TIME TO

RURAL MOBILITY

30-31 January 2019

Albert Borschette Congress Center (CCAB)
Rue Froissart 36, 1040 Brussels (BE)

SMARTA
smart rural transport areas

Basics for the SMARTA Evaluation Framework

for policy-makers, authorities and practitioners

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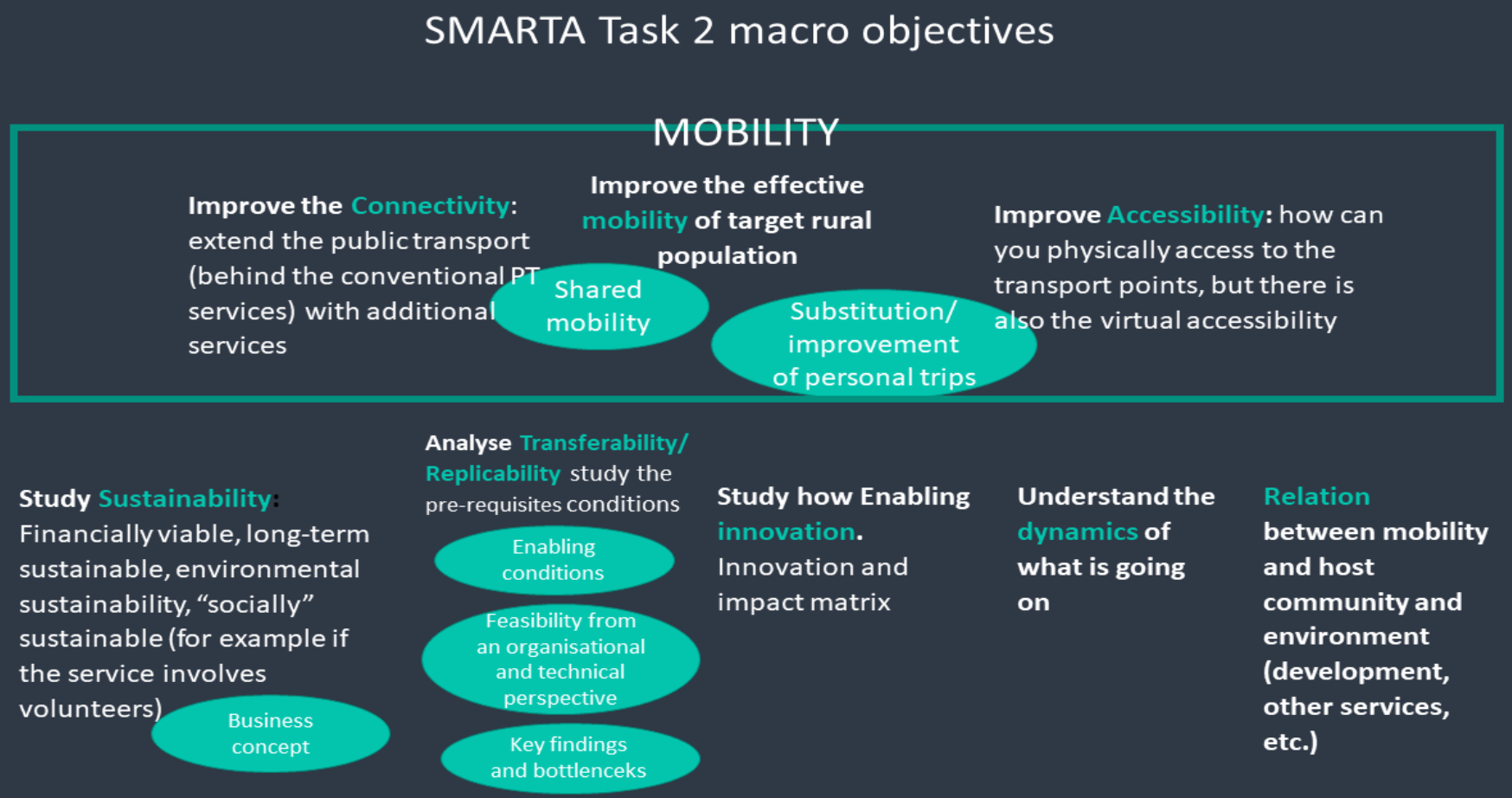
Evaluation in the SMARTA project

