

Road Crossing Survey

Pedestrian crossing behaviour is a clear indicator of how well streetscape designs and road crossing facilities are functioning in use. Observation studies of pedestrian road crossing behaviour provides the right evidence to support improvements to pedestrian crossings and safety.

What is a road crossing survey?

For this type of survey we record the crossing paths taken by pedestrians both at designated facilities and away from them. We also identify differences between crossings during the "red man" and "green man" phases of signals. Surveys are taken from camera footage or by specially trained on site teams depending on requirements. Advanced computer software is used to produce detailed crossing density analysis and highlight danger areas, and possible new or improved facility locations.



Pedestrians ignore signals if the red man phase seems too long



The survey shows crossings away from the designated area

- The impact of severance caused by main roads can be quantified, highlighting the potential to improve access and routes.

Benefits

- This survey provides an early warning of safety issues. Rather than waiting 3 years for accident data and addressing safety after casualties have occurred, a road crossing survey can help improve safety in advance.
- The analysis shows whether or not traffic schemes are functioning as intended in use, or proving to be unworkable for pedestrians.
- The analysis shows the level of demand for crossings in specific areas, as demonstrated by pedestrian behaviour on the street.

Examples of previous applications

Intelligent Space's road crossing surveys have delivered value to a wide range of previous clients, for example:

- To guide TfL's street enhancement strategy for Shoreditch Traffic reform.
- To underpin a new streetscape masterplan by Atkins that will transform Streatham High Road from a 'Drive thru' to a destination.
- To inform Camden Council's Section 106 Agreements on new public space enhancements at St Giles Circus.