

# From Open Government Data (OGD) to a comprehensive bicycle routing portal

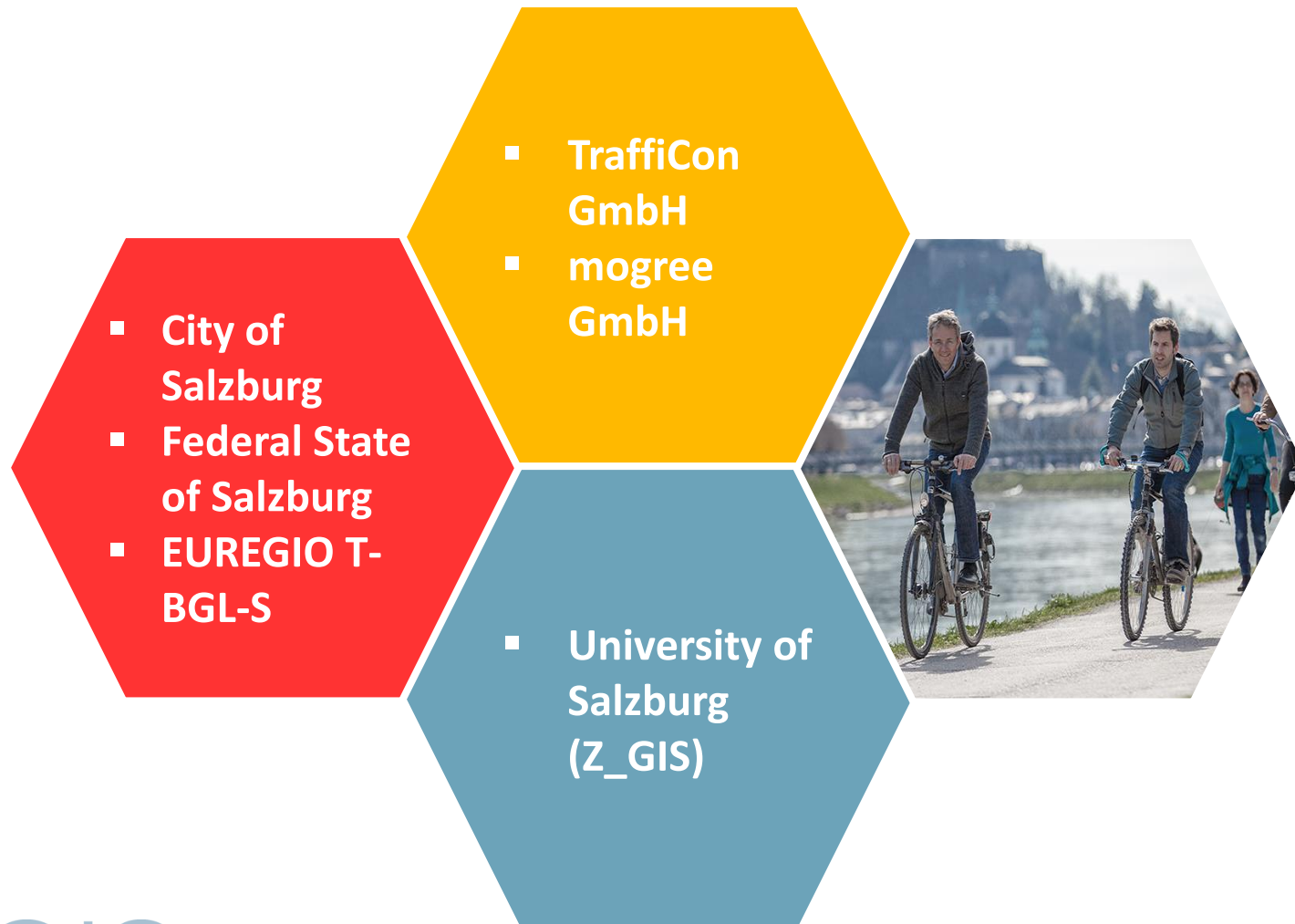


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# Digital Data » OGD » Bicycle Routing

