Objectives of the measure

▪ **At measure level:**
- To improve data-collection efforts regarding PT
- To get more use out of existing mobility data
- To provide a strong data-driven foundation for public transport policy making

▪ **Contributing to city level objectives of:**
- To contribute to the professionalization of data management.

Description of the measure

▪ **Situation before**:

The city of Leuven is working on professionalizing data collection, data management and general data strategy. However, this is a slow process and there is still lots of room for improvement. A lot of data is already being collected (for example traffic count data, speed data, parking data) but survey data, although being key for analysing for example user satisfaction and modal split, is lagging behind somewhat. Data sources are gradually being onboarded in a data warehouse, so they become widely available within the city administration, breaking down silos. Existing dashboards are fragmented and need to be replaced with uniform, integrated solutions that are more widely used.

▪ **General description:**

This measure consists of research into the current use of public transport in Leuven, in combination with peripheral parking lots and mobility hubs, based on existing data sources and newly collected data. The goal is to gather information on social patterns, obstacles and opportunities, to identify target groups and more detailed strategies to enhance the use of public transport, and to use in depth-analysis to study the potential impact of these strategies. Next to building on existing datasets on public transport use and satisfaction surveys, new qualitative data will be collected using surveys and a general participatory approach. Moreover, improvements in data-handling, management, reporting and visualization will be made, as well as more in-depth analyses and simulation.

▪ **Measure outputs:**

- Large scale survey (1600 participants), additional PT user surveys, ideation by crowdsourcing
- Onboarding additional data-sources in city data warehouse, dashboarding for key mobility/PT indicators
- In depth analysis of
  - o PT user satisfaction and perception,
  - o PT user typology,
  - o Modal shift scenarios.

▪ **Supporting activities**:

- None

▪ **Interaction with other city measures: UPPER and non-UPPER measures**

- This measure will be closely aligned with the existing efforts of the city to professionalize the way data is used.
- LEU_03: measure on information services for PT users and the general public, some synergies are likely.

Target groups and/or geographical impact areas

- **Target groups:**

  - Policymakers and urban planners of the city of Leuven
  - Currently active PT users
  - Potentially active PT users (to be identified)

- **Geographic implementation area:** City of Leuven

Stakeholders

The following stakeholders will be required for the implementation of this measure.

- **Municipality:** Data management, SUMP reporting, general mobility survey

- **De Lijn:** PT user surveys

U-tools support

This measure will be actively supported by three IT tools from the UPPER toolkit:

- **U-GOV:** participatory approach to data collection and ideation

- **U-SUMP:** reporting and visualization of KPIs

- **U-SIM:** in depth analyses

Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **IDF_02:** Setting-up of a dynamic Digital Twin of the territory to enrich the data collected and evaluate future measures, policies and solutions

- **OSL_03:** Develop a roadmap for new mobility alternatives and operating models to reduce the private car ownership

- **MAN_03**: Data-driven platform for supporting PT planning and operations based on the concept of Mobility as a Right

Process of implementation of the measure

Stages	Description	Intermediate milestones
Data collection	Additional data collection efforts to complement existing data sources.	- Data collection of general survey - Data collection of PT user surveys - Crowdsourcing campaign
Data-management	Onboarding new and existing data-sources in city data warehouse, reporting KPIs	- First version of dashboard
Analysis	More in-depth analysis of PT user satisfaction, PT user typology and modal shift strategies and scenarios.	- Final version of dashboard - In-depth analysis reports

Measure	Sub-measure *(if applicable)*	Impact indicators
ID	n/a	- Number of citizens reached by surveys and engagement platform - Number of hits and/or policymakers that use the dashboard - Number of citations in policy decisions or documents