

A stylized graphic of a road with a dashed yellow center line and solid blue edges, curving upwards against a light green background.

WASHINGTON STATE ROAD USAGE CHARGE Pilot Project Update



Presentation to Washington State Transportation Commission
December 13, 2017
Olympia, Washington

WA RUC PILOT PROJECT AT-A-GLANCE

- Research question: could a per-mile charge someday replace the state's gas tax?
- Seeking 2,000 Washington drivers to help test a RUC system – no cost to participate.
- 12-month test, no collection of actual money, periodic surveys of participants.
- Drivers can choose from among four mileage reporting options – from no-tech to high-tech. GPS (location) data is not required.
- How out-of-state miles will be treated is a key research topic for the pilot test.

IMPORTANT POINTS

- RUC is only one option being considered to stabilize transportation revenues in the coming years
- Purpose of the pilot project: find out what Washington drivers like, dislike and would want changed in any future RUC system
- RUC is being investigated as a replacement for the state gas tax – not in addition to the gas tax
- The results of this research will be forwarded to WSTC and the legislature in 2020 for their consideration

MORE INFORMATION ON WA RUC

- Fact sheet (on back table, and on website)
- WA RUC web site contains all prior meeting information and research materials:

www.WaRoadUsageCharge.org

- Questions? Call or email:

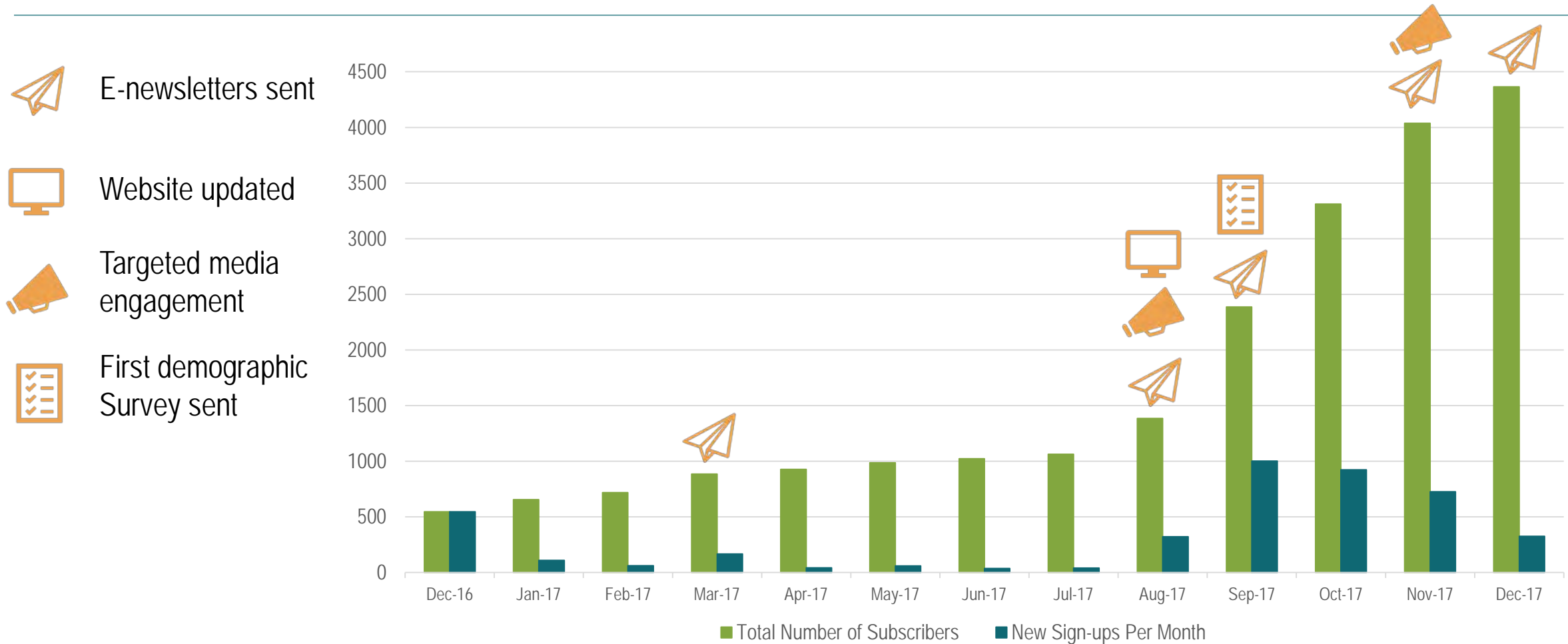
1-833-WASH-RUC (833-927-4782)

