

MaxSUMO

**A tool that gives guidance on how to plan,
monitor and evaluate an MM-project**

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EU project MAX (2006-2009)

Work Package B: Predictive model and Prospective assessment

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MaxSUMO

- Based on MOST-MET (MOST), CAF (Tapestry), SUMO
- Further developed in the EU project MAX
- Has great possibilities to become a common European standardised evaluation tool ensuring...
 - ... that evaluations are able to be done at all
 - ... that evaluations are done in a comparable way

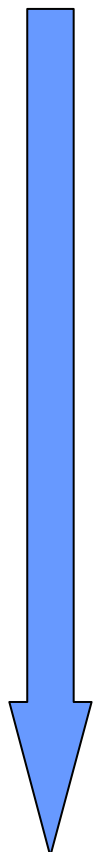
Mobility Management



MaxSUMO

System impact

Mobility Management



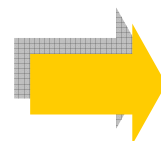
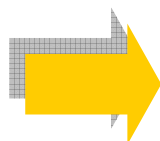
System impact

Mobility Management services



Mobility option offered

System impact

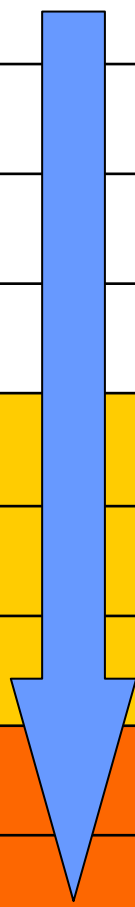


Assessment Levels

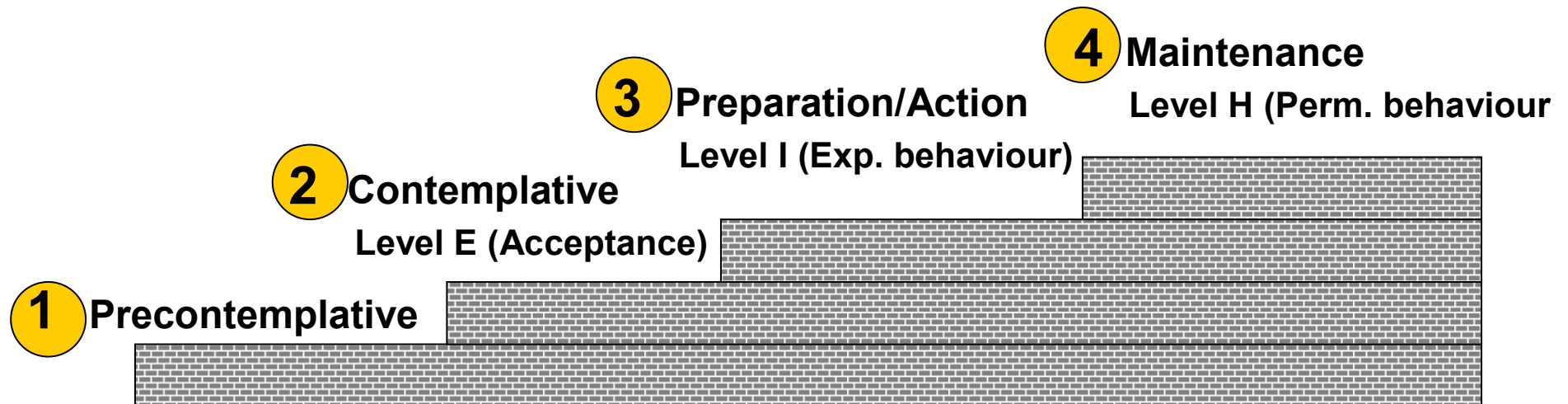
Services Provided	A	Outputs & activities
	B	Awareness of mobility services
	C	Usage of mobility services
	D	Satisfaction with mobility services provided
Mobility option offered	E	Acceptance of mobility option
	F	Experimental individual mobility behaviour
	G	Satisfaction with mobility option offered
Effects	H	Permanent individual travel behaviour
	I	System impact

Example: Test Traveller / Job ticket project

Mobility Services	Activites:	10 posters, Intra net info, meetings, 100 E
	Awareness:	48 % (480 employees)
	Usage:	28 % (280 employees) particip. in info-meet.
	Satisfaction:	80 % satisfied with info and test concept
Mobility Option Offered	Acceptance:	6 % (54 people) signed a contract
	Exp travel behav:	(Before: 5 % PT) During: 85 % PT
	Satisfaction:	90 % of TT satisfied with commuting by PT
Effects	Perm travel beh.	After 12 months: 40 % PT
	Decrease/year:	Car traffic: 110.000 km, CO2: 20 tonnes



