



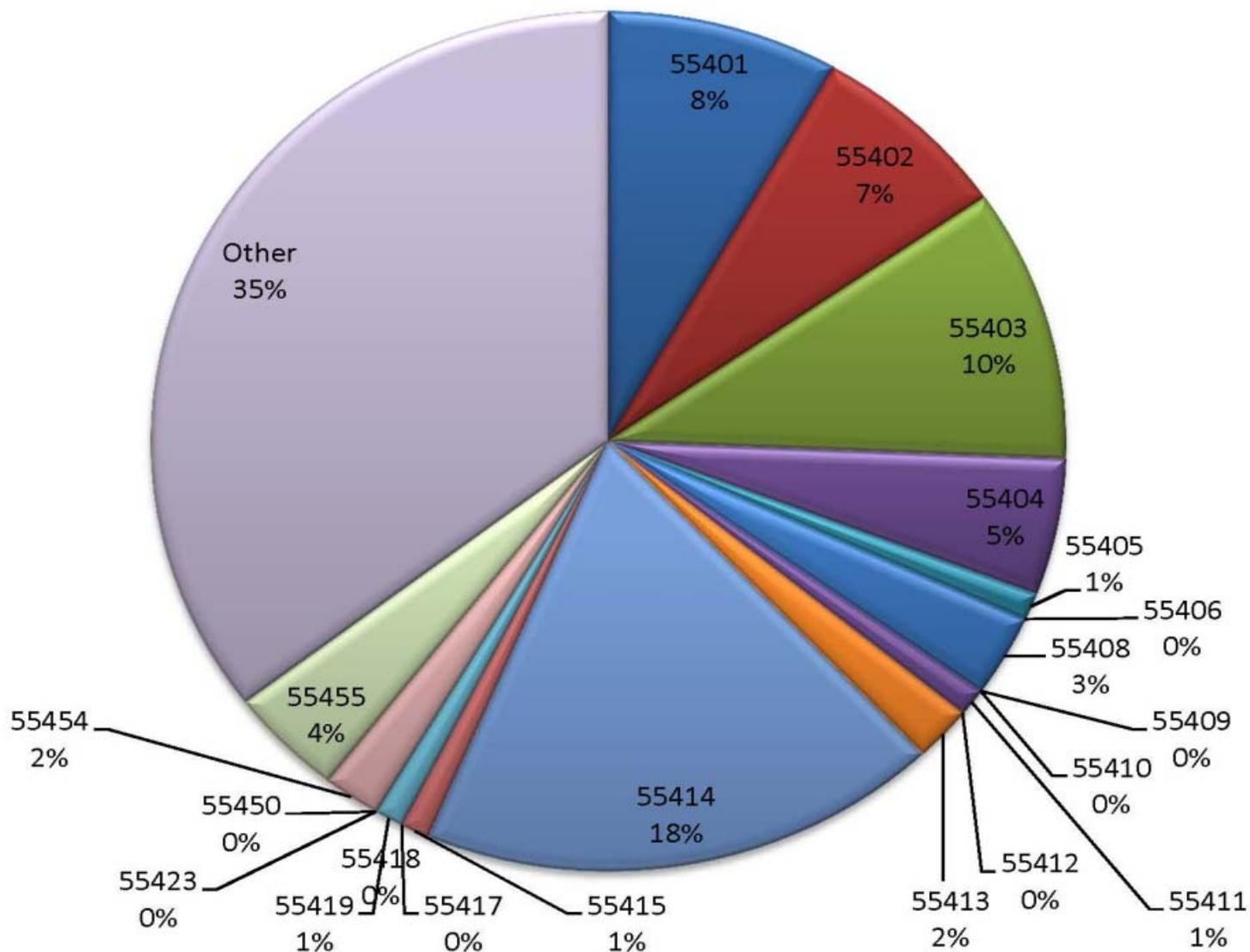
Zipcar Quarter 5 Report

Zipcar Utilization

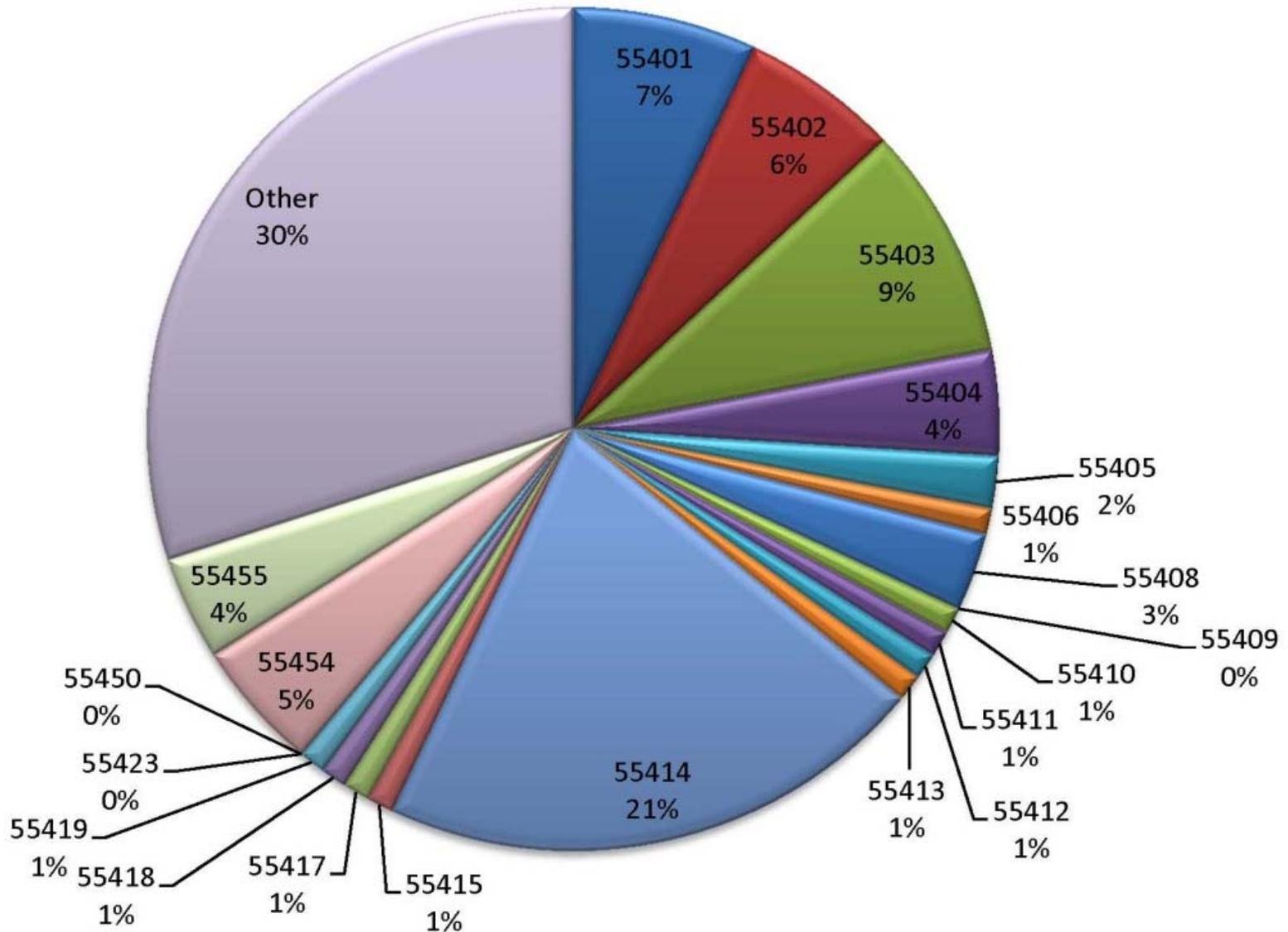
Location Name	February'15	March'15	April'15	Average
DT Auto Park LaSalle	24%	49%	20%	31%
MSP Airport	35%	37%	37%	36%
517 Marquette	17%	32%	40%	30%
The Nic on 5th	19%	18%	19%	19%
Capital City Plaza	24%	23%	18%	22%
216 S 10th St/Ameriprise	8%	31%	21%	20%
Cray Plaza	12%	19%	29%	20%
Calhoun Square		15%	30%	23%
One Ten Grant	12%	21%	18%	17%
Union Depot				0%
The Cosmopolitan	3%		10%	7%
7 West Ramp	21%	32%	21%	25%
The Bridges	19%	14%	12%	15%
Marshall Coop-Rear Parking Lot		18%	15%	17%
Bierman Apartments	10%			10%
1010 Essex	2%	4%		3%
625 4th Ave/Thrivent	23%	27%	39%	30%
13th Ave. Near B-Loce	20%	28%	22%	23%
Uptown Apple Store	19%			19%
2nd & 2nd/North Loop	18%	17%	23%	19%
4th Street behind Lunds	20%	14%	20%	18%
Nicollet &14th	13%	12%	17%	14%
313 Oak near Washington	10%	18%	14%	14%
2308 Lyndale/Wedge	9%	11%	22%	14%
711 S 2nd St/Guthrie	9%	8%	9%	9%
13th & Harmon	1%	16%	10%	9%
2327 Hennepin/Wedge			15%	15%
15th & Oak Gv/Loring Pk				0%
1st St N/Creamette				0%
1350 Nicollet				0%
Total	16.48%	22.95%	22.27%	20.57%

