



Ajuntament de Barcelona

B: SM

20 years working
to serve you

B.S.M. S.A.
(S.M.A.S. S.A.)

aparca 

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1. PARKING POLICY

a) Mission :

To contribute to the Mobility Policy, controlling the demand at journey destination and facilitating modal choice at journey origin

b) Objectives :

- Regulate demand for areas of activity
- Establish the “rules of the game” for the private sector
- Promote the construction of car parks for residents
- Guarantee compliance with the norms

1. PARKING POLICY (& II)

c) Strategies

- Promote the use of Off street Car Parks
- Order and regulate On street Parking
- Reduce undisciplined road use
- Improve Traffic flows
- Promote the use of Public Transport
- Favour Economic Activity

1.1 ON-STREET PARKING (I)

a) Function and Objectives

- ❑ Eliminate long-stay parking
- ❑ Facilitate movement related to economic activities
- ❑ Reduce undisciplined parking, improving traffic flows

b) Strategies

- ❑ Manage demand via payment of a tariff
- ❑ Limit the maximum authorized stay time
- ❑ Reduce undisciplined parking with specific and intensive vigilance (*in the regulated area and its surroundings*)

1.1 ON-STREET PARKING (& II)

c) Priorities in the use of the on street parking supply

- 1.- Residential parking when a considerable deficit exists
- 2.- External short-stay demand (errands, shopping, etc.)
- 3.- Demand for work and commuter purposes.

1.2 OFF-STREET PARKING (I)

a) At Destination

Objective:

Facilitate *mobility* for car users avoiding undisciplined parking and resulting traffic chaos.

Strategies:

- ❑ Commercialise products to promote user *loyalty* (*discounts, ease of operation, personalised service*)
- ❑ Offer *Quality* of Installations and Service.
- ❑ Guarantee the *Security* of people and vehicles

1.2 OFF-STREET PARKING (& II)

b) At Origin :

Objective :

Facilitate parking spaces for residents, thus allowing them modal choice for their journeys.

Strategies :

- ❑ Construction of Residents' Car Parks under C.D.U. scheme
- ❑ Construction of Car Parks under Season Tickets and Rotation scheme (when this exists)
- ❑ Improvements in the urban planning of the surroundings.

1.3. SUMMARY DECALOGUE (I)

- ❑ Parking is a “key tool” in traffic management
- ❑ The streets are not “garages”
- ❑ The “basic roads” are for moving traffic
- ❑ Commuter journeys from home to work should basically be made using public transport
- ❑ Owning a car should involve “concern” regarding where to park it

1.3 SUMMARY DECALOGUE (& II)

- ❑ Car park operation should be a “reasonably profitable” activity
- ❑ On-street parking should be lessened and “ paid for”
- ❑ Maintaining discipline is vital for maintaining the system balanced
- ❑ The “car parks system” must offer quality and affordable prices
- ❑ Economic activities must be taken into account when resolving parking problems.

2. THE BSM COMPANY

B : **SM**



THE COMPANY S.M.A.S.S.A. (TODAY B.S.M. S.A.) WAS CREATED IN 1982 AND CARRIES OUT THE TASKS COMMISSIONED BY BARCELONA CITY COUNCIL IN THE FOLLOWING AREAS:



PUBLIC CAR PARKS

CREATION OF NEW PARKING SPACES ON PUBLIC GROUND



BLUE ZONE

REGULATION OF ON-ROAD PARKING



TRAFFIC SUPPORT SERVICES

TOW-TRUCKS



BARCELONA NORD BUS STATION

REGULAR SCHEDULED ROAD TRANSPORT LINES

BSM WILL ASSUME THE MANAGEMENT OF OTHER ACTIVITIES IN 2003:



PARC D'ATRACCIONS TIBIDABO

AMUSEMENT PARK



ZOO

BARCELONA's ZOO



BPIO

OLYMPIC FACILITIES IN MONTJUÏC

2.1 OBJECTIVES (MOBILITY DIVISION)

- ❑ To provide Services with maximum *quality and sensitivity*.
- ❑ To manage Services with maximum *efficiency*.
- ❑ To be financially *self-sufficient*.
- ❑ To provide *Income* for the City Council.
- ❑ To maximise the Company's *Economic value*.

