

# Memorandum

## City of Lawrence

### City Manager's Office

**To:** David L. Corliss, City Manager  
**From:** Eileen Horn, Sustainability Coordinator  
**CC:** Jonathan Douglas, Teri Pierce  
**Date:** November 2, 2012

#### Re: Participation in Hertz on Demand program with KU

The University of Kansas recently entered an agreement to be a host site for the Hertz on Demand hourly car rental program. [Hertz On Demand \(HOD\)](#) is a self-service car rental program, offering members 24/7 vehicle access. Students at KU can sign up online to join the program, reserve a vehicle, and pay by the hour for its use. KU currently has four vehicles with dedicated parking spots on campus for HOD.

The Hertz On Demand program is similar to many car-sharing programs that are being utilized in cities across the U.S. Car-sharing programs allow for residents to have the convenience of a car without the commitment, cost and environmental impact of actual car ownership.

Due to the presence of Hertz on Demand in Lawrence (via their current contract with KU), the City can enter a lease agreement with Hertz on Demand to expand the program to one of our downtown parking lots. **City staff have identified an appropriate parking space in a free 2 Hour lot at 8<sup>th</sup> and New Hampshire (Lot 4).** This location would not only be convenient for transit users transferring from buses but also for employees of downtown businesses who may want to commute to work by bike or bus but need a back-up vehicle option.

**To participate, the City would enter into a month-to-month Parking Lease Agreement with Hertz – leasing a parking lot space for exclusive use by the Hertz vehicle –for parking, storage, pickup and drop off.** The spot would have appropriate signage to alert parking lot patrons of its intended use. This spot would be considered a private spot by our Parking Department, and would not require enforcement by our staff.

**There is no cost for the City to participate in the program.**

Participation in the HOD program helps support our sustainable transportation goals outlined in the Climate Protection and Peak Oil Plans. This pilot project with KU will expand transportation options for our residents, and allow the City to gauge citizen interest in future participation in car-sharing programs. There are other car-sharing and hourly rental companies in the US such as Zipcar, U-Haul Carshare and WeCar (Enterprise), but none of those options are currently serving Lawrence.

**Recommended Action:** Authorize the city manager to enter into a [lease agreement](#) with the Hertz Corporation, allowing the use of one parking space in city Parking Lot #4 for the Hertz On Demand program.

