THE LEAGUE OF AMERICAN BICYCLISTS since 1880

Normal, IL

Award: Bronze | Fall 2023

Award History:
Bronze since 2014.

Normal's BFA Program Stats
\# of Local Bicycle Friendly Businesses: **1**
\# of Local Bicycle Friendly Universities: **0**
\# of Local League Cycling Instructors: **0**
Illinois's Bicycle Friendly State Ranking: **#15**

Community Profile

Population: 52,736
Area: 18.3 square miles
Population Density: 2881.7 people/square mile
Land Classification:
    Mixed Suburban/Urban/Rural
Poverty Rate: 25.6%*
Median Household Income: $58,564*
Percent of the Population that Speaks a
    Language Other Than English at Home: 7.8%*
Percent with Disability: 8.3%*
Percent of Households with No Vehicle Available: 5.8%*

Source: https://data.census.gov/profile/Normal_town,_Illinois?g=1600000US1753234

The 5 Es Category Scores	Normal	Max Score this round
Engineering	33.23%	79.3%
Education	21.53%	76.3%
Encouragement	33.29%	87.5%
Evaluation & Planning	47.07%	78.0%
Equity & Accessibility	22.50%	70.5%

Scores are determined by points earned in each 'E' Category, weighted against comparable communities in the Fall 2023 BFC round. See pages 2-3 for your full subcategory points in each Category.

Normal's Bike Links

Bike Network Map, if available:
PDF available upon request.

Bike Plan, if available:
https://www.normalil.gov/1451/Bicycle-Pedestrian-Master-Plan-Update

Key Outcomes
Overall Commuter Ridership: 0.3%
Male Commuter Ridership: 0.3%
Female Commuter Ridership: 0.3%
(Bicycle Mode Share among commuters, according to the Census Bureau's 2022 American Community Survey 5-Year Estimate.)

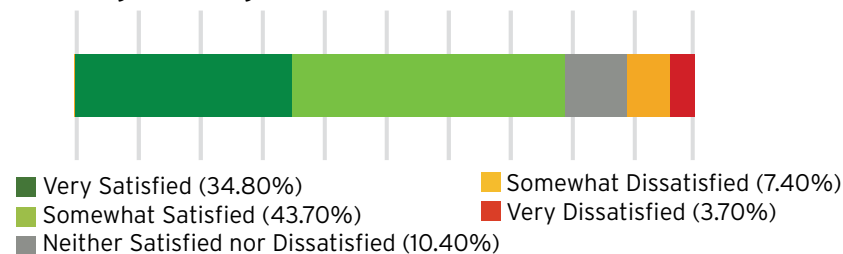**Bicycle Mode Share:** Unknown
(Reported by applicant)

Annual Average Bicyclist **Crashes** in last 5 years: 11.6
Annual Average Bicyclist **Fatalities** in last 5 years: 0
(Crashes and Fatalities both reported by applicant)

Fall 2023 BFC Public Survey Response Summary for Normal, IL

How satisfied are you with how this community is designed for making bike riding safe? (n = 135)

- Very Satisfied (34.80%)
- Somewhat Satisfied (43.70%)
- Neither Satisfied nor Dissatisfied (10.40%)
- Somewhat Dissatisfied (7.40%)
- Very Dissatisfied (3.70%)

Is it safe or dangerous to ride a bicycle in your neighborhood, or does it depend? (n = 133)

- Safe (52.63%)
- It Depends (44.36%)
- Dangerous (3.01%)
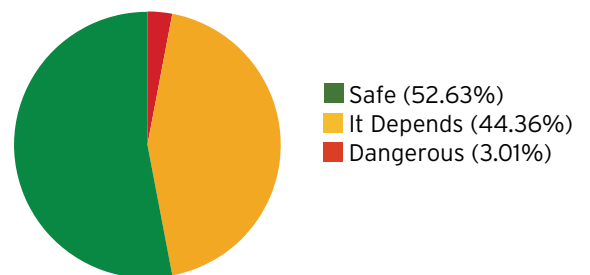
What is the number one change you would most like to see the local government make in this community for bicyclists? (n = 135)
1.   More bike paths (23.00%)
2.   More bike lanes (17.00%)
3.   Improve existing bike lanes to protected bike lanes (11.90%)
4.   Reduce speeds through traffic calming and/or road diets (9.60%)

About this Report Card

The following scores are based on the online application submitted by Normal in the Fall 2023 Bicycle Friendly Community (BFC) submission round. These scores reflect a combination of automatically-generated points earned through the online application, as well as judge-assigned points and bonus points given by BFC reviewers.

The League updated its Bicycle Friendly Community application and awards criteria in 2022, after nearly a year of research, focus groups, interviews, listening sessions, and other outreach. The updated application includes a new section on Equity and Accessibility, and other changes throughout. As such, **this Bicycle Friendly Community Report card is a beta version** as we refine our new scoring system and develop a greater understanding of how to convey new information.

All Fall 2023 BFC Report Cards (including this one) will be republished with updated scores if there are significant changes to the points system after the next round of BFC applications. To learn more about the BFC application and awards criteria, please visit **https://bikeleague.org/community**.

