



eLearning

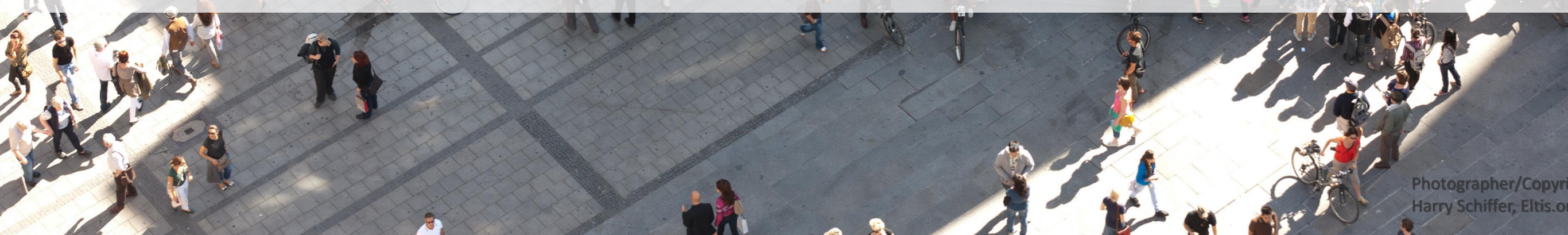
Unit 6: Co-assessment and co-evaluation

Module 6.1 Introduction to co-evaluation



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Research and Implementation
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Photographer/Copyr
Harry Schiffer, Eltis.o



What is co-evaluation and to whom is it important?

Co-evaluation facilitates understanding changes to mobility patterns and behaviours within neighbourhoods and the way in which they happen. It deals with **impacts** (what/how much has changed) and **processes** (what has led to that change - what has been done, what barriers and drivers affected the process and so on). As the prefix “co-” implies, co-evaluation is performed jointly, in a way which is inclusive of the stakeholders participating in co-creation.

Co-evaluation is therefore important to a wide variety of stakeholders:

- **The users of the co-creation approach (e.g. cities, neighbourhoods)**

To be able to clearly demonstrate and communicate the impacts of and the processes behind the implemented measures and co-creation actions

- **Stakeholders dealing with similar issues**

Offers the opportunity to **participating cities and take-up cities** to learn from each other and exchange knowledge and good practice

- **Funders and policy-makers**, such as city administrations and the European Commission
- **Other stakeholders**, such as scholars, urban planners, project developers



What does co-evaluation involve?

There are two complementary aspects of co-evaluation: **impact evaluation** and **process evaluation**.

Impact evaluation is used to assess how successful a measure and/or a **co-creation action** is in reaching its stated objectives. To this purpose, measurements ‘before’ and ‘after’ implementation are undertaken. The methods employed in gathering and analysing the data are mainly quantitative.

Process evaluation seeks to provide a qualitative understanding of the way in which the planning and implementation process was conducted. An analysis of the drivers and barriers for the success or failure of **the measures and the participation process** is an integral part of process evaluation.



The approach to co-evaluation

Co-evaluation involves three steps:

- **Monitoring:** includes observation of impacts and processes;
- **Assessment:** concerned with analysing and reporting quantitative and qualitative information from monitoring in a structured way;
- **Evaluation:** determining the value of the outcome (whether something was worthwhile/beneficial) and learning lessons/drawing recommendations about co-creation actions and mobility measures.



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Unit 6: Co-assessment and co-evaluation

Module 6.2 Elements of co-evaluation

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A combined approach to co-evaluation

(1) Evaluation of co-creation actions

Impact and process evaluation of the activities during all co-creation phases: co-identification of problems and co-validation of needs; co-development and co-selection of solutions and measures; co-implementation of solutions and measures; and co-assessment and co-evaluation.

(2) Evaluation of sustainable mobility measures

Impact and process evaluation of sustainable mobility measures (actions to alleviate specific problems) co-identified and co-implemented in each neighbourhood.

Disclaimer: the material in this presentation represents our approach to co-evaluation, rather than any results (or their validation), which will become publicly available at a later stage, towards the end of the project in 2021. More details on planning co-evaluation in SUNRISE can be found in [D4.4: Detailed Assessment and Evaluation Plan](#).



