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# VALUE SHARING



## Parking information

Q-Park aims to provide as much information as possible about its parking facilities to visitors at the location itself and in advance through country specific websites.

We have created a useful place for all this information in our recently renewed back-office systems which feeds the country websites. Besides mentioning popular destinations nearby, the information presented includes:

- I number of parking spaces, including those for blue badge holders
- I drive through height
- I number of e-charging stations
- I parking tariffs and options for pre-booking and season tickets
- I services provided, such as AED, family parking, and toilets

Figure 24: Information about our services online

### Services

Disabled	Electric charging point
Car wash	AED
Bicycle parking	Free buggy hire
CCTV in operation	Lift
Information	Jump leads
Motorcycle parking	Shoe polisher
Toilet	Free umbrella hire

Wherever possible, we locate our inner-city parking facilities within easy walking distance of points of interest (POIs). And we indicate this distance to attractions in the information about a parking facility on our websites and in our parking apps.

Figure 25: Walking distance to attractions shown online

## Attractions



### ATTRACTIONS

#### Gendarmenmarkt

 404 m to Unter den...



### ATTRACTIONS

#### Berlin TV tower

 1.05 km to Unter d...



### ATTRACTIONS

#### Checkpoint Charlie

 1.11 km to Unter d...



### SIGHTS

#### Brandenburg Gate

 1.19 km to Unter d...



### ATTRACTIONS

#### Reichstag building



## Results

1,861 parking facilities provide the most sought after information by our customers, and more, online.

### Points Of Interest (POIs)

Identifying and listing points of interest (POIs) in the vicinity of a parking facility is not an easy task but it is something we at Q-Park do diligently.

Organisations responsible for a POI, local tourism or an event can help visitors by registering with partners in the travel chain such as Q-Park, who then add the POI to the information provided per parking facility.

In addition, we have integrated smart and intuitive search engine functionality in our websites and we also indicate how long the walk is to the final destination. And many POIs offer a reciprocal service by including a link to our parking facility and pre-booking services on their site.

## Results

In 2018 we listed 1,333 POIs which are near to our parking facilities. The online information includes walking distance, parking tariff, navigation information et cetera, enabling motorists to make an informed decision of where to park.

Except for France, all countries have listed relevant POIs in our back-office systems. We will follow-up in 2019 and continue to add POIs easily accessible from our car parks and thus contribute to further decreasing the amount of traffic searching for place to park.

The EV not only occupies a parking space, but it may hog an e-charging point even when it's fully charged. And this poses societal dilemmas.

## CSR car options

### E-charging

Electric vehicles (EVs) have become part of the cityscape – they are here to stay for the foreseeable future. EVs need to park just like petrol and diesel fuelled cars do. The difference is that motorists want to recharge their car's batteries while parking.

Figure 26: POIs near our parking facilities identified





### Societal debate on e-charging behaviour

The charging behaviour of electric vehicle motorists was a subject of societal debate in 2018. One major source of irritation is charge-point 'hogging': when cars that are fully charged block charging stations for hours. The Dutch Association for Electrical Vehicle Drivers (VER) and some major energy companies think the problem can be solved by imposing an extra charge for people who 'hog' charging stations.

A survey by PitPoint Clean Fuels and two Dutch academic institutions indicated that people would move their cars if they had to pay more once the battery was fully charged. The counter-argument is that when customers park and charge their e-car to visit a theatre or a restaurant they are unlikely to interrupt the evening to move their car when it's fully charged and would accept the 'fine' as part of the costs of their evening.

The number and complexity of contracts between charging point suppliers, energy companies and e-charge providers in Europe also impede transparency, which is a precondition for introducing any extra costs for customers.

### Q-Park e-charging service dilemmas

We also have paying guests who park their petrol or diesel car on a reserved charge-point parking space - we are experimenting with measures, social or otherwise, to nudge our customers to park their car at the right space.

Our service is all about 'no worries' after parking your car. We don't want our paying guests to come back, just to re-park their car.

The service of EV-charge providers conflicts with ours. We are talking with all parties concerned to come up with a holistic solution.

### Smart charging outside peak times

The timing of e-charging is another issue on the minds of local authorities. A survey into the charging habits of e-motorists indicated that the numbers of people charging their e-vehicles at the same time (usually between 18:00 and 22:00) could overload the power grid and reduce the beneficial environmental impact of electric vehicles.

Since the potential growth of e-vehicle numbers will only intensify this problem, Gelderland and Overijssel want to install 4,500 smart charging stations in 44 municipalities to make it more attractive and convenient for motorists to charge their cars outside peak times.