2.1 STRATEGIES (MOBILITY DIVISION)

- ❑ Maximise profitability of investments in Car Parks
- ❑ Active marketing policy
- ❑ Improvement of workplace atmosphere
- ❑ External projection:
 - Presence in sector organisations
 - Sale of know-how
- ❑ Total Quality Management

2.2. Main Figures (2002) (MOBILITY DIVISION)

- **Car parks:**
 - **Installations in service: 56**
 - **Spaces: 18.773**
- **Blue Zone**
 - **Spaces: 6.910**
- **Tow-trucks:**
 - **Units: 64**
 - **Pounds: 5**
 - **Services: 152.863**
- **Bus Station**
 - **No. Trips: 108.251**
 - **Passengers: 2.100.095**

2.2. Main Economic Figures (2002) (MOBILITY DIVISION)

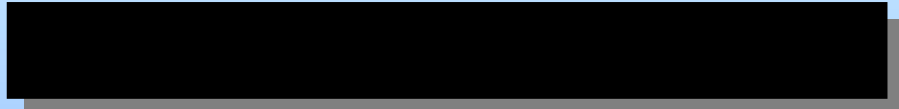
	Mill. €
<input type="checkbox"/> Business Turnover:	49,89
• Income Activities. Municipal Services.	29,25
• Operating Income from Own Activities	18,41
• Income from Ceding Right to Use Spaces	2,23
<input type="checkbox"/> Operations Management Cash-flow	9,86
<input type="checkbox"/> Equity	58,76
<input type="checkbox"/> Long-term debt	22,76
<input type="checkbox"/> Operating Income	6,16
<input type="checkbox"/> Contribution to the City Council	2,31

2.2. Main Figures: workforce (2002) (MOBILITY DIVISION)

Total: 677 employees on average

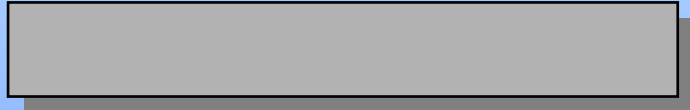


TOW-TRUCK



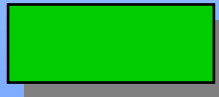
146

BLUE ZONE



101

CAR PARKS



12

BARCELONA NORD BUS STATION



70

STAFF

2.3 BSM AT ON-STREET PARKING



P 30 min.

Camions, furgonetes i vehicles mixtes de dos seients

Zona de càrrega i descàrrega

Laborables de dilluns a divendres de 8 a 20 h.

Disc horari obligatori
Temps màxim 30 minuts



1h **P**

Zona d'estacionament limitat i controlat

Laborables de dilluns a dissabte de 9 a 14 h. i de 16 a 20 h.

