

CROSSWALKS ^{to} CLASSROOMS

Sustainability Toolkit



making
Tallahassee
a better place
together!

safety first!

Help make Tallahassee a Safer Place

- 1.** Introduction
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- 4.** Establish Event Roles & Responsibilities
- 5.** Supply Checklist
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- 7.** Details to Note/Best Practices & Lessons Learned



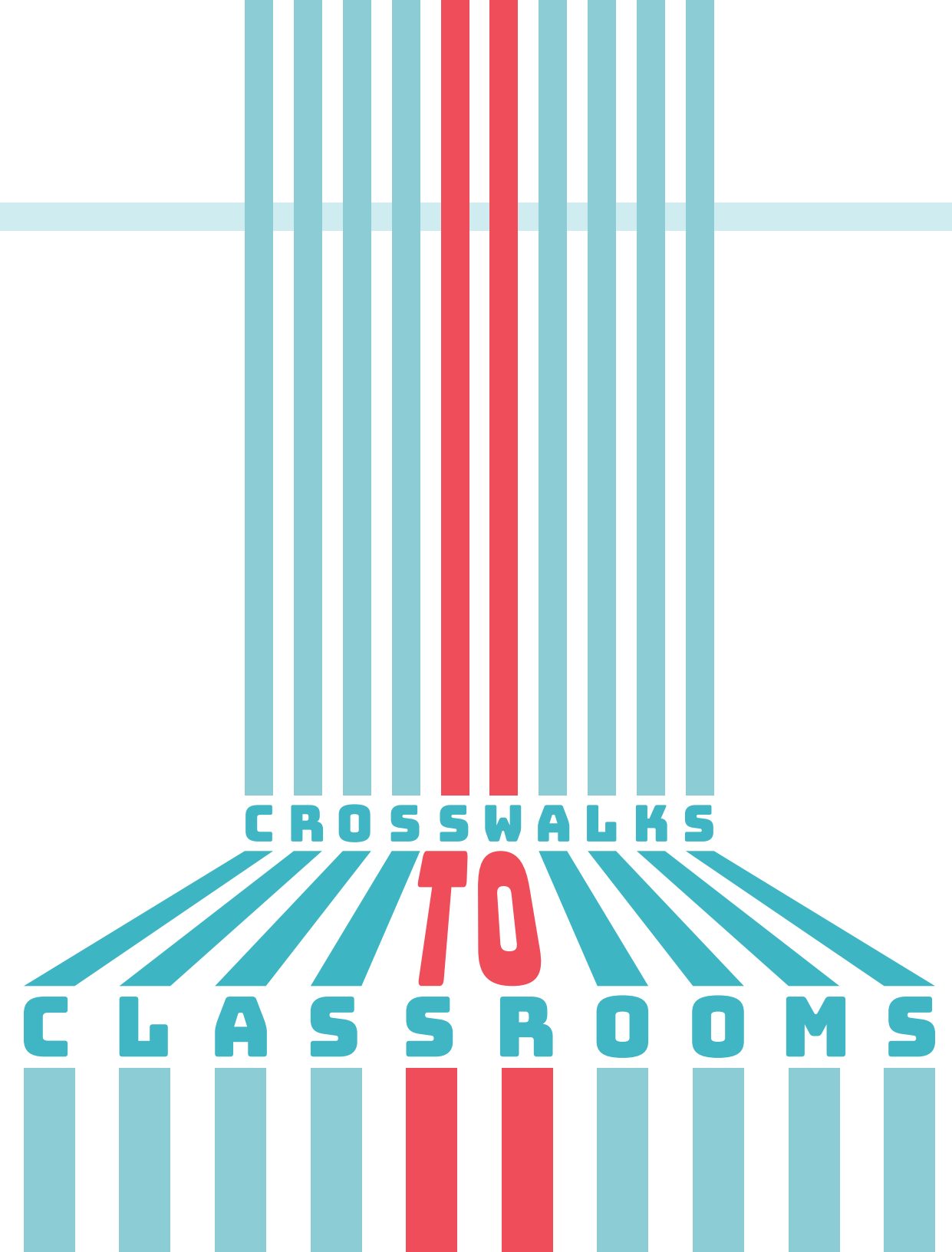
1. INTRODUCTION

Asphalt art and painted crosswalks have emerged as innovative approaches to improving pedestrian safety and building community engagement. These artistic interventions have been used in cities around the world to make streets more visually appealing, enhance walkability, and reduce traffic speeds. By transforming ordinary asphalt surfaces into colorful and engaging public spaces, these initiatives encourage people to slow down, pay attention, and interact with their surroundings.

