

Delivering **E**fficient
Sustainable **T**ourism
with low-carbon
transport **I**nnovations:
Sustainable **M**obility,
Accessibility and
Responsible **T**ravel

DESTI-SMART

Interreg Europe



European Union
European Regional
Development Fund

Action Plan for Vidzeme Region

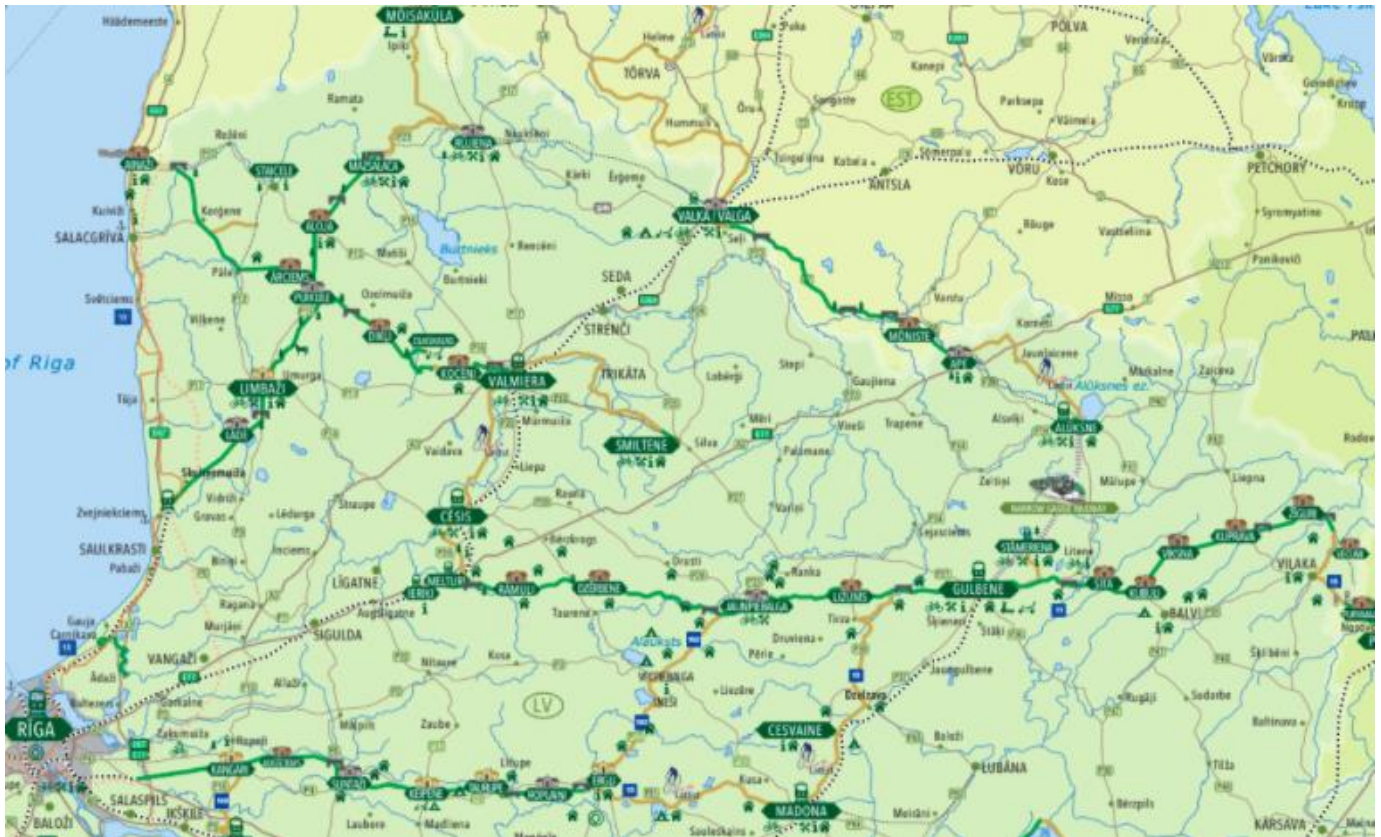


*Latvian Greenways
Association*



November 2020

Latvian Greenways Association is a non-profit foundation with the main aim to develop the former railway lines and adopt them for the use of non-motorized transport – cyclists, hikers, horse riding, skiing as well as people with special needs.



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The **DESTI-SMART** project Management and Coordination Unit would appreciate receiving a copy of any publication that uses this action plan as a source, to e-mail: communication@desti-smart.net

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November 2020

Interreg Europe Programme

Interreg Europe Programme of interregional cooperation helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, the aim is to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

By building on its forerunner, INTERREG IVC_(2007-2013), Interreg Europe aims to get maximum return from the EUR 359 million financed by the European Regional Development Fund (ERDF) for 2014-2020.

Solutions exist that can help European regions become the best that they can be. Today, the EU's emphasis is very much on paving the way for regions to realise their full potential – by helping them to capitalise on their innate strengths while tapping into opportunities that offer possibilities for economic, social and environmental progress.

