



# SUSTAINABILITY SPOTLIGHT

August 2012

## You don't need to own a car to have a car: Hertz on Demand comes to KU

"Rent spontaneously" is the idea behind a new transportation option on the KU Lawrence campus that gives students, staff and faculty who want to walk, bike, or ride a bus to campus a new choice.

KU Parking & Transit has partnered with Hertz on Demand to bring rental cars by the hour to the KU Lawrence Campus. After signing up for a free membership, you only pay for a car when and where you

need it. Membership is open to anyone age 18 and up and hourly rental fees include 180 miles per day, gas, insurance, GPS, Bluetooth and iPod connectivity, 24/7 roadside assistance and in-car member care. Vehicles are available 24/7, and rentals cost \$8/hour, up to \$64/day.

Reservations and billing are done in 15 minute increments, and for members who do not own a car, it can be handy to have such easy access to a car for short periods of time. Margretta de Vries, an administrative specialist at Parking & Transit, notes that she herself does not own a car and says, "it is a lot easier to decide to remain 'car free' now that I don't have to find someone I can borrow a car from every time I need to go somewhere!"

Hertz on Demand also helps save the environment while saving its members money, by lessening harmful emissions and reducing congestion. Fewer cars on the road means lower CO2 emissions, and all the Hertz on Demand vehicles are EPA SmartWay certified, ensuring fewer air pollutants and greenhouse gases are emitted into the air. Using Hertz on Demand is also more energy efficient than owning a car because members only use the car when needed, using less fuel on fewer trips.

There are four Hertz on Demand cars at KU: two located across the street from the Kansas Union (lot 16), and two on Daisy Hill, across the street from Lewis Hall (lot 102).

To learn more about this program visit:  
[www.parking.ku.edu/hertzondemand/](http://www.parking.ku.edu/hertzondemand/).



Two of the four Hertz on Demand vehicles available to rent by the hour are located across the street from the Kansas Union.

## Ambassador Update

### Ambassadors Tour JCCC Sustainability Initiatives

By Eric Beeler, Center for Sustainability Intern

Sustainability Ambassadors visited Johnson County Community College on June 18th to view some of the many sustainability initiatives on campus. The college has many academic and professional certification programs that are tailored for students interested in sustainability, including a Solar Technician certificate, a program in residential Energy Auditing, and a certificate in Sustainable Agriculture Entrepreneurship. Despite the intense heat, the Ambassadors had a wonderful time and learned about the following initiatives:

#### **Student Sustainability Fee**

In Spring 2010, students at Johnson County Community College approved a campus green fee of \$1 per credit hour. This fee has been used to increase recycling and composting efforts on campus through equipment purchases, to acquire agricultural equipment for the campus farm and fruit trees for the child development center, and to provide

scholarships for students to attend conferences and events that promote sustainability on campus. Click [here](#) for a complete list of funded projects.

#### **Galileo Pavilion**

Studio 804, a class of KU architecture students, was finishing up construction of the Galileo Pavilion at JCCC. The building, which was designed by the students, incorporates many aspects of sustainable design, including passive heating and cooling, green walls in the interior, and the reuse of slate chalkboards from local school districts as a building material. The building contains both a classroom and open space for students to interact and study.

#### **Sustainable Art Installation**

Students in a Sculptures class at JCCC were asked to create a piece of art that would educate students and staff

members about a global sustainability issue. There were many of these installations around campus, but one that stood out was *The Tired Beast* by Katie Dallam. This statue is located outside of the Student Center and is made from tire shreds, the same ones that are found on the sides of highways around the United States.

To learn more about the JCCC Center for sustainability, visit [www.jccc.edu/sustainability/](http://www.jccc.edu/sustainability/).



JCCC student Katie Dallam created *The Tired Beast* as part of a project to raise awareness about issues of sustainability.

## Sustaining our Planet

## The Impacts of Being Busy (And a Natural Solution)

By Dr. Paul Atchley, Department of Psychology

As Tim Kreider wrote in his essay "[The 'Busy' Trap](#)" recently "If you live in America in the 21st century you've probably had to listen to a lot of people tell you how busy they are." It is almost a badge of honor to be seen as harried and overwhelmed. But the costs of being overwhelmed range from the obvious health risk of stress to the less obvious costs to our mental health from being disconnected from the natural environments which both sustain us and which may help us perform at our peak capacity.

Higher-order cognitive functions such as selective attention, problem solving, inhibition, and multitasking are all heavily used in our technology-rich society. These functions require a fully engaged prefrontal cortex (PFC), that complex area of the brain that in many ways separates us as humans from other species. The PFC suffers when it is overwhelmed by the 'busy' trap. We are less attentive, less creative, and less able to inhibit a myriad of bad impulses.

Attention Restoration Theory (ART) suggests that exposure to nature can restore prefrontal cortex-mediated executive processes. Consistent with ART, research indicates that exposure to natural settings seems to help replenish some lower-level functions of the attentional system.

What we were able to explore recently was whether nature can restore our ability to be creative. Working with hikers in Outward Bound, we found that four days of immersion in nature, and the corresponding disconnection from multimedia and technology, increased performance on a creative problem-solving task by a full 50%. (A pre-test with some non-native hikers showed the same effect.) There is a cognitive advantage to be realized if we spend time immersed in a natural setting. This advantage may come from an increase in exposure to natural stimuli that are both emotionally positive and low-arousing

and a corresponding decrease in exposure to attention demanding technology, which regularly requires that we attend to sudden events, switch amongst tasks, maintain task goals, and inhibit irrelevant actions or cognitions. Part of the 'busy' trap may be that we miss out on the restorative environments around us, while at the same time being immersed in environments that demand too much of our limited attentional resources.



Richard Voyer, a pilot participant, taking the Remote Associations Test, on a cold morning in Grand Gulch.



## Ein grünes Deutschland: A Sustainable Study Abroad

By Blaine Bengtson, Center for Sustainability Intern

New experiences were abundant for me, 12 other KU students, and two students from other universities, who spent the month of June in Freiburg, Germany. Throughout the region, we saw architecture, ate local cuisine, and met many locals. In a summer where thousands of American students were broadening their cultural horizons in Europe, our group from KU got a unique experience of examining sustainability in Freiburg, and in all of Germany.

The most immediate visible difference when we stepped off the airplane was in

transportation, and it continued to be a major difference throughout the trip. We left the Frankfurt Airport via high speed train, and when we arrived at the Freiburg train station, we were greeted by a community in which bicycling and walking were preferred over driving. Cities from the size of Freiburg, about 200,000 people, to the size of Munich with a few million residents had electric “Straßenbahn,” street tram systems making their populations mobile with nearly no emissions due to renewable sources of energy.

greener tomorrow with a thousand year old tradition of wine production; an industry beginning to feel the effects of climate change through abnormal weather patterns and shorter, more varied times to harvest. Trash, or “Restmüll,” was a dirty word, replaced by elaborate and all-encompassing recycling practices. All of these things left us in awe of a culture that made sustainability a part of life for everyone rather than a select few.

So where does that leave the United States with regard to sustainability? Hopefully it leaves our country in the hands of students similar to the 15 of us, who can now appreciate the ability to maintain a modern quality of life, while also considering the impacts of our actions on our Earth. Though not every student from KU gets an opportunity such as this, it is one more example of the way that KU looks to shape our future in a positive way.

Sustainable practices were evident in other areas as well. Solar panels were put wherever they could fit to make the most of an often evasive sun, as clouds and rain became a normalcy. Touring a local organic winery meshed the initiatives of a



## Greening the Crimson and Blue

### Multi-Function Devices: Saving Time, Money, and Resources

The Changing for Excellence project team assigned to increase Multi-function Device (MFD) usage on campus was given a goal of reducing campus print-related costs by 50 percent because last year alone, KU spent \$500,000 on printing cartridges. In addition to their assigned goal to reduce costs, the team also took on the challenge of reducing the environmental impact of printing. They set out to encourage campus MFD users to save paper by setting the default on all MFDs to duplex (two-sided), while also reducing printing volume by promoting the use of scanning functionality to create electronic documents.

The committee found that departments that switch from individual desktop or networked printers, scanners and copiers to one or two MFDs can save money several ways. First, departments eliminate repair and replacement costs for multiple devices. Second, less staff time and effort is spent on purchasing toner and maintaining multiple devices. Third, the number of network connections needed is reduced. Fourth, the per-page cost of printing on an MFD is lower than on an individual or networked desktop printer. But the biggest cost

savings are seen after departments remove existing desktop and networked printers—each desktop printer removed can save a department \$5000 over three years.

