Item I

Oregon Department of Transportation

Oregon's Road Usage Charge Program

Status Report

Road User Fee Task Force

May 29, 2014

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Implementation schedule

- Organization and policy development
- System procurement and implementation
- Public relations and outreach
- Volunteer recruitment and administration

Program begins
July 1, 2015

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Program design drivers

- Open system
- Choice
- Privacy
- Public-private partnership

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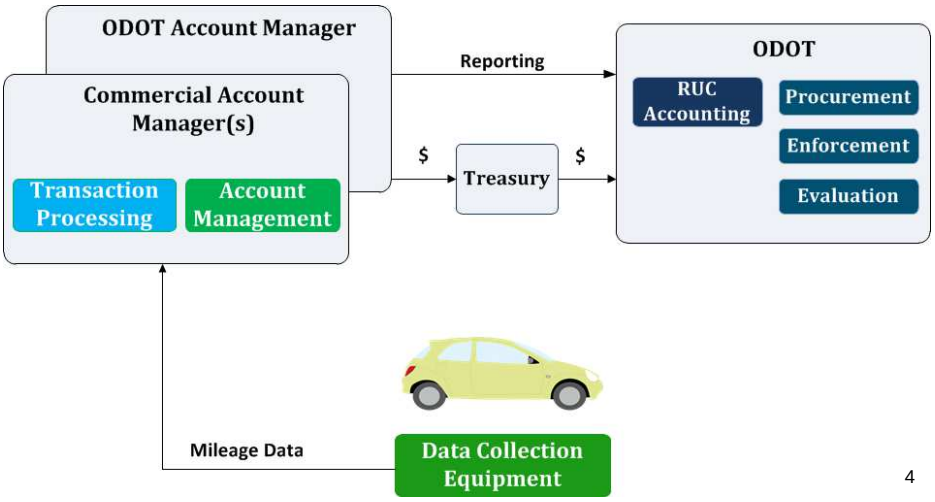
Oregon's Open System



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System integration strategies

RUC program driven

Engage multiple vendors

Use commercially available components

System assurance:

- Qualify vendors
- Verify vendor components
- 3-month field test

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Roles and responsibilities

Account Manager	**ODOT**
• Technical elements • Accounts • Data transfer	• Certification • Verify vehicles • Liaison to legislature, public

Shared

Provide choices

Customer service

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Business rules

- Developed by ODOT
- Consistent for effective enforcement
- Must be met to qualify

Certification:

- Initial certification for entry into the market
- Ongoing review of performance
- Periodic audits

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Methods

Mileage reporting -

- Basic MRDs*
- Advanced MRDs
- Switchable MRDs

Refunds -

- Basic: apply manually
  - Consolidated form
  - Proof required (like fuels tax)
- Advanced: refunds automatic
- Switchable: refunds automatic

* Mileage Reporting Device

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Procurement objectives

- Long term, flexible contracts
- Procure ODOT's Account Manager
- Establish a market for Commercial Account Managers
- Procure PR Services

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Contracting framework

ODOT Account Manager	Commercial Account Managers
• Single award RFP • Competitive • Basic MRD only	• Multiple award RFQ • Non-competitive • Multiple MRD options

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Results

- Open, competitive market
- Long term P3 relationships
- Validation throughout
- Promote innovation
- Diminish ODOT involvement over time

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Public relations objectives

Short term:
recruit volunteers

Mid term:
achieve statewide buy-in

Long term:
national leadership

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Public relations approach

- RUC “interest group”
- Get local and specific
- Overcome barriers to tip the scale
- Tool kits for evangelizing
- Superior volunteer experience
- National media

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Barriers to overcome

- No new taxes
- Don’t track me
- Unfair to rural
- Disincentive to do-gooders

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Messaging

- The gas tax is failing
- This protects our highway investment
- It replaces the state fuel tax
- We get choices that do not require GPS

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Volunteer strategy

- Maximize participation in each category
- Diverse geographic representation
- Minimize cost to participate
- Process design = Ease of use
- High quality customer service
- Broad range of volunteer perspectives
- Clear expectations
- Evaluate and document

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Methodology

- *FIND* potential volunteers
  - Marketing
  - Vendors
- *ONBOARD*
  - Easy to enroll
  - Great customer service
- *RETAIN*
  - Recognition
  - Continue great service

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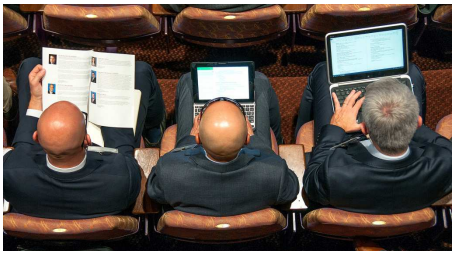
Your RUC implementation team



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Jim Atkins, procurement
Lynn Averbeck, volunteer strategy
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Darel Capps, business requirements
Carley Francis, project manager
Michelle Godfrey, communications
Chuck Larsen, system integration
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