



CITYTHON 2021

16 - 21 JULY



Challenge 1

NAME: Calming down urban traffic in Bilbao, the 30km/h challenge.

Short description:

Bilbao is pioneer in setting the speed limit throughout the city at 30km/h. It aims to facilitate the coexistence on public roads of different types of vehicles, with a clear nod to the most vulnerable: bicycles, scooters, ... pedestrians. At 30km/h, not only do the consequences of the accidents decrease in intensity, but the reduction in environmental and noise pollution becomes palpable. However, not all drivers are able to change their mods from one day to the next for various reasons. The city needs to meet this goal to promote more respectful and inclusive mobility and thus faces the dilemma: How to get cars to respect the 30km/h limit? More control systems/penalties/fines or incentives through rising awareness, gamification systems, citizen benefits,...other?

1. Detailed description of the problem

Bilbao is a mid size city, with a constrained geography and orography, mountains surround the city and a big river divides the city in half. The core city is the place of many activities, economical, shopping, jobs, services, leisure,...an extended metropolitan municipality area and a dense territorial network surrounds and commutes to Bilbao city tensioning the traffic grid and creating concerns on city dwellers and visitors.

Several plans had been outlined and deployed to make the city more safe, liveable, sustainable, inclusive and healthy. The 30km/h challenge is one of the milestones of that evolution.

The 30km/ challenge is trying to offer a better place for a better mobility, but it is also changing the usual scenario and memories of the city. Thus behavioural changes are needed. Private vehicles are not used to such new rules, their drivers often forget the reason and importance of their actions when confronted to newcomers in the already crowded traffic grid.

If we back the fulfilment of this new rules only on penalties based on increasing speed radar detectors and fines, we could probably face increasing unpopular perception of the challenge, putting distance between drivers and other mobility users. We will probably hardly change behaviours and habits will remain unchanged on those that will be affected by these measures.



Bilbao is a pioneer in setting the speed limit throughout the city at 30km/h. This drastic measure has been taken not only in the big streets with many lanes per direction, but also in small one direction streets, in which even part of the lane has been devoted to bicycle transit. Such a measure aims to facilitate the coexistence on public roads of different types of vehicles, welcoming some of the new trends on personal mobility vehicles, with a clear nod to the most vulnerable: bicycles, scooters, ... pedestrians. At 30km / h, not only do the consequences of the accidents decrease in intensity, but the reduction in environmental and noise pollution becomes palpable. At the same time we are detecting an increment in the number of conflict events probably due to the new scenario that this speed limit is creating.

It is apparently clear that not all drivers are able to change their mods from one day to the next for various reasons, the city driving exercise is strongly rooted in every driver as a result of their personal practice and experience through many years. Cities have been also the place for things happening fast hence moving from A to B and doing it quickly has been the standard idea. And just now we are proving it to be a bad one; the perceived ownership of urban space is rapidly changing in dweller's minds, the city is seen no more as a place for cars and vehicles.

The challenge

The city desperately needs to meet this goal to promote more respectful and inclusive mobility and thus faces the dilemma: How to get private vehicles to respect the 30km / h limit? More control systems-penalties/fines and / or incentives through rising awareness, gamification systems, citizen benefits,...other?

This is a holistic approach, not only car drivers; It concerns: urban spaces, streets, drivers of private vehicles, taxis and public services, cyclists, PMV's users, pedestrians, the smart city platform, shops and merchant associations, ...others

The solutions should consider the city and all stakeholders globally and for a better and more complete solution they should all interact and co-laborate in the design of the solution.

2. What do we expect as the outcome of the solution?

A global plan to help this challenge being solved and the objective become a reality.

An inclusive approach giving roles to the different players that can help, co-design and build.

A description of the tools, products, technologies that might be used within the plan to be successful.

To the possible extent the solution should be substantiated and backed by examples, data, experiences.

3. What is the scope for changes to the current systems? (software, hardware, etc.)

Successful solutions could be further analysed and partially or totally implemented by the city of Bilbao.

4. What data are participants allowed to use for the development of their solution?

- Bilbao traffic action Plan

- 5 studies on FCD (Floating Car Data) information provided by a mobility services' operator that made an analysis of speeds in the neuralgic centres of Bilbao.



5. Evaluation process of the final solution

Teams will be evaluated based on a final presentation on the following outputs:

- The attractiveness of the plan and number of stakeholders involved
- The concurrence of sound and feasible technologies
- The effect in behavioural change and virtuous habits of the planned solution.

