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Basic Principles of Monitoring and Evaluation Framework

SUMP training, module 2 webinar

Interreg
Baltic Sea Region



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SMART GREEN MOBILITY

SUMPs for BSR



Why monitoring and evaluation?



Tracks progress toward mobility goals

Ensures transparency and accountability

Supports evidence-based decision-making

Enables timely corrective actions or policy shifts

Demonstrates effectiveness of investments to funders

Enhances public trust through regular reporting



SUMPs for BSR

M&E in SUMP Cycle



Phase 1: Preparation and analysis

- What are our resources?
- What is our planning context?
- What are our main problems and opportunities?

Phase 2: Strategy development

- What are our options for the future?
- What kind of city do we want?
- How will we determine success?

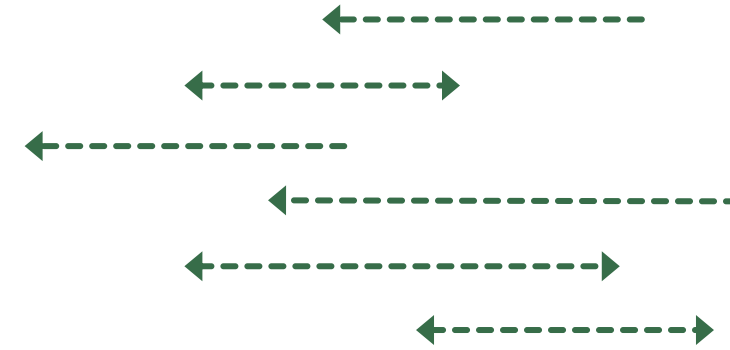
Phase 3: Measure planning

- What will we do concretely?
- What will it take and who will do what?
- Are we ready to go?

Phase 4: Implementation and monitoring

- How can we manage well?
- How are we doing?
- What have we learned?

Three plans – one strategic framework for sustainable mobility



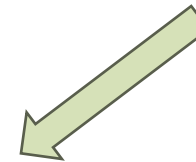
**Action plan –
strategic
foundation**

Leads to implementation
and informs monitoring



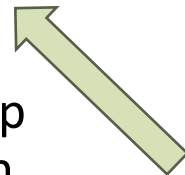
**Implementation
plan/timescale –
operational detailing**

