

CiViTAS
Cleaner and better transport in cities

ARCHIMEDES

AALBORG • BRIGHTON & HOVE • DONOSTIA-SAN SEBASTIÁN • IAȘI • MONZA • ÚSTÍ NAD LABEM

Donostia – San Sebastian

R 23.1 Study of Parking Strategy in Donostia – San Sebastian

Donostia – San Sebastian

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Contents

1. INTRODUCTION.....	4
1.1 BACKGROUND CIVITAS	4
1.2 BACKGROUND ARCHIMEDES	5
1.3 PARTICIPANT CITIES	5
1.3.1 <i>Leading City Innovation Areas</i>	5
2. DONOSTIA – SAN SEBASTIAN.....	6
2.1 OBJECTIVES IN CIVITAS	6
3. BACKGROUND TO THE DELIVERABLE	6
3.1 SUMMARY DESCRIPTION OF THE TASK	7
4. ZONING AND PRICING POLICY RESEARCH.....	7
4.1 INTRODUCTION. EXISTING ZONING AND PARKING RATES IN DONOSTIA - SAN SEBASTIÁN	7
4.2 DESCRIPTION OF THE WORK DONE. EXTENSION OF THE CONTROLLED PARKING SERVICE TO THE WESTERN PART OF THE CITY	12
4.3 CONCLUSIONS	20
4.4 PROBLEMS IDENTIFIED	20
4.5 RISKS AND MITIGATING ACTIVITIES.....	20
4.6 FUTURE PLANS	20

1. Introduction

1.1 Background CIVITAS

CIVITAS - cleaner and better transport in cities - stands for City-VITALity-Sustainability. With the CIVITAS Initiative, the EC aims to generate a decisive breakthrough by supporting and evaluating the implementation of ambitious integrated sustainable urban transport strategies that should make a real difference for the welfare of the European citizen.

CIVITAS I started in early 2002 (within the 5th Framework Research Programme);
CIVITAS II started in early 2005 (within the 6th Framework Research Programme) and
CIVITAS PLUS started in late 2008 (within the 7th Framework Research Programme).

The objective of CIVITAS-Plus is to test and increase the understanding of the frameworks, processes and packaging required to successfully introduce bold, integrated and innovative strategies for clean and sustainable urban transport that address concerns related to energy-efficiency, transport policy and road safety, alternative fuels and the environment.

Within CIVITAS I (2002-2006) there were 19 cities clustered in 4 demonstration projects, within CIVITAS II (2005-2009) 17 cities in 4 demonstration projects, whilst within CIVITAS PLUS (2008-2012) 25 cities in 5 demonstration projects are taking part. These demonstration cities all over Europe are funded by the European Commission.

Objectives:

- to promote and implement sustainable, clean and (energy) efficient urban transport measures
- to implement integrated packages of technology and policy measures in the field of energy and transport in 8 categories of measures
- to build up critical mass and markets for innovation

Horizontal projects support the CIVITAS demonstration projects & cities by :

- Cross-site evaluation and Europe wide dissemination in co-operation with the demonstration projects
- The organisation of the annual meeting of CIVITAS Forum members
- Providing the Secretariat for the Political Advisory Committee (PAC)
- Development of policy recommendations for a long-term multiplier effect of CIVITAS

Key elements of CIVITAS

- CIVITAS is co-ordinated by cities: it is a programme “of cities for cities”
- Cities are in the heart of local public private partnerships
- Political commitment is a basic requirement
- Cities are living ‘Laboratories’ for learning and evaluating

1.2 Background ARCHIMEDES

ARCHIMEDES is an integrating project, bringing together 6 European cities to address problems and opportunities for creating environmentally sustainable, safe and energy efficient transport systems in medium sized urban areas.

The objective of ARCHIMEDES is to introduce innovative, integrated and ambitious strategies for clean, energy-efficient, sustainable urban transport to achieve significant impacts in the policy fields of energy, transport, and environmental sustainability. An ambitious blend of policy tools and measures will increase energy-efficiency in transport, provide safer and more convenient travel for all, using a higher share of clean engine technology and fuels, resulting in an enhanced urban environment (including reduced noise and air pollution). Visible and measurable impacts will result from significantly sized measures in specific innovation areas. Demonstrations of innovative transport technologies, policy measures and partnership working, combined with targeted research, will verify the best frameworks, processes and packaging required to successfully transfer the strategies to other cities.