To achieve this goal, Interreg Europe offers opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

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DESTI-SMART Project

Integration of regional/local policies for Sustainable Mobility, Accessibility & low-carbon Responsible Travel, with policies for efficient sustainable tourism towards a low-carbon economy, requires particular attention in the EU. This is a common challenge that public regional/local and transport authorities increasingly face, particularly at busy destinations with high tourism travel flows (including in South Europe, coastal, maritime & insular, mass tourism destinations). Immediate action is needed through interregional cooperation to capitalise best practices, improve policy instruments & prepare action plans with implementation monitoring & evaluation.

The DESTI-SMART project, addresses the above towards 'Smart Destinations', for sustainable & responsible tourism development in Europe, with low-carbon, multimodal sustainable mobility & accessibility.

The overall objective is to improve the transport and tourism policies of EU destinations, by integrating strategies for sustainable mobility, accessibility and responsible travel with efficient & sustainable tourism development, for transition to a low-carbon economy, through efficiency, resilience, multimodality, novel low-carbon transport systems, cycling & walking, with implementation innovations, policy learning and capacity building.

The following pressing issues are addressed:

- Investments in low-carbon transport systems for mode shift to sustainable tourism mobility, incl. Electro-Mobility
- Intermodality facilities for visitors, including ICT, Mobile Aps & MaaS
- Accessible tourism for all
- Cycling & Walking facilities & promotion for visitors.

Main outputs:

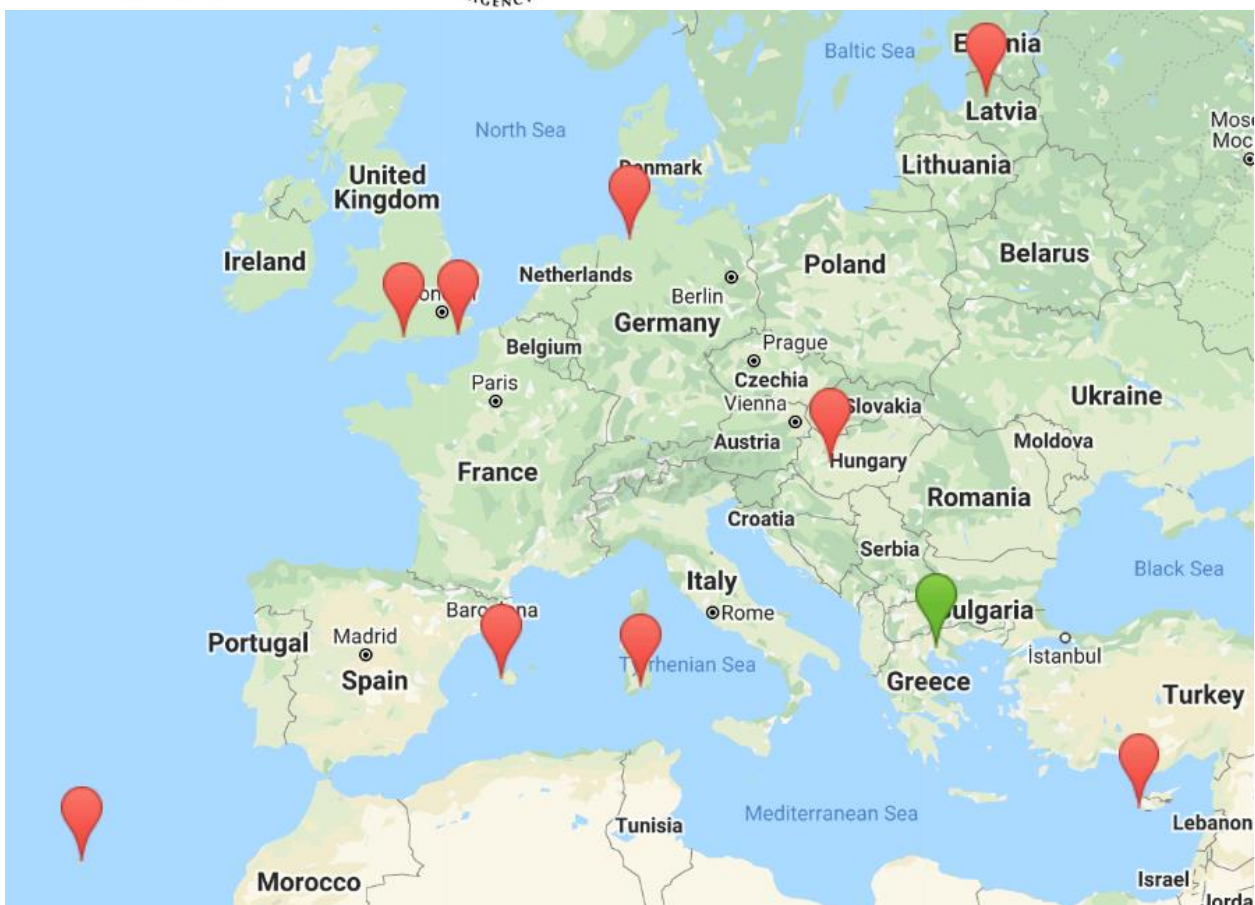
- policy learning & capacity building for public authorities & their stakeholders
- improved policy instruments & action plans in 9 destinations, with close involvement of stakeholders
- advances in EU2020 objectives
- communication & dissemination learning materials.