Evaluation of co-creation actions

Evaluation of co-creation actions is valuable to evaluate co-creation activities, in order to understand and learn from successes and failures. Gathering this information as early as possible can help by acting as an early warning signal, allowing users the opportunity to adjust the process as needed. The lessons learned and documented will also ensure even more successful co-creation actions in the future.

Evaluation of co-creation actions entails:

1/ Co-creation process evaluation

Answers the question “How something happened?”; identifies the drivers and barriers to co-creation activities.

2/ Co-creation impact evaluation

Answers the question “What has changed?”; the focus is on identifying a measurable outcome.



Co-creation process evaluation

The purpose is **to identify and analyse the drivers and barriers that may occur during the co-creation process.** The driver and barrier analysis will allow evaluating the resilience of co-creation approaches against errors and unexpected adverse events.

The monitoring of the co-creation processes is qualitative in nature and is carried out by means of conducting surveys of and interviews with project partners and other stakeholders (such as members of the co-creation forum, representatives of city administration, other neighbourhoods and cities) involved in the co-creation process.



Source: <https://borders.co.uk/shoutout/tue-15th-jan-equip-toolkit-evaluation-training-with-youthborders-at-langlee-complex-2/>



Co-creation impact evaluation

Co-creation impact evaluation, similar to impact evaluation of sustainable mobility measures, provides **an evaluation of the impact (or outcome) of the co-creation approach**. Co-creation impact evaluation is focused on institutional and policy decision-making changes at neighbourhood or city level influenced by co-creation activities.

The evaluation of the impact of co-creation actions is largely concerned with attitudes/perceptions/skills, mobility behaviour and its consequences of people involved in co-creation. The methods employed in gathering and analysing the data are both qualitative and quantitative.



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Co-evaluation of sustainable mobility measures

The co-identification and co-implementation of **measures** (as presented in Unit 5), which is intended to alleviate mobility problems, is best understood if it is combined with evaluation conducted in a systematic way.

Evaluation of sustainable mobility measures entails:

- **Impact evaluation**, to understand the impact of the implemented measures, be it positive or negative;
- **Process evaluation**, to identify the drivers and barriers in the co-identification and co-implementation processes and of their effects on the success (or failure) of the process.



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Impact and process evaluation of sustainable mobility measures

Impact evaluation of mobility measures follows the standard process of ex-ante (before) and ex-post (after) evaluations to estimate the impacts or effects of a measure within the CIVITAS impact categories of Society, Transport, Economy, Energy and Environment on the target groups that are affected by the measures.

Process evaluation of mobility measures is conducted to understand the way in which the planning and implementation process has been conducted. An assessment of the drivers and barriers affecting that process is also undertaken.

The method for conducting impact evaluation of sustainable mobility measures is already well documented in [a book titled “Evaluation Matters” by Dziekan et al. \(2013\).](#)

You can also refer to [D4.4: Detailed Assessment and Evaluation Plan](#)





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Unit 6: Co-assessment and co-evaluation

Module 6.3 Methods and tools for co-evaluation

Source: https://www.eltis.org/sites/default/files/photo/08_air_quality_data_gathering20.jpg

SUNRISE e-course: Co-creating sustainable mobility at the neighbourhood level



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 635998

Methods and tools for the evaluation of co-creation actions

The evaluation of the co-creation actions is a systematic reflection to understand the way in which the co-creation process was conducted and what impact co-creation have had. There are several methods for collecting the information required to evaluate co-creation actions, for example:

- Ongoing process documentation (e.g. by the team running the co-creation process or by an independent evaluator)
- Evaluation interviews (e.g. with stakeholder representatives, citizens, decision-makers, administration members, team members who organize the co-creation process)
- Evaluation questionnaires (e.g. online, postal, telephone)
- Reflection workshops (e.g. in groups with participants of the co-creation process)



The image shows a 'SUNRISE Process Evaluation Questionnaire' form. The top left features the SUNRISE logo and the text 'SUNRISE Submitter Urban Neighbourhood Research and Implementation Support in Europe'. The form is titled 'SUNRISE Process Evaluation Questionnaire' and is labeled 'Page 1'. It contains several sections with checkboxes and radio buttons for evaluation. Section 1 asks about the 'Overall of the SUNRISE project' with options like 'Very good', 'Good', 'Fair', 'Poor', and 'Very poor'. Section 2 asks about the 'Evaluation of the co-creation process of the SUNRISE project by your city' with options like 'Very good', 'Good', 'Fair', 'Poor', and 'Very poor'. Section 3 asks about the 'Evaluation of the co-creation process of the SUNRISE project by your city' with options like 'Very good', 'Good', 'Fair', 'Poor', and 'Very poor'. The form also includes a 'Thank you' message and contact information for Nadine Heine & Lukas Franz.



