

CDOT Road Usage Charge Pilot

Final Report

June 2017



Respondent Characteristics – Exit Survey

Total Respondents: 84

Group (n = 84)

- General public: 67%
- Stakeholder: 33%

Gender (n = 83)

- Male: 72%
- Female: 28%

Age (n = 64)

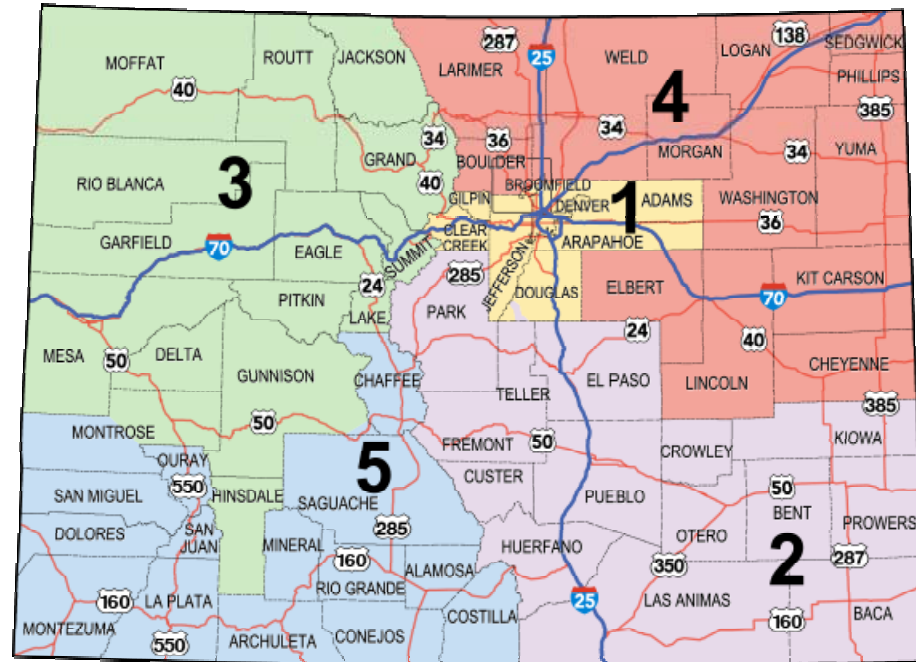
- 18-29: 3%
- 30-45: 41%
- 46-65: 45%
- 66+: 11%

Race (n = 64)

- 94% White/Caucasian

Vehicle Type: (n = 84)

- Gas: 89%
- Hybrid: 7%
- Electric: 4%



Region (n = 83)

- 1: 51%
- 2: 16%
- 3: 7%
- 4: 21%
- 5: 6%



Analysis Notes

- Survey results reflected in this report are not generalizable to all of Colorado for the following reasons:
 - Participants self-selected into the Pilot Program, which means they do not represent a random sample. Survey findings show they are more supportive of RUC than the general public.
 - The size of the Pilot and consequently the size of the survey sample are small.
- No money exchanged hands over the course of the pilot. Had participants been dealing with real money, they might have behaved differently or had different concerns.
- PRR conducted three surveys across the pilot to capture attitudinal changes over time and more immediate reflections during each pilot phase. Data in this report is from the final survey unless otherwise noted.



Key Findings

As participants became **more familiar** with the invoice process, satisfaction with invoices and the web portal **increased**.

More importantly, as **satisfaction** in these areas **increased**, overall **support of RUC increased**.



Key Findings (Cont.)

ALL ASPECTS OF THE PILOT PROGRAM satisfaction HIGH	INFORMATION SECURITY satisfaction INCREASED	AWARENESS OF DRIVING HABITS INCREASED
	ACCURACY OF INVOICES satisfaction INCREASED	CHANGE IN DRIVING BEHAVIOR No change
RUC SUPPORT STRONGER THAN GEN. PUBLIC IN CO.	NEED MORE PUBLIC EDUCATION	



Key Findings (Cont.)

RUC AS SUSTAINABLE FUNDING

**GREW MORE
APPEALING**

CONCERNS

- Out-of-state drivers
- Drivers of fuel-efficient vehicles paying more
- Privacy

MILEAGE REPORTING DEVICE PARTICIPANTS

MORE SATISFIED

than odometer reading participants

ONGOING PRIVACY COMPROMISES:

Although many participants acknowledged that they had sacrificed some privacy, the majority were still satisfied with the Pilot's privacy protections,

indicating that they were willing to make some privacy compromises.

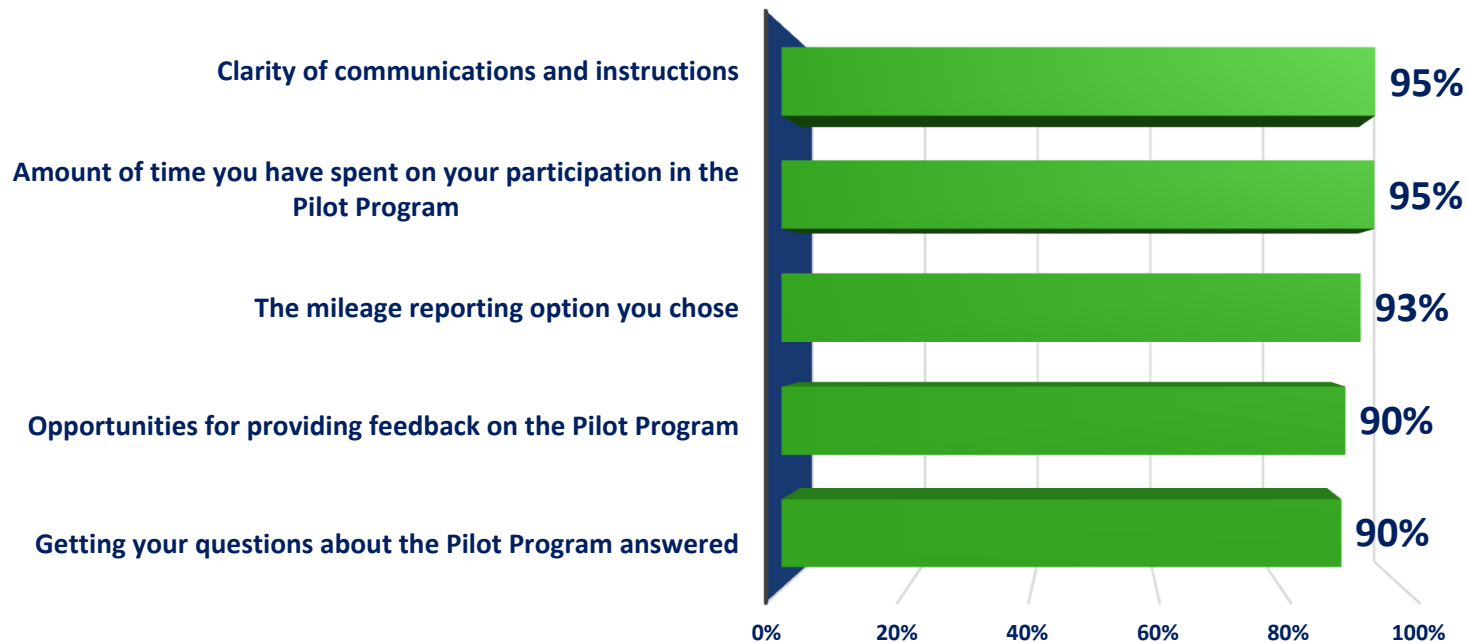


Overall Satisfaction

- Participants reported high satisfaction with all aspects of the Pilot Program.

