



OREGO

OREGO - Oregon's Road Usage Charge Program

Comprehensive Report

June 19, 2018

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Focus Groups

Executive Summary

Executive Summary

Background

Oregon is the first state in the nation to implement a mileage-based transportation funding system and is demonstrating national leadership for this funding model. For OReGO to successfully move forward, ODOT conducted research to inform how it will educate and engage Oregonians to help them understand road usage charging (RUC) and its role in funding transportation.

To accomplish these goals, ODOT hired PRR to conduct research in fall 2017. This research is intended to build on ODOT's comprehensive research efforts over the past three years. ODOT implemented the following research strategies and methodologies from August to December 2014:

- Literature review of previous research findings.
- Dissenter focus groups (Oregonians conceptually against road usage charging or pay per mile charge).
- Statewide phone survey on acceptance and awareness of road usage charging.
- Program brand development focus groups.
- Exit survey of participants in the statewide listening tour.
- Stakeholder interviews (politicians, councilmembers).
- Media audit.

In June 2016, ODOT conducted a statewide online survey to assess awareness, acceptance, and favorability of road usage charging.

Results indicated:

- There is limited public understanding of how transportation is funded.
- Concern about data privacy declined after OReGO's launch while the perception of unfairness to rural drivers increased.
- Increased agreement with the notion that drivers of fuel efficient vehicles are not paying their fair share to use the transportation system.

The survey found very few demographic or geographic differences:

- Male respondents were slightly more familiar than female respondents were with the concept of a Road Use Charge.
- Respondents aged 18-34 were more likely than older respondents to be familiar with mileage reporting technology and features.
- Respondents in region 5 (Eastern Oregon) were slightly more convinced that RUC is a good idea because residents with high efficiency vehicles will have to pay their fair share.
- Respondents in regions 4 (Central Oregon) and 5 (Eastern Oregon) were slightly more indifferent (neither fair or unfair) to RUC being implemented in Oregon.

Executive Summary

Purpose

The results of past research demonstrate the need to educate the public about how the transportation system is currently funded, future expectations for that funding, and how a road usage charge program, such as OReGO, could help by creating an efficient, sustainable and equitable revenue stream. By education, ODOT means providing information that leads to understanding and confident decision-making. The education services must deal primarily with core concepts that lead to an informed and responsible public.

ODOT developed a Marketing Communications Plan to describe the strategy it will implement to achieve measurable statewide acceptance of the road usage program. The next phase of research was a series of focus groups conducted in September of 2017, with the purpose to map the path to acceptance by identifying specific points of concern and specific points of comfort with road usage charge.

These focus groups further explored:

- Differences in demographic and geographic perceptions of road usage charge.
- Knowledge and attitudes about transportation funding.
- Attitudes and underlying beliefs toward road usage charge.
- How road usage charge would specifically impact the focus group participants.
- Messaging that would most increase support for road usage charge.

This report summarizes the findings from these most recent focus groups and provides recommendations based on those findings.

The Goal – to further understand what will motivate Oregonians to support a road usage charge system.

Executive Summary

Methods

The overall goal of the focus groups was to further understand what will motivate Oregonians to support road usage charging. In order to accomplish this goal PRR, Inc. conducted five focus groups.

We held three in-person focus groups among individuals residing in three different areas: Seaside, Redmond, and Klamath Falls. These three groups were designed to capture input from a coastal city (Seaside) and rural communities (Redmond and Klamath Falls). These focus groups were conducted at hotel conference rooms, with a direct video feed to an adjacent room, thereby allowing ODOT staff to observe the focus groups and communicate with the moderator during periodic breaks in the groups.

We conducted two additional online focus groups using the Focus Vision InterVu online focus group platform. This online platform allows the moderator and all participants to see each other. In addition, ODOT staff could observe the online focus groups in real-time and to communicate with the moderator through a chat function. The first online focus group was comprised of those who owned electric or high MPG hybrid vehicles. The second online focus group was comprised of those who identified as living in urban areas.

The focus groups took place in mid-September. Each group had eight participants and lasted two hours. In all groups, the number of men versus women was nearly equal, and other characteristics, such as

age, education, income, race, Hispanic ethnicity, miles traveled per week, and MPG were fairly evenly distributed (with the exception of MPG in the electric /high MPG hybrid vehicle group). See Appendix A for participant profiles for each group.

For all five groups, individuals were screened such that only those who responded as less than “very supportive” of road usage charging were included. The research process included:

- PRR recruited eleven participants for each group, expecting 8-10 to show. We purposely limited the number of participants in each group to eight in order to ensure adequate time to cover all topics in-depth and the ability to probe for deep insights.
- In collaboration with ODOT, PRR prepared a moderator guide to direct the discussion (see Appendix B).
- The focus groups were observed by an ODOT employee and were video recorded.
- PRR prepared high-level summaries following each group. These were used to inform ODOT staff who could not observe the focus groups about the preliminary findings, as well as to make any necessary adjustments to the moderator guide before the next focus group.
- PRR analyzed the worksheets that the participants completed and what was said during the focus groups.

Statement of Limitations: A professional moderator led the focus groups, which included discussions and written exercises. Although research of this type is not designed to measure the attitudes or opinions of a particular group (such as demographic differences) with statistical reliability, it is valuable for providing insights about the values and beliefs that underlie such attitudes and opinions; in this case regarding road usage charging. Although the focus group participants had a mix of different gender, age, education, and income characteristics, and live in different Oregon locations, the results didn’t uncover much in terms of demographic or regional differences. Those differences that we did uncover are mentioned in the report.

Key Findings and Recommendations

Key Findings

People understand the part that the fuels tax plays in funding transportation, but do not recognize that this is an unsustainable funding source.

Support for OReGO is mixed, with many who do not believe the benefits outweigh the concerns.

Those with low fuel efficient vehicles getting a “credit/refund” under OReGO does not sit well with most, especially with those who “did the right thing” by getting a fuel-efficient vehicle.

Driving is seen as fundamentally different than other things we pay for based on how much of it we use.

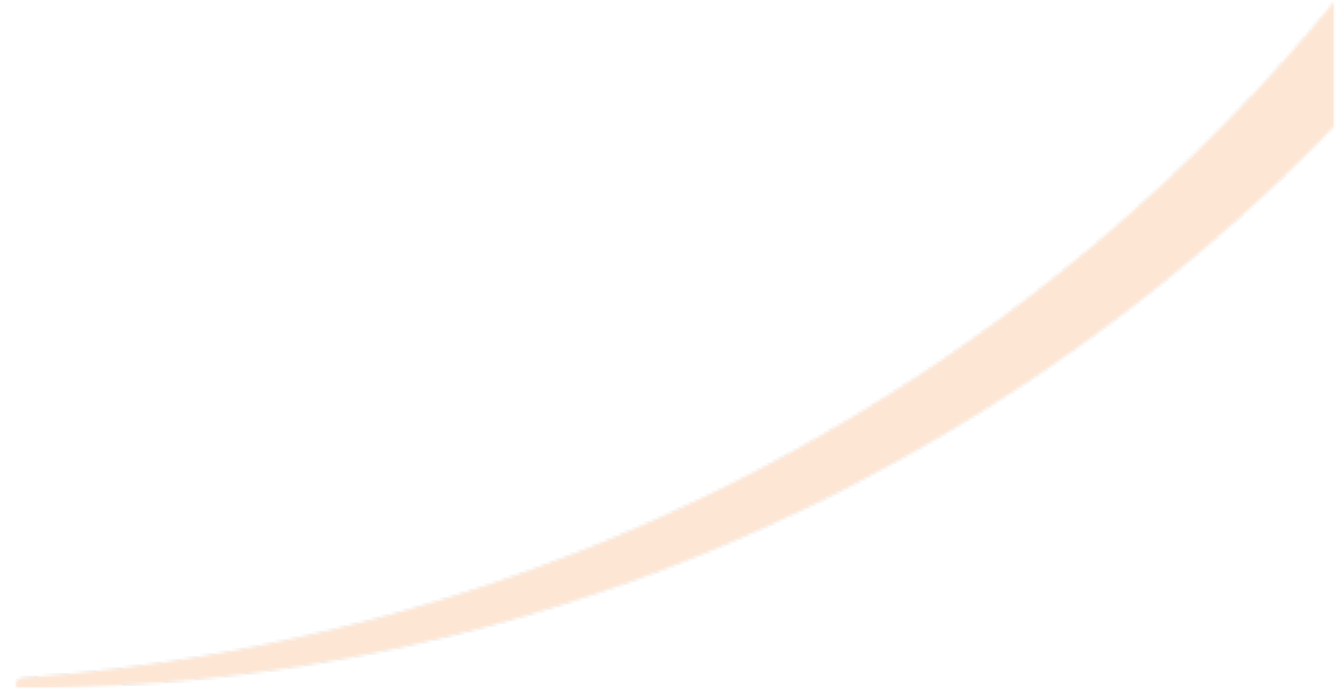
It’s not clear how OReGO will raise enough extra revenue since some pay just a little more and others pay just a little less.

Messages about everyone paying their fair share and sustainable funding are the most convincing regarding a road usage charge.

There were very few differences in the results from the five groups. Important differences are mentioned in the body of the report.

Recommendations

- Educate the public about how much they are currently paying in state fuel tax and that it is scheduled to increase over the next 10 years.
- Make it clear that ever-increasing vehicle fuel efficiency means a transportation revenue shortfall. Illustrate this with a graphic of actual dollar amounts of the transportation revenue shortfall for the next 5, 10, 15, and 20 years. Show the public that this is only going to get worse.
- Emphasize how this shortfall will impact them directly with less road maintenance, decreased road safety, damage to their personal vehicles, and increased traffic congestion.
- Use the analogy of what they would do if their vehicle was failing – they’d fix it before it got worse. This is the same as the failing transportation funding system; it needs to be fixed before it gets worse.
- Tell the facts about how current transportation funding is being used properly – there just isn’t enough of it.
- Validate their concerns about OReGO, especially regarding perceptions of intrusiveness, data security, and complexity of a road usage charge system relative to a fuels tax – and then provide concrete evidence to allay those concerns, while also emphasizing the benefits to them personally of the sustainable transportation funding source that a road usage charge system can provide.
- Avoid comparing a road usage charge to other things that they pay for based on how much of it is used such as electricity, water, cell phone minutes, cable channels, etc. Then use the uniqueness of driving as a resource to emphasize the importance of adequate transportation funding to ensure the roads are maintained and enhanced.
- Clearly explain and illustrate with graphics how, in spite of some paying just a bit more and others paying just a bit less, OReGO can sustainably provide transportation revenue.
- Focus messaging on how OReGO is a *sustainable* and *fair* system – the more you use the roads, the more you pay – regardless of your type of vehicle.



Focus Groups Results

Knowledge/Attitudes about Transportation Funding

Participants understood the part that the fuels tax plays in funding transportation, but did not recognize that this is an unsustainable funding source.

- They understand that transportation funding is used for road maintenance and new construction.
- Most believe that transportation funding comes from the fuels tax, with a few others mentioning vehicle registration fees and/or federal dollars as part of transportation funding.
- Initially, the idea of the fuels tax being an insufficient funding source due to increases in fuel efficient vehicles was not recognized by most, but once pointed out by the moderator they easily understood the problem and that as vehicles get better gas mileage, the problem will only get worse.
- Most were not aware of the passage of the recent transportation bill which includes an increase in the state fuels tax.
- There was general agreement that current transportation funding levels were inadequate, but a few also mentioned that poor road conditions were a result of ODOT's poor use of available dollars.
- Initially, there was not a high level of recognition or concern that those with electric vehicles are not paying for use of the roads through the fuels tax.

Transportation Funding – What Comes to Mind?

Seaside -- “Gas tax” “Vehicle registration fees” “Construction delays” “Tollbooths” “Will it be used for its intended purpose?” “Potholes”

Redmond -- “Gas Taxes” “Bus systems” “Road repair” “State budget”

Klamath Falls -- “Taxes” “ODOT” “Bicyclists don’t pay” “Vehicle registration fees” “Bonds?”

EV/Hybrid -- “Gas taxes” “Construction” “Road repairs” “Road maintenance” “Bicycle tax” “Federal grants” “State budget”

Urban -- “How are they going to pay for repaving the roads?” “Taxes and public transportation” “Public transit and how people get around if they don’t have their own car.” “Gas tax or some other kind of tax on citizens.” “Weight per mile tax for trucks.” “Some of it is federal funded.” “From emission testing costs.”

Adequacy of Current Funding

Seaside -- “I want to think it is adequate.” “Not equitable” “There is not enough people paying into the gas tax because of fuel-efficient vehicles.”

Redmond -- “State of Oregon has to take a 6% budget cut – not good for transportation.”

Klamath Falls -- “Not adequate” “Or is it that the funds are not allocated properly?”

EV/Hybrid -- “There is not enough.” “Either that or the money is being mismanaged.”

Urban -- “Not enough money.” “There are a couple big pieces that the state is missing to get enough revenue. No tolls, no sales tax.” “Even in town there is not enough money to do what has to be done there. Arterials are deteriorating.”

Road Conditions and Transportation Priorities

Most saw road conditions as fair to poor, with top priorities put on road maintenance (especially for potholes) and road expansion to deal with traffic.

- Most rated road conditions in Oregon as fair to poor (with those in Klamath Falls mentioning that the more affluent parts of town received more benefit from transportation funding).
- The top priorities for transportation funding were road maintenance and projects that reduce congestion.
- Several made comments about how pothole repairs and paving are not maintained as well as they used to be. Many mentioned problems with potholes and how those can damage their vehicles.
- It worked well to ask participants what they would do if their cars started to fail and then comparing that to the failing roads in Oregon -- all said they would immediately take their car in before it got worse to avoid bigger, more expensive problems.

Condition of Oregon Roads

Seaside -- "Some roads are forgotten about." "Logging communities -- trucks tear them up." "These roads are much better than in some other states."

Redmond -- "Central Oregon has severe winters. Lots of potholes." "Maintenance repair has been done poorly." "Some pretty deep potholes." "Studded tires tear up the roads."

Klamath Falls -- "Good, better than California." "Variable depending on the season." "Road construction gets done pretty quickly here." "Depends on where in the state and part of town."

EV/Hybrid -- "Spotty" "Pretty beat up after winter storms." "Pretty bad potholes in central Portland." "Not doing the road repairs properly"

Urban -- "Potholes were fixed pretty quickly, but traffic is the big issue." "Some potholes did not get fixed." "All of the construction where they are building condos and they take up an entire lane." "With all the snow we get, really bad ruts in the road and the road surface will start crumbling."

Top Priorities for Transportation Funding

Seaside -- "Safety" "Potholes" "Alleviate traffic -- this is a tourist community."

