

NORMAL, ILLINOIS STUDY

Description of Project: Transportation Economics & Management Systems, Inc. in association with Hickok Warner Fox, and Charles H. Quandel & Associates developed and planned a multi-modal transportation terminal for Normal, Illinois. The project was structured with a three-phase work plan related to the planning, architectural design, preparation of construction documents for the Bloomington/Normal, Illinois multi-modal transportation center.



In order to identify the full range of reactions regarding the multi-modal transportation facility, the TEMS team gathered input from the business/communities in Bloomington/Normal and adjacent areas, civic leaders, public officials, and the general public. A series of one-on-one interviews will be conducted with approximately 10 business and public leaders to obtain their perceptions of the project.

TEMS provided ridership estimates, train schedules, and other inputs used in forecasting ridership using TEMS' *COMPASS*® demand forecasting model, which was modified specifically for the Normal station. The TEMS team supplemented existing database information with socioeconomic data specific to Normal and collected origin-destination and stated preference data within Normal and surrounding areas to increase the model's responsiveness to the study area.

Output from the *COMPASS*® model provided ridership and potential station "traffic" data (patrons) for the proposed multi-modal terminal. This was integral to sizing the facility as well as estimating parking requirements. Based on the site analysis and the goals established for the project, the TEMS team developed a series of overall master plan alternatives.