



KURZEMES
PLĀNOŠANAS
REĢIONS

PUBLIC TRANSPORT PLANNING

IN KURZEME PLANNING REGION

30.09.2026

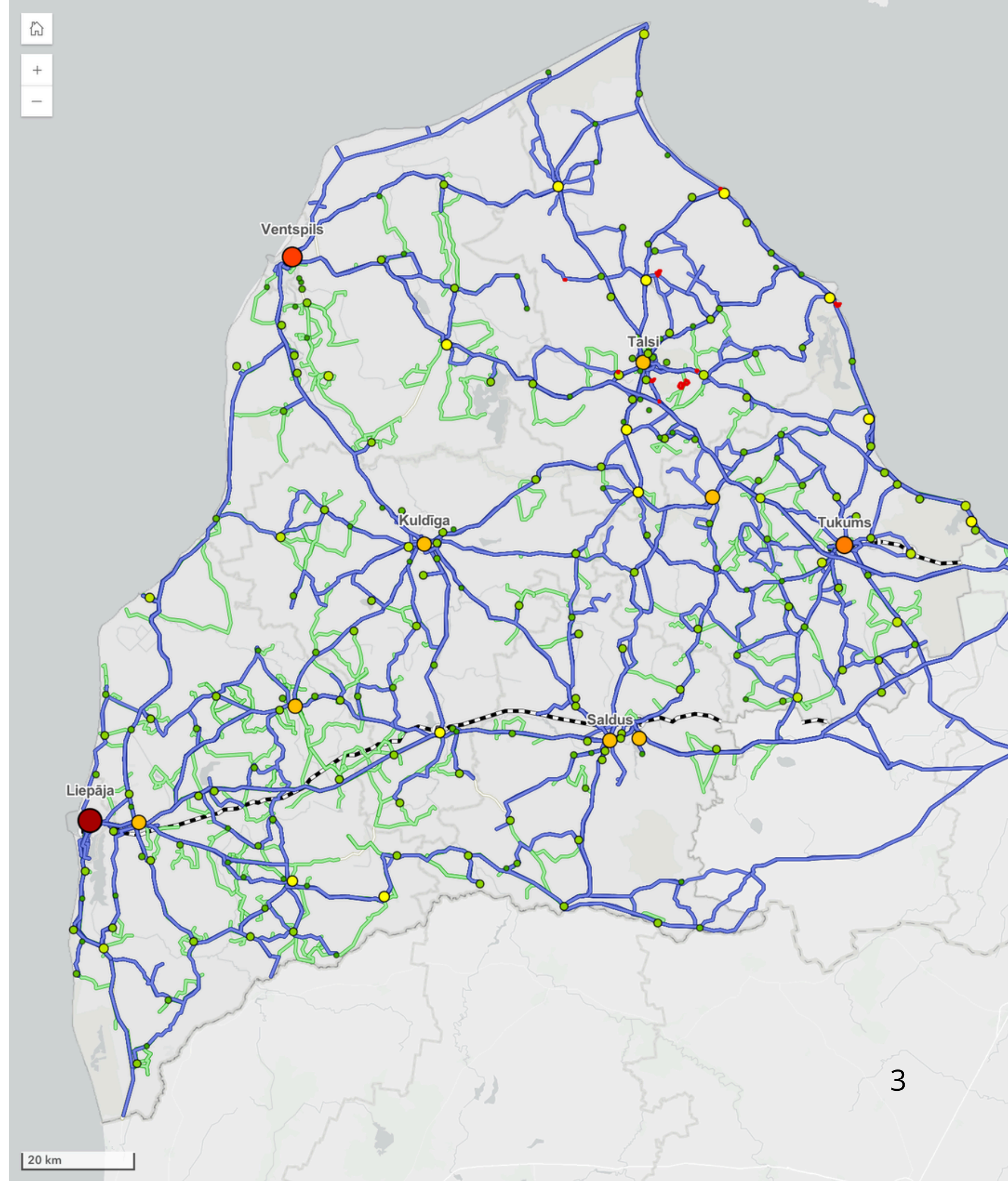
Planning tools we use

- » **Interactive Map “Public Transport Planning”**
Developed by: *Kurzeme Planning Region (KPR)*
Platform: *ArcGIS*
- » **Mobility Analysis Tool (Digital Planning Tool)**
Developed by: *Linköping University (SuRuMo)*
Platform: *QGIS*



