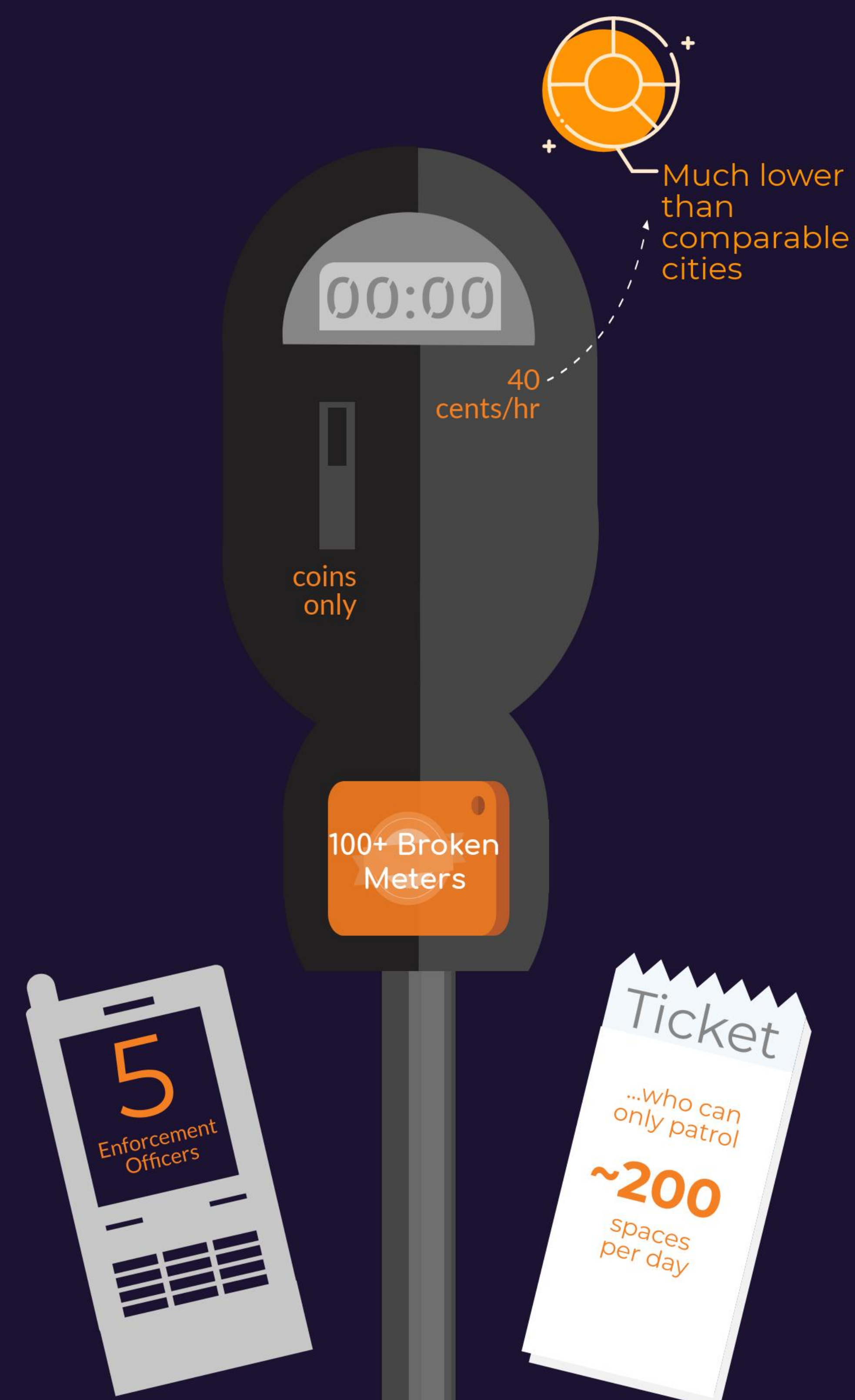


GOAL

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

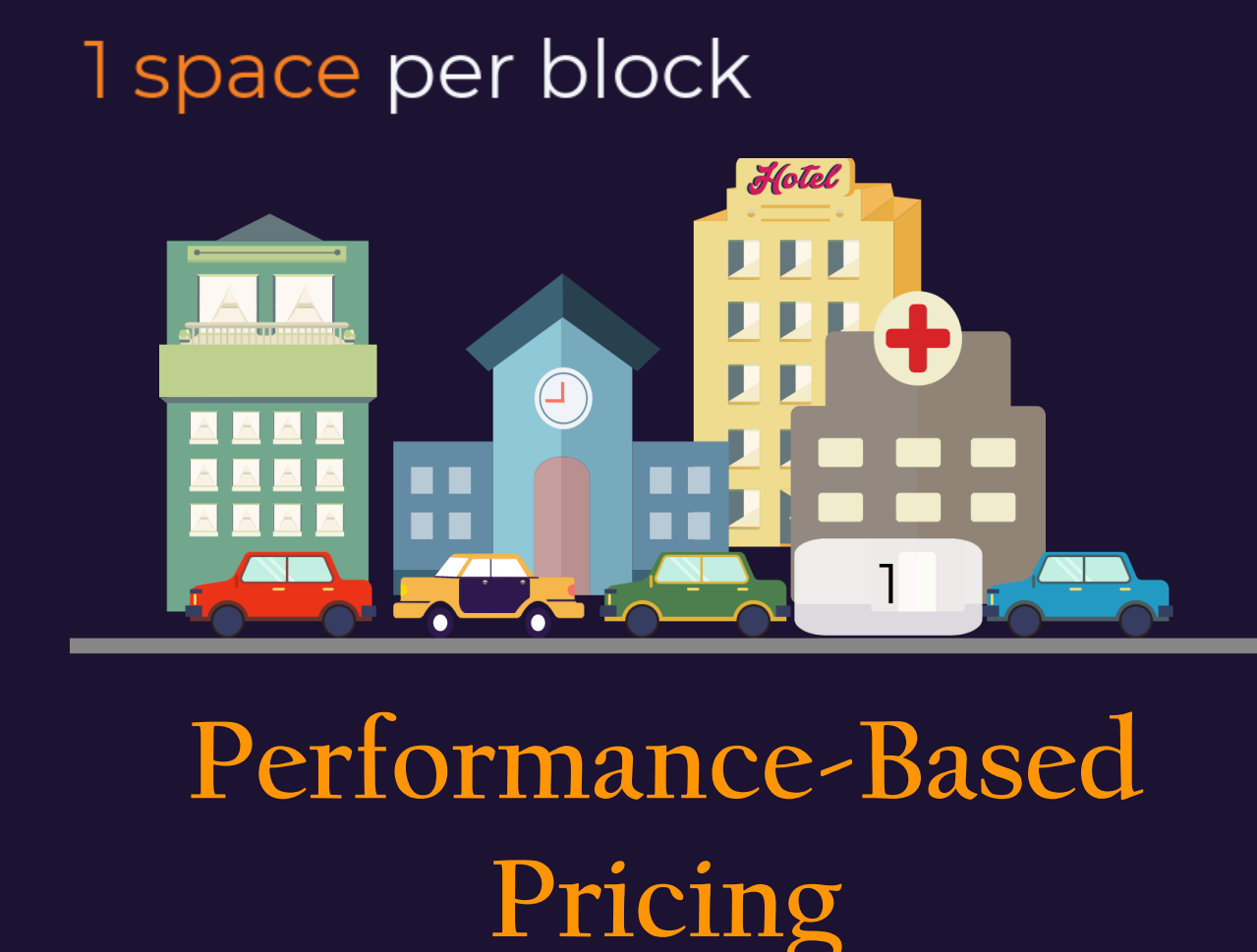
