NCSL Alternative Transportation User Fees Foundation Partnership
Value of user-experience research for policy

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Presenter Introduction

Roshini Durand

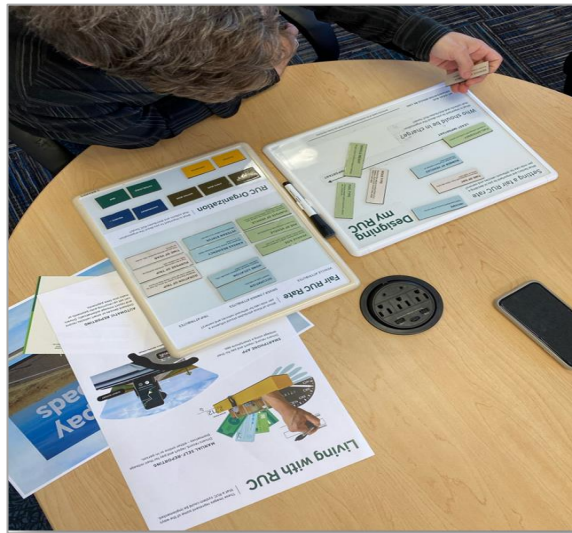*Service Design and Innovation*
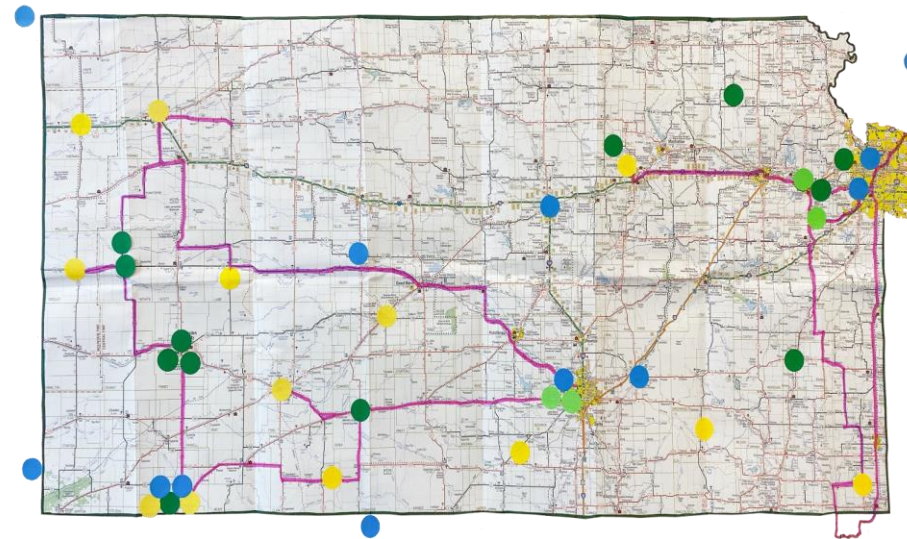
Bellevue, WA

Background

- Information systems engineering, Transportation technology, User experience strategy.

- Leading and supporting RUC Research & Implementation efforts

- California, Kansas, Hawaii, Oregon, Utah, Vermont, Washington, RUC America

User-experience research for high-impact public engagement

- Approach

- Findings and Impact

User-experience research

Research technique focused on connecting one-on-one with constituents to make policy objectives and choices tangible.

Main difference with surveys, focus groups and pilots:

- Meets people where they are

- Builds personable and relatable experiences

- Captures nuanced insights for policy development

User-experience research in Hawaii

Hawaii DOT was seeking to prompt authentic responses to RUC policy from Hawaii residents and businesses through a direct mail experience.