Chart 11: E-charging stations

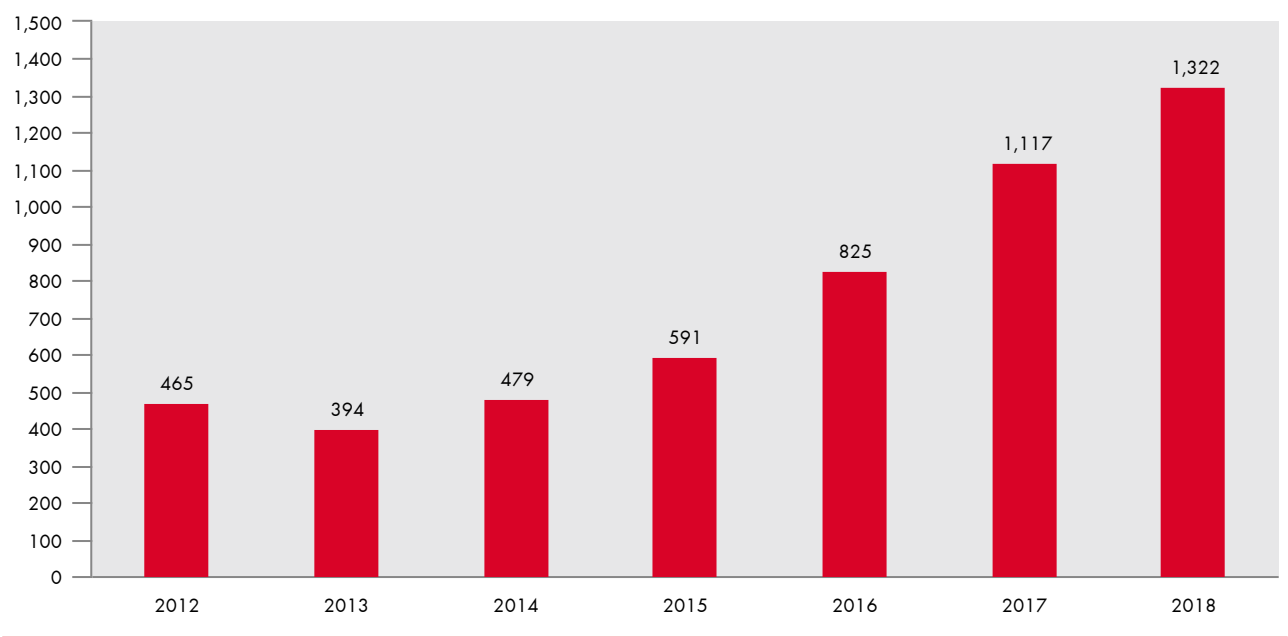
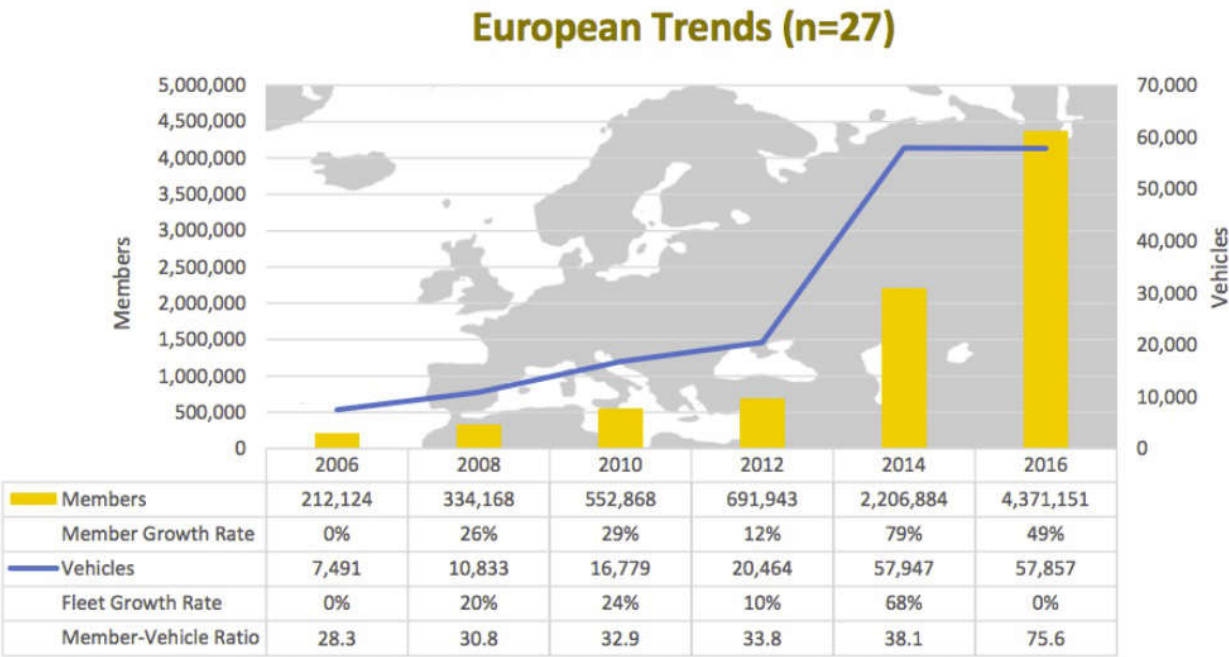


