City of Bloomington

Kinser, Madison, Rogers Corridor Study

Transportation Commission #1

March 3, 2026

CITY OF BLOOMINGTON

TOOLE DESIGN

Agenda

1. Project Overview and Schedule
2. Vision, Goals, and Design Objectives

- Break for Q&A

3. Analysis Summary

- Break for Q&A

CITY OF BLOOMINGTON

TOOLE DESIGN

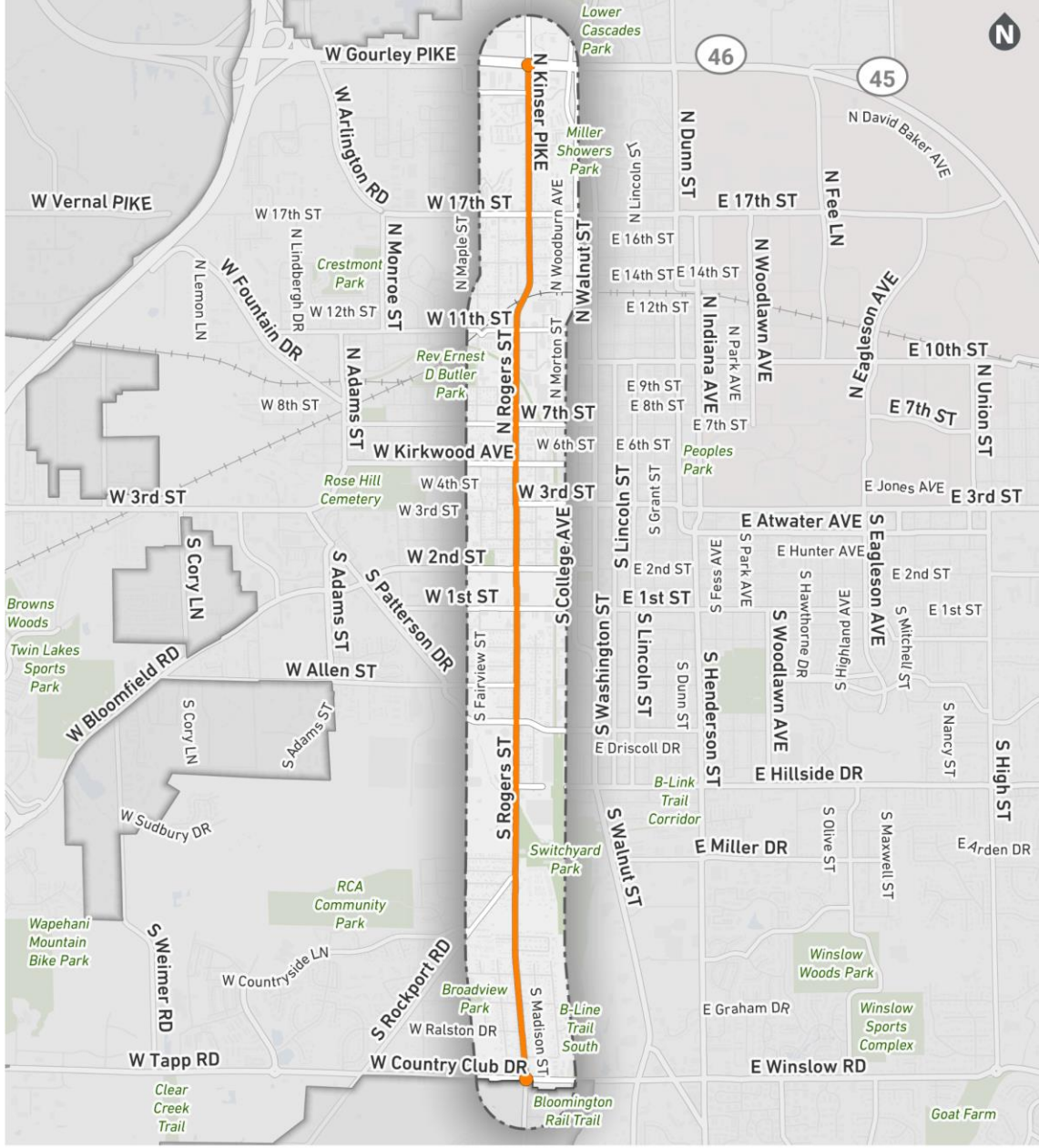
TOOLE DESIGN

01

Project Overview

Project Area

- Kinser Pike, Rogers Street, and Madison Street from:
  - IN-45/46 Bypass (north)
  - Country Club Drive (south)



CITY OF BLOOMINGTON

TOOLE DESIGN

What is the purpose of this project?

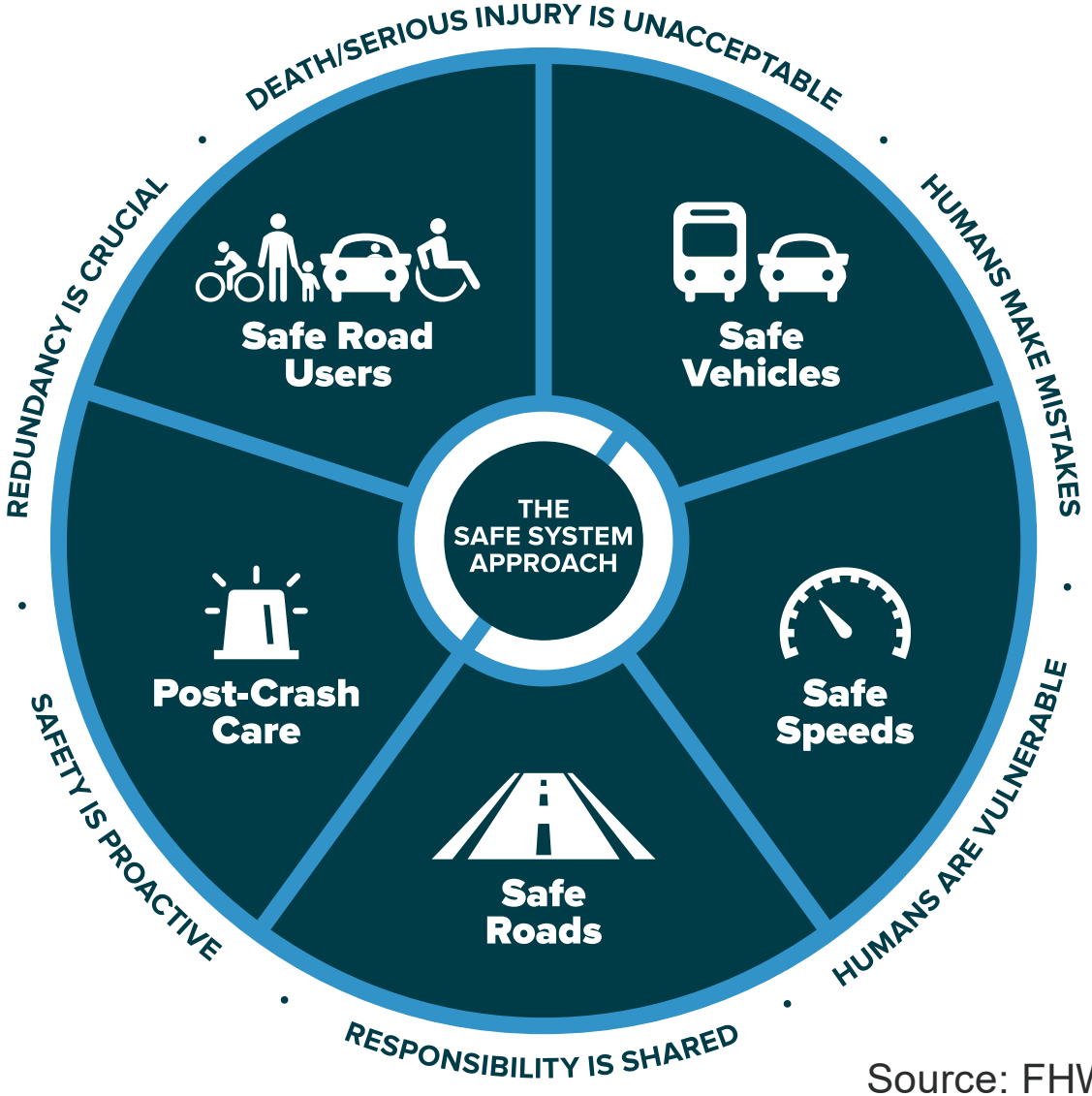
- Evaluate existing conditions and make recommendations for design changes to improve safety along Kinser Pike, Madison Street, and Rogers Street.
- Include long-term design recommendations and short-term rapid implementation project ideas

CITY OF BLOOMINGTON

TOOLE DESIGN

Safe System Approach

- Bloomington is committed to achieving zero serious injury or fatal crashes on our streets by 2039
- The Safe Systems Approach **places safety first and foremost** in road investment decisions.

