

## 8 Define Evaluation Objectives

Figure 8.1: Define Evaluation Objectives within the STTRIDE Evaluation Process



## 8. Define Evaluation Objectives

### Evaluation objectives

To meet the needs of the various users of the evaluation results (identified in 'Define User Needs and Resource Plan' – Module 5 on the toolkit page of the [STTRIDE web site](#)), different types of assessment will be appropriate. These may be:

- Performance assessment (such as technical performance, reliability)
- User acceptance assessment (such as users' opinions, preferences, take-up rates, willingness to pay)
- Impact assessment (such as safety, environment, economy, user behaviour, mode use)
- Socio-economic evaluation (benefits and costs of the intervention)
- Financial assessment (costs of setting up and running the scheme, rate of return on investment, payback period).

The core of a STTRIDE evaluation of introducing new technologies to encourage changes in mode use is likely to be an impact assessment after the intervention, but other types of assessment will also be important. For example the user acceptance and impacts may be affected by system performance, so the results of a performance assessment will help to inform the results of the user acceptance and impact assessment. Public sector stakeholders who have invested in the intervention such as the local authority, or in some cases the National Road Authority, are likely to need a socio-economic evaluation to justify the investment and to inform future investment decisions. Some stakeholders, such as those operating a commercial service, will need a financial assessment to understand the effect on the costs of a service.

#### Evaluation objectives: Wearable Technologies

Certain categories of wearable technology have already been accepted by users. For example activity bands and smart watches have been successful and have promoted a healthier lifestyle, with steps or exercising being rewarded and leading to people walking or cycling more. But there have been several unsuccessful entries to the market where the technology has not been mature enough or the users have not seen the value of the device.

#### Evaluation objectives: Advanced Fare Management

Public transport operators would usually need to see a financial assessment of Fare Management Systems, while representatives of users would expect to see a user acceptance assessment.

The example in [Figure 8.1](#) shows how evaluation objectives may be defined for each type of assessment and the stakeholder and user groups involved. This is available in a template on the [STTRIDE web site](#).

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**Table 8.1: Example of evaluation objectives and user groups**

Type of assessment	Evaluation objective	Stakeholder/ user groups involved
Performance	Assess the scale of service delivery/ amount of service provided	Transport operators Service providers
	Assess reliability of the service	Transport operators Service providers
	Assess availability of the service	Transport operators Service providers
	Assess the interoperability of the service	Government Road authority Transport operators Service providers
User acceptance	Assess awareness of the service	Travellers Transport operators Service providers
	Assess accessibility of the service	Travellers Transport operators Service providers
	Assess ease of use of the service	Travellers Transport operators Service providers
	Assess preferences for the service vs other options	Travellers
	Assess willingness to pay for the service	Travellers

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Type of assessment	Evaluation objective	Stakeholder/ user groups involved
Impact assessment	Assess the impact on provision of new products/ services	Local authority Road authority Travellers
	Assess the impact on the need for changes to other systems/ services	Transport operators Service providers
	Assess the impact on introducing new 'pain points' or 'bottlenecks' – i.e. the next area for action after introducing the intervention	Local authority Road authority Transport operators Service providers
	Assess the impact on mode use	Local authority Road authority Travellers
	Assess the impact on single car use on the inter-urban network	Road authority Travellers
	Assess the impact on journey efficiency for different modes	Local authority Road authority Travellers
	Assess the impact on journey quality	Local authority Road authority Transport operators Service providers Travellers

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Type of assessment	Evaluation objective	Stakeholder/ user groups involved
	Assess the impact on accessibility	Government Local authority Road authority Transport operators Travellers
	Assess the impact on the environment	Government Local authority Road authority
	Assess the impact on safety	Government Local authority Road authority Travellers
	Assess the impact on health and well-being	Government Travellers
	Assess the impact on social inclusion	Government Local authority Travellers
Socio-economic evaluation	Assess the societal gains and losses	Government Local authority Road authority
Financial assessment	Assess the financial impacts	Transport operators Service providers