

HOURCAR

Quarterly Report

City of Minneapolis

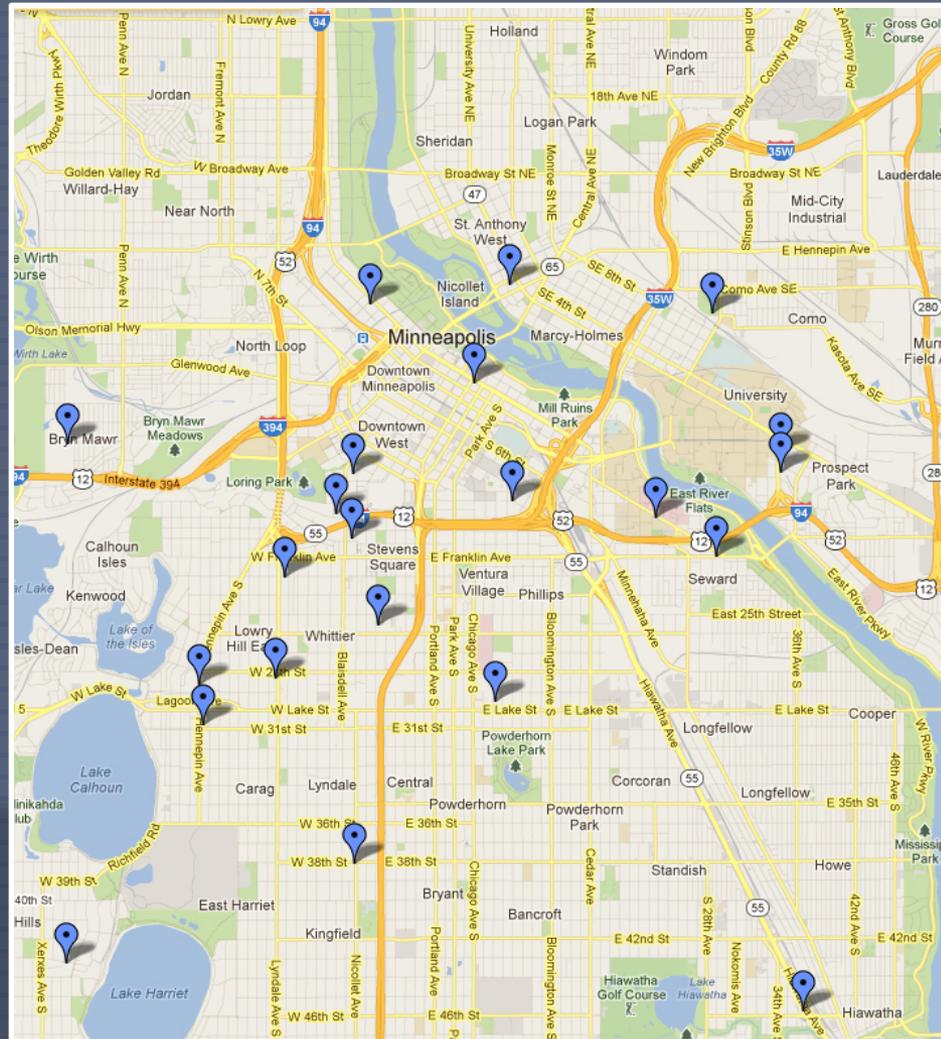
Public Works – Traffic & Parking Services

