

# Zipcar

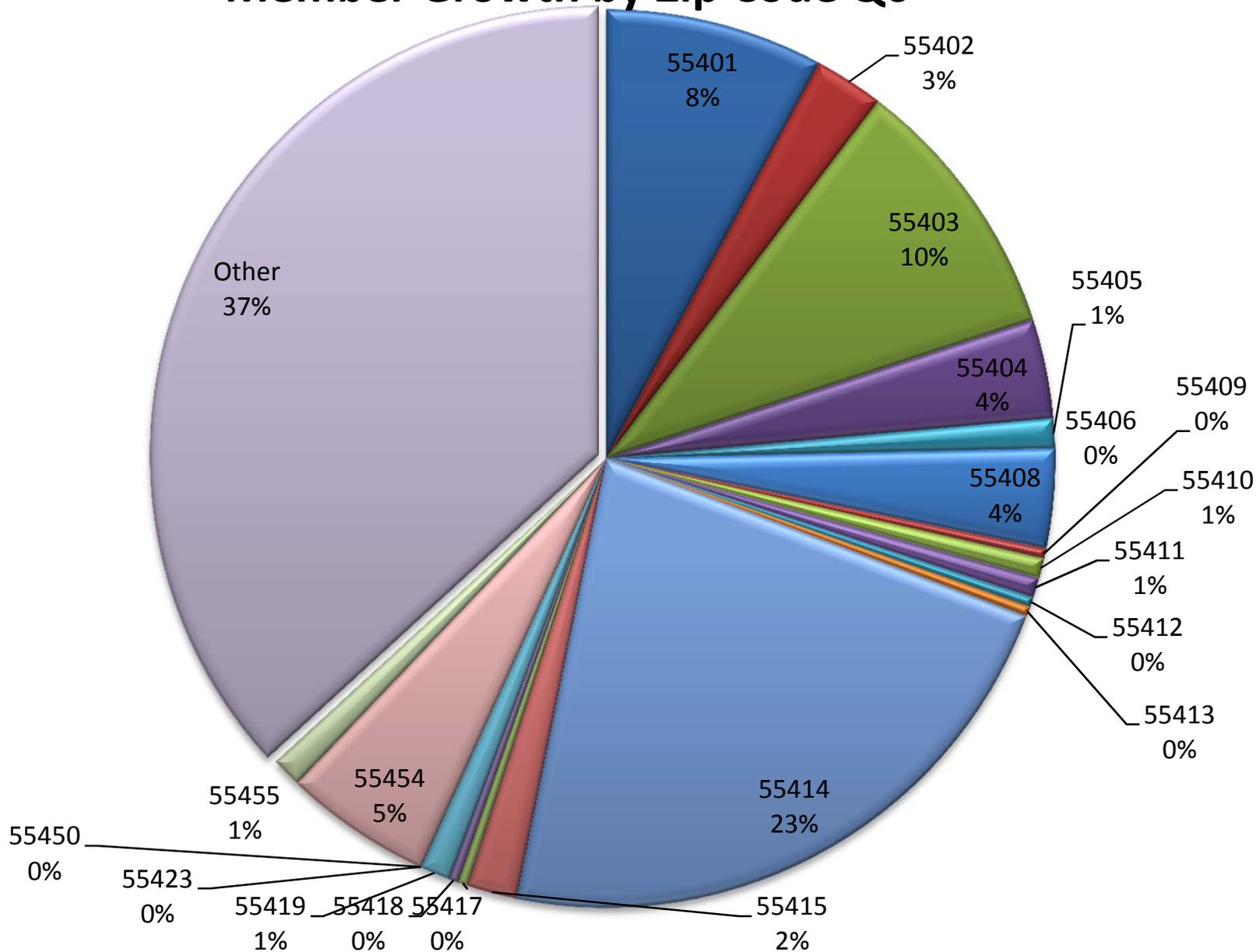
6th Quarter Report



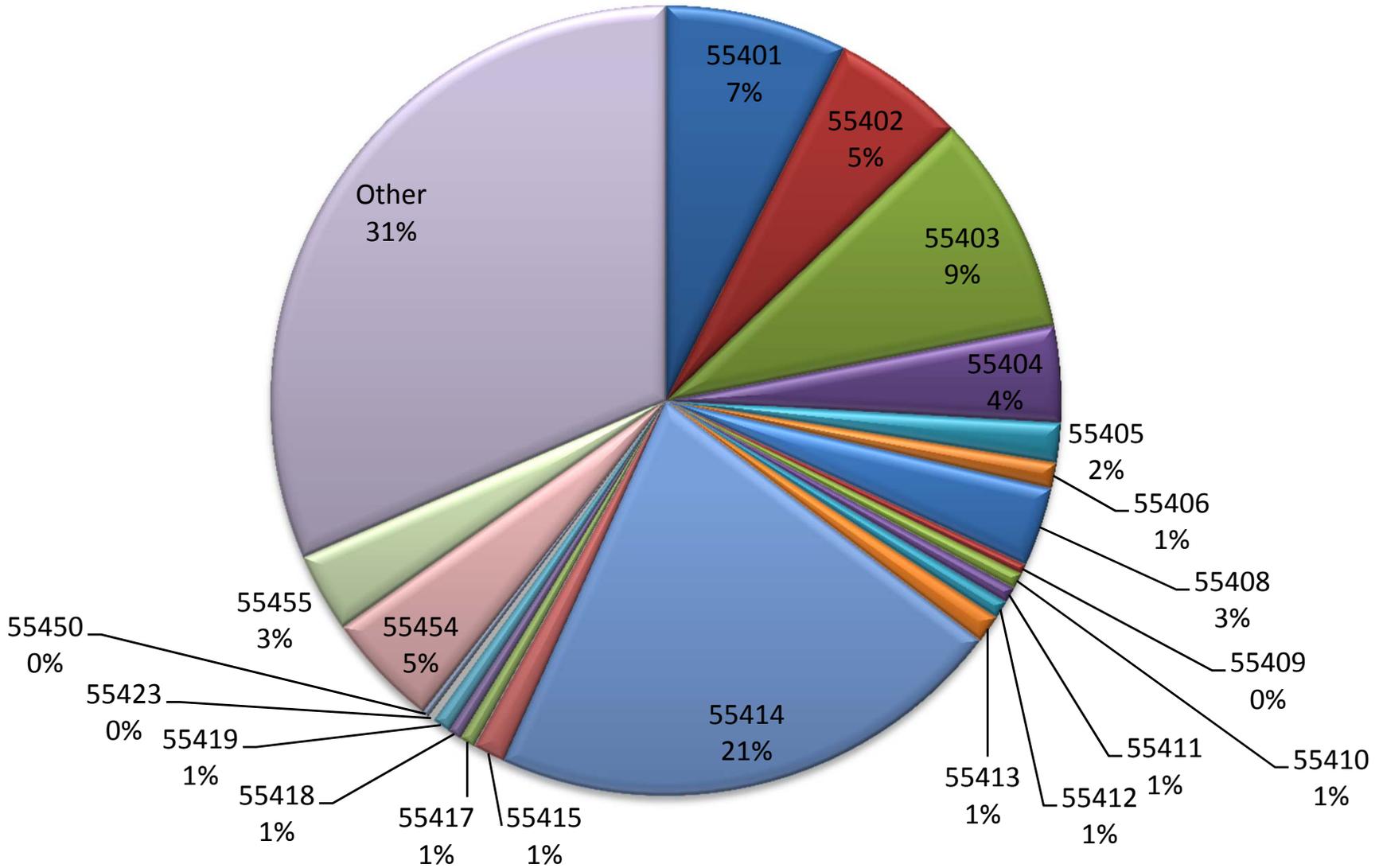
<b>MEMBER GROWTH BY ZIP CODE</b>	<b>Program Q5 Total</b>	<b>Program Q6 Total</b>
55401	16	22
55402	14	7
55403	20	27
55404	10	10
55405	2	3
55406	1	0
55408	7	10
55409	0	1
55410	0	2
55411	2	2
55412	1	1
55413	5	1
55414	37	63
55415	2	5
55417	1	1
55418	1	1
55419	2	3
55423	0	0
55450	0	0
55454	5	15
55455	8	3
<b>Other</b>	<b>73</b>	<b>103</b>
<b>Total NAP</b>	<b>207</b>	<b>280</b>

