



For Immediate Release
Friday September 16, 2011

Contact: Dani Simons 646-380-2348 (o) / 203-980-8820 (m) / dsimons@itdp.org

ITDP Celebrates Park(ing) Day with Events in 8 Countries Around the World

Activities Call Attention to the Need for Better Parking Management and Enforcement

Cities around the world have found ways to harness the power of parking to manage traffic congestion, fund streetscape improvements and support transit and cycling. Amsterdam, Barcelona, Munich, and San Francisco among others offer examples of parking policies that work for drivers and non-drivers alike. This year ITDP celebrates Park(ing) Day in over a dozen locations in eight countries on four continents, to call attention to the good, the bad and the ugly in parking policy and practice.

Park(ing) Day showcases the myriad of alternate uses for curbside spaces and open lots, and invites the public to question how we use this space, and what we should fairly charge for it.

“Many aspects of current parking management in cities around the world are not working reliably or efficiently for anyone. The issue is that parking policy, if it exists at all, is currently an afterthought rather than central to a long-term congestion mitigation and air quality,” said Dr. Walter Hook, Executive Director of the Institute for Transportation and Development Policy. “Cities that employ better parking management techniques are reaping economic, environmental and political rewards.”

Unfortunately many cities worldwide have a triple-play of parking mismanagement: free or underpriced parking in central business districts; zoning regulations that encourage the overproduction of parking spaces in new buildings and failure to crack down on bad parking behaviors including illegal parking, especially on sidewalks, or illegal valet operations.

All of this leads to increased traffic congestion, decreased air quality, and can also result in degraded public spaces overrun with illegally parked vehicles.

Some of the problems that ITDP has observed around the world include:

In India, the National Urban Transport Policy (NUTP) states that cities should charge on-street parking rates equivalent to the real estate values of surrounding properties. If that was true of CG Road, the premier shopping street of Ahmedabad, India, drivers would pay over Rs. 8000 per hour (\$168 USD), instead they pay just 5 (\$0.10 USD).

In Rio de Janeiro, Brazil: The new “Centro Metropolitano da Barra” mixed use development is forecasted to generate 80,000 car trips daily. But developers are required to build 108,912 new

9 East 19th Street, 7th Floor, New York, NY 10003

Tel: (212) 629-8001 • Fax: (646) 380-2360

www.itdp.org • e-mail: mobility@itdp.org

Promoting environmentally sustainable and equitable transportation policies and projects worldwide



parking spaces. That's equivalent to 1.3 parking spaces for each trip. If these spaces were laid out flat, they would take up a land area equivalent to nearly 70% of the entire footprint of the new development, or 2.2 times the size of the Jardim Botânico, the renowned botanical garden in Rio.

In **Jakarta, Indonesia** city officials attempted to revitalize the corridor along Jalan Sabang. In 2009 they removed street food vendors from the sidewalk to give pedestrians more space to walk. But instead the sidewalk became overrun with illegal parking where informal "valets" charge a fee, and the street is more congested than ever.

Yet there are many examples of cities that have tackled the issue of parking management and are reaping the benefits.

Through research and reports including "Europe's Parking U-Turn: From Accommodation to Regulation" ITDP has observed the following bright spots, which provide examples of better parking management that can inspire cities around the globe:

- In Barcelona, net revenue generated from parking fees supports Bicing, the bike share program.
- Amsterdam reduced traffic in their city center by 20% by implementing paid parking
- Munich phased in a more robust parking management program between 2001-2008, car use has decreased by 14% in the city during that time and cycling and walking has increased.
- In San Francisco drivers get to enjoy a whole movie or a leisurely dinner without running out to feed the meter, thanks to the new SFPark program, which is also reducing cruising for curbside parking by optimizing curbside parking rates so that at least one space on a block is free at any time.

ITDP has provided advice or assistance in the following Park(ing) Day locations around the globe (* = first time the city has had a Park(ing) Day event):

Friday, September 16th, 2011

Buenos Aires, Argentina

Arenales 1250 (between Libertad y Talcahuano), Recoleta,
Rodríguez Peña 1220 (between Juncal y Arenales), Recoleta
Uriburu 1295 (between Juncal y Arenales), Recoleta
Peña 2285 (between Azcuénaga y Uriburu), Recoleta

Map: <http://maps.google.com/maps/ms?msid=208971818780538962848.0004ac5f0877a3af029f0&msa=0>