Car Sharing Pilot Program



March 12, 2014

Minneapolis Hubs, March 2013



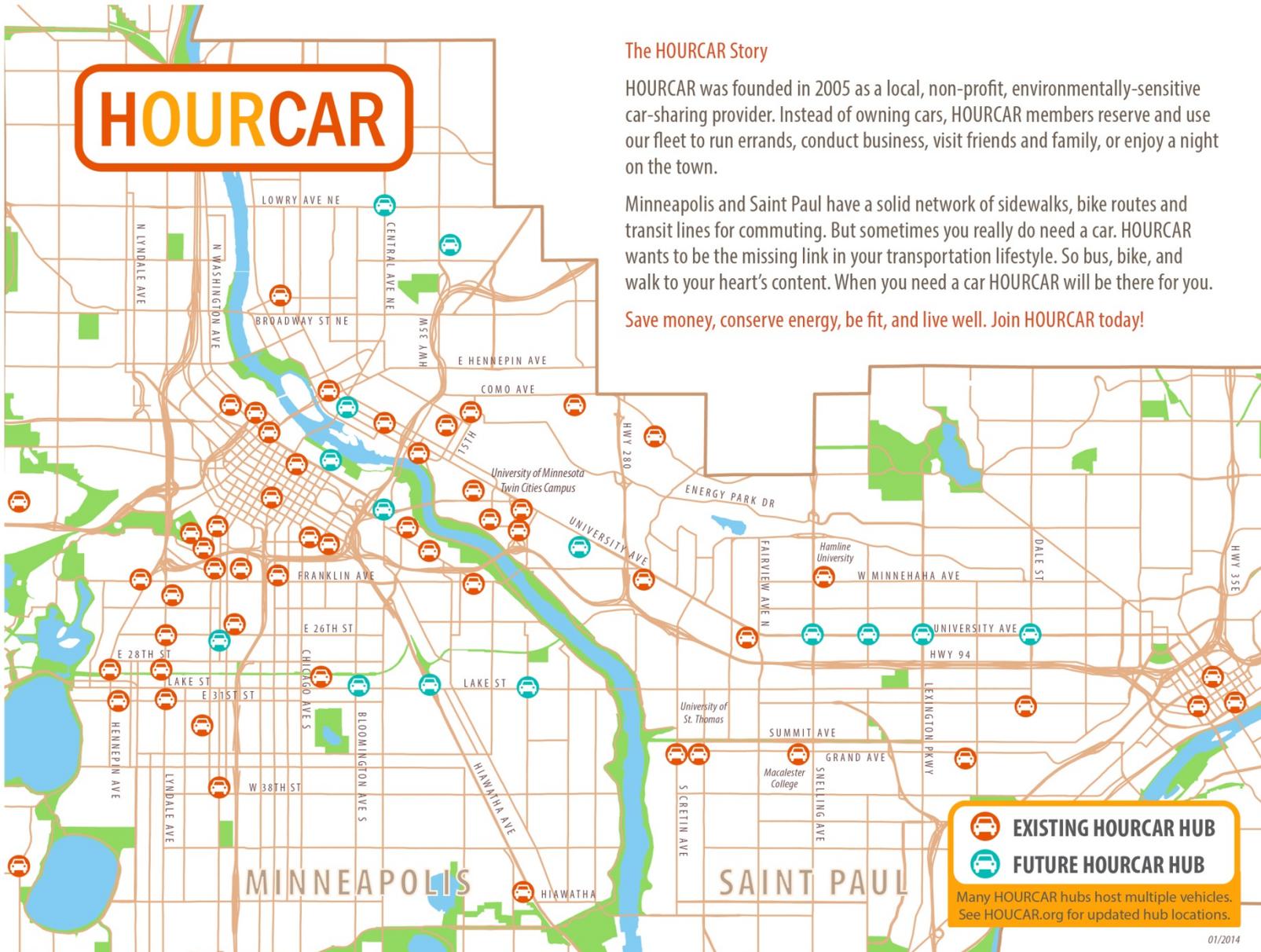
HOURCAR

The HOURCAR Story

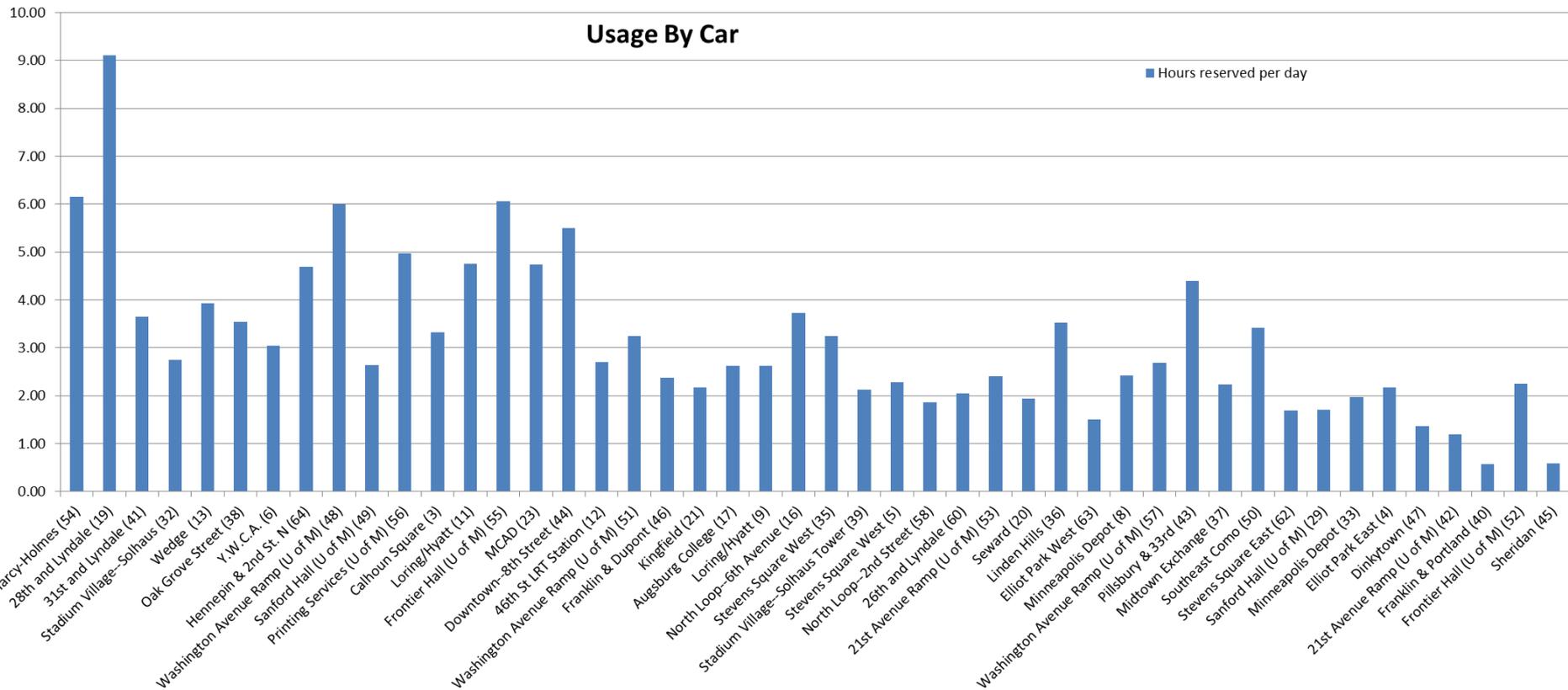
HOURCAR was founded in 2005 as a local, non-profit, environmentally-sensitive car-sharing provider. Instead of owning cars, HOURCAR members reserve and use our fleet to run errands, conduct business, visit friends and family, or enjoy a night on the town.

Minneapolis and Saint Paul have a solid network of sidewalks, bike routes and transit lines for commuting. But sometimes you really do need a car. HOURCAR wants to be the missing link in your transportation lifestyle. So bus, bike, and walk to your heart's content. When you need a car HOURCAR will be there for you.

Save money, conserve energy, be fit, and live well. Join HOURCAR today!