ENGINEERING

Normal earned a weighted score of 33.23% in the Engineering Category. *Below is the full breakdown of points that Normal earned in each subcategory within the Engineering section, compared to the total points available in that subcategory from the Fall 2023 BFC application.*

Engineering Subcategories	Normal's Subcategory Points in Engineering
Policies and Design Standards for the Built Environment	11.9 / 41 pts
End-of-Trip Facilities	8 / 44 pts
Bicycle Network	24 / 128 pts
Network Maintenance	15 / 32 pts
Bicycle Access to Public Transportation	9.3 / 23 pts
Bike Sharing	-4 / 24 pts
Other Bicycle-Related Amenities	2.8 / 6 pts
Regional Coordination	5 / 23 pts
Engineering Bonus Points	5 / 10 pts

EDUCATION

Normal earned a weighted score of 21.53% in the Education Category. *Below is the full breakdown of points that Normal earned in each subcategory of the Education section, compared to the total points available in that subcategory from the Fall 2023 BFC application.*

Education Subcategories	Normal's Subcategory Points in Education
Youth Bicycle Education	3.6 / 68 pts
Adult Bicycle Education	6.5 / 47 pts
Motorist Education	5.7 / 28 pts
Bicycle Safety Education Resources	3.2 / 16 pts
Inclusive Education	3.3 / 26 pts
Education Bonus Points	6 / 7 pts

ENCOURAGEMENT

Normal earned a weighted score of 33.29% in the Encouragement Category. Below is the full breakdown of points that Normal earned in each subcategory of the Encouragement section section, compared to the total points available in that subcategory from the Fall 2023 BFC application.

Encouragement Subcategories	Normal's Subcategory Points in Encouragement
Encouragement Policies, Programs and Partnerships	2.3 / 17 pts
Route-Finding Support	3 / 10 pts
Bicycle Culture and Promotion	34.9 / 91 pts
Access To Bicycle Equipment and Repair Services	2.1 / 35 pts
Reducing Work-Related/Fleet VMT	0.5 / 11 pts
Encouragement Bonus Points	2.8 / 7 pts

EVALUATION & PLANNING

Normal earned a weighted score of 47.07% in the Evaluation & Planning Category. Below is the full breakdown of points that Normal earned in each subcategory of the Evaluation & Planning section, compared to the total points available in that subcategory from the Fall 2023 BFC application.

Evaluation & Planning Subcategories	Normal's Subcategory Points in Evaluation & Planning
Staffing And Committees	19.6 / 35 pts
Public Engagement for Bicycle Planning	8.9 / 35 pts
Planning, Funding, And Implementation	9.4 / 46 pts
Evaluating The Bicycle Network	6.5 / 25 pts
Evaluating Ridership	4.5 / 20 pts
Evaluating & Improving Safety Outcomes	17.8 / 42 pts
Evaluation & Planning Bonus Points	4.2 / 15 pts

EQUITY & ACCESSIBILITY

Normal earned a weighted score of 22.50% in the Equity & Accessibility Category. Below is the full breakdown of points that Normal earned in each subcategory of the Equity & Accessibility section, compared to the total points available in that subcategory from the Fall 2023 BFC application.

Equity & Accessibility Subcategories	Normal's Subcategory Points in Equity & Accessibility
Equity & Accessibility Staffing, Committees, & Partnerships	9.5 / 24 pts
Equity Data Collection & Goals	0.5 / 27 pts
Equity & Accessibility Policies & Plans	2.2 / 21 pts
Equity & Accessibility in Engineering	2.3 / 44 pts
Equity & Accessibility in Education	2.3 / 52 pts
Equity & Accessibility in Encouragement	7.3 / 42 pts
Equity & Accessibility in Evaluation & Planning	12 / 51 pts
Equity & Accessibility Bonus Points	2 / 9 pts

Normal, IL

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FEEDBACK TO IMPROVE:

To maintain and improve on Normal's Bronze-level Bicycle Friendly Community award, BFC Reviewers recommend...

» Congratulations on adopting the 2020 update of your Bicycle & Pedestrian Master Plan. This plan will be a blueprint for improvements and has many great recommendations for a more connected network of safe and comfortable bicycle facilities. Ensure that there is dedicated funding for the implementation of all types of bicycle infrastructure recommended by the new plan.

» Continue to expand and improve Normal's low-stress on-road bike network and ensure that your community systematically follows a bicycle facility selection criteria that increases separation and protection of bicyclists based on levels of motor vehicle speed and volume, to maximize safety and comfort for bicyclists of all ages and abilities. Identify gaps and add new facilities that complete and expand the bicycle network, and work to upgrade existing facilities, such as by converting bike lanes into protected bike lanes, and upgrading roads with sharrows into dedicated bicycle boulevards.

