



— THE EASTERN  
TRANSPORTATION  
COALITION

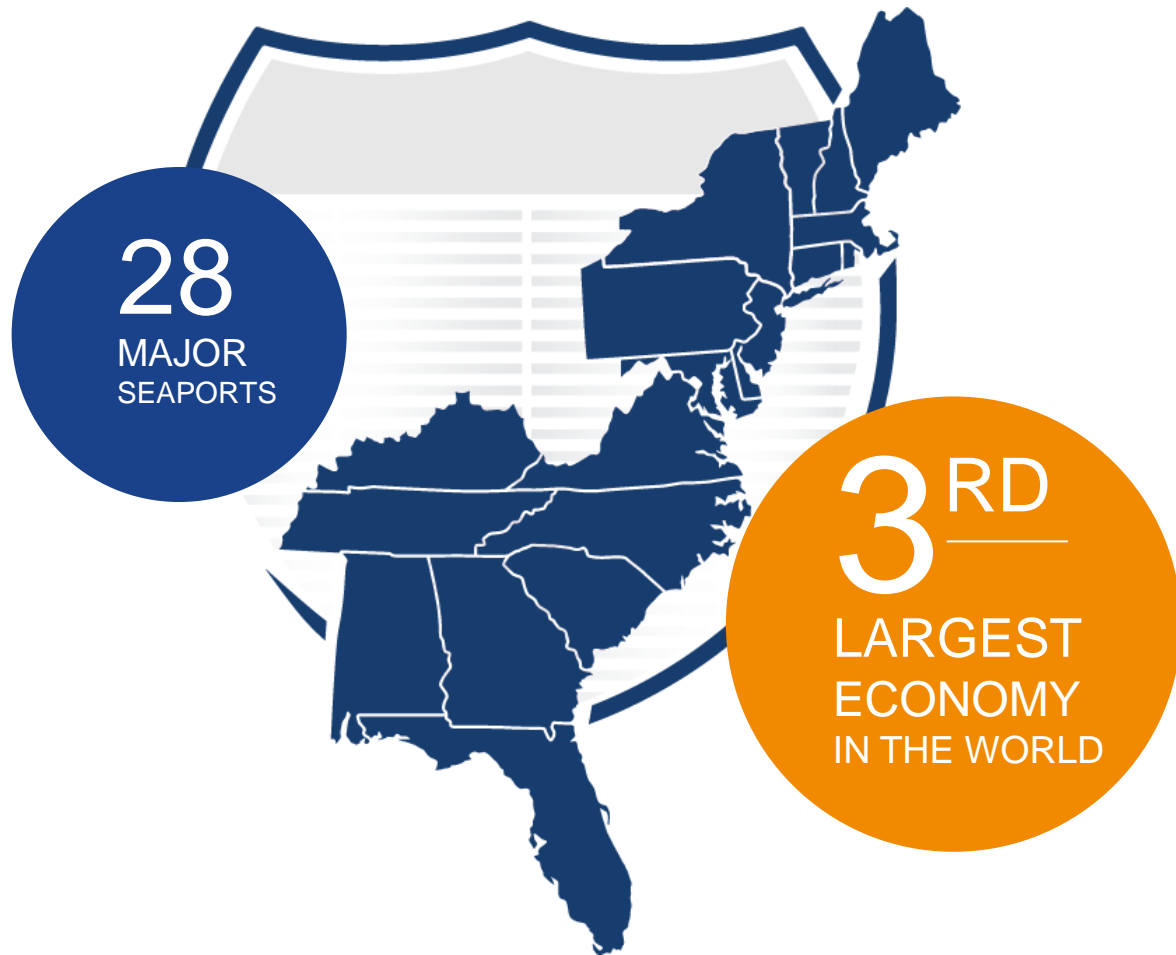


# Bridging the Knowledge Gap: Explaining the Why and How of MBUF to the Public

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June 27, 2022

# 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

NATION'S FIRST MULTI-STATE & NATIONAL TRUCK PILOTS

## 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
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Participant Surveys & Interviews	Motor Carrier Working Group	Rate-Setting Studies
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# 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.

