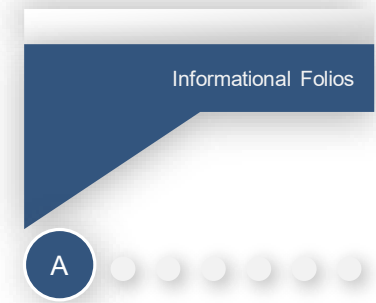## Communications

RUC West appreciates that communications and public education are key elements of advancing RUC initiatives. Member states were engaged in the development and refinement of the communications resources developed for this effort including subject matter folios, a communications plan, media kits and a website.

Informational Folios

A

RUC West produced five Subject Matter Folios (briefings on key issues) to be used by member states in discussions with legislators, stakeholders and the general public.

Topics included:
- ✓ Data Privacy
- ✓ Rural Drivers & Communities
- ✓ Fuel Efficient / Electric Vehicles
- ✓ Future of Transportation Funding
- ✓ Measuring Miles Beyond Borders

Media Kits

B
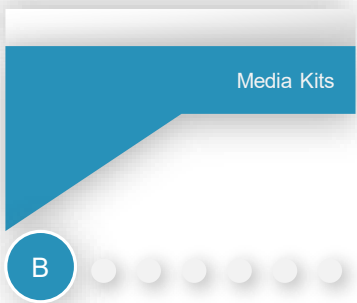
RUC West produced three media kits that can be modified and issued as press releases by member states prior to, during and following the multi-state pilot. These kits contain basic information on the pilot that can be used by any member state, regardless of whether they are participating in the pilot.

Communications Plan

C

The Communications Plan serves the goal of building awareness, participation, key messages, messaging strategies, and understanding of the Regional RUC Pilot Project and road usage charging leading up to and during the one year multi-state pilot.

Procurement Support and Future Policy Considerations

RUC West prepared and issued a Request for Information (RFI) that was advertised by the Oregon DOT. Private sector vendors who may one day serve as RUC business partners were invited to answer a set of questions to gauge their interest in a regional RUC pilot, provide comment to the contract documents, and identify any key considerations RUC West should address prior to releasing a RFP. The results of the RFI responses led to in-depth interviews with four vendors, with a summary of the interview results provided in a technical memorandum.

Numerous topics and issues were raised through the workshops and working meetings that, while important for RUC implementation, were outside of the scope of this effort, but documented in a white paper. These included issues that will need to be addressed prior to the upcoming pilot, such as how large the participant pool should be and how should participants be recruited and enrolled, as well as longer term policy issues, such as how to compensate and incentivize private sector vendors, how to standardize the certification of vendors across states, and establishing exactly how the clearinghouse will interact with other state agencies such as DMVs.

The Project Team

This project was led and managed by **Kathryn Jones** (Oregon DOT) and **Carrie Pourvahidi** (California DOT) on behalf of RUC West. The consultant team was lead by **WSP** in partnership with **CH2M** and **PRR**. Contacts for the project team:
- Kathryn Jones, Oregon DOT, Kathryn.m.Jones@odot.state.or.us, (503) 986 3108
- Mike Warren, WSP USA, Michael.Warren@wsp.com, (720) 480 2895

