

Participant Recruitment Update

Agenda Item #6

TAB 6



Presented to the California Road Charge Technical Advisory Committee



Website Statistics*

Category	Year to Date
# of Volunteers	7,863
# of Interest List Signups	616
# of Site Visits	58,299

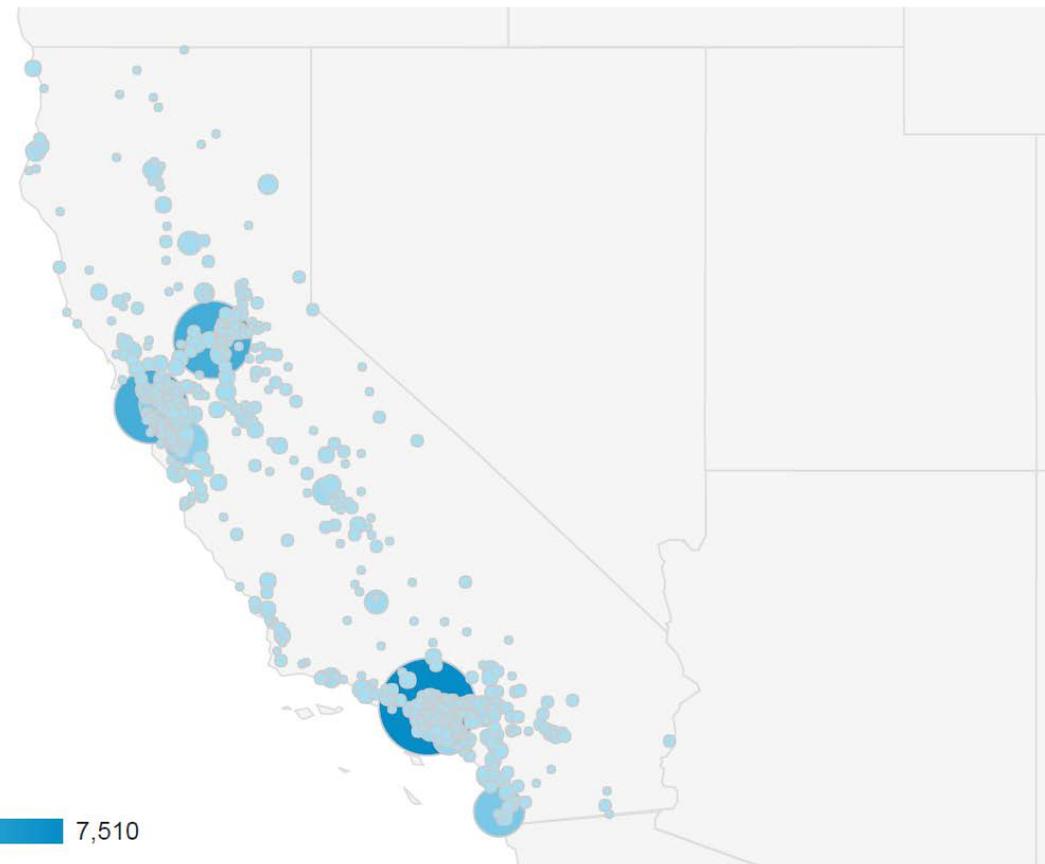
*As of June 1, 2016



Site Visit Map (California)

Top 10 Cities

1.	Los Angeles
2.	Sacramento
	San
3.	Francisco
4.	San Diego
5.	Oakland
6.	San Jose
7.	Costa Mesa
8.	Fresno
9.	Irvine
10.	Long Beach



