

# Bringing a Midwest voice to the National RUC conversation



# Kansas is adding a Midwest perspective



**Rural  
Communities**



**Agriculture  
Industry**



**Commercial  
Trucking**

# Our Midwest RUC study approach



## Outreach

Focus on Rural Communities, Agricultural & Freight Industries

- Advisory committees
- Hands-on workshops
- Industry conversations



**Phase 1**  
Sept 2021 – June 2022



## Design

Volunteer-driven Research

- Explore options to report miles driven with resident volunteers
- Summarize research findings
- Recruit volunteers for pilot



**Phase 2**  
July 2022 – June 2023



## Test

Demonstration Pilots

- Test ways to report miles driven with Kansas volunteers
- Partner with Minnesota DOT to expand the study reach



**Phase 3**  
June 2023 – June 2024

# We're creating a Midwest connection

**Kansas & Minnesota**  
**Departments of Transportation**  
Rural, agricultural and interstate freight



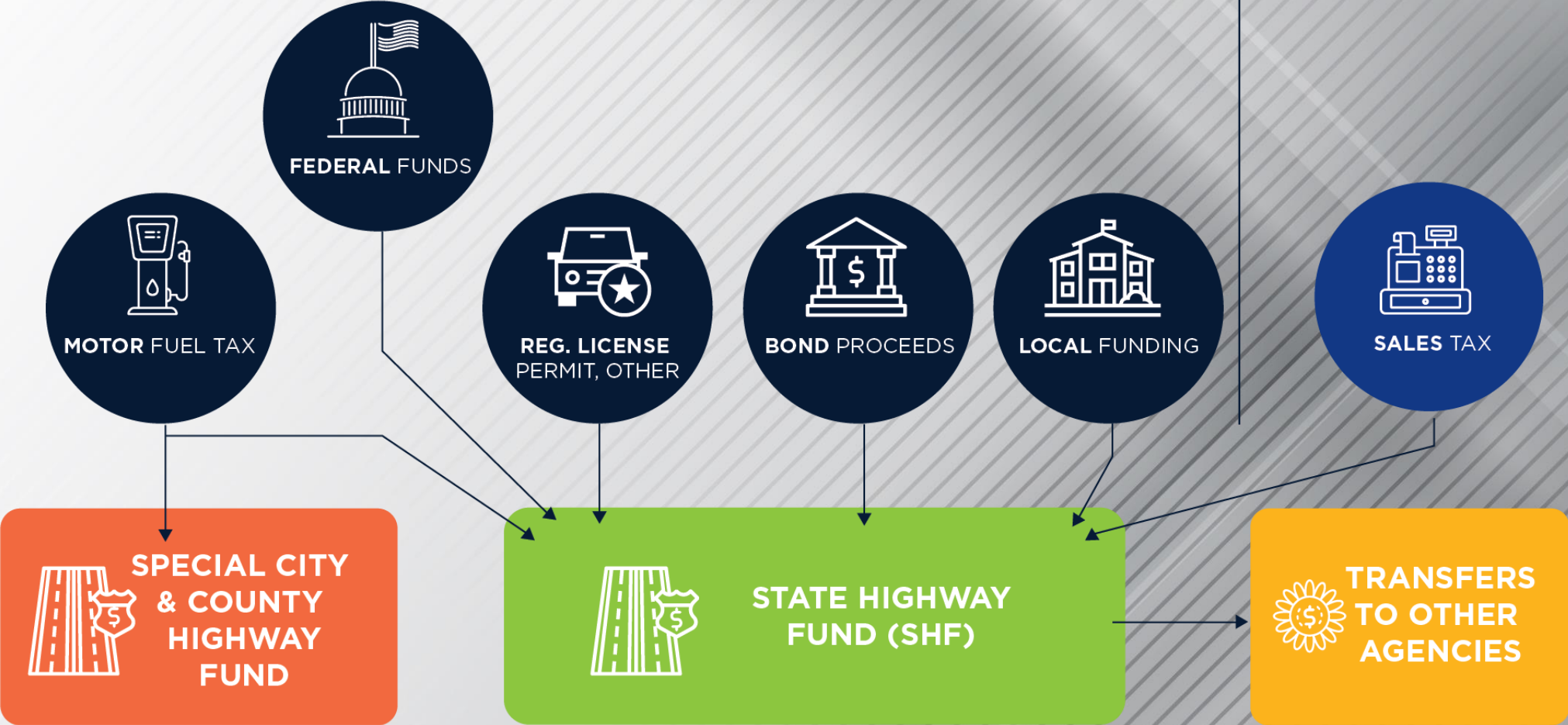
**Ohio Department of Transportation**  
Public opinion research and education