Behaviour change – A process with several steps

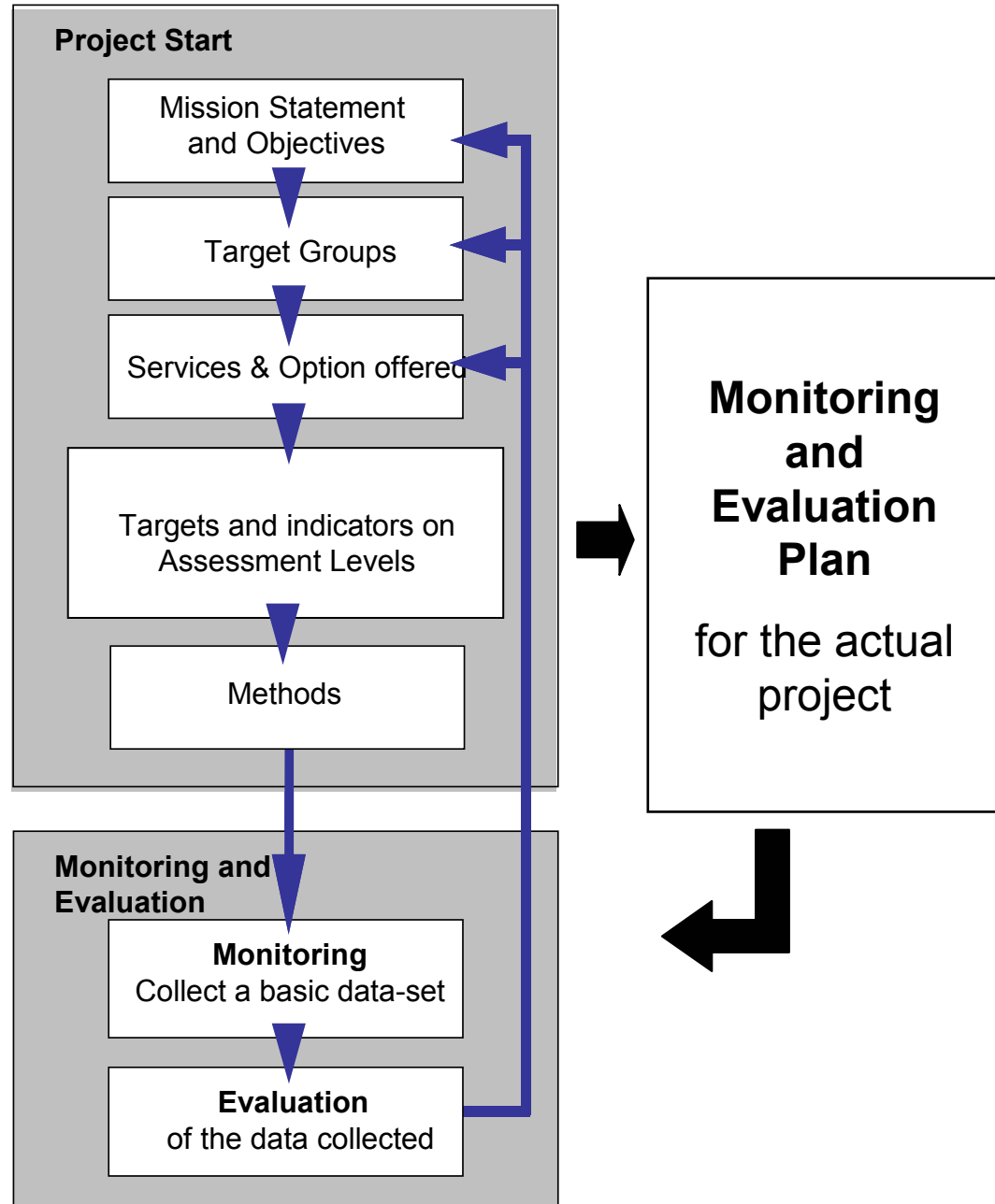


- **Why important?**
 - To be able to measure small changes in attitudes/behaviour
 - To adopt the services for different target groups
- **How?**
stage-diagnostic questions based travel mode and personal goals



Successful Travel Awareness Campaigns
& Mobility Management Strategies

How to use MaxSUMO?





MaxSUMO Evaluation Plan Template 1

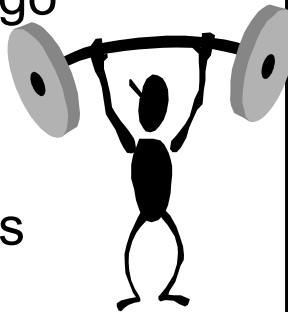
Overall goals	XXX
Target groups	XXX
Services provided	XXX
Mobility option offered	XXX

MaxSUMO Evaluation Plan Template 2

Level		Targets	Indicators	Methods	When
Services	A	Project outputs and activities XXX	XXX		
	B	Awareness of mobility services XXX	XXX		
	C	Usage of mobility services XXX	XXX		
	D	Satisfaction with the mobility services XXX	XXX		
Option offered	E	Acceptance of the option offered XXX	XXX		
	F	Experimental individual behaviour XXX	XXX		
	G	Satisfaction with the option offered XXX	XXX		
Target effects	H	Permanent individual behaviour XXX	XXX		
	I	System impacts XXX	XXX		

MaxSUMO gives you

- Help to manage and pilot
- Guidance on survey design:
 - control group
 - comparison group
 - one group
- Practical help (examples of questions)
- Help throughout the whole process: stop and go
- Early results
- Comparable results



To be aware of...

- Clear objective
- Clear conceptions of services and options offered
- Best if used already in the planning stage
- You don't have to use all levels
- Only provides a structure – still the same requirements on the competence of the evaluator
- Seems to be easier than it is...



MaxEVA web-based tool

- Interactive database with input and output modules
- Based on MaxSUMO and SARA
- Accumulates results from different projects evaluated using MaxSUMO
- Gives guidance on how to evaluate
- Makes it possible to benchmark with others



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Thank you!

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MaxSUMO and MaxEVA: www.epomm.org
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