DESTI-SMART Project Partnership

Delivering Efficient Sustainable Tourism with low-carbon transport Innovations:
Sustainable Mobility, Accessibility and Responsible Travel

DESTI-SMART
Interreg Europe

Lead Partner



Thessaloniki - Sardinia - Bremerhaven - Madeira - Hastings - Mallorca - Vidzeme - Balaton - Pafos - BU

Improving transport and tourism policies at destinations by integrating strategies for smart and sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel low-carbon transport systems, cycling and walking for visitors, towards smart destinations

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FOREWORD

Greenways are a rather new initiative in Latvia, to develop the former railway lines for the use of non-motorized transport, but in Europe it is already a reality for more than 25 years attracting millions of tourists to places that usually are not mentioned in guidebooks, providing the visitors an opportunity to enjoy landscapes and nature, that once thrived because of the railway presence.

After the railways closed down, many areas experienced an economic downturn; therefore the idea of attracting visitors after many years – this time as active tourists and everyday users – is received positively from the local entrepreneurs, municipalities as well as at regional and State level.

However, in order to fully uncover the Greenways potential in Latvia, a lot of effort is still needed to make Greenways more attractive and accessible to the visitors, and Interreg Europe Desti-SMART project demonstrates an outstanding example for further development of the Greenways, helping to shape Latvia as an active, green and tourist friendly country, allowing to experience our nature treasures, various historical and cultural heritage from another view-point.

Mr. Jānis Bordāns

President of Latvian Greenways Association

Minister of Justice of the Republic of Latvia



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Stakeholders of the Project:

*Ministry of Transport, and Minister Mr. Tālis Linkaits personally
Carnikava Municipality, and Ms Daiga Mieriņa personally
Ērgļi Municipality, and Mr. Guntars Velcis personally
Gulbene Municipality, and Ms Guna Švika personally
Olaine Municipality, and Mr. Elīna Grūba personally
Ropaži Municipality, and Ms Sanita Upīte personally
Strenči Municipality, and Mr. Jānis Pētersons
Gulbene-Alūksne Narrow-gauge Railway, and Mr. Andris Biedriņš personally*

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Executive Summary

Introduction

Thanks to the DESTI-SMART, Latvian Greenways Association, has had the possibility to learn from the best examples of project on all the key areas of the project: Low-carbon transport systems, Intermodality, Accessibility, Cycling and Walking inc. Greenways.

The thematic Workshops that took place on-site, gave the wonderful opportunity to study the best examples and also, involve the project partners and Stakeholders, to learn about the best examples from all across Europe, as well as inform partners about the Cycling and Walking Possibilities, and of course – Greenways.

Workshops that were held remotely, also showed that even remote study tours enable to show-case the best examples of partner regions. Moreover, the remote staff exchange demonstrated that it is possible to work on specific solutions in a safe manner.

Throughout the project duration, project Stakeholders have been involved at all stages through local and international project events, giving the possibility to experience the interregional learning on various topics. The close cooperation and support from the local municipalities, and especially from the Ministry of Transport has been invaluable during Phase 1 and will be even more important in Phase 2, when the Action Plan will be implemented.

Tourism Mobility and Accessibility current status, general description and requirements

Vidzeme (Northern Latvia) historic region is one of the 4 historic regions of Latvia, rich with diverse nature and culture landscape, including many industrial heritage objects, and a profound network of the former railway lines as well as adjoining former railway infrastructure e.g., that have been left abandoned for many years.

As in many Western-European countries, those lines have been re-purposed for the use of Active tourism (e.g. cycling, walking, but also – horse riding and skiing in wintertime), demonstrating that Greenways can be fully applied on the Regional level. More than 10 visitor counters have been set-up, and show a steady increase in the visitor numbers, helping to further boost the development.

However, at the moment the public transportation network and access to greenway face several problems, that are addressed in this Action Plan, and will make greenways more safe and accessible to the tourists and locals alike. Vidzeme Tourism Development Strategy has a direct reference to the Active Tourism as one the key areas of the development, and Desti-SMART project is comprehensively addressing the issues identified earlier.

Vision and Goals

The long-term vision for sustainable tourism mobility and accessibility on Greenways is to ensure that all visitors have a safe and regular access to greenways with a modern means of public transportation, helping to further boost the Greenways Network.

