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INTEGRATED ACTION PLAN – DIENVIDKURZEME MUNICIPALITY TILL 2035

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1. CONTEXT, NEEDS AND VISION

1.1 Introduction

This Integrated Action Plan (IAP) is part of the work developed within the PUMA network, where nine European cities and regions collaborate to design sustainable and inclusive mobility solutions. It reflects local priorities while drawing strength from shared learning and a common European vision for healthier, fairer, and more connected cities.

Nine cities and regions across Europe have joined forces in the PUMA network with a shared ambition: to rethink mobility for a more sustainable, inclusive, and connected future. From Latvia to Spain, from Slovenia to Greece, our partners represent very different realities – large cities and smaller municipalities, academic institutions and regional agencies. What unites us is the conviction that mobility can and must be redesigned to serve people, reduce emissions, and strengthen the resilience of our communities.

The network began its work with a baseline study that captured the specific challenges and aspirations of each partner. Through transnational meetings, local URBACT groups, peer exchanges, and workshops, we built a common framework for action while respecting the uniqueness of each place. Along the way, we learned from one another, tested new ideas, and addressed not only technical questions but also deeper issues of equity, accessibility, and participation.

The IAP you are about to read is the outcome of this collective effort. While it reflects the specific local context, it also carries the DNA of the PUMA network: citizen engagement, a holistic perspective on mobility, and alignment with the broader European goals of decarbonisation and digital transition. It is not just a document, but a roadmap for tangible change – from safer school streets and better cycling connections to integrated public transport and low-emission zones.

PUMA's strength lies in its diversity and collaboration. By working together across borders, we have demonstrated that solutions for sustainable mobility are not only technical, but deeply social. The plan presented here is therefore both local and European: grounded in everyday needs, yet pointing towards a common vision of cities that are healthier, fairer, and ready for the future.f

This IAP has been developed by Dienvidkurzeme municipality within the framework of the URBACT IV Action Planning Network 'PUMA – Plans for Urban Mobility Actions'. The IAP is a forward-looking strategic document intended to guide local and regional mobility development until 2035. Its primary aim is to improve accessibility, sustainability, and quality of life across the municipality, while fostering a shift away from private car dependency toward more inclusive and low-emission transport solutions.

This section provides a comprehensive overview of the local context, key challenges, and the collective vision that frames the municipality's future direction in mobility planning.

1.2 Territorial and Policy Context

Dienvidkurzeme municipality is a largely rural municipality in western Latvia, made up of small towns and scattered settlements (Figure 1).

Figure 1. Dienvidkurzeme municipality location in Latvia (orange)

Dienvidkurzeme municipality is Latvia's largest municipality, covering an area of 3,591 square kilometres. The municipality is subdivided nto five towns and 26 parishes, which means that residents in the parishes have difficult mobility options. The main challenge in Dienvidkurzeme municipality is to provide citizens with equal opportunities to move, public transport does not reach areas outside the region's centres and residents are forced to use personal cars. Public transport, for the most part, moves between towns of the Municipality. Like many rural areas across Europe, the region faces demographic decline, with the population shrinking by approximately 16.8% between 2012 and 2024 (Figure 2).

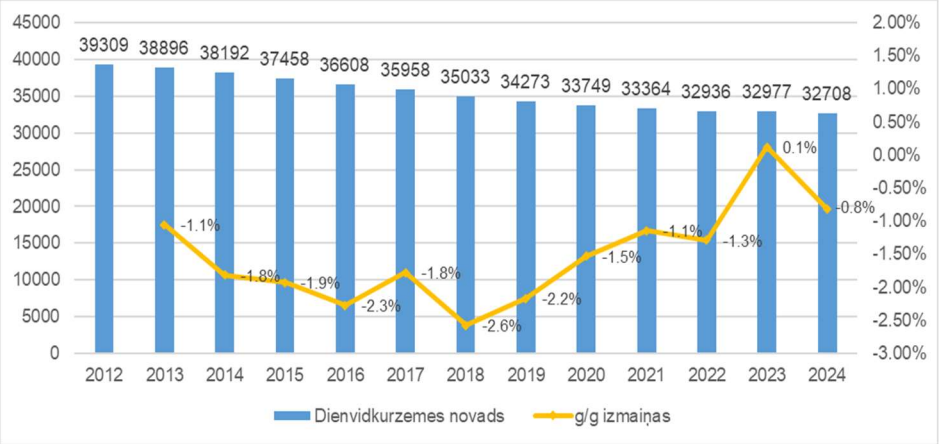

Figure 2. Population of South Kurzeme region at the beginning of the year and its change rate, 2012-2024

This trend is particularly visible among younger age groups, contributing to both depopulation and ageing dynamics (Figure 3).

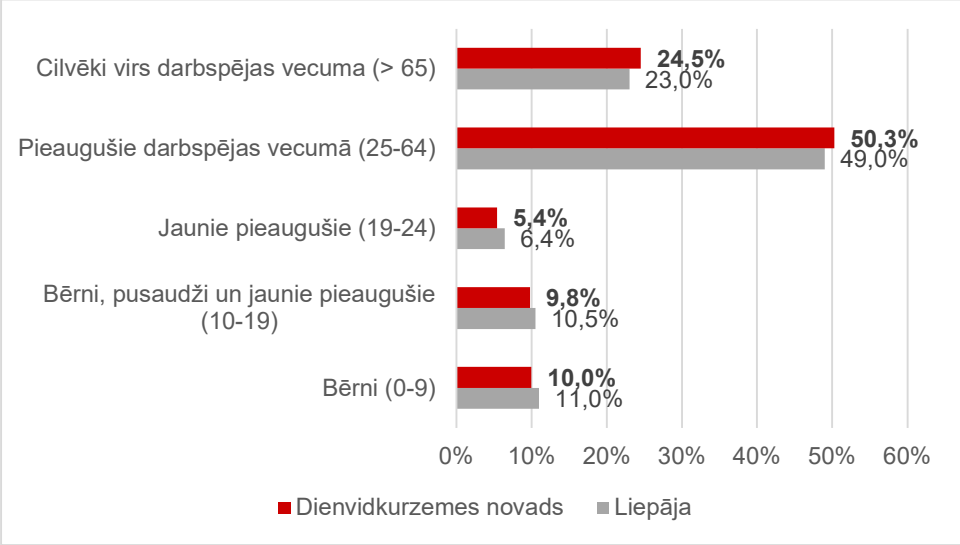

Figure 3. Share of population of Dienvidkurzeme municipality and Liepaja state city by five age groups, beginning of 2024

The transport landscape reflects this shift: car ownership has increased, while public transport services have been reduced in frequency and reach, especially in lower-density areas. Infrastructure for cycling and walking is underdeveloped or fragmented, particularly outside town centers. Mobility access for older adults and youth is often limited, reinforcing inequalities.

Transport demand is also influenced by socio-economic factors, such as the level of education and income structure of the Dienvidkurzeme municipality population.

On the one hand, a higher level of education correlates with the use of more sustainable and health-friendly modes of transport (public transport, cycling, walking). On the other hand, greater material well-being encourages people to prefer higher private comfort, including choosing to basically move by private car. Given that the level of education has a positive correlation with the level of income, it is not possible to determine exactly which of the factors has a more significant influence on mobility habits.