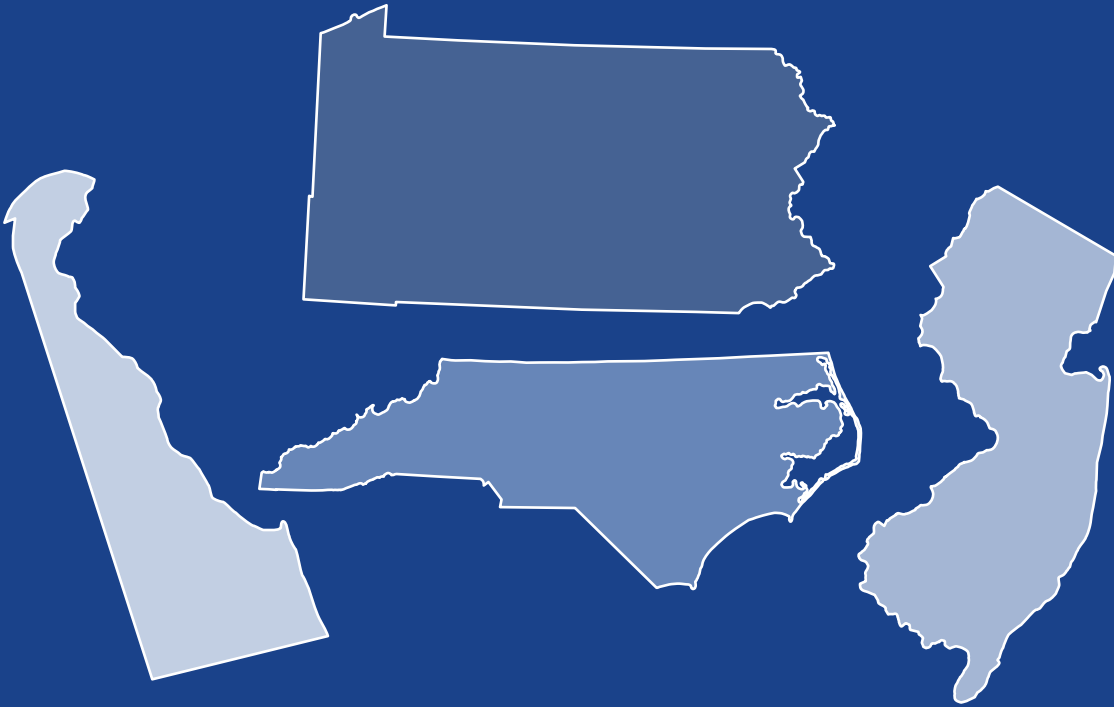






Know the importance of choice.

