

CIVITTA



PLUNGĖS
RAJONO SAVIVALDYBĖ

PLUNGĖ DISTRICT MUNICIPALITY STRATEGIC DEVELOPMENT PLAN FOR 2021-2030

Plunge District Municipality in 2030 –
sustainable activity park



APPROVED BY
Plungė District Municipality
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PLUNGĖ DISTRICT MUNICIPALITY STRATEGIC DEVELOPMENT PLAN FOR 2021-2030

TABLE OF CONTENTS

ABBREVIATIONS USED	7
INTRODUCTION	8
CONTEXT OF SDP PREPARATION	9
SWOT ANALYSIS OF PLUNGÉ DISTRICT MUNICIPALITY	12
FINDINGS OF THE PLUNGÉ DISTRICT MUNICIPALITY POPULATION SURVEY	15
PLUNGÉ DISTRICT VISION FOR 2030 AND DEVELOPMENT PRIORITIES	17
STRATEGIC OBJECTIVES OF PLUNGÉ DISTRICT MUNICIPALITY	20
INDICATORS FOR ASSESING THE IMPLEMENTATION OF PRIORITIES, OBJECTIVES AND TASKS	22
STRATEGIC DEVELOPMENT PLAN IMPLEMENTATION MONITORING PROCEDURE	35
STRATEGY DEVELOPERS	38

LIST OF PICTURES

PICTURE 1	Population at the beginning of the year, 2011-2020, thousands
PICTURE 2	Average life expectancy, 2011-2019, years
PICTURE 3	Number of crimes per 100 thousand inhabitants, 2010-2019, units
PICTURE 4	Reports of domestic violence against children, 2019, units
PICTURE 5	Operating economic entities per 1000 population, 2010-2020, units
PICTURE 6	Number of tourism information centers visitors, 2012-2019, thousands
PICTURE 7	Evaluation of the attractiveness of Plungé District
PICTURE 8	Development priorities for 2021-2030
PICTURE 9	Institutional structure

LIST OF TABLES

TABLE 1	SWOT analysis of Plungé District municipality
TABLE 2	Priorities and objectives
TABLE 3	Indicators for assessing the implementation of priorities
TABLE 4	Priority I: quality public services park tasks and indicators
TABLE 5	Priority II: innovation, business and industrial park tasks and indicators
TABLE 6	Priority III: nature park tasks and indicators
TABLE 7	Priority IV: culture and leisure park tasks and indicators
TABLE 8	Composition of working groups and strategic planning commission
TABLE 9	Institutional structure

ABBREVIATIONS USED

EU	European Union
LDS	The Lithuanian Department of Statistics
JSC	Joint stock company
MUNICIPALITY	Plungė District Municipality
PDMA	Plungė District Municipality administration
PKC	Plungė cultural centre
SDP	Strategic development plan
SWOT	Strengths, weaknesses, opportunities, threats
SME	Small and medium enterprises



The Cold War Exposition
PDMA photo



Celebration in Babrungas valley stage
Saulius Narkus photo

The Municipality Strategic Development Plan (further - SDP) is a strategic planning document valid for more than 3 years, intended to envisage environmental, social and economic development in the territory of the municipality. In addition to the latter, other strategic planning documents are also prepared in the municipality, which are interrelated as a unified whole. Other medium and short-term municipal activity planning documents are based on SDP, such as the General Plan of the Municipality, the Strategic Activity Plan of the Municipality, the Annual Activity Plan of the Municipal Administration, etc.

The SDP of Plungė District Municipality was prepared pursuant to the decision No. T1-304 of the Plungė District Municipality Council of 19 December 2019 "Regarding the approval of the preparation of the strategic development plan of Plungė District Municipality for 2021-2030 and allocation of funds".

The main goals and objectives of the preparation of the Municipal SDP are:

- To ensure efficient, rational and transparent performance of the functions of Plungė District Municipality;
- To improve the strategic planning process, which allows to improve the planning of the Municipality's activities;
- After identifying the strengths, weaknesses, opportunities and threats of the Municipality, to determine the place and role of the Municipality in the regional, national and international context;
- To formulate development perspectives in order to use the available and planned to receive financial, material and labor resources in the most purposeful and efficient way to achieve the set objectives;
- Establish a system for monitoring, evaluating and reporting for the implementation of the SDP.

The strategic planning commission, approved by the ordinance of the Mayor of Plungė District Municipality, and three working groups, approved by the order of the Director of the Plungė District Municipality, participated in the process of preparation of the SDP:

- Plungė district environment and infrastructure working group;
- Plungė district population welfare working group;
- Plungė district economics working group.

During the preparation of the SDP, 11 working group meetings, 3 meetings of the Strategic Planning Commission and introductory training were organized, the implementation of the Strategic Development Plan of Plungė District Municipality for 2010-2020 was monitored and the opinion of the residents of Plungė district was surveyed.

Plungė District Municipality SDP for 2021-2030 preparation service agreement No. BT6-01-168 was signed with JSC Civitta on 12 May 2020. During the preparation of the SDP, it was noted that the proposals of the service provider (the developer of the strategic development plan) are of a recommendatory nature, and the final version of the SDP depends on decisions made jointly by Plungė district Municipal commission, working groups, interest groups and community representatives.

The developers of the SDP sincerely thank the members of the working groups, elders, members of the community and all citizens of Plungė district who participated in the SDP preparation process, provided comments, suggestions and recommendations to make the document best meet the expectations of Plungė District Municipality residents for the future and set a clear direction for the implementation of development priorities, objectives and tasks.

In order to determine the demographic, social, educational, cultural, economic and tourism situation and development trends, an analysis of Plungė District Municipality was performed, during which the Municipality's strengths in the context of other municipalities and areas for improvement were identified.

DEMOGRAPHIC SITUATION AND DEVELOPMENT TRENDS

The total population of the Municipality is still declining, but the slowdown in recent years shows a positive trend. Positive trends can also be seen in natural population change (has been negative throughout the period, however currently the value of the indicator is approaching 0) and international migration (the ratio of people leaving to / arriving from abroad for permanent residence has balanced at around 0).

The main challenge of the Municipality is the increasing number of residents leaving to other Lithuanian municipalities for permanent residence, compared to the number of residents arriving. The declining population in the Municipality also affects the demographic structure of the population: the rate of population aging in Plungė District Municipality is higher than the Lithuanian average, and the share of children / youth and working age population in the Municipality is decreasing.



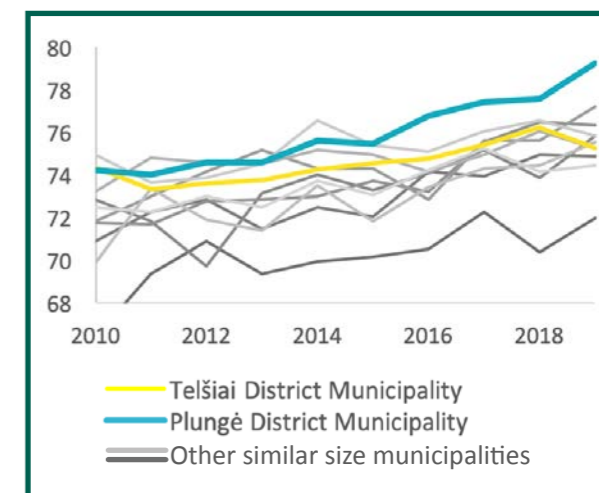
PICTURE 1: POPULATION AT THE BEGINNING OF THE YEAR, 2011-2020, THOUSANDS

Source: The Lithuanian Department of Statistics

SOCIAL SITUATION AND DEVELOPMENT TRENDS

Compared to the national averages and municipalities of similar size, the general social situation in Plungė District Municipality is good, the tendencies in most areas are positive.

Residents of Plungė District Municipality can enjoy an exceptionally long (and still increasing) life expectancy. As the population ages, similar tendency in the whole country, the number of patients and visits to doctors in the Municipality increases (per 1000 and 100 inhabitants, respectively). The growth rate of the number of patients in the Municipality is above the national average, which may become a challenge in the future. Although the number of patients and visits to doctors is growing, the health care system in the Municipality are used rationally - the numbers of doctors and beds in hospitals per 10 thousand inhabitants remain stable. Plungė District Municipality is a relatively safe municipality - crime is decreasing,

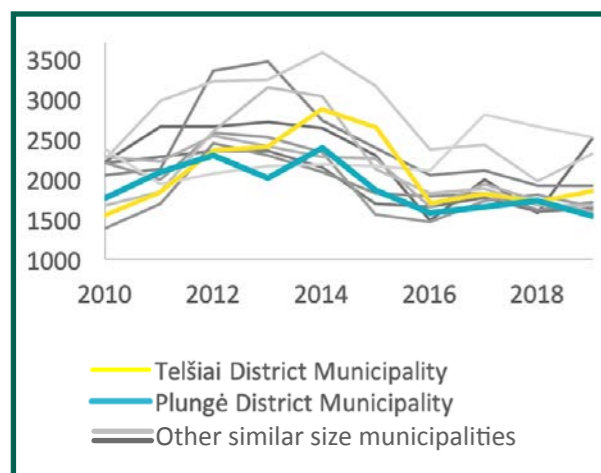


PICTURE 2: AVERAGE LIFE EXPECTANCY, 2011-2019, YEARS

Source: The Lithuanian Department of Statistics

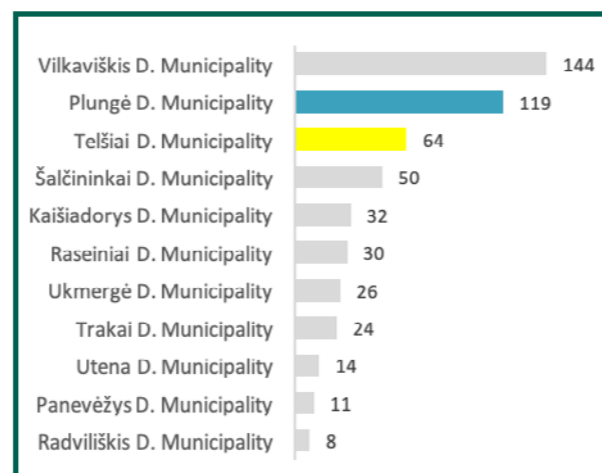
which allows to reduce the number of police officers and use those resources in other areas. The main challenge in the field of public safety is the growing number of road accidents, as well as the high number of people injured and killed during the road accidents.

