



LAND USE POLICIES AND PARQUÍMETROS

Planning for parking in Mexico City and Los Angeles

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INTELLIGENT PARKING MANAGEMENT

- Land use policies
- Pricing

LAND USE POLICIES

MINIMUM PARKING REQUIREMENTS

- Provide enough spaces everywhere for people to park their cars
- Harmful impacts
 - Contribute to sprawl
 - Limit development
 - Increase rent
 - Encourage driving

MPRS IN DF AND LA

Examples of Minimum Parking Requirements

	Mexico City		Los Angeles	
<i>Housing</i>	up to 65m ²	1 space	<3 rooms	1 space
	65-120m ²	1.5 spaces	3 rooms	1.5 spaces
	120-250m ²	2.5 spaces	>3 rooms	2 spaces
<i>Commercial</i>	1 space per 430 ft ²		1 space per 250 ft ²	
<i>Office</i>	1 space per 322 ft ²		1 space per 400 ft ²	

MPR REDUCTIONS IN DF

- SEDUVI proposed MPR reductions for office and commercial developments in certain zones/corridors for a fee

MPR REDUCTIONS IN DF

Reductions in Parking Requirements by Zone

Zone/Corridor	Base	CETRAM (Modal transfer station)	Tren suburbano (commuter rail)	STC Metro	Metrobus (BRT)	Eco-buses	Ecobici	Total
<i>Historic areas</i>	100%	--	--	--	--	--	--	100%
<i>Paseo de la Reforma</i>	20%	--	--	30%	--	5%	2%	57%
<i>Insurgentes</i>	20%	--	30%	--	10%	--	2%	62%
<i>Vallejo - Cuauhtemoc</i>	20%	--	--	--	10%	--	--	30%

CALIFORNIA'S AB904

- Reform MPR in transit-intensive areas
 - 1 space per dwelling unit
 - 2 spaces per 1,000 square feet of commercial space
 - Transit-intensive districts: areas within a quarter-mile of transit lines that run every 15 minutes or better.
- Opponents said it took away local control

LA'S PIECEMEAL APPROACH

- **Adaptive Reuse Ordinance 1999**
 - Redevelopment of historic buildings without building additional parking
- **Zoning Parking Credit Pilots**
 - Atwater Village
 - Eagle Rock

WHAT'S NEXT FOR BOTH CITIES?

- In DF, SEDUVI currently attempting to create parking maximums
 - Linked to affordable housing
- In LA, Modified Parking Districts approved in 2012
 - 7 options for parking requirement modifications

PRICING

ECOPARQ

- Started in 2007
- Operated by Bicentenario Parking Operator (OEB)
- Visitors to the area must use pay stations
- Residents in the area without a garage can get a residential permit



SUCCESS STORY IN POLANCO

- Before program: 130% occupancy rate
- One year after:
 - Peak demand occupancy fell to 80%
 - Cruising time dropped from 13 to 3 minutes
 - Reduced congestion
 - Over \$13 million local return



REVENUE RETURN!!

- Each month, part of the revenue goes to the Public Space Authority for neighborhood reinvestment
- Ex: Condesa is receiving about \$150,000 per month
- 30% of the revenue is returned

BUT 70% OF REVENUE *NOT* RETURNED

- OEB is a brand new parking management company that won the contract
 - 20% goes Secretariat of Public Safety for enforcement
- Criticism that the government is somehow profiting from the arrangement

INTERVIEWS IN COYOACÁN



- Reduce cruising time from 14 to 4 minutes
- Reduce congestion, wasted time, and emissions