Time (for all four): 10 am to 5 pm

Partnering organizations: ITDP, [Bee by Capocha](#) and [Muvin](#)

For Rosario city a local ONG called [STS Rosario](#)

Rosario, Argentina

9 East 19th Street, 7th Floor, New York, NY 10003

Tel: (212) 629-8001 • Fax: (646) 380-2360

www.itdp.org • e-mail: mobility@itdp.org



Cordoba Street 1500 next to Plaza Pringles, Rosario, Santa Fe

Time: 10 am to 3 pm

Partnering organizations: ITDP, [STS Rosario](#)

For more information visit: <http://argentina.transeunte.org/>

***Bogotá, Colombia**

Calle 96, Cra 11, Bogotá (Chicó Neighborhood).

Time: 6 am for as long as possible

Partnering organizations: ITDP, Fundación Despacio, City-Parking, Tugó Muebles

Rio de Janeiro, Brazil

Between Rua Senador Dantas and Travessa dos Poetas de Calçada (approximately 80 Rua Senador Dantas) Centro, Rio de Janeiro.

Time: 7 am - 7 pm

Partnering organizations: Transporte Ativo, ITDP

48 Praça Tiradentes, Centro, Rio de Janeiro

Time: 7 pm onward

Partnering organizations: Studio X from Columbia University, ITDP

Featuring Brazilian cultural and musical performances

*** Ahmedabad, India**

Vijay Crossroads, towards Gujarat University

Time: small installation in the morning, with the main activities taking place between 4-8 pm

Partnering Organizations: ITDP, [Centre for Environmental Education](#), [CEPT University](#), [Bakeri Urban Development Private Limited](#)

The afternoon programming will feature: Ahmedabad Municipal Commissioner Mr. Mohapatra, other guests include: Dr. Kartikeya Sarabhai, Director, CEE and Mr. Pavan Bakeri, principle of Bakeri Urban Development PL

For more information: <http://www.facebook.com/pages/PARKing-Day-Ahmedabad/151417358282880>

Jakarta, Indonesia

Jalan Sabang, Menteng Jakarta, near Sarinah Department Store, in front of Kopi Tiam Oey

Morning: Breakfast with local community members

Afternoon: Tea with local Parliament members

Night: Art performance

Saturday, September 17, 2011

9 East 19th Street, 7th Floor, New York, NY 10003

Tel: (212) 629-8001 • Fax: (646) 380-2360

www.itdp.org • e-mail: mobility@itdp.org

Promoting environmentally sustainable and equitable transportation policies and projects worldwide



*** Guangzhou, China**

Jiaochang East Road

Time: 9 am - 8 pm

Lead organization: Biker

For more information visit: <http://sina.com.cn> (Chinese twitter), @ 拜客广州 or @拜客一世

Monday, September 19, 2011 (European Mobility Week)

Budapest, Hungary

19 Andrassy road, 1061

Time: 8 am - 3 pm **Partnering organizations:** National Development Ministry, Clean Air Action Group, Hungarian Parking Association, ITDP

For more information: <http://www.mobilitasihetbudapest.hu/detail.php?id=109>

September 22, 2011 (World Car-Free Day)

Mexico City, Mexico

Río Volga (corner of Río Tiber). Colonia Cuauhtémoc

Time: 7 am - 6 pm

Partnering organizations: Bicitekas, Haz Ciudad and ITDP Mexico.

For more information visit: <http://transeunte.org/> or <http://www.bicired.org/>

Note: This is one of the 15 cities in Mexico that will hold Park(ing) Day, all coordinated via BiciRed a network of 40+ organizations that promote urban cycling in the country. 18 organizations of the BiciRed will participate.

###

About ITDP

Founded in 1985, the Institute for Transportation and Development Policy promotes socially equitable and environmentally sustainable transportation worldwide. ITDP works alongside city governments and local advocacy groups to create projects that reduce poverty and pollution, and fight climate change.

About Parking Day

PARK(ing) Day was originally invented in 2005 by Rebar, a San Francisco-based art and design studio. The project has blossomed into a worldwide grassroots movement: *PARK(ing) Day 2010* included more than 800 “PARK” installations in more than 180 cities in 30 countries on six continents. This year, the project continues to expand to urban centers across the globe.

9 East 19th Street, 7th Floor, New York, NY 10003

Tel: (212) 629-8001 • Fax: (646) 380-2360

www.itdp.org • e-mail: mobility@itdp.org

Promoting environmentally sustainable and equitable transportation policies and projects worldwide