info@waroadusagecharge.org

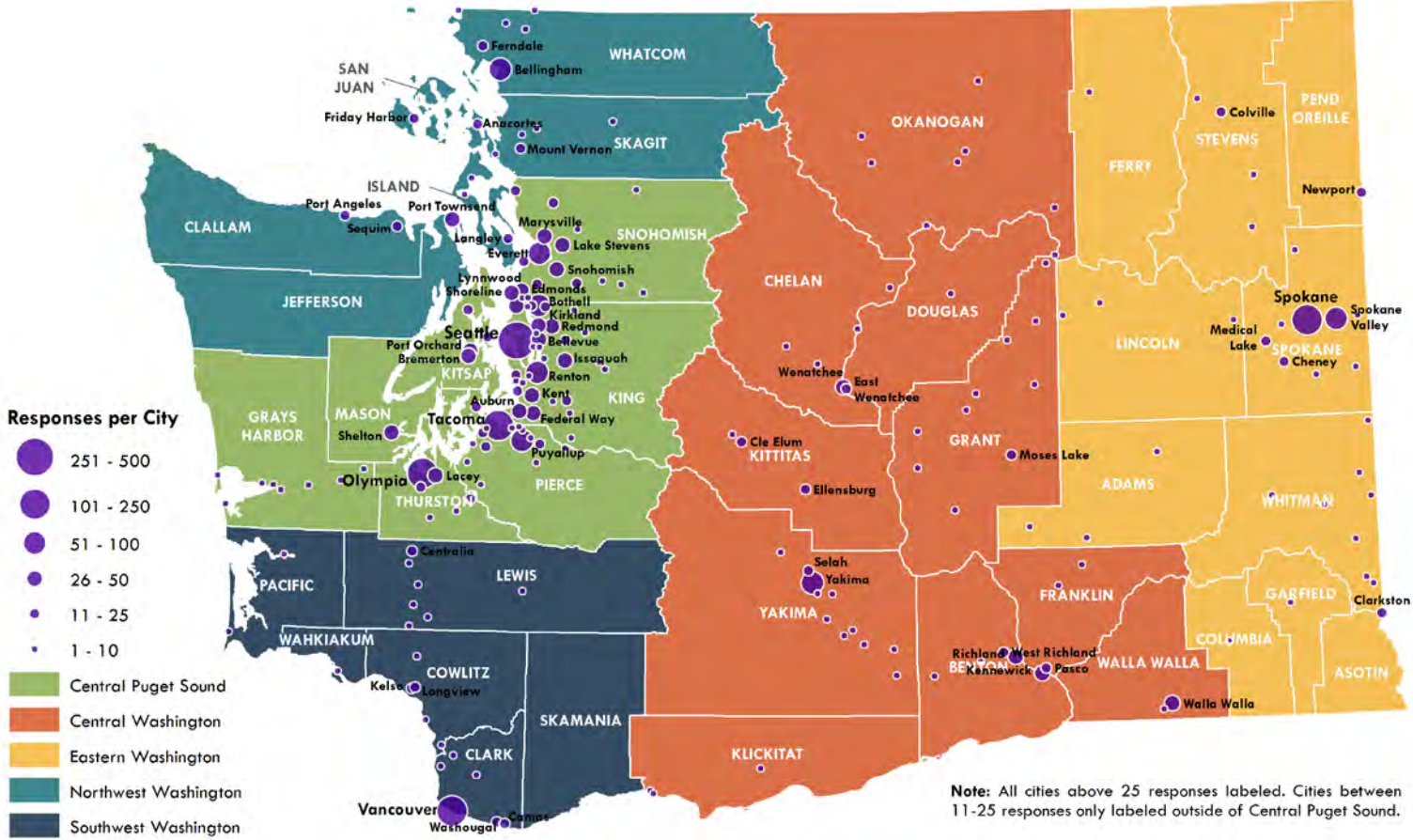
RECRUITMENT UPDATE

Jeff Doyle,
Project Manager
D'Artagnan Consulting

INTEREST LIST GROWTH – KEY DRIVER FOR PARTICIPANT POOL (N = 4,364)



DEMOGRAPHIC SURVEY REGIONS AND RESULTS (N = 3,923)



DEMOGRAPHIC SURVEY RESULTS

Total completed surveys: 3,923 (as of December 8)

Regions	Central Puget Sound		Northwest		Eastern		Southwest		Central	
Completed	2,277		347		473		325		474	
Female/Male	37%	62%	40%	58%	36%	63%	37%	63%	31%	68%

INITIAL DEMOGRAPHIC SURVEY RESULTS

Vehicle Type			
Electric or Plug-In Hybrid	Hybrid, no plugs	Gas	Other
296	282	3,322	5
8%	7%	87%	<1%

INITIAL DEMOGRAPHIC SURVEY RESULTS

Identified Race or Ethnicity							
African-American	Native American	Asian	Caucasian	Hispanic/Latino	Indian Sub-continent	Native Hawaiian	None/Prefer not to answer
49	78	148	3,460	119	18	23	219
1%	2%	4%	88%	3%	<1%	<1%	5%

INITIAL DEMOGRAPHIC SURVEY RESULTS

Income Distribution				
Less than \$30K	\$30K – \$60K	\$60K - \$120K	\$120K - \$200K	More than \$200K
