

W. T. B.

**GILSTRAP Zoanne M**

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**From:** FLEENOR Bill A  
**Sent:** Sunday, December 09, 2007 3:10 PM  
**To:** Seuferling, Roger W; DWYER Bill J; GREEN Bobby; STEWART Faye H; SORENSON Peter; GILSTRAP Zoanne M  
**Cc:** Yap, David L; BLACKBURN Kay  
**Subject:** RE: Enterprise Rent-A-Car Carbon Offset

Ms. Gilstrap:

Would you be so kind as to place this before the Agenda Setting Team for their consideration.

Many thanks,

Bill F.

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**From:** Seuferling, Roger W [mailto:Roger.W.Seuferling@erac.com]  
**Sent:** Fri 12/7/2007 10:19 AM  
**To:** DWYER Bill J; FLEENOR Bill A; GREEN Bobby; STEWART Faye H; SORENSON Peter  
**Cc:** Yap, David L; BLACKBURN Kay; Seuferling, Roger W  
**Subject:** Enterprise Rent-A-Car Carbon Offset

Lane County Commissioners,

As directed by Kay Blackburn, I am submitting this request directly to you for consideration.

Enterprise Rent-A-Car Company has contracted with TerraPass, Inc. to provide renters with an opportunity to purchase an optional carbon offset in conjunction with their rental. The carbon offsets are designed to offset Carbon Dioxide (CO2) emitted by the renter's rental vehicle. The charge is based on the estimated emissions from the renter's vehicle based on average mileage and fuel economy of the vehicles in the fleet. The charge will be \$1.25 per transaction and will be reviewed and adjusted annually.

This charge is optional and will be separately stated on the customer's rental agreement. One hundred percent of the amount collected will be remitted to the offset partner TerraPass, which will ensure that the money is used to fund projects that remove CO2 from the atmosphere or that replace fossil fuel power with alternative forms of energy.

We would like to request a determination pursuant to the Lane County code regarding the inclusion of this charge in the gross rental fee. This charge is optional, will be separately stated on the contract, should not be considered part of the sales price of the rental, and 100% of collections will be remitted to our offset partner. Based on these facts, **we request that you approve the exclusion of the charge from the gross rental fee for purposes of the motor vehicle rental tax charged to customers.**

In order for you to make an informed decision, I have provided information that should answer any questions that you may have about this endeavor. I don't mean to inundate you with information but do want you to have what you need to make a decision. Please do not hesitate to contact me should you have additional questions.

To learn more about Terrapass, go to <http://www.terrapass.com/>. If you click on "About Terrapass" you'll find good information about them. Once you've clicked "About Terrapass," click "Partners" and you'll a good list of reputable companies that are partnering with Terrapass with Enterprise/Alamo/National at the top of the list. I can't stress enough that our Corporate team in St. Louis has done their homework and would absolutely not partner with a company unless we were extremely confident in the company's integrity and commitment to corporate citizenship. If we

did not do our homework and partnered with a company that did not meet our standards for integrity, it could be damaging to our brand. Our brand is the most valuable thing we own and we will protect it at all cost.

I have attached three documents for you.

- *Environmental Platform Highlights* – This is a quick summary of the Enterprise environmental platform. To learn more, go to [http://aboutus.enterprise.com/what\\_we\\_believe/environmental\\_platform.asp](http://aboutus.enterprise.com/what_we_believe/environmental_platform.asp).
- *Customer Offset Fact Sheet* – This is a summary of the carbon offset program.
- *Inc Nothing But Green Skies article* – This is the article from the November issue of *Inc.* magazine where our CEO was on the cover. It does a great job of explaining what a carbon offset is and how Enterprise got into providing them. I found the article to be interesting and informative.

We are excited about this project and the benefits it will have on the environment. We hope that you can support this endeavor by excluding the proceeds from the gross rental fee for purposes of **the motor vehicle rental tax charged to customers**.

To date, Multnomah County and airports in Eugene and Klamath Falls have agreed to exclude the proceeds from gross revenues. I anticipate that by this time next week I will hear back from Medford Airport as Bern Case, Airport Director for Rogue Valley Airport, feels confident that the Jackson County Board of Commissioners will also agree to exclude this from gross revenues.

Please let me know if you have any questions. We would appreciate a decision very soon as the carbon offset option becomes available to our customers January 1.

Roger



**Roger Seuferling**

Controller  
Business Ethics Compliance Director  
Oregon Group  
503-612-8124 direct  
503-692-8820 fax  
[roger.w.seuferling@erac.com](mailto:roger.w.seuferling@erac.com)

Enterprise Rent-A-Car  
20400 SW Teton  
Tualatin, OR 97062  
USA  
503-692-8400  
[enterprise.com](http://enterprise.com)

**From:** BLACKBURN Kay [<mailto:Kay.Blackburn@co.lane.or.us>]  
**Sent:** Tuesday, November 20, 2007 11:01 AM  
**To:** Yap, David L  
**Cc:** SLAUGHTER Norinne M; WILSON Teresa J  
**Subject:** County car rental tax

Mr. Yap,

In reply to your inquiry (below) regarding the taxability of an optional carbon offset, our County Counsel advises that they did not see a basis for the offset being exempt from tax in accordance with Lane Code 4.210(2).

You may, however, request that our Board of Commissioners consider the policy question as to whether they would want to apply the tax to the carbon offset. That issue may be raised through correspondence to the Board which can be addressed to

Board of Commissioners

12/10/2007

Lane County  
125 East 8th Avenue  
Eugene, Oregon 97401

In that event, the Commissioners would likely want a more complete explanation of the carbon offset arrangement.

Please feel free to contact me if you would like any additional information.

Kay Blackburn  
Financial Services Manager  
682-3329

*Norinne,*

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*Thanks for your consideration in this matter and feel free to reach out to me directly at (503) 612-8128 to discuss this matter further.*

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