

# Driving Back to the Future

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## Understanding the Impact of Transport Programmes Over Time

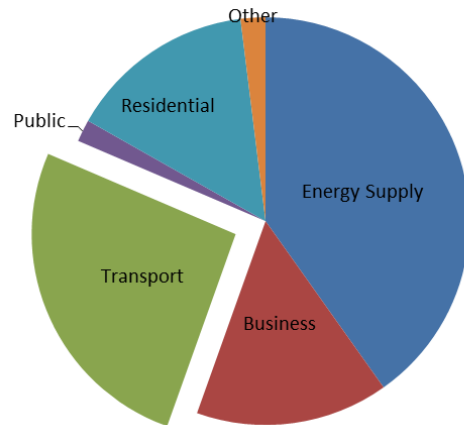
Kate Jenkins

Energy Saving Trust

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# Context



Domestic transport emissions in the UK account for 25% of total CO<sub>2</sub> emissions

Source: DECC, 2012

- How can this be reduced?
- How can this be delivered?
- How do we know what the impact is?

# Areas covered

- Background to the programme
- Evaluation question
- Methodology
- Findings
- Conclusion

# Background

*Department for*  
**Transport**

Aim:

- To advise and enable organisations to implement actions that embed best practice and reduce fleet transport emissions

Green Fleet Review (GFR):

- Three days of professional consultancy advice
- Public or private sector organisations with 50 or more vehicles
- Recommendations



# Evaluation Question

- Understanding the impact of the programme:
  - What action have people taken
  - How did the GFR help
  - How long will the changes stay in place
- Very little evidence of the persistence of measures
- How can we measure this?

# Methodology

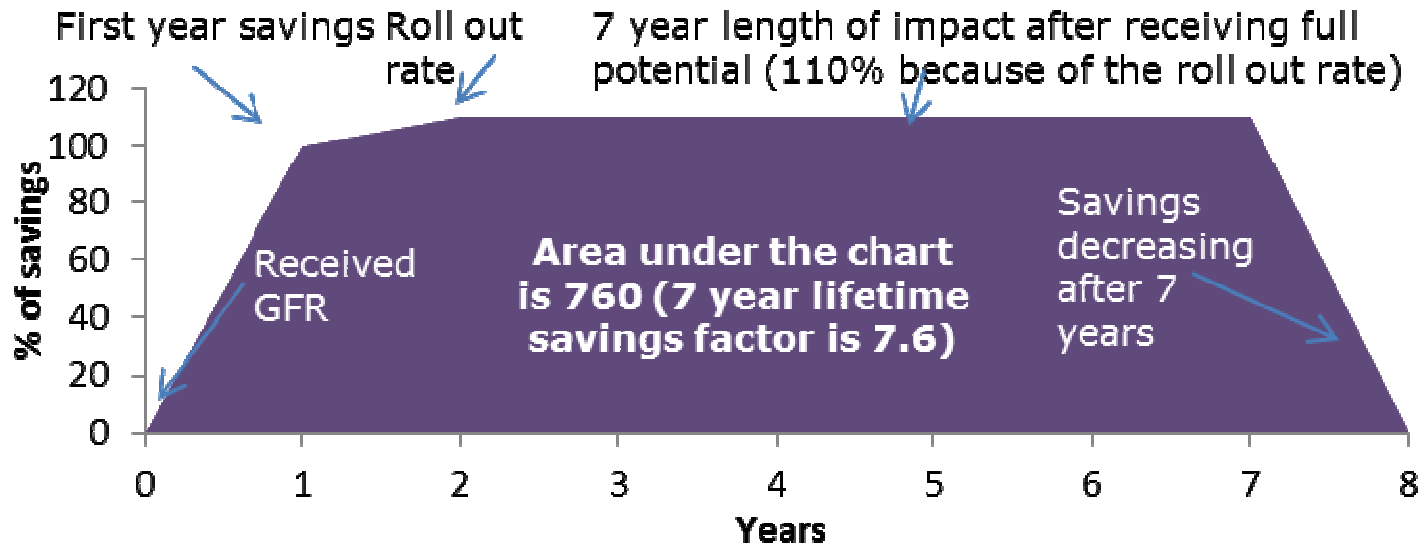
- Evaluations have been conducted regularly since the start of the programme
  - Telephone interviews with a sample of GFR recipients
- Longitudinal study:
  - 200 quantitative interviews
  - 40 qualitative interviews by telephone and face to face
- To establish:
  - Whether measures are still in place
  - Whether planned measures have been implemented
  - Whether measures have been rolled out across their fleet

# 3 elements to measuring lifetime calculation

In order to understand the lifetime factor, three elements were identified:

- **Continuation rate** – the proportion of organisations that still have the measures in place at least one year after they were implemented
- **Roll out rate** – the extent to which measures that were only partially implemented at the first evaluation stage are planned to be implemented across the whole fleet
- **Endurance rate** – how long measures may be in place for and how quickly they may stop

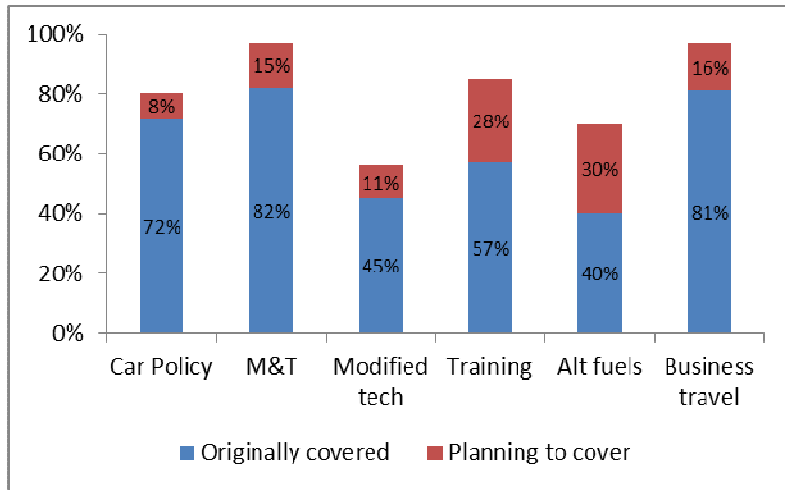
# Example profile



- Each measure will have a different profile

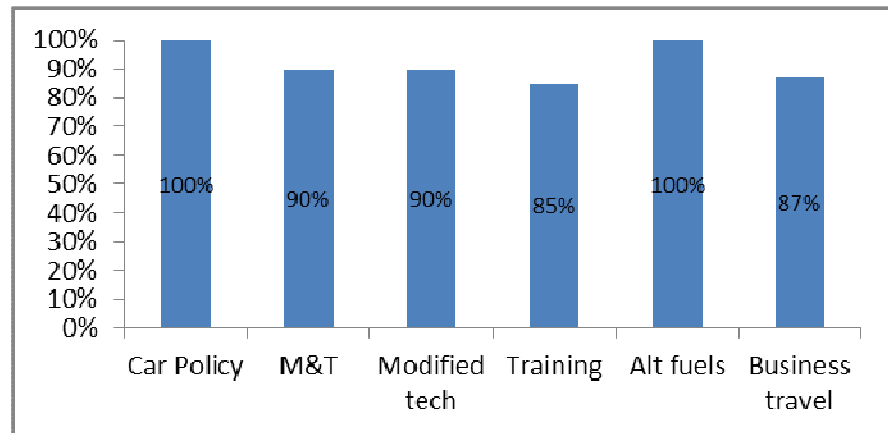


# Understanding measures in action



- What percentage of their fleet had been covered by the action?
- Did they plan on rolling out the measure to cover more of their fleet?

- Are measures still in place two to three years following the GFR?



# Lifetime factors

| Measure   | Factor |
|---|--------|
| Company car policy                              | 7.65   |
| Monitoring and targeting                        | 2.5    |
| Modified technologies                           | 8.4    |
| Driver training                                 | 6.3    |
| Adoption of alternative fuels/ Low CO2 vehicles | 13     |
| Managing business travel                        | 6.9    |

So what does this mean and how can it be used?

- Practical estimate
- Understanding extent of CO<sub>2</sub> and financial savings

# Conclusions

- There is evidence to show that actions stay in place
- Provides a starting point to understand how long actions are in place
  - The extent to which they are incorporated into a policy often determines the length to which they are in place
  - There are differences between measures, not one size fits all

## What does this mean in practice?

- Can help the programme team to:
  - Understand whether some measures should be focused on more than others
  - Understand when they might need to re-engage with the organisation
- Further research could be done to look at:
  - Gathering more evidence on length of time
  - Multiple benefits of the advice

# Considerations

- Programmes often have a limited budget and resources and so need to understand the best way to utilise these.
- The data from the evaluation can help to understand:
  - When to engage with customers
  - How to engage with customers
  - What to engage customers on

# Further information

Full paper:

Driving Back to the Future: Understanding the Impact of Transport Programmes over Time

Contact:

Kate Jenkins, Energy Saving Trust

[Kate.jenkins@est.org.uk](mailto:Kate.jenkins@est.org.uk)

David Kenington, Databuild Research and Solutions

[David.kenington@est.org.uk](mailto:David.kenington@est.org.uk)