



THE EASTERN
TRANSPORTATION
COALITION

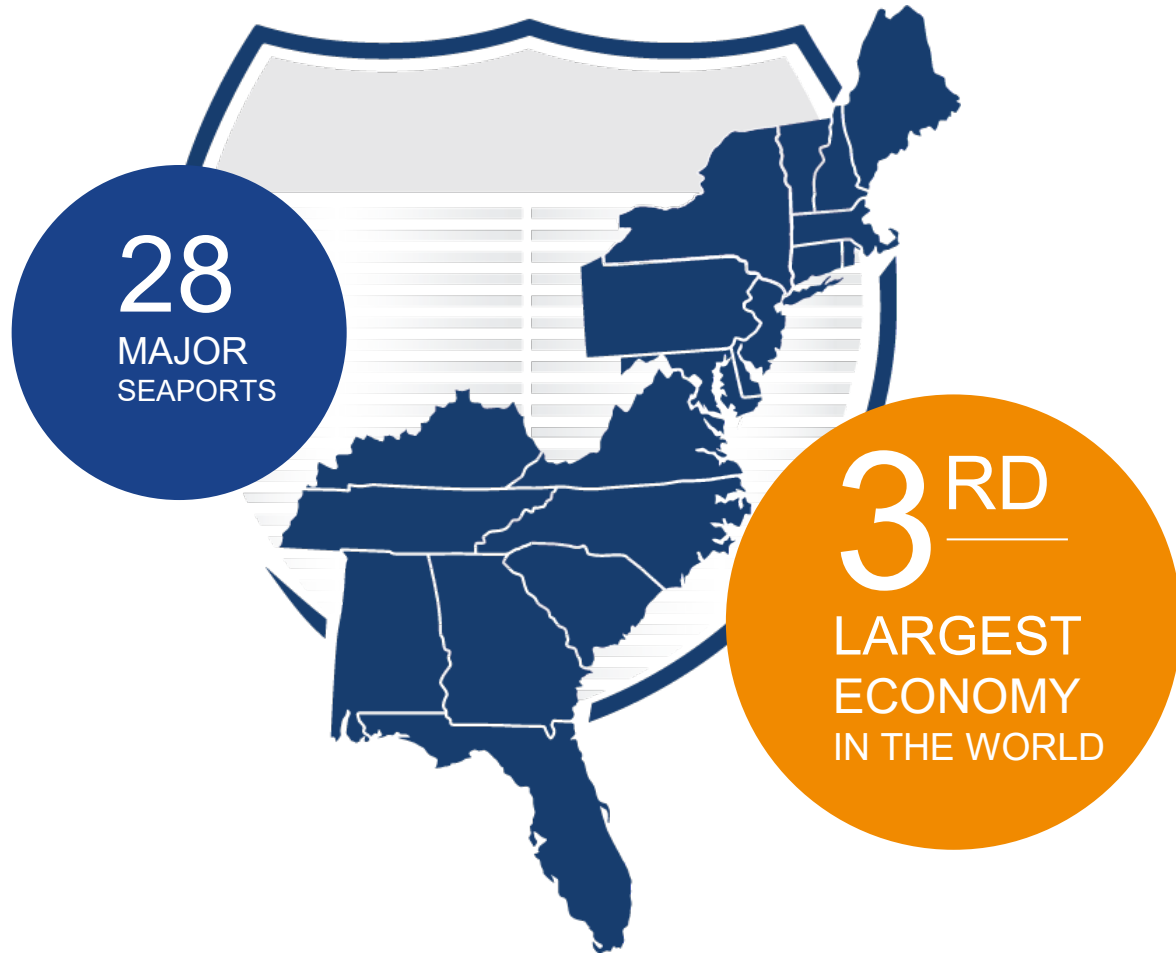


Communicating with the Public about Transportation Funding

August 13, 2023

Who is the Coalition?

Collective impact organization working together to solve today's most pressing transportation challenges.