91% would participate in a future pilot

Overall Pilot - % Satisfaction*
Base: all respondents (n = 84)

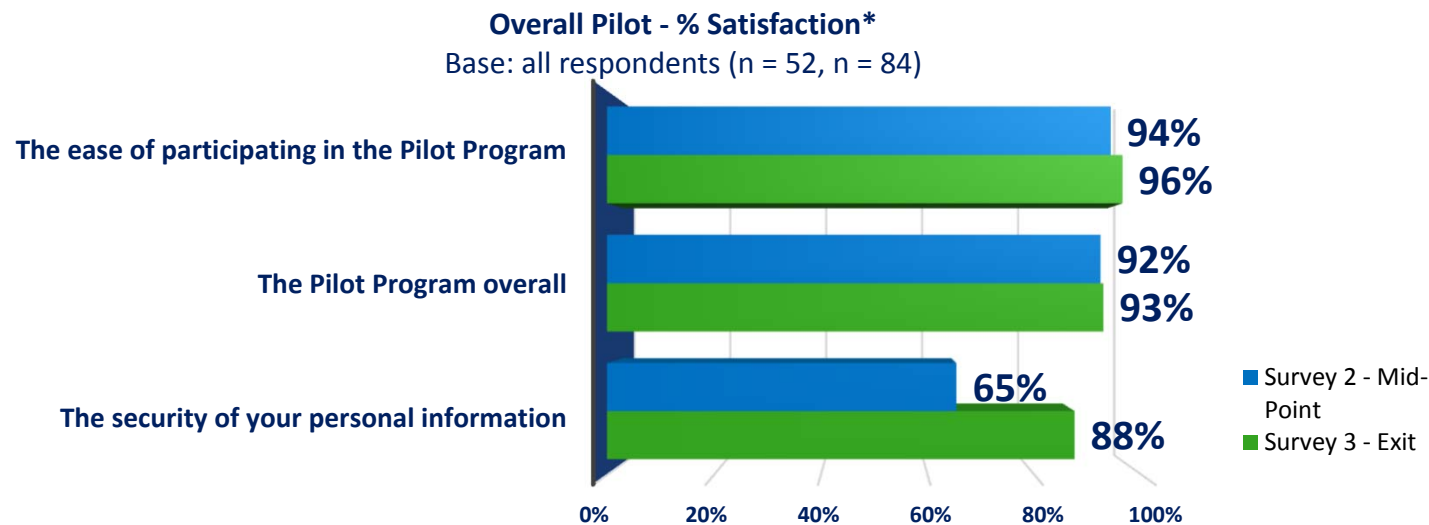


*Proportion of participants who chose 4 or 5 on a scale of 1 (very unsatisfied) to 5 (very satisfied).



Overall Satisfaction (Cont.)

- Respondents were very satisfied with the ease of participation and the overall experience.
- The only notable change from Survey 2 to Survey 3 was an improvement in satisfaction with information security.
 - The change appears to be a genuine improvement in satisfaction with security, rather than noise as a result of the increased sample size.
 - However, despite this improvement, security continued to be the lowest-rated aspect of the pilot (though not by much).

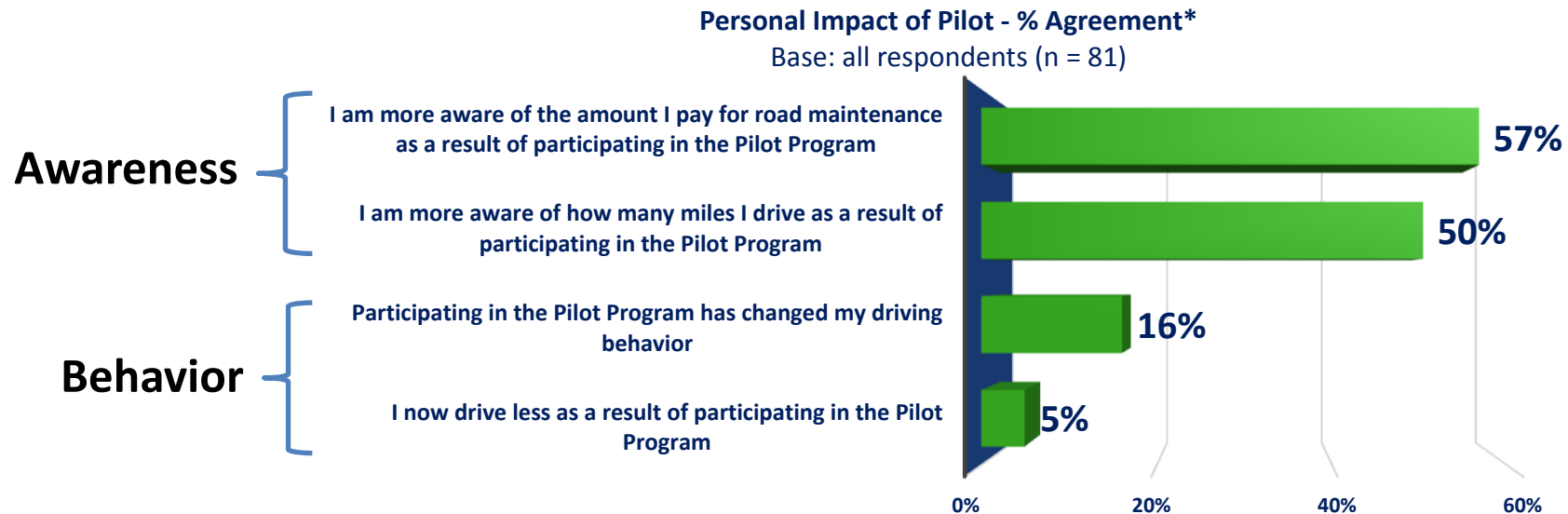


*Proportion of participants who chose 4 or 5 on a scale of 1 (very unsatisfied) to 5 (very satisfied).



Personal Impact of Pilot

- Half of respondents said that participating in the pilot had affected their awareness of their driving.
- However, very few participants said that the pilot had changed their actual behavior.



“The biggest impact for me personally has been the realization that I rarely drive more than 75 miles in a single day. As a result, I'm now planning on purchasing a fully-electric vehicle within the next year. The pilot has resolved any concerns I had about EV range anxiety.”

-Public

*Proportion of participants who chose 4 or 5 on a scale of 1 (strongly disagree) to 5 (strongly agree).

