

TAB 8

SENATE BILL 339
RESEARCH FOR DESIGN RECOMMENDATIONS

California Transportation Commission

PILOT PARTICIPANTS

DEVELOPMENT OF RECOMMENDATIONS

Commission staff met with Oregon State's Department of Transportation

Commission staff met with Caltrans

Commission staff reviewed prior revenue collection aspects of the 2017 pilot

Commission staff met with the Department of General Services

- SB 339 requires participants to be voluntary (except state vehicles).
- SB 339 requires participants to be “randomly assigned” to the two rate groups.





A more traditional road charge rate



A rate based on fuel efficiency.



The road charge TAC is responsible to develop the more traditional rate.

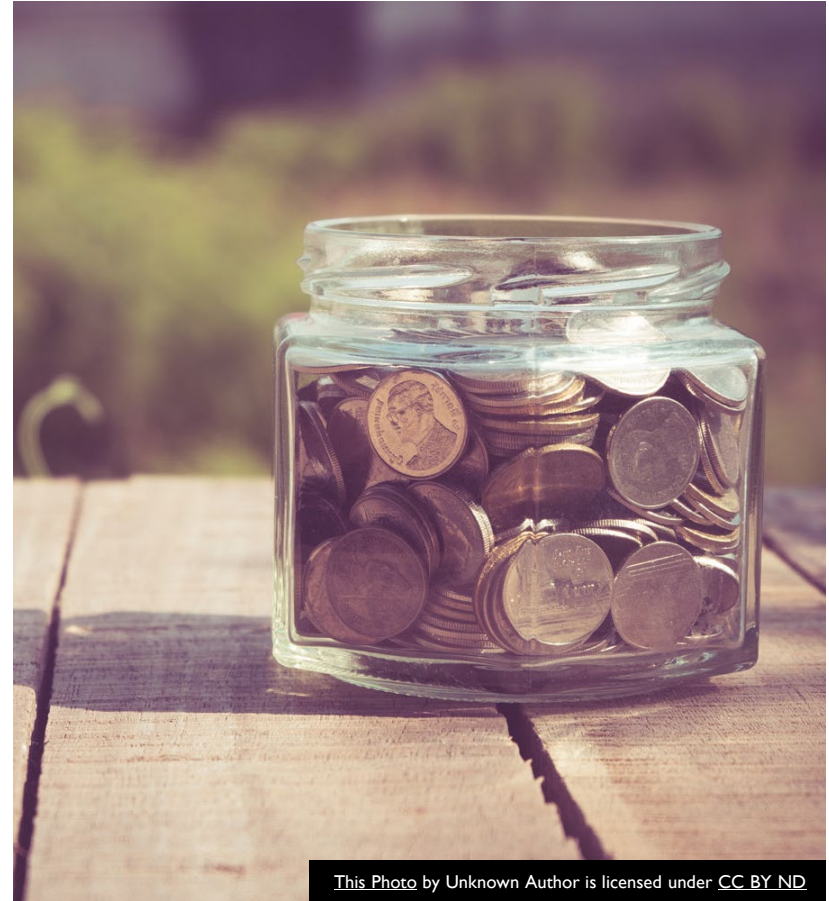
2 PILOT RATES

INCENTIVES

Since volunteers could pay more for the pilot than they would under the gas tax, and

Since only the gas tax or annual zero-emission fee is required to be reimbursed,

Volunteers could be paid an incentive to ensure participation



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WHAT SHOULD WE FOCUS ON?

- Is the pilot a good place to study the impact of rates on driving behavior?
- What should the focus of the pilot be?

POTENTIAL PILOT DEMOGRAPHICS

TWO KEY DECISIONS TO MAKE
ABOUT THE PARTICIPANTS:

1. Who (what kind of drivers) do we want to include?
2. How many participants (vehicles) should we include

WHAT CHARACTERISTICS ARE IMPORTANT FOR THIS STUDY?

Socio-demographics?

- Income
- Gender
- Race
- Age
- Access to banking

Geography?

- Rural v. urban
- North v. south
- Regions of CA

Vehicle & driving behavior?













- Fuel type (gas, EV)
- Annual mileage
- Fuel efficiency (for ICE)

