D4A Solution – Finding and analysing traffic data

Name of your institution and contact	Traffic <of> data – BE Pilot Intercommunale Leiedal – Aurelie Van Obbergen
Place of the implemented solution	South-West-Flanders
Implementation level (e.g. internal, municipal, intercommunal, regional)	1) Internal (Kortrijk) – implemented 2) Intercommunal (South-West-Flanders) – scaling up in progress
Dimension	• Technical • Organisational
Subdimension	• Interoperability • Data management • Data governance • Data openness • Data ownership
Problem	Traffic data was existing within municipalities, but difficult to find and/or analyse to answer policy questions. Often, historic traffic data was tucked away in project folders on a (local) network. Makes it difficult to find for outsiders to the project (although data could be relevant for others too). Also, different providers > different silos/application to consult and/or analyse the data, data is not comparable
Solution	A 'Traffic of data' platform was created, comprising a 'geoloket' (geo tool) + analysis module (power BI dashboard). Both tools (geo tool and power BI dashboard) are already well-known and used within the municipalities. The geoloket visualizes all existing traffic countings, from different providers, as dots on the map. The geoloket gives the opportunity to spot recent and more historic data collections, as well as a possibility to confront with other relevant GIS data layers on cycling infrastructure, policy and incidents. This provides a base for an area-based analysis by the mobility experts, in order to answer questions from policy makers, citizens and other stakeholders. Via a link, a power BI dashboard can be accessed to analyse data more in-depth. The power BI dashboard presents data sets from different providers in the same way. This gives the opportunity to analyse data and compare both recent and historic data (to identify evolutions over time) as well as compare data points on different locations (to identify main cycling routes, important flows, …)
Feedback	Good solution to make existing data better accessible, via using existing tools
Costs	Please provide the round-about costs for the development, the implementation and for operating the solution
Links	https://gis.leiedal.be/geoloket/verkeersmetingen/

https://app.powerbi.com/groups/41516eee-4bd6-45f1-b89f-b9b91df8c662/reports/a348be52-cdbf-4fb7-8a1d-c5a83c0eaa9f/ReportSectionaada7f0de06c930b6a7e?ctid=9ca3ea98-2c17-4068-b937-eee6c735ef0d&experience=power-bi

accessible via Microsoft365 login for stakeholders within the region (mobility and data experts and policy makers)

Screenshots, visuals, images	