



# The **TRAFFIC SNAKE GAME NETWORK**

## Monitoring and Evaluation Progress and Feedback Forms

Author: Sabrina Ishfaq

Status: Draft

Date: 24/06/2014



Co-funded by the Intelligent Energy Europe  
Programme of the European Union

## Content

<b><u>1.</u></b>	<b><u>INTRODUCTION</u></b>	<b><u>4</u></b>
1.1	What is the Traffic Snake Game? _____	4
1.2	How is the Traffic Snake Game being evaluated? _____	5
1.3	A note about feedback forms _____	5
1.4	Evaluation and Measurement Tools _____	5
<b><u>2.</u></b>	<b><u>MEASUREMENT FORMS</u></b>	<b><u>7</u></b>
2.1	Class measurement forms _____	7
2.2	School measurement forms _____	7
<b><u>3.</u></b>	<b><u>PROGRESS SPREADSHEET</u></b>	<b><u>8</u></b>
<b><u>4.</u></b>	<b><u>DISSEMINATION PROGRESS</u></b>	<b><u>9</u></b>
<b><u>5.</u></b>	<b><u>EU REGIONAL WORKSHOP FEEDBACK</u></b>	<b><u>10</u></b>
<b><u>6.</u></b>	<b><u>NATIONAL NETWORK EVENTS FEEDBACK</u></b>	<b><u>11</u></b>

7. NFP AND LOCAL IMPLEMENTER FEEDBACK 12

8. ADDITIONAL DATA COLLECTION 13

9. TIMELINE 14

ANNEX 15

# 1. Introduction

## 1.1 What is the Traffic Snake Game?

The Traffic Snake Game Network (TSG Network) establishes an effective EU-wide and long-term support network to replicate, transfer and expand the take up of the TSG as a successful, proven tool for changing the travel behaviour of primary school children and their parents.

TSG Network aims to do this by shifting journeys by car to more sustainable journeys such as; walking, cycling, public transport, park and walk and car sharing. By doing so, the network aims to achieve the following objectives.

- To build a professional, international and sustainable Traffic Snake Game Network with at least 20 National Focal Points throughout the 28 European member states.
- At least 3 European cities in each participating country that actively join and support the Traffic Snake Game for schools in their area; hence at least 60 cities throughout the project lifespan.
- At least 1200 schools in the participating cities that realise at least 15% increase of sustainable trips and matching CO<sub>2</sub> reduction (minimum average of 60 active schools per country over the course of 3 years is targeted).

The Evaluation and Monitoring Progress and Feedback Forms will be used alongside the Evaluation and Monitoring Plan as a tool for data collection. The forms within this document will help to keep track of progress within the project relating to schools and cities participation in TSG. The data collected will be thoroughly analysed to assess the impact the TSG has had in each country and collectively as a whole in Europe.

In addition, general project feedback will also be collected through feedback forms for EU workshops, national events as well as end of project feedback to ensure the project includes qualitative data for assessment.

## 1.2 How is the Traffic Snake Game being evaluated?

The TSG will be monitored through simple hands up surveys to be carried out at three key stages of the game:

- 2-3 weeks prior to the TSG being played
- During the TSG for 10 days (two school weeks)
- 3 weeks after the TSG has been played

The surveys will be carried out in the morning during class registration. The question to be asked all pupils before and after the campaign is 'How do you **usually** travel to school?' During the campaign the question asked will be 'How did you travel to school today?'

Teachers from classes participating will need to fill out the correct measurement forms and send these to their school TSG champion. The TSG champion will then complete school measurement forms to include all the schools data in one form. This form will then be sent off to the local implementer who in turn, will send the form to the NFP. This will only be the case for year one of the project. From year two and onwards, this data will be collected online and the data will be automatically available to both the NFP and core partners.

