

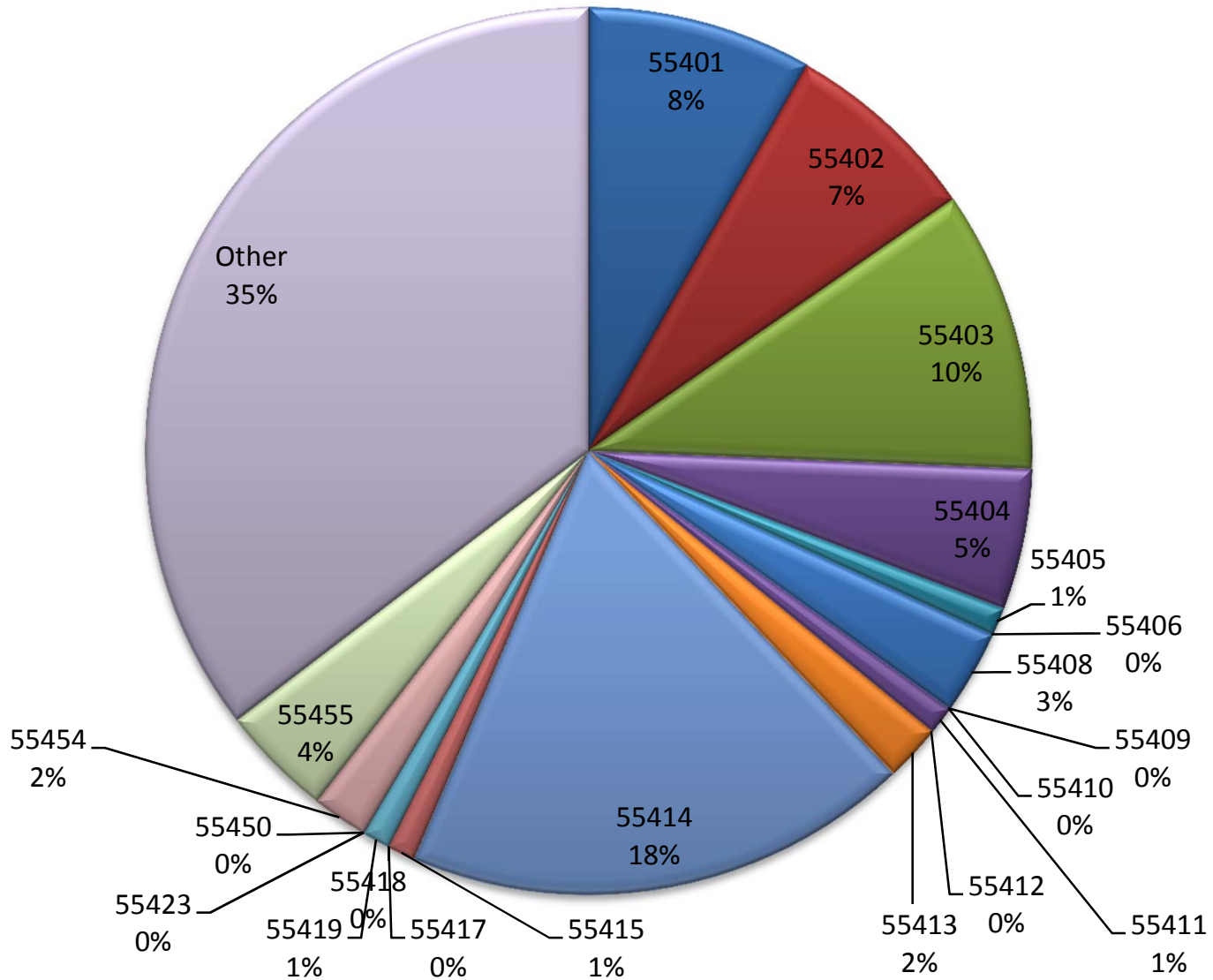
# Zipcar

5th Quarter Report

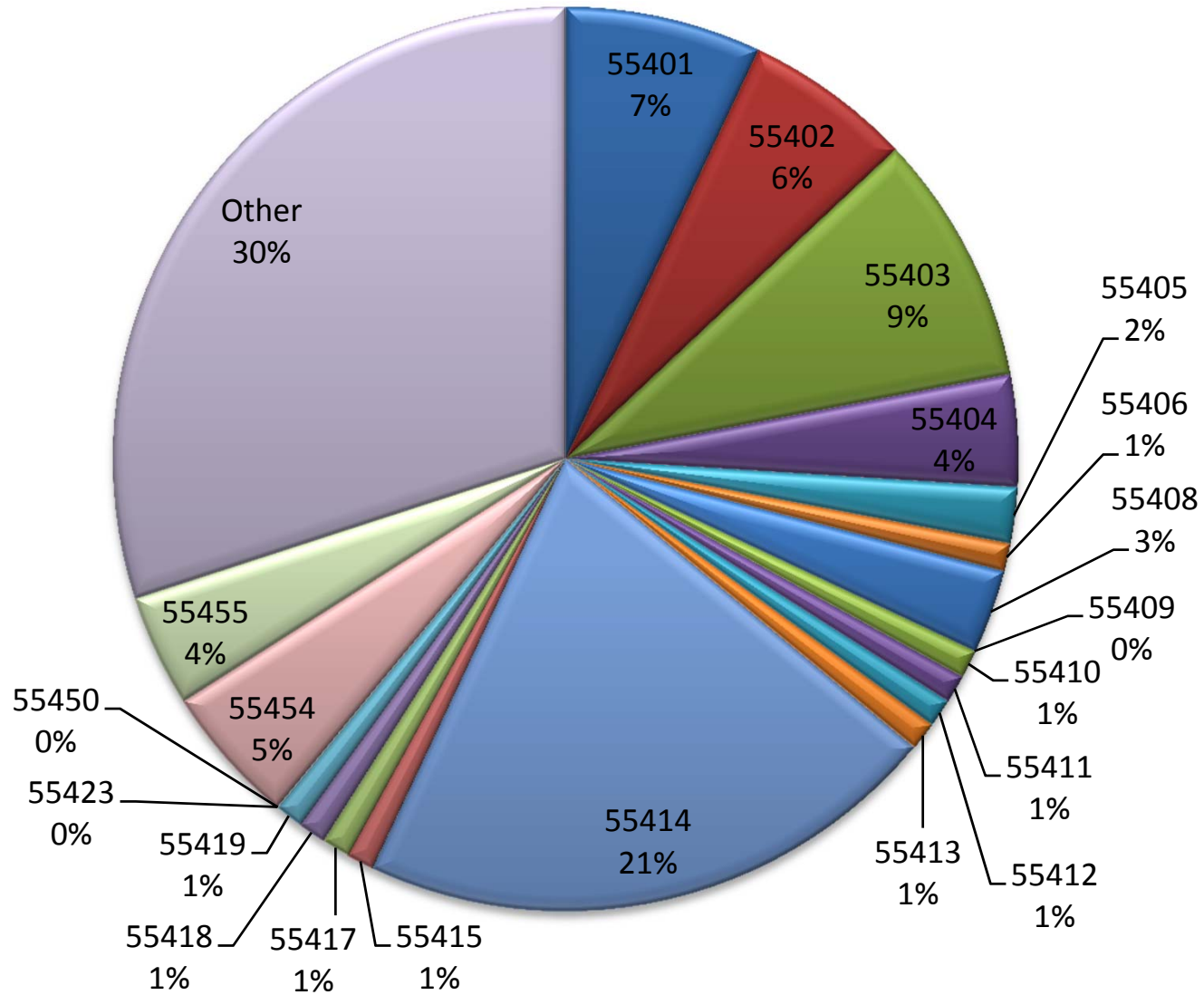


MEMBER GROWTH	Program Q5	Program Total to Date
55401	16	70
55402	14	60
55403	20	85
55404	10	39
55405	2	17
55406	1	13
55408	7	30
55409	0	4
55410	0	6
55411	2	6
55412	1	8
55413	5	13
55414	37	201
55415	2	11
55417	1	7
55418	1	6
55419	2	6
55423	0	3
55450	0	4
55454	5	43
55455	8	37
Other	73	286
<b>Total NAP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

