

# EPA 2017 – Q-Park Blogs

Q-Park NV | EPA Awards | Category 5: Marketing & communication on parking





- Q-Park Blogs is a knowledge sharing platform with the aim to inform and inspire parking professionals, landlords and local governments, enabling them to be smarter when interacting on parking and mobility issues.
- Q-Park Blogs tries to decrease the emotional or personal interest approach of urban parking by interjecting Facts & Figures, research and publications from independent sources – on a multitude of parking and mobility topics.
- Q-Park Blogs is contemporary as well as concise in its publications, making sure that information is shared (online, e-mail, social media) at its earliest convenience, with links and sources enabling its readers to;
  - Quick scan or dive deep when interested
  - Classify and validate sources i.e. strengthen independence and trust



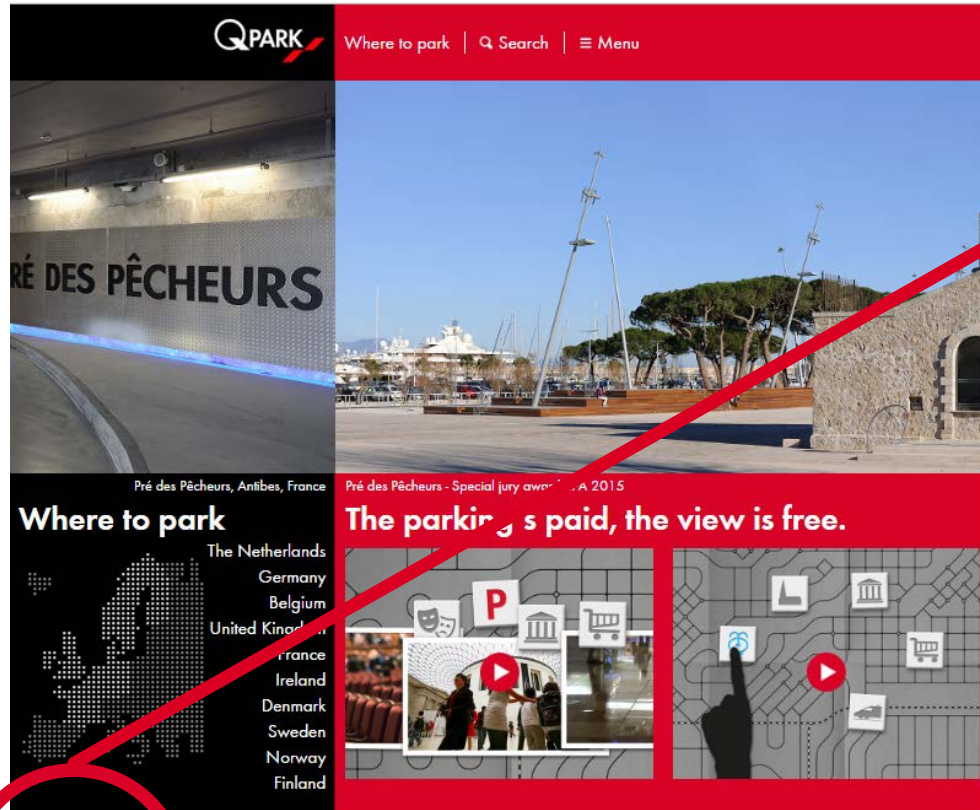
- Q-Park Blogs is the tool chosen to showcase Q-Park's understanding in and expertise of parking as part of the mobility chain.
- Q-Park Blogs is part of Q-Park's positioning as knowledge leader and as parking & mobility partner for landlords and local governments.
- Q-Park Blogs wants to make clear that Q-Park understands that sharing interesting, relevant and verifiable knowledge is of great value for the development of smart cities and to support sustainable urban well-being.
- Q-Park Blogs is a service for all stakeholders, as a magnitude of information needs to be processed at regular intervals for internal use (Business Intelligence) anyway. Publishing key findings and making information available and easily accessible just made sense.



- Q-Park Blogs is published on <https://www.q-park.com/blogs>.
- Q-Park Blogs uses Tangelo software, a powerful, easy-to-use solution that enables collaboration and single-source publishing to web and print.
  - To create, manage, and publish documents and web-pages is easy.
  - It is web-based with secure access, i.e. blogs are on time and on point.
- Twice a week, an extract of relevant information is published.
  - Pre-plan the publication as well as the expiration date is possible, making it easier for the blogger to plan and manage the workload.
- Q-Park Blogs are written by an 'anonymous' blogger – Qurius.
  - This enables Q-Park to convey a message without 'owning' it.
  - Multiple writers can submit blogs independent of their function/title.