Action Titles / Headings

- Action 1: Low-carbon transport system - Greenways adaption to electromobility
- Action 2: Intermodality improvements - Development of public railway transport routes and timetables to improve accessibility to destinations important for cycling tourism
- Action 3: Accessibility improvements - Improving the accessibility of the environment by means of universal design for tourists at greenways & mobility points
- Action 4: Cycling and Walking - Updating smarter facilities in greenways for cycling and walking & promotion for visitors
- Action 5: Pilot Action - Testing of Accessible Greenways for Everyone On-Demand Service in Vidzeme Region

Monitoring process

The actions included in this Action Plan will be monitored on a regular basis and periodic report will be provided to explain the development of each action and provide a useful tool to decision-makers and stakeholders. The visitor increase is the quantitative output of the project and will help to demonstrate the changes in the future.

Action Title	Type New project/ Improved Governance/ Structural Change	Source/ Good Practice transfer	Source Partner	Comments
<p>1. Low-carbon transport system:</p> <p>1.1. Greenways adaption to electromobility</p>	New project	Partner aim is to facilitate tourist travel around the city, providing e-bikes	Aristotle University of Thessaloniki – Civil Engineering Department	
<p>2. Intermodality for visitors:</p> <p>2.1. Development of public railway transport routes and timetables to improve accessibility to destinations important for cycling tourism</p>	Improved Governance	Partner improved transport and intermodality for tourism needs - particularly to support cycle tourism and by increasing accessibility to places and heritage sites. Bicycle carriage capacity was adapted to the season - in high season providing more bicycle places.	Italian region Friuli Venezia Giulia	
<p>3. Accessible Tourism:</p> <p>3.1. Improving the accessibility of the environment by means of universal design for tourists at greenways & mobility points</p>	Structural change	The German partner implemented initiative free accessibility for all and they reached increase by 4% of disable people who are travelling. The starting point is <u>physical infrastructure, communication, skilled guides.</u>	German Emigration Center Bremerhaven Germany; Consell de Mallorca -	In our action, we will start with basic physical infrastructure elements which are the most significant for accessible tourism. The case study of Mallorca is our vision, at this stage.

		There is established Handisport Foundation as non-profit organization who promotes a real integration into society of people with disabilities.	Sustainability and Environment Department Location Illes Balears, Spain	
<p>4. Cycling & Walking:</p> <p>Updating smarter facilities in greenways for cycling and walking & promotion for visitors</p>	Improved governance	Horários do Funchal - Transportes Públicos, S.A. Região Autónoma da Madeira	Intermodality between cyclists and busses.	
<p>5. Pilot Action:</p> <p>Testing of Accessible Greenways for Everyone On-Demand Service in Vidzeme Region</p>	New project	<p>Project Partner 6 - where Island's electric/hybrid bus lane 4 is running close to the only Greenway in Mallorca - The Manacor-Artà Greenway (Via Verde de Manacor-Artà). The Accessible Tourism in Mallorca is also highlighted as one of the Good Practices of the Project.</p> <hr/> <p>Project Partner 4, where the Bus&Bike initiative (project Good Practice) allow the visitors to transport their bikes safely, with a relatively low cost.</p>	<p>Mallorca Island Council - Environment Department</p> <p>Horários do Funchal, Transportes Públicos S.A</p>	

		<p>Another GP by PP4 focuses on the use of adapted bus for residents and tourists with reduced mobility in Madeira.</p> <hr/> <p>Pafos Municipality (Cyprus) – an electric bus for tourism mobility and accessibility.</p> <hr/> <p>On-demand concept: Project partner 6 – Good Practice where, a shuttle bus service is used to reach attractive sites in natural areas.</p>	<p>Pafos Municipality (Cyprus)</p> <p>Malra Island Council – Environment Department</p>	
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Action Plan

Part I – General information

Project: **DESTI-SMART**, PGI04871

Partner organisation: **Latvian Greenways Association**

Other partner organisations involved (if relevant):

Country: Latvia

NUTS2 region: Vidzeme

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Part II – Policy context

- The Action Plan aims to impact:
- Investment for Growth and Jobs programme
 - European Territorial Cooperation programme
 - Other regional development policy instrument

Name of the policy instrument addressed: **Tourism Development Strategy of Vidzeme Region**

The main objectives of the Strategy are to promote development of the tourism sector by increasing economic indicators, to develop & promote tourism-friendly environment; building Vidzeme region as recognisable and popular travel destination between countries of Baltic Sea. Vidzeme Tourism Development Strategy, lists Active Tourism development (incl. cycling and walking, as well as Greenways) as one the key factors to boost regions' tourism appeal, and at the moment the region is already much more advanced than other regions on Latvia regarding Greenways development.

The Action Plan of Desti-SMART project will address the Regional and State Stakeholders, and demonstrate the Good Practices, that will improve the situation at the Regional scale even further through the Actions on Improved Governance, Structural Change as well as New Projects.

