
Road Charge Pilot Program Participant Demographics

Travis Dunn
D'Artagnan Consulting

Agenda Item #8b
TAC Meeting #15, September 16, 2016
San Diego, CA



Definitions

- ◆ Individuals are individual people
- ◆ Fleets are vehicle fleets including light commercial fleets, heavy commercial fleets, and public agency fleets; each fleet has a fleet manager who is an individual
- ◆ Volunteers are individuals and fleet managers who expressed interest in participating in the Road Charge Pilot Program
- ◆ Participants are volunteers who enrolled, i.e., administratively completed sign up process with an Account Manager for the Road Charge Pilot Program and signed the Participant Agreement to share mileage data
- ◆ Vehicles are the vehicles enrolled by participants in the Road Charge Pilot Program



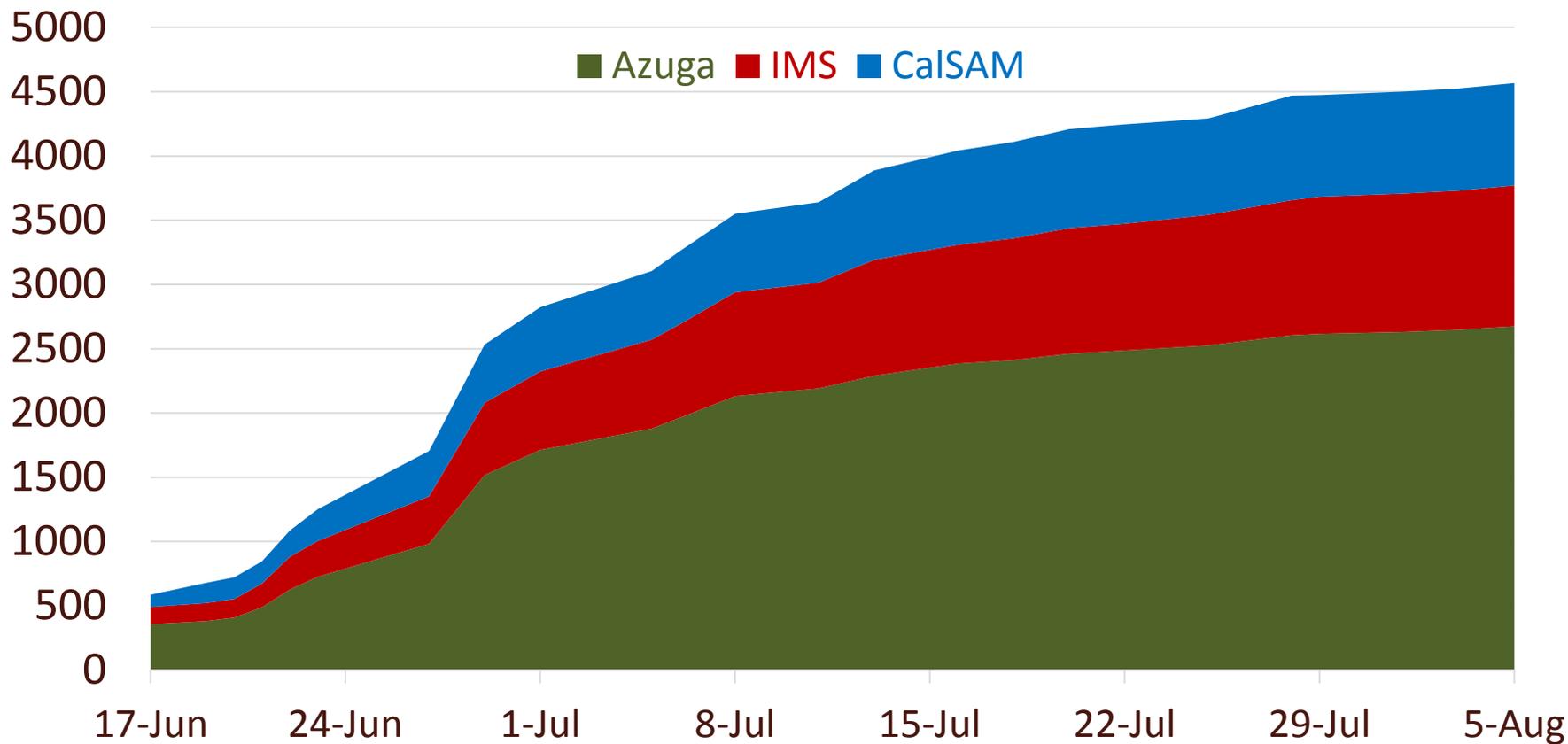
Converting Volunteers to Participants

- ◆ Starting June 13, volunteers received email invitations in batches:
 - ◇ Convert highest priority TAC recruitment targets first
 - ◇ Assess message effectiveness
 - ◇ Reduce backlogs with account managers
- ◆ All volunteers received an invitation by end of July
- ◆ Program reached 5,022 enrolled vehicles on August 5, 2016
- ◆ Conversion rate = 47.9%