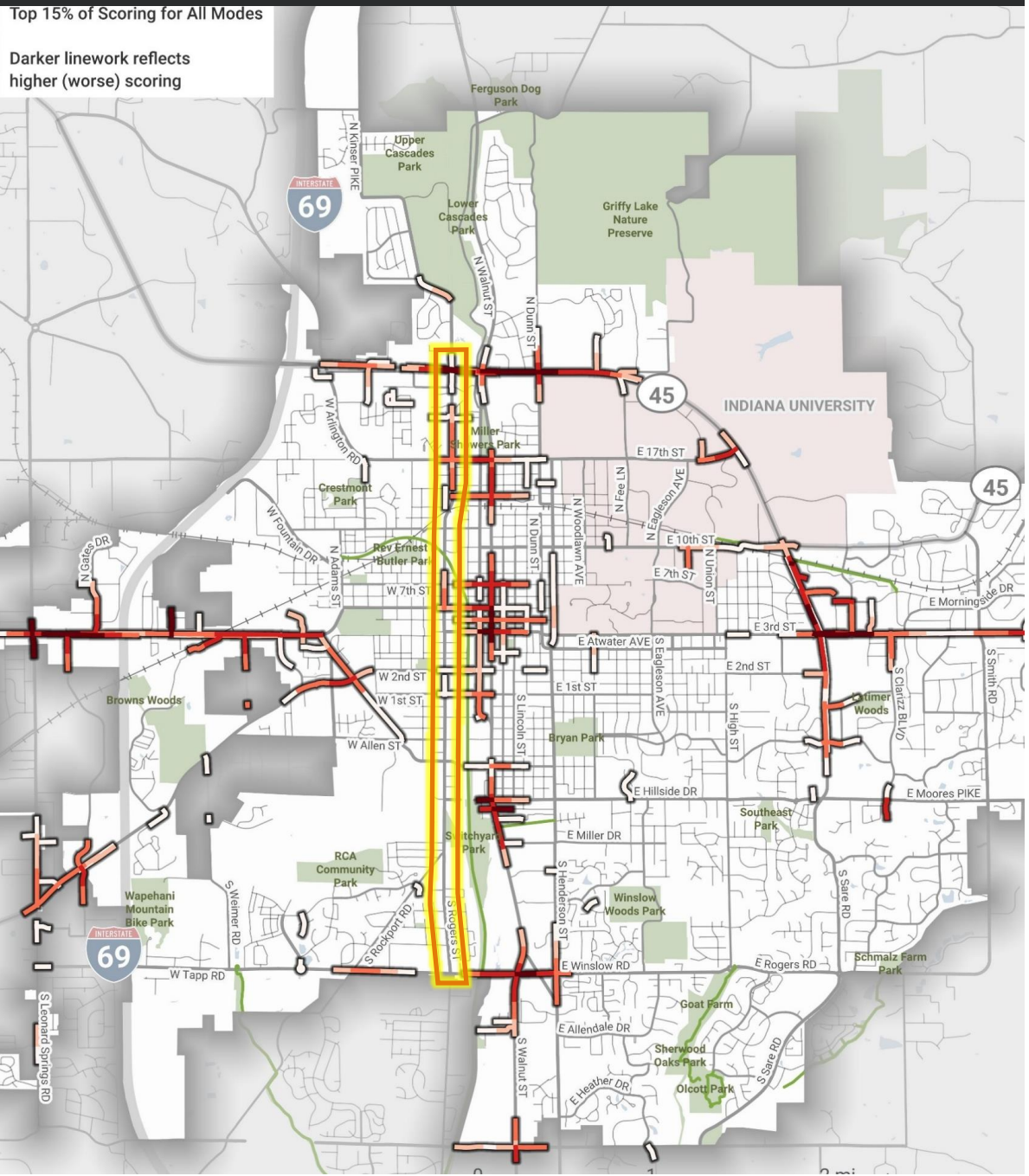


CITY OF BLOOMINGTON

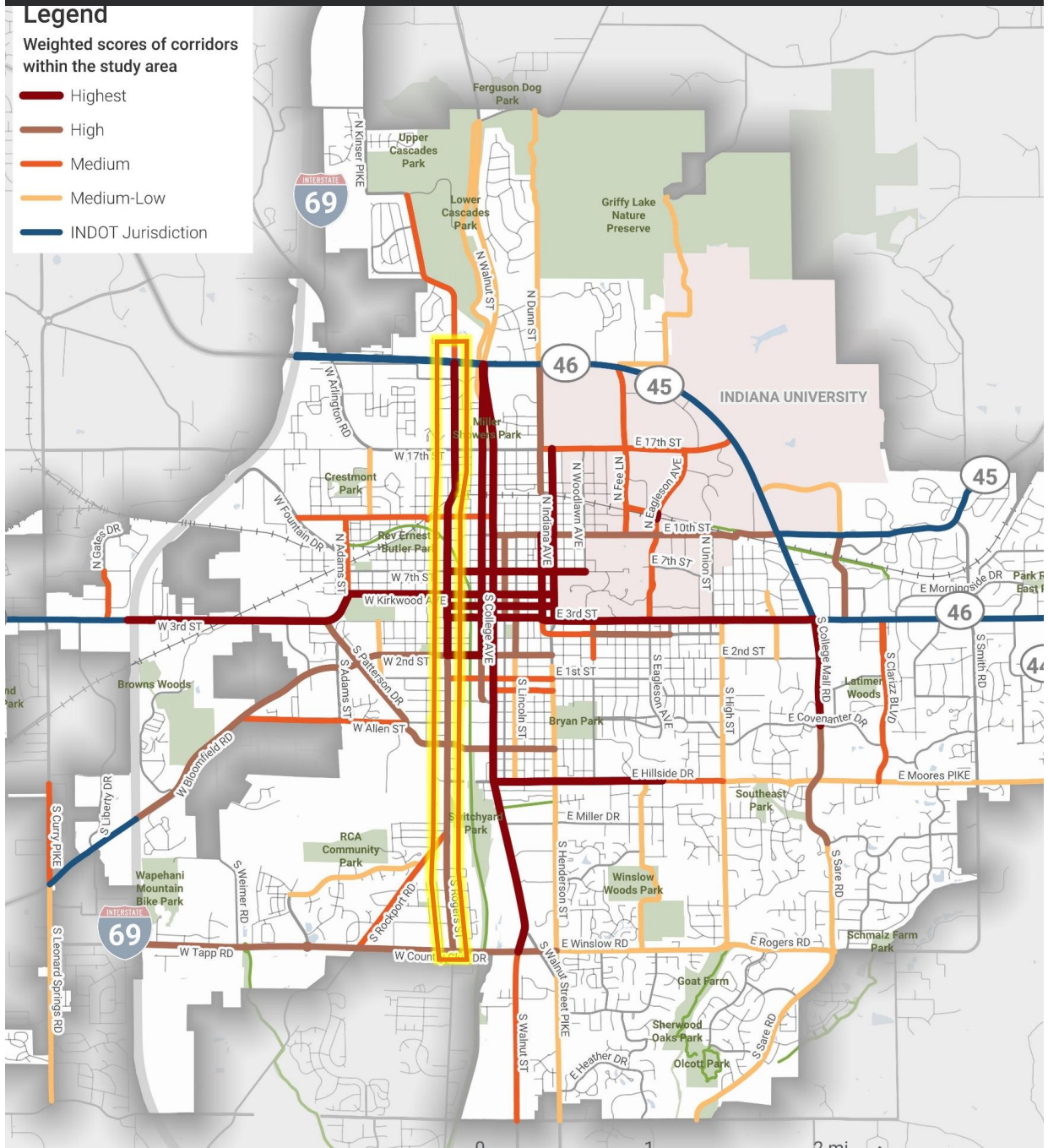
TOOLE DESIGN

Source: FHWA

SS4A High Injury Network



SS4A Priority Corridors



Project Overview

Project Team Efforts

Data Collection Corridor Analysis → Vision and Goals → Alternatives Development → Concept Design → Final Corridor Study

Transportation Commission

Meeting #1 1/26/2026 → Meeting #2 2/23/2026 → Meeting #3 March (During Workshop Week) → Meeting #4 May → Meeting #5 July

Public Engagement

Online Survey (Spring) → Workshop Week Late March → Website Updates Spring-Summer

CITY OF BLOOMINGTON

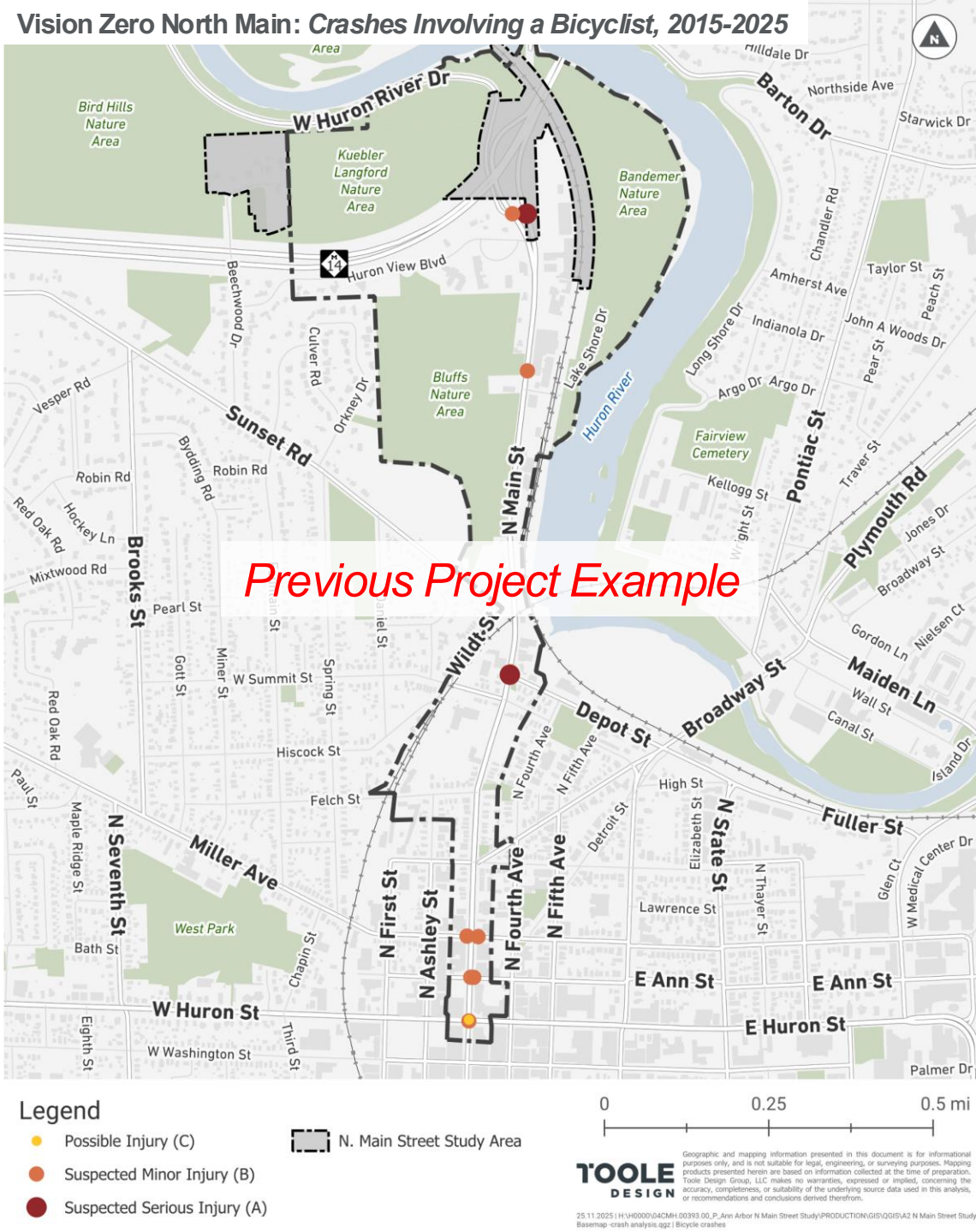
TOOLE DESIGN

Corridor Analysis

Includes:

- Crash analysis
- Traffic data summary
- Gaps analysis
- Parking utilization data
- Future land use review

Vision Zero North Main: *Crashes Involving a Bicyclist, 2015-2025*



CITY OF BLOOMINGTON

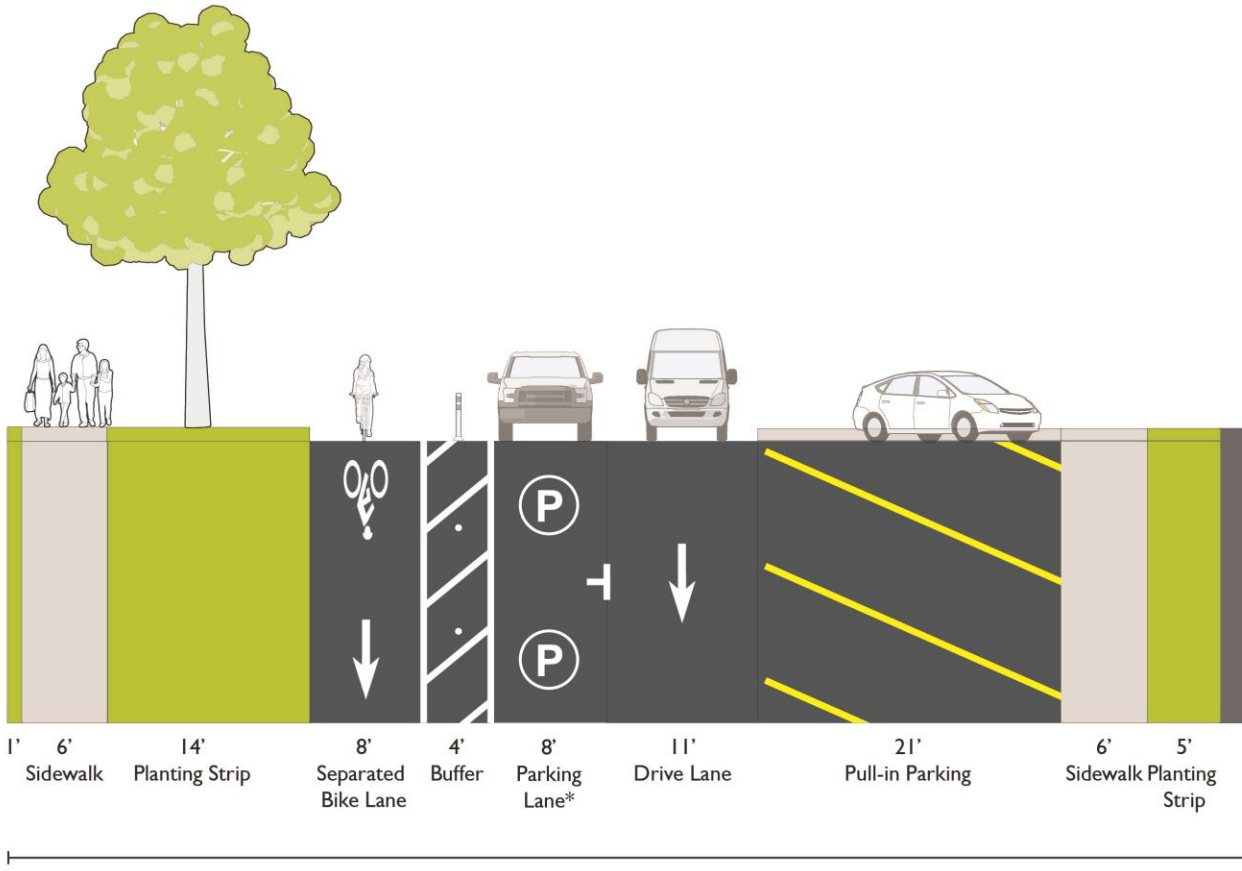
TOOLE DESIGN

Alternatives Development

Previous Project Example

Includes:

- Development of two (2) alternative design ideas
- Plan view concepts, typical cross sections, and before/after photo rendering at up to three (3) locations



CITY OF BLOOMINGTON

TOOLE DESIGN

Concept Design For Preferred Concept

Includes:

- Plan view concepts at up to ten (10) intersection or midblock locations
- Up to three (3) typical cross sections
- Before/after photo rendering at up to three (3) locations

CITY OF BLOOMINGTON

TOOLE DESIGN

Public Engagement Approach

Workshop Week (March 23-27):

- Pop-ups throughout the week around town
- (1) Evening public workshop
- (2) Stroll and Discuss events

Other engagement:

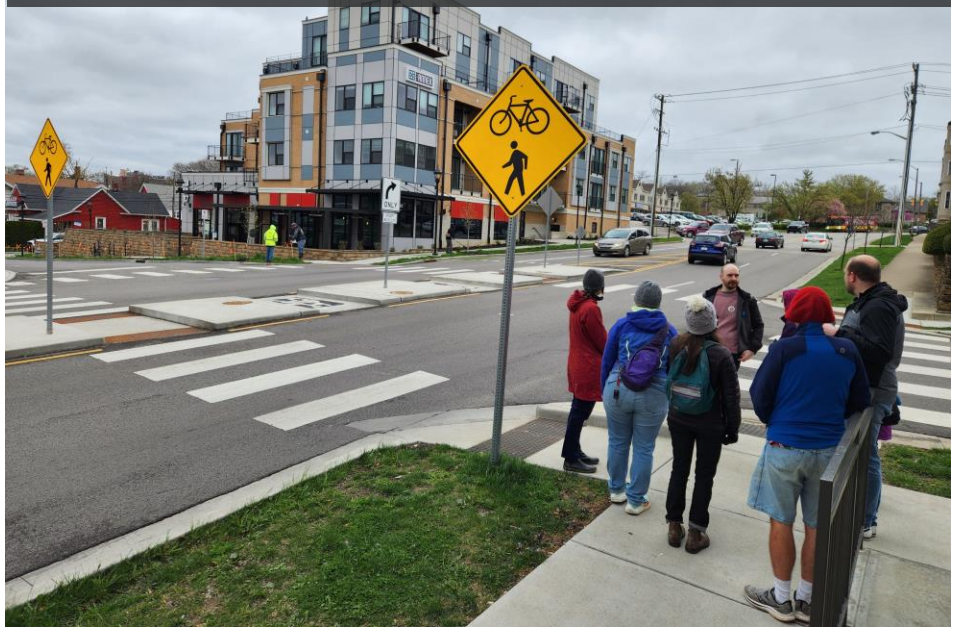
- Online survey (before, during, and after Workshop Week)
- Project website updates (ongoing)

CITY OF BLOOMINGTON

TOOLE DESIGN

SS4A Safety Week Pop-Up

SS4A Safety Week Stroll and Discuss



TOOLE DESIGN

Vision, Goals, and Design Objectives

02

The Rogers St/Madison St/Kinser Pike corridor will become a safe, accessible, and connected multimodal street that supports existing neighborhoods, advances Bloomington's values, and guides future growth toward walkable, people-centered places.