RUC west

Regional RUC System Definition & Pilot Planning Project

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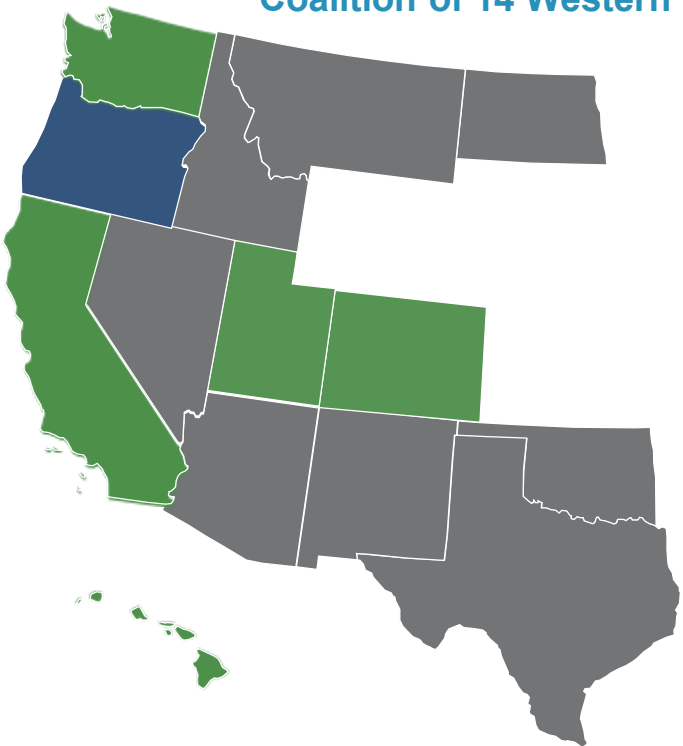
RUC West brings together leaders from state transportation organizations to share best practices and research RUC. RUC West is the foremost authority on road usage charging in the United States, bringing together leaders from 14 state transportation organizations to share resources and explore innovative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

Tier 1 *Enacted Policy to Implement RUC Programs*
- Oregon

Tier 2 *Testing RUC through Pilot Programs*
- California
- Colorado
- Hawaii
- Utah
- Washington

Tier 3 *Research RUC Concepts*
- Arizona
- Idaho
- Montana
- Nevada
- New Mexico
- North Dakota
- Oklahoma
- Texas

Building the First Multi State Demonstration of Road Usage Charging

Funded through the 2016 Surface Transportation System Funding Alternatives (STSFA) grant, RUC West developed a first of its kind, multi state RUC program. The first step in this process involved the completion of different conceptual and technical documents, communications materials, and evaluation and oversight materials.
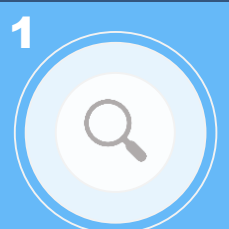
1 Research
Workshops
State Interviews

