
Introduction to Pilot Evaluation Criteria

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Agenda Item #10

TAC Meeting #5, May 29, 2015

Fresno, CA



Agenda

- ◆ **Evaluation Criteria Process**
- ◆ Guidelines for Developing Evaluation Criteria
- ◆ Proposed Pilot Program Evaluation Criteria



Opportunity to Recommend Pilot Evaluation Criteria

Per SB 1077:

“...The technical advisory committee may also make recommendations on the criteria to be used to evaluate the pilot program.”



TAC Process

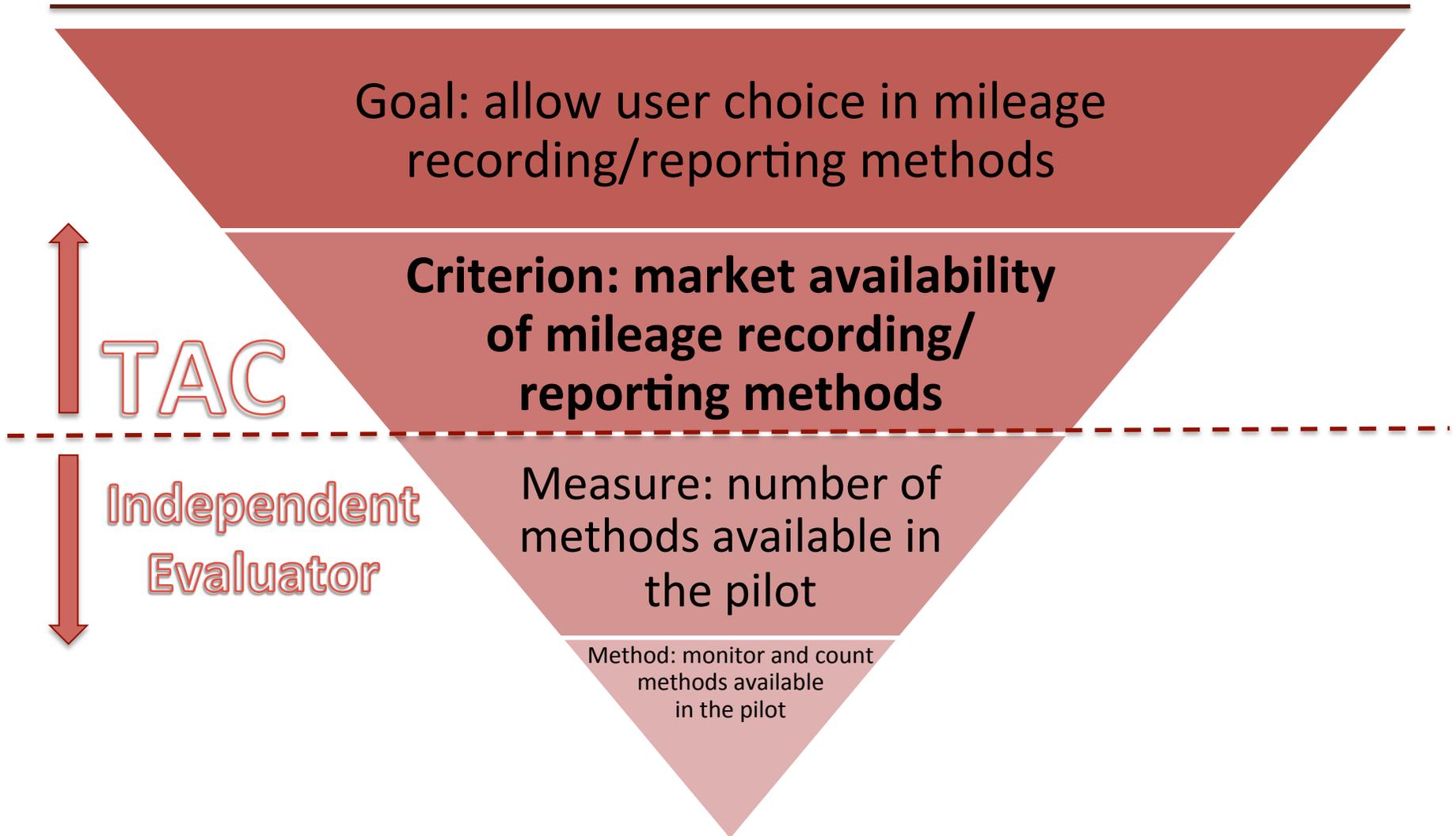


Agenda

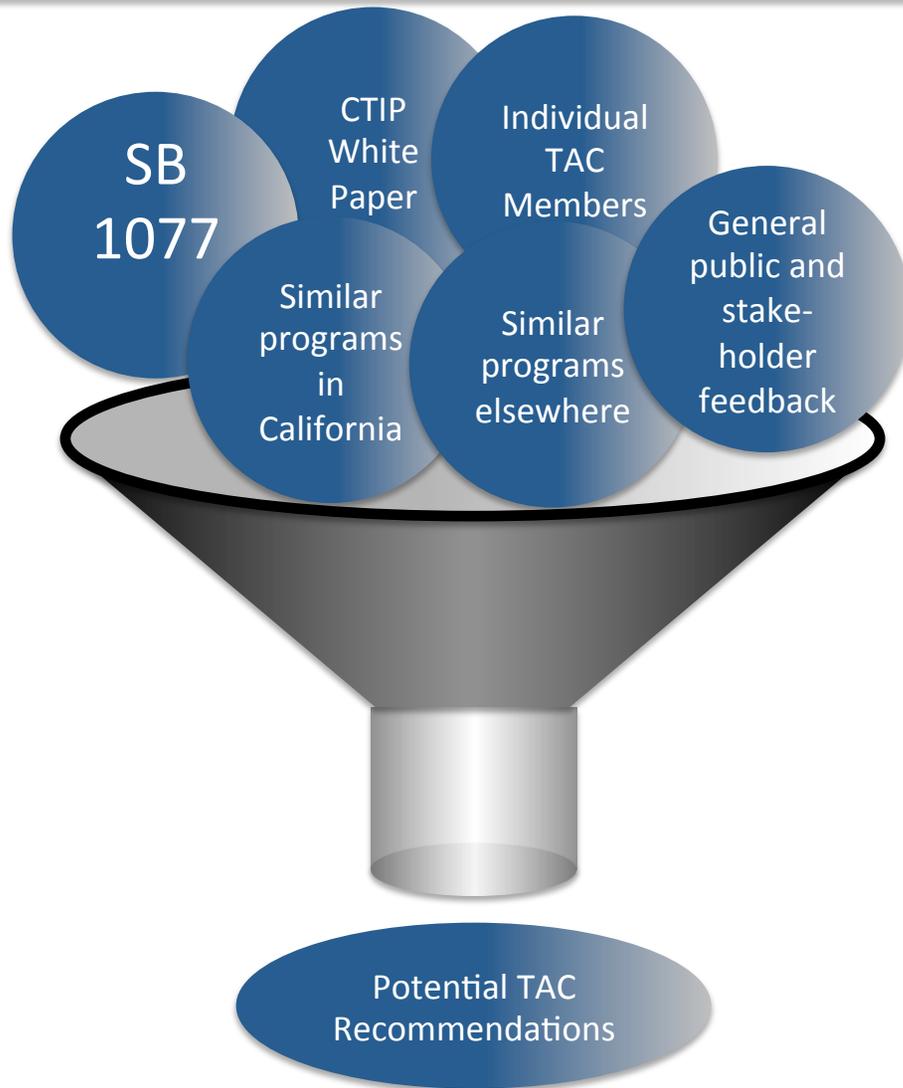
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Terminology: Goals, Criteria, Measures, & Methods



Sources of Evaluation Criteria



Proposed Principles for Evaluation Criteria

- ◆ Meet policy objectives and stakeholder needs
- ◆ Be measureable (qualitatively or quantitatively) within the scope of the pilot
- ◆ Provide useful feedback to policy decision makers
- ◆ Provide useful feedback to potential road charging implementers and administrators, including potential private sector partners
- ◆ Be useful beyond the pilot phase for potential ongoing evaluation of a full-scale system
- ◆ Build on criteria used in other innovative transportation policy initiatives
- ◆ Criteria should not conflict with one another or have undue overlap, thus causing confusion



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Categories of Goals & Evaluation Criteria

Category	Number of goals	Number of pilot evaluation criteria
1. Revenue	3	4
2. Cost	4	5
3. Operations	6	12
4. User Experience	6	11
5. Privacy	5	7
6. Data Security	4	6
7. Equity	7	8
8. Communications	1	3
Total	36	56



SB 1077 Criteria for TAC Consideration in Pilot Design

Goals	Source	Evaluation Criteria
Administer Road Charges efficiently	SB 1077 (f)(4)	Cost of administering Road Charge collection
Provide users with low-cost compliance options	SB 1077 (f)(3)	Cost to user of recording and reporting highway use
