

Zipcar

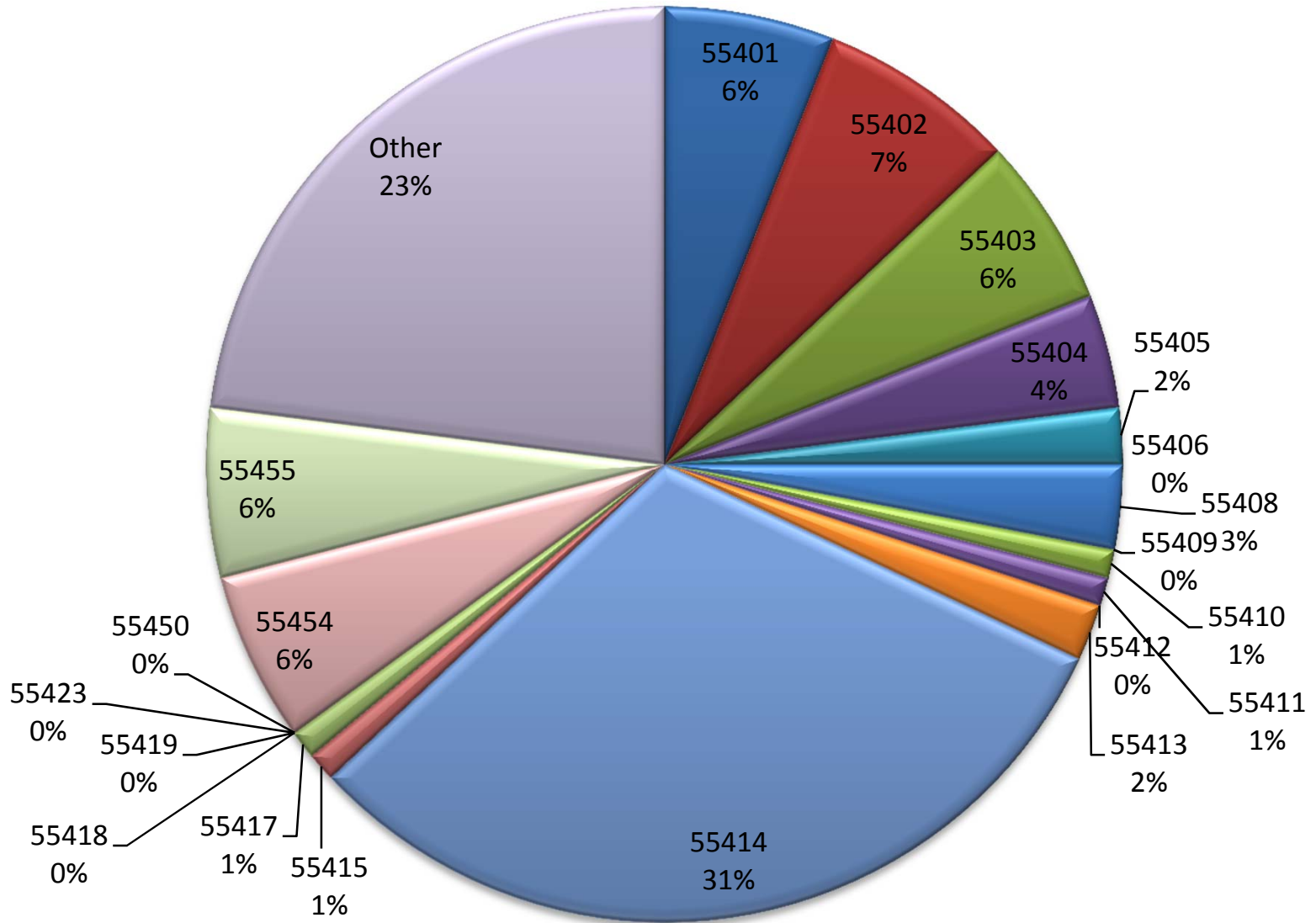
3rd Quarter Report



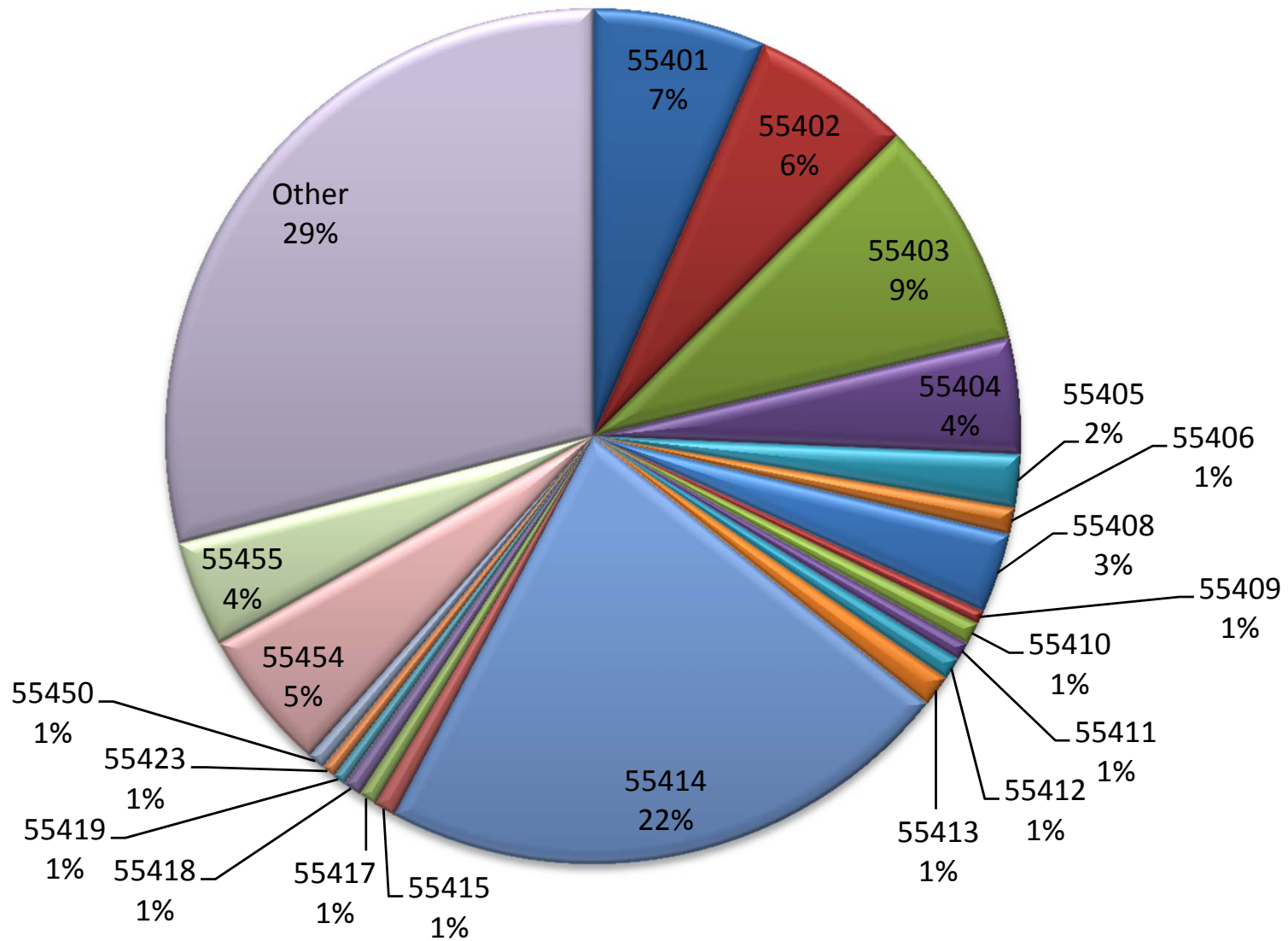
MEMBER GROWTH BY ZIP CODE	Program Q2 Total	Program Q3 Total
55401	14	16
55402	13	17
55403	27	15
55404	11	11
55405	2	5
55406	3	1
55408	7	8
55409	1	0
55410	0	3
55411	1	3
55412	4	0
55413	2	4
55414	32	79
55415	1	2
55417	2	2
55418	2	1
55419	1	1
55423	1	1
55450	0	0
55454	4	15
55455	2	15
Other	68	58
Total NAP	198	257