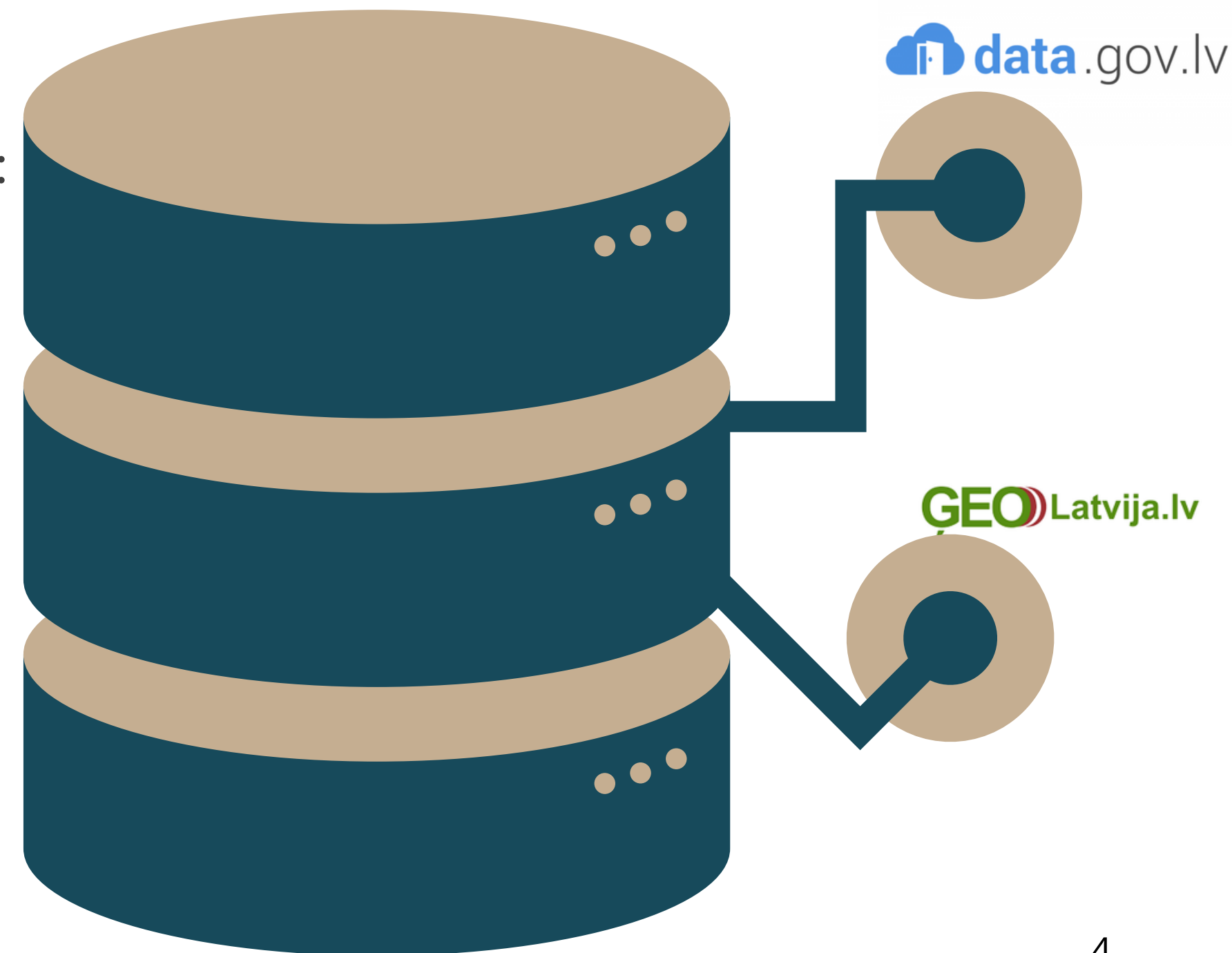
Interactive map for planning

- » The map brings together several data layers in one place, including **bus routes and stops, school bus routes, population density** and other information relevant to transport planning;
- » Viewing these layers together helps planners see how transport services relate to where people live and identify areas where access to transport may need closer examination;
- » Additional data layers can be added when new planning needs arise.
- » Explore the map:
<https://kpr.maps.arcgis.com/apps/instant/sidebar/index.html?appid=449b4e8a94b443db8a27c26975170313>