1.3 Participant Cities

The ARCHIMEDES project focuses on activities in specific innovation areas of each city, known as the ARCHIMEDES corridor or zone (depending on shape and geography). These innovation areas extend to the peri-urban fringe and the administrative boundaries of regional authorities and neighbouring administrations.

The two Learning cities, to which experience and best-practice will be transferred, are Monza (Italy) and Ústí nad Labem (Czech Republic). The strategy for the project is to ensure that the tools and measures developed have the widest application throughout Europe, tested via the Learning Cities' activities and interaction with the Lead City partners.

1.3.1 Leading City Innovation Areas

The four Leading cities in the ARCHIMEDES project are:

- Aalborg (Denmark);
- Brighton & Hove (UK);
- Donostia-San Sebastián (Spain); and
- Iasi (Romania).

Together the Lead Cities in ARCHIMEDES cover different geographic parts of Europe. They have the full support of the relevant political representatives for the project, and are well able to implement the innovative range of demonstration activities.

The Lead Cities are joined in their local projects by a small number of key partners that show a high level of commitment to the project objectives of energy-efficient urban transportation. In all cases the public transport company features as a partner in the proposed project.

2. Donostia – San Sebastian

The city of Donostia -San Sebastián overlooks the sea and, with a bit more than 180,000 inhabitants, keeps a human scale. Some people consider the balanced combination of small mountains, manor buildings, and sea as the setting for one of the most beautiful cities in the world. We have a tradition in favouring pedestrians, cyclists and public transport.

For about twenty years, the city has been enforcing a strong integrated policy in favour of pedestrians, bicycles and public transport. Considering walking and cycling as modes of transport has led to the building of a non-motorised transport network for promoting this type of mobility around the city.

Likewise, the city has extended its network of bus lanes. The city holds one of the higher bus -riding rates, with around 150 trips per person per year.

2.1 Objectives in CIVITAS

The CIVITAS project is a perfect opportunity to expand our Sustainable Urban Transport Strategy. With the package of CIVITAS measures Donostia-San Sebastián wants to:

- Increase the number of public transport users
- Decrease the number of cars entering in the city centre
- Increase the use of the bicycle as a normal mode of transport
- Maintain the high modal share of walking
- Reduce the number of fatal accidents and accidents with heavy injuries
- Reduce the use of fossil fuels in public transport.

3. Background to the Deliverable

This deliverable refers to Measure number 23, “Changing Parking Behaviour in Donostia – San Sebastián”.

Nowadays, the City’s Controlled Surface Parking Service is legally covered by the Local Controlled Surface Parking Service Bylaws.

Basically these Bylaws provide for:

- The Scope of the Service as well as the procedures for its expansion and modification;
- Controlled parking time periods and lengths of stay;
- Applicable Tariffs (except for the amount thereof, which is set in the Tax Regulations);
- Possible uses of parking spaces (Resident Reserved Parking Spaces (RP), Pay & Display Parking Bays (P&D), Liveable Shared Streets).
- The rights and duties of those concerned by the Service: Residents and Visitors.
- Offences and Penalty Charges

Overall measure 23 consists of four related tasks:

- Task 11.3.1 – Zoning and pricing policy research;
- Task 11.3.2 – Research on paid parking in employment areas;
- Task 3.4 – Changing parking behaviour;
- Task 3.6 – Business parking charges;

This deliverable relates to Task 11.3.1, covering in the zoning and pricing policy research.

3.1 Summary Description of the Task

Through task 11.3.1 Donostia-San Sebastián will design a new pricing and zoning policy and develop a monitoring and evaluation programme for the demonstration. Research and technical development will be undertaken by ADS to inform the design of the parking strategy demonstration that will be implemented in Donostia - San Sebastián.

4. Zoning and Pricing Policy Research

4.1 Introduction. Existing Zoning and Parking Rates in Donostia - San Sebastián

Parking management is one of the most efficient tools for controlling private car traffic in the city.

First of all, it's necessary to describe the difference between parking for residents and commuters, visitors, etc.

The Parking Bylaws establish the division of the city into different sectors where residents can park in the regulated parking areas. Each resident receives a kind of sticker with the number of their corresponding sector that must be displayed in the dashboard of the car. They have to pay 50€ per year to obtain the resident sticker.

The following map shows the location of the distribution of the residents' sectors.



