



Data Privacy

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

How would a RUC system work?

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

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

? Visit rucamerica.org for answers to frequently asked questions

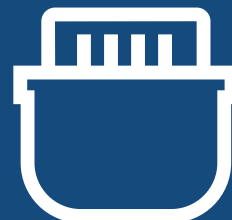


Actually, the choice is yours

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



GPS-enabled



non-GPS

Understanding privacy concerns

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

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



MYTH: RUC systems will use my data inappropriately

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

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

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

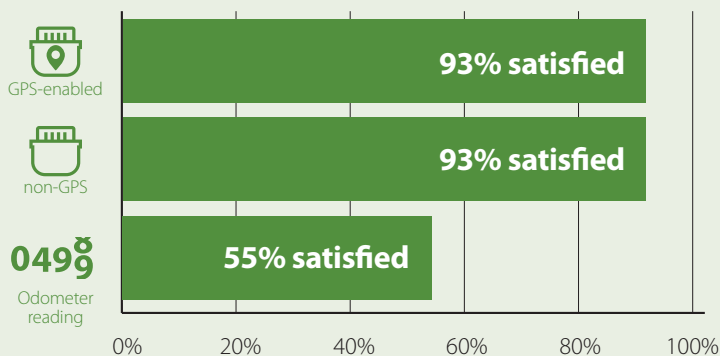
CASE STUDY

Colorado RUC pilot program

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

Pilot participants report greater satisfaction with devices over manual reporting

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



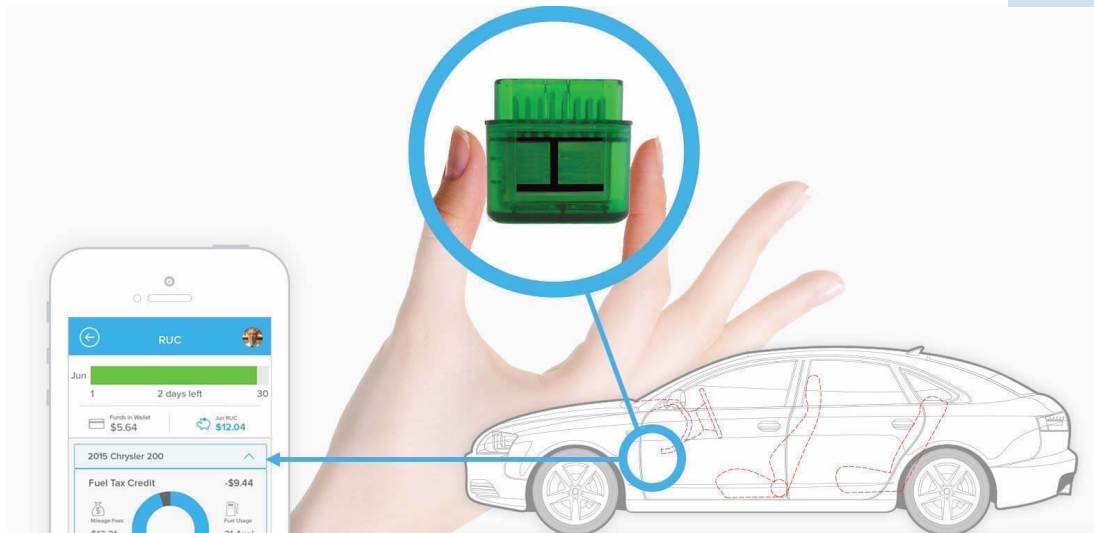
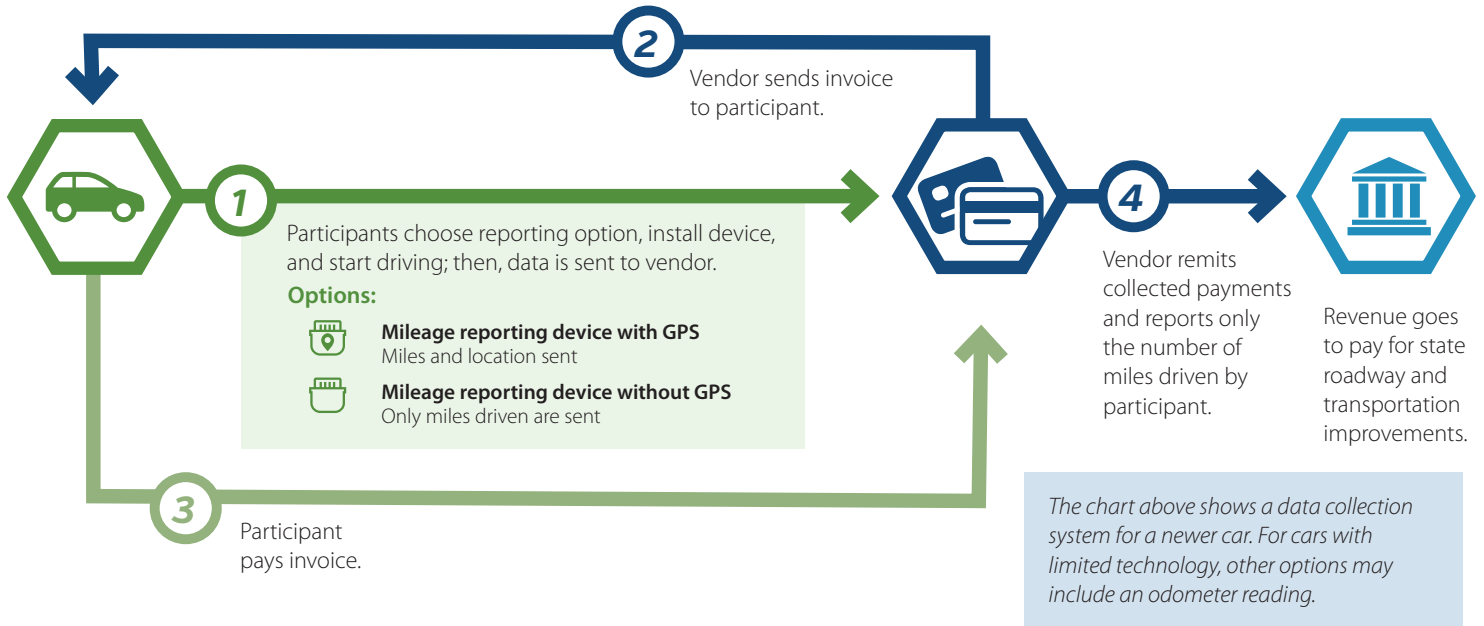
“I think if the pilot program is implemented it would be easier for me to report miles via GPS or options other than manually entering miles”

