Driving Toward Prosperity: Revamping Worcester’s On-Street Parking
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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

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.

- Pay and Display
- Multi-Space Kiosks
- 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

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

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