

# California Road Charge Pilot Program Update



Prepared for:

California Transportation Commission

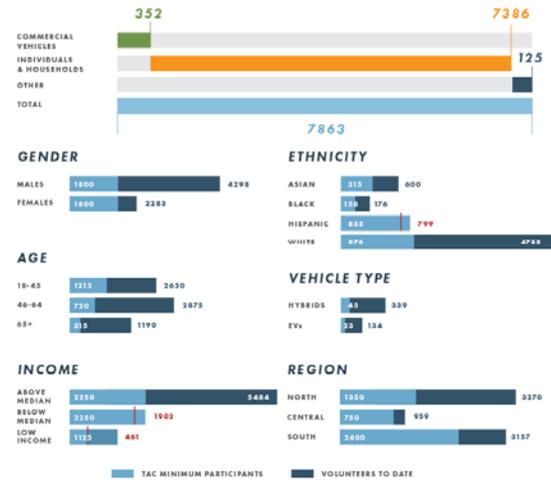
August 17, 2016



# Volunteer Recruitment Breakdown



## SUMMARY OF VOLUNTEERS



Californians expressed high interest in being involved!

\*Goal = 5,000 Volunteers  
Signed-Up = 7,863 Volunteers

## COMMERCIAL TRUCK CATEGORIES

- LARGE INTEGRATED FLEET
- AGRICULTURE - SEASONAL OPERATORS
- LARGE PRIVATE FLEET
- AGRICULTURE - PRIVATE FLEET
- INTERMEDIATE OWNER/OPERATORS
- CONSTRUCTION
- OVER-THE-ROAD OWNER/OPERATORS
- ENERGY
- AGRICULTURE - EXPORTERS

\*All data reported in this presentation is from self-reported data held in the volunteer database for enrolled vehicles as of August 5, 2016.

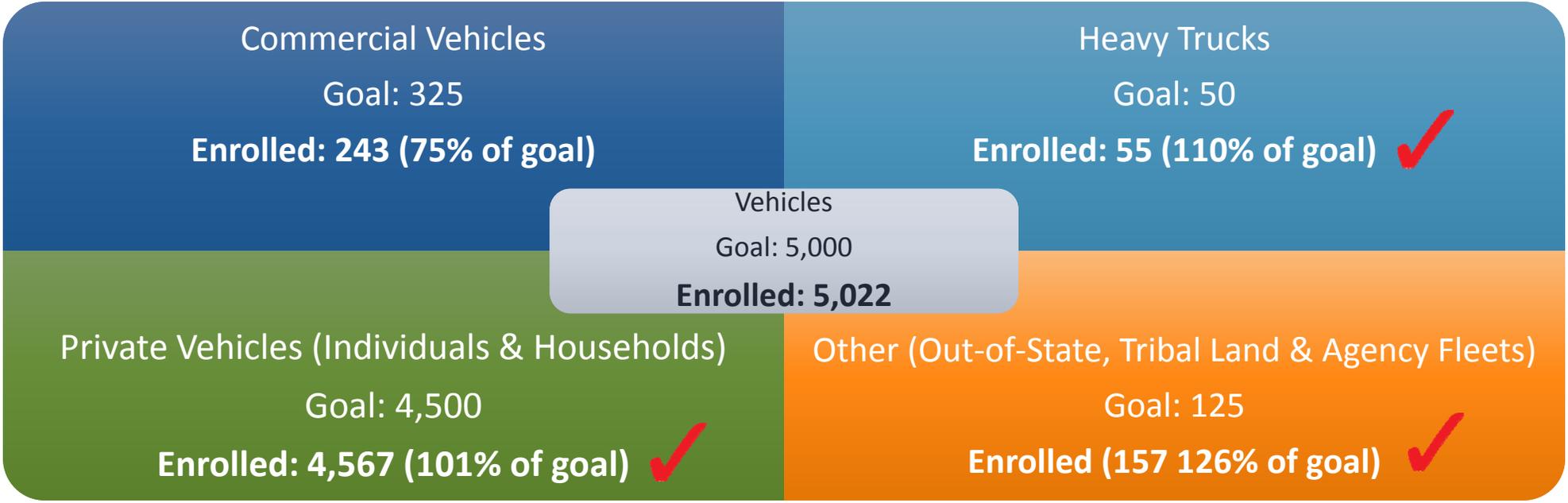
# Enrollment Overview



-  **Private Vehicles: 4567 (91%)**
-  **Light Commercial Vehicles: 243 (4.8%)**
-  **Heavy Commercial Vehicles: 55 (1.1%)**
-  **Other (out-of-state, tribal land and agency fleets): 157 (3.1%)**