Tiquet de control obligatori
Temps màxim 1 hora



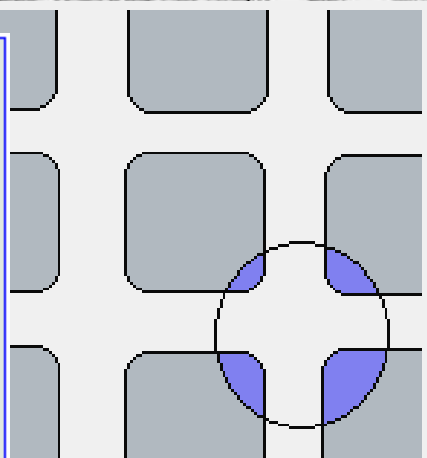
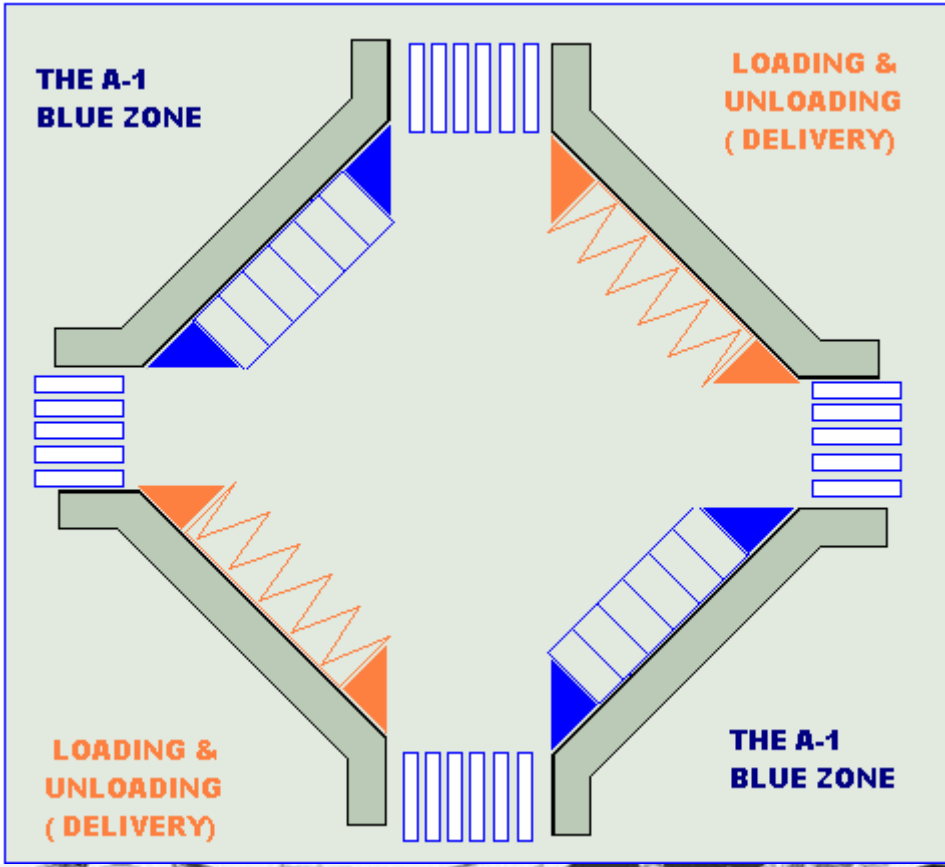
2.3 ON-STREET PARKING: THE BLUE ZONE

- Spaces 6.910

	Cost €/ hour	Cost €/ hour 2003	Maximum length of stay
Tariff A1	2,40	2,40	1 h.
Tariff A	1,70	1,75	2 h.
Tariff B	1,50	1,55	2 h.
Tariff C	1,20	1,25	3 h.
Tariff D	0,90	0,90	4 h.

- Total number of Users 9.971.106 Vehicles / year

2.3 ON-STREET PARKING: TWO SPECIAL CASES



SARRIA - SANT GERVASI

NOU BARRIS

SANT ANDREU

SANT MARTÍ

2.3. CASE 1: THE A1 BLUE ZONE (I)

- BSM manages- since 2002 over 300 spaces in the central Eixample crosses, a very highly demanded area

- Main focuses:

- Eliminate the surviving free-parking from the zone
- Offer an alternative to the illegal short-stay demand

- Key tools:

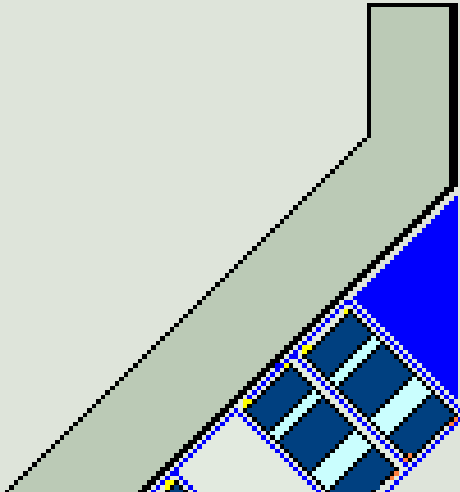
- High price (2.4 € / h) (40% higher than normal fee)
- Max. Length of stay: 1 h.