233	817	1,666	732	245
6%	21%	42%	19%	6%

PILOT SETUP ACTIVITIES

Jeff Doyle,
Project Manager
D'Artagnan Consulting

- Initial testing results
- Smartphone app update
- In-person support at vehicle licensing offices

STATUS OF TECHNICAL DESIGN & SETUP

Completed or nearing completion:

- Technical specifications and test plans
- Setup of service providers, reporting systems, accounting systems, etc.
- Final evaluation plan
- System tests

To be completed before January launch:

- Network of vehicle licensing offices to provide in-person odometer reading support
- Help desk and participant support
- Design and programming of smartphone application

Scheduled for later (after January launch):

- Testing and launch of financial interoperability testing with OReGO
- Organizational design (potential roles for government, private sector in a future RUC system)

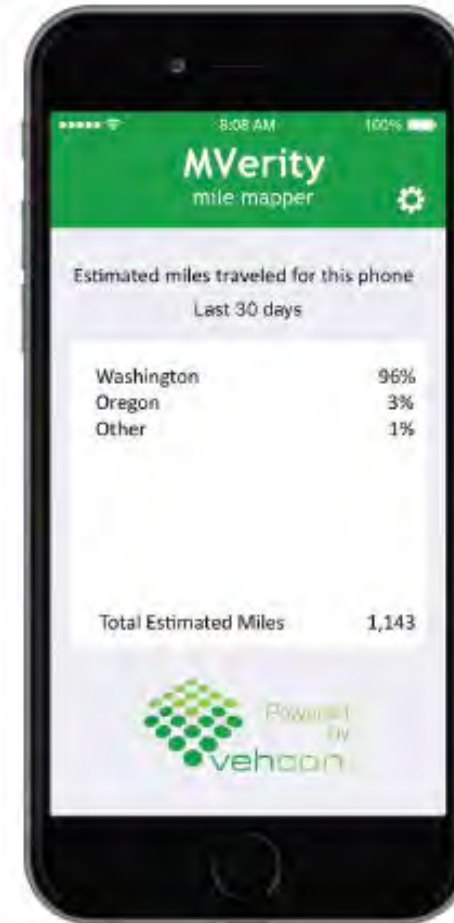
SMARTPHONE APP UPDATE

Jeff Doyle,
Project Manager
D'Artagnan Consulting

SMARTPHONE CHALLENGE

Mileage reporting by smartphone that:

- Allows drivers to use their own smartphone to record and report mileage
- Allows drivers to decide whether or when to enable location-based services (GPS)



MILE MAPPER™ SMARTPHONE APP

Uses Vehcon's MVerity™ odometer photo technology to measure total vehicle miles, combined with:

- GPS feature that sorts the miles driven in each state/jurisdiction, to ensure Washington's 2.4 cent/mile RUC is not charged for out-of-state miles
- Ability to turn off the app at any time (disabling GPS), without losing total miles traveled that must be reported accurately

MILE MAPPER™ SMARTPHONE APP (preliminary)

- iOS version (for iPhone) available in Apple Store for January 2018 pilot launch
- Android version released in Q1
- Potential new features could be added in later versions

The screenshot shows the MVerity app interface on a smartphone. The status bar at the top displays 'AT&T', '10:03 AM', and '50%' battery. The app header includes a menu icon, the 'MVerity™' logo, and a refresh icon. The main content area is titled 'My E-Leaf' with a sub-header '2013 Nissan Leaf' and a settings gear icon. Below this, the 'Last Odometer Reading' is shown as '23,674 miles' on 'Nov 20, 2017'. The 'Next Odometer Reading' is 'Due on Dec 20, 2017'. There is a green circular button with a camera icon labeled 'Update Odometer'. At the bottom, there is a toggle switch for 'Capture out of state miles' which is currently turned on. The WA RUC logo and tagline 'Test Drive the Road Ahead' are at the bottom of the app screen.

Supports multiple vehicles per user →

See prior reading(s) ←

Alerts for when next reading is due (in addition to email and text message alerts) ←

Turns Mile Mapper function on/off ←

Integrated odometer photo capture →

WA RUC
Test Drive the Road Ahead

WA RUC

IN-PERSON SUPPORT FOR MILEAGE PERMIT & ODOMETER CHARGE

Jeff Doyle,
Project Manager
D'Artagnan Consulting

IN-PERSON SUPPORT FOR TWO METHODS OF MILEAGE REPORTING

Purpose: *Develop and test a RUC method for drivers who don't have or prefer not to use their mobile phone or automated device*

Pilot objectives:

- Utilize existing vehicle licensing offices (DOL's subagents) to provide the service
- Gather feedback from participants on the process
- Gather feedback from DOL subagents on the process
- Collect data to gauge cost of administering the system