Generates input
for monitoring

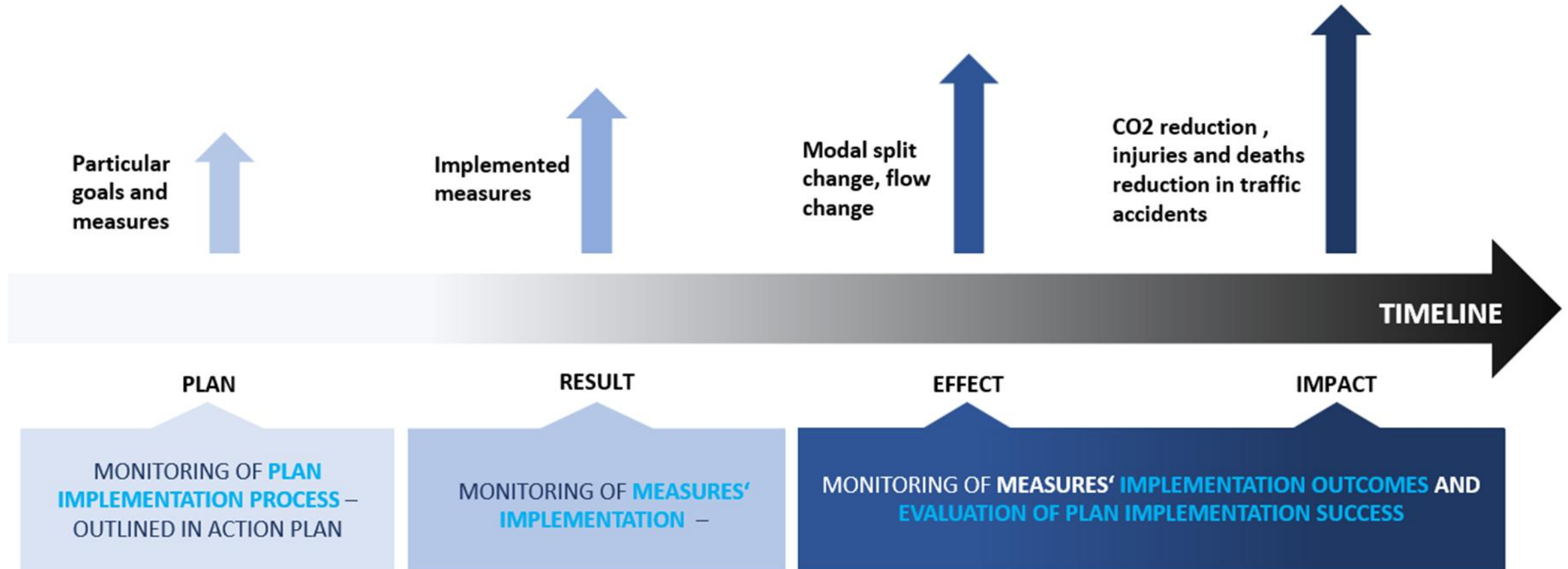
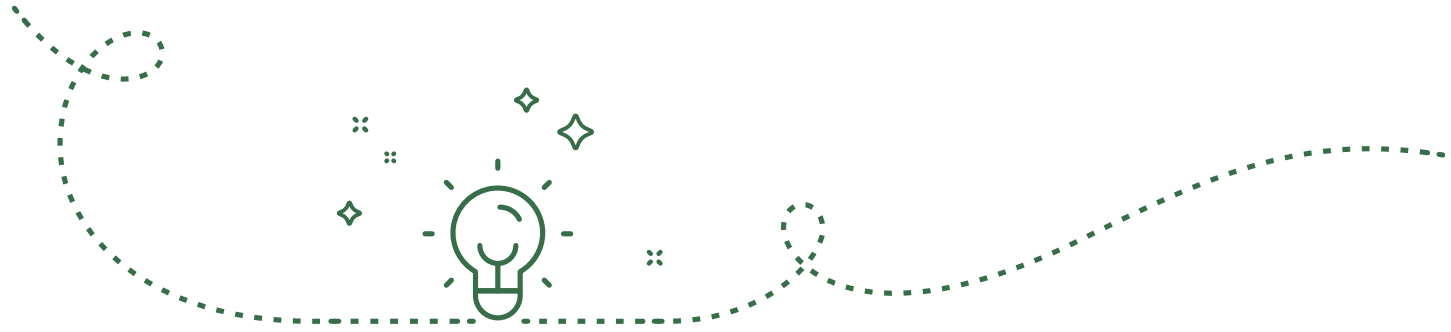


**Monitoring and
evaluation plan –
assessment and
feedback**

Feedback loop
to Action Plan



M&E outline



Key components of M&E



Indicators (output,
outcome, impact)

Targets and
performance
thresholds

Clear
responsibilities
and governance
structure

Baseline data
collection

Regular monitoring
cycles

Integration
with SUMP
implementation
plan

Selecting mobility indicators

Indicator groups to be considered:

- **Mobility performance:** modal share, travel times across different modes
- **Operational:** public transport reliability, service frequency
- **Social:** accessibility to key services, equity in transport provision, user satisfaction
- **Economic:** congestion costs, delays and broader productivity impacts
- **Environmental:** emissions, air quality, noise levels
- **Safety:** crash rates, number and severity of injuries to pedestrians and cyclists

Do they match the objectives?

Data already collected by other institutions?

Do we have data?

Do we have resources?

Feasible/
simple enough?

Are there any required to measure by other plans?

Do we have indicators for short and long term?

Linked to funding mechanisms?

Data sources for evaluation



Primary Data (you collect yourself)

Collected through:

- Individual interview
- Questionnaire
- Focus group
- Observation techniques
- Traffic counts and surveys
- Household travel surveys
- Public feedback platforms

Secondary Data (you re-analyse data that is already collected by others)

Such as:

- Accident statistics
- Periodic traffic counts
- Statistics on purchased cars
- Statistics on issue of fines
- GPS/ITS data, smart mobility tools
- Environmental monitoring stations
- Mobile phone data and big-data analytics
- Collaboration with universities and research centres