One of the primary benefits of asphalt art and painted crosswalks is their ability to create a sense of place and community identity. These projects often involve collaboration between local artists, community groups, and government agencies, which fosters a sense of ownership and pride in the community. Furthermore, by making streets more inviting and attractive, these interventions help to build social connections and increase the visibility of pedestrian and bicycle activity.

In terms of safety, painted crosswalks and other street art installations can help to increase awareness of pedestrian crossings, reduce vehicle speeds, and improve visibility for drivers and pedestrians alike. Studies have shown that colorful and creative street designs can significantly improve pedestrian safety and reduce accidents.

In 2022, The Knight Creative Communities Institute (KCCI) introduced to Tallahassee the concept of asphalt art and the Crosswalks to Classrooms initiative, utilizing traffic pattern and incident data to determine where asphalt art could best make a difference. With several schools across Leon County positively impacted through the initiative, this toolkit serves as a resource to other organizations, schools, neighborhoods, cities and municipalities, and community leaders in implementing their own asphalt art projects.



1.

Talk to neighbors to determine if people are interested in the idea.

2.

Choose a tentative intersection or crosswalk to discuss with city or county staff/officials to determine feasibility.

3.

Form a project team and identify who will lead on aspects such as working with the city/county, media and public relations, fundraising, design and graphics, community relations, etc.

4.

Host get-togethers with your neighbors to identify champions for the project.

5.

Create your intersection design with the city/county requirements and parameters in mind. Seek input from the community.

6.

Identify a local artist with experience in asphalt art.

7.

Start fundraising and identifying revenue streams to fund your project.

Submit your application to the city/county.

8.

Create a flyer about your event that includes the date and timeframe when the road will be closed. Canvass the local neighborhood/nearby businesses immediately before the event.

9.

Paint your pavement in a day-long event that includes laying the artwork out, painting the design and celebrating your accomplishment.

10.

Maintain your artwork. Make a plan with your neighbors to maintain the artwork for years to come (each time may require a new permit).



2. TEN STEPS TO PAINT AN INTERSECTION

3. ADMINISTRATIVE PROCESSES/CHECKLISTS & WORKBOOK

I. PLANNING

Before starting your project, it's important to plan carefully. Here are some key steps to consider:

- a.** Identify a site: Look for a public space that could benefit from a creative transformation. This could be a street intersection, a sidewalk, or a plaza.
- b.** Secure permission: Contact your city's department of transportation or public works to find out if you need permission to undertake the project. Make sure to follow any guidelines or regulations that may apply.
- c.** Build a team: Identify community members who are passionate about the project and can contribute to its success. Reach out to artists who may be interested in getting involved.
- d.** Develop a budget: Create a list of expenses, including supplies, artist fees, and any necessary permits. Consider fundraising options, such as crowdfunding or grants.



II. WORKBOOK: PLANNING

- a.** Site: _____
- b.** Permission required? Yes/No
- c.** Contacts:
 - City department of transportation/public works: _____
 - Artists: _____
 - Community members: _____
- d.** Budget:
 - Supplies: _____
 - Artist fees: _____
 - Permits: _____
 - Fundraising sources: _____

ADMINISTRATIVE PROCESSES/CHECKLISTS & WORKBOOK

III. DESIGN

Once you have a team in place and a site secured, it's time to develop a design for your asphalt art project. Here are some key steps to consider:

- a.** Gather inspiration: Look for examples of asphalt art projects that inspire you. Consider the surrounding environment and the purpose of the space when brainstorming ideas.
- b.** Select an artist: Work with your team to identify an artist or artists who are a good fit for the project. Make sure to discuss their vision for the project and any necessary accommodations, such as equipment or materials.
- c.** Create a design: Work with the artist to develop a design that reflects the surrounding environment and community input. Consider using stencils or templates to ensure accuracy and efficiency.
- d.** Review and revise: Once the design is complete, review it with your team and any relevant city departments to ensure that it meets all necessary guidelines and regulations.