The sustainability benefits can be seen soon after the MFDs are put in place. Setting the default to duplex (two-sided) printing immediately cuts the need for paper in half. What's more, departments that recently installed MFDs have reported that faculty and staff are frequently using the scanning functions so, instead of printing a document for a class, faculty can scan the document and distribute the resulting PDF document to their students through email or by adding it to Blackboard. Scanning is included in the cost of your MFD, so every scan made instead of a making a copy saves the entire cost of the number of copies a user might make. If a teacher scanned a 5 page document and distributed it to their class of 30, it would save 150 sheets of paper and \$7.50.

To learn more about MFDs on campus go to [print.ku.edu](http://print.ku.edu). If you want to find out what your department could save by switching to a MFD, contact IT Client Consulting at [itconsulting@ku.edu](mailto:itconsulting@ku.edu).

### Kick off the School Year Sustainably

Despite the fact that most people outside of KU think we all get summers off around here, it has been a busy couple of months at the Center for Sustainability. We've continued to contribute to the Energy & Sustainability Workgroup as part of [Changing for Excellence](#), and we are working with campus and community partners to develop a KU Hunger Initiative. Center interns have been working on issues ranging from sustainability in Greek Life to greening our procurement practices. We have even established a new [Bicycle Advisory Committee](#) to help us better promote cycling for commuting and recreation.

With all of this going on, it is a bit daunting to think about the start of a new academic year and the flurry of new activity that it brings. At the same time, it reminds me of the many opportunities we have to work with our campus community to strengthen and develop a culture of sustainability. As this academic year kicks off, I encourage each of you to consider how you can best contribute to [Building Sustainable Traditions](#) within your own departments. Whether , including sustainability concepts in your courses, adopting new practices in the workplace as a [Green Office](#), or incorporating sustainability into your own strategic planning, we all have important roles to play.

As always, the Center is here to assist with your efforts and promote what you are doing to help add some green the Crimson and Blue. I look forward to another year of accomplishments as we continue to work together to create a more sustainable future for KU!

Jeff Severin, Director  
Center for Sustainability

## Live Sustainably

### Upcoming Campus and Community Events

#### September

**9/8 & 9/15**

**Monarch Watch Open House, 8AM-3PM**

Join us at our Fall Open House to celebrate the arrival of migrating monarchs coming from the north.

Foley Hall

**9/13**

**"The Brazilian Coffee Market," 12PM-1PM**

Andrew Bailey MA LAS & MBA

Bailey Hall, 318

**9/21**

**"The Tropics: A Brief History of an Environmental Imaginary," 3:30PM-5PM**

Paul Sutter, History, CU-Boulder

Hall Center, Seminar Room

**9/21**

**Joint Area Studies Environmental Film Festival, Time TBD**

Spencer Museum of Art Auditorium

**9/22**

**Lawrence Energy Conservation Fair and Sustainable Homes Tour**

Details at [www.lawrenceks.org/wrr/energyfair](http://www.lawrenceks.org/wrr/energyfair)

#### Ongoing

**Daily until August 21, 9AM-5PM**

Herblock Exhibit: *Political Cartoons on the Environment, Education, Civil Rights and Democracy*  
Dole Institute of Politics

**Tuesdays until October 31, 4-6PM**

Lawrence Farmers' Market  
10<sup>th</sup> and Vermont

**Thursdays, 11:30AM-1PM**

Veggie Lunch  
Ecumenical Campus Ministries, 1204 Oread

**Thursdays until November 1, 4-6PM**

Westside Farmers' Market  
1121 Wakarusa Drive

**Thursdays until October 25, 4-6:30PM**

Cottin's Hardware Farmer's Market  
Cottin's Hardware, 1832 Massachusetts Street

**Saturdays until November 3, 7-11AM**

Lawrence Farmers' Market  
8<sup>th</sup> and New Hampshire

## Join Us

For more information about sustainability at KU, visit [www.sustainability.ku.edu](http://www.sustainability.ku.edu) like us on Facebook at [www.facebook.com/KUSustainability](https://www.facebook.com/KUSustainability), or follow us on Twitter [@SustainKU](https://twitter.com/SustainKU).

## Contribute

Is your department or organization contributing to a more sustainable KU? We'd love to hear about it and include your efforts in our next issue of the Spotlight! Send submissions to [sustainability@ku.edu](mailto:sustainability@ku.edu).