

California Road Charge Pilot Program Update



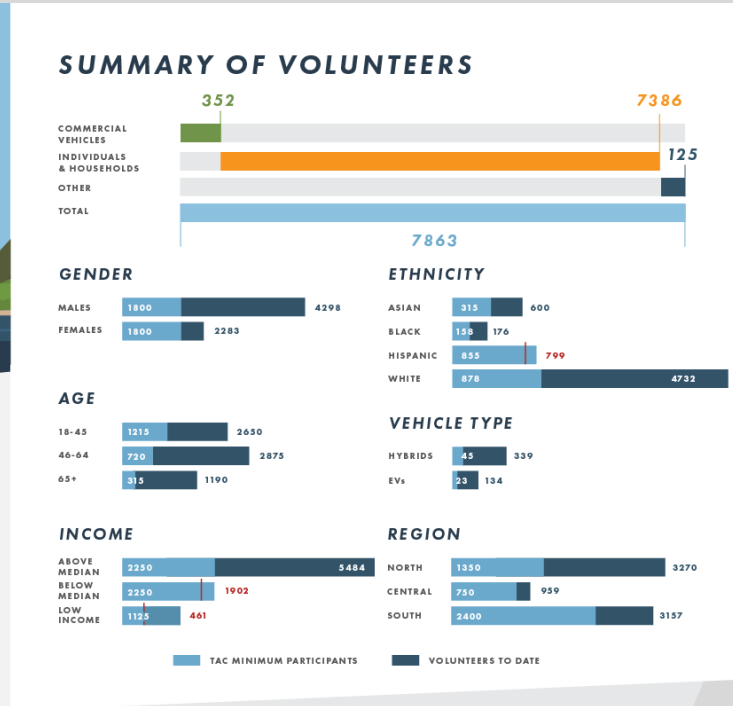
Prepared for:

California Transportation Commission

August 17, 2016



Volunteer Recruitment Breakdown







Californians expressed high interest in being involved!

