

## **Section 7**

### **Monitoring & Evaluation**

## 7. Monitoring and Evaluation

- 7.1 The monitoring and evaluation of the 'Sustainable Travel Demonstration Town' project is vital in analysing the effects of the package of schemes that are to be implemented and to ensure that the showcase and best practice aim of the initiative are fully reviewed.
- 7.2 Indicators have been carefully established to monitor the overall project, in terms of modal shift and also to analyse the effectiveness of individual strands of the schemes. The indicators have been split into 6 core outcome indicators together with 12 supplementary scheme indicators. The core indicators will assess the overall success of the project and have an outcome focus on the combined package of schemes. Scheme indicators will assess how each individual strand of project is performing and feed into annual progress reports.
- 7.3 It is envisaged that all indicators will be reported annually in a comprehensive format with intermediate reports being produced dependent on collection of data. The annual report will take the format of an Annual Progress Report (APR), and update on the implementation of schemes along with targets and monitoring data. It is felt that such a robust reporting and monitoring structure is integral to the success of the project. The Peterborough City Council travel database will provide recording mechanism for the data and will build upon data gathered through the Peterborough Transport Audit.
- 7.4 A mix of existing and new indicators has been used to provide specific coverage of the 'Sustainable Travel Demonstration Town' project. Existing core Local Transport Plan indicators have been included together with focused indicators that will be taken from behavioural and in depth research that will be undertaken as part of the project.
- 7.5 The Sustainable Travel Team, along with the Monitoring Officer within the Transport Planning Team, will be responsible for monitoring the indicators and producing the intermediate and annual reports.
- 7.6 The majority of the baseline data will be gathered from the initial research exercise (see Scheme 2 – Travel Database) and then analysed to establish firm annual

targets for the period of the project. It is the intention to review all targets on an annual basis and implement stretch targets where initial targets have been met.

- 7.7 Socialdata will be commissioned to undertake the behavioural and in-depth research and has been at the forefront of travel behaviour research for 30 years. During the early 1990's, Socialdata pioneered Individualised Marketing (IndiMark®), a technique for changing personal travel behaviour, in particular to promote public transport. The approach has since been used in projects covering around 1.3 million people across Europe and in Australia. The sample size for the behavioural research over the project period will be 9,000 people and 800 for the in-depth research.
- 7.8 This main research will be complemented through Local Transport Plan monitoring and also with the close working partnership with Newcastle University. Newcastle University were key partners in the production of the Peterborough Transport Audit, published in September 2003. The Transport Department of the University will become key partners for the 'Sustainable Travel Demonstration Town' project, through the undertaking of post graduate research projects. This will provide an academic and additional element to complement the proposed monitoring structure. The exact content of these research projects will be discussed further at a later stage but it will enable Peterborough City Council to provide a comprehensive, robust and structured monitoring system for the project.

**Monitoring & Evaluation – Sustainable Travel Demonstration Town**

<b>Indicator</b>	<b>Associated Schemes</b>	<b>Baseline Year / Data</b>	<b>End Year</b>	<b>Target / or Existing Target</b>	<b>Relation to LTP Objectives</b>	<b>How will data be collected ?</b>	<b>Collecting / reporting period</b>	<b>Resources used on data collection</b>	<b>Existing or new indicator</b>
<b>CORE OUTCOME INDICATORS</b>									
<b>BVPI 102 Number of Local Bus Passenger Journeys per year</b>	7,8,17	2000 / 01 9,192,859 passenger journeys per year	2008 / 09 Project end date. Stretch targets to be set	Existing target to increase by 1% per annum from base year	Core Indicator / PSA Target and Best Value Performance Indicator	Bus operator information. Centrally gathered DFT data / Sensitivity Surveys's	Quarterly data collection and reporting	Existing resources. Public Transport Marketing & Development Officer	Existing Indicator
<b>BVPI104 Number of users satisfied with local bus services</b>	8,17	2000/01 45%	2008 / 09 Project end date. Stretch targets to be set	Existing target to increase by 2% per annum.	Core Indicator / PSA Target and Best Value Performance Indicator	Expand Social Survey / Centrally gathered DFT data	Dependent upon Mori Survey	Existing resources. Monitoring Officer	Existing Indicator
<b>% of trips by each main mode</b>	1,3,4,5,7,16, 19,21	Baseline Year 04/05 Data will be taken from initial behavioural research. (See scheme 2)	2008 / 09 Project end date. Stretch targets to be set	Increase modal shift away from the car to sustainable means of transport.	Travel Choice	Socialdata behavioural research. Mail back survey. Screenline Data	Annual collection and reporting	Socialldata External resource	New Indicator
<b>% of trips within city by each main mode</b>	5,8,22	Baseline Year 04/05 Data will be taken from initial behavioural research. (See scheme 2)	2008 / 09 Project end date. Stretch targets to be set	Reduce by 2% per annum. 8% total reduction over project period.	Travel Choice	Socialdata behavioural research. Mail back survey. Screenline Data	Annual collection and reporting	Socialldata External resource	New Indicator
<b>Total car distance travelled (all trips)</b>	7	Baseline Year 04/05 Data will be taken from initial behavioural research. (See scheme 2)	2008 / 09 Project end date. Stretch targets to be set	Reduce by 2% per annum. 8% total reduction over project period.	Travel Choice	Socialdata behavioural research. Mail back survey. Screenline Data	Annual collection and reporting	Socialldata External resource	New Indicator