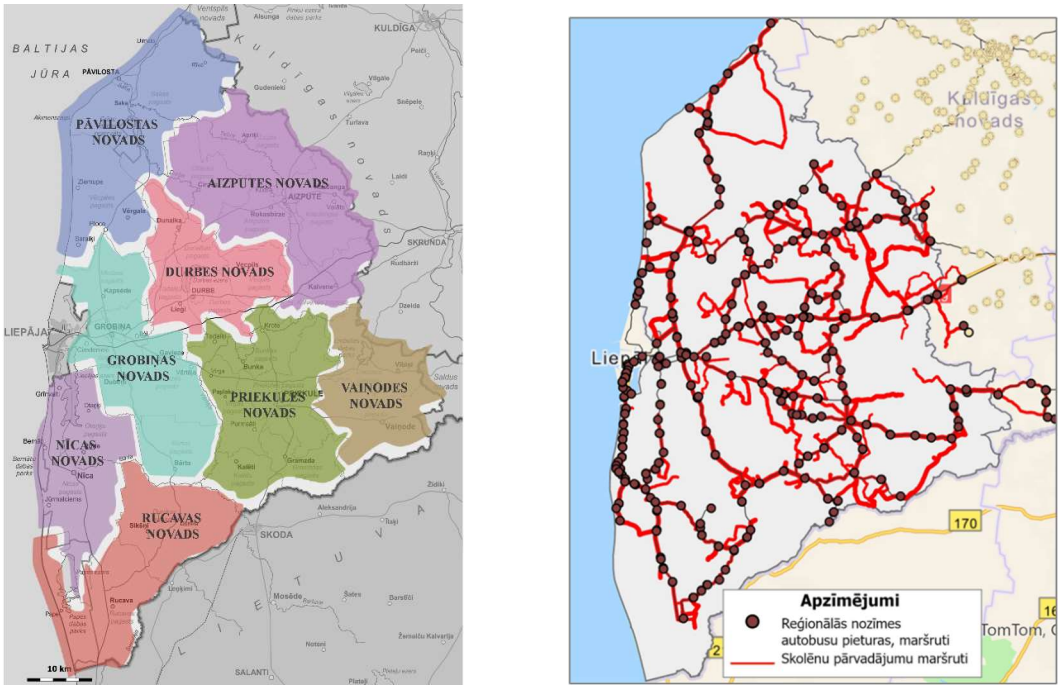

Figure 4. Network of bus routes and school routes of regional significance in Dienvidkurzeme municipality

Liepaja city and Dienvidkurzeme county municipality have common sustainable development strategy until 2035. This is the main policy planning document for two municipalities and it sets common vision, strategic aim, long term priorities and spatial development perspective. Transport development perspective is also included in the strategy.

According to the SUMP methodology, the scope of the mobility plan is the city and its agglomeration (in this case, Liepaja state city and Dienvidkurzeme municipality). For the residents of Dienvidkurzeme municipality, the closer their place of residence is to the city of Liepāja, the more likely the local workforce is to seek employment there. Residents of Grobiņa and the nearby parishes have the opportunity to access relatively quickly the wide

range of services available in the supermarkets and shopping centers of the neighboring city of Liepāja. Similar to labor commuting, students from the territories of the former Grobiņa, Nīca, Pāvilosta, and Durbe municipalities may more frequently travel to Liepāja for education. At the same time, some pupils from Liepāja choose schools in teritory of Dienvidkurzeme municipality as their place of study, resulting in mobility in both directions. By working hand in hand on the development of the mobility plan, both municipalities have gained each other's support, a deeper understanding of the current situation, found common solutions to problems, and built good relations with one another. The URBACT project has provided a more realistic vision of the future, taking into account a broader territory. PUMA project has given a high value that we have been able to work alongside Liepaja on the IAP.

Relevant Policies and Frameworks

The IAP aligns with several existing strategies and funding frameworks at the local, national, and EU level, including:

- European Green Deal and Fit for 55 targets;
- ERDF and ESF+ Operational Programmes 2021–2027;
- Political documents of the European Commission, European Parliament, and Committee of the Regions on Cohesion Policy 2021–2027, especially regarding the mobility sector;
- Sustainable and Smart Mobility Strategy — European transport towards the future (approved by the European Commission on 09.12.2020, COM(2020) 789);
- Latvia's Sustainable Development Strategy until 2030;
- Latvia's National Development Plan 2021–2027;
- Transport Development Guidelines 2021–2027;
- Public Transport Concept 2021–2030;
- Informative report of the Ministry of Transport "On the Development of National Micromobility Infrastructure" (21-TA-858; considered by the Cabinet of Ministers on 15.02.2022);
- URBACT IV Interregional Cooperation Programme Guidelines;
- URBACT IV Interregional Cooperation Programme Project Application "Plans for Sustainable Urban Mobility Actions";
- ELTIS Guidelines on the Development and Implementation of Sustainable Urban Mobility Plans, 2nd edition, 2019;
- National Climate and Energy Plan;
- Development Program of the Kurzeme Planning Region 2021–2027 and Sustainable Development Strategy 2015–2030;
- Sustainable Development Strategy of Liepāja City and Dienvidkurzeme Municipality until 2035;

- Dienvidkurzeme municipality Development Programme 2021–2027 (The program includes activities such as developing a long-term road development program for the Dienvidkurzeme municipality, an electromobility plan, a long-term plan for the development of pedestrian, bicycle and green road infrastructure, and, as the main deliverable of the URBACT PUMA project, to develop a mobility plan for Liepāja and Dienvidkurzeme region.
- Territorial plans and other documents of the municipalities forming Dienvidkurzeme municipality, which determine directions for territorial development and permitted land uses (local plans, detailed plans, thematic plans, political guidelines 2021–2025, sectoral planning documents);

1.3 Stakeholder Engagement and ULG

The URBACT Local Group (ULG) established in Dienvidkurzeme municipality has played a key role in shaping this action plan. Stakeholders include municipal departments, local schools, public transport providers, NGOs, and citizen representatives.
ULG group:
1.1. Leader / Coordinator – Project Manager of the Development and Entrepreneurship Department of Dienvidkurzeme municipality – Manager of the "PUMA" project;
1.2. Deputy Chairperson of Dienvidkurzeme municipality for Economic Affairs;
1.3. Deputy Chairperson of Dienvidkurzeme municipality for Development Affairs;
1.4. Executive Director of Dienvidkurzeme municipality;
1.5. Principal of Zenta Mauriņa Grobiņa Secondary School;
1.6. Member of the Council of Dienvidkurzeme municipality – Chairperson of the Social and Health Affairs Committee;
1.7. Head of the Development and Entrepreneurship Department of Dienvidkurzeme municipality;
1.8. Head of the Architecture and Planning Department of the Building Board of Dienvidkurzeme municipality;
1.9. Territorial Planner of the Building Board of Dienvidkurzeme municipality, appointed by the Head of the Architecture and Planning Department of the Building Board;
1.10. Head of the Public Transport Department of the Kurzeme Planning Region;
1.11. Spatial Development Planner of the Kurzeme Planning Region;
1.12. Route Network Planner of the Public Transport Department of the Kurzeme Planning Region;
1.13. Head of the Grobiņa City Administration of Dienvidkurzeme municipality;
1.14. Director of the " Dienvidkurzeme municipality Tourism Centre" Agency;
1.15. Expert in Strategic Planning of the Economics and Strategic Planning Department of the Development Administration of Liepāja City municipality, "PUMA" project manager;
1.16. Head of the Education Department of Dienvidkurzeme municipality;

1.17. Representative of the Police of Dienvidkurzeme municipality;
1.18. Public Relations Specialist of Dienvidkurzeme municipality;
1.19. Member of the Council of Dienvidkurzeme municipality – Chairperson of the Education and Sports Committee;
1.20. Member of the Council of Dienvidkurzeme municipality – Chairperson of the Territorial Development Committee.