MEMBER GROWTH	Program Q5	Program Total to Date
55401	16	70
55402	14	60
55403	20	85
55404	10	39
55405	2	17
55406	1	13
55408	7	30
55409	0	4
55410	0	6
55411	2	6
55412	1	8
55413	5	13
55414	37	201
55415	2	11
55417	1	7
55418	1	6
55419	2	6
55423	0	3
55450	0	4
55454	5	43
55455	8	37
Other	73	286
Total NAP	207	955

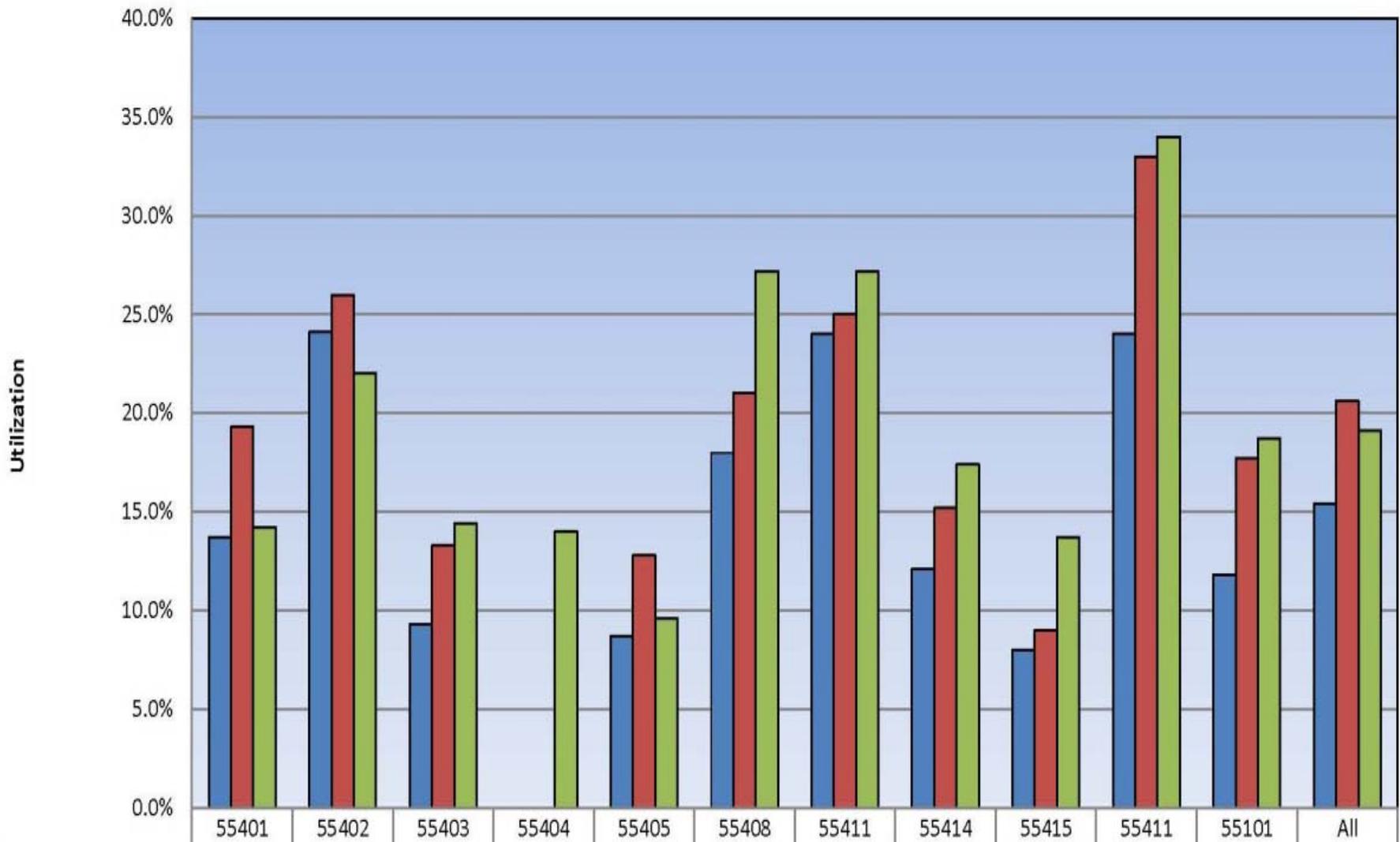
Member Growth by Zip Code Q5



Member Growth by Zip Code Program-to-Date



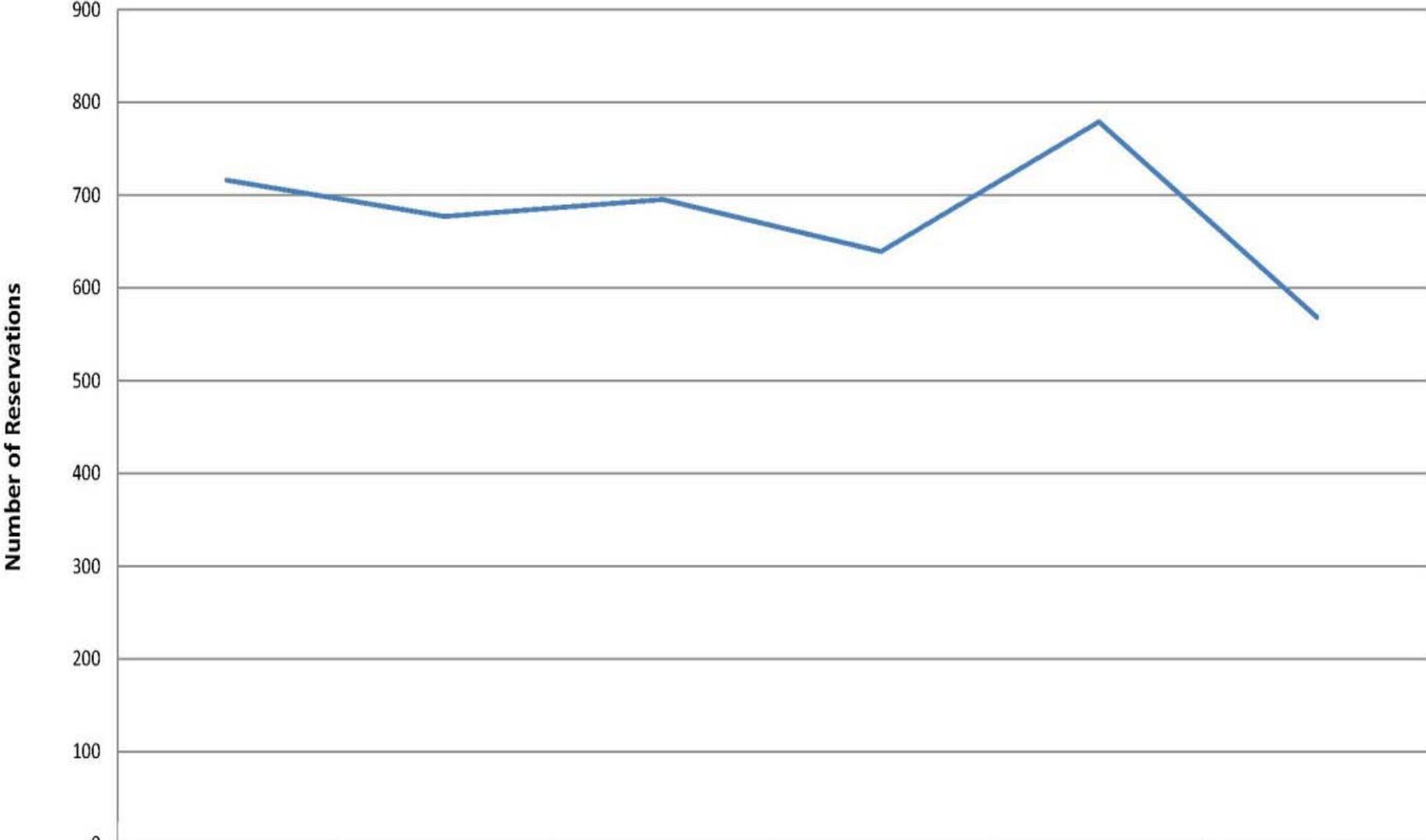
Average Utilization by Zip Code: Q4, Q5, Program To Date