For pupils who travel by more than one mode of transport, the transport mode used for the longest part of the journey will be considered the main mode of travel. For example, if a pupil cycles for 5 minutes to their local train station (leaving their bike there) and completes a 20 minute train journey followed by a 7 minute walk to the school, their 'usual' mode of transport would be train.

It is expected that the TSG Network will show lower levels of sustainable travel in the before results and higher levels of sustainability during the game. The after results should reflect somewhere in between the other two results.

## 1.3 A note about feedback forms

This report includes a range of feedback forms to collect qualitative data. All the forms will be provided in English. It will be the responsibility of the NFPs to translate any forms into the local language and then to translate responses back to English.

## 1.4 Evaluation and Measurement Tools

The following table lists all the evaluation and measurement tools included. Timeframes of when data should be collected is also added. It is very important that all deadlines are completed on time:

Section	Form Name	When?
2	Measurement Forms	Before, During and After each campaign
3	Progress Spreadsheet	Every year when schools finish playing TSG – as in NFP action plan
4	Dissemination Progress	At the same time as the Progress spreadsheet
5	EU Regional Workshop Feedback	After each EU regional workshops
6	National Network Events Feedback	After each National Network event
7	NFP and Local Implementer Feedback	In June 2015 and again in Dec 2016
8	Additional Data Collection (eg schools feedback)	As and when needed. Timeframes will be explained when new data collection is needed.

## 2. Measurement Forms

### 2.1 Class measurement forms

In total there are three class measurement forms; before, during and after. These forms will collect class specific information such as:

- Class name
- How many pupils in the class
- How many pupils travelled sustainably
- How many pupils travelled unsustainably

The class forms will also collect number of pupils travelling by the various modes as well as the weather on the day of hands up survey. These forms remain with the school and are not sent to the NFPs.

### 2.2 School measurement forms

The school measurement forms are similar to the class forms however, they include school data. For example the following information is collected:

- School name
- How many pupils in the school
- How many classes in the school
- How many pupils playing TSG

Completed class hands up survey data is collected on these forms and sent to the local implementer by the school. In year two (and onwards) of the project, this information will be collected digitally allowing NFPs, Local Implementers and the core partners to access and view the data.

All the Measurement Forms can be found in **Annex 1**. Schools will complete the measurement forms online. The NFP's are responsible for urging the schools to complete forms on time.

### 3. Progress Spreadsheet

The progress spreadsheet will collect survey results from each of the NFPs. This spreadsheet will record the schools data from those that participated in the TSG campaign each year. Within this spreadsheet, an average figure will be used for the 'during' hands up survey results. This will make it easier to compare and evaluate against the 'before' and 'after' data.

Once data has been analysed, a short report will be produced of the results for each country. The information in these reports can be used to promote the campaign and also for any other dissemination activities to engage with other cities/regions within a country.

A copy of the progress spreadsheet is included in **Annex 2**. WYG is responsible for collecting all information from the NFP's. The collection will happen online.

## 4. Dissemination Progress

Like the progress spreadsheet, the dissemination progress spreadsheet will collect the dissemination activities data on a yearly basis. This data is specific to dissemination activities which have taken place each year (in each country) by the NFPs. Monitoring of the dissemination activities is important as it is required in order to complete the MaxEVA online tool which WYG will be completing at the end of each year.

Usually this data is only needed at the end of the project; however, it is essential that communication and dissemination activities are monitored each year in order to make sure engagement activities are on time. This is necessary as the project has ambitious targets relating to securing future implementation and to become self-funding beyond the 3 years of the project.

An example of some of the information collected includes:

- Number of external events where TSG was promoted
- Number of press releases issued
- Marketing material disseminated – how many/where?
- Number of presentations delivered
- Number of articles written

A copy of the dissemination progress spreadsheet can be found in **Annex 3**. NFP's are responsible for completing the spreadsheet.