In the field of social security, the main attention should be paid to the growing number of families at social risk and the number of children growing up in them - these tendencies are opposite to those in the country or in municipalities of similar size. The Municipality should also pay attention to the higher number of reports of domestic violence against children compared to municipalities of similar size.



PICTURE 3: NUMBER OF CRIMES PER 100 THOUSAND INHABITANTS, 2010-2019, UNITS

Source: The Lithuanian Department of Statistics



PICTURE 4: REPORTS OF DOMESTIC VIOLENCE AGAINST CHILDREN, 2019, UNITS

Source: The Lithuanian Department of Statistics

EDUCATIONAL SITUATION AND DEVELOPMENT TRENDS

Educational resources in the municipality are optimized. The main challenges remain the decline in the number of pupils, which is related to the decline in the population, and the attraction of new teachers. However, these challenges are not an exception in the context of municipalities of similar size.

Improving the results of mathematics examinations should become one of the priorities in the Municipal general education schools. As the number of students who do not pass mathematics exams increases, so does the number of students who will not receive a state-funded place in higher education and will have fewer opportunities to study.

CULTURAL SITUATION AND DEVELOPMENT TRENDS

Culture is an important part of a growing and developing city or district. A high level of culture helps to attract young, educated and qualified professionals.

The Municipality has the Plungė Public Library, which has a branch in Plungė city and 17 more in other smaller towns.

According to the data of Plungė Tourism Centre, there are 7 museums in the Municipality. The 3 main ones are the Žemaitija Art Museum, Žemaitė Memorial museum, the Cold War exposition and the expositions of the Žemaitija National Park and Shrove Tuesday.

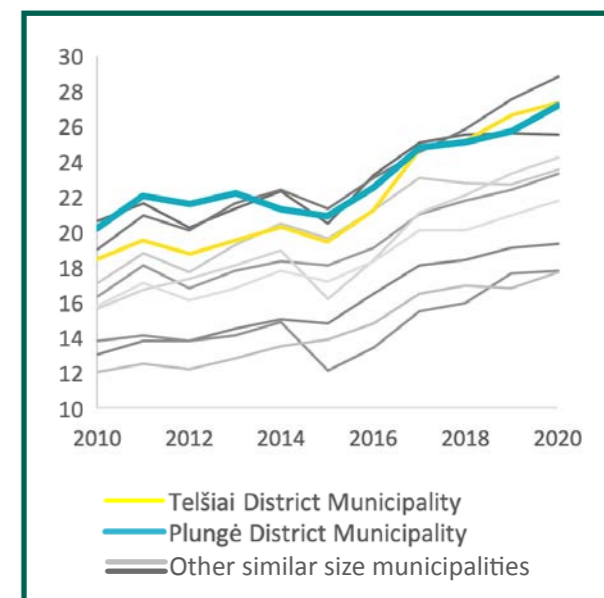
In 2019, there were 15 cultural centers in Plungė District Municipality, one less than in 2010.

The level of culture in Plungė District Municipality is very similar to that in municipalities of similar size. More attention should be paid to sports competitions and health events.

ECONOMIC SITUATION AND DEVELOPMENT TRENDS

Plungė District Municipality, as well as the whole of Lithuania, is dominated by small (up to 50 employees) and medium-sized businesses (from 50 to 250 employees) (further-SME), which significantly contributes to the promotion of competitiveness, job creation and social stability in the region and the country.

Compared to other municipalities of similar size, the level of entrepreneurship in Plungė District Municipality is relatively high (high number of SMEs), which increases competition, contributes to increasing employment and develops an active society, but the Municipality has untapped potential in attracting material and foreign investments. Attracting investments, especially foreign ones, would stimulate the growth of competencies, create new niches for small and medium-sized businesses, increase productivity, and at the same time the general standard of living: in 2020, the average wage was quite significantly lower than the Lithuanian average.



PICTURE 5: OPERATING ECONOMIC ENTITIES PER 1000 POPULATION, 2010-2020, UNITS

Source: The Lithuanian Department of Statistics

TOURISM SITUATION AND DEVELOPMENT TRENDS

Tourism is one of the most important areas of Plungė District Municipality. Žemaitija National Park and Plateliai Lake attract many visitors every year and improve the municipality's awareness and image.

In the period of 2010-2019, the number of tourists in Plungė District Municipality grew and the trends were positive. The main challenge that remains in the field of tourism is to increase the number of foreign tourists and the number of tourists who stay overnight.



PICTURE 6: NUMBER OF TOURISM INFORMATION CENTERS VISITORS, 2012-2019, THOUSANDS

Source: The Lithuanian Department of Statistics

After the analysis of internal and external factors, the essential strengths and weaknesses, depending on internal factors, as well as opportunities and threats, depending on external factors, of Plungė District Municipality were identified.

TABLE 1: SWOT ANALYSIS OF PLUNGĖ DISTRICT MUNICIPALITY

STRENGTHS
<ul style="list-style-type: none"> • Convenient geographical location in Lithuania; good connections with other cities by car and rail; • Exceptional natural conditions - a large abundance of types of protected areas. The most important natural recreational factors of Plungė district are clean and suitable for recreational activities: lakes, forests, picturesque moderately strongly agrarian landscape; • A large supply of high level cultural and artistic events; the preserved unique traditions of the district; • Well-developed tourism products: Pilgrim tourism; active leisure tourism, rural tourism, cultural tourism; • Quality health care services and high availability. These factors contribute to increasing population life expectancy and lower mortality rate¹; • Sufficiently wide employment opportunities - high supply of jobs in the industrial sector for those with vocational education; Plungė city - industrial and production center in the county; • Plungė District Municipality is a safe municipality with a consistently decreasing and low number of crimes compared to similar municipalities and the national average; • High availability of educational services, strong Plungė Technology and Business School; • Efficient network of educational institutions and use of funds: the share of school area per pupil and the average number of pupils in a class is in line with the national average; • Orientation and support for small and medium business - Municipal SME support measure, strong associated business structures; • Strong agricultural sector, developed logistics, large number of operating agricultural enterprises; • Well-developed infrastructure of the district: railway, transport hub, 330kW electricity, gas pipeline, clean water; • Developed network of bicycle paths around Plateliai Lake; • Targeted maintenance of the waste management system and provision of new services in this area.
OPPORTUNITIES
<ul style="list-style-type: none"> • Far away from the country's major cities, leading to a greater need for the supply and quality of accommodation services; • Wider use of renewable resources - development of wind power plants; Attracting EU funds to improve the environment and infrastructure; • Digitization of services in the public administration sectors; • Cooperation with Lithuanian and foreign partner cities in developing various initiatives to improve / increase the quality and variety of services; • Compensation to businesses for the development of housing real estate, in this way reducing housing prices and attracting young families and qualified professionals; • Attracting investors by establishing an industrial park or economic zones of another entity; • Improving the shores of the Plungė Jūra would increase the attractiveness of the city of Plungė; • Achieving the status of Plateliai as a resort area.

¹ According to a population survey conducted in September 2020, the availability of health care institutions was identified among the areas for improvement, but the results of the survey are likely to be affected by the 2020 epidemiological situation due to the COVID-19 pandemic.

WEAKNESSES
<ul style="list-style-type: none"> • Roads, streets and sidewalks infrastructure; • Insufficiently clear positioning of the image of Plungė district / dissemination of information about cultural / natural objects in Lithuania and abroad; • Insufficiently developed (insufficiently diversified) network of accommodation and catering infrastructure; in the field of tourism, the main challenge is to increase the number of foreign tourists and the number of tourists who stay overnight; • Limited supply of leisure services and active entertainment; • The middle age generation (residents aged 35-60) not involved in district self-government and initiatives; • Growing number of pupils who did not pass the math exam or scored low; as a result, the number of students who will not receive a state-funded place in higher education is growing; • The growing number of families at social risk and the number of children growing up in them - these tendencies are opposite to those in the country or in municipalities of similar size; • Low number of foreign direct and material investments in the district; • The average salary is significantly lower than the Lithuanian average; • Growing number of traffic accidents, high number of people injured and killed in road traffic accidents; • Delayed digitization of educational institutions; • Lack of qualified specialists (lack of teachers, doctors, psychologists, psychiatrists, engineering industry, educational support specialists); • Lack of jobs in the services sector; • High real estate prices, low supply of housing; • Insufficient inter-institutional cooperation and provision of integrated complex services (e.g. primary - secondary health care; police - employment service; educational institutions - health care - child psychiatric services); • Significant size of black market in the private services; • Insufficiently developed modern infrastructure: electric vehicle charging stations, parking places; • Bus fleet routes do not meet the needs of employed people; lack of connecting transport from Plungė station to the National Park (Cold War Museum).
THREATS
<ul style="list-style-type: none"> • Internal and external population migration; • Declining population, including the declining number of school-age children; • Aging society - increasing median age of the population, decrease of the share of children / youth and working age population; • State and district policy instability; • Urbanization of the country, leading to greater investment in the country's major cities; • Assignment of Plungė to the local center in the General Plan of the territory of the Republic of Lithuania (project); • Distance from the most densely populated and most populous cities, which may limit internal tourism flows for one-day trips; • High competition in attracting investments and specialists with Telšiai, Mažeikiai and Klaipėda; • Lack of people can lead to unattractiveness for business development and labor shortages; • High real estate prices can hinder the attraction of young families, skilled professionals who want to own property.