ZONE	AREA	SECTOR	NAME
CENTRO	0	1	PARTE VIEJA
	1	1	BOULEVARD - AVENIDA
	1	2	CENTRO
	1	3	AMARA VIEJO
	1	4	MIRACONCHA
	1	5	SAN ROQUE
GROS	2	1	R. Mº. LILI - GRAN VÍA GRAN VÍA - AVDA. NAVARRA
	2	2	NAVARRA
	2	3	SAGUES - MANTEO
	2	4	EGUIA
CENTRO	3	1	CENTRO - AMARA
ANTIGUO	4	1	MATIA
	4	2	ONDARRETA - VILLAS
AMARA NUEVO	5	1	AMARA OSINAGA
	5	2	AMARA MUTUALIDADES
	ANOETA		ANOETA

The City's Controlled Surface Parking Service needs to adapt its rates and maximum length of stay to the available parking spaces and to the requirements in each zone, in order to give adequate service to different types of users per zone, pursuant to the city's general mobility criteria.

Accordingly, four Pricing Zones have been defined. In establishing these zones, we follow a radial criteria, fixing more deterrent, higher to lower rates depending on parking demand in each zone.

- **Special Zone:** This applies to areas where parking demand is higher. It is the most expensive pricing zone and it is associated with the shortest Maximum Lengths of Stay.
- **Red Zone:** Also intended for high parking demand areas where parking charges are, however, somewhat cheaper than those of the Special zones.
- **Blue Zone:** This targets "peripheral" areas with short and medium-term parking demand.
- **Green Zone:** Meant for the "outlying" areas, in order to avoid the border effect and to provide long-term parking facility in those areas. Prices are more affordable and Maximum Length of Stay can reach 540 minutes.

The system also establishes Maximum Lengths of Stay based on the type and level of demand that needs to be met in each zone, namely:

- **Up to 90 minutes:** in markedly commercial areas.
- **Up to 180 minutes:** at the borders of commercial areas.
- **Up to 300 minutes:** in peripheral areas having no demand for short-stay parking and where a low vehicle turnover is expected.
- **Up to 540 minutes:** in outlying districts where demand for short-stay parking is nil and the number of available parking spaces makes compulsory vehicle turnover unnecessary.

These conditions are combined with 3 tariff bands that are defined according to the type of user as follows:

Tariff 1 (normal rates) covers general fees applicable to most users.

Tariffs 2 and 3 complement Tariff 1 and have been set to meet specific needs of different users.

Tariff 2 is for Commercial or Multi-purpose vehicles (e.g. a plumber's van) performing activities in town. Tariff 2 is 13.50% cheaper than Tariff 1 and establishes no Maximum Stay.

In this regard, the Controlled Parking Bylaws provide as follows:

Section 12 "The commercial and multi-purpose vehicles or those having a specific permit delivered by this City Council may be parked in controlled parking spaces provided they previously acquire the relevant ticket (Tariff 2) and are not subject to the maximum stay limitation of the zone concerned."

Tariff 3 applies to Commercial or Multi-purpose Vehicles related to businesses based within the boundaries of the controlled zone (e.g. delivery vans of a supermarket). Tariff 3 is 70% cheaper than Tariff 1 and establishes no Maximum Stay.

In this regard, the *Controlled Parking Bylaws* provide as follows: (Section 14)

“The owners of multi-purpose vehicles of businesses or shops based within the controlled parking zone and the owners of car repair shops can acquire individual parking tickets (the former one and the latter two), provided they pay for the appropriate fees (Tariff 3), and do not have to move their vehicle after reaching the maximum length of stay permitted in each zone.”

TARIFF	MAX. STAYS (mins)	Special Zone €	Red Zone €	Blue Zone €	Green Zone €
1	15	0.67	0.54	0.43	0.27
	60	1.90	1.46	1.10	0.86
	90	2.64	1.92	1.47	0.97
	180	5.02	3.65	2.77	1.39
	270	7.46	5.44	4.08	1.87
	300	8.28	6.05	4.51	2.03
	540				3.42

TARIFF	MAX. STAYS (mins)	Special Zone €	Red Zone €	Blue Zone €	Green Zone €
2	15	0.58	0.48	0.37	0.23
	60	1.66	1.27	0.96	0.75
	90	2.31	1.68	1.28	0.84
	180	4.39	3.20	2.43	1.22
	270	6.52	4.76	3.57	1.64
	300	7.25	5.29	3.94	1.77
	540	13.07	10.02	6.95	3.00