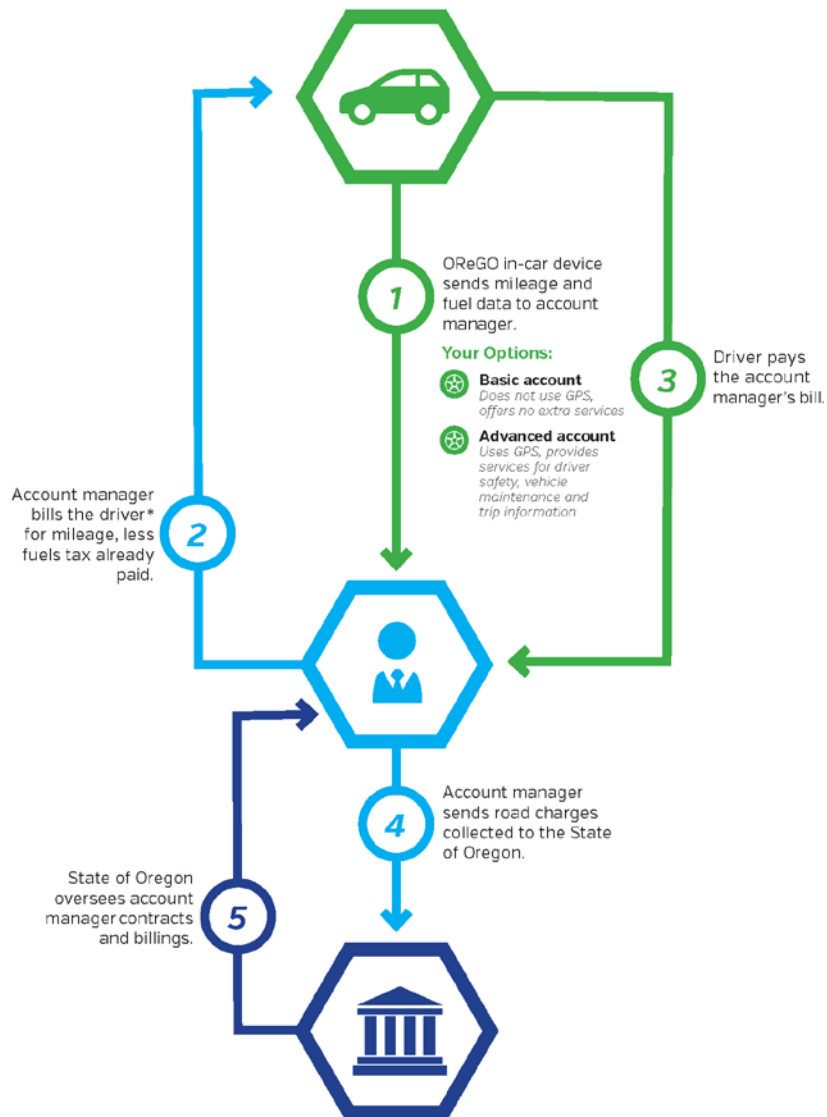
Redmond -- "Good public transportation system" "Roads not designed for the influx of people -- maintenance and infrastructure."

Klamath Falls -- "97 needs to be four lanes" "Chip sealing in the winter for better traction." "Widen the roads, add a bike lane."

EV/Hybrid -- "I'm very concerned about the grading on the roads because of the amount of water runoff from the roads. Now covering that grading with blacktop and that is not sustainable." "Surprised how many unimproved roads there are." "Need to do year-round pot hole repair."

Urban -- "Build another bridge over the Columbia River." "A lot of the major interstates, freeways and highways." "Address traffic bottlenecks."

Description of OReGO



OReGO is the Oregon Department of Transportation's road usage charge program – designed so you pay by the mile instead of by the gallon. When you join OReGO, you will only pay for the miles you drive.

Diminishing fuel tax returns led Oregon decision-makers back to the drawing board to create a fair, reliable source of revenue to fund transportation projects for all Oregonians. The result is OReGO. Here are the details:

- With OReGO you pay a road usage charge for the amount of miles you drive.
- The weight of passenger vehicles does not have an impact on the amount of wear of the roadway.
- The OReGO road usage charge is set at 1.5 cents per mile.
- You receive credits on your bill for the fuel tax you pay at the pump.
- Your personal information is kept secure and private.

Support for OReGO was assessed after the explanation of OReGO was presented. 6 were very unsupportive, 17 unsupportive, 16 supportive, and 1 very supportive.*

* Differences in support by focus group are presented on page 18.

*owner of the vehicle, or responsible party listed on the account

Attitudes Toward Road Use Charge - Benefits

Although support for OReGO was mixed, participants could see the benefits of a road usage charge program.

- Most had not heard about OReGO before the focus groups (only 4 of the 24).
- After explaining how OReGO works (see next page), support was mixed (see blue box below).
- Nonetheless, participants in every group identified what they saw as benefits of road usage charging:
 - Increased funding for transportation maintenance and improvements.
 - Everyone who uses the roads pays for the roads – a fair system.
 - Electric vehicles pay their share of using the roads.
 - Improved roads.
 - Safer roads.
 - Reduces congestion through people being more efficient in their trips and possibly using transit.
 - Might encourage using transit and trip-chaining.
 - Good alternative to current funding from fuel tax.

Benefits of Road Usage Charge

Seaside -- “Safer roads.” “Maintenance upkeep.” “People who use more, pay more.” “I like the idea that the advanced OReGO account reminds me when my car needs maintenance.” “People will bundle their errands and use transit, and potentially reducing traffic.”

Redmond -- “Everybody pays, including electric vehicles.” “Roads would improve.” “More money for improvements.” “As current fuel taxes wane, the revenues won’t.” “Better snow plowing.” “Those that use the road more, pay more.”

Klamath Falls – “Safer roads” “More evenly charge consumers” “More funds available for road maintenance” “Possible credits for some people” “Electric cars will pay” “Expansion of road system”

EV/Hybrid – “More money to fix the roads” “Could track to see which roads get more use.” “Might reduce traffic” “Electric vehicles pay”

Urban – “Allows the state to collect money as cars are becoming more fuel efficient.” “The more you use it, the more you pay.” “More equal for those who have electric vehicles.” “Better road conditions”

Attitudes Toward Road Use Charge - Concerns

Participants had concerns about OReGO and these concerns are fairly strongly held.

Common concerns voiced in the focus groups included:

- Privacy issues came up in every group as the major hurdle standing in the way of acceptance of road use charging, in spite of the fact that OReGO offers a non-GPS option.
- Dis-incentivizes people to get fuel efficient vehicles, which also leads to negative environmental impact.
- Costs to administer the program relative to how much of the funding is put back into road maintenance and construction.
- Repercussions for lack of OReGO payments.
- Complexity of implementing such a program.
- Skepticism about private companies being involved in OReGO.
- Enforcement and potential tampering with the devices.
- The basic OReGO plan results in being charged for out-of-state travel (especially a concern to those who live close to border states of WA and CA).
- Concerns with those with low fuel efficiency vehicles getting a “refund/credit”.

Concerns with Road Usage Charge

Seaside -- “Flat taxes like this are not equitable.” “Big brother is watching.” “Nothing is ever kept secure.” “Could cost more than the gas tax.” “What a gig for the private companies – they will be concerned about profits.” “What about people who don’t pay?” “Will people be able to tamper with the device and cheat?” “There should be a discount for those with lower incomes.”

Redmond -- “What about people who have to drive a long way to get to work – they are barely making it now.” “You have to drive to work; you don’t need to use broadband, you don’t need all those cable TV stations. You don’t have a choice with driving.” “In essence I will be punished for buying a fuel-efficient vehicle.” “Sounds invasive “Less incentive to buy fuel efficient vehicles.” “What will it cost to administer? Invoicing, going after people who haven’t paid, etc.”

Klamath Falls – “Seems intrusive – do we really need Big Brother in our cars?” “What about travel out of state? Do we pay for those miles also?” “What’s to stop people from disconnecting it?” “Needs to be voluntary.” “Disincentive to those with high MPG cars.” “Can the private company sell the data to a third party?”

EV/Hybrid – “What is the cost of operating OReGO compared to operating the state fuel fund?” “Why should those with poor fuel economy vehicles get a refund?” “What are they doing with the data they are collecting?” “How does air quality suffer if people go back to driving gas guzzlers?” “Will TriMet pass the cost onto customers?” “If its not mandatory, there will not be enough participants.”

Urban – “Privacy issues” “How secure is the information?” “How are semi-trucks going to be taxed if they are above 4 tons; and what about motorcycles and scooters – will they pay the same as regular cars?” “Seems pretty complicated – how is it being paid for?” “What happens if you drive out of state?” “How will they make sure that people pay this?” “Can it be disconnected?” “Is the device accurate?”

Attitudes Toward Road Use Charge – Concerns (continued)

Participants had concerns about impact on those with lower incomes and people's ability to control how much they drive.

Other concerns:

- A road use charge system would impact transit agencies, who would then pass that increased cost onto passengers came up in the electric/high MPG hybrid group (which was characterized by many urban dwellers).
- Fairness of a road use charge system for those with lower incomes came up in the Seaside and Electric/Hybrid group, but was voiced most strongly by one person in the Seaside group.
- When we asked people to identify examples of other usage charges, participants easily mentioned electricity, water, and cell phone use. When prompted to explain why a road use charge should be any different, the argument was made in every group that driving vehicles is a necessity and not easily controlled.
- One person in the urban group countered this concern and mentioned that public transit is available and therefore people can control how much they drive. This same person, as well as a few from some of the other groups also mentioned trip-chaining (linking destinations in one trip rather than making several separate trips) as a means of reducing miles driven. These ideas were not met with resistance by other participants, but it also didn't convince them that driving is the same as one's water, electric, or cell phone use.

Support for OReGO was assessed again after the discussion of benefits and concerns with OReGO. 7 were very unsupportive, 19 unsupportive, 11 supportive, and 3 very supportive.

Perceived Personal Affects of Road Usage Charge

All realized that they would pay just a little more per month or a little less per month with road use charge

- Using the online calculator (which compares what you pay in fuel tax to what you would pay in road usage charge), all came to the conclusion that those who pay more would pay just a little more and those who pay less would pay just a little less. In the Redmond and Klamath Falls groups, they could not see how a road usage charge could significantly increase funding for transportation. This is an important point – they did not see the need to implement what they see as a complex, invasive system if it isn't going to significantly increase transportation funding.
- The increased cost per month for those with fuel efficient vehicles was seen by many as a disincentive to get such vehicles. This was especially the case in the electric/high MPG hybrid focus group, who had no problem paying for road use. They made it clear that it was not the additional amount they would pay (which was seen as insignificant), but rather the principle of a disincentive for those who made the choice to “do the right thing” by purchasing an environmentally-friendly vehicle.
- Support for OReGO was assessed again at this point (see blue box below). The lack of support among some was less about having to pay more under OReGO (most realized that the difference per month was insignificant), but was due to privacy concerns, the complexity of the program, and what they saw as a disincentive to buy fuel efficient vehicles.

Compare For Yourself

OReGO charges 1.5 cents per mile driven, credits 30 cents per gallon consumed for state fuels tax paid, and calculates the net balance due. Participants then remit payment or receive a refund.

Curious about your potential OReGO payment? Use our quick calculator to compare your current monthly fuel tax cost to using OReGO.

Mileage Information

How many Oregon miles do you drive per month?

What is the average MPG of your vehicle?

CALCULATE

Gallons of fuel you use each month:

How Much You Pay

State Fuel Tax*

\$ 13.04

OReGO*

\$ 15.00

Your monthly OReGO payment will be \$1.96 more than your State Fuel Tax payment.

Seaside -- “So you pay more if you have a fuel efficient vehicle. That doesn’t make any sense.” “I don’t think I should be penalized for doing the right thing.”

Redmond – “The difference I would pay more is not substantial, so I’m in favor.” “I do support a usage charge, I’m just not in favor of this particular model.” “I’m in favor of generating more money for roads, I just don’t see how this system will generate enough more money. Some people pay a little less, and others pay a little more – so how do you generate more money.”

Klamath Falls – “When you look at the outcome – you get better roads, it is worth the little extra to pay.” “While my costs would be just a little more, I’m against it because of the privacy issue.” “How do we know we will get better roads?”

EV/Hybrid – “Feel like I’m being penalized for buying a fuel efficient vehicle.” “It isn’t as much more expensive than I thought it would be.” “For those with electric vehicles – they should get a credit for not polluting.”

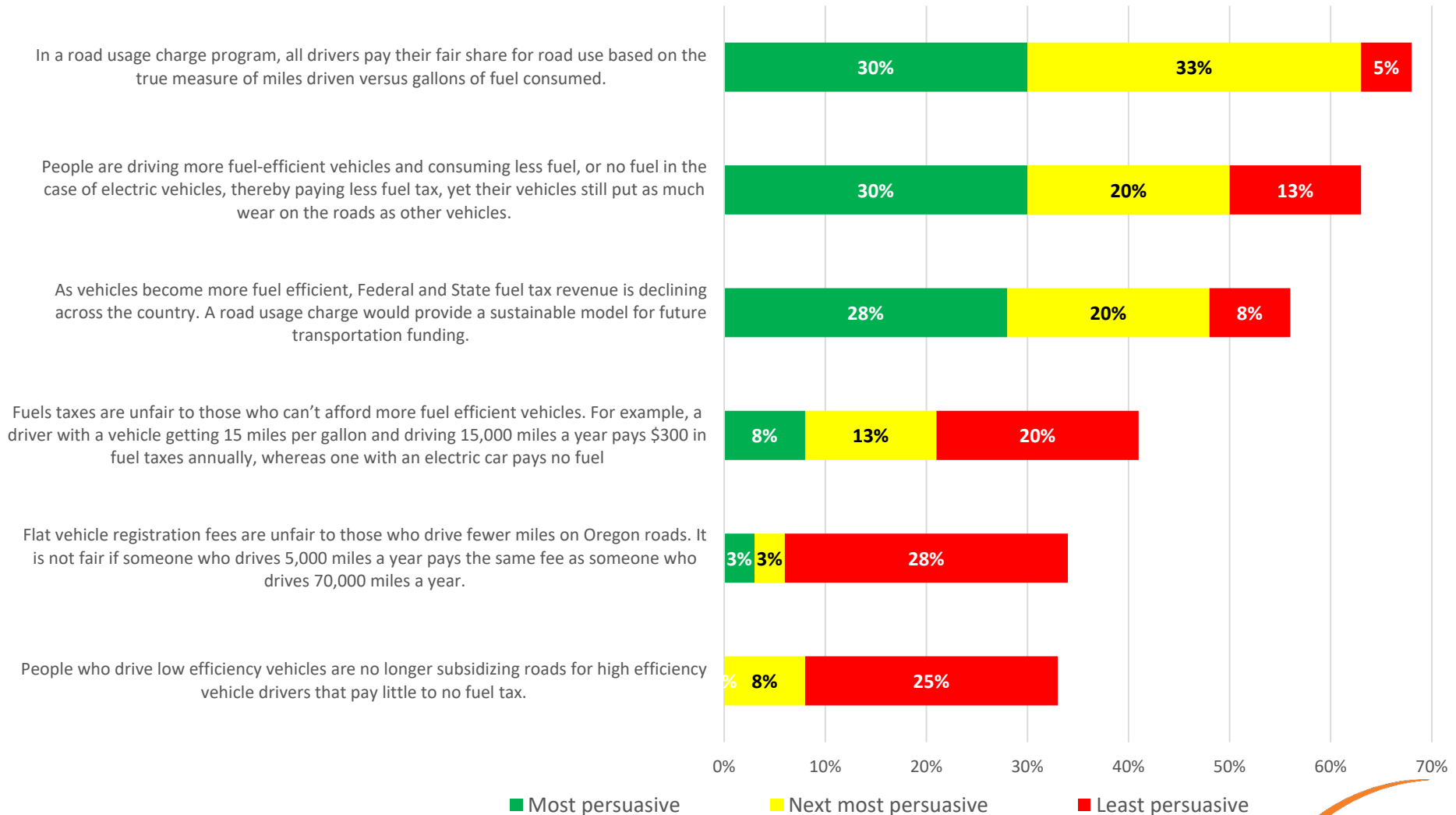
Urban – “It’s not too much more than I pay now.” “In Oregon we pride ourselves on being environmentally conscious. This is kind of going backwards.” “If people who get low fuel economy were barred from OReGO – that would be fair.”

