

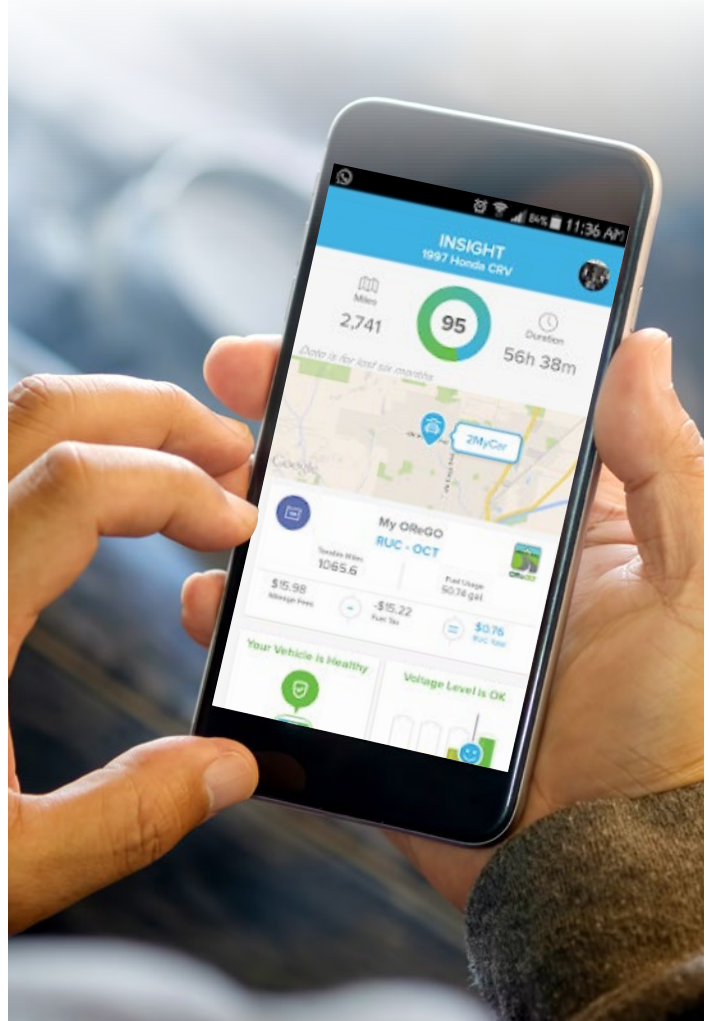
Data Privacy

How will Road Usage Charge (RUC) programs protect driver privacy?

How would a RUC system work?

A Road Usage Charge (RUC) funds transportation based on a user-pays system, charging drivers by the mile instead of by the gallon. Ultimately, if legislators adopt a RUC, it could replace the state gas tax. The RUC West Pilot is studying how one state's RUC system can accommodate other states' requirements, processes, systems, rates, and laws.

In the pilot, third party vendors will collect the miles driven and manage the data and payments. The vendor will offer pilot participants several choices for reporting their miles, including a mileage reporting device with GPS, mileage reporting device without GPS, or smartphone app. Once a month, the pilot participants will receive an invoice indicating miles driven (in their home state and between California and Oregon) and the fee charged. All RUC funds collected (beyond operating fees) are deposited to the state's transportation fund in the same way gas tax revenue is collected today.



? Visit rucwest.org for answers to frequently asked questions

Actually, the choice is yours

RUC programs seek to put control in the hands of the driver. States are exploring systems that do not require sharing your personal driving information with the state or third-party vendors. A non-GPS enabled system does not involve sharing personal location information.

