
The main objective of this study is to estimate the price cap through which the parking service fares should be regulated in Bogota, by means of the theoretical guidelines of the transportation economic theory and under the price fixation criterion. The results of this analysis are evinced based on primary information (surveys), non linear (Box-Cox) total production cost, and mathematics optimization (comparative statics). It is concluded that current price per minute is overestimated.

**Keywords:** economic regulation, parking fare, Bogota, prices cap, total cost function, Box-Cox, comparative static.

**JEL:** R41, R48, C81.