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)

- E-newsletters sent
- Website updated
- Targeted media engagement
- First demographic Survey sent

Data as of December 11, 2017
## DEMOGRAPHIC SURVEY RESULTS

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

<table>
<thead>
<tr>
<th>Regions</th>
<th>Central Puget Sound</th>
<th>Northwest</th>
<th>Eastern</th>
<th>Southwest</th>
<th>Central</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed</td>
<td>2,277</td>
<td>347</td>
<td>473</td>
<td>325</td>
<td>474</td>
</tr>
<tr>
<td>Female/Male</td>
<td>37%</td>
<td>62%</td>
<td>40%</td>
<td>58%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Data as of December 8, 2017
<table>
<thead>
<tr>
<th>Vehicle Type</th>
<th>Electric or Plug-In Hybrid</th>
<th>Hybrid, no plugs</th>
<th>Gas</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>296</td>
<td>282</td>
<td>3,322</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>7%</td>
<td>87%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Data as of December 8, 2017
INITIAL DEMOGRAPHIC SURVEY RESULTS

<table>
<thead>
<tr>
<th>Identified Race or Ethnicity</th>
<th>African-American</th>
<th>Native American</th>
<th>Asian</th>
<th>Caucasian</th>
<th>Hispanic/Latino</th>
<th>Indian Sub-continent</th>
<th>Native Hawaiian</th>
<th>None/Prefer not to answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>49</td>
<td>78</td>
<td>148</td>
<td>3,460</td>
<td>119</td>
<td>18</td>
<td>23</td>
<td>219</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>2%</td>
<td>4%</td>
<td>88%</td>
<td>3%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Data as of December 8, 2017
### INITIAL DEMOGRAPHIC SURVEY RESULTS

#### Income Distribution

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $30K</td>
<td>233</td>
<td>6%</td>
</tr>
<tr>
<td>$30K – $60K</td>
<td>817</td>
<td>21%</td>
</tr>
<tr>
<td>$60K - $120K</td>
<td>1,666</td>
<td>42%</td>
</tr>
<tr>
<td>$120K - $200K</td>
<td>732</td>
<td>19%</td>
</tr>
<tr>
<td>More than $200K</td>
<td>245</td>
<td>6%</td>
</tr>
</tbody>
</table>

Data as of December 8, 2017
PILOT SETUP
ACTIVITIES

- 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

- **Last Odometer Reading**: 23,674 miles Nov 20, 2017
- **Update Odometer** Due on Dec 20, 2017
- **Next Odometer Reading**
  - **Capture out of state miles**

- **Supports multiple vehicles per user**
- **Integrated odometer photo capture**
- **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**

- **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
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
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

- Key milestones and dates
- Other notable activities

Jeff Doyle,
Project Manager
D’Artagnan Consulting
SNAPSHOT OF PROJECT DELIVERY SCHEDULE

2017

Spring/Summer
- Pilot project final development
  - Pilot project setup
  - Baseline public attitude assessment and information gathering
  - Broad awareness-building

Fall
- Participant recruitment
  - Pilot system testing
  - Recruitment of volunteers
  - Outreach to general public continues

Winter
- Participant selection
  - Final participants selected
  - Set up participant accounts

2018

Winter
- Pilot test launch
  - Pilot test launches in early 2018
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: