

Evaluation of Pilot Actions

SUTP and Pilot Action seminar,
Bremen 30 May – 1 June



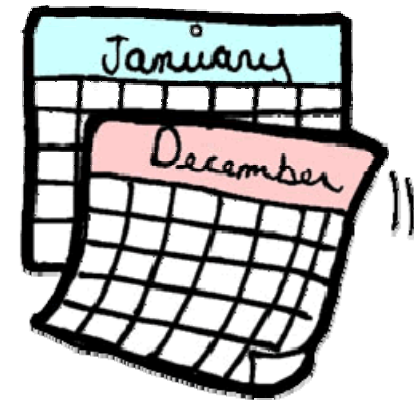
1-Jun-2007

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www.bustrip-project.net

Pilot Action time plan

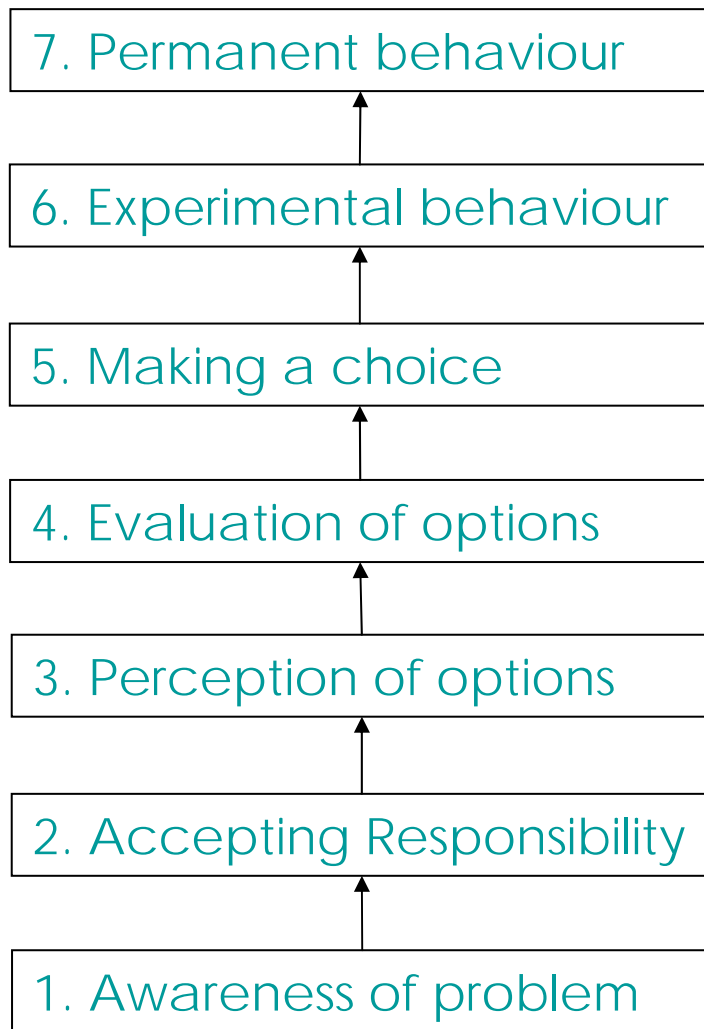
- Milestone 4 (Jan – Jun 2007)
 - Monitor base line scenario
 - Implement pilot action
- Milestone 5 (Jul – Dec 2007)
 - Implement pilot action
 - Evaluate pilot action



