



Staff Report

TO: Economic Development Committee Members
FROM: Joseph Cale, Management Analyst
DATE: April 9, 2025
SUBJECT: Painted Crosswalks in Downtown Beaumont

Description Follow-up on painted crosswalks in Downtown Beaumont.

Background and Analysis:

At the most recent Economic Development Committee meeting on February 12, 2025, the committee expressed interest in further exploring the potential for incorporating painted crosswalks in the downtown area of Beaumont. Following discussions, staff was directed to prepare a follow-up report detailing cost estimates, anticipated maintenance expenses, contractor proposals, and evidence demonstrating the effectiveness of painted crosswalks in reducing traffic speeds.

Based on committee discussion and available research, staff worked collaboratively with contractors to develop a crosswalk design that prioritizes longevity, minimizes maintenance costs, and is supported by data showing its effectiveness in reducing vehicle speeds and improving pedestrian safety (Attachment A). The final proposed design is an interpretation of the United States flag, incorporating red, white, and blue elements that also align with proven visual traffic calming strategies.

This report presents the requested information for further discussion and consideration.

Initial Installation Costs

Cost estimates were obtained from three contractors, with variations depending on design complexity and materials used. The total estimated project cost for the selected downtown intersections ranges from \$49,923 to \$66,975, depending on the design complexity, selected materials, and project scope.

Ongoing Maintenance Costs

Painted crosswalks are subject to wear and fading due to weather and traffic conditions. However, since the proposed design will utilize thermoplastic, maintenance costs are

expected to be significantly reduced. Thermoplastic material is highly durable and can be pressure washed to maintain cleanliness, extending its lifespan for several years. Additionally, as this project enhances existing crosswalks rather than adding new ones, any impact on the City's existing maintenance budget should be minimal.

Contractor Proposals

Each contractor provided proposals based on planned installations at or near the intersections of 7th Street and Beaumont Avenue, and Beaumont Avenue at 6th Street. Minor variations exist in scope and layout, which are reflected in the cost differences.

- Creative Paving Solutions (Attachment B)
 - Estimated Cost: \$49,923.19
 - Materials: StreetBond Thermoplastic (red, white, and blue) with 12 custom logos
 - Timeline: 2 working days (additional days billed at \$4,500/day)
 - Notes: Excludes traffic control, permits, and site preparation

- Cal Stripe, Inc. (Attachment C)
 - Estimated Cost: \$66,975.00
 - Materials: Thermoplastic design with 24-inch red and blue bars, 12-inch white bars, and 4-foot-tall red, white, and blue diamonds; includes the City logo
 - Timeline: Based on one 8-hour move-in period; additional move-ins at \$1,995 each
 - Notes: Traffic control for their operations is included; City responsible for additional signage

- Superior Pavement Markings, Inc. (Attachment D)
 - Estimated Cost: \$56,448.00
 - Materials: Preformed thermoplastic American flag crosswalks (2 locations totaling 2,100 SF)
 - Timeline: One weekday mobilization is included; additional mobilizations at \$1,950 each
 - Notes: Includes removal of existing striping; excludes additional prep and signage

Evidence Supporting Traffic Calming Effects of Painted Crosswalks

Research has demonstrated that painted crosswalks contribute to traffic calming in urban areas. In Miyazaki Prefecture, Japan, the introduction of red and white painted

crosswalks significantly increased driver compliance in stopping for pedestrians (Attachment E). With the proposed design in Beaumont being inspired by the United States flag, which will also feature red and white paint, it closely resembles the crosswalks that have been shown to increase driver awareness. A study conducted by the Miyazaki Prefectural Police found that before the crosswalks were painted, only 56.9% of vehicles stopped for pedestrians. After repainting, this figure improved to 71.7%. The project proved to be a cost-effective alternative to installing traffic lights while also reducing long-term maintenance expenses.

Similarly, in Lancaster, California, a five-way intersection in the downtown district was redesigned with colorful crosswalks to reduce vehicle speeds and enhance pedestrian safety. The average speed at the intersection reportedly dropped by 20%, and drivers yielded to pedestrians approximately 10% more often.

By using bold colors and distinct patterns, the painted crosswalks enhanced driver awareness and improved pedestrian safety, reinforcing their effectiveness as a traffic-calming measure.

Furthermore, a national study by Bloomberg Philanthropies and Sam Schwartz Engineering evaluated 17 asphalt art sites across the United States and found compelling safety improvements (Attachment F). The study reported a 50% reduction in crashes involving pedestrians or other vulnerable users, a 37% reduction in injury-related crashes, and a 17% reduction in total crashes. Behavioral assessments at five intersections revealed a 25% decrease in pedestrian-vehicle conflicts, a 27% increase in drivers yielding to pedestrians, and a 38% reduction in pedestrians crossing against traffic signals. These findings provide strong, data-driven evidence supporting the effectiveness of artistic crosswalks in enhancing pedestrian safety and reducing traffic incidents.

Recommended Action:

Review the contractor proposals, cost estimates, and supporting evidence, and provide feedback to be presented to City Council for consideration.

Attachments:

- A. Conceptual Design
- B. Creative Paving Solutions Estimate
- C. Cal Stripe, Inc. Estimate
- D. Superior Pavement Markings, Inc. Estimate
- E. Miyazaki Crosswalks Article
- F. Bloomberg Philanthropies Asphalt Art Study