Support for OReGO was assessed again after participants used the OReGO calculator to see how it would affect the. 7 were very unsupportive, 19 unsupportive, 11 supportive, and 3 very supportive.

Message Testing

Statements about all drivers paying their fair share and the need for a sustainable source of transportation funding were considered most effective in increasing support for road usage charge.

Message Ranking



Message Testing

Fairness and sustainable funding are most convincing regarding a road usage charge.

Three messages were considered the most persuasive in increasing support for OReGO:

- In a road usage charge program, all drivers pay their fair share for road use based on the true measure of miles driven versus gallons of fuel consumed. (This message was ranked most persuasive by 30% and next most persuasive by 33%.)

"Short and straightforward." Seaside
"It is a more equitable way of taxing." Redmond
"Miles driven = wear & tear on roads. Paying for what's used." Klamath Falls
"All drivers pay their share." EV/Hybrid
"This is the most fair overall." Urban

- People are driving more fuel-efficient vehicles and consuming less fuel, or no fuel in the case of electric vehicles, thereby paying less fuel tax, yet their vehicles still put as much wear on the roads as other vehicles. (This message was ranked most persuasive by 30% and next most persuasive by 20%.)

"Points out the funding problem." Seaside
"Clarity, concise, awareness of electric cars and low fuel consumption cars aren't paying their share." Redmond
"Very explanatory. Gives great information." Klamath Falls
"It makes it clear that people who aren't paying right now benefit and should be paying their fair share." EV/Hybrid
"Outlines more on the equality of wear and tear with who pays for it." Urban

- As vehicles become more fuel efficient, Federal and State fuel tax revenue is declining across the country. A road usage charge would provide a sustainable model for future transportation funding. (This message was ranked most persuasive by 28% and next most persuasive by 20%.)

"Looks toward solving a future problem." Seaside
"It is a positive message with long term solution." Redmond
"Fixing a problem before it gets worse." Klamath Falls
"Have to find a way to adjust ability to collect taxes." EV/Hybrid
"We need action sooner than later. The road usage charge could provide a sustainable model." Urban

Message Testing

Statements about issues other than the fuel tax, or perceived as negative, are least convincing regarding a road usage charge.

The messages considered least persuasive were:

- Flat vehicle registration fees are unfair to those who drive fewer miles on Oregon roads. It is not fair if someone who drives 5,000 miles a year pays the same fee as someone who drives 70,000 miles a year. (This message was ranked least persuasive by 28%)
- People who drive low efficiency vehicles are no longer subsidizing roads for high efficiency vehicle drivers that pay little to no fuel tax. (This message was ranked least persuasive by 25%)
- Fuels taxes are unfair to those who can't afford more fuel efficient vehicles. For example, a driver with a vehicle getting 15 miles per gallon and driving 15,000 miles a year pays \$300 in fuel taxes annually, whereas one with an electric car pays no fuel tax, even though the road wear is identical. (This message was ranked least persuasive by 20%)

"What does this have to do with the road usage fee vs. fuel tax that's already in place?" Seaside
"Unclear, misleading, and negative." Redmond
"Doesn't solve the problem." Klamath Falls
"I'm not sure what portion of registration fees are intended for transportation funding." EV/Hybrid
"This is a message against having a Flat fees in registration. Not an argument for having a VMT related tax." Urban

"Very negative." Seaside
"As fuel usage across the board is reduced, the message loses its appeal." Redmond
"Sounds like a 'spin' meant to convince people of benefit." Klamath Falls
"Again, targets environmentally minded drivers." EV/Hybrid
"There should be some incentives for people to use less oil other than less fuel tax." Urban

"Electric vehicles are not valued for their efficiency." Seaside
"Not sure – it has a negative tone." Redmond
"The word 'unfair' seems too blaming." Klamath Falls
"Could be confusing." EV/Hybrid
"The cost of electric cars is coming way down so this won't be true in the very near future." Urban

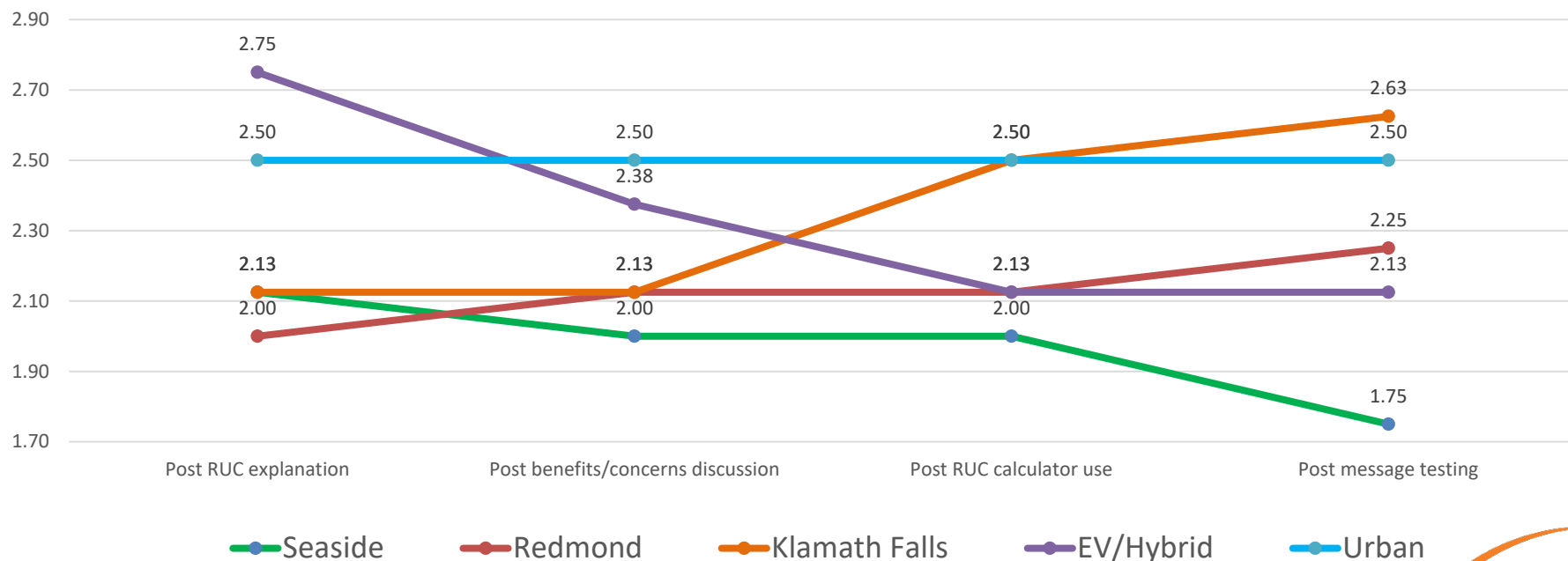
Support for OReGO was assessed again after the message testing exercise. 5 were very unsupportive, 17 unsupportive, 16 supportive, and 1 very supportive.

Support for Road Usage Charge (by focus group over the course of the discussion)

Increased support for road use charge was seen in some groups, while support decreased or stayed the same in others.

- Decreased support over the course of the focus group was seen in the Seaside and EV/Hybrid groups. Many in these groups could not get beyond the concerns of the perceived invasiveness, disincentive for purchasing fuel-efficient vehicles, and complexity of the OReGO system.
- Increased support over the course of the focus group was seen in the Redmond and Klamath Falls groups. This may be a result of about half of the participants in each of these groups paying less under OReGO. The increased support in the Klamath Falls group may also be a result of this group being noticeably younger than the other groups and less concerned with the “invasiveness” of the OReGO system – the idea of sharing personal information digitally is what they have known much of their lives.
- No change was seen over the course of the Urban group. This lack of change was due to unalleviated concerns with perceived invasiveness and the cost and complexity of administering the program. (At the very end of this group participants were asked to once again rate their support, but now with the idea that low MPG vehicles could not join OReGO and therefore would not pay less than they would under the fuel tax. Under this scenario one person shifted from unsupportive to supportive.)

Support for Road Usage Charge



*Numbers shown are weighted averages, with weights of 4 for very supportive, 3 for supportive, 2 for unsupportive, and 1 for very unsupportive.

Next Steps

- PRR recommends exploring the option of conducting additional research through In-the-Moment ethnography in first quarter 2018. This approach will serve to gather deeper insight from Oregonians about transportation funding and road usage charge through survey questions, open-ended responses, bulletin boards, and social-media style interactions over the course of two to four weeks. Research activities could focus on awareness and attitudes about fuel tax, gathering insights on materials that may lead to support for road usage charge, and testing messages and educational tools.
- Based on the findings from the focus groups and In-the-Moment research, PRR will draft an outline for educational activities and develop tools to educate Oregonians about road usage charging and sustainable transportation funding.
- ODOT anticipates conducting educational outreach later next year.



In-the-Moment Research Executive Summary

Purpose

- Oregon is the first state in the nation to implement a mileage-based transportation funding system known as a road usage charge (RUC) and is demonstrating national leadership for this funding model.
- PRR is crafting an effective education campaign to:
 - Increase public awareness of OReGO within the context of other transportation funding mechanisms.
 - Address specific public concerns about RUC.
 - Increase acceptance of RUC as an option for meeting Oregon's transportation funding challenges.
 - Among residents who accept RUC as a viable option, increase positive attitudes toward RUC.
- PRR conducted focus groups in 2017 to inform the education campaign, which were summarized in the preceding pages of this comprehensive report.
- In 2018, PRR conducted this additional online qualitative research to:
 - Further inform or validate communication barriers and opportunities to overcome the barriers.
 - Learn how people's opinions change as they learn more about RUC.
 - Test an understanding and response to key messages.
 - Inform the education outline, including the overall messaging and education tools approach, in response to findings.

Methods

- PRR fielded a recruitment survey from December 22, 2017 to January 3, 2018 using the Precision Sample online panel. A total of 299 people in Oregon completed the recruitment survey.
- PRR selected and invited participants for the study based on a variety of demographics characteristics to represent a diverse group of Oregonians throughout the state. A total of 68 people participated in the In-the-Moment study. *The participant profile is on page 25.*
- The In-the-Moment online qualitative study fielded for four weeks, spread over a period of three months:
 - Two consecutive weeks in January 2018 with four message testing activities.
 - One week in February 2018 with two video concept testing activities.
 - One week in March 2018 with one video concept refinement activity and one final reflection activity.
- *All of the activities are included in Appendix B.*
- The study used an In-the-Moment online research tool called Focus Vision Revelation. This tool allowed respondents to read messages, see images and then respond to share their thoughts, feelings and opinions in text, still images and online polls. The platform is also interactive, which allowed the researchers to ask follow-up questions as needed throughout the project.
- The Revelation online platform is mobile optimized and asynchronous, which allowed the participants to respond on smartphones, tablets or computers at times that are convenient for them.
- The platform also allows researchers to communicate with participants individually, as opposed to a group setting where their responses might be influenced by the other participants.

Statement of Limitations: Although the In-the-Moment qualitative research is not designed to measure the attitudes or opinions of a particular group (such as demographic differences) with statistical reliability, the researchers did look for any demographic or cultural differences in opinions or beliefs regarding educational messaging on the funding situation. While the In-the-Moment participants included a mix of people with different gender, age, education, and income characteristics, and who live in different Oregon locations, the results didn't uncover any clear demographic or regional differences.

Key Findings

- Participants consistently told us they love living in Oregon because they appreciate the natural beauty of the state and the proximity to all sorts of nature and outdoor activities, from hiking in the mountains to camping by the ocean.
- Many of the participants value the roads because they drive to get to parks and nature to spend time outdoors.
- Few participants were concerned about the state of roads and bridges in Oregon at the beginning of the study. Many were more concerned about traffic and increasing road capacity to handle more cars. However, by the end of the study, more participants were concerned about road and bridge maintenance.
- The facts about Oregon's deteriorating bridges were especially compelling.
- The educational messages appeared to work. The belief that there is inadequate transportation funding increased from the beginning to the end of the study.
- Overall support for a road usage charge increased very slightly from the beginning to the end of the study.
- Participants preferred a video concept that used real people and captured images of Oregon nature, roads and bridges.

Top Video Concept: My Oregon Road To...

Top Tagline: Keep Oregon Connected

Top Message: "When I think about sustainable funding for roads in Oregon, I think about Oregonians getting safely and efficiently to and from jobs, delivering goods and services, visiting family and friends, and enjoying free time across the state—from the sea to the mountains."

Top Fact: Each year, approximately 14 bridge structures in the state deteriorate to the point of being considered structurally deficient. By 2020, that rate of deteriorated bridges is expected to increase significantly, with close to 70 bridges becoming structurally deficient each year.