What we explored

- How people triage their mail

- What is the best way to engage with people through direct mail

- How to best communicate RUC concept

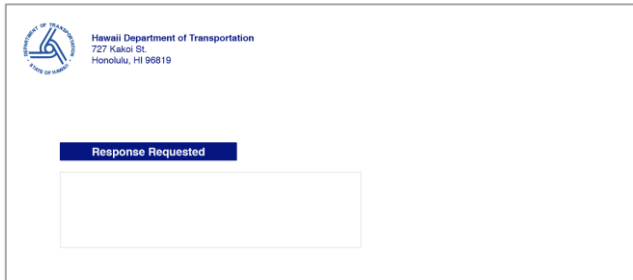- How to encourage people to respond to a mailed in survey

What we did
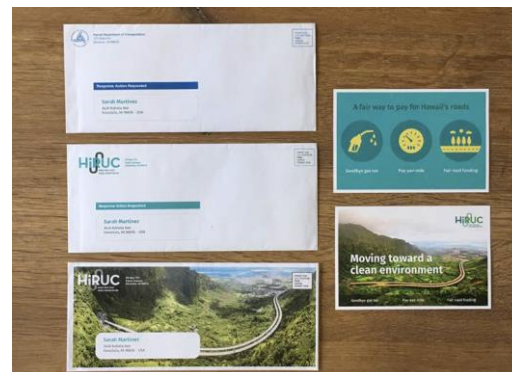
- 13 sessions

- Mail triage

- Content review

- Invoice design

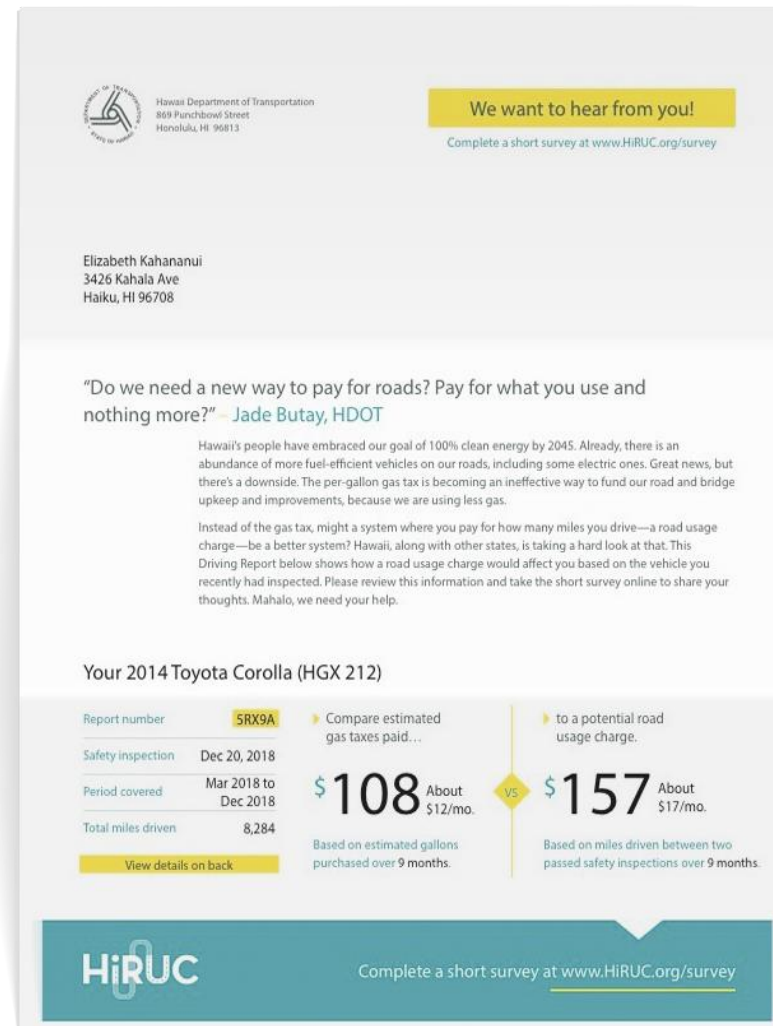CDM Smith

Using findings in Hawaii

People's reactions shaped the design of the direct mail experience and mock invoice that prompted unprecedented engagement – 15% survey response rate.

How we responded

- Mail viewed as "official" made it through.

- Avoid perception that "wheels were already in motion"

- Avoid language that triggers negative reactions

- Avoid overwhelming with information

- Use relatable personal data to prompt response

- Only include relevant personal data

Research in Kansas

Kansas DOT's goal was to understand and share underrepresented rural, agricultural and trucking perspectives and bring the Midwest voice to the national conversation.

