recreation facilities, and transit

**Objective 6.2.** Promote the Town of Normal and the Constitution Trail as a premier destination for recreational tourism

**Objective 6.3.** Work with ISU, the McLean County Chamber of Commerce, and major employers to leverage the Constitution Trail and community walkability as assets to attract employers, talent, students, and development to the Town of Normal

**Objective 6.4.** Identify and encourage opportunities for trail-oriented mixed-use, commercial, and multi-family residential development along the Constitution Trail

**Objective 6.5.** Pursue funding strategies for project and program development that leverage community partnerships and existing resources

**Objective 6.6.** Develop, fund, and staff maintenance practices and procedures that extend the quality and life cycle of active transportation infrastructure and maximize the value of investments in walking and bicycling



*This page intentionally left blank.*



*This page intentionally left blank.*