*“Signing up for the program was easy. I just entered some basic information, then followed links to look at my different options. I picked the Account Manager I felt most comfortable with.”*

# Enrollment Overview Cont.



# Mileage Reporting Methods



## Low Technology Options:



Time Permit



Mileage Permit



Odometer Charge

## High Technology Options:



Plug-In Device



Smartphone App



Car's Built-In Technology

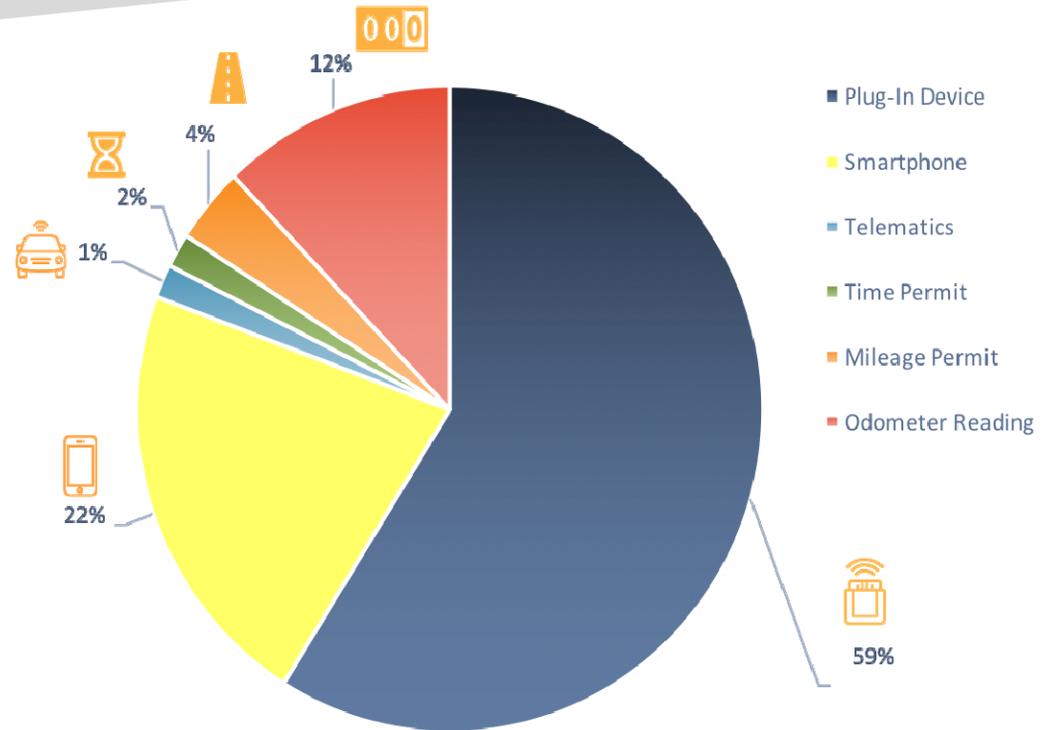
# Enrollments of Private Vehicles by Method

