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CIVITAS
Cleaner and better transport in cities

DESTINATIONS



Measure Evaluation Result

MAL 2.2 – Sustainable Urban Mobility Plan Award

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Executive summary

The objective of the Sustainable Urban Mobility Plan Award measure was to disseminate information about the Sustainable Urban Mobility Plan (SUMP) methodology among Local Councils in touristic impact areas in Malta. Through workshops and information leaflets, the measure leader Transport Malta incentivized involvement and participation in the award for sustainable mobility grants during European Mobility Week events.

In 2018, 15 applications were received for the Sustainable Urban Mobility Plan Award, of which three measures were awarded a grant. The winning measure, by the Pietà Local Council, involved the purchase and deployment of an electric van that provides a free, shared, on-demand service for its residents. The measure was evaluated through a passenger log to determine usage levels and a questionnaire distributed to users of the service to assess their satisfaction with the service. The evaluation shows positive results from the user feedback: there is a good uptake of the service, high satisfaction with the service provided, and promising results in terms of modal shift. The van is in operation on weekdays and makes an average of 5 trips per day, serving almost 300 people during a four-week period of data collection. In a survey with the users of the service, all of the respondents indicated they were 'completely satisfied' with the service provided. For three-quarters of the respondents, the shared e-van service replaced a trip previously made by private car (either as driver or as passenger).

The awareness and acceptance of the Local Councils to the Sustainable Urban Mobility Plan Award was measured in terms of their attendance to the information workshops and the number of applications received by Transport Malta. While the participation rate of Local Councils in the workshops was lower than anticipated in the ex-ante target, the quantity and quality of complete applications increased. The active participation of Local Councils in the workshops and the increased quality of their proposals for the sustainable mobility grants shows that there is potential and interest in implementing sustainable mobility measures at Local Council level to improve the quality of life for their residents and visitors. However, the limited resources and capacity of Local Councils can negatively affect their capability of participating in the workshops or putting forward an application.

There is a clear possibility of transferring the experiences obtained through the pilot measures by the winning Local Councils to other Local Councils. The success of the workshops and the quality of the received applications for the sustainable mobility grants in 2018 and 2019 has enabled Transport Malta to access national funding to continue with the same format for sustainable mobility grants for Local Councils as part of their activities for European Mobility Week 2021.

A Description

This measure disseminated information about the SUMP methodology among Local Councils in touristic impact areas, incentivizing involvement and participation through a Grant awarded during European Mobility Week (EMW) to the winning measure(s) among those proposed by the different Councils. Transport Malta compiled detailed documentation that was shared with the Local Councils as to what measures are expected within the frame of a SUMP. A series of workshops was organized in which the underlying principles related to Sustainable Urban Mobility measures was communicated to the Local Councils. The terms and conditions for the Grant Competition were also explained during this workshop.

The submissions for the Competition were evaluated and the winning measure(s) were carried out during the course of the DESTINATIONS project. Initially it was envisaged to support (at least) one measure with a Grant awarded during EMW 2018, but because of its success and high interest from Local Councils (15 applications, and three measures awarded), the same approach was taken the following year, and a further three measures were awarded during EMW 2019. Transport Malta assisted the winning Local Councils in the implementation of their measure.

Transport Malta created the Sustainable Mobility awards for Local Councils as part of their European Mobility Week events, and supported Local Councils with the application process through the provision of workshops to explain and promote the available sustainable mobility grants. The University of Malta is the local evaluation manager and assisted Transport Malta with the drafting of the data collection form and survey to evaluate the implementation of the winning measures.

A1 Objectives and outputs

City policy level objectives

- The improvement of quality of life of residents of the Valletta Region.
- The reduction of transport related emissions within the Valletta Region.
- Making the region more attractive to tourists via better planning.
- Introducing the SUMP concept in Malta, and specifically to Local Councils.

Measure specific objectives

- Present guidelines for Sustainable Urban Mobility measures.
- Organisation of two workshops for Local Councils.
- Prepare Local Councils for participation in the application for temporary and permanent sustainable mobility measures leading up to Mobility Week.
- Winning measures implemented during the DESTINATIONS project.

Outputs

- Two workshops for Local Councils in 2018.
- 15 Local Councils putting forward an application for a sustainable mobility measure (permanent or temporary) during the EMW 2018.
- Two winning measures implemented, following award during EMW 2018.