## 2020-2021 Pilot with Transportation Stakeholders



**83%** chose GPS-based mileage reporting



**89%** were satisfied with the device they chose



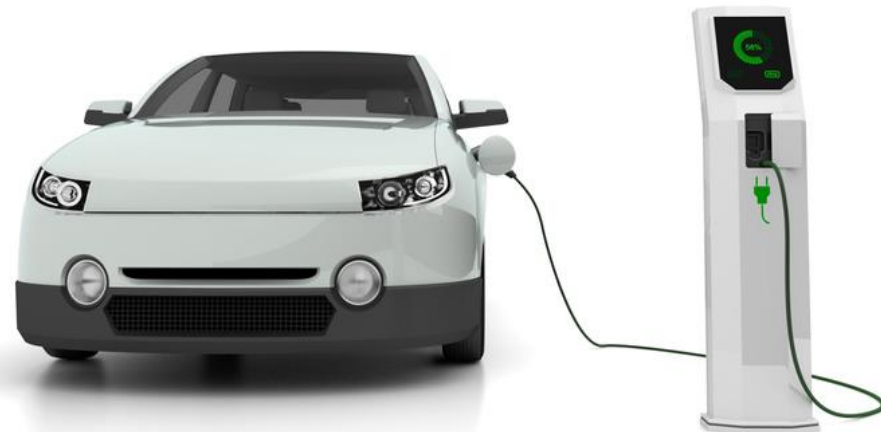
**17%** chose non-GPS mileage reporting



**94%** were satisfied with the device they chose

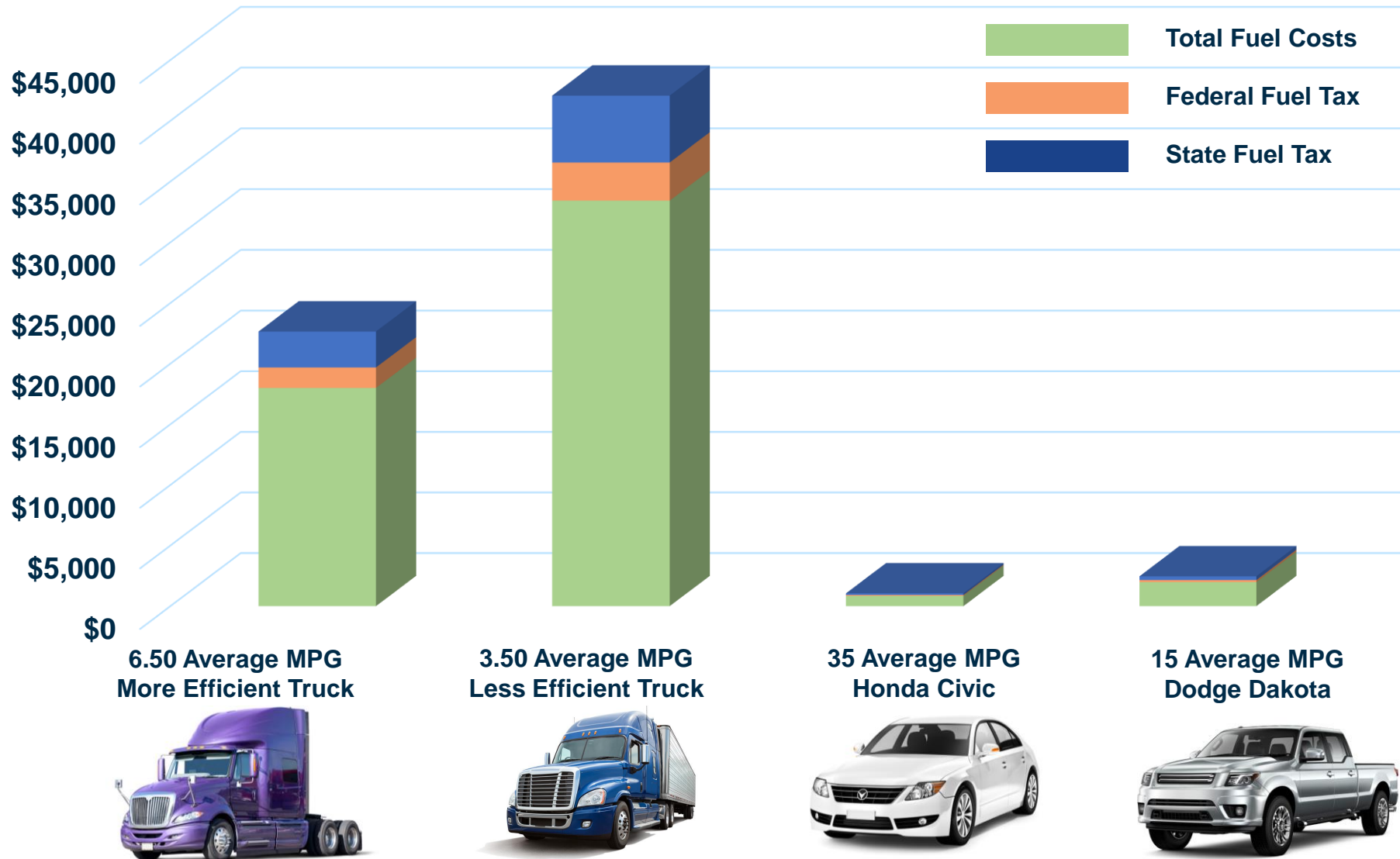


Emphasize that at the pump, the biggest cost is fuel – not the fuel tax.





Emphasize that at the pump, the biggest cost is fuel – not the fuel tax.







Talk about fairness.

## 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

Source: U.S. News and World Report



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](#).

Calculate Now



# See which messages work.

## Save Money



## Innovation



## Pay Your Fair Share/ Pro-Infrastructure



## Climate Future



## 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.”*

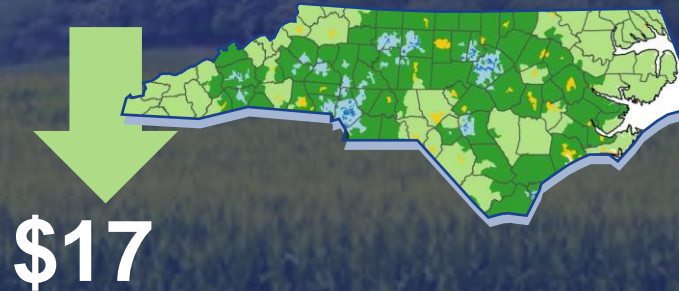
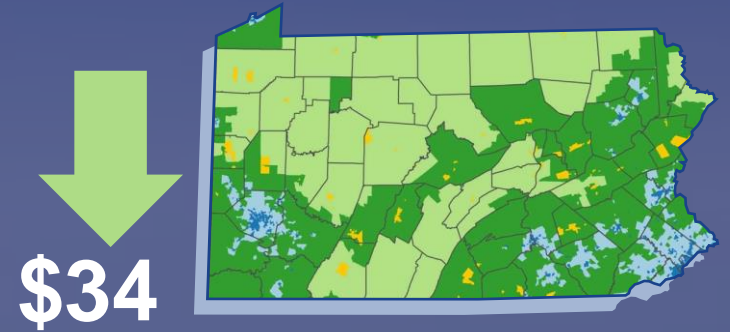
*— New Jersey Focus Group*



Misconception:  
**MBUF hurts  
rural drivers.**

Reality:  
**Rural drivers  
may fare better  
with MBUF.**

*Annual Costs Under MBUF*



Reporting Classes	
Dark Blue	Large Metro Urban
Light Blue	Large Metro Suburban
Yellow	Small Urban
Dark Green	Mixed
Light Green	Rural

# Misconception: Talking about MBUF is a one-size-fits-all endeavor.

# Reality: Tailored outreach to the trucking industry is essential.

**The 10-44**

A weekly podcast and webisode from the editors of *CCJ, Overdrive* and *Truck, Parts, Service.*

The 10-44 Podcast

**ROAD DOG TRUCKING RADIO**

**FreightWaves Radio**

LISTEN LIVE

Road Dog Podcast

### Bringing the Trucking Industry to the MBUF Table

The Eastern Transportation Coalition provides analysis on mileage-based user fees and contemporary transportation funding

by Patricia A. Heuer

Trucking isn't big news. The new ways of thinking about the effect of mileage-based user fees (MBUF) on trucking, conversations about shifting from a flat fee system to a distance-based approach rather than to treat cars and trucks exactly the same or overloaded trucks entirely.

At the Eastern Transportation Coalition's meeting it was important to change that.

We suggest that state carriers have a complex operating environment, already pay multiple transportation fees and must comply with a long list of existing operating requirements. Any consideration of MBUF should reflect these unique aspects of the industry and engage motor carriers directly to hear their concerns and proposals.