# Member Growth by Zip Code Q5



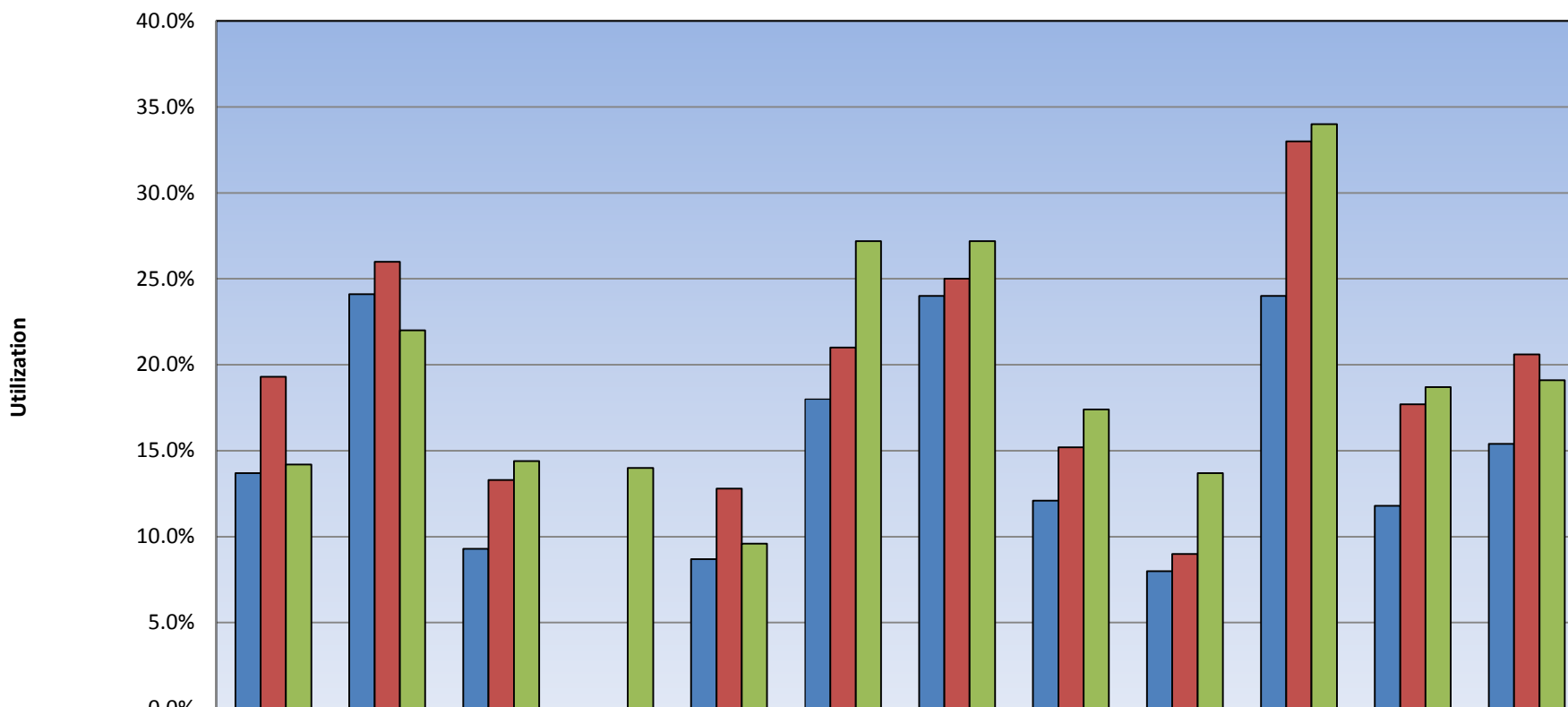
# Member Growth by Zip Code Program-to-Date Q5