In order to understand the expectations of the residents of the Municipality, in September 2020 a survey of the residents of Plungė District Municipality was conducted, during which the satisfaction of the residents with life in Plungė district was assessed. A total of 541 residents were surveyed.

In order to better understand different needs of population, the population was divided into 4 target groups:



Youth
residents aged 14-29
without children



Families with children
younger than 65 years
residents raising children



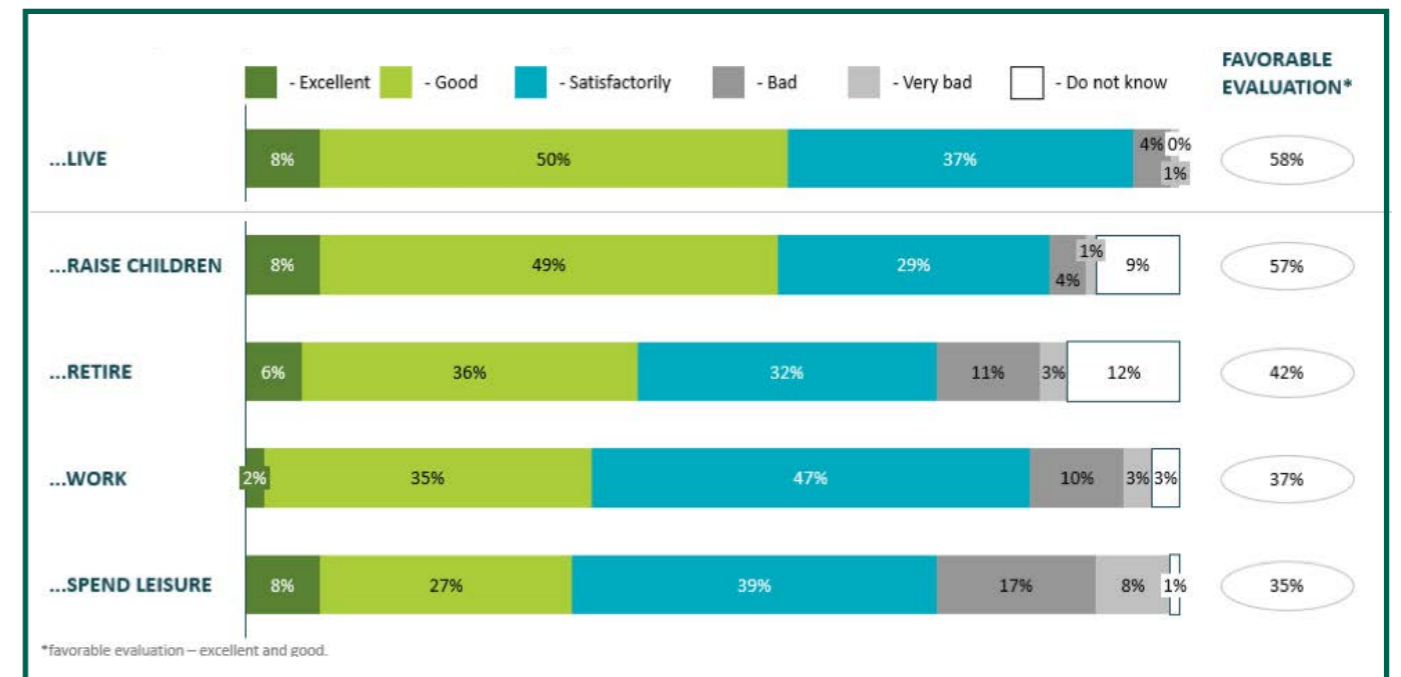
Working age population
(30-64 years) without
children



„Silver age“ population
or „Seniors“ – older than
65 years population

ATTRACTIVENESS OF PLUNGĖ DICTRICT TO LIVE

58% of the population consider Plungė district to be attractive to live in. According to the residents, Plungė District Municipality is the most attractive to raise children (57% of the residents evaluate the attractiveness of Plungė district to raise children as excellent / good). Residents rated the attractiveness of Plungė district to work and spend leisure time the worst. The attractiveness of working was assessed positively by only 37%, and leisure activities by only 35% of the population.



PICTURE 7: EVALUATION OF THE ATTRACTIVENESS OF PLUNGĖ DICTRICT
QUESTION | How do you rate the attractiveness of Plungė District to...?

While analyzing the results by target groups, **the attractiveness of Plungė district was evaluated the best by seniors** - as many as 71% positively evaluated the attractiveness of living, 63% positively evaluated the attractiveness of spending free time and raising children. **The attractiveness of leisure and work was evaluated the most critically by youth responders:** only 7% of young people positively assessed the attractiveness of leisure (compared to the average of 35%), and only 19% - the attractiveness of working (compared to the average of 37%). Families with children also underestimated the attractiveness of Plungė district to spend leisure time - 28% of positive evaluations.



The symbol of industry exhibition PDMA photo

THE IMPORTANCE AND execution OF VARIOUS AREAS MANAGED BY THE MUNICIPALITY FROM THE RESIDENTS' PERSPECTIVE

In the questionnaire, residents had the opportunity to assess the importance of various areas fully or partially managed by the municipality and the fulfillment of expectations for those areas. Based on these results, it is possible to assess which areas are the primary strengths - important and well-executed, and which areas are the primary weaknesses and need to be prioritized: important but poorly executed. The overall results:



Primary strengths (important and well-executed):

ensuring traffic safety, clean and tidy public spaces, security in public spaces, attractiveness of public spaces, quality utilities, quality living environment, high quality of general education, diversity of non-formal education. The mentioned strengths were indicated among all target groups, but the young people additionally named the preservation and nurturing of the landscape as the primary strength of Plungė district.



Primary weaknesses (important, but poorly executed):

quality of roads and sidewalks, availability of health care institutions in Plungė, quality of treatment in health care institutions, choice of active leisure. Among the target groups, the primary weaknesses did not differ significantly, among the 3 main primary weaknesses, all groups identified the quality of roads and sidewalks, the availability of health care institutions, and the quality of treatment in health care institutions.

The wording of the municipality's strategic development vision reveals the municipality's uniqueness and focus on the future challenges - to achieve the desired state. Plungė District Municipality stands out from other municipalities for these reasons:

- Active industrial activity: several factories are located in Plungė District Municipality;
- Unique nature: a large part of the area of the Municipality is in the Žemaitija National Park;
- Geographical location: Plungė district is in the geographical center of Žemaitija;
- Plateliai - one of the main tourist attractions in Plungė District Municipality and in the general context of Lithuania;
- Deep cultural traditions and rich history: one of the first music schools was established here, where M.K. Čiurlionis used to study. Plungė District Municipality is also home to Mykolas Oginskis Palace;
- Safety: compared to the other districts of similar size, there is less crime in Plungė district;
- Long life expectancy of the population, exceeding the Lithuanian average.

Plungė District Municipality in 2030 – Sustainable activity park

Plungė District Municipality's ambitions for the future cover quite different topics and are oriented at different target groups, therefore the aim of the vision is not only to reveal the uniqueness of Plungė district, but at the same time to be quite inclusive, coordinating different strategic development directions. The chosen vision is: "Plungė District Municipality in 2030 – Sustainable activity park".

