How do pedestrians react to busy roads?
Findings from video surveys

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1. Community severance a.k.a. barrier effect

2. Cross

3. Don’t cross
4. Who are you?

The UCL Street Mobility project

We are developing tools to address severance

Jenny Mindell, Shaun Scholes, Sadie Boniface, Nora Groce
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Laura Vaughan, Ashley Dhanani

5. What have you been doing?

6. Where?

7. Woodberry Down

No pedestrian crossings
8. Who crossed the road?

Community Severance @Zan�Mobility
Video survey in London: People with mobility restrictions much less likely to cross busy road than others #ICTh2015

9. Where?

Community Severance @Zan�Mobility
Video survey many pedestrians cross busy road in unsafe locations to avoid walking to crossing facilities #ICTh2015

10. When?

Community Severance @Zan�Mobility
The propensity to cross the road away from crossing facilities is higher when road traffic is lower #ICTh2015

11. How?

Community Severance @Zan�Mobility
Strategies to cross busy road: run, stop in the middle, or get sandwiched between cars #pedestrian safety #ICTh2015
12. Why?  

Community Severance @StreetMobility - rev
Most #pedestrians cross the road informally to go to a bus stop on the other side. #pedestriansafety #ICTH2015

13. Finchley Road

Guard railings

14. Where?  

Community Severance @StreetMobility - rev
Multiple stage signalled crossings? Many #pedestrians will just follow desire lines. #pedestriansafety #ICTH2015

15. How?  

Community Severance @StreetMobility - rev
Long waiting times at crossings? Many #pedestrians won't wait. #pedestriansafety #ICTH2015
16. Conclusion

The video surveys confirmed that busy roads are a barrier to pedestrians, even in locations where crossing facilities are available.

17. I want to know more

The UCL Street Mobility project
@StreetMobility
http://www.ucl.ac.uk/street-mobility
https://streetmobility.wordpress.com

18. And more…