Who is the Eastern Transportation Coalition?

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

Connecting for Solutions
Overview of TETC Pilot Work

4 Passenger Vehicle Pilots

- 1,500+ Passenger Vehicles
- 14 States Represented Among Participants
- 3,000 Public Opinion Survey Respondents

Completed 3 of 5 awarded grants

2 Commercial Vehicle Pilots

- 270 Commercial Trucks
- 11M Miles traveled in 2020-2021
- 48 States Traveled + Canada

Participant Surveys & Focus Groups | Geographic Equity Analysis | Tolling, Congestion Mitigation & Rate-Setting Studies

Participant Surveys & Interviews | Motor Carrier Working Group | Rate-Setting Studies
Talking About MBUF to the Public
Start the conversation by talking about values.

The public doesn't view transportation as urgent and thinks funding is okay.

What the public values:
- Quality of life
- Safety
- Healthy economy
- Well maintained system

Link MBUF to values and the problem – and keep it simple.
Choose GPS-based mileage reporting were satisfied with the device they chose 83%

89% were satisfied with the device they chose

Choose non-GPS mileage reporting were satisfied with the device they chose 94%

2020-2021 Pilot with Transportation Stakeholders

Know the importance of choice.
Emphasize that at the pump, the biggest cost is fuel – not the fuel tax.
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A Tale of Two Cars

2009 Toyota Camry
- 25 MPG
- $75.17 Fuel Tax Paid

2019 Toyota Camry (Hybrid)
- 52 MPG
- $36.14 Fuel Tax Paid

Talk about fairness.

Source: U.S. News and World Report
Calculate Your Mileage

COMPARE FOR YOURSELF

Eastern Transportation Coalition State:
Which state do you reside in?
Please select a state...

Do you drive an electric vehicle?
- Yes
- No

Mileage:
How many miles do you drive per month?

Enter Miles

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.

Enter MPG

Calculate Now
See which messages work.

**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.

MESSAGE TESTING IN VIRGINIA
Our Work Addresses Misconceptions About MBUF
Misconception: Privacy concerns are a dealbreaker.

Reality: The public is growing more comfortable with GPS-enabled technology.

“You carry your cellphone everywhere you go. You use your GPS most all the time. You're being tracked regardless, so one more piece of data…put to some other useful function, I think, is a better way of promoting it.”

— North Carolina Focus Group

“Even if you were tracking with GPS, my phone and other apps do that as well. I use E-Z Pass on toll roads and that tracks me.”

— New Jersey Focus Group
Misconception: MBUF hurts rural drivers.

Reality: Rural drivers may fare better with MBUF.
Misconception:
Talking about MBUF is a one-size-fits-all endeavor.

Reality:
Tailored outreach to the trucking industry is essential.
Misconception: EV owners don’t support MBUF.

Reality: EV owners often do support MBUF.

AAA Study: Drivers buy EVs primarily because of environmental impact.

Plug In America supports the eventual development of a road usage charge program.

1/3 of Oregon’s voluntary participants are EV drivers.
The Work That Is Needed
We need pilots, focused outreach, and legislation.
Thank you!