# Q-Park Blogs – Website & Web-pages



## Blogs

Thursday, 8 December 2016

### In-town parking, what works? (2)

**Identifying Success Factors** - A thorough assessment of the case studies in this report identifies a number of key success factors for in-town parking.

[Read more](#)

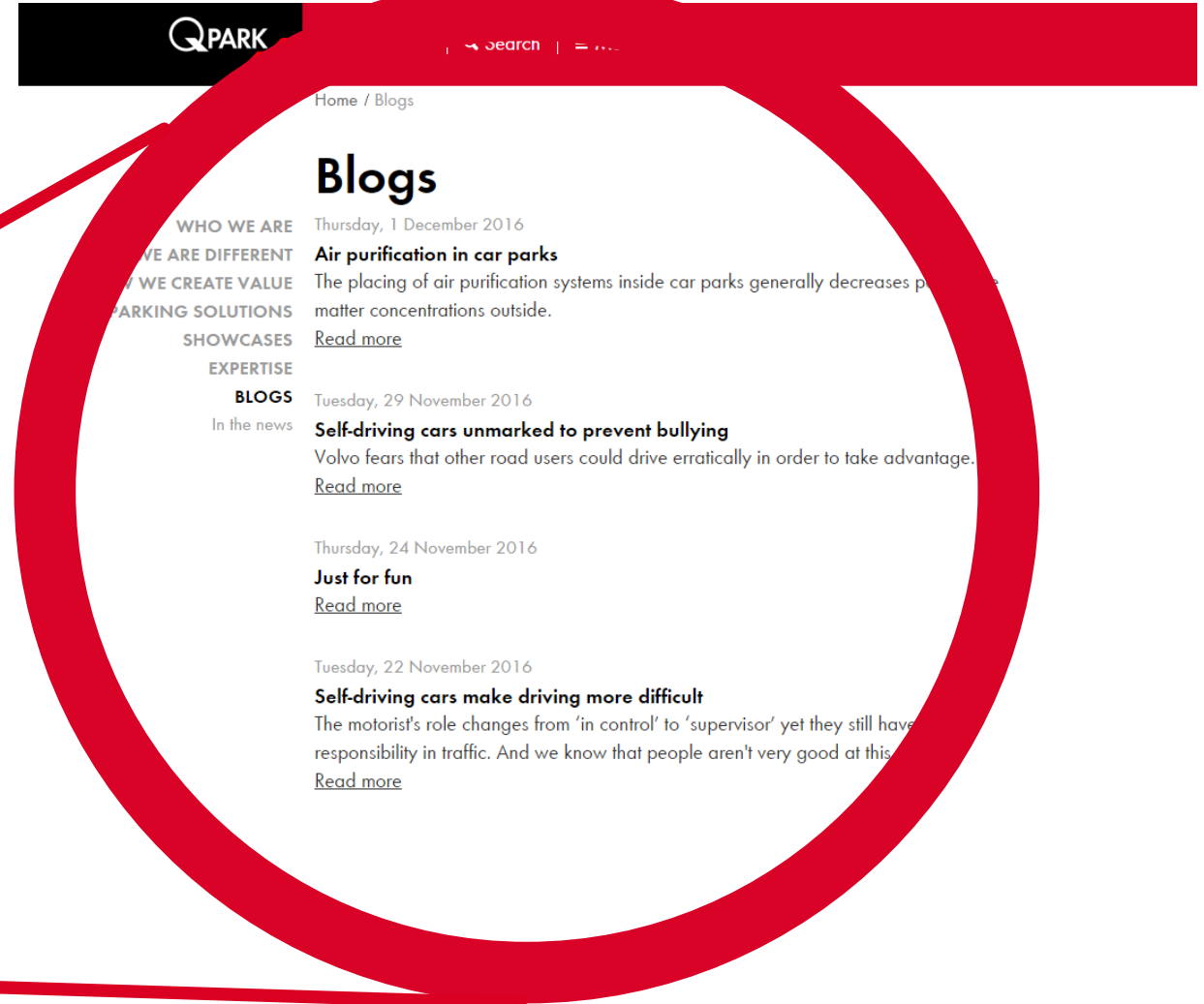
## Who we are

Quality in parking drives us. We are one of Europe's leading parking providers, with more than 835,000 parking spaces in over 6,100 secure, clean, and well-managed facilities across ten countries.