<b>Total distance travelled by walking and cycling (all trips)</b>	4,5	Baseline Year 04/05 Data will be taken from initial behavioural research. (See scheme 2)	2008 / 09 Project end date. Stretch targets to be set	Increase by 2% per annum. 8% total increase over project period.	Travel Choice	Socialdata behavioural research. Mail back survey.	Annual collection and reporting	Socialldata External resource	New Indicator
<b>SUPPLEMENTARY SCHEME INDICATORS</b>									
<b>Number of people using the primary cycle network</b>	4,	Baseline Year 04/05 Data will be taken from initial cycle review and count.	2008 / 09 Project end date. Stretch targets to be set	Increase by 10% over the project period.	Healthy Travel	Cycle review and cycle count on Primary Cycle Network Routes	Annual collecting and reporting.	Appointed consultants to undertake annual count.	New Indicator
<b>Awareness of Sustainable travel options</b>	1,3,6,9,10,11,12,14,18,19,20,21,22	Baseline Year 04/05	2008 / 09	Increase by 50% over project period.	Accessibility	Socialdata in depth research. Mail back survey.	Annual collection and reporting	Socialldata External resource	New Indicator
<b>Number of personalised travel plans issued</b>	1	Baseline Year 04/05 Start of project – no personalised travel plans issued.	2008 / 09	5,000 per year over project period.	Travel Choice	Manual count of travel plans issued	Ongoing collection and quarterly reporting	Sustainable Travel Team / SUSTRANS	New Indicator
<b>Firms of over 500 employees to adopt travel plans.</b>	6,20	Baseline Year 01/02 4 Firms	2008 / 09	For all firms with over 500 employees to have adopted travel plans by end of 08/09	Travel Choice	Survey of all companies with over 500 employees.	Collection and reporting annually.	Sustainable Travel Team	Existing Indicator
<b>Number of schools producing a Travel Plan</b>	6	Baseline Year 01/02 1 School	2008 / 09	50% of schools to have adopted a travel plan by end of 08/09	Travel Choice	Survey of schools	Collection and reporting annually.	Sustainable Travel Team	Existing Indicator

<b>To increase the number of Real Time 'on street' signs</b>	8	Baseline Year 04/05 Start of project – no real time signs.	2008 / 09	20 on street signs by 06/07 40 on street signs by end of 08/09	Integration	Manual count	Collection and reporting annually.	Sustainable Travel Team	New Indicator
<b>Number of users accessing 'Interactive Kiosks'</b>	11	Baseline Year 04/05 Start of project	2008 / 09	New indicator – target to be set	Accessibility	On site hit counter / monthly	Ongoing collection and quarterly reporting.	Sustainable Travel Team	New Indicator
<b>Number of users accessing Transportation Website</b>	10	Baseline Year 04/05 Start of project	2008 / 09	New indicator – target to be set	Accessibility	On site hit counter / monthly	Ongoing collection and quarterly reporting.	Sustainable Travel Team	New Indicator
<b>Number of users accessing interactive mapping system</b>	13	Baseline Year 04/05 Start of project	2008 / 09	New indicator – target to be set	Accessibility	On site hit counter / monthly	Ongoing collection and quarterly reporting.	Sustainable Travel Team	New Indicator
<b>Number of signals covered by Urban Traffic Control Scheme</b>	7	Baseline Year 04/05 Start of project	2008 / 09	25 sets of signals by end of project period.	Integration	Manual Count	Annual collection and reporting.	Traffic Management Team	New Indicator
<b>Number of reward / loyalty cards issued</b>	16	Baseline Year 04/05 Start of project	2008 / 09	New indicator – target to be set	Accessibility	Issuing Count	Ongoing collection and quarterly reporting.	Sustainable Travel Team	New Indicator
<b>Number of passengers using demand responsive transport</b>	17	Baseline Year 04/05 Start of project	2008 / 09	New indicator – target to be set	Travel Choice	Computerised Waybill Information	Ongoing collection and quarterly reporting.	Sustainable Travel Team	New Indicator