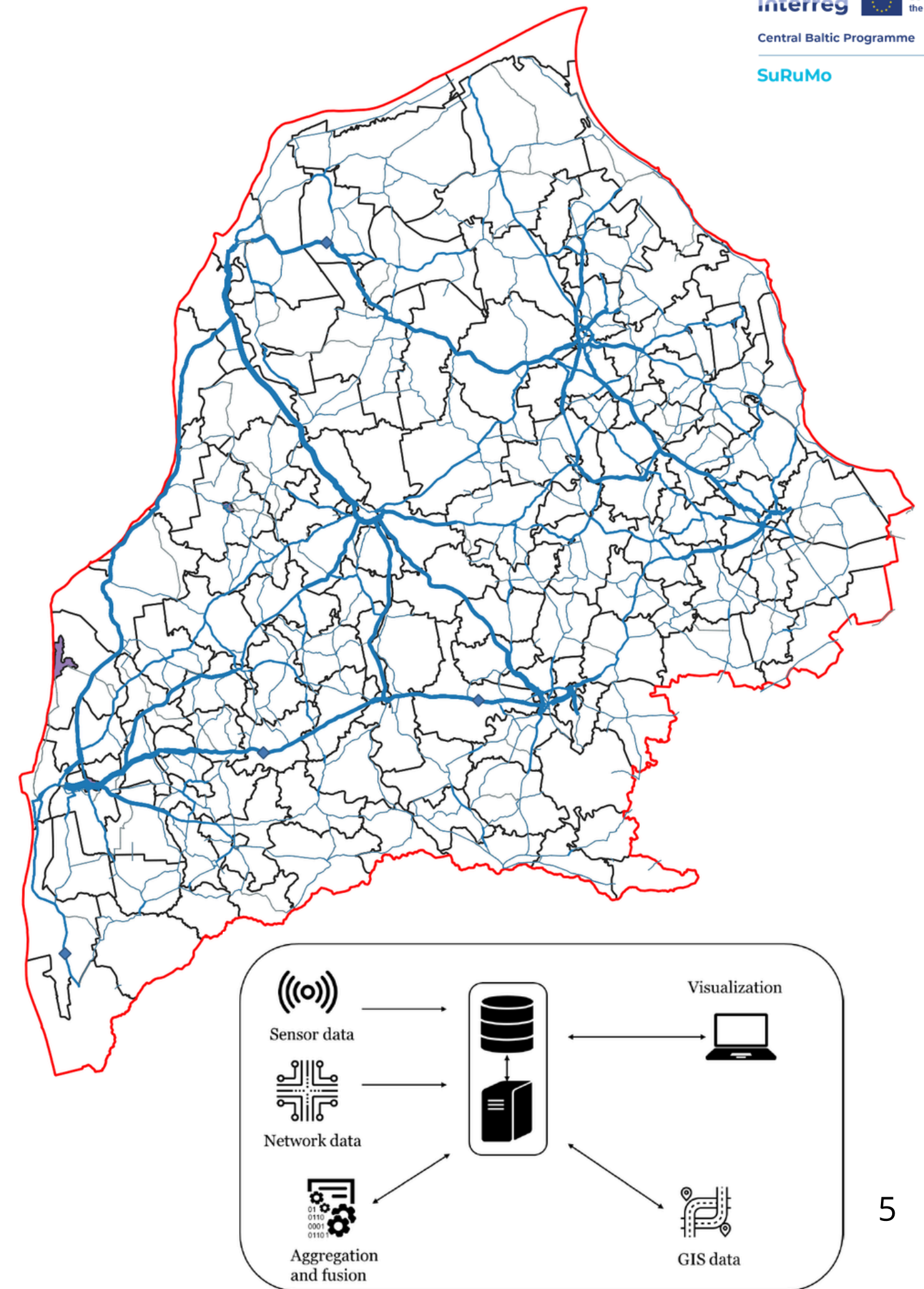
Data

- » **Population and population change** - Central Statistical Bureau of Latvia (CSB): [Dataset](#)
- » **Development areas** - Ministry of Smart Administration and Regional Development (VARAM): [Dataset](#)
- » **Educational institutions** - State Education Information System (VIIS): [Dataset](#)
- » **Bus stops and routes** - Road Transport Administration (ATD): [Dataset](#)
- » **School bus routes** - Municipalities
- » **Business development areas** - Municipalities
- » **Rail routes and stations** - JSC "Pasažieru vilciens": [Dataset](#)
- » **State roads** - Latvian State Roads (LVC)
- » **Road categories** - Kurzeme Planning Region Sustainable Development Strategy



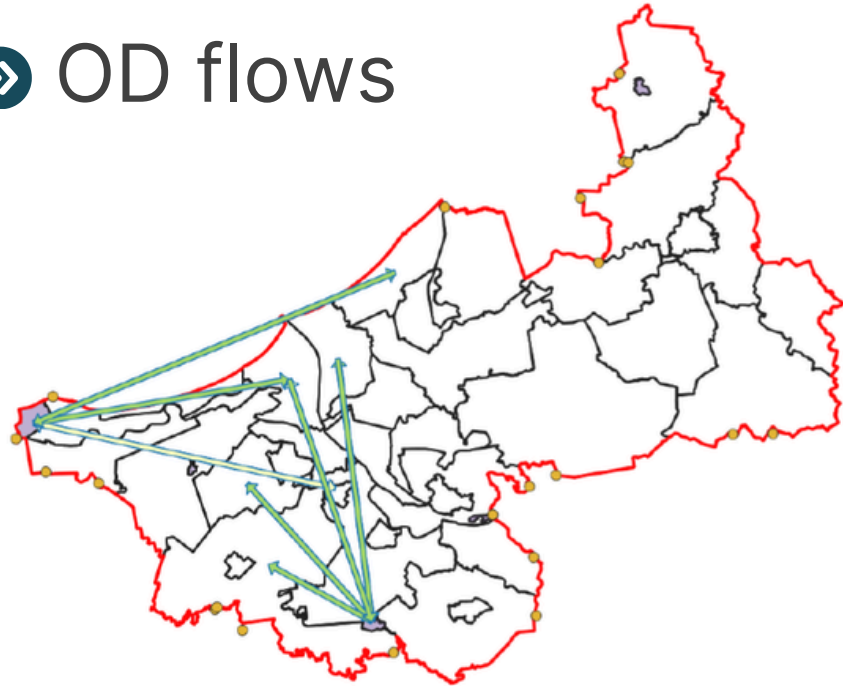
Mobility Analysis Tool

- » Analyze **mobility patterns** and **travel behavior** of residents in Östergötland County, Kurzeme and Riga Planning Regions;
- » **Identify areas** where new mobility solutions are needed or existing ones should be improved;
- » The tool is powered by **mobile network** data (signalling data), **public transport ticketing** data, **traffic intensity** data, **road network** data and other datasets;
- » The tool was developed for use in the **QGIS environment**.