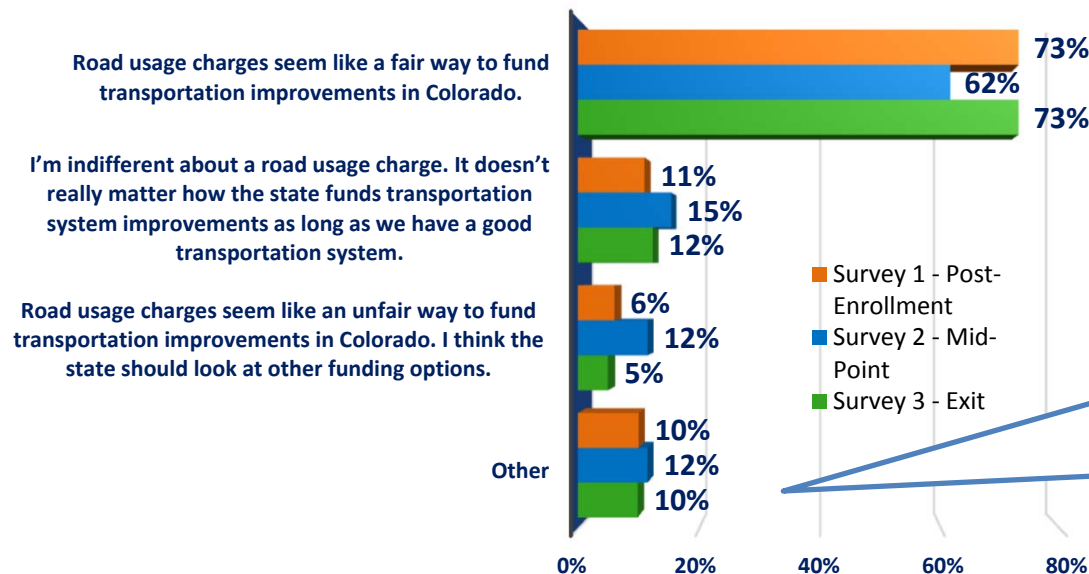


Support for RUC

- Support for Road Usage Charge remains strong among pilot participants, especially when compared to the opinions of the general population of Colorado.
- Support levels dipped slightly in Survey 2.
 - There were also dips in Survey 2 with regard to invoices and the Azuga web portal (see pages 18 and 19). We hypothesize that individuals' support for RUC overall was linked to how their experience in the Pilot Program was going at the time.

Which ONE Statement Comes Closest to your Point of View Regarding Road Usage Charging?

Base: all respondents (n = 80, n = 52, n = 81)



Compare this to only 29% in the 2016 statewide survey.

"If it is well designed - with congestion pricing, higher charges for inefficient vehicles, an ability to increase the rate over time, and used to fund multimodal transportation - then it would be a big step forward."

-Stakeholder



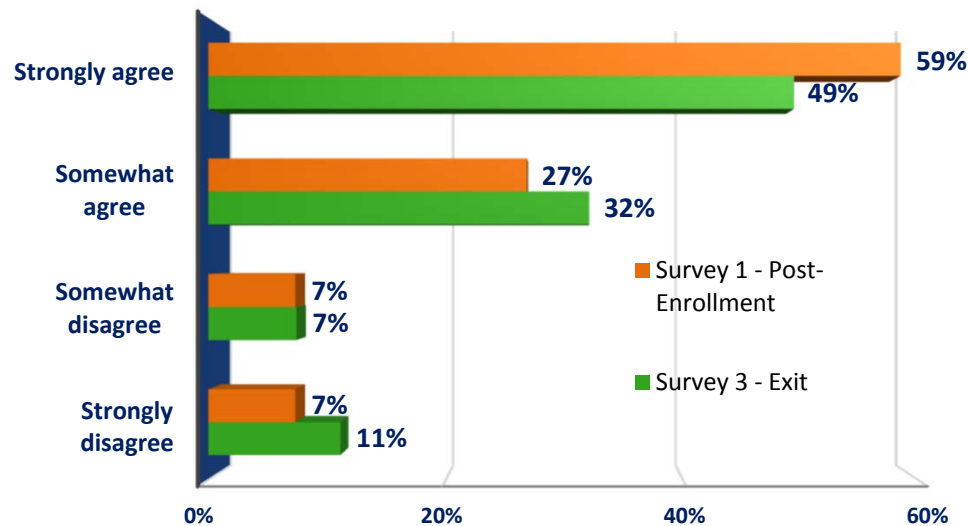
Fairness of RUC

- More than four in five participants agreed that RUC was a fair funding method. This was much stronger agreement than in the general population of Colorado.

81% agree that RUC is a fair funding method

How much do you agree or disagree that funding Colorado's transportation system with a mileage-based road usage charge is a fair funding method?

Base: all respondents (n = 82, n = 81)



At both time points, over 80% of pilot participants somewhat or strongly agreed that RUC was fair. Compare this to only 40% in the 2016 statewide survey.

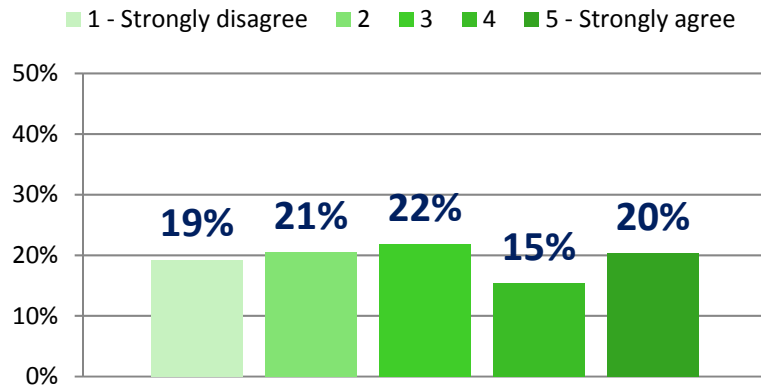


Broader Implementation of RUC

- Opinions were mixed as to whether RUC needs further study before broader implementation.
- Although a majority of respondents were in support of a statewide implementation of RUC, about one-third were still unsupportive or unsure.

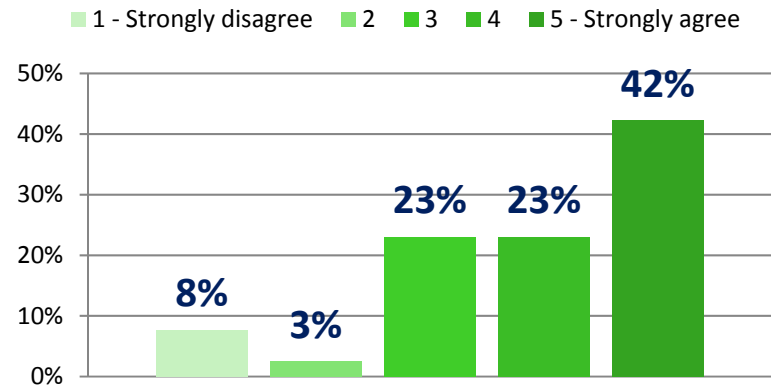
I think that Road Usage Charge, while promising, needs significant further study and adjustments before broader implementation

Base: all respondents (n = 78)



I would look forward to a broad statewide implementation of a Road Usage Charge in the future.