Qualitative



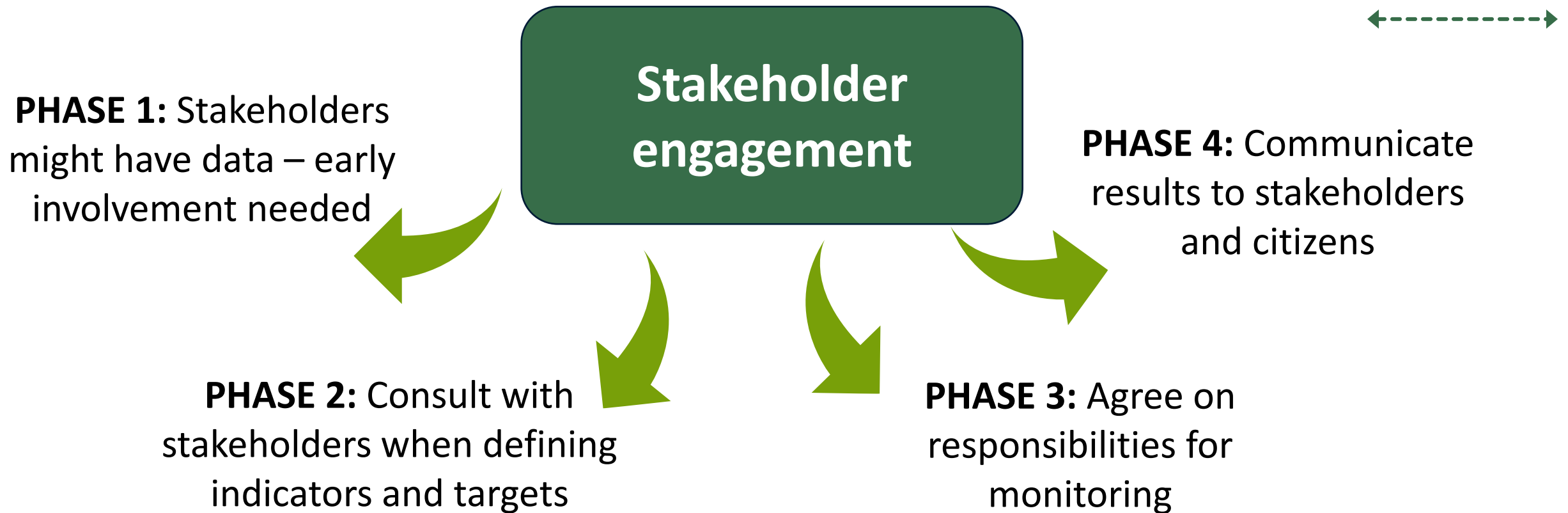
Quantitative

Limited resources to collect data?



- **Make use of existing data:** national/regional data, open-source data, other tools available online, e.g., for travel time – online navigation tools.
- **Simplify the collection:**
 - for traffic flows – manual counts at key points can be used,
 - to understand citizen perception – conduct short surveys on the street, talk with communities,
 - to identify most pressing issues – provide an online map to collect feedback on problems and good examples for all mobility modes.
- **Pool resources** with neighbouring cities to collect data.

Stakeholder engagement in M&E process



Who should be involved in evaluation?



Evaluation involves institutions and people, whose actions are the object of the evaluation conducted, and whose backgrounds, interests and motivations may be vastly different:

- **Politicians and decision makers** (from local to national level) – For them evaluation is the source of information about the project (its preparation, implementation and results).
- **Managers of the measure** – the evaluation results supply them with the information about the effects of their work, about positive influences and difficulties.
- **People who implement the measure** – they may see the effects of their work in a wider context and see how it contributes to the overall improvement of liveability in their city.
- **Measure target groups** (people affected by measure/project) – evaluation results enable them to see what they may expect from the project (when conducted before implementation) as well as inform of the results after implementation.
- **Other stakeholders** (not part of any mentioned groups) – for them the evaluation results should be available to ensure transparency, which will improve the acceptance of a measure.
- **Experts**, i.e. inhouse or independent experts who can help in defining the evaluation questions or interpreting the evaluation results.

M&E challenges and solutions



Challenge 1 – Ensuring continuity and accountability

Keep track of
all "key
events"

Organize
quarterly
updates

Use simple
templates

Publicise
achievements

Challenge 2 – Taking remedial actions

Be
transparent

Anticipate
possible
failures

Involve
stakeholders