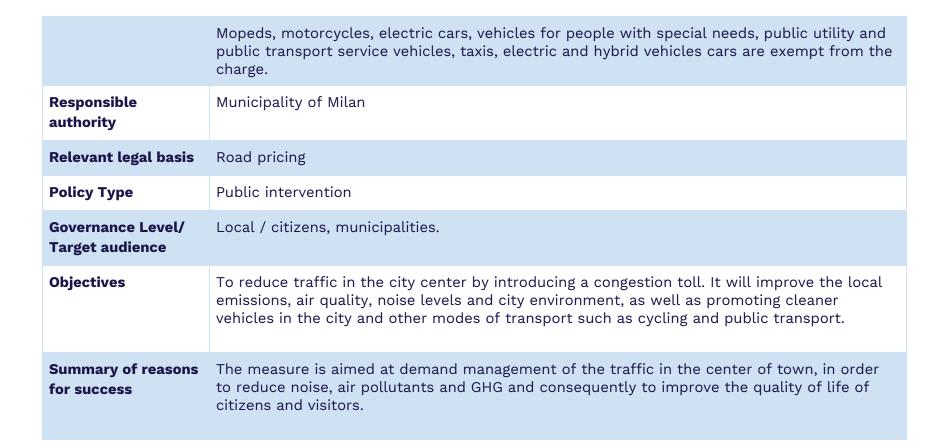
Milan Case study – area C reduces traffic pollution and transforms the city center

Country	Italy
Sector	Transport
Year	2012
Narrative description	 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. 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. 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.

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