# We're looking inside

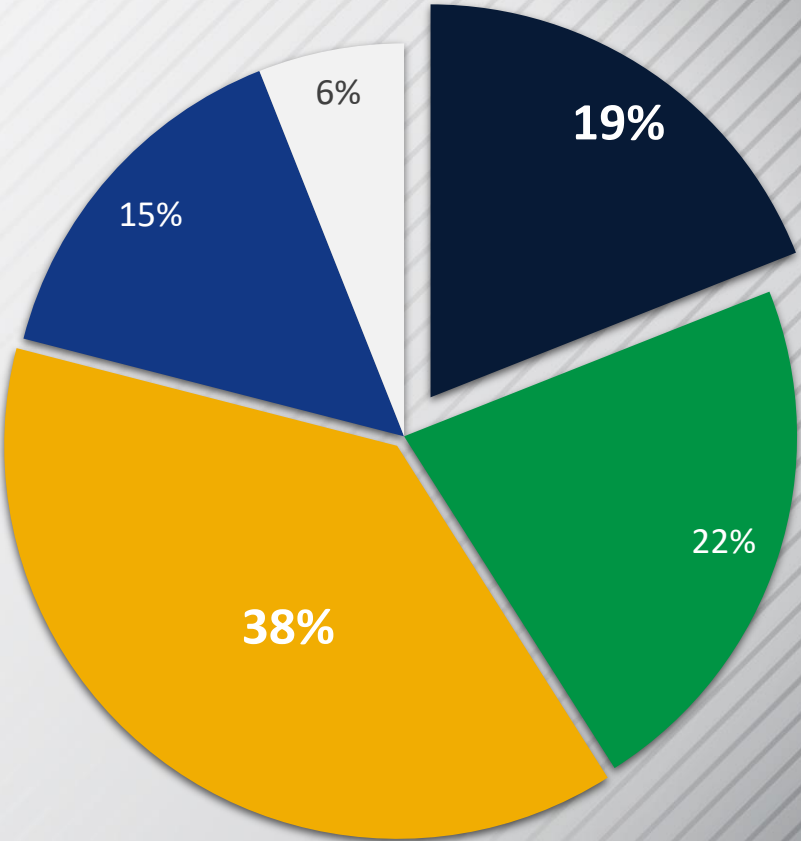
PROTECTED REVENUE

UNPROTECTED REVENUE

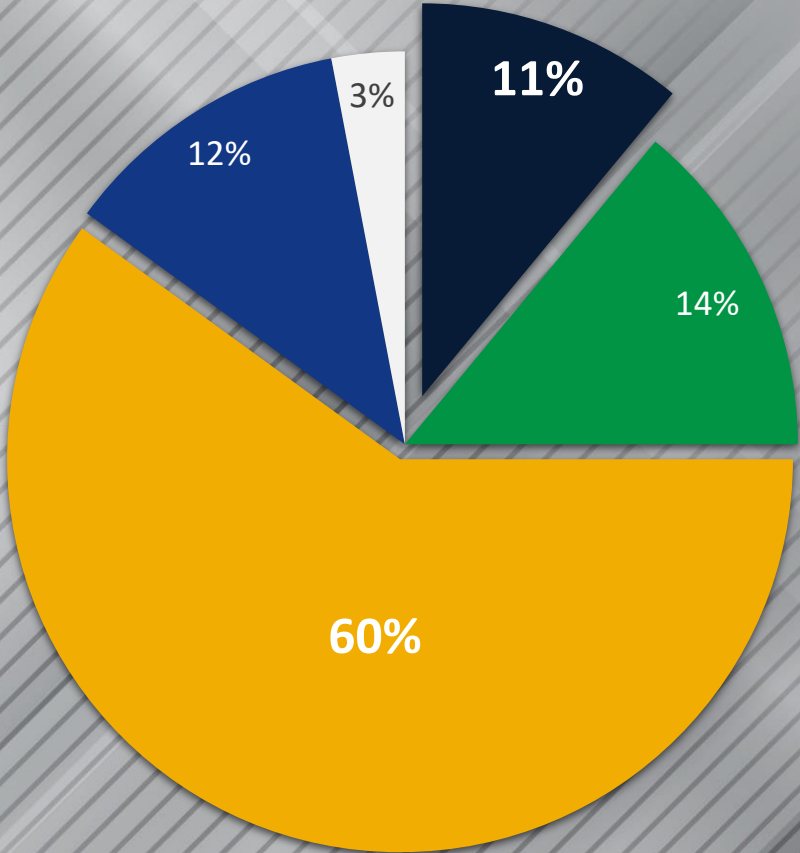


# Transportation funding is changing

Revenue Mix in FY2021



Revenue Projection for FY2045



- State Motor Fuel Taxes
- Federal Fuel Taxes & Fees
- State Sales Tax
- State Driver & Vehicle Fees
- Local Construction

# We're having conversations with stakeholders

## Within Kansas

- Kansas Farm Bureau
- MPOs
- Kansas Chamber of Commerce
- KS League of municipalities
- KS Department of Agriculture (KDA)
- KS Association of counties
- KS Motor Carriers Association (KMCA)
- Kansas SmartPort Authority
- KDOT Public Affairs Managers
- Mid America Regional Council

**4,000+ stakeholders surveyed**  
**925 responses**

## Beyond Kansas

- Mid America Association of State Transportation Officials (MAASTO)
- Minnesota DOT



## Outreach

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Agricultural & Freight Industries

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# What we're seeing and hearing

Phase 1 – Outreach highlights  
(ENDING IN JUNE 2022)



# What are the most important issues when thinking about paying a fee for each mile you drive?

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**Rural respondents** are especially concerned about **paying both** a RUC and a fuel tax at the pump, and if a RUC would **cost more** for rural communities.



“Ensuring that such a charge can be **fairly collected** and paid by all, including **out-of-state visitors**, with **minimum overhead**.”



“**Rural drivers typically drive longer distances** to work, grocery stores, doctors, etc. and generally have lower incomes than metro drivers.”