Part III – Details of the actions envisaged

ACTION 1 - LOW-CARBON TRANSPORT SYSTEM. Greenways adaption to electromobility

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The European Union's Green Course reinforces the need for solutions to strengthen sustainability, reduce carbon emissions by adapting sustainable and smart mobility solutions. This also affects the development of the tourism industry, which is currently forced to use car rental services and private cars due to low accessibility to tourism objects by public transport.

The overarching aim of Vidzeme's Tourism development Strategy states that: need to promote competitive and sustainable tourism development in Vidzeme. In order to ensure the sustainable development of the region, the development of the tourism sector must also be positive for the natural environment without polluting it. This action will contribute in development of sustainable tourism.

The Latvian Transport Development Guidelines state that it is necessary to reduce emissions from transport by 90% by 2050 and the Latvia's National Development Plan 2021-2027 emphasizes energy saving and sustainable use of resources. This means switching to low-emission or zero-emission transport. To ensure that these two aims are met action to be developed is greenways adaption to electromobility in the main greenways' routes.

The idea is based on Aristotle University of Thessaloniki – Civil Engineering Department practice to promote e-bike services for tourists. Although the good practice provides pre- booking services through mobile application, we overtook and adapted the main idea of practice – to promote the use of electric bicycles. We plan to achieve it by creating bicycle charging points and information boards with solar panels to provide charging options in greenways.

2. **Action** (please list and describe the actions to be implemented)

Within the project it is planned to carry out the research on how to adapt greenways to electromobility, how many and where the bicycle charging points and information boards are necessary, what are technical requirements for bicycle charging points and information boards with solar panels to provide charging options, and to promote the municipalities's and station owners' adaptation to greenways electromobility. It is expected that 4-10 connection points inside one charging station could be created and equipped information boards with solar panels to provide charging options could be established.

Results:

1. Installed charging stations (4-10 connection points inside one charging station) (depending on demand).
2. Equipped information boards with solar panels to provide charging options.
3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Involved direct stakeholders of initiated activity are Latvian GreenWay Association, Municipalities, and Private Owners. Association's main task is to identify strategically important station places for the electrical charging of bicycles and to advise local authorities and private owners on the development of such charging stations and information boards with solar panels. Meanwhile municipalities and private owners own the ownership of the infrastructure and they have power to accept the suggestions and advices, and to establish information boards and charging stations of bicycles

4. Timeframe

Activity	January- June, 2021	July- December, 2021	January- June, 2022	July- December, 2022
1. Installation of charging stations / points				
2. Installation of equipped information boards with solar panels to provide charging options				

5. Costs (if relevant)

Installation of charging stations ~ 4000 EUR per one station.

Installation of equipped information boards with solar panels to provide charging options ~ 2000 EUR per one board.

6. Funding sources (if relevant):

Both actions are planned to be funded from municipal budget and own resources.

ACTION 2 - INTERMODALITY FOR VISITORS. Development of public railway transport routes and timetables to improve accessibility to destinations important for cycling tourism

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The Latvian Transport Development Guidelines and National Development Plan state that it is necessary to put the multimodal public transport network with rail as the “backbone” of public transport as an action. This is essential in the context of cycling development, as the railway provides the most convenient form to carry a bike. Inclusion of bicycles in the multimodal transport system would encourage people to use public transport more - in the end, it would also reduce harmful emissions (EU Cycling Strategy). Restoring poor road sections and improving the quality of rail infrastructure (thus also improving speed) would create efficient interregional connections and allow tourists to access Greenways easier.

This activity will contribute to the two sub-objectives of Vidzeme's Tourism Development strategy: to increase number of visitors and tourists and as well as to promote visitor satisfaction. It will be possible to reach the Greenways in the shortest time.

The idea of development of public railway transport routes and timetables to improve accessibility to destinations important for cycling tourism is based on MICOTRA transnational service (Bike + Train services in Friuli Venezia Giulia Region), connecting Italy and Austria where regional sustainable utility-and-tourism transport and intermodality was improved - particularly to support cycle tourism and by increasing accessibility to places and heritage sites. Bicycle carriage capacity was adapted to the season - in high season providing more bicycle places. Vidzeme region face similar accessibility and mobility challenges.

2. **Action** (please list and describe the actions to be implemented)

The aim of the action is to support cycle tourism and increase accessibility to greenways and tourism objects. Action will include cycle tourists' survey and development of guidelines on routes' service and timetable planning so that people can move between different transport lines and start their cycle journey, and guidelines on routes that would require extra bicycle places, changing capacity from the season (from May to October more bicycle places, but from November to April – less). Action will also include stakeholder engagement events to re-plan the timetable according to cycling tourism needs and to plan extra bicycle places in trains. It is estimated that during the tourism season it would be necessary to provide 5%-10% bicycle places of all passenger seats, but the rest of the time - 2%-5% bicycle places of all passenger seats.

Action will be implemented in two rail transport routes that are important for greenways accessibility: route Rīga – Pļaviņas – Gulbene and route Rīga – Valmiera – Valga.