Perkūnas oak
Plungė TIC photo

Forests of Plungė District
PDMA photo

PLUNGĖ DISTRICT MUNICIPALITY IN 2030 – SUSTAINABLE ACTIVITY PARK



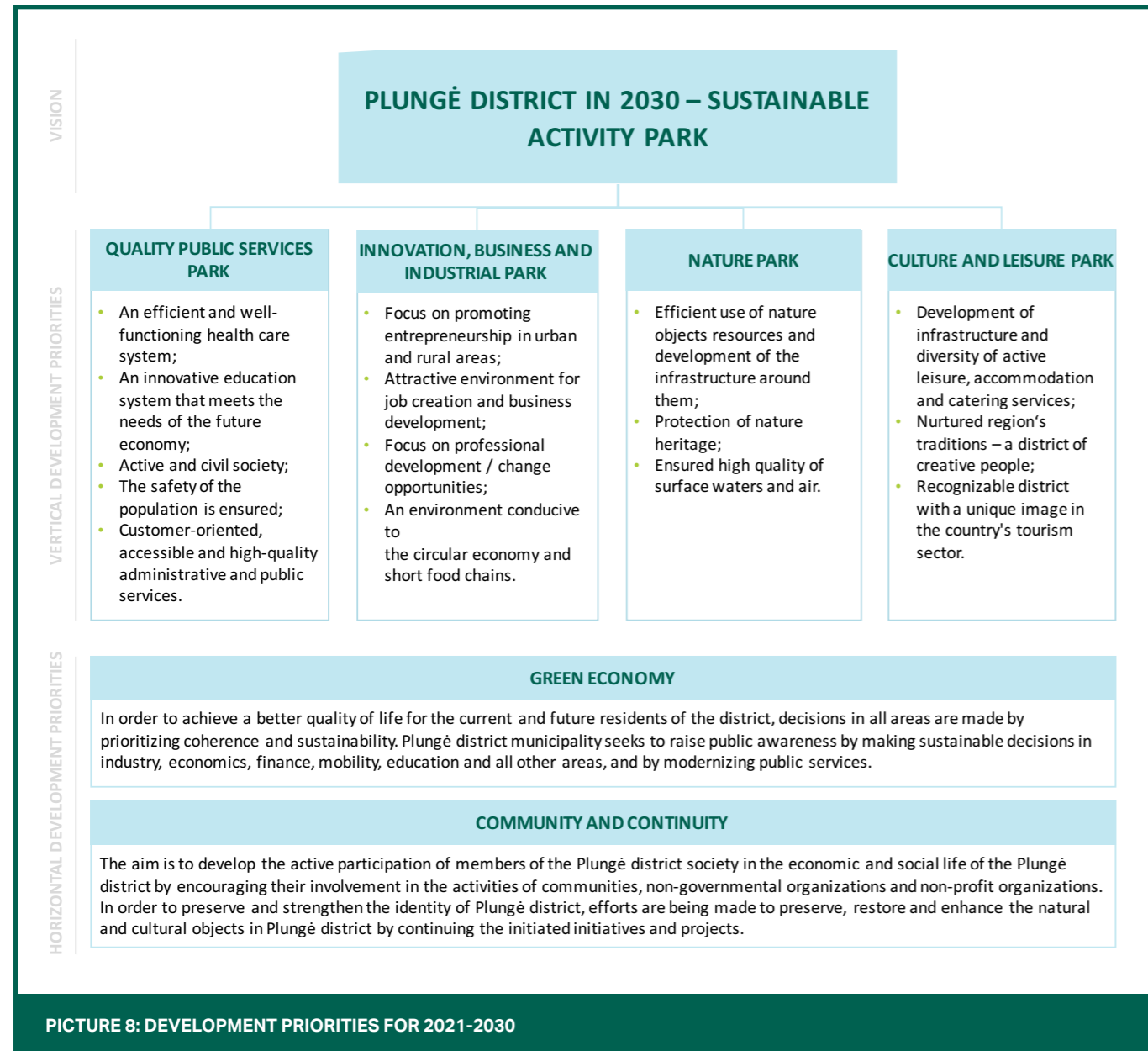
Sustainable – ensuring coherence between generations, history and ambitious future, economic development and environmental protection, raising public awareness of sustainable decision-making in industry, economics, finance, mobility, education and all other areas.



Activity – a vibrant area with active people; a district with thriving industry that develops population entrepreneurship; an area open to innovation and new ideas, which rapidly adapts to them; growing quality district.



Park – it is an all-encompassing oasis where everyone will find a place for themselves. Plungė district, as an all-encompassing park, means both, green nature and health park, full of rich leisure activities; both innovation and industrial park, with thriving businesses and creative people; both educational and cultural park that cherishes the deep traditions of the region.



PICTURE 8: DEVELOPMENT PRIORITIES FOR 2021-2030



Lake Plateliai
PDMA photo

The table below illustrates the objectives for the implementation of the priorities of Plungė District Municipality for 2021-2030.

TABLE 2: PRIORITIES AND OBJECTIVES

1. Quality public services park	1.1.	To strengthen the health of the population, to ensure the availability and quality of health care (treatment).
	1.2.	To introduce innovation in educational institutions to meet the needs of the future economy, improve the quality of educational services and ensure accessibility.
	1.3.	To promote the implementation of youth policy.
	1.4.	To improve the quality of administrative and public services.
	1.5.	To create a safer social environment and reduce social exclusion.
	1.6.	To promote the use of environmentally friendly vehicles.
	1.7.	To ensure traffic safety and reduce the number of traffic accidents in the district.
	1.8.	To expand and modernize utilities, waste management, water management and heat supply systems.
	1.9.	To ensure efficient property management of Plungė District Municipality.
2. Innovation, business and industrial park	2.1.	To promote entrepreneurship and employment of the population, to create favorable conditions for business and industry in Plungė District Municipality.
	2.2.	To ensure the supply of workers that meet market needs.
	2.3.	To promote the creation of innovative / higher value-added jobs, to create attractive conditions for working remotely (workation) in the district.
	2.4.	To develop short food supply chains.
3. Nature park	3.1.	To strive for sustainable industry and efficient use of energy resources.
	3.2.	To carry out the development of renewable energy sources.
	3.3.	To nurture the environment of Plungė District Municipality and ensure proper protection of nature heritage.
	3.4.	To improve surface waters and air quality.
4. Culture and leisure park	4.1.	To ensure the supply of quality leisure services to local residents and guests, to promote an active lifestyle.
	4.2.	To increase the tourist attractiveness of Plungė district and the quality and variety of tourist services.
	4.3.	To raise the level of the district as a fosterer of the region's culture by expanding the diversity and uniqueness of cultural objects, events and forms of increasing creativity.
	4.4.	To create the image of Plungė district as a leader of Žemaitija culture and sustainable tourism, to create a recognizable identity of Plungė district.



City celebration of Plungė
Žilbinų bendruomenė photo

The indicators for assessing the implementation of the priorities, objectives and tasks show the impact of the implementation of the SDP of Plungė District Municipality on the development of the Municipality and the approach to the vision.

TABLE 3: INDICATORS FOR ASSESSING THE IMPLEMENTATION OF PRIORITIES

NO.	INDICATOR	SOURCE	CURRENT VALUE IN 2020	CURRENT VALUE IN LITHUANIA	CURRENT RANK BETWEEN MUNICIPALITIES	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
1.	Population change (%)	The Lithuanian Department of Statistics (hereinafter – LDS)	-1,1% (2021)	0,03% (2021)	25	Top 15	Strategic planning and investment department
2.	Natural population change per 1 000 population (units)	LDS	-0,69 (2019)	-6,77	7	Top 10	Strategic planning and investment department
3.	Average salary (EUR)	LDS	1 105 EUR (2019)	1 296 EUR (2019)	22	Top 12	Strategic planning and investment department
4.	Average life expectancy (years)	LDS	79,22 years (2019)	76,43 years (2019)	3	Top 2	Strategic planning and investment department
5.	Assessment of attractiveness to live in Plungė District Municipality	Population survey	58%	-	-	75%	Strategic planning and investment department

TABLE 4: PRIORITY I: QUALITY PUBLIC SERVICES PARK TASKS AND INDICATORS

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
1.1.	To strengthen the health of the population, to ensure the availability and quality of health care (treatment)	Decrease in the total morbidity of the population per 1000 population (persons) (compared to the reference year) (%) (Source: The institute of hygiene)	2,05 (2019)	1,5	Plungė district municipality centre for public health
		Avoidable mortality (%) (Source: The institute of hygiene)	31,7 (2019)	25	Plungė district municipality centre for public health

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
		The proportion of the adult population who rate their health as good and very good (Source: The institute of hygiene)	64,4 (2018)	74	Plungė district municipality centre for public health
1.1.1.	Attract young, highly qualified professionals to health care institutions	Number of attracted young, highly qualified specialists (units) (Source: Plungė district municipality (hereinafter – PDMA))	2	4	Municipal doctor
1.1.2.	To create a network (system) of public health and prevention services in Plungė district municipality	Number of people who participated in health programs (units) (Source: PDMA)	70	90	Municipal doctor, Plungė district municipality centre for public health
		Number of participants in addiction reduction programs (units) (Source: Plungė district municipality centre for public health)	113	250	Plungė district municipality centre for public health
1.1.3.	Reduce the number of addicted people through an addiction reduction program	Number of people who maintained sobriety (units) (Source: Plungė district municipality centre for public health)	18	26	Plungė district municipality centre for public health
		Proportion of adults who have used narcotic drugs or psychotropic substances at least once in the last 12 months without a doctor's prescription (%) (Source: The institute of hygiene)	4,3 (2018)	3	Plungė district municipality centre for public health
1.1.4.	Strengthen the mental health of the population	Proportion of adults who feel happy and very happy (%) (Source: The institute of hygiene)	61,9 (2018)	70	Plungė district municipality centre for public health
		Number of psychiatric or psychological services provided (units) (Source: Plungė district municipality centre for public health)	662	1400	Plungė district municipality centre for public health
		Index and place of state maturity exams in the context of the country's municipalities (Source: PDMA)	1,5 (top 16% compared to other municip.)	1,7 (top 10%)	Education, culture and sports department
1.2.	To introduce innovation in educational institutions to meet the needs of the future economy, improve the quality of educational services and ensure accessibility	Proportion of students who completed 12 grades of the general education program and continue their studies at a university or college in the same year (%) (Source: PDMA)	71,83	73	Education, culture and sports department
		National results of student achievement tests (Source: PDMA)	6th grade (2019) Pupils who achieved	6th grade Pupils who achieved highest level:	Education, culture and sports department

TABLE 4: PRIORITY I: QUALITY PUBLIC SERVICES PARK TASKS AND INDICATORS

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
1.2.1.	Attract highly qualified specialists to educational institutions	Proportion of teachers with university education and qualification category, working in educational institutions (%) (Source: PDMA)	highest level: Math- 14 % Reading - 22,55 % Writing - 12,25 %	Math- 19 % Reading - 27 % Writing - 17 %	Education, culture and sports department
1.2.2.	Introduce new interactive technologies and digital learning platforms in the educational process	Number of equipment units per 100 students (%) (Source: PDMA)	34,98	60	Education, culture and sports department
1.2.3.	Increase the interdisciplinarity of formal education and the involvement of social partners	Number of educational activities organized with social partners per year (units) (Source: PDMA)	n.d.	50	Education, culture and sports department
1.2.4.	Modernization of educational and school environment by applying modern engineering technologies	Proportion of sanitary facilities and canteens, that meet hygiene requirements (%) (Source: PDMA)	88 - sanitary facilities 62 - canteens 62 - valgykli	98 - sanitary facilities; 90 canteens	Education, culture and sports department
1.2.5.	Increase the availability of pre-school education	Proportion of schools that 100% meet the requirements of sanitary facilities (%) (Source: PDMA)	57	100	Education, culture and sports department, Local economy department
		Proportion of children aged 1-6 attending pre-school education institutions (%) (Source: Lithuanian department of statistics (hereinafter - LDS))	70,42 (2019)	80	Education, culture and sports department
		Proportion of groups where the number of children does not exceed the hygiene norms established by the order of the minister of health (%) (Source: PDMA)	90,7	100	Education, culture and sports department