II. WORKBOOK: DESIGN

- a.** Inspiration sources: _____
- b.** Artist selected: _____
- c.** Design:
Vision: _____
Materials needed: _____
Design sketch: _____
- d.** Review and revisions:
Team feedback: _____
City department feedback: _____



Clear roles and responsibilities for painting day will ensure everyone knows what is expected of them and how they are contributing to the project. Below are a few key roles to assign (consider a back-up to each to ensure the role is filled the entire time):

a. Street cleaning and barricade set up

1. _____
2. _____

b. Artist liaison (assists artist with their needs and materials)

1. _____
2. _____

c. Paint day coordinator (assigns painting tasks and monitors overall design)

1. _____
2. _____

d. Paint distributor (prepares and distributes paint)

1. _____
2. _____

e. Greeter (welcomes and orients new people as they arrive)

1. _____
2. _____

f. Publicist (speaks with media or officials)

1. _____
2. _____

g. Historian (takes photos and videos)

1. _____
2. _____

h. Materials cleaner (maintains stencils and brushes clean throughout the day)

1. _____
2. _____

4. ESTABLISH EVENT ROLES & RESPONSIBILITIES



5. SUPPLY CHECKLIST

The lead artist you work with will have some input on materials needed, but the following items are a good start:

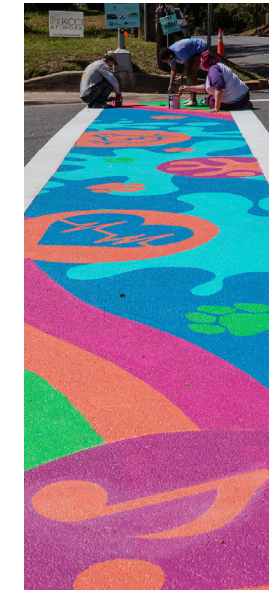
- __ Masking tape (or commercial grade tape)
- __ Signage/poster boards
- __ Tables (for setup, snacks, and drinks)
- __ Tarps/newspapers
- __ Tents for shade
- __ Extra-large containers for paint mixing
- __ Small cups for distributing paint
- __ Brushes and rollers (varying sizes)
- __ Large trash bags
- __ Leaf blowers and batteries
- __ Extension cords
- __ Plastic wrap (to prevent brushes from drying out)
- __ Paper towels/rags
- __ Buckets of water for cleaning brushes (do NOT dump in storm drains)
- __ 3 drop cloths, minimum
- __ Roller trays & Roller poles
- __ Tray liners
- __ 9" + 4' roller refills
- __ Paint can openers
- __ Mallet

DIVERSITY



Desoto Trail Elementary

Cobb Elementary



Sabal Palm Elementary

SAFETY



ENGAGEMENT

EXPERIENCE



Cobb Elementary



Desoto Trail Elementary

TIMELINE

6:00-7:00 am

Clean and Prime
Crosswalk



8:00-10:00 am

Put the Base Colors Down



1:30 pm - 2:30 pm

Clean up and Pack up



7:00-8:00 am

Unpack and Set up

10:00-11:00 am

Take a break
and Gather
Volunteers

11:00 am - 1:30 pm

Apply Designs with Stencils

The morning hours are most important - make sure the first thing you do is prime the asphalt, as it often takes longer than 30 minutes to dry.

6. DAY OF PAINTING CHECKLIST

BEFORE STARTING | Road Site Q & A

- a. Does the road have cracks and potholes? Has it been recently resurfaced?**
Cracks and potholes make it harder to fully cover the road in paint. An ideal road would be one that has been recently resurfaced or one with few potholes and cracks.
- b. Is there a lot of shade over the crosswalk? Will the sun reach the crosswalk?**
If there is too much shade, the primer and paint will take much longer to dry. An ideal road would have a good amount of sunlight above it during the afternoon hours.
- c. How hot is it outside? Will there be access to water and bathrooms?**
The Florida heat is no joke, it's best & safest to plan these for the Fall and Spring. It is best to start a job in the early morning, and there must be access to water and bathrooms on site.
- d. How dirty is the road?**
The cleaner the road the better the outcome. Oil stains can be a cause for poor adhesion of the paint. Actions should be taken to clean the road prior to starting.
- e. Have the roads been blocked off? Are the neighbors aware?**
The neighbors that use the roads on the mural site should be aware of what is happening. Some are likely to be upset especially if they are not informed prior. Get with your project leaders to produce information for the neighbors.