Base: all respondents (n = 77)



63% look forward to broader implementation of RUC



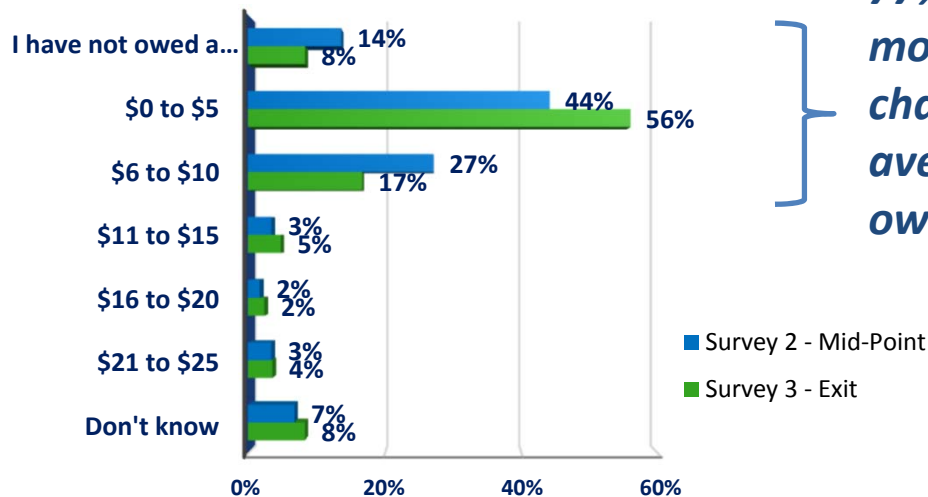
Gas Tax vs. RUC

- Excluding four responses that were more than two standard deviations above the mean, participants' estimates for how much gas tax they owed per month averaged **\$14.25** (up from \$13.91 in Survey 2).
 - Including the most extreme responses, estimates of gas tax owed ranged from \$0 to \$220 in Survey 3.
- For amount owed in Road Usage Charge, respondents were more clustered in the \$0 to \$5 range than in Survey 2.

IS11
PS10

On average, about how much do you owe each month for road usage charges?

Base: all respondents (n = 59, n = 84)



77% owed \$10 or less per month in road usage charges – less than the average estimate of \$14.25 owed in gas tax.

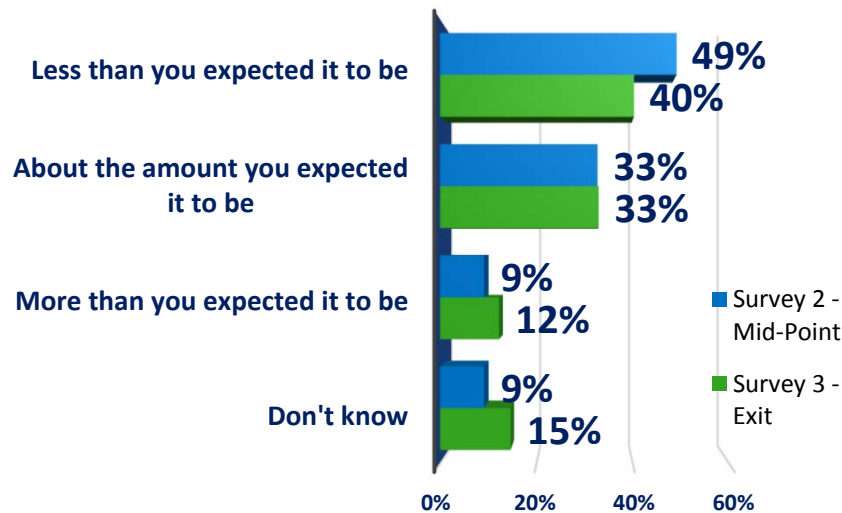


Expected Charge vs. Actual Charge

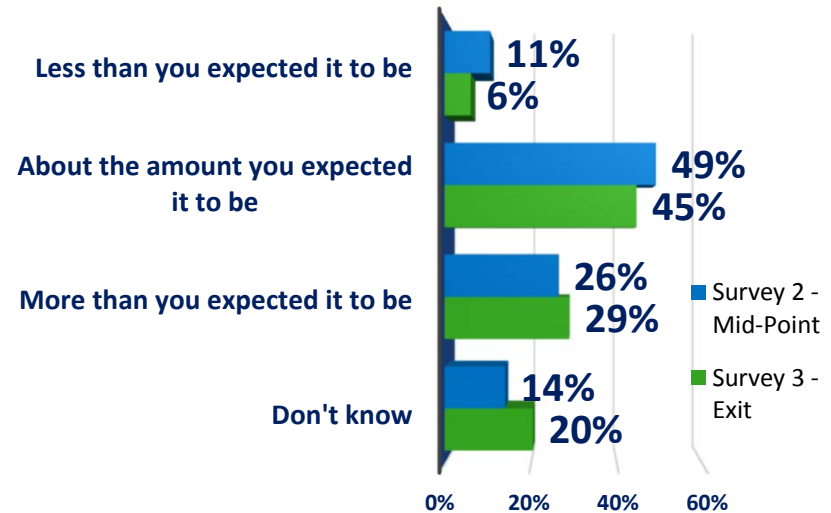
- Most participants said that the amount they owed in road usage charge was the same or less than they had expected.
- In contrast, the monthly gas tax credit was overall the same or more than expected.

73% felt amount owed in road usage charges was the same or less than expected

Has the monthly amount you owed for your road usage charges been...
Base: all respondents (n = 55, n = 82)



Has the monthly gas tax credit you received been...
Base: all respondents (n = 57, n = 83)





Top Benefits of RUC

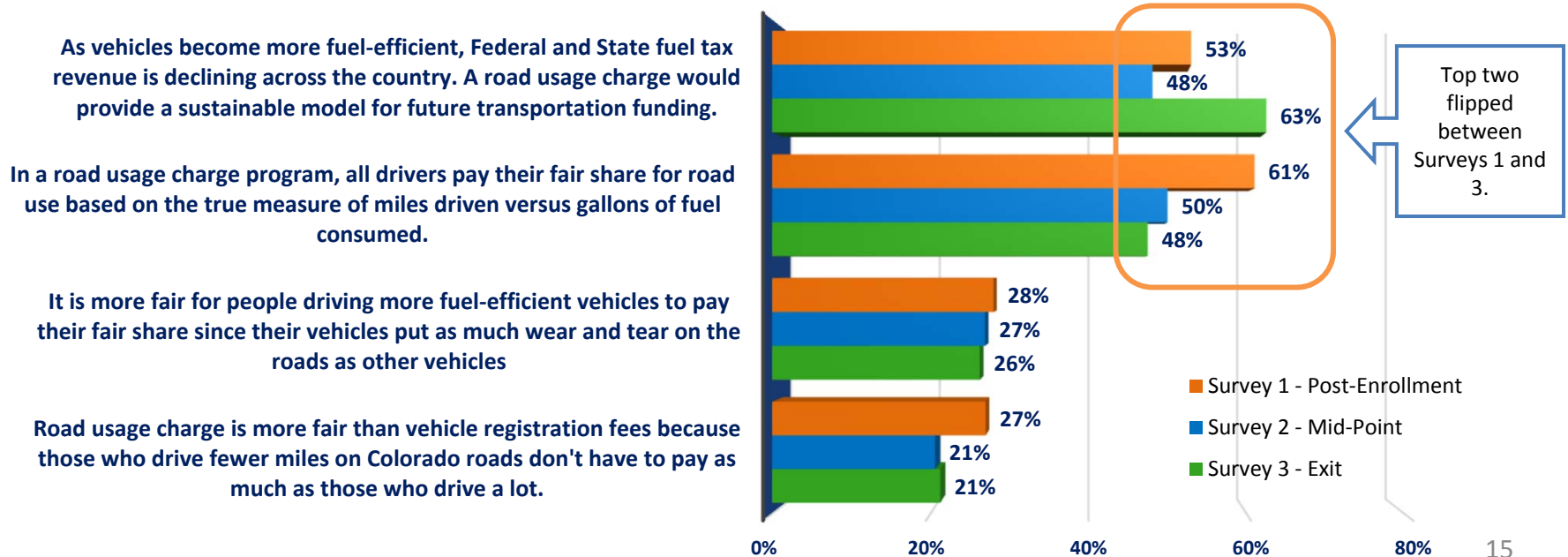


- The top benefit of RUC was that it provides a sustainable revenue source (63%), followed by all drivers paying their fair share (48%). Interestingly, this order was flipped from what it was in Survey 1.
 - This indicates that the fairness message could be effective for drawing people in, but the importance of RUC as a revenue source resonates more as people become more familiar with the program.

