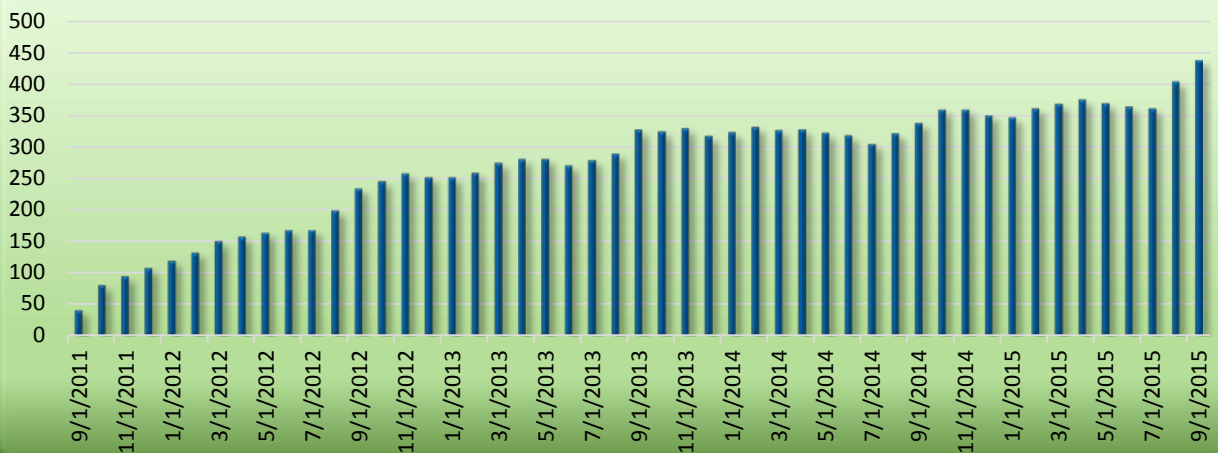


### ZIPCAR USAGE DATA

#### Zipcar by the numbers:

- 887** members have joined since the program started (9/1/2011)
- 442** current active members (excludes those who have graduated, moved, etc...)
- 71** average unique members reserving in the 2014 school year (2.8/month)
- 3** Zipcars on campus (reduces an estimated 90 personally owned vehicles from campus)
- 2** Zipcar locations on campus

Humboldt State University - End Members



### HSU - Avg Number of Reservations per Reserving Member