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

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

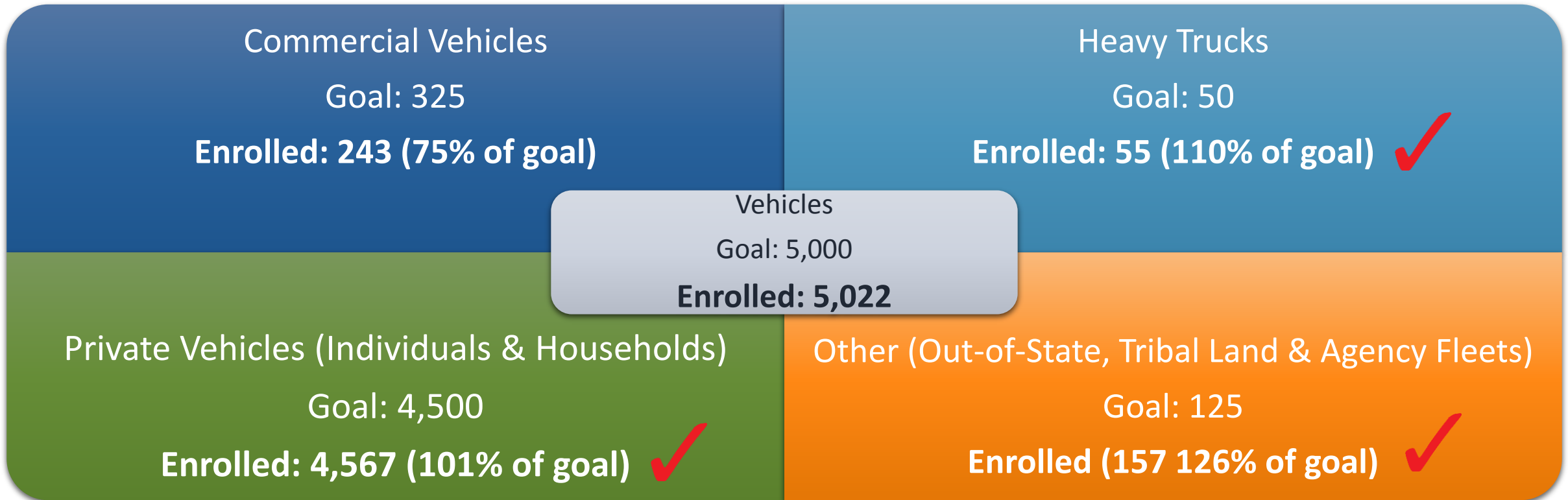
Enrollment Overview



-  **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

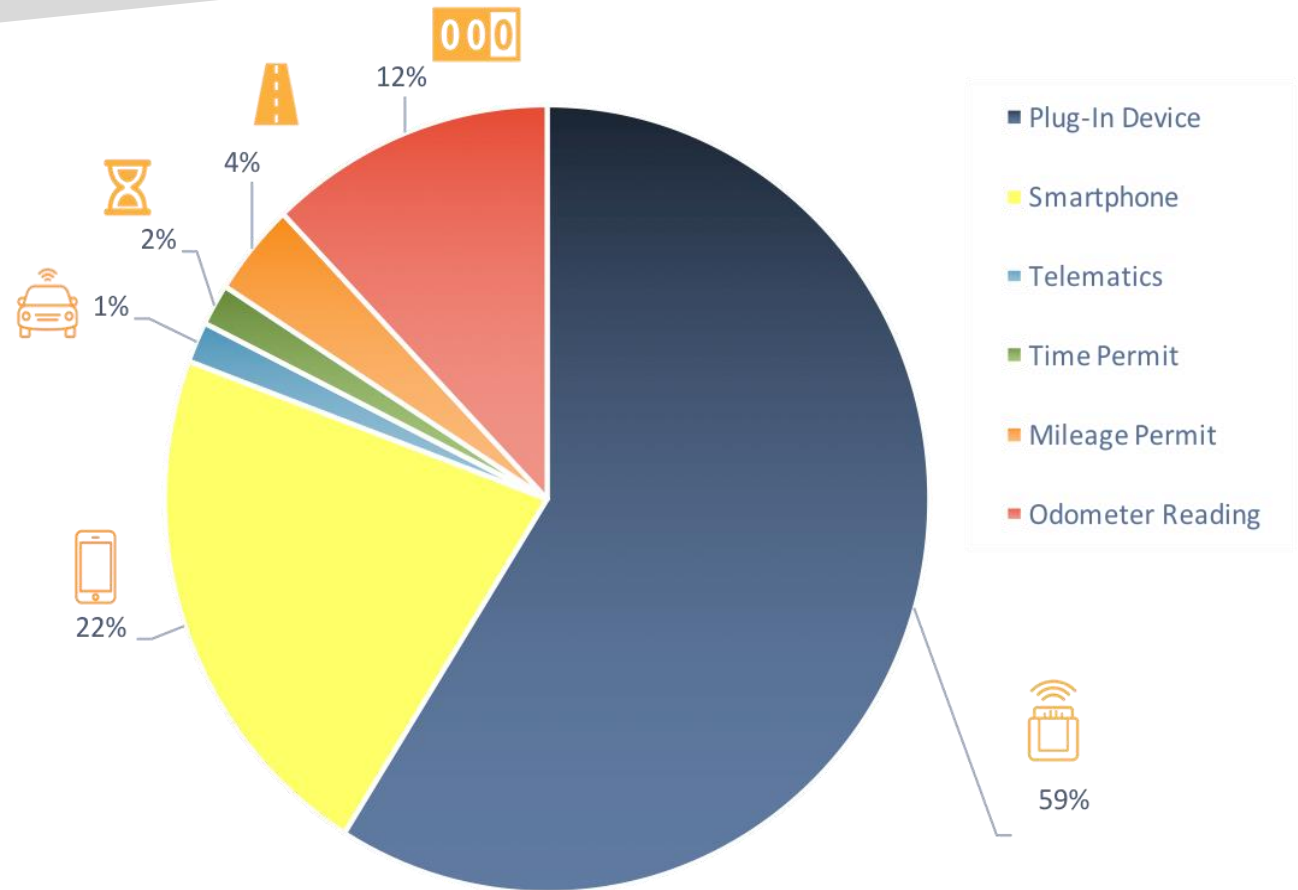
Enrollments of Private Vehicles by Method