TARIFF	MAX. STAYS (mins)	Special Zone €	Red Zone €	Blue Zone €	Green Zone €
3	15	0.20	0.16	0.13	0.08
	60	0.57	0.44	0.33	0.26
	90	0.79	0.58	0.44	0.29
	180	1.51	1.10	0.83	0.42
	270	2.24	1.63	1.22	0.56
	300	2.49	1.82	1.35	0.61
	540	4.48	3.43	2.38	1.03

4.2 Description of the Work Done. Extension of the Controlled Parking Service to the Western Part of the City

At present, surface parking in the western part of the city is controlled in the area closest to the Ondarreta Beach.

Commercial activity is growing fast in such districts as Benta Berri or Errotaburu, putting pressure on parking and general traffic in the area, the University Campus and the Ondarreta Beach surroundings. The situation recommends that the Controlled Parking Zone be extended, which also involves changing the service in the currently controlled parking zone. In this way, the global design of the service will be consistent with its general objectives.

As we said before, the City's Controlled Surface Parking Service is legally covered by the Local Controlled Surface Parking Service Bylaws. This means that it is necessary to change the actual Bylaws to include the new areas.

1- AREA 4: Extending the Antiguo - Ondarreta Controlled Parking Zone to the entire suburb and to Ibaeta. Defining applicable Tariffs and new designated Residents' Zones.

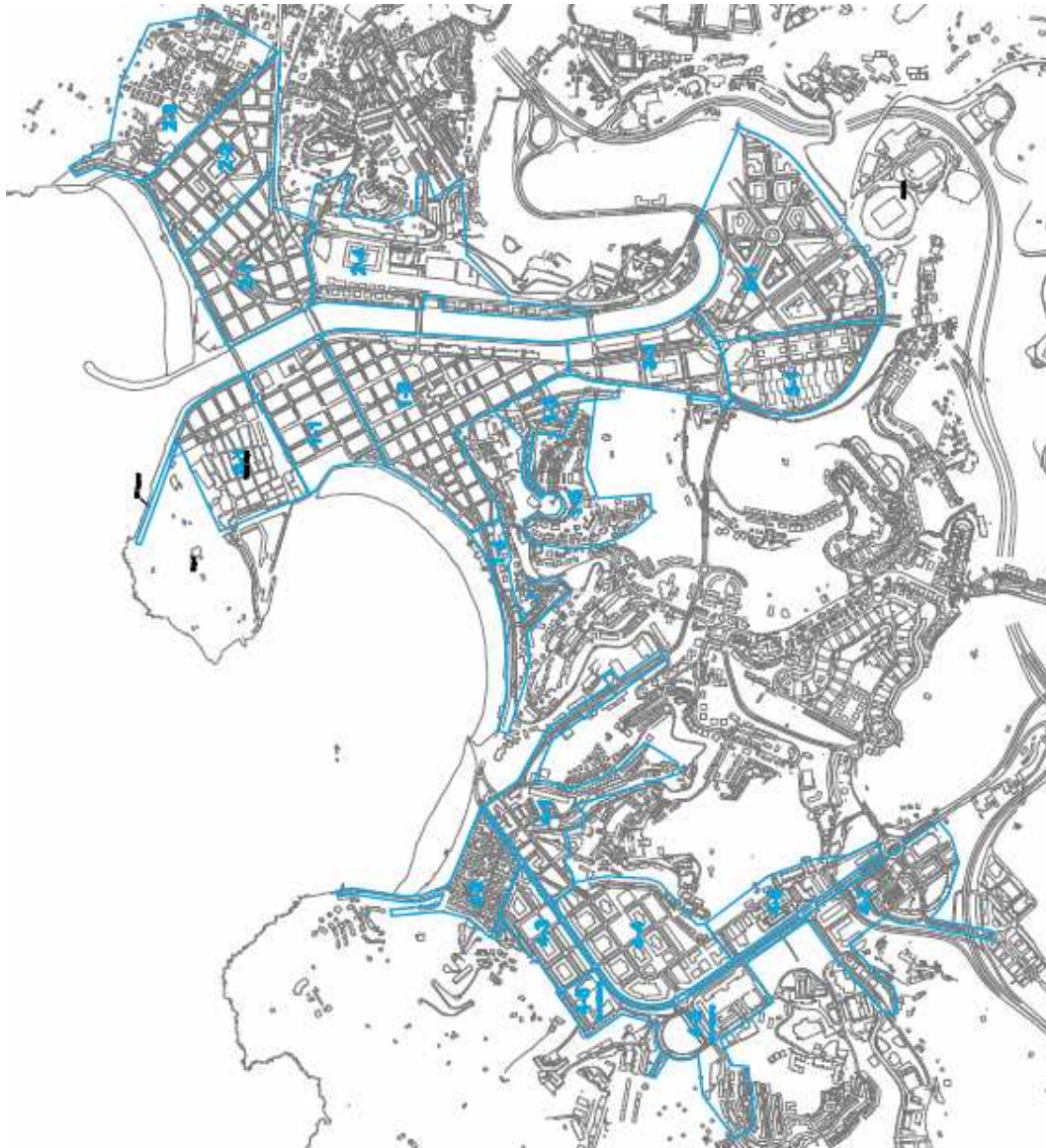
For the purpose of geographical reference in this report and for proposing limits to residents' parking in each area, we have divided the development area into the following sectors:

- 4-1: Matia
- 4-2: Ondarreta Villas
- 4-3: Rest of Ondarreta
- 4-4: Venta Berri
- 4-5: University Campus
- 4-6: Lorea
- 4-7: Errotaburu

In planning the new controlled parking zone, we refer to the model prevailing in other parts of the city where deterrents (higher rates, shorter permissible stays) increase in high parking demand areas, whereas fees decrease and stays grow longer the farther away we move from the aforesaid areas.

First, we define parking control in the areas where such control is deemed indispensable due to the parking saturation point they reached (Sectors 4-1, 4-2, 4-3, 4-4, and 4-7). After regulating those areas, we deal with parking control in adjacent areas.

Throughout this process, account is taken of the districts' special features, including their shopping streets and streets with difficult access, in order to adapt parking facilities to the specific use we consider most appropriate.



Here is a description of the new sectors for the residents.

ZONE	AREA	SECTOR	NAME
	4	3	Pº ONDARRETA
	4	4	BENTA BERRI
	4	5	UNIVERSIDAD
	4	6	LOREA
	4	7	ERROTABURU

The following is a list of the suggested modifications and their technical justification:

► **Sector 4-1: Matia**

Parking Control will henceforth extend from Paseo Pío Baroja St. to the roundabout intersecting with Paseo Sanserreka St. and Isturin Street. The Green Zone Tariff will apply, with maximum stay fixed at 540 minutes on the whole stretch.

This measure aims at using Paseo Pío Baroja St. to meet the long stay parking demand that the activity in Matia Street and its surroundings generates. It should operate as San Roque Street does with regard to the Downtown Area or Rodil – Manteo Streets do in the Gros District.

Tariff changes from Green to Blue Zone in Untzaene St. and in Escolta Real St., from its intersection with Paseo Mikeletes St. to the end of the street, although maximum stay remains fixed at 180 minutes. This seeks to attract long-term parkers (business users...) to Paseo Pío Baroja St. in order to ease congestion in Escolta Real St.

We are extending the Summertime period of Controlled Parking in Sector 4-1: it will apply from 1 June to 30 September. In summer, controlled parking times currently are: Monday through Friday, from 8am to 1.30pm and from 3.30pm to 8pm; Saturdays, Sundays and Holidays from 10am to 6pm. Such extension aims at adapting the service to the demand deriving from leisure activities on the Ondarreta Beach.

New controlled parking periods will be as follows:

- **From 1 October to 31 May:**
Monday through Friday, from 9am to 1.30pm and from 3.30pm to 8pm.
Saturdays, from 9am to 1.30pm.
Sundays and Holidays: non controlled parking.
- **From 1 June to 30 September:**
Monday through Friday, from 9am to 1.30pm and from 3.30pm to 8pm.
Saturdays, Sundays and Holidays, from 10am to 6pm uninterruptedly.

► **Sector 4-2: Ondarreta Villas**

The Controlled Parking period is extended to the whole year; so far, control in the area only took place during the summer. Although Ondarreta Villas is a residential area where there is little parking demand from leisure pursuits except in the summertime, this measure becomes necessary because of year-round parking control in adjacent streets. If we did not take it, we would create a “free-parking island” within a wide controlled parking zone.