Program Total to Date Q3
39
36
52
26
12
6
18
3
5
4
5
7
131
5
4
4
3
3
4
32
24
173
596

Member Growth by Zip Code Q3



Member Growth by Zip Code Program-to-Date Q3



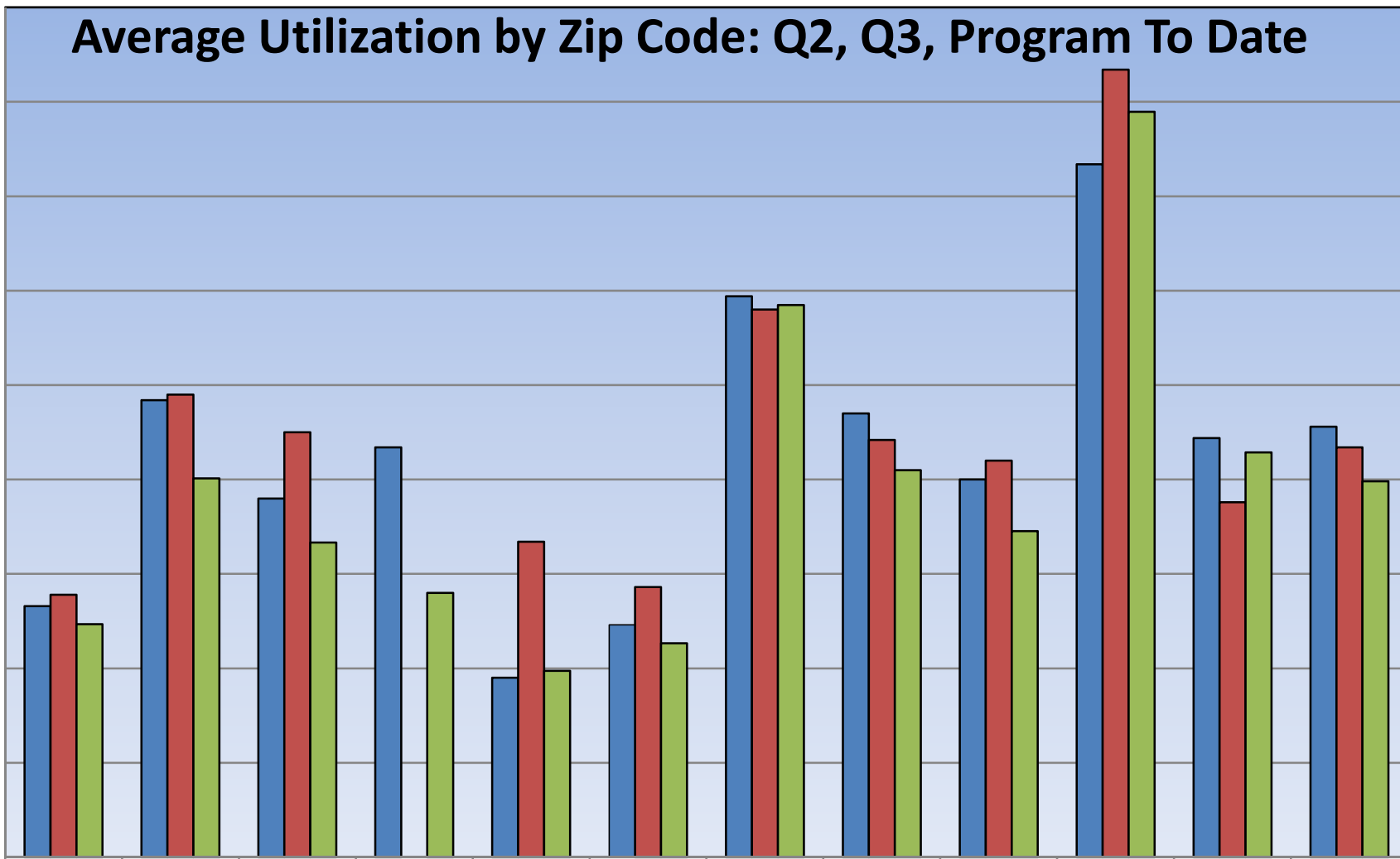
Zipcar Location Utilization

Pod Name	Jul-14	August '14	Sept '14	21-Oct'14
DT Auto Park LaSalle	29%	31%	20%	18%
MSP Airport				
517 Marquette	23%	36%	18%	22%
The Nic on 5th				
Capital City Plaza				
216 S 10th St/Ameriprise				
Cray Plaza	23%	9%	12%	21%
230 Oak Grove St				
Calhoun Square				
One Ten Grant				
Union Depot	13%	25%	18%	3%
The Cosmopolitan	32%	26%	30%	25%
7 West Ramp	25%	19%	21%	29%
The Bridges			11%	19%
Marshall Coop-Rear Parking Lot				17%
The Chateau	28%	23%	9%	27%
Bierman Apartments				
412 Lofts				
1010 Essex				
625 4th Ave/Thrivent	26%	32%	23%	20%
13th Ave. Near B-Loce	24%	35%	25%	37%
Uptown Apple Store	14%	25%	11%	7%