82%

Participants using automated methods

18%

Participants using manual methods



Enrollments of Private Vehicles by Account Manager



azūga®

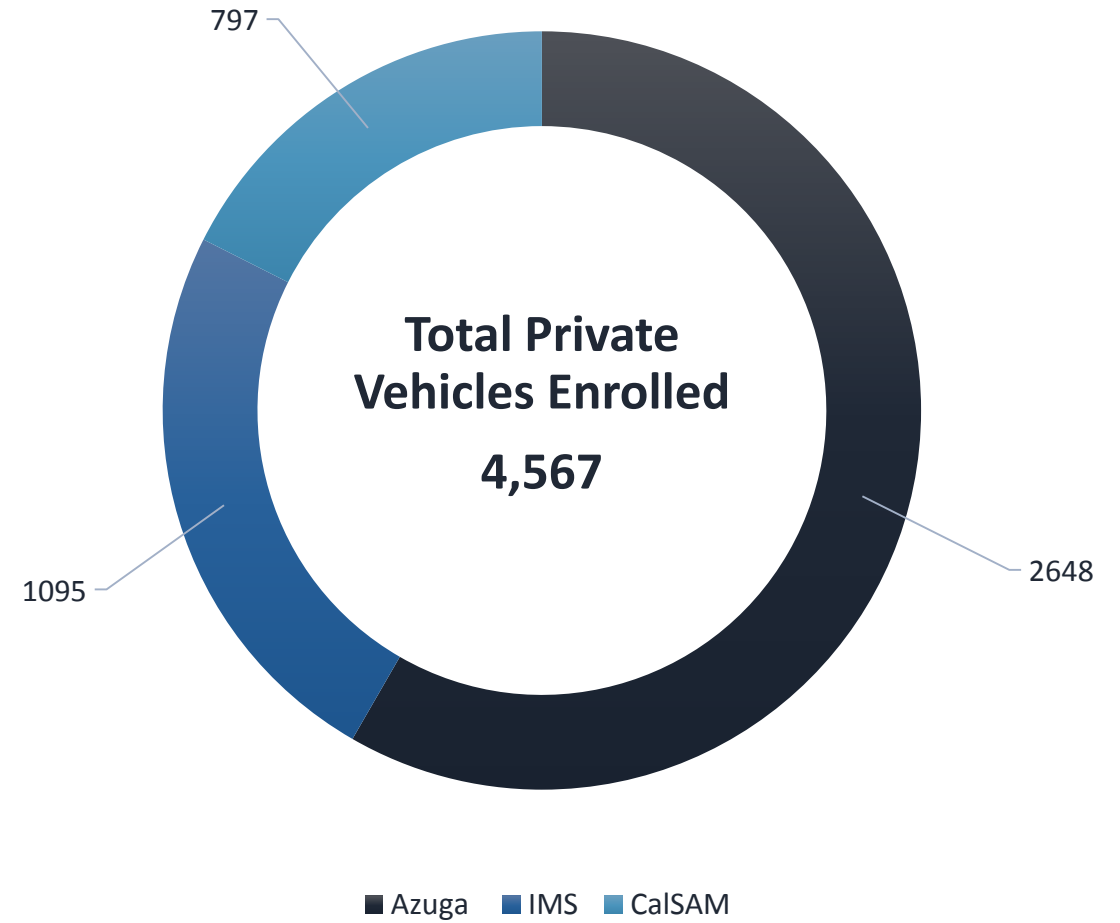
58.5%

DRIVESYNC.

