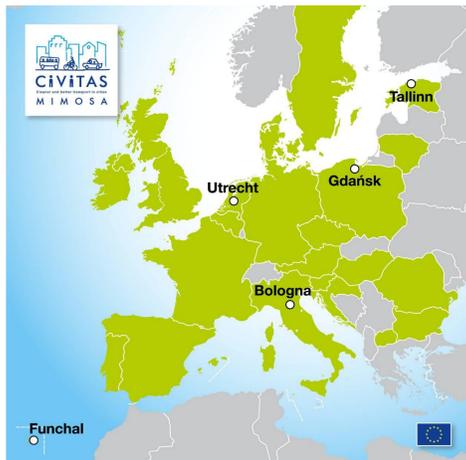




# Evaluation of measures aimed at sustainable urban mobility in European cities – Case study CIVITAS MIMOSA

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## CIVITAS

= City – VITALity – Sustainability

- co-financed by the EC and coordinated by cities
- a program “of cities for cities”
- living ‘laboratories’ for learning and evaluating

The results from CIVITAS should be able to convince the city politicians that the measures (if successful) make sense, offer public support and will bring votes in the next elections. Therefore, a solid evaluation comprised of valid designs and trustworthy data is necessary.

➔ Evaluation is important!

## MIMOSA

= Making Innovations in MObility and Sustainable Actions

- Partner cities: Bologna, Funchal, Gdansk, Tallinn and Utrecht
- 69 measures aimed at sustainable urban transport
- objectives range from promotion of clean vehicles, enhancing attractiveness of PT, mobility management measures, improvement of safety and security to solutions for urban freight transport.
- measures are new and innovative for the cities and they want to learn from the experience

## WHAT? → Impact evaluation

Impact evaluation provides data on **what** the effects of a measure or measure bundle were.

### What is impact evaluation

- clear **objectives** for a measure: ideally these should be in a SMART structure (Specific, Measurable, Attractive, Reachable and Timed)
- identify **indicators** that allow assessing the success (whether the objectives are reached and how good)
- common CIVITAS core indicators are grouped into five effect areas: economy, energy, environment, transport and society (see Tab. 1)
- apply **valid evaluation design**, ideally including control group and before-after measurement of the indicators

Table 1: Common core indicators in CIVITAS

Evaluation areas	No.	Indicator
	1	Average operating revenue
ECONOMY	2A	Capital costs
	2B	Average operating costs
ENERGY	3	Vehicle fuel efficiency
	4	Fuel mix
	5	CO level
	6	NO <sub>x</sub> level
	7	Particulate levels
ENVIRONMENT	8	CO <sub>2</sub> emissions
	9	CO emissions
	10	NO <sub>x</sub> emissions
	11	Small particulate emissions
	12	Noise perception
	13	Awareness level
	14	Acceptance level
SOCIETY	15	Perception of service accessibility
	16	Relative travel cost
	17	Perception of security
	18	Accuracy of time keeping
	19	Quality of service
	20	Transport safety
	21	Traffic flow (peak)
	22	Traffic flow (off-peak)
TRANSPORT	23	Average vehicle speed (peak)
	24	Average vehicle speed (off-peak)
	25	Freight movement
	26	Average modal split (vehicle/ km)
	27	Average modal split (passenger/ km)
	28	Average modal split (trips)
	29	Average occupancy

The well-elaborated evaluation guidelines follow classic evaluation theory and are adapted to the CIVITAS community and to the evaluation of urban transport measures conducted by cities.

## WHY? → Process evaluation

Process evaluation looks at the stories behind the figures and gives answers to the question **why** a measure was successful or even more importantly **why** it not.

### What is process evaluation

Annually collecting data on barriers and drivers and on actions taken in a standardised way:

- semi-structured forms
- learning history workshops with stakeholders
- workshops on project level

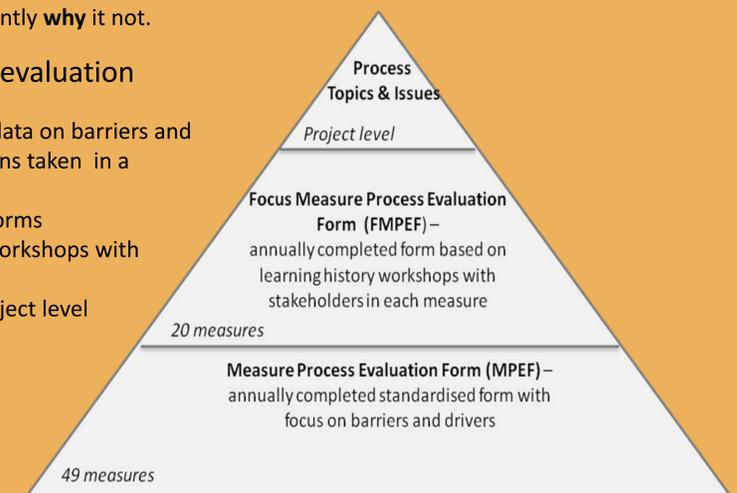


Figure 1: Process evaluation building blocks within CIVITAS MIMOSA

## Some problems occurring in MIMOSA evaluation

- focus on production of “output” instead of “effect” (number of distributed leaflets vs. number of new public transport users)
- planned implementation changed during the course of the projects
- before data not sufficiently collected and/or only the after measurements conducted
- control group/site approach seldom used
- some samples too small to provide relevant and statistically significant data
- effects of complex measures bundles cannot be disentangled
- lack of communication and of knowledge transfer activities between partners
- timing problems in evaluation (e.g. too late implementation)
- resource limitations for evaluation (e.g. not sufficient survey budget)
- lack of skills at the local level

➔ **Gap** between ambitious evaluation ideas and concepts based on classic evaluation theory and actual evaluation activities conducted on the local level within the cities.

## How to bridge the gap between theory and practise

- evaluation experts, also at the local level, should be involved in the measure planning and implementation from the beginning
- third-party evaluation could provide neutral and competent support to the local evaluation team
- willingness to evaluate and the acceptance of evaluation as a useful and essential component of projects are key issues
- direct contacts and trainings on the local level
- Citizen panel in each city planned and monitored by the project evaluation manager could catch the effects of many measures in an efficient way

- ➔ Proposal for future projects:
- allocate an overall evaluation budget (on the project evaluation management level)
  - ensure that cities allocate sufficient budgeting on the local level for evaluation
  - focus on measure bundles and thus having fewer numbers of measures to evaluate

**CIVITAS is a forerunner in the evaluation of measures aiming at sustainable urban mobility in European cities. The programme is defining standards and sensitising cities to the importance of evaluation.**