

Charging scheme in city centre (AREA C) in Milan: communication strategies

Mexico City – January 19, 2017



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1 AREA C – Referendum

Starting from June 2010, “*Milano si Muove*”, a civic Association which included besides politicians, members of the civil society and academics, gathered signatures for five local **referenda** demanding **environmental improvements in Milan** including (but not limited to) the **upgrading of Ecopass** to a fully-fledged congestion charge.



25,000 signatures (considerably more than the 15,000 required by law) were gathered by November 2010.

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2 AREA C – Political commitment

Strong leadership of the Mayor Pisapia was fundamental to **communicate**, **raise awareness** and **support** the congestion charge measure by public meetings held with citizens, stakeholders and city users.



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3 AREA C – Peculiarity

Milan is the **only city in the world** which experienced **2 type of road pricing measures**, pollution charge and congestion charge

From the Ecopass scheme (pollution charge) introduced since 2008, the scheme was upgraded to a congestion charge in 2012, following the results of a **bottom-up referendum, asking a plan of action to enhance public transport and alternative mobility, the extension the road charge to all vehicles (except those with zero emission) and the progressive widening of the area subjected to the pricing.** The referendum was approved by 79.1 % of voters, **in stark contrast with the experience of other cities**, where voters have turned down charging schemes (e.g. **Edinburgh, Manchester**) or been barely decisive (in **Stockholm**, only 51% of voters were in favour of introducing a congestion charge scheme). **London** congestion charge has been introduced in 2003 without referendum.

For this reasons Area C can be considered an innovative project both for the experiences gained and the methodology (**bottom-up approach**).



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4 AREA C – Informative message

The integrated communication campaign of “Area C” lasted from December 19th, 2011 to March 5th, 2012.

The campaign envisaged two types of messages:

a **priority message with informative purpose on the new entry rules, tariffs and the details on payment methods**, also on the various exceptions conceived for the different categories, such as residents, public transport, medical staff, disabled people, etc and additional useful information

Milano
Comune di Milano

ATM

Nasce Area C

Dal 16 gennaio Milano si muove meglio

Dal 16 gennaio nella Cerchia dei Bastioni l'accesso dei veicoli a motore sarà limitato e a pagamento, per favorire la circolazione dei mezzi pubblici e la mobilità di pedoni, biciclette e auto elettriche.

Da lunedì a venerdì, feriali, dalle 7.30 alle 19.30

DIVIETO di accesso

- > diesel Euro 0, 1, 2, 3
- > benzina Euro 0
- > veicoli oltre i 7 metri

Accesso LIBERO

- > elettrici
- > ciclomotori, motocicli
- > veicoli per trasporto persone con disabilità

Fino al 31/12/2012:

- > ibridi, bifuel, metano e GPL

Accesso a PAGAMENTO

- > benzina Euro 1, 2, 3, 4, 5
- > diesel Euro 4, 5

Fino al 31/12/2012:

- > diesel Euro 3 residenti, domiciliati, con box di pertinenza nella Cerchia dei Bastioni*
- > diesel Euro 3 trasporto cose per servizi di pubblica utilità e a favore delle residenze*

TARIFFE di accesso giornaliero

- > Tutti i veicoli: 5 €
- > Residenti, domiciliati, con box di pertinenza nella Cerchia dei Bastioni*:
gratuiti i primi 40 accessi, entro il 31/12/2012, 2 € a partire dal 41° accesso
- > Per il traffico di servizio* sono possibili due alternative:
a) 5 € per l'accesso giornaliero e 2 ore di sosta gratuita nelle aree delimitate da strisce blu
b) 3 € per l'accesso giornaliero

PAGAMENTO

- > può essere effettuato entro la mezzanotte del giorno successivo all'accesso
- > consente di entrare, uscire o transitare senza limiti per l'intera giornata
- > gli accessi in Area C, effettuati tra il 16 gennaio e il 16 marzo, devono essere regolarizzati entro il 17 marzo 2012

MODALITÀ di pagamento

- Tagliandi cartacei
- Bancomat Banca Intesa
- www.areac.it
- Parcometri
- 800.437.437
- Rtd bancario

Per conoscere tutti i dettagli: ☎ 020202 - www.areac.it

*registrazione obbligatoria su www.areac.it (attiva dal 16 gennaio)

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5 AREA C – Emotional communication

and

a support message with emotional trait, targeted at future benefits generated by the project. Three slogans (using the linguistic expedient of the pun) have been developed: the first one gives emphasis to the expected change, the other two focus on issues related to traffic reduction and the shorter amount of time needed to cover a specific distance.