ULG group has come together to discuss what are the mobility challenges in Dienvidkurzeme region and what directions the mobility plan should be based on. Members pointed out that promoting carpooling, developing bike lanes, installing bike racks and parking cars at stops on highway are actions to reduce the use of private transport. There should be places for mobility hubs found, discussion about necessity of train stops in Dienvidkurzeme region opened, places for electric charging stations for cars found and created. Members discussed also about optimization of transport routes for schoolchildren and road safety. All things were discussed with external experts. ULG members came together for meetings with transport specialists, external experts and discussed what alternatives were included in mobility plan and gave advices.

Description of the ULG Establishemtn and Process in Dienvidkurzeme Municipality

To ensure a high-quality participatory process and cross-sector cooperation within the URBACT PUMA project, the Municipality of Dienvidkurzeme formally established the URBACT Local Group (ULG) through a Municipal Council decision adopted on 26 September 2024 (Decision No. 760). This decision defined the composition of the group, its mandate, and its core responsibilities: active participation in meetings and URBACT capacity-building activities, contribution to the development of the Integrated Mobility Plan 2035, provision of sector-specific information throughout the planning process, giving feedback on draft versions of the plan, and disseminating insights and recommendations within their respective institutions and to the wider public. The decision also granted the right to invite experts and civil society representatives when needed.

The ULG was created following the principle of broad, cross-sector representation to ensure that all mobility-related perspectives were included. Its members represent municipal leadership, various municipal departments, the building authority, educational institutions, the Kurzeme Planning Region (as the regional public transport authority), tourism, police, public relations, as well as development and strategic planning specialists. This diverse composition enabled a comprehensive understanding of mobility challenges in both rural areas and small towns.

The work of the ULG began in autumn 2023 and developed in several stages. The first meeting on 2 October 2023 focused on outlining the objectives of the PUMA project and identifying key topics for discussion: public transport connections, school transport, mobility hubs, expansion of bicycle parking, electric charging infrastructure, data availability, and planned cycling routes. On 17 October 2023, the ULG held a meeting with the project's Lead Expert, including site visits to key mobility points — such as Pāvilosta, Grobiņa main street, Aizpute transit street and other locations — to jointly identify problems and opportunities.

In 2024–2025, ULG activities became more structured and co-creation oriented. During the meeting on 30 September 2024, the project manager presented the timeline for the development of the Mobility Plan and introduced youth involvement activities, particularly the student-led ideas for improving the public space on Lielā Street in Grobiņa. Their proposals — such as extending cycling infrastructure, adding bicycle parking near schools, improving bus stops with digital screens, and introducing micromobility services — were incorporated into further discussions on the mobility vision and development scenarios.

On 31 March 2025, the ULG held an online meeting to review the first draft of the Integrated Mobility Plan. The final meeting on 22 July 2025 brought together an expanded group, including representatives from the Road Transport Administration, Latvian Railways, Passenger Rail, and the central administration of Liepāja. The fully developed Integrated Mobility Plan was presented, discussed, and refined based on expert and stakeholder feedback.

Figure 5. ULG meeting with Lead expert Karolina Orcholska, 17.10.2024.

Overall, the ULG process in Dienvidkurzeme was gradual, iterative, and grounded in regular consultation, expert input, and on-site exploration. The ULG ensured that the Integrated Mobility Action Plan was not just a technical document but a collaboratively developed, locally rooted strategy reflecting the needs, priorities, and insights of all key stakeholders across the region.

1.4 Challenges and strengths

A series of consultations, surveys and technical analyses have helped identify the main challenges currently affecting mobility in South Kurzeme. Residents were involved by asking to fill out the survey on mobility habits January-February, 2023 and September-October, 2024. ULG meetings and consultations with external experts as well as recommendations from project partners have leaded to identified needs.
These include:
- High dependence on private cars, even for short distances
- Decline in public transport usage due to outdated services and poor frequency
- Lack of safe and connected infrastructure for walking and cycling
- Mobility exclusion of certain groups (e.g. youth, elderly, persons with disabilities)
- Limited integration between transport modes and services
- Environmental impact of transport-related emissions

Local Strengths and Opportunities

Despite the challenges, Dienvidkurzeme municipality also presents unique opportunities for innovation and transformation in mobility. These include:
- Strong community identity and active local stakeholders
- Increasing youth interest in cycling and climate action
- Regional cooperation potential with Liepaja city
- Access to EU and national funding instruments for infrastructure and innovation

1.5 Shared Vision for Mobility 2035

The following vision was co-developed with local stakeholders and reflects the municipality's desired long-term direction:

"By 2035, Dienvidkurzeme municipality will be a municipality where sustainable, inclusive, and safe mobility options connect people, services, and opportunities – reducing car dependency and fostering better quality of life across urban and rural areas."

Figure 6. Photo: Māris Ankevics «Miglas rīts» Rude

Dienvidkurzeme municipality vision that there is a transport system that meets the needs of citizens and guests and is sustainable includes fours components: Greenness, Reachability, Connectivity and Digitalization (see Figure 7). All these components are rearranged for the MaaS principle.

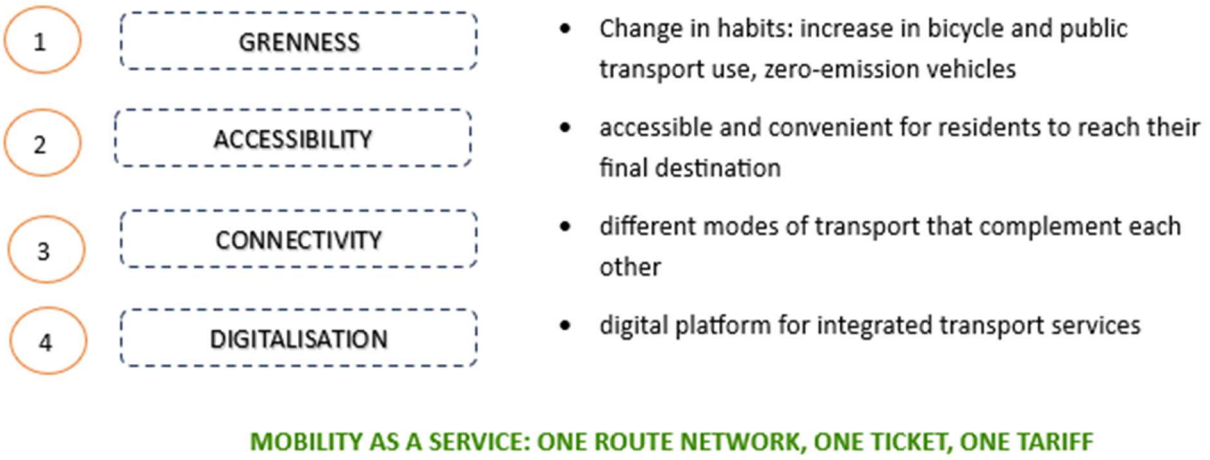

Figure 7. Four core principles of vision

1.6 Urban-Rural Integration with Liepaja

It has been very useful of working in an URBACT setting together with Liepaja allowing joint approach and solutions. As Liepaja and Dienvidkurzeme municipality are very related for

mobility, working on mobility plans together has resulted with joint approach on two plans that include common and separate challenges.

Liepāja is the functional centre of the South Kurzeme region. Many workers, students, and service users commute into the city daily. External traffic participants accounted for 31% of all trips by motor vehicles in Liepāja city. More than half of these trips were made by commuters from Dienvidkurzeme.

The IAP includes:

- Coordinating mobility hubs and public transport services between Liepāja and Dienvidkurzeme settlements;
- Aligning timelines with the Sustainable Development Strategy 2035 for the region;
- Ensuring rural accessibility through multimodal integration at key entry points to Liepaja.