Be easy to administer	SB 1077 (f)(4)	Ease of administering collection of Road Charges
Maintain compliance	SB 1077 (f)(5)	Effectiveness of methods for maintaining compliance
Provide methods that are available, adaptable, reliable, and secure	SB 1077 (f)(1)	IT availability of methods
		Reliability of methods
		Security of methods
Protect personally-identifiable information (PII)	SB 1077 (f)(2)	Sufficiency of PII protection measures
Ensure identify protection using location data even after removal of PII	SB 1077 (f)(6)	Sufficiency of identify protection using location data after PII removal
Ensure privacy protection when using location data with other technologies	SB 1077 (f)(7)	Sufficiency of privacy protection measures when using location data with other technologies
Protect privacy pursuant to Article I Section 1 of the California Constitution	CA Const. & SB 1077(f)(8)	Sufficiency of privacy protection measures re: California Constitution



Summary of Other (Non-SB1077) Goals by Category

For more detailed information, see Briefing Book pages referenced below.

Category	Summary of Goals
1. Revenue (p.96)	Create a stable, sufficient revenue stream and avoid double taxation
2. Cost (p.97)	Incorporate cost efficiencies; provide low cost options to users; implement on time & budget
3. Operations (p.98)	Be enforceable; have efficient behavior impacts; integrate with other charges; collect all charges owed
4. User Experience (p.99)	Be effective; allow user choice; keep up with technology; be transparent; do not decrease safety
5. Privacy (p.100)	Honor personal privacy; respect user privacy trade-offs
6. Data Security (p.101)	Ensure data are secure from external/internal breeches
7. Equity (p.102)	Be fair; Ensure horizontal, vertical, spatial, temporal and procedural equity; accommodate all users
8. Communications (p.103)	Engage the public meaningfully