Current Tariffs change to the Red Zone rates with maximum stays of 180 minutes, effective from 1 June to 30 September and to the Blue Zone fees with maximum stays of 180 minutes applicable from 1 October to 31 May. The suggested maximum stay purports to meet the medium-stay demand arising from Beach and Sports Activities in the district. The increase in the demand for parking facilities during the summer period explains the applicability of varying tariffs at different times in the year.

Like we are doing in Sector 4-1, we are extending the Summertime period of Controlled Parking in Sector 4-2: it will reach from 1 June to 30 September.

New controlled parking periods will be as follows:

- **From 1 October to 31 May:**
Monday through Friday, from 9am to 1.30pm and from 3.30pm to 8pm.
Saturdays, from 9am to 1.30pm.
Sundays and Holidays: non controlled parking.
- **From 1 June to 30 September:**
Monday through Friday, from 9am to 1.30pm and from 3.30pm to 8pm.
Saturdays, Sundays and Holidays, from 10am to 6pm uninterruptedly.

► **Sector 4-3: Rest of Ondarreta**

Parking in the area is subject to the Blue Zone rates and Lengths of Stay up to 180 minutes.

Parking facilities on Paseo Ondarreta St. are regulated under point 2, as a Public Transport Connection Area.

The end of the Paseo Ondarreta St. and Olarain St. are included in Sector 4-5 (University Campus).

As in sectors 4-1 and 4-2, parking in this sector is controlled uninterruptedly from 10am to 6pm on Saturdays, Sundays and holidays during the summer period, due to the demand for parking linked to activities on Ondarreta beach.

New controlled parking periods will be as follows:

- **From 1 October to 31 May:**
Monday through Friday, from 9am to 1.30pm and from 3.30pm to 8pm.
Saturdays, from 9am to 1.30pm.
Sundays and Holidays: non controlled parking.
- **From 1 June to 30 September:**
Monday through Friday, from 9am to 1.30pm and from 3.30pm to 8pm.
Saturdays, Sundays and Holidays, between 10am and 6pm uninterruptedly.

► **Sector 4-4: Benta Berri**

Parking in this district is ruled by the Blue Zone tariff with 180-minute maximum stay.

That portion of Zarautz Avenue between Karmelo Etxegarai St. and Resurrección M^a de Azkue is subject to the Green Zone tariff and Lengths of Stay up to 300 minutes. This measure aims at concentrating here the demand for long-stay parking this part of the city generates.

The Special Tariff, 90-minute maximum stays and compulsory payment by all parkers, including residents, are the controlled parking conditions apply in the area

of Venta Berri Square, Karmelo Etxegarai St. and Resurrección M^a de Azkue St, which is the main shopping centre and major arterial route of the district. In implementing this measure, we extend the parking regulations currently in force on Matia Street and try to reduce occupancy by residents' vehicles during the controlled periods in order to increase turnover of available parking bays by reducing the permissible length of stay.

Parking spaces on one side of the peak morning arterial road (the side with even numbered houses) will be dedicated to local residents. This aims at limiting as much as possible the number of parking manoeuvres, which in turn will contribute to the good operation of the Bus Lane adjacent to the planned parking lane.

New controlled parking periods will be as follows:

- **All year round:**
Monday through Friday, from 9am to 1.30pm and from 3.30pm to 8pm.
Saturdays, Sundays and holidays: non controlled parking.

► **Sector 4-5: University Campus**

Sector 4-5 is presented as the big long-stay parking zone in these outskirts. The Green Zone Tariff and a Time Limit of 540 minutes would apply. This sector includes the initial length of Paseo Berio St. to avoid the “border effect” that the University users could create.

In general, Sector 4-5 will become the broad long-stay parking zone for the Antiguo and Ibaeta area, with good provision of parking bays and few dedicated resident places.

To avoid the “border effect” in the Berio area, parking is controlled in part of it, although all those who live there can get a residential permit (OTA) sticker allowing them to park in the controlled parking zone.

New controlled parking periods will be as follows:

- **All year round:**
Monday through Friday, from 9am to 1.30pm and from 3.30pm to 8pm.
Saturdays, Sundays and holidays: non controlled parking.

Due to the special characteristics of this Sector, there will be dedicated parking bays for the exclusive use of the Basque Country University (UPV) users. Those bays are shown on the attached map.