2. OVERALL LOGIC AND INTEGRATED APPROACH

2.1 Strategic Objectives and Action Logic

The development of this Integrated Mobility Action Plan (IMAP) has followed the URBACT principle of combining evidence-based local analysis with collaborative visioning and strategic design. This section explains the underlying logic of the IAP: how the identified challenges and the vision statement translate into long-term goals, and how these goals are operationalised through strategic objectives and areas of intervention.

Each strategic objective has been shaped by the context and vision described in Section 1. Together, they reflect a shift from fragmented, car-dominated travel behavior to an integrated, multimodal, and inclusive mobility system. These objectives are not pursued in isolation, but through coordinated actions across multiple sectors and scales.

Strategic Objectives (and quantifiable goals)

1. Upgrade public transport as a backbone of regional mobility.
    1.1. Increase Modal Share: Increase the share of all displacements made by sustainable modes of movement (walking, micromobility, and public transport) from the baseline of 33% (2024) to at least 45% by 2035.
    1.2. Improve Frequency: Ensure that the main regional bus routes (R1-R5) operate with a regular interval of 60 minutes during base times and 30 minutes during peak hours, and the R1 route with 30/15 minutes intervals.
    1.3. Service Coverage: Provide zero-emission vehicles for 100% of public transport on the regional route network.
2. Promote conditions of micromobility and active travel in towns and villages.
    2.1. Expand Network Length: Increase the total length of cycling infrastructure (including combined paths) from 21.4 km (2024) to at least 45 km by 2035.
    2.2. Improve Reachability: Increase the number of DKN cities and parishes with available cycling infrastructure from 6 (2024) to at least 10 by 2035.
3. Improve safety, accessibility, and user comfort across all modes.
    3.1. Reduce Road Casualties: Reduce the 5-year average number of injured and fatalities in RTAs per 10,000 inhabitants from the baseline of 23 (2019-2023 average) to less than 15 by 2035.
    3.2. Increase Safe Crossings: Increase the number of pedestrian-adapted crossings (pedestrian crossings) on main roads and streets from a baseline of 27 (7 on state main roads + 20 on main streets in populated areas) (2024) to at least 40 by 2035.
4. Reduce car dependency and environmental impact.

4.1. Increase Electric Vehicles: Increase the share of electric cars registered in DKN from 0.24% (2024) to at least 10% of the total passenger car fleet by 2035.

4.2. Reduce Emissions: Align DKN's transport sector emissions trajectory with Liepāja State City's 78% reduction target for private transport CO2 (compared to 2022) by promoting modal shift to sustainable transport and the use of electric vehicles.

5. Create integrated, inclusive, and digitally-enabled mobility.

5.1. Digital Ticket Adoption: Achieve 95% of total public transport ticket purchases in the Liepāja agglomeration (DKN and Liepāja State City) through digital channels (ABT, mobile apps, or contactless card payments) by 2035.

5.2. Intermodal Integration: Implement a unified zone tariff system (A-D zones) and integrated ticketing across Liepāja State City public transport and regional public transport routes.

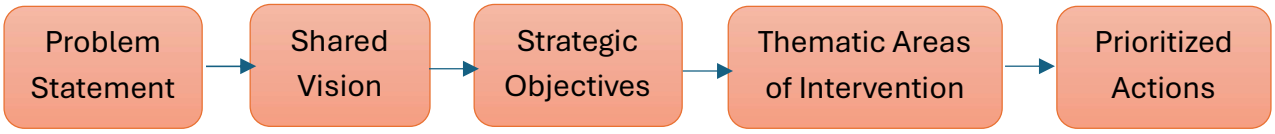

Figure 8. Connections between Vision, Objectives, Thematic areas and Actions

Table 1: Illustration on model Problem Statement-> Aciguretions

Component	Description	Aligned Document Section
Problem Statement	High car dependency; declining PT usage; fragmented micromobility infrastructure; mobility exclusion.	Section 1.4: Challenges
↓ Shared Vision	By 2035, Dienvidkurzeme municipality will be a municipality where sustainable, inclusive, and safe mobility options connect people, services, and opportunities.	Section 1.5: Shared Vision
↓ Strategic Objectives	5 core, long-term goals (e.g., Upgrade PT, Promote Micromobility, Improve Safety).	Section 2.1: Strategic Objectives
↓ Thematic Areas of Intervention	6 clusters of activities (A-F) that translate objectives into action (e.g., Public Transport System, Mobility Hubs, Digitalisation).	Section 2.2: Thematic Areas
↓ Prioritized Actions	9 concrete projects/policies that deliver outcomes (e.g., Integrated Ticketing Pilot, Flagship Mobility Hubs, MMI Upgrade).	Section 3: Action Planning Details

2.2 Thematic Areas of Intervention

To achieve the strategic objectives, the IAP focuses on six thematic Areas of Intervention. These represent broad clusters of activities and policy levers through which the municipality can deliver measurable progress. Each area addresses multiple objectives, and together they reflect the integrated nature of sustainable mobility planning.

A. Public Transport System and Network

Restructuring, modernizing, and promoting services. Focus on schedules, integration, and accessibility.

B. Mobility Hubs and Intermodal Points

Development of multi-modal nodes in towns. Combines infrastructure, safety, and real-time info systems. Awareness raising measures once the hubs are in place.

C. Micromobility and Active Modes

Build and upgrade walking/cycling infrastructure with unified design standards. Awareness raising measures once the hubs are in place.

D. School and Commuter Travel

Behavior change campaigns, safe routes, school and employer mobility options.

E. Road, Street and Parking Management

Traffic calming, parking policy reform, and better space use in town centers.

F. Digitalization and Integration

Smart ticketing, multimodal planning, digital coordination across services.

Each integrated area of intervention is linked to multiple strategic objectives:

Table 2: Illustration on model Problem Statement-> Actions

Area of Intervention	**Linked Strategic Objectives**
A. Public Transport System & Network	1, 3, 4, 5
B. Mobility Hubs & Intermodal Points	1, 3, 5
C. Micromobility & Active Modes	2, 3, 4

Area of Intervention	Linked Strategic Objectives
D. School and Commuter Travel	1, 2, 3
E. Road, Street & Parking Management	2, 3, 4
F. Digitalisation and Integration	1, 4, 5

2.3 Prioritization and Grouping of Actions

During the planning process, an initial list of over 25 potential actions was consolidated into 9 priority actions. This was done based on ULG feedback, expected impact, feasibility, and alignment with funding opportunities. Similar or overlapping initiatives were grouped, and pilot-focused approaches were preferred in areas where innovation or behavioral shifts are involved.

The selected actions are spread across the six thematic areas and reflect a balanced portfolio of infrastructure, policy, and engagement initiatives.

Table 3: Shortlisted & Prioritised Actions

Action Group	Short Title	Focus / Key Deliverable	Indicative Timeline	Estimated costs
1	**Launch integrated ticketing pilot** in 1–2 towns	Test multi-modal, zonal, time-based ticketing.	2025–2026 (pilot phase); evaluation in 2027	€120,000–€180,000
2	**Develop 3 flagship mobility hubs** (e.g. Grobiņa, Priekule)	Develop multi-modal nodes (bus, bike, info) in key towns.	2025 (design) – 2028 (delivery)	€400,000–€600,000
3	**Redesign and simplify public transport routes and schedules**	Simplify and align services with demand (schools, work trips, key towns).	2025 (planning) – 2026 (implementation)	€50,000–€100,000
4	**Introduce school-oriented travel campaigns**	Promote safe walking/cycling to school;	2025–2026, then annually	€20,000–€40,000

Action Group	Short Title	Focus / Key Deliverable	Indicative Timeline	Estimated costs
		reduce peak hour car congestion.		
5	**Upgrade micromobility infrastructure** in 3 urban areas	Upgrade cycling/walking infrastructure (crossings, paths) in Grobiņa, Aizpute, and Priekule.	2025–2027	€300,000–€450,000
6	**Improve transport accessibility** for elderly and disabled	Audit and improve key infrastructure (bus stops, sidewalks, crossings) for accessibility.	2025–2028 (phased)	€150,000–€250,000
7	**Implement a parking policy update** with pricing pilot	Introduce policy reforms; pilot pricing zones to encourage efficient space use.	Design in 2025, pilot in 2026	€50,000–€80,000
8	**Promote shared mobility options** (cars, scooters)	Pilot shared services in two towns with incentives/campaigns.	2026 (pilot launch)	€60,000–€100,000
9	**Public awareness & engagement campaign**	Long-term communication to support modal shift and highlight new initiatives.	2025–2027 (ongoing)	€40,000–€70,000

2.4 Ensuring Integration

The IAP takes into account several key forms of integration:

- Cross-sectoral: Education, health, transport, and environmental goals are aligned across actions.
- Territorial: Both rural and urban needs are addressed, avoiding one-size-fits-all approaches.
- Social: Actions are designed to reduce exclusion and increase mobility choices for vulnerable groups.