Figure 27: European trends on car sharing (source: Shared Mobility)



## Results

In 2018, Q-Park had 1,322 parking spaces reserved for e-charging in more than 220 parking facilities, an increase of 18%.

## Car sharing

As municipalities increasingly impose measures to nudge people towards lower car use in city centres, it is logical that more people are embracing car sharing as part of the wider trend towards the sharing economy.

People who live in large cities have less need for a car, particularly when there are sufficient alternatives such as good public transport or cycling routes. The actual number of shared cars is still low compared to the total number of cars on the road. Current forecasts, for example from Shared Mobility News, predict continued market growth for both shared fleets as well as people subscribed to one or more car sharing schemes.

And according to research firm Frost & Sullivan, the number of people using car sharing services is expected to increase almost threefold from roughly 7 million members and some 112,000 vehicles in 2015 to almost approximately 36 million members and some 427,000 vehicles by 2025.

As a strong supporter of initiatives to support sustainable mobility, Q-Park already focuses on making parking spaces available to car sharing service providers and their customers.

## Results

In 2018, there were 36 owned and long-leased parking facilities offering spaces to car sharing schemes.

## Digital services

### Cashless and contactless payments

Naturally, on accessing the car park, a motorist can still take a traditional paper ticket and pay by cash or card at a Pay-On-Foot (POF) machine before driving to the exit, but cashless and contactless payments continue to gain in popularity.

### Making life easier for customers and operators

In response to changes in customer needs and behaviour, digital and payment trends, and the evolution of smart cities, we are constantly developing our parking management systems and our operational processes. We have offered various cashless and contactless payment options at all our parking facilities since 2016.

### Value for customers

Cashless and contactless payments enable motorists to access and exit a parking facility using their payment card, just as they would pay for their groceries. This contemporary way of paying for parking enhances the customer experience and at the same time makes our payment transaction systems future proof.

Card payments are on the increase and many people don't even carry cash any more. Our customers clearly like paying by card.

Top four advantages for the customer:

- I Customers can access and exit the car park using their debit or credit card or partner loyalty card, or smartphone

- 
- | Customers save time as they don't have to go to the Pay-On-Foot machine
  - | No paper ticket to lose
  - | No need to carry change

**Value for operators**

Cashless and paperless parking transactions make parking facilities safer and cheaper to run for operators and landlords. Even though the payments services provider charges a fee per transaction, there is no need to empty cash from the machine, deposit cash at the bank or purchase change. In addition, there is less wear and tear on the machines, less vandalism and less temptation for fraud as with cash.

Top four advantages for the operators and landlords:

- | All payment options open
- | Safer – less cash at the car park
- | Fewer breakdowns and reduced maintenance costs for parking management systems
- | Card payments are cheaper than cash

All these developments reduce the total investment and cost of ownership of the parking management system, making a cashless and contactless barrier system even viable in smaller car parks. Some car parks are even 'cashless only'.



## Validation

We offer a number of schemes to assist our purpose partners. We call this validation – it means that our partners can reimburse their customers for all or part of their parking fee. This may be in the form of a free exit ticket or specific time or value reduction on a parking transaction. For example:

- I First hour for free when spending EUR 20 or more at a grocery store;
- I EUR 2 discount when spending EUR 20 or more at a fashion store.

Q-Park UK has launched a loyalty programme in conjunction with purpose partners.

Q-Park customers can easily earn benefits using the Q-Park Rewards app. Customers register their bank card in the app and use that card to pay for parking at Q-Park or one of the many high-street retail partners. Q-Park tracks the payment and gives the customer rewards and benefits based on the amount spent on parking.

## Results

In 2018 we developed the Parking as a Smart Service (PaSS) platform. This will enable us to launch even more digital enabled value propositions (planning, payment, parking) to public and private landlords, and to commercial partners.

Figure 29: Parking as a Smart Service platform



Figure 28: Cashless and contactless payments

