**(Sub-theme: Designing for people movement)**

**Designing and using evaluation to support active and shared modes**

Reducing vehicle kilometres travelled (VKT) is a key objective under the Emissions Reduction Plan (ERP) and will be essential if Aotearoa is to meet transport emission reduction targets. Reducing VKT will require reducing our reliance on cars; this will in turn require making active and shared modes safer, easier, and more attractive. The Transport Choices Package (TCP) under the Climate Emergency Response Fund (CERF) responds to this challenge by investing in the rapid rollout of initiatives that will increase transport mode choice and that will support the uptake of active and shared modes.

Designing and executing project level evaluation to evidence how TCP investments have contributed to CERF and ERP objectives is essential for accountability and for building the capability, momentum, and support that will be needed to continue rapid, scaled investments in active and shared modes. Mackie Research has been working with TCP project teams throughout Aotearoa to support them to design project evaluation that will provide rigorous evidence on investment outcomes. In this presentation we discuss and reflect on the evaluation approaches, frameworks and tools that we have used to support teams to develop focused, credible, and practical evaluation designs. Our approach was explicitly designed to support local evaluation capability development and we will also reflect on the learning, challenges and rewards of adopting this approach.