



Evidence

economic benefits of sustainable transport

Graham Parkhurst (UWE Bristol) & Jim McGeever (Lux
Mobility)

3rd European Conference on Sustainable Urban Mobility Plans
13 April, 2016 Bremen





The Evidence Project: Why?

- Economic consequences of interventions have high status in transport policy and planning
- Uncertainty about extent, quality and relevance of economic evidence
- Available economic evidence not in readily usable form
- Uncertainties about how it could be applied



What have we done so far?

- **Comprehensive review:**
 - Engaged Expert Opinion [[Podcasts](#)] [[Webinar](#)]
 - Produced [Common Practice Reader](#)
- **Open ‘call and search’**
- **Critical appraisal & evidence summaries**
- **Ongoing engagement with stakeholders and cities**



Appraisal: role of Cost Benefit Analysis

- **CBA only one kind of economic evidence considered:**
 - more relevant for some types of measure than others, and not relevant at all for some
 - promotes faster travel and greater capacity (so weak on promoting sustainability)
 - cannot capture all economic benefits of SUMP measures, due to focus on direct, monetisable effects



Project outputs and ‘tools’

- Multi-language overview of project activities:
- Public database - 350 items
- Report on Evidence
 - Overview of evidence / Study methodology & future needs
 - Measure Reviews (eight-page) x 22
- Measure Reviews summaries (two-page) x 22



Measures with good quantity + quality of economic evidence

- cleaner vehicles (m.2)
 - parking management (m.8)
 - site-based travel plans (m.9)
 - personalised travel planning (m.10)
 - enhancements to public transport systems (m.12)
 - new public transport systems (m.13)
 - cycling infrastructure (m.20)
- Strong but limited
- environmental zones (m.6)



Measures with methodologically-weak evidence, or limited evidence (or both)

- battery/fuel cell EVs (m.1)
- urban freight (m.3)
- access restrictions (m.4)
- roadspace reallocation (m.5)
- congestion charges (m.7)
- marketing and rewarding (m.11)
- integration of modes (m.14)
- e-ticketing (m.15)
- traffic management (m.16)
- travel information (m.17)
- new models of car use (m.18)
- walking (m.19)
- bike-sharing (m.21)
- inclusive urban design (m.22)



Why were measures rated high or low for existing economic evidence?

- **Quantity of evidence**

- For whole measure category
- Range of implementations reported
- Inclusion of economic variables

- **Quality of evidence**

- Perceived robustness of methodology
 - was it empirical?
 - Extent of peer review
 - Length of evaluation period
- Recency of evidence
- Generalisability



How can we effectively use the tools?

- **Good evidence = no excuses to delay implementing!**
 - Is the economic test the right one?
 - Is the measure a key part of a package which overall promises economic benefit?
 - Who needs to know?
 - Economic evidence for MM - what is missing?
 - In the ‘triple bottom line’ – how high is economic evidence?



European Platform on Sustainable Urban Mobility Plans

Over to you!

How would you use the EVIDENCE tools?
Which arguments are most important in
your experience/context?