Mileage Permit



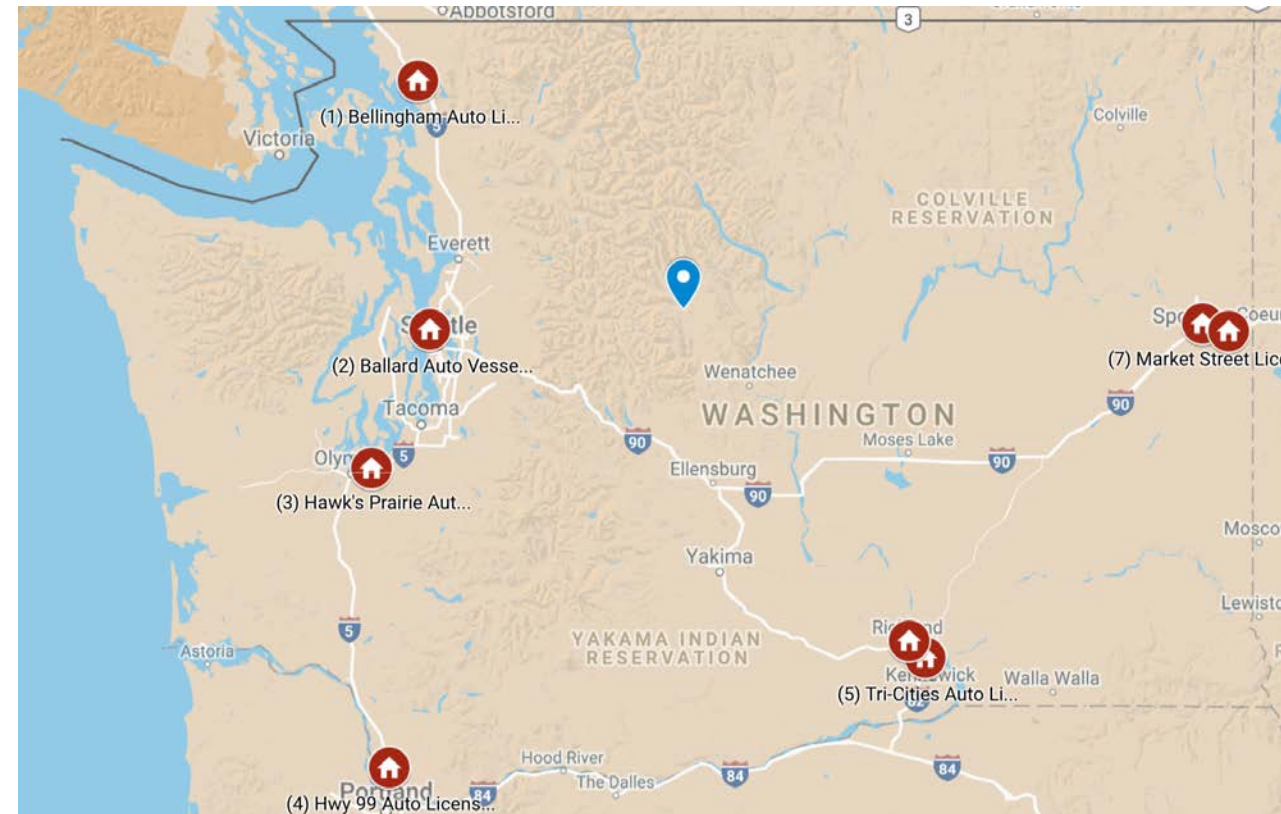
Odometer Charge



BASIC NETWORK OF SUBAGENT SUPPORT

Recruit at least one subagent per pilot region. Potential locations:

- Bellingham
- Seattle (more than 1 location)
- Olympia/Lacey
- Vancouver
- Tri-Cities (no subagency in Walla Walla)
- Spokane
- Spokane Valley (near ID border)



HOW IT WORKS

Step 1

- Participant receives notification to submit odometer reading

Step 2

- Participant walks in and asks to get their odometer read for the WA RUC pilot

Step 3

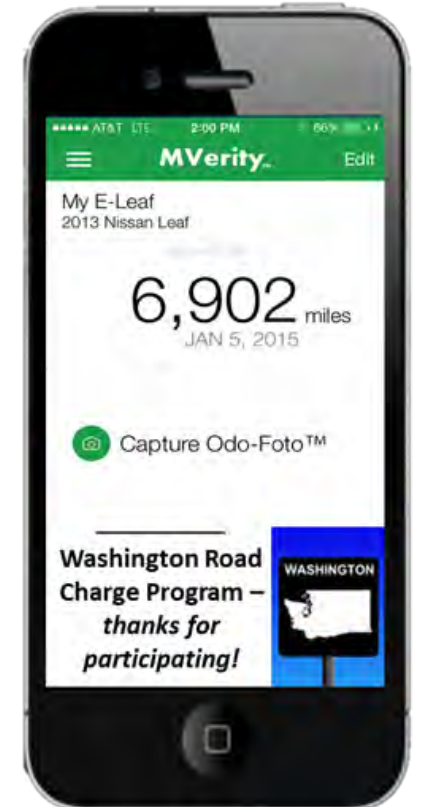
- Subagent logs participant in and hands Participant iPhone

Step 4

- Participant takes phone to car and takes a picture of their odometer

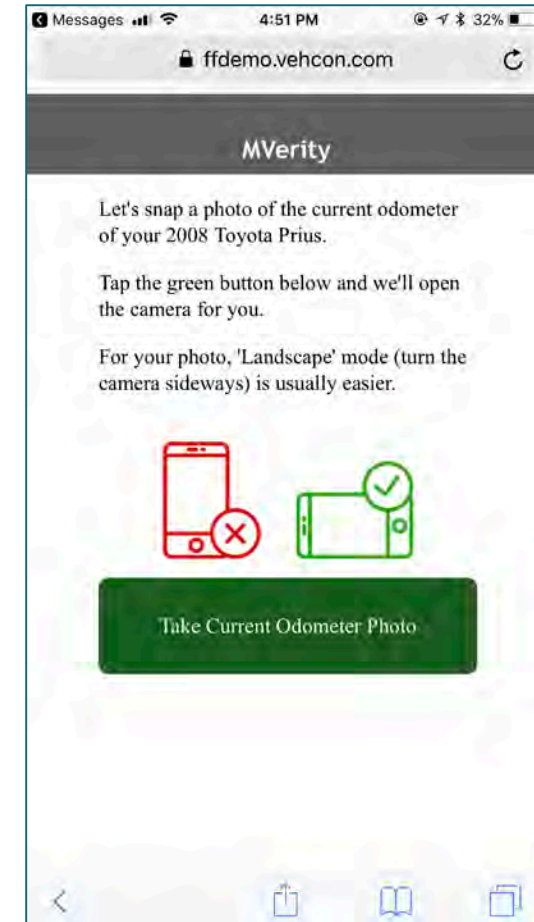
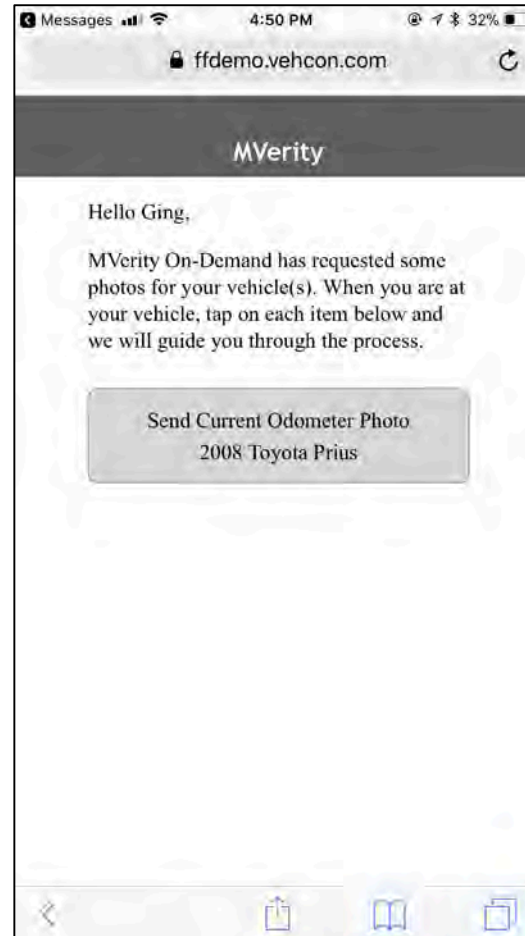
Step 5

