



# Urban Transport Modelling for Sustainable Well-Being in Hanoi

A project seeking to investigate how alternative transport models may be able to improve urban well-being in Vietnam.

# Objectives

- Conduct a large ( $N \approx 10,000$ ) household survey of travel behaviours to create origin-destination travel matrices of the flows of people in Hanoi and their behavioural preferences;
- Analyse CCTV videos and images at key junctions, provided by the project partners, to create traffic flow counts;
- Develop a new transport model from the datasets created in Objectives 1-2 that provides a holistic picture of the current transport dynamics in Hanoi;
- Working with policy makers, use the model to design and test long-term transport infrastructure improvements to improve wellbeing through (i) reduced congestion (ii) increased accessibility to adequate housing (iii) reduced air pollution;

**Many thanks!**