**Zipcar Utilization**

<b>Location Name</b>	<b>February'15</b>	<b>March'15</b>	<b>April'15</b>	<b>Average</b>
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%
<b>Total</b>	<b>16.48%</b>	<b>22.95%</b>	<b>22.27%</b>	<b>20.57%</b>

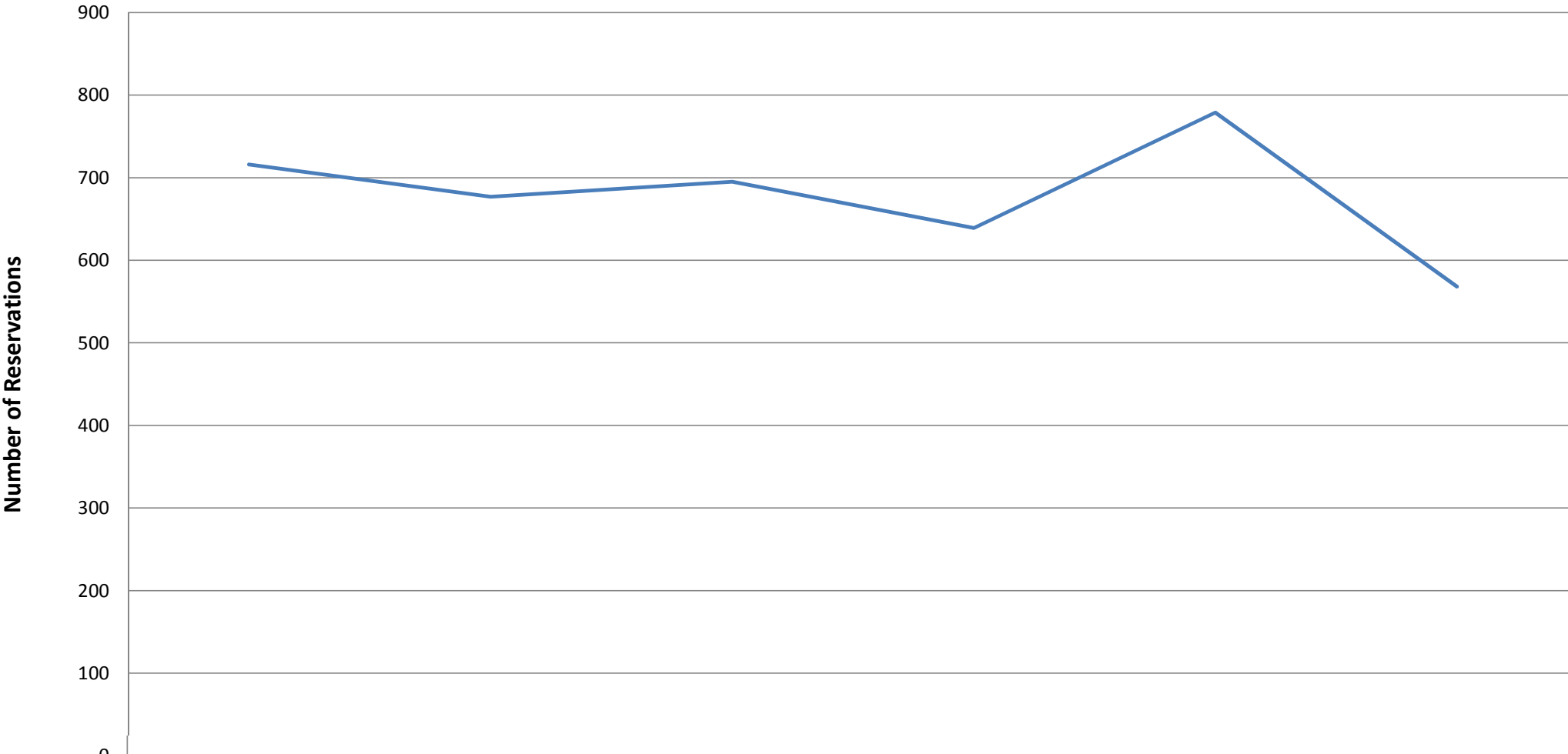
### Average Utilization by Zip Code: Q4, Q5, Program To Date



