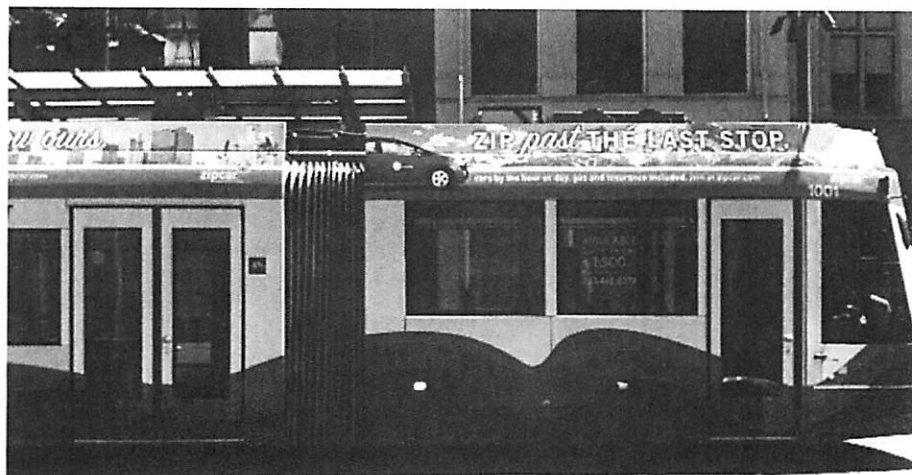


Zipcars in Downtown Tacoma - June 10, 2013

Pierce County has allocated \$50,000 from a CMAQ grant to help market carsharing downtown. This includes the LINK wrap currently traveling the rails, billboard signage and marketing the program to downtown businesses. Downtown On the Go has hired a carshare coordinator to get the message to employers and sell the notion of Zipcars as fleet vehicles. The expectation is that the demand for Zipcars will increase with education about the program.

Current Zipcar Location	Proposed New Location	Reasoning	Utilization May 2013
2 cars at UWT by Mattress Building near S. 21 st	2 cars on S. 17 th opposite Tollefson Plaza	Better projected utilization and visibility. Grassis has now moved out. Six months since the letter from the City Manager	17% overall 18% weekdays 13% weekends
2 cars on S. 11 th near Pacific near the Chamber – streetscape temporary location	2 cars move back to Pacific in front of Starbucks at S. 11 th when the roadway is ready	Returning the cars to their previous more visible location in front of highly trafficked Starbucks.	31% overall, 29% weekdays, 39% weekends
1 car in front of the Metropolitan on St. Helen's near S. 4 th	1 car moves to Market St. in angle parking near S. 7 th . An additional car will be added with demand.	Better visibility by more people where there is some retail, foot traffic and lots of density and TMB/N	25% overall, 19% weekdays, 40% weekends



Zipcar wrap on LINK - June 2013