BEFORE STARTING | Ideal conditions

Checkpoints for Cleaning the Roads in order to Create the Ideal Mural Conditions:

- Make sure the road is blocked off.
- If possible pressure wash the road 24hrs before starting.
- Sweep and use a blower to clean off all debris from the road.

The road **MUST BE** properly cleaned and blocked off before painting. It is preferable to have the road blocked off for at least 24 hrs after to allow time for the paint to cure.

IF THESE CONDITIONS ARE NOT MET - THE QUALITY AND LONGEVITY OF THE MURAL WILL BE NEGATIVELY AFFECTED.

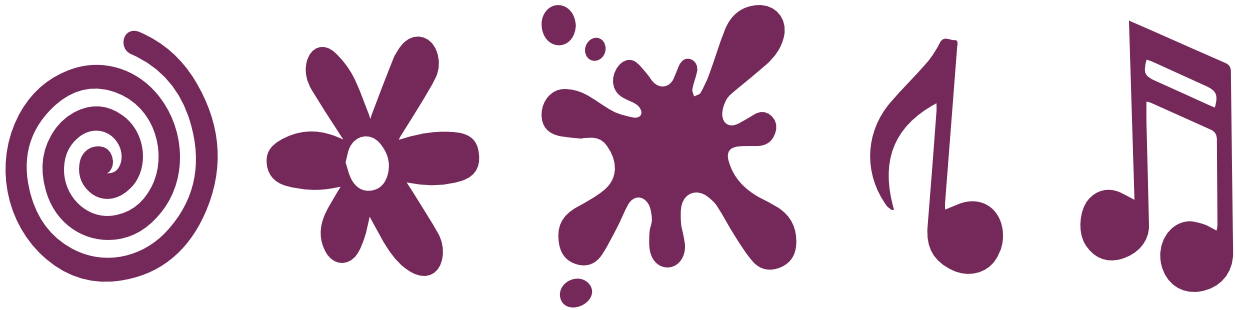
DAY OF PAINTING CHECKLIST

BEFORE STARTING | Finalized Artwork

Before starting, make sure to refer to a printout of the final artwork.
Crosswalk murals are done in layers, as depicted in fig. 1 to the right.

Example of a Finalized Design Printout

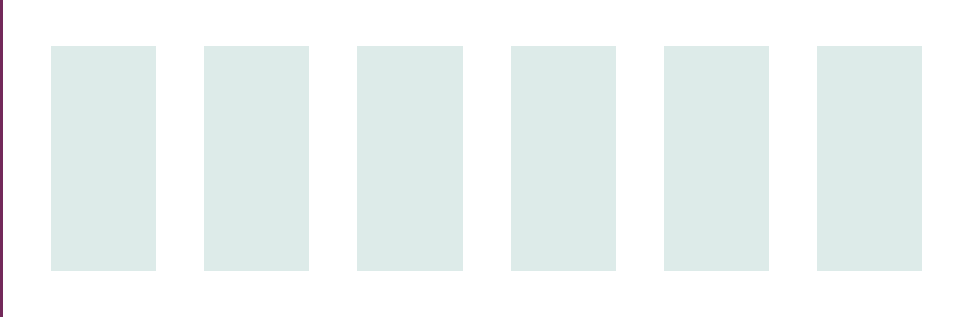
Icons Approved by the City of Tallahassee



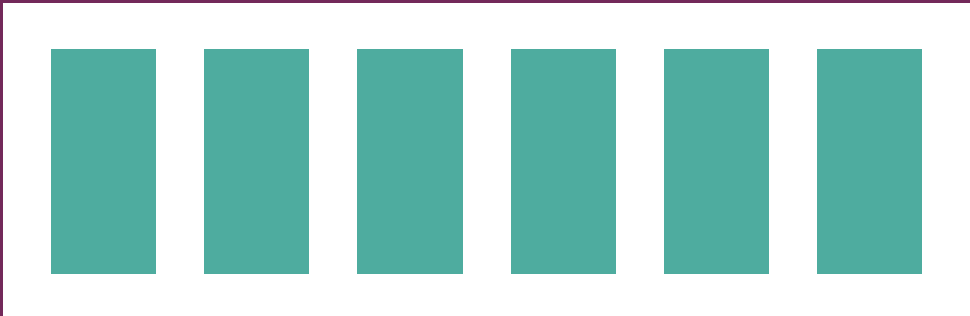
Colors approved by the City of Tallahassee



