Impacts

ITDP Mexico evaluated the impacts of ecoParq in the pilot neighborhood of Polanco one year after implementation in January 2012. Before ecoParq, the average parking occupancy rate was nearly 130% at peak hours, because in addition to all legal parking being occupied, nearly 30% of cars were parked illegally, many double-parked or placed in a position that obstructed garage entrances, corners and sidewalks. This was partially due low turnover, making it difficult for short term drivers to find a spot. Nearly 60 percent of cars in Polanco occupied spaces for more than six hours, often by commuters, not residents. The street space was not being used efficiently, nor was it benefiting the neighborhood.

	BEFORE ecoparq	AFTER ecoparq	SAVINGS	ECONOMIC BENEFIT
Man-hours used in search of parking space	8.72 million annual hours	1.99 million annual hours	6.73 million annual hours	202,150,000 pesos per year
Gasoline spent in search of parking space	9.9 million liters	2.2 million liters	7.7 million liters	81,861,000 pesos per year
CO_2 generated in search of parking space	23 thousand tons per year	5 thousand tons per year	18 thousand tons per year	7,000,000 pesos per year

After meter implementation, the average occupancy rate fell 55%. Turnover went from an average of 3.5 cars per spot per day to 5 cars per day. The lower on-street parking occupancy has also led to a reduction in "cruising for parking" time. Before, drivers required an average 13:26 minutes to find a parking space; the average cruising time is now 3:04 minutes. The estimated reduction of 10:22 minutes per trip has resulted in many other estimated benefits such as time savings, reduced emissions, reduced traffic congestion, and cost savings.

Enforcement has been key to ecoParq's success. Ticketing, car boots, and impounds rose significantly throughout 2012, as users became for familiar with the system, enforcement increased. In January 2012, only 160 car boots were applied and 13 cars impounded, and by December, 5,664 car boots were used, and 208 impounded. While illegal parking is still an issue in Polanco, the difference in the streetscape has been so significant that residents outside of Polanco are demanding that ecoParq be implemented in their neighborhoods, and the program is spreading throughout the city as a result.

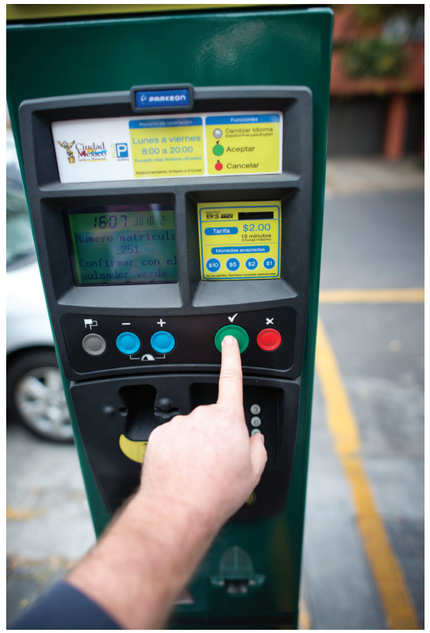
Average time, in minutes, drivers in Polanco spent looking for parking before ecoParq (in purple) and after ecoParq (in green)

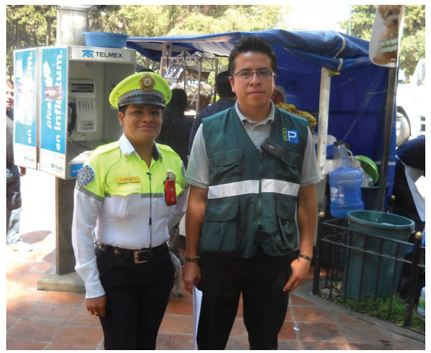
Institute for Transportation & Development Policy
9 East 19th Street, 7th Floor, New York, NY 10003

For more information, contact: Michael Kodransky
Tel. 212.629.8001 | www.itdp.org

ITDP
Institute for Transportation & Development Policy

ecoParq
itdp.org





Top: An ecoParq multispace parking meter.
Bottom: An ecoParq "enforcement couple", a traffic police officer and an ecoParq employee. There is one couple for every six blocks, on average.

What is ecoParq?

EcoParq is a parking meter system in Mexico City, first piloted in the neighborhood of Polanco in 2012. The system uses multi-space parking meters to regulate and price parking spaces, replacing the informal system that is common in Mexico and Latin America. The intention of ecoParq is to calm the streets by organizing and charging for parking, freeing up space for pedestrians and cyclists, reducing traffic congestion, and providing safe and central parking for drivers.

EcoParq is run by the Public Space Authority within the Ministry of Urban Development and Housing (SEDUVI). In 2013, the successful system was expanded to five Mexico City neighborhoods: Polanco, Lomas Virreyes, Anzures, Hipódromo and Roma, and there are plans to expand to an additional nine.

How does ecoParq work?

As of July 2013, ecoParq has 1038 meters in operation covering 17,049 parking spaces in five neighborhoods. Meters are in operation Monday to Friday, 8:00 a.m. to 8:00 p.m. and cost two pesos for every 15 minutes with a limit of three hours. Without requiring mandatory turnover, drivers have to pay every three hours.