Participant Profile

Total number of participants: 68

Gender

- Male: 35
- Female: 33

Age

- 18-24: 1
- 25-34: 12
- 35-44: 15
- 45-54: 17
- 55-64: 12
- 65+: 11

Ethnicity

- Hispanic/Latino/Spanish: 6

Race

- White: 63
- Asian/Asian American: 4
- Two or more races: 1

Income

- Less than \$30,000: 16
- \$30,000 - \$49,999: 15
- \$50,000 - \$74,999: 16
- \$75,000 - \$99,999: 8
- \$100,000 - \$124,999: 7
- \$125,000 - \$149,999: 3
- \$150,000 or more: 3

Household Size

- 1 person: 12
- 2 people: 26
- 3 people: 12
- 4 people: 14
- 5 people: 1
- 6+ people: 3

County

- Benton: 1
- Clackamas: 6
- Columbia : 2
- Coos : 1
- Crook: 1
- Curry: 1
- Deschutes: 3
- Harney: 1
- Jackson: 5
- Josephine: 1
- Lane: 5
- Lincoln: 1
- Marion: 7
- Multnomah: 13
- Polk: 1
- Umatilla: 1
- Union: 1
- Washington: 14
- Yamhill: 3

Vehicle Type

- Electric or hybrid: 4
- Neither electric nor hybrid: 64

Total Miles Driven Per Week

- Less than 50: 16
- 50-100: 31
- 101-200: 9
- 201-300: 6
- 301-400: 4
- 401-500: 1
- More than 500: 1

Average Fuel Efficiency

- Under 20 mpg: 13
- 20 to 27 mpg: 34
- 28 to 35 mpg: 13
- Over 35 mpg: 5
- Don't know: 3

Familiarity with Road Use Charge at the Time of Recruitment

- Very familiar: 2
- Moderately familiar: 5
- Somewhat familiar: 22
- Not at all familiar: 39

Support for Road Use Charge at the Time of Recruitment

- Very supportive: 9
- Supportive: 14
- Somewhat supportive: 11
- Not supportive at all: 20
- Not sure: 14



In-the-Moment Research Detailed Findings

Participants Values and Relationships with Driving

- In the first activity, participants told us a little about themselves: what's important to them, what they like about being an Oregonian, and their thoughts about their cars and driving.
- Participants consistently told us they love living in Oregon because they love the natural beauty of the state and the proximity to all sorts of nature and outdoor activities, from hiking in the mountains to camping by the ocean.
- Many value the roads and driving as it allows them to get to parks and nature to spend time outdoors.
- Participants have a variety of relationships with driving:
 - For some, driving is a necessity in order to get from Point A to Point B. Some said traffic and bad drivers made driving unpleasant.
 - Other participants really love their car and enjoy spending time on the roads.
 - A few people said that their car was their lifeline to the outside world. This was mentioned by rural drivers in remote areas and people with disabilities who rely on their car to go places.

"...I do feel a connection to the outdoors, the beach, mountains, high desert...I love it all and I am proud to be born and bred In Oregon."

- Female, 25-34, Washington County

"Most of the time my car is just transportation from point A to point B, nothing more. But on a extended trip it is my avenue to some very spectacular places, places that would be missed without my own vehicle."

- Male, 55-64, Multnomah County

"I enjoy driving when I don't have to deal with traffic. I prefer to drive outside of rush hour times. During these times, driving is a chore and a hassle. Long road trips on the open highway are my kind of driving."

- Male, 35-44, Washington County

"I enjoy driving outside of the city. In the city it is a hassle and there are a lot of bad drivers. I feel like it takes forever to get anywhere and I would rather avoid it."

- Female, 25-34, Multnomah County

"My car is a personal reflection of me. It is ... something I take pride in. My car allows me to travel to the places I enjoy the most, so it is something that needs to be maintained."

- Male, 35-44, Jackson County

"I do like being my own driver and enjoy the solitude of driving. But for the most part it is just a means of transportation that one cannot live out with here on the isolated Oregon Coast."

- Male, 65+, Curry County



Knowledge and Attitudes about Road Funding

Current Highway Conditions and Funding

- We asked participants about their perception of current highway conditions in Oregon and whether they think there is currently adequate funding to meet the maintenance and construction needs for highways in Oregon. Additionally, we asked participants whether they were aware of the fuel tax and road use charge rate increases.
- In regards to highway conditions, participants generally responded along two lines of thought.
 - Most people thought road conditions were fine, with a few exceptions.
 - Other people mentioned road capacity and said their biggest concern is traffic and the roads not being able to handle the number of cars.
- Overall, participants were not aware of the fuel tax increase. When told about this change, some were concerned about the personal impact this increase would have on them. But many people said the state has to have money to fund transportation improvements so this seems reasonable. They hoped that the new tax will bring needed improvement to their roads.
- However, there is some concern from a handful of participants that the revenue won't be spent on road improvements, but will instead be spent on something unrelated.

"A lot of roads are getting worse and repairs or patches are done poorly. Changes need to be made to handle all the traffic."

- Female, 55-64, Jackson County

"Highways in the Portland area are AWFUL! The traffic is just crazy. I grew up here and it was never this bad until about three or four years ago and it's just getting worse."

- Male, 45-54, Multnomah County

"I think there is adequate funding, but that it's not being spent responsibly."

- Female, 18-24, Multnomah County

"I hadn't heard about this. If it increases my gasoline bill, it will be a negative, as I won't have these dollars to spend elsewhere. Everything is tight all the time as is. However, as long as the money is used for road upkeep and improvement, I guess that's okay. We need potholes filled, snow plowed, etc."

- Female, 45-54, Umatilla County

"Hopefully, this [fuel tax and road usage charge] will allow more funding to improve Oregon's roads, or at least allow roadwork to complete within weeks, and not years."

- Male, 35-44, Washington County

"I did know about this change, and I can only hope the extra dollars being pulled in will actually go to repairing our roads and not be funneled into paying for something else."

- Female, 55-64, Coos County

Opinions on RUC

- After being exposed to road usage charge through message testing, we asked participants to reflect on what they had read and share their opinions about RUC.
- At this point in the study (halfway), participants' support for a road usage charge program varied widely. 20% of participants were not supportive at all, while 47% were either supportive or very supportive (30% and 17%, respectively).
- At the midpoint of the study, participants said the most effective arguments for RUC were:
 - There is a funding shortage so we need a new system.
 - RUC is a fair system as everyone pays for what they use.
- Participants' top concerns about RUC included:
 - Too complicated of a system and concern that it is too confusing.
 - Privacy concerns and a fear of giving too much data to the government.
 - How to track out-of-state vehicles and limit gaming the system.
 - RUC's impact on different types of vehicles.
 - RUC's impact on low-income residents, rural drivers, and people who drive a lot.
- *You can see the changes in support from the beginning to the end of the study on page 23.*



Message Testing

Top Messages

- In the first round of message testing, the below messages were the most well-liked and thought to be most important.
- For the top message, participants reacted positively to the “from the sea to the mountains” imagery.
- For the second favorite message, participants particularly liked the metaphor of fixing our roads the way we fix our vehicles.

Top Message

When I think about sustainable funding for roads in Oregon, I think about Oregonians getting safely and efficiently to and from jobs, delivering goods and services, visiting family and friends, and enjoying free time across the state—from the sea to the mountains.

Second Favorite Message

Driving is important to Oregonians—to get to work, home, and to play. We take the time to maintain, improve, and even replace our vehicles as they experience wear, and we understand that our roads require the same care. However, funding for Oregon roads comes largely from a fuel tax that, over time, will diminish with greater fuel efficiency and electric vehicles. Just like we fix our worn out vehicles, we need to fix our aging fuel tax.

Comments about Top Message:

“I like the picture of that description. I like the idea of large enough roads to meet the need of a growing Portland Metro area...”

- Male, 45-54, Yamhill County

“This message will be successful with a lot of Oregonians because it plays on our love for nature. It also appeals to the reasons people use the roads. There is nothing I dislike about the message.”

- Female, 35-44, Washington County

Comments about Second Favorite Message:

“This is the best way yet that I have seen the problem stated--fix our aging fuel tax. The way we collect these taxes has to change with the times and the time is now.”

- Male, 45-54, Marion County

“I like that it describes the issue in a way that applies to everyone.”

- Female, 55-64, Lincoln County

Complete Message Ranking

1. **Most Liked:** “When I think about sustainable funding for roads in Oregon, I think about Oregonians getting safely and efficiently to and from jobs, delivering goods and services, visiting family and friends, and enjoying free time across the state—from the sea to the mountains.”
2. “Driving is important to Oregonians—to get to work, home, and to play. We take the time to maintain, improve, and even replace our vehicles as they experience wear, and we understand that our roads require the same care. However, funding for Oregon roads comes largely from a fuel tax that, over time, will diminish with greater fuel efficiency and electric vehicles. Just like we fix our worn out vehicles, we need to fix our aging fuel tax.”
3. “When I think about sustainable funding for Oregon roads, I think all Oregonians should pay their fair share for access and use of roads that take them to jobs, to visit loved ones, and to new experiences.”
4. “Oregon roads need maintenance and improvements. We ride over potholes and sit in traffic back-ups; however, funding for the fixes and capacity improvements rely primarily on the diminishing fuel tax.”
5. “A percentage of what you pay for every gallon of fuel goes into a fund for Oregon roads. As people drive more fuel-efficient vehicles and consume less fuel, or no fuel in the case of electric vehicles, there’s less money to fund Oregon road projects.”
6. **Least Liked:** “Federal and State fuel tax revenue is declining across the country as vehicles become more fuel efficient. A road usage or pay per mile charge would provide a sustainable model for future transportation funding.”

Top Facts

- We showed participants three sets of transportation facts. Below are the top facts from each category, ranked from most convincing to least convincing.
- When asked which of the three sets of facts was most convincing, participants selected the facts about the state of transportation infrastructure. The fact about the impact of transportation on the economy was also rated as highly convincing.

Top fact about the state of transportation infrastructure:

Each year, approximately 14 bridge structures in the state deteriorate to the point of being considered structurally deficient. By 2020, that rate of deteriorated bridges is expected to increase significantly, with close to 70 bridges becoming structurally deficient each year.

Top fact about impact of transportation on economy:

Oregon has 74,000 miles of highways, streets, and roads and 8,000 bridges to preserve and maintain. The typical cost of reconstruction for a single lane mile can be as much as \$1.5 million, while earlier intervention with preservation techniques is around \$200,000 for the same lane mile.

Top fact about paying for Oregon's transportation system:

As fuel economy of vehicles improves, gas tax revenue declines. Unless Congress takes action to find additional long-term revenue, federal highway funding is at risk of being cut by upwards of 30 percent.

Comments about the most convincing fact:

"It's straight to the point! Kind of scary too, I don't think I've put much thought into the infrastructures and the money going in to their maintenance."

- Female, 35-44, Lane County

"Learning how old some of the bridges I use every day [are] makes me really want to make sure they are safe and well maintained."

- Female, 25-34, Multnomah County

"If we don't have our roads and our bridges at least passable, we will have bigger problems down the road."

- Male, 45-54, Jackson County

Most Persuasive Messages about RUC

- We gave participants a list of statements about road usage charge and asked them to select the messages they found most persuasive. Below are the top three persuasive messages and representative quotes from participants on why they thought that message was persuasive.

Top Message

With a road usage charge program like OReGO, all drivers pay their fair share for road use based on the true measures of miles driven versus gallons of fuel consumed.

"I think pointing out the problem and the solution is helpful. It makes sense that people who drive low efficiency vehicles pay the same as everyone else regardless of how much gas they consume."

- Female, 25-34, Clackamas County

Second message

Flat vehicle registration fees are unfair to those who drive fewer miles on Oregon roads. It is not fair if someone who drives 5,000 miles a year pays the same fee as someone who drives 70,000 miles.

"I think it clearly explains how unfair the system is."

- Female, 45-54, Multnomah County

Third message

OReGO is a pay-by-the-mile approach that charges drivers for number of miles driven, the most accurate measure of roads used, versus paying a per gallon fuel tax.

"Should be pay per use so that it is fair for all who use the roads. The more you use the more you pay."

- Male, 35-44, Washington County



Video Concept and Tagline Testing

Top Video Concept

- PRR created three video concepts based on what we learned from the first round of four activities, and tested these video concepts in activities five and six.
- The concept that the participants like the best was the, “My Oregon Road to...”
 - Participants liked the use of real people and found it relatable and more personal. They also liked the Oregon connection and the idea of showing visual landscapes of different regions.
 - While this concept was the most popular, a few people thought the concept was overdone and that personal stories are not as convincing as facts.



Concept 3: My Oregon Road to...

Style: Live action, voiceover narration in 60 seconds, interview style for vignettes

Concept Overview:

- Interviews with you (the research participants) in the various regions of Oregon.
- Visuals of landscapes of different regions.
- Asks you about where you drive and why. What Oregon roads mean to you.
- Uses your personal message, given from Oregonian to Oregonian.
- Version 1: 60 second video – features a compilation of footage shot to narration about the importance of Oregon roads and the need for a solution to the funding gap.
- Version 2: 30 second vignettes – most compelling stories; allows us to storytell more through the OReGO website.



Here are some images that would inspire how this video would look. The video style would be similar to these images.



“I like that it uses real people and their honest opinions, I like showing pics of our beautiful states scenery. It makes you feel more connected to the message to see places you go, and hear people who could be your neighbors.”

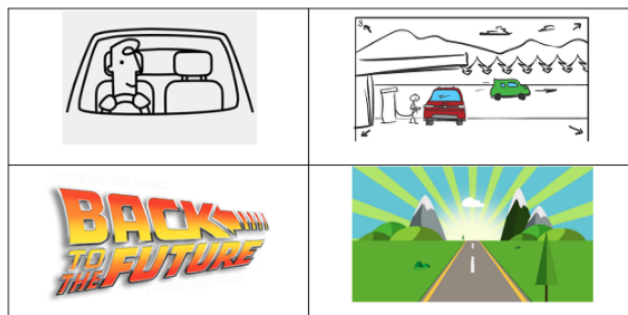
- Female, 25-34, Washington County

“People listen and connect to the human voice and experience. Hearing from fellow Oregonians, I believe, will mean much more to others. As well as hearing why others like them think that there is a problem and a viable solution is being offered.”

- Male, 55-64, Multnomah County

Effective Aspects of Video Messaging

- In the second video concept testing activity, we asked participants to reflect on the concepts and describe what they remembered about the concepts.
- The top video concept, My Oregon Road To... was the most memorable.
- Salient features of the video concepts included:
 - The use of real Oregonians, not actors
 - Real images of nature in Oregon
 - “Back to the Future” tagline
 - History, evolution of vehicles starting with covered wagons
- Although some people liked the idea of an animated video, most preferred a live-action video.
- Some participants suggested having the videos include more details about road usage charge and how it works.



Concept 1: We can't go back to the future

“The hardest to remember is the third concept (though I liked it the best.) It didn't stand out the way the first two did but it dealt with interviews with real people. It's a little fuzzy remembering what the interviews were supposed to be about specifically. There were images of people, names, people standing around a car, a scene of the ocean.”

