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.

28 MAJOR SEAPORTS

3rd LARGEST ECONOMY IN THE WORLD

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)

**2018**
- Conducted nation's 1st multi-state commercial truck pilot

**Phase 2**
- Expanded passenger vehicle pilots to include general public

**2019**
- Began specialized passenger vehicle pilots in 4 states

**Phase 3**
- Delivered MBUF work in 6 states: pilots, outreach, equity

**2020**
- PHA

**Phase 4**
- Conducted nation's 1st national commercial truck pilot

**2021**
- Conducted international truck pilot with weight-based rates

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

**2022**
- Launch 6th phase of STSFA-funded work

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

**2023**
- Future Grants

**2024**
- Future Grants
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

Innovation

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

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

Hybrid and electric owners...

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

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

News Coverage

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.

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

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 more help piloting an alternative approach, called a Mileage-Based User Fee (MBUF). Through this program, drivers will pay for the miles driven, rather than fuel they buy.

In order to understand how the MBUF program could work, the Coalition is contracting a program pilot in North Carolina. All North Carolina-based ACS 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 $500 by joining the pilot program. Learn more by viewing the program fact or visiting their website.

If you would like to learn more about or enroll in the MBUF program, visit NorthCarolinaMBUF.com. Please direct all questions to the MBUF pilot team by calling 919.364.7490 or emailing trims@nctetcoallition.org.
Use media types that work, like video
Clear, concise messages to legislators
Consistent messaging across states

2023 MBUF Landscape

- Live programs
- Pilots
- Studies/research
- Multi-state research participants
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

Enter Transportation Coalition Rate:

Which rate do you reside in?

Yes

No

Do you drive an electric vehicle?

Yes

No

Mileage:

How many miles do you drive per month?

Vehicle:

Enter your vehicle's average MPG

If you're unsure, try Google.

What is the energy MPG of your vehicle?

Calculate Now

Please enter your fuel type 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 and your current driving habits. The calculator assumes regular unleaded gasoline (please select, vehicle is selected). Mileage driven varies and outside of residence is estimated based on various data on car share websites.
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
Thank you!