Vision Statement

TOOLE DESIGN

Project Goals

1. **Eliminate Fatal and Serious Injury Crashes**
   - Identify and prioritize street and infrastructure changes that reduce deadly and serious crashes for everyone, in line with Bloomington's Safe Streets and Roads for All Safety Action Plan.
2. **Support Multimodal Travel for All Ages and Abilities**
   - Design a corridor that is safe, comfortable, and accessible for everyone—whether walking, biking, taking transit, or driving—while ensuring people of all abilities and ages can easily reach key destinations.
3. **Align Street Design with Existing and Planned Development**
   - Ensure the corridor's design supports current land use patterns and planned or emerging development by improving access, safety, and connectivity while guiding growth toward people-focused outcomes.
4. **Deliver Cost-Effective, Implementable Improvements**
   - Develop a feasible conceptual design and implementation strategy that prioritizes near-term, cost-effective improvements while establishing a clear framework for long-term investments as development and funding opportunities evolve.
5. **Build Community Census Through Inclusive Engagement**
   - Engage residents, businesses, and other stakeholders throughout the study to establish shared goals, address concerns, and ensure the final conceptual design reflects community values and lived experience.
6. **Support Economic Vitality and Community Development**
   - Design the corridor and adjacent land use policies to encourage economic activity and reinvestment while ensuring new development supports safe streets, walkable access, and the character of surrounding neighborhoods.

Project Design Objectives

1. **Reflect Community Values and Corridor Identity**
   - Design alternatives shall be informed by community input and lived experience, respond to local concerns, reinforce neighborhood character, and advance a shared vision for the corridor's future.
2. **Advance Safety Through Proven Street Design**
   - Design alternatives shall prioritize proven safety countermeasures that reduce fatal and serious injury crashes, such as shorter pedestrian crossings, protected intersections, visibility improvements, pedestrian lighting, and signal timing strategies that manage or eliminate conflicts.
3. **Create a Context-Sensitive Street that Calms Traffic**
   - The corridor design shall encourage operating speeds that reflect the surrounding neighborhood context, employment areas, and redevelopment districts through roadway design, lane configuration, and traffic calming measures.
4. **Build a Continuous Multimodal Corridor for All Users**
   - Design alternatives shall provide connected and intuitive facilities for walking, support the citywide bicycle and transit network, minimizing gaps, conflict points, and uncertainty for users of all ages and abilities.

Project Design Objectives

5. Ensure Universal Accessibility and Comfort

- Design alternatives shall meet or exceed ADA and PROWAG standards by providing accessible crossings, sidewalks, transit stops, and public spaces that accommodate people with disabilities and assistive mobility devices.

6. Support Redevelopment and Local Economic Vitality

- Design alternatives shall support the Hopewell and Trades District developments by providing safe, multimodal connections, context-sensitive access, and street designs that reinforce the goals of these key developments.

7. Strengthen Connections to Key Destinations and the Citywide Network

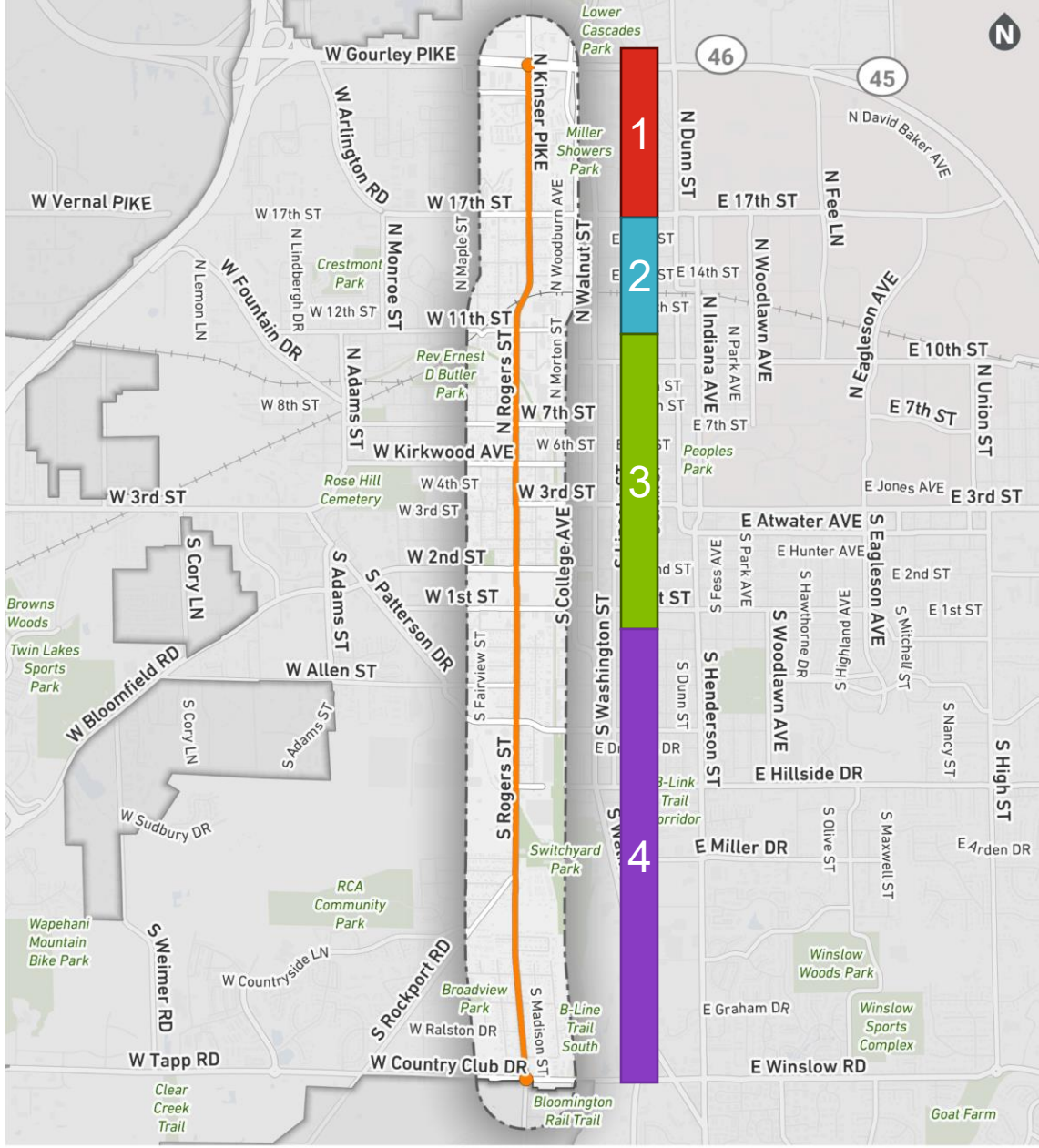
- Design alternatives shall improve safe and direct connections to downtown Bloomington, surrounding neighborhoods, schools, parks, transit routes, and planned developments along the corridor.

8. Support Safe Routes to School

- Design alternatives shall support safe walking and biking for students traveling to and from school.

Draft Context Zones

1. 17th St - Bypass
2. 11th St - 17th St
3. Wylie St - 11th St
4. Country Club Dr – Wylie St