17 States + D.C. and 200+ agencies


- 40% OF THE U.S. POPULATION
- 38% OF THE NATION'S JOBS
- 35% U.S. VEHICLE MILES TRAVELED
- 21% OF THE U.S. ROAD MILES

A Timeline of Our Work

Phase 1

 **Launched 1st passenger vehicle pilot on East Coast (stakeholders)**

Phase 2

 **Expanded passenger vehicle pilots to include general public**

Phase 3

 **Began specialized passenger vehicle pilots in 4 states**

Phase 4

 **Delivered MBUF work in 6 states: pilots, outreach, equity**

Phase 5

 **Launch 5th phase of STSFA-funded work (8 states)**

Phase 6

 **Launch 6th phase of STSFA-funded work**



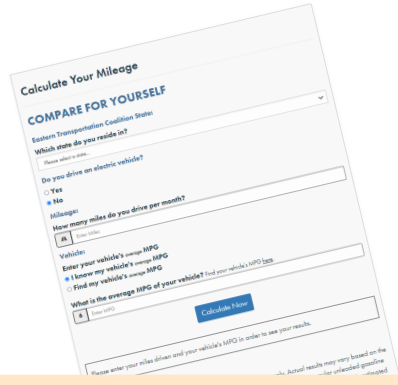
 **Conducted nation's 1st multi-state commercial truck pilot**

 **Conducted nation's 1st national commercial truck pilot**

 **Conducted international truck pilot with weight-based rates**



Phase 4 Overview



State-Specific Education and Outreach



Educational Video

Passenger Vehicle Pilots

- General Public (NC, NJ)
- In-vehicle Telematics (PA)
- Lowering Administrative Costs (CT Ongoing)

Motor Carrier Work

- International truck pilot
- Clearinghouse test
- Fleet diversity
- Motor Carrier Working Group



Equity Analysis

- Geographic (ME)
- Socioeconomic (PA, NC, NJ)



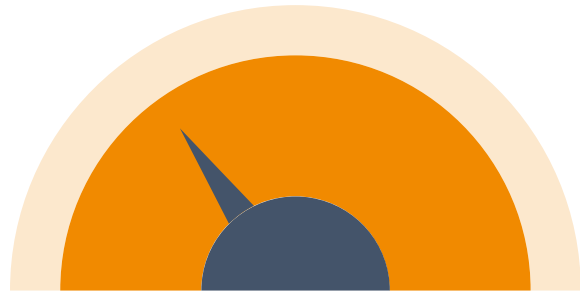
Rate Setting Approaches



Exchanges

- Practitioner to practitioner
- Steering Committee

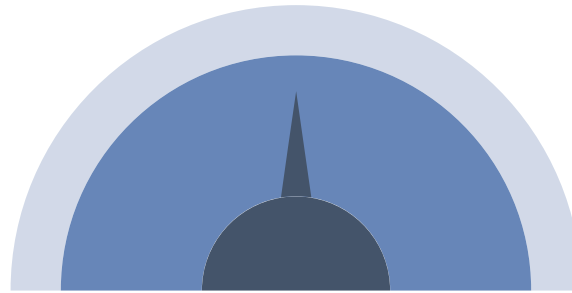
Visibility is on a spectrum.



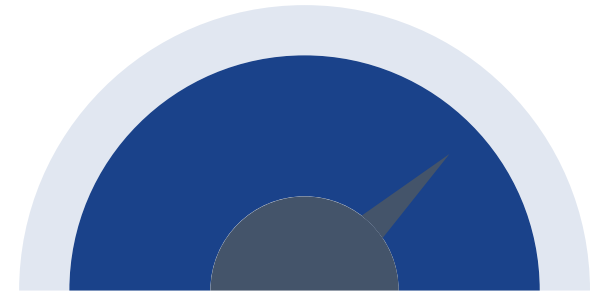
Lower Visibility



Focus Groups
Presentations
Newsletters
Fact Sheets



Website
Social Media



Higher Visibility



Videos
Op-Eds
Active Media Engagement

Go to where the audience is: Road Dog Podcast

Specific to Commercial Vehicle Work

We met them **where they are**

 Road Dog, 10-44 Podcast

 State Truck Publications

 Conferences (ATA, TCA).

Why we went to them



The trucking industry has specific set of challenges and concerns





Message Testing in Virginia

Save Money



Hybrid and electric owners...



...now you can pay your highway use fees as you drive.

Innovation



You're driving the next generation of vehicle...



...now plug into the future of highway fees.

Pay Your Fair Share/ Pro-Infrastructure



Your high-efficiency vehicle hates potholes.



Help us fix them on **YOUR** terms.

Climate Future



The health of our earth is important to you...



...now help contribute to the health of our roads.

