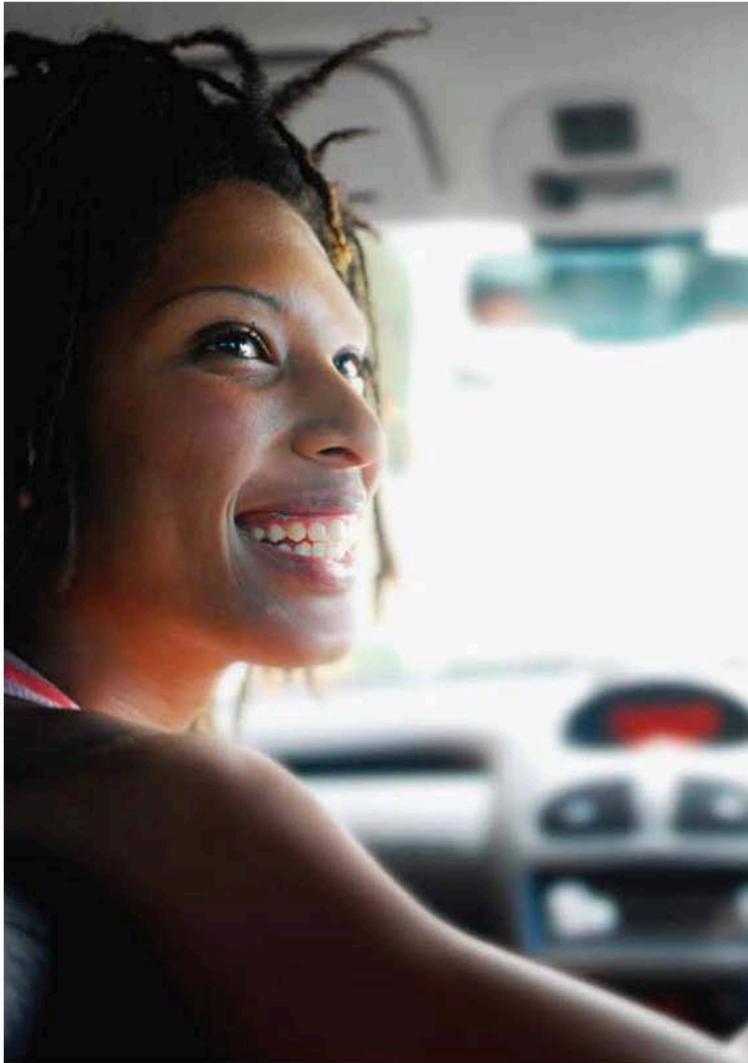




ACCELERATING THE CAR-FREE & CAR-LIGHT LIFESTYLE

NACTO
10.29.2015



our mission



to enable simple
and responsible
urban living

Zipcar: an indispensable urban amenity

900,000+ members

10,000+ cars

470+ cities & towns

500+ universities

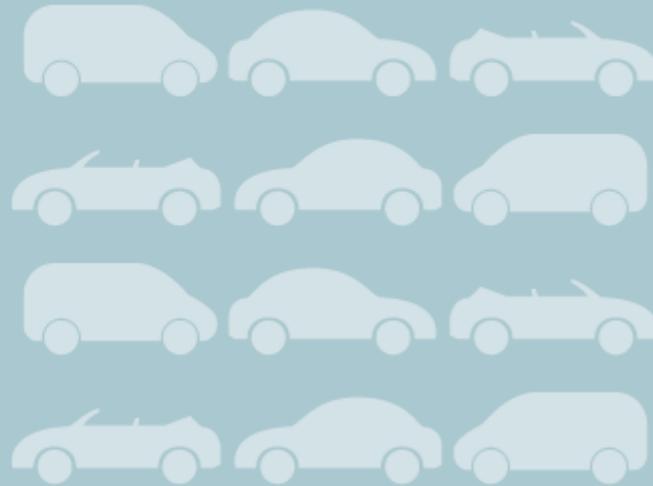
50+ airports



FOR EVERY ZIPCAR THAT HITS THE ROAD,



UP TO **13**



PERSONALLY OWNED
VEHICLES GET KICKED
TO THE CURB.²

AFTER KICKING THEIR CAR
TO THE CURB, MEMBERS REPORT
AN INCREASE OF:

↑ **13%**

in bicycling trips



↑ **19%**

in walking trips¹



ZIPCAR MEMBERS SPEND LESS OF
THEIR INCOME ON TRANSPORTATION
COMPARED TO CAR OWNERS.