Methods and tools for impact evaluation of sustainable mobility measures

Quantitative impact evaluations use **indicators** which describe important characteristics of the situation. When possible, indicators should be quantified or estimated **before and after the implementation of the measure**, so that appropriate comparisons can be made of any changes.

The selection of appropriate and relevant indicators is crucial to the success of impact evaluation. The chosen indicators must closely relate to the measure objectives so that an assessment can be made about the degree to which the objectives have been achieved.



<https://www.eltis.org/sites/default/files/photo/slovenska.jpg>



Attributes of good quality impact indicators

To ensure that the impact indicators you are selecting are fit for purpose, they should be:

- **Interpretable:** the message carried by the data is evident
- **Objective:** data is unbiased and allows identifying positive and negative outcomes
- **Independent:** data measure something which is not measured by other indicators
- **Internally transferable:** this reflects the degree to which results can be generalised to other situations and to other people within the neighbourhood
- **Externally transferable:** this reflects the degree to which the results can be transferred and/or applied to other neighbourhoods
- **Reputable:** the data source can be trusted
- **Accurate:** data reflect the actual situation



Attributes of good impact indicators (cont.)

It is also important to make sure that your impact indicators are feasible, meaning that they are effective and can easily be worked out. They should have a high level of:

- **Availability:** data is available or easy to collect and handle
- **Manageability:** data can be easily managed and elaborated
- **Efficiency:** data can be collected using cost-effective methods
- **Timeliness:** the timeframe for collecting quality data is realistic and within the project boundaries
- **Replicability:** data can be collected in all concerned neighbourhoods.



Example of indicators: Healthy walking routes - to hospital and school

Impact	Indicator	Data used
Improved health of target group	Levels of walking amongst target group	Face-to-face-surveys with patients at health centres before and after
Improved quality of public space	Appearance of public space	Expert assessment and face-to-face surveys of patients before and after.
Promoting sustainable mobility habits among the younger population	Use and knowledge of school routes	Survey with students in schools, completed by students in classroom at end of project



Methods and tools for process evaluation of sustainable mobility measures

Process evaluation of sustainable mobility measures is carried out to identify the **drivers and barriers in the implementation process** and their effects on the success (or failure) of the process. Provides an account of the ‘drivers’ (motivations, external factors, issues driving the measure forward) and ‘barriers’ (problems and deviations from the plan) during the measure planning, implementation and operational phases.

Process evaluation helps to provide answers to questions such as:

- ✓ In what way was the problem/activity/situation dealt with?
- ✓ What went well/wrong and why?
- ✓ Who did or should have done what?
- ✓ How was the process perceived by key stakeholders?



Unit 6: Co-assessment and co-evaluation

Module 6.4 Learning from the cities



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Spotlight on Bremen: *Provision of more car-sharing stations*

Description of the measure under implementation

Station-based car-sharing is an effective measure to reduce parking demand and a strategy for reclaiming street space. It is also an alternative to private car ownership and can bring about a positive behavioural change towards more sustainable mobility habits.

[Susanne/Michael: could you please provide a picture from the neighbourhood that best illustrates the problem/measure?]