- Participant returns iPhone and checks out with subagent



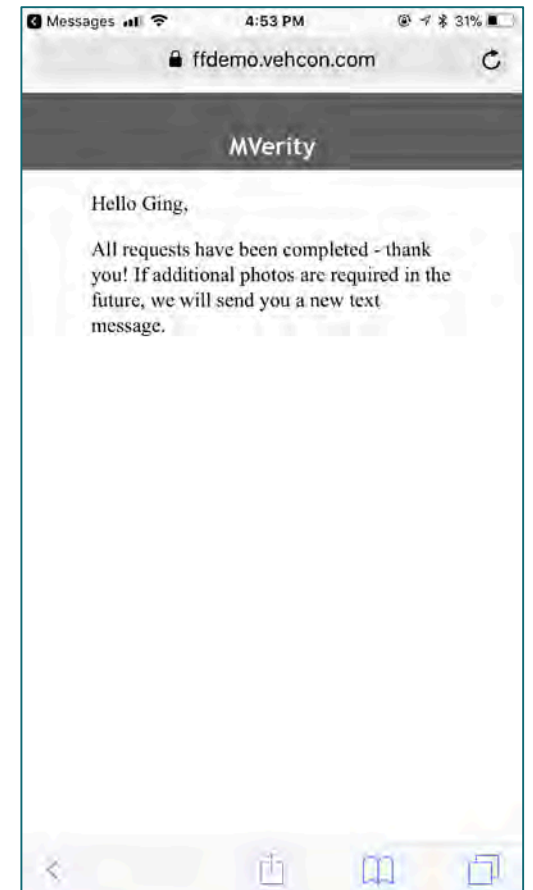
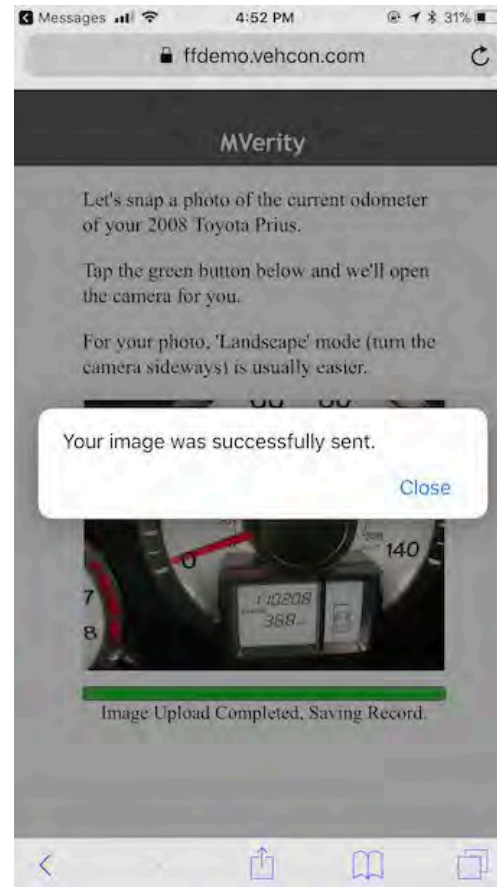
SUBAGENTS WILL PREPARE THE PHONE TO TAKE THE ODOMETER PHOTO

- Customized version of web app for the subagent's functionality in the WA RUC Pilot
- Subagent will be required to enter their subagent ID first time used



PARTICIPANT TAKES A PHOTO OF THEIR ODOMETER

- Once photo has been sent and verified, Participant is notified of successful WA RUC reporting



EVALUATION PLAN

Jeff Doyle,
Project Manager
D'Artagnan Consulting

FINAL EVALUATION METHODS

1. Participant Surveys
2. Participant Focus Groups
3. Participant Case Studies
4. Policymaker and Steering Committee Interviews
5. Pilot Data Analysis
6. Agency Interviews
7. Scofflaw Test

