

The Formentera Council's mobility department is rolling out a campaign to educate islanders about the"regulated" or metred parking service that has been activated in the largest towns across Formentera in recent years.

Department head Rafael González said the information push sought to “clear up the questions concerning use of blue and green zone parking spaces, not just for islanders, but for visiting tourists as well”.

15 minutes for business

One of the campaign's chief messages has to do with the 15-minute spots incorporated into blue zone areas when Sant Francesc and Sant Ferran were prepped for the metred parking system. Anyone —both residents and visitors— can park free for up to 15 minutes; they just need to obtain a ticket.

The 15-minute parking areas have been placed strategically around the two towns and were created in response to requests by local business owners keen to encourage frequent rotation of vehicles. González said the move was about “giving drivers 15 minutes to do their shopping and making it easier to patronise local commerce”.

Information brochures

Informational material has been printed to get motorists up to speed about the ins and outs —and timetables— of the metred parking system and tackle the major questions. Metre maids will be charged with handing out the two thousand tracts among drivers who park in blue-zone spots, shop personnel and individuals driving rented vehicles.

An informative poster has also been put together to spotlight the campaign's central “15 minutes for business” message and will be affixed to bus stops and other eye-catching areas. The zona blava.com
website has also been created as a one-stop shop for information. A video is also expected before summer to reach out to tourists.

The mobility chief thanked islanders for doing their best to use the blue zone correctly and framed such efforts as key to the parking improvements seen on Formentera in recent years.