Surveys and focus groups help to get people thinking about the problem and their role in it



Participant Survey



Gather feedback from pilot participants on overall experience and changes in opinions on MBUF



Pilot Focus Groups



Gather detailed insights from pilot participants

Don't be afraid of the media



New Bern Area MPO
July 5

It's not too late to enroll in the Eastern Transportation Coalition's Mileage-Based User Fee Pilot Program. To prepare for the future, the Coalition needs your help exploring an alternative approach to the traditional fuel tax, called a Mileage-Based User Fee, and determining if it would be a more equitable and sustainable approach. A Mileage-Based User Fee means drivers only pay for the miles they drive instead of the fuel they buy.

To better understand how an MBUF program could work, the Coalition is conducting a Pilot in North Carolina and they want you to join and tell them what you think! It is free to participate, and there are strict privacy protection measures to safeguard your data.

Here's how to join the Pilot in four easy steps:

1. Enroll - Fill out the enrollment form by clicking the link on the website.
2. Insert - Plug a small device into your vehicle to record mileage.
3. Drive - Then drive as you normally do.
4. Return - After a few months, mail back the device.

*These steps may vary depending on the mileage-reporting option selected.

Make your voice heard! Visit NorthCarolinaMBUFpilot.com to enroll today. Participants who qualify can receive up to \$50. Have questions? Contact a Pilot team member at 984-254-7400 or NorthCarolina@MBUFpilot.org.

Did you know that a fuel tax you pay at the pump is largely responsible for funding a well-functioning transportation system that gets you to where you need to go, delivers packages to your door, and keeps groceries on the shelves? But as vehicles go farther on less fuel and some stop using any fuel at all, it becomes harder to maintain our aging transportation system. The Eastern Transportation Coalition, a partnership of 17 states and Washington D.C., needs your help to exp... See more

NORTH CAROLINA MILEAGE-BASED USER FEE PILOT PROGRAM

Your participation will shape the future of transportation in North Carolina

984-254-7400 | NorthCarolinaMBUFpilot.com | northcarolina@mbufpilot.org

ITRE at NC State
@ITRE_NCSU

Here's an opportunity to participate in a study on a Mileage-Based User Fee (MBUF) being conducted by The Eastern Transportation Coalition. MBUF is a potential replacement for the gas tax, so this is an important way you can help inform the future of road maintenance funding.

WRAL NEWS in NC @WRAL · Jul 4

By the gallon or by the mile: Driver volunteers wanted for study of new way to pay for road maintenance wral.com/by-the-gallon-...

10:17 AM · Jul 5, 2022 · Twitter Web App

How to Participate in the Pilot



These steps may vary depending on the mileage-reporting option selected.

984-254-7400 | NorthCarolinaMBUFpilot.com | northcarolina@mbufpilot.org

AAA Carolinas
Posted by Khoros Social Marketing
2d

Did you know that the fuel taxes you pay are largely responsible for funding repairs, maintenance and the building of new roads and bridges? As cars are going farther on less fuel and some don't use fuel at all, it becomes harder to maintain this transportation system.

The Eastern Transportation Coalition needs your help to explore an alternative approach, called a Mileage-Based User Fee (MBUF). A Mileage-Based User Fee means each driver pays for the miles they drive instead of the fuel they buy.

To learn more and see how you can participate visit: NorthCarolinaMBUFpilot.com

How to Participate in the Pilot



These steps may vary depending on the mileage-reporting option selected.

AAA Carolinas Traffic Safety Foundation
'Small Tips, Big Impact' Newsletter

North Carolina Mileage-Based User Fee Pilot Program

Did you know? Fuel tax has largely been responsible for a well-functioning transportation system that gets you to where you need to go, delivers packages to your door, and keeps groceries on the shelves – but as vehicles go farther on less fuel and some stop using any fuel at all, it becomes harder to maintain our transportation system.

StarNews
July 25

As drivers waited in the long vehicle line for the free ferry between Hatteras and Ocracoke islands, several gathered together and muttered about the price of gasoline.

STARNEWSONLINE.COM

Pay by the gallon or the mile? As more EVs hit NC roads, officials study funding options

News Coverage

GAS PRICES

By the gallon or by the mile: Driver volunteers wanted for study of new way to pay for road maintenance

North Carolina is part of a 17 state group studying the mileage-based user fee.

