

Vehicle Miles Traveled Fee Study In Nevada

“Public Outreach & Acceptance”



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Focus Of VMT Fee Research Study

- ▶ **Objective** – Study vehicle miles traveled fee as a potential replacement for current fuel taxes for sustainable and viable transportation funding

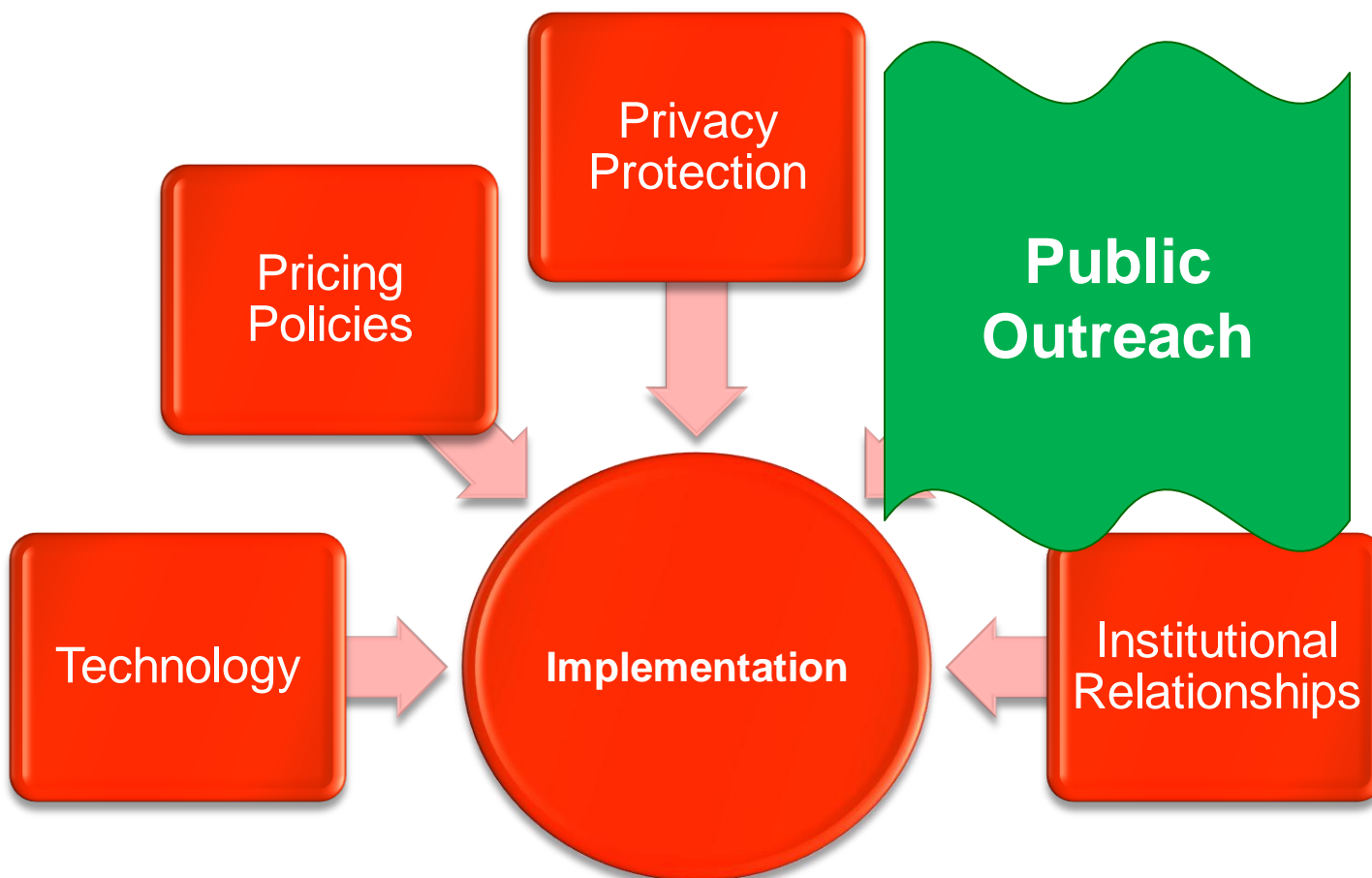
- ▶ **Overview** – Study consists of three phases
 - ▶ Phase 1: Research Study, concludes in 2010
 - ▶ Phase 2: Pilot Protocols Evaluation, estimated 1 year
 - ▶ Phase 3: Conduct Pilot Program, estimated 2 years

Phase1 - Research Study Tasks

- ▶ Literature Review
- ▶ Workshops
- ▶ Technology Selection
- ▶ Institutional Issues
- ▶ Privacy Policies
- ▶ Economic Models
- ▶ Selecting Participants
- ▶ Public Meetings
- ▶ Pilot Program Protocol