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
1.2.6.	To carry out the development of quality inclusive education in educational institutions, to strengthen the emotional health of students	Proportion of school-age children who have been bullied in the last two months (%) (Source: The institute of hygiene)	31,9	15	Education, culture and sports department
1.2.7.	To create steam bases in educational institutions	Proportion of lessons conducted in steam bases (%) (Source: PDMA)	0	30	Education, culture and sports department
1.2.8.	Implement the development of the non-formal education system by promoting lifelong learning	Number of students who won prize places in national and international competitions (steam areas) per 10 000 inhabitants (units) (Source: PDMA)	7,9	25	Education, culture and sports department
1.3.	To promote the implementation of youth policy	Proportion of population participating in non-formal education activities (%) (Source: PDMA)	67,3	80	Education, culture and sports department
1.3.1.	Increase opportunities for young people to participate in youth organizations and voluntary activities	Lifelong learners aged 24-65 population share (%) (Source: PDMA)	5,2	10	Education, culture and sports department
1.4.	To improve the quality of administrative and public services	Youth employment rate growth (%) (Source: PDMA)	56	68	Youth affairs coordinator
1.4.1.	Modernize and digitize municipal administrative and public services	Number of funded projects of youth organizations (units) (Source: PDMA)	10	15	Youth affairs coordinator
		Number of youth organizations (units) (Source: PDMA)	6	8	Youth affairs coordinator
		Number of volunteers participating in the voluntary service project (units) (Source: PDMA)	8	18	Youth affairs coordinator
		Growing level of population satisfaction with life in Plungė district (%; population evaluating life in Plungė district with 8 points and more) (Source: survey of residents)	77 (2017)	80	Strategic planning and investment department
		Digitization and modernization projects of administrative services (units) (Source: PDMA)	1	2	Strategic planning and investment department
		Share of digitized (electronically provided) administrative services (%) (Source: PDMA)	58	70	General affairs department
		Proportion of the population who believe that equality and equal access to services are ensured in Plungė district (%) (Source: survey of residents)	n.d.	60	Strategic planning and investment department
1.5.	To create a safer social environment and reduce social exclusion	Meeting the need for social services (%) (Source: PDMA)	80	99	Social care department
		Social security index (points) (Source: Vilnius institute of political analysis)	2,0 (2019)	3,0	Strategic planning and investment department
		At-risk-of-poverty or people experiencing social exclusion share (%) (Source: Eurostat)	30,1	27,9	Social care department

TABLE 4: PRIORITY I: QUALITY PUBLIC SERVICES PARK TASKS AND INDICATORS

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
1.5.1.	To expand the network of social services infrastructure that meets the social needs of the population	Number of recipients' places of services created (units) (Source: PDMA)	90	120	Social care department
1.5.2.	Expand the supply of social services and improve quality	Proportion of families whose social service needs were met (%) (Source: PDMA)	158	200	Social care department
1.5.3.	To balance the demand and supply of social housing	Share of meeting the need for service by service group (Source: PDMA)	80	99	Social care department
		Average waiting time in social housing rental lists (years) (Source: PDMA)	5	3	Social care department/Municipal property department
1.5.4.	Ensure the universal design of public spaces	Number of individuals or families that get financial help to rent a home (Source: PDMA)	152	76	Social care department/Municipal property department
		Proportion of buildings adapted for disabled people (%) (Source: National audit office of Lithuania)	7,9	10,0	Social care department
1.6.	To promote the use of environmentally friendly vehicles	Share of public transport adapted for people with disabilities (%) (Source: National audit office of Lithuania)	60	80	Local economy department, JSC Plungės autobusų parkas
		Increase in the share of the population choosing alternative modes of travel compared to the reference period (%) (Source: PDMA)	n.d.	4	Strategic planning and investment department
1.6.1.	Expand the network of electric car charging stations	Number of installed electric car charging stations (units) (Source: PDMA)	2	5	Local economy department, Strategic planning and investment department
1.6.2.	To increase the environmental friendliness, convenience and attractiveness of public transport for the population	Proportion of population using public transport services (%) (Source: PDMA)	20	50	Local economy department
1.6.3.	To update and expand sidewalks and bicycle paths	Equipped and reconstructed sidewalks and bicycle paths (km) (Source: PDMA)	8,73	10	Local economy department
1.6.4.	To change the transport used by the municipal administration and its subordinate institutions to non-polluting transport	Share of non-polluting vehicles of the municipality and its subordinate institutions (%) (Source: PDMA)	0	50	General affairs department
1.6.5.	Implement programs to promote the use of environmentally friendly vehicles	Installed storage places for bicycles and scooters (units) (Source: PDMA)	0	5	Local economy department, Architecture and territory planning department

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
		Number of implemented programs per year (units) (Source: PDMA)	0	5	Local economy department
1.7.	To ensure traffic safety and reduce the number of traffic accidents in the district	Decreasing number of road injuries per thousand population (units) (Source: LDS)	1,55	Lower	Plungė District police commissariat
		Decreasing number of road deaths per thousand population (units) (Source: LDS)	0,18	0	Plungė District police commissariat
1.7.1.	To install smart traffic safety systems	Number of smart traffic safety systems installed (units) (Source: PDMA)	4	8	Local economy department
1.7.2.	Upgrade road surfaces in problematic road areas	Proportion of asphalt roads (%) (Source: State company Kelių priežiūra)	9,1	10	Local economy department
1.7.3.	Install energy-efficient street lighting	Share of streets with energy-efficient lighting (%) (Source: PDMA)	0,05	2	Local economy department
1.7.4.	Ensure pedestrians safety	Number of pedestrians injured in car accidents (units) (Source: PDMA)	9	Lower	Plungė District police commissariat
1.8.	To expand and modernize utilities, waste management, water management and heat supply systems	Number of utility, waste management, water management and heat supply system modernization projects (units) (Source: PDMA)	0	5	Local economy department
		Percentage of residents who mentioned waste management as a problem area in the survey (units) (Source: survey of residents)	3	1	Strategic planning and investment department
1.8.1.	To increase the share of the population provided with a centralized water supply and / or wastewater service	Proportion of population that has access to centralized water supply and / or wastewater management service (%) (Source: JSC Plungės vandenys)	CWS-85.4; WMS-71.7 (2019)	V-90;N-80	JSC Plungės vandenys
1.8.2.	Implement a biodegradable waste collection system from apartment buildings	Proportion of collected biodegradable waste out of mixed waste (%) (Source: Teišiai waste management centre)	40	100	JSC Teišių regiono atliekų tvarkymo centras
1.8.3.	Expand and modernize the network of drinking water cleaning facilities	Proportion of water supplied in accordance with the requirements of hn 24: 2017 (%) (Source: JSC Plungės vandenys)	93 (2019)	100	JSC Plungės vandenys
1.8.4.	Digitization of utilities, waste management, water management and heat supply systems	Number of implemented digitization projects (units) (Source: PDMA)	1	3	Local economy department
1.9.	To ensure efficient property management of Plungė district municipality	Municipal real estate maintenance costs per sq. M. (EUR/sq. m.) (Source: PDMA)	8,2	6,15	Municipal property department
1.9.1.	To optimize the volume of municipal real estate	Proportion of abandoned and unused municipal property square meters (%) (Source: PDMA)	3,1	2,5	Municipal property department
1.9.2.	Identify derelict property and legalize ownership	Number of derelict property objects (units) / share of legalized ownership of the derelict property from all identified derelict property objects (%) (Source: PDMA)	44 units/30%	12 units/80 %	Municipal property department

TABLE 4: PRIORITY I: QUALITY PUBLIC SERVICES PARK TASKS AND INDICATORS

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
1.9.3.	Provide housing for young professionals	Proportion of young professionals provided with housing (%) (Source: PDMA)	0	60	Municipal property department
TABLE 5: PRIORITY II: INNOVATION, BUSINESS AND INDUSTRIAL PARK TASKS AND INDICATORS					
NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
2.1.	To promote entrepreneurship and employment conditions for business and industry in Plunge district municipality	Employment rate (%) (Source: LDS)	70,6	75	Strategic planning and investment department
2.1.1.	To develop students' entrepreneurial competencies and abilities	Viable Economy Index (scores) (Source: Vilnius Institute of political analysis)	2,4 (2019 m.)	3	Strategic planning and investment department
2.1.2.	To create suitable conditions for business establishment, to improve business support systems for various businesses, including agriculture	Number of active SMEs per 1 000 population (units) (Source: LDS)	27,25	30	Strategic planning and investment department
2.1.3.	To adapt municipally managed public buildings for the development of small businesses in rural areas, providing the reimbursement of part of the costs of building maintenance	Number of startups established by young people (under 29) (units) (Source: PDMA)	3	5	Youth affairs coordinator
2.1.4.	To arrange the infrastructure of the industrial part of Plunge city	Organization of long-term (> 1 year) initiatives promoting entrepreneurship, enabling young people to commercialize their ideas (units) (Source: PDMA)	1	3	Youth affairs coordinator
2.1.5.	Form and adapt state land plots to attract new investors	Number of residents who have used business support systems (units) (Source: PDMA)	43	60	Strategic planning and investment department
2.1.6.	To create a business consulting and information system in Plunge district	Number of public buildings adapted for small business in rural areas (units) (Source: PDMA)	11	15	Municipal property department
2.2.	To ensure the supply of workers that meet market needs	Number of enterprises active in industrial area (%) (Source: PDMA)	54	65	Strategic planning and investment department
		Number of plots formed and adapted for investors (units) (Source: PDMA)	0	10	Architecture and territory planning department
		Number of new business entities (units) (Source: PDMA)	n.d.	15	Strategic planning and investment department
		Unemployment rate (%) (Source: LDS)	7,2 (2019)	6,8	Strategic planning and investment department