- Environmental and Digital: Sustainability and innovation are embedded throughout the plan.

Table 4: Integration between Actions and Objectives

		Objectives				
Action		Nr. 1	Nr. 2	Nr. 3	Nr. 4	Nr. 5
Action Group	Action title	Upgrade PT	Promote conditions of MM and Active Travel	Improve Safety/ Accessibility	Reduce Car Dependency	Create integrated, inclusive and digitally-enabled mobility
1	Launch Integrated Ticketing Pilot	✓			✓	✓
2	Develop 3 Flagship Mobility Hubs	✓		✓		✓
3	Redesign and Simplify PT Routes and Schedules	✓			✓	✓
4	Introduce School-Oriented Travel Campaigns	✓	✓	✓		
5	Upgrade MM Infrastructure in 3 Towns		✓	✓	✓	
6	Improve Transport Accessibility	✓	✓	✓		
7	Implement a Parking Policy Update		✓		✓	
8	Promote Shared Mobility Options				✓	✓
9	Public Awareness & Engagement Campaign	✓	✓	✓	✓	✓

3. ACTION PLANNING DETAILS

This section provides a detailed breakdown of the nine priority actions selected for implementation within the IAP. Each action is described in narrative form with structured implementation details, following the URBACT guidelines. The selected actions reflect the strategic objectives outlined in Section 2 and respond directly to the challenges identified in the local context. They are distributed across various thematic areas and vary in type: from infrastructure and services to engagement campaigns and digital integration.

Action 1: Launch Integrated Ticketing Pilot in 1–2 Towns

To improve ease of use and reduce barriers to public transport, this action introduces a pilot integrated ticketing system in selected towns (e.g. Grobiņa, Aizpute). The goal is to test multi-modal, time-based, or zonal ticketing options that can simplify journeys across public transport modes and operators. This action builds the foundation for a more seamless travel experience and supports regional coordination.

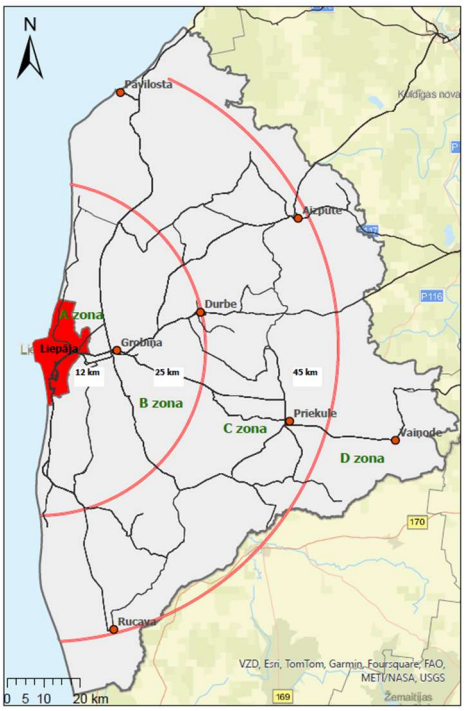

Figure 9. Tariff zone offer

Table 5: Action planning details for Action Nr.1: Launch Integrated Ticketing Pilot in 1–2 Towns

Implementation Steps	1. Needs Assessment: Assess system capability needs and user requirements, and select pilot towns (e.g., Grobiņa, Aizpute). 2. Design and Procurement: Design the unified ticketing structure (e.g., zone-based/time-based) and procure the digital system. 3. Training and Testing: Train operators and conduct thorough technical testing to ensure seamless functionality. 4. Launch and Promotion: Launch the pilot and initiate the public campaign (Action 9) to encourage use.
Timing	2025–2026 (pilot phase); evaluation in 2027.
Responsibility	Lead: Municipality (Development and Entrepreneurship Department). Partners: Public Transport Operators, IT Providers.
Estimated Cost	€120,000–€180,000
Funding Options	ERDF, National Digitalisation Fund, URBACT/PUMA support.
Monitoring Indicators	Output: Digital system procured and deployed, training completed. Regulation implemented, number of towns/routes included, partnership agreements signed. Outcome: Intermodal use rate (increase in transfers), user satisfaction (%), digital ticket sales (%).
Risk Mitigation	Start small, partner early with established providers, ensure rigorous tech testing. Start small, partner early with providers, ensure tech testing.
Strategic Alignment	This action addresses Strategic Objective 5 (Create integrated, inclusive, and digitally-enabled mobility) and contributes to Objective 1 (Upgrade public transport) and Objective 4 (Reduce car dependency).

Action 2: Develop 3 Flagship Mobility Hubs

Mobility hubs offer a strategic solution to enable smooth intermodal travel while improving the public realm. This action involves the phased development of mobility hubs in key towns (e.g. Priekule, Grobiņa, Aizpute). Each hub will feature bus shelters, bicycle stands, real-time information, and accessible pathways. The action also supports revitalisation of public space and improves inter-town mobility.

Figure 10. Mobility hub development in Grobina

Table 6: Action planning details for Action Nr.2: Develop 3 Flagship Mobility Hubs

Implementation Steps	1. Design and Site Acquisition: Finalise site selection, including necessary land acquisition (where required) and completion of the co-design process. 2. Procurement and Construction: Procure contractors and manage the construction phase. 3. Integration and Launch: Complete signage and services integration; coordinate and host an official launch event (linked to Action 9) to promote use and celebrate delivery.
Timing	2025 (design) – 2028 (delivery)
Responsibility	Lead: Municipality (Development and Entrepreneurship Department together with administration). Partners: Municipality Building authority- architects
Estimated Cost	€400,000–€600,000

Funding Options	ERDF, CEF, National Mobility Investment Fund
Monitoring Indicators	Output: number of hubs delivered (3) (quantity and location). Outcome: Hub usage (daily count), satisfaction levels, modal integration ratio.
Risk Mitigation	Phased rollout, community involvement, feedback monitoring.
Strategic Alignment	This action addresses Strategic Objective 5 (Create integrated, inclusive, and digitally-enabled mobility) and contributes to Objective 1 (Upgrade public transport) and Objective 3 (Improve safety, accessibility, and user comfort across all modes).

Action 3: Redesign and Simplify PT Routes and Timetables

To make public transport more user-friendly, this action simplifies the current public transport offer through a redesign of routes and timetables. By aligning services more closely with demand (schools, work trips, key towns), this action aims to increase ridership and better connect rural residents.