Results:

1. Additional public rail transport services that complements with cycle tourist needs;
2. Given advice on bicycle carriage capacity necessary for tourism needs, especially in high season;
3. Given presentation of the activity in local governments.

Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Involved direct stakeholders of initiated activity are Latvian GreenWay Association & Vidzeme Tourism Association, Road Transport Administration, and public rail transport service provider “Pasažieru

vilciens”. Latvian GreenWay Association & Vidzeme Tourism Association role is to provide an advice on routes and times that are adaptable to tourist needs. Road Transport Administration and public rail transport service provider “Pasažieru vilciens” have power to accept and establish timetable changes and to provide extra services, places and coaches for cycle tourism needs.

3. Timeframe

Activity	January- June, 2021	July- December, 2021	January- June, 2022	July- December, 2022
1. Identification of rail transport routes, services, and times that are significant for cycle tourists				
2. Development of a common timetable between different rail transport routs (Latvia – Estonia) according to the cycling tourism needs				
3. Identification of routes that require extra bicycle places, incl. information on precise number of bicycle seats in routes and season when extra places are necessary				
4. Discussion on identified needs and presentation of an idea to the Road Transport Administration and public rail transport service provider “Pasažieru vilciens”				
5. Services’ timetable replanning in routes Rīga – Pļaviņas – Gulbene and route Rīga – Valmiera – Valga.				

4. Costs (if relevant)

Development of guidelines for pax transport rolling stock – 20 000 EUR.

5. Funding sources (if relevant):

Development of public railway transport routes and timetables to improve accessibility to destinations important for cycling tourism is planned to be funded by Ministry of Transport and from State budget.

ACTION 3

Title: Improving the accessibility of the environment by means of universal design for tourists at greenways & mobility points

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

We were inspired about universal design elements and we have adapted philosophy of accessible tourism from the best practice of **German Emigration Center from Bremerhaven, Germany**. They have implemented principle “free accessibility for all” in city corporate identity and they have received certificate from national initiative “Travelling for All”. They have developed disabled parking spaces directly in front of the museum. All areas of the museum are accessible for wheelchair users via lifts and wide corridors. In our activity we will transfer the concept “Travelling for all” to cycling routes in cities or close to cities by improving accessibility to starting point and service points. At the same time, the best practice provides practical advices how to communicate with target group of accessibility to visit place.

Improving accessibility for all will reach the wider audience of visitors, which is one of the goals of Vidzeme's tourism development strategy.

This best practice shows that these improvements in infrastructure and servicing of all clients diversified visitors of the museum.

2. **Action** (please list and describe the actions to be implemented)

The aim of the activity is to promote environmental accessibility in greenways & mobility points for tourists with reduced mobility, seniors and visitors with baby prams.

The 7 key elements of universal design are: 1. **Comfortable use for anyone** 2. Flexibility in use 3. Easy-to-understand application 4. **Easily perceivable information** 5. Reduced opportunity for mistakes 6. **Minimal physical effort** 7. **Appropriate size and space for movement and use.**

The project has identified parts of cycling routes and greenways which need to adapt for all visitors. The priority is given for cycling routes / greenways in urban areas or close to urban areas:

- Carnikava
- Saulkrasti

Accessibility for all visitors is significantly important in mobility points which are connecting greenways. Carnikava is an interconnection cross point between EuroVelo13 and Greenway Carnikava -Ādaži and integration of cycling routes with railway station is significant, particularly for all visitors. In Carnikava will be implemented action to improve perceivable information and small scale infrastructure elements as parking area, floor level without uplifts. In Saulkrasti station will be developed Technical study of rebuilding railway platforms according to EU regulation No 1300/2014. Both places (Carnikava and Saulkrasti) are located in Riga planning region who is developing Plan of mobility points in Riga and their surrounding area.

Actions for this activity include:

- Elaboration of Technical study for reconstruction works in Saulkrasti station.
- Reconstruction works of street Stacijas (square of the railway station) in Carnikava. Carnikava municipality has elaborated and approved Building plan of reconstruction in 2019. In year 2021

municipality of Carnikava will start reconstructions works which includes re- location of Parking space for people with reduced mobility and other reconstruction works according the national rules of public space accessibility.

- Information production of the accessibility of a particular parts of cycling route for target groups in Carnikava, Limbaži. Information includes necessity of assistant required or not, accessibility during different seasons and availability of additional services (Accessibility for all) during the cycling route.

3. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Involved direct stakeholders of initiated activity are self-governments and State Railway company, Riga planning region. Self-governments have power to elaborate and accept local rules of building as well as local Building Authority can stress on connecting infrastructure facilities that are significant to provide concept Tourism for all in reality. Self-governments can demonstrate the best practice of accessible tourism by developing and implementing public infrastructure elements, for example, public parking, cycling routes for disable persons with appropriate connections from parking

Indirect or collaborative stakeholders whose contribution is very high particularly in beginning stage of the action. These are non- governmental organisations who are representing voice of disabled people, for example, Apeirons etc. LGWA & Tourism information centres provide information via different communication channels about Accessible for all cycling routes.