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
2.2.1.	To ensure the training of specialists meeting the needs of companies in the Žemaitija region in a vocational training institution, promptly responding to market needs	Share of employed students graduating from vocational education institutions (%) (Source: Plunge technology and business school)	73	78	Plunge technology and business school
2.2.2.	Improve apprenticeship programs and increase the number of participants	Number of residents participating in apprenticeship programs (units) (Source: PDMA)	n.d.	100	Education, culture and sports department
2.2.3.	Improve the performance of the career planning and career guidance system	Proportion of students who have used career planning and career guidance systems (%) (Source: PDMA)	n.d.	60	Education, culture and sports department
2.3.	To promote the creation of innovative / higher value-added jobs, to create attractive conditions for working remotely (workation) in the district	Proportion of population working remotely (%) (Source: survey of residents)	n.d.	20	Strategic planning and investment department
2.3.1.	Establish and develop an industrial park	Number of new innovative and high value-added enterprises (units) (Source: PDMA)	n.d.	1	Strategic planning and investment department
2.3.2.	Development of high-speed Internet connection in the district (Kuliai, Plateliai, Ž. Kalvarija, Alsėdžiai, etc.)	Number of jobs created (units) (Source: PDMA)	n.d.	300	Strategic planning and investment department
2.4.	To develop short food supply chains	Proportion of population with high-speed Internet access (%) (Source: PDMA)	70	90	Information technology department
2.4.1.	To create conditions and incentives for the development of short food supply chains	The share of food provided in public institutions that is supplied by local producers / companies / farms (%) (Source: PDMA)	0	20	Agriculture department
2.4.2.	Educate the population about the essential principles and benefits of short food supply chains	Companies involved in short food chains (units) (Source: PDMA)	0	5	Agriculture department
2.4.3.	To promote small-scale organic farming by forming a network for the sale of products produced on these farms	Proportion of public institutions that serve locally produced products (%) (Source: PDMA)	0	20	Agriculture department
		Proportion of population giving priority to local production (%) (Source: survey of residents)	30	50	Agriculture department
		Number of farmers engaged in small organic farming (units) (Source: PDMA)	37	37	Agriculture department
TABLE 6: PRIORITY III: NATURE PARK TASKS AND INDICATORS					
NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
3.1.	To strive for sustainable industry and efficient use of energy resources	Municipal welfare index (points) (Source: Vilnius institute of political analysis)	3,2 (2019)	4	Strategic planning and investment department

TABLE 6: PRIORITY III: NATURE PARK TASKS AND INDICATORS

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
		Share of recycled / reused municipal waste (%) (Source: Ministry of Environment of the Republic of Lithuania)	47 (2019)	60	Local economy department
		Number of individual passenger cars per 1 000 population (units) (Source: LDS)	517 (2019)	480	Local economy department
3.1.1.	To build energetically autonomous buildings	Proportion of energetically autonomous buildings (%) (Source: PDMA)	0	20	Local economy department, Architecture and territory planning department
3.1.2.	Encourage investment in clean industries, especially in the circular economy	The number of companies that invest into sustainable industry (units) (Source: PDMA)	n.d.	7	Strategic planning and investment department
3.1.3.	To increase the energetic efficiency of public buildings	Number of buildings which energetic efficiency increased by at least one class (units) (Source: PDMA)	3	10	Local economy department
3.2.	To carry out the development of renewable energy sources	Share of energy produced from renewable energy sources (%) (Source: PDMA)	n.d.	25	Local economy department
3.2.1.	Expand solar power generation capacity by installing solar power plants on public buildings	Number of public buildings with solar power plants (units) (Source: PDMA)	3	15	Local economy department
3.2.2.	Develop wind energetics	Number of wind turbines in Plungė district (units) (Source: PDMA)	0	50	Architecture and territory planning department
3.2.3.	Promote electricity generation from waste gases	Energy produced from waste gas (kwh) (Source: PDMA)	0	600 thous.	Local economy department
3.3.	To nurture the environment of Plungė district municipality and ensure proper protection of nature heritage	Satisfaction of the population with the arrangement of natural objects and infrastructure (Source: survey of residents)	n.d.	80	Strategic planning and investment department, Local economy department
		Residents' satisfaction with the living environment (Source: survey of residents)	n.d.	60	Strategic planning and investment department
3.3.1.	To adapt existing natural objects for the population use	Number of tourists in Žemaitija national park (units) (Source: Žemaitija national park)	179 thous. (2019)	206 thous.	Žemaitija national park
3.3.2.	To manage (nurture) the landscape of Plungė district	Amount of funding for Plungė district landscape management (EUR) (Source: PDMA)	10 thous.	20 thous.	Architecture and territory planning department, Local economy department
3.3.3.	Promote the management of natural assets with private funds	Proportion of privately managed (private funds) natural assets out of all natural assets (%) (Source: PDMA)	0	5	Local economy department

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
3.3.4.	To compile a list of priorities of natural objects to be managed and supervised, to coordinate it with the interested parties, to ensure financing for the management of the most important objects	Share of managed natural objects from the list of priorities of natural objects to be managed and supervised (%) (Source: PDMA)	0	5	Local economy department
3.3.5.	Establish biomass management infrastructure in Žemaitija national park	Developed biomass management infrastructure (Source: Žemaitija national park)	0	3 operating composting places	Žemaitija national park
3.4.	Improve surface waters and air quality	Emissions emitted to air from stationary emission sources (tons) (Source: LDS)	706,57 (2019)	635,91	Local economy department
3.4.1.	To restructure the surface rainwater system by upgrading / installing rainwater treatment plants	Number of swimming spots that are being monitored (units) (Source: Plungė District Municipality centre for Public Health)	11	20	Plungė district municipality centre for public health
3.4.2.	To improve the water quality of the most important water bodies in Plungė district	Water quality indicators of the most important water bodies (Plungė Sea, Plateliai Lake, Minija River, water bodies near industrial zones) (Source: PDMA)	0	25	Local economy department, JSC „Plungės vandenys”
3.4.3.	Establish and implement bathing water quality monitoring and install the necessary infrastructure	Number of stationary water quality testing sites (units) (Source: Plungė District Municipality centre for Public Health)	0	2	Local economy department, Strategic planning and investment department
3.4.4.	Improve air quality in densely populated areas	Number of bathing areas (units) (Source: PDMA)	0	1	Local economy department
		Number of stationary air quality testing sites (units) (Source: PDMA)	0	3	Local economy department

TABLE 7: PRIORITY IV: CULTURE AND LEISURE PARK TASKS AND INDICATORS

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
4.1.	To ensure the supply of quality leisure services to local residents and guests, to promote an active lifestyle	Growth of Plungė district residents' and tourists' satisfaction level of leisure services supply (share of residents and tourists who rated their satisfaction of Plungė district with 8 or more points out of total population and tourists in current year compared to previous year, measured annually (%)) (Source: Plungė tourism information centre)	n.d.	3	Strategic planning and investment department
4.1.1.	Increase the range of leisure activities	Number of newly formed leisure services and spaces (units) (Source: PDMA)	10	17	Strategic planning and investment department
4.1.2.	Improve existing infrastructure and leisure facilities	Number of implemented events / projects / activities in strategic places (active leisure zone, Babrungas valley stage, Žemaitija art museum, Mykolas Oginskis palace) (units) (Source: PDMA)	66	100	Education, culture and sports department
4.1.3.	Arrange and expand sports infrastructure to improve sports performance	Number of days of events in strategic locations (active leisure zone, Babrungas valley stage, Žemaitija art museum, Mykolas Oginskis palace) (% of all days in the year) (Source: PDMA)	22	30	Education, culture and sports department
4.1.4.	Carry out the development of water sports activities	Number of renovated and newly installed sports infrastructure objects (units) (Source: PDMA)	0	20	Education, culture and sports department
4.2.	To increase the tourist attractiveness of Plungė district and the quality and variety of tourist services	Number of newly installed water sports bases (units) (Source: PDMA)	0	1	Education, culture and sports department, Strategic planning and investment department
4.2.1.	To develop Sacred Tourism (Žemaitija Calvary Shrine) and increase the awareness and popularity of traditional cultural events	Number of tourists (units) (Source: Plungė tourism information centre)	240,24 thous. (2019)	288,29 thous.	Plungė tourism information centre
4.2.2.	To create conditions for the development of accommodation and catering services, maintaining the orientation towards the quality of services and local authenticity	Number of interested people in tourism information centers during the season (May-August), compared to the total annual number of interested people (%) (Source: Plungė tourism information centre)	72	60	Plungė tourism information centre
		Number of visitors to sacral tourism objects (units) (Source: Plungė tourism information centre)	30 thous. (2019)	35 thous.	Plungė tourism information centre
		Percentage of accommodation and dining establishments that provide authentic services (units) (Source: PDMA)	n.d.	30	Plungė tourism information centre