## 5. EU Regional Workshop Feedback

Each year, the Core members of the TSG Network; Mobiel 21, DTV Consultants and WYG will be delivering EU workshops for train the trainer activities as well as to provide information on the campaign, its progress to date and expected progress for the year. Each meeting will be assessed through the NFP feedback.

The purpose of this feedback is to ensure the training given by the core group is of a high standard and that the workshops achieved their aims. The feedback will help to improve future workshops and gain a better understanding of the knowledge exchange which will take place.

All feedback forms will be analysed and results summarised in the final report. A copy of the EU Regional Workshops feedback forms can be found in **Annex 4**. The Core partners are responsible for collecting the EU Regional Workshop feedback forms.

## 6. National Network Events Feedback

The National Network Events will aim to promote and spread the TSG within each country. In some cases the events will also provide practical training to schools/cities participating in the TSG. At least three events will be organised per NFP each year.

The feedback forms for these events will show how successful the National Network event was, the quality of the events and whether delegates will be playing the TSG in future. These events will provide delegates an opportunity to sign up and understand how the game has made a difference in other countries.

The National Network feedback form can be found in **Annex 5**. The NFP's are responsible for collect the National Network feedback forms.

## 7. NFP and Local Implementer Feedback

The NFP and Local Implementer feedback forms will be completed at two points of the 3 year project. The first will be in June 2015 and the last in December 2016 (the middle and the end of the project). All NFPs will be expected to complete the feedback form but only a sample of cities/regions will be collected. The purpose of the feedback forms is to collect opinions and views on whether the TSG Network was a success in each country.

It is expected that the feedback forms will be made available online for easy submission. For example, pdf forms will be used which can be sent directly to WYG. Short reports will be written for each country and a summary will be added in the final evaluation and monitoring report.

A copy of both the feedback forms can be found in **Annex 6**. WYG is responsible for collecting the NFP and local implementer feedback forms from the NFP's.

## 8. Additional Data Collection

As the project moves forward, there may be a need to collect additional data relating to the TSG and the Network. This will most likely be identified at the end of each project year, for example when interim reports are due.

Additional data could be schools feedback or webinar feedback. For example, webinars will take place each year for the NFPs. As the topics of these webinars have not yet been decided, it will be difficult to issue feedback forms until the agenda and programme is set.

Below, a list has been included of any expected additional data collection which may be required for the yearly/final evaluation and monitoring reports:

- Webinars
- Record of meeting minutes from NFPs with cities/regions
- National Network Events programmes/agendas/delegate lists
- Dissemination articles
- Website feedback/surveys
- Data collection relating to countries trialling TSG but not officially acting as NFP
- Social media use
- School feedback

## 9. Timeline

The following information explains when each of the evaluation and monitoring tools will need to be carried out (as described in section 1.5). Please note, NFPs will be expected to follow their national action plans.

	2014				2015								2016								2017										
Forms	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Measurement - Before	█				█	█	█	█					█				█	█	█	█					█						
Measurement - During	█	█					█	█	█				█	█					█	█	█				█	█					
Measurement - After		█	█					█	█	█				█	█					█	█	█				█	█				
Progress Spreadsheet			█	█					█	█	█				█	█						█	█	█			█	█			
Dissemination Progress			█	█						█	█				█	█						█	█	█			█	█			
EU Regional									█	█											█	█									
National Network Events	█	█	█	█									█	█	█	█									█	█	█	█			
NFP Feedback											█	█															█	█			
Local Implementer Feedback											█	█															█	█			

Table 2: Timeline

# ANNEX

The annexes are to be consulted at Dropbox. TSGN Core –Deliverables – D5.2 Evaluation and monitoring progress and feedback forms – Annex 1 - 6

**Annex 1 – Measurement Forms**

**Annex 2 – Progress Spreadsheet**

**Annex 3 – Dissemination Progress**

**Annex 4 – EU Regional Feedback Form**

**Annex 5 – National Even Feedback Form**

**Annex 6 – NFP and Local Implementer Feedback**

The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained herein.