<b>Program Total to Date Q6</b>
92
67
112
49
20
13
40
5
8
8
9
14
264
16
8
7
9
3
4
58
40
<b>389</b>
<b>1253</b>

# Member Growth by Zip Code Q6



# Member Growth by Zip Code Program-to-Date Q6



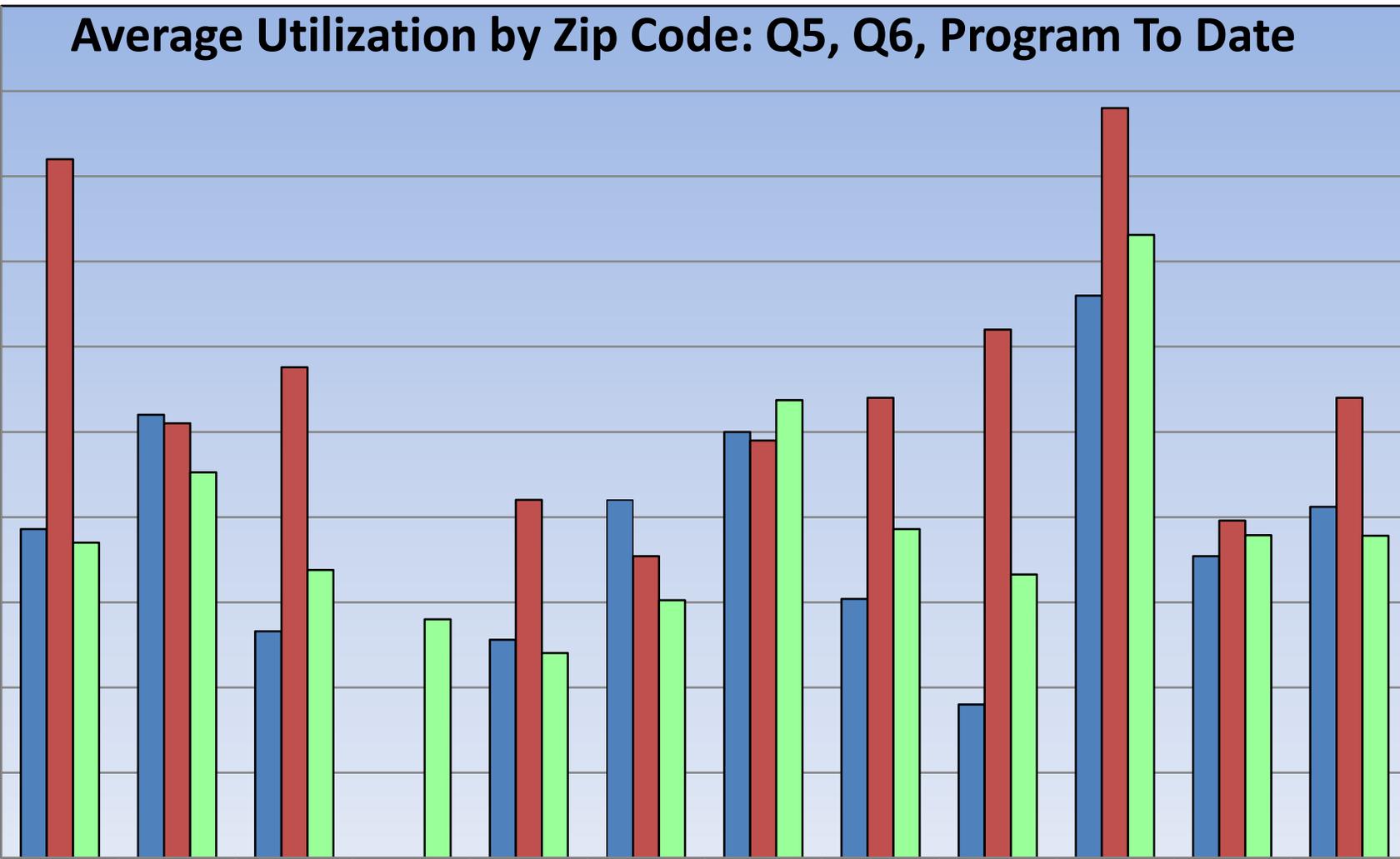
### Zipcar Location Utilization

Pod Name	Feb'15	March'15	April'15	Q5 Average	Q6 Average
DT Auto Park LaSalle	24%	49%	20%	31%	33%
MSP Airport	35%	37%	37%	36%	44%
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%	33%
Cray Plaza	12%	19%	29%	20%	
230 Oak Grove St					
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%	
The Chateau					
Bierman Apartments	10%			10%	
412 Lofts					
1010 Essex	2%	4%		3%	
625 4th Ave/Thrivent	23%	27%	39%	30%	31%
13th Ave. Near B-Loce	20%	28%	22%	23%	
Uptown Apple Store	19%			19%	
2nd & 2nd/North Loop	18%	17%	23%	19%	25%
4th Street behind Lunds	20%	14%	20%	18%	
Nicollet & 14th	13%	12%	17%	14%	21%
313 Oak near Washington	10%	18%	14%	14%	38%
820 Portland Ave				0%	
2308 Lyndale/Wedge	9%	11%	22%	14%	21%
711 S 2nd St/Guthrie	9%	8%	9%	9%	
13th & Harmon	1%	16%	10%	9%	
2327 Hennepin/Wedge			15%	15%	21%
15th & Oak Gv/Loring Pk				0%	
1st St N/Creamette				0%	24%
1350 Nicollet				0%	
<b>Market Total</b>	<b>16.48%</b>	<b>22.95%</b>	<b>22.27%</b>	<b>20.57%</b>	

## Average Utilization by Zip Code: Q5, Q6, Program To Date

**Utilization**

50.0%  
45.0%  
40.0%  
35.0%  
30.0%  
25.0%  
20.0%  
15.0%  
10.0%  
5.0%  
0.0%



■ 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%