2 Planning
Concept of Operations
Pilot Evaluation, Oversight & Management

3 Design
Contract Documents
Administrative Systems Assessment

4 Communications
Communications Plan
Media & Folios
Website

5 Procurement
Support for Vendors
Future Considerations

Needs Gathering & Research

Developing a multi-state RUC program required the active engagement of each of the participating RUC West member states to gather each state's unique needs, capabilities and expectations for RUC.   Key activities conducted to accomplish this included:
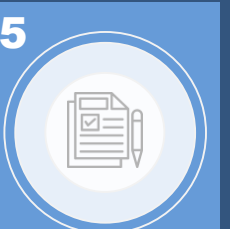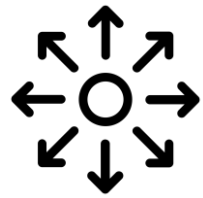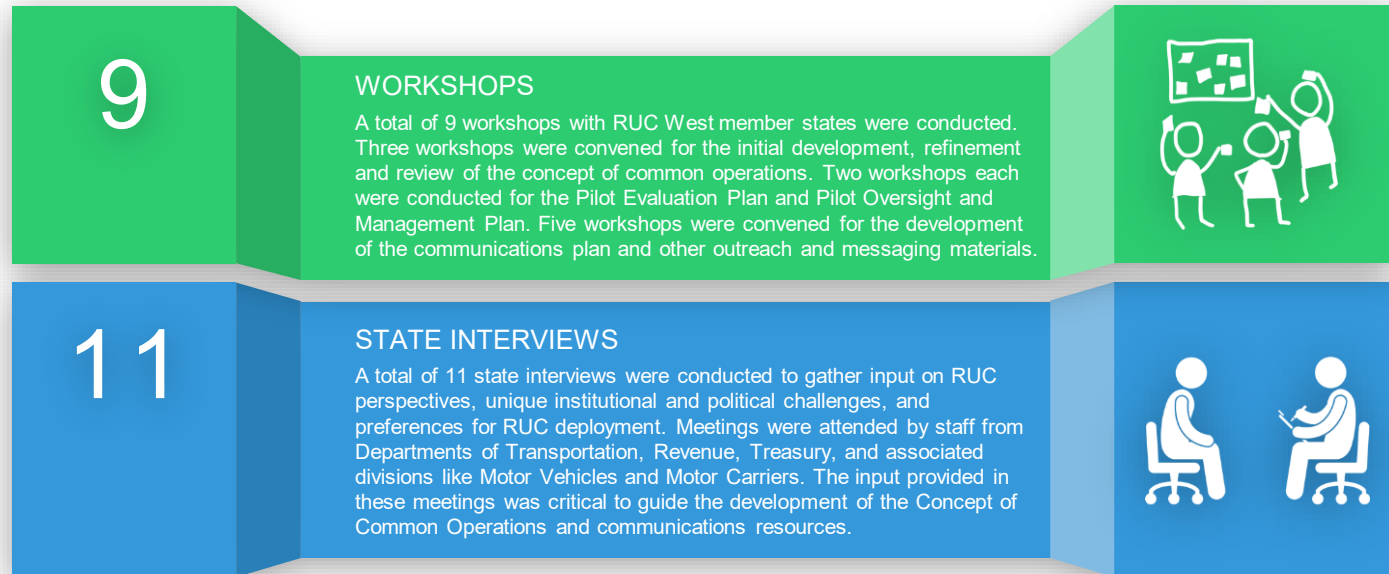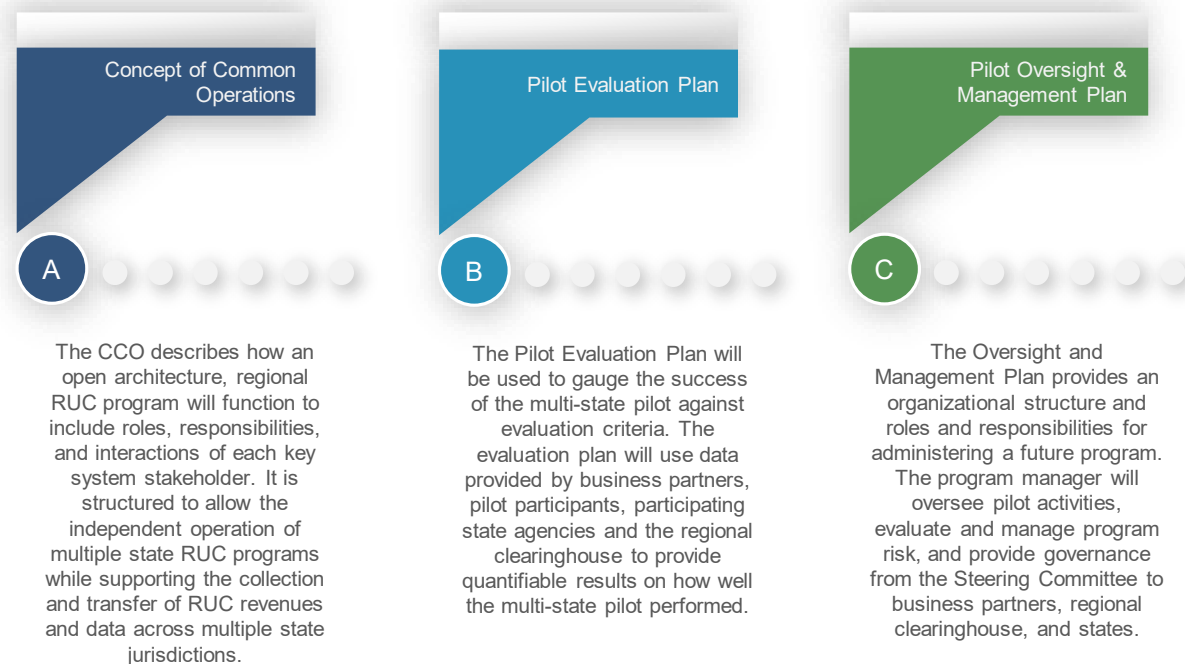
9 — WORKSHOPS

