

Milan Case study – area C reduces traffic pollution and transforms the city center



Country	Italy
Sector	Transport
Year	2012
Narrative description	<p>Area C is a road pricing measure launched by the Municipality of Milan in January 2012 to improve the quality of life of those who live, work, study and visit the city. Area C is the restricted traffic zone in Milan's center that requires car drivers to pay a congestion charge. The area subject to the congestion charge is called Cerchia dei Bastioni, a Limited Traffic Zone (LTZ) of 8.2 km², 4.5% of the whole territory of the Municipality of Milan. Citizens were directly involved in developing Area C. In June 2011, they were asked to vote in a public referendum on limiting traffic and increasing the uptake of low-emission vehicles in the city center. A 79% majority voted in favour of such a measure.</p> <p>Access to Area C is limited on Monday, Tuesday, Wednesday and Friday from 7:30 to 19:30, and Thursday from 7:30 to 18:00. Cars entering Area C are detected by a system of 43 electronic gates (7 of which are reserved for public transport vehicles), equipped with ANPR (Automatic Number Plate Recognition) technology.</p> <p>A daily entrance ticket costs €5, which covers all accesses made by the same vehicle during that day. There are various types of other entrance tickets for residents, service vehicles, and for parking garages, for example.</p>

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	Mopeds, motorcycles, electric cars, vehicles for people with special needs, public utility and public transport service vehicles, taxis, electric and hybrid vehicles cars are exempt from the charge.
Responsible authority	Municipality of Milan
Relevant legal basis	Road pricing
Policy Type	Public intervention
Governance Level/ Target audience	Local / citizens, municipalities.
Objectives	To reduce traffic in the city center by introducing a congestion toll. It will improve the local emissions, air quality, noise levels and city environment, as well as promoting cleaner vehicles in the city and other modes of transport such as cycling and public transport.
Summary of reasons for success	The measure is aimed at demand management of the traffic in the center of town, in order to reduce noise, air pollutants and GHG and consequently to improve the quality of life of citizens and visitors.

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Replication potential	Such plans can be and have actually been implemented in many cities in Europe, such as London or Brussels, and the potential to replicate is rather high as the measure is very straightforward. Political will is necessary to take up initiatives of this nature, which might include strong communication and awareness campaigns.
Relevant website	https://www.c40.org/case_studies/milan-s-area-c-reduces-traffic-pollution-and-transforms-the-city-center