What do you think are the top TWO benefits (if any) to a road usage charge program in Colorado?

Base: all respondents (n = 81, n = 52, n = 80)

Multiple responses allowed. Percentages may add to more than 100.





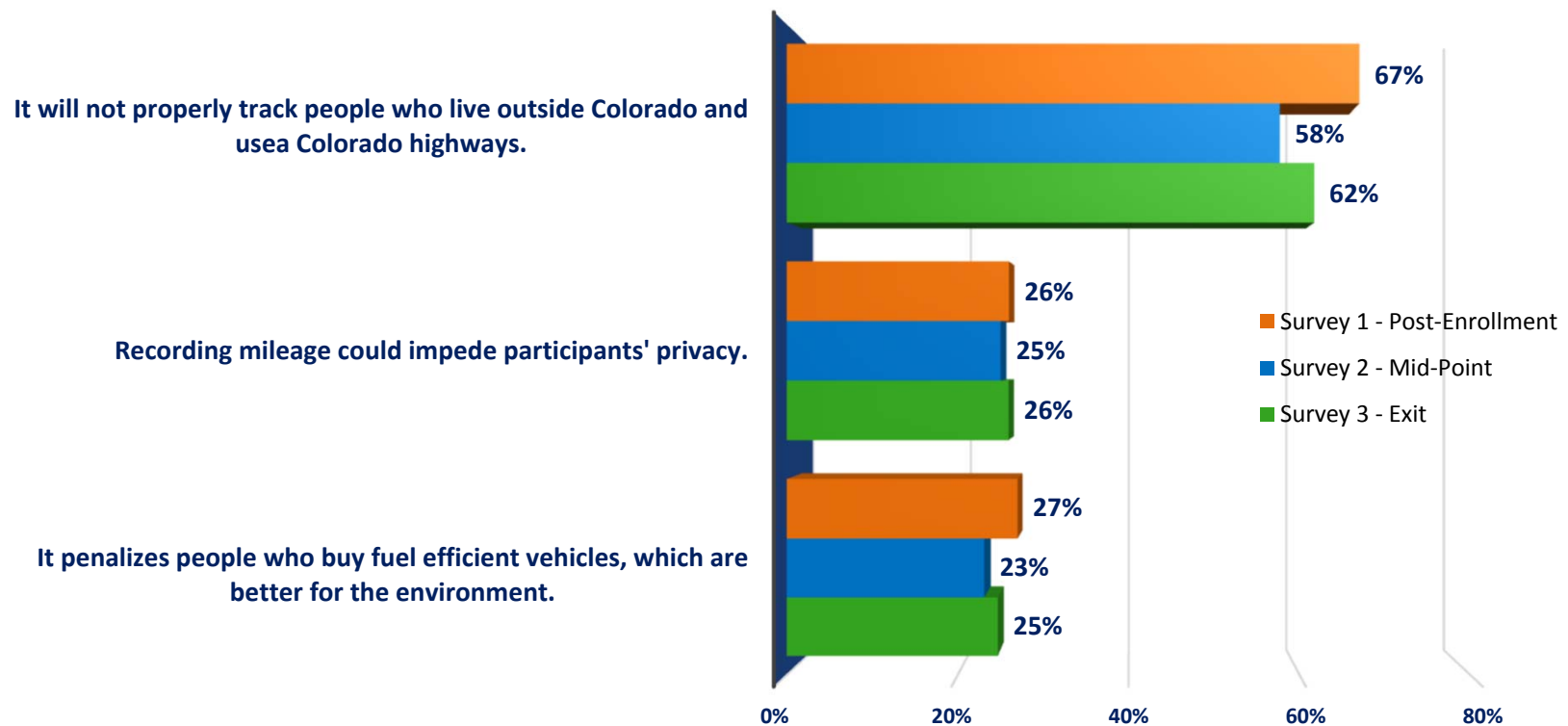
Top Drawbacks of RUC



- The top drawback cited was that RUC would not properly account for out-of-state drivers. This remained consistent across all three surveys.

What do you think are the top TWO drawbacks (if any) to a road usage charge program in Colorado?

Base: all respondents (n = 81, n = 52, n = 81)



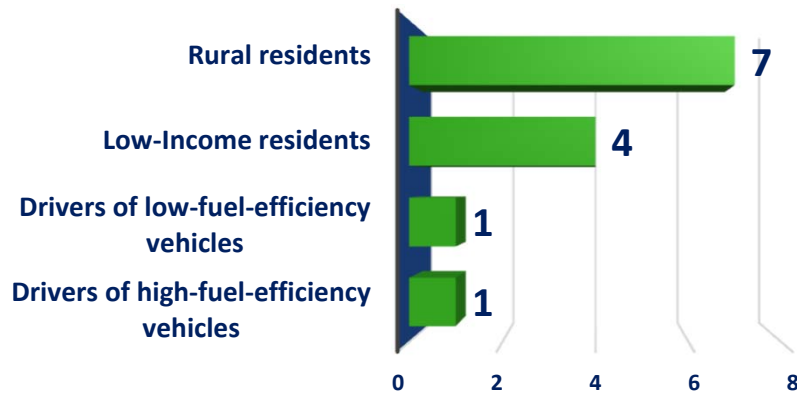


Groups That Could Be Negatively Impacted

- Few participants rated RUC being unfair to certain groups of people as one of their top two concerns (see previous page). Among these participants, the main group of concern was rural residents (this was also true in Surveys 1 and 2).
- Pilot participants' opinions were mixed regarding whether Road Usage Charge would affect all regions equally.

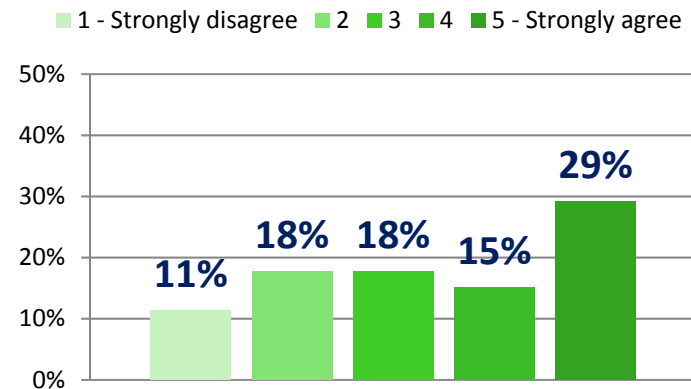
What groups of people, if any, do you think Road Usage Charge could be unfair to?

