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PUMA
Plans for Urban Mobility Actions

PUMA
Quarterly Report
July-September 2025

Start with people and places - simplify first, measure what matters, and scale what works.

This quarter was about turning ideas into everyday choices. We used summer to distil what works - ten focused PUMA Summer Series pieces on walking, cycling, public transport, safety, inclusion and resilience - and we tested those ideas in real places through partner fieldwork and European Mobility Week. We also came together around public transport as the city's everyday accelerator: frequent, reliable services that make every other sustainable mode possible. Behind the scenes, cities refined their Integrated Action Plans after consultation, so that by autumn the conversation shifted from plans on paper to first moves on the street.

As we head toward the final meeting in Nova Gorica on 12–14 November, partners are aligning stories, images and first steps. It feels like the end of a journey, but it reads like a beginning - a handover from learning to doing, with clear paths to deliver in 2026.

Karolina Orcholska, Lead Expert

PUMA Summer Series - highlights and lessons

When: Summer 2025
Who: URBACT PUMA network (10 LinkedIn posts)
Why: To distil practical lessons for people-centred mobility and translate them into actionable steps for Integrated Action Plans (IAPs)

This summer we ran a ten-part series that unpacked what really moves cities forward: walkability and cycling that feel safe and direct, public transport people can trust, data that drives decisions, design for women and caregivers, road safety as a baseline, the power of quick wins in smaller municipalities, night-time mobility that works for workers and culture, and cleaner last-mile logistics. Each post focused on a single theme and translated it into actions cities can implement now - from interval timetables and protected junctions to simple "you said - we did" engagement loops and compact KPI sets that prove impact. The outcome is a shared vocabulary for the network and a practical checklist for partners as they finalise their IAPs and prepare for Nova Gorica.

Week 1 - Walking, the Overlooked Powerhouse

Essence. Walking is the most democratic, healthy and inclusive way to move - a true barometer of liveable cities. If walking is unsafe, unpleasant or inconvenient, something is fundamentally wrong in how we shape urban space. The post grounded this with Jim Walker's line that "walking is the barometer of a liveable city" and reminded us that too often walking is still treated as a leftover.

What we highlighted:

- Walking is free at the point of use, accessible to nearly everyone, zero-emission by design, socially rich and health-positive.
- Common barriers persist: cracked sidewalks, long waits at dangerous crossings, streets designed around cars rather than people.
- Signals from Europe show what's possible: pedestrian-first centres (e.g. Pontevedra), limited-traffic zones that let people wander (Florence, Venice), wide pavements and car-free squares (Copenhagen), and citywide walkability celebrated in rankings (Munich).
- PUMA's stance: walking should be the first and best option - not just functional, but joyful - as we help small and mid-sized cities put people at the centre.

What cities can do next (for IAPs):

- Close the top 10 missing crossings and footway gaps on primary desire lines.
- Set a simple "15-minute access" check for daily services in every district.
- Fix the worst 20% of lighting and surface defects along key walk corridors first.
- Rebalance junctions and signal timings to cut pedestrian delay and exposure.
- Pair each fix with clear wayfinding and small public-space upgrades (seating, shade).

Week 2 - Cycling: the city's everyday accelerator

Essence. Cycling isn't niche. It is a high-capacity, low-cost transport layer that turns 1–5 km trips into fast, predictable journeys. When it feels safe and obvious, streets get quieter, air gets cleaner, and people gain real freedom of movement at any age.

Why it matters for the city:

- Capacity and flow without adding congestion or big capex.
- Local business uplift through footfall and dwell time.
- Cleaner air and less noise exactly where people live.
- Health, independence and affordable access to jobs and schools.
- Network resilience when roads are blocked or PT is disrupted.

What we highlighted:

- Continuity beats length - the gaps at junctions decide behaviour.
- Junctions first – tight radii, raised tables and protected signals build confidence.
- End-of-trip matters - secure parking at stations, schools and high streets.
- Bike + PT extends reach - bikes make every bus, tram and train more useful.

What cities can do next (for IAPs):

- Close the top 3–5 network gaps each year, starting with the worst junctions and crossings on desire lines.
- Build continuous, protected corridors - no paint-only shortcuts; protect bus stop bypasses and side-street entries.
- Install secure bike parking at PT hubs, schools, universities, hospitals and dense housing; add on-street lockers where storage is scarce.
- Make school streets a standing programme with timed car restrictions and quick materials; publish before/after checks.
- Support everyday utility trips - enable cargo bikes, dedicate a few timed loading bays and test micro-hubs near centres.

Design DNA of a credible cycling network:

- Protection at intersections and other conflict points.
- Direct desire-line routes with predictable priority and clear sightlines.
- Smooth surfaces, year-round maintenance and debris clearance.
- Legible wayfinding and consistent standards along the whole route.
- Visible, secure parking at both ends of the trip.

