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# 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.

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