



Chair of **Integrated
Transportation
Planning**

CiViTAS
Cleaner and better transport in cities

MIMOSA
BOLOGNA • FUNCHAL • GDAŃSK • TALLINN • UTRECHT

Evaluation Experiences from CIVITAS MIMOSA

24th April 2012

CIVITAS Special Session at TRA2012

Dr. Katrin Dziekan

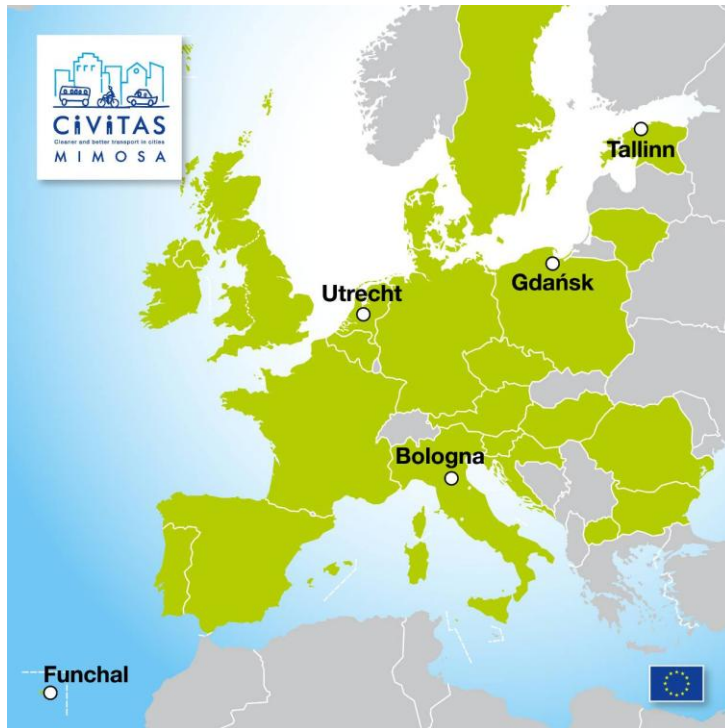


THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

CIVITAS MIMOSA and its three types of evaluation

MIMOSA =

Making **I**nnovations in **M**obility and **S**ustainable **A**ctions

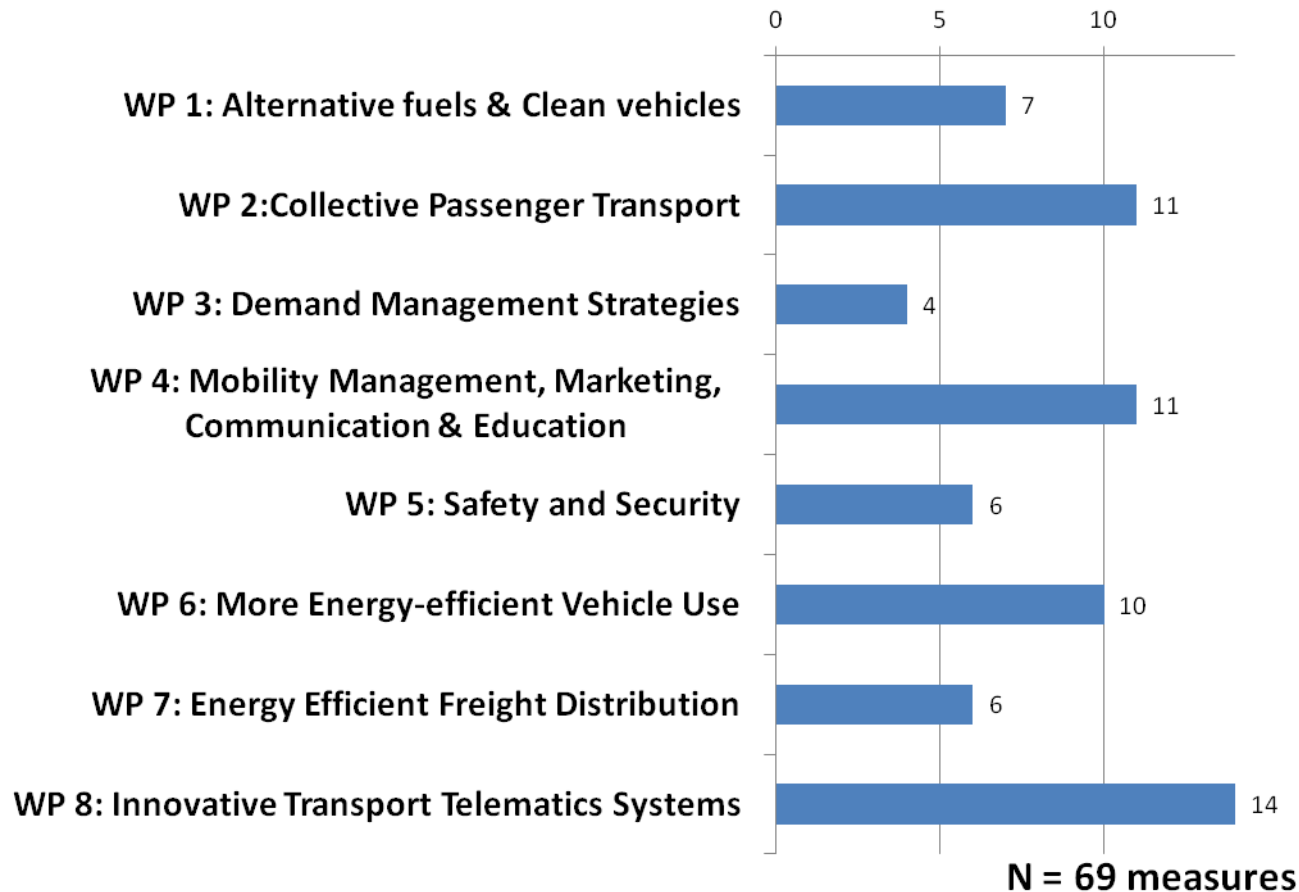


<http://www.civitas-initiative.org>

<http://www.civitas-mimosa.eu/main>

CIVITAS MIMOSA and its three types of evaluation

Objectives /thematic work packages





CIVITAS MIMOSA and its three types of evaluation

Main elements of MIMOSA Evaluation

Impact evaluation

- Impacts are measured with valid data and common CIVITAS indicators to ensure cross-site evaluation

Process evaluation

- Annual analysis of measure implementation processes: barriers, drivers, reactions to them and lessons learned are assessed

Concept evaluation

- Research and technology development activities are analyzed and described for broader audiences and put into measure and city context

Theory

- Clear SMART objectives
- Clearly defined “intervention” / implementation
- Implementation developed based on knowledge (communication, literature etc.)
- Clear purpose of evaluation and link to measure objectives
- Early involvement of evaluation experts
- Valid designs
 - Before-after measurement
 - Control site approach
- Guidelines, including common indicator list



MIMOSA Examples

Gdansk: Mobility Management – Marketing Tram

→ Promote and increase usage of tram travel along a new line through web –based social network(s) and marketing activities

Objectives:

- Increase modal split in favour of sustainable travel
- Reduce number of cars on the road
- Promote public transport (especially trams)
- Create a transport platform (forum) which will help to communicate and create a society of public transport users



MIMOSA Examples

Gdansk: Mobility Management - Marketing Tram

Implementation:

- Webpage with blog and linking to social media sites
- Conventional marketing actions

Chosen indicators (selection):

- Acceptance
- Awareness

Evaluation methodology:

