

1 Evaluation in the Context of STTRIDE

1.1 Background to STTRIDE

STTRIDE is a European project funded by the Conference of European Directors of Roads. The project has addressed how best to use technological advances to deliver positive modal shift towards sustainable travel, with a particular emphasis on the inter-urban network managed by National Road Authorities.

Technology innovation in the mobility sector is moving at a rapid pace. Many emerging technologies are having or could have a significant impact on people's preferred mode of transport over the next twenty years. This technology-driven paradigm shift provides an opportunity for significant change in traveller behaviour without necessarily requiring major infrastructure investment or legislative intervention. Indeed, this could result in a substantial difference in future transport network demands, emissions and the contribution to healthy lifestyles.

Harnessing the potential of technological development can make more efficient use of existing transport infrastructure and services, as well as facilitating the introduction of new and improved ones. For example, passenger information systems could increase the occupancy of buses, which improves the business case for investing in improvements to the service, thereby encouraging further modal shift.

The pace of change is such that it could be a challenge for road and transport authorities to understand the potential impacts and timescales associated with a wide range of technologies. Once a new technology has appeared, it can also be difficult to assess its impacts. As a result there is a knowledge gap for authorities wishing to understand how to support, respond to or invest in the technologies that will deliver their preferred outcomes.

STTRIDE has identified and analysed technologies which can be seen making impact on positive modal change over the next 20 years and used this analysis to support CEDR authorities: by providing a toolkit for selecting investment options for new technologies and a common evaluation framework that can be used to assess the impacts of implementing such technologies. These comprise the STTRIDE Evaluation Process Guidelines.

1.2 These evaluation process guidelines

These evaluation process guidelines provides a common framework for CEDR authorities and their consultants to use when selecting technology-based interventions aimed at encouraging modal shift and then evaluating their impacts after they have been implemented in a trial or a full scale programme. These might include the transport impacts of 'non-transport' interventions and the potential benefits of the transport industry implementing technologies from other industries to achieve transport objectives, as well as applying technology to transport interventions.

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The guidelines are intended to provide a consistent basis for selecting, planning, analysing and reporting evaluation of such interventions within an overall project management programme that will enable the various road authorities to share and compare their results, learn from the lessons of others and build an evidence base for decision-making. It is however important to note that objectives and priorities may vary from one country to another, so the scope of evaluations may vary within the overall 'menu' provided in this framework. Countries may also need to take account of national guidance on conducting evaluation and may potentially incorporate this document into their own guidance.

The guidelines have been developed on the basis of experience and best practice in evaluation guidance for transport interventions. It has been piloted with volunteer road authorities in Ireland and Sweden and refined in the light of their experience and comments.

1.3 Using the guidelines

These guidelines cover each stage in the process of selecting and evaluating interventions involving new technologies to achieve modal shift. The guidelines are divided into modules covering the various stages of this process, as shown in [Figure 1.1](#). There is also a module on the [STTRIDE web site](#) containing supporting material: a glossary of terms and a bibliography of the main sources used.

Each module contains a version of [Figure 1.1](#), with the current module indicated with grey shading. In order to navigate between different modules of the guidelines, users may click on hyperlinks within the cells of the navigation diagram in [Figure 1.1](#) or on cross-references to other modules contained in the text.

Within the modules, there are the following elements:

- The Evaluation Process navigation diagram, with shading to indicate the stage covered by the current module
- Green text boxes summarise the key points at each stage
- Blue text in narrower text boxes gives examples of the concepts relevant to specific technologies
- Links are provided to blank templates for use in each stage of technology selection and evaluation
- Completed templates are included to illustrate the process, mainly in the form of tables but also including templates for a common structure for writing an evaluation plan and a common framework for reporting results to enable road authorities to compare their results.

The modules of the evaluation stages of the Evaluation Process Guidelines (shown in orange and green in the navigation diagram) are also compiled in one document on the [STTRIDE web site](#): STTRIDE D4.2 Impact Evaluation Framework.

[Figure 1.2](#) provides a map of the modules and templates comprising the Evaluation Process Guidelines. Users may click on hyperlinks within the cells of [Figure 1.2](#) to reach the modules and template files.

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Figure 1.1 Navigation within STTRIDE Evaluation Process Guidelines



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Figure 1.2 Links to documents, modules and templates in the STTRIDE Evaluation Process Guidelines