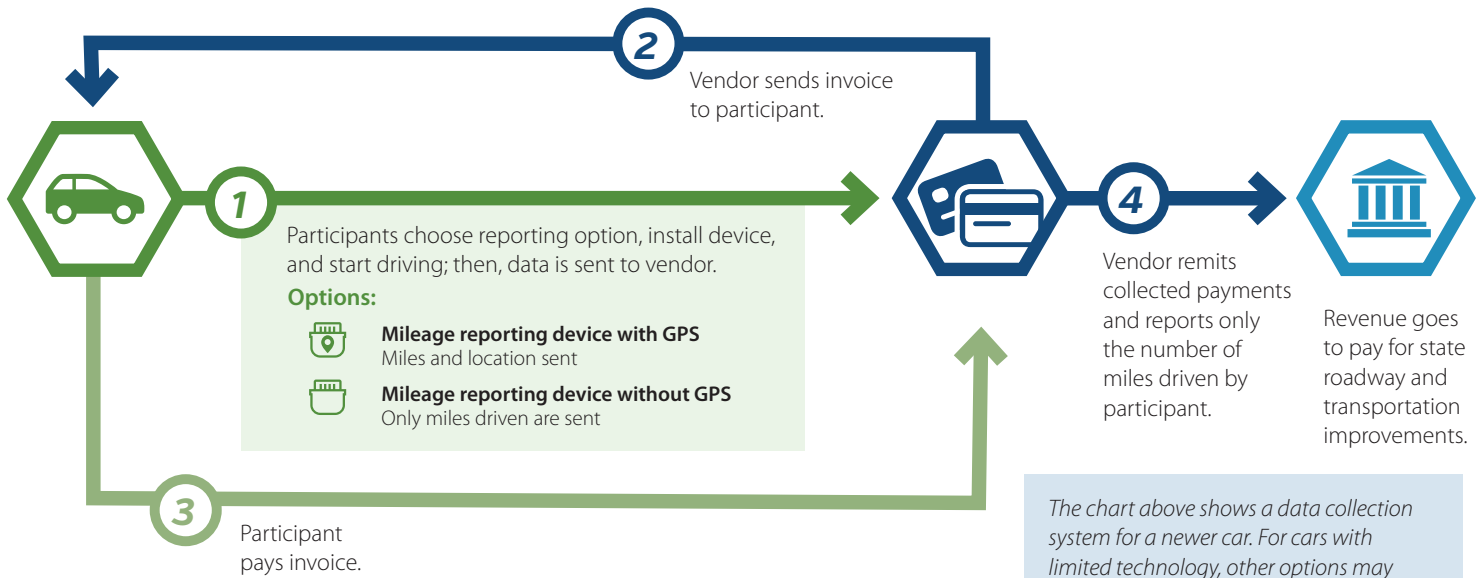


GPS-enabled

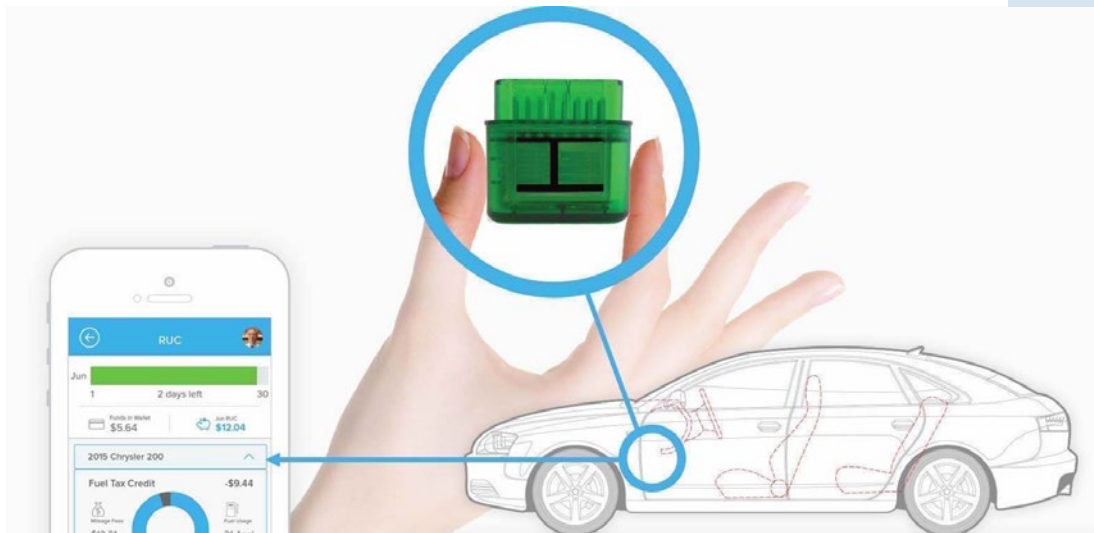


non-GPS

How are miles measured and reported?



The chart above shows a data collection system for a newer car. For cars with limited technology, other options may include an odometer reading.



The diagram¹ to the left shows what the Azuga (vendor) device from OReGO's RUC Program looks like. The device is plugged into a vehicle and reports data to a smartphone app.

1. Azuga website (<https://www.azuga.com/products/government-telematics/road-usage-charging/>).

You are in control

Regional pilot participants will choose the mileage reporting option that is right for them. If they want to have the added features private vendors offer, they can choose a GPS-enabled device. If they prefer to keep things totally private, they can choose a non-GPS enabled device. Non-GPS options still offer added value to drivers, such as battery and engine health and driver scores, but do not gather information such as parking location. Even if a driver chooses the GPS-enabled option, the private vendor only sends the number of miles driven to the state – nothing else.

For GPS and Non-GPS enabled devices

What data does the vendor send to the state?

Only this: 000048
Miles Driven that Day

Not any of this:

Name
Age
Address

Driver Information

Location

MPH

Speed

Running a Stop Light

Driving Aggressively

Understanding privacy concerns

Public opinion research shows drivers share two privacy concerns related to a RUC:

- Driving data should be private and not shared or sold.
- “Big Brother” should not have access to driving data.



MYTH: RUC systems will use my data inappropriately

FACT: The third-party vendors collect driving data to measure the miles you drive and generate an invoice. However, they are required to destroy the data shortly after the payment has been processed and are audited to ensure that happens. Vendors are contractually obligated to secure participant permission before they may share any data with partner companies (such as by-the-mile insurance providers).

