

Objectives of the measure

- **At measure level:**
 - Improve data sharing and build better information services.
 - Improve the integration and interoperability of key mobility services including public transport.
- **Contributing to city level objectives of:**
 - Improve service level of public transport.
 - Improve user satisfaction.

Description of the measure

- **Situation before:**

Some information services involving public transport, shared mobility and the general accessibility of the city exist, but they are not well integrated. Existing data is generally underused. Website and apps of the city are somewhat outdated.

- **General description:**

This measure involves an overhaul of the available information on public transport, parking and shared mobility options, such as timetables and delays, costs, transfer options, service disruptions, shared mobility availability, parking availability, and much more. Today, the city, the PT operator and other mobility service providers active in Leuven provide information to citizens, visitors and users in several ways, including (ticketing) apps, third party applications, websites, web applications, roadside displays, posters and notices at bus stops and inside of busses, and so on. The measure will focus on two main challenges: what information is actually needed or relevant for end users, and what are efficient ways to get this information to the end user. Citizen engagement, including serious games and a crowdsourcing campaign, will be crucial to formulate an answer to these questions. Consequently, a framework for accessibility and mobility information will be drafted.

Based on this framework, relevant information will be streamlined into datasets that can be onboarded in the city data-infrastructure and shared across platforms, which can also benefit internal users (city advisors and planners). Existing channels and platforms will be evaluated and redesigned when necessary. Non-conventional platforms for mobility information and travel advice, such as social media channels will be considered, to better target travel information and to inform target groups that are harder to reach through other channels.

- **Sub-measures description (if applicable)**

- **LEU_0304_01:** Improve data sharing and infrastructure (backend)
- **LEU_0304_02:** Improve information services (frontend)

- **Measure outputs:**

- Include data sources of all relevant mobility services in city data platform and relevant real-time data sources in traffic management system
- Develop internal/external BI dashboard
- Develop new framework for accessibility and mobility information
- Redesign website/app

- **Supporting activities:**

Stakeholder input for determining what information is missing, most relevant and which means of communication with end-user should be explored.

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

- LEU_02: improved information services will greatly benefit the effectivity of peripheral parking lots.
- LEU_06: there should be a close cooperation with the efforts on communication/public perception
- Datawarehousing/BI internal project
- Sharedimodihub INTERREG project which includes a similar measure focusing on shared mobility. We will integrate this as much as possible with the UPPER measure.

Target groups and/or geographical impact areas

- **Target groups:**

All potential PT users and users of other mobility services, but especially aimed at visitors as opposed to citizens.

- **Geographic implementation area:**

Improved information services will benefit the whole city. However, we will focus on main mobility hubs with peri-urban connections and peripheral parking.

Stakeholders

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

- **City**
- **Public transport operator**
- **Mobility service operators:** Cambio, Cargoroo, Bluebike, Poppy...
- **MaaS providers:** Olympus,...

All these are both information providers as well as information disseminators.

U-tools support

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

- **U-GOV:** citizen engagement
- **U-TWIN:** integrating real-time operational information

Link to other UPPER measures

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

- **VAL_05** : New Multimodal Digital Mobility Services (MDMS) with a focus on accessibility and inclusion
- **ROM_06:** Innovative features into the MDMS system according to the mobility patterns and needs of users' groups
- **OSL_08:** Increase visibility of sustainable modes of transport and measuring effects by integrating in MaaS-solutions
- **MAN_05:** Modernize and increase the attractiveness of digital sales channels and private sector partnerships
- **LIS_07:** To create a new Multimodal Digital Mobility Services (MDMS)
- **BUD_02:** To create new mobility packages of Multimodal Digital Mobility Services (MDMS)

- **BUD_04:** To improve the route planner to increase the user satisfaction
- **TES_05:** To enhance the information provided through adapted services for different groups of passengers

Process of implementation of the measure

Stages	Description	Intermediate milestones
Design	<ul style="list-style-type: none"> - Identify data sources - Identify user needs - Develop principles for data- and information services - Design website/app 	<ul style="list-style-type: none"> - Council approves framework/principles for accessibility and mobility information
Preparation	<ul style="list-style-type: none"> - Reach out to mobility service providers for missing data - Onboard new data sources - Reach out to external information service providers to include new data or information 	
Implementation	<ul style="list-style-type: none"> - Implement BI dashboard - Implement new frontend applications 	<ul style="list-style-type: none"> - Launch BI dashboard - Launch frontend applications

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
LEU_0304_01	<ul style="list-style-type: none"> - Improve data sharing and infrastructure (backend) 	<ul style="list-style-type: none"> - Data sources onboarded - Internal user satisfaction
LEU_0304_02	<ul style="list-style-type: none"> - Improve information services (frontend) 	<ul style="list-style-type: none"> - End user satisfaction - Number of visitors/users reached