Capstone Project:

**Select best strategy for price range in parking meter zone.**

Mexican cities experience disorderly and disperse growth alongside insufficient territorial and mobility planning. This has resulted in an urban environment that undermines the quality of life of its inhabitants: road congestion, noise pollution, increase in deaths due to traffic events, loss of productivity, social fragmentation, and an increase of climate change-related emissions due to an excessive use of private motor vehicles are just a few examples of the detrimental effects this causes on society [Parking-Meter-Hipodromo-Mexico-City.pdf. (n.d.). Retrieved from http://mexico.itdp.org/download/19122/]

Playa del Carmen (Spanish pronunciation: ['plaʝa ðel 'kaɾmen]) is a city located along the Caribbean Sea in the municipality of Solidaridad, in the state of Quintana Roo, Mexico. It is a popular tourist area in eastern Mexico. Playa del Carmen features a wide array of tourist activities due to its geographical location in the Riviera Maya. [(n.d.). Retrieved from https://en.wikipedia.org/wiki/Playa\_del\_Carmen Coordinates (20.6275, -87.0811)]

As a tourist place, Playa del Carmen experiences high parking demand mostly due to an increase in workers who every day occupy on-street parking spaces and use these spaces for parking free of charge and no spaces for tourist people. [Parking-Meter-Hipodromo-Mexico-City.pdf. (n.d.). Retrieved from http://mexico.itdp.org/download/19122/]

Government is implementing parking meter as a strategy for mobility and public space but we need to know what price range is better for worker, resident and tourist zone. We want to provide 3 different price range but we need to identify zones.

**DATA**

Parking meter system is a new project, data is only 3 months old but is necessary for analyze and predict price range zones, also we have parking meter location.