

# Designing and using evaluation to support active and shared modes

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# OVERVIEW

- Reflection on the use of **intervention logic modelling** to guide evaluation planning under the Transport Choices Package ('Transport Choices')
- Acknowledgement to Waka Kotahi for their funding and input into this work



# TRANSPORT CHOICES

- Targeted transport funding under the Climate Emergency Response Fund (CERF)
- Transport focus of CERF = reduction of transport emissions
- Focus of Transport Choices = reduction of vehicle kilometres travelled (VKT) of the light fleet





# TRANSPORT CHOICES KEY OBJECTIVES



Deliver activities, infrastructure, and services that **contribute** to reducing reliance on cars and which support the uptake of active and shared modes



Build momentum, capability, and public support for initiatives that reduce VKT

# TRANSPORT CHOICES INVESTMENT



At least 100KM of safe cycleways



The creation of walkable neighbourhoods

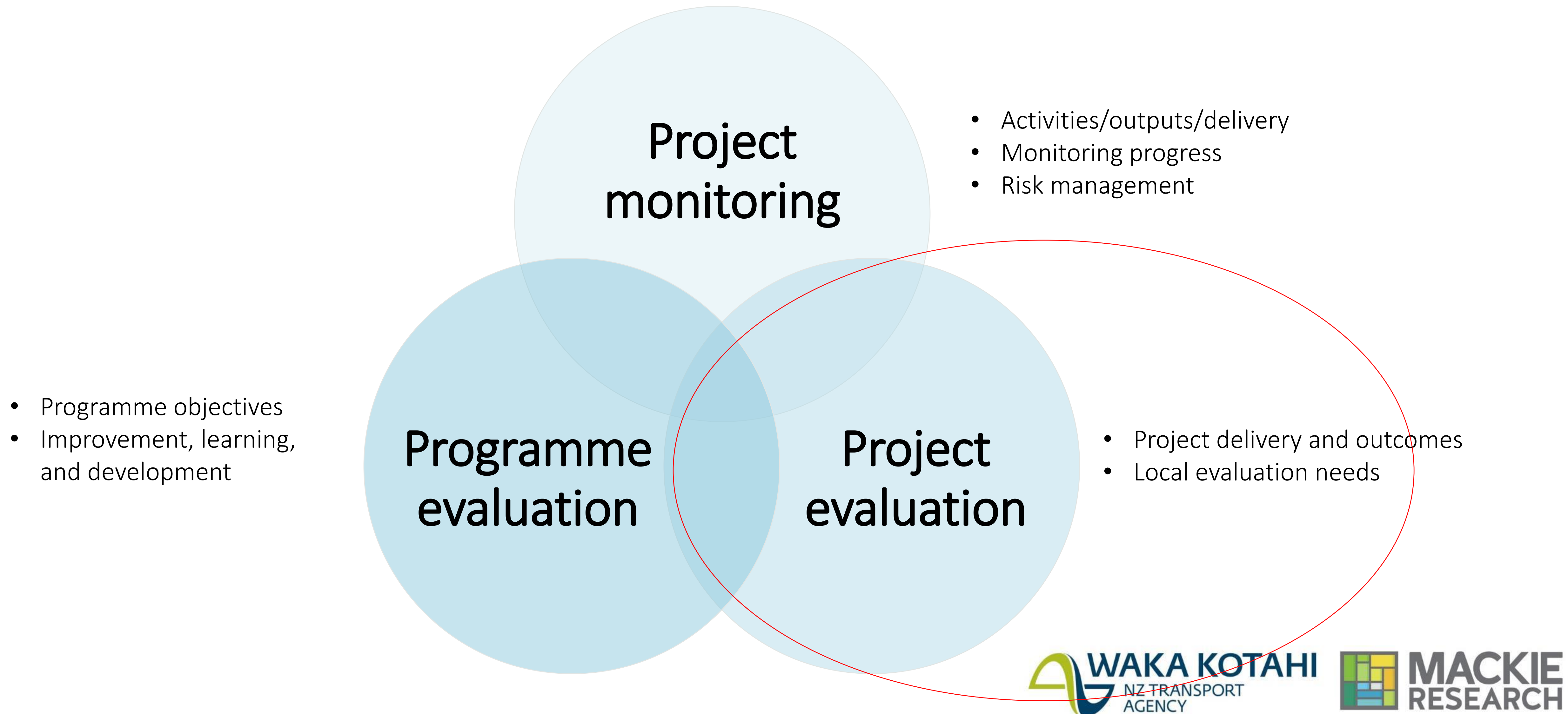


Enhancements to support active school travel

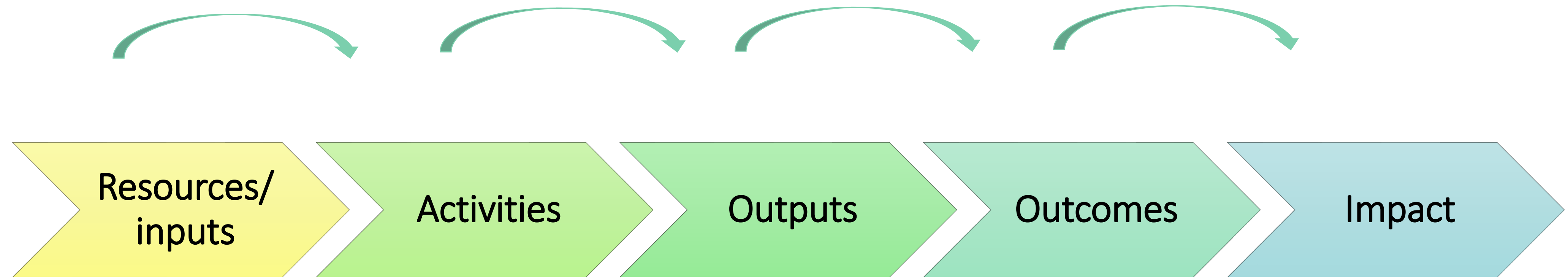


Initiatives to make public transport easier to use and more reliable

# TRANSPORT CHOICES MONITORING AND EVALUATION

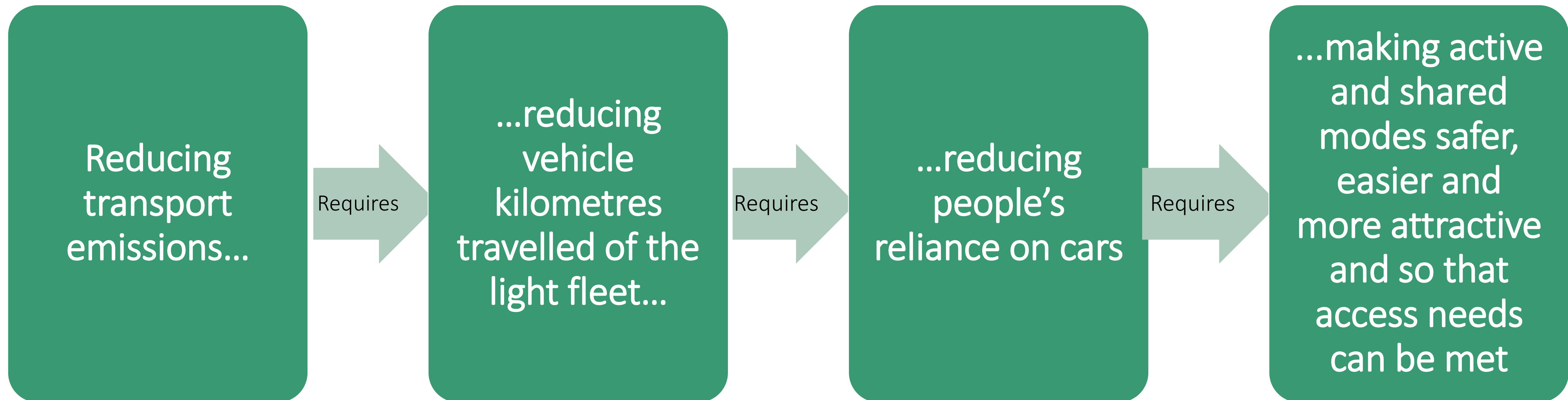


# INTERVENTION LOGIC



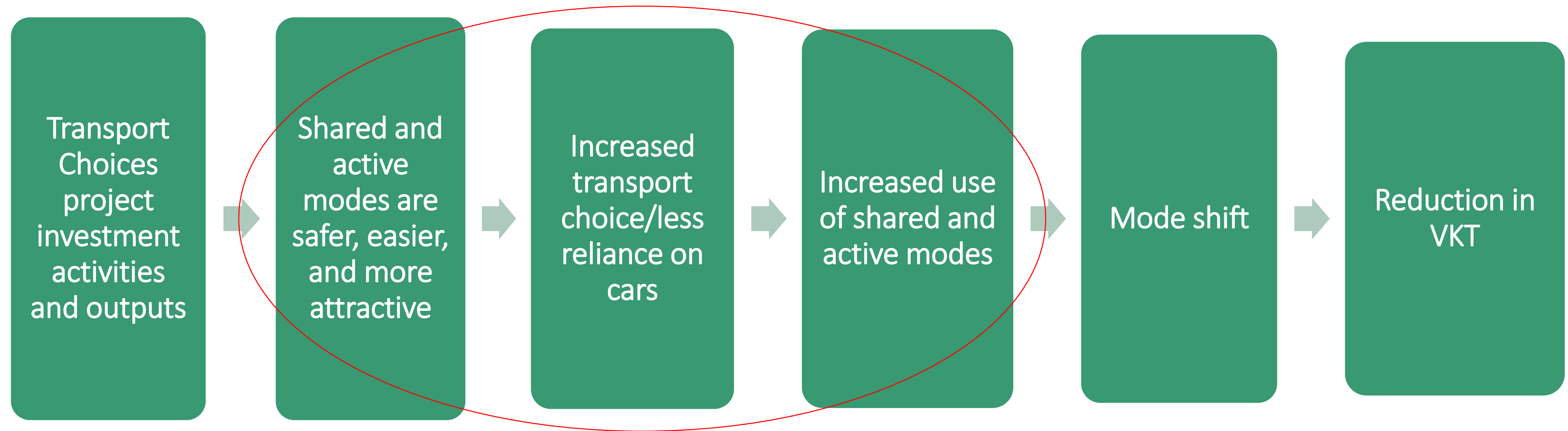
...if this...then this...