- 15 Local Council applications for a sustainable mobility measure (permanent or temporary) during the EMW 2018.
 - 28 Local Council applications for a sustainable mobility measure (permanent or temporary) during the EMW 2019.
 - Three further winning measures implemented, following award during EMW 2019*
 - Further funding unlocked to launch competition again during EMW 2020**
- * extra-output, funded through CIVITAS DESTINATIONS
 ** extra-output, national funding

Supporting activities

- Communication on social media and in the press about sustainable mobility grants.
- Local Councils that fall within the Valletta Region are specifically invited and involved in the stakeholder consultation process for MAL2.1.

A2 Inter-relationship with other measures

This measure is highly related to MAL2.1, as the awarded measures are piloted in a real-life situation in a locality and are included as measures in the MAL2.1 SUMP list of measures. The results of the pilot were disseminated nationally (on social and traditional media, e.g. in light of EMW and the launch and promotion of the SUMP) and have the potential to be scaled up and replicated in other localities in the rest of the country.

A3 Target groups and/or affected part of the city or region

Target groups: All 68 Local Councils on the Maltese Islands

Area: The Valletta Region specifically, although the competition is open to all Local Councils on the Maltese Islands

A4 Stakeholders: CIVITAS project partners and other important actors

Stakeholder name	Activities description
All Local Councils	SUMP dissemination workshops and Grant Competition
Department for Local Councils	SUMP dissemination workshops
Local Council's Association	SUMP dissemination workshops
Planning Authority	SUMP dissemination workshops
Environment and Resources Authority	SUMP dissemination workshops
Ministry for Transport and Infrastructure	SUMP dissemination workshops
Ministry for Sustainable Development, Environment and Climate Change	SUMP dissemination workshops
Ministry for Tourism	SUMP dissemination workshops

Table 1: Stakeholder's involvement

B Measure implementation

B1 Situation before CIVITAS

Transport Malta promotes and implements a number of initiatives related to the engagement by Local Councils in European Mobility Week activities, such as the National Bicycle Ride to promote safe cycling, and funding for temporary measures such as the organisation of Car-Free days during EMW.

B2 Innovative aspects

This award has led to the implementation of new and innovative ideas which have not been tested previously within the Maltese context, such as the shared electric van to serve residents in Pietà, the piloting of electric scooters and electric bikes for youths in Għarb (Gozo), the pedestrianisation of a street in Żabbar and Hamrun to promote walking to school or to run errands, and the implementation of a cargo-bike to be used for waste collection and street cleaning in Żebbuġ (Malta). These actions are beneficial for both residents and tourists, in their contribution to a safer and cleaner urban environment.

B3 Technology development

Not applicable.

B4 Actual implementation of the measure

In 2018, all Local Councils were invited to participate in an awareness raising workshop, one in Malta and one in Gozo, to explain the SUMP process and the application process for sustainable mobility grants in light of European Mobility Week. Transport Malta received applications for permanent measures from 5 Local Councils, and 8 applications for events and temporary measures, all of high quality. For this reason, instead of only selecting one winning measure, three Local Councils were awarded a grant, through the funds allocated from the DESTINATIONS project, with additional funds provided by the national government.

The winning measure was awarded to Pietà Local Council: a €50.000 grant for a **free and on-demand electric van** for people in town, to use for commuting purposes and running errands. Għarb Local Council (in Gozo) was awarded €30.000 to provide **electric moto-scooters** to 16 to 18-year-old teenagers to promote and instil sustainable mobility habits.



Figure 1: Advert for sustainable mobility grants for Local Councils

The grants for sustainable mobility measures were organised again prior to European Mobility Week 2019. A further three winning measures were selected and awarded during European Mobility Week 2019. Żabbar Local Council used the grant to invest in a system which turns the roads near the locality's schools into pedestrian zones, creating a safer walking environment for school children without needing to rely on police officers to close the road. Żebbuġ Local Council invested the grant in a pedal-assisted tricycle which to be used to collect waste in the village's narrow and historical roads. Ħamrun Local Council used the grant to pedestrianize a village street to create a safer and more appealing environment for its residents and visitors.

The Awareness and Acceptance levels of Local Councils were measured respectively for the number of councils that a) attended the awareness raising workshop, and b) put forward an application for a temporary or permanent sustainable mobility measure. Data has been collected for the participation of Local Councils in the award of sustainable mobility grants as part of European Mobility Week in 2018.