» Lower speed limits -- and designed speeds -- on residential streets to 20 mph or less. Embrace the Safe System Approach (https://www.transportation.gov/NRSS/SafeSystem) and introduce road diets and traffic calming measures to ensure compliance with your new lower speed limits. Develop a system of bicycle boulevards, utilizing these quiet neighborhood streets, that creates an attractive, convenient, and comfortable cycling environment welcoming to cyclists of all ages and skill levels. Use the Bicycle Boulevards section of the NACTO Urban Bikeway Design Guide for design guidelines. Reviewers are encouraged to hear that conversations about lowering residential speed limits are already ongoing thanks to the region's Go:Safe Plan, and we look forward to seeing progress on this in Normal's next BFC application.

» Continue to increase the amount of high quality bicycle parking throughout the community, and to upgrade the quality of existing bike parking to meet APBP standards. Adopt an updated bike parking ordinance for new and existing buildings that specifies the amount and location of secure, convenient bike parking available. Develop community-wide Bicycle Parking Standards that adhere to current APBP guidelines. (See www.apbp.org/bicycle-parking-solutions).

» Continue efforts to re-launch a new public bike share system to replace the Zagster system that recently ceased operations. Bike sharing is a convenient, cost effective, and healthy way of encouraging locals and visitors to make short trips by bike, make bicycling more accessible to all, and to bridge the 'last mile' between public transit and destinations.

» Encourage the City of Bloomington to apply to the Bicycle Friendly Community program, and continue working with both Bloomington and the McLean County Regional Planning Commission (MCRPC) to coordinate on establishing a well-connected region-wide low-stress bicycle network, as well as cohesive and consistent plans, policies, and programming across jurisdictions.

» Improve bicycle safety education for students of all ages by incorporating on-bicycle education opportunities and by expanding the program to all K-12 schools. Providing bicycles in schools for on-bike education ensures that all students can learn to safely ride a bicycle regardless of the availability of a bicycle in their household. Work with the school district, local bicycle groups like the Friends of the Constitution Trail, and interested parents to expand and improve the Safe Routes to School program.

» Increase the number of local League Cycling Instructors (LCIs) in your community, either by hosting an LCI seminar or sponsoring a City staffer or local bike advocate to attend an existing seminar elsewhere. Having several active instructors in the area will enable you to expand cycling education for youth and adults, recruit more knowledgeable cycling ambassadors, deliver Bicycle Friendly Driver education to motorists, and have experts available to assist in encouragement programs.

» Work with MCRPC to develop a region-wide trip reduction ordinance/program, commuter incentive program, and/or a Guaranteed Ride Home program to encourage and support bike commuters in McLean County.

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FEEDBACK TO IMPROVE, CONTINUED:

» Encourage more local businesses, agencies, and organizations to promote cycling to their employees and customers and to seek recognition through the Bicycle Friendly Business program. City Hall or other municipal buildings could apply to the BFB program as an employer to lead by example among other local employers.

» Encourage Illinois State University to use the League's feedback from their 2018 Honorable Mention Bicycle Friendly University (BFU) application, and/or to reapply to the BFU program in 2024 to help identify new ways the campus and administrators can support bicycling safety and promotion to students, staff, faculty, neighboring residents, and visitors.

» Encourage Heartland Community College to apply to the Bicycle Friendly University program as well. BFU application fee discounts are available for community colleges – contact bfa@bikeleague.org for more information.

» Continue to develop a bicycle count program that utilizes several methods of data collection including automated bicycle counters to provide long-term data on bicycle use at fixed points and mobile counters to provide periodic or before/after data related to changes in your community's road or bicycle network. Observational counts and surveys can supplement automated data in order to collect demographic information and examine social equity goals.

MORE RESOURCES FOR IMPROVING YOUR COMMUNITY:

» **Guide to this BFC Report Card:** https://bit.ly/BFC-Report-Card-Guide-Fa23

» **League of American Bicyclists:** https://www.bikeleague.org

» **Bicycle Friendly Community (BFC) Program:** https://bikeleague.org/community

» **Resources for Building a Bicycle Friendly Community:** https://bikeleague.org/BFC_Resources

» **About the BFC Application Process:** https://bikeleague.org/content/about-bfc-application-process

» **The Five E's:** https://bikeleague.org/5-es

» **The BFC Ideabook and Map:** https://bikeleague.org/BFCIdeaBook

» **The League's Benchmarking Project on Biking & Walking Data and Reports:** https://data.bikeleague.org

» **Bicycle Friendly State Rankings and Report Cards:** https://bikeleague.org/state

» **Bicycle Friendly Business (BFB) Program:** https://bikeleague.org/business

» **Bicycle Friendly University (BFU) Program:** https://bikeleague.org/university

» **Smart Cycling Education Program:** https://bikeleague.org/ridesmart

» **National Bike Month Resources:** https://bikeleague.org/bikemonth

» **Advocacy Reports and Resources from the League:** http://bikeleague.org/reports

» **Federal Funding Resources from the League:** https://bikeleague.org/federal-funding-resources/

» **Pedestrian and Bicycle Funding Opportunities from U.S. DOT Transit, Safety, and Highway Funds:** https://www.fhwa.dot.gov/environment/bicycle_pedestrian/funding/funding_opportunities.pdf

» **U.S. DOT Navigator:** https://www.transportation.gov/dot-navigator