A total of 9 workshops with RUC West member states were conducted. Three workshops were convened for the initial development, refinement and review of the concept of common operations. Two workshops each were conducted for the Pilot Evaluation Plan and Pilot Oversight and Management Plan. Five workshops were convened for the development of the communications plan and other outreach and messaging materials.

11 — STATE INTERVIEWS

A total of 11 state interviews were conducted to gather input on RUC perspectives, unique institutional and political challenges, and preferences for RUC deployment. Meetings were attended by staff from Departments of Transportation, Revenue, Treasury, and associated divisions like Motor Vehicles and Motor Carriers. The input provided in these meetings was critical to guide the development of the Concept of Common Operations and communications resources.

Planning Activities

RUC West's project team developed several planning documents for the multi-state RUC pilot and a potential future system. These materials were initially developed through workshops with RUC West member state representatives, subsequently refined, reviewed by all participating states, and finalized in a concluding workshop.

A — Concept of Common Operations

The CCO describes how an open architecture, regional RUC program will function to include roles, responsibilities, and interactions of each key system stakeholder. It is structured to allow the independent operation of multiple state RUC programs while supporting the collection and transfer of RUC revenues and data across multiple state jurisdictions.

B — Pilot Evaluation Plan

The Pilot Evaluation Plan will be used to gauge the success of the multi-state pilot against evaluation criteria. The evaluation plan will use data provided by business partners, pilot participants, participating state agencies and the regional clearinghouse to provide quantifiable results on how well the multi-state pilot performed.

C — Pilot Oversight & Management Plan

The Oversight and Management Plan provides an organizational structure and roles and responsibilities for administering a future program. The program manager will oversee pilot activities, evaluate and manage program risk, and provide governance from the Steering Committee to business partners, regional clearinghouse, and states.

Technical Design

Technical documents and assessments complemented the concept planning activities, as well as will support subsequent pilot operations and administration for a regional RUC system.

The CCO provides a high-level overview of how the regional RUC system will function and stakeholders interact. RUC West next developed a series of contract documents to provide technical guidance on how the system is to be developed, operated and administered.

- **Business Requirements Document (BRD)** - The BRD provides non-technical rules for conducting business such as payment remittance, data transfers, audit support, and financial reporting.

- **Interface Control Document (ICD)** - The ICD provides technical specifications for all system and subsystem interfaces.

- **System Requirements Specifications (SRS)** – The SRS outlines the technical and functional requirements for regional RUC pilot system and the specific subsystem requirements for: the Data Collection Subsystem, the Data Processing Subsystem, the Administration Subsystem and the Clearinghouse Subsystem.

- **Service Level Agreement (SLA)** – The SLA is an agreement between business partners and RUC West that defines the expected levels of required services such as customer service, hardware provisioning, reporting, and data protection to be provided over the course of the pilot.

- **Verification Cross Reference Index (VCRI)** - The VCRI cross references requirements from the BRD, ICD, and SRS, providing details on how systems and processes will be certified.

1 — ADMINISTRATION COLLABORATION

A full day workshop was convened with technical staff from the Oregon DOT, Caltrans, Colorado DOT, and Washington DOT to assess the ODOT s Road Usage Charge Accounting System (RUCAS) as a potential administrative support system for the upcoming multi state pilot. Attendees discussed technical issues associated with RUCAS interaction with other state systems, resulting in consensus of key operational aspects and refinements to the technical documents.