Monitoring of the winning measures was specifically included in the responsibilities of award winning projects: there was budget reserved for data collection and an evaluation plan had to be devised as part of the report and presentation, in order to present the project idea during the application process. Data was collected to evaluate the impact of the winning measure awarded during European Mobility Week 2018, by Pietà Local Council, one of the Local Councils within the Valletta Region. Following the award of the grant, the Local Council purchased and started operating a shared van for its residents on weekdays. They have collected data on average occupancy through a passenger log and information about modal shift and satisfaction through a passenger survey. Għarb Local Council (Gozo) was the follow-up winner in the sustainable mobility grants awarded during EMW 2018. They provided electric moto-scooters to 16 to 18-year-old teenagers living in the locality in an effort to promote and instil sustainable mobility habits (Figure 3).

A small survey was held by the Local Council to understand the mobility habits of youths in their locality. Of the 19 youths that participated in the survey, 14 have used a bicycle/scooter (normal, electric or one of the new electric moto-scooters) in the past three years. More than half of them use this mode of transport at least two times per week, to go to school, to go shopping or for fun. All of the 19 respondents indicate they are aware of issues of air pollution. 10 out of 19 youths are aware of the cut-off date for conventional petrol or diesel fuel-based private transport.



Figure 2: Electric on-demand van for residents of Pietà



Figure 3: Electric moto-scooters for youth in Għarb

C Impact evaluation

C1 Evaluation approach

Expected impacts and indicators

Impact category	Impact indicator	Unit of measure
Society	1 - Awareness level about the awareness raising workshop	%
Society	2 - Acceptance level about the awareness raising workshop	%
Transport System	3 - Average occupancy of the shared electric van	Nº
Transport System	4 - Modal split	%
Society	5 – Satisfaction with the shared e-van service – people completely satisfied	%
Economy	6 - Capital Cost	€

Table 2: Expected impacts and indicators

Method of measurement

Impact indicator	Method *	Frequency			Target Group	Domain (area or city)
		Bef.	Dur	After.		
1-Awareness level about the awareness raising workshop	DC	n.a.	n.a.	26	Local Councils	Valletta Region + nationwide
2-Acceptance level about the awareness raising workshop	DC	n.a.	26	38	Local Councils	Valletta Region + nationwide
3-Average occupancy of the shared electric van	DC	n.a.	n.a.	37	Local Council awarded the winning measure	Pietà Local Council
4-Modal split	S	n.a.	n.a.	37	Local Council awarded the winning measure	Pietà Local Council
5-Satisfaction with the shared e-van service	S	n.a.	n.a.	37	Local Council awarded the winning measure	Pietà Local Council
6-Capital Cost	E	n.a.	n.a.	40	Local Council awarded the winning measure	Pietà Local Council

* (Data collection (DC), Estimation (E), Survey (S))

Table 3: Method of measurement

Detailed description of the indicator methodologies:

1 Awareness and 2 Acceptance level about the awareness raising workshop. Data was collected by Transport Malta from Local Councils. Awareness level refers to the number of councils attending the workshop (% of attending councils out of total councils: 68 councils in total). The Acceptance level refers to the number of Local Councils who put forward an application.

3 - Average occupancy of the shared electric van. Data collected by University of Malta and Transport Malta from Pietà Local Council. The information was collected through a passenger log filled by the driver of the shared electric van over a period of 4 weeks.

4 - Modal split. Data collected by University of Malta and Transport Malta from Pietà Local Council. The information was collected through a survey distributed to the passengers making use of the shared e-van. The question was: “How did you make this trip before using this free transport service provided by Pietà Local Council?”. Possible answers were: “by car (driver)”, “by car (passenger)”, “by bus (public transport)”, “on foot”, “other”, “I didn’t make this trip before (new trip)”.

5 – Satisfaction with the shared e-van service. Data collected by University of Malta and Transport Malta from Pietà Local Council. The information was collected through a survey distributed to the passengers making use of the shared e-van. The question was: “How satisfied are you with the service provided?”. The answers were on a 5-point Likert scale ranging from “completely satisfied” to “completely unsatisfied”.

6 - Capital Cost. Data collected by University of Malta and Transport Malta from Pietà Local Council. The information was obtained from the financial report on the project, which was one of the requirements of the grant.