Quick KPIs:

- Residents within 300 m of a protected or traffic-calmed cycling route.
- High-risk junctions rebuilt for cycling safety per year.
- Secure bike parking spaces added at PT hubs and schools.
- Share of short trips shifted from car to bike or e-bike.

Week 3 - Public transport: lifeline and city-shaper

Essence. Public transport is more than getting from A to B. It is a social equalizer, a climate tool, and a public space on wheels. When it is frequent, reliable and comfortable, it becomes the obvious first choice and frees our streets for parks, homes and everyday life. The real question is not how much PT costs, but how much it costs a city not to have it.

What we highlighted:

- Equal access - PT connects people from all backgrounds to jobs, education and social life, regardless of income or car ownership.
- Climate and clean air - one bus or train replaces dozens of cars, cutting emissions and noise where people live.
- Better city form - space previously locked into parking and road capacity can become housing, trees and places to meet.
- Reliability builds trust - short headways, easy transfers, simple fares and clear information make PT the default.

What cities can do next (for IAPs):

- Set frequency baselines on core routes (for example every 10/15/30 minutes) and publish a minimal evening/weekend grid.
- Give buses priority where it counts - continuous lanes, signal priority, clear stops and fast boarding.
- Make the door-to-door experience work - safe access to stops, comfortable interchanges, lighting and wayfinding.
- Simplify paying and knowing - best-price fares, time-based tickets, real-time information at stops and in apps.
- Protect service quality - cleanliness, staff presence and quick incident response to keep trust high.

Quick KPIs:

- Residents within 400 m of a 15-minute-or-better service.
- On-time performance and average headway on core lines.
- Evening and weekend service hours per corridor.
- Kilometres of effective bus priority delivered.
- Access to jobs within 30 minutes by PT and walking.
- Customer satisfaction score and ridership trend.

Week 4 - The hidden costs of car dependency

Essence. Car-centric planning quietly drains cities - financially, environmentally, and socially. It consumes scarce public space, shifts real costs onto society, and undermines health. Shifting away from car dependency is not a lifestyle choice; it is a fiscal, spatial, and public-health imperative.

What we highlighted:

- Space: In many European cities, cars occupy up to 50% of public space - mostly parking and wide roads - while people get the leftovers.
- Money: Each kilometre driven imposes societal costs (pollution, noise, crashes, climate damage), whereas walking and cycling deliver a net benefit.
- Health: Road traffic pollution contributes to hundreds of thousands of premature deaths; inactivity linked to habitual car use raises chronic disease risk.
- Proven wins:
  - London's ULEZ cut roadside NO_2 nearly in half in its early years.
  - Oslo recorded zero pedestrian or cyclist deaths in 2019 after reducing car traffic in its centre.
  - Pedestrianised high streets often see 10–30% retail uplift.

What cities can do next (for IAPs):

- Rebalance street space: convert selected parking bays into trees, benches, bike parking, deliveries, and wider footways; pilot "people-first" blocks and make the best ones permanent.
- Price and manage the curb: extend paid/prioritised parking, set loading time windows, and add micro-hubs to cut cruising and double-parking.
- Prioritise clean, shared modes: continuous bus lanes and signal priority; protected cycling corridors with safe junctions; default 30 km/h on local streets.
- Targeted clean-air zones: use low-emission or access regulations where exposure is highest (schools, hospitals, dense centres).
- Design for proximity: embed 15-minute access checks in new developments and retrofits so daily needs are walkable or bikeable.

Week 5 - Shared mobility: promise and pitfalls

Essence. Shared bikes, e-scooters and car-sharing can amplify public transport, shrink car dependency and widen access. Unmanaged, they create clutter, safety issues and public backlash.

What works:

- Integration with PT (passes, mobility hubs, wayfinding).
- Clear parking rules (corrals, geofenced no-park/no-ride zones).
- Protected lanes and speed limits that prioritise safety.
- Service obligations and data sharing tied to permits.

Common pitfalls:

- Sidewalk chaos and poor parking discipline.
- Safety incidents and inconsistent local rules.
- Oversupply in centres, undersupply in outer districts.
- "Nice to have" pilots with no link to mode shift.

City actions (for IAPs):

- Issue performance-based permits (caps, coverage, safety, equity) and enforce them.
- Require parking infrastructure first, vehicles second.
- Bundle shared mobility with PT tickets and hubs; show it on network maps.
- Use open data to rebalance fleets and measure impact, not headlines.

Quick KPIs:

- Share of trips starting/ending at hubs or corrals.
- Reported sidewalk obstructions and crash rates (per 100k trips).
- Transfers to/from PT and car-kilometres avoided.

Week 6 - Gender & mobility: why it matters

Essence. This is not a side note in mobility planning. If we ignore gender, we ignore the needs of half the population. Women make most PT trips, trip-chain more, travel off-peak more, and adapt routes and modes due to safety concerns. Designing for the "average commuter" (male, peak-hour, home-to-work) is outdated; designing for real life is the way forward.