**WHY ARE WE TALKING ABOUT TRANSPORTATION FUNDING?** The nation's very first truck-based MBUF pilot. The pilot came as many states reduced transportation funding

considered all sorts of our transportation systems was necessary. That's why we wanted to do - bring a more holistic view to the national conversation about transportation funding. Formed over 21 years ago, the Coalition is a nonpartisan transportation solutions to the Eastern Seaboard. Our organization works across state lines because that's how people and goods move. No matter our state, the economic engine of the U.S., generating \$2 billion in domestic trade annually - together, Coalition states are equal to the third largest economy in the world. Studies clearly show that this economy, delivering the goods our businesses, homes, and medical facilities need to thrive.

We understand the value of the trucking industry and its long history working with motor carriers. We have observed how the complex operating environment and diversity of this vital industry is misunderstood. So we know a spotlight on motor carriers was needed to help policymakers

more and world prices, they analyze, and break discussions with trucking companies, manufacturers, regulators, and associations. As states like North Carolina pass MBUF, they need usable information. That's where our work comes in.

**USING A REAL WORLD APPROACH**

We started our MBUF exploration by asking the trucking industry what they knew, liked, disliked, and had the most conversations about with respect to a distance-based fee. We also established a Motor Carrier Working Group that includes members from trucking associations, trucking companies, regulators, and truck manufacturers. We heard agreement that there was a need to increase funding and investment in roads and bridges, but there were concerns about the public, back-of-the-envelope of the fees already imposed on the trucking industry that MBUF would be re-estimated reporting burden or, worse yet, that MBUF would be unfairly applied across the industry. The group also raised questions about who would set the MBUF rate and how, and how policymakers would handle enforcement and compliance to ensure everyone pays their fair share.

The direct input from the Motor Carrier Working Group was used to guide our 2019 White Paper, *MBUF Truck Pilot* and our recently completed National MBUF Truck Pilot with more than 230 truckers traveling over 9 million miles across 10 of our nation's states. Working with leaders in the study of MBUF and BRUF, our research and technology partners, we drew upon our experience making the impact of regulations on the trucking industry to gain insight about the feasibility of MBUF within truckers' unique operating environment.

**WHAT WE'RE LEARNING ABOUT TRUCKS AND MILEAGE-BASED USER FEES**

Coalition truck pilots have engaged a range of trucking companies to collect the industry's diversity of size, type, and ownership. Our 2019-2021 national pilot included a variety of truck types, such as flatbed, full truckload, less-than-truckload, private, for hire, haul and delivery, and dump trucks. We also conducted interviews with participating companies to learn more about the unique impacts of MBUF on their operations. Our diverse participant pool and national reach has the power to provide a rounded view on the impact a MBUF system would have on the trucking sector. These pilots provide meaningful data to policymakers to assist them when determining cost rates.

By bringing the trucking industry to the table, we've learned that several factors make MBUF implementation more complex for trucks than for passenger vehicles. Whereas many car drivers use roads and bridges to commute to their workplaces, schools and colleges on their own "workflows" - and driving long distances is an inherent part of life.

From changing the same MBUF rate for all trucks (which would have a negative impact on vehicle-operations types, age, performance, and mileage traveled) to our 2019 pilot showing that using a single MBUF rate for all trucks, heavy-duty medium-duty trucks, and over-engineered heavy-duty trucks, and in some states, a single mileage tax. Trucks pay more tolls, too. An effective MBUF policy should consider the diversity of the trucking industry as well as the other



Tarheel Wheels Magazine



Attendance at Meetings



Misconception:  
**EV owners don't support MBUF.**

Reality:  
**EV owners often do support MBUF.**

**1/3** of Oregon's voluntary participants are **EV drivers**

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

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





# The Work That Is Needed

We need pilots, focused outreach, and legislation.







**Thank you!**

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