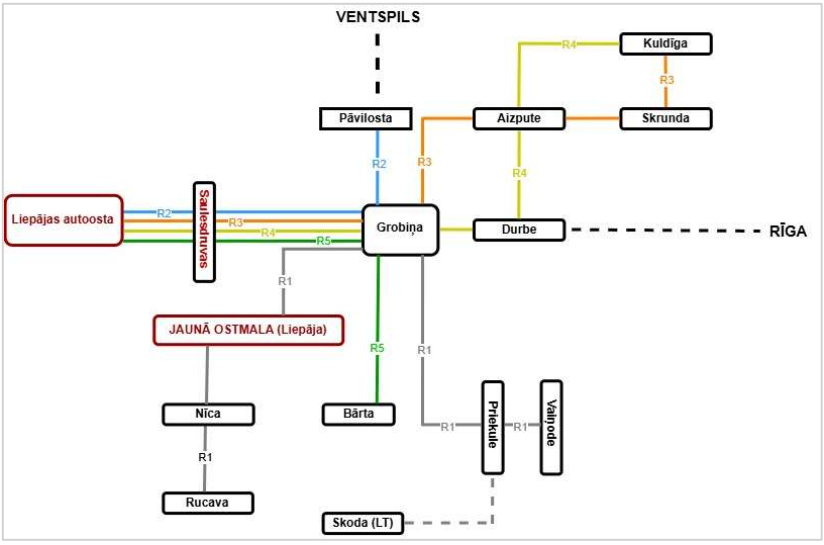

Figure 11. Indicative scheme of five basic bus routes of regional importance in the South Kurzeme region until 2035

Table 7: Action planning details for Action Nr.3: Redesign and Simplify PT Routes and Timetables

Implementation Steps	1. Route and Demand Analysis: Conduct through analysis of existing routes, passenger turnover, and demand (work/school trips). 2. Consultation and Revision: Consult with PT operators and schools (Transport Planning Team) to finalize the simplified route network and timetables. 3. Signage and Advertising: Update all physical signage and launch a targeted information campaign (Action 9) to advertise the new simplified routes and predictable schedules. 4. Monitor and Adjust: Monitor the new routes closely and make iterative adjustments in the initial phase.
Timing	2025 (planning) – 2026 (implementation)
Responsibility	Lead: Municipality (Development and Entrepreneurship Department together with administration). Partners: Kurzeme Planning Region, PT Operators, Schools
Estimated Cost	€50,000–€100,000
Funding Options	Municipal budget, regional mobility support programme
Monitoring Indicators	Output: Number of routes reduced/rationalized/ consolidated (e.g., 51->5 main routes), adherence to regular interval schedule (%). Outcome: Ridership per route; on-time performance (%); average access time to PT.
Risk Mitigation	Conduct pilot phase; communicate early; include fallback routes.
Strategic Alignment	This action addresses Strategic Objective 1 (Upgrade public transport), and contributes to Objective 4 (Reduce car dependency) and Objective 5 (Create integrated, inclusive, and digitally-enabled mobility)

Action 4: Introduce School-Oriented Travel Campaigns

This action targets travel behavior among students and parents through awareness campaigns, 'Safe Routes to School' initiatives, and mobility education. It aims to improve road safety, promote walking and cycling to school, and reduce peak-hour car congestion around educational institutions.

Figure 12. Cycling initiative "VeloBus"

Table 8: Action planning details for Action Nr.4: Introduce School-Oriented Travel Campaigns

Implementation Steps	Select pilot schools; co-create safe route plans; launch campaigns; monitor participation and feedback.
Timing	2025–2026, then annually
Responsibility	Lead: Municipality (Development and Entrepreneurship Department together with schools). Partners: Municipality Police, Local NGOs
Estimated Cost	€20,000–€40,000
Funding Options	Municipal budget, ESF+, public health/safety grants
Monitoring Indicators	Output: Number of schools involved, number of campaigns executed. Outcome: Mode share among pupils (increase in walking/cycling); participation rate; incident reports near schools.

Risk Mitigation	Start small; ensure school leadership support; involve parents
Strategic Alignment	This action addresses Strategic Objective 1 (Upgrade public transport), and contributes to Objective 2 (Promote conditions of micromobility and active travel in towns and villages) and Objective 3 (Improve safety, accessibility, and user comfort across all modes).

Action 5: Upgrade Active mobility Infrastructure in 3 Towns

To support active travel and reduce car dependency for short trips, this action focuses on upgrading cycling and walking infrastructure in Grobiņa, Aizpute, and Priekule. It includes safe crossings, continuous pathways, better surfacing, and clear signage.

Figure 13. New cycling road in Dienvidkurzeme

Table 9: Action planning details for Action Nr.5: Upgrade Active mobility Infrastructure in 3 Towns

Implementation Steps	1. Identify corridors; prepare unified design standards; engage users. 2. Implement phased upgrades (construction) 3. Conduct final safety audits. 4. Host an official launch/opening event to promote the new infrastructure and encourage community use.
Timing	2025–2027 (Official launch events scheduled immediately following completion).

Responsibility	Infrastructure Department, Town Offices, Urban Planners
Estimated Cost	€300,000–€450,000
Funding Options	ERDF, National Active Mobility Fund
Monitoring Indicators	Output: Length/ km of infrastructure upgraded (walking/cycling), unified design standards adopted. Outcome: user counts (cyclists/pedestrians) on upgraded sections, user satisfaction surveys.
Risk Mitigation	Unified design, phased rollout, ongoing consultation
Strategic Alignment	This action addresses Strategic Objective 2 (Promote conditions of micromobility and active travel in towns and villages), Objective 3 (Improve safety, accessibility, and user comfort across all modes) and Objective 4 (Reduce car dependency).

Action 6: Improve Transport Accessibility for Elderly and Disabled

Accessibility upgrades are essential to ensure equitable access to mobility. This action audits and improves key infrastructure (bus stops, sidewalks, crossings), with a focus on elderly residents and persons with reduced mobility. Elimination of barriers by universal design approach.

Figure 14. Electric car purchased in May 2025, specially equipped for transporting passengers in wheelchairs

Table 10: Action planning details for Action Nr.6: Improve Transport Accessibility for Elderly and Disabled

Implementation Steps	Conduct accessibility audit; prioritise interventions; implement stop/crossing upgrades; announce improvements
Timing	2025–2028 (phased)
Responsibility	Social Affairs Dept., Transport Dept., ULG
Estimated Cost	€150,000–€250,000
Funding Options	ESF+, ERDF, national inclusion/accessibility funds
Monitoring Indicators	Output: Number of audited stops/crossings, number of points upgraded for accessibility. Outcome: Complaints logged, satisfaction surveys from target users (elderly/disabled).
Risk Mitigation	Engage target users in design, prioritize cost-effective solutions
Strategic Alignment	This action addresses Strategic Objective 1 (Upgrade public transport), Objective 2 (Promote conditions of micromobility and active travel in towns and villages) and Objective 3 (Improve safety, accessibility, and user comfort across all modes).

Action 7: Implement Parking Policy Update with Pricing Pilot

This action addresses unmanaged parking practices by introducing policy reforms and small-scale pricing pilots. The goal is to promote more efficient use of urban space, reduce unnecessary car use in town centres, and prepare the ground for future parking management solutions.

Figure 15. Development prospects for Lielā Street in Grobiņa (technical solutions)- Existing situation and offer

Table 11: Action planning details for Action Nr.7: Implement Parking Policy Update with Pricing Pilot

Implementation Steps	1. Survey and Define: Survey existing parking usage and define pilot zones, considering pricing, time-limits, or both. 2. Update and Inform: Update municipal regulation to reflect the changes. Inform the public on changes through transparent communication (addressing CK3/IM4). 3. Launch and Monitor: Implement and monitor the pilot phase.
Timing	Design in 2025, pilot in 2026
Responsibility	Lead: Municipality (Development and Entrepreneurship Department together with municipality administration). Partners: Local companies
Estimated Cost	€50,000–€80,000
Funding Options	Municipal budget, green city innovation fund
Monitoring Indicators	Output: Pricing zones defined and implemented (number of zones), regulation updated. Outcome: Parking occupancy rates, parking turnover, number of permits issued.

