

3 December 2025

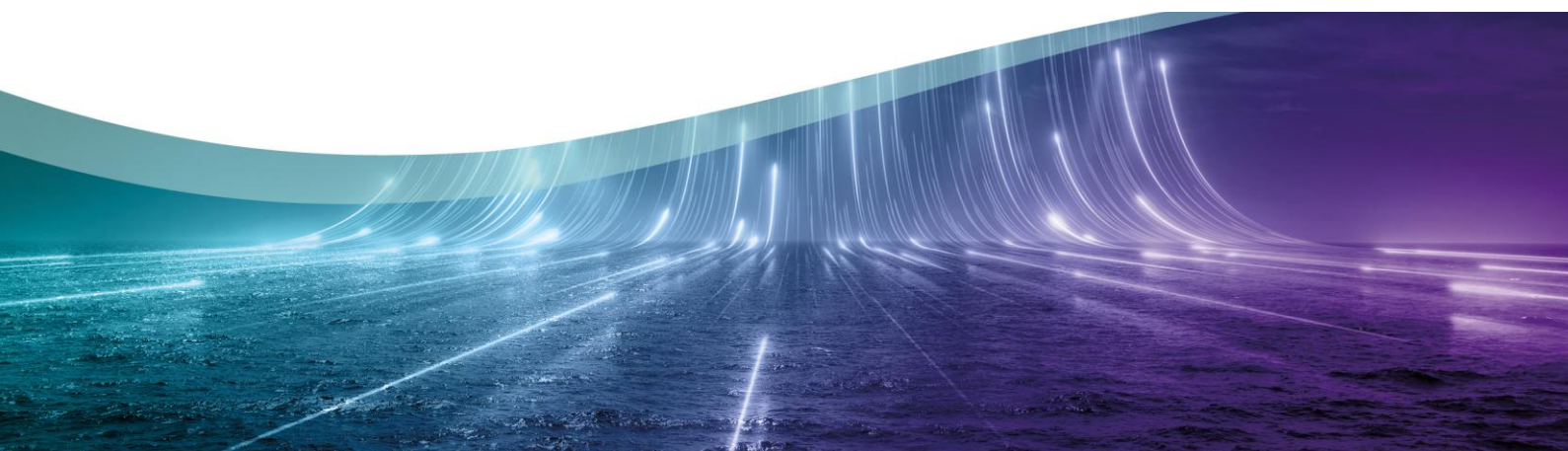
TRAFFIC <OF> DATA

Pilot Strategy and Action Plan (PSAP)

Intercommunale Leiedal

Tel. +32 (0)56 / 24 16 16
info@leiedal.be

Contact person:
Aurelie Van Obbergen
Tel. +32 (0)56 / 24 16 16
aurelie.vanobbergen@leiedal.be



1 Pilot Strategy

1.1 General Information

| | |
|---|--|
| Name of Pilot (feel free to be creative!) | TRAFFIC <OF> DATA |
| Name of Author of PSAP | Aurelie Van Obbergen + team Belgian pilot |
| Name of Organisation Leading the Pilot (Original Language) | Intercommunale Leiedal + Stad Kortrijk |
| Name of Organisation Leading the Pilot (English) | Intermunicipal organisation Leiedal + City of Kortrijk |

| Partner | Role | Involved staff |
|---|---|----------------------|
| Intermunicipal organisation Leiedal | Project coordination | Aurelie Van Obbergen |
| | Project coordination | Bieke Blauwblomme |
| | Functional analyst and Technical implementation of Geoloket | Inge Wydhooze |
| | Data Engineer | David Lingier |
| | Communication | Jeroen Vanthournout |
| City of Kortrijk | Local government | Hans Verscheure |
| | Functional analyst and Technical implementation of dashboard | Simon Stock |
| Vives University of Applied Sci- ences | Ethical guidance | Tomas Folens |
| | Legal framework | Cedric Dekoker |

1.2 Fundamentals

Summary

Intercommunale Leiedal and Kortrijk are front-runners in Belgium in delivering digital public services. In D4A, their focus was on developing a regional data ecosystem facilitating data exchange between regional and municipal authorities as well as supra-regional levels. In collaboration with VIVES, the project examined the ethical and legal dimensions of this data exchange and produced user-friendly checklists for stakeholders. Via concrete applications (e.g. dashboards) developed within the TRAFFIC <OF> DATA pilot, stakeholders throughout the municipal organizations were involved in the project from an early stage. In this way, support for this data project was actively built throughout the process.

Initial position and fundamental idea.

In the TRAFFIC <OF> DATA pilot we worked on the collection and disclosure of qualitative (mobility and other) data in a regional data platform. By analysing and combining this data, insights can be gained into mobility in the city and the region.

TRAFFIC DATA - Data and information about the different modes of transport are essential to support policies and to take correct actions. To work data-driven, we need to collect, bundle, visualize and integrate data sources in our operations. Focus was on efficiently using existing data sources (and improving the quality of the data), unlocking the historic data sets and improve the usability and accessibility of the data within the municipalities.

By means of a number of concrete mobility use cases (e.g. dashboard Traffic Counts, dashboard Shared Mobility), making use of data applications in which concrete questions are answered and problems are solved, efforts were being made to expand the support for a data-driven organization and collaboration among policymakers and employees.

DATA TRAFFIC – By exchanging the data between multiple governance levels and making it accessible via user-friendly visualization and analysis tools, all local authorities and services can work with the same data. This way, answers can be provided to a number of mobility questions in the preparation of policy decisions. In addition, the data will be valuable in providing transparent communication towards citizens, companies and other stakeholders about mobility policy and the impact of the decisions made.