CITY OF BLOOMINGTON

TOOLE DESIGN

TOOLE DESIGN

03

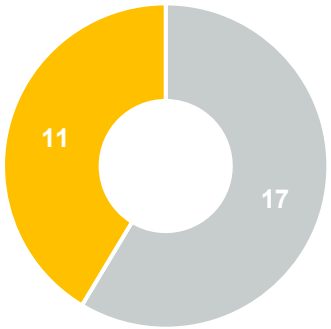
Analysis Summary

SAFETY

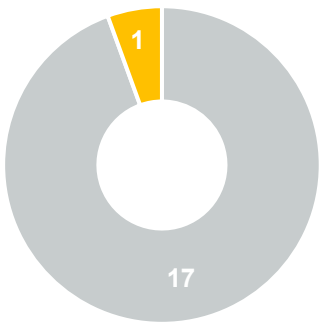
Serious Injury Crashes

- 80 serious injury crashes 2015-2024

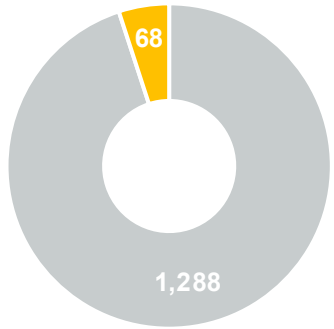
Pedestrian Crashes by Severity



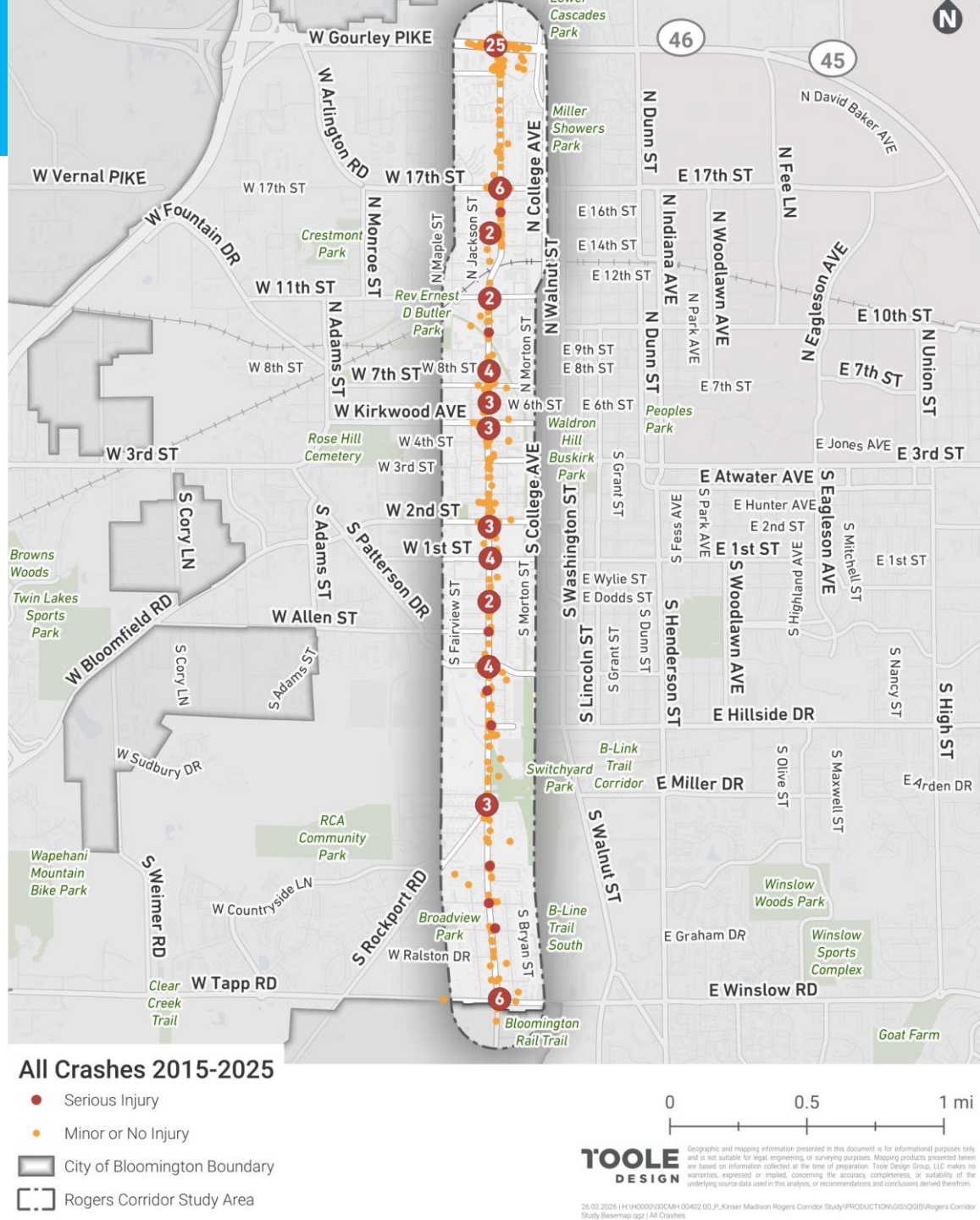
Bicyclist Crashes by Severity



Motor Vehicle Crashes by Severity



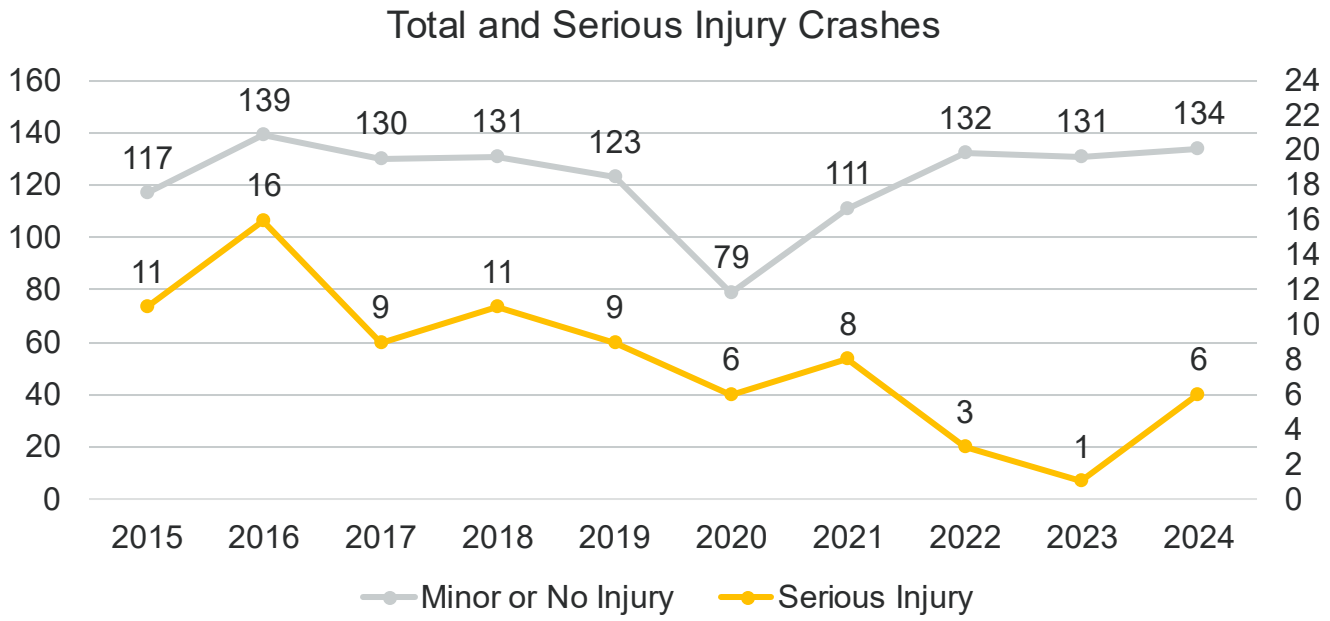
TOOLE DESIGN

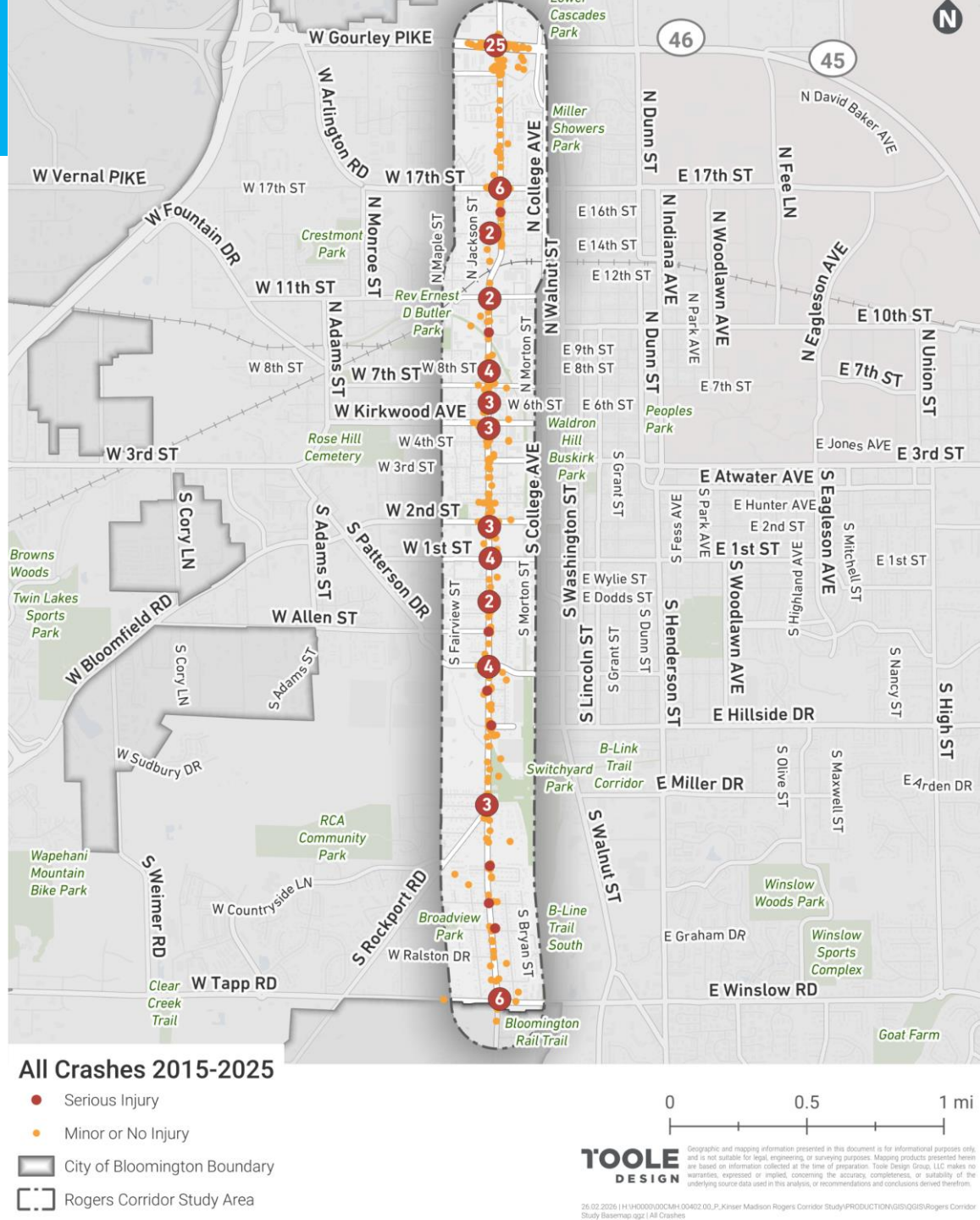


SAFETY

Serious Injury Crashes

- 80 serious injury crashes 2015-2024



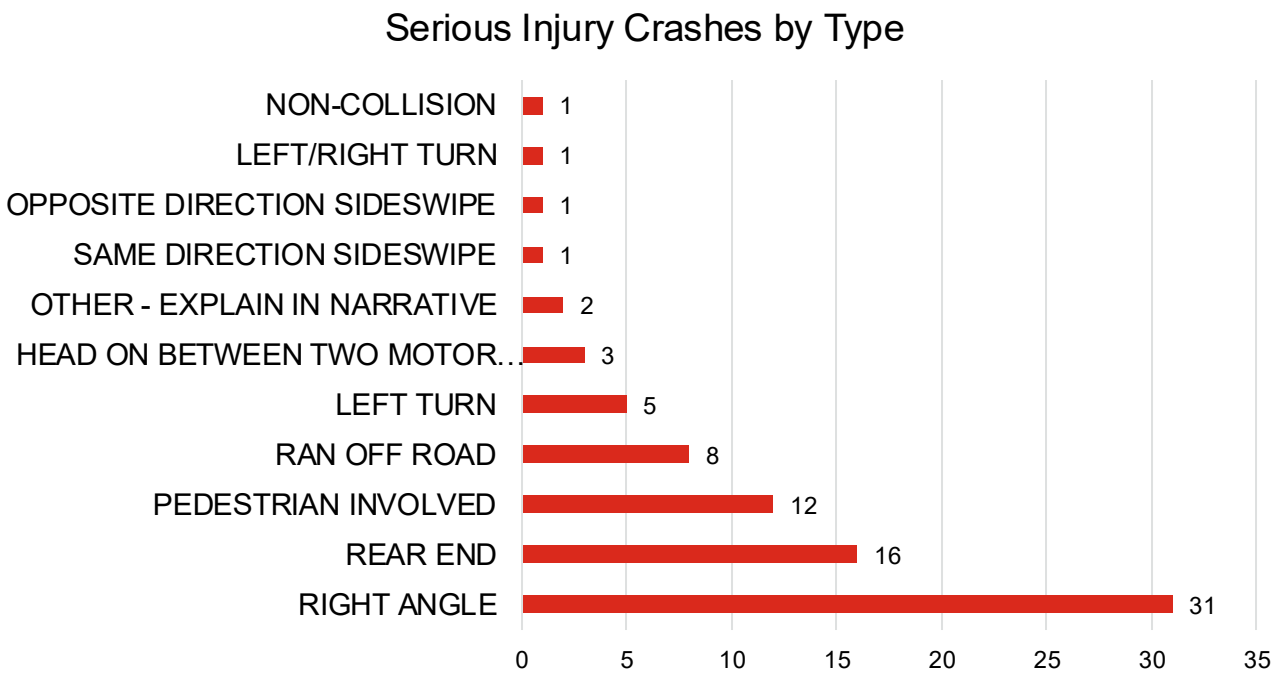


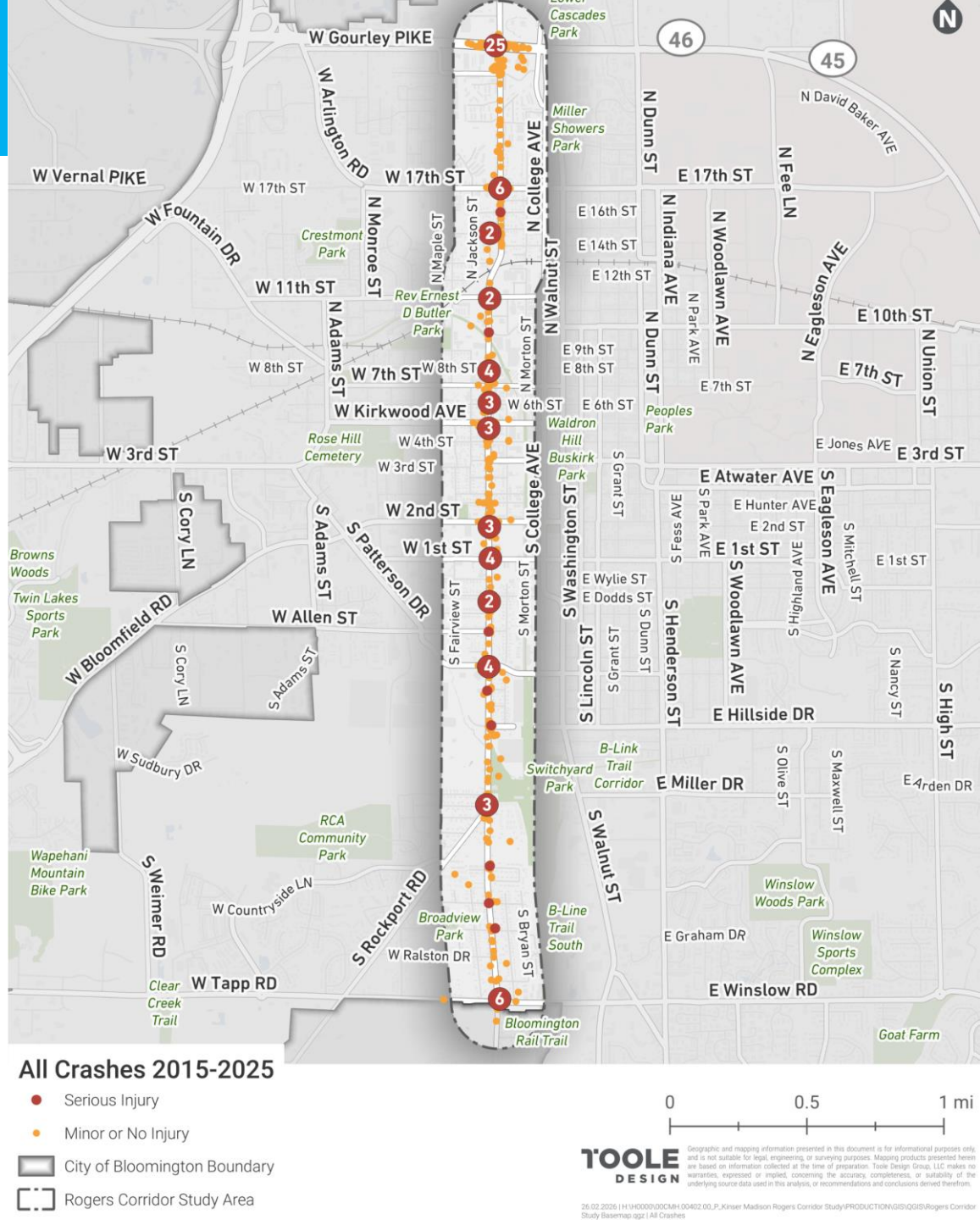
TOOLE DESIGN

SAFETY

Serious Injury Crashes

- 80 serious injury crashes 2015-2024

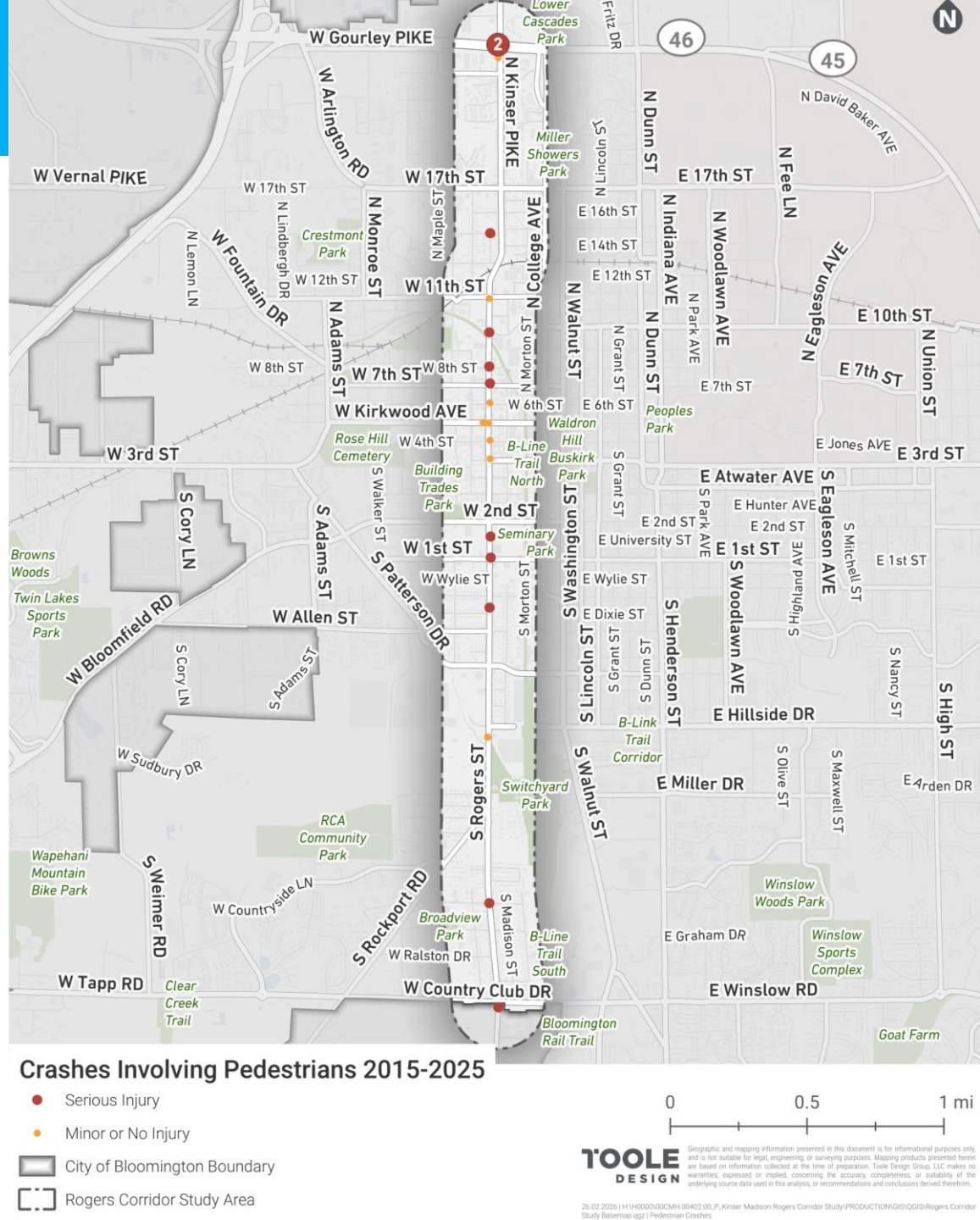




SAFETY

Crashes Involving Pedestrians

- 28 crashes involving pedestrians
  - 11 resulted in a serious injury
  - 40% of crashes involving a pedestrian resulted in a serious injury

