

# BOLOGNA 30 CITY

In Bologna, on 1 July 2023, the transition that will see the small metropolis become the first large city in Italy to operate at 30 kilometres per hour began and will end by 1 January 2024.

## The resolution

The resolution stipulates that 30 km/h will become standard on urban roads, making the transition to a constant and uniform speed driving style easier. Only some city streets with special characteristics will remain at 50 km/h.

Today, 30 km/h applies to about 30 per cent of the urban road network. With the approved plan, 30 km/h will apply to about 70 per cent of the roads in the entire city centre. The percentage rises to almost 90% if one considers only the perimeter of the most densely populated part of the city (i.e. the part inside the ring road-highway area plus the outer residential areas of Borgo Panigale-Reno, Navile and San Donato-San Vitale).

## Road signs

From July to September, the Sustainable Mobility Sector will install the horizontal and vertical road signs and adopt the relevant traffic ordinances, which will come into force on 1 January 2024.

Since this is a historical and cultural change, which will entail road users gradually modifying their habits by adapting their driving to the new limits, the Administration has decided not to start immediately with penalties linked to the new speed limits, but to foresee a six-month transition period in which to carry out a large-scale public awareness and information campaign, also through initiatives on the territory by the Local Police.

## The advantages of City 30

City 30, as demonstrated by many European experiences, produces benefits for all citizens:

improves road safety by reducing accidents, deaths and serious injuries among all road users, starting with the most vulnerable

it increases walking and cycling, thanks to safer and quieter roads

reduces smog and climate-altering gas emissions and makes traffic flow more smoothly, thanks to a more constant speed, instead of the constant stop-and-go that is as harmful to the environment and safety in the city as it is useless in arriving earlier

lowers noise; makes public space more beautiful and liveable for people

restores autonomy to children, the elderly, people with disabilities

promotes social cohesion and neighbourhood trade

For all these advantages, time losses in motorised transport are zero for short journeys or minimal for medium-distance journeys.

## The communication campaign

The home page of the [www.bolognacitta30.it](http://www.bolognacitta30.it) website is online as of today. Over the coming weeks and months, it will be gradually enriched with data, FAQs and comparisons with other European cities.

The communication campaign will have the task of informing, listening and actively involving citizens on the concept of City 30, dispelling prejudices and providing the tools to appreciate a new urban model.

The communication path will include three multi-subject campaigns

the pre-launch campaign, from 1 July, announcing the launch of Bologna City 30 to create an initial level of interest and establish in teaser form the main benefits of the new urban model

the second phase of the campaign, from September to the end of the year, introduces the main positive changes of City 30 with a striking claim;

the third phase, from January 2024, focuses on the direct involvement of citizens, who will be able to make a personal contribution to the campaign.

The communication includes a consistent mix of activities, including website, social networks, video pills, posters, flyers, gadgets, banners at construction sites.

## **The citizens' listening questionnaire**

To accompany the implementation of the plan by involving and listening to people, a questionnaire edited by the Urban Innovation Foundation is now online, available at [www.bolognacitta30.it](http://www.bolognacitta30.it).

Through 30 questions, in a quarter of an hour, all citizens can express their opinion on the Bologna City 30 plan, describe their mobility needs and habits, indicate the 3 streets in the area where they live that it is a priority to make safer and more comfortable, and propose concrete measures to improve road safety and the quality of public space.

The information collected will be processed in an aggregate and anonymous form and will help the municipal administration and the Foundation to better direct the communication and projects for making public space safer and better, which give shape to Città 30.