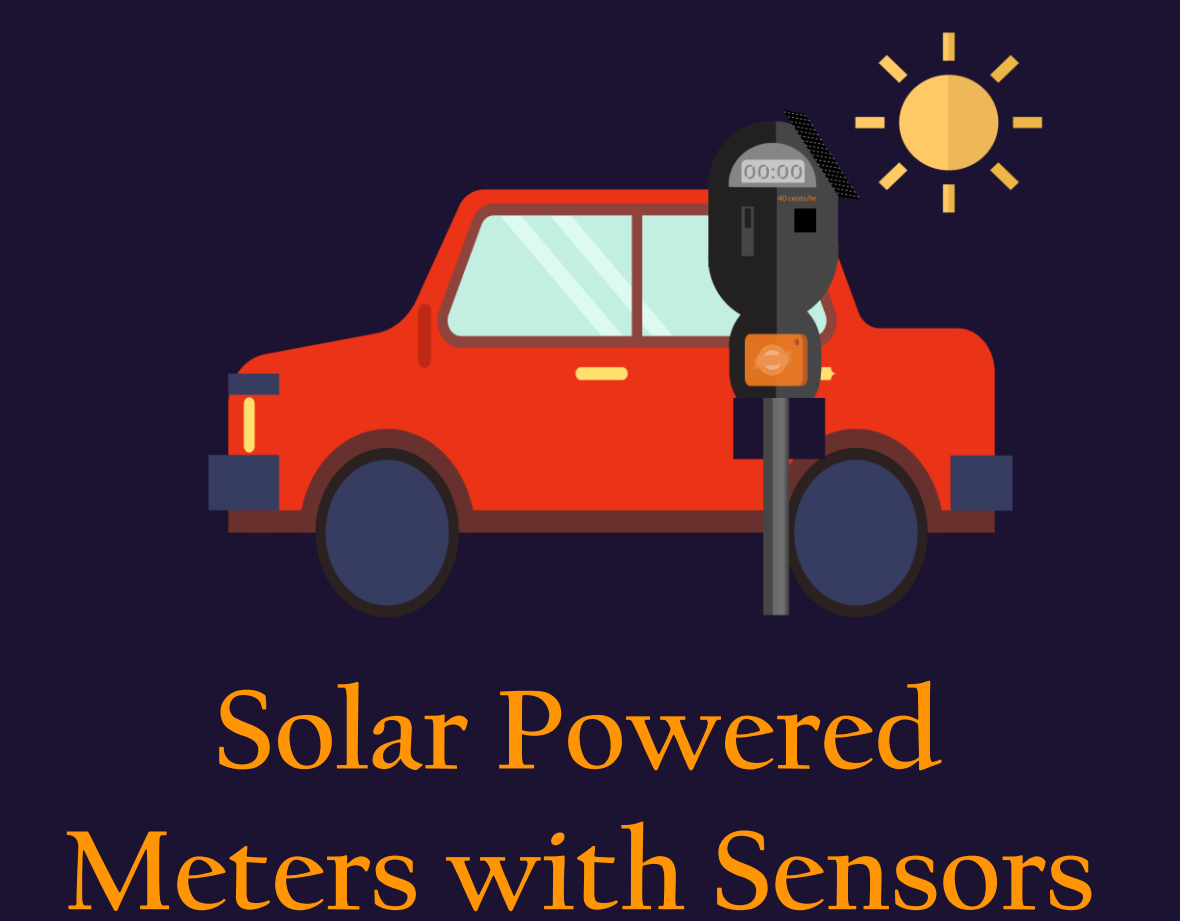
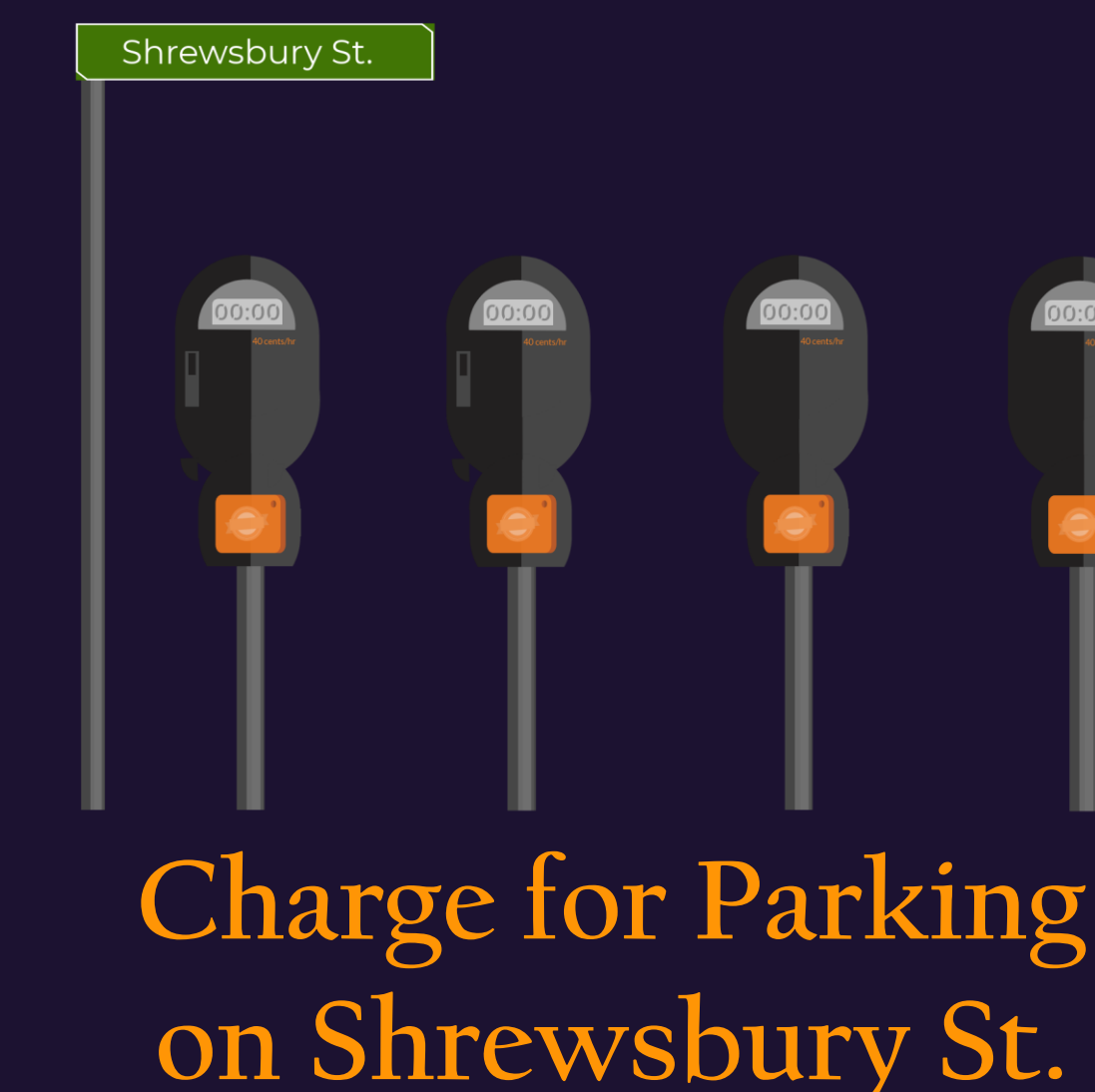


CHALLENGES

- 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.



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Graphics created with piktochart.

