



Kennisplatform  
Verkeer en Vervoer

# Standardized evaluation of Mobility Management

*Friso Metz, ECOMM 2009*

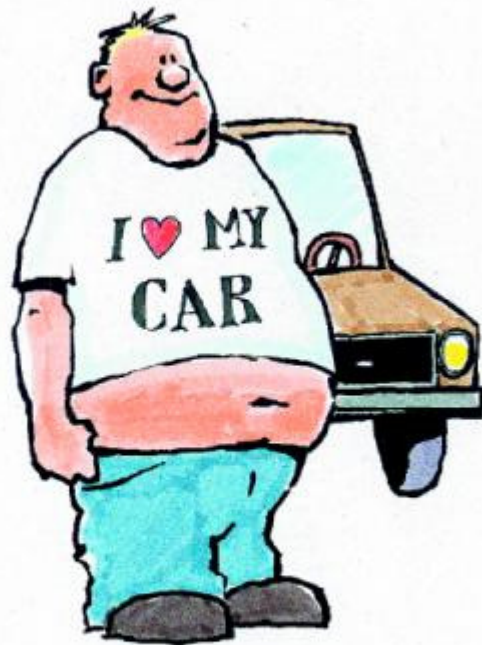
# Agenda

*The ultimate challenge of MM*

*Vision*

*SUMO introduction in NL*

# The ultimate MM challenge



Before

After



By Peter Jönsson

# The ultimate MM challenge

- **De ultimate challenge: what are the effects of MM?**
  - macro: effectiveness
  - micro: is my project succesful?
- **Barriers:**
  - Few project evaluations
  - How to measure?
  - Evaluation often is politically sensitive
  - ... and is expensive

***A clear and simple  
evaluation standard is  
required***

***SUMO is the answer***

# SUMO: what's unique

- It's simple
- Focus on behaviour and not on measures
- Helps to:
  - get focus in projects
  - adjust projects meanwhile
  - present results clearly
  - compare with other projects
  - store results in SARA database

