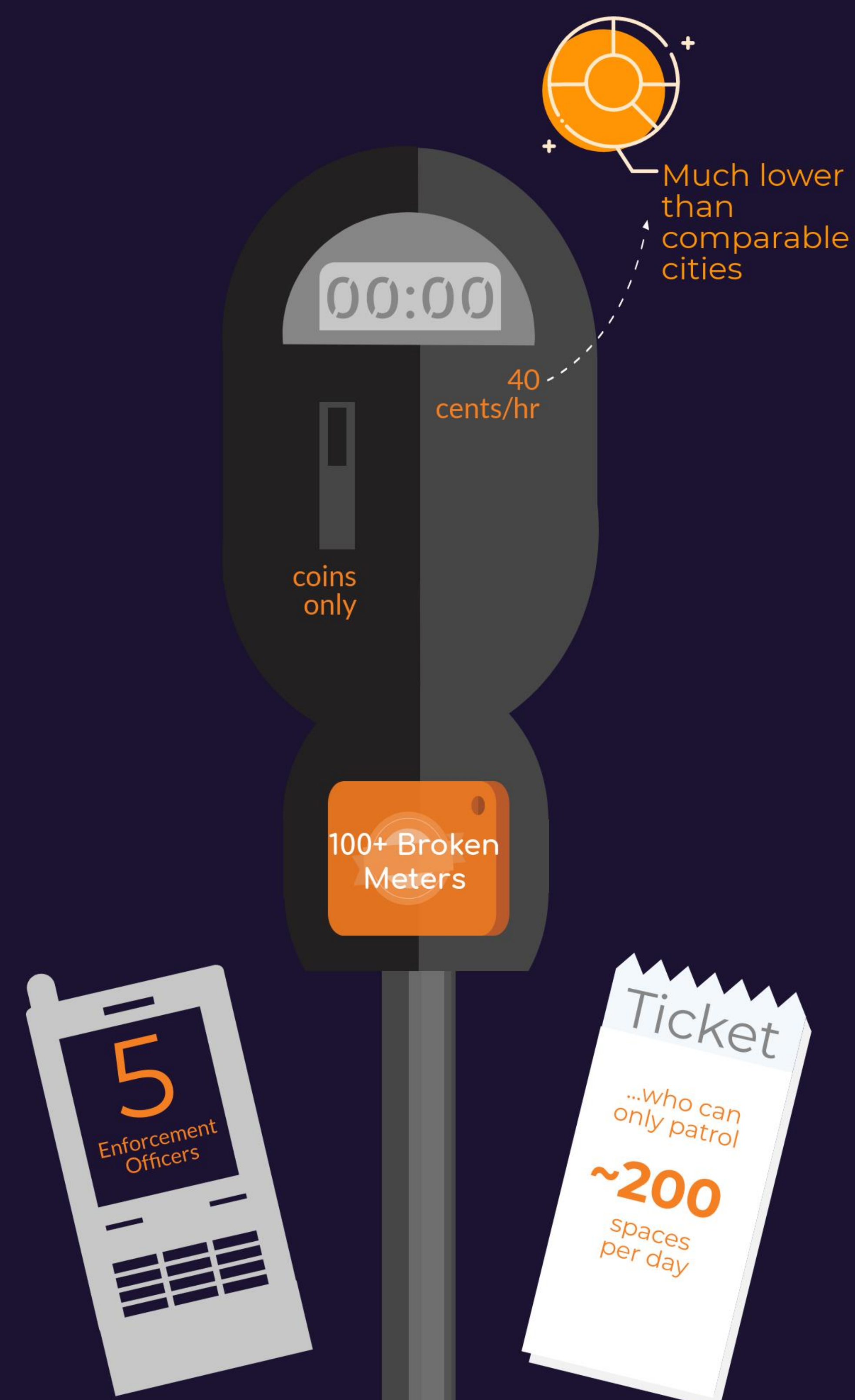


## GOAL

Our goal is to develop a range of solutions for the on-street parking in downtown Worcester, MA. These solutions will aim to alleviate the current financial deficit in Worcester's parking system and guide the city towards incorporating new technology to create a more stable and prosperous system.

## PROBLEM

In recent years, Worcester's parking system has been struggling to turn a profit. The meter below contains some of the problems with Worcester's on-street parking system which we hope to target in our plan.



## CASE STUDY: SEATTLE



## CHALLENGES

**Affordability**

- Is it ethical to raise parking rates?
- How high is too high?

**Inclimate Weather**

Reduces...