EcoParq contracts private operators to manage technology, maintenance and operational costs in exchange for 70% of the revenue. The remaining 30% goes to the City, and is earmarked for projects of public space improvements within the neighborhood. The operator collects the payments and also provides enforcement personnel. The enforcement fees are collected directly by the City like any other ticket or violation. While the parking management company is charged with implementing the city's parking policy, it has no right to claim compensation if parking spaces are removed or if parking rates are changed or adjusted.

The program pairs a traffic police officer with an ecoParq employee to manage enforcement. When a car is in violation, a tire clamp is used to immobilize it until a penalty is paid. The clamp can only be removed by ecoParq staff, who are notified by the car owner via a control office, upon payment for the violation. Payment can be made with the police officer handheld on-site or at designated banks or at select stores. The driver has two hours to pay or the car gets towed. On average, every six blocks there is an "enforcement couple" circling.

Why was ecoParq needed?

Until recently, on-street parking in Mexico City was either free or informally controlled by ***franeleros***, the term for informal valets. They charge drivers a hefty fee in exchange for perceived security services for parking on the street. Extortion was common. The ***franeleros*** could earn between 10,000 and 40,000 pesos a month, making it a lucrative business venture. These informal valets, along with the lack of enforcement of

continued on p. 2

Reinvesting ecoParq's Revenue

In 2012 alone, ecoParq raised 17,309,526 pesos ($1,364,925 USD). Part of the success and popularity of the program is due to the programs reinvestment in the community. Thirty percent of the revenue goes to improvements and recovery of neighborhood public space. The use of these funds is determined by the Committee on Transparency and Accountability, which is comprised of neighborhood associations, government agencies and the neighborhood's local district government.

Public works projects in Polanco have focused on the rehabilitation of sidewalks in the neighborhood Torcuato Tasso (photo below), as well as Edgar Allan Poe and Horacio streets.

parking space in general, led to a chaotic parking and street environment that exists in many parts of Mexico and Latin America today. Vehicles are parked on sidewalks, along chamfered street corners–blocking private driveways, and impeding mobility in central cities overall.

Planning and Implementation

The proposal for ecoParq was included in ***Plan Verde***, Mexico City's sustainable development plan under Mayor Ebrard. The Public Space Authority, a department within the Ministry of Urban Development and Housing, championed the creation of the new system with the three-fold objectives of improving traffic congestion, mobility and public space recovery. A Temporary Administrative Revocable Permit was signed for 10 years, which gave ***Operadora de Estacionamientos Bicentenario*** the rights to manage the on-street parking supply in Polanco in exchange for covering the initial investment as well as the maintenance and operational expenses of the system.

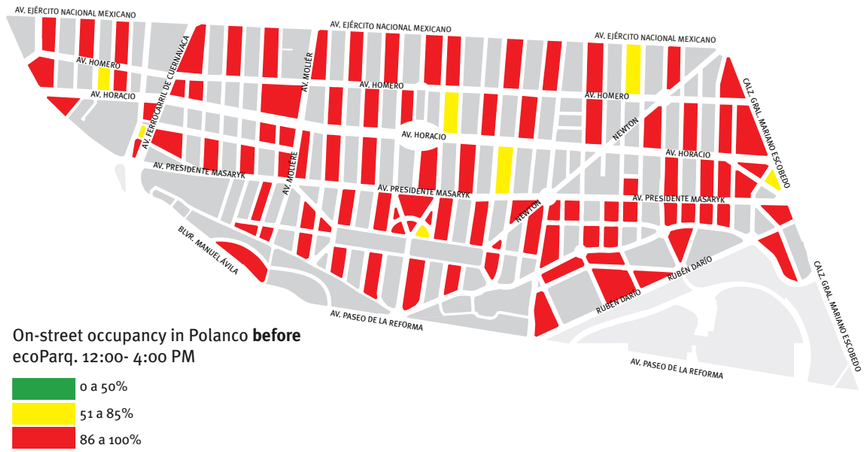
Polanco was chosen as the first ecoParq zone because of high congestion and prevalence of illegal parking. There was also strong support from the surrounding community and ample public transit access. All the public works required for the start-up of the system began in December 2011 and by January 9th the first 77 parking meters in the area were working. The installation of the parking meters was held in four phases, starting from the south center of Polanco in the most chaotic zone known as ***Polanquito***, where there is a large concentration of bars and restaurants. Implementation followed a spillover effect expanding in a concentric way throughout the neighborhood. As of 2012, all phases in Polanco have been implemented, totaling 436 multi-space meters overseeing 6600 spaces.

Challenges

Usually, these systems are intended to produce revenue for the city, but community members and stakeholders are often more supportive of a system that would improve the street environment and neighborhood mobility. The city agreed to allocate 30% of the revenue to public space projects (determined by the Public Space Authority) in the surrounding neighborhood.

Dealing with the approximately 1,700 ***franeleros*** and illegal "managers" who controlled a complex system on the street, holding alliances with valet parking staff and doormen in the neighborhood, was a major challenge. The city worked to integrate ***franeleros*** into the formal economy by establishing a company that uses the earmarked revenue from ecoParq to do public works projects in the area, and offering employment to the former informal valets.

Disagreement between city officials and residents regarding residential parking permits presented another delay. The solution has been to give one residential parking permit to every household that doesn't already have an exclusive off-street parking space. With this permit, the resident is entitled to park for free within the surrounding blocks of their home, but there are no exclusive parking spaces.



The maps show a significant decrease in on-street parking occupancy in Polanco after ecoParq's implementation.