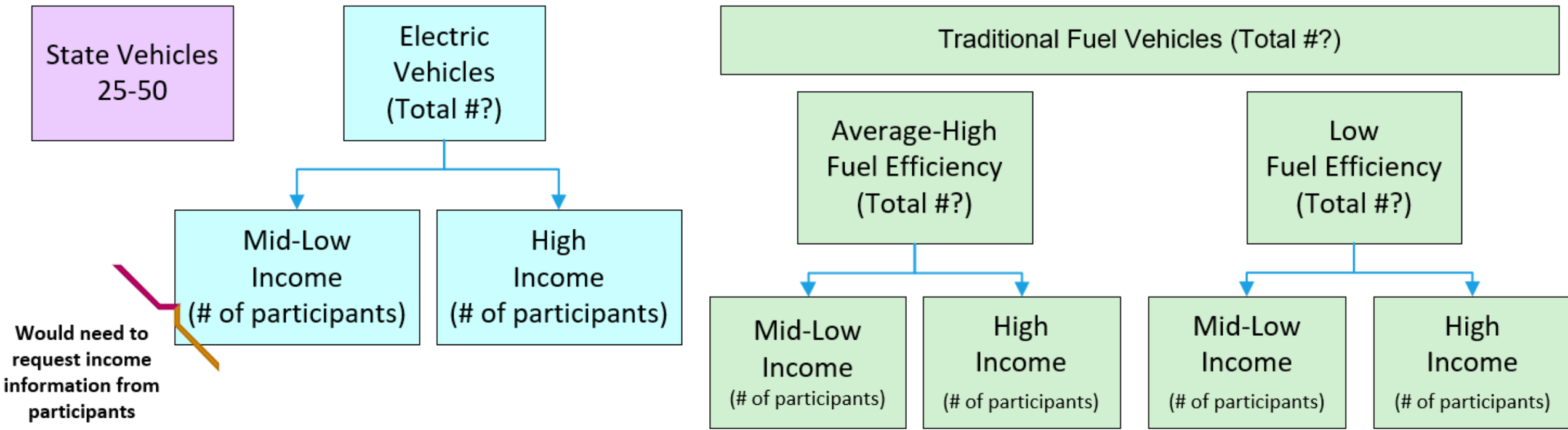
Type of fleet?

- Fleet size
- Fleet ownership model
- Government vs. commercial

2017 PILOT DEMOGRAPHICS

- Individuals
- Households
- Businesses
- At least one government agency
- 5,000 vehicles

		North	Central	South	Trucks	
		 100	 50	 175	 50	
Private Vehicles (Individuals & Households)					Other	
Urban & Suburban	 \$	475	175	1050	  125 	
	 \$\$	475	175	1050		
Rural & Agricultural	 \$	200	200	150		
	 \$\$	200	200	150		



POSSIBLE DISTRIBUTION OF SB 339 PILOT PARTICIPANTS

400 participants, 750 participants, or another number?

HOW MANY PARTICIPANTS?

- A matter of balancing cost & feasibility with the ability to compare subgroups
- Do we need enough data to study comparisons like “rural vs. urban drivers” or “men vs. women”? If so, 2 approaches:
 - Larger sample size
 - “Quota sampling” or “over-sampling”



OUTREACH METHODS

- Advertisements on social media
- Website
- Presentations at stakeholder meetings
- Media/news articles with links to the website
- Flyers placed in DMV mailings
- A public service announcement run at DMV offices
- Monthly newsletters
- Invite participants through academic contacts (new recommendation)
- Invite participants through advocacy partner contacts (new recommendation)

2017 PILOT FINAL REPORT

RECRUITMENT & ENROLLMENT RECOMMENDATIONS

- The 2017 pilot suggested any future demonstration include a recruitment and enrollment action plan, as well as an attrition strategy to be developed as early as possible.
- The 2017 pilot enrolled participants in batches rather than all at once.
- Early batches focused on the demographics most difficult to recruit, which included rural and low-income drivers.
- Enrollment includes selecting an account manager and reporting option and setting up an online account. If the account manager and mileage reporting methods are limited, it will make enrolling participants easier.

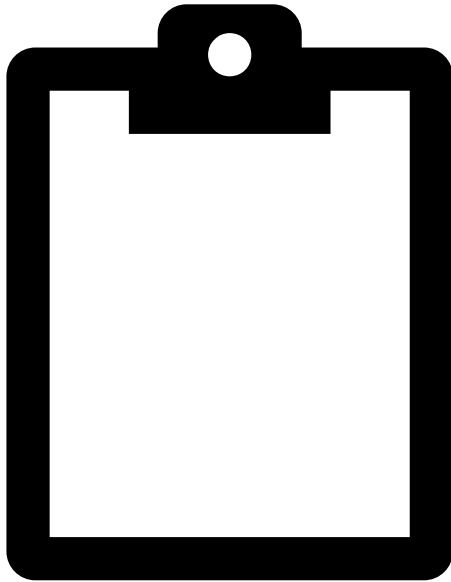
2017 PILOT FINAL REPORT ENROLLMENT RECOMMENDATIONS

- Use one website to enroll all participants
- Provide examples of how to locate the VIN number.
- Provide clear guidance on the mileage reporting options
- Provide guidance on the website and via a phone line (the Customer Service line received 214 calls in the 2017 pilot)
- Develop enrollment processes and protocols, and train personnel who will be responding to questions

INFORMATION NEEDED FROM PARTICIPANTS

- Identifying vehicle or participant number
- Vehicle type
- Miles driven per month
- Other information?





SURVEYS

- Participants can be given surveys before, during, and after the pilot to gather information on their overall experience.
- Optional “In-the Moment Research” can also be done. In Oregon, this is a phone app driven marketing tool that asks a select pool of participants about their experiences at key points during the day (e.g. when they fill up their car, when they cross into a RUC boundary, etc.)

QUESTIONS?