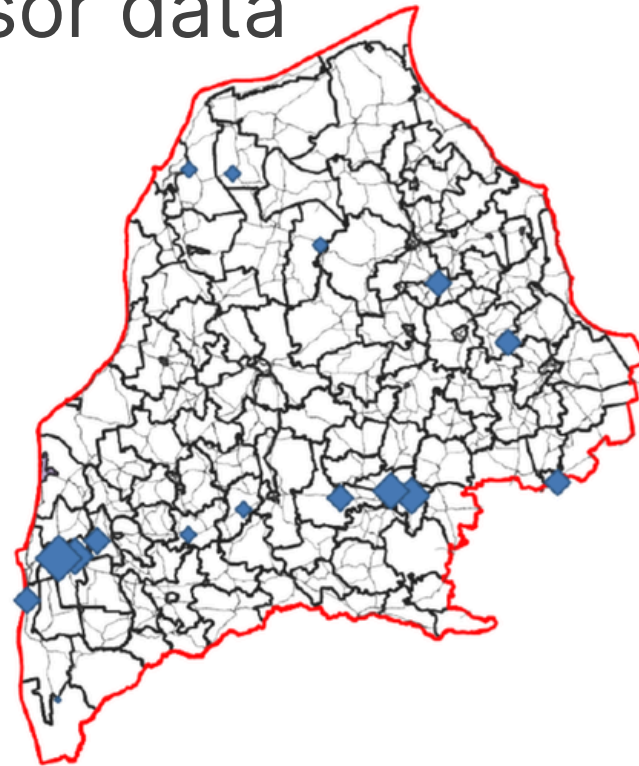


QGIS visualizations

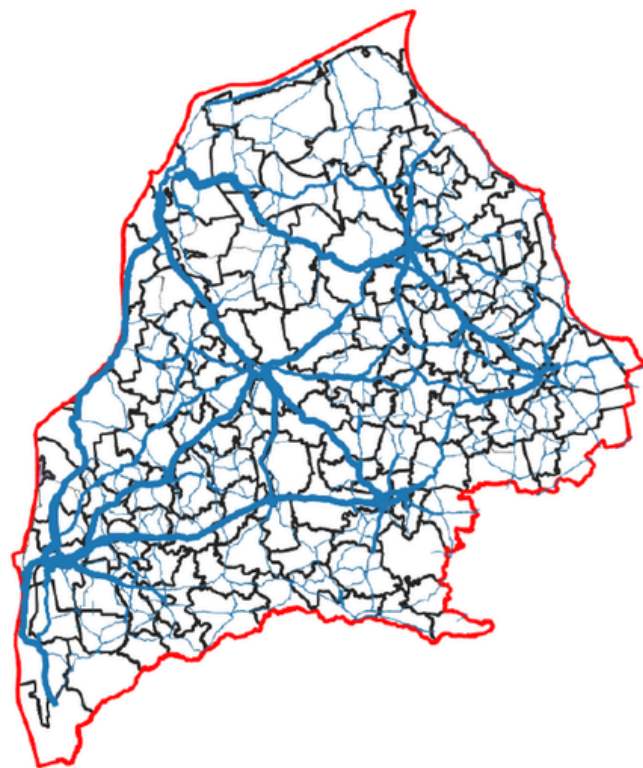
» OD flows



» Sensor data



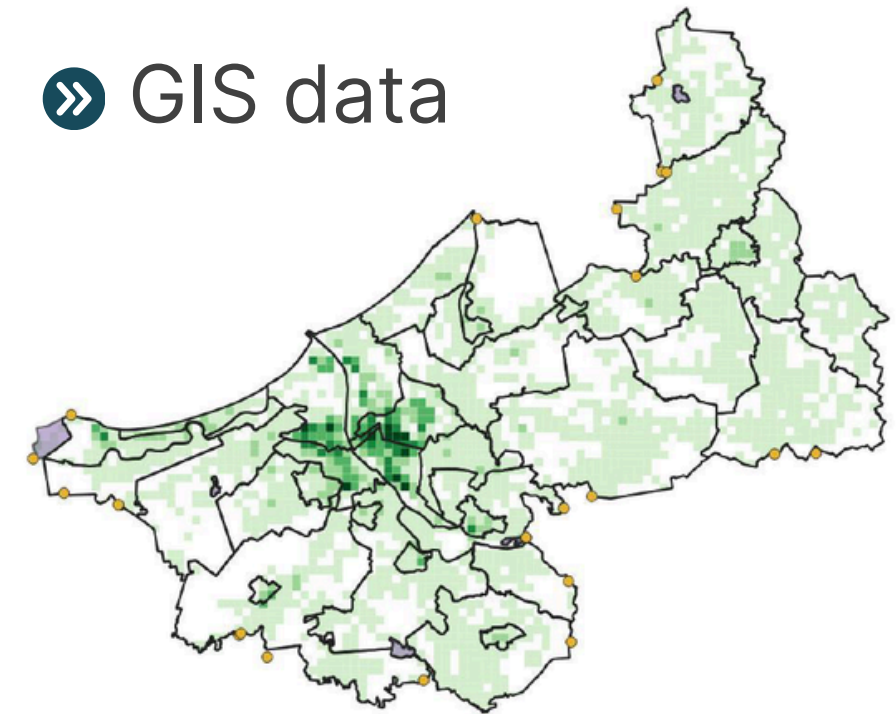
» Link flows



» Public transport data



» GIS data



***Curious to try the tool?
Want to use it in your own work?
Get in touch with us!***

Interreg



Co-funded by
the European Union

Central Baltic Programme

SuRuMo

Project SuRuMo

Practical demonstration of project results

About the Project

- » **SuRuMo** -Sustainable Rural Mobility
- » **Objective:** to carry out research in pilot areas, collect the data collected and create a single digital platform to find solutions for sustainable mobility in rural areas.
- » **Main activities:**
 - 1.To present the project to the municipalities of Kurzeme municipality and to identify the pilot territories nominated for the project.
 - 2.Study pilot areas, obtain necessary and available data on pilot areas, perform data collection and analysis.
 - 3.Create a cross-border digital platform that includes different mobility solutions for citizens and a mobility tool that will be useful to transport planners in the future, where new mobility solutions will be introduced.
 - 4.Perform test mode testing of availability solutions in pilot areas.



Project partnership

» Project partners:

Lead partner: AB Östgötatrafiken (Sweden)

Partners:

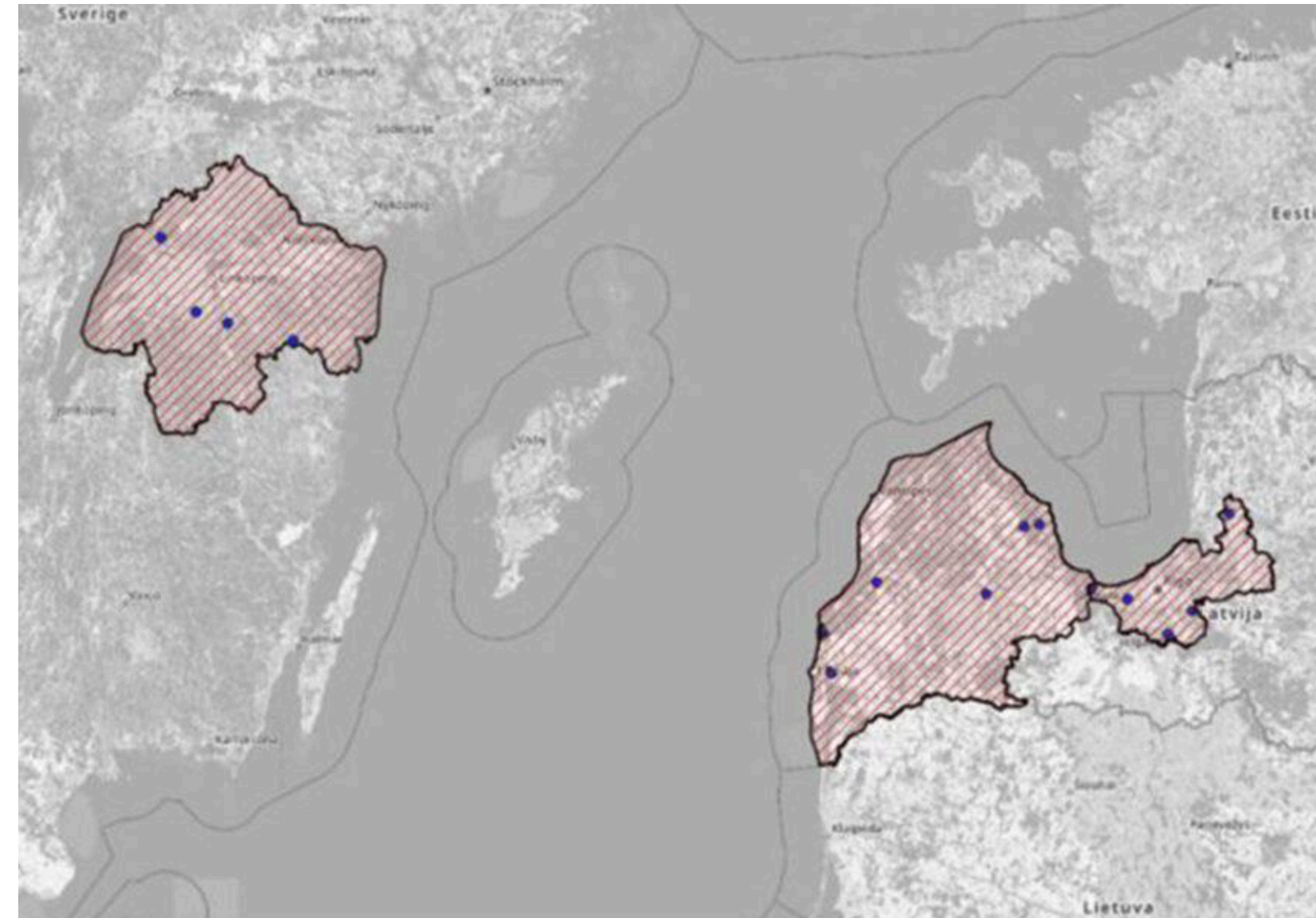
- The Swedish National Road and Transport Research institute
- Linköping university
- Riga planning region
- Kurzeme planning region