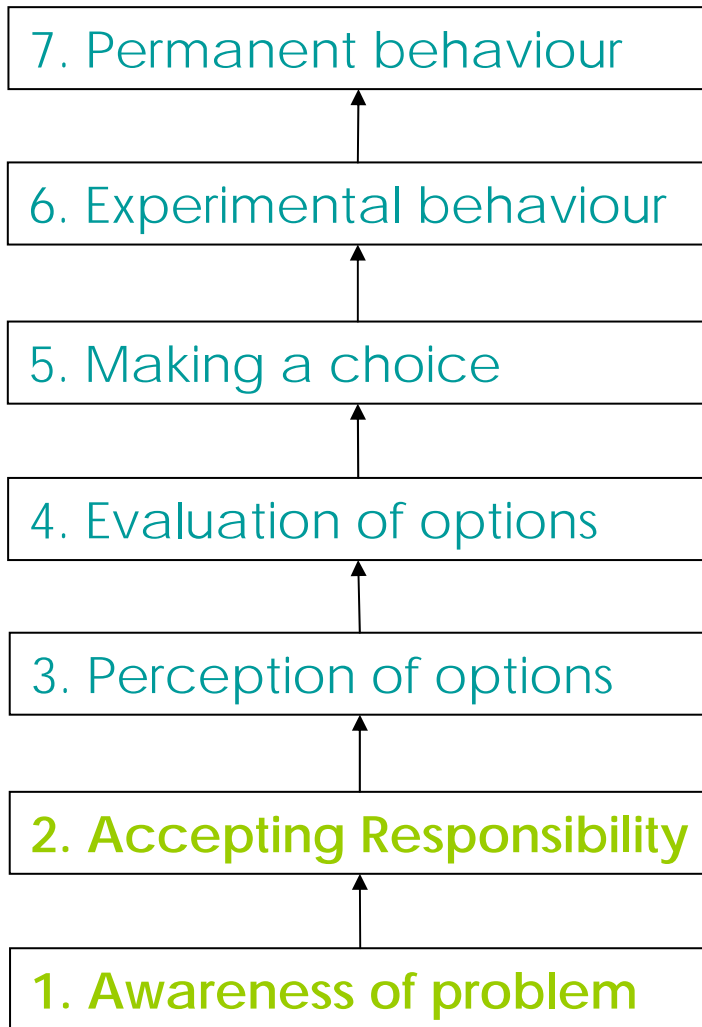
Pilot Action Evaluation

- Why evaluation?
A successful pilot action produces 'lessons learnt'
 - does not require positive outcomes
 - Helps us understand the outcomes; both positive and negative
- What to evaluate?
 - Fulfilment of goals: Did we achieve what we set out to achieve?
 - Project design and implementation: What are the underlying reasons for the project outcome (internal and external)?

Seven stages of change



Seven stages of change

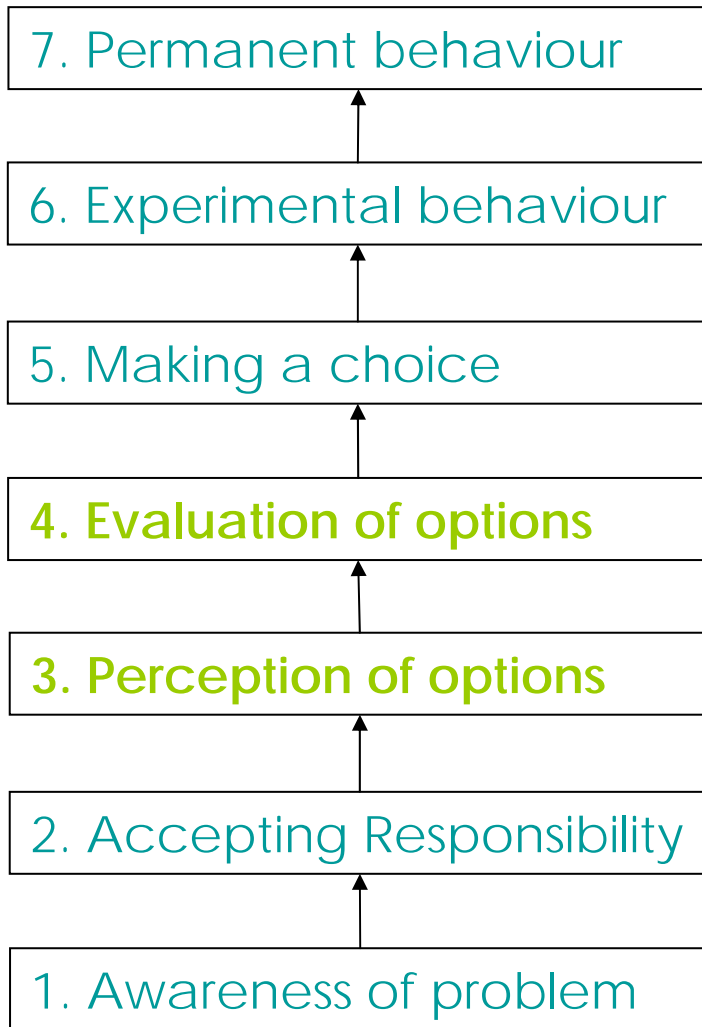


Stage 1 – 2

General public awareness campaigns

- increase understanding of the problems
- Increase understanding of opportunities to make changes.