# KEY ASSUMPTIONS OF TRANSPORT CHOICES





# 'CORE' INTERVENTION LOGIC

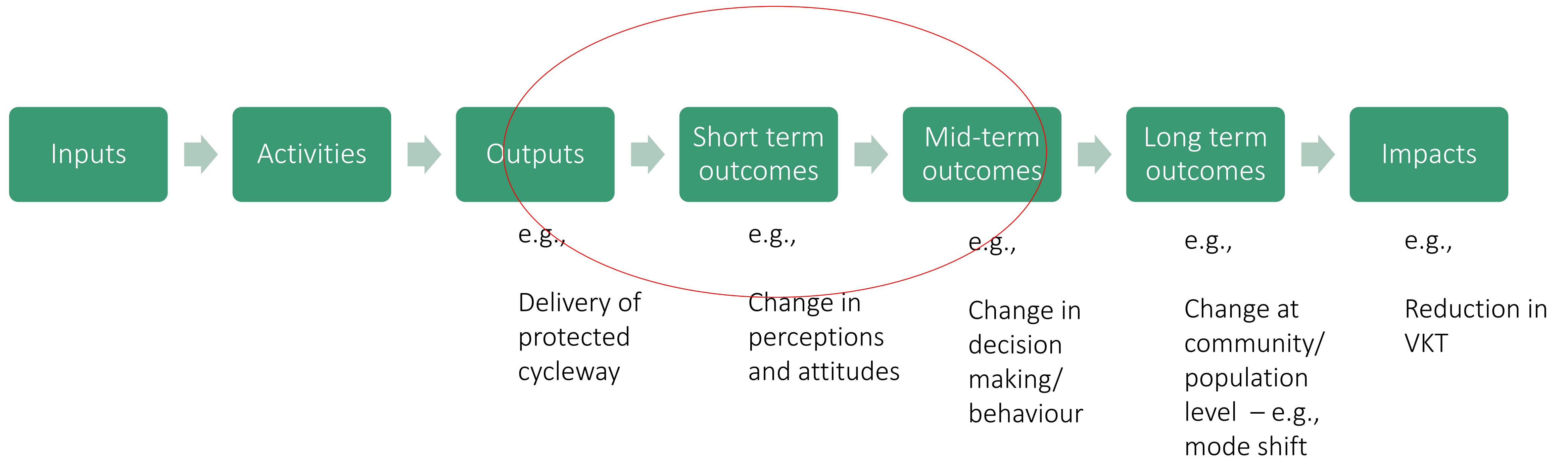




## KEY EVALUATION QUESTION

How and to what extent did Transport Choices projects **contribute** to making it safer, easier, and more attractive for people to use active and shared modes and to reducing people's reliance on cars?

# FOCUS OF TRANSPORT CHOICES PROJECT EVALUATION





# MAKING SHARED/ACTIVE MODES SAFER

e.g.,

## Changes in user safety

- Traffic speed
- Travel speed gap
- Traffic volumes
- Near misses
- DSIs

## Changes in perceptions of safety

- Perceptions of safety (active modes, PT)

# MAKING SHARED/ACTIVE MODES EASIER

e.g.,

Perceptions of  
ease of walking  
and cycling

- Perceptions of ease of walking and cycling

Impact on mode  
choice

- Changes in infrastructure /contribution to the network
- Access to active mode infrastructure and PT facilities
- Accessibility of PT facilities
- Spatial coverage (cycling infrastructure, PT)
- Temporal availability (PT)

# CORE USE OF INTERVENTION LOGIC IN TRANSPORT CHOICES

- Identifying the contribution made within the wider system
- Clarifying the order and timing of effects (and what is measurable and when)
- Building shared understanding and narrative





# INSIGHTS FROM PRACTICE

- Resist pressures to measure 'too far up' the outcome chain
- Capacity and capability as key determinants of method choice
- Aligning the evaluation and 'comms' narratives







THANK YOU