[Read more](#)

## How we're different

We set ourselves apart by our continual focus on making a positive contribution to urban life, to optimising the role played by parking in the mobility chain, and to making the parking experience a pleasant one.



Home / Blogs

## Blogs

WHO WE ARE

WE ARE DIFFERENT

WE CREATE VALUE

PARKING SOLUTIONS

SHOWCASES

EXPERTISE

BLOGS

In the news

Thursday, 1 December 2016

### Air purification in car parks

The placing of air purification systems inside car parks generally decreases pollution matter concentrations outside.

[Read more](#)

Tuesday, 29 November 2016

### Self-driving cars unmarked to prevent bullying

Volvo fears that other road users could drive erratically in order to take advantage.

[Read more](#)

Thursday, 24 November 2016

### Just for fun

[Read more](#)

Tuesday, 22 November 2016

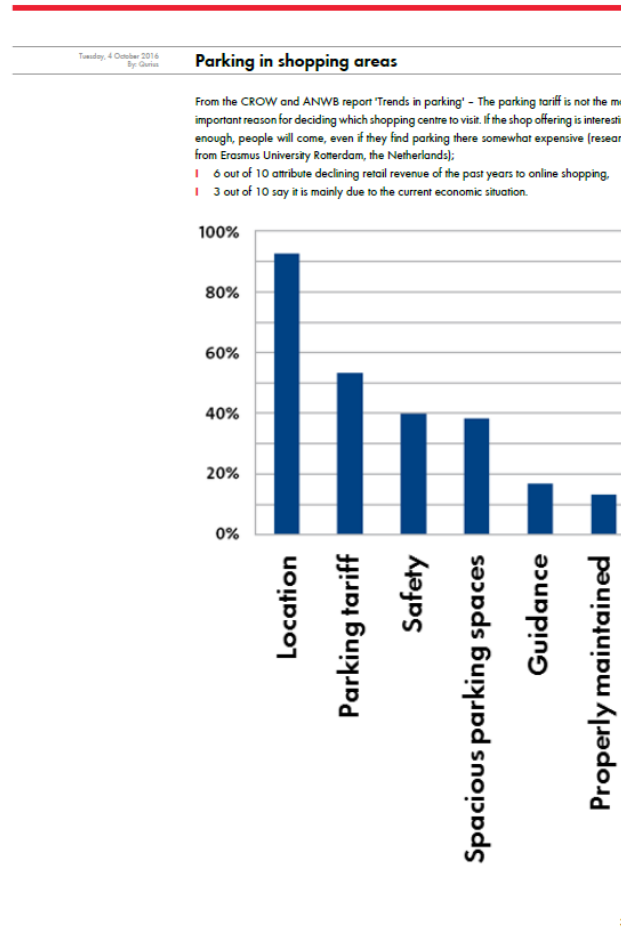
### Self-driving cars make driving more difficult

The motorist's role changes from 'in control' to 'supervisor' yet they still have responsibility in traffic. And we know that people aren't very good at this.

[Read more](#)

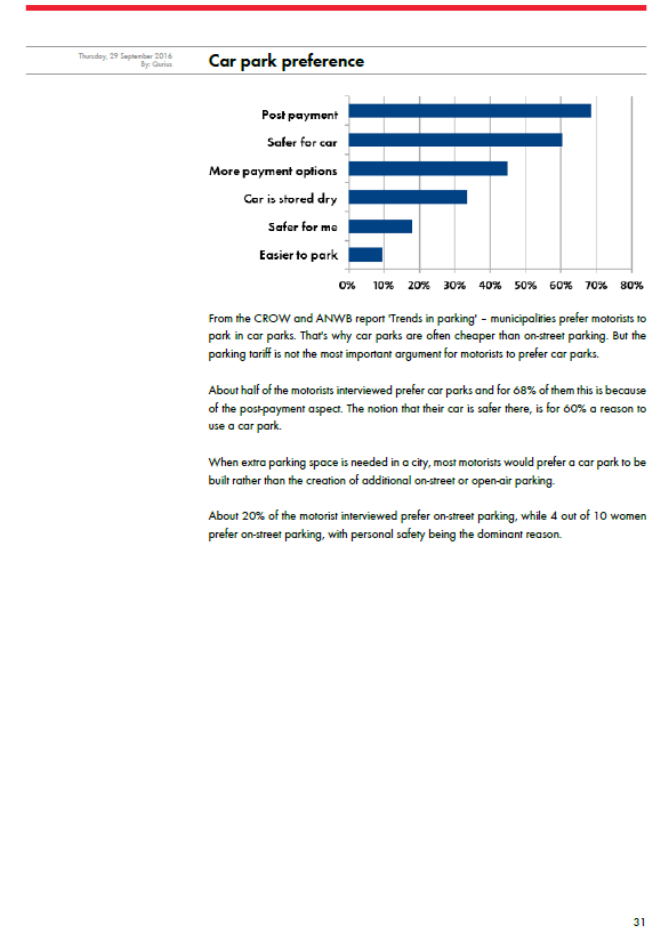
- Q-Park Blogs can be published to a pdf file and printed for sharing.
- In the appendix all 2015 & 2016 blogs are presented for review.

