



Jan 6, 2015 | Los Angeles

Innovate Mobility Challenge: Parking Lot 2.0, Los Angeles

Fact Sheet: Parking Lot 2.0

Downtown Los Angeles has more parking spaces per acre than any other city, and the number has grown by about 1,000 every year for more than a century, Los Angeles Magazine reported in 2011. Yet finding a place to park isn't getting any easier – especially during peak traffic times.

At the same time, the city has a big surplus of open parking spaces during off-hours, evenings, weekends and holidays.

The challenge was to develop an app that would enable parking in Los Angeles, and help the city repurpose outdoor surface parking lots for a greater variety of uses during off-peak times, or to enhance the aesthetic value of the lots.

Crowd Park was named the grand prize winner.

Crowd Park, a crowd-sourced parking app, offers drivers mobile payments and real-time alerts when the time on their spot is almost expired. Drivers can buy more time right from their phone, and are rewarded for finding cars with expired or unpaid parking. The app lets lot owners and cities rely on the power of crowds to enforce parking rules, rather than traditional, and costly, parking meters or meter maids.

About Ford Motor Company

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 202,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more

information regarding Ford and its products and services, please visit www.corporate.ford.com.