Risk Mitigation	Pilot in low-sensitivity areas, transparent communication, engage local businesses
Strategic Alignment	This action addresses Strategic Objective 2 (Promote micromobility) and contributes to Objective 4 (Reduce car dependency).

Action 8: Promote Shared Mobility Options (Cars, Scooters)

Shared mobility services such as carsharing or e-scooter schemes can complement public transport and offer low-emission alternatives to private car use. This action will test shared mobility offers in two towns, using targeted incentives and communication campaigns. It connects to the activity of mobility hubs, placing carsharing and e-scooter sharing at the hubs.

Figure 16. A day without a car during European Mobility week

Table 12: Action planning details for Action Nr.8: Promote Shared Mobility Options (Cars, Scooters)

Implementation Steps	Identify pilot zones; select providers; define user incentives; launch services and campaign
Timing	2026 (pilot launch)
Responsibility	Mobility Office, Private Providers, Communications Team
Estimated Cost	€60,000–€100,000
Funding Options	ERDF, Green Mobility Fund, private partnerships
Monitoring Indicators	Output: Number of towns/pilot zones established, number of active providers.

	Outcome: Service uptake (registrations, usage per capita), estimated emissions avoided, satisfaction
Risk Mitigation	Limit scope, negotiate shared risk with providers, track feedback
Strategic Alignment	This action addresses Objective 4 (Reduce car dependency) and Objective 5 (Create integrated, inclusive, and digitally-enabled mobility).

Action 9: Public Awareness and Engagement Campaign

Behavior change is key to sustainable mobility. This action focuses on a long-term communications and awareness campaign to support modal shift, highlight health and climate benefits, and raise visibility of the municipality's mobility initiatives.

For example, VeloBus activity in schools has been organized by municipality many times, increasing number of participants and number of educational institutions involved each time. The activity is successful in informing residents about ongoing activities, the number of participants and the benefits of using bicycles instead of cars, and increasing the number of interested parties. Participation in different events and talking about activities included in IAP gives people a better understanding of what is happening, its impact on their health, changes in daily habits, and the surrounding environment.

Also inviting inhabitants to participate in mobility week activities, surveys and public discussions about mobility activities are planned to be regular.

Figure 17. Interreg cooperation day with information about Liepāja and Dienvidkurzeme municipality IMAP and possibility for inhabitants to participate in public discussions

Table 13: Action planning details for Action Nr.9: Public Awareness and Engagement Campaign

Implementation Steps	Develop messages and materials; coordinate implementation across platforms; host mobility days; monitor engagement
Timing	2025–2027 (ongoing)
Responsibility	ULG, Communications Dept., Local NGOs
Estimated Cost	€40,000–€70,000
Funding Options	Municipal budget, ESF+, NGO co-funding
Monitoring Indicators	Output: Number of campaign events held (e.g., Mobility Days), materials distributed. Outcome: Event participation (attendance), social media reach, general survey feedback.
Risk Mitigation	Message testing, youth and school partnerships, local media outreach
Strategic Alignment	This action addresses Strategic Objective 1 (Upgrade public transport), Objective 2 (Promote conditions of micromobility and active travel in towns and villages), Objective 3 (Improve safety, accessibility, and user comfort across all modes), Objective 4 (Reduce car dependency) and Objective 5 (Create integrated, inclusive, and digitally-enabled mobility).

4. IMPLEMENTATION FRAMEWORK

4.1 Governance Structure

The implementation of the IMAP will be overseen by the Dienvidkurzeme Municipality, with coordination led by the Urban Planning and Infrastructure Departments. A dedicated Mobility Coordination Unit (MCU) is proposed to manage delivery across departments and ensure continuity.

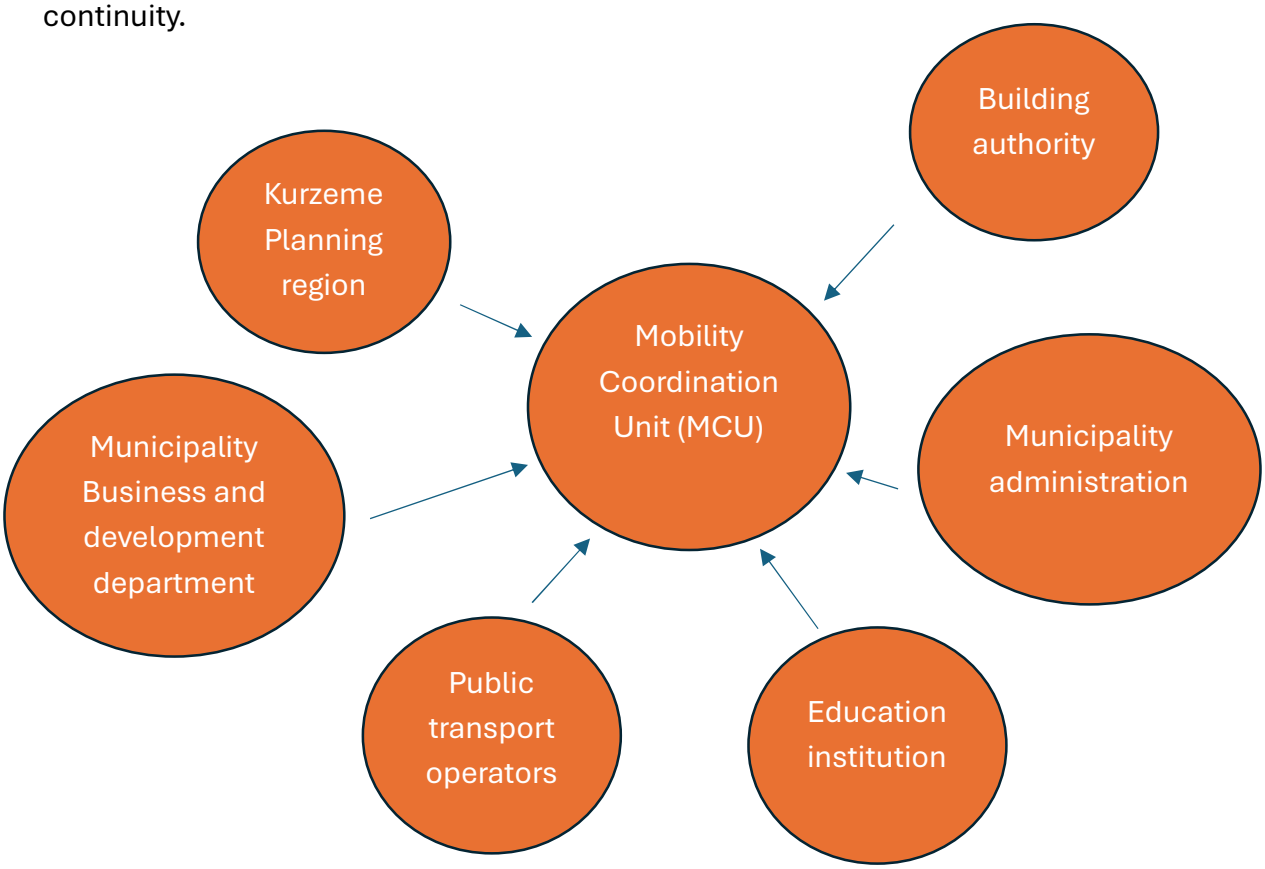

Figure 18. Departments represented in MCU

The existing ULG will transition into a Delivery and Monitoring Group (DMG), meeting quarterly to provide feedback, ensure alignment, and monitor progress across all thematic areas and actions.