» Time of implementation:

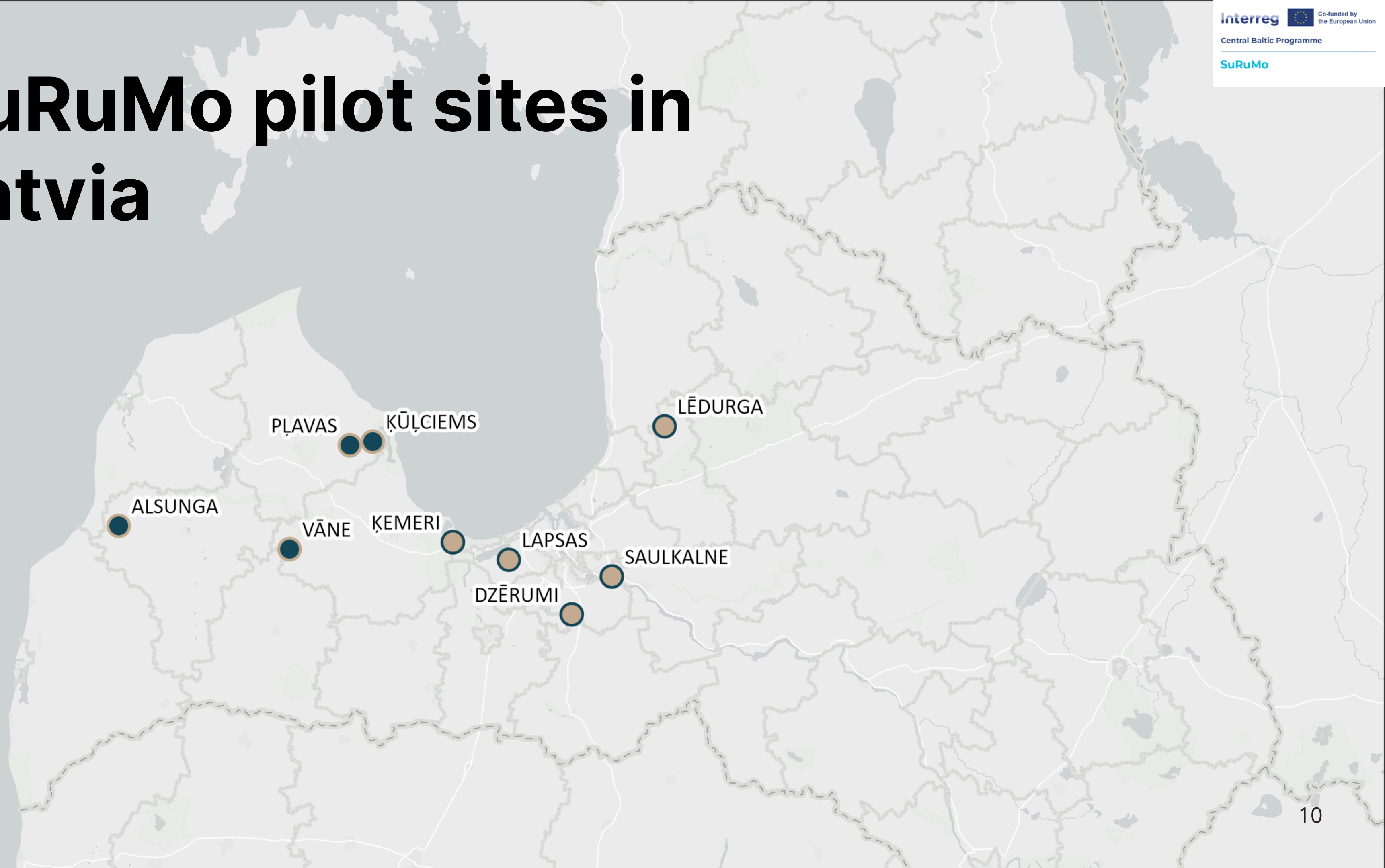
01.05.2023.- 31.10.2026.

» Project financing:

The total project budget of EUR 1,627.227.64



SuRuMo pilot sites in Latvia



On - Demand Transport

A free, shared transport service for residents and visitors in the SuRuMo pilot areas.