4. Timeframe

Activity	January- June, 2021	July- December, 2021	January- June, 2022	July- December, 2022
1.Elaboration of Technical study for reconstruction of station Saulkrasti				
2. Reconstruction of infrastructure in square of station Saulkrasti (street Stacijas)				
3.. Information production of the accessibility of a particular parts of cycling routes for target groups (Accessibility for all).				

5.Costs (if relevant)

Reconstruction works of Stacijas street in Carnikava – 100 000,- EUR
 Constructions costs for adaption of infrastructure elements- 300 000,- EUR
 Regular information production and dissemination – 4000,- EUR
 Technical report for Saulkrasti station – 150 000,- EUR

6. Funding sources (if relevant):

Own sources of self-governments for reconstruction works in Carnikava
 The external sources for construction works of infrastructure -State investments or Interreg Europe projects.
 Riga Planning region will apply for Cohesion fund for Plan of mobility points (includes Saulkrasti Technical report).

ACTION 4

Title: Smarter facilities in greenways towards sustainability

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The best practice case of Horários do Funchal – Transportes Públicos, S.A. Região Autónoma da Madeira shows intermodality between transport modes by facilitating the bike use where possible and provide car independent access solutions to reach other destinations. CIVITAS MIMOSA project, Horários do Funchal (HF) launched the Bus&Bike service, an innovative pilot test aimed to integrate the PT service with the bicycle's transportation. In our action, we would like to connect greenways and tourism attraction places as railbikes and visitor center, information sites.

This action will contribute simultaneously to the achievement of several sub-objectives of the **Vidzeme tourism development strategy**. First of all, it is connected with industrial heritage which is one of the competitive tourism development type in the region. The second, it will diversify offer for active tourism which is identified as core tourism type in the region. At the same time, it will increase number of visitors.

2. **Action** (please list and describe the actions to be implemented)

The main aim of the action is to develop and upgrade smarter facilities and infrastructure elements in greenways for cyclists and walkers and to provide more diversified and enjoyable travel experience via greenways.

The action consists of such activities:

1. To develop and implement new tourism attraction -railbikes in Olaine in old peat swamp. Our study shows (2020) that such tourist attraction is demanded by visitors (examples in Valka, Zilaiskalns). Activity includes information poster/ display in the place with solar panel for charging electronic devices.
2. To connect Railbikes attraction and modern visitor center Z tower in Kocēni municipality with greenway route by bridge which will provide synergy of previously implemented activities as well as will increase visitation of Z tower and Greenway route. The bridge will be built in sustainable way by using local materials and knowledge of building bridges.
3. Organised and implemented public-private event "Cycling on Greenways" to promote healthy and sustainable lifestyle for everyone.

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role).

1. For development of **new tourism attraction**: self-government of Olaine, private company,;
2. For connection Greenways with railways bikes in Zilaiskalns- self-government of Kocēni.

3. **Public-private event "Cycling on Greenways"**: The Greenways Association, active tourism.

4. Timeframe

Activity	January- June, 2021	July- December, 2021	January- June, 2022	July- December, 2022
1.. Development & implementation of new tourism attraction- railway bikes in Olaine (swamp)				
2. Connection of Greenway and railway bike attraction by a new bridge				
5. Two Public-private events “Cycling on Greenways” (in Olaine and Zilaiskalns)				

5. Costs (if relevant)

Implementation of new tourism attraction – railway bikes –15 000,- EUR

Construction of the bridge – 20 000, - EUR

Public-private event- own resources of organisers.

6. Funding sources (if relevant):

External funding for bridge infrastructure – LEADER programme, cross-border cooperation programmes, self-governments

Modern and smart railway bikes - self-government

ACTION 5 – PILOT ACTION

Title: Testing of Accessible Greenways for Everyone On-Demand Service in Vidzeme Region

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

Development of the former railway lines for the use of cyclists and pedestrians (Greenways) in Latvia is a relatively new initiative, but has already gained popularity among local and international visitors. There are numerous visitor counters, set-up at various locations on the greenways, show a considerable number of people using them daily, modal share of cyclists is increasing steadily. (visitor numbers are increasing, they vary section by section, but overall use of the greenways has increased in 2020 by 20-40% compared to 2019).

Because Greenways in Latvia are still in their development phase, often there is a lack of connection with public transportation options, which are essential for the visitors who would like to start their journey in less-populated places (a trend that has been becoming very popular since spring 2020). However, because there are only 3 train stops with daily traffic in the whole 350 km Greenways network in Vidzeme with direct train-to-Greenway connection, the visitors have to use either their own cars or rely on the bus connections. Most bus and train services do not yet provide connections which are suitable for cyclists wishing to travel on greenways. Furthermore, at the moment the public buses do not have bike racks or trailer to transport the bikes, therefore, in the case of a full bus, there is a possibility of not being admitted. Therefore, the use of public transport is rather low in accessing greenways, the personal car is used as main mode of transportation.

