

Example Data Collection Matrix					
Evaluation Question: What is the impact of the infrastructure changes at the crosswalk on pedestrian and traffic volumes and behavior?					
Indicator	Data Source	Data Collection Method	Responsible Party	Timing	Analysis Plan
Pedestrian crossing crashes	FARS, police records	Secondary data source	Evaluator	Annually, August	Time series
Non-pedestrian crossing crashes	FARS, police records	Secondary data source	Evaluator	Annually, August	Time series
Drivers Yielding During 'WALK' signal	Audit/observation	Observation	Department of Transportation	Pre-intervention Post-intervention	Pre/post analyses
Pedestrians Crossing During Beginning of WALK Cycle	Pedestrian counts	Observation	Department of Transportation	Pre-intervention Post-intervention	Pre/post analyses
Perceived pedestrian safety at the crosswalk	Interviews	Qualitative	Evaluator	Post-intervention	Emerged themes from coding interview transcripts