2nd & 2nd/North Loop	38%	19%	17%	16%
4th Street behind Lunds	23%	18%	14%	17%
Nicollet & 14th	28%	25%	22%	21%
313 Oak near Washington	29%	25%	17%	26%
820 Portland Ave	23%			
2308 Lyndale/Wedge		22%	10%	35%
711 S 2nd St/Guthrie	27%	10%	32%	9%
13th & Harmon	16%	27%	11%	22%
2327 Hennepin/Wedge	10%	8%	5%	20%
15th & Oak Gv/Loring Pk		23%	10%	18%
1st St N/Creamette	1%	10%	6%	3%
1350 Nicollet	24%	40%	15%	36%
Market Total	24.25%	25.17%	18.02%	19.69%

Average Utilization by Zip Code: Q2, Q3, Program To Date

Utilization

45.0%
40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%



■ Utilization Q2 Avg.	13.3%	24.2%	19.0%	21.7%	9.5%	12.3%	29.7%	23.5%	20.0%	36.7%	22.2%	22.8%
■ Utilization Q3 Avg.	13.9%	24.5%	22.5%		16.7%	14.3%	29.0%	22.1%	21.0%	41.7%	18.8%	21.7%
■ Program Total Avg. Q3	12.3%	20.1%	16.7%	14.0%	9.9%	11.3%	29.2%	20.5%	17.3%	39.5%	21.4%	19.9%