## Q-PARK BLOGS



30

## Q-PARK BLOGS



31

## Q-PARK BLOGS

Thursday, 3 March 2016  
By Gertjan

### True cost of parking

To some, parking seems boring, yet providing the "right amount" of parking is very important. Unfortunately, our sense of what constitutes the "right amount" rests on some unreasonable expectations. As individuals, we want parking to be easily available at any time and every destination. We also want it to be cheap, or even free. Trying to fulfill both of these desires is expensive, and has enormous unintended consequences for society.

#### Parking is not cheap.

- I A recent analysis by the Sightline Institute found that parking requirements add an average of nearly \$250/month to apartment rents in Seattle.
- I Nationwide, a single underground parking space costs about \$34,000 to build, which is \$150 to \$200/month (given a 4-6 percent cost of capital, over 30-40 years).
- I Surface lots are obviously less expensive, but they have big opportunity costs – instead of building housing, parks, or other interesting places, we create inhospitable asphalt deserts in the middle of our city.

#### If parking is so expensive, why don't we pay for it more often?

Well, the city of Boulder (USA) found by means of a citywide study of parking utilization that even during peak usage there were still vacant spots almost everywhere: at offices, commercial centers, and residential developments. The oversupply is so great that even at a price of zero, we don't use all the parking we've built.

#### Don't be fooled! We're still paying for parking. We're just doing it indirectly.

We only think that all this parking is cheap because we "bundle" it with other purchases. What's the difference between paying \$1,000/month for rent and parking together, or \$800/month in rent and \$200/month for parking?

If you need the parking space there's no difference, but if you don't need the parking space, being offered the choice is huge! To allow the cost of parking to be separated from the cost of everything else, we need to build much less parking going forward than we're used to. We need to allow the price of parking to reflect the cost of its production.

#### What about spillover into adjacent neighborhoods?

We don't want motorists to avoid paying for parking and park for free elsewhere, unfairly impacting others. Today we address this issue with Neighborhood Parking Permit (NPP) zones. When the price of parking reflects its real cost, it may become worthwhile to meter on-street spaces for non-residents. We could even reinvest some of the resulting revenues in the neighborhoods it came from, creating what are known as "parking benefit districts."

Sharing and unbundling parking will allow us to create a fairer, more cost effective, and more efficient transportation system. Building less parking means less traffic associated with new development. Those who really need to drive won't be any worse off – like everyone else, they already pay for parking indirectly today. The rest of us will have one more reason to explore other transportation options.

An extract from Zane Selvans: The true costs of parking

## Q-PARK BLOGS

Tuesday, 1 March 2016  
By Gertjan

### What Europeans think of connected cars

A public survey in 12 European countries was conducted to analyse consumer attitudes toward vehicle connectivity. The study shows a clear disconnect between the data tracked and what citizens are willing to accept. Europeans overwhelmingly want to control their data and decide with which service provider to share it.

In the survey, 76% of respondents expressed interest in connected cars, be it because they owned one (6%), would buy one next (18%) or were simply interested (52%).

Improved safety was the number one reason why consumers would buy a connected car, with better fuel efficiency and less congestion in second and third place, respectively.



Meanwhile, 90% of survey respondents believed that vehicle data belongs to the vehicle owner or driver. An overwhelming 91% wanted the possibility to switch off connectivity.