The Business-as-Usual scenario

Without the sustainable mobility grants, Local Councils would have very limited opportunity to test out innovative measures in a real-life context in their locality. Although some grants were available before this measure as part of the DESTINATIONS project was implemented, the approach to the sustainable mobility grants changed (through more detailed information provision and support provided in the workshops). Compared to a business-as-usual scenario, what has been noted by Transport Malta is the increased interest from Local Councils and especially the higher quality and innovativeness of the proposed measures, compared to previous years.

C2 Measure result

Impact category	Impact indicator	Unit of measure	Baseline	Ex-Ante	Ex-Post
Society	1 - Awareness level about the awareness raising workshop	%	N/A	50%	22%
Society	2 - Acceptance level about the awareness raising workshop	%	N/A	50%	2018: 19% 2019: 41%
Transport System	3 - Average occupancy of the shared electric van	Nº	N/A	5	5
Transport System	4 - Modal split	%	N/A	10%	75%
Society	5 - Satisfaction with the shared e-van service	%	N/A	20%	100%
Economy	6 - Capital Cost	€	N/A	€ 50.000	€50.000

Table 4: Measure results

C2.1 Society

1 - Awareness and 2 - acceptance level about the awareness raising workshop

In 2018, there were 15 councils participating in the workshops, which translates into a 22% participation rate. Acceptance level refers to the number of councils that put forward an application for a temporary or permanent sustainable mobility measure. In 2018 there were 13 applications in total, which translates to a 19% acceptance rate. In 2019 there were 28 applications in total, which translated to a 41% acceptance rate. The participation rate of Local Councils in the workshops explaining the available sustainable mobility grants, has been lower than anticipated in the ex-ante target (22% of Local Councils attending the workshops, the *awareness* indicator).

The relatively low participation rate of the Local Councils can be partly explained by their limited resources, which is a general issue that Local Councils in Malta struggle with since they are of limited size and have few human resources and relatively small budgets. This is being addressed on a national level through the creation of Regional Committees, which can assist Local Councils in such matters and with whom Transport Malta have had meetings to explain and promote the SUMP process and the availability of sustainable mobility grants. On the other hand, the Local Councils that have shown interest and initiative during the past two years have come up with proposals of high quality, which explains why in both years multiple Local Councils were awarded a grant to implement their measure. The number of Local Councils submitting an application for the sustainable mobility measure grants (the *acceptance* indicator) has increased from 19% of all Local Councils in 2018 to 41% in 2019. The increase in both quality and quantity of the applications over the years shows the positive effect of the campaign, information provision and support enabled through the workshops and direct contact between Transport Malta and the Local Councils on the topic of the sustainable mobility measures grants.

5 - Satisfaction with the shared e-van service

The University of Malta received 20 completely filled questionnaires by users of the shared electric van from the Pietà Local Council. Of the 20 respondents, twelve were females and eight males. The age of the respondents ranged from 19 to 72, with an average age of 44. In terms of occupation, nine respondents were employed full-time, three with part-time employment, one was a student, five were retired, and two were a housewife/husband. 100% of the respondents indicated they were 'completely satisfied' with the service provided.

C2.2 Transport System

3 - Average occupancy of the shared electric van

A month worth of data (on weekdays over four weeks) has been collected through the passenger log for the use of the e-van in the locality of Pietà'. This log included the number of passengers on every weekday in the morning, afternoon and evening. Over the four-week period, in total 284 passengers made use of the service. The average number of passengers was seven in the mornings, five in the afternoons, and two in the evenings. Over this period of four weeks, the van covered a total distance of 1,821 km, which translates to an average of 91 km per operational day.

4 - Modal split

The survey also enquired about the mode of transport used before this new service was made available, to understand the modal shift as a result of the new shared electric van (Figure 4). Nine respondents used to make the trip by car as a driver, and six by car as a passenger. 75% of respondent thus replaced a trip with a private vehicle. The remainder of the modal shift was from bus (two respondents), on foot (one respondent). For two respondents the new service constituted a new trip.

When asked how often respondents use the service, half of them (ten respondents) indicated they use the service a few times per week. Two respondents indicated they use the service every weekday, whereas four respondents use the service once a week. One respondent said they use the service less frequently than that. For three respondents this was their first trip with the service.