What we highlighted:

- Women are the majority of PT users, yet service patterns still mirror peak-hour commutes.
- Trip-chaining and care journeys demand short, reliable links, safe interchanges and real evening/weekend coverage.
- Safety is both perception and reality: lighting, sightlines, activity around stops and simple information all matter.
- Cycling remains male-dominated in many cities due to safety perceptions and network gaps.
- Cities show the path: Vienna's gender mainstreaming in street and stop design; Barcelona's people-first superblocks supporting short, local trips; Umeå's winter maintenance that clears pavements and cycleways first.

What cities can do next (for IAPs):

- Put gendered personas into every project brief and public-space audit.
- Upgrade safety fundamentals on access routes and at stops: lighting, clear sightlines, passive surveillance, emergency contact points.
- Plan timetables for care and off-peak travel, not only peaks; guarantee predictable evening/weekend service on core lines.
- Make interchanges child- and pram-friendly: level access, ample space, safe crossings, real transfer time.
- Close cycling gaps where women actually ride: protected junctions, continuous corridors to schools, clinics and shopping streets.
- Introduce simple reporting and follow-up for harassment, plus visible staff presence in hotspots.
- Use gender budgeting and publish results by gender (ridership, safety perception, access).

Quick KPIs:

- Perceived safety at stops and along key routes (by gender, day vs night).
- Evening and weekend PT coverage and headways on core lines.
- Share of population within 10–15 minutes of daily services by walk/PT (by gender and age).
- Cycling mode share by gender on protected corridors; number of protected junctions delivered near schools and care destinations.
- Reported incidents addressed within a set time; lighting upgrades completed on priority corridors.

Week 7 - Children and mobility: designing for the youngest

Essence. If a street is safe and welcoming for a child, it works for everyone. Designing with children in mind delivers calmer traffic, cleaner air, stronger social ties and the kind of human-scale public space that makes neighbourhoods thrive.

What we highlighted:

- Children are among the most vulnerable road users, yet their needs are routinely overlooked. Safe routes, low-speed zones and car-free areas around schools protect kids and lift quality of life for all.
- Child-centred streets encourage everyday activity and social interaction, building healthier communities.
- When safety and walkability are prioritised, pollution drops, independence grows and neighbourhoods feel connected.

Signals from leading cities:

- School Streets - timed closures at drop-off and pick-up create quiet, safe perimeters and boost walking and cycling.
- Streets for Kids (GDCI) - turning vehicle-dominated school fronts into playful, green community spaces co-created with residents and children.
- Oslo's Traffic Agent - kids report hazards on school routes, triggering fixes such as new crossings and sidewalks.
- Paris - protected bike lanes, 30 km/h citywide and a rapid rollout of School Streets make cycling and walking credible for families.

What cities can do next (for IAPs):

- Make School Streets a permanent programme - timed car restrictions, clear signage, simple materials and a standard delivery kit for schools.
- Build safe routes to school networks - raised crossings, protected junctions, continuous footways and cycleways on desire lines.
- Set a default 30 km/h on local streets and redesign priority conflict points near schools and parks.
- Reclaim the school frontage - widen footways, add trees, benches, bike and scooter parking, and play elements.
- Involve children and caregivers - quick audits, map-based feedback and "you said - we did" follow-ups to build trust.
- Pair mobility with public space - shade, seating, lighting and wayfinding to make independent trips feel easy and intuitive.

Week 8 - The power of small: quick wins in smaller municipalities

Essence. Smaller towns can move fast. Decisions are closer to people, delivery chains are shorter, and trust builds quickly when results are visible on the street. Quick wins are not cosmetic fixes – they are low-risk prototypes that unlock bigger, systemwide change.

What we highlighted:

- Speed of delivery - ideas can be tested in weeks, not years.
- Community capital - tighter networks make engagement and iteration easier.
- High impact per euro - targeted, low-cost measures change daily habits fast.

Partner snapshots:

- Viladecans - temporary safe school routes showed how tactical urbanism reshapes everyday mobility.
- Cento - mobility used for social inclusion, with transport tailored to the needs of migrant women.
- Liepāja - steps toward a comprehensive accessibility policy prove inclusion is achievable with modest resources.
- Nova Gorica - cross-border walking and cycling links to Gorizia delivered symbolic and practical integration.
- Larissa - pilot pedestrian areas and new parking rules sparked a wider debate on public space and the city's future.

Beyond PUMA:

- Turku - mobility points combining secure bike parking, bus info and shared modes started as pilots and became core infrastructure.
- Ghent - early circulation tweaks in a few districts paved the way for city-wide rethinking of street use.
- Ponferrada - school streets scaled from one site to a city program within months.

