

# 6 Describe the Intervention

## Figure 6.1: Describe the intervention within STTRIDE Evaluation Process

STTRIDE	1 Evaluation in the context of STTRIDE	
STTRIDE	2 Evaluating technology-based interventions to encourage mode shift	
<b>STTRIDE</b>	3 Investigate potential technologies	
STTRIDE	4 Analyse potential technologies	
STTRIDE	5 Define user needs and resource plan	
STTRIDE	6 Describe the intervention	
STTRIDE	7 Describe the intervention logic	
STTRIDE	8 Define evaluation objectives	
STTRIDE	9 Frame the research questions	
STTRIDE	10 Pre-assessment of outcomes and impacts	
STTRIDE	11 Define assessment methods and write evaluation plan	
STTRIDE	12 Data collection and analysis	
STTRIDE	13 Report results	



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#### Description

Describing the intervention is the next step in defining the evaluation. The technologies and measures to be implemented, where and when, along with the objectives of the intervention for the various users/ stakeholders, are the main elements of the description in this stage. This will help to identify the scope and focus of the evaluation.

The description may draw on information assembled during the ex ante appraisal before deciding to implement the intervention.

#### **Description of an Open Data intervention**

An intervention could involve the development of an API that makes a publicly held transport/ traffic database accessible to third-party application developers.

Objectives would include supporting the development of new mobile transport applications, improving the usability of public transport services, and driving increases in shared and/or multi-modal transport options.

### Table 6.1: Description of the intervention

	User/ Stakeholder A Road operator	User/ Stakeholder B City authority	User/ Stakeholder C Service provider	
Technologies and measures to be implemented	New technology providing a service that will encourage a reduction in single car occupancy at congested sites on the inter-urban network			
Objectives of the intervention	A.1 Reduce peak hour congestion A.2 Improve customer experience	B.1 Reduce the impact of interurban congestion on local roads	C.1 Increase take-up C.2 Extend customer base	
Site (s)	Roads/ towns       Include a map			
Dates	Month and year for start and completion of implementation			

A template for this table is available on the <u>STTRIDE web site</u>.