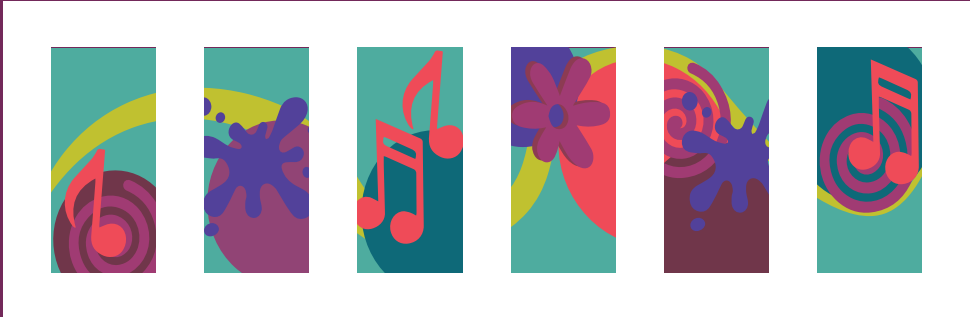
Step One: | Primer



Step Two: | Base color



Step Three: | Stencil Design



7. DETAILS TO NOTE, BEST PRACTICES & LESSONS LEARNED

BEFORE STARTING | Knowing the Team

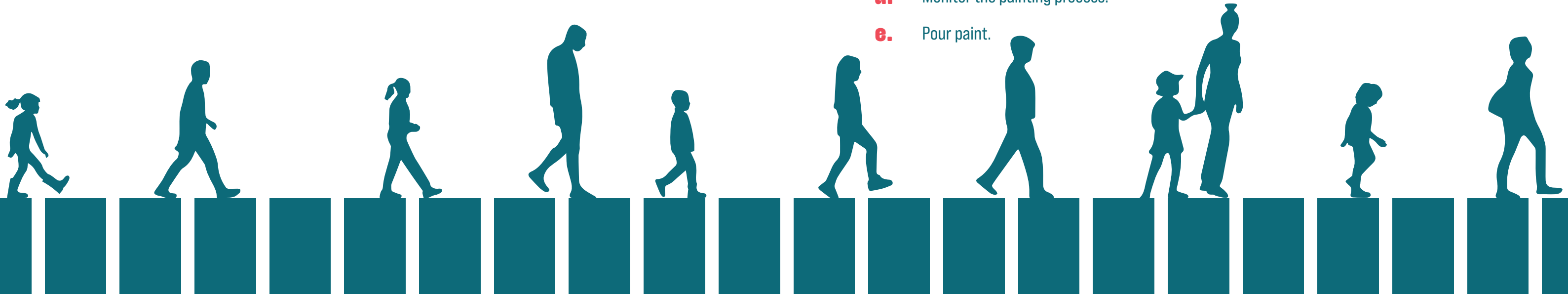
Crosswalks 2 Classroom is an initiative meant to bring visibility to the city's crosswalks.

Middle school and high school student volunteers are encouraged to participate in these initiatives, but there should be a **Team Leader** in charge of volunteers.

Student volunteers should be there to help with step 3 "adding the designs".

Team Leader Duties:

- a.** Ensure Volunteers have water.
- b.** Demo how to use the stencils.
- c.** Answer any painting questions.
- d.** Monitor the painting process.
- e.** Pour paint.



TROUBLESHOOTING

🌀 Tips for Rolling Out Paint:

When rolling paint over the stencils, it is best to do **two** light coats rather than **one** heavy coat

🌀 Tips for Staying Organized:

Periodically reorganize the supplies on the drop cloth, so the supplies are easy to locate.

Make sure to keep a trash bag on the main drop cloth and dispose of it off site once done.