What cities can do next (for IAPs):

- Keep a rolling quick-wins list (ready-to-deliver measures with owners, budgets and timelines).
- Test before concrete - use temporary materials to trial layouts and collect feedback.
- Pair every intervention with clear communication and wayfinding so people notice and use it.
- Convert proven pilots within one budget cycle and lock in standards for replication.
- Link quick wins to long-term goals (safety, access, emissions) so they ladder up to strategy.

Week 9 - Night-time mobility: keeping cities moving safely after dark

Essence. Mobility does not stop at 22:00. When night services are thin or unsafe, women and low-income night workers pay more, travel less, or stay home. A credible night offer is an equity policy, an economic policy and a safety policy at once.

What we highlighted:

- Women face a double burden - higher reliance on PT, lower perceived safety, and extra costs for taxis when services feel risky.
- Night workers in health, cleaning and hospitality are hit hardest when service drops after 22:00 - equity disappears from the system.
- Inclusion, economy, safety - reliable night transport keeps jobs, culture and social life accessible and reduces risks on the last leg home.
- City signals to learn from - Brno's coordinated night bus hub, London's women's safety campaigns, Zurich's on-demand "Pikmi" pilots.

What cities can do next (for IAPs):

- Design a minimal but predictable night grid - fixed headways, timed pulse departures at 00:00, 01:00, 02:00, etc., with a central hub for easy transfers.
- Publish a simple night map - routes, headways, safe walking corridors to and from hubs, and request-stop policies.
- Make the last 200 metres safe - lighting, clear sightlines, passive surveillance, priority crossings around night stops and stations.
- Add staff presence where it matters - visible attendants or stewards on key lines and at hubs during peak night hours, plus simple reporting for harassment.
- Integrate on-demand feeders - connect outer districts to the night grid with shared, capped-fare shuttles.
- Partner with major employers - co-fund late trips, coordinate shift times with the night pulse, offer night worker passes.
- Keep fares simple - best-price or capped night tickets that work across modes.

Week 10 - Climate resilience through mobility

Essence. Heatwaves, floods and storms are already shaping daily life. Resilience cannot be an add-on - it must be built into streets, services and operations. Mobility is both at risk and a key part of the solution.

Where mobility makes the difference:

- Cool, walkable streets - trees, shade and cool materials lower on-street temperatures and protect the most vulnerable.
- Sponge streets - permeable paving, rain gardens and green roofs absorb stormwater and cut flash-flood risk.
- Robust public transport - reliable networks act as lifelines for care, essentials and evacuation during heat and storms.
- Active mobility - walking and cycling keep cities moving when fuel, roads or power are disrupted.

City actions (for IAPs):

- Heat-ready public realm - shade major stops and interchanges, plant canopy corridors on key walk and cycle routes, add water points and thermally comfortable shelters.
- Flood-smart streets and assets - retrofit permeable surfaces, kerb cuts and bioswales; raise or protect equipment, depots and underpasses; map resilient detours.
- Operations and continuity - set heat/storm thresholds and responses, add staff at hubs, ensure back-up power and clear emergency wayfinding to cooling centres and clinics.
- Equity first - prioritise routes serving seniors, children, night workers and low-income areas; co-design locations for shade and blue-green elements.

Quick KPIs:

- Kilometres of shaded walk/cycle corridors and share of major stops with shade.
- Added permeable surface area and estimated stormwater retained.
- Service continuity during events and recovery time after disruptions.
- Surface temperature reduction on pilot corridors and canopy coverage by district.

Over ten weeks, PUMA distilled what makes people-centred mobility work: walkability and cycling that feel safe and direct, public transport people can trust, data that proves impact, safety as baseline, inclusion by design, quick wins in smaller towns, night-time mobility that is predictable and safe, and climate resilience built into streets and services. The through-line is engagement, integration and equity. Start with people and places, simplify first, measure what matters, and scale what works. Together, these lessons form a practical playbook for partners' IAPs.

Webinar on Public Transport: The Backbone of Sustainable Mobility

When: 11th September 2025
Who: URBACT PUMA network, hosted by PUMA's Lead Expert (Karolina Orcholska), with contributions from the City of Liepaja (Arturs Caune) and TU Zagreb (Matija Skiric).
Why: To re-focus on public transport as the core lever for equitable, climate-aligned mobility and to share practical pathways cities can implement now.

Key messages at a glance

- **Public transport is the single most space- and energy-efficient way to move cities.**
- **Trust is built through frequency, reliability, and a seamless user experience.**
- **Inclusion is a design requirement, not a nice-to-have.**
- **Governance and financing must be clear, stable, and integrated.**
- **Start with simplification and information; pour concrete last.**

What we set out to do

This webinar examined why public transport (PT) sits at the heart of sustainable mobility; where systems are today; what is changing; and how cities can deliver inclusive, trusted, and future-proof networks. We brought together a city case from Liepaja, a research and innovation perspective from TU Zagreb, and interactive exchanges with the PUMA community.

