



Subject: Joint expression of interest from the local authorities organized in the MegaBITS Project and other cooperations

Appendix: List of supporting cities and organisations

Zwolle, 5 December 2024

Dear Sir/Madam,

For some time now, municipalities and regions have been pursuing the goal of promoting cycling and walking. Much has been written about the motivation behind this, and the reduction of emissions from mobility is just one reason to take action. However, when attempting to base planning on solid data, municipalities and regions increasingly encounter problems.

MegaBITS^{*)} is a project that stimulates the use of ITS and cycling data to increase the share of cycling in the modal split. A growing number of cycling apps collect data from specific user groups (e.g., people engaged in cycling) without being representative. The general data situation regarding comprehensive pedestrian traffic is poor or non-existent. While cities have counting stations where absolute numbers of pedestrians or cyclists are recorded at specific points, complete information is lacking. General conclusions such as "which streets or sections of streets are used most frequently at what times" are not possible on this basis or are only reliable to a limited extent.

The data collected through various applications from large service providers appear to be extensive and representative, as seen from data on road traffic. Derived information on cycling and pedestrian traffic is highly relevant for local authorities. Examples would include heat maps of weekday and weekend traffic. If these were available, public administration and traffic planning could improve their decisions based on reliable information and specifically offer the appropriate infrastructure to increase comfort and safety for active mobility. Although there are already numerous cooperations with different service providers, the information received does not yet meet the needs of cities and municipalities. A possible path, for example, would involve expanding the existing tools, which tend to be car-oriented to include corresponding data sets on active mobility.

Our goal is to engage in a discourse on how data on cycling and walking can be made available to improve planning decisions for cities and regions, and we hope this letter can initiate a positive exchange on this topic.

This 'call for action' has also been published on the [MegaBITS website](https://www.megabits.eu).

On behalf of all organisations mentioned in the appendix added to this letter,

Yours sincerely,



Robin Kleine

Project Manager MegaBITS

^{*)} www.interregnorthsea.eu/megabits

Appendix: List of supporting cities and organisations (as of 13 November 2024)

Organisation	Country
City of Antwerp	Belgium
City of Apeldoorn	Netherlands
City of Copenhagen	Denmark
City of Enschede	Netherlands
City of Haarlem	Netherlands
City of Hamburg	Germany
City of Houten	Netherlands
City of Le Havre	France
City of Utrecht	Netherlands
City of Zwolle	Netherlands
Imec	Belgium
Province of Antwerp	Belgium
Province of Overijssel	Netherlands