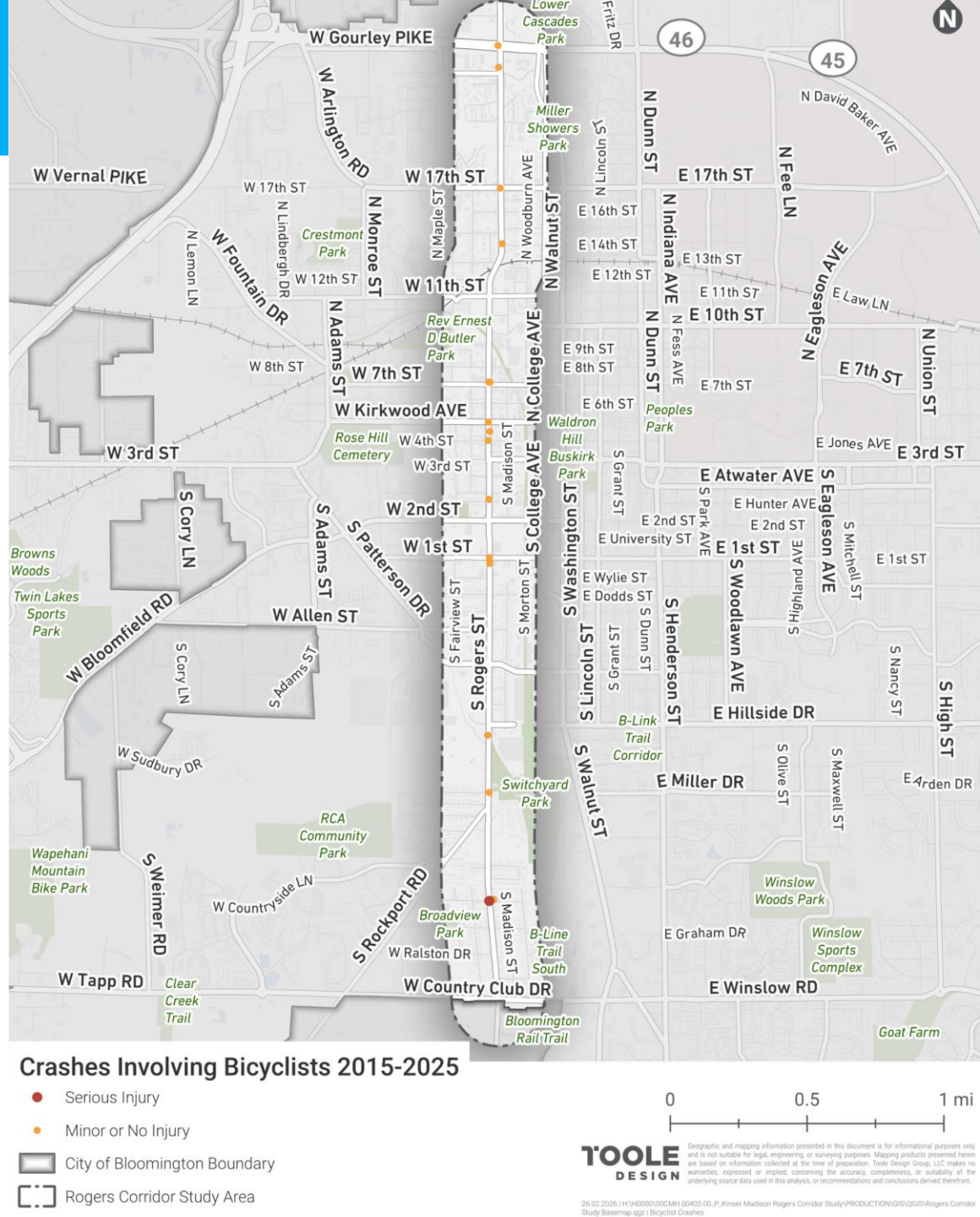


TOOLE DESIGN

SAFETY

Crashes Involving Bicyclists

- 18 crashes involving people bicycling
  - 1 resulted in a serious injury
  - 5.5% resulted in a serious injury, but this is a limited data set

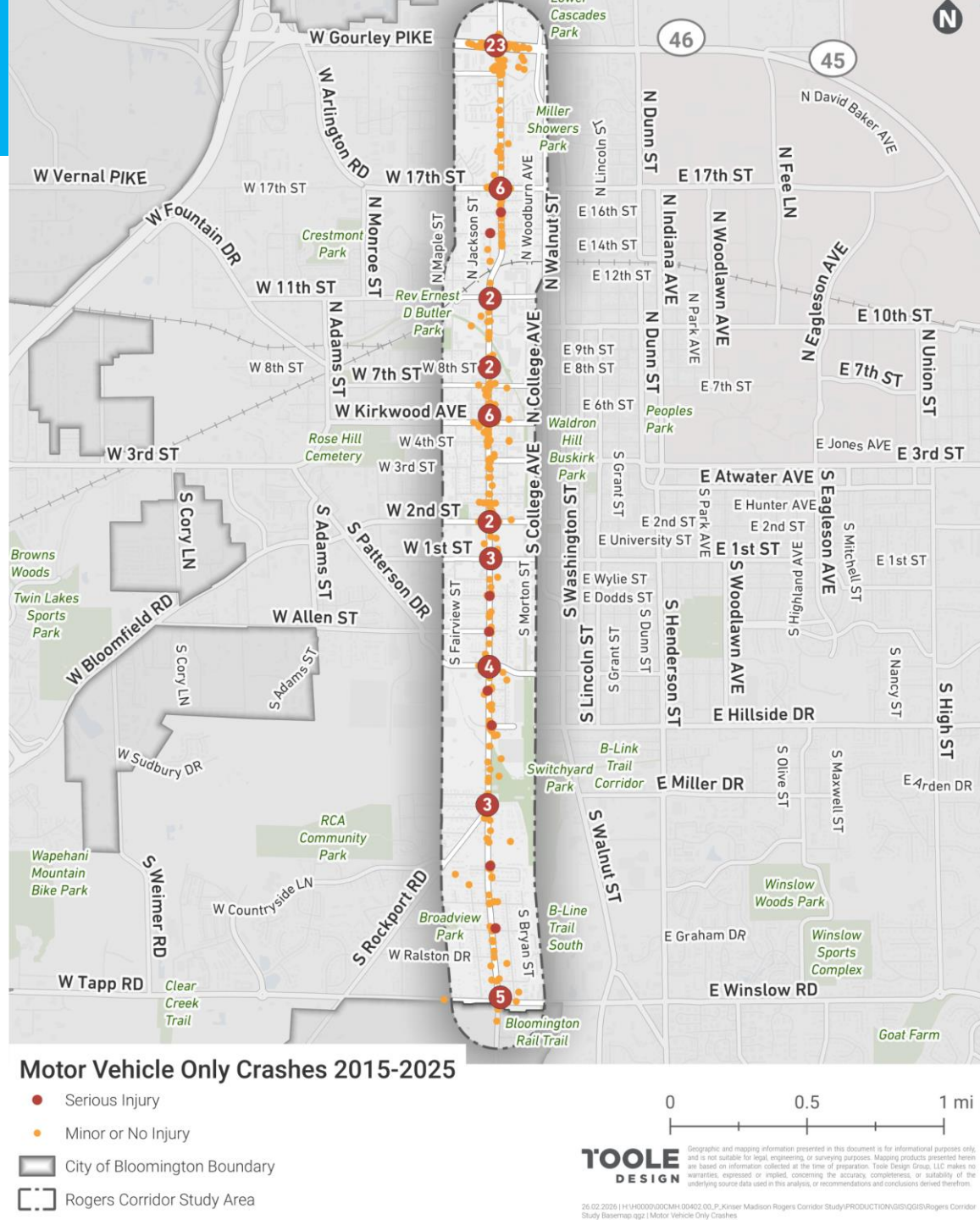


TOOLE DESIGN

SAFETY

Crashes Involving Motor Vehicles Only

- 1,356 crashes that involved only motor vehicles (no pedestrians or bicyclists)
  - 68 resulted in a serious injury
  - 5% of motor-vehicle-only crashes resulted in a serious injury



TOOLE DESIGN

SAFETY

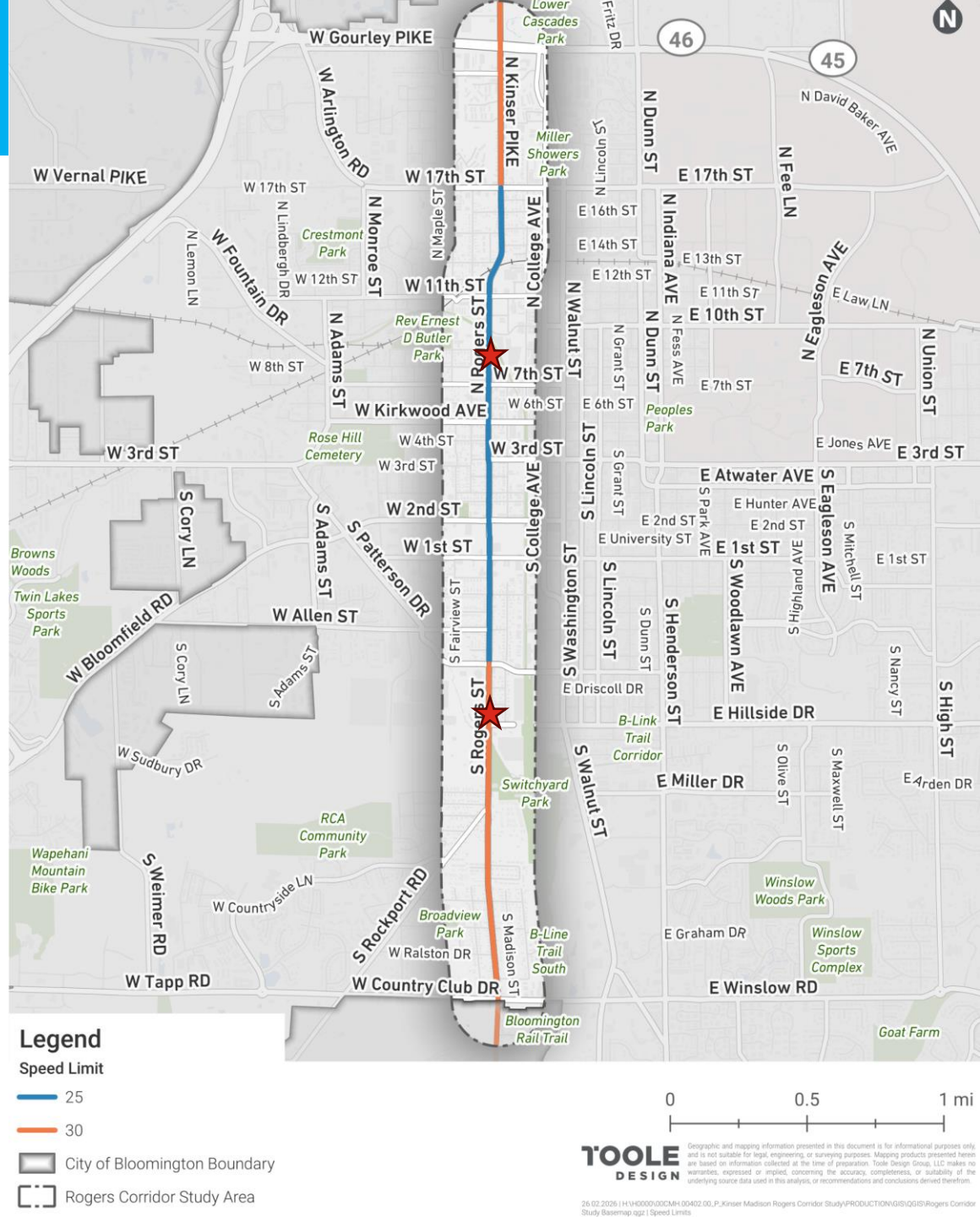
Speeds

Speed Limit:

- 25 MPH
  - Patterson Drive to 17th Street
- 30 MPH
  - Country Club Drive to Patterson Drive
  - 17th Street to the Bypass

Traffic Count Location	Daily Motor Vehicle Traffic Volume	85th Percentile Speed	Speed Limit
Between 8th and 9th Streets	9,346 (9/17/2024)	33 MPH (9/3/2020)	25 MPH
Between Hillside Drive and Wilson Street	11,350 (9/17/2024)	38 MPH (9/24/2020)	30 MPH