Challenges

- A regional mobility challenge: Monitoring traffic flows and evolutions (e.g. public transport, cycling, but also shared modes) is an important aspect to facilitate evaluation and data-driven policy making.
- A data challenge: The supply of data has increased in recent years. The use of the data for policy objectives and services to citizens, on the other hand, is still underutilized, due to:

- closed software applications: the data is locked up in the applications and data-bases
 - insufficient data sharing between governments
 - insufficient knowledge and awareness by domain experts and policy makers
- There is a challenge in collaborating and sharing data; get clarity on data access and usage rights, responsibilities, data-model, content, standards, data traffic between local and regional data platforms, etc.
- There is a need for an up-to-date, easy-to-use (metadata) overview of all available datasets with description, source, accuracy, owner, data-process (ETL), projects/services using the data, contact person, privacy,... (metadata management). The overview is important to avoid double work, to increase to multi-purpose use of data, to inspire colleagues in using data, to increase efficiency and reuse...
 - This last challenge was not addressed directly within the pilot, but will continue to be a challenge for ongoing work on the regional data ecosystem and for which we will continue to examine solutions.

The common collection and sharing of accurate and high-performance data provides the opportunity to monitor, manage and where necessary, to adjust the region's objectives towards a more sustainable mobility.

- An ethical and juridical challenge:
Dealing with data entails numerous ethical and legal challenges that must be addressed in a coherent and systematic way. These include:
 1. Ensuring value alignment between individual projects and broader policy objectives;
 2. Actively engaging stakeholders—including citizens—in the design, implementation, and evaluation of data use cases;
 3. Developing robust procedures to embed ethical and legal reflection at all relevant levels of decision-making and governance.

Working with data carries significant implications. Activities involving personal data must comply with the GDPR, while other frameworks—such as the Directive on Open Data and the Re-use of Public Sector Information, the Data Governance Act, and the Data Act—govern the sharing, access, and re-use of non-personal and public data. Given this complex regulatory landscape, practical guidance, such as a flowchart, is needed to help users determine which rules apply in specific contexts.

Beyond legal compliance, projects should actively promote ethical values such as transparency, fairness, and accountability. Embedding these principles into project design and decision-making strengthens public trust, supports responsible data use, and ensures that data-driven initiatives deliver tangible benefits for society as a whole.

Both ethical and legal dimensions call for ongoing awareness-raising and the establishment of integrated procedures that foster responsible data governance. Embedding these dimensions into project practices will not only ensure compliance and accountability but also enable the insights developed within this project to inform broader governance frameworks beyond its immediate scope.

Goals

Data objectives:

- Collecting correct, qualitative data (both regionally and in the project area) in **a regional data platform**, considering the applicable standards, scalability, reuse and privacy.
- Gathering insights by processing, analysing and combining the different datasets.
- Increasing the use of data by policy and mobility experts by making it available in a user-friendly application making visualization and analysis possible.
- Development of a legal, technical, ethical and governance framework of guidelines for the establishment of essential collaborations in data exchange.
- Developing project methodology for digital projects, including the phasing within a digital project, the various roles involved, the decision-making moments, etc.
- Developing architecture, methodology, and data model for structural processing and updating of data (ETL processes)
- Increase knowledge and awareness about the use of data and the requirements for regional structural data processing (agreements, governance, methodology, architecture).
- Making data available as open data
 - This last objective was not reached within the project period, but will continue to be an objective for the ongoing work on the regional data ecosystem

Mobility Objectives:

- Get/keep an overview of available mobility data at each specific location, aiming at using this data for research, monitoring and evaluation (e.g. where have traffic counts been carried out in the past, location of shared cars/bicycles whose use is being monitored, ...)
- Statistically comparing existing counting systems to increase the amount of data (e.g., utilizing existing traffic counters for cars to count cyclists).
- Being able to answer questions from citizens quickly using available data (e.g. questions about traffic density, excessive speed, etc.).
If possible, make data proactively accessible so citizens themselves can access certain information (e.g. traffic count results).
 - Although the first part of the objective (answering questions from citizens) was certainly met, the second part of the objective (making data accessible to citizens directly) was discussed but no longer withheld. This is due to the very specific knowledge that is needed for correct interpretation of the data.
- To be able to investigate and evaluate the impact of mobility decisions on a micro level (e.g. circulation measures) and ideally also be able to make predictions (using a traffic model).

- This objective is not achieved within the scope of the pilot
- Monitoring the trends and changes in mobility at a macro level (e.g. modal shift, traffic density, number of accidents, etc.)

Partners

Intermunicipal organisation Leiedal :

Leiedal is a regional public partner for thirteen municipalities in South-West Flanders. Its core activity is urban and regional development. Leiedal aims to develop an innovative and sustainable smart region. It therefore supports its municipalities in their digital transformation and in the daily provision of digital services to citizens and companies. Leiedal's Regional Data Ecosystem collects, updates, processes, and makes data available in multiple applications, thereby offering data services to municipalities, companies, and citizens in the Leiedal region and beyond. The architecture and methodology will be improved to enable greater quality control and upscaling with other datasets.

City of Kortrijk:

Kortrijk has, up to now, implemented several dashboards. Kortrijk is currently working to set up a data warehouse, integrating data from multiple heterogeneous sources to support analytical reporting and decision making. Kortrijk will work closely together with Leiedal and VIVES to develop a use case around traffic monitoring and regulation, starting with a thorough data inventory and data landscape analysis while later setting up and testing both a technical infrastructure and a digital service, based on data exchange with the Regional Data Ecosystem.

VIVES University of Applied Sciences:

VIVES University of Applied Sciences is a state-recognized higher education institution. Its core mission is to ensure higher education for students at bachelor level in the study areas of Applied engineering & Technology, Biotechnology, Education, Commercial Sciences & Business Management, and Health Care & Applied Social Studies. VIVES will accompany Leiedal and Kortrijk in the strategic and technical definition and implementation of the pilot. It will provide them with framework knowledge around ethical consideration in gathering, analyzing, and visualizing data.

