|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Variable | What does this measure? | Purpose | How to measure | Materials needed | Who collects | When collected |
| Car speed at the intersection | Driver behavior | An indicator of safety and efficacy of signage | Radar gun | Radar gun, pencil, coding sheet | A research assistant sitting in a nearby car | During trial periods  |
| Did the first car stop for the pedestrian? | Driver yielding  | Indicates crosswalk efficacy | Coding sheet | Coding sheets, pencils, clipboards (or GoPro) | A research assistant sitting in a nearby car | During trial periods  |
| Did any car stop for the pedestrian? | Driver yielding | Indicates crosswalk efficacy | Coding sheet | Coding sheets, pencils, clipboards (or GoPro) | A research assistant sitting in a nearby car | During trial periods  |
| How many cars passed before the pedestrian could cross? | Driver yielding  | Suggests ease of crossing for pedestrians | Coding sheet | Coding sheets, pencils, clipboards (or GoPro) | A research assistant sitting in a nearby car | During trial periods  |
| Number of pedestrians using the bridge | Pedestrian behavior | An overall usage rate would indicate foot traffic in area, whether intersection became more accessible | A digital counter on the bridge to track people coming from both directions at all hours | Digital counter | n/a | Any time for as long as possible (e.g. “average # users per day/week”) |
| Pedestrian safety | Pedestrian perceptions | To understand how perceptions of the intersection by pedestrians change as a result of the demonstration project | Intercept survey | Paper, pencils, clipboard | A research assistant | Shortly after a pedestrian has finished their crossing, out of view of oncoming traffic |

**VI Walkability Institute – Evaluation Study Variables**