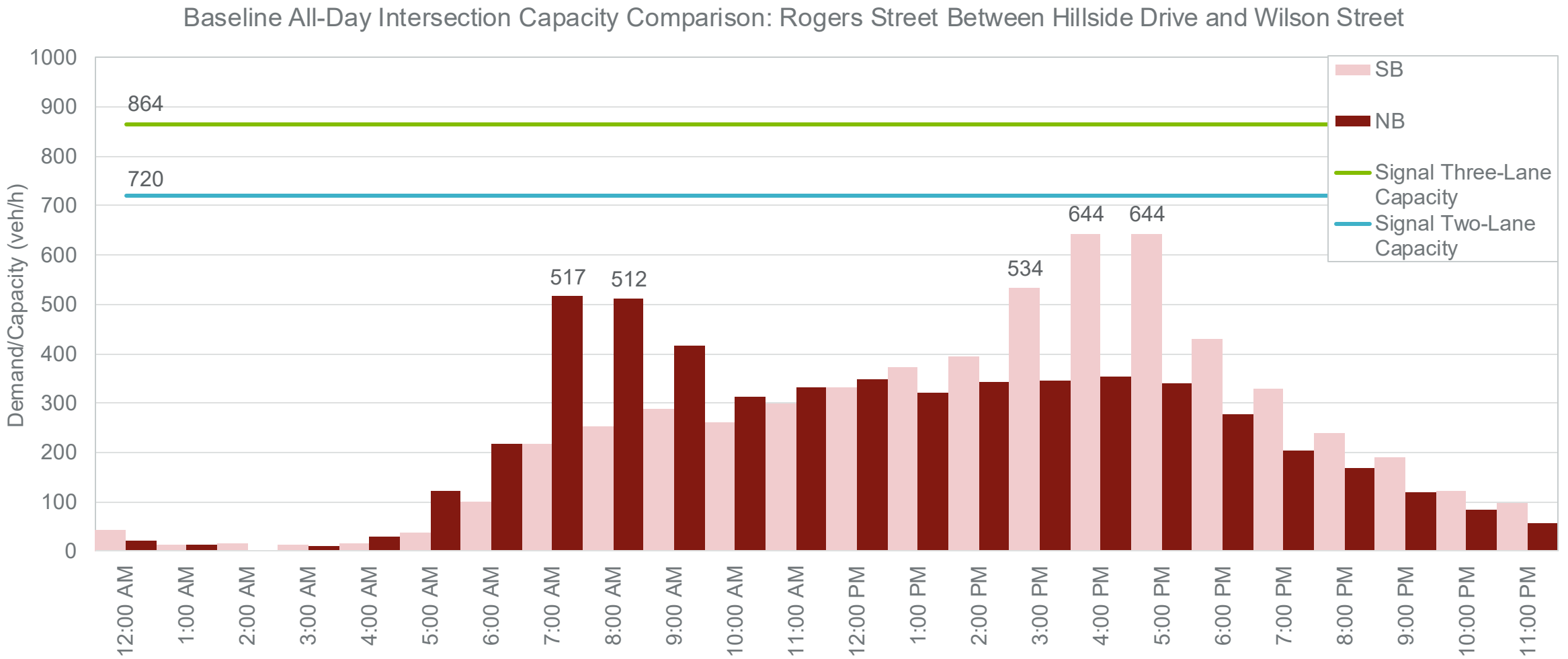
TOOLE DESIGN



SAFETY

Motor Vehicle Volume

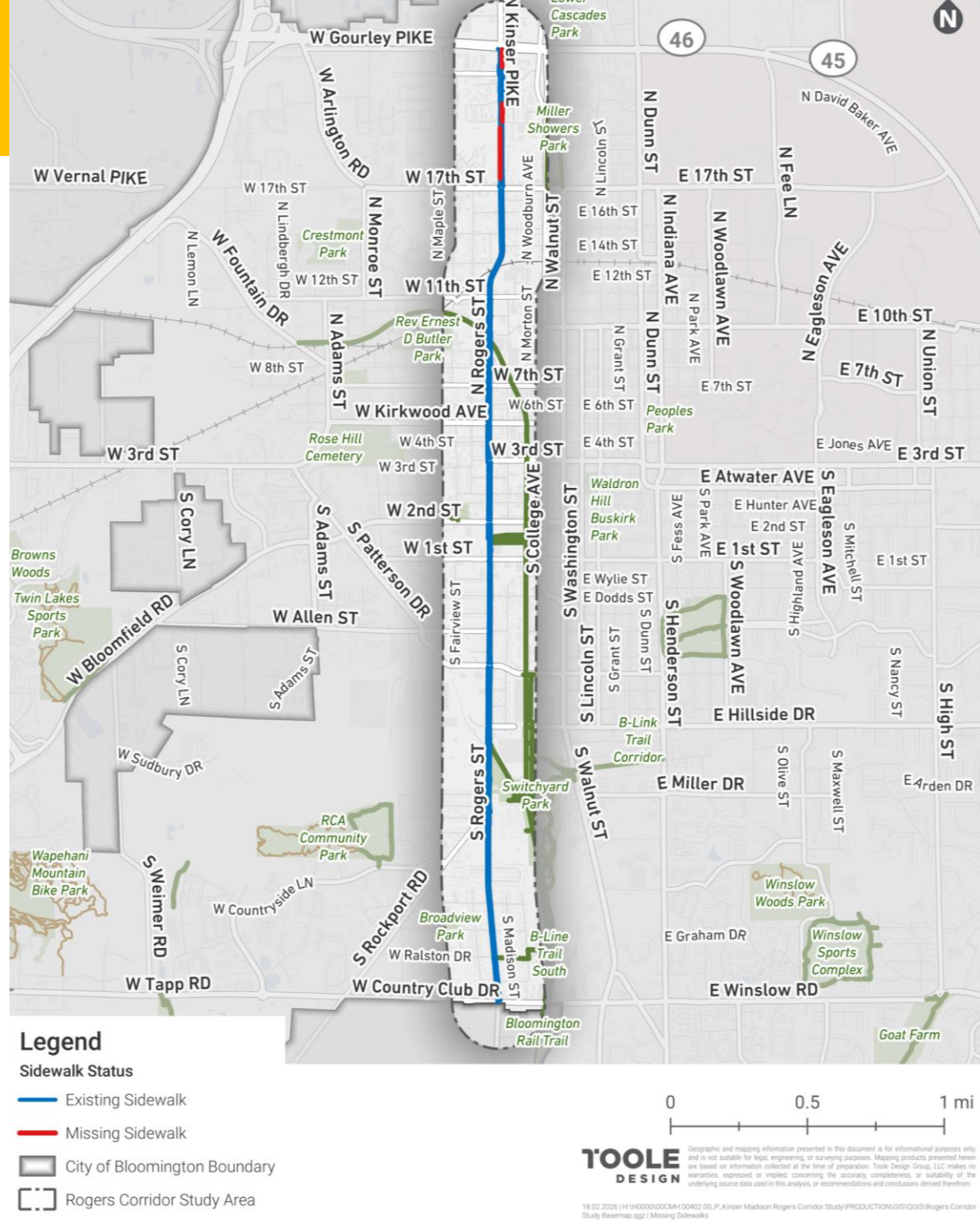
Traffic volume is well below the capacity of a 2-lane street with left turn lanes at major intersections



GAPS ANALYSIS

Sidewalks

- Sidewalks are missing in sections of the corridor north of 17th Street

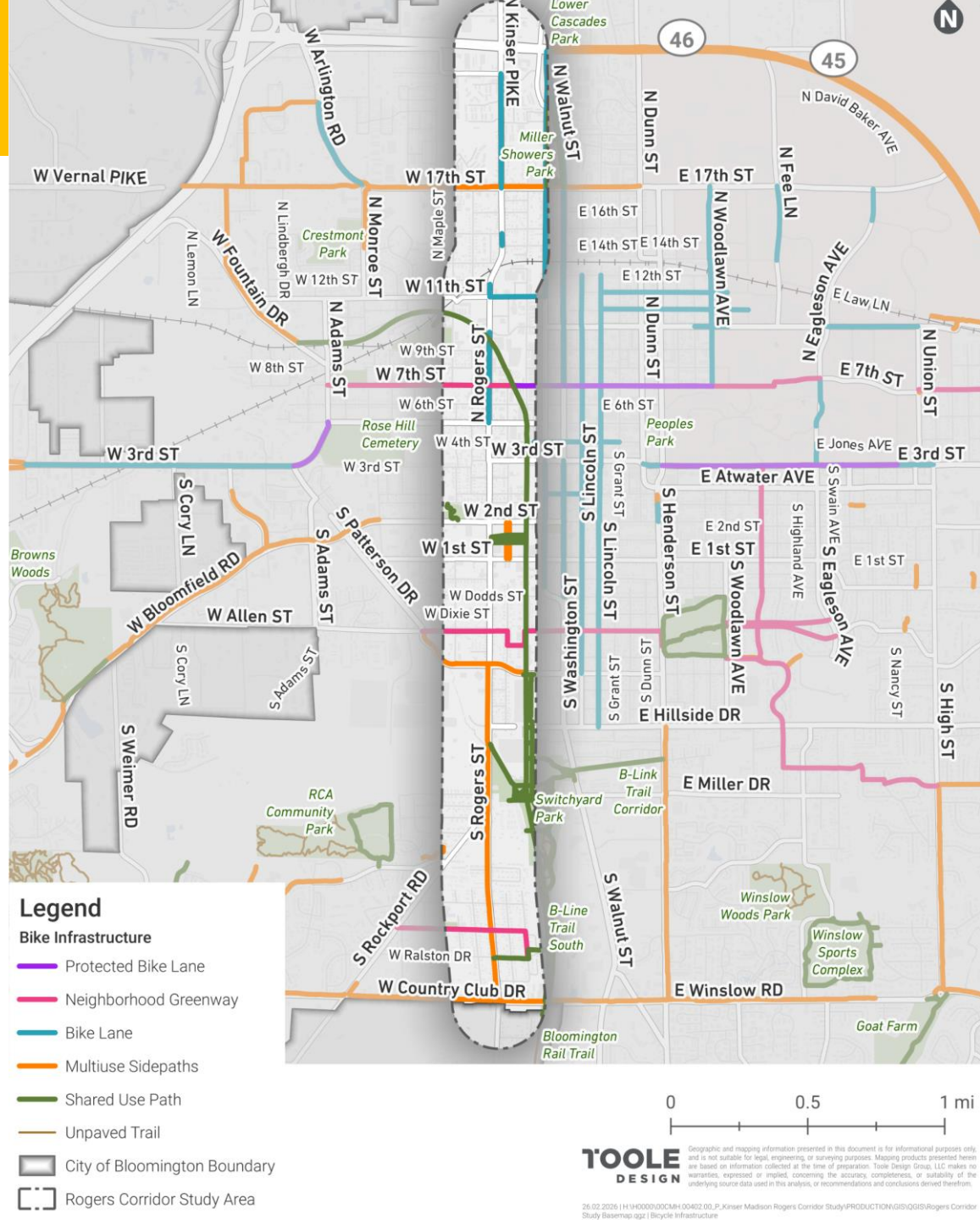


TOOLE DESIGN

GAPS ANALYSIS

Bicycle Network

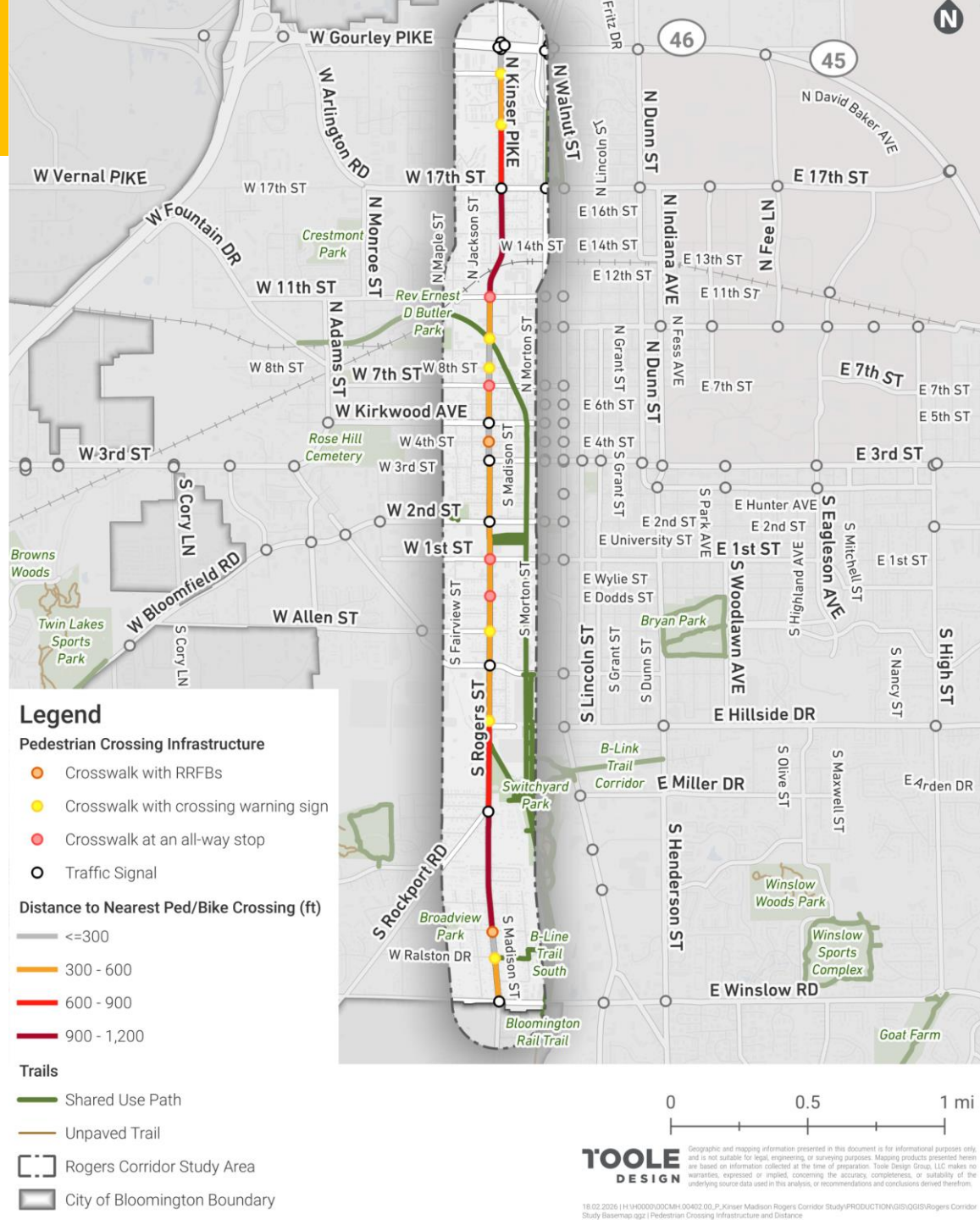
- The southern portion of the corridor has a multi-use path on the west side of the street
- There are gaps in the bicycle network in the northern sections of the corridor, with intermittent bike lanes