Why public transport matters

Public transport replaces dozens - sometimes hundreds - of cars with a single vehicle. It cuts emissions per passenger, improves air quality, and supports social inclusion for people without access to a car. Beyond mobility, PT enables compact urban form, boosts local economies, and integrates walking, cycling, and shared modes. When PT is frequent, predictable, and accessible, it becomes the default choice and makes all other sustainable options viable.

Today's challenges and tomorrow's trends

Many systems are still re-balancing post-pandemic demand while facing rising operating costs, staffing shortages, and fragmented governance. Competition from private cars remains intense. At the same time, cities are accelerating fleet electrification, deepening digitalisation (real-time information, integrated ticketing, Mobility-as-a-Service), and pushing for stronger multimodal integration. Equity is moving from rhetoric to requirement.

Accessibility: beyond the vehicle

An "accessible vehicle" is meaningless if people cannot reach the stop safely or if service hours do not match real lives. Accessibility must be planned door-to-door: safe and direct walking routes, comfortable and legible interchanges, and timetables that cover evenings and weekends. Time is part of accessibility - caregivers, shift workers, young people, and older adults travel outside the 9–5.

Women and public transport

Women make a larger share of PT trips in many cities and often combine several purposes in one chain: care, work, errands. Timetables still mirror a traditional peak-commute logic, and safety concerns shape route and mode choice. Designing for these realities - lighting, sightlines, stop design, service frequency, and clear information - improves outcomes for everyone.

Governance and financing people can trust

PT is a public good. It needs clear institutional responsibilities and predictable long-term funding. Successful models simplify the offer, integrate fares across modes and operators, diversify revenue beyond fares, and link strategic planning to delivery. These choices unlock reliability, innovation, and user-centred improvements such as best-price ticketing and real-time information.

City spotlight: Liepaja's "timetable-first" reset

Context. Liepāja (67,000 inhabitants; ~100,000 in the functional area) faced a complex network, non-coordinated timetables, and a tram slower than buses, with ridership below pre-pandemic levels.

Approach. The team applied SUMP principles to simplify the offer and make it legible:

- City services re-organised from "13+1" routes to a clear "1+4+4" structure.
- Functional-area services consolidated from 60+ to a handful of main lines plus on-demand options.
- 7–10 mobility hubs and coordinated, easy-to-remember intervals (for example 30/60 minutes).
- A "timetable-first" philosophy so any point-to-point journey requires at most one change, including extended evening coverage.

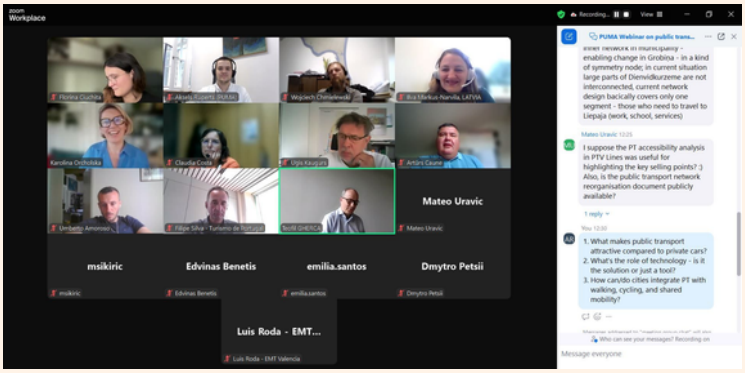
Impact and enablers. Interval timetables support ridership recovery by reducing waiting anxiety and simplifying trip planning. Digital ticketing with time-based products underpins the network logic, and pilots are moving toward best-price, account-based fares. Parking and PT policies are coordinated to encourage a smooth shift from private cars to shared modes. Lessons for peers: simplify first, teach one-change navigation, phase infrastructure upgrades, and build real interchanges before expanding supply.