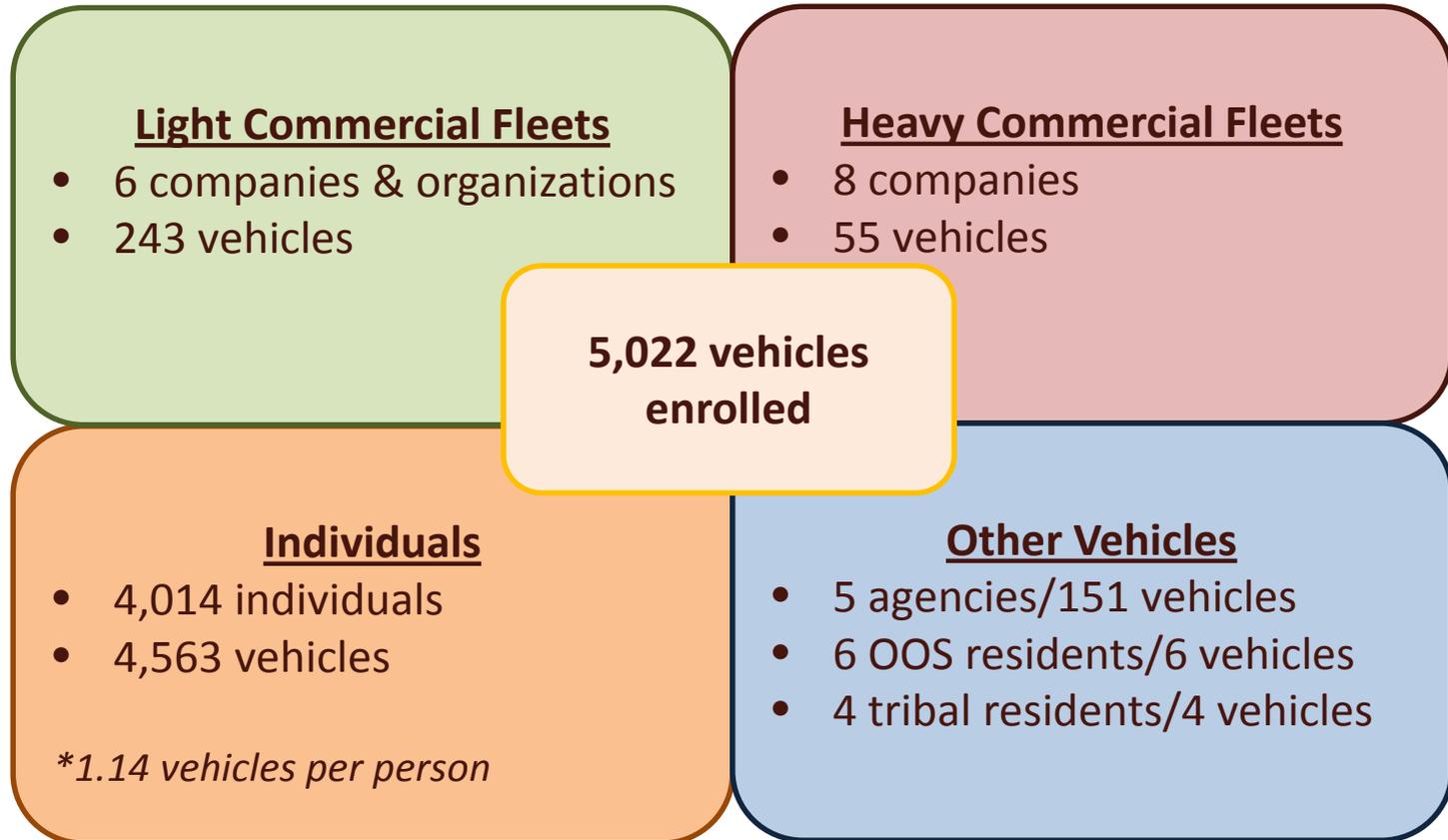


Enrollment Trend

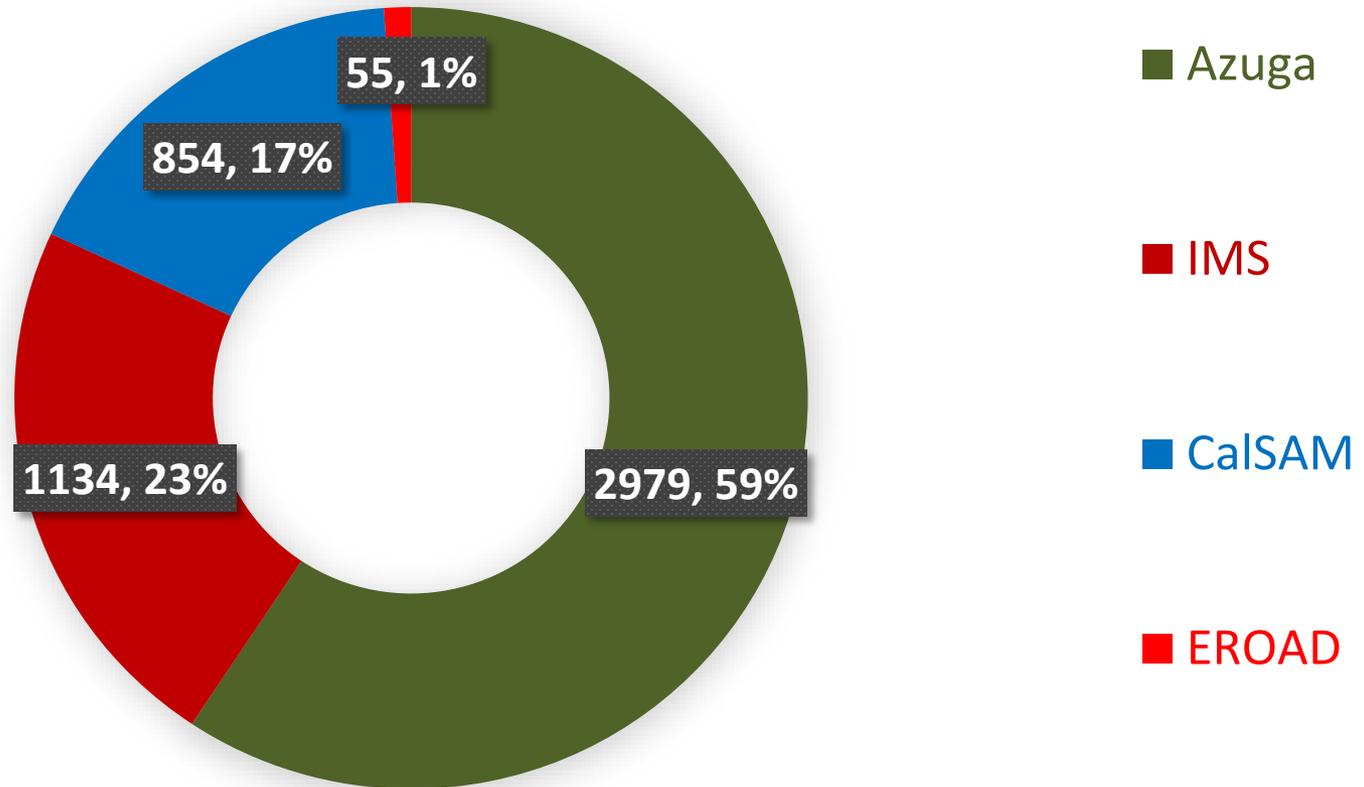
Individual & Household Vehicles Only



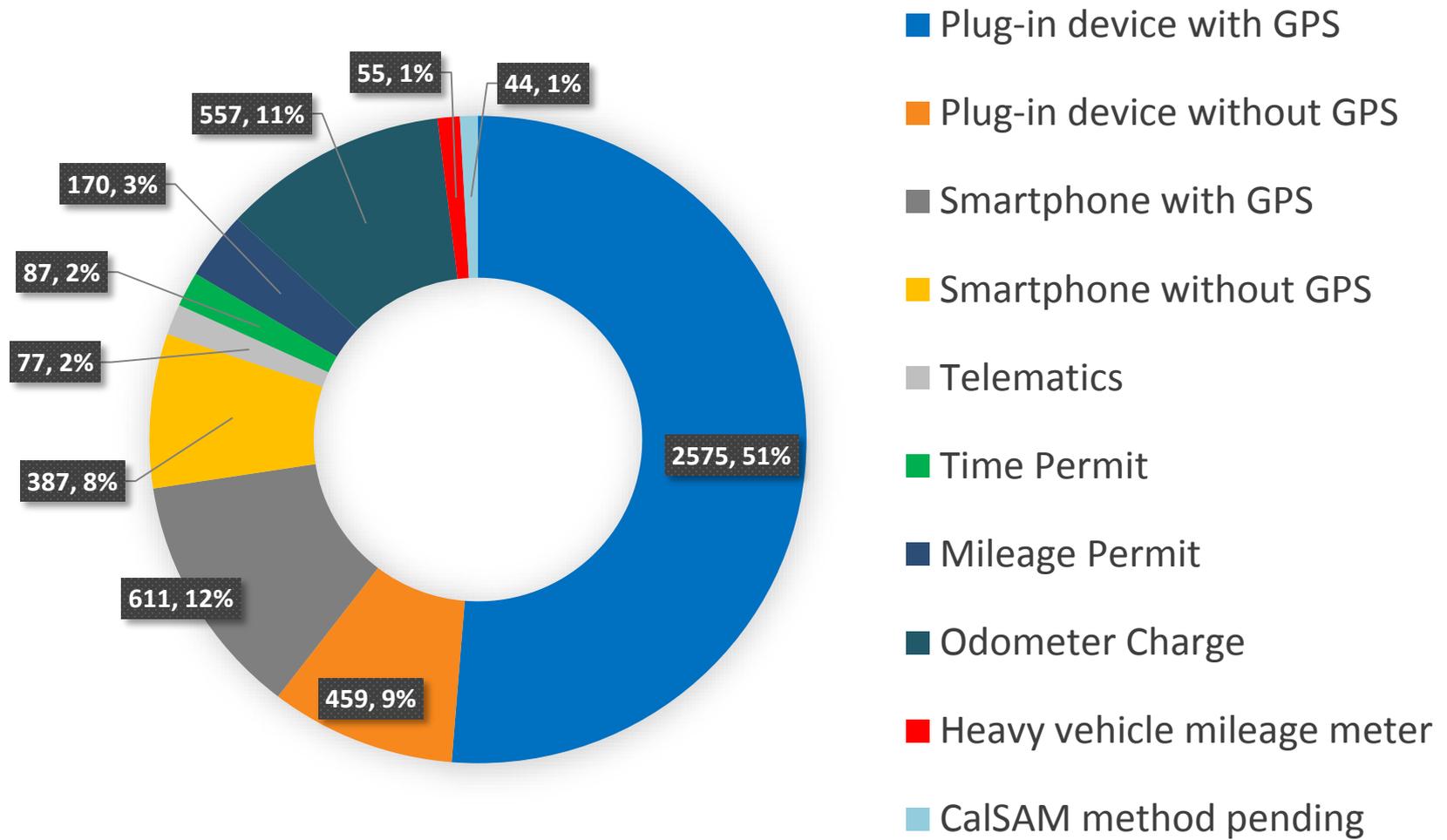
Participants as of August 5, 2016



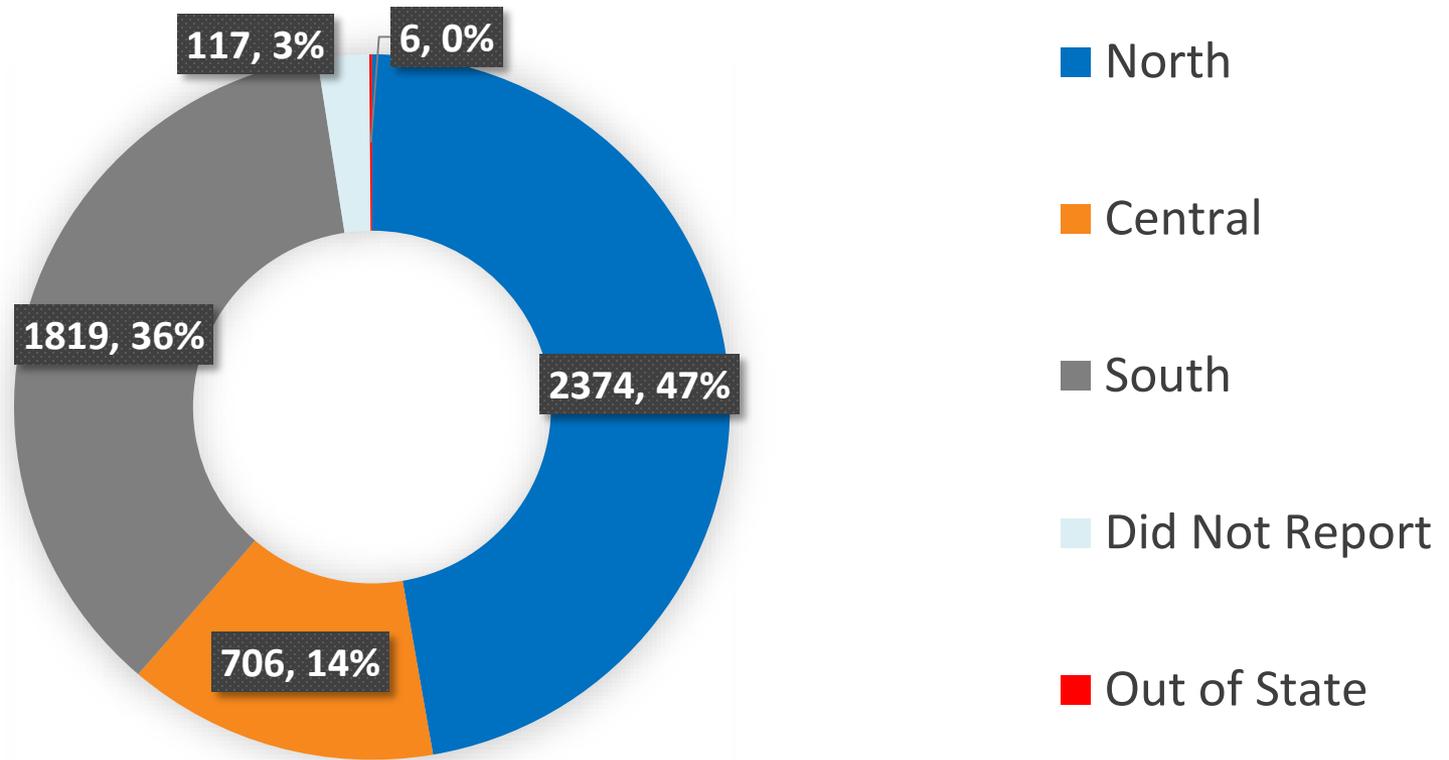
Enrolled Vehicles by Account Manager