Stakeholders and beneficiaries

- Administration of municipalities (mobility department, data department, other departments such as sustainability)
- Policy makers of the municipalities
- Local and other governments (e.g. other municipalities, provincial, Flemish, Belgian level)
- Mobility and service providers

TAKERS:

As a proof of concept, the "dashboard Traffic Counts" is of interest to **other regional and/or supra-local organizations**. They can learn from the established procedures, comparison of counting

systems, data processing methodologies, collaborations, lessons learned, and the application's usage by employees and policymakers. A similar dashboard (or extension of the existing dashboard with new target areas) can be set up for other regions. Additionally, supra-local organizations (e.g., Province, Cycling Knowledge Center, etc.) can contribute to the existing dashboard by adding their own data and using the dashboard as an analysis/monitoring tool for our region. The solution developed for the dashboard Traffic Counts is scalable and can also be expanded as a concept to other themes (e.g., traffic volume measurements, parking counts, etc.).

The regional data ecosystem, gathering and processing data, can serve as an example in itself. The developed processing methodology, applied principles, use of technical building blocks, etc serve as an example and inspiration for other projects (in other domains) being set up within the various local authorities and the region.

END USERS:

Local government mobility officers gain an overview of all available bicycle counts in their municipality and the region through the "dashboard Traffic Counts". The most important data (number of cyclists per counting location) are displayed on a map at a glance, and background information on bicycle infrastructure and safety can be accessed through combinations with other open data. Through the dashboard, mobility officers can navigate to a reporting module with more detailed data, including the ability to compare count data. As a result, mobility officers can:

- Quickly analyse to determine priorities for bicycle investments,
- Monitor more easily the impact of bicycle policies and infrastructure measures on bicycle usage
- Proactively contribute to a thorough and comprehensive network of measuring points for a complete picture within the territory.
- Prepare answers on policy questions

Through their involvement and cooperation in the traffic or data pilot, we accomplish an increase in knowledge and awareness among municipal employees regarding the use of data tailored to their domain of expertise. Through a bottom-up approach, needs analysis, and iterative alignment, we establish support and guarantees for a qualitative implementation and application of this proof of concept, as well as for future data trajectories.

Project impact strategy

Impact statement 1:

In the Traffic <of> Data pilot, we apply a bottom-up approach together with municipal employees to **make the value of data understandable and applicable** in their domain of expertise.

We achieve this by starting from a needs analysis that demonstrates where the use of data can add value in the day-to-day operations and policy preparation by municipal mobility employees. Through the use case 'dashboard Traffic Counts', we demonstrate how data enables well-informed

decisions (e.g., investments in bicycle infrastructure) as well as monitoring the impact of decisions on citizens.

Through active involvement and cooperation in the Traffic <of> Data pilot, we achieve an increase in knowledge and awareness among municipal employees and decision makers regarding the use of data tailored to their domain of expertise. We create support and ensure the quality of implementation and application of this proof of concept, along with paving the way for future data trajectories.

Impact statement 2:

Through the developed use case 'dashboard Traffic Counts' in the Traffic <of> Data pilot, **local authorities gain better insight into the number of cyclists and relevant bicycle data**, allowing them to gain better understanding of bicycle mobility in their territory. This enables them to make well-informed decisions (e.g., regarding bicycle investments and policies) and to more accurately monitor the impact of measures taken for the benefit of their residents.

To achieve this, available data from various sources (their own datasets, as well as external measurements) is made available and accessible in the most efficient way possible. Existing data is (re)processed and presented in a structured manner to make it easily usable for end users.

We create support and ensure the quality of implementation and application of this proof of concept, along with paving the way for future data trajectories.

Impact statement 3:

Through their involvement and cooperation in the Traffic or Data pilot, we **achieve an increase in awareness and knowledge among municipal employees and decision makers regarding the use of data** tailored to a specific domain of expertise.

Collecting new data contributes to further developing a comprehensive overview, for example in the use case 'dashboard Traffic Counts'. To achieve this, deliberate efforts are made to expand measurement networks to address blind spots and to establish necessary data agreements with partners. Additionally, local authorities also share available data with other neighbouring municipalities, supra-local organizations, etc.

We create support and ensure the quality of implementation and application of this proof of concept, along with paving the way for future data trajectories.

2 Pilot solution(s)

2.1 What has your pilot accomplished?

Organisational:

- Throughout municipalities in our region, awareness was raised on opportunities of collaboration on data challenges, both on **administrative** level as within **management teams** and **policy makers**.
- Awareness that a **solid foundation** is needed for future-oriented and regional projects; there is a need for data agreements within the project (data-governance), structured data processes, and data infrastructure.
- Proof of value for **datadriven policy** – specifically on mobility challenges, through involvement of policymakers
- **Project methodology** was developed to support datadriven projects and regional collaboration
- Common principles for **data processing** are established

Technical:

- A **Proof of Concept** was developed, showing how we can gather/visualize existing data and make it available in a ready-to-use tool/solution that fits well with the already known tools/solutions within municipalities. No complex new tools to implement for the end users.
- We developed an application, **regionally deployed** and with the opportunity to upscale with other themes (e.g. climate, energy, ...), other data types, other sensors, ...
- We do more with the **data** that we (already) have: historic data on counts, often hidden on servers to never be consulted again, is now easily accessible through the dashboard. This makes it easier to re-use data for several purposes/at different times.
- We do more with the **sensors** we (already) have: regular data collection through radar by municipality of Kortrijk was expanded, now including cyclist counts as standard. This means optimal use of sensors and gathering more data with the same effort.
- **Onboarding process** is unique and first in its kind. We receive the data from the municipalities in a structured procedure with an automated flow for analysis and visualisation. Important step is convincing the municipalities.
- A robust **DevOps methodology** has been set up for data processing, enabling changes to be adequately tested and deployed, thereby offering higher quality and better guarantees.