STATUS UPDATE

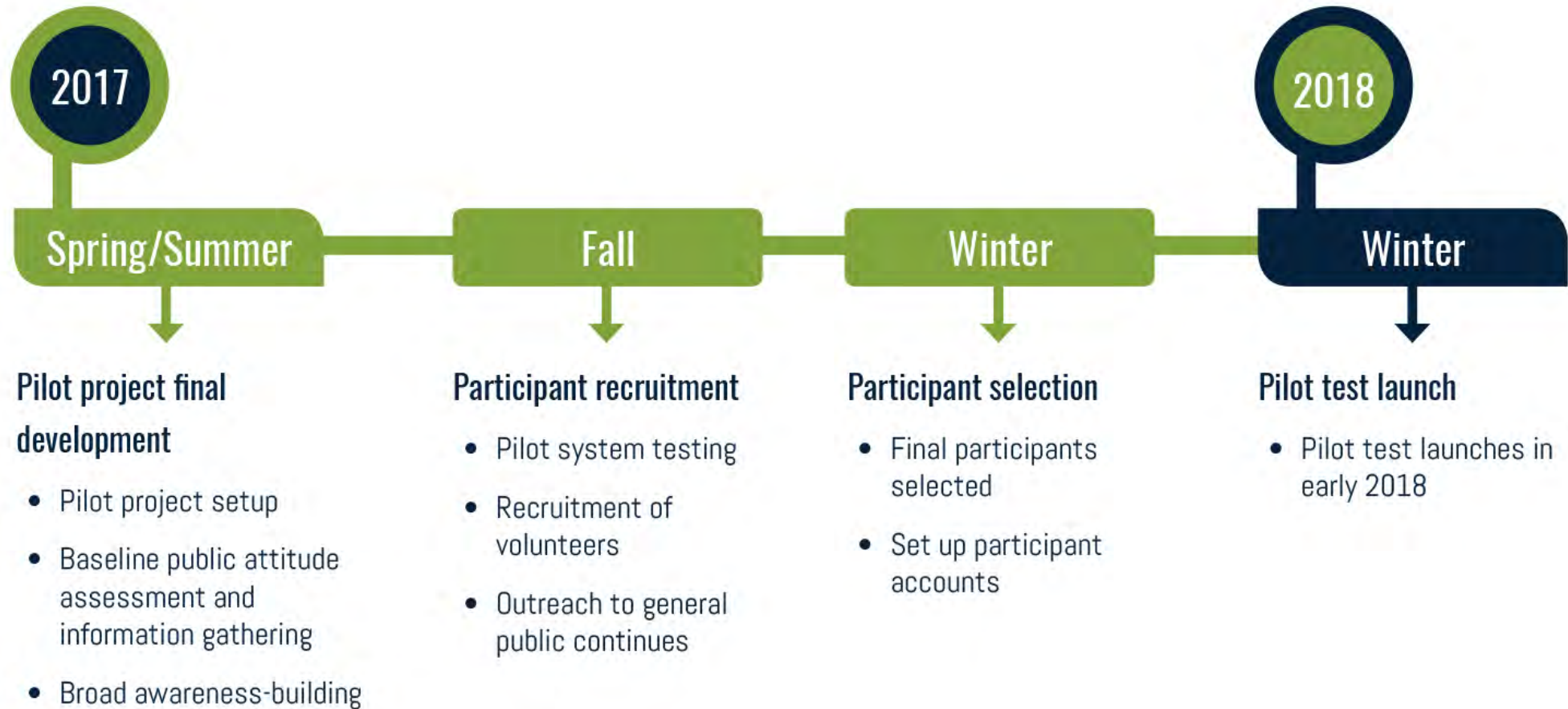
- Evaluation Plan has been finalized and shared with the Steering Committee.
- Work underway on the first participant survey to be emailed out following account enrollment.
- Recruiting participants for Case Studies through the newsletter.

PROJECT TIMELINE & UPCOMING ACTIVITIES

Jeff Doyle,
Project Manager
D'Artagnan Consulting

- **Key milestones and dates**
- **Other notable activities**

SNAPSHOT OF PROJECT DELIVERY SCHEDULE



KEY PROJECT MILESTONES, THROUGH 2017

- ✓ Decision by FHWA on Round 2 STSFA Grant Funding – **AWARDED** -- (funds live pilot, evaluation and reporting)
- ✓ Web site refresh goes live
- ✓ Complete participant recruitment
- ✓ Testing of all devices, account services and customer interface/support
- Provide support for British Columbia and Idaho participants
- Establish network of vehicle licensing offices to provide in-person support for odometer charge and mileage permit

OTHER NOTABLE ACTIVITIES

- Continued coordination with Oregon DOT to establish parameters for financial interoperability test
- Outreach to stakeholders, responding to media requests
- Organizational design concepts for a future RUC system in Stage 2
- Outlining scope of 18+ policy issues for research and analysis in Stage 2

THANK YOU

Consultant support provided by:

