



Why We Needed a Crosswalk

Important resources for food and community are located at the intersection of Market & Denby in the Mt. Hope neighborhood of Southeastern San Diego. Fresh Garden Market, a small neighborhood grocer, is located at this intersection and is currently making improvements to be a healthy and vibrant place for local residents to shop. The Mt. Hope Community Garden, operated by Project New Village, is also located here and provides a space for gardening, education, and community gathering. Together with the Diamond Business Association and Project new Village, we surveyed community members and found that residents felt like they could not safely access these two resources, and they recommended installing a crosswalk with lighting at the intersection of Market St. & Denby.



Steps in the Process

After analyzing the survey data, we shared it with our partners. The City then evaluated the traffic and engineers determined the intersection is unsafe, and qualifies for a crosswalk with beacon lighting; however, there was no funding available to make the improvement. We continued to advocate to stakeholders such as local business, neighborhood councils, community-planning groups, and others to ask District 9 to help prioritize implementation of this crosswalk in order to improve pedestrian safety to and from this emerging Good Food District. Finally, in February of 2017, the City installed a crosswalk with a beacon light at the intersection of Market & Denby.

After the Crosswalk Installation

After the crosswalk was installed, we wanted to make sure it was an appropriate response to the safety concerns of the community, and wanted to know what additional steps, if any, needed to be taken to improve pedestrian safety. We observed residents crossing Market St. and conducted intercept surveys with shoppers, residents, and community members at the intersection. Key findings below:

Intercept Survey Data:

We surveyed 30 pedestrians on the corner of Market & Denby at 5 different occasions, both in the morning and in the afternoon

- 83% had ever used the crosswalk, with 64% reporting using it every time they cross Market St.
- 76% said the crosswalk made them feel safer when crossing Market St.
 - The majority said the blinking lights are what makes them feel safer
 - While the majority felt safer, many residents reported that cars do not always stop, especially during the day
- 28% said the crosswalk did not make them feel safer while crossing Market St
 - The majority of those who did not feel safe, said the cars do not stop for pedestrians (false-security)
- The most common responses to the question “*What would make is better/easier to walk in Mt. Hope?*” was adding another crosswalk. Other recommendations included the following: adding a stoplight, more lights

(ground lights, lights at different levels, more blinking lights), clean white crosswalk lines, and speed limit signs)

Observation Data:

In addition to surveys, we observed 47 people crossing Market St. near Denby St at 5 different occasions, both in the morning and in the afternoon. Key findings below:

- 55% of pedestrians observed used the crosswalk, while 45% did not
- Most, 92% of pedestrians, pressed the crosswalk button before using the crosswalk
- Common themes observed: pedestrians had to wait a long time before they could cross the street after pressing the button, pedestrians often had to wait for cars to clear rather than wait for cars to stop for them, most cars did not stop for pedestrians until pedestrians were already in the intersection.

Next Steps

While the majority of pedestrians surveyed said they felt safer while crossing Market Street than before the crosswalk was built, many still felt the intersection is unsafe. They recommended adding another crosswalk to the other side of the street or bringing more attention to the existing crosswalk. This was evident when we collected observational data, as we witnessed pedestrians dodging cars while crossing both at the designated lighted crosswalk and at other points on Market St. near the intersection. In addition, 21/47 pedestrians disregarded the crosswalk and chose to cross elsewhere. Moving forward, we are asking for support, recommendations, and/or partnerships to continue to improve pedestrian safety in Mt. Hope.

Partners on this Project



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