■ 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

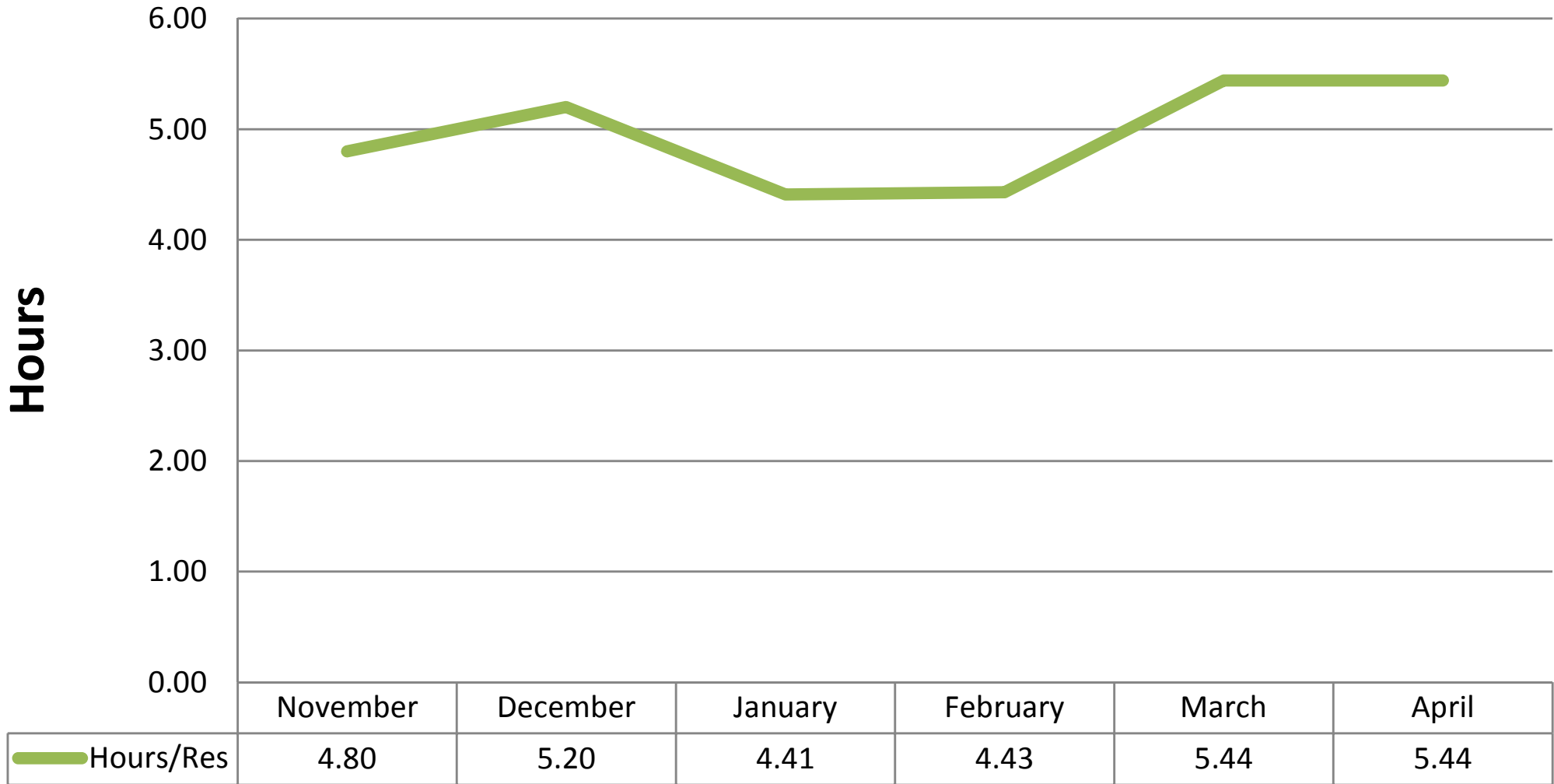
Totaling 1986 Reservations for Q5



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

