

### Summary of Agile Pilot

Company name	Ideenkultivierung GmbH
Company location	Tröstau, Germany
Domain	Digital services and communication, Shared and green mobility
Municipality	Kirchenlamitz, Germany
Project period	July 2025 - March 2026, 9 months
Solution	The agile pilot tested "Radspur", a smartphone app for collecting anonymized cycling data. Users record their bike routes and can flag hazards or infrastructure issues along the way. All data is displayed on a web dashboard. The idea: give small municipalities a low-cost, privacy-friendly way to understand how their cycling infrastructure is actually used, without installing any additional hardware.
Stakeholders	Municipality of Kirchenlamitz, end users, ZDE as coordinator
Lessons learned	Voluntary data collection does not sustain itself on civic duty alone. Without additional incentives (gamification, time-limited campaigns), people stop using the app Projects that depend on outdoor participation should not have their evaluation phase in winter Support from municipal actors and integration into local communication channels (newsletters, community boards) are necessary to reach people
KPI 1 Number of active users	(Target: 20, achieved: 25) / formally met The indicator "Number of Active Users" measures the total number of devices from which cycling routes were recorded. By the end of the evaluation period, the app had been installed 18 times on iOS and 19 times on Android. In total, cycling routes were recorded from 25 different devices. The target value of 20 active users was therefore formally achieved.
KPI 2 Recorded kilometers	(Target: 1,000, achieved: 803) / not met The indicator "Kilometres Collected" measures the total number of kilometres recorded using the Radspur app. By the end of the evaluation period, a total of 803 kilometres had been recorded. The target value of 1,000 kilometres was therefore not achieved which can be tracked down to the season which proved not to be ideal to test a cycling application in a mountainous area. As a result, the available data did not provide a sufficiently robust basis for drawing reliable conclusions about the use of cycling infrastructure within the project area.
KPI 3 Reported hazards/infrastructure issues	(Target: 5, achieved: 2) / not met The indicator captures reports submitted manually via the Radspur app regarding hazardous locations or requests for improvements to cycling infrastructure. After excluding obvious test reports, only one hazard report and one infrastructure-related report were recorded during the evaluation period. The target value of five reports was therefore missed by a considerable margin. Only one of the two reports was located directly within the project area. On 20 March 2026, a damaged bench was reported in Kleinschloppen ("Bench damaged, backrest broken").
Evaluation of the business model focusing on its viability and potential for growth	Radspur is designed for small and medium-sized municipalities seeking a cost-efficient solution for collecting and analysing data on their cycling infrastructure. The business model is highly scalable, as the underlying app can be deployed throughout Europe without technical limitations. Municipalities gain access to data from their respective project areas through a subscription-based model and can export and analyse this data in various formats. Each municipality receives access only to data that has been recorded within its designated project area. As an open alternative to proprietary platforms such as Garmin, Strava, and Komoot, Radspur focuses on the collection of anonymised, open cycling data with privacy protection explicitly integrated into the system design.

	<p>Because the solution operates exclusively on users' smartphones and does not require any additional hardware, data collection is particularly cost-effective. This makes Radsapur especially suitable for small to medium-sized municipalities.</p>
<p>Impacts</p>	<p>The app and data collection principles showed that they are a technically valid solution for the intended use case, able to bring actual value to a municipality and end users. Formally, out of the three defined KPIs, only the indicator "Number of Active Users" was formally achieved, with 25 active users compared to a target of 20. The target values for kilometres collected (803 out of 1,000) and reported hazards (2 out of 5) were not met. The key limitation, however, lies less in the absolute figures than in their geographical distribution. The majority of the collected data originated from areas outside the project area of Kirchenlamitz. Within the project area itself, it was not possible to recruit a consistently active group of cyclists or to derive meaningful insights into the local cycling infrastructure within the period and season allocated to testing the solution.</p> <p>The results however demonstrate that the technical approach is fundamentally viable. The recruitment and sustained engagement of volunteers proved to be the central challenge, which has been the main takeaway for both the solution provider and municipality, thus representing the exact kind of learning effect intended by the agile piloting methodology.</p>
<p>Suggestions for future actions, especially focusing on sustainability and replication</p>	<p>At present, data collection relies entirely on the voluntary and active recording of individual cycling trips. To contribute data, users must deliberately open the app and manually start route tracking. For privacy reasons, no automated background tracking takes place.</p> <p>Continuous use of the app therefore depends on sustained user motivation. However, there is currently no strong intrinsic incentive beyond a sense of civic responsibility and the desire to contribute to the public good. Additional external incentives will therefore need to be introduced to encourage cyclists to donate their data over the long term. To address these challenges, several enhancements are planned.</p> <p>The introduction of user accounts will make it possible to track personal achievements and compare them with those of other users through leaderboards, thereby creating additional incentives through gamification. In addition, Radsapur will support the import of routes that have already been recorded in other applications, such as Garmin, Strava, and Komoot, further lowering the barrier to data donation.</p> <p>Time-limited campaigns are also planned to generate targeted attention and concentrate app usage during specific periods. These efforts will be complemented by active promotion within participating municipalities, for example through bicycle safety events at schools. In addition, collaboration with local cycling initiatives and associations is intended in order to engage existing networks of active cyclists directly and recruit them as supporters. Closer integration into municipal communication channels is also planned, including municipal newsletters, notices in town halls, and citizen apps such as the Fichtel-App. These measures are designed to increase Radsapur's visibility within the project area and to encourage broader and more sustained use.</p>
<p>Next steps</p>	<p><b>Strategic Objectives for "Radsapur" Following Project Completion</b></p> <p>The evaluation will continue beyond the formal end of the project until the end of 2026 in order to establish a broader data base. During this period, the measures described in Section 3.3 to increase user motivation will be implemented. These include, in particular, gamification features such as leaderboards and personal statistics, as well as the ability to import route data from external applications.</p> <p>The objective is to obtain a robust assessment of whether the chosen approach of voluntary data collection is viable under improved conditions. This question could not yet be conclusively answered during the course of the project.</p> <p><b>Further Financing of the Project</b></p> <p>We remain convinced of the project's underlying concept and are prepared to implement part of the further developments described in Section 3.3 in the app at our own expense. Since the ongoing server costs are relatively modest, we will continue operating the infrastructure until at least the end of 2026 to enable a renewed evaluation.</p> <p>In addition, we will provide the system to the municipality of Kirchenlamitz free of charge throughout 2026.</p> <p><b>Expansion of the Project</b></p>