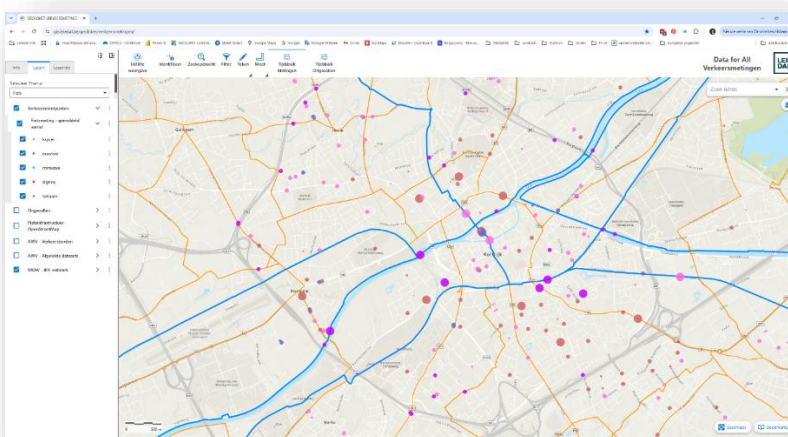
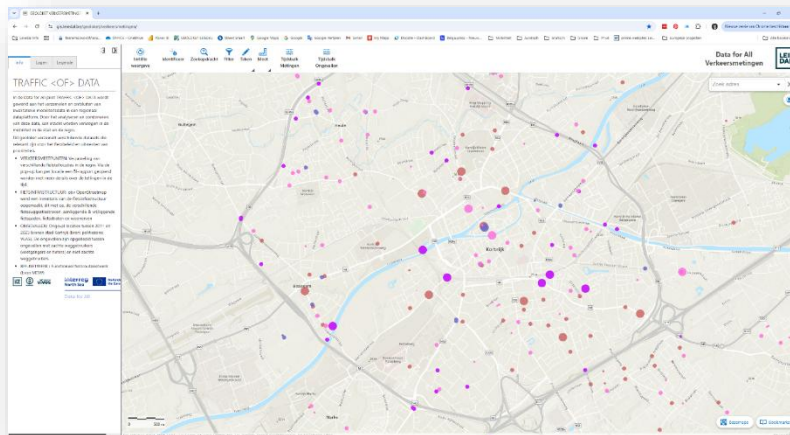
Ethical / Juridical:

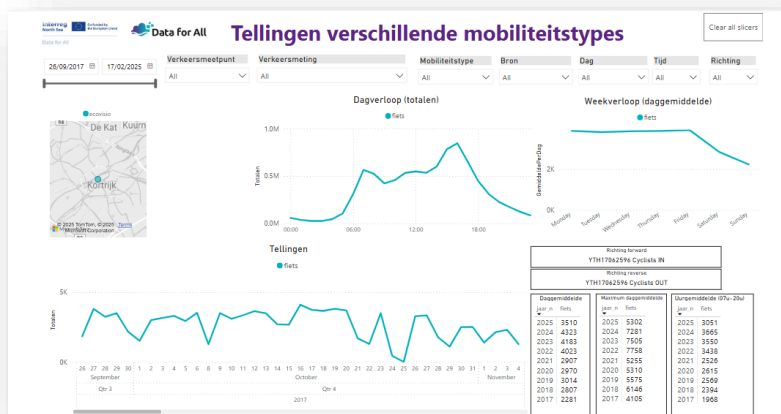
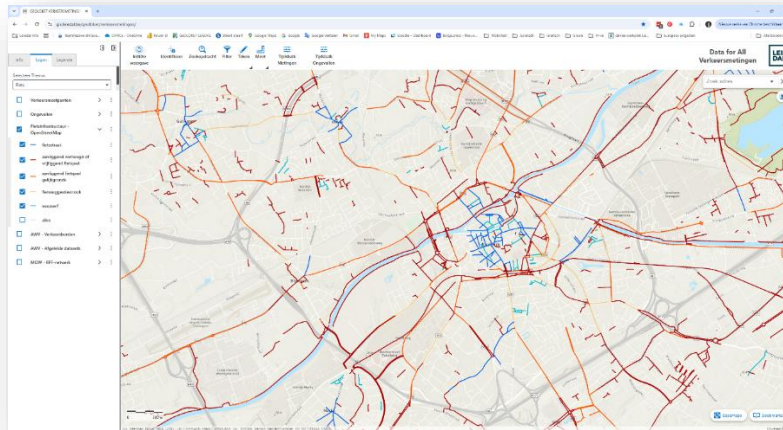
- Through keynotes, seminars, and conference presentations, we helped elevate **understanding of ethical and legal dimensions** of data projects among diverse stakeholder groups.
- We created **reusable resources** (online trainings, guidelines, flow charts, flashcards with methodology) that enable ongoing learning beyond the project lifecycle.
- We converted academic expertise on data law and ethics into **practical tools** and resources, empowering non-specialists to apply complex concepts in their daily work.

2.2 What is (are) the concrete solution(s) developed?

The “**dashboard Traffic Counts**” provides an overview of traffic counting locations within the region (through geoloket), giving mobility officers within the municipalities a **visual indication of the existing data** (current and historical). This geoloket is enriched with other relevant data layers (e.g. existing cycling infrastructure, ...). Subsequently, links are provided to dive deeper into this traffic data through **powerBI analysis** – for which the data are reformatted to be easily comparable.

The overview of the data is based on **input and automatic reformatting of existing traffic counting data**, making these better accessible for the municipalities themselves and easier to exchange (e.g. with neighbouring municipalities, police departments, provincial mobility department, ...). This overview of existing data also provides municipalities with a tool to deliberately plan future data collection (e.g. where to install new sensors, ...). Also, retrieving data (e.g. to answer policy questions or requests for information from the citizens) becomes easier and less time consuming.





