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TO: City of La Crosse Board of Public Works
FROM: Anne Snow & Leanne Poellinger, Children's Museum of La Crosse
RE: Decorate Crosswalk Application
DATE: July 31, 2020

Some include signs featuring an illustration inspired by the classic 70s *Monty Python*/John Cleese sketch, "The Ministry of Silly Walks," and some have bright colored art where simple white lines used to be. Creative crosswalks are becoming popular additions to cities and towns worldwide, and we at the Children's Museum have long thought that downtown La Crosse should join the fun.

These creative crosswalks have much to offer a community, its residents and visitors: the eye-catching painted pavement serves as public art, they may encourage people to walk silly as they cross (and couldn't we all use some silliness in our lives?), they boost branding and tourism marketing as visitors share photos online, but they also can have safety benefits over the standard white stripes.

Drivers tend to notice patterns and bright colors more than the tried-and-true white paint on asphalt. In the more than a year since the artistic crosswalks were added in Long Beach, CA, a city official reports "you see vehicles slow down, and pedestrians feel that the street is not just for vehicles, it's for pedestrians as well," he said. "I think overall it has lent an element of safety."

Now, more than ever, we believe it's important to encourage and assist people of all ages to use their imaginations and take advantage of opportunities for lightness and fun. A creative crosswalk can do this and more. Please approve the application to add decorative crosswalks in La Crosse.

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silly smart