

why pedestrian crosswalk murals ?

Many of us remember a time when walking and bicycling to school was a part of everyday life. In 1969, about half of all students walked or bicycled to school.¹ Today, however, the story is very different. Fewer than 15% of all school trips are made by walking or bicycling, 25% are made on a school bus, and over half of all children arrive at school in private automobiles.²

This decline in walking and bicycling has had an adverse effect on traffic congestion and air quality around schools, as well as pedestrian and bicycle safety. In addition, a growing body of evidence has shown that children who lead sedentary lifestyles are at risk for a variety of health problems such as obesity, diabetes, and cardiovascular disease.³ Safety issues are a big concern for parents, who consistently cite traffic danger as a reason why their children are unable to bicycle or walk to school.⁴

SAFETY & HEALTH

The pedestrian crosswalk murals highlight areas of the road where there are a high number of children cross a street to/from school. Road markings, in addition to crosswalks and stop signs, are an added gesture to drivers to slow their vehicles and be more alert to yield to pedestrians and cyclists. The current intent in Pacific Beach is for these crosswalk murals to link routes across the community that provide additional safety for pedestrians and cyclists.

COMMUNITY IDENTITY

The mural provides aesthetically pleasing artwork that comes from the community where there would otherwise be none, thus improving the visual appeal of the area. The process of selecting artwork and painting the mural fosters collaboration and strengthens the community bond by providing opportunities to bring the community together to promote health and safety.

For more information, email info@beautifulpb.com.

References:

- ¹ "Transportation Characteristics of School Children," Report No. 4, Nationwide Personal Transportation Study, Federal Highway Administration, Washington, DC, July 1972.
- ² "Data from the 2001 National Household Travel Survey conducted by Federal Highway Administration were used as the source."
- ³ "Physical activity and the health of young people," U.S. Centers for Disease Control & Prevention, Fact Sheet, 2004.
- ⁴ "Barriers to Children Walking and Biking to School," CDC, 2005.



Photos of a completed pedestrian crossing mural at the intersection of Diamond & Haines Street, 9/20/14, coordinated and sponsored by beautifulPB.