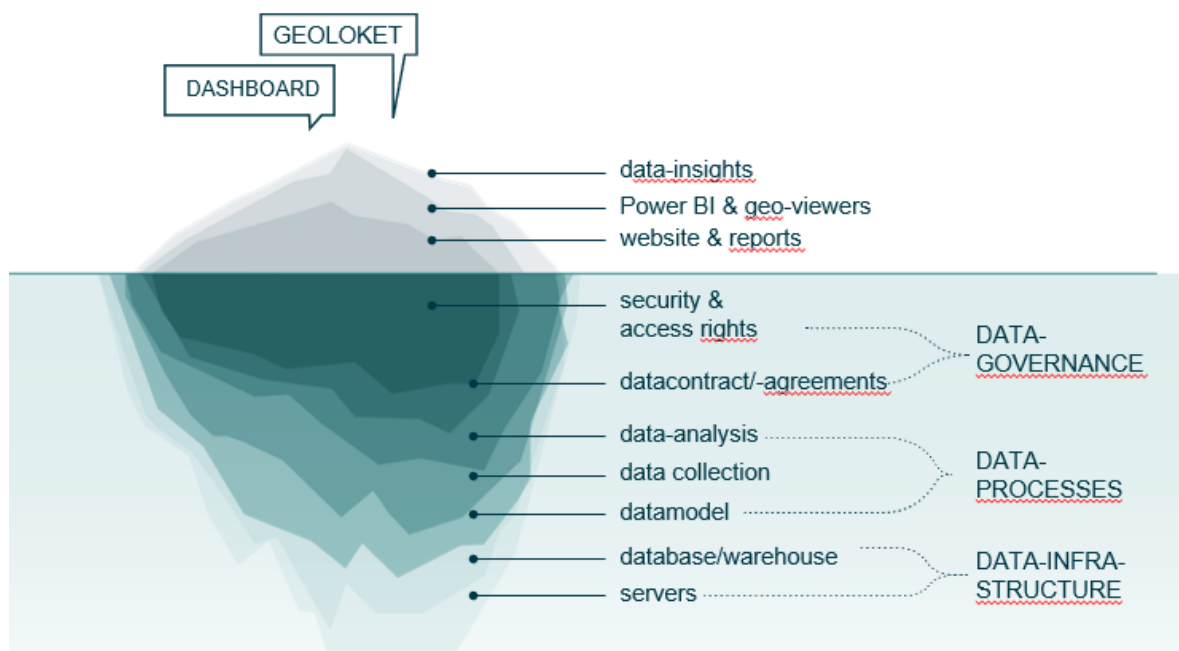
The dashboard and geoloket were developed as proof of concept to set up and test the regional ecosystem.

The ecosystem consists of

- **Data-infrastructure** : servers, technology, and databases for processing and storing data.
- **Data-processes** to process the data in a uniform manner; the data is captured as raw data ('input'), processed and combined ('transform') and presented as an output, in line with the needs of the end application ('output'). To automate the processing a developers logic is implemented whereby testing takes place in a test and acceptance environment, followed by rollout to production (DevOps)
- **Data governance**: to enable data collaboration across different organizations, agreements must be made

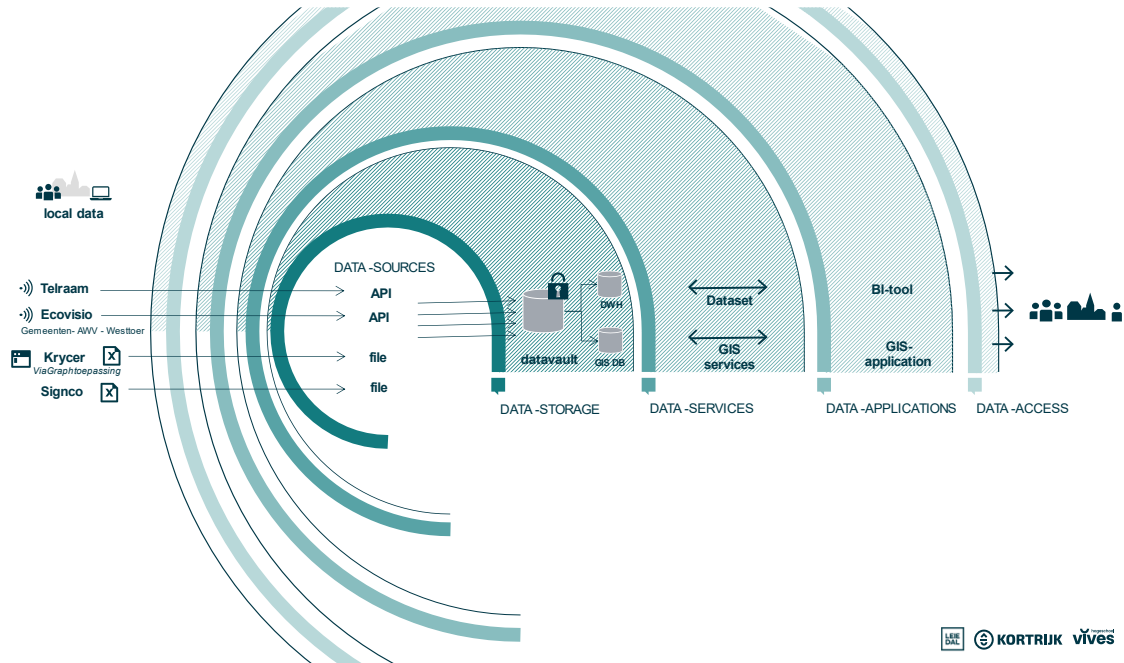
- 1. Agreements on data exchange (including data ownership, update frequency, access rights, needed output, etc.) > **'Data Contract'**
- 2. Guidelines on the flow and the various phases that a digital project must go through > **'Project Flow'**
- 3. Data and architecture principles that are applied during the execution of the project