Base: respondents who indicated RUC could be unfair to certain groups (n = 8)



The Road Usage Charge Program impacts people in all regions of the state equally

Base: all respondents (n = 78)





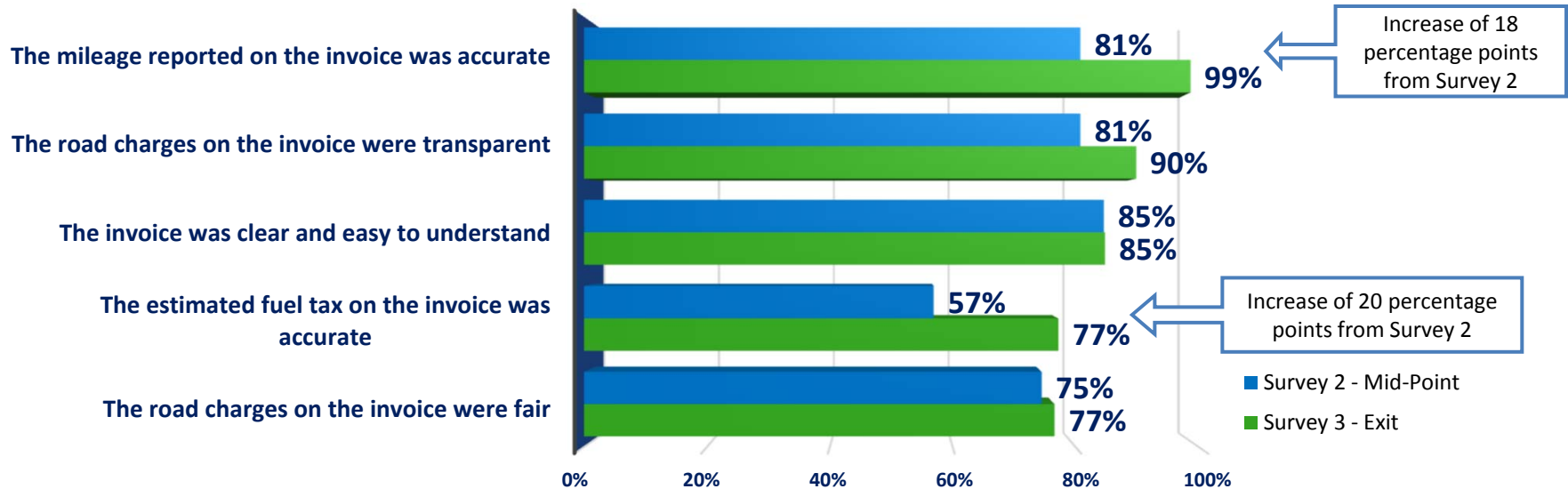
Invoices

96% had viewed their monthly road usage charging invoice

- Participants were mostly satisfied with the clarity and fairness of invoices.
- From Survey 2 to Survey 3, participants grew more confident in the accuracy of mileage reporting and the estimated fuel tax.
 - The change appears to be a genuine improvement, rather than noise as a result of the increased sample size.
 - We hypothesize this improvement is due to participants becoming more familiar with the invoice process

Invoices - % Agreement

Base: respondents who had viewed their monthly RUC invoice (n = 52, n = 79)





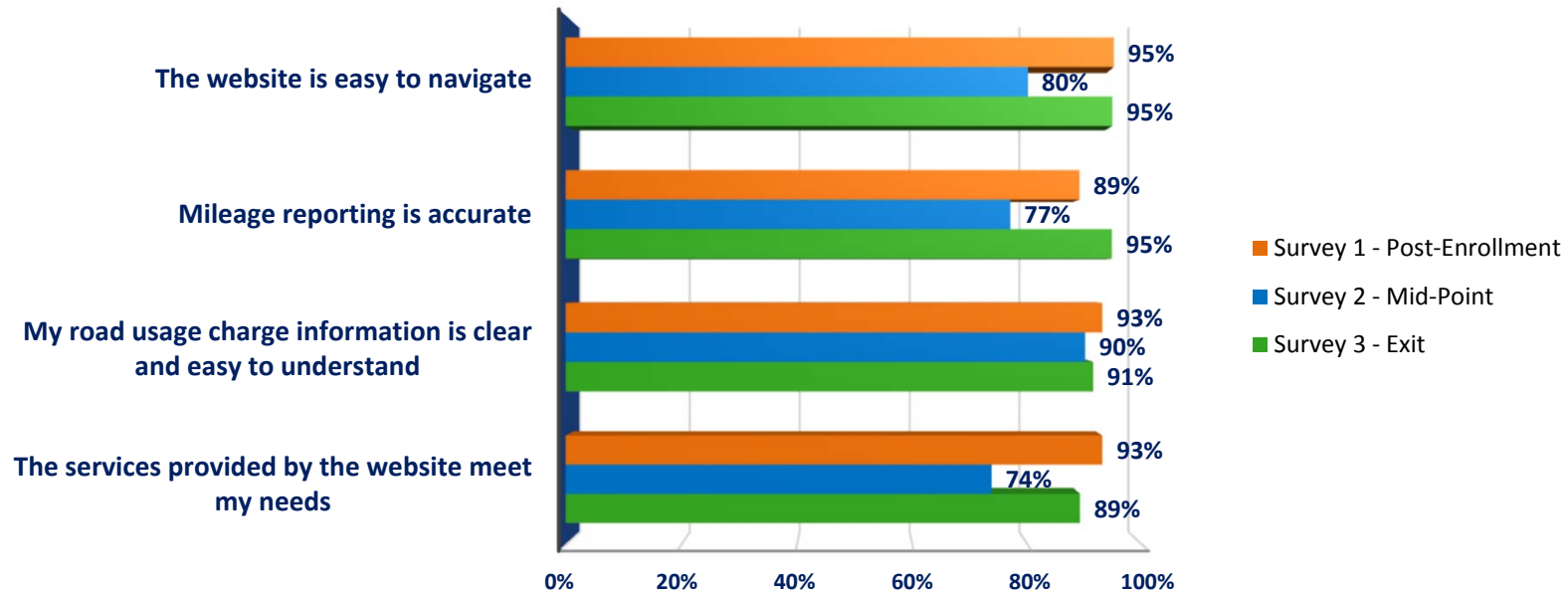
Azuga Web Portal

72% had visited the Azuga web Portal

- 28% had not visited the Azuga web portal at all, and among those who had visited the portal, 83% did so once a month or less.
- After a dip at Survey 2, satisfaction with the accuracy and navigation of the website returned to high levels.

Azuga Web Portal Experience - % Agreement

Base: respondents who had viewed their account online (n = 55, n = 42, n = 59)





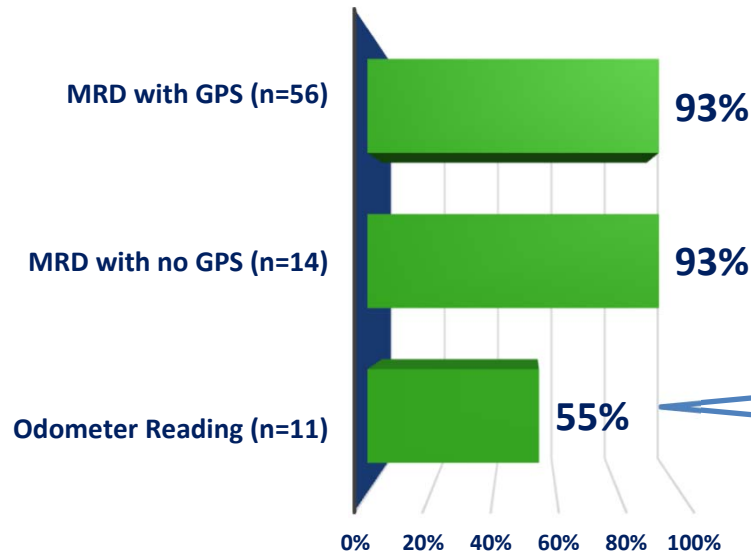
Mileage Reporting Options

- 86% were using a Mileage Reporting Device as opposed to odometer reading.
- Participants using Mileage Reporting Devices were much more satisfied with their choice than those who had opted for odometer reading.
 - The process of returning the MRDs at the end of the pilot was easy overall.

93% satisfied with MRD vs. **55%** satisfied with odometer

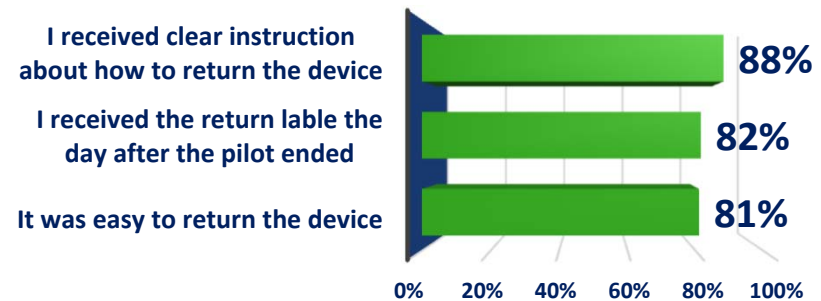
Mileage Reporting Devices - % Satisfaction

Base: all respondents using a mileage reporting device (n = 81)



Mileage Reporting Devices - % Agreement

Base: all respondents using a mileage reporting device (n = 68)



"I think if the pilot program is implemented it would be easier to report miles via GPS or options other than manually entering miles for me."

-Public

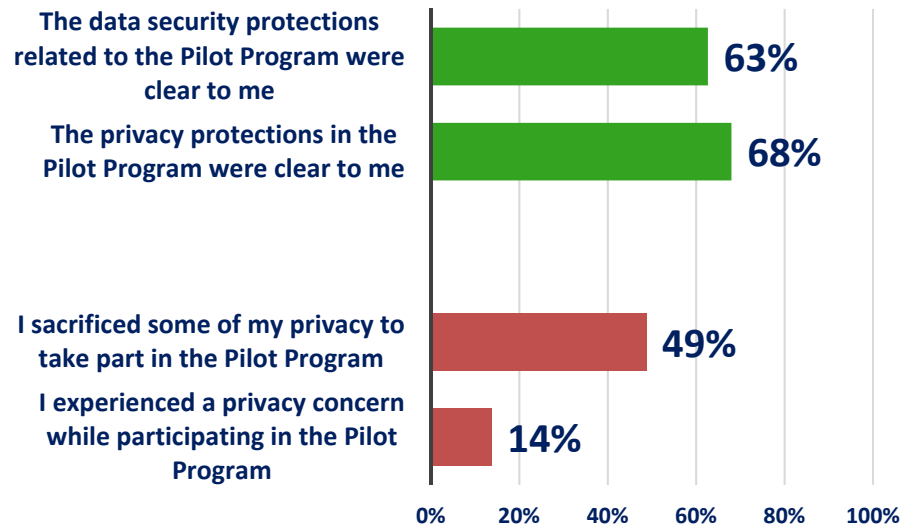


Privacy/Security

- About two-thirds of respondents said that the data and privacy protections in the Pilot Program were clear to them.
- Half (49%) of participants felt that they had sacrificed some of their privacy for the Pilot Program.
- Despite that, only 14% of participants experienced a privacy concern and the overwhelming majority (87%) were satisfied with the available protections.
- This indicates that most participants were willing to make some privacy compromises.

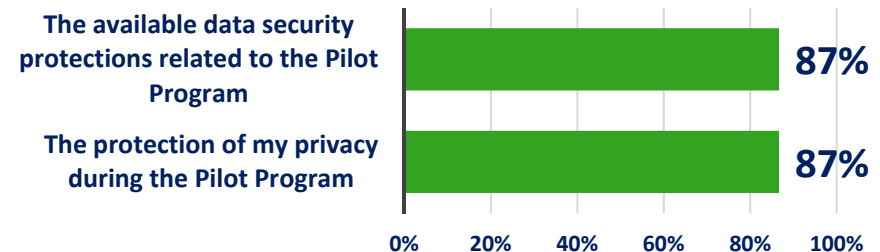
Privacy concerns - % Agreement

Base: all respondents (n = 76)



Privacy concerns - % Satisfaction

Base: all respondents (n = 60)





Privacy/Security – Concerns

- Among respondents who had experienced a privacy concern, the primary factors at the root of their concerns were:
 - Fear of hacking attempts
 - General discomfort with sharing detailed personal information with “Big Brother”

“I have seen State computer systems hacked. Not saying that this one has but it could.”

-Public

“I was uncomfortable that when I signed into my portal, it was able to show me where my car was. It felt very ‘big brother.’”

-Public

“Just someone -- or some thing -- knowing my mileage and my habits. As I looked at my invoice I could see patterns to my travel and realized that others could too. I didn't like that this information was being collected and used -- even though I volunteered to participate in the program, I was just unsettled by it.”

-Stakeholder



Privacy/Security – Tradeoffs

- On the other hand, some said that getting detailed information from their Mileage Reporting Device was one of their favorite things about participating in the Pilot Program.
- Again, most participants seem to have been willing to make some privacy compromises in order to get the ease of use and detailed information that came with using a Mileage Reporting Device.

“I appreciated the weekly battery and maintenance code feedback ... In the summaries, it would be useful to have daily value summaries of Idling, Braking, Acceleration and High Speed on the statement, by date. Having that data would be helpful to diagnose poor vehicle mileage.”

-Public

“I liked the feature that provided feedback about the battery level in my car ... Although I was reluctant to select the GPS alternative due to privacy issues, after participating in the program, I don't think that would be an issue for me.”

-Public



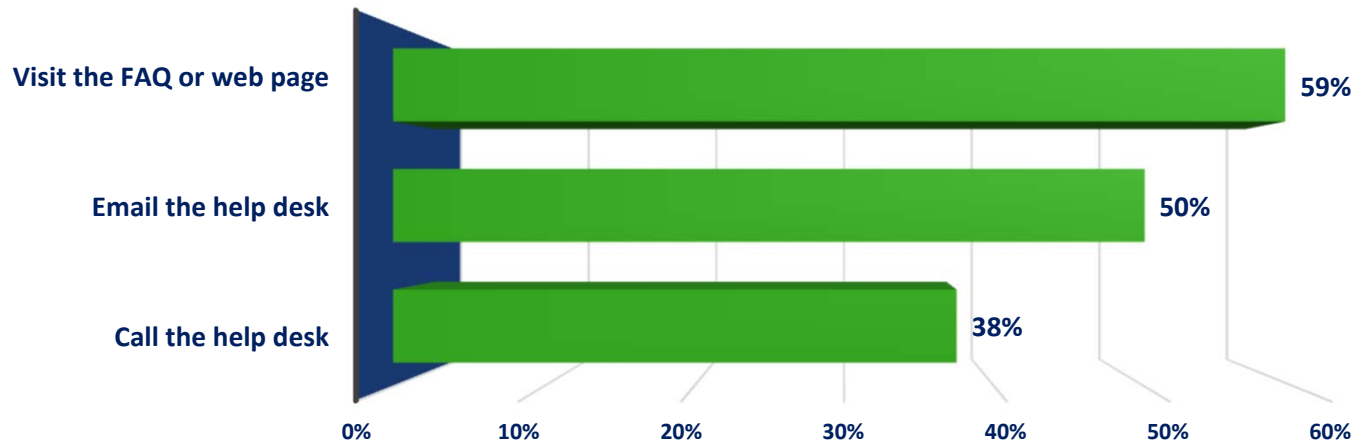
Helpdesk

- 40% of respondents had sought help. Among these respondents, the most common method used to seek help was to visit the FAQ or web page (59%).
- Among those who had sought help, half (47%) were seeking help for a technical issue with their mileage reporting device.
- Only two respondents were not satisfied with the customer help options or did not have their questions answered.

93% of those who sought help had their issue resolved

Customer Help Options

Base: respondents who had used customer help services (n = 32)
Multiple responses allowed. Percentages add to more than 100.

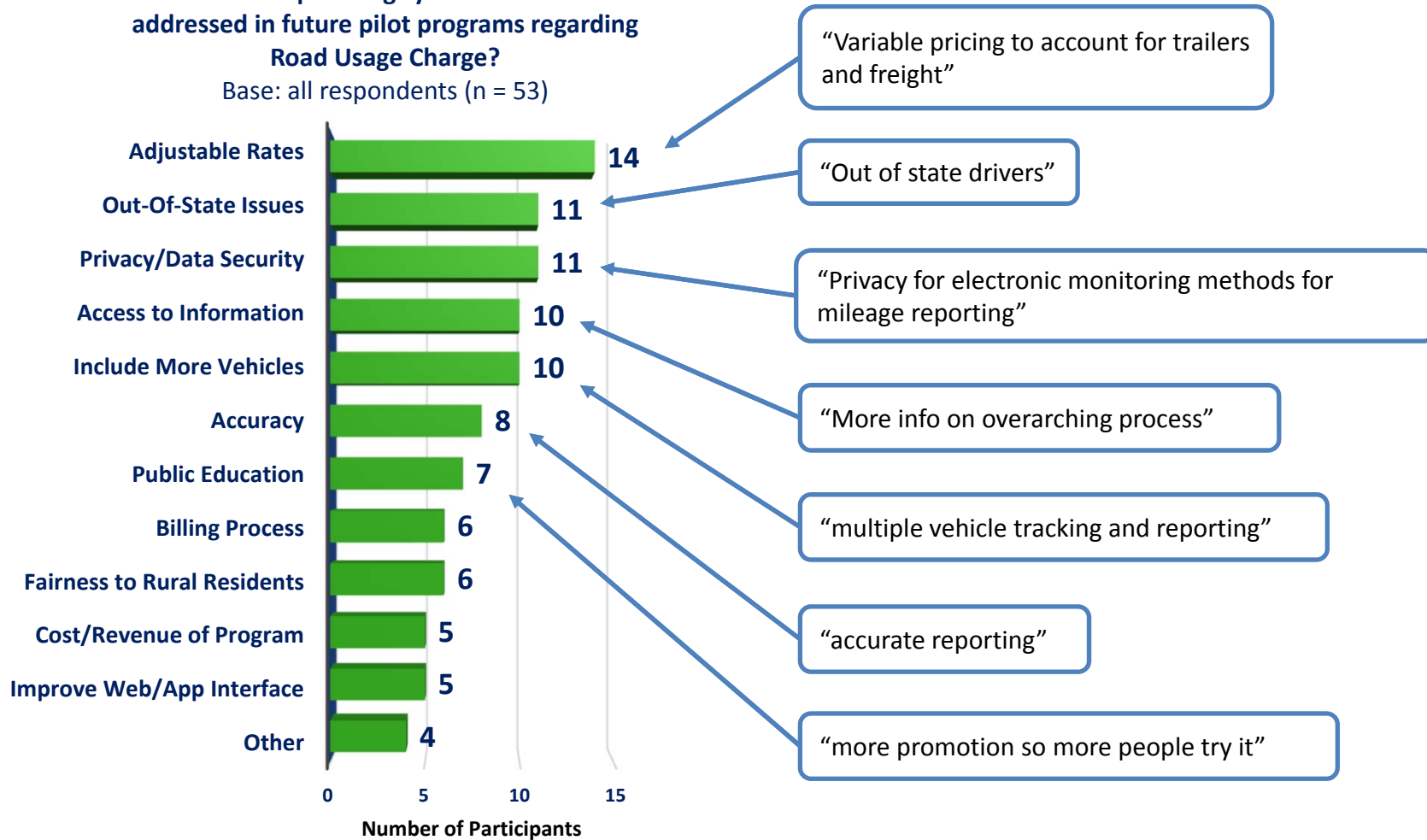




Top Things to Address In Future Pilots

What are the top 3 things you would like to see addressed in future pilot programs regarding Road Usage Charge?

Base: all respondents (n = 53)





Additional Feedback – Exploring Other Options

“Sounds like a good idea however, having some Federal experience and once upon a time a COR I believe there are other financial resources than us who have to have a vehicle for our livelihood. Honestly, hitting up a portion of the Cannabis industry sticks out in my head has an option, tie it to the need for better roads for students and buses type deal....I am a single mom with a child soon to drive and increase in insurance, etc...”

-Public

“The gas tax is more than fair. It just needs to be applied to everyone who uses the roads. Electric and hybrid vehicles need to pay their fair share ... Encouraging people to drive MORE and pushing LESS fuel efficient vehicles, i.e. by offering tax incentives and rebates on large SUV's, trucks, etc. is the best way of increasing funding for roads ... We do not need fewer people on the roads, rather we need more driving less fuel efficient vehicles. That is the best way to increase the transportation funding shortfall. Stop putting money towards buses, light rail, etc.”

-Public



Additional Feedback – Moving Forward

“With the passage of SB 267 will the road usage charge be looked at as a boondoggle from CDOT to continue to raise taxes and fees?”

-Public

“Great idea but needs more research- not a 'one size fits' idea as people out of state using Colorado roads would not be taxed. We have a fairly high tourism rate in our region from those from California, Texas, etc...”

-Public

“I think it's great and hope it gets sufficient support in the future. I don't think the majority of people in the state have even heard of the program and have no idea of what it is about. There needs to be a much more robust media blitz on how this was done, what it was evaluating, results and how it may move to the next steps. I also think that any of the comments from participants that have raised concerns should be looked at closely and have accurate answers as to how the program does/or will be addressed if the program moves forward.”

-Stakeholder

“I believe the program is the most equitable way to account for actual road usage and wear-and-tear of the vehicles we choose to drive. The in-the-weeds detail of what particular vehicles really do to roadways is important to me both on a professional and personal level, so I look forward to seeing how a tiered structure for usage looks. The political aspects of this will be the toughest to overcome, not the functional attributes of the device or the clarity of the website. Essentially, the back of the house (device and tracking) is clean, while the front of the house (politics of the issue) will inevitably be messy.”

-Stakeholder

“Let's get rolling with this!”

-Stakeholder