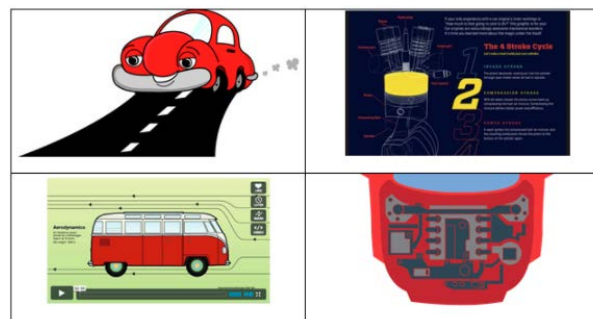
- Female, 35-44, Marion County

“Maybe it could even feature people talking about places they can no longer get to because the roads are bad. As a hiker I know there are some forest roads I can't drive on in my car. Or even just roads in towns that people avoid because of pot holes or something.”

- Female, 25-34, Multnomah County

“Again, I liked the third concept because it was fellow Oregonians delivering the message rather than bureaucrats or some no-name you can't connect to. It feels more sincere that way. I guess the movie idea resonated better than I expected because I remember the details of that better than I would have guessed. The only drawback is that I remember the trope more than the details of the commercial.”

- Male, 25-34, Multnomah County



Concept 2: Time for a Tune Up

Top Taglines

- After the video concept was tested, Activity 7 asked for feedback on campaign taglines that would serve as the call to action for the education campaign. The tagline unites the campaign and will be used with the video, social media content, and outreach materials.
- Participants ranked a list of taglines to use along with the video. The top two taglines were: Keep Oregon Connected and The Real Road: Oregon.

Keep Oregon Connected

- **Likes:** Emphasis on connecting with other people, appeals to some people's identify as Oregonians, succinct.
- **Dislikes:** Unclear it's related to road usage charge, could relate to many other things.

The Real Road: Oregon

- **Likes:** Classy, succinct, mentions Oregon
- **Dislikes:** Vague, boring, reminder of "The Real World" on MTV.

Comments about Keep Oregon Connected

"[I like] Keep Oregon Connected because it's about unity. Keeping everyone in the loop, together, connected."

- Female, 18-24, Multnomah County

"I like Keep Oregon Connected best because it links with new usage of the word "connectivity". Its a reminder that while we are connected more and more by the internet, the network of roads also cannot be forgotten."

- Male, 45-54, Washington County

"I like Keep Oregon Connected, it highlights that we all rely on the roads to stay in touch and [live] our lives, without being obvious or talking about the money part. People will connect to the fact that we are all in need of safe drive-able roads."

- Female, 25-34, Washington County

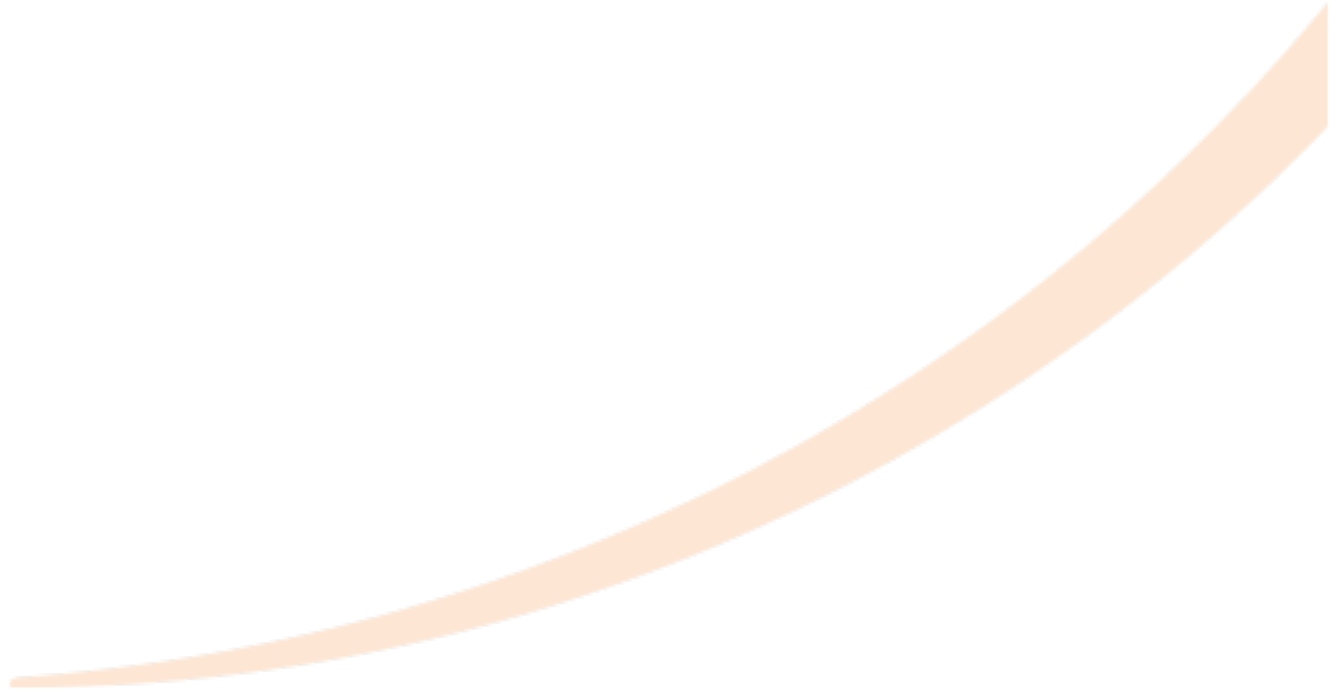
Comments about The Real Road: Oregon

"[I like] The Real Road: Oregon. It's interesting, coincides well with pop culture - will grab attention. It is clear that it concerns roads in Oregon."

- Female, 35-44, Marion County

"[I like] The Real Road Oregon- It gives you the ability to tell the good and the bad, as well as hopes for the future."

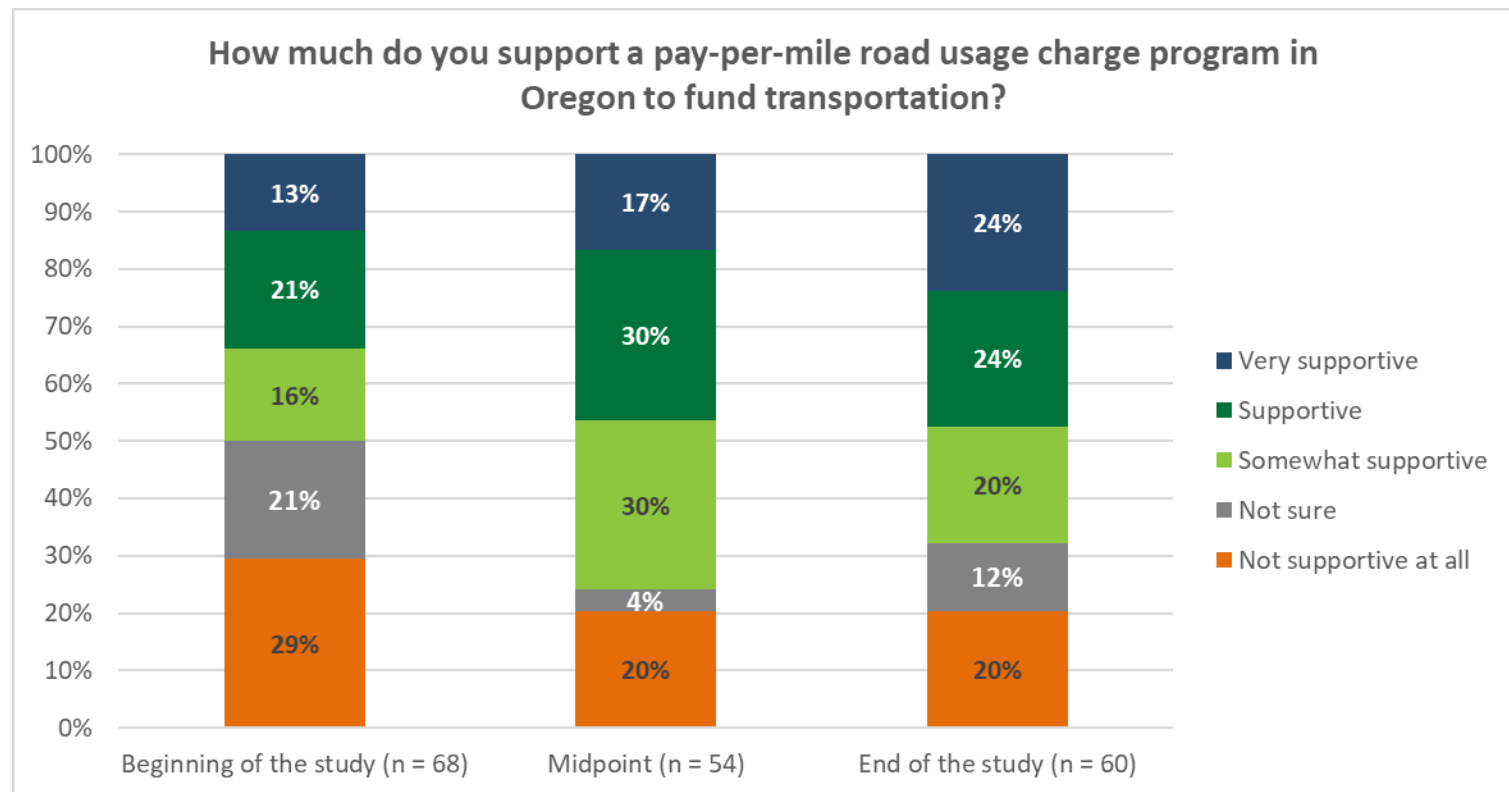
- Female, 35-44, Marion County



Reflections

Support for RUC Over the Course of the Study

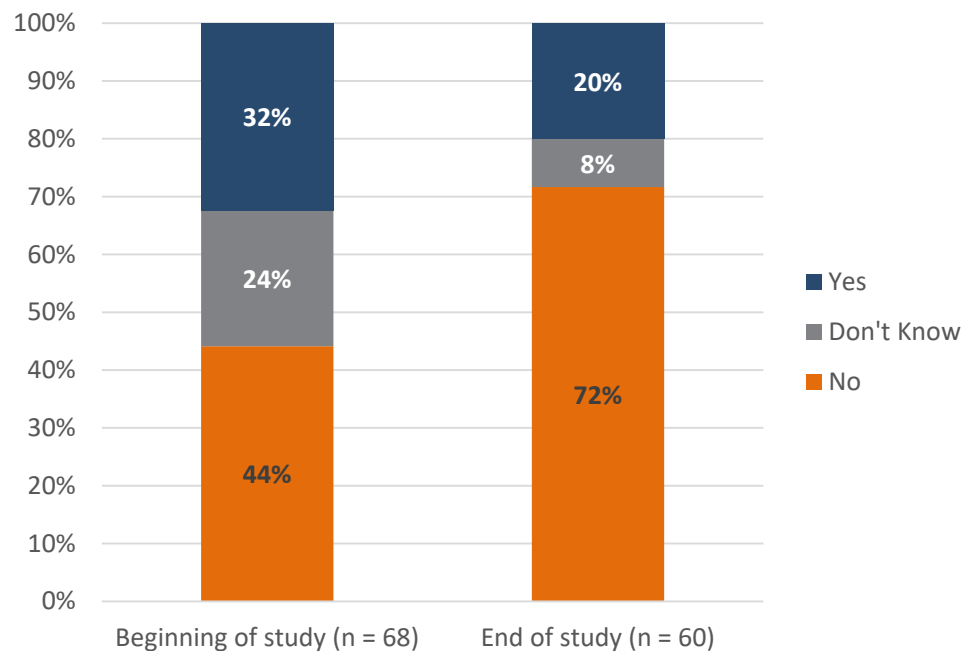
- We asked participants how much they support a pay-per-mile road usage charge program in Oregon at three times during the study: during recruitment, at the midpoint and at the end. Overall support of road usage charge increased slightly from the beginning to the end of the study.
- When looking at individual respondents' pattern of responses, the level of support among 23 participants stayed the same throughout the study, while 11 participants lost support for RUC, and 13 participants gained support.



Funding Opinion Change Over the Course of the Study

- Overall, the educational messages we tested seemed to be effective at increasing awareness of the inadequacy of current transportation funding.
- The belief that transportation funding is inadequate increased substantially, from 44% at the beginning of the study to 72% at the end of the study.

Do you think that there is currently adequate funding to meet the maintenance and construction needs for highways in Oregon?



"Prior to this study, admittedly I don't think much about where my tax dollars get redirected. I pay taxes associated with gas but outside of pricing I don't give it much consideration. This study helped me consider the greater implications of my road use."

- Male, 25-34, Multnomah County

"Initially, I held a rather obstinate perspective when considering paying additional taxes elsewhere to compensate for the declining funds traditionally collected via fuel taxes. As of now, I fully understand the rationale behind this project despite still believing the majority of the financial obligation should be shouldered by state and federal governing entities. My thinking has primarily changed to encompass a more thorough understanding of this issue and multiple factors at play."

- Female, 25-34, Multnomah County

Concluding Thoughts from Participants

- When we asked what they had learned over the course of the study, most participants responded with one of more of these themes:
 - The fuel tax is not producing enough funding for roads.
 - Increasing fuel efficiency means less fuel tax revenue.
 - Transportation funding is important.
 - Many of Oregon's roads and bridges need maintenance or repair.
- Participants still had questions about a road usage charge program:
 - What other funding methods are being considered?
 - Request to see actual budget numbers.
 - Details about how RUC will be implemented.
 - Decision-making process.
 - What other states are doing?
 - How to fund roads without discouraging electric car drivers?

"I learned a little more about where gas taxes go and where road funding comes from. Also it has never occurred to me that the funding was decreasing as more people are buying hybrid and electric vehicles."

- Female, 25-34, Multnomah County

"Not learned, really, but I would say recognized the importance of funding transportation. We really need to do everything we can to provide what they need to have. Otherwise, getting to places that we need or want to go is going to get worse and worse."