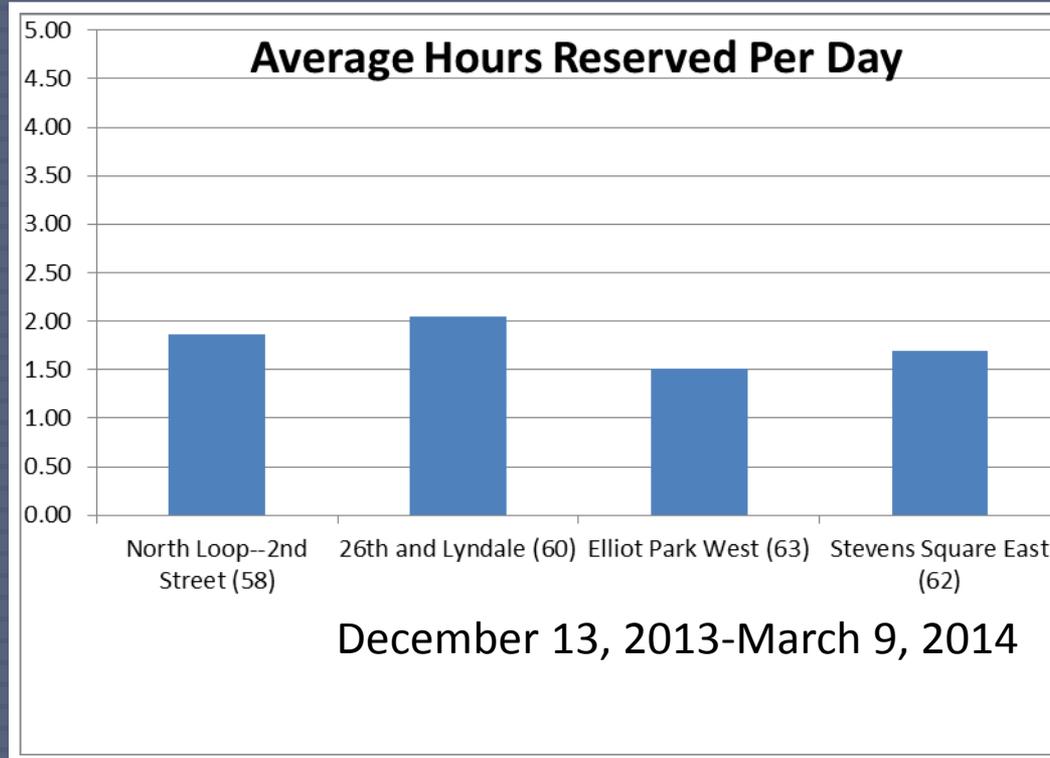


Usage—Minneapolis Hubs



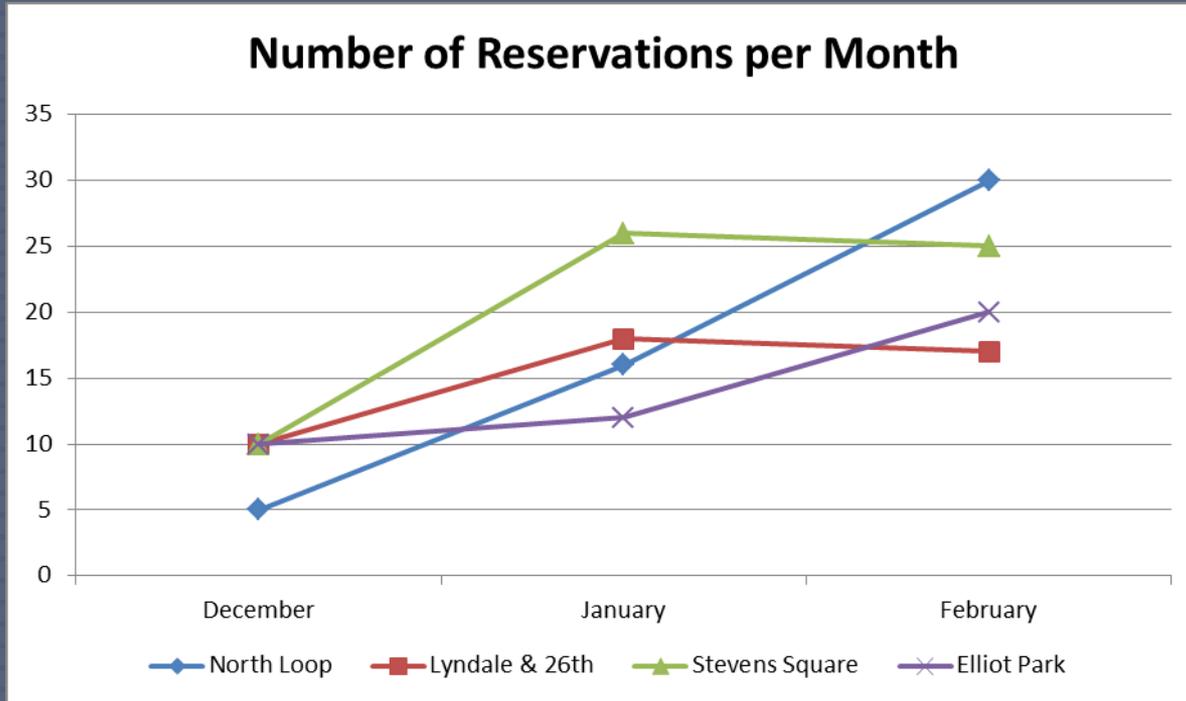
December 13, 2013-March 9, 2014