With connected cars, drivers are most concerned about the disclosure of private information (88%), commercial use of personal data (86%), vehicle hacking (85%) and vehicle tracking (70%), all of which is possible with today's connected vehicles. 95% of people surveyed believed that there was a need for specific legislation to protect their rights concerning vehicle and driver data.



Extract from FIA Survey 2016, read more

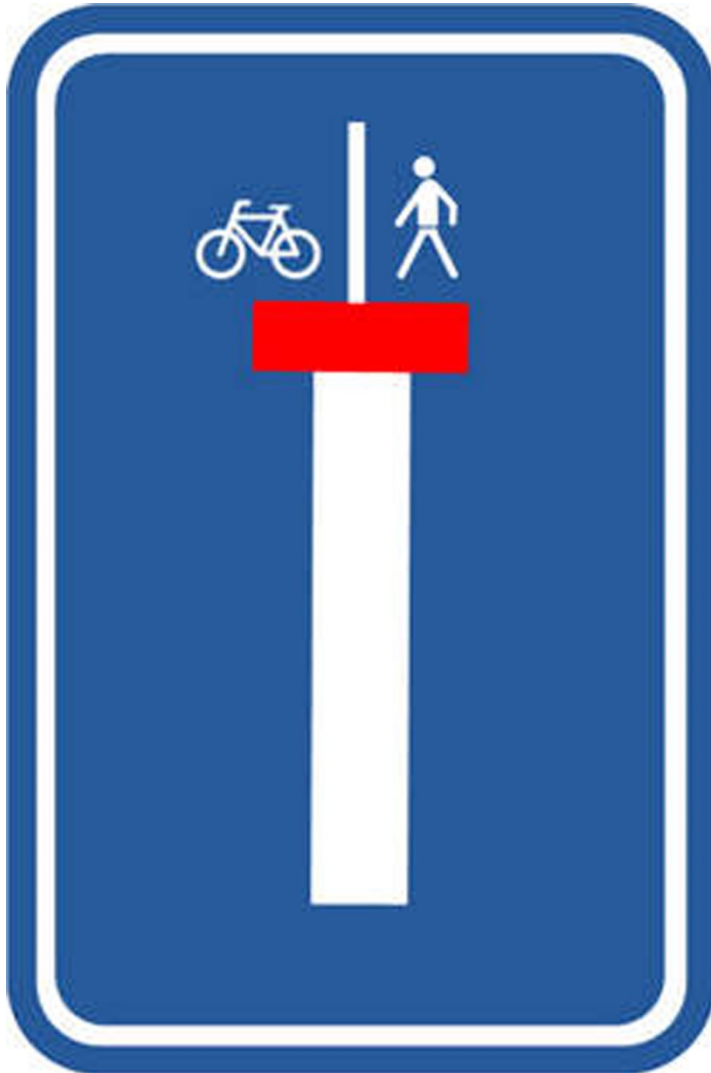


- Q-Park Blogs informs its stakeholders about many topics, among which;
  - Benefits of paid and regulated parking, parking fees & tariffs steps
  - Car developments; e-cars, autonomous cars, car sharing concepts, etc
  - Urban mobility, parking availability and search traffic issues
  - Parking capacity management
  - Parking enforcement issues and solutions
  - Payment methods and payment transaction brokers
  - Digitisation (booking, loyalty, payment, identification, security & privacy)
  - Relevant demographics, car ownership and car usage
  - Relevant social trends and motorists' behaviour
  - Relevant sustainability issues and solutions





- Q-Park Blogs obtains (and publishes) information amongst others from;
  - University studies
  - Publications from;
    - American, European & British Parking Assoc. ([IPI](#), [EPA](#) & [BPA](#))
    - Boston Consultancy Group, KPMG, PwC and McKinsey
    - AAA, RAC and ANWB automobile clubs
    - KiM, PBL, CROW and ATCM knowledge centres
    - OEMs
- Newspaper articles
- Other bloggers



- Q-Park Blogs presents Facts & Figures in a concise manner, including its source to ensure transparency and reliability.
- Some Facts & Figures are about, amongst others;
  - Ranking of motorists criteria regarding car parks
  - Parking as an instrument to influence mobility
  - Parking as a cost/benefit factor related to ownership and mobility
  - Parking tariffs and the economic effects for businesses/shopping
  - Parking market trends
  - Demographic and mobility challenges
  - Behavioural and social insights





Quality in parking