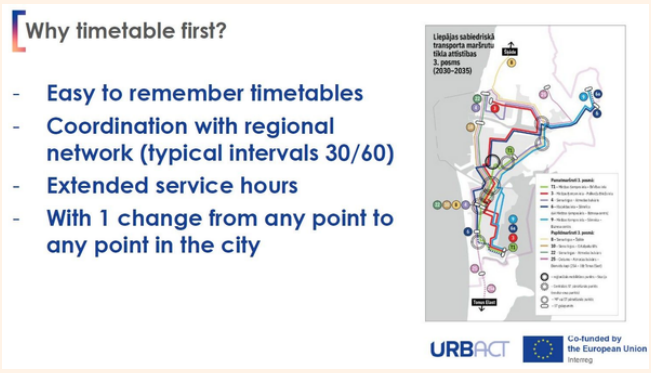
Innovation roundup: what works now

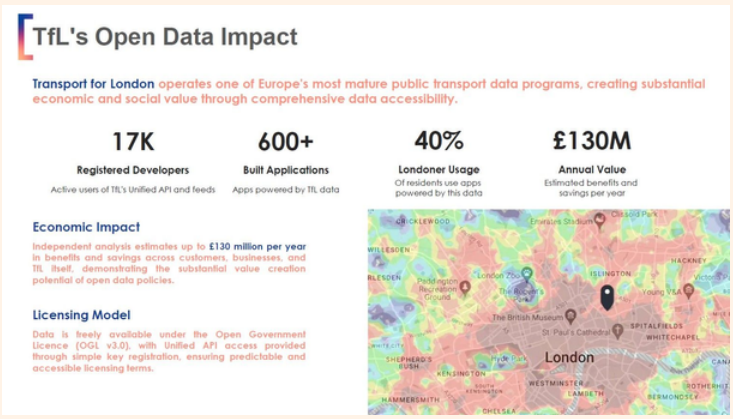
- **MaaS led by public operators**. Berlin's Jelbi shows how a public operator can orchestrate a full ecosystem - from app to physical "mobility points" - by treating CRM and partnerships as seriously as technology.
- **Regional on-demand as a PT feeder.** Large-scale, pooled electric services can feed rail and bus if fare integration and booking are unified while allowing local brands to remain visible.
- **Open data as a service platform.** An open, reliable API framework creates an ecosystem of apps that deliver accurate ETAs, disruption alerts, and behaviour insights - lowering agency costs and raising user trust.
- **Ticketing and payments**. Three trends are converging: contactless capping, digital wallets, and simplified subscriptions. Together they remove friction and support equitable best-price logic across modes.
- **Zero-emission fleets**. Cities advancing fastest combine clear political mandates, phased depot conversion, and stable multi-year procurement. The result is cleaner air, less noise, and lower lifecycle costs.

What participants took away

1. **Public transport is the backbone - but only if people can trust it every day.**
2. **Integration beats fragmentation: timetables, ticketing, data, and governance must align.**
3. **Inclusion is a design requirement: when we plan for real users — women, caregivers, shift workers, older adults — everyone benefits.**
4. **Start with simplification and information; pour concrete last.**







News from Partners

Field notes from study visit to Cento & Ferrara (Italy)

What happens when a partner trip turns into a live stress test of public transport? You get exactly the kind of story that turns policy into practice. In mid-June, teams from Cento (Italy), Green Region (Lithuania) and Dienvidkurzeme (Latvia) met in Cento and Ferrara to swap lessons on people's mobility - and experienced the system as real passengers along the way.

It started with delays and missing information: a bus arriving 50 minutes late in Palanga, unclear wayfinding at Vilnius, a late landing in Milan, broken ticket machines and a long night at the bus station before a 03:10 service to Bologna. Even the last leg to Cento meant hunting for the right operator and a relocated stop due to road works - with buses not always matching the timetable. A micro-odyssey across modes, and a sharp reminder that reliability and legibility are what make public transport feel usable.

Once on site, the team jumped straight into city reality. In Cento, they walked the planned School Street near Carducci Primary - closing a short section to cars at peak times to cut jams and make the entrance truly child-safe. They also looked at a push for monthly and annual passes in more remote villages, plus how event-day restrictions in the historic centre hand space back to people. The most telling detail? The last bus from Cento to Ferrara leaves at 18:00 - a small timetable fact with big consequences for evenings and shift work.

Day two spotlighted Ferrara's provincial mobility agency (AMI) and ideas worth borrowing. On-demand buses that graduated from pilots to regular services once people adopted them. The Disco Bus - four villages feeding the coast on Saturday nights, 20:00 out, 03:00 back, €5 return - a clever safety-and-access play that keeps nightlife moving without drunk driving or parking stress. A fleet visit with TPER showed the shift to electric, hybrid, hydrogen and gas buses, backed by charging and refuelling facilities. The city centre? Cycling everywhere, supported by visible infrastructure and parking.

Three takeaways from this study visit

- Operations beat slogans. From last departures to stop relocations, the details decide whether people trust the network. One missed connection at 22:00 can undo a hundred campaigns.
- Targeted services change behaviour. On-demand lines that stick, a €5 Disco Bus and child-safe school fronts solve specific problems for specific users - that is how mode shift starts.
- Green fleets need green streets. New e- and hydrogen buses matter, but so do readable maps, reliable headways and safe access on foot and bike to every stop.

This is why partner news matters - it is not abstract. It is missed buses and bright ideas, small frictions and quick wins. With that, let's dive into the individual stories.

Viladecans - From broken links to a continuous cycling spine

If you've ever pedalled a promising bike lane only to hit a dead end at the next junction, you know the brief. Along the twin axis of Avinguda Josep Tarradellas and Avinguda Ballester, Viladecans had good pieces of infrastructure - but they didn't join up. This project stitches the fragments into one legible route linking the two ends of the municipality along a main road. It's a classic "small works, big impact" story.