82%

Participants using automated methods

18%

Participants using manual methods



# Enrollments of Private Vehicles by Account Manager



58.5%

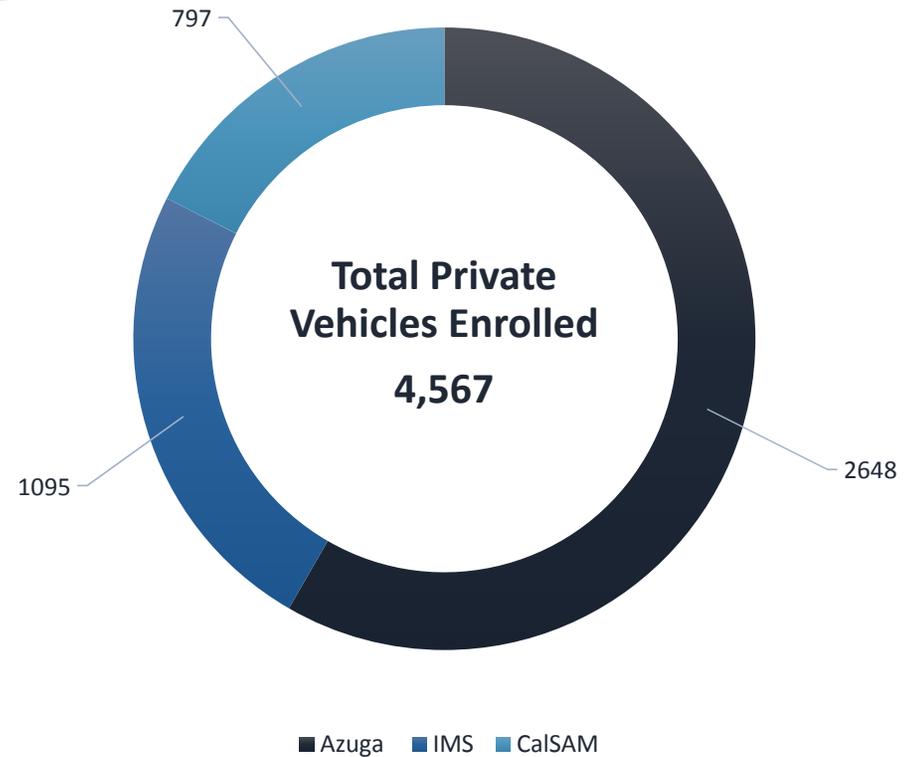


DRIVESYNC.

24%

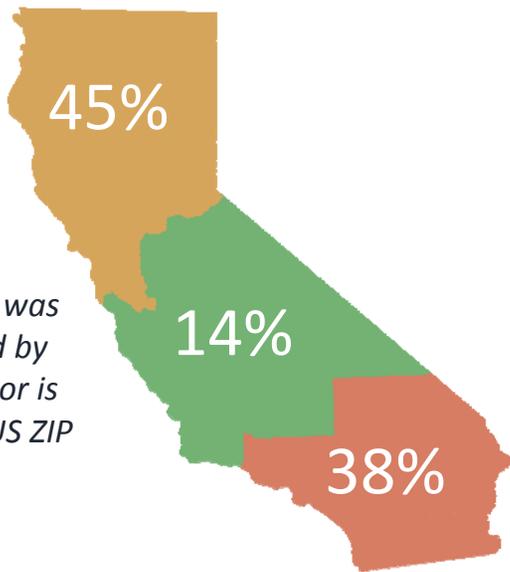


17.5%

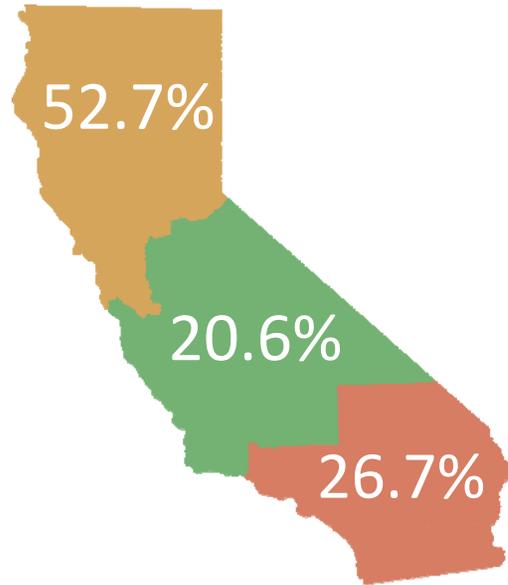


# Enrollment Vehicle Location by Region

 **Private Vehicles**
 **Commercial Light Vehicles**



3% ZIP code was not provided by participant, or is not a valid US ZIP code



Out-of-State  
6 Vehicles



# Enrollment Vehicle Location by Urban/Rural Designations



**URBAN/SUBRUBAN  
VEHICLES**

**87%**

VS.