“**Heavy vehicles** harder on infrastructure **should be required to pay more**.”



## Design

### Volunteer-driven Research

- Explore options to report miles driven with resident volunteers
- Summarize research findings
- Recruit volunteers for pilot

# Meeting with Kansans

Phase 2 – Design

(STARTING JULY 2022)

# Research themes



## 1 TRUST

*What needs to be true about a RUC program for it be considered trustworthy?*

## 2 FAIRNESS & EQUITY

*What needs to be true about a RUC program for it be considered fair and equitable?*

## 3 COMPREHENSION & ACCEPTANCE

*What needs to be true about a RUC program for it to be understood and accepted?*

## 4 IMPLEMENTATION PREFERENCE

*What needs to be true about how a RUC program is implemented?*

# User-centered research plan

Research will target 4 key groups and will consist of 3 stages:

- 1 Rural residents,
- 2 Commercial trucking,
- 3 Agricultural sector
- 4 (A few) urban residents

## STAGE 1



### Prepare & Recruit

- Design research session activities, stimuli, and scripts.
- Recruit and schedule participants

## STAGE 2



### Research

- Facilitate, **1-on-1 research sessions** with participants with a duration of 90 minutes each

## STAGE 3



### Synthesize & Share

- Organize and analyze all research data to identify themes, insights, and recommendations
- Package relevant research findings
- Design pilot concepts based on end-user feedback for Field Testing in Phase 3



## Test

### Demonstration Pilots

- Test ways to report miles driven with Kansas volunteers
- Partner with Minnesota DOT to expand the study reach

# Demonstration Pilots

Phase 3 – Test

(JUNE 2023-JUNE 2024)



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