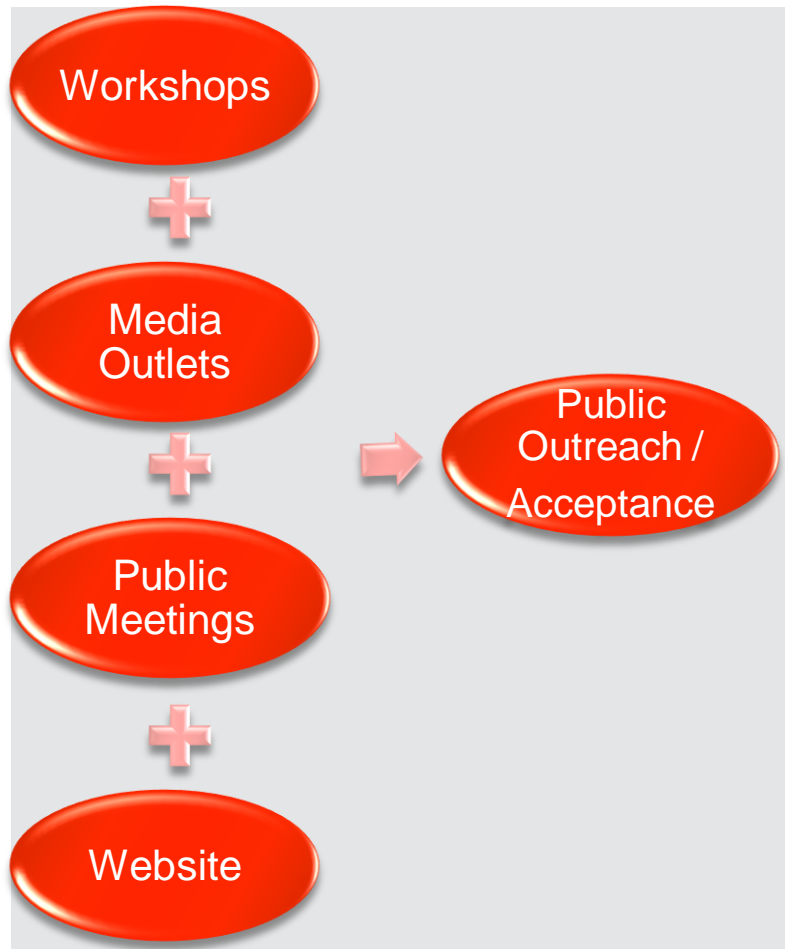
Main Elements For Implementation



Reasons For Public Outreach

- ▶ Provide information to public and stakeholders
- ▶ Educate public on current transportation issues
- ▶ Address public's concerns
- ▶ Counter “misinformation”
- ▶ Provide support to partnering agencies
- ▶ Receive feedback from public and stakeholders

What We Have Done



▶ Workshops

- ▶ Reno
- ▶ Las Vegas

▶ Public Meeting

- ▶ Reno
- ▶ Scheduled for Las Vegas

Workshops

- ▶ Reno workshop on May 9, 2009
- ▶ Las Vegas workshop on August 19, 2009
- ▶ Breakout sessions **enabled feedback**
 1. **Policy**
 2. **Administrative**
 3. **Privacy**
 4. **Technology**
- ▶ Policy and privacy were most significant issues



Comments At Workshops

Reno

- ▶ Funds used for all transportation needs
- ▶ Do not tie personal ID with data collected, only tie to miles driven
- ▶ Did not want data to be collected by private firm

Las Vegas

- ▶ Rates tied to vehicle type/class
- ▶ Social benefits should prevail over individual privacy concerns
- ▶ Emphasized need for privacy protection
- ▶ System is reliable and secure

Public Meeting

- ▶ Reno public meeting held on March 30, 2010
- ▶ Featured six informational stations

1. Reason For Study

4. Privacy

2. National Studies

5. Policy

3. Technology

6. Exit, Feedback



Reaction of Media

VEHICLES MILES TRAVELED: Drivers in opposition to tax plan
 Privacy concerns voiced to Transportation Department

By ED VOGEL
 LAS VEGAS

ACLU
 AMERICAN CIVIL LIBERTIES UNION
 of NEVADA

Will NDOT's New Proposal Invade Your Privacy?
 Submitted by Rebecca Gasca on Mon, 03/29/2010 - 16:22. Privacy

The Government Could Track Your Every Move.
 The Nevada Department of Transportation (NDOT) is studying ways to replace the fuel tax with a Vehicle Miles Traveled (VMT) program in order to charge drivers for the number of miles they travel rather than the fuel they consume. NDOT will be holding public information meetings to present their proposals and get feedback from the public (see below for more information).

Although the ACLU of Nevada takes no position regarding tax policies, we oppose any resulting information collecting method that would threaten individual privacy rights, particularly if it allows the government to create an infrastructure for routine surveillance.

What is being proposed?