24%

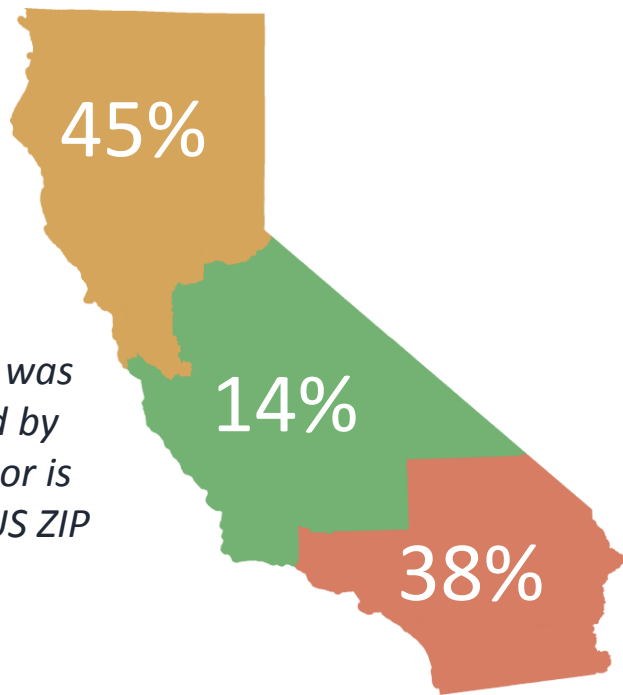


17.5%

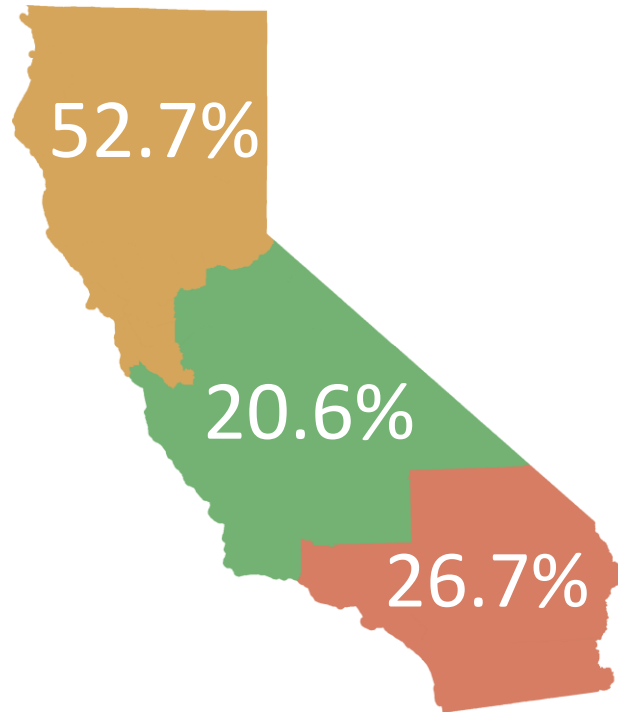


Enrollment Vehicle Location by Region

 **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%

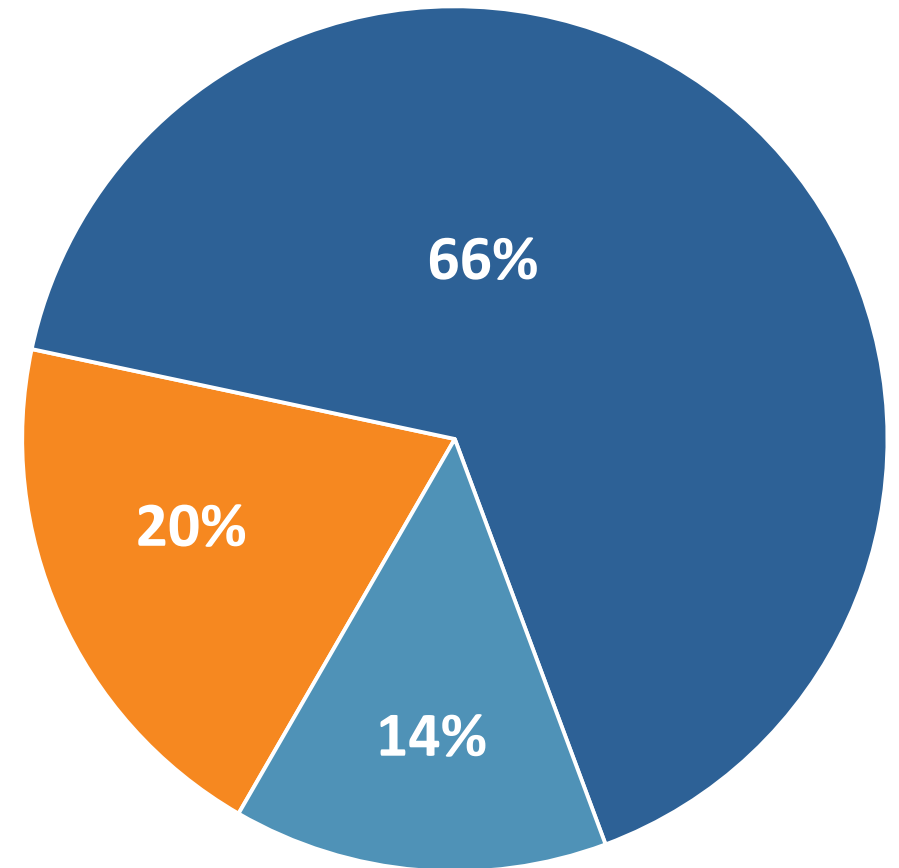
*2% Did not disclose.
6 additional are out
of state.*

