

## LEU\_01: To exploit the existing mobility data to enhance the evolution of public transport policies

### Description of the measure and main outcomes expected

This measure consists of research into the current use of public transport in Leuven, in particular 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. This measure will deliver a large-scale survey (1600 participants), additional PT user surveys, onboarding of additional data-sources in the city data warehouse, dashboarding for key mobility/PT indicators and an in-depth analysis of PT user satisfaction and perception, PT user typology and modal shift scenarios.

### Preparation of the measure

A large-scale survey of travel behaviour of residents of the city has been prepared: a call for an external research partner was launched through a tendering process. A partner, MAS Research, was selected and the allocation of the tender has been approved by the city council. The content of the questionnaire has been drafted.

The survey is conducted among a representative sample of the Leuven population aged 10 years and over with the following characteristics:

1,600 respondents, proportional by gender, age category, neighbourhood, origin, household size  
allows representative statements to be made at the level of boroughs Leuven, Kessel-Lo, Heverlee and Wilsele/Wijgmaal

both elderly people and people of non-Belgian origin should - according to their share in the population  
- also be sufficiently represented in the net (realised) sample

The survey contains a general questionnaire of 30 to 40 questions and a travel diary, following the model of the Onderzoek Verplaatsingsgedrag Vlaanderen<sup>1</sup>. In the travel diary, the respondent records all his/her displacements during one reference day. The survey can be completed online as well as on paper.

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<sup>1</sup> <https://www.vlaanderen.be/mobiliteit-en-openbare-werken/onderzoekverplaatsingsgedrag-vlaanderen-ovg>



	<p>You opted for a peripheral car park. Why did you choose this car park? How important are the following factors in the decision to park here (ease of access/ price/ proximity to final destination/ comfort parking/ length of time total traveled)?</p> <p>How often do you use this car park?</p> <p>What is the main purpose of your trip?</p> <p>How did you find this car park?</p> <p>Where is the final destination of your trip?</p> <p>How do you get from the car park to your destination?</p> <p>Do you know how to take the free bus to Leuven city centre?</p> <p>How did you locate the car park?</p> <p>How satisfied are you with the signage to the car park?</p> <p>Where do you look for information to get around in and around Leuven?</p> <p>Is there any information you are missing? If so, which?</p>
City centre parkings	<p>How satisfied are you with parking in Leuven in general?</p> <p>You chose a city centre car park. Why did you choose this car park? How important are the following factors in the decision to park here (ease of access/ price/ proximity to final destination/ comfort parking/ length of time total travelled)?</p> <p>How often do you use this car park?</p> <p>What is the main purpose of your trip?</p> <p>How did you find this car park?</p> <p>Where is the final destination of your trip?</p> <p>How do you get from the car park to your destination? How did you locate the car park?</p> <p>How satisfied are you with the signage to the car park?</p> <p>When would you consider a car park outside the city centre with a bus service?</p> <p>Where do you look for information to get around in and around Leuven?</p> <p>Is there any information you are missing? If so, which?</p>
City centre visitors	<p>How satisfied are you with Leuven's accessibility in general?</p> <p>What is the main purpose of your visit to Leuven?</p> <p>How did you get to the city centre? Where do you look for information to get around in and around Leuven?</p> <p>Is there any information you are missing? If so, which?</p> <p>And additional questions depending on the chosen means of transport.</p>

**Table 1: Details of the survey content**

In addition to the survey research, a dashboarding and data-analysis strategy has been worked out for the mobility data needs of the city of Leuven, including direct needs within the framework of the UPPER project but also in a more general and long-term perspective. This has resulted in a first version of a mobility data catalogue and a data roadmap. In the catalogue, all current datasets and desired datasets are described. Apart from technical aspects, the most important use cases per dataset are documented and an assessment was made of the dashboarding approach for each case. In the data roadmap, these

assessments are further developed in an integrated, long term plan of action. Technical preparation including the onboarding of new data sources and the development of GIS and BI dashboards has started.

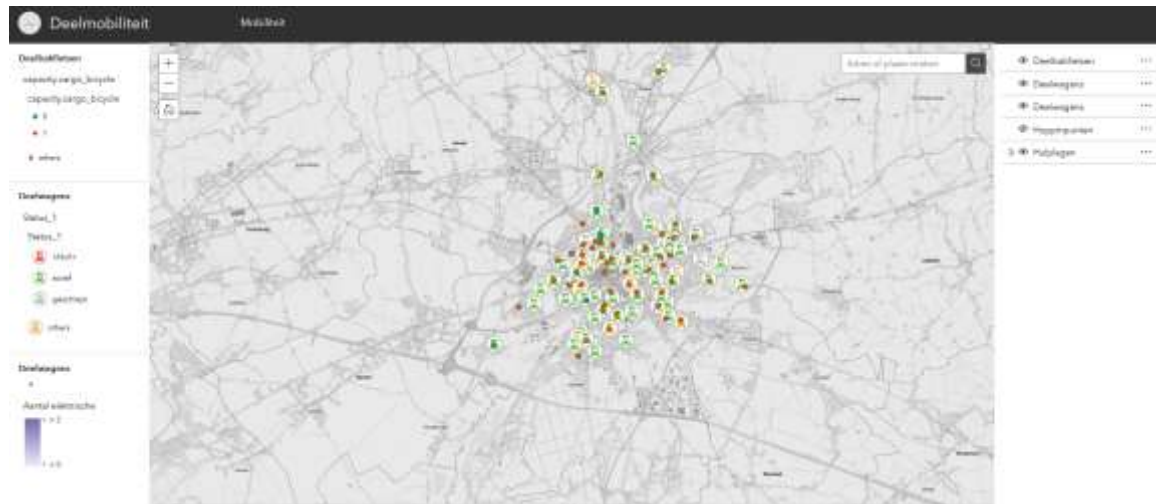


Figure 2: Alpha version shared mobility dashboard

### Challenges & Mitigations

Due to some administrative difficulties the execution of the large scale survey has been delayed. To avoid lower response rates and atypical mobility behaviour associated with the summer season, the survey has been postponed until September and October 2024. For the analysis of the perception of the PT, data was requested from satisfaction surveys from the regional bus operator. The operator itself did not want to share their data, so the city had to conduct its own surveys. This caused a delay. It was decided to conduct street surveys with job students, but this was only possible during the summer holidays. Given that the analysis and conclusions of these surveys will not be available until the end of August 2024, a first analysis of the perception of the PT cannot be carried out until the beginning of September 2024.

### Next steps towards implementation

The final data file from the large-scale survey will be delivered by the external research partner by mid-December 2024. Subsequently, together with the data from the street surveys, an in depth analysis can be made of PT user satisfaction, PT user typology to identify patterns, trends and correlations and possible modal shift scenarios by March 2025.