

CSR REPORT 2018



**We
Develop
Quality**

**We are passionate
about space for people!**

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.

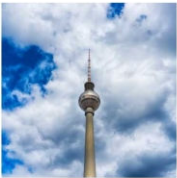
Figure 25: Walking distance to attractions shown online

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



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.

Figure 26: POIs near our parking facilities identified



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.

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.

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.