- » **Routes:** Alsunga ↔ Kuldīga / Jūrkalne; Vāne ↔ Kandava / Sabile.
- » **Operating hours:** 04:00–23:00 daily, except public holidays. Trips are scheduled around existing public transport services.
- » **Booking:** By 14:00 on the previous working day. For Saturday, Sunday or Monday trips, book by Friday at 14:00.
- » **How to book:** Call the Mobility Centre at or use the Freelway app.
- » **How it works:** Passengers may share a vehicle. Routes and departure times are adjusted to confirmed requests.



ON - DEMAND



TRANSPORT IN KURZEME

NOVEMBER 2025 - APRIL 2026

PASSENGERS

1413

ALSUNGA 897 | VĀNE 516

TRIPS

526

ALSUNGA 298 | VĀNE 228

KILOMETRES DRIVEN

16 862

ALSUNGA 10 065 | VĀNE 6797

AVERAGES

PASSENGERS PER TRIP

2,7

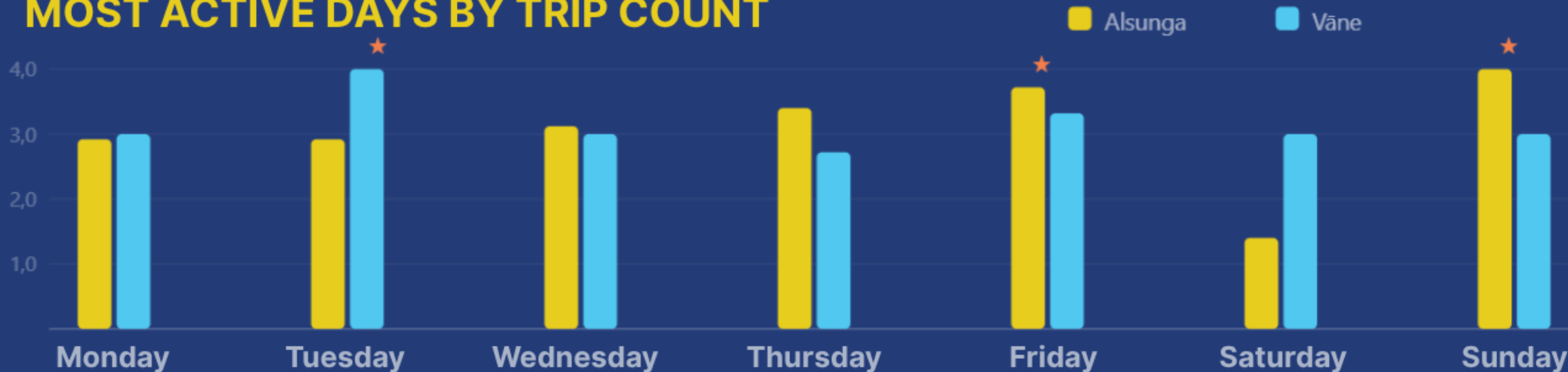
TRIPS PER DAY

2,5

KILOMETRES PER DAY

79

MOST ACTIVE DAYS BY TRIP COUNT



Most active overall: **Sunday** and **Friday** (3,5 trips per day), **Tuesday** (3,4 trips per day)

MOST USED ROUTES

ALSUNGA PILOT AREA

Alsunga - Kuldīga
Kuldīga - Alsunga

VĀNE PILOT AREA

Vāne - Kandava
Kandava - Vāne

MOST COMMON TRIP PURPOSES

Doctor's visit
healthcare

Shopping
market, grocery stores

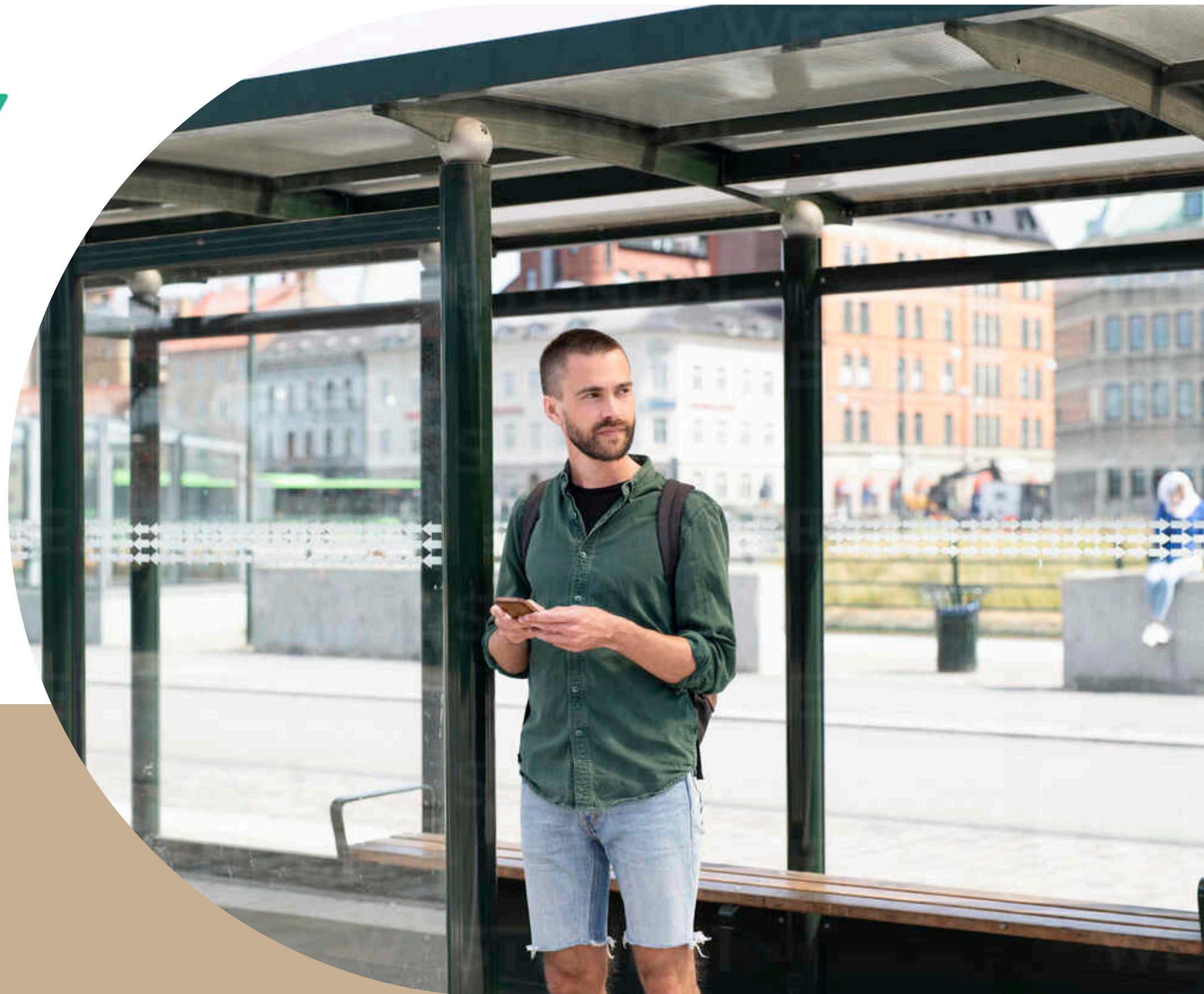
Public transport
public transport connection