In terms of timing and purpose of the trip, six respondents indicated they used the service in the morning to commute to their place of work/study. Three respondents use the service both in the morning and evening for commuting purposes. One respondent said they use the service only in the evening. Six respondents said they use the service during the day for trips in the locality. The four remaining respondents use the service for other trip purpose, such as to visit the nearby hospital.

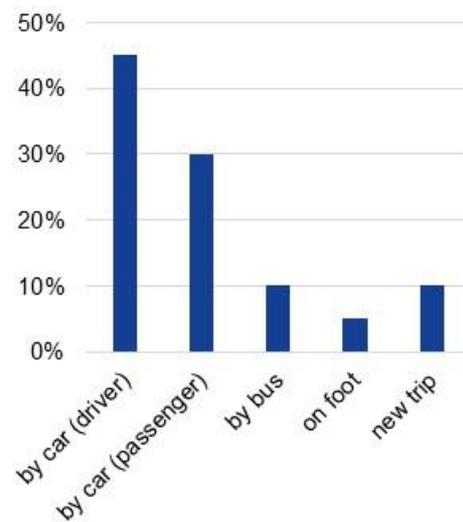


Figure 4: Modal shift as a result of new shared on-demand electric van

C2.3 Economy

6 - Capital Cost

The project dedicated a capital amount for the purchase of an e-van in the locality of Pieta'. This impact indicator was achieved through the successful purchase of the e-van and its deployment in the locality.

C3 Quantifiable targets

No	Target	Rating
1	Less CO ₂ emissions 1,615kgCO ₂ e/a	NA
2	Improved satisfaction of users (110 users affected)	NA
3	*50% awareness level of Local Councils of sustainable mobility grants	*
4	*50% acceptance level of Local Councils of sustainable mobility grants	*
5	*Average occupancy of 5 passengers per vehicle per trip	**
6	*10% of modal shift from private car trips	***
7	*20% complete satisfaction with service provided by free, shared electric van	***
8	*Capital cost investment of €50,000	**
NA = Not Assessed O = Not Achieved * = Substantially achieved (at least 50%) – ** = Achieved in full *** = Exceeded		

*New Target, not in GA

Table 5: Assessment of quantifiable targets

The original GA targets were changed as the proposed targets were not feasible to evaluate. It was not deemed realistic to measure actual change in CO₂ emissions based on a small-scale, locality-based intervention, the type of actions being promoted through the SUMP Awards. While the passenger log and the surveys do provide evidence of use of the shared e-van service, implemented as the winning SUMP Award measure, and modal shift from private car use, there is not enough information to quantify the CO₂ emission savings. In addition, since the SUMP Award is used to fund new sustainable mobility solutions in Local Councils, the 'satisfaction' target was changed from 'improved satisfaction' to 'complete satisfaction' with the service, as the service would not have been in existence before and thus an 'improvement in satisfaction' cannot be measured.

New targets were selected to better capture the spirit of the SUMP Award measure: to understand an increase in awareness and acceptance of Local Councils to participate in such measures, as well as the satisfaction with and modal shift as a result of one successfully implemented measure.

Although the ex-ante targets regarding the awareness and acceptance levels of Local Councils were not achieved in full (Target 3 and 4) there has been an increase in the quality of

submissions, as well as a notable increase in the number of applications between 2018 and 2019, from 19% of all Local Councils submitting an application in 2018 to 41% of all Local Councils submitting an application in 2019, which is very close the ex-ante target of 50%.

While the main winning measure of the 2018 competition was selected for full evaluation (the measure of Pietà Local Council), further winning measures have been implemented during the project timeline (in 2018 and 2019) and have monitored and self-evaluated the success of their measure, as part of the requirements of the provided grant (e.g. as provided by the example of Għarb Local Council).

The average occupancy target (Target 5) was achieved in full, with an average of 5 passengers per trip. Target 6, the modal shift from private car trips, greatly exceeded the ex-ante value, with 75% of the trips by respondents that filled the survey replacing a trip previously made by private car as a driver or passenger.

The satisfaction with the service (Target 7) also exceeded the ex-ante target, with all respondents to the survey indicating they were completely satisfied by the service. The survey sample was small however, so the results may not be entirely representative, but the results shown are very positive. The capital investment was made as foreseen.

C4 Up-scaling of results

Not applicable.