- Control:

- Employee inspection
- Fines
- Tow truck

2.3 CASE 1: THE A1 BLUE ZONE (& II)

AFTER



(8 TO 20 h.)

BEFORE

AFTER

n° VEHICLES

8.5

5

FREE SPACES

0.1

1

VEH./ day & sp.

1.3

9.1

ILEGAL IN LANE

2.5

0.2

WE'VE GOT:

- Some free spaces for short stay use demand... not in lane
- Many more useful spaces
- Better traffic fluidity

2.3 CASE 2: LOADING & UNLOADING (I)

BSM assumes the control of 3.500 spaces in Eixample (2001)

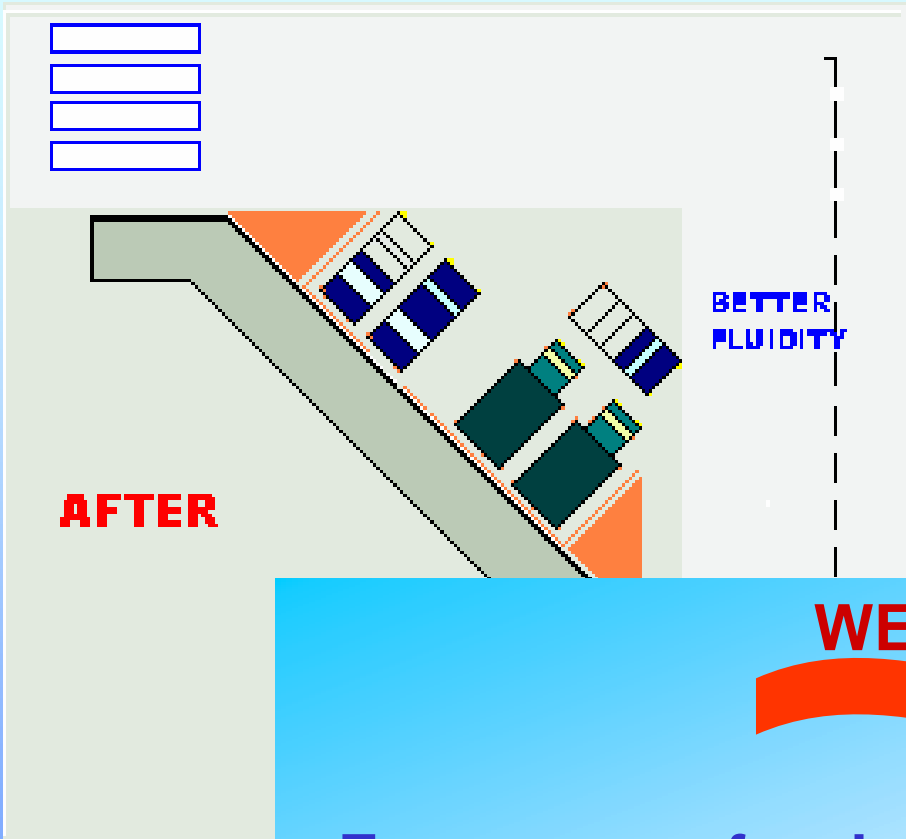
Main focuses:

- **Expulse private cars**
- **Controlling delivery vehicles parking time (disk)**

...through:

