Graz, Austria: 30km/h case study

**1992**

Graz is the first city in Europe to bring in speed limits for the whole city

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Initially only 4 out of 10 residents supported the plan

But after two years that number had nearly doubled

**Within 6 months, serious accidents had reduced by 24%**

**By 2003**

80% of city streets were set at 30km/h

And 80% of accidents were happening on the 50km/h roads

When speed enforcement became lax, the number of accidents rose... so speed controls were reintroduced

**Key Lessons:**

- People resist change initially until they experience the benefits in the real world
- Ongoing speed enforcement is necessary
- Accidents occur less often on slower streets

(Math and number crunching)

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