California Road Charge Pilot Program Update
Why Explore Road Charge?

- Aging Infrastructure
- Shrinking Funding
- Increased Requirements
- Fuel Efficiency

Safe Drivers · Safe Vehicles · Secure Identities · Saving Lives
Inflation erodes Value Over Time

Source: Board of Equalization. Escalation based on California State Highway Construction Cost Index and Consumer Price Index.

Safe Drivers · Safe Vehicles · Secure Identities · Saving Lives
Fuel Economy (MPG) by Model Year

New Vehicle Average Combined MPG by Model Year

- Cars
- Pickups, Vans, SUVs
- All Passenger Vehicles

Mileage - Year 2008 Car:
• 10 car models with fuel efficiency over 30 MPG
• 9 SUV models with efficiency over 25 MPG

Mileage - Year 2013 Car:
• 53 car models over 30 MPG and 13 car models over 50 MPG
• 20 SUV models exceed 25 MPG
Fuel Efficiency Contributes to Revenue Loss

Vehicle Miles Traveled
Gas Consumption with Increased Efficiency

VMT Growth
Consumption Decrease
Revenue Loss Due to Increased Fuel Efficiency
CA Legislation Highlights:

- Road Charge Technical Advisory Committee
- Gather public input
- Address privacy and data security
- Provide at least one non-technology option
- Implement pilot by January 2017 July 2016
- Report findings by June 2018 July 2017
Pilot Schedule Update

Phase 1
- Establish a pilot program design
- Evaluation criteria

Phase 2
- Pre-pilot planning
- Develop pilot program test plan
- Procure independent evaluator

Phase 3
- Conduct live pilot
- Concurrent independent evaluation

Phase 4
- Report findings and evaluation results
- Next steps

Safe Drivers · Safe Vehicles · Secure Identities · Saving Lives
Pilot Design Recommendations

• 5,000 Participating Vehicles
• 9-Month Demonstration
• Commercial Trucks Included
• 5 Mileage Reporting Concepts
• 10 Data Security Features
• Privacy Protection
• Independent Evaluation
Mileage Reporting Methods

Time Permit

Plug-In Device

Mileage Permit

Smartphone App

Odometer Charge

Car’s Built-In Technology
• Updated Program Website
• Digital Marketing Campaign with Facebook
• DMV Insert & Public Service Announcement
• Newsletters
DMV Insert

• Launched on February 22, 2016
• Included in all registration mail-outs for 2 months
• Approximately 2 million distributed

DMV PSA (English & Spanish)

• Launched on March 16, 2016
• Ran on message boards at DMV field offices
Five Newsletters sent communicating to volunteers:

- Program updates
- Key milestones in the program
- Recruitment progress
- Volunteer spotlights

*Average Open Rate per Newsletter = 60%
**Goal** = 5,000 Volunteers

Signed-Up = 7,863 Volunteers

**SUMMARY OF VOLUNTEERS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Volunteers</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>7,863</td>
</tr>
<tr>
<td>Commercial Volunteers</td>
<td>352</td>
</tr>
<tr>
<td>Individuals &amp; Rescued</td>
<td>125</td>
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<tr>
<td>Others</td>
<td>7,636</td>
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**GENDER**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Volunteers</th>
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<tbody>
<tr>
<td>Male</td>
<td>5,600</td>
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<tr>
<td>Female</td>
<td>2,263</td>
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**ETHNICITY**

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<th>Ethnicity</th>
<th>Volunteers</th>
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<tr>
<td>Asian</td>
<td>600</td>
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<tr>
<td>Black</td>
<td>360</td>
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<tr>
<td>Hispanic</td>
<td>780</td>
</tr>
<tr>
<td>White</td>
<td>470</td>
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<tr>
<td>Other</td>
<td>1,900</td>
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**AGE**

<table>
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<tr>
<th>Age</th>
<th>Volunteers</th>
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<tr>
<td>18-44</td>
<td>2,160</td>
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<tr>
<td>45-64</td>
<td>3,050</td>
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<tr>
<td>65+</td>
<td>1,653</td>
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**VEHICLE TYPE**

<table>
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<th>Type</th>
<th>Volunteers</th>
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<tr>
<td>Hybrid</td>
<td>50</td>
</tr>
<tr>
<td>SUV</td>
<td>299</td>
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<tr>
<td>Truck</td>
<td>203</td>
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<tr>
<td>Van</td>
<td>17</td>
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**INCOME**

<table>
<thead>
<tr>
<th>Income</th>
<th>Volunteers</th>
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<tr>
<td>Above $100k</td>
<td>3,200</td>
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<tr>
<td>$50k - $100k</td>
<td>1,905</td>
</tr>
<tr>
<td>Below $50k</td>
<td>461</td>
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**REGION**

<table>
<thead>
<tr>
<th>Region</th>
<th>Volunteers</th>
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</thead>
<tbody>
<tr>
<td>North</td>
<td>3,200</td>
</tr>
<tr>
<td>Central</td>
<td>2,080</td>
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<tr>
<td>South</td>
<td>2,587</td>
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**COMMERCIAL TRUCK CATEGORIES**

- Large Intermuter Fleet
- Large Private Fleet
- Intermodal (Dwight/Operato) 85
- Over-the-Road Driver / Operators
- Agriculture - Exports
- Agriculture - Seasonal Operators
- Agriculture - Private Fleet
- Construction
- Energy
Enrollments by Method

83% Participants using high technology

17% Participants using no technology

Participants using high technology

- 52% Plug-In Device w/GPS
- 8% Plug-In Device w/o GPS
- 13% Smartphone w/GPS
- 7% Smartphone w/o GPS
- 3% Telematics
- 8% Low-Tech Non-Specific

Participants using no technology

- 2% Plug-In Device w/GPS
- 2% Plug-In Device w/o GPS
- 3% Smartphone w/GPS
- 2% Smartphone w/o GPS
- 3% Telematics
- 10% Low-Tech Non-Specific
California Road Charge Pilot

For More Information Contact:

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