**RURAL/AGRICULTURAL**

**11%**

*2% Did not disclose.  
6 additional are out  
of state.*

# Enrollment Breakdown by Household Income

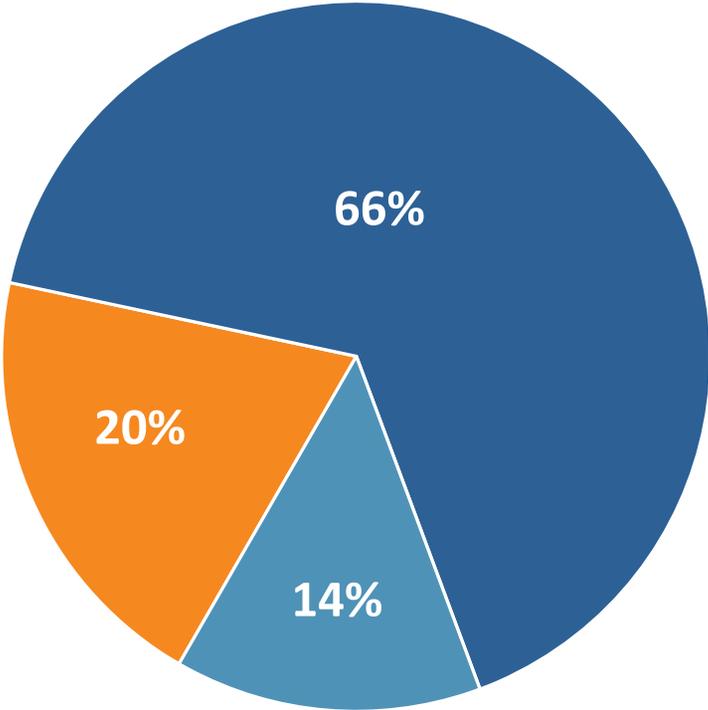


*Income data was self-reported by participants during the initial volunteer sign-up process.*

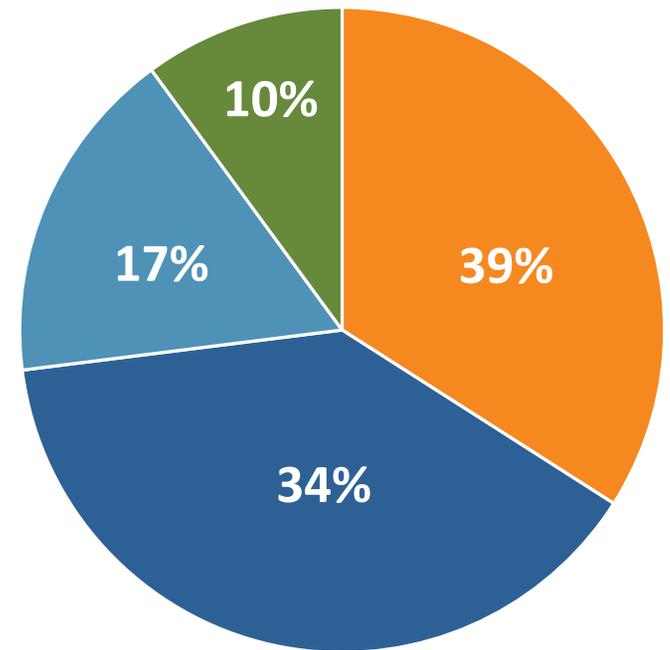
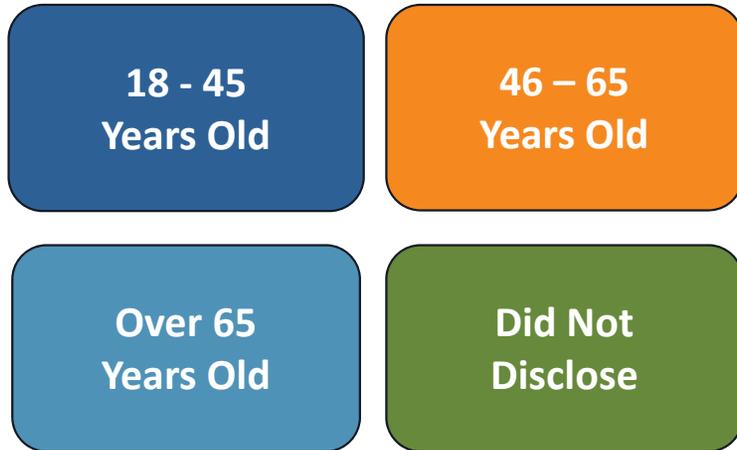
> Median  
Income Level

< Median  
Income Level

Did Not  
Disclose  
Information



# Enrollment Breakdown by Age



*Note: the age data captured is only for the primary account holder for the pilot. Detailed age is not available for households that registered more than one vehicle.*