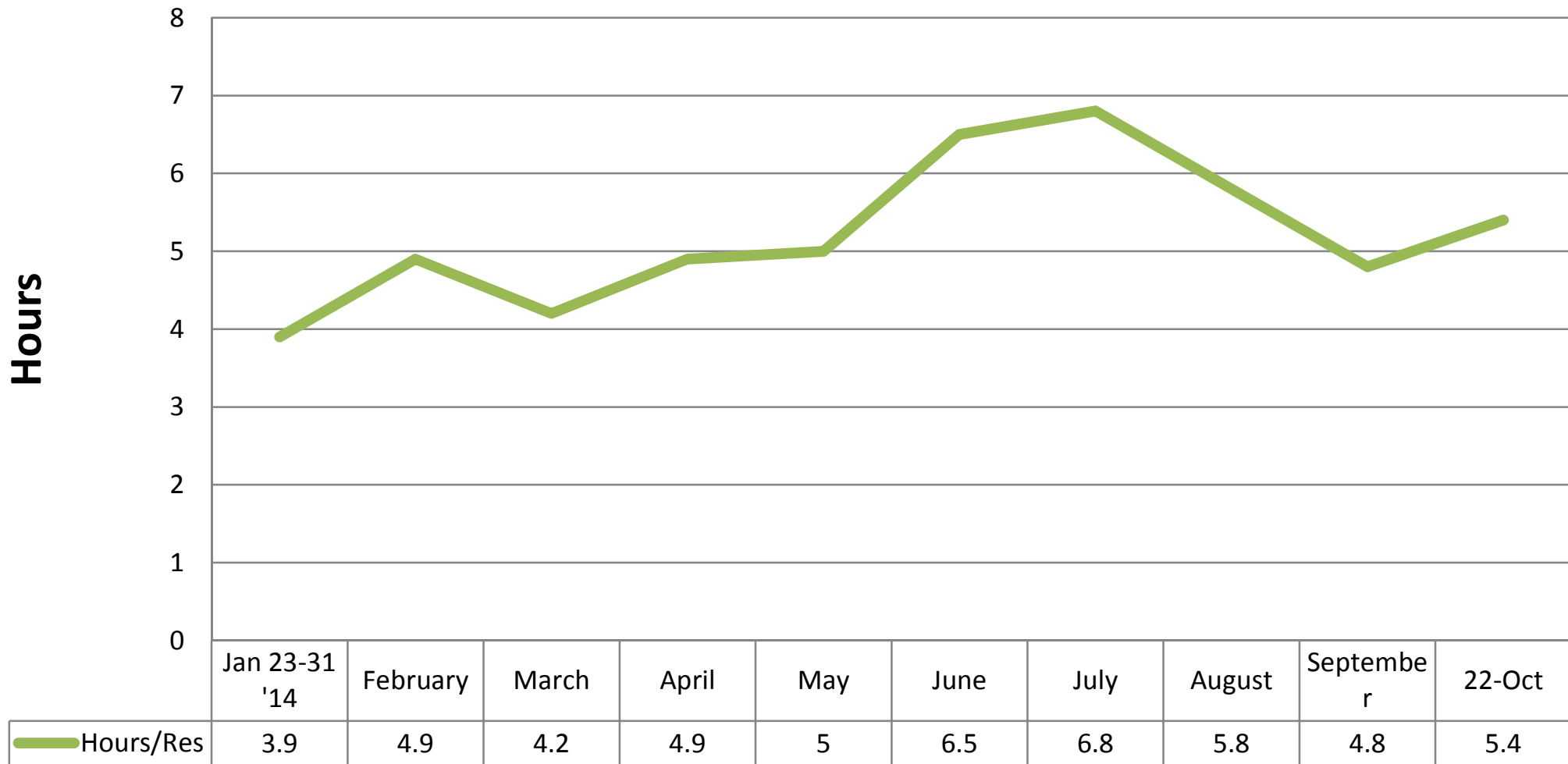
Reservations Per Month

Totaling 2134 Reservations for Q3



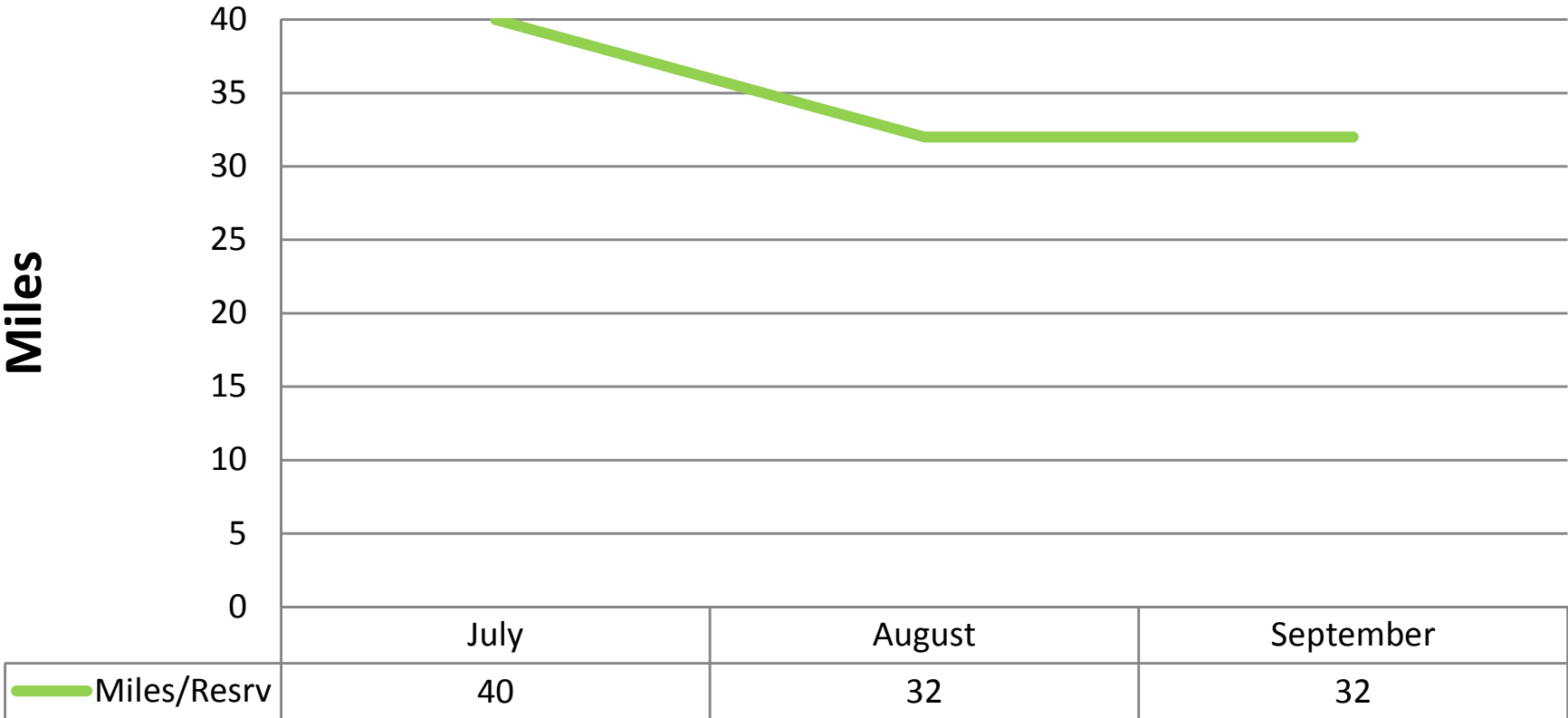
Average Hours Per Reservation

Averaging 5.4 Hours Per Reservation for Q3



Average Miles Per Reservation

Averaging 35 Miles Per Reservation for Q3



KEY NUMBERS RECAP

1. Member Growth

- Q3 New Members – 257
- Total Program New Members – 596

2. Utilization

- Q3 Average Utilization – 21.7%
- Total Program Average Utilization – 19.9%

3. Hours

- Q3 Average Hours Per Reservation – 5.4
- Total Program Average Hours Per Reservation – 5.3

4. Miles

- Q3 Average Miles Per Reservation – 34
- Total Program Average Miles Per Reservation – 34

5. Reservations

- Q3 Reservations – 2134
- Total Program Reservations - 6515

**Avg Utilization,
Program To Date**

On Street: 16%

Off Street: 22%

FLEET UPDATES

Refresh

- Swapped 8 higher mileage vehicles for new/newer vehicles (same/similar makes & models)

Three new vehicle types

- Toyota Corolla
- BMW 328i x drive
- BMW 528i x drive

Total Fleet

- 29 vehicles (15 are in City on-street spots)
- 40% AWD/4WD

STRUGGLES

- Spots Taken by non-Zipcars
 - Incidents
 - 78 in Q1, 58 in Q2
 - 73 spots taken (known) in Q3
 - 209 spots taken (known) in Total Program
 - Total costs – (not counting staff time) **\$999.84**
- Signage
 - Added 'new' signage at 313 Oak
 - Can we add everywhere?
- Member feedback
 - [Stuart Wainstock@stuartwainstock](mailto:Stuart.Wainstock@stuartwainstock) Oct 18:
@zipcarMSP@lisabendermpls@cityMinneapolis another nonzipcar in a permit parking spot. Got to be a better way.
- Restricted parking
 - Not being informed in advance about 8th & Portland 7/28 closure. Told work would be done 8/4...spot still unavailable as of 10/23
 - Forced to pay \$225 for a spot we couldn't use (from 7/28-9/7)
 - Also an issue for 313 Oak on July 28, July 31