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
4.2.3.	To promote the development of conference tourism in Plungė district	Number of conferences held (units) (Source: Plungė tourism information centre)	50 (2019)	75	Plungė tourism information centre
4.2.4.	To create a stable financial instrument for the maintenance and development of tourism infrastructure	Number of implemented projects for which funding is provided from the "Pillow Tax" (units) (Source: PDMA)	n.d.	10	Education, culture and sports department, Plungė tourism information centre, Žemaitija national park
4.2.5.	To strengthen Plungė district tourism marketing by e-marketing tools	Number of users of the Tourism Information Center website (units) (Source: Plungė tourism information centre)	5	10	Plungė tourism information centre
4.2.6.	Encourage business to invest in the tourism sector (use of Plungė natural / tourist resources in business)	Amount of private investments in the tourism sector of Plungė district (EUR) (Source: PDMA)	n.d.	1 million.	Strategic planning and investment department
4.3.	To raise the level of the district as a fosterer of the region's culture by expanding the diversity and uniqueness of cultural objects, events and forms of increasing creativity	Growth of the number of cultural events compared to the previous year, measured annually (%) (Source: Plungė tourism information centre)	3,2 (2019)	4	Education, culture and sports department
4.3.1.	To ensure the number of high-quality, professionally functioning and materially provided art groups in the district	Proportion of population participating in cultural events during the specified period (%) (Source: PDMA)	n.d.	40	Education, culture and sports department
4.3.2.	Identify priority cultural events and projects, ensure the supply of events to various target groups and their funding	Quality assessment of cultural services (Source: survey of residents)	n.d.	70	Education, culture and sports department
4.3.3.	Encourage the emergence of professional art groups and the arrival of professional artists for permanent work in Plungė district	Number of active art groups in Plungė district (units) (Source: LDS)	78 (2019)	80	Education, culture and sports department, PKC
4.3.4.	To create favorable conditions for high-quality, professional cultural education that meets the constantly changing needs of the population	Number of participants in cultural events per year (units) (Source: Plungė tourism information centre)	427,8 thous. (2019)	500 thous.	Education, culture and sports department
4.3.5.	To develop international cultural cooperation based on the presentation of local traditions and activities of local creators, direct contacts of various communities	Number of established professional art groups (units) (Source: Plungė cultural centre (hereinafter – PKC))	0	2	Plungė cultural centre (PKC)
		Number of professional artists that arrived to Plungė district (units) (Source: PKC)	n.d.	8	Education, culture and sports department
		Number of active / implemented cultural, educational and artistic programs / projects (units) (Source: PDMA)	2 234 (2019)	2 600	PKC, Žemaitija art museum, The public library of Plungė
		Number of international cultural projects / programs (units) (Source: PKC)	1	4	PKC, Žemaitija art museum, The public library of Plungė
4.3.6.	Implementation and application of modern technical possibilities and information technologies in cultural activities	Proportion of population using electronic cultural services (%) (Source: PDMA)	n.d.	20	Education, culture and sports department
		Number of implemented technological renewal projects (units) (Source: PDMA)	n.d.	10	Education, culture and sports department

NO.	OBJECTIVE/TASK	INDICATOR (SOURCE)	CURRENT VALUE IN 2020	TARGET VALUE IN 2030	DEPARTMENT RESPONSIBLE
4.4.	To create the image of Plungė district as a leader of Žemaitija culture and sustainable tourism, to create a recognizable identity of Plungė district	Residents and tourists who assess that Plungė district has a formed image of a tourism leader, compared to the reference year (% of respondents) (Source: survey of residents)	n.d.	80	Strategic planning and investment department, Education, culture and sports department
4.4.1.	To increase the awareness of Plungė district in the target markets of tourism	Number of tourists in accommodation establishments (units) (Source: Plungė tourism information centre)	3	6	Plungė tourism information centre
4.4.2.	Promote sustainable tourism initiatives	Number of tourists, that stay for more than one day (Source: Plungė tourism information centre)	25 427 (2019 m.)	35 thous.	Plungė tourism information centre
4.4.3.	To develop Plateliai as a resort area	Number of projects that are required in order to gain the status of resort (units) (Source: Žemaitija national park, Plungė tourism information centre)	n.d.	2	Žemaitija national park/Plungė tourism information centre, Strategic planning and investment department
4.4.4.	To create service packages, including cultural events taking place in Plungė district	Number of different service packages offered (units) (Source: Plungė tourism information centre)	0	4	Plungė tourism information centre
4.4.5.	To strengthen the Mykolas Oginskis Palace complex as the most important place representing the Plungė region	Number of educational / representation services provided (units) (Source: Žemaitija art museum, the public library of Plungė, Plungė tourism information centre)	17	45	Žemaitija art museum, the public library of Plungė, Plungė tourism information centre
		Number of visitors in Oginskis palace complex (units) (Source: Žemaitija art museum, the public library of Plungė, Plungė tourism information centre)	92 tūkst.	109 tūkst.	Žemaitija art museum, the public library of Plungė, Plungė tourism information centre
4.4.6.	Immortalization of persons who make the name of the district famous (e.g. Jonas Smilgevičius, Stanislovas Narutavičius, Gabrielius Narutavičius, etc.)	Number of projects immortalizing persons who make the name of the district famous (units) (Source: PDMA)	1	2	Strategic planning and investment department, Architecture and territory planning department, Mayor's advisor

TABLE 7: PRIORITY IV: CULTURE AND LEISURE PARK TASKS AND INDICATORS

STRATEGIC DEVELOPMENT PLAN IMPLEMENTATION MONITORING PROCEDURE

SDP implementation monitoring procedure – the systemic process of qualitative and quantitative changes monitoring, evaluation and suggestion making regarding the approved SDP implementation and indicators. The procedure will be used to periodically (annually) prepare SDP implementation report. While evaluating the SDP implementation representative indicators for every objective and task will be used. During the process potential risks, that could have an impact for successful implementation, will be monitored and the actions to minimize them will be taken. SDP implementation monitoring procedure is designated to Plungė district municipality administration employees, responsible for strategic plan development and implementation.



Lake Plateliai
G. Norvaišas photo

SDP IMPLEMENTATION MONITORING INSTITUTIONAL STRUCTURE

The description of institutional structure is presented in Table 8.

TABLE 8: INSTITUTIONAL STRUCTURE		
NO.	INSTITUTION	MAIN TASKS
POLITICAL LEVEL		
1.	Plungė d. mun. council	Approves yearly SDP implementation reports, SDP changes and municipality's yearly budget.
2.	Plungė d. mun. council committees	Discuss yearly SDP implementation reports and suggestions regarding the changes.
ADMINISTRATIONAL LEVEL		
3.	Strategic planning group	The planning group is formed from the administration's subdivisions' employees. The group discusses yearly SDP implementation report in the administrative level, offers suggestions regarding the changes in the SDC and other topics related to strategic development.
4.	Municipality's administration strategic planning and investment department	Collects information about the status of SDP implementation from the subdivisions of administration or other sources, systemizes the information and prepares SDP implementation report. Organizes presentation of SDP implementation report to council, social – economic partners, community. Collects suggestions regarding the augmentation of SDP and submits them into consideration of strategic planning group, council committees and the council. Prepares Plungės d. mun. 3 year strategic action plan referring to SDP.
5.	Municipality's administration structural subdivisions employees	Submit information and suggestions about augmentation to strategic planning and development department about the parts of SDP that are assigned to implement to structural subdivisions employees.
COMMUNITY LEVEL		
6.	Social – economic partners	Participate in the presentation of SDP annual reports, provide information about the implementation of SDP, give suggestions regarding augmentation or supplementation of SDP. Potential social – economic partners list: communities and their chairmen, industrialists, Žemaitija national park and others.

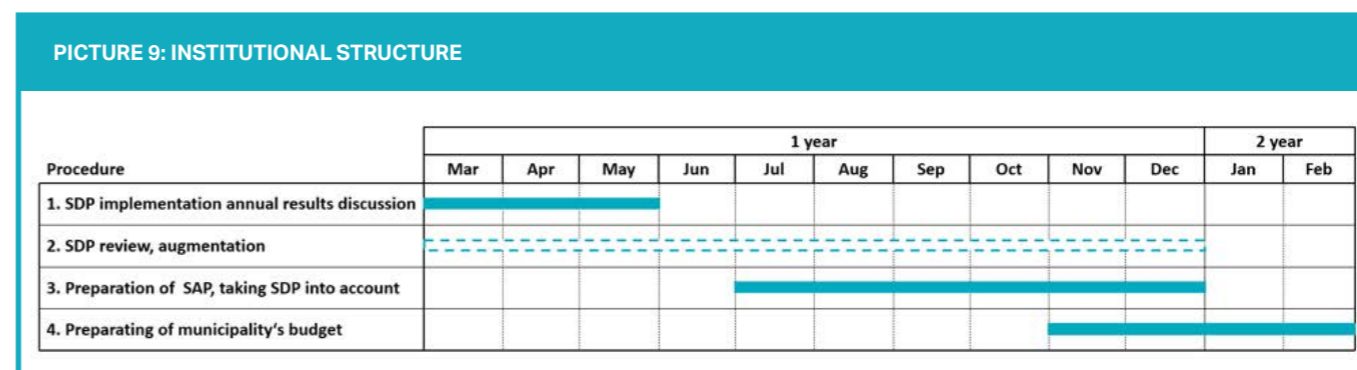
PROCESS OF IMPLEMENTATION AND MONITORING OF INDICATORS

Plungė d. mun. SDP for 2021-2030 is implemented by the Municipality by including approved tasks and measures to Plungė d. mun strategic action plan (SAP). SAP foresees the activities of municipality for the next 3 years and is prepared annually.

