Pedestrian risk: walking alongside roads versus crossing roads

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Background

- Why Pedestrian Risk?
- Why the UK and developing countries (China)?
- Why the University of Birmingham?
Problem and Needs

- Develop the pedestrian risk model.
- Behaviour Pattern.
- Data-Based.
Innovation and Challenges

- Data collection: Multi-mode data set integration.
- Risk Model design.
- Focus on developing countries.
Outputs

- Develop a safety model for pedestrians walking along a road and crossing road.
- Data specification for pedestrian safety modelling in developing countries.
- Examine the impact of pedestrian behaviour patterns on safety with the view to identify appropriate countermeasures.
- Improve road design options.
Impact

- Social Impact.
- Policy Recommendations.
- Knowledge transfer.
THANK YOU

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