





Problem



55" of snowfall
in MA every year



\$20 million
spent on removal in Boston every year

580,000
crashes every year in US due to snow and ice

MA, USA

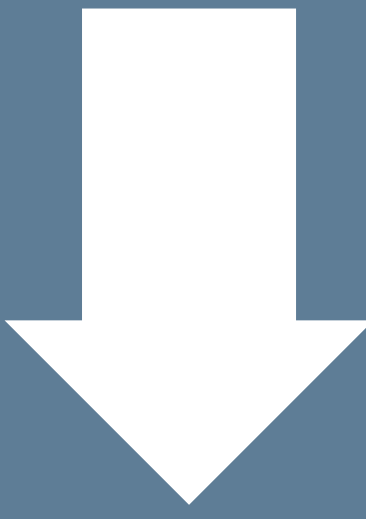
Goal: To prevent snow and ice related car accidents in Massachusetts

Solution 1: Trucking

- Broom attachment
- Snow blower truck
- Snow melter truck

Step 1: Broom

- Attached to currently owned plows
- After snow is plowed to side of road, brush sweeps off remaining snow
- Easy to install



Step 2: Blow

- Separate truck
- Blows the brushed snow into the hopper of the snow melter
- Can move about 30mph
- Clears 5,000 tons of snow every hour



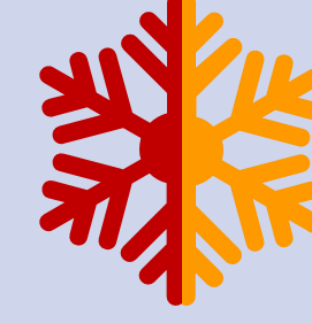












Step 3: Melt

- Attached to blower truck
- Snow bank along side of road turned into water
- Cannot move quickly, but removes most snow
- Reduces the volume of snow by changing to water

Solution Analysis

 = Good  = Medium  = Poor

Truck	Solution	Tire Rebate
	Cost to Individuals	
	Cost to the State	
	Decreased Need for Road Salt	
	Traction Improvement	
	Decreased Snow Banks	
NA	Citizen Preparation Improvement	
	Number of People Helped	

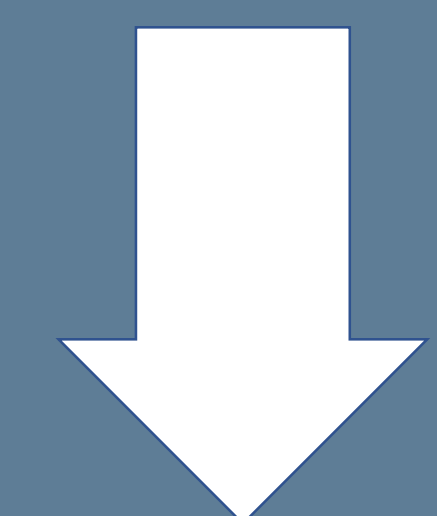
Solution 2: Rebate

- Rebate for snow tires
- Issued by the state

Snow Tire versus Standard Tire



Snow tires have deeper grooves made to grip the snow for better traction.



Why?

Many drivers fail to prepare their car properly often because of the price of snow tires.



How?

- Rebate allows more citizens to afford proper preparation
- Emphasizes importance of snow tires

Results

Two solutions can be used together for best results



Both would increase road safety by decreasing traffic accidents.