Enrollment Breakdown by Household Income

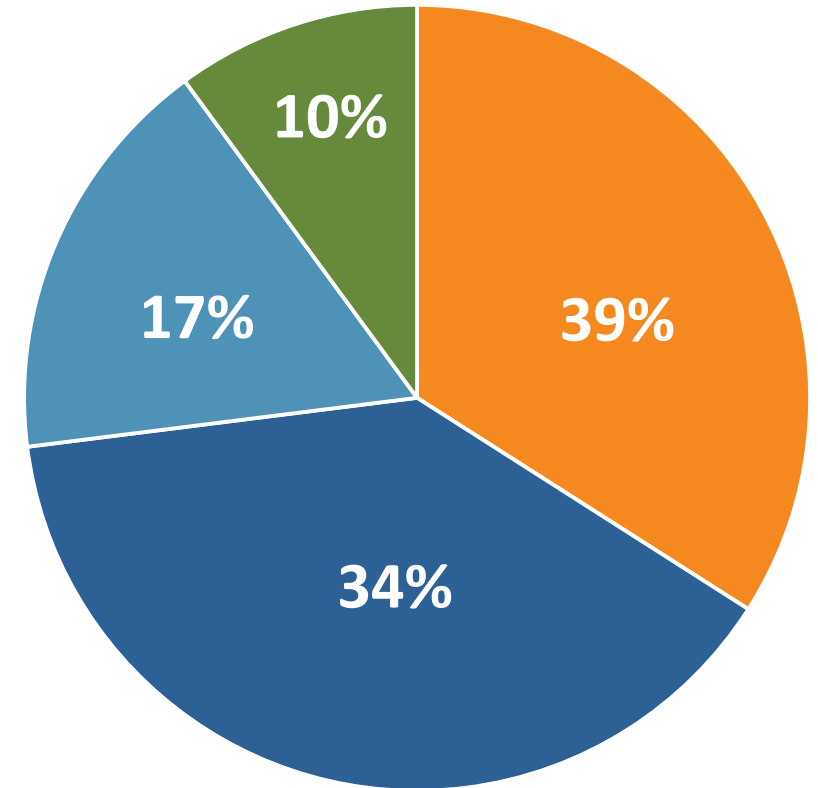
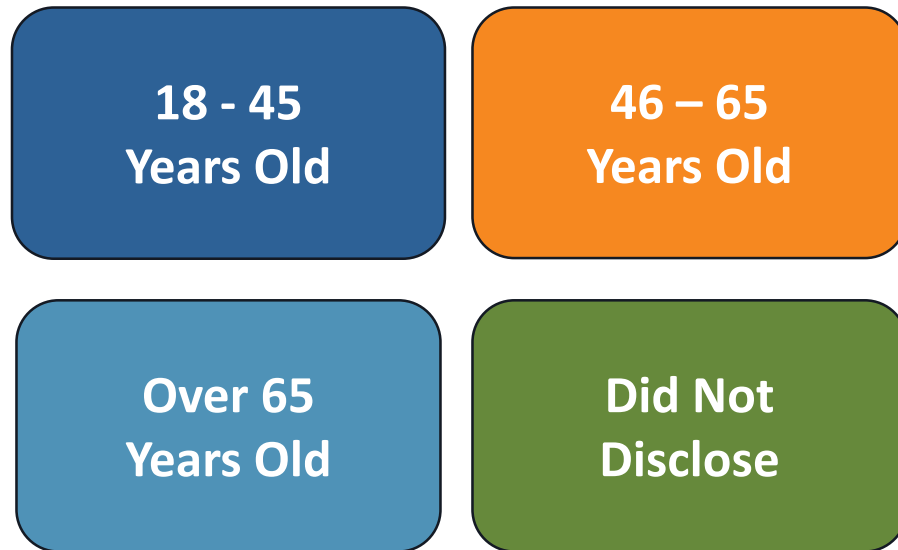