■ Utilization Q6 Avg.	41.0%	25.5%	28.8%		21.0%	17.7%	24.5%	27.0%	31.0%	44.0%	19.8%	27.0%
■ Program Total Avg. Q6	18.5%	22.6%	16.9%	14.0%	12.0%	15.1%	26.9%	19.3%	16.6%	36.6%	18.9%	18.9%

## **KEY NUMBERS/RECAP Q6 Zipcar**

### **1. Member Growth**

- Q6 New Members – 280
- Total Program New Members – 1253
- Zip code of 55414 had the most growth – up 63 members
- Zip code of 55403 is up 27 new members
- Zip code of 55401 is up 22 new members
- Largest group is non-Mpls zip codes (Students using home residence, new moves here, Burnsville etc.)

### **2. Utilization**

- Q6 Average Utilization – 27.0%
- Total Program Average Utilization – 18.9%
- 55111 zip code has 44% utilization
- 55454 has 37% utilization
- 55414 has 27% utilization
- MSP has 23% utilization
- 313 Oak has 21% but that is a pick-up truck

### **3. Hours**

- Q6 Average Hours Per Reservation – 6.3
- Total Program Average Hours Per Reservation – 5.2

#### **4. Miles**

- Q6 Average Miles Per Reservation – 41
- Total Program Average Miles Per Reservation – 34

#### **5. Reservations**

- Q6 Reservations – 2835
- Total Program Reservations – 13,645

#### **6. Use**

- Average of 1 use /car/day
- To date Averages .9 uses/day/car

#### **7. Challenges**

- ✓ “This is a small market. It is not sustainable for its market size, it is being sustained by other markets”
- ✓ Construction – we have lost several spaces
- ✓ Poor locations
- ✓ 80% of maximum meter revenue is a big number (Free parking by Loring buildings is great)