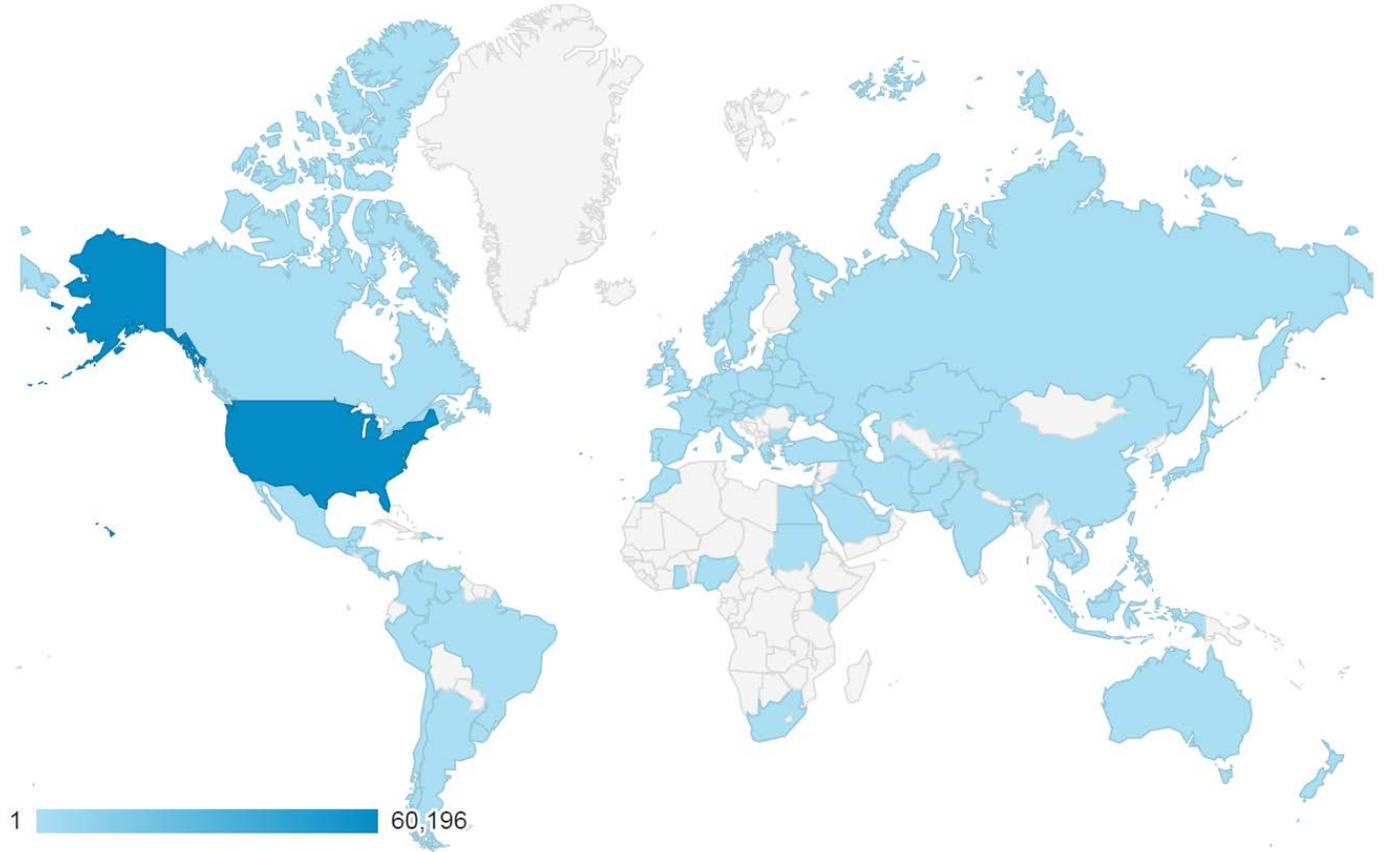
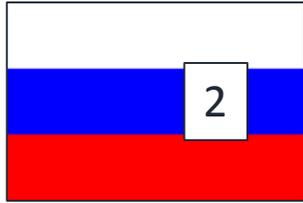
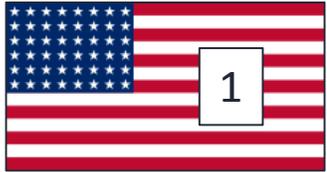


Site Visit Map (United States)