The MCU will oversee the monitoring of the IMAP and ensure consistent progress tracking across departments. Implementation data and performance indicators will be collected in cooperation with the Urban Planning and Infrastructure Departments and other relevant units. The MCU will provide quarterly progress updates to the coordination group and prepare an annual implementation report summarising achievements, challenges, and

recommendations. This report will be presented to the Municipal Council and used to inform decision-making, funding allocation, and future mobility planning.

4.2 Stakeholder Engagement and Roles

The DMG will include representatives from:
- Municipal departments (urban planning, social affairs, education, communications)
- Public transport operators
- Schools and youth organizations
- Local NGOs and civil society groups
- Private sector (mobility providers, developers)

Stakeholders will also participate in thematic working groups tied to key actions (e.g. school mobility, micromobility, accessibility).

4.3 Funding Strategy

The following funding sources are planned for delivering the IAP:
- European Regional Development Fund (ERDF) – for infrastructure (hubs, paths, accessibility)
- European Social Fund Plus (ESF+) – for education, inclusion, communication actions
- Connecting Europe Facility (CEF) – potential support for mobility hubs
- National mobility or climate-related investment programmes
- Municipal budget – for co-funding and low-cost campaigns
- Private partnerships – for shared mobility pilots and incentives

Table 14: Funding options

Action Group	Short Title	Estimated Cost Range (Total)	Primary Funding Source Alignment	Certainty Level	Rationale
1	Integrated Ticketing Pilot	€120,000–€180,000	ERDF (Digitalisation Axis), National Digitalisation Fund	Highly Likely	Aligns with EU and national digital transformation mandates (ABT/MaaS).
2	Develop 3 Flagship Mobility Hubs	€400,000–€600,000	ERDF (Infrastructure), CEF (Transport/Hubs)	Highly Likely	Core physical infrastructure aligning directly with EU Cohesion Policy.
3	Redesign PT Routes/Schedules	€50,000–€100,000	Municipal budget, Regional mobility	Secured/Highly Likely	Essential planning/reform is typically funded

			support programme		locally or by a regional planning body.
4	School-Oriented Campaigns	€20,000–€40,000	ESF+ (Inclusion/Health), Municipal budget	Secured/Highly Likely	Low cost, high social/health impact, eligible for ESF+ soft measures funding.
5	Upgrade MMI in 3 Towns	€300,000–€450,000	ERDF (Infrastructure), National Active Mobility Fund	Highly Likely	Supports EU Green Deal and national micromobility targets.
6	Improve Accessibility	€150,000–€250,000	ESF+ (Inclusion), ERDF (Infrastructure)	Highly Likely	Directly addresses social inclusion and equity, a major EU funding priority.
7	Implement Parking Policy/Pilot	€50,000–€80,000	Municipal budget, Green city innovation fund	Uncertain	Depends on local political will; funding sources are often domestic or local innovation grants.
8	Promote Shared Mobility Options	€60,000–€100,000	Private Partnerships, ERDF (Green Mobility Fund)	Uncertain	Heavily reliant on private sector buy-in and success of pilot uptake.
9	Public Awareness Campaign	€40,000–€70,000	Municipal budget, ESF+ (Communication)	Secured/Highly Likely	Essential support measure for infrastructure/pilots; easy to integrate with ESF+.
Total Estimated Budget		€1,090,000–€1,770,000			

4.4 Indicative Implementation Timeline

The actions will be delivered in the following phases:

- 2025: Finalisation of designs and plans; preparation of pilots
- 2026: Launch of pilots and initial infrastructure upgrades
- 2027–2028: Full-scale implementation of high-priority actions
- 2029–2030: Evaluation and refinement of mobility services

Table 15: Implementation Timeline

Action Group	Short Title	2025	2026	2027	2028	2029–2030
1	Integrated Ticketing Pilot	Planning/Design		PILOT/Launch	Evaluation	

2	Develop 3 Flagship Mobility Hubs	Design/Site Selection	Construction Starts	Construction/Delivery		Delivery
3	Redesign PT Routes/Schedules	Planning/Analysis		Implementation	Monitoring	
4	School-Oriented Campaigns	Planning/Pilot Schools		Launch/Annual	Annual	Annual
5	Upgrade MMI in 3 Towns	Design/Standards	Upgrades Begin		Implementation	Implementation
6	Improve Accessibility	Audit/Prioritise	Implementation	Implementation		Delivery
7	Implement Parking Policy/Pilot	Design		Pilot Launch	Monitoring	
8	Promote Shared Mobility Options	Preparation		Pilot Launch	Monitoring	
9	Public Awareness Campaign	Planning/Launch		Ongoing Campaign	Ongoing Campaign	

4.5 Risk Management and Mitigation

A risk management framework has been established to anticipate and address obstacles. Risks are reviewed regularly by the DMG.

Table 16: Risk mitagion strategy

Risk	Mitigation Strategy	Priority
Delays in procurement or construction	Prepare early designs and phase implementation	High
Political change or budget reallocation	Anchor actions in municipal development plans	Medium
Low uptake of new services	Pilot first, use communication campaigns	High
Technical or integration failures (ticketing)	Partner with tested providers, test thoroughly	Medium
Overlapping mandates between departments	Set up Mobility Coordination Unit	Medium
Insufficient funding	Plan and attract various sources of funding to reduce dependence on a single financial instrument and ensure continuity in the implementation of the plan.	High
Negative reactions from the public	Ensure timely and transparent public engagement, explaining the benefits and reducing potential objections to change	High

4.6 Monitoring and Evaluation Framework

Monitoring will be coordinated by the Mobility Coordination Unit with input from departments and service providers. A public-facing dashboard may be developed to improve transparency and community engagement. Indicators will be aligned with strategic objectives and action outputs.

Key monitoring elements:
- Modal share and car usage
- Public transport ridership

- Infrastructure delivery (km, % completion)
- Public satisfaction surveys
- Social inclusion impact (access, affordability)
- Environmental metrics (emissions, green space)

Table 17: Key outputs and outcomes of actions

Action No.	Action Short Title	Key Output Indicators (What did we build/achieve?)	Key Outcome Indicators (Was it used/effective?)
1	Integrated Ticketing Pilot	Regulation implemented, number of towns/routes included, partnership agreements signed.	Ticket sales via integrated/digital system, user satisfaction rate.
2	Develop 3 Flagship Mobility Hubs	Hubs delivered/constructed (quantity and location).	Daily user count (hub usage), modal integration ratio, public realm quality score.
3	Redesign and simplify PT Routes	Number of routes reduced/rationalized, adherence to regular interval schedule (%).	Ridership per route, on-time performance (%), average access time to PT.
4	School-Oriented Travel Campaigns	Number of schools involved, number of campaigns executed.	Mode share among pupils (increase in walking/cycling), incident reports near schools.
5	Upgrade MMI in 3 Towns	Kilometres of infrastructure upgraded (walking/cycling) , unified design standards adopted.	User counts (cyclists/pedestrians) on upgraded sections, user satisfaction surveys.
6	Improve Transport Accessibility	Number of audited stops/crossings , number of points upgraded for accessibility.	Complaints logged, satisfaction surveys from target users (elderly/disabled).
7	Implement Parking Policy Update	Pricing zones defined and implemented (number of zones), regulation updated.	Parking occupancy rates, parking turnover, number of permits issued.
8	Promote Shared Mobility Options	Number of towns/pilot zones established, number of active providers.	Service uptake (registrations/usage per capita), estimated emissions avoided.
9	Public Awareness & Engagement Campaign	Number of campaign events held (e.g., Mobility Days), materials distributed.	Event participation (attendance), social media reach, general survey feedback.