# Bicycle Promotion



# Innovation Steps: Case Study Salzburg

Support bicyclists  
and increase bicycle  
mode share

Harmonize road-  
related data

Publish the data  
as OGD

Stimulate cross-  
domain cooperation

Promote bicycling

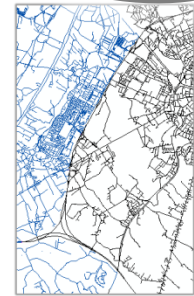
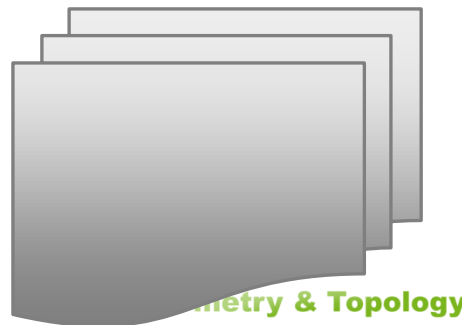
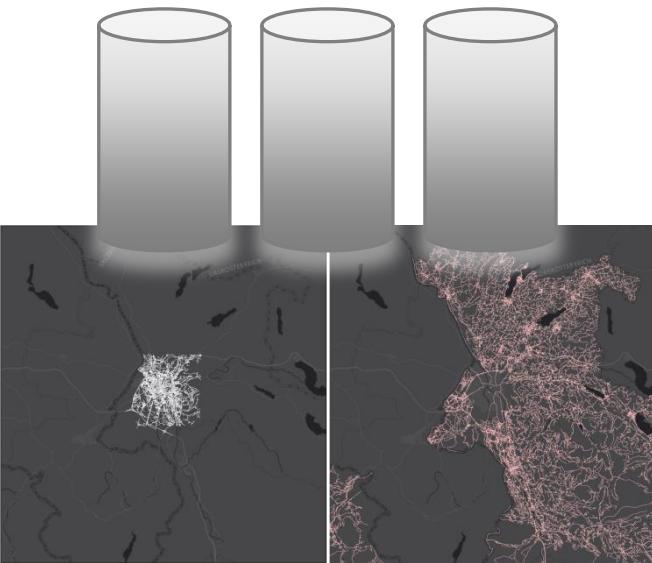
# Bicycle Promotion

- Infrastructure
- Service
- **Information**
- Culture & Politics

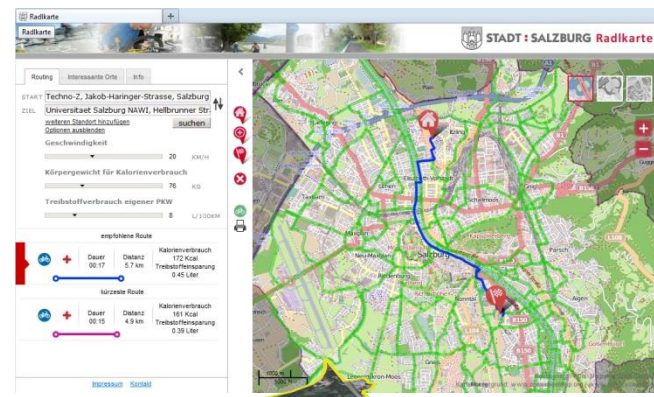
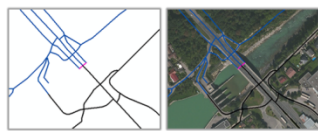


# Information & Bicycle Promotion

- Information provision as building block for integrated bicycle promotion strategies



- Transfer points
  - Bridges, under-/overpasses
- Transition edges
- Line matching



Loidl & Zagel (2014)