Visual: Data iceberg

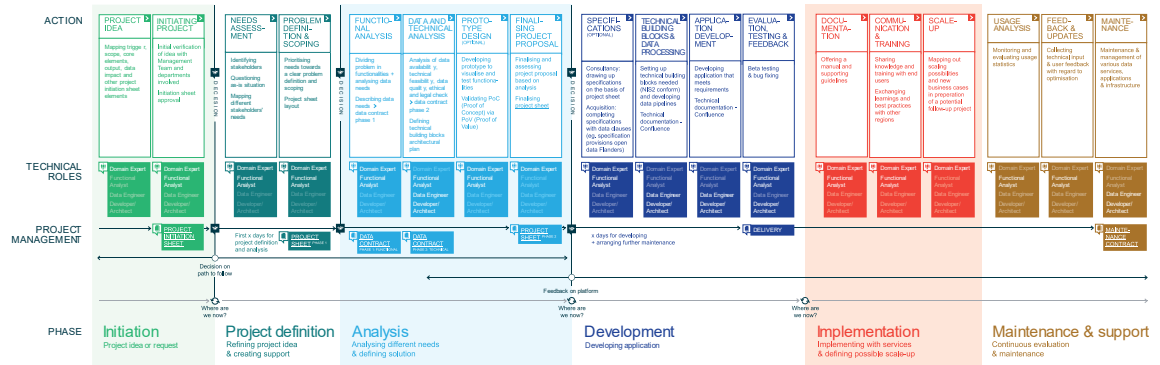


In order to display the various traffic measurements in a uniform and clear manner, the different data sources are processed (=data processing) into the same data model, input - transform - output, to create an output that is necessary for use in the various data applications (geographic application and BI tool).

Visual: Data lifecycle

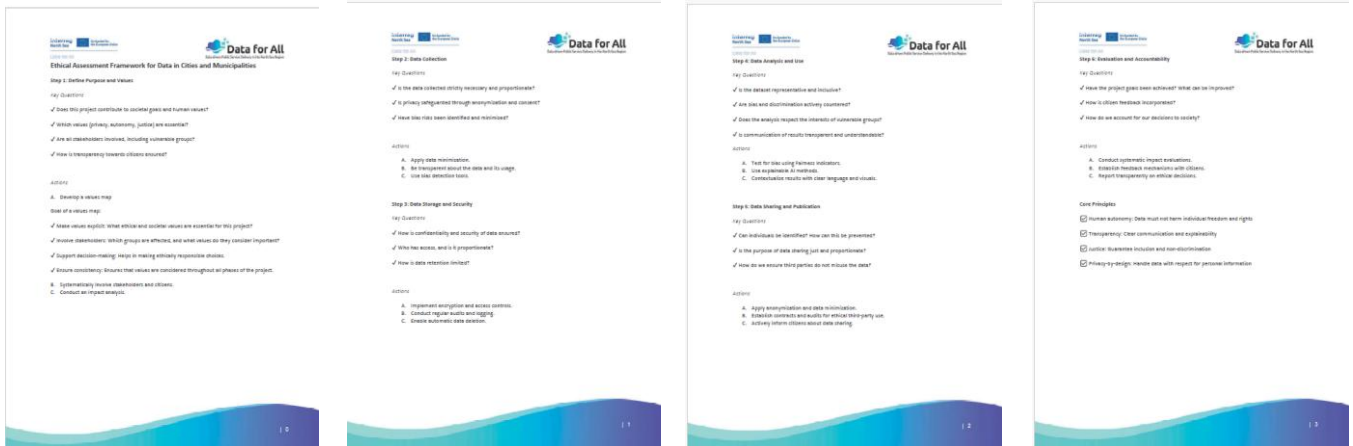


Visual: Flow for digital projects



JURIDICAL / ETHICAL

- Step-by-step guideline document for ethical reflection in data projects (20 pages) was developed
- Ethical assessment framework derived from the step-by-step guideline document



- The development of a series of training videos on ethics, GDPR and the broader EU data law framework, tailored for digital projects in local municipalities (currently in post-production). These resources should empower public servants and local stakeholders to navigate complex regulatory and ethical issues with confidence.
- Flashcards with 15 methods to work with different aspects of ethics.

Visual: example flashcard

How to determine what the core values of your organisation are?

Purpose
Identify the fundamental values that guide decisions, behaviour, and expectations within your organisation.

How to use (6-8 min)

1. Select Four real situations:
 - Two that should never happen again
 - Two that reflects your organisation at its best
2. Extract the values present or threatened
3. Compare patterns across both examples.
4. Name 3-5 core values that appear.
5. Check alignment with societal and organisational goals.

Indicators of good application


- Both positive and negative situations were analysed.
- Values are phrased as principles that guide action, not slogans.
- Differences across departments or teams were discussed, not ignored.

Common pitfalls

- Selecting values aspirationally
- Focusing only on good cases.
- Naming too many values
- Using vague terms ("quality", "innovation") without ethical relevance.

- Outreach articles & podcasts on ethics during the research process
Morisse, M., Haspeslagh, S. (contr.), Tack, A. (contr.), Theodosiou, F. (contr.), Folens, T. (contr.), D hoore, A. (contr.) (2024). podcast - AI expectations and applications.