\$600

(AVERAGE SAVINGS PER MONTH)



Zipcar helps members ditch the hassles of car ownership and live a simpler, smarter urban lifestyle in DC. (Hip hip hooray!)
 2015 Zipcar National Transportation Survey - DC Zipcar members

HOW ZIPCAR PAVES THE WAY FOR A SMARTER

DC

AN ESTIMATED
15,000
 PERSONAL VEHICLES
 TAKEN OFF THE
 ROAD IN DC,
 THANKS TO ZIPCAR



ZIPCAR DC MEMBERS
 AT A GLANCE:



ZIPCARS ARE LOCATED IN ALL OF DC'S
8 WARDS
 WITH MORE THAN 50 CARS EAST OF THE ANACOSTIA RIVER



MORE THAN **70%** ARE ABLE TO GET TO NEW PLACES SINCE BECOMING ZIPSTERS



Zipcar helps members ditch the hassles of car ownership and live a simpler, smarter urban lifestyle in Seattle. (Hip hip hooray!)
 2015 Zipcar National Transportation Survey - Seattle Zipcar members

HOW ZIPCAR PAVES THE WAY FOR A SMARTER

SEATTLE

AN ESTIMATED
15,000
 PERSONAL VEHICLES
 TAKEN OFF THE ROAD
 IN SEATTLE, THANKS
 TO ZIPCAR



ZIPCAR SEATTLE MEMBERS
 AT A GLANCE:



AN ESTIMATED
42 MILES
 OF SEATTLE'S PARKING SPOTS ARE NOW AVAILABLE

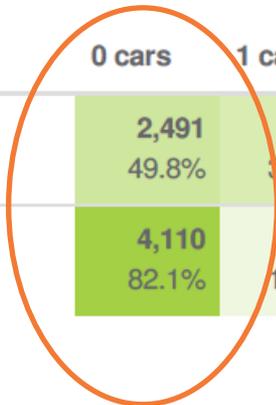
MORE THAN **70%** ARE ABLE TO GET TO NEW PLACES SINCE BECOMING ZIPSTERS





Over 30 percent of members report getting rid of a car and going car free after joining Zipcar

	0 cars	1 car	2 cars	3 or more cars	Responses
# of cars owned/leased before joining Zipcar	2,491 49.8%	1,499 30.0%	551 11.0%	464 9.3%	5,005
# of cars owned/leased now	4,110 82.1%	589 11.8%	172 3.4%	133 2.7%	5,004



How many cars did your household own/lease before joining Zipcar? How many does your household own/lease now?



- Nearly 50 percent of Zipcar New York members have postponed buying a car
- Over 70 percent are able to get places they couldn't before

	Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree	Responses
I have postponed buying a car	1,043 21.7%	1,310 27.3%	1,754 36.5%	151 3.1%	543 11.3%	4,801
I'm able to get places I couldn't get to before	2,040 42.2%	1,435 29.7%	924 19.1%	152 3.1%	283 5.9%	4,834



Please tell us how much you agree or disagree with the following statements. Because of Zipcar...

PARKING-ENABLED GROWTH



PARKING-ENABLED GROWTH



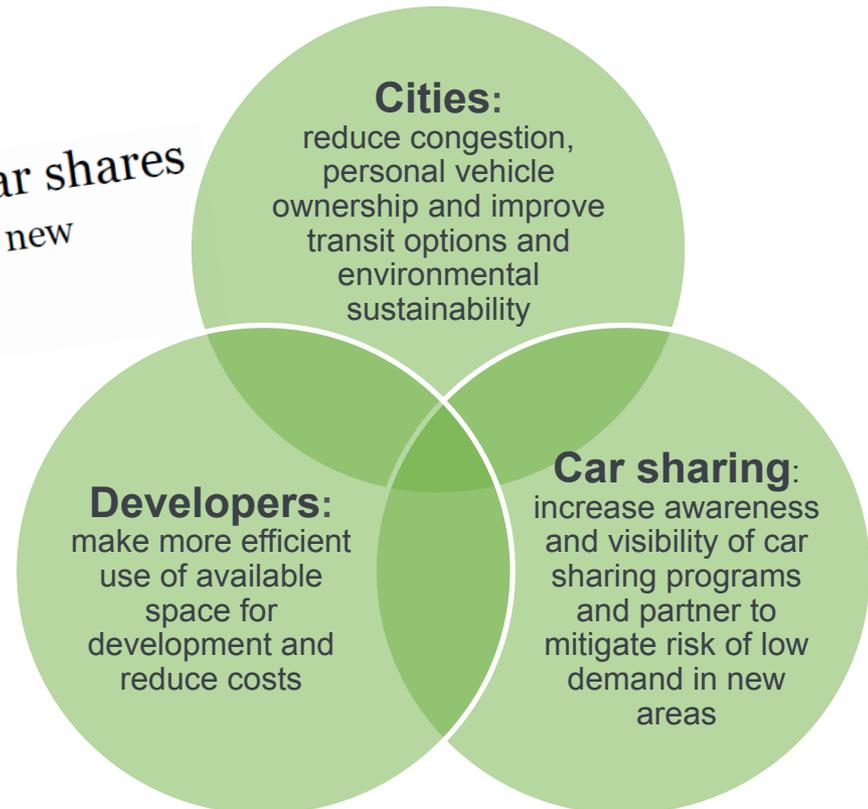
Innovative urban land-use policies can help achieve goals of cities, developers and car sharing operators in reducing car ownership

THE VANCOUVER SUN

Vancouver swaps parking requirement for car shares

Innovative plan lets developers cut five parking spaces in new developments for every co-op car they add