Seven stages of change

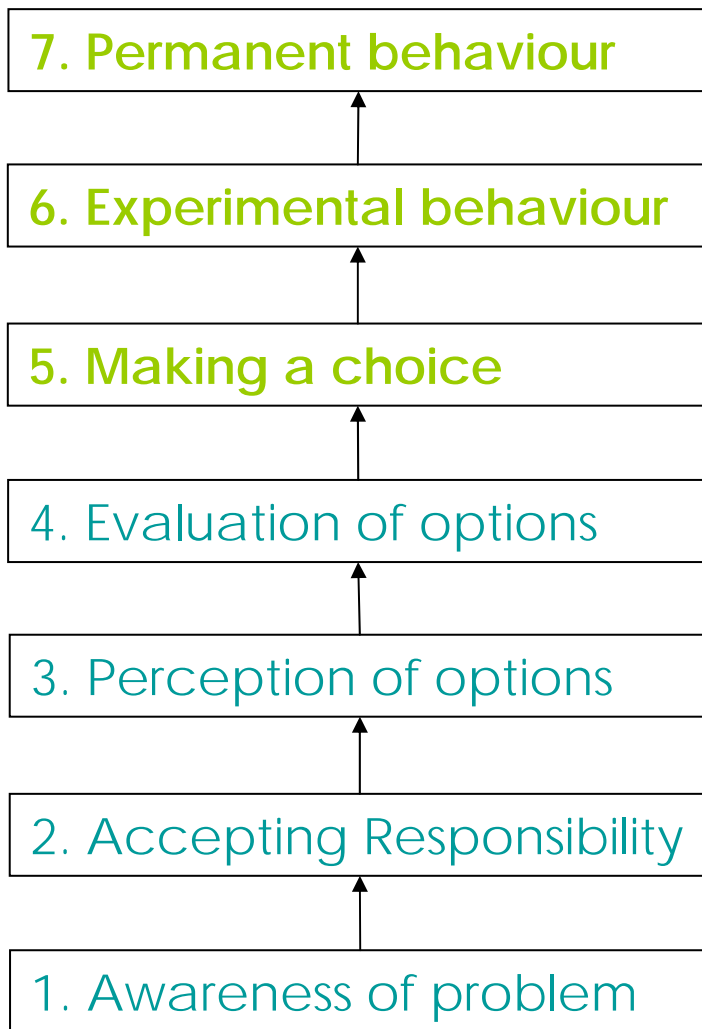


Stage 3 - 4

Targeted campaigns aim at groups of people

- already aware of the problems opportunities to make changes
- Not yet convinced of the benefits of the options
- (options provide no benefits)

