



The Formentera Council's mobility department is continuing in its push to bring drivers up to speed on the system of metred parking—*estacionament regulat*—that has been implemented across Formentera's largest towns in recent years.

“January was all about getting islanders on board with the setup”, said department councillor Rafael González, “now we're back with a retooled message for our visitors”, pointing out that the challenge this time was to address some of visiting motorists' blind spots concerning the new system.

Brochures

After an initial unveiling in Catalan and Castilian, pamphlets—plus a website reviewing the ins and outs of the scheme—have been translated for English- and Italian- speaking tourists. Apart from clearing the air on the most common questions, the brochure goes over the mechanics of the system and the hours of enforcement.

Parking attendants and guides at tourist information points will target tourists and rental car outfits with the roughly 2,200 freshly printed brochures—half in Catalan/Castilian and half in English/Italian.

“The real final objective is for car hire companies and tourist information liaisons to send our visitors to www.zonablava.com”, said González, describing it as a dedicated site where drivers can find all the information and get “a straightforward explanation of how Formentera's metred parking system works”.

15 minutes for local business

A pillar of the new system is the recently unveiled 15-minute parking spaces implemented in blue zone areas in Sant Francesc and Sant Ferran. The spaces are free and open to everyone; drivers request a ticket that entitles them to 15 minutes of parking.

González pointed out that the 15-minute spaces are located in strategic points around towns, and said they grew out of a suggestion from local business owners about practical ways to ease congestion and give shoppers a way to get in and out quickly: “15 minutes to get your shopping done, and we're making getting to local businesses easier”.

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Àrea de Comunicació

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