2. **Action** (please list and describe the actions to be implemented)
 - On-Demand Service development and implementation, so Greenways are safely accessible for all, and there is also a possibility for convenient bike transportation;
 - Improve the connectivity of greenways with public transport
 - Making greenways accessible for people with disabilities;
 - Improve governance between institutions involved;
 - Promoting electric bikes.
3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Latvian Greenways Association - In charge of the Pilot Action, coordination of the activities;

Vidzeme Tourism Association - Regional partner whose Policy Instrument is addresses, in whose territory the Greenways are located. Promotion of the Pilot Activity in the Active Tourism materials (e.g. cycling maps) for local and international visitors;

Olaine, Carnikava, Gulbene, Ropaži, Ērgļi, Strenči Municipalities - Project Stakeholders, directly involved in the implementation, where the Greenways are located and where the stops (and for charging the equipment) of the Pilot Action will be based;

Ministry of Transport - Project Stakeholder; promotion of the Pilot Activity;

Tourism Department, Investment and Development Agency of Latvia - Tourism Department, Investment and Development Agency of Latvia.

4. Timeframe				
Activity	January- June, 2021	July- December, 2021	January- June, 2022	July- December, 2022
1. Setting-up the Pilot Activity management group, with representatives of the project Stakeholders				
2. Formulating the technical specification for the procurement/price survey of the Equipment (bus, trailer, bikes, e-solution (e.g. app), accessibility requirements), Organizations and concluding of the tender/price survey procedures according to the National Legislation				
3. Purchasing and pre-testing of the equipment; Designing, launching and pre-testing of the software (app)				
4. Introducing the on-demand service for visitors and collecting data for evaluation of the results, Promotion of the activity via the project stakeholders, Continuous monitoring of the equipment				
5. Completing necessary adjustments for the App, as per visitor feedback; Analysis of the data from the field-testing for further service improvement				
6. Providing the on-demand service to visitors, collecting feedback data of the use/routing/load factors according to the seasonality; Continuous monitoring of the equipment ; Further improvement to the App (if required); Assessing the possibilities for replicability and further adoption as well as upscaling of the activity				
7. In-house analysis of the data from the field-testing for summer conditions for further service improvement; Ensuring the durability of the Pilot Action, and continuous use of the service by integration of the activity in the Regional Policy Instrument and signing long-term agreement with PI owner, thus ensuring continuity of service				
<p>7. Costs (if relevant)</p> <ul style="list-style-type: none"> - Staff costs 3 600 €; - Office and administration 540 €; - External expertise and services 5 650 €; - Equipment 48 550. <p>8. Funding sources (if relevant):</p> <p>Pilot action would be founded by Interreg Europe programme. The running and maintenance costs during and after the project Phase 2 will be covered from own resources.</p>				

Date: 30.11.2020

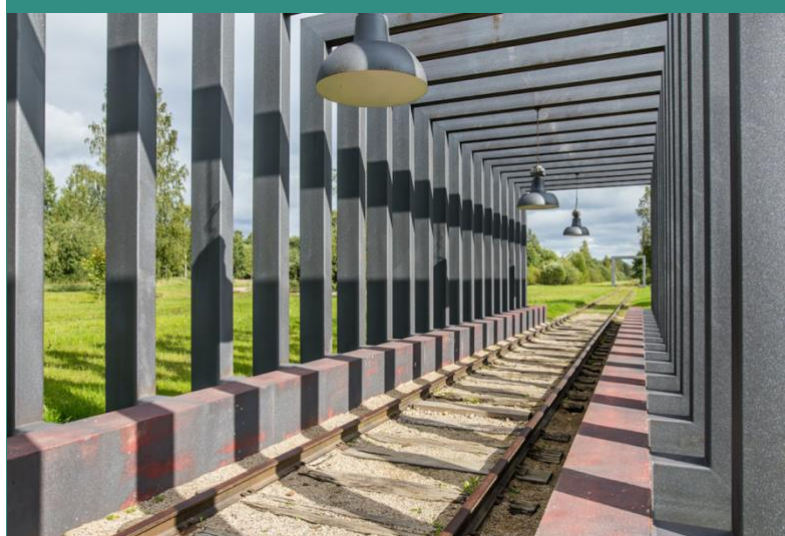
Name of the organisation(s) :

Latvian Greenways Association

Signatures of the relevant organisation(s):

Mr. Raitis Sijāts, Chairman of the Board





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DESTI-SMART Project improves transport and tourism policies at destinations by integrating strategies for smart and sustainable mobility, accessibility and responsible travel in sustainable tourism development, and through efficiency, resilience, intermodality, novel low-carbon transport systems, cycling and walking for visitors, towards smart destinations