Seven stages of change

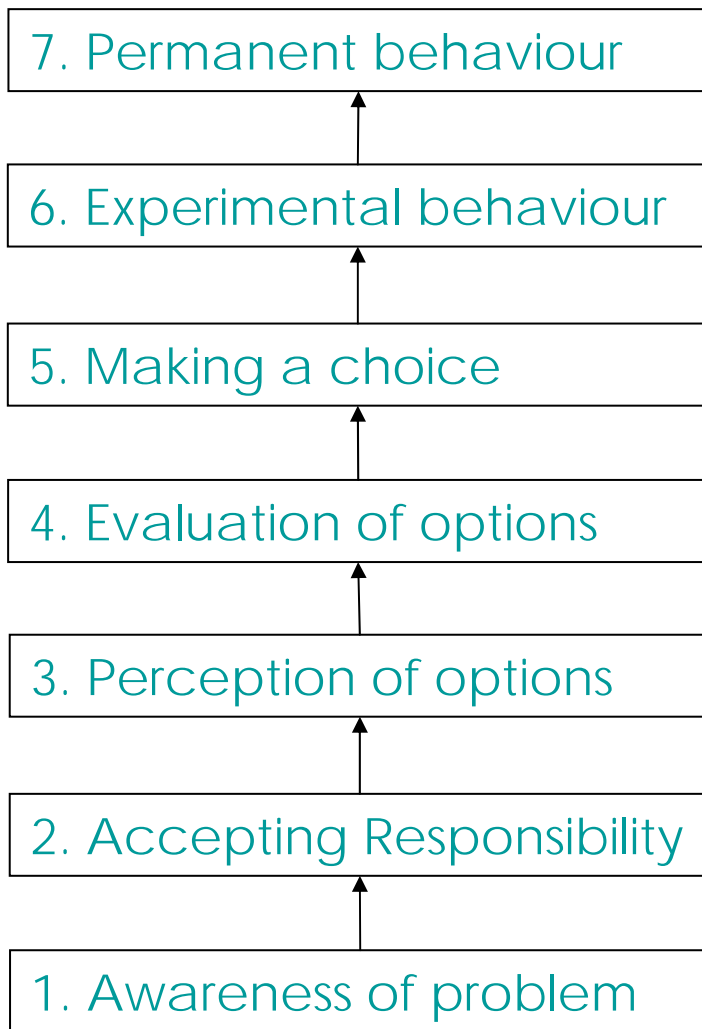


Stage 5 - 7

Highly targeted campaigns aim at groups of people

- already predisposed to changing behaviour e.g. personalised mobility plans
- Some sort of personal contact is usually required

Seven stages of change



Changing behaviour is neither a quick nor one-step process!

Implications for pilot actions

- What do we want to achieve?
 - In which stage is our target group?
- Unrealistic goals lead to failures

Scrap the old car and use PT or car sharing



Example: Highly targeted campaign

Lundby, Göteborg (2002 – 2005)

Results:

- 91 old cars (1988 and older) scrapped
 - 39 replaced by another car (of which 11 are 1988 or older)
 - 40 cars not replaced (most households have 2nd car)



Scrap the old car and use PT or car sharing



Monitoring

Assessment level	Indicators	Description	Monitoring method	Monitoring time
Project performance	Number of contacted persons	information material sent out		start of project
Knowledge of service	Number of persons knowing the project		annual questionnaire to	Nov 2003, Oct 2004
	media coverage	number of articles	collecting during project period	continuous
Usage of service	Number of public meetings and	information meetings for interested car	number of participants	Oct 2003
	number of telephone and mail contacts		collecting during project period	continuous
Experimental behavioural change	Number of persons taking part in project	Number of persons scaping their car	Contract	start and end of project
Permanent behavioural change	Number of persons using car sharing or PT	Real users	Questionnaire	2004
System Impact	Emissions	Number of scrapped cars	Calculations,	start and end of project
		How much did persons drive before?	Questionnaire	
	Increase of annual PT tickets	behavioural change	Questionnaire	2005
	Increase of car sharing members	behavioural change	Questionnaire	2005

Scrap the old car and use PT or car sharing



Evaluation

What are the 'lessons learnt'? - Important factors to consider in similar projects (examples)

- How to get more participants?
 - Lack of problem awareness and responsibility?
 - Unattractive offer?
 - Wrong target group?
- Why did only 2 out of 91 participants became member in car sharing?
 - Knowledge of car sharing service?
- Why did 11 participants replaced their scraped old car with another old car?
 - Lack of problem awareness and responsibility?

Summary

- The purpose of pilot actions is **learning** by...
 - testing new approaches to solving problems
 - understanding how projects can become full scale programmes
 - A successful pilot action...
 - Requires realistic goals
 - does **not** require positive outcomes
 - Identifies the underlying reasons for the outcomes ('lessons learnt')
 - Requires evaluation
 - A successful evaluation includes **both**...
 - The evaluation of target achievement
 - The evaluation of project planning and implementation
- Pilot Action Evaluation Template...
- provides a **flexible framework** for evaluating the pilot actions



Final stop - Thank you for your attention!

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Market Place

- Purpose: Detailed discussions, exchange of experiences
- Market place: Matching supply and demand
- 2 sessions

Thursday

- Liepaja
- Kaunas
- Pärnu
- Göteborg
- Örebro
- Kouvola

Friday

- Vilnius
- Turku
- Tartu
- Gdynia
- Sundsvall
- Bremen