

AAA's Road Usage Charge Survey

Jennifer Ryan, AAA

NCSL Alternative Transportation Funding Partnership

June 2023





Agenda

- Brief AAA history on RUC
- Survey overview
- Survey results
- Next steps

AAA Exploring New Ways to Pay for Roads

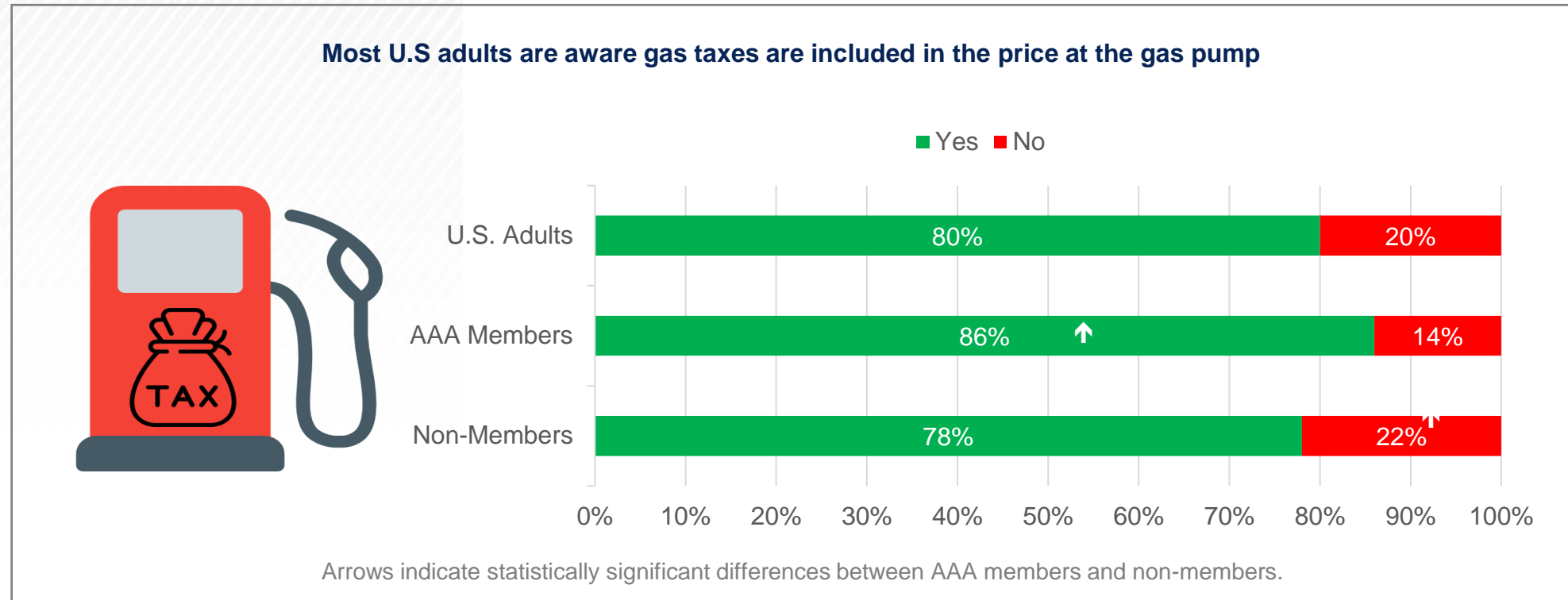


- State/ Federal Fuel Taxes
- Sustainable, User-based Funding
- AAA Exploring RUC programs

Survey Details

- Survey conducted March – April 2023
- 1000 participants
- Sample coverage of 97% of U.S. household population
- Most surveys completed online
- AAA member vs. non-member comparison