■ Utilization Q4 Avg.	13.7%	24.1%	9.3%		8.7%	18.0%	24.0%	12.1%	8.0%	24.0%	11.8%	15.4%
■ Utilization Q5 Avg.	19.3%	26.0%	13.3%		12.8%	21.0%	25.0%	15.2%	9.0%	33.0%	17.7%	20.6%
■ Program Total Avg.	14.2%	22.0%	14.4%	14.0%	9.6%	27.2%	27.2%	17.4%	13.7%	34.0%	18.7%	19.1%

Reservations Per Month

Totaling 1986 Reservations for Q5



	November	December	January	February	March	21-April
Res/Month	716	677	695	639	779	568

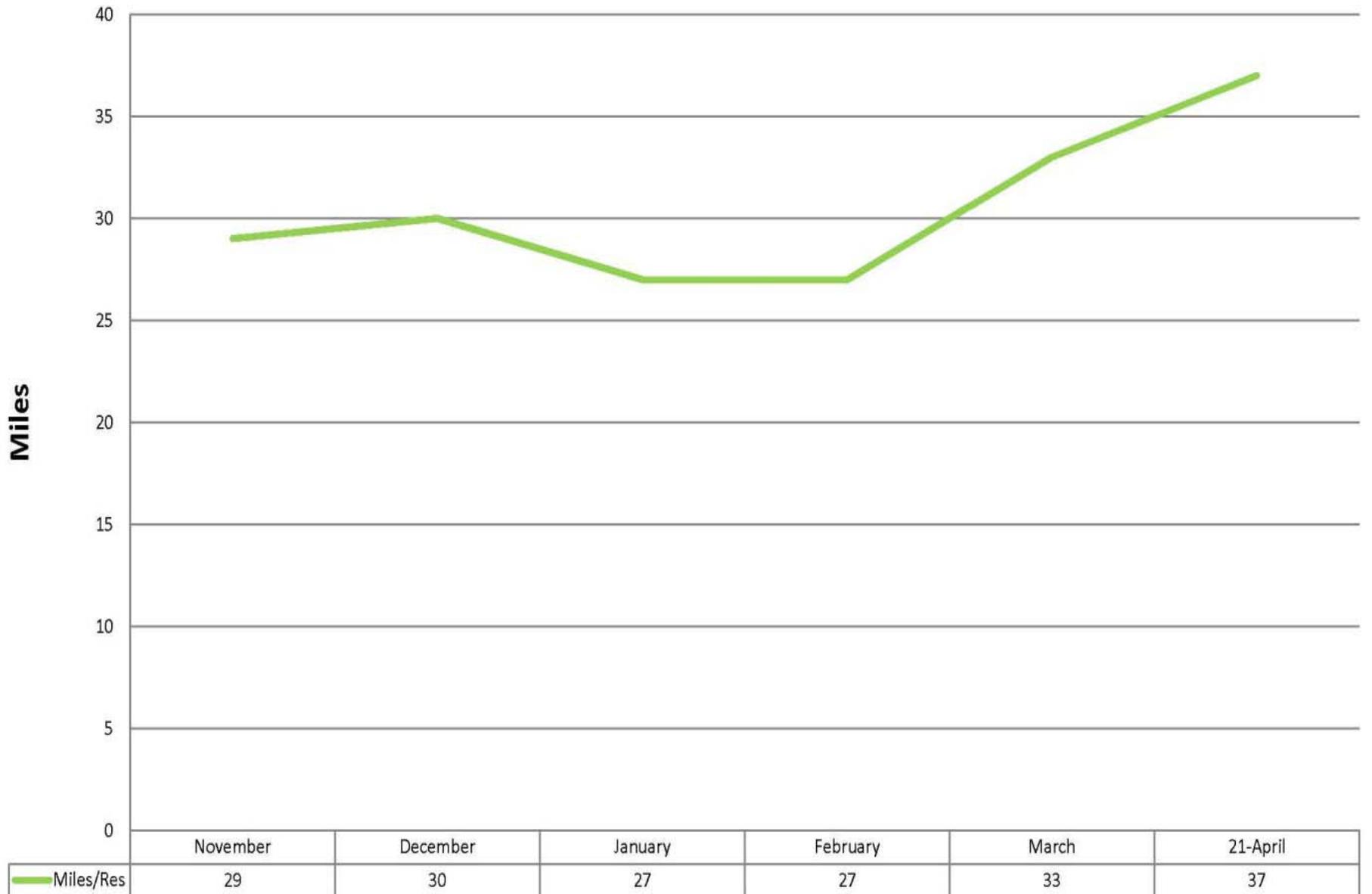
Average Hours Per Reservation

Averaging 5.1 Hours Per Reservation for Q5



Average Miles Per Reservation

Averaging 32 Miles Per Reservation for Q5



Key Numbers Recap



1. Member Growth
 - Q5 New Members – 207
 - Total Program New Members – 905
2. Utilization
 - Q5 Average Utilization – 20.6% (297 minutes per day)
 - Total Program Average Utilization – 19.1% (275 minutes per day)
3. Hours
 - Q5 Average Hours Per Reservation – 5.1
 - Total Program Average Hours Per Reservation – 5.2
4. Miles
 - Q5 Average Miles Per Reservation – 32
 - Total Program Average Miles Per Reservation -33
5. Reservations
 - Q5 Reservations – 1,986
 - Total Program Reservations – 10,829



OTHER TOPICS

- Spots taken by non-Zipcars
 - Incidents
 - 78 in Q1, 58 in Q2, 73 in Q3, 46 in Q4
 - 38 spots taken in Q5
 - 293 spots taken (known) in Total Program
 - Total Costs – (not counting staff time) **\$1,194**
- Alternate Location
 - Closed Apple Store location (3018 Hennepin)
 - Estimated opening of Stevens Square Park location?
- Signage
 - All spots with parking meter number signs have additional signage installed
 - Final cost?
 - 313 Oak
 - Averaging 6.92 scofflaws/month, pre new signage install
 - Averaging 5.66 scofflaws/month, post new signage install