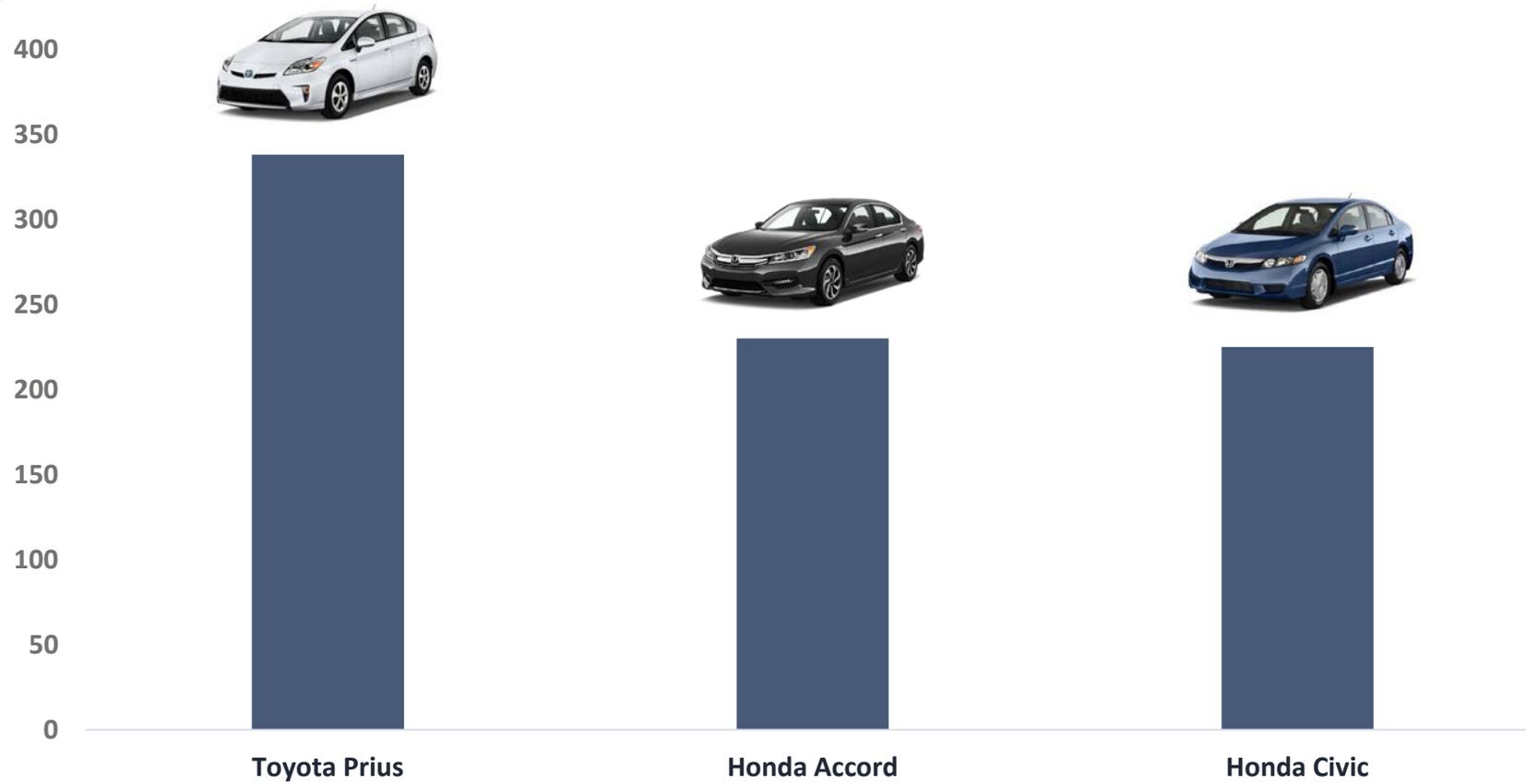


Site Visit Map (International)