# Average Hours Per Reservation

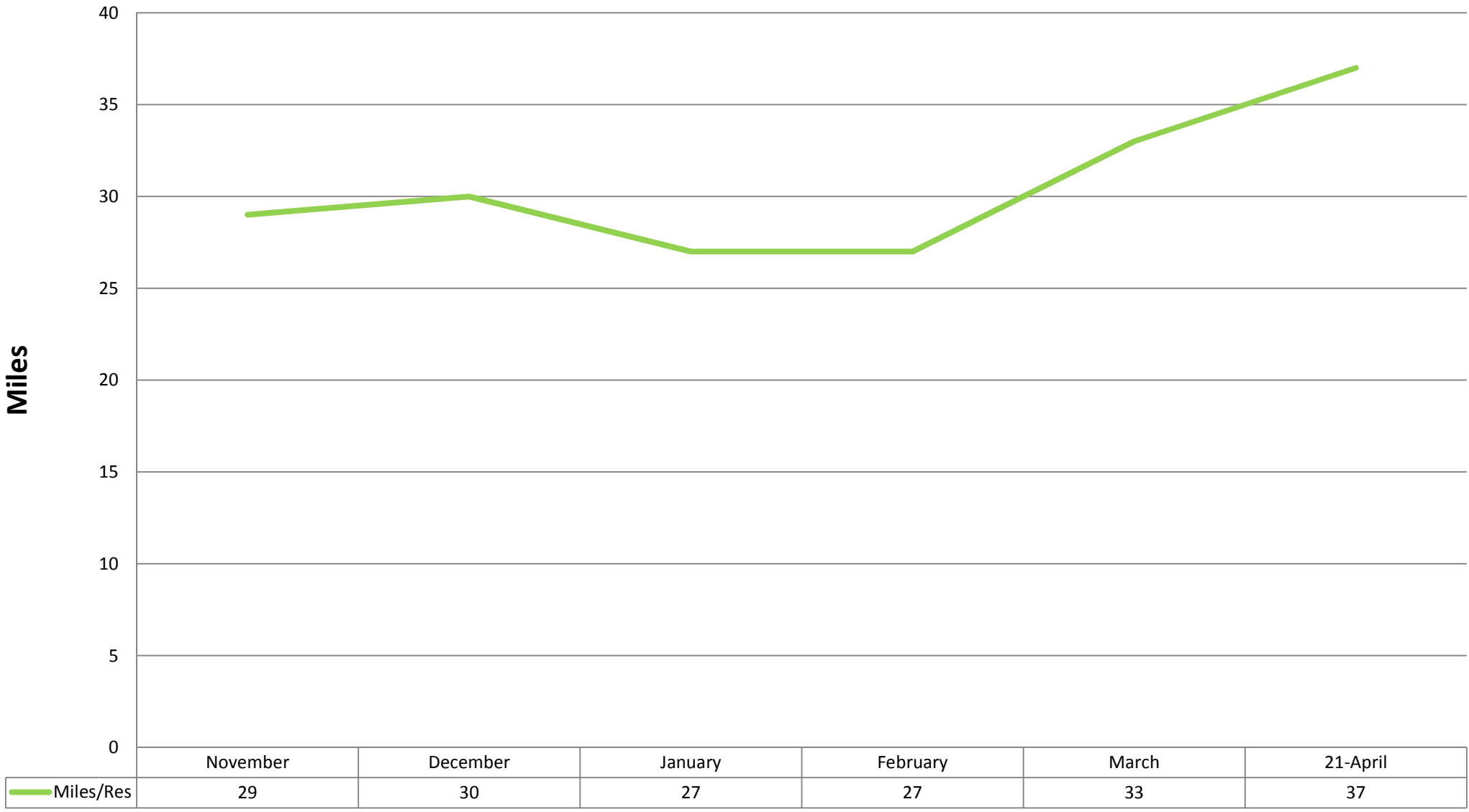
## Averaging 5.1 Hours Per Reservation for Q5





# 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