Folens, T. (contr.) (2023). Nadat "peetvader van AI" bij Google opstapt: is AI binnenkort écht intelligenter dan ons? ([URL](#))

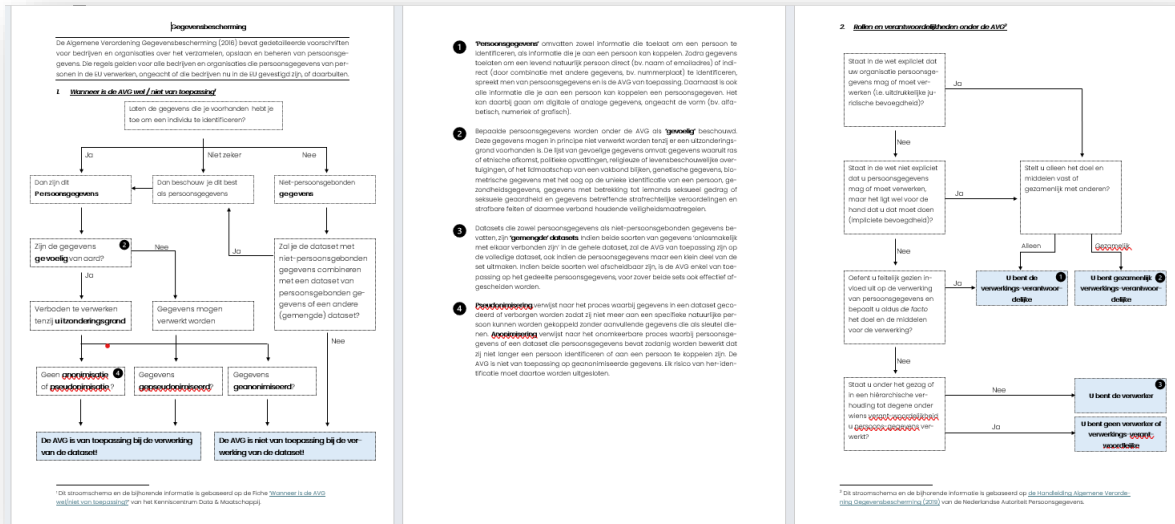
Folens, T. (2023). Ethical comments on DALL-E 2. *EInsight*.  via repository

Folens, T. (2023). Ethical Comment on Synthesia & the Curious Case of Deep-fakes. *The EInsight*.

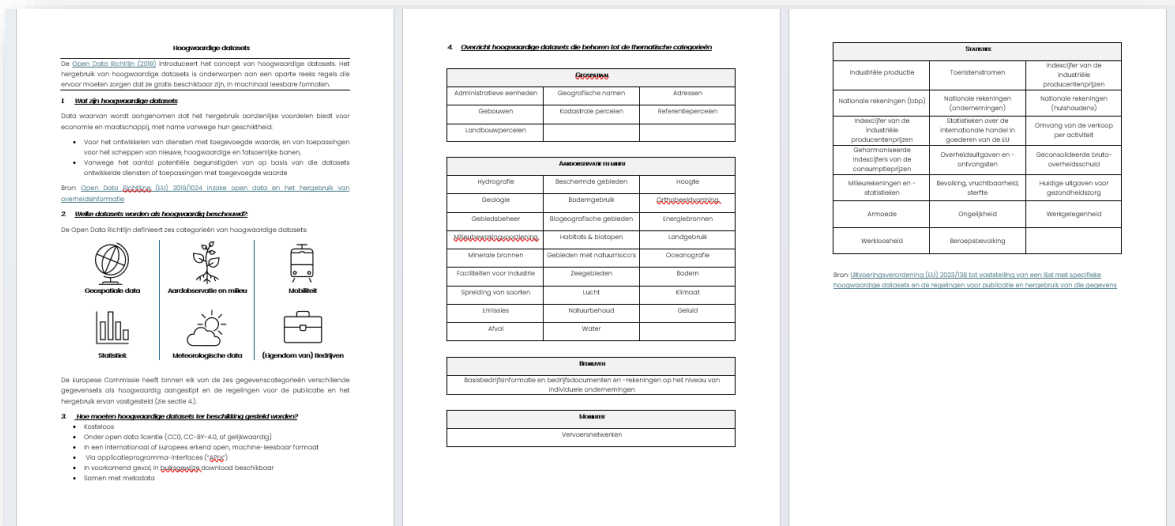
Folens, T. (2023). Ethical Comments on iRobot's Roomba j Series. *Ethical Insights*.
- Scientific articles
Folens, T. (2024). AI-ethiek: een verkenning. *Collationes Vlaams Tijdschrift voor Theologie en Pastoraal*, 54 (3), 297-320. (Peer Reviewed)

Jalilian, A., Schönberg, C., Winter, A. & Folens, T. (2005) Data Interoperability Issues and Challenges - Conference paper (to be presented and published)
- Creation of flow charts and fact sheets relating to GDPR and EU Data Law to help local officials and staff navigate the complex legal landscape

Visual: flow chart



Visual: fact sheet



2.3 How was it developed?

Who was involved, what internal/external expertise was needed, which steps did you take, which technology did you use.

Internal expertise

- Data experts partners Kortrijk and Leiedal (data engineer, GIS & Power-BI)
- Mobility expert --> important involvement in challenge identification, definition and testing of the application. Relevant input throughout the development phase in indicating features.

External consulting

- GIS application expert: Training & Implementation of Vertigis application + custom made features in the context of the regional mobility platform (heatmaps, sliders,...)
- Power-BI expert: assistance in developing the dashboard

Technical building blocks

- Hardware – servers
- Database – PostgreSQL – Azure SQL
- Processes:
 - o ETL : python – Azure data factory
 - o DevOps: Bitbucket, Jenkins, Kubernetes – Azure devops
- (visualization) Software
 - ArcGIS Enterprise + VertiGIS
 - Power-BI
- Access rights:
 - o Access rights – Microsoft Entra
 - o Aim to evolve to a regional approach

STAKEHOLDER INVOLVEMENT

To **ensure broad support, strong adoption, and long-term anchoring** of the developed data solution, it was essential to involve relevant stakeholders and end users from the very beginning of the project. This early engagement was achieved in several complementary ways.