Income data was self-reported by participants during the initial volunteer sign-up process.

- > 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

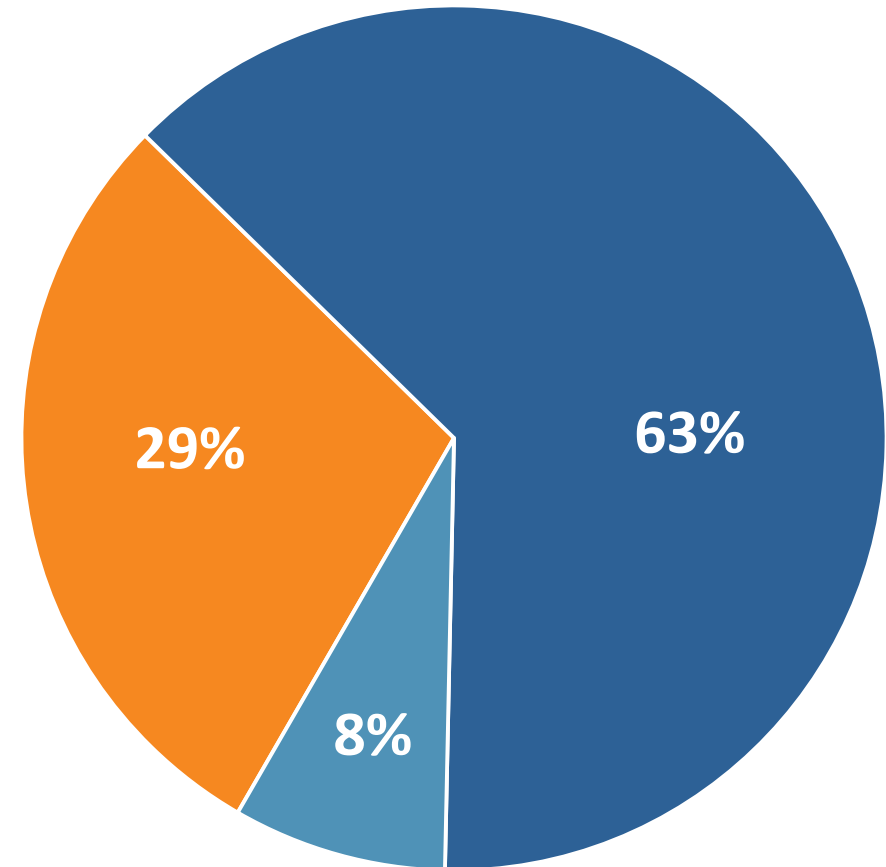


Participant gender was self-reported during the initial volunteer sign-up process.

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.



FIND PARTICIPANT MATERIAL BELOW

“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



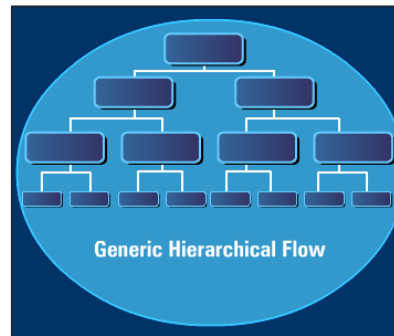
**April, 2017 start the final
findings report** due to the
legislature in June, 2017



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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