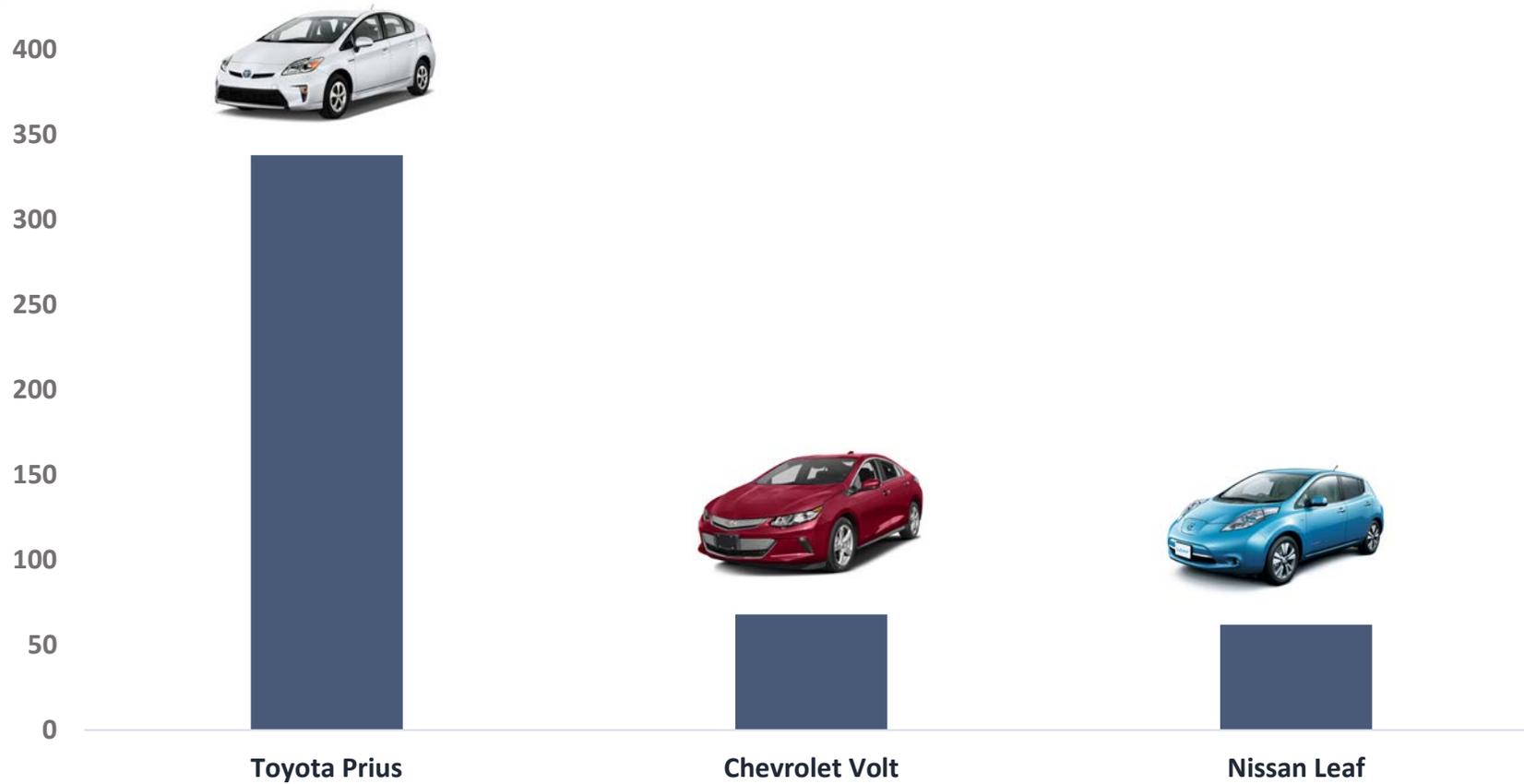


Top 3 Vehicles





Top 3 Hybrid/Electric Vehicles





Top 5 Vehicle Manufacturers



TOYOTA



HONDA

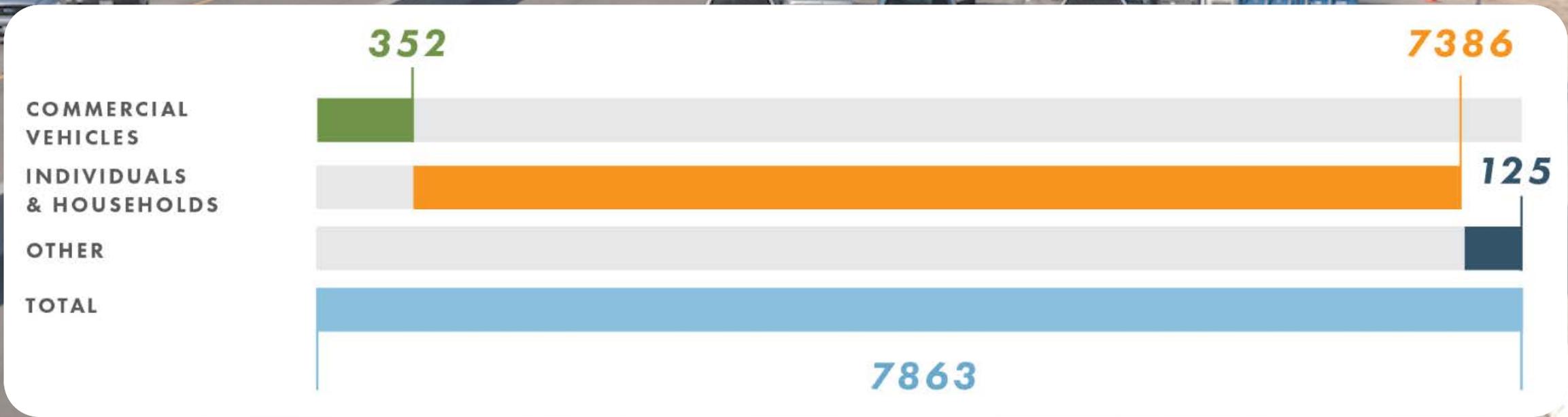


CHEVROLET



THE MATRIX

SUMMARY OF VOLUNTEERS

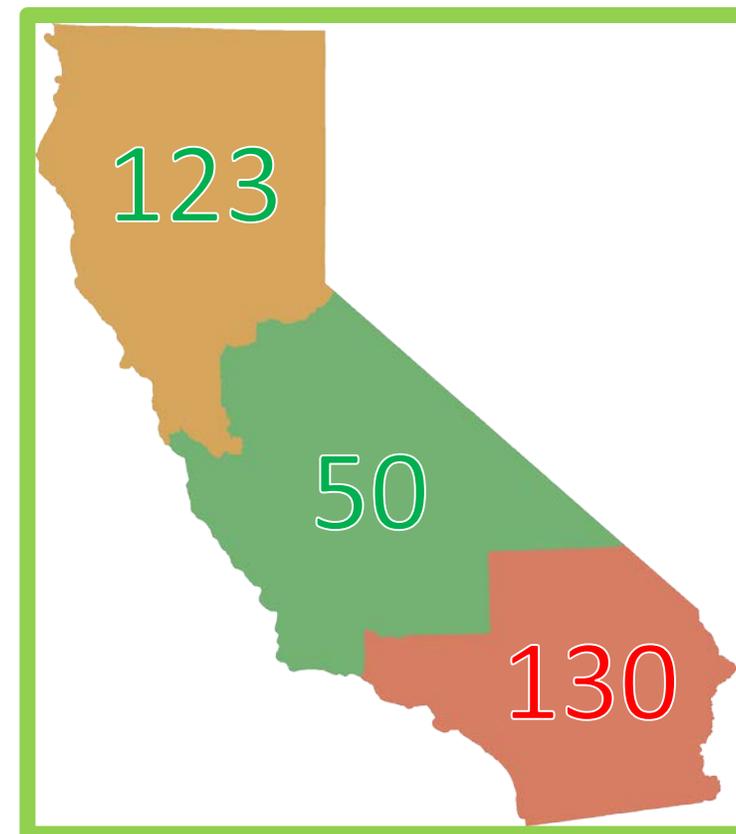




Fleet/Business Vehicles Targets



TAC MINIMUM PARTICIPANTS

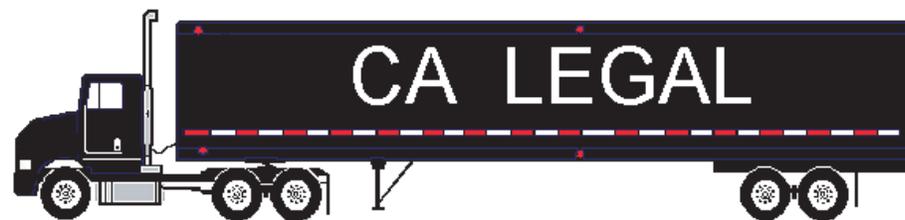


VOLUNTEERS

	North	Central	South	Trucks
Commercial Vehicles (Businesses)	123 100	50 50	130 175	49 50
Private Vehicles (Individuals & Households)				Other
Urban & Suburban	2812 950	593 350	3079 2100	125 125
Rural & Agricultural	458 400	266 400	28 300	



Commercial Truck Targets



TRUCKS

COMMERCIAL VEHICLES

49

ACTUAL

50

TARGET

COMMERCIAL TRUCK CATEGORIES

<input checked="" type="checkbox"/> LARGE INTEGRATED FLEET	<input checked="" type="checkbox"/> AGRICULTURE - SEASONAL OPERATORS
<input checked="" type="checkbox"/> LARGE PRIVATE FLEET	<input checked="" type="checkbox"/> AGRICULTURE - PRIVATE FLEET