What's changing on the ground

The corridor is split into nine sectors - roundabouts and crossroads where gaps are most felt - and each gets a targeted fix. The cycleway is homogenised to 2.0-2.4 m so it reads as one continuous facility. Where width must tighten, space is returned to pedestrians. Junctions and roundabouts receive bespoke treatments to carry riders safely through. Crossings gain tactile paving to support people with visual impairments. The whole axis gets clear horizontal and vertical signage, plus new street furniture for comfortable pauses.

Why it matters

Continuity at intersections turns four "almost-good" segments into one everyday route for school runs, errands and first-last mile trips to public transport. Consistent width improves comfort. Better crossings and visual cues make the corridor intuitive for new riders - not just the confident few. The result is more short trips on bikes and on foot, and calmer traffic for everyone.

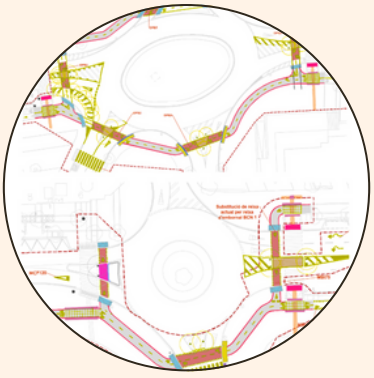
By the numbers

- Scope - 9 sectors of roundabouts and crossroads along the Tarradellas-Ballester axis
- Standard - cycleway widths unified to 2.0-2.4 m; pedestrian priority improved where lanes slim
- Accessibility - tactile paving at crossings; full-axis wayfinding and signage
- Budget - €264,999.41 (materials and labour, safety, waste, overheads, VAT)

The bigger picture

Viladecans isn't chasing a headline. It's fixing the bits that make cycling feel effortless - and in doing so, raising the floor for everyone who walks, rolls or rides along this spine. That's how isolated investments become a citywide habit.






Dienvidkurzeme & Liepāja - One plan, many voices

Quarter 3 in South Kurzeme and Liepaja was less about ribbon-cutting and more about doing the serious work that makes change stick. The team focused on the Integrated Mobility Action Plan to 2035, opened it to the public, and brought rail and bus operators to the same table. It was quieter on headlines, louder on legitimacy.

What happened

- 16 July - Liepāja partners Aksels and Solvita met the Dienvidkurzeme team to swap notes on the VeloBus and warm up ideas for European Mobility Week.
- 22 July - a multi-agency review of the draft IMAP joined new deputies, plan authors and experts with the Kurzeme Planning Region, Motor Transport Directorate, Latvian Railways and the national passenger rail operator to stress-test solutions before consultation.
- 16 August - at the "Kopums / Mad Liepāja" youth festival and Interreg Cooperation Day, the team took mobility to where people already were, from a mobility crossword to a bike anatomy quiz, and announced the start of public consultation.
- 25 August to 25 September - formal public consultation on the IMAP and the environmental report invited proposals and comments from anyone in the region.
- 9 September - a public meeting focused on the IMAP 2035 and its Strategic Environmental Assessment for Liepāja and South Kurzeme.

Why it matters

- The plan is being built with people, not just for them. A month-long consultation and a youth-first outreach moment give real residents a say.
- Delivery is being de-risked early. Operators and agencies reviewed measures before the plan leaves the drafting table.
- Rural and city perspectives meet in one document, which is crucial for everyday trips that cross municipal lines.

What's next

- Analyse submissions and fold the strongest ideas into a revised IMAP and SEA.
- Confirm near-term quick wins for 2026 budgets - safer school fronts, clearer PT information and first junction fixes on cycling routes.
- Keep the conversation going through European Mobility Week and into adoption, so people can see how their input changed the plan.





Liepāja - from plan to people: IAP approval and a month of movement

July - in the engine room

The team worked intensively with decision-makers to refine the final IAP actions and scenarios. This was the hard graft that turns a strategy into a delivery plan people can trust.

August - formal green light

City council approved the IAP and opened it for public consultation until 25 September. All opinions and suggestions from this period will be evaluated and folded into the final version, expected by the end of 2025. Policy made visible, and accountable.

September - Sustainable Mobility Month at City Hall

Around 50 municipal employees joined a cycling challenge from 1 to 30 September. The aim was to build daily activity into commutes and sharpen awareness of how travel choices shape climate and city life.

Challenge rules:

- Cycle at least 100 km to enter a lottery for a place at the final PUMA meeting in Nova Gorica (12–14 November).
- Cycle 300 km to earn a day off.
- Collective goal of 10,000 km to cut about 2 tonnes of CO_2.
- Everyone receives small promotional gifts.

Car-Free Day - 20 September

More than 300 people took part in the annual 9 km ride from the city centre to Liepāja International Airport. The hour-long route started at the Central Administration Building and ended at the airport car park, where participants explored hands-on stands and activities. Highlights included the airBaltic Pilot Academy, presentations from Liepāja Airport and the Liepāja State Technical School's aircraft mechanic programme, plus info points from the Ministry of Transport, Liepāja Water and the technical school.

