

M e m o r a n d u m

To: CHAIR AND COMMITTEE MEMBERS,
CALIFORNIA ROAD CHARGE TECHNICAL
ADVISORY COMMITTEE

TAC Meeting: July 24, 2015



Tab No.: 6
Information

From: WILL KEMPTON
Executive Director

Subject: **ROAD CHARGE WORKGROUP UPDATE**

ISSUE:

The Road Charge Workgroup (Workgroup) met via teleconference on July 15th to discuss the policy issues being considered by the Technical Advisory Committee (TAC) at the July 24th meeting. TAC Chair Jim Madaffer and Committee Member Martin Wachs participated on the call.

During the July 15th teleconference, Commission staff provided a brief summary of key policy decisions made at the June TAC meeting as well as the policy decisions the TAC will be considering at the July 24th TAC meeting. The following is a summary of workgroup member comments and feedback:

- Regarding the discussion of the Business Case Scenario and cost considerations in implementing the pilot, California DMV commented that it would be prudent for the pilot to focus on capturing the diversity and complexity of California's transportation system as opposed to focusing on the exhaustive testing of all pilot technology options.
- San Joaquin County Farm Bureau commented that while cost considerations and efficiencies are very important, it is critical that the pilot also offer a robust and thorough vetting of the concept of road charging in California.
- The TAC Chair emphasized that broad participation and a diverse volunteer pool will be key to ensuring that the pilot program adequately captures and tests the unique aspects of road charging in California.
- The Workgroup Chair suggested that staff share www.CaliforniaRoadChargePilot.com website resources with the workgroup members so that they can work within their networks to provide information and get feedback regarding pilot program design, deployment and volunteer recruitment. Staff agreed to share this information as requested.
- The Self Help Counties Coalition asked how the volunteer recruitment process will work and what incentives might be available for volunteers.
- Caltrans informed the workgroup that the recruitment process will formally begin once the TAC has wrapped up its design recommendation efforts, most likely early in 2016. The concept of volunteer incentives is being discussed and any assistance the workgroup or TAC can provide in recruiting volunteers would be very helpful.

- Plug-In America commented that their organization has had success with offering non-monetary incentives such as gift certificates or products for volunteers in various programs they have undertaken.
- California DMV suggested engaging auto clubs throughout the state in the volunteer recruitment process.
- The Self Help Counties Coalition inquired as to how rural counties and communities will be captured in the pilot program, citing small farm-to-market nodes within otherwise urbanized counties in the Bay Area as an example. Staff explained that the TAC will be considering a Rural/Agricultural community definition that would look at communities outside Urban Areas and Clusters as defined by the U.S. Census. This definition will hopefully allow for maximum flexibility in the prospective pool of rural pilot program participants.
- Plug-In America inquired as to what degree Hybrid and Electric Vehicles would be targeted for participation in the pilot. Staff explained that the TAC will be considering targeting Hybrid and Electric Vehicle demographics in the pilot study consistent with the percentage that these vehicles are currently present in California's fleet composition.
- The TAC Chair explained that in recognition of the growing deployment of Electric Vehicles in California, it would be prudent to specifically engage manufacturers such as Tesla or Nissan in the deployment of the pilot to test both engine technology and the use of vehicle telematics.

The workgroup did not formally agree to any consensus points for feedback to the TAC, however individual workgroup members were encouraged to provide comments on behalf of their individual organizations. The next workgroup meeting will be held Wednesday August 19th in preparation for the August 26th TAC meeting.

BACKGROUND:

Stakeholder engagement in the pilot program development process is critical. To facilitate stakeholder input, a Road Charge Workgroup consisting of 22 members was formed to meet specific consultation requirements outlined in Senate Bill (SB) 1077 and to support the TAC as a resource to efficiently gather and provide expert input on the design and evaluation of a road charge pilot program.

The workgroup is chaired by Anne Mayer, Executive Director of the Riverside County Transportation Commission. Workgroup participants include representatives from a wide variety of areas including: vehicle users; vehicle manufacturers; fuel distributors; tribal governments; social equity and sustainability advocates; taxpayers; state, local, and regional transportation agencies; and building, construction, business and economy interests. As a resource for the TAC, the Workgroup is complementary to the larger public engagement process being undertaken by the TAC.

Attachment: Road Charge Workgroup Roster

Road Charge Workgroup Roster

Name	Organization	Title	Area of Representation
Anne Mayer (Chair)	Riverside County Transportation Commission	Executive Director	Regional Agency
Curt Augustine	Alliance of Automobile Manufacturers	Director of Policy & Government Affairs	Vehicle Manufacturers
Bruce Blodgett	San Joaquin Farm Bureau	Executive Director	Agricultural Industry
Emily Castor	Lyft	Director of Community Relations	Vehicle Users
Andrew Conway	California Department of Motor Vehicles	Chief, Registration Policy/Automation	State Agency
Joe Cruz	California State Council of Laborers	Legislative Director	Labor
Genevieve Cullen	Electric Drive Transportation Assoc.	Interim President	Electric Vehicle Manufacturers
Mike Downs	Downs Energy	President	Fuel Distributors
Silvio Ferrari	California Building Industry Association	Vice-President of Legislative Affairs	Building & Construction
Jay Friedland	Plug In America	Policy Director	Vehicle Users
Adam Geisler	Native American Advisory Council	Committee Member	Tribal Governments
Paul Granillo	Inland Empire Economic Partnership	President	Business & Economy
John Greaves	UPS – Central California	Transportation Operations Mgr.	Vehicle Users
Rob Gutierrez	California Tax Foundation (Cal Tax)	Director	Tax Payers
Susan Klassen	Sonoma County	Public Works Director	Local Agency
Rob Lapsley	California Business Roundtable	President	Business & Economy
Annie Nam	Southern California Assoc. of Governments	Goods Movement and Transportation Finance Manager	Business & Economy
Cathy Reheis-Boyd	Western States Petroleum Association	President	Fuel Distributors
Sharon Scherzinger	El Dorado County Transportation Commission	Executive Director	Rural Counties Task Force
Joshua Stark	Transform	State Policy Director	Sustainability and Social Equity
Dianne Steinhauser	Transportation Authority of Marin	Executive Director	Self-Help Counties
Allison Yoh	Port of Long Beach	Transportation Policy Manager	Business & Economy