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6 AREA C – Communication campaign


The campaign was implemented through a wide range of tools, which took into consideration the **green spirit** that serves as an inspiration for the project (**recycled paper**, etc):

- ✓ press office
- ✓ local and national radio stations
- ✓ television (spot advertisements and newscast)
- ✓ outdoor advertisement options (advertisement hoardings and posters)
- ✓ dynamic advertisement options (buses and trams), both inside and outside the vehicle

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From the 16th of January traffic is smoother in Milan.

From the 16th of January access to the city center, in the area "Cerchia dei Bastioni", will be limited and on payment, in favour of an improved circulation of public transport, as well as of pedestrians, bicycles and electrical cars.
Monday to Friday, working days, from 7.30 a.m. to 7.30 p.m.

<p>NO ACCESS</p> <ul style="list-style-type: none"> > Diesel fuelled vehicles Euro 0,1,2,3 > Petrol fuelled vehicles Euro 0 > Vehicles longer than 7 mt 	<p>DAILY ACCESS FARES</p> <ul style="list-style-type: none"> > All vehicles: 5 Euros > Residents and garage owners (within the area of the "Cerchia dei Bastioni"): first 40 accesses free, up until the 31/12/2012, 2 € from the 41st access onwards. > Duty vehicles* two possible alternatives: <ul style="list-style-type: none"> a) 5 € for the daily access + 2 hours of free parking in the designated blue spaces b) 3 € for the daily access 	<p>PAYMENT</p> <ul style="list-style-type: none"> > within midnight of the following day > allows for accesses, exits and transits with no limitations throughout the day > all accesses made between the 16th of January and the 16th of March can be paid up until the 17th of March 2012
<p>PAID ACCESS</p> <ul style="list-style-type: none"> > Petrol vehicles Euro 1,2,3,4,5 > Diesel fuelled vehicles Euro 4,5 <p>Up until the 31/12/2012:</p> <ul style="list-style-type: none"> > Diesel fuelled vehicles Euro 3 residents and garage owners (within the area of the "Cerchia dei Bastioni")* > Diesel fuelled vehicles Euro 3 for transport of goods, public service transportation and dirty vehicles 	<p>FREE ACCESS</p> <ul style="list-style-type: none"> > Electrical vehicles > Motorbikes, scooters > Vehicles dedicated to people affected by disabilities <p>Up until the 31/12/2012</p> <ul style="list-style-type: none"> > hybrid, methane powered, lpg and biofuel cars 	<p>HOW TO PAY</p> <ul style="list-style-type: none"> • Coupon (available at tobacco shops, newsagents, ATM Points) • www.areac.it • Call center 800.437.437 • Banca Intesa ATMs • Pay and display machines • Direct debit

For further information please contact: ☎ 020202 or visit the website www.areac.it

*Mandatory registration at the website: www.areac.it



7 AREA C – Communication campaign

- ✓ multimedia tools (screens and video projected in town)
- ✓ internet (web portal, newsletter, cross-marketing banners) in English, French, Spanish, Chinese, Arabic, Filipino
- ✓ local and national press, paper and on-line press (also in English)
- ✓ below the line promotion (brochures and fliers nearby passageways and places with considerable flow of people and vehicles)
- ✓ guerrilla marketing
- ✓ **bike marketing for leafleting and billposting, bike chosen as greenest symbol in line with the message conveyed**



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8 AREA C – Broad Communication

The campaign flanked the following initiatives carried out by the Mayor and the Commissioners:

- ✓ letter to the residents endowed with the regulation of the measure
- ✓ meetings with the stakeholders
- ✓ public meetings in all areas of the municipality

Specifically, to inform users about current news from Area C, more than **2.100.000 postcards** have been circulating in Milan and its hinterland. **Videos** were broadcast on TV in Milan and Lombardy, in airports and subway stations, and a **radio message** circulated on the national and local stations. Moreover, the Mayor of Milan has also sent a **letter to all 700.000 Milanese families.**



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THANK YOU FOR THE ATTENTION

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