Why it matters

- The IAP moved from drafting to democratic scrutiny, keeping trust high before adoption.
- The cycling challenge turned climate talk into daily action inside the administration.
- Car-Free Day showed how a simple, well-organised ride can mobilise hundreds and connect mobility with education, jobs and local pride.

Quick numbers

- 1 IAP approved for consultation in August.
- ~50 employees in the September cycling challenge.
- 10,000 km target and about 2 tonnes CO_2 to be saved.
- 300+ participants on Car-Free Day over a 9 km route.

What's next

- Analyse consultation feedback and update the IAP and environmental report.
- Lock the first 2026 quick wins - safer school fronts, clearer PT information, and priority junction fixes on cycling routes.
- Keep the momentum into Nova Gorica and beyond, showing how public input changes the final plan.

Larissa, Greece - smart parking goes live, streets get calmer

Larissa has flipped a classic bottleneck into a lever for change. As of June 2025 the city launched its Controlled Parking System - a core SUMP action under the 2021–2027 Sustainable Urban Development programme - and paired it with street upgrades that make walking and cycling the easy choice.

What changed on the ground

- City center and adjacent areas now run on a smart, automated parking system.
- Real-time sensors show available spaces, with integrated digital payments.
- Violation detection and enforcement are built in to curb illegal parking.
- Reconstruction works continue downtown - Anthimou Gazi Street is being transformed into a low-traffic corridor with wider sidewalks and a dedicated bike lane.

Why it matters

- Parking is policy. Managing the curb frees space for people, short trips and local business.
- Better enforcement reduces chaos at bus stops, crossings and corners.
- Calmer main streets plus a protected bike link make everyday trips safer and more predictable.

What to watch next

- Resident and visitor permit rules aligned with the new system.
- Data-driven tweaks to pricing and time limits so turnover matches local needs.
- Finishing works on Anthimou Gazi Street and connections to the wider cycling network.
- Clear wayfinding and communications so people can see and use the changes.

Larissa's message is simple - manage the curb, fix the street, and the rest of the mobility system starts working better for everyone.

European Mobility Week - all our partners showed up!

From 16–22 September, "Mobility for Everyone" wasn't just a slogan - our partners turned it into streets, routes and moments people will remember. The week pressure-tested services, brought new riders on board and made everyday mobility visible and fun. Some examples:

- Zagreb - central streets closed for Car-Free Day and a big Zrinjevac finale with family activities and health actions.
- Gdansk - a city-centre mobility picnic, group rides and free public transport on Car-Free Day.
- Taurage - hands-on week for schools and families, from e-bus lessons to games and guided activities.
- Nova Gorica - culture-meets-mobility with ARTcycle and GO!2025 events linking creative workshops and active travel.

Why it matters

- EMW is a live lab - it pilots ideas, builds trust and shows what "mobility for everyone" looks like on the ground.
- These moments help partners turn IAP goals into habits: try it once, then keep it going.

Next Steps

The coming quarter is about closure and momentum. We gather in Nova Gorica on 12–14 November for the final PUMA meeting - a chance to put our work on the wall, celebrate what partners have built, and step into delivery together. City teams are polishing their IAPs after consultation, locking the essentials so councils and services can move from plan to action in 2026. In parallel, we are shaping the final products that will carry PUMA beyond the network - a concise results piece that captures what worked, why it matters, and how others can repeat it, plus simple materials cities can reuse when they brief leaders, engage residents, or launch quick wins. It feels like an ending, but it reads like a beginning: the last pages of PUMA are already pointing to new projects, better streets, and everyday choices that add up. We close this chapter with gratitude and a clear next move - meet in Nova Gorica, show what we've made, and take it home to deliver.

What to expect is focus and follow-through. The meeting will crystallise each IAP into a clear story and a small set of first moves, so every team leaves with confidence about who does what next and how success will be seen. The network results piece will land as a readable, public-facing summary - proof that people-centred mobility works in places big and small - while each city takes home a compact pack that makes it easy to brief decision-makers and keep residents on board. After Nova Gorica there will be a short window to fold in final comments and confirm 2026 starters, and then the centre of gravity shifts from planning to doing.

We close this quarter with gratitude and intent. What began as a network is now a shared playbook and a set of ready first moves. Nova Gorica will be our moment to put it all on the wall, celebrate what partners have built and leave with confidence about who does what next. After that, the work returns home - to school fronts that feel safe, junctions that finally make sense, bus services people can trust, and shaded streets that keep cities cool. PUMA ends, but the routes it opened keep going. Thank you to every partner, expert and resident who helped us get here - now we take it forward together.

Thank you for being with us!

Contact

LinkedIn: www.linkedin.com/company/planning-urban-mobility-actions/posts
URBACT: https://urbact.eu/networks/puma
Lead Partner: aksels.ruperts@liepaja.lv
Lead Expert: wisinska.karolina@gmail.com