- Before-after design with different samples (and different questions) without control group
- Questionnaire study
- Web Survey
- Blog analysis



MIMOSA Examples

Utrecht: Mobility Management Policy (UB pass)

- Launch of a special job ticket: UB-pass (train, bus, bike and Internet at hotspots)
- Target group: commuters who usually take the car in a special corridor



Objective: reduce cars on a main road during specific times to ease construction works

Implementation:

- Approaching of companies and marketing for UB pass (more than 400 companies participated)
- Promotion campaigns, Website
- More than 17 000 passes sold by end of 2010



MIMOSA Examples

Utrecht: Mobility Management Policy (UB pass)

Chosen indicators (selection):

- Traffic flows
- Acceptance level
- Modal changes
- Use of UB pass options (PT, OV-Fiets)

Evaluation methodology:

- Three surveys with retrospective questions to UB-pass users conducted (N=5833)
- No control group
- Problem: insufficient data analysis and no access to primary data for more detailed analysis



MIMOSA Examples

Tallinn knitting graffiti bus



Tallinn knitting graffiti bus from outside and inside
© Eileen O Connell



MIMOSA Examples

Tallinn knitting graffiti bus

Chosen indicators (selection):

- Satisfaction with PT
- Image of PT

Evaluation methodology:

- Before and after on-board survey of knitting bus passengers

Results:

- Overall satisfaction increased (and also rating of ventilation, space, comfort, cleanliness)
- Non-captive surveyed bus passengers:
before: 23% vs. after 36%



Problems in practice (1/2)

- Focus on production of “output” instead of “effect”
- 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



Chair of **Integrated
Transportation
Planning**



Problems in practice (2/2)

- 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



Conclusion - How to bridge the gap between theory and practice

- 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

→ CIVITAS evaluation handbook is work in progress



Conclusion – 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 measures to evaluate



Chair of **Integrated
Transportation
Planning**



Thank you!



Dr. Katrin Dziekan
Berlin Institute of Technology
Chair of Integrated Transportation Planning

Email: katrin.dziekan@tu-berlin.de

Project evaluation manager of
CIVITAS MIMOSA
www.civitas-mimosa.eu