- **BSM employees inspection**
- **Fines**
- **Tow-Truck**

2.3 CASE 2: LOADING & UNLOADING (& II)



(8 TO 20 h)	BEFORE	AFTER
<i>N° VEHICLES</i>	0.3.....	4
• <i>Private</i>	4.7.....	0.5
• <i>Delivery</i>	3.6.....	3.5
<i>FREE SPACES</i>	0.6.....	1.2
<i>ILEGAL IN LANE</i>	3.9.....	0.5

WE'VE GOT :

- Free spaces for delivery... not in lane
- Better traffic fluidity

2.4 BSM AT OFF-STREET PARKING



2.4 Off street : BSM Car Parks

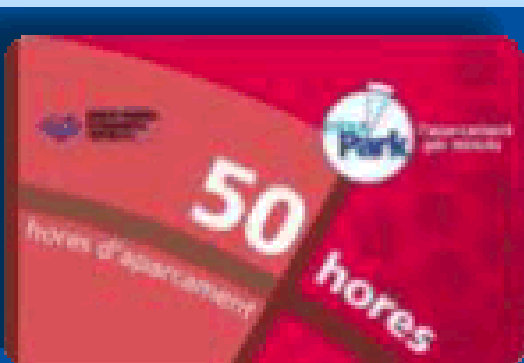
	N° Car Parks	N° Spaces
In service	56	18.773
Under construction	6	2.043
Spaces with Right to Use ceded		5,238
Spaces in operation (hour & season tickets)		13,535
N° of Season Ticket Holders		10.513
N° of Hourly ticket holders (vehicles per year)		2.550.700
Prices 2002 (€)		
hourly ticket (5 minuts fraction)		1,65
24 Hour Monthly Tickets (not including VAT)		71,37 to 123,05

2.4 Off street : Our Products (I)



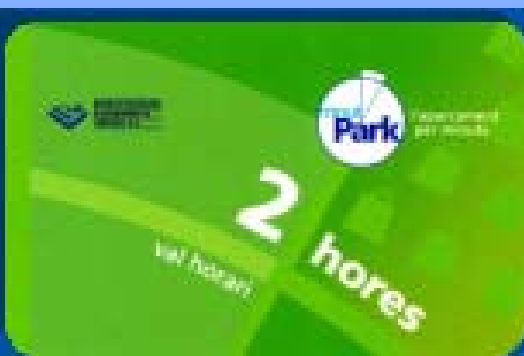
Minut park

Implemented in 2.002 for all rotation users, the 5 minute fraction tariff system follows the principle “you’ll only pay for the time you stay”



Targeta Horària

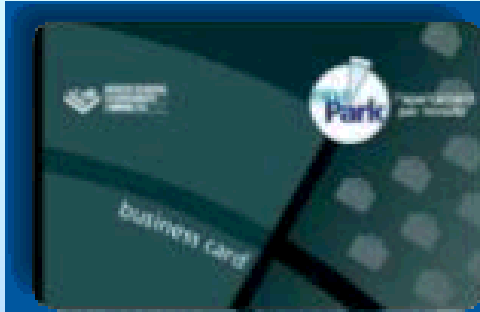
(P-100, P-50, P-25) Hourly Cards, valid at any of the network's car parks



Val Horari

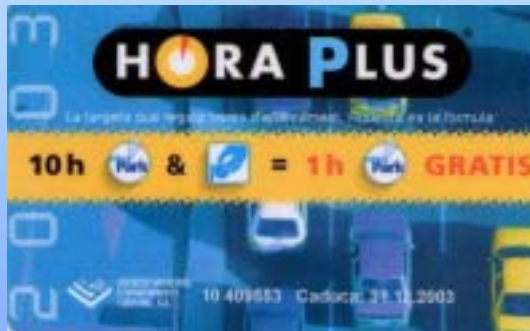
Hourly voucher - several values -

2.4 Off street : Our Products (& II)



Company Cards

With discounts based on usage volume



Hora Plus

The use of this combined Card allows getting discounts



Metro-Park

Park-and-Ride ticket
Car park + Metro + Bus

THANK YOU
for your attention