On the other hand, the scheme provides for special conditions for UPV parkers during the school year (from 1 September to 30 June), in particular the possibility of paying Tariff 2 rates in Sector 4-5. Since Section 12 of the Bylaws already stipulate that those having a specific permit delivered by this City Council can use Tariff 2, there seems to be no need for including those special conditions in the Bylaws.

► **Sector 4-6: Lorea**

Because there is very little shopping activity in this area, it compares to the Ondarreta Villa zone, as far as parking management is concerned. Controlled parking in the surroundings forces us to regulate the Lorea district, preventing its saturation by vehicles that escape from the controlled parking zone. Parking in the area is subject to payment of Green fees and 300-minute maximum stay.

New controlled parking periods will be as follows:

- **All year round:**
Monday through Friday, from 9am to 1.30pm and from 3.30pm to 8pm.
Saturdays, Sundays and holidays: uncontrolled parking.

► **Sector 4-7: Errotaburu**

The activities housed in the Errotaburu Tower Blocks generate a considerable demand for parking facilities during business hours. Besides this, the industrial estates around this district affect the general occupancy rate of car parks in the area.

Therefore, this district is declared a controlled parking zone in which the Green Tariff and lengths of stay up to 300 minutes apply.

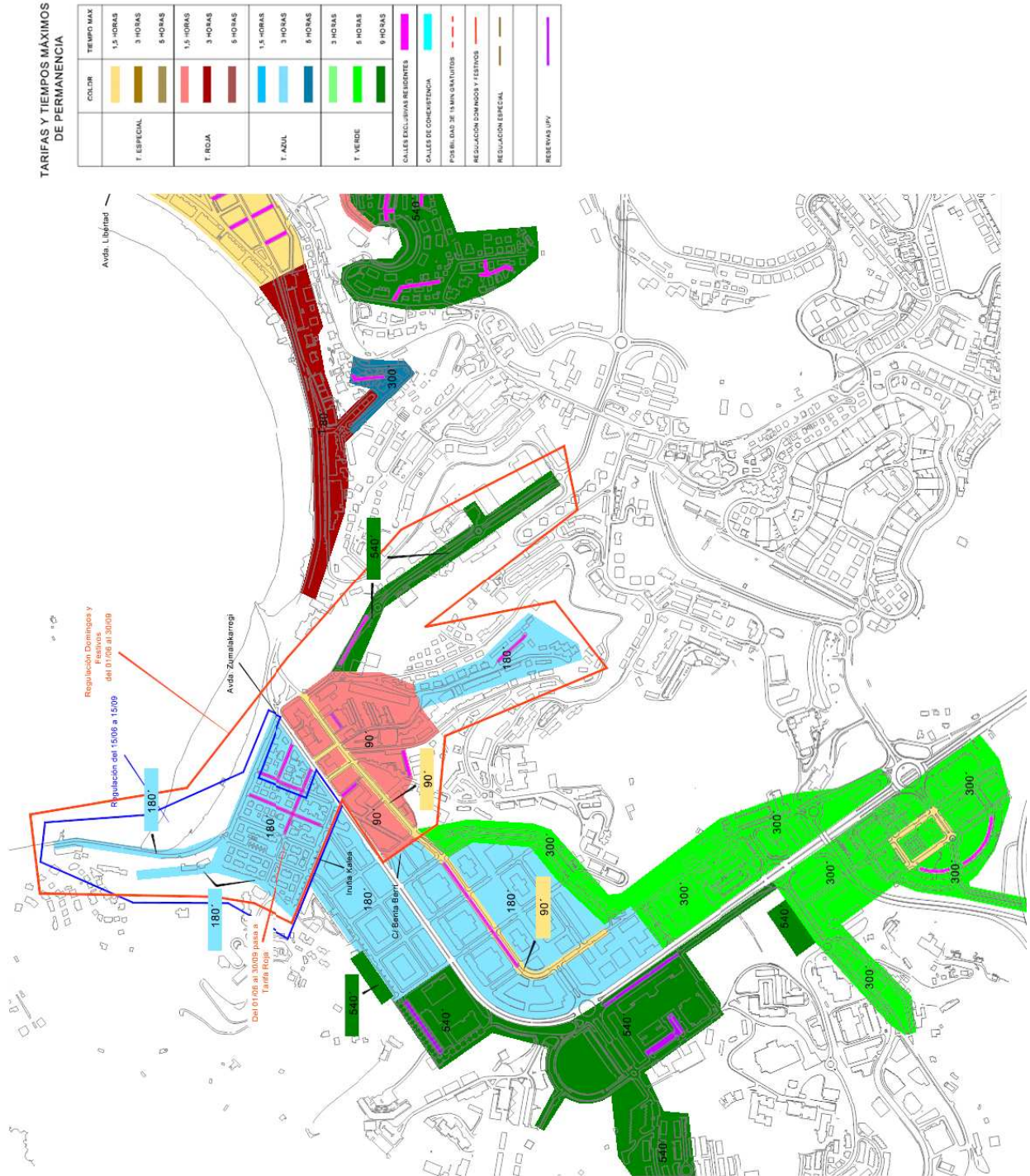
Parking regulations provide for the application of the Special Tariff, 90-minute maximum stays and compulsory payment by all parkers, including residents, in the heart of this suburb and P⁰ Errotaburu, P⁰ Orixe, Balentegi St. and Xabier Lizardi St. where traffic searching for short-stay parking spaces circles around. In doing so, our aim is to reduce resident vehicle occupancy during the controlled periods and to supply available spaces for the short-stay parking demand the area-based activities generate.