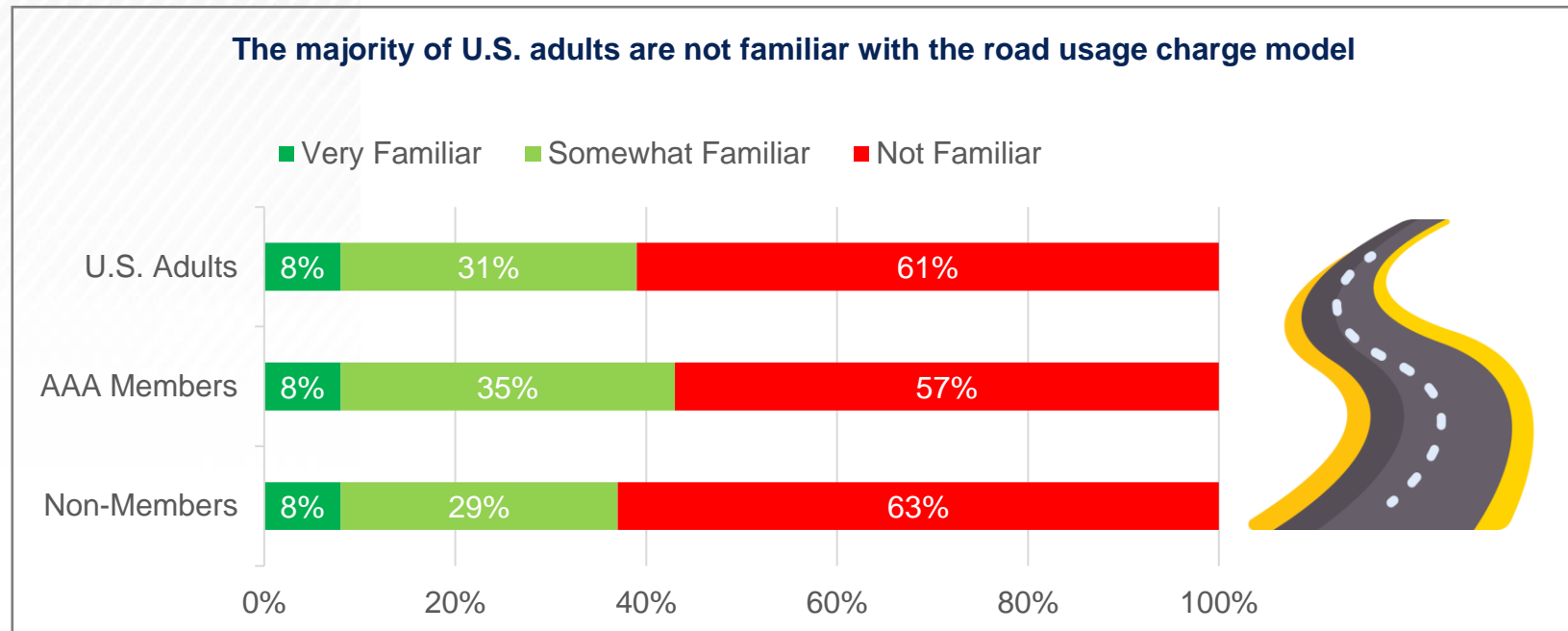
Awareness of Gas Taxes



Awareness of How Gas Tax is Used

| <i>Base: Respondents aware gas taxes are included in the price at the pump</i> | <i>Total U.S. Adults</i> | <i>AAA Members</i> | <i>Non-Members</i> |
|--|--------------------------|--------------------|--------------------|
| Building or improving roads, bridges, and tunnels | 72% | 77% | 70% |
| Maintaining or expanding public transit services | 43% | 46% | 41% |
| Improving safety for pedestrians and bicyclists | 35% | 40% | 33% |
| None of the above | 5% | 5% | 6% |
| Don't Know | 18% | 15% | 19% |

Familiarity with Road Usage Charge



There are no statistically significant differences between AAA members and non-members.

Support for RUC

| | Total U.S. Adults | Familiar or Somewhat Familiar with RUC Model | Unfamiliar with RUC Model |
|---------------------------|-------------------|--|---------------------------|
| Net: Support | 21% | 30% | 16% |
| Strongly Support | 6% | 10% | 3% |
| Somewhat Support | 16% | 20% | 13% |
| Neither support or oppose | 28% | 30% | 26% |
| Somewhat Oppose | 14% | 13% | 15% |
| Strongly Oppose | 24% | 23% | 24% |
| Net: Oppose | 38% | 36% | 40% |
| Don't Know | 13% | 5% | 18% |

Outlines indicate statistically significant differences between those familiar or somewhat familiar with the road usage credit model vs. those unfamiliar with the road usage credit model

Important Issues for Consumers

| | Total U.S. Adults | AAA Members | Non-Members |
|---|-------------------|-------------|-------------|
| Ensuring that you don't pay both a per-mile fee AND a gas tax | 52% | 58% | 50% |
| Ensuring that mileage information is efficiently and accurately collected | 46% | 46% | 46% |
| Ensuring that usage charges are not higher than gas taxes | 45% | 49% | 44% |
| Ensuring all drivers pay their fair share for road use, including out-of-state visitors | 43% | 55% | 39% |
| Protecting your personal information, such as where you drive and how often | 42% | 43% | 42% |
| Ensuring drivers in rural areas do not pay more due to traveling longer distances | 39% | 42% | 38% |
| None of the above | 5% | 6% | 5% |
| Don't Know | 17% | 7% | 21% |





Key Takeaways

- Great awareness for the presence of a gas tax
 - People understand that there is an add-on at the pump that funds the transportation
- Only 8% of people were very familiar with a RUC - lots of opportunity for education
 - Important for the industry to be delivering clear message using one set of terms
 - Words matter – consistency is key
- People who are aware of the RUC model were more supportive vs those who were unaware
 - Once people understand a concept they are much more likely to be supportive

Next Steps

- Share results with key internal stakeholders
 - AAA clubs in states with pilot programs
- Share results with key external stakeholders
 - Federal/state policymakers
 - MBUFA
- Consider building on these results in the future
- Explore communications to AAA's membership