What we explored

- Comprehension and Acceptance

- Fairness and Equity

- Implementation Preference

- Trust

What we did

- 2,100 miles driven

- 42 sessions

- 90-minute conversations and design activities

● **Rural residents**
12 participants

● **Urban residents**
4 participants

● **Agricultural sector**
13 participants

● **Commercial trucking**
12 participants

MIDWEST
RUC
ROAD USAGE CHARGE STUDY

CDM Smith

Kansas
Department of Transportation

Using findings in Kansas

User-pays resonates with Kansans, a robust accountable system inspires trust and feeling of fairness. They want choices to align with their priorities and flexibility, and value transparency and direct communications.

How we are responding

1. Provide clear and direct messaging that explains intent of study and problem being solved

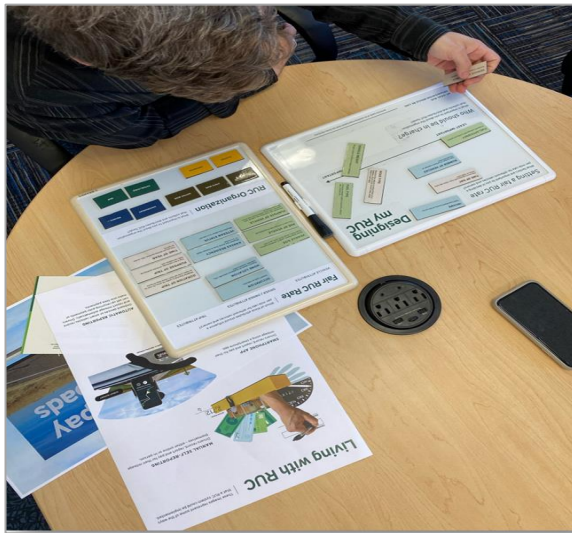*2. Create relatable pilot experience that shows direct cost impact of new policy to participants compared to current system*

3. Be transparent about how per-mile rate is set to create sustainable revenue sources and not raise more revenue. Share rate-setting factors used.

4. Provide relevant mileage reporting and payment choices with clear, factual, transparent explanations on privacy, cost-efficiency, and system accountability
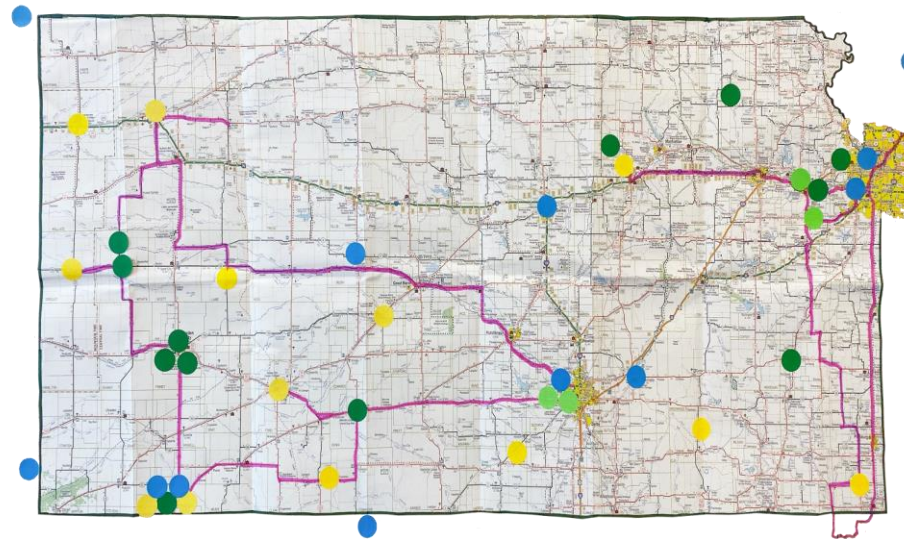
5. Measure types and levels of acceptance – Separate policy acceptance from acceptance of implementation choices proposed.

Questions

- Approach

- Findings and Impact

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