Enrolled Vehicles by Reporting Method



Enrolled Vehicles by Location



Heavy Commercial Fleets

Fleet	Sector(s)	Number of Vehicles Enrolled	Location
1	Energy	3	Central
2	Integrated, Intermodal	17	Northern
3	Agriculture – Seasonal, Exporter	10	Central
4	Over-the-road (long haul)	5	Southern
5	Over-the-road (long haul)	2	Southern
6	Energy	1	Southern
7	Agriculture	7	Northern
8	Private, Construction	10	Central
Total		55	Statewide



Light Commercial Fleets

Fleet	Number of Vehicles Enrolled	Location
1	25	Southern
2	18	Northern
3	130	Northern/Central
4	5	Southern
5	35	Southern
6	30	Northern
Total	243	Statewide



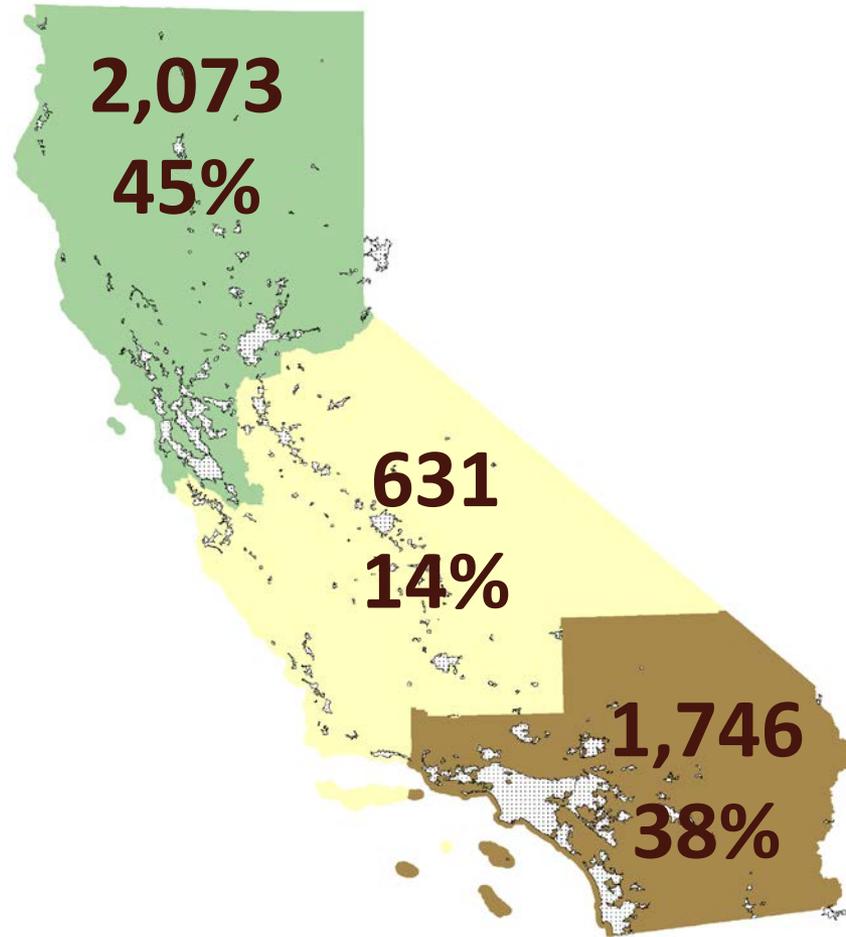
Individuals & Households

243

55

4,563

Vehicles by Location of Participant Owner*



**Includes 4 tribal vehicles from "other" category; participant owners of 117 vehicles did not report; out-of-state vehicles not counted*

Individuals & Households

243

55

4,563

Vehicles by Geography of Participant Owner*

Rural and Agricultural



CA Population: 6%

TAC Target: 24%

Pilot Participants: 510 (11%)

Urban and Suburban



CA Population: 94%