	<p>We are open to cooperating with additional municipalities in the Fichtelgebirge region. The data collected to date suggest that cyclists rarely travel exclusively within the boundaries of a single municipality. This creates an opportunity to collect and analyse data across municipal borders, an approach that could provide significant added value for regional cycling infrastructure planning.</p> <p>We also do not rule out expanding the project to interested parties outside the Wunsiedel District. However, we are not currently planning active promotion beyond the district, as the project must first be fully validated.</p>
<p>Provider's Reflection</p>	<p>The implementation phase of the project extended from June to October 2025, followed by the evaluation phase from October 2025 to March 2026. As a result, the evaluation took place entirely during the German winter months, which proved to be a significant disadvantage. During this period, it was difficult to recruit a sufficient number of volunteers to use the app regularly and to generate meaningful data. A noticeable increase in active cyclists was observed only from the beginning of March onward. The chosen project timeline was therefore not ideal for initiatives that depend on participation in outdoor activities. For future projects of this kind, it would be advantageous to schedule the implementation phase so that the evaluation period falls within the spring and summer months, when willingness to take part in outdoor activities is considerably higher.</p> <p>No direct economic benefit has emerged from the project to date. However, our participation enabled us, as a company, to establish contact with additional municipalities that have expressed interest in the project, including Schwäbisch Hall. In addition, conversations with private individuals repeatedly highlighted the positive underlying concept of the project. In particular, the low-threshold and privacy-friendly collection of cycling data for the benefit of the general public has been received very positively.</p> <p><b>Feedback on the Agile Project Approach</b></p> <p><b>Positive aspects:</b></p> <p>The agile pilot project model provides a fast and straightforward way to evaluate project ideas aimed at improving various aspects of public life at the municipal level. This approach is particularly valuable for small municipalities with limited budgets that would otherwise be unlikely to pursue such initiatives independently.</p> <p>Publicly tendered projects often involve significant administrative overhead, which can place smaller project ideas at a disadvantage. Within the framework of the agile pilot project, companies are able to offer innovative solutions and test them with limited financial risk for both parties.</p> <p>Another positive aspect was the extension of the evaluation period by three months, which provided additional time to collect more meaningful data.</p> <p><b>Negative aspects:</b></p> <p>The evaluation period should be scheduled in a way that ensures projects requiring outdoor evaluation are not adversely affected by seasonal conditions. In our view, it would be preferable to move the application phase to the end of the previous year so that the implementation phase can begin at the start of the project year. This would allow the evaluation to take place during the spring and summer months.</p>
<p>Municipality's Reflection</p>	<p>Oliver Rau, Project Manager of the Smartes Fichtelgebirge initiative in the Wunsiedel District, highlighted several benefits of the project for the municipality.</p> <p><b>Benefits of the project for the municipality:</b> "The app is based on a strong community approach. This enables anyone to actively contribute to the municipality's infrastructure planning without additional effort. The municipality receives meaningful data showing where cyclists actually travel."</p> <p><b>Willingness to implement the product as a commercial solution / General feedback on the agile project approach:</b> "A key advantage of the method is the comparatively lean project implementation, which keeps both the time commitment and the financial risk for the municipality very manageable. This makes it easier to launch projects and, if successful, scale them up, or, if unsuccessful, discontinue them."</p> <p><b>Additional comments and insights:</b> "The app needs to reach the public and should be integrated into citizens' everyday lives as seamlessly and effortlessly as possible."</p>
<p>Expert's Reflection</p>	<p>Due to the limited amount of data collected within the project area, no external expert was consulted to assess the results. A well-founded external evaluation would have required a broader data basis.</p>