# Enrollment Breakdown by Gender

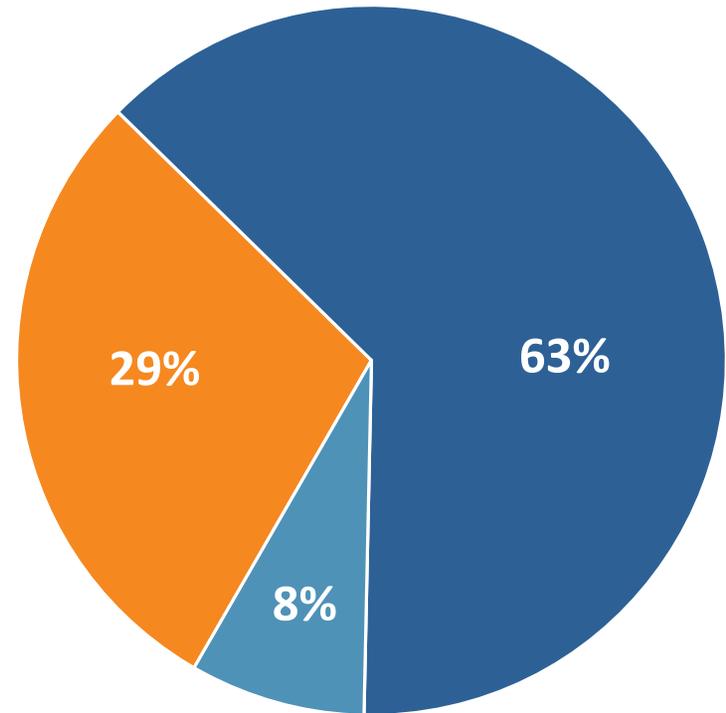


*Participant gender was self-reported during the initial volunteer sign-up process.*

Male

Female

Preferred not to disclose



# Continued Program Outreach



## 1) Monthly Newsletters to Participants

- Milestone updates and reminders
- Program statistics
- Links to participant landing page

## 2) Monthly Newsletters to Interest List

- Pilot status updates
- Program statistics
- Pilot program in the news
- Participant testimonials

## 3) Continual Website Updates

- Participant facing pages
- Live site updates



**We did it! 5,000 vehicles enrolled in the California Road Charge Pilot Program!**

Hi << Test First Name >>

Thank you for participating in the California Road Charge Pilot Program. On July 1, 2016, the pilot officially launched! More than five thousand vehicles have enrolled into the program, with each participant providing us with valuable feedback for potential ways to pay for maintaining California's roadways.

The following chart represents the total number of vehicles currently enrolled in the pilot, across four vehicle types:



### What's Next?

View your profile information on your selected Account Manager's website.



azuga

DRIVESYNC

Caltrans

FIND PARTICIPANT MATERIAL BELOW

**The Road Ahead**

**IMPORTANT MILESTONES**

July 2, 2016

August

September

October

November

December

January

February

March

**ROAD AHEAD MAP KEY**

- Light Commercial Vehicle
- Heavy Commercial Vehicle
- Private Vehicle
- Other (out-of-state, tribal land and agency fleets)
- Enrollment
- Feedback
- Survey
- Reminder
- Notification

*“Participating in the Pilot Program to me feels like I am playing an active role in finding an alternative solution to maintaining dependency on the gas tax to maintain our roads.”*

# Live Pilot Demonstration Next Steps



**October 2016**  
Mid-Pilot Survey



**November 1-15, 2016**  
Optional Account  
Manager Switch



**January/February 2017**  
Final Pilot Survey



**End of March – April**  
Account Manager  
Closeout



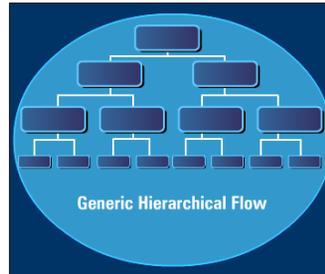
**April, 2017 start the final  
findings report** due to the  
legislature in June, 2017



# Fast Act Grant – California Enhancement



- Education & Outreach Program
- Organizational Structure & Compliance Program Development
- Pay-at-the-Pump/Charging Station Investigation



# Fast Act Grant – WRUCC



- Builds on WRUCC-funded projects
- Leverages state DOT relationships and agreements
- Utilizes lessons learned from existing road charge projects

## Phase 1A: System Definition

- Concept of Common Operations
- Regional System Requirements
- Private Sector Coordination

## Phase 1B: Project Planning

- Communications & Outreach Plan
- Evaluation & Outcome Reporting Plan
- Oversight & Management Plan
- Procurement Approach & Document Preparation
- Refine Implementation Plan for Phase 2

# Conclusion – Questions?



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