- Number of Parking Spaces
- Access to Payment Systems
- Sign Visibility

**Budget**

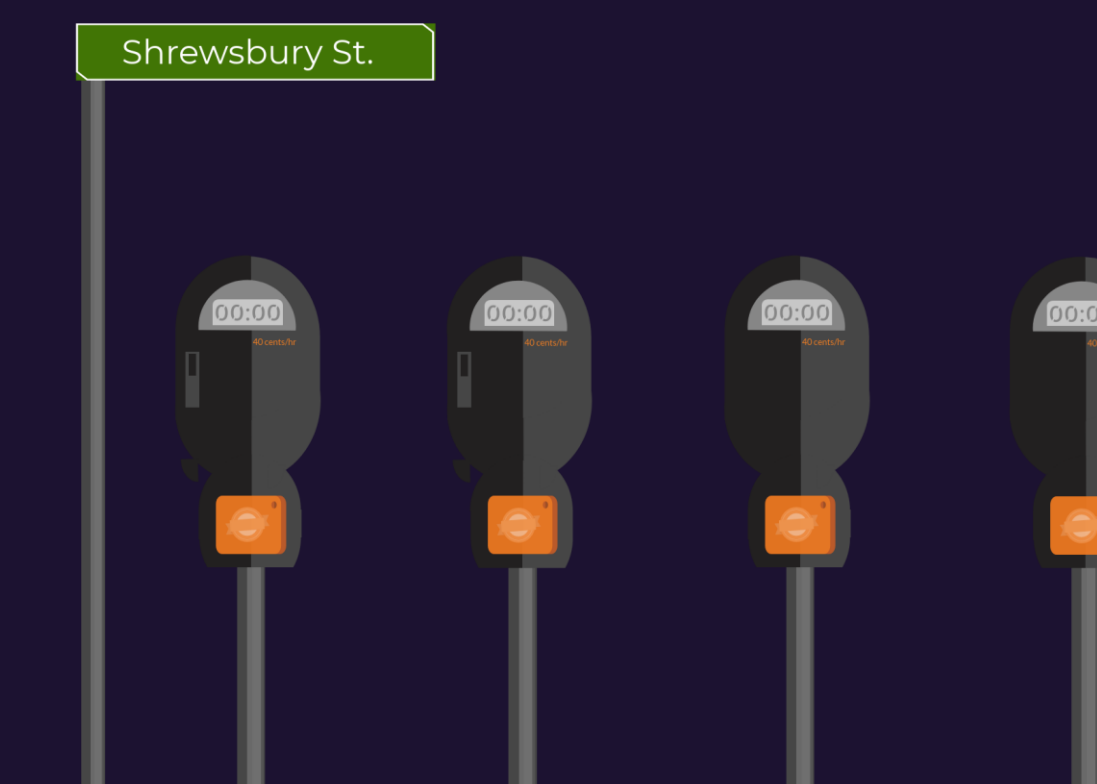
- Limited Resources Toward Investing in New Technology

## SOLUTIONS


Based on our research, we have concluded that a combination of the solutions below is the most effective way of increasing Worcester's on-street parking revenue.



**Mobile Payment System**



**Charge for Parking on Shrewsbury St.**



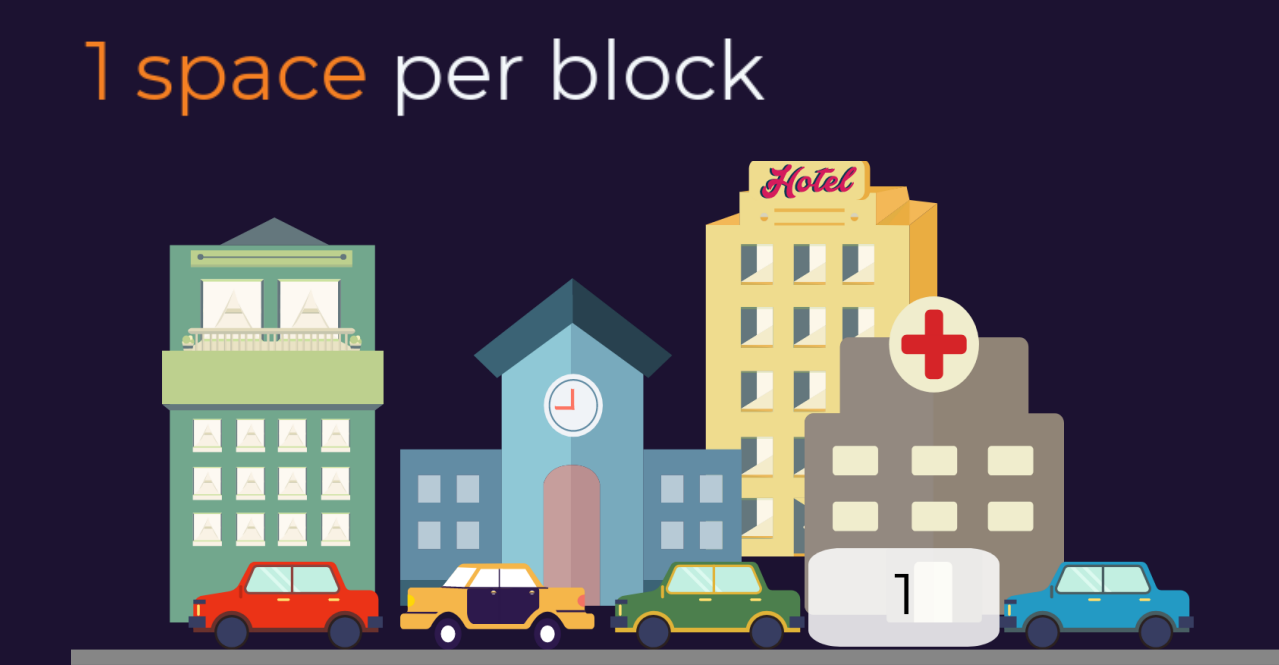
**Solar Powered Meters with Sensors**



**More Parking Enforcement Officials**



**Pay and Display Multi-Space Kiosks**



**Performance-Based Pricing**

1 space per block

## ACKNOWLEDGEMENTS & REFERENCES

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Graphics created with piktochart.