- Female, 45-54, Marion County

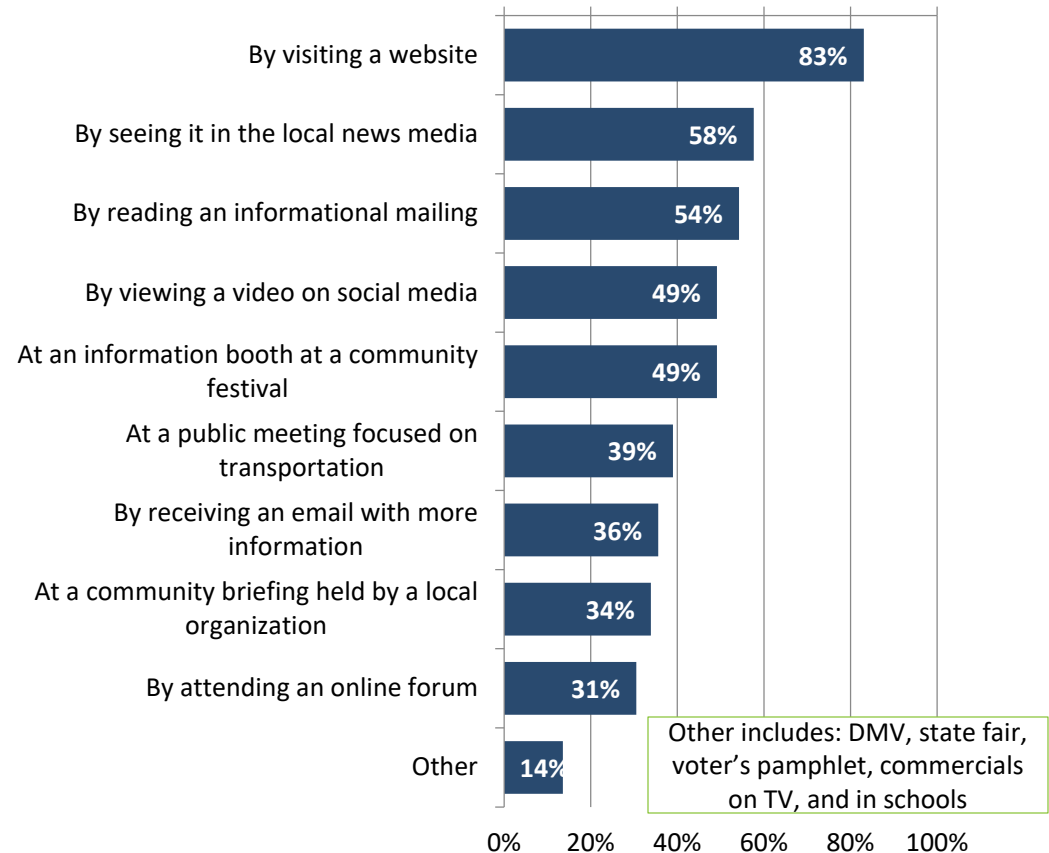
Learning More

- Participants' top choice for where they would want to learn more about transportation funding was visiting a website (83%).
- Participants were also interested in learning about the transportation funding in the local news media (58%) and reading about it in an informational mailing (54%).
- Participants were least interested in attending an online forum (31%).

Please select all of the places where you would want to learn about transportation funding.

Base: all respondents (n = 59). Multiple responses allowed.

Percentages add to more than 100%.



Participant Feedback on Research Experience

"I am glad to see this research being done to include a broader input, instead of just relying on pushing the "Easy Button" to add more taxes."

- Male, 65+, Washington County

"Thank you for the education and opportunity this exercise has broadened my outlook on transportation here in Oregon."

- Male, 55-64, Multnomah County

"I learned a great deal and your study gave me much to think about. I will also spread the word to friends and family about this study and where to go to learn more in the future as changes occur. Thanks for the opportunity to participate!!"

- Male, 45-54, Marion County

"I believe this was the chance of a lifetime to have my voice heard in the place where it counts. Those who are responsible for implementing the services that relate to citizens the most on a daily basis, are rarely given the chance to hear what the taxpayer has to say. These folks need to interact with them about the job(s) they are responsible for on an everyday basis and this was just that chance. Being able to speak to the tasks that they at ODOT are responsible for now and upcoming is important to me and I hope appreciated by them. Thank you for this opportunity, it has been a very enlightening experience."

- Male, 65+, Curry County

"I really enjoyed being part of a research experience like this one. It made me feel like I was actually being heard and made me want to pay more attention to these type of ads in the future."

- Female, 35-44, Columbia County

"Thank you so much for the opportunity to be a part of this study! It was fun and educational! I really enjoyed it."

- Female, 35-44, Marion County

"I appreciate the opportunity to provide feedback. Transportation funding is an important issue that impacts us all so it was cool to be able to provide my 2-cents."

- Male, 45-54, Multnomah County



Appendices

Appendix A – Focus Group Participant Profiles

Seaside – 9/12/17

- 8 participants
- 5 females, 3 males
- Ages ranged from 29 to 64, with half in their 40's
- Races included Caucasian, African American, Hispanic, and Icelandic/Native Alaskan
- Incomes ranged from less than \$30K to \$75K-\$99K
- All but one had 20 or more MPG, with the other having 17 MPG
- Miles traveled per week varied from 50-100 to 101 to 200, all the way up to more than 400 a week for one person

Redmond – 9/13/17

- 8 participants
- 4 females, 4 males
- Ages ranged from 37 to 63
- Races included Caucasian and Native American
- Incomes ranged from less than \$30K to \$100K to \$124K
- Four had under 20 MPG vehicles, three had 20 to 28 MPG, and one had 37 MPG
- Miles traveled per week varied from less than 50 per week, to 50-100, to 101 to 200, all the way up to 201 to 300 a week for one person

Klamath Falls – 9/14/17

- 8 participants
- 5 females, 3 males
- Ages ranged from 19 to 52 – this was a noticeably younger group
- Races included Caucasian, Native American, and Hispanic
- Incomes ranged from less than \$30K to \$75K to \$99K – noticeably lower income group with five people under \$30K
- Four had under 20 MPG vehicles, two had 20 to 28 MPG, 28 to 35 MPG, and one claimed 45 MPG
- Miles traveled per week varied from less than 50 per week, to 50-100, to 101 to 200 – this group had noticeably more drivers who traveled fewer miles per week (1 reported less than 50 and 4 reported 50-100)

Electric/High MPG Hybrid Vehicles – 9/21/17

- 8 participants
- 5 females, 3 males
- Ages ranged from 35 to 62
- Races included Caucasian, African American, Middle Eastern
- Incomes ranged from \$50K-\$7KK to \$150K and over – noticeably higher income group with five people over \$100K
- Three had electric vehicles and five had high MPG hybrids
- Miles traveled per week varied from 50-100 up to 301 to 400

Urban Dwellers – 9/26/17

- 8 participants
- 5 females, 3 males
- Ages ranged from 21 to 47
- All participants characterized themselves as urban dwellers during recruitment. They lived in Portland, Beaverton, Gresham, Vancouver, WA. One person said they lived in Klamath Falls (not sure why they saw themselves as urban, but their presence in the group was not a problem).
- Races included Caucasian, African American, and Hispanic
- Incomes ranged from less than \$30K-\$49,000 to \$125K to \$149K
- Four had 20 to 27 MPG, three had 28 to 35 MPG, and one had 35+ MPG
- Miles traveled per week varied from 50-100 to more than 500 per week.

Appendix B – Focus Group Moderator Guide

I. Introduction (10 minutes)

- Moderator introduces herself/himself.]
- [Explain:] A focus group is a group discussion where we can learn about peoples' ideas and opinions in depth (compared to telephone or written surveys).
- My job is to facilitate the discussion and make sure that everyone has an opportunity to speak and no one dominates the conversation.
- [Mention facility, audio and video equipment, observers in separate room.]
- Housekeeping – Restrooms, emergency evacuation protocol, and refreshments.
- [Mention ground rules.]
 - There are no right or wrong answers; we're interested in your honest and candid opinions and ideas.
 - Our discussion is totally anonymous. We will not use your names in any report.
 - Our discussion today is being recorded. These recordings allow us to write a more complete report, and to make sure we accurately reflect your opinions. Please only speak one at a time, so that the recorder can pick up all your comments.
 - Several of my colleagues are observing the group on a monitor in an adjacent room. I will occasionally ask them if there are any other questions they want me to ask.
 - It is important to tell us YOUR thoughts, not what you think others will think, or what you think others want to hear.
 - Please turn off cell phones.
 - Your incentive will be provided as you leave.
 - Relax and enjoy.
- We're going to spend our time today talking about an alternative way to fund transportation in Oregon. This alternative is known as a road usage charge. Any questions about the purpose of our focus group or the ground rules before we begin?
- I'd like you each to introduce yourselves. Please tell us:
 - Your first name.
 - What kind of vehicle(s) you have.
 - How many miles do you typically drive per week.
 - What kind of fuel economy do you get (MPG or MPGe)

Appendix B – Focus Group Moderator Guide

II. Knowledge/Attitudes about Transportation Funding (15 minutes)

1. When you hear the phrase “transportation funding” what comes to mind? (Note: State Highway Fund pays for construction, maintenance, and preservation of roadways, bridges, and rest areas.)
2. How are transportation maintenance and construction projects currently funded in Oregon? (Listen for and probe on understanding of fuel taxes, vehicle registration fees, federal funds and grants.)
3. Are there other transportation funding mechanisms that you would be in favor of? What are those? (Probe on tolling as an option.)
4. What would help you to better understand transportation funding? What would you want to know?
5. How would you rate road conditions in Oregon? How does this impact your life?
6. What do you see as the top priorities for transportation funding?
7. What is your sense of the adequacy of the current funding to meet the maintenance and construction needs for roads in Oregon?
8. What do you know about the recent passage by the Oregon House of Representatives of the proposed transportation bill? How might that impact you? (Listen for and probe on: Up 4 cents per gallon in January 2018 and then up 2 cents per gallon every two years until 2024 for a total increase of 10 cents per gallon.)
9. So, how does this transportation bill impact those who drive electric vehicles? (Mention that EVs also put wear and tear on the roads, just like other vehicles.)
10. Why do you think many states, including Oregon, are looking into alternative ways to fund transportation maintenance and construction? (Listen for understanding about increased fuel efficient vehicles and enhanced MPG goals by 2025 impact funding from fuel taxes.) (Probe on need to prepare now before it is too late, especially given the condition of our roads, bridges, tunnels, etc. See how they respond to the idea that we can’t wait until the system falls apart. Use the analogy of repairs to their vehicle – what happens if you wait too long?)
11. Based on what you know now about how road construction and maintenance are paid for, how would you rate your understanding of the need to explore alternatives to the fuels tax? Please check one of the following levels of understanding on the Need for Alternatives to Fuels Tax Rating Form. (Moderator to tally results and probe on reasons for that distribution of understanding levels.)
 - Understand a lot
 - Understand somewhat
 - Understand very little
 - Do not understand at all

Check with observers to see if there are any other questions before moving on.

Appendix B – Focus Group Moderator Guide

III. Attitudes toward Road Usage Charging (40 minutes)

12. Have you heard about OReGO? What have you heard? Where did you hear about it?

HANDOUT AND READ -- OReGO is the Oregon Department of Transportation's road usage charge program – designed so you pay by the mile instead of by the gallon. When you join OReGO, you will only pay for the miles you drive. Diminishing fuel tax returns led Oregon decision-makers back to the drawing board to create a fair, reliable source of revenue to fund transportation projects for all Oregonians. The result is OReGO. Here are the details:

- With OReGO you pay a road usage charge for the amount of miles you drive.
- The weight of passenger vehicles does not have an impact on the amount of wear of the roadway.
- The OReGO road usage charge is set at 1.5 cents per mile.
- You receive credits on your bill for the fuel tax you pay at the pump.
- Your personal information is kept secure and private.

SHOW GRAPHIC OF HOW OReGO WORKS AND THE TWO OPTIONS FOR TRACKING MILEAGE

13. Based on what you know now about road usage charging, how would you rate your level of support for road usage charging? Please check one of the following levels of support on the Road Usage Charging Support Rating Form. (Moderator to tally results and probe on reasons for that distribution of support levels.)
- Very supportive.
 - Supportive.
 - Unsupportive.
 - Very unsupportive
14. Have participants individually list on the Benefits and Concerns Form what they see as benefits and concerns of road usage charging.
- Let's start off talking about the *benefits* of road usage charging. Tell me what you see as the benefits.
 - And now let's talk about what you see as *concerns* about road usage charging.
15. What would you need to know to alleviate your concerns about road usage charging? [Probe on why those things are important to them and why they would alleviate their concerns.]
16. If they mention issues of fairness, ask:
- What would you need to know to convince you that road usage charging is fair?
 - What are some things that might be done to make road usage charging more fair?

Appendix B – Focus Group Moderator Guide

17. Are there other things that you use that you pay for that seem similar to the way road usage charging is set up? Prompt with the following if needed -- Some people have compared road usage charging to the way we pay for other things such as water, electricity, phone minutes, etc. We pay for the amount we use, in this case the amount of miles you drive. What do you think about this idea of comparing paying for roads similarly to these other things we pay for? (Listen for and probe on underlying values and beliefs, as well as misunderstandings about RUC.)
18. Based on what you know now about road usage charging, how would you rate your level of support for road usage charging? Please check one of the following levels of support on the Road Usage Charging Support Rating Form. (Moderator to tally results and probe on reasons for that distribution of support levels and any changes in their support.)
 - Very supportive.
 - Supportive.
 - Unsupportive.
 - Very unsupportive

Check with observers to see if there are any other questions before moving on.

IV. How Would Road Usage Charging Impact You? (15 minutes)

Use the iPad and illustrate how their costs would be affected by road usage charging for a typical week's worth of travel. And/Or, bring static examples to share.

19. How does this information affect your opinions about road usage charging? (Probe on why this information affects their opinion of RUC.)
20. For those who would save money with road usage charging, but who are still not in favor - ask why not? (Listen for and probe on underlying values, beliefs, and any misunderstandings.)
21. For those who would not save money with road usage charging, but who are in favor - ask why? (Listen for and probe on underlying values and beliefs)
22. Based on what you know now about road usage charging, how would you rate your level of support for road usage charging? Please write on your Road Usage Charging Support Rating Form one of the following levels of support. (Moderator to tally results and probe on reasons for that distribution of support levels and any changes in their support.)
 - Very supportive.
 - Supportive.
 - Unsupportive.
 - Very unsupportive

Check with observers to see if there are any other questions before moving on.

Appendix B – Focus Group Moderator Guide

V. Message Testing (25 minutes)

23. Provide group with the Message Ranking Form. Have participants individually rank order their top two messages *in regard to increasing your support for road usage charging*. Also identify with an X, the message that least increases your support for road usage charging. Ask them to write why they made the choices they made.

- People are driving more fuel-efficient vehicles and consuming less fuel, or no fuel in the case of electric vehicles, thereby paying less fuel tax, yet their vehicles still put as much wear on the roads as other vehicles.
- Flat vehicle registration fees are unfair to those who drive fewer miles on Oregon roads. It is not fair if someone who drives 5,000 miles a year pays the same fee as someone who drives 70,000 miles a year.
- Fuels taxes are unfair to those who can't afford more fuel efficient vehicles. For example, a driver with a vehicle getting 15 miles per gallon and driving 15,000 miles a year pays \$300 in fuel taxes annually, whereas one with an electric car pays no fuel tax, even though the road wear is identical.
- In a road usage charge program, all drivers pay their fair share for road use based on the true measure of miles driven versus gallons of fuel consumed.
- As vehicles become more fuel efficient, Federal and State fuel tax revenue is declining across the country. A road usage charge would provide a sustainable model for future transportation funding.
- People who drive low efficiency vehicles are no longer subsidizing roads for high efficiency vehicle drivers that pay little to no fuel tax.