NEWS

Pay by the gallon or the mile? As more EVs hit NC roads, officials study funding options

Gareth McGrath USA TODAY NETWORK
Published 6:00 a.m. ET July 25, 2022 | Updated 4:45 p.m. ET Aug. 10, 2022

[View Comments](#)

Join Pilot for Fuel Tax Alternative Program

In order to address changing fuel needs, the Eastern Transportation Coalition, a partnership of 17 states and Washington D.C., needs your help piloting an alternative approach, called a Mileage-Based User Fee (MBUF). Through this program, drivers will pay for the miles driven, rather than the fuel they buy.

In order to understand how the MBUF program could work, the Coalition is conducting a program pilot in North Carolina. All North Carolina-based ACG employees are invited to join the pilot and share your perspective. It is free to participate, and there are strict privacy protection measures in place to safeguard your data. Participants can earn up to \$50 by joining the pilot program. Learn more by viewing the [program flyer](#) or visiting the [program website](#).

If you would like to learn more about or enroll in the MBUF program, visit NorthCarolinaMBUFpilot.com. Please direct all questions to the MBUF pilot team by calling [984-254-7400](tel:984-254-7400) or emailing NorthCarolina@MBUFpilot.org.



Clear, concise messages to legislators

THE EASTERN TRANSPORTATION COALITION

Exploration of Mileage-Based User Fee Approaches for All Users

Prepared by **Jacobs**

The Eastern Transportation Coalition*

Mileage-Based User Fee Exploration
2019 Passenger Vehicle Pilot

KEY CONSIDERATIONS FOR MBUF IMPLEMENTATION

Since 2017, the Coalition has conducted passenger vehicle pilots, statewide surveys, and household analyses in several Eastern U.S. states. This is what we have learned about <https://tetc.org/mbuf/>

- Identify and address knowledge gaps.**
The public doesn't see that there is an urgent transportation problem to solve. For example, 70% of New Jersey residents think transportation funding is increasing or staying the same, even though it's declining. A similar percentage—73%—is unfamiliar with the concept of a mileage-based user fee.
- Address privacy concerns through experience.**
In Delaware and Pennsylvania, the percentage of pilot participants who listed privacy as a high concern dropped from 40% to 20% after experiencing MBUF technology. And about 82% of participants chose a mileage reporting option with GPS, indicating an openness to location-based technology.
- Consider out-of-state mileage.**
Coordination between states is a necessity under MBUF. During recent passenger vehicle pilots in Delaware, Pennsylvania, North Carolina, and New Jersey, between 6% and 22% of total miles were driven out of state.
- Remember that residents love their state—and their roads.**
It may be challenging to convince residents that roads have a funding problem when their perceptions of roads are generally good. In North Carolina, 96% of residents think their state is a good or excellent place to live and 71% think highways are well maintained.
- Use pilots to determine guidance for rate-setting policies.**
Use pilots to test rate-setting approaches and assess how the results would affect transportation funding and anticipated costs associated with administration and compliance. For example, our 2019 passenger vehicle pilot incorporated using the same rate for cars and trucks doesn't work.
- Harness the power of technology.**
Existing technology can handle multiple MBUF rates as well as information from multiple states, and reporting can be quick, easy, and painless. In our 2019 passenger pilot, 85% of participants said their MBUF device was easy to use and many found the device provided useful information about vehicle health, driver scoring, and trip logs.

Our findings are based on real-world experiments and research.

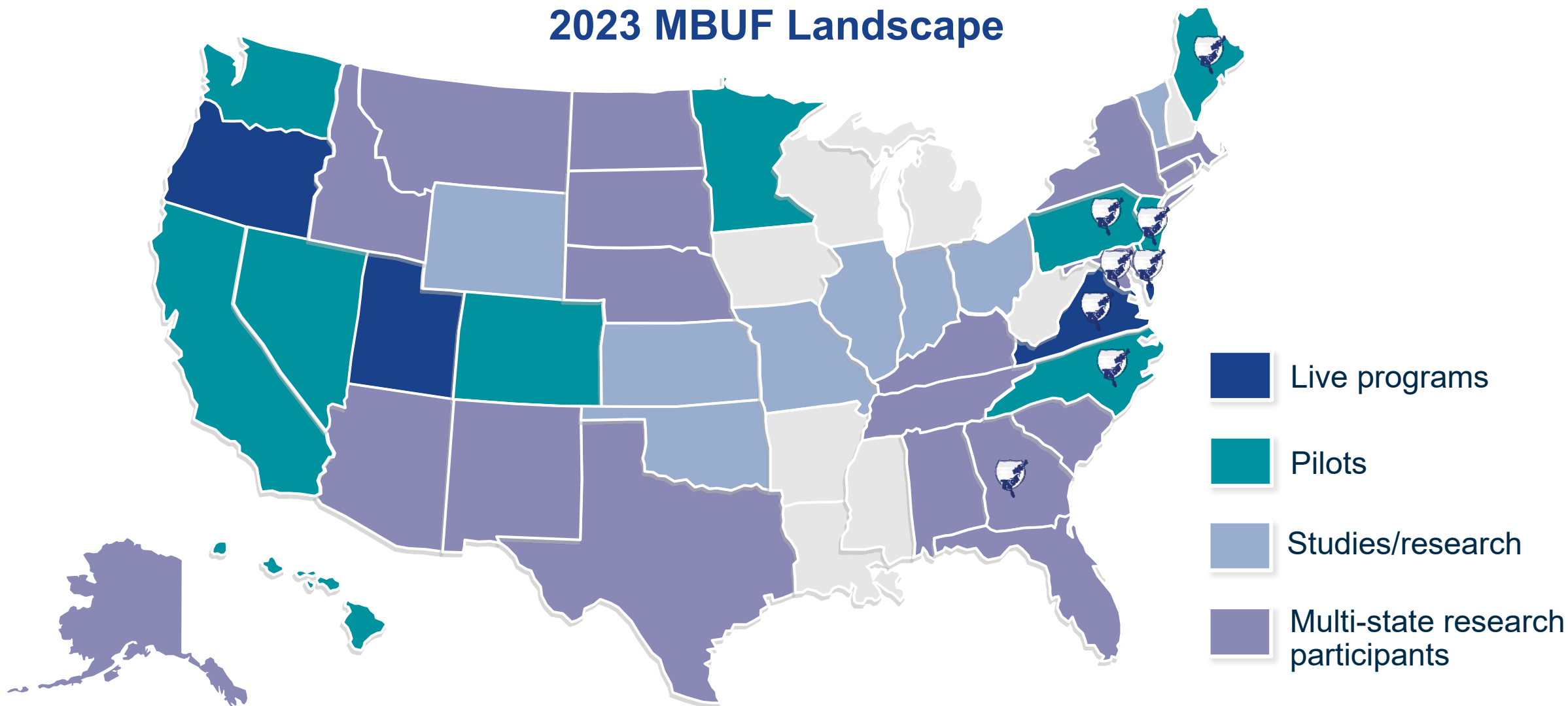
- 1. Identified that passenger vehicle pilots that cover transportation dependencies
- 2. Conducted real-world multiple "test pilot"
- 3. Deployed passenger vehicle pilots to the general public
- 4. Deployed specialized passenger vehicle pilots at select sites
- 5. Launched the national test pilot

2018 2019 2020 2021



Consistent messaging across states

2023 MBUF Landscape



Build trust with the public

Trust on social media



Monitor and manage the conversation



Can't just post on social media and let it lie

Trust with the calculator



If they don't understand it, they won't trust it

Make it personal

Calculate Your Mileage

COMPARE FOR YOURSELF

Eastern Transportation Coalition State:
Which state do you reside in?

Do you drive an electric vehicle?
 Yes
 No

Mileage:
How many miles do you drive per month?

Vehicle:
Enter your vehicle's average MPG
 I know my vehicle's average MPG
 Find my vehicle's average MPG

What is the average MPG of your vehicle? Find your vehicle's MPG [here](#).

Please enter your miles driven and your vehicle's MPG in order to see your results.

* This calculator provides an estimate for informational purposes only. Actual results may vary based on the type of fuel used and your out-of-state driving habits. This calculator assumes regular unleaded gasoline (unless electric vehicle is selected). Mileage driven inside and outside your state of residence is estimated based on census data on out-of-state work trips.

Talk about values and choice

Our work strengthens the relationship between road usage and payment

What the public values:



Quality of life



Safety



Healthy economy



Well maintained system

Know the importance of choice:



83% chose GPS-based mileage reporting



89% were satisfied with the device they chose



17% chose non-GPS mileage reporting



94% were satisfied with the device they chose

Communication: key to reaching our goals

We need effective communication with the public





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Thank you!