GAPS ANALYSIS

Pedestrian and Bicyclist Crossings

- Two segments where the distance to the nearest crossing is over 900 feet:
  - Between 11th Street and 17th Street (1,070’)
  - Between Rockport Road and Graham Drive (1,156’)
- 900’ is a 5 minute walk at a typical 3-feet-per-second walk speed



GAPS ANALYSIS

Streetlights

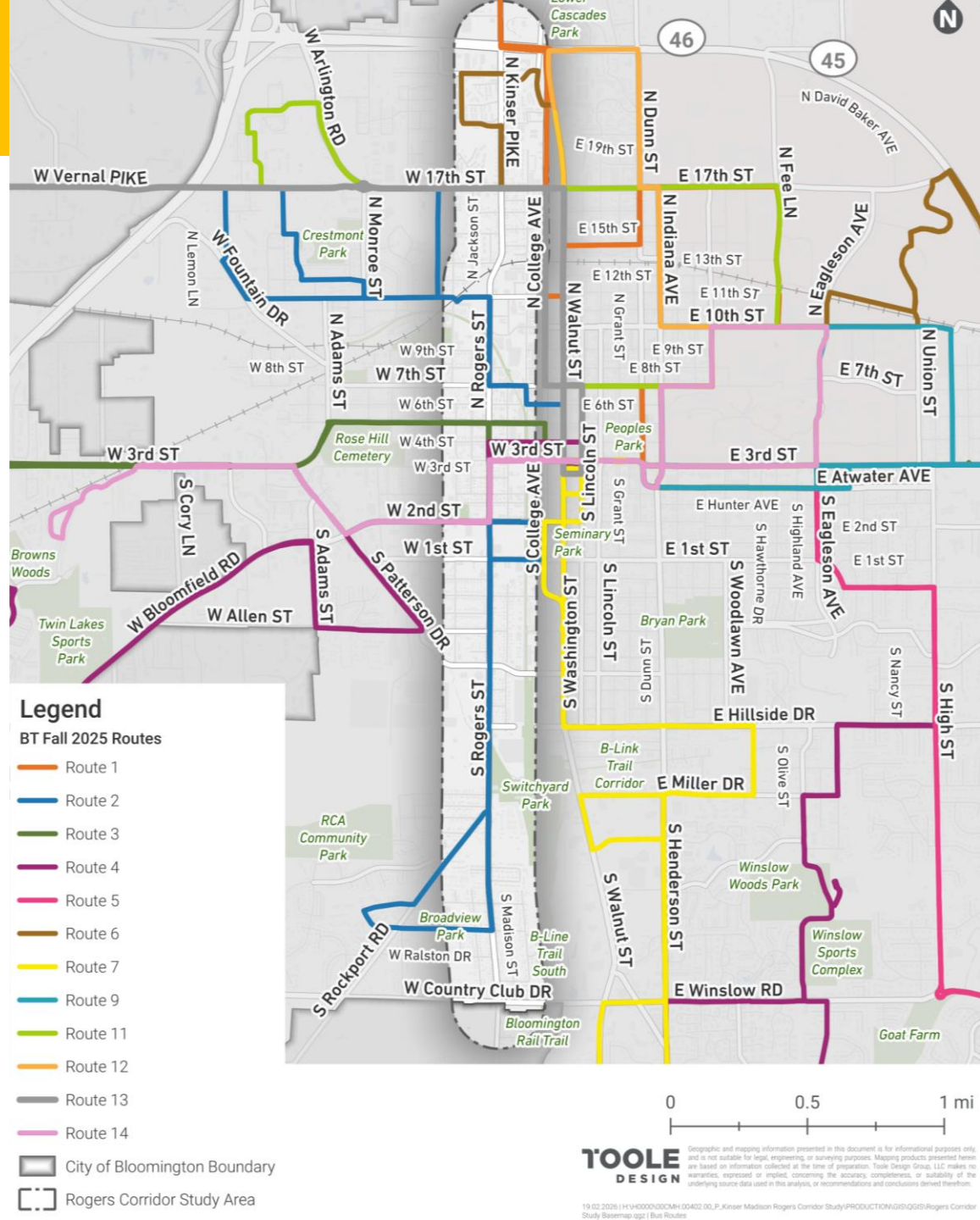
- Two types of streetlights
  - Standard streetlights
  - Pedestrian-oriented lights
- No intersections streetlights at:
  - Howe Street
  - Smith Ave
  - 3rd Street

TOOLE DESIGN

GAPS ANALYSIS

Bus Routes

- Route 2 runs along Rogers from 1st/2nd Streets to Graham Drive/Rockport Road
- The rest of the routes only use Rogers for a few blocks

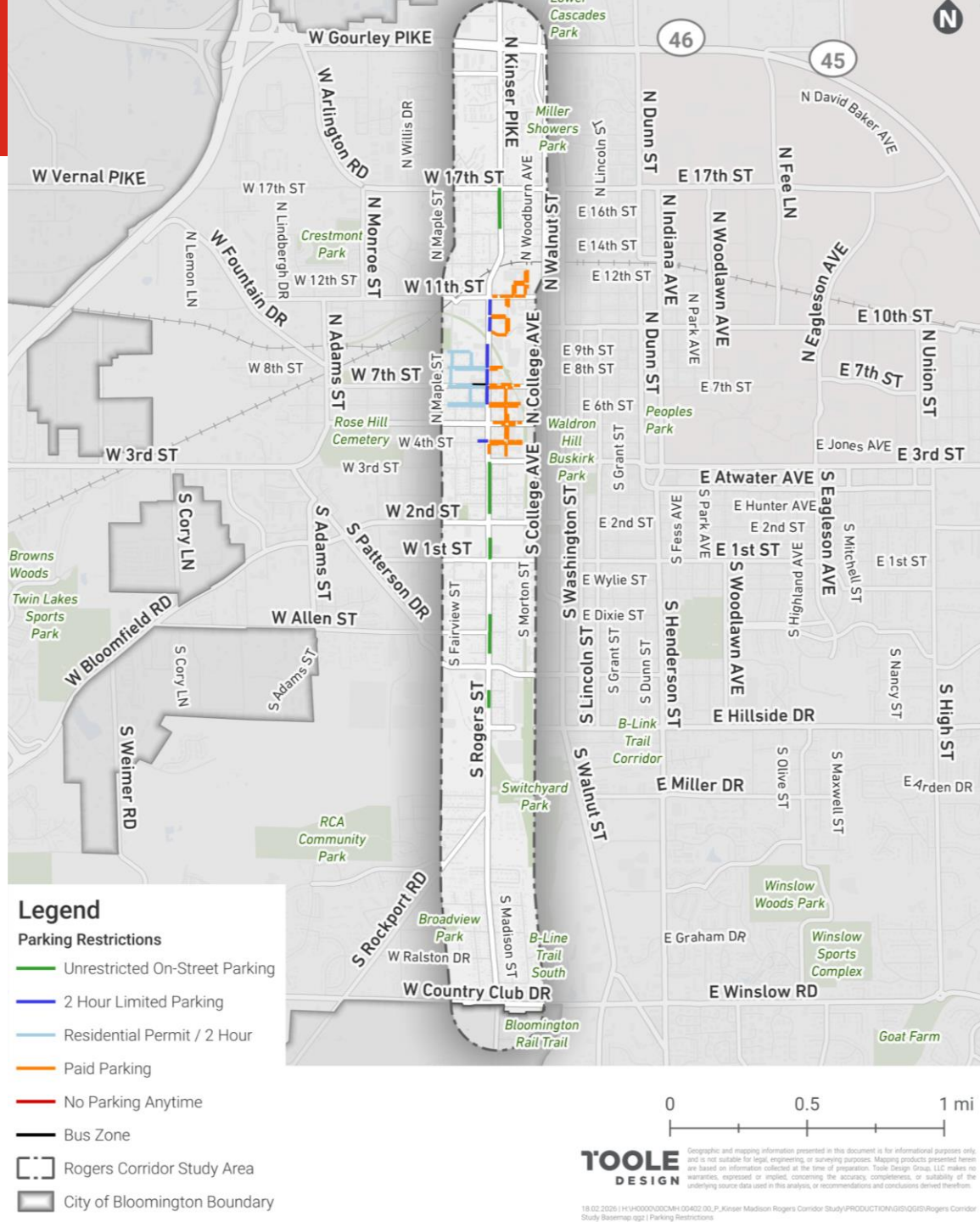


PARKING

Parking Restrictions

On-street parking is only allowed on a handful of blocks:

- 15th to 17th Streets (west side)
- 10th to 11th Streets (east side)
- 6th to 10th Streets (west side)
- 2nd to 4th Streets (east side)
- 1st to University Streets (east side)
- Davis to Dixie Streets (east side)
- Wilson to Driscoll Streets (east side)

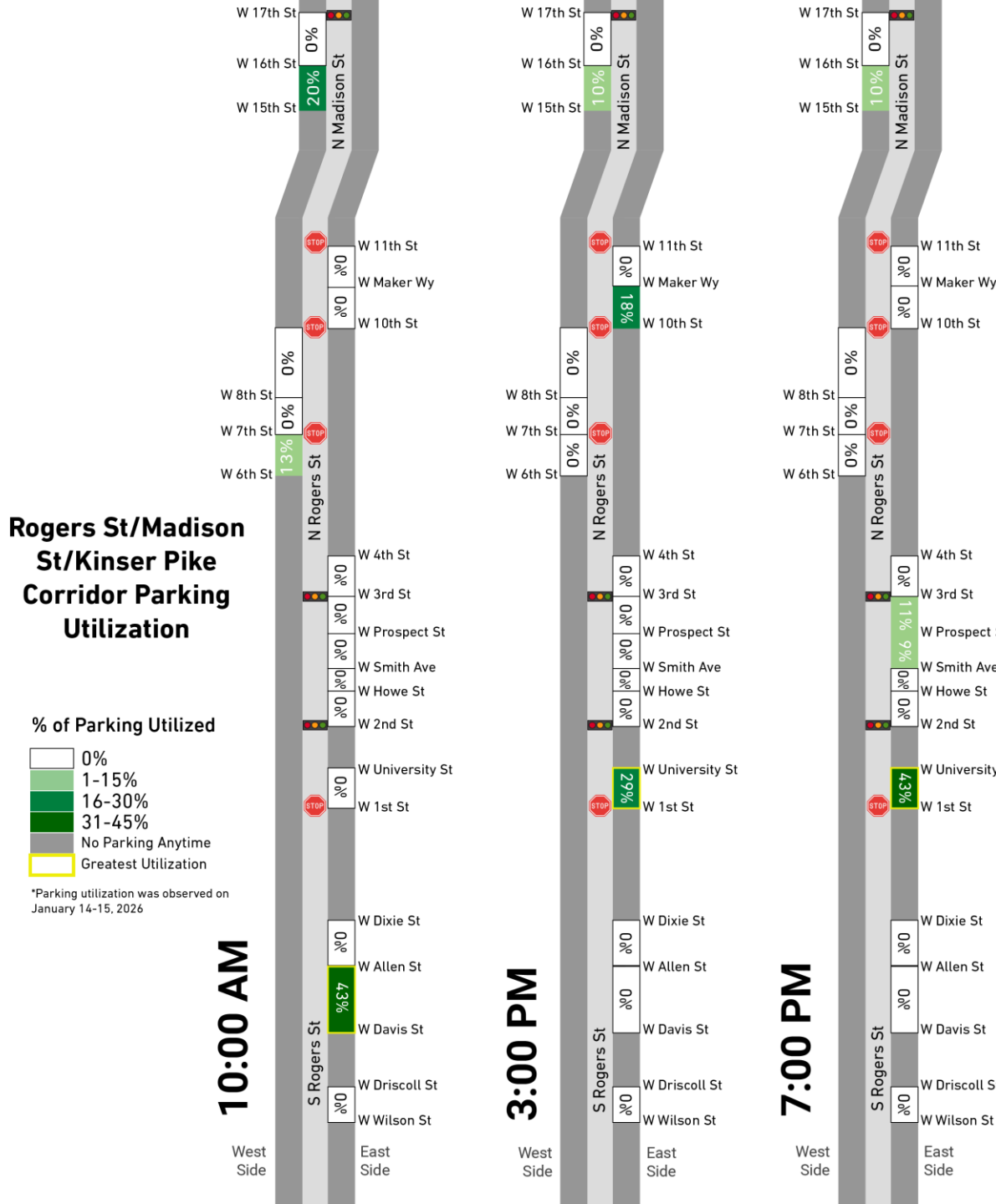


TOOLE DESIGN

PARKING

On-Street Parking Utilization

- Utilization was 0% in most locations
- Overall Corridor:
  - Morning: 6 cars parked on-street
  - Mid-day: 6 cars parked on-street
  - Evening: 7 cars parked on-street
- The highest block utilization observed was 43% (3 cars) between University and 1st Streets