Tally the number of those who ranked each message #1 or # 2 and open up to discussion regarding why that ranking and probe why certain messages were more likely to increase their support for RUC than others. (Probe on which message made them most enthusiastic about RUC.) Also tally and discuss the messages they ranked with an X. (Probe for any “fatal flaws” with the messages – misunderstandings, duplicative meanings, negative connotations, etc.)

24. Based on what you know now about road usage charging, how would you rate your level of support for road usage charging?

Please check one of the following levels of support on the Road Usage Charging Support Rating Form. (Moderator to tally results and probe on reasons for that distribution of support levels and any changes in their ratings.)

- Very supportive.
- Supportive.
- Unsupportive.
- Very unsupportive.

Check with observers to see if there are any other questions before moving on.

Appendix B – Focus Group Moderator Guide

VI. Wrap Up (10 minutes)

25. Based on what you know now about how road construction and maintenance is paid for, how would you rate your understanding of the need to explore alternatives to the fuels tax? Please check one of the following levels of understanding on the Need for Alternatives to Fuels Tax Rating Form. (Moderator to tally results and probe on reasons for that distribution of understanding levels and any changes in their ratings.)
 - Understanding has increased a lot.
 - Understanding has increased somewhat.
 - Understanding has not changed.
 - Understanding has decreased.
26. Now that we've completed our discussion, is there anything that particularly stands out for you? Anything that you'd like the folks at ODOT to know or consider about road usage charging? Any other thoughts or comments?

Appendix C – In-the-Moment Screener Survey

Page exit logic: Skip / Disqualify Logic

IF: #1 Question "Which state do you live in?" is not one of the following answers ("Oregon")

THEN: Disqualify and display:

Sorry, you do not qualify to take this survey.

Redirect to: www.precisionsample.com/e/psr.aspx?usg=F6A6B754-4CF8-41BB-B9AA-5B97C412B1F4

1. Which state do you live in? *

Alabama
Alaska
Arizona
Arkansas
California
Colorado
Connecticut
Delaware
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska

Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
Washington, D.C.
West Virginia
Wisconsin
Wyoming

Appendix C – In-the-Moment Screener Survey

2. Which county do you live in? *

Baker County
Benton County
Clackamas County
Clatsop County
Columbia County
Coos County
Crook County
Curry County
Deschutes County
Douglas County
Gilliam County
Grant County
Harney County
Hood River County
Jackson County
Jefferson County
Josephine County
Klamath County
Lake County
Lane County
Lincoln County
Linn County
Malheur County
Marion County
Morrow County
Multnomah County
Polk County
Sherman County
Tillamook County
Umatilla County
Union County
Wallowa County
Wasco County
Washington County
Wheeler County
Yamhill County
Other

3. How do you identify?

- ☐ Male
- ☐ Female
- ☐ Gender not listed here

4. Do you have easy and regular access to the internet? *

- ☐ No
- ☐ Yes

Page exit logic: Skip / Disqualify Logic

IF: #5 Question "Do you own or lease a car, SUV, or light truck?" is one of the following answers ("No") **THEN:** Disqualify and display:

Sorry, you do not qualify to take this survey.

Redirect to: www.precisionsample.com/e/psr.aspx?usg=F6A6B754-4CF8-41BB-B9AA-5B97C412B1F4

5. Do you own or lease a car, SUV, or light truck? *

- ☐ No
- ☐ Yes

Appendix C – In-the-Moment Screener Survey

6. Which of these devices do you have easy and regular access to? Check all that apply. *

- ☐ Computer
- ☐ Smartphone with a camera
- ☐ Smartphone without a camera
- ☐ Tablet with a camera
- ☐ Tablet without a camera
- ☐ Digital camera
- ☐ None of the above

Logic Show/hide trigger exists.

7. What type(s) of fuel does your PRIMARY vehicle use?

- ☐ Gas
- ☐ Diesel
- ☐ Electric
- ☐ Don't know

Logic Hidden unless: #7 Question "What type(s) of fuel does your PRIMARY vehicle use?" is one of the following answers ("Gas")

8. When you buy gas in Oregon, you currently pay 34 cents in State fuels tax per gallon and 18.4 cents in Federal gas tax to fund transportation. That means if you buy 10 gallons of gas, your purchase total includes \$5.24 for tax. Is this:

- ☐ More than I thought I was paying
- ☐ About the amount I thought I was paying
- ☐ Less than I thought I was paying
- ☐ I was not aware I was paying this tax

Logic Hidden unless: #7 Question "What type(s) of fuel does your PRIMARY vehicle use?" is one of the following answers ("Diesel")

9. When you buy diesel in Oregon, you currently pay 34 cents in State fuels tax per gallon and 24.4 cents in Federal diesel tax to fund transportation. That means if you buy 10 gallons of diesel, your purchase total includes \$5.84 for tax. Is this:

- ☐ More than I thought I was paying
- ☐ About the amount I thought I was paying
- ☐ Less than I thought I was paying
- ☐ I was not aware I was paying this tax

10. How familiar are you with OReGO, the state's pay-per-mile road usage charge, where drivers pay a fee for the miles they drive instead of state fuel taxes?

- ☐ Very familiar
- ☐ Moderately familiar
- ☐ Somewhat familiar
- ☐ Not at all familiar

11. How much do you support a pay-per-mile road usage charge program in Oregon to fund transportation?

- ☐ Very supportive
- ☐ Supportive
- ☐ Somewhat supportive
- ☐ Not supportive at all
- ☐ Not sure

Appendix C – In-the-Moment Screener Survey

12. Do you drive an electric vehicle or hybrid vehicle? (check all that apply)

- ☐ Electric vehicle
- ☐ Hybrid vehicle
- ☐ No

Logic: Hidden unless: #7 Question "What type(s) of fuel does your PRIMARY vehicle use?" is one of the following answers ("Gas", "Diesel", "Don't know")

13. What is the average fuel efficiency of your PRIMARY vehicle?

- ☐ Under 20 mpg
- ☐ 20 to 27 mpg
- ☐ 28 to 35 mpg
- ☐ 35+ mpg
- ☐ Don't know

14. About how many total miles do you drive per week?

- ☐ Less than 50
- ☐ 50 to 100
- ☐ 101 to 200
- ☐ 201 to 300
- ☐ 301 to 400
- ☐ 401 to 500
- ☐ More than 500 miles

15. How many people are in your household (including you)?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6+

16. Which of the following includes your age?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 and older

17. Are you from a Hispanic, Latino, or Spanish origin?

- ☐ No
- ☐ Yes

Appendix C – In-the-Moment Screener Survey

18. What race would you classify yourself as?

- ☐ Black/African American
- ☐ White/Caucasian
- ☐ American Indian or Alaska Native
- ☐ Asian or Asian American
- ☐ Native Hawaiian or other Pacific Islander
- ☐ Another race (please specify)
- ☐ Two or more races (please specify)

19. What was your approximate household income in 2016?

- ☐ Less than \$30,000
- ☐ \$30,000-\$49,999
- ☐ \$50,000-\$74,999
- ☐ \$75,000-\$99,999
- ☐ \$100,000-\$124,999
- ☐ \$125,000-\$149,999
- ☐ \$150,000 or more

Page exit logic: Skip / Disqualify Logic

IF: #20 Question "Are you interested in participating in the study?" is one of the following answers ("No") **THEN:** Jump to [page 13 - Thank You!](#)

20. Are you interested in participating in the study?

- ☐ No
- ☐ Yes

21. Thank you for your interest! Please provide your contact information below in order to sign up for the online study.

If you are selected to participate, you will be contacted sometime in January 2018. *


First Name

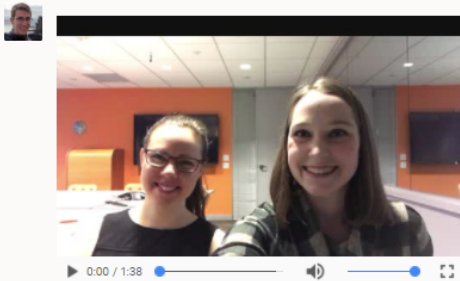
Last Name


Email Address

Appendix D – In-the-Moment Research Activities

Welcome

 Welcome





Our names are Mackenzie and Lucie, and we work for a research company hired by ODOT. We are the moderators for this study, which means we will be asking questions, monitoring this site daily and communicating with you on an ongoing basis.

We have some fun activities planned for you over the next few weeks, and then again in February and March! We will post two activities each week that the study is active and they will help us learn more about you, your experiences, and your thoughts. Please log in several times each week that the study is active to complete the activities on your "To Do List".

All of the activities can be completed using the free Revelation mobile app. You can download the app here:

for an iphone: <https://itunes.apple.com/us/app/revelation-next/id592934352?mt=8>

or for an android: <https://play.google.com/store/apps/details?id=com.focusvision.revelation&hl=en>

You can also complete all activities by accessing www.studyspace.net on your computer, tablet or mobile device.

Have questions?

For questions about the activities, you can contact us by clicking the "messages" button at the top of the page.

If you need technical support, click "Get technical support" located in your platform menu.

You can then submit a message with a description of the issue and our team will reach out to you directly to resolve the issue. Please click on the first set of questions in your "To Do List" to get started!

Appendix D – In-the-Moment Research Activities

Activity 1.1:
Welcome and Get to Know You

Activity 1: Welcome and Get to Know You

Please tell me a bit about yourself and what is important to you.

Click here to respond

How long have you lived in Oregon? What do you like about being an Oregonian?

Click here to respond

Please tell me about how you think about your car(s). For example, is your car your most prized possession? Just a means to get from one place to another? Something in-between?

Click here to respond

What are your thoughts about driving? For example, do you enjoy driving? Is it more of a necessity and a hassle? Something in between?

Click here to respond

What do you think about current highway conditions in Oregon? Specifically, what are your thoughts about the appearance of the highway, wear and tear, capacity for traffic, etc.?

Click here to respond

Do you think that there is currently adequate funding to meet the maintenance and construction needs for highways in Oregon?

Click here to respond

Appendix D – In-the-Moment Research Activities

Activity 1.2:
Welcome and Get to Know You

This month the fuel tax and road use charge rates increased in Oregon. Are you aware of this change? If so, what do you know about this change? What do you think about this change? How does this change impact you?

[Click here to respond](#)

Appendix D – In-the-Moment Research Activities

Activity 2.1: Message Testing Round 1

Activity 2: Message Testing Round 1



For this activity I want to get your reactions to a variety of brief messages.



First Message

A percentage of what you pay for every gallon of fuel goes into a fund for Oregon roads. As people drive more fuel-efficient vehicles and consume less fuel, or no fuel in the case of electric vehicles, there's less money to fund Oregon road projects.

On a scale of 1 to 5, where 1 is strongly dislike and 5 is strongly like, how much do you like this message?

- ☐ 1 - strongly dislike
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - strongly like

What do you like, and what do you dislike, about this message?

Click here to respond

On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important is this message?

- ☐ 1 - not at all important
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - very important



Second Message

Federal and State fuel tax revenue is declining across the country as vehicles become more fuel efficient. A road usage or pay per mile charge would provide a sustainable model for future transportation funding.

On a scale of 1 to 5, where 1 is strongly dislike and 5 is strongly like, how much do you like this message?

- ☐ 1 - strongly dislike
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - strongly like

What do you like, and what do you dislike, about this message?

Click here to respond

On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important is this message?

- ☐ 1 - not at all important
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - very important

Appendix D – In-the-Moment Research Activities

Activity 2.2: Message Testing Round 1



Third Message

When I think about sustainable funding for roads in Oregon, I think about Oregonians getting safely and efficiently to and from jobs, delivering goods and services, visiting family and friends, and enjoying free time across the state—from the sea to the mountains.

On a scale of 1 to 5, where 1 is strongly dislike and 5 is strongly like, how much do you like this message?

- ☐ 1 – strongly dislike
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 – strongly like

What do you like, and what do you dislike, about this message?

Click here to respond

On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important is this message?

- ☐ 1 - not at all important
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - very important



Fourth Message

When I think about sustainable funding for Oregon roads, I think all Oregonians should pay their fair share for access and use of roads that take them to jobs, to visit loved ones, and to new experiences.

On a scale of 1 to 5, where 1 is strongly dislike and 5 is strongly like, how much do you like this message?

- ☐ 1 – strongly dislike
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 – strongly like

What do you like, and what do you dislike, about this message?

Click here to respond

On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important is this message?

- ☐ 1 - not at all important
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - very important

Appendix D – In-the-Moment Research Activities

Activity 2.3: Message Testing Round 1



Fifth Message

Oregon roads need maintenance and improvements. We ride over potholes and sit in traffic back-ups; however, funding for the fixes and capacity improvements rely primarily on the diminishing fuel tax.

On a scale of 1 to 5, where 1 is strongly dislike and 5 is strongly like, how much do you like this message?

- ☐ 1 – strongly dislike
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 – strongly like

What do you like, and what do you dislike, about this message?

Click here to respond

On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important is this message?

- ☐ 1 - not at all important
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - very important



Sixth Message

Driving is important to Oregonians—to get to work, home, and to play. We take the time to maintain, improve, and even replace our vehicles as they experience wear, and we understand that our roads require the same care. However, funding for Oregon roads comes largely from a fuel tax that, over time, will diminish with greater fuel efficiency and electric vehicles. Just like we fix our worn out vehicles, we need to fix our aging fuel tax.

On a scale of 1 to 5, where 1 is strongly dislike and 5 is strongly like, how much do you like this message?

- ☐ 1 – strongly dislike
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 – strongly like

What do you like, and what do you dislike, about this message?

Click here to respond

On a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important is this message?

- ☐ 1 - not at all important
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - very important

Appendix D – In-the-Moment Research Activities

Activity 2.4:
Message Testing Round 1

Now that you've read all the messages, **without looking back up the page**, please summarize the message that you liked best.

Why was this message your favorite?

Click here to respond

Finally, please go look at the odometer on your primary vehicle and tell us how many miles are on your vehicle.

We will do a follow-up activity next week which will involve knowing how many miles you drove in the past week.

Click here to respond

Appendix D – In-the-Moment Research Activities

Activity 3.1: Test Second Batch of Messages



In the last activity, we showed you messages about the current state of transportation funding. Now we want to get your opinions about some statistics and facts about transportation funding that back up those messages.

Which of these facts about paying for Oregon's transportation system do you find most convincing?