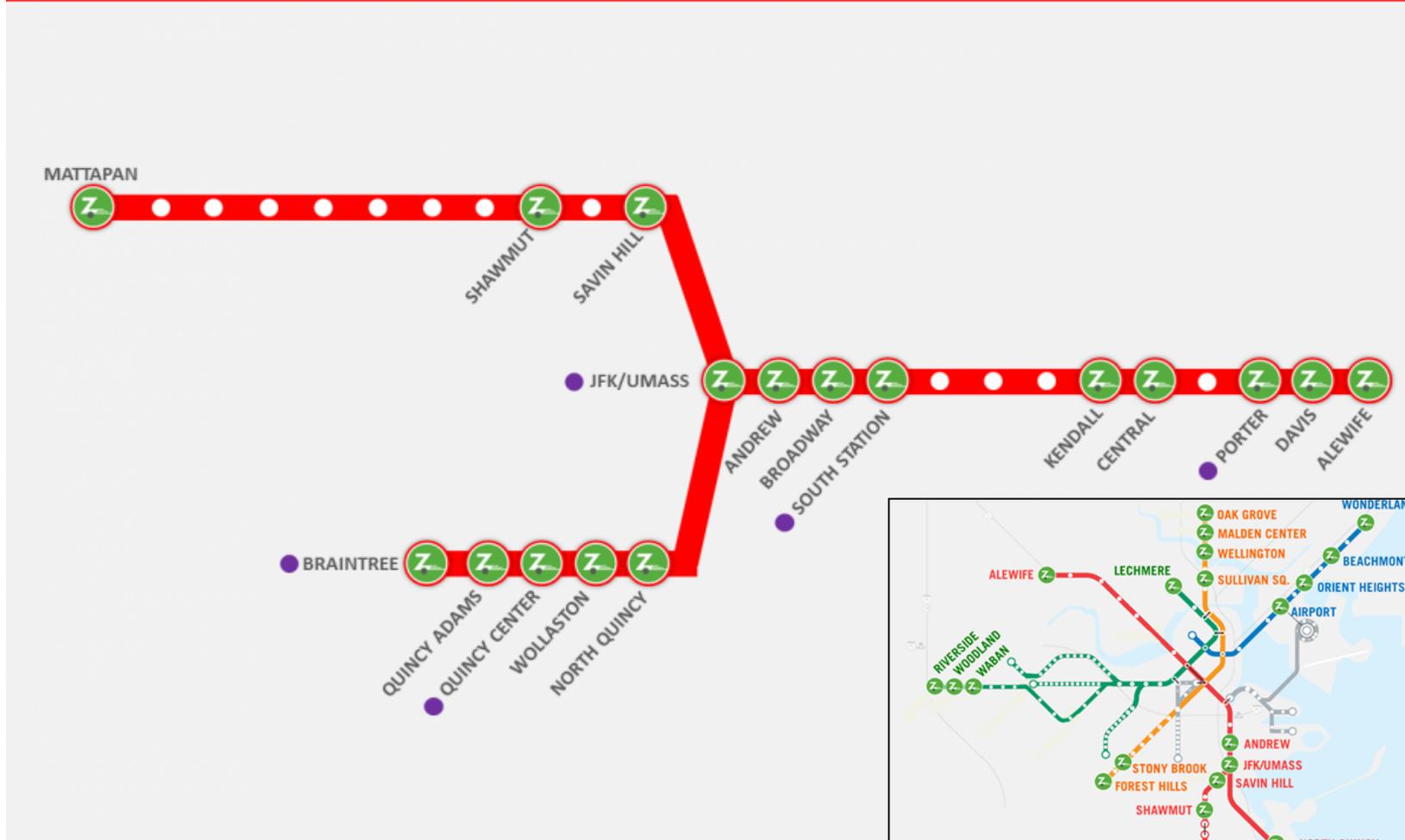
BY BILL METCALFE, SPECIAL TO THE SUN NOVEMBER 28, 2014



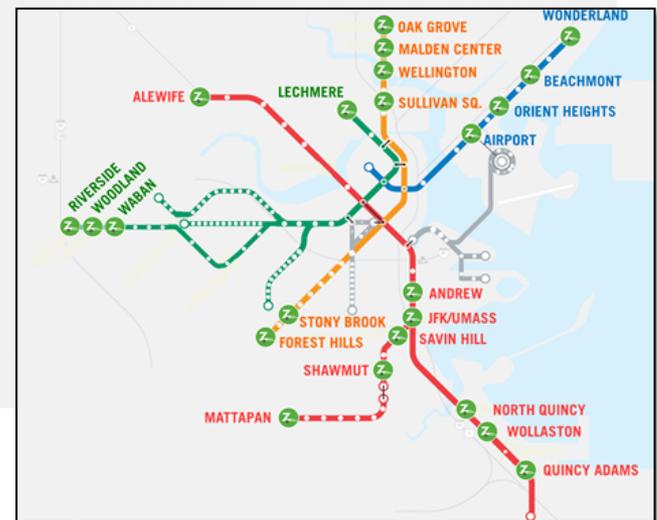
TRANSIT-ENABLED GROWTH



RED LINE



Zipcar locations and public transit, Boston





we are taking sharing to a whole new level



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