- Home
- About the ACLU of Nevada
- Blog: The Torch
- Employment/Volunteer Opportunities
- Contact Us
- File a Complaint

Issues

- Criminal Justice
- Death Penalty
- Education
- Free Speech
 - Anonymous Commenters
- Immigrants' Rights
 - 287(g) Agreement
- LGBT Rights
 - Domestic Partnerships

With tracking device, miles you drive may get to be taxing
 Nevada wants to test device to track mileage as fuel tax alternative

115 COMMENTS

History Fighting UNLV Sports Elvis NASCAR Gaming Ralston Showcase Today

PRINT E-MAIL SHARE

Results Of Public Meeting

- ▶ 93% of respondents learned new information
- ▶ 68% of respondents indicated that Public Meeting helped address their concerns
- ▶ Areas that need more attention are “Privacy” (37%) and “Policy” (28%)
- ▶ 51% of respondents indicated “Yes” or “Maybe” on whether they would be willing to participate in Pilot Study
- ▶ However, 58% of respondents indicated they would not be willing to have VMT technology in vehicle

Public Outreach Study – Why is Framing Important?

- ▶ Taxation issues
- ▶ Can constituents improve their attitudes towards VMT via targeted framing and are there differences in urban versus rural dwellers with regards to VMT policy beliefs?
- ▶ Communication to the public is often misunderstood because of terminology.
- ▶ Information-based campaigns can remedy this problem.

Public Outreach Research Study

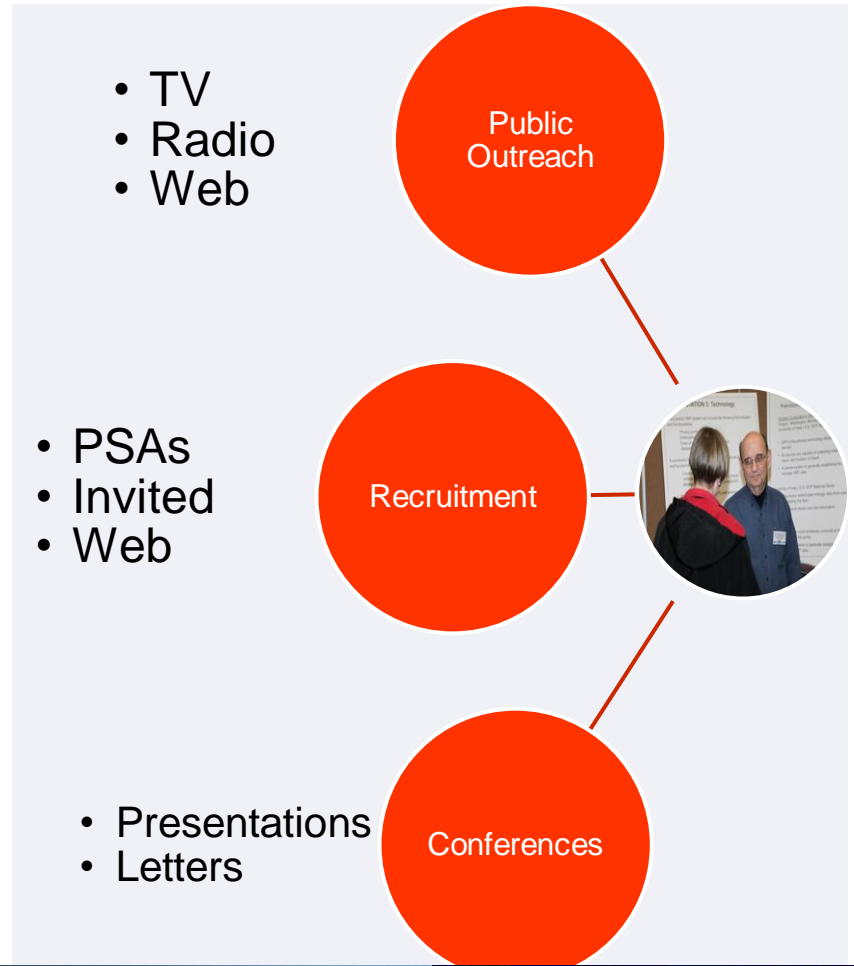
- ▶ To be believable, VMT information must be timely, understandable, and persuasive.
- ▶ **Negativity Bias**
 - ▶ Derives from an information processing perspective
 - ▶ Neuropsychology
- ▶ We have a larger decrease in satisfaction from a loss than the increase in satisfaction we achieve from a win

What We Plan To Do

- ▶ Public Meeting in Las Vegas on April 29, 2010
 - ▶ Evaluate results, revise materials as needed

- ▶ Phase 2 (2010 -2011)
 - ▶ Conduct Field Tests

- ▶ Phase 3 (2011-2013)
 - ▶ Test VMT fee system across Nevada



THANK YOU

Questions?

www.vmtfeenv.com