About *Freelway*

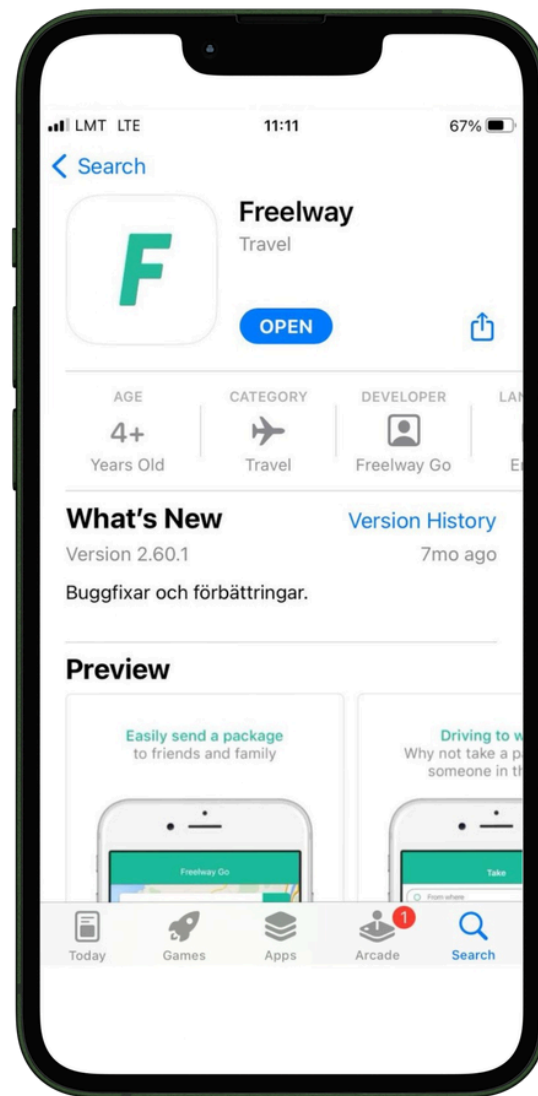
- » A shared mobility and delivery app, offering services such as **taxi, carpooling, car rental, transport on-demand, parcel lockers**, and more;
- » Used in **Sweden, Norway** and **Latvia**;
- » Freelway facilitates **information exchange** and **trip coordination** between all involved parties.

In the pilot areas of Kurzeme Planning Region, the app provided:

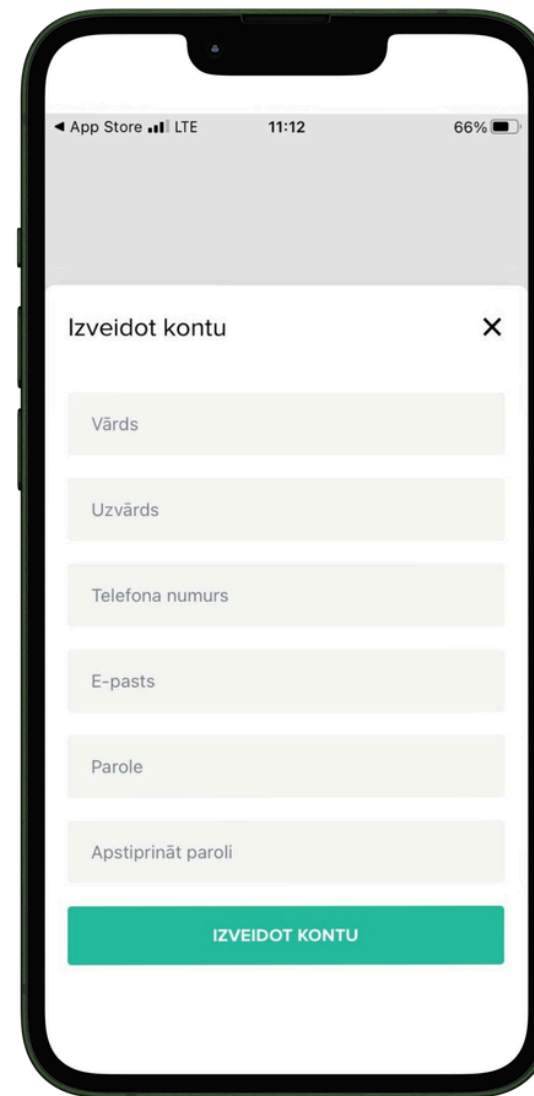
- » On-demand Transport
- » Carpooling.