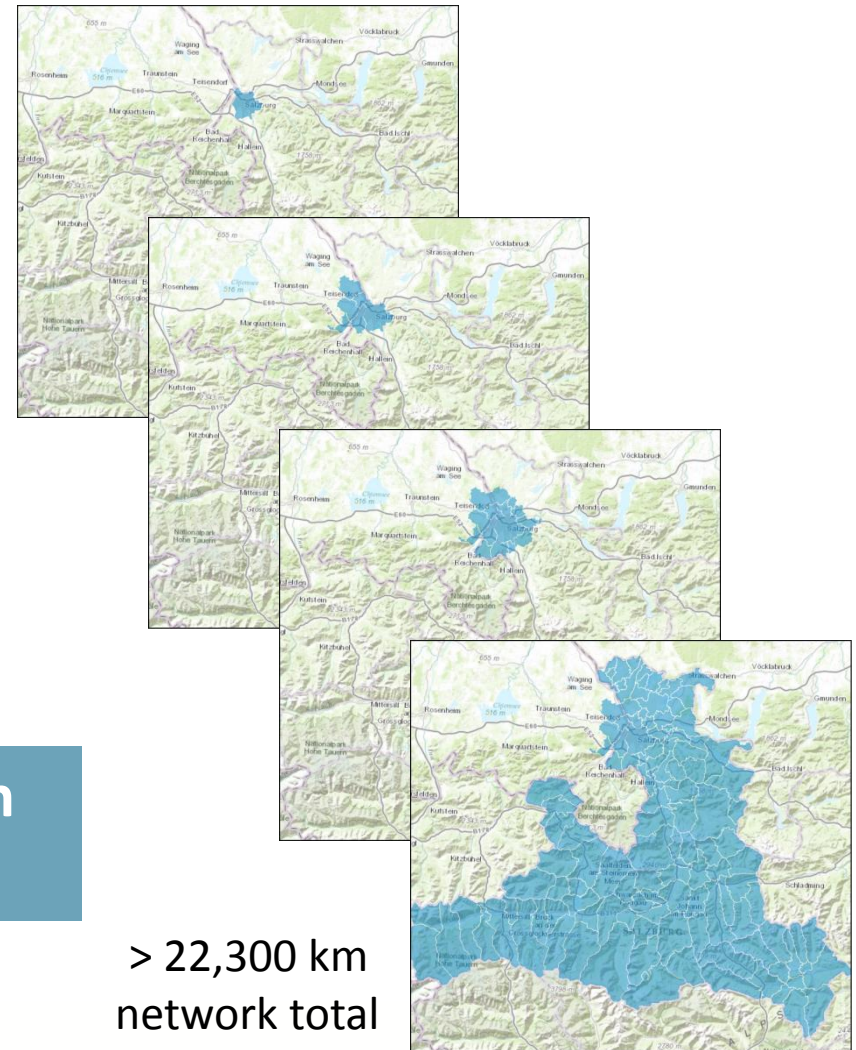
# Data Harmonization

- Authoritative data: authorities and departments as **closed systems**
- Since 2009 (with preceding, regional projects) national standard and harmonized data model for road-related data: **GIP**
  - Decentral responsibilities + compatibility
- Stepwise **integration** of authoritative data (from federal states to municipalities)
  - Communication of benefits for all participating authorities » overcome reservations and particular interests
  - Demonstrate usefulness in „catchy“ applications

# Project „Radlkarte“

- First version of bicycle routing portal 2012 for city of Salzburg
  - Shortest + „safest“ route
  - User-specific information
- Cross-border extension 2013
  - Authoritative data + OSM
- Since 2014 **cooperation** city + federal state

Application as trigger for innovation and cooperation



# Data Publication: OGD

- 1st AT authorities started to publish data as OGD 5 years ago
- Open mindset » OGD
  - Licensing data
  - Business model

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Vermessung & Geoinformation 3/2014, S. 138 – 145, 5 Abb.



**ViennaGIS® verschenkt seine Geodaten – Können wir uns das leisten?**

Wolfgang Jörg, Wien

- GIP data as OGD
  - Geometry
  - Attributes
  - Complete DB in export format

The screenshot shows the 'Open Government Data' portal for Land Salzburg. The page title is 'Open Government Data Datensätze Land Salzburg'. There is a search bar and a navigation menu. The search results section is titled 'Datenauftritt - Land Salzburg' and lists the following datasets:

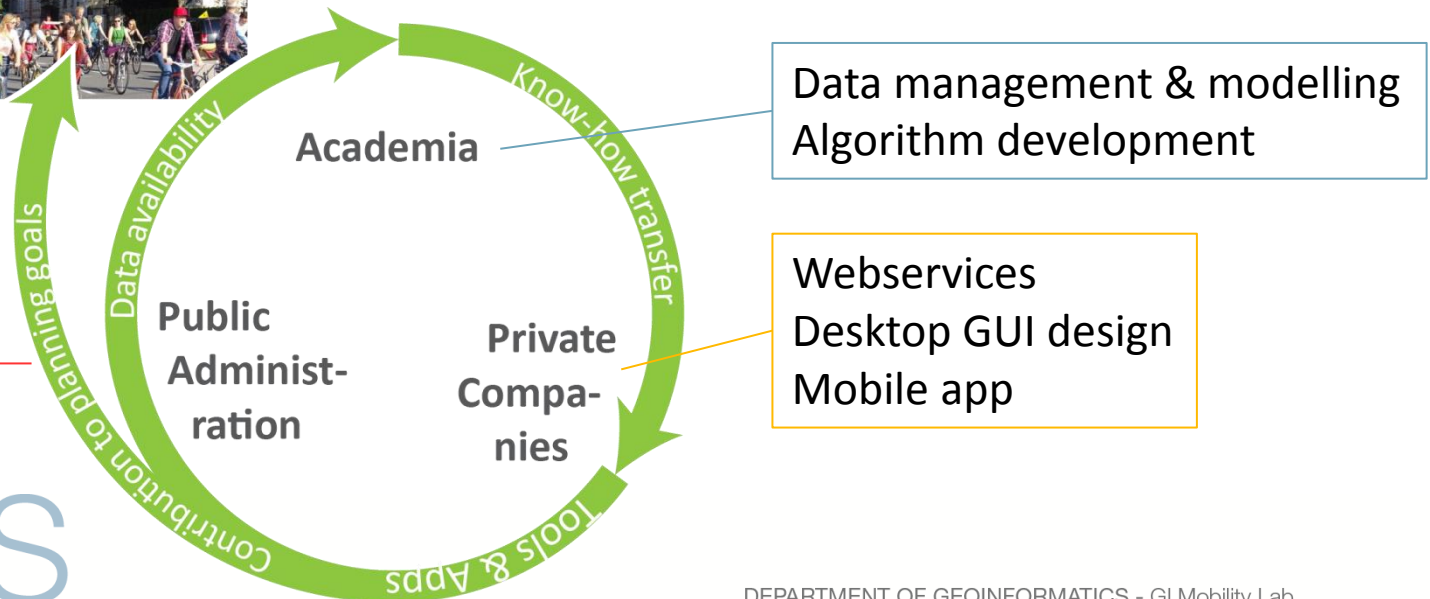
| Titel   | Letzte Änderung auf data.gv.at | Format         |
|---|--------------------------------|----------------|
| <a href="#">Busspuren Land Salzburg</a><br>Busspuren im Land Salzburg aus der GIP (Graphenintegrations-Plattform)   | 02.11.2015                     | JSON, kmz, ZIP |
| <a href="#">KM-Tafeln Landesstraßen Land Salzburg</a><br>KM-Tafeln der Landesstraßen B und L im Land Salzburg aus der GIP (Graphenintegrations-Plattform) | 02.11.2015                     | kmz, ZIP, JSON |
| <a href="#">Überführungen Land Salzburg</a><br>Überführungen im Land Salzburg aus der GIP (Graphenintegrations-Plattform)                                 | 02.11.2015                     | ZIP, JSON, kmz |
| <a href="#">Straßen- und Wegenetz Land Salzburg</a><br>Straßen- und Wegenetz des Landes Salzburg aus der GIP  | 02.11.2015                     | JSON, kmz, ZIP |

On the right side, there is a 'Kategorie' dropdown menu set to 'Verkehr und Technik' and a 'Suche' button. Below the search bar, there is a 'Treffer 1-10 von 14' indicator and a 'Suche starten' button.

# Cross-domain Cooperation

*Openness + Cooperation = Innovation*

- Public administration: data, but little resources
- Academia: know-how generation
- Private companies: market access



# Result

Radkarte.info **perfekt unterwegs**  
von A nach B...

STADT : SALZBURG LAND SALZBURG Feedback

START **Ulrichshöglweg 13, Salzburg, 5020, Österreich**  
ZIEL **Salzburger Straße, Anthering, 5102, Österreich**

Route

EMPFOHLENE ROUTE

Route 1 h 5 min 18,3 km 31 hm 185 Kcal 49 hm 6,84 €

KÜRZESTE ROUTE

Route 55 min 13,7 km 35 hm 163 Kcal 53 hm 5,77 €

www.radkarte.info

Impressum Kontakt Seite einbinden

Länge: 3,30 km  
Dauer: 13 min  
7 m 12 m

Ankunft 16:55 Start

Netz: Stadt und Land Salzburg  
Karte: basemap.at und opentreetmap.org

STADT : SALZBURG LAND SALZBURG

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STADT : SALZBURG LAND SALZBURG

# Success Factors

- Enthusiasm for common topic (bicycle promotion)
- Long-standing collaboration – communication
- Funding (R & D grants)
- Openness



# Lessons Learned

- Application as **trigger** for ...
  - Inter-departemental cooperation
  - Data standardization and harmonization
- Application as catalyst for **data improvement**
- **OGD as facilitator** for efficient know-how generation and application development
  - Fourfold win-situation: administration, academia, companies, bicyclists

Thank you for your attention!



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