On-Street Hubs

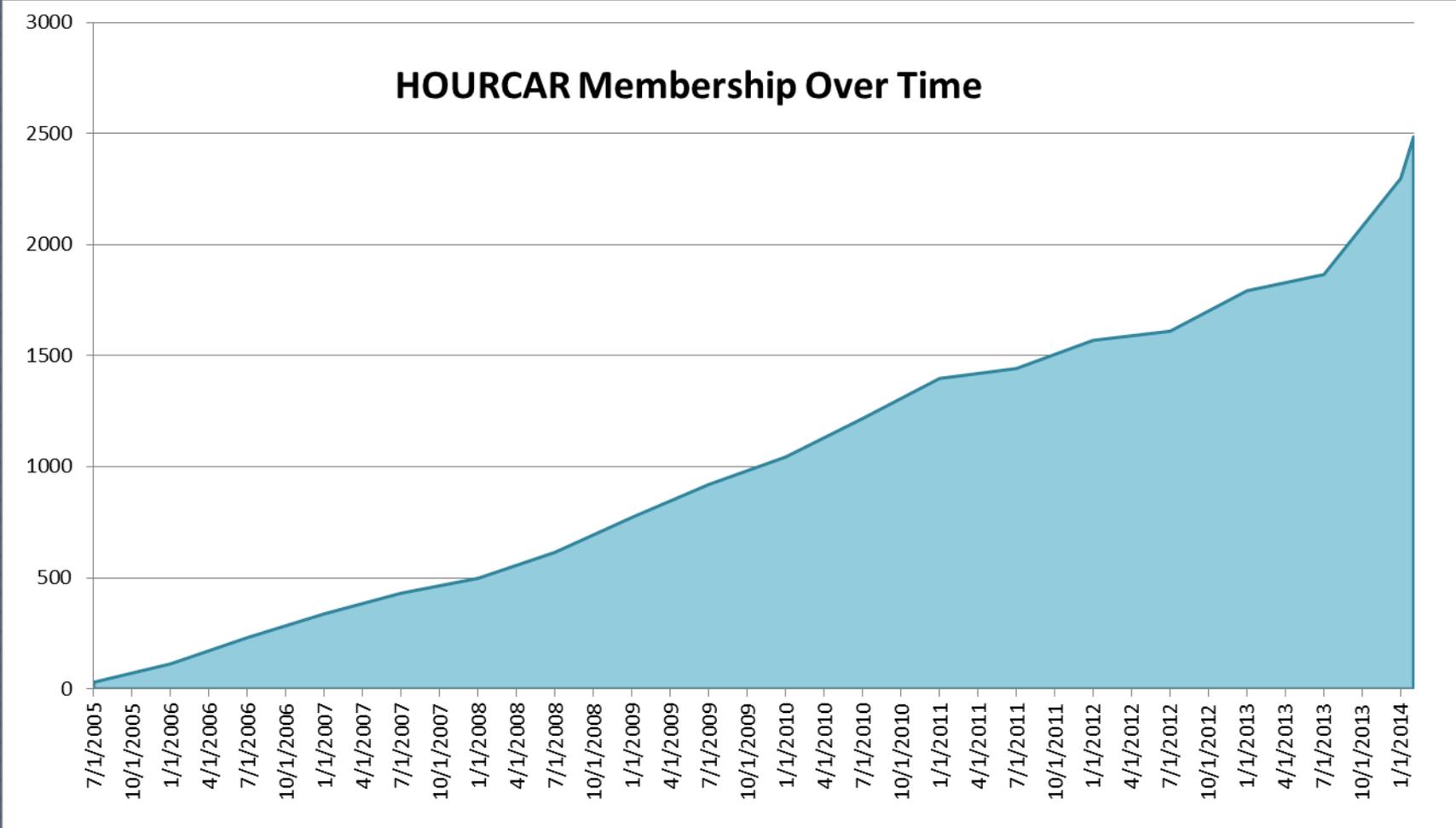


*Loring Park on-street hub launched in early March, so usage data is not yet available.