In order to ensure smooth preparation, implementation and monitoring of SDP and SAP, structural subdivisions' and Municipality's budget institutions' operating regulations should reflect the function of strategic planning, every department/unit assigns employees responsible for strategic planning and personal responsibility of employees is determined regarding the implementation of parts of SAP, SDP.

SDP implementation is coordinated with social-economic partners and expert group (administrational level), in order to ensure community, public and private sector cooperation, opportunities of specifying the responsibilities of the assigned executors and the extent of those responsibilities.

Every year the implementation report of SDP is prepared and discussed. While preparing the annual SDP implementation report, the information is gathered from all the assigned executors. In this report, the main thing considered is the impact (positive, negative) of the results achieved for the different sectors, fields, target groups, community, the main problems of implementation and their reasons are specified. Also the proposals are submitted how to solve those problems. While taking into account those results, the SAP and SDP are adjusted.



SDP implementation is evaluated annually in the prepared reports. When the SDP implementation period ends, the final report is prepared.

The employees of structural subdivisions, responsible for the parts of implementation monitoring, strategic planning and investment department not less often than every other year prepares the survey of residents. Then, strategic planning and investment department prepares annual SDP implementation report and submits it to strategic planning group and council's committees for consideration. The report of SDP implementation if approved by the council.

While taking into account the results of indicator monitoring, if there is a need, the SDP augmentation could be initiated. While taking into account the SDP augmentation and ever-changing setting of the district, SDP monitoring procedure could be augmented by changing the list of indicators and/or their values. The indicator system is changed by including new and deleting old indicators and/or their values.

TABLE 9: COMPOSITION OF WORKING GROUPS AND STRATEGIC PLANNING COMMISSION

COMPOSITION OF THE STRATEGIC PLANNING COMMISSION		
1.	Audrius Klišonis	Mayor of Plungė District Municipality
2.	Gintaras Bagužis ²	Chairman of the Committee on Health and Social Security, Plungė District Municipality Council
3.	Asta Beierle Eigirdienė	Deputy Mayor of Plungė District Municipality
4.	Živilė Bieliauskienė	Head of Property Department, PDMA
5.	Vida Bondauskienė	The Chair of the Committee on Education, Culture and Sport, Plungė District Municipality Council
6.	Mantas Česnauskas	Deputy Director of Administration, PDMA
7.	Oresta Gerulskienė	Doctor of Plungė District Municipality, PDMA
8.	Tomas Jocys	Head of the Department of Architecture and Spatial Planning, PDMA
9.	Mindaugas Kaunas	Director of Administration, PDMA
10.	Arvydas Liutika	Head of Local Economy Department, PDMA
11.	Daina Martišienė	Chairman of the Committee on Economy, Ecology and Rural Affairs, Plungė District Municipality Council
12.	Daiva Mažeikienė	Head of Finance and Budget Department, PDMA
13.	Audrius Misiūnas	Vice-Chair of the Committee on Education, Culture and Sport, Plungė District Municipality Council
14.	Airida Montvydienė	Head of the Agriculture Department, PDMA
15.	Algirdas Pečiulis	Chairman of the Control Committee, Plungė District Municipality Council
16.	Žaneta Vaitkuvienė	Head of Strategic Planning and Investment department, PDMA
17.	Žydrūnas Purauskis	Adviser to the Mayor of Plungė District Municipality
18.	Tomas Raudys	Vice-Chairman of the Committee on Economy, Ecology and Rural Affairs, Plungė District Municipality Council
19.	Gintautas Rimeikis	Head of the Department of Education, Culture and Sports, Plungė District Municipality Council
20.	Liudas Skierus	Vice-Chair of the Economic, Financial and Budget Committee, Plungė District Municipality Council
21.	Jonas Varkalys	Member of the Parliament
22.	Genovaitė Vasylienė	Head of the Social Support Department, PDMA
23.	Adomas Zamulskis	Chairman of the Economic, Financial and Budgetary Committee, Plungė District Municipality Council
PLUNGĖ DISTRICT ECONOMY WORKING GROUP		
1.	Audrius Klišonis	Mayor of Plungė District Municipality
2.	Živilė Bieliauskienė	Head of Property Department, PDMA
3.	Antanas Borumas	Chairman, Plungė district Industrialists' Association
4.	Ričardas Jocys	Representative of Plungė Small Business Association
5.	Sandra Kasmauskienė	Director, Plungė Tourism Information Center
6.	Gražina Lukošienė	Public Relations Specialist, Plungė District Municipality Local Action Group
7.	Ramūnas Lydis	Director of the Žemaitija National Park
8.	Daina Martišienė	Chair of the Committee on Economy, Ecology and Rural Affairs, Plungė District Municipality Council
9.	Daiva Mažeikienė	Head of Finance and Budget Department, PDMA
10.	Audrius Misiūnas	Vice-Chair of the Committee on Education, Culture and Sport, Plungė District Municipality Council
11.	Airida Montvydienė	Head of the Agriculture Department, PDMA
12.	Žaneta Vaitkuvienė	Head of Strategic Planning and Investment department, PDMA
13.	Daiva Šakinienė	Head of the Plungė Division of the Employment Service
14.	Adomas Zamulskis	Chairman of the Economic, Financial and Budgetary Committee, Plungė District Municipality Council
PLUNGĖ DISTRICT ENVIRONMENT AND INFRASTRUCTURE WORKING GROUP		
1.	Mindaugas Kaunas	Director of Administration, PDMA
2.	Gintaras Domarkas	Elder of Nausodis, PDMA
3.	Vidimantas Domarkas	Director, Telšiai waste management centre
4.	Gintas Orda ³	Mechanical engineer, JSC Plungės autobusų parkas
5.	Roberta Jakumienė	Chief Specialist of the Local Economy Department, PDMA
6.	Arvydas Jurkaitis	Deputy Director of Production, JSC Plungės vandenys
7.	Oresta Gerulskienė	Doctor of Plungė District Municipality, PDMA
8.	Tomas Jocys	Head of the Department of Architecture and Spatial Planning, PDMA
9.	Mindaugas Kaunas	Director of Administration, PDMA
10.	Arvydas Liutika	Head of Local Economy Department, PDMA
11.	Algirdas Pečiulis	Chairman of the Control Committee, Plungė District Municipality Council
12.	Žaneta Vaitkuvienė	Head of Strategic Planning and Investment Division, PDMA
13.	Tomas Raudys	Vice-Chairman of the Committee on Economy, Ecology and Rural Affairs, Plungė District Municipality Council
14.	Gintautas Rimeikis	Head of the Department of Education, Culture and Sports, Plungė District Municipality Council
15.	Audrius Šapalas	Director, ME Plungės būstas
16.	Arūnas Tamošauskas ⁴	General Manager, JSC Plungės šilumos tinklai
PLUNGĖ DISTRICT POPULATION WELFARE WORKING GROUP		
1.	Mantas Česnauskas	Deputy Director of Administration, PDMA
2.	Gintaras Bagužis ⁵	Chairman of the Committee on Health and Social Security, Plungė District Municipality Council
3.	Alvidas Bakanauskas	Director, Žemaitija Art Museum
4.	Vida Bondauskienė	The Chair of the Committee on Education, Culture and Sport, Plungė District Municipality Council
5.	Julija Čiuželienė	Chief Specialist of Education, Culture and Sports Division, PDMA
6.	Oresta Gerulskienė	Doctor of Plungė District Municipality, PDMA
7.	Rima Jokubauskienė	Chairwoman of the Plungė district Community Association "Plungės Kraštas"
8.	Antanas Martusevičius	Public enterprise Plungės rajono savivaldybės ligoninė
9.	Romas Matulis	Director, Plungė District Municipality Cultural Center
10.	Daiva Mažeikienė	Head of Finance and Budget Division, PDMA
11.	Audrius Misiūnas	Vice-Chair of the Committee on Education, Culture and Sport, Plungė District Municipality Council
12.	Žaneta Vaitkuvienė	Head of Strategic Planning and Investment department, PDMA
13.	Gintautas Pocevičius	Chief of Plungė District Police Commissariat of Klaipėda County Chief Police Commissariat
14.	Gintautas Rimeikis	Head of the Department of Education, Culture and Sports, Plungė District Municipality Council
15.	Vida Saukalienė	Deputy Head of the Department of Education, Culture and Sports, PDMA
16.	Violeta Skierienė	Director, Plungė District Municipality Public Library
17.	Stanislovas Tutlys	Rector of Plungė Third age university
18.	Genovaitė Vasylienė	Head of the Social Support Department, PDMA
19.	Jurga Venckuvienė	Youth affairs coordinator, PDMA
20.	Daiva Zablockienė	Director, Plungė District Municipality Public Health Bureau

² Following the request of Gintaras Bagužis, Chairman of the Health and Social Security Committee, to resign as Chairman of the Health and Social Security Committee on 15 November 2020, Irena Taučienė, the interim Chair of the Committee, was invited to participate in the working group activities.

³ Modestas Čeponkus, the acting director of Plungės autobusų parkas, joined the activities of the working group while JSC Plungės autobusų parkas was still in legal proceedings regarding the position of director.

⁴ On November 6, 2020, after the resignation of Arūnas Tamošauskas, General Manager of JSC Plungės šilumos tinklai, an independent member of the company's management, acting director Margarita Charitonova, was invited to participate in the activities of the working group.

⁵ Following the request of Gintaras Bagužis, Chairman of the Health and Social Security Committee, to resign as Chairman of the Health and Social Security Committee on 15 November 2020, Irena Taučienė, the interim Chair of the Committee, was invited to participate in the working group activities.



Plungė Šv. Jono Krikštytojo church
Plungė TIC photo