X External factors  
P Person related factors



Mobility management



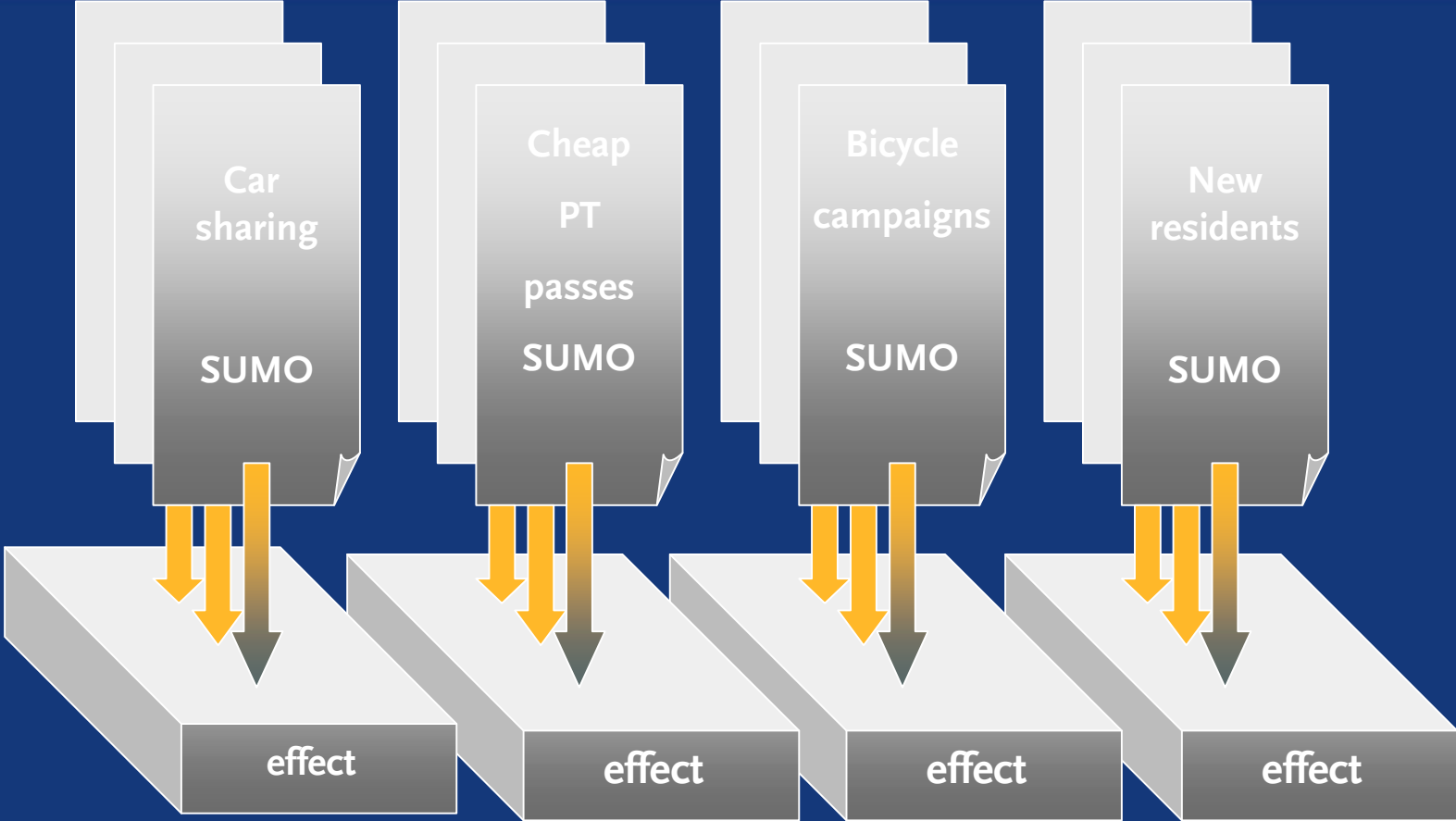
Measure







































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 behavior
	G Satisfaction with mobility option offered
Effects	H Permanent individual travel behavior
	I System impact

# Vision (1)



# Vision (2)

Country	S	NL	D	UK	E	F	CZ	...	EU
Car sharing									
Bicycle campaings									
.....									
Mobility Management									

# NL and SUMO: why?

2003:

- Discussion: effects of MM

2006:

- Large evaluation project fails
- Sweden translates SUMO in English

2008:

- EU MAX project: (MAX)SUMO goes Europe
- Kickoff SUMO in NL

# Introduction SUMO in NL

KpVV: knowledge partner in MM

Step 1: Rijkswaterstaat

Step 2: SUMO on internet (English)

Step 3: present the results of a recent evaluation in SUMO

Step 4: chatting

Step 5: Dutch Taskforce MM

Step 6: translation + mailing

Step 7: more chatting

## Status quo

**A** Discussion with key players in MM  
Mailing to 800 people

**B** SUMO is well known as a method  
51 people are interested

**C** Lots of rumour/ people talk about it

**D** Web information not well known

Assessment Levels	
Services Provided	A Outputs & activities
	B Awareness of SUMO
	C Usage of information
	D Satisfaction with information on SUMO
Mobility option offered	E Acceptance of SUMO
	F Experimental use of SUMO
	G Satisfaction with SUMO
Effects	H Permanent use of SUMO
	I System impact

# Status quo

E

F Rijkswaterstaat	2 pilots
Taskforce MM:	national pilot
Rotterdam+ The Hague	1 pilot
Utrecht	2 pilots
SenterNovem	innovative projects

Assessment Levels	
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# Status quo

**G** *'logical and clarifying  
'we want to use it in evaluation studies'  
'solid'  
'SUMO helps to structure the evaluation process'  
'We should have used it...'*

**H** Rijkswaterstaat: SUMO = standard for MM evaluation

Assessment Levels	
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## Next steps

- Expert meeting on cost effectiveness (June 2009)
- Training session
- Pilot projects
- Collecting evaluation studies; compare them with SUMO
- Evaluation studies on internet
- Get SUMO obliged
- Research
- Special attention: behaviour changes!

## Lessons from introducing SUMO

- Start bottom up
- Find the first partner to work with SUMO
- Use this to find more partners
- Get people talking about SUMO
- Higher gear: start discussion on standardization
- People remember the name 'SUMO'
- Focus on cost-effectiveness

*Introduction costs: € 2500 + time*