D Process Evaluation Findings

D1 Drivers

At the **institutional** level, there has been very positive stakeholder cooperation between measure leader Transport Malta and the Local Councils. The Local Councils have been actively involved in dedicated workshops and in one-on-one meetings. As a result of the increased guidance and support to the Local Councils, Transport Malta have seen a positive change in the quality of applications.

At the **political / strategic** level, the Sustainable Urban Mobility Plan Awards supports sustainable mobility grants which are closely integrated with national EMW activities. This increased dissemination and outreach, and received further support and attention of the Ministry of Transport and Infrastructure (Figure 5 and 6).



PHOTO: DOI - Jason Borg

Figure 5: Local Councils winning measures awarded during EMW 2019 by the Minister for Transport



Figure 6: promotion of European Mobility Week and the sustainable mobility grants

At the **organizational** level, there has been good collaboration between Transport Malta and University of Malta, through regular meetings and emails, to follow-up on progress on the implementation of the measures and the evaluation of the impact.

D2 Barriers

At the **institutional** level, there is a lack of financial and human resources capacity at the Local Council level to take full advantage of opportunities such as the sustainable mobility grants. Although the applications that were received were of high quality, the response rate (the awareness and acceptance levels) of the Local Councils was lower than expected. This can be partly explained by their limited resources, which is a general issue that Local Councils in Malta struggle with since they are of limited size and have little human resources and budget. Some Local Councils that attended the workshop and showed interest in submitting their proposals failed to do so, either due to time or resource constraints or because they did not get the necessary backing from other council members.

Monitoring of the winning measure was specifically included in the responsibilities of award winning projects. Despite this, the winning Local Council was aided by DESTINATIONS project partners Transport Malta and University of Malta (who assisted with the drafting of the data collection passenger log and the passenger survey). However, obtaining the evaluation data from the awarded Local Council proved challenging. One month worth of data has been collected for the passenger log, and 20 completely filled questionnaires have been returned to the Local Evaluation Manager (University of Malta).

D3 Lessons Learned

The active participation of Local Councils in the workshops and the increased quality of their proposals for the sustainable mobility grants shows that there is potential in implementing sustainable mobility measures at the Local Council level to improve the quality of life for their residents and visitors. However, it also became apparent that the limited resources and capacity of Local Councils can negatively affect their capability of participating in the workshops or putting forward an application. At a national level, this is being addressed through the creation of Regional Committees, which can assist Local Councils in such matters and with whom Transport Malta have had meetings to explain and promote the SUMP process and the

availability of sustainable mobility grants. The increased guidance and support provided by Transport Malta to the Local Councils through the workshops and one-on-one meetings has aided them to put forward better applications.

E Evaluation conclusions

While the awareness and acceptance levels of the Local Councils may not have reached the quantitative ex-ante targets, in qualitative terms an improvement has been noted in the level of interest from Local Councils and the quality of their applications. The sustainable mobility grants have become a part of the activities of the European Mobility Week and the workshops and grants will continue even after the DESTINATIONS project finishes.

The collected data on the impact of the measure shows a positive picture. The shared electric van is well utilized on average, especially during mornings and afternoons, and users seem to be satisfied with the service. The recorded modal shift is very positive, showing that 15 out of the 20 respondents (75%) shifted from a private car (either as driver or passenger). The fact that the service is offered for free is expected to have contributed to this too. Furthermore, for 2 respondents (10%), the van enabled a new trip, potentially indicating that the new shared vehicle provided them with the opportunity to access services that they were not previously able to access, which might counter issues related to lack of mobility and social isolation. However, the limited number of responses, and potential social desirability bias, give rise to some doubts about the reliability of the data.

F Additional information

F1 Appraisal of evaluation approach

The limited number of responses to the survey (20 in total), and potential social desirability bias, i.e. as observed in the full agreement with one of the questions (100% of respondents indicated to be 'completely satisfied' with the provided service), give rise to some doubts about the reliability of the data. The fact that the service is offered for free can also have contributed to the positive evaluation of the service. As a result, only limited inference can be made on the basis of the collected data through the survey.

F2 Future activities relating to the measure

The success of the workshops and the quality of the received applications in 2018 and 2019 has enabled TM to access national funding to continue with the same format for sustainable mobility grants for Local Councils as part of their activities for European Mobility Week 2021.