— CDOT RUC pilot participant

Study Sources

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

How are miles measured and reported?



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

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

You are in control

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

For GPS and Non-GPS enabled devices

What data does the vendor send to the state?

Only this:  000048
Miles Driven that Day

Not any of this:

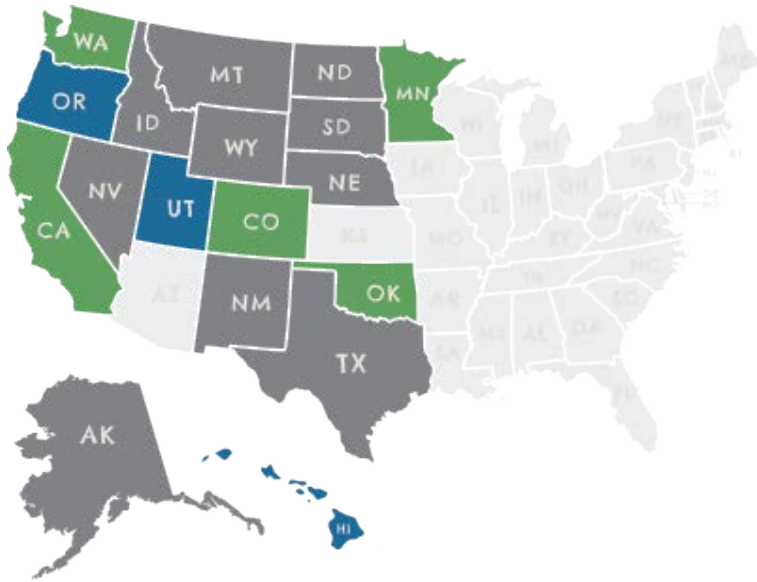

Name
Age
Address
Driver Information


Location


Speed


Running a Stop Light


Driving Aggressively



RUC America

RUC **America** brings together leaders from state transportation organizations to share best practices and research RUC. RUC **America** is the foremost authority on road usage charging in the United States, bringing together leaders from 18 state transportation organizations to share resources and explore innovative funding solutions for preserving the future of our transportation network. RUC **America** member states are organized into three tiers based on their current level of involvement in advancing RUC in their jurisdiction:

Our Members

Tier 1: Actively promoting road usage charging as an equitable road-funding solution (implementing a program)

- ❖ Hawaii
- ❖ Oregon
- ❖ Utah

Tier 2: Conducting Research Pilot Projects for a RUC

- ❖ California
- ❖ Colorado
- ❖ Oklahoma
- ❖ Minnesota
- ❖ Washington

Tier 3: Monitoring transportation trends (evaluating the road usage charge environment)

- ❖ Alaska
- ❖ Idaho
- ❖ Montana
- ❖ Nebraska
- ❖ Nevada
- ❖ New Mexico
- ❖ North Dakota
- ❖ South Dakota
- ❖ Texas
- ❖ Wyoming

RUC America priorities

American states are working together to study the viability of per-mile charging.

RUC America allows state departments of transportation to pool resources to study outcomes and share best practices. RUC America has already funded 24 projects related to the feasibility and evaluation of road usage charging, with more on the way.

What is road usage charging?

Road usage charging (RUC) is a pay-by-the-mile concept where drivers pay for miles driven instead of gallons of fuel consumed. For nearly two decades, gas tax revenues have declined significantly due to increased fuel efficiency (including electric and hybrid vehicles).

In addition the decreased purchasing power of tax dollars for construction materials has resulted in many states cannot keep pace with the costs of operating, maintaining, and improving their vital transportation system

Interested in learning more?

RUC America welcomes state members to stay informed about RUC trends. A membership in RUC America connects your organization with the most current tools, resources and information on road usage charging. Whether watching the concept unfold or considering implementation of a state program, RUC America is the go-to source for all things RUC.