MYTH: “Big Brother” will use these systems to track me

FACT: The only data the state receives is the number of miles driven and in which state those miles were driven. Pilot and any future RUC system data will not show when or exactly where the miles were driven.

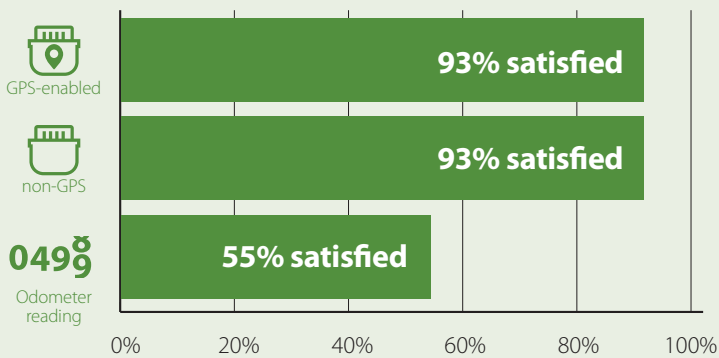
CASE STUDY

Colorado RUC pilot program

The Colorado Department of Transportation (CDOT) conducted interviews with some of its pilot participants. Some of the participants who chose a manual odometer reading option said they would choose the GPS-enabled device next time. Privacy concerns tend to be high at the beginning of a pilot, but diminish over time as people grow more comfortable with the device option.

Pilot participants report greater satisfaction with devices over manual reporting

CDOT offered a manual odometer reading option in addition to the data collection devices. Participants preferred the more convenient device option with the value-added services provided by the vendor.

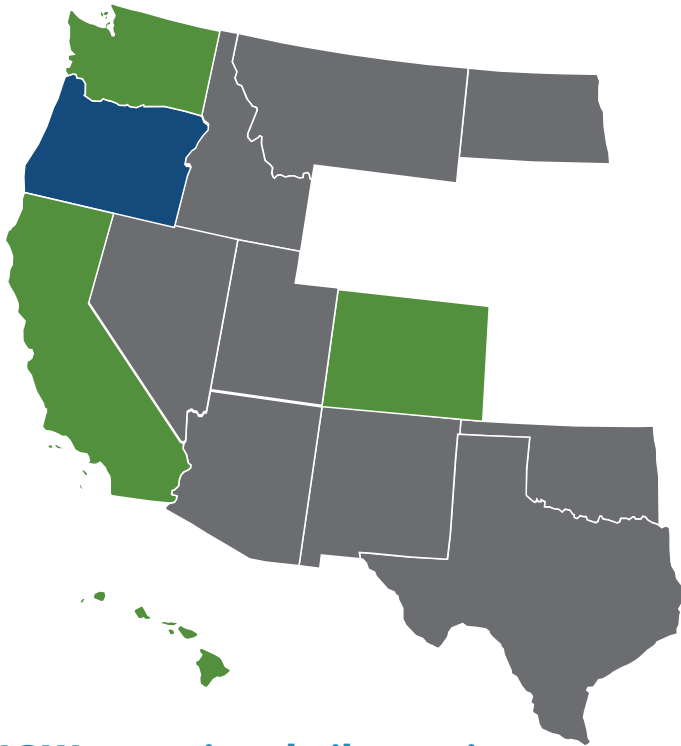


“I think if the pilot program is implemented it would be easier for me to report miles via GPS or options other than manually entering miles”

— CDOT RUC pilot participant

Study Sources

The OReGO Program Final Report – Oregon’s Road Usage Charge (ODOT, 2017). California Road Charge Pilot Program Final Report, Senate Bill 1077 (Caltrans 2017). Colorado Road Usage Pilot Program Final Report (CDOT, December 2017).



RUC West

RUC West brings together leaders from state transportation organizations to share best practices and research RUC. RUC West is the foremost authority on road usage charging in the United States, bringing together leaders from 14 state transportation organizations to share resources and explore innovative funding solutions for preserving the future of our transportation network. RUC West member states are organized into three tiers based on their current level of involvement in advancing RUC in their jurisdiction:

Tier 1

States with Policy Enacted to Implement RUC Programs

- Oregon

Tier 2

States Testing RUC Pilot Programs

- California
- Colorado
- Washington
- Hawaii

Tier 3

States Researching RUC

- Arizona
- Idaho
- Montana
- Nevada
- New Mexico
- North Dakota
- Oklahoma
- Texas
- Utah

RUC West regional pilot project

RUC West will begin a regional pilot project between member states Oregon and California, creating a system that other states may join throughout the process. The pilot is expected to go live with volunteer drivers in 2019.

California's road charge program launched July 1, 2016, and concluded March 31, 2017. Oregon's program (OReGO) launched July 1, 2015, and continues to operate. Testing interoperability of these two inaugural systems is the next step in developing RUC as a viable transportation funding alternative across the country.

The goal of the regional pilot project is to test whether the system can accommodate other states' requirements, processes, systems, rates, and laws. RUC could expand to include more states if the pilot is successful and others choose to join.

RUC pilot projects