Why ? To analyse policies and pilots to contribute to our 6 SMARTA objectives



Evaluation in the SMARTA project

Why ? To understand the impact of the pilots and cases to learn from it supporting the SMARTA guidance to policy makers, local authorities and practitioners

- **Practitioners (e.g. operators):** business cases, operational aspects, technical aspects, optimisation aspects,
- **Local, regional authorities**: which services help to make our rural accessible and sustain or restore their livability, findings to convince local and regional authorities on the importance, how do we make a context to make services feasible and working ?
- **EU Authorities**: on which aspects do we have to focus, how can we push the implementation of efficient that make the difference

Evaluation in the SMARTA project

Starting point? what supporting case or evidence is needed by policy-makers and authorities as justification.

- a much broader and more significant process than just measuring simple KPIs at the pilot sites

How we build up the SMARTA evaluation approach? a layered evaluation scheme covering the important element for an effective, feasible and accepted rural mobility

- elements of key EU research and demonstration studies: CREATE, CIVITAS, SAMPLUS, FAMS, …
- **a layered evaluation scheme** covering the important element for an effective, feasible and accepted rural mobility

the CREATE project
the elements of a successful policy
Mood
Motivation
Mass
Momentum
Mechanism
Methods
Money
Measures

Evaluation in the SMARTA project

a layered evaluation scheme

Enabling factors for change

- **Context for change**: where are we for this aspect ?
  - **Mood, Motivation, Mass, Momentum, Mechanism**
- Organisational and legislative framework:
  - **Methods**
- Financing framework: which facilities we have now ? Can we go on ?
  - **Money**
- **Barriers and drivers** for the implementation of services

Local, regional national authorities

Mobility - Accessibility

- Direct impact of innovative services/initiatives
  - **Improved mobility offer** for the end-users: accessibility of rural areas and of urban areas for the rural inhabitants
- Direct impact on acceptance and transport behavior
  - **Opinions, Use of service, model choice,**
- Indirect impact on sustainability, quality of life, livability of rural areas
  - **financial, environmental and social impacts**
  - relationship mobility and livability: employment, (de)population,..

Operators
Local authorities

Evaluation in the SMARTA project

a layered evaluation scheme

Feasability of strategies

- Business perspectives and cost benefit analyses
  - **Investment costs, operational costs, benefits**
- Operational aspects
  - **Efficiency, reliability, service quality**
- Technical aspects
  - **ICT, vehicles, road infrastructure**

Operators

>> Transferabilty of solutions

Mobility system related effects

- **Digitalisation** aspects
- Impact on **transport demand**
- Impact on **sharing component**
- Improvement of the connected PT system

- **Importance of supporting activities** e.g. info on user possibilities

Operators
System suppliers
Technology developers

Evaluation in the SMARTA project

a layered evaluation scheme: illustrations of indicators

- Context for change:
  - **Mood**
  - **Motivation**
  - **Mass**
  - **Momentum**
- Organisational framework:
  - **Methods**

Evidence of innovation in transport solutions

Existence of "Smart Rural Mobility Plan"

Quality of transport staff

Availability of training courses

Evidence of cross-party initiatives

Quality of transport planning

Availability of data platforms

- Direct impact of innovative services/initiatives
  - Improved mobility offer: **accessibility**
- Acceptance and transport behavior
  - **Opinions**
  - **Use of service**
  - **model choice**

Average time to services in the neighbouring cities

% of positive opinions on new services

Number of users

% of choice of each mode per motive of travel

Evaluation in the SMARTA project

Analysis methods

- **Before and after quantitative indicator**s to analyse the impact of innovative services and data collection methods
- **After surveys and process evaluation** analysis to understand change and the story behind it
- **Qualitative assessments of crucial context elements** to make change possible and happen: interviews, focus groups, learning history,…
- **Qualitative description** of significant aspects of efficient innovative systems

Evaluation in the SMARTA project

Choices and challenges

- Level of development and uniformisation of the approach ?
- Balance between data collection efforts and qualitative approaches

Next steps

- **A robust, easy to use and widely applicable evaluation approach** with indicators and methods for local evaluation of new initiatives in rural sites >>> what do the sites have to deliver to contribute to the understanding
- **Upscaling** the findings to achievable mobility level in all EU rural areas
- **An integrated synthesis of relevant element** and lessons learned to come to a clear guidance and policy advice for authorities and the EU

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Thank you!

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