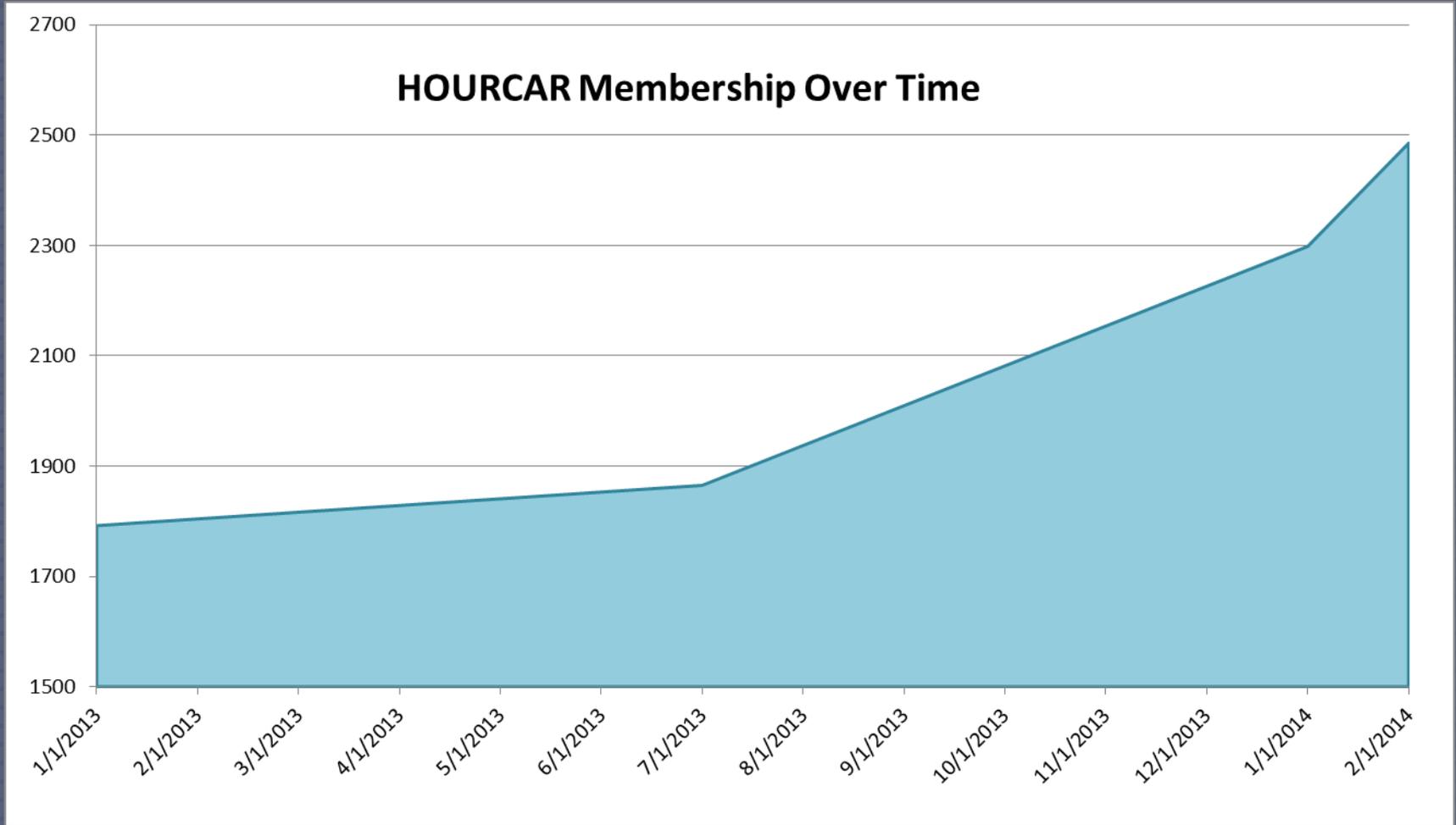
On-Street Hubs



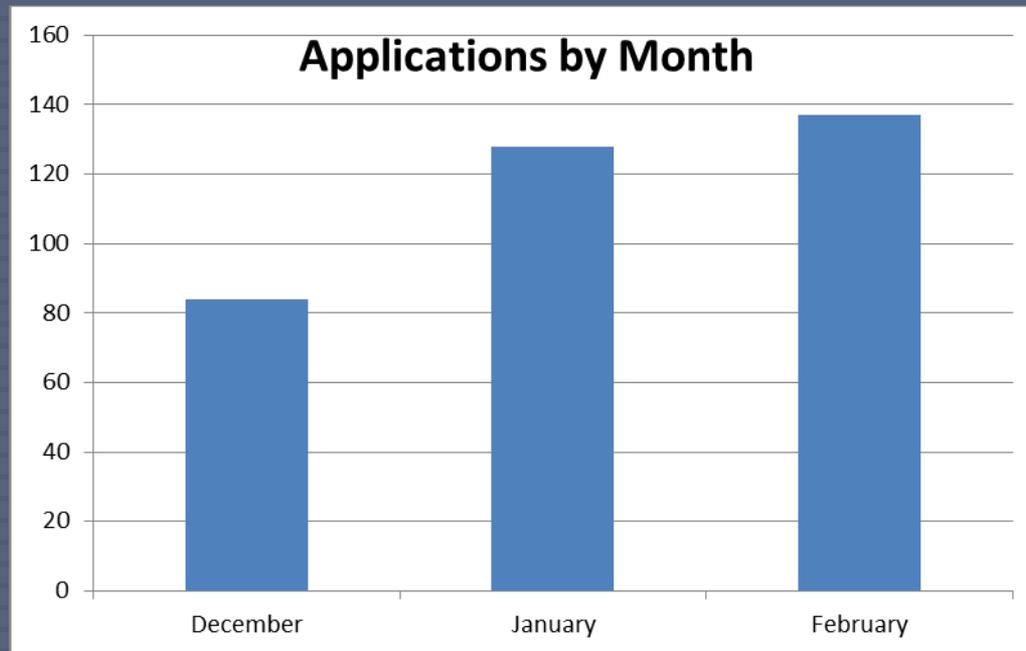
Membership History



Membership Growth 2013-2014



New Members



Members by Zip Code

Zip Code	Members
55401	92
55402	15
55403	168
55404	112
55405	122
55406	137
55407	113
55408	148
55409	39
55410	41
55411	3
55412	8
55413	22
55414	273
55415	57
55416	22 (11 in Minneapolis)
55417	20
55418	29
55419	15
55454	40
55455	61
55458	4

Challenges

Parking scofflaws

- Signage is not always effective
- Enforcement is generally responsive when called, but this happens after someone has been unable to park HOURCAR

Temporary Parking Restrictions

- Members do not necessarily notice or report temporary parking restrictions, although we do ask them to
- If we're aware of parking restrictions, we will ensure that HOURCARs are moved

Questions



HOURCAR

Thank you