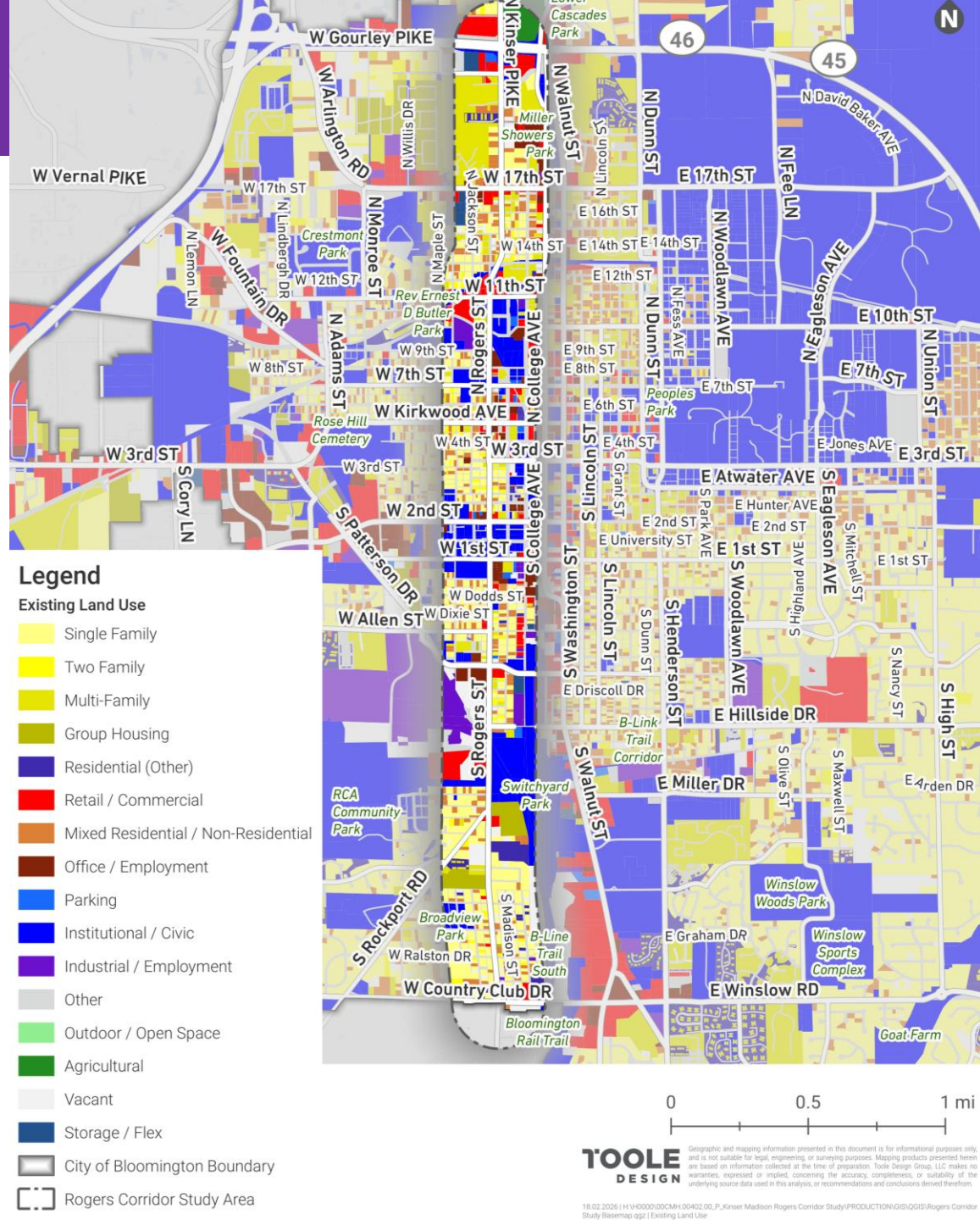


TOOLE DESIGN

LAND USE

Existing Land Use

- Wide range of land uses:
  - Single dwelling housing
  - Multi-dwelling housing
  - Mixed-use
  - Institutional / Civic
  - Park

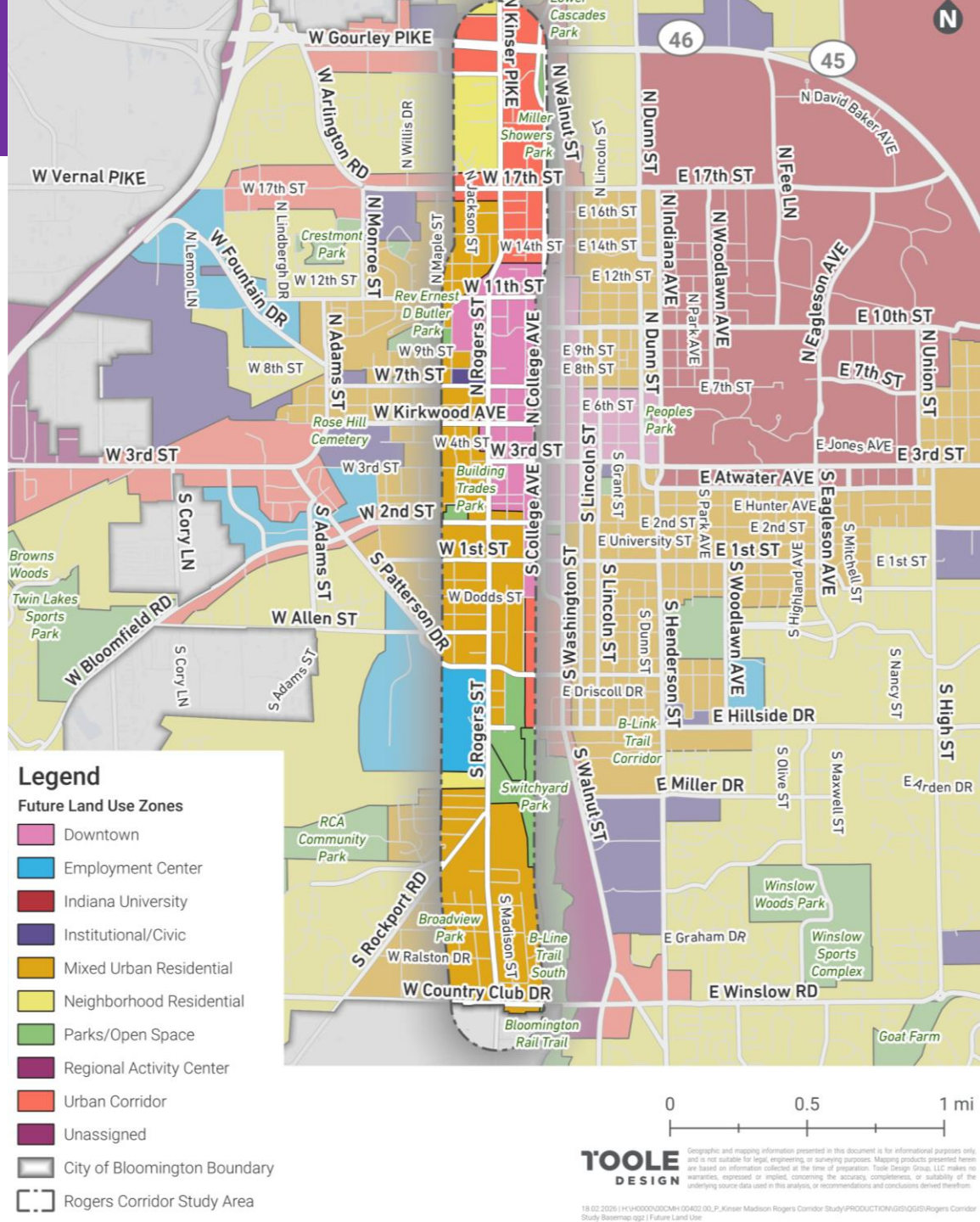


TOOLE DESIGN

LAND USE

Future Land Use Plan

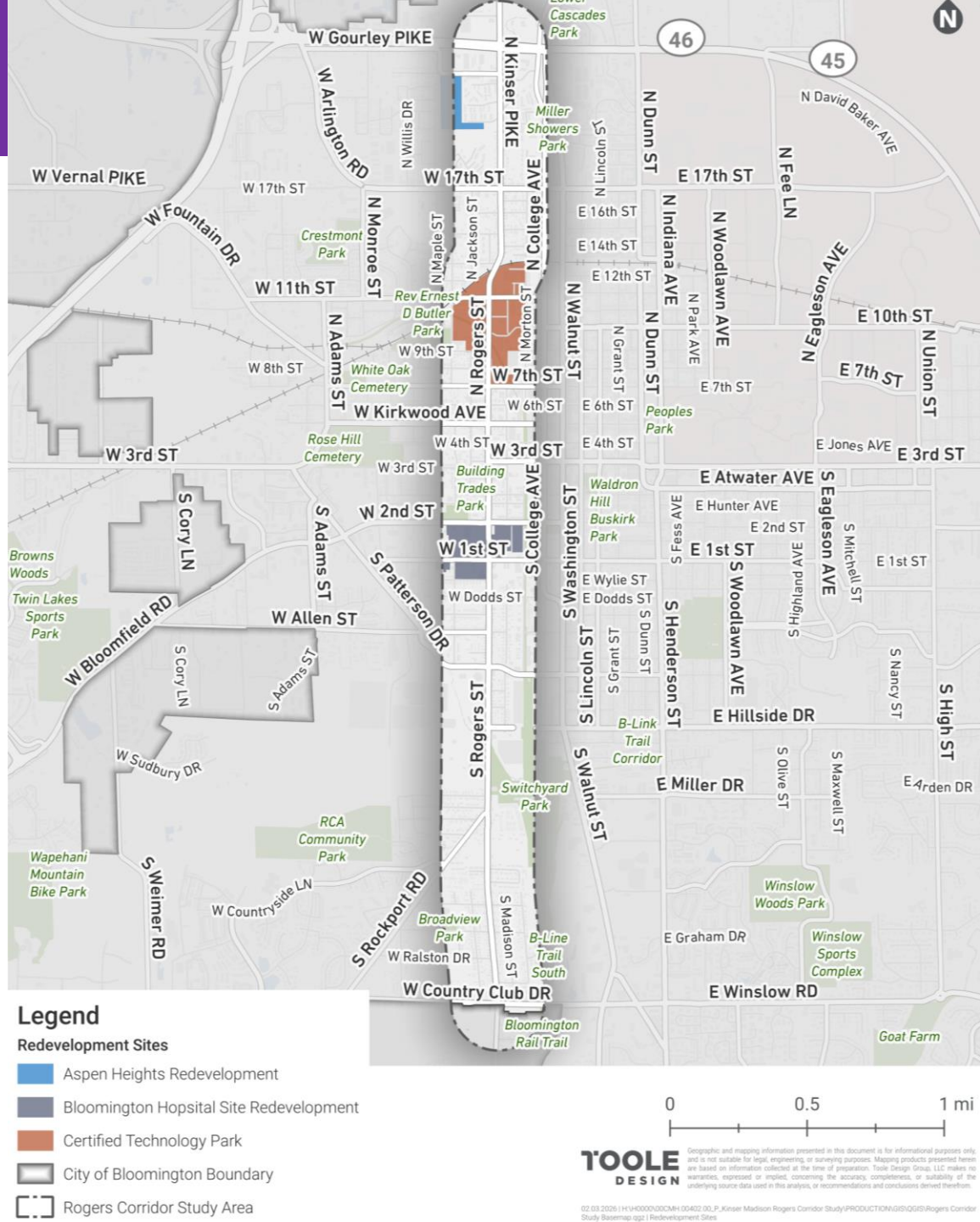
- Future land use includes:
  - Urban Corridor
  - Downtown
  - Mixed Urban Residential
  - Institutional / Civic
  - Employment Center
  - Parks / Open Space



LAND USE

Ongoing and Future Developments

- Known areas include:
  - Aspen Heights
  - Trades District
  - Hopewell redevelopment



TOOLE DESIGN

OVERALL KEY FINDINGS

1. The Rogers Corridor is a **top priority for safety improvements as identified in the Bloomington Safe Streets for All Plan**. In the last 10 years, there were **80 serious injury crashes** within the project extents and **11 of these serious injury crashes involved a person walking**.

2. **Speed is likely a contributing factor to safety concerns** – while the posted speed is 25 - 30 MPH across the corridor, the two traffic counts retrieved for this study showed **85th percentile travel speeds of 33 and 38 MPH**, creating potentially dangerous conflicts, especially at crossings where people driving cars interact with people walking or bicycling.

3. **Specific sections of the corridor are comfortable, walkable areas** with wide buffers between sidewalks and motor vehicle travel lanes, pedestrian-scale lighting, and frequent pedestrian crossing opportunities. **Outside of these sections, most stretches of the corridor are less pleasant to walk along** with limited opportunities for people walking to cross the street.

TOOLE DESIGN

OVERALL KEY FINDINGS

4. The southern portion of the corridor has a multi-use path on the east side of the street, but there are **gaps in the bicycle network in the northern sections of the corridor**, with no low-stress bicycle option to connect over or under the railroad tracks.

5. On-street parking is allowed along several blocks of the corridor. **The utilization of this minimal on-street parking is very low—in most cases 0%**--but the highest utilization of any single block face was 43% (3 cars) and there were only ever 7 total cars parked on-street along the entirety of the corridor at one time.

6. There are key redevelopments happening along the corridor and the future land use plan called for Mixed Urban Residential along much of the corridor—**improving the streetscape design can support the city's goal for these new developments to support safe streets and walkable access**.

7. **The corridor is an important north/south connection across the length of the entire city for all modes of travel** and is one of a handful of north-south streets that crosses the railroad tracks.

TOOLE DESIGN

Thank you!

For any questions, comments, and/or feedback, please feel free to contact us:

Hank Duncan
Safe Streets Program Manager
City of Bloomington
hank.duncan@bloomington.in.gov

CITY OF BLOOMINGTON

TOOLE DESIGN