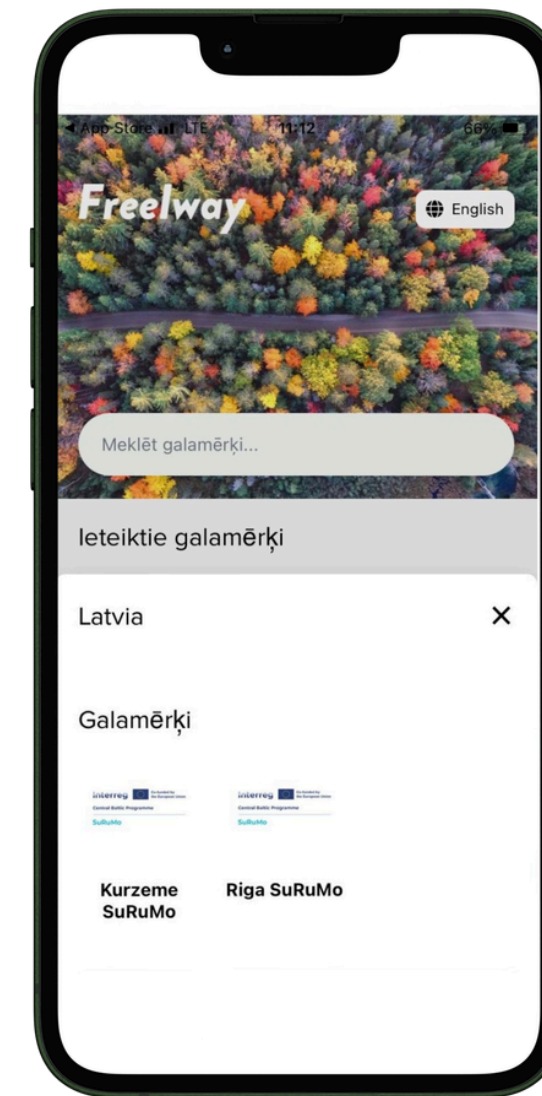
Accessing the *Freelway* app



Download **Freelway** from *Google Play* or the *App Store*.



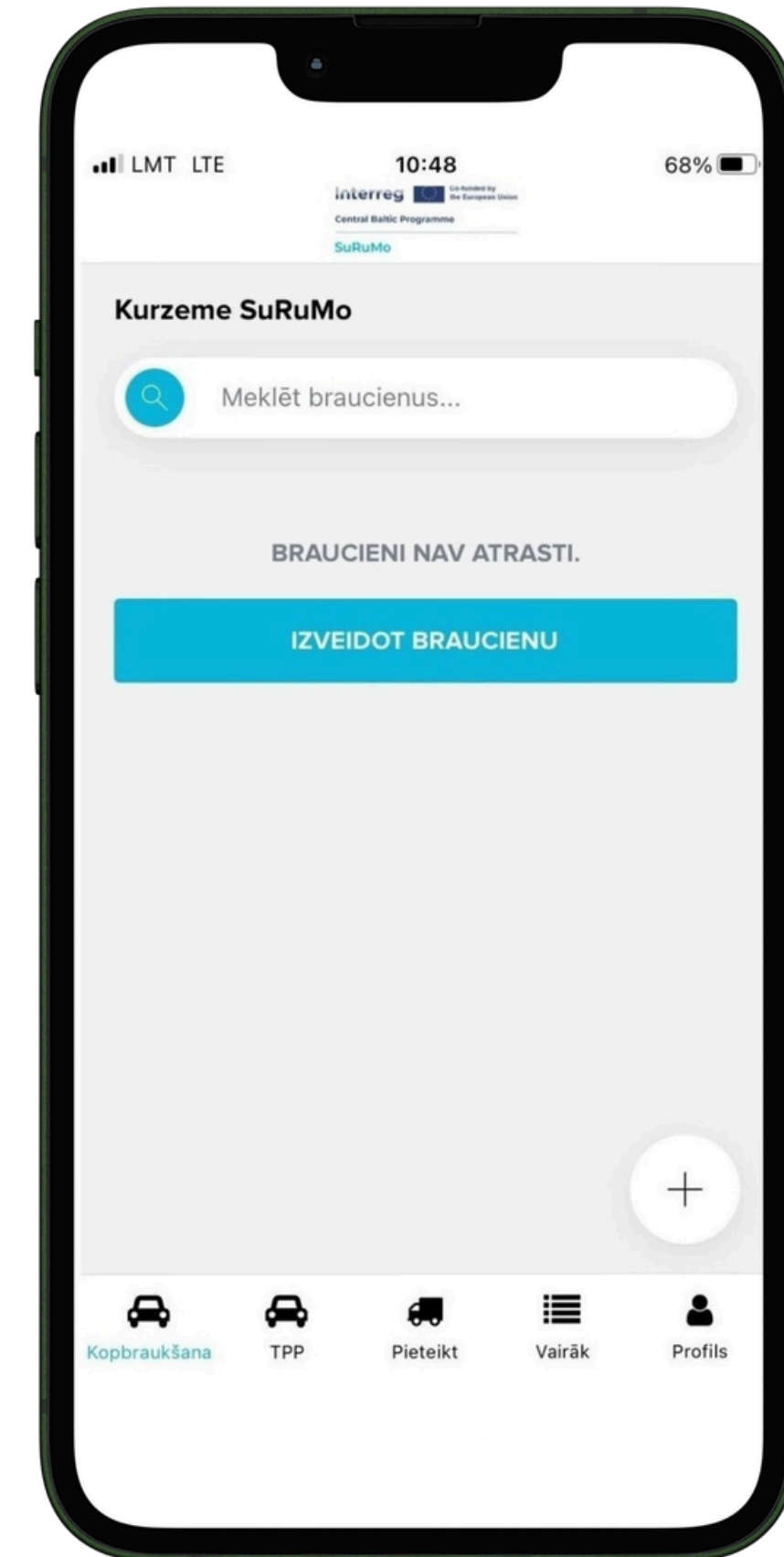
Create an account.



On the home screen, select **Events** → **Destinations** → **Kurzeme SuRuMo**

Main menu options

-  **Kopbraukšana (Carpooling)** – add information about your planned trip and allow others to join using the available seats in your car.
-  **TPP (Transport on-demand)** – a free transport on-demand service that can be booked through the app.
-  **Pieteikt (Request)** – submit a request for a carpooling service, specifying when and where you would like to travel.
-  **Vairāk (More)** – terms and conditions for using the services, public transport timetables, and other information.
-  **Profils (Profile)** – manage app settings and notifications.



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