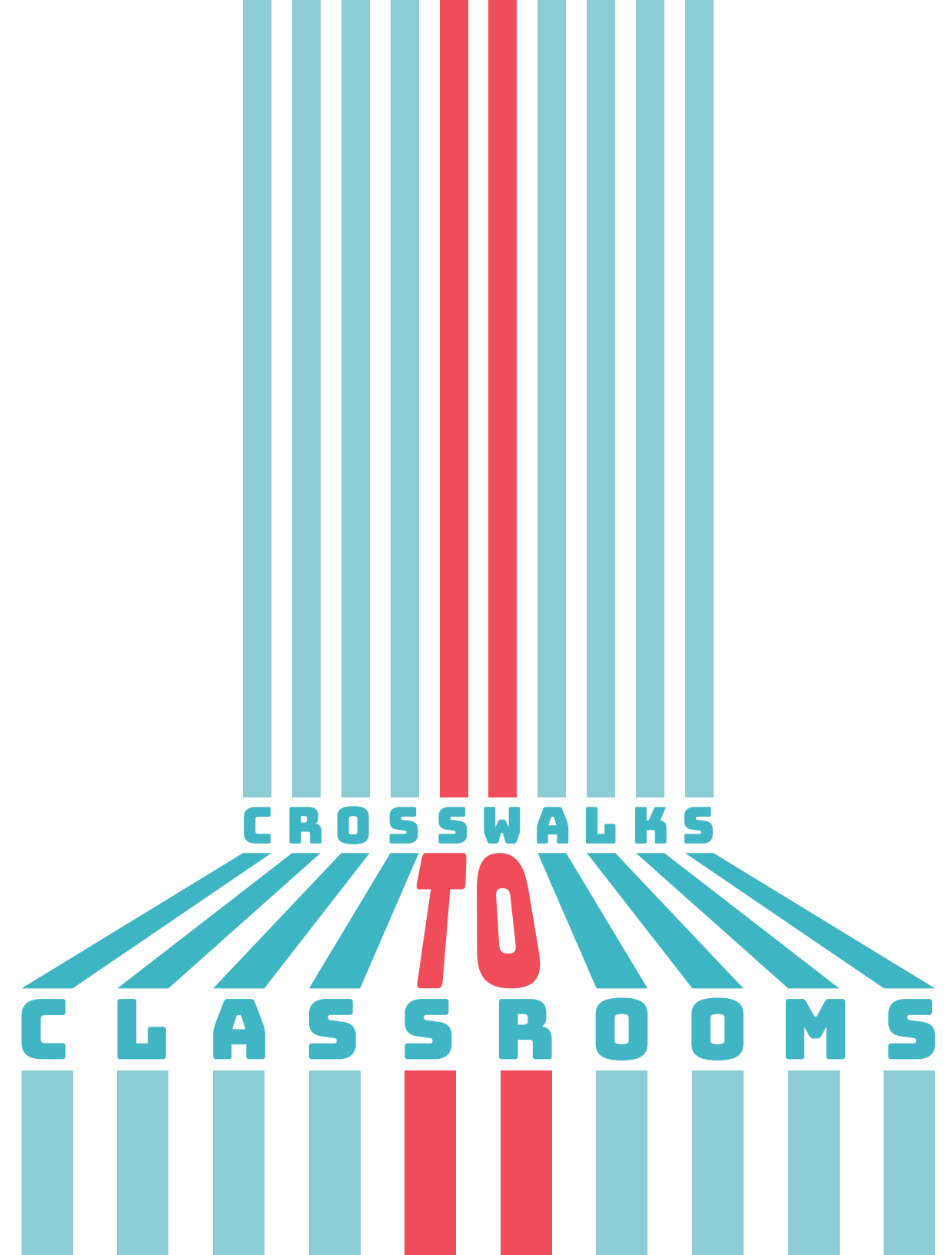
🌀 General Paint Tips:

Mark the top of each can with the paint color.

Only pour paint into the trays when over a drop cloth to avoid spills.

Use the tops of the storage bins to hold a tray of paint in order to avoid spilling it on the road.

A recommended paint is Benjamin Moore Command. This is available at most paint stores, including Home Depot. For bigger ground murals, you may need to consider a product by Safety Coatings that is a water based latex (note: it comes in 5 gallon containers that only have a shelf life of 5 years. The product also dries very fast and could cause issues for volunteers using brushes who may work slowly)



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Content throughout this toolkit was adopted from the Crosswalks 2 Classrooms process. guide
commissioned by the City of Tampa and produced by Greater Public Studio -
www.greaterpublicstudio.com

