

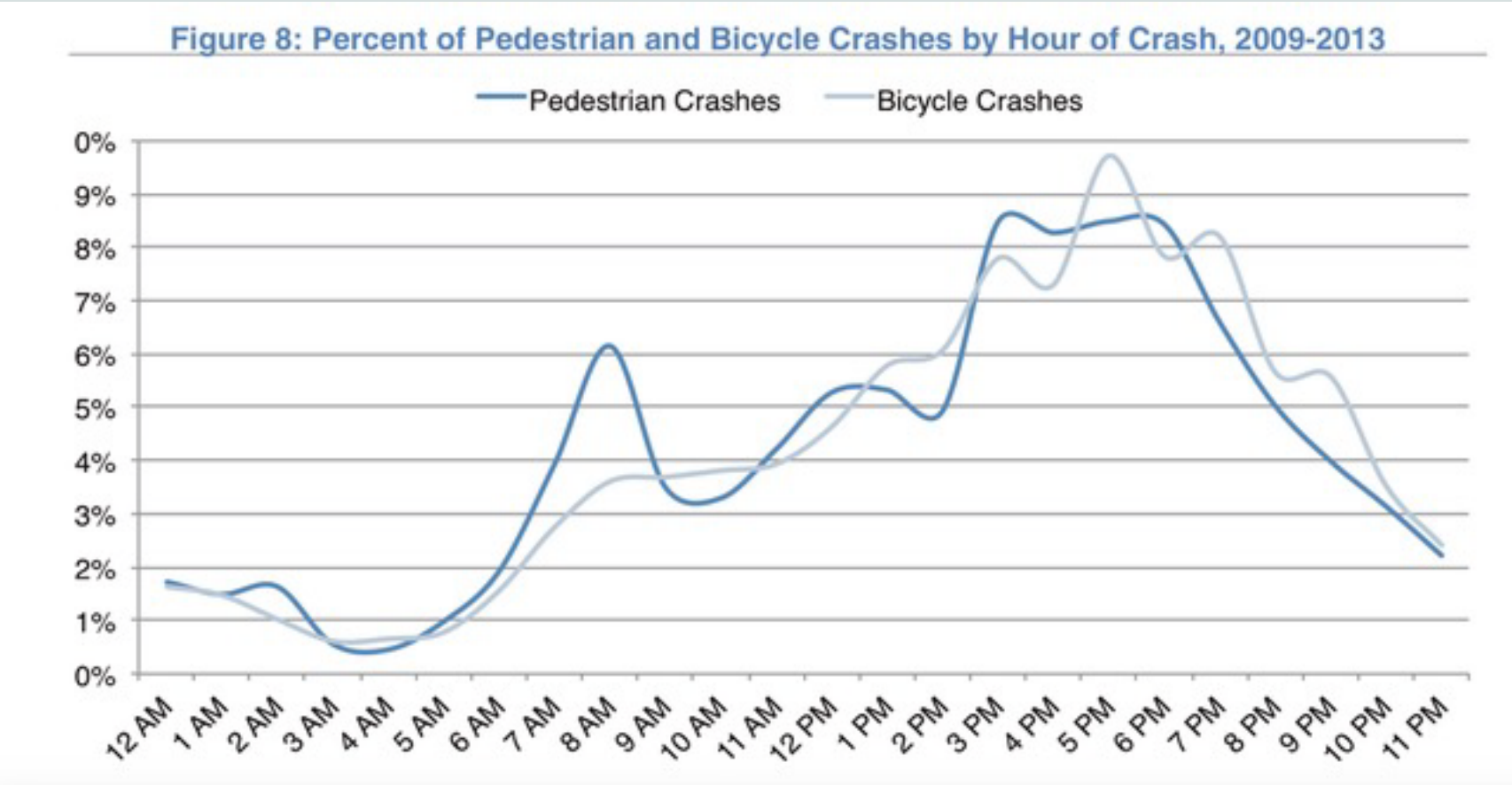
Cross Like a Boss Campaign

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Total
Access for
Pedestrians

“Cross like a Boss”: An innovative solution to addressing pedestrian safety in South Philadelphia through policy change.

The new TAP (Total Access for Pedestrians) access card provides extended services when it comes to pedestrian safety for:
(1) Older Adults, 65+
(2) Persons with Disabilities
(3) Children



According to the study, pedestrian fatalities increased by 15.9% from 2009 to 2013. With these numbers only rising, it is evident that the current measures taken to reduce pedestrian fatalities and accidents due to the lack of pedestrian safety are not working.



Solar panels for energy harnessing that provides the energy source to light up the LED light at night

Pushing this button allows for:
(1) Faster light change
(2) Flashing LED lights

Here is where a TAP access card user would tap their card to access:
(1) Longer cross time
(2) “Walk” audio

Total
Access for
Pedestrians



TAP access card for registered users

According to The Bicycle Coalition of Greater Philadelphia, 38 of Philadelphia’s 99 traffic deaths, in 2017, were pedestrians. In 2018, there were 15 pedestrian deaths that could’ve all been preventable according to the coalition. Above is a sign that the coalition put on the spot of a death of a pedestrian who died in February of 2018. Signs raise awareness for pedestrians and drivers who see them but more has to be done. There has to be a new initiative in place. This is where Cross Like a Boss comes into play.



The Pedestrian and Bicycle Information Center conducted a study and found that the percent of motorists went from 30% to 84% when using flashing lights and vibrant colors on crosswalks. The use of vibrant colors and designs on crosswalks alerts drivers to slow down.

Efficiency of the RFID chip scanner card has been proven in countries with high populations of older adults, including Singapore. It is time to integrate this idea into new policy changes within the city of Philadelphia to ensure that all pedestrians feel confident using crosswalks. Community mobility is a staple element of community health. It fosters social cohesion and connects people to necessary resources, especially in areas like south Philly that are becoming quickly gentrified. Ensuring safe community mobility should be a priority within the city of Philadelphia.