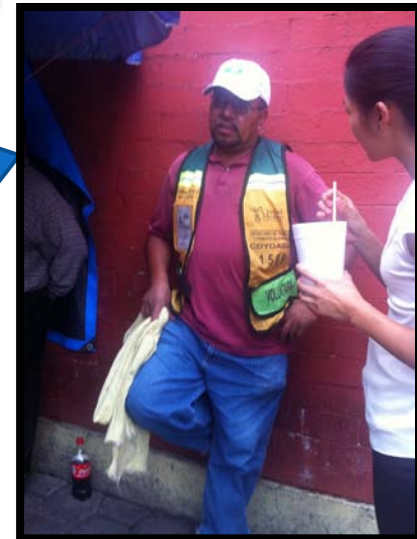


- Bad for business, people will stop coming
- Parking garage is better

- Historic area
- 30% return too low
- Not enough spaces for residents



- Franelero for 25 years
- Parking meters are bad for everyone



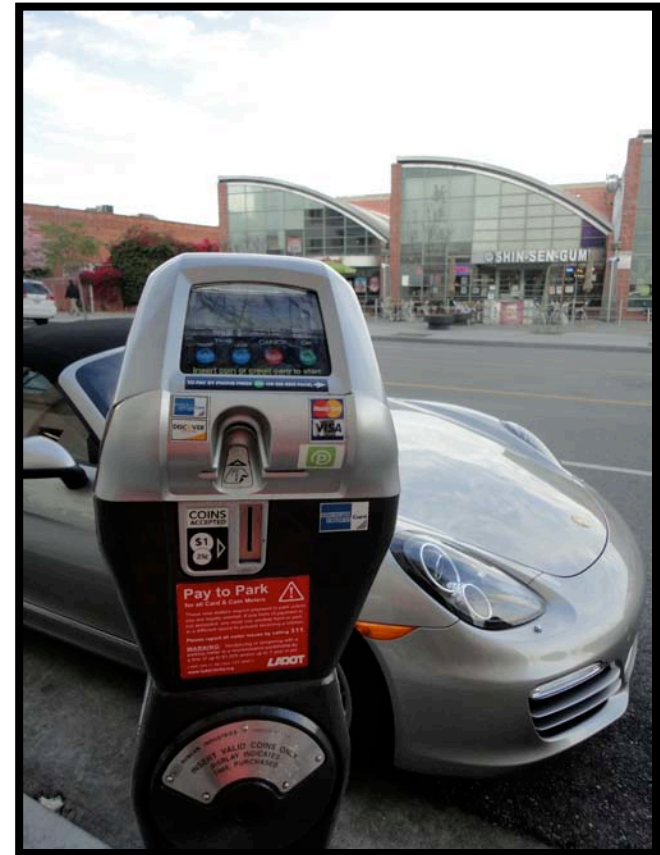
LA EXPRESS PARK

- Performance-based pricing program
 - Based on observed occupancy
 - Changes throughout the day to match demand
- Goal is to have 70-90% occupancy on each block



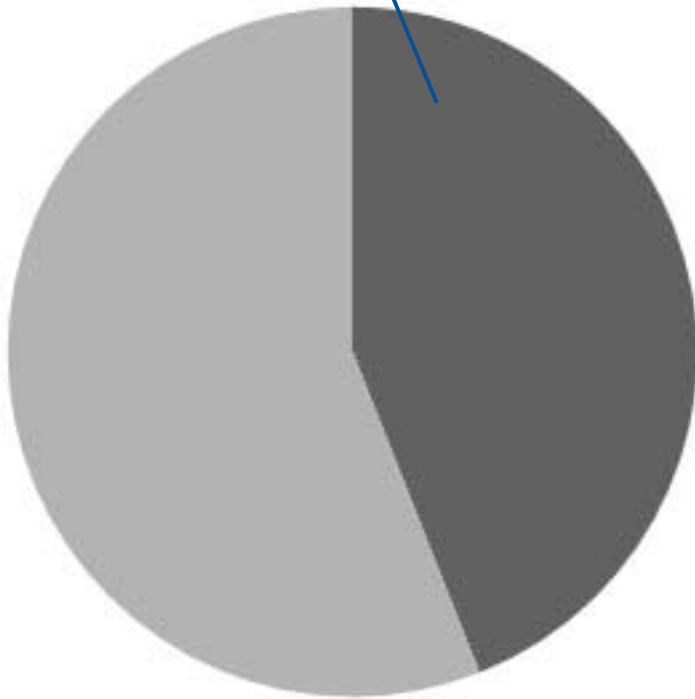
SUCCESSIONS OF EXPRESS PARK

- Average rates have decreased by 11% throughout the area
- Signs of reduced congestion
- Occupancy targets have been reached on all blocks
- Slight increase in revenue
- Currently expanding to Westwood Village

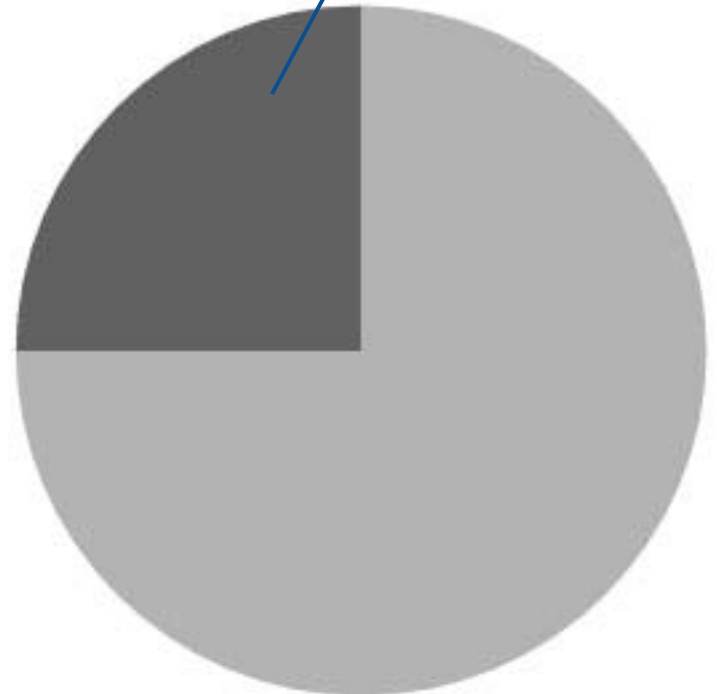


BUT LOW AWARENESS OF EXPRESS PARK

44% were aware that
prices varied by block...



...but only 25% percent had
heard of Express Park



CONCLUSIONS

- MPR reform is ~~impossible~~ very difficult.
 - Perhaps incremental change is best
- Don't get trapped in a planning bubble
 - Disconnect between planners and the people
- Revenue return is important, and so is transparency
- Los Angeles should lead as an example...
 - ...but don't forget to look abroad

RESOURCES

- Sañudo, Andrés, Xavier Treviño, Jimena Veloz, and Salvador Medina. (2013, April). “Impacts of the ecoParq program on Polanco”. *ITDP*.
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THANKS!