Provision of more car-sharing stations (impacts and indicators)

Impact	Indicator	Data used
	Political decision for more car sharing stations	Political adoption by relevant body/bodies (e.g. borough parliament) (Ex-Ante)
	Investment decision of operators	Operator's investment decision (Ex-Ante)
Increase attractiveness of car-sharing in the neighbourhood	Number of new users	Statistics provided from car-sharing operators and own calculations applying study results (Ex-Post)
Reduction of private car ownership	Number of cars taken off the road	Statistics provided from car-sharing operators and own calculations applying study results (Ex-Post)
Reduction of private car ownership	Street space gained back (due to cars taken off the road) [m2]	Statistics provided from car-sharing operators and own calculations applying study results (Ex-Post)
Increase of accessibility (reduction of barriers)	Effects on street users (qualitative, e.g. "very high" - "very low", different user groups)	Interviews of street users (Ex-Ante, Ex-Post); Online Questionnaire of street users (Ex-Ante, Ex-Post)
Changed (more sustainable) mobility habits	Effects on mobility habits	Interviews of street users (Ex-Ante, Ex-Post); Online Questionnaire of street users (Ex-Ante, Ex-Post) Interviews of car sharing users (Ex-Post)



Spotlight on Budapest:

Improving the safety of cyclists and pedestrians in and around the underpass of Tábornok street

Description of the measure under implementation

Many cyclists use the underpass in Tábornok street even though it has never been constructed for this purpose. The two intersections at the end of the underpass are not safe either for cyclists or pedestrians. The measure envisages the introduction of a shared pedestrian and cycling lane which can accommodate the growing number of passing pedestrians and cyclists and will make the facility safer for both user groups.

[Antal/Noemi: could you please provide a picture from the neighbourhood that best illustrates the problem/measure?]



Improving the safety of cyclists and pedestrians in and around the underpass of Tábornok street (impacts and indicators)

Impact	Indicator	Data used	Comments
Growing number of pedestrians and cyclists	Number of cyclists and pedestrians passing through	(2) direct observation / (4) external data sources Counting (or data from the Bike to work campaign)	2 days, 2+3 hours in morning and afternoon peak (in line with the standard of the Budapest transport model), 1 cross-section
	Amount of the emission coming from traffic	(1) modelling Calculation based on bicycle traffic count and assumed modal change	
Increased level of safety for pedestrians and cyclists in the area	Number and seriousness of accidents in the area	(4) external data sources Data from the police or from "Web-bal" online accident database	
	Speed of the vehicles going through the intersections	(2) direct observation Measurements (technology to be decided)	2 days, 2+3 hours in morning and afternoon peak (in line with the standard of the Budapest transport model), 1 section
	The level of perceived safety among pedestrians and cyclists when crossing the intersections	(3) survey Surveys conducted on public spaces (short questionnaire: e.g. perceived traffic safety 1 to 5, destination, basic demographic data)	3 days, 4+5 hours in morning and afternoon peak, 2 interviewers, min. 432 answers



Spotlight on Malmö:

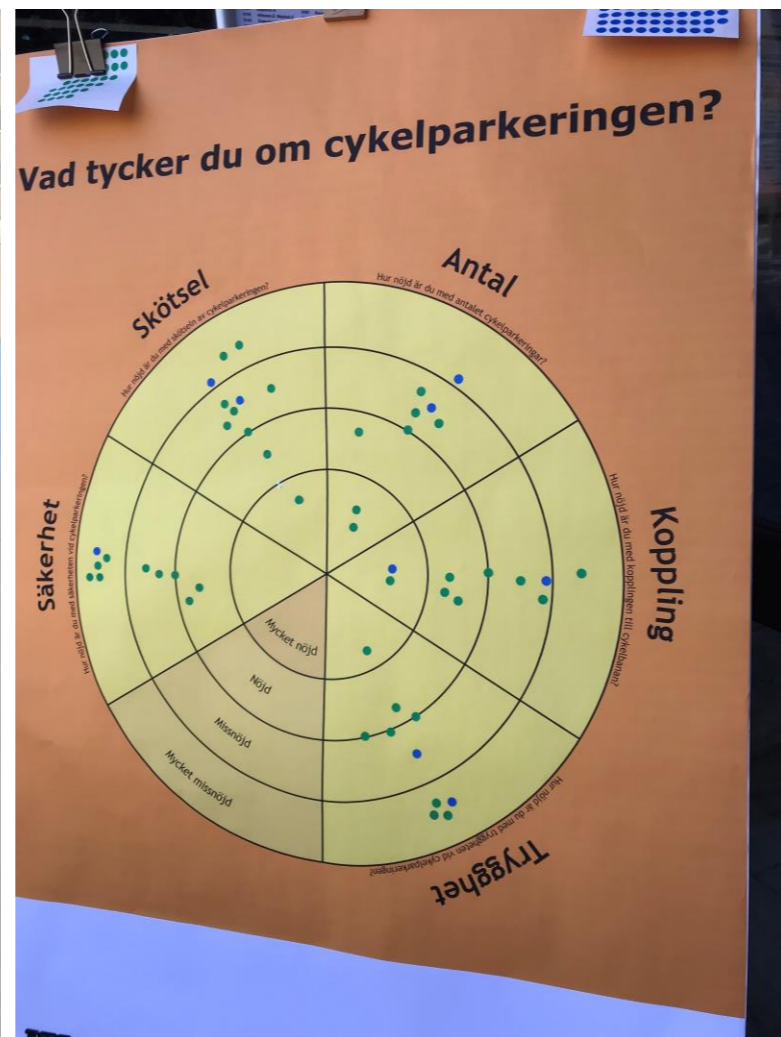


Co-evaluation

How do citizens experience the park today?

Visual tool to interact and spark conversation





Co-evaluation

Visual tool to spark an interactive talk about the bike parking and how residents experience it today.



Co-evaluation

- Focus groups to get qualitative data on the use and experience of the park
- Traditional survey on the experience of cars in the park

Unit 6: Co-assessment and co-evaluation
Module 6.5 Lessons learned so far



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Co-evaluation related challenges at the neighbourhood level

So far the following challenges to co-evaluation at the neighbourhood level are faced :

- The scale of measures and impacts: the size of neighbourhoods in which measures are implemented also determines the scale of measures and expected impacts. There are challenges associated with the availability of (secondary, in particular) data at this level, which hinders the selection of common indicators and/or making meaningful comparisons between neighbourhoods.
- Challenges associated with the selection of measures and indicators through a co-creation process : these are very similar to the difficulties experienced with any participatory approach;
- The robustness of the co-evaluation approach: there is a risk of too much focusing on participation, which may weaken the validity of outcomes;
- Conducting Cost Benefit Analysis (CBA) and Cost Effectiveness Analysis (CEA) in a neighbourhood context: lack of measures that lend themselves to CBA or CEA.



Co-evaluation related challenges at the neighbourhood level (cont.)

- Managing the co-evaluation process: is it too bureaucratic and onerous for neighbourhoods to understand and embrace it?
- The timescale for the implementation and evaluation of measures identified through a co-creation process: is it possible to do both within the lifecycle of a research project?
- The longevity and social acceptance of outcomes: the importance of placing the work on mobility measures into a wider context, outside the remit and duration of a research project in order to achieve lasting results within neighbourhoods
- Factors influencing evaluation overall within a neighbourhood research project: the dichotomy between project objectives on the one hand, and the goals and aspirations of city administrations, on the other hand.
- The exploitation potential of the co-evaluation approach and transferability of results.



Resources

- http://civitas.eu/tool-inventory?search_api_views_fulltext=indicators
- Dirk Engels and Gitte Van Den Bergh (2016) Optimised CIVITAS process and impact evaluation framework, a report produced as part of the CIVITAS SATELLITE project.
- Dziekan, K., Riedel, V., Müller, S., Abraham, M., Kettner, S., Daubit, S. (2013) Evaluation matters: A practitioners' guide to sound evaluation for urban mobility measures. Waxmann, Münster.
- <https://www.eltis.org/mobility-plans/sump-concept>



Unit 6 task

Think about a sustainable mobility measure that has been selected through a co-creation process and will be implemented in your neighbourhood to alleviate a mobility problem.

You are the evaluation manager who is tasked with the measure evaluation.

Considering the examples of Bremen and Budapest, think about what will be the expected measure impacts and how you will measure them, i.e. what impact indicators you will use in evaluation and how you will collect the data for them. Also, identify the drivers and barriers during the measure planning, implementation and operational phases.

How would you involve your stakeholders in the evaluation process? What input will you require from them? How would you determine if their involvement had had any (positive or negative) impact on your neighbourhood? What changes in your neighbourhood have resulted from their involvement? How are the outcomes of the co-creation activities perceived by your stakeholders?

