

## **Leadership by Example, Private Business/Nonprofit**

**Winner:** Downtown Boise Association, WeCar car sharing program

**Description:**

The Downtown Boise Association, in partnership with downtown parking operators, implemented a car-sharing program in downtown Boise called "WeCar."

The membership-based program provides cars in downtown Boise to rent by the hour or the day. WeCar provides additional transportation options, encourages alternative transportation for commuters by providing vehicles that can be used during the day as needed, and provides an affordable alternative to owning a vehicle.