

Project	Local evaluation outcome	Indicator/s	Data source/s	Scheme/intervention*	DRAFT - version 2.0
THEME 1					
MaaS	Identify if MaaS platform is commercially, technically, relationally, and politically viable	TBD	Commercial records, technical testing reports, monitoring and observational reporting.	MaaS	
MaaS	Setting up a MaaS scheme and learning lessons from procurement, relationships, stakeholders, commercial modelling etc.	TBD	Lessons learnt, reporting and portfolio of evidence collected by project team.	MaaS	
MaaS	Can we set up MaaS in a way that can be expanded to other regions?	TBD	Lessons learnt from engaging and undertaking feasibility sprint.	MaaS	
MaaS	Can MaaS be used as TDM tool to influence behaviour?	TBD	Usage / model shift data collected as part of a focus study / trial.	MaaS	
MaaS	MaaS used to support workplace travel planning activities	TBD	Engagement with employers and case study data collected as part of partnerships.	MaaS	
MaaS	Carrying out research into barriers, opportunities, sustainability, human factors and algorithm optimisation	TBD	Reports from research partners undertaking studies.	MaaS	
MaaS	The success of the MaaS platform in terms of users: TBD number of people who have downloaded, activated accounts and travelling		Usage data and user surveys.	MaaS	
MaaS	What effect does it have to create a MaaS platform allowing customers to plan, book and pay for travel in one place? (without providing subscriptions or bundles in the first instance)	TBD	Reports from research partners undertaking studies. Usage data and user surveys.	MaaS	
MaaS	Understand (and ideally improve) take-up of MaaS app by different user groups	Various	The University of Portsmouth (UoP) is developing a methodology to survey (at regular intervals according to the FTZ timeline and cycles) a control group of Solent region residents who will not be using the MaaS app in order to understand the travel behaviour characteristics of these residents and their travel behaviour changes over the FTZ project implementation period. This will enable the UoP Research team to answer one of the key research questions, "In what ways were the characteristics of MaaS users different to non-MaaS users?" It will also allow for the behaviour changes of the MaaS users to be benchmarked against the behaviour changes of non-MaaS users, which is of critical importance in the monitoring and evaluation work. The methodology will set out the recruitment of a control group and will collect data through questionnaires and focus groups. The methodology will also identify the number, source, and profile of the respondents, and the specific questions required to answer the research question.	MaaS	
e-Scooter	Outcomes relating to usage of e-Scooters supplied by Voi (in Portsmouth and Southampton) and Beryl (Isle of Wight)	Various	Dashboard' reported directly by Beryl and Voi to DfT and the commissioning local authority	e-Scooter	
THEME 2					
Micro Consolidation	Ideally, a reduction of emissions and congestion, and improvement of road safety in defined geographies. Given local trials are still to be defined, proxy outcomes may be needed (e.g. a reduction of fuel use by petrol and diesel vans involved in trials).	TBD	TBD (Project in planning Phase)	Micro Consolidation	
Macro Consolidation	Ideally, a reduction in freight vehicles within Southampton and clear demonstration of potential reduction in vehicles in other geographies. Given local trials/changes are yet to be defined in Southampton and only a theoretical analysis is possible for other areas, proxy outcomes may be needed.	TBD	TBD (Project in planning Phase)	Macro Consolidation	
Drones for Medical Logistics	(ideally) clear improvement of health outcomes as a result of drones being used for medical logistics. Proxy outcomes may be needed (e.g. journey time reliability).	TBD: This project is designed to identify and overcome the logistics elements of drones being used for deliveries of medicines, samples and medical products.	TBD (Project in planning Phase)	Drones for Medical Logistics	
ACROSS PROGRAMME					
MarComms	Marketing and communications activities are in progress at both the programme and project level. These activities are supporting the outcomes of all projects and consider outputs, outcomes and impacts.	Various (Social media post views, engagement with digital ads, awareness of FTZ programme, awareness of brand, levels of traffic to websites, results of ad trackers, ratio of positive/neutral:negative press coverage and ratio of positive:negative social engagement.)	Various (Vuelio press coverage monitoring software, Google analytics, Social media analytics including Twitter, Facebook and Instagram, surveys to measure campaign effectiveness and awareness.)	MarComms	
Programme	Changes in traffic patterns, and ideally reduction in car traffic with shift towards more sustainable modes (i.e. active travel and public transport use).	TBD (but to be based on road traffic statistics, bus and train usage)	Data from DfT and Local Authorities within Solent Transport area (see 'Data sources details' worksheet).	Programme	

Note: These entries cover expected short and mid-term outcomes, as well as longer-term impacts. Separation of entries into the three different categories (as shown below) will follow, as logic maps and project plans are refined.

The outcomes, impacts, indicators and data sources for the other Theme 1 and Theme 2 projects are still being assessed/planned.

* Specific schemes or interventions (within project) may be defined in due course, e.g. MaaS App, MaaS Research, as oppose to MaaS project overall.

Short term outcomes

Midterm outcomes

Long term impacts

Data source/s	Data collection method/s	Locality where data is collected	Approx sample size	Sample frame / target population	Data owner	First date of data collection	Future date(s) of data collection	DRAFT - version 2.0
DfT Road Traffic Statistics	Download from DfT website: https://roadtraffic.dft.gov.uk/	Across the Solent FTZ designated area, and also for count points in Bournemouth, Christchurch and Poole Council (i.e. Dorset) area, and those in Basingstoke and Deane Borough, which act as potential controls for comparison	All relevant count points in these areas	2019-2024 / Solent FTZ region	Solent Transport and University of Southampton (Solent Traffic Data Explorer)	2019 historically (for FTZ comparisons, although data downloaded from DfT goes back much further)	Data updates available annually	
Local Authority Real-time Traffic Data (Drakewell)	Available from Hampshire County Council (for Hampshire, Portsmouth and Southampton areas)	Across specific count points in the Solent FTZ designated area (note these are different to the DfT ones)	Various	Depends on count point	Local Authorities and Solent Transport / University of Southampton	Depends on count point (some go back to 2015, but typically 2018 or 2019 onwards)	Download and review periodically	
Local Authority Cycling Data	Available from Portsmouth and Southampton areas	For specific count points in the Local Authorities areas	Various	Depends on count point	Local Authorities and Solent Transport / University of Southampton	Depends on count point (typically start from 2019 or 2020 onwards)	Download and review periodically	
DfT Transport Use During Covid-19 Pandemic	Download from DfT website: https://www.gov.uk/government/statistics/transport-use-during-the-coronavirus-covid-19-pandemic	Incremental changes in road traffic, rail and bus use, and cycling journeys in the UK following a notional start of the Covid-19 pandemic, using the DfT recommended methodology	Various	2020+ / National	Solent Transport / University of Southampton (analysis data)	From February/March 2020	Download and review periodically (updates available typically weekly)	

Note: These are the principal sources of data being collected at the Programme level to monitor the different 'rolling' baselines and potential counterfactuals, which will be used to help assess the outcomes and impacts across the Solent FTZ schemes.

Other DfT transport/travel statistics are also being collected and monitored, e.g. bus and train usage, and active travel data. However, these do not currently provide sufficient level of granularity for assessment of the Solent area, other than for the Hampshire, Portsmouth and Southampton authority areas.

Other data sources will be listed in due course, e.g. the key data items that are being collected through the MaaS app, the Minimum Viable Product (MVP) for which is currently in development (as at August 2021).