- ☐ As fuel economy of vehicles improves, gas tax revenue declines. Unless Congress takes action to find additional long-term revenue, federal highway funding is at risk of being cut by upwards of 30 percent.
- ☐ Increasing fuel economy standards spells trouble for both Oregon and the federal government, which will collect less in fuel taxes, which means less revenue for transportation projects.
- ☐ Compared to the fuel tax, a road usage charge would generate an additional \$340 million dollars in gross revenue within the next 10 years because revenue levels are not affected by fuel efficiency.
- ☐ Construction costs are on the rise; each dollar ODOT spends buys less construction activity than it did a decade ago.
- ☐ Fuel tax revenue is projected to increase until 2020, at which point it is expected to decline because of increase in fuel efficiency and slowing job growth.

Please explain why you found this fact about paying for Oregon's transportation system to be the most convincing.

Click here to respond

Which of these facts about the impact of transportation on Oregon's economy do you find most convincing?

- ☐ Oregon has 74,000 miles of highways, streets, and roads and 8,000 bridges to preserve and maintain. The typical cost of reconstruction for a single lane mile can be as much as \$1.5 million, while earlier intervention with preservation techniques is around \$200,000 for the same lane mile.
- ☐ The state faces long term funding challenges. Rising construction costs, growing fuel efficiency in vehicles, and uncertain federal funding reduce the resources available to preserve and improve the transportation system.
- ☐ Oregon's economy relies on technology-based businesses, service-related industries, forest products, agriculture, manufacturing and other sectors, all of which require a range of transportation services for workers, products, and services.
- ☐ In addition to providing a framework to support economic activity, transportation investments support job creation and retention through construction and infrastructure projects.

Please explain why you found this fact about the impact of transportation on Oregon's economy to be the most convincing.

Click here to respond

Appendix D – In-the-Moment Research Activities

Activity 3.2: Test Second Batch of Messages

Which of these facts about the state of Oregon's transportation infrastructure do you find most convincing?

- ☐ Many critical pieces of infrastructure, such as bridges, are between 50 and 80 years old. Increased maintenance and preservation investments are necessary just to keep these older facilities safe and operational.
- ☐ Each year, approximately 14 bridge structures in the state deteriorate to the point of being considered structurally deficient. By 2020, that rate of deteriorated bridges is expected to increase significantly, with close to 70 bridges becoming structurally deficient each year.
- ☐ Over 40% of Oregon's bridges are at least 51 years old. Increased maintenance and preservation investments are necessary just to keep these older facilities safe and operational.

Please explain why you found this fact about the state of Oregon's transportation infrastructure to be the most convincing.

[Click here to respond](#)

On the whole, which set of facts do you find most convincing?

- ☐ Facts about paying for transportation infrastructure (1st set of facts)
- ☐ Facts about the impact of transportation on Oregon's economy (2nd set of facts)
- ☐ Facts about the state of Oregon's transportation infrastructure (3rd set of facts)

Please explain why you find this set of facts the most convincing.

[Click here to respond](#)

ODOT is considering options to address the transportation funding situation, including a road usage charge. Please read through these statements, and select everything that you find persuasive.

- ☐ With a road usage charge program like OReGO, all drivers pay their fair share for road use based on the true measure of miles driven versus gallons of fuel consumed.
- ☐ OReGO is a pay-by-the-mile approach that charges drivers for number of miles driven, the most accurate measure of roads used, versus paying a per gallon fuel tax.
- ☐ Flat vehicle registration fees are unfair to those who drive fewer miles on Oregon roads. It is not fair if someone who drives 5,000 miles a year pays the same fee as someone who drives 70,000 miles a year.
- ☐ People who drive low efficiency vehicles are no longer subsidizing roads for high efficiency vehicle drivers that pay little to no fuel tax.
- ☐ OReGO means the future of our roads does not rely on fuel tax, which is dependent on burning fossil fuels.
- ☐ Nobody pays OReGO if they already pay as much or more in fuel tax.
- ☐ None of these

Appendix D – In-the-Moment Research Activities

Activity 3.3:
Test Second Batch of Messages

Why did you find the statements that you selected persuasive? Were any particularly important?

Click here to respond

What was it about the statements you didn't choose that made them not persuasive?

Click here to respond

What questions do you have about how a road use charge works?

Click here to respond

Appendix D – In-the-Moment Research Activities

Activity 4.1:
Reflect and confirm, activity about calculation

Activity 4: Reflect and confirm, activity about calculation

How much do you support a pay-per-mile road usage charge program in Oregon to fund transportation?

- ☐ Very supportive
- ☐ Supportive
- ☐ Somewhat supportive
- ☐ Not supportive at all
- ☐ Not sure

Has your thinking about the fuel tax, road use charge, or transportation funding changed given the messages you've read in the past 2 weeks? If yes, how? If no, why not?

Click here to respond

Without looking back at the previous activities, please type what you remember most about the previous messages we showed you. You can try to recreate the messages, or just type out the main points or the ideas that stuck with you.

Click here to respond

How would you talk to your friends about the transportation funding issue? How important is this to you?

Click here to respond

What questions or concerns do you still have about road use charging?

Click here to respond

Now, please go check the odometer on your primary vehicle and write down how many miles are on it now.

The next step involves a little bit of math. Please calculate how many miles you have driven in the past week (the current reading minus last week's reading which you recorded in activity 2).

Number

Appendix D – In-the-Moment Research Activities

Activity 4.2:

Reflect and confirm, activity about calculation



If you don't know how many miles per gallon your vehicle usually gets, please look up that number using this tool: <https://www.fueleconomy.gov/feg/findacar.shtml>

Next, please calculate the cost of your fuel use compared to the road use charge for the past week's travel using the calculator here: <http://www.myorego.org/about/calculator/> (note: we realize the calculator says month, but it will give you a week's data if you enter the miles driven in the past week)

What is the calculated cost of the road use charge for your past week's travel?

Number

What do you think of this comparison?

Click here to respond

Did doing this calculation change how you think about the fuel tax or road use charging? If yes, how?

Click here to respond

What is the best argument you can make for keeping the fuel tax? Feel free to share links, upload images, or upload a video if you would like.

Click here to respond

What is the best argument you can make for switching to a road use charge? Feel free to share links, upload images, or upload a video if you would like.

Click here to respond

Add a photo

Individual images limited to 10MB

Permissible image types: .jpg, .jpeg, .png, or .gif

Add a photo

Individual images limited to 10MB

Permissible image types: .jpg, .jpeg, .png, or .gif

Add a Video

Upload

Add a Video

Upload

Appendix D – In-the-Moment Research Activities

Activity 5.1: Video concepts

Activity 5: Video concepts



Welcome back! We used your feedback and ideas from the first round of the research to develop three different video concepts. For this activity we would like to get your reactions to these three video concepts.



Concept 1: We Can't Go Back to the Future

Style: Animation with voiceover narration

Concept Overview: Narrator opens with a comment about how Oregon roads have changed over the years, as an Oregon driver moves through time—from covered wagon to a present day car, across Oregon's variety of landscapes. The driver considers what the future looks like as the narrator says, "When you think about the future, you may think: Roads? Where we're going, we don't need roads." Envisioning the car taking off like a DeLorean.

But the narrator launches into why we need to think about the future of Oregon roads because more than likely cars will look more like a basic electric car and less like a DeLorean or a current day sedan. The animation then takes the driver to the pump where they pay the fuel tax to help fund Oregon roads; only they don't pay for fuel anymore with an electric car (trying to plug the pump in). The narrator explains that less fuel consumption means less money to preserve and improve Oregon roads and bridges, revealing statistics about the growing number of structurally deficient bridges (70 a year by 2020). The driver looks distressed as she passes over an Oregon bridge. "We don't want Oregon roads to be OUTATIME!"

The narrator continues: "But there is hope for the future." And explains how a road use charge works, as the driver unplugs her car and plugs in an OreGO device before driving down a road. The animation explains that pay by mile funding evolves over time—even if we end up zooming through the sky—as the driver's car takes off like the DeLorean toward a sign that says "The future."



Here are some images that would inspire how this video would look. The animation style would be similar to these images.



On a scale of 1 to 5, where 1 is strongly dislike and 5 is strongly like, how much do you like this concept?

- ☐ 1 - strongly dislike
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - strongly like

What do you like, and what do you dislike, about this message?

[Click here to respond](#)



Concept 2: Time for a Tune Up

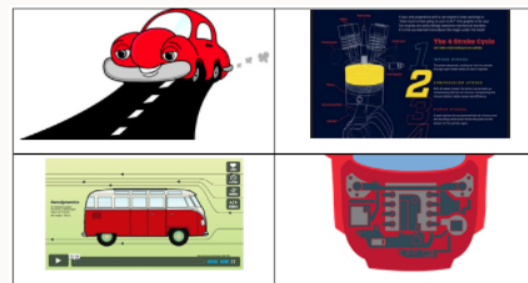
Style: Animation with voiceover narration

Concept Overview: Images of around three or four people with different vehicles in different landscapes. The Narrator says, "Oregonians drive many different cars in many different cities and towns across the state, and we work hard to maintain, improve, and even replace our cars when we need to."

But what about our Oregon roads? Are they ready for an 80-year checkup? Let's take a look "under the hood." The animation runs through statistics on how many miles and hours of traffic drivers sit on the roads. Meanwhile: our 74,000 miles of roads are experiencing wear and tear to the tune of....



Here are some images that would inspire how this video would look. The animation style would be similar to these images.



On a scale of 1 to 5, where 1 is strongly dislike and 5 is strongly like, how much do you like this concept?

- ☐ 1 - strongly dislike
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - strongly like

What do you like, and what do you dislike, about this message?

[Click here to respond](#)

Appendix D – In-the-Moment Research Activities

Activity 5.1: Video concepts



Concept 3: My Oregon Road to...

Style: Live action, voiceover narration in 60 seconds, interview style for vignettes

Concept Overview:

- Interviews with you (the research participants) in the various regions of Oregon.
- Visuals of landscapes of different regions.
- Asks you about where you drive and why. What Oregon roads mean to you.
- Uses your personal message, given from Oregonian to Oregonian.
- Version 1: 60 second video – features a compilation of footage shot to narration about the importance of Oregon roads and the need for a solution to the funding gap.
- Version 2: 30 second vignettes – most compelling stories; allows us to storytell more through the OReGO website.



Here are some images that would inspire how this video would look. The video style would be similar to these images.



On a scale of 1 to 5, where 1 is strongly dislike and 5 is strongly like, how much do you like this concept?

- ☐ 1 - strongly dislike
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 - strongly like

What do you like, and what do you dislike, about this message?

Click here to respond

Overall, which concept is your favorite?

- ☐ Concept 1: We Can't Go Back to the Future
- ☐ Concept 2: Time for a Tune Up
- ☐ Concept 3: My Oregon Road to...

Appendix D – In-the-Moment Research Activities

Activity 6.1: Video concept reflections

Activity 6: Video concept reflections



This set of questions asks you to reflect back on the video concepts. Please do NOT re-open the concepts, we want to know what you remember about them.

This isn't a test of your memory, it's a test of how effectively the video concepts got their point across. It's helpful for us to say when you don't remember or when something you kind of remember is confusing because it helps us to judge how clear and memorable a concept was.

Which of the video concepts do you remember best? What do you remember about it?

It's helpful to include anything about the main point, how it would look, any specific words or phrases, or anything else you remember or associate with the video.

Click here to respond

Now, which video concept do you remember second best? What do you remember about it?

Once again, it's helpful to include anything about the main point, how it would look, any specific words or phrases, or anything else you remember or associate with the video.

Click here to respond

Finally, which video concept is the hardest for you to remember? What do you remember about it, and what is fuzzy, unclear, or confusing?

Once again, it's helpful to include anything about the main point, how it would look, any specific words or phrases, or anything else you remember or associate with the video.

Or if you can't remember this concept at all, or your memory of some of the concepts seem to have combined, that's helpful for us to know.

Click here to respond

Please share any additional thoughts about which video concept(s) best communicate about transportation funding and/or the road use charge. Please also share any other feedback you have about the video concepts.

Click here to respond

Appendix D – In-the-Moment Research Activities

Activity 7.1: Video concept improvements

Activity 7: Video concept improvements



Thank you so much for your input last month on the video concepts!

The concept "My Oregon Road to" received the most positive feedback. ODOT will adapt this video concept into an education campaign that also includes outreach materials and digital advertisements.

To create the campaign, we'll recruit people who are participating in this study to tell stories about what Oregon roads mean to them.

Are you interested in being in the video?

- ☐ Yes
☐ No
☐ Maybe...

If you want to be in the video, what story would you want to tell? If you don't want to be in the video, what kind of stories do you think we should include (or not include) in the video?

Click here to respond

The video will also feature visuals of Oregon landscapes in different regions and locations. What places should we consider including in the video?

Click here to respond



We're considering some taglines to use in the videos:

- Get Up to Speed: What you need to know about transportation funding
- Keep Oregon Connected
- The Real Road: Oregon
- 74k Miles Ahead: Planning the future of Oregon roads
- Paving the way for transportation funding

Which of these taglines do you like best? Why?

Click here to respond

Which of these taglines do you like least? Why?

Click here to respond

Optional: Please suggest any other taglines.

Click here to respond

Optional: Please share any other ideas you have for the video.

Click here to respond

Appendix D – In-the-Moment Research Activities

Activity 8.1: Reflection



Activity 8: Reflection

Have you learned anything useful or important from any of these activities or messages in this study? If yes, what did you learn and why was it useful or important?

Click here to respond

Has your thinking about transportation funding changed over the course of this study? If yes, why and how? If no, why not?

Click here to respond

Do you think that there is currently adequate funding to meet the maintenance and construction needs for highways in Oregon?

Click here to respond

How much do you support a pay-per-mile road usage charge program in Oregon to fund transportation?

- ☐ Very supportive
- ☐ Supportive
- ☐ Somewhat supportive
- ☐ Not supportive at all
- ☐ Not sure

Has your thinking about a pay-per-mile road use charge program changed over the course of this study? If yes, why and how? If no, why not?

Click here to respond

What remaining questions do you have about transportation funding?

Click here to respond

Appendix D – In-the-Moment Research Activities

Activity 8.2: Reflection

Please select all of the places where you would want to learning about transportation funding? Please select all that apply.

- ☐ At an information booth at a community festival or event
- ☐ At a community briefing held by a local organization, such as the Chamber
- ☐ At a public meeting specifically focused on transportation
- ☐ By attending an online forum
- ☐ By visiting a website
- ☐ By viewing a video on social media
- ☐ By reading an informational mailing
- ☐ By seeing it in the local news media
- ☐ By receiving an email with more information
- ☐ Other: (Please list below)

If you selected Other in the question above, please list those places here.

Text

Which option is your top choice and why?

Click here to respond

If you chose more than one option, which option is your second choice and why?

Click here to respond

If ODOT were to share information at a local community event, which event(s) would you suggest they consider?

Click here to respond

Is there anything else that you would like for ODOT to know or consider?

Click here to respond

Thank you so much for participating in this research! Please share any feedback you have on how we could improve the research experience.

Click here to respond