<input checked="" type="checkbox"/> INTERMODEL OWNER/OPERATORS	<input checked="" type="checkbox"/> CONSTRUCTION
<input checked="" type="checkbox"/> OVER-THE-ROAD OWNER / OPERATORS	<input type="checkbox"/> ENERGY
<input checked="" type="checkbox"/> AGRICULTURE - EXPORTERS	

	North	Central	South	Trucks
Commercial Vehicles (Businesses)	123 100	50 50	130 175	49 50
Private Vehicles (Individuals & Households)				Other
Urban & Suburban	2812 950	593 350	3079 2100	125 125
Rural & Agricultural	458 400	266 400	28 300	



Other Targets

OUT-OF-STATE

WA NV
OR AZ

8

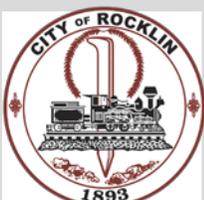
NATIVE AMERICANS ON TRIBAL LAND



9

GOVERNMENT FLEETS





108



OTHER

PRIVATE VEHICLES

125

ACTUAL

125

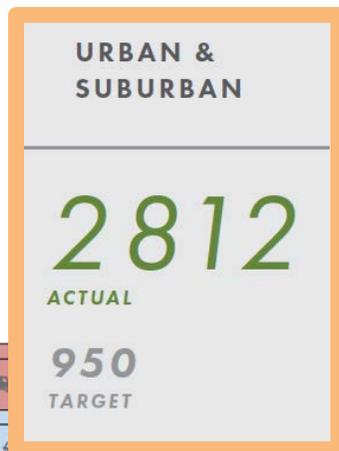
TARGET

	North	Central	South	Trucks
Commercial Vehicles (Businesses)	123 100	50 50	130 175	49 50
Private Vehicles (Individuals & Households)				Other
Urban & Suburban	2812 950	593 350	3079 2100	125 125
Rural & Agricultural	458 400	266 400	28 300	