This Sector comprises part of Camino de Igara St. and Portuetxe St. where lots of catering activities take place.

New controlled parking periods will be as follows:

- **All year round:**
Monday through Friday, from 9am to 1.30pm and from 3.30pm to 8pm.
Saturdays, Sundays and holidays: non controlled parking.

Here is a map showing the new Pricing Zones and Maximum Lengths of Stay in AREA 4



Here is a map showing the new Pricing Zones and Maximum Lengths of Stay in the City.



4.3 Conclusions

The fast growth of residential areas, commercial activity etc in the City puts pressure on parking and general traffic in the new areas, in this case, the University Campus and the Ondarreta Beach surroundings. The situation requires that the Controlled Parking Zone should be extended, which also involves changing the service in the currently controlled parking zone. In this way, the global design of the service will be consistent with its general objectives.

Even the residents of these districts have asked the Municipality for the regulation of parking places due to the “border effect”. This effect occurs when people living in other areas park in the zones without parking regulation and reduce the free places for the original residents.

4.4 Problems Identified

As we said before, the City's Controlled Surface Parking Service is legally covered by the Local Controlled Surface Parking Service Bylaws. This means that it has been necessary to change the actual Bylaws to include the new areas. This process is usually quite long and tedious and the different Political Representatives can present arguments against the changes.

4.5 Risks and Mitigating Activities

Apart from the changes in the Bylaws to include the AREA 4 in the regulated zone, and with the aim of taking advantage of the long administrative procedures to modify them, the new P&R areas have also been included as well as the Parking Regulation for Employment Centres.

These changes have created great controversy among the employees, even though only the 15% of the actual parking places will be affected by the new parking policies. ADS will work with these Employment Areas to develop Mobility Plans for them so that every stakeholder can see the benefits in the change of habits.

4.6 Future Plans

The Municipality will go on introducing Paid Parking Surface Areas in the new neighbourhoods that are being constructed. The next one will be Riberas de Loiola, the area indicated in the following map with a red circle.

As it is outlined in the Local Evaluation Plan, the measure related targets for the previous indicators are the next ones:

1. High level objectives:

- To reduce the use of private car achieving a modal shift towards public transport and cycling

2. Strategic level objectives:

- To extend paid-parking zone to all flat areas in the City
- Introduce paid parking in 3 industrial and business areas
- To implement a new pricing and zoning policy integrating both on-street and underground parking facilities. Information campaign to explain the new policy

3. Measure level

- To reduce the number of private cars entering the city centre city along CIVITAS corridors by 10%
- To reduce the number of cars entering Business Areas

By achieving these objectives, the measure will contribute in order to reach the corridor and city level objectives:

- To maintain the high level of 47% pedestrian mobility
- To increase PT passengers by 5%
- To increase bicycle use by 30%

There are various indicators to monitor and evaluate the progress of the demonstration during the implementation phase.

- N° of private cars entering the city along CIVITAS corridors
- Number of commuters arriving by car to the business areas
- Occupancy Rates of parking places
- Awareness level
- Operating Costs
- Capital Costs