In addition, several early-stage **brainstorm sessions** brought together the mobility experts active in the region, to explore shared challenges and align on the requirements for the pilot project. Throughout the project, these stakeholders were updated on progress at regular intervals, creating ongoing opportunities for exchange and refinement.

Frequent recurring **advisory groups** were organised throughout the project. In these sessions, representatives from key organisations and staff members were kept informed about the project's

content and approach, while also being invited to share feedback and shape the direction of the data solution. These structured feedback loops ensured that the solution evolved in line with real needs and expectations. In addition to the advisory board, the project has put strong emphasis on continuous (online) **communication** and on regularly presenting project progress at relevant mobility and data conferences, task forces and round tables throughout the entire duration of the project.

After the deployment of the data application, a **workshop roadshow** strengthened this engagement further: 11 of the 13 cities and municipalities in the South West Flanders region were visited individually. During these visits, the delivered solution was demonstrated, and practical guidance was provided on how local authorities could upload data from their own counting systems. This approach ensured that the solution was not only presented but also made directly usable and valuable for local mobility and GIS officers. Moreover, the roadshow helped raise awareness and enhance the digital and mobility knowledge of the deputy mayors responsible for these domains.

Regionally organised **training sessions—such as workshops on OpenStreetMap**— as well as thematic online trainings, further supported the officers involved and helped elevate their data expertise to the next level.

To maximise the **embedding and future continuity of the pilot project**, a regional data workshop was organised within the framework of the Data for All initiative. All 13 deputy mayors responsible for digitalisation were invited, together with their general directors and several data and IT experts from the participating municipalities. This workshop played a significant role in shaping a regional collaboration and governance model aimed at sustainably and efficiently expanding data-driven applications across the region.

2.4 When was it (or will it be) fully achieved?

The **Traffic of Data applications** (consisting of a geo-loket and power BI dashboard) is deployed, implemented and up and running.

The **Regional Data Ecosystem** is more than only the end-solution only. It also needs:

- Regional DataVault to capture, process, prepare and share data with the dashboarding and geo-database.
- Regional shared data generic dashboarding database. Therefore we currently make use of the data PowerBI (Microsoft based) warehouse of City of Kortrijk which made available and accessible for the region.
- Enterprise GIS software and Geo-database to create the Geo-viewer
- ETL Processes capture, transform, and share data.

D4A and the traffic of data pilot have been valuable to stress and urge the **need of regional collaboration**.

Many steps were already taken, but some items still have to be solved:

1. Final location for regional datawarehouses etc.
2. Durable financial model once funding has stopped
3. Access rights across different organisations need further analysis to improve more seamless integration for the enduser

Potential future development/upscaling:

- Further upscaling of data platform possible,
 - o Integrating other data sets (shared bikes) or other sensors
 - o integrating data on different (other) themes such as climate, water, ...
- Including development of new applications to visualize other kind of data? (when needed/other projects?)

2.5 By who or what organisation(s) will your solution be taken up?

The solution was presented to 11 municipalities via a workshop approach. Every municipality was targeted during an individual 3-hour session. With a mixed group consisting of mobility experts, data experts and policy makers from the municipality, we elaborated on the overall goals of the project, the current use of (mobility) data within the municipality, the advantages of the regional data ecosystem and the specific possibilities that the 'dashboard traffic counts' offers. Also, supporting documents and information (e.g. data project flow, ethical and juridical checklists, ...) were shared. Finally, the group scoped for possibilities to integrate their own municipal data into the data ecosystem. Here, input from the mobility experts was directly discussed with data experts to check for technical feasibility etc. This hands-on approach was developed to diminish the threshold for municipalities to start using the solution and to encourage them to start integrating their municipal data in the regional data ecosystem.

Going towards the end of the project lifetime, the dashboard Traffic Counts is actively used by approximately 5 municipalities. The dashboards on Shared Mobility (shared cars and shared bikes) are used by the mobility experts of approximately 10 municipalities, and is in addition used to report to Flemish government and other supra-regional actors.

Profiles using the dashboard Traffic Counts:

- mobility experts within municipalities > consulting data, in-depth data analysis, uploading data
- Administrative people > possibility to upload data – also for non-mobility specialist. This helps in effectively organizing workflows within municipal organisation
- Policy makers > consulting data (no in-depth analysis, but overview of general situation within municipality)

Profiles using process flow, manuals etc.:

- Data experts within municipalities
- Domain experts within municipalities (when initiating/working on projects)

2.6 How will your solution live on after the end of the project?

During the project D4A, the application has already been used to gather and visualise data (specifically traffic counts) generated within other projects (e.g. Interreg Mobility Makers, mobility plans for municipalities). This helped expanding the application and gaining momentum to engage with municipalities and convince them to use it. The application will continue to be used for this purpose, thus keeping the solution under the attention of municipalities – as well as the goal of regional co-operation towards data-driven mobility policy making.

To keep the application live, there is a recurring cost of hosting, maintenance and upscaling with relevant data sets.

A business model will be developed in order to collaborate on a regional scale and share the costs and need of expertise between the 13 municipalities of different sizes and priorities, taking into account that the technical building blocks are used for different projects.

The trainings developed within D4A, e.g. [“Data-driven solutions in an urban context: project management flow”](#), [“Data-driven solutions in an urban context: intermunicipal cooperation”](#) and [“Data-driven solutions in an urban context: proof of concept”](#), are not only tailored towards dissemination for a broad European public, but will also be used within the region to bring the findings from the D4A project under the attention of our regional stakeholders.

The trainings as well as the podcast episode [“Data in Motion: Urban and Rural Mobility”](#) will further feed into the ongoing discussion and continuous work towards regional cooperation on data-driven policy making.