Individual & Households Targets

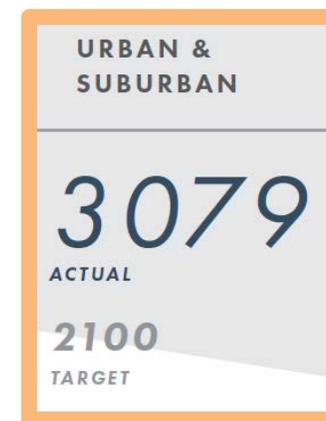
NORTHERN CALIFORNIA



CENTRAL CALIFORNIA



SOUTHERN CALIFORNIA



	North	Central	South	Total
Commercial Vehicles (Businesses)	123 100	50 50	130 175	
Private Vehicles (Individuals & Households)				
Urban & Suburban	2812 950	593 350	3079 2100	125 125
Rural & Agricultural	458 400	366 400	78 300	

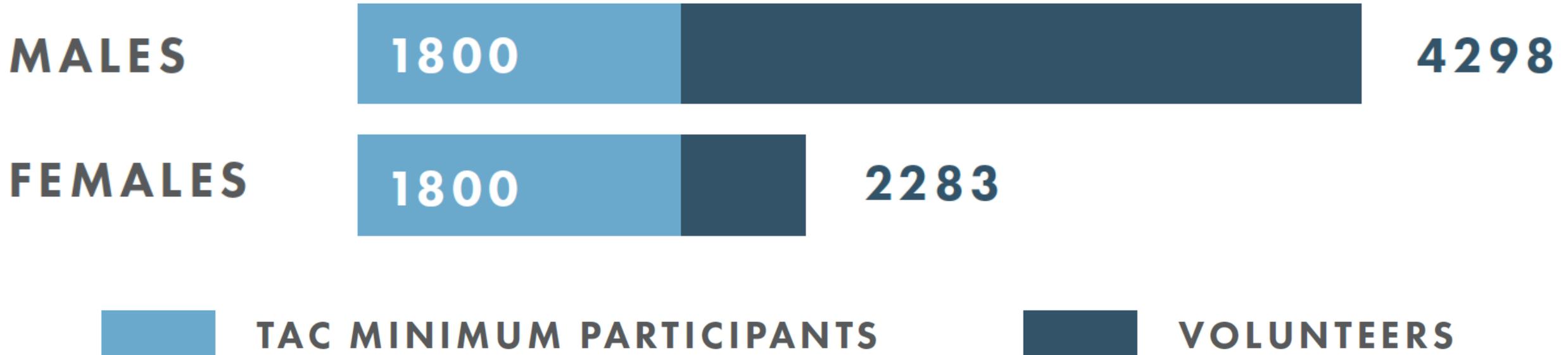


PRIVATE VEHICLE SUB-TARGETS



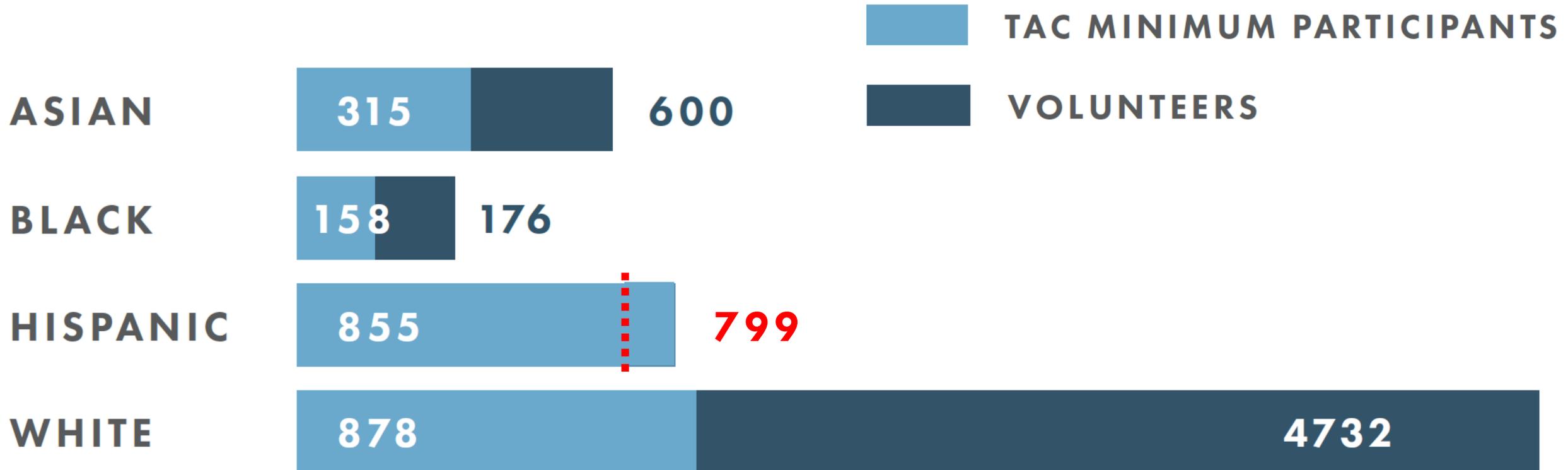


GENDER



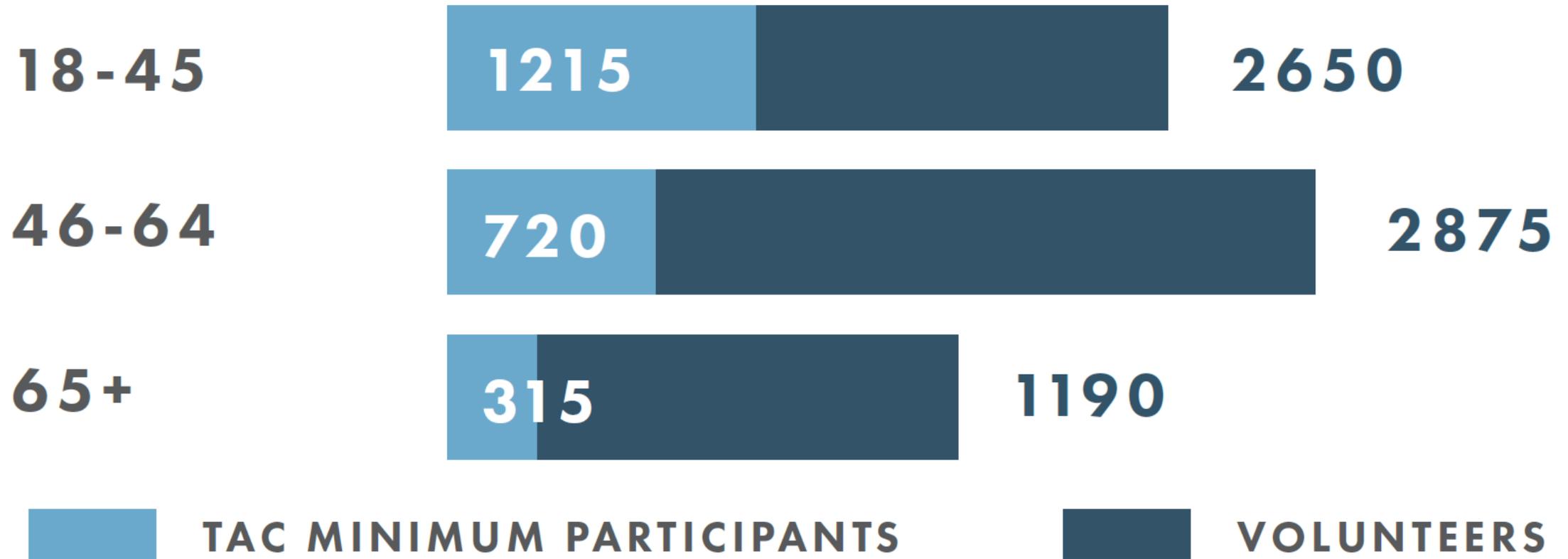


ETHNICITY





AGE





VEHICLE TYPE

HYBRIDS



339

EVs



134



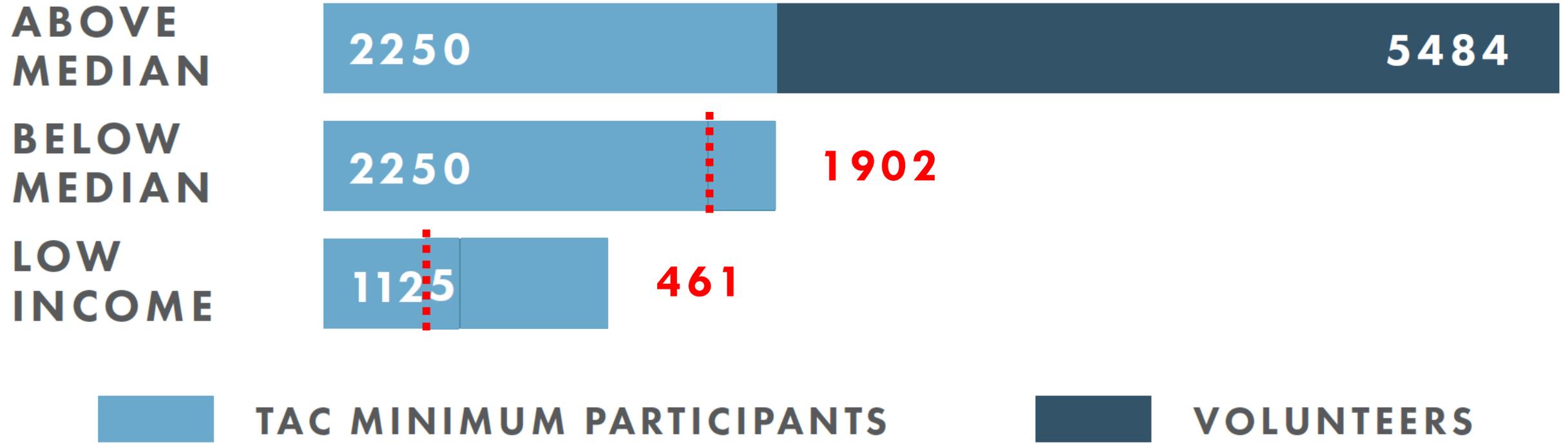
TAC MINIMUM PARTICIPANTS



VOLUNTEERS

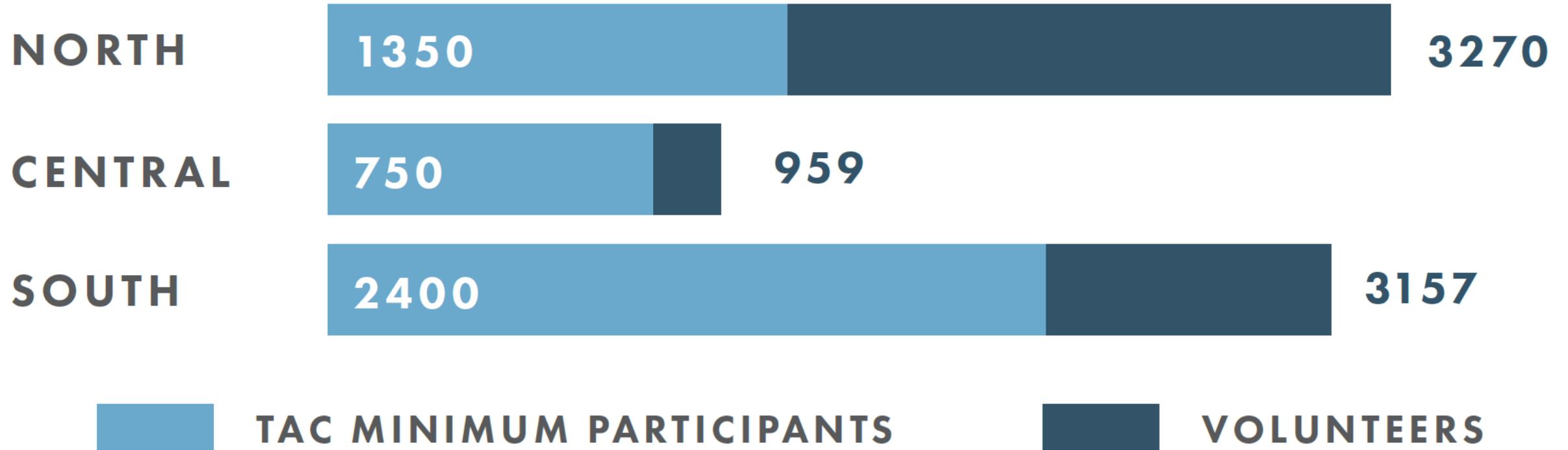


INCOME





REGION





Participant Enrollment

Tasks Completed

- | | |
|---|-----------|
| • Targeted recruitment | April/May |
| • Project team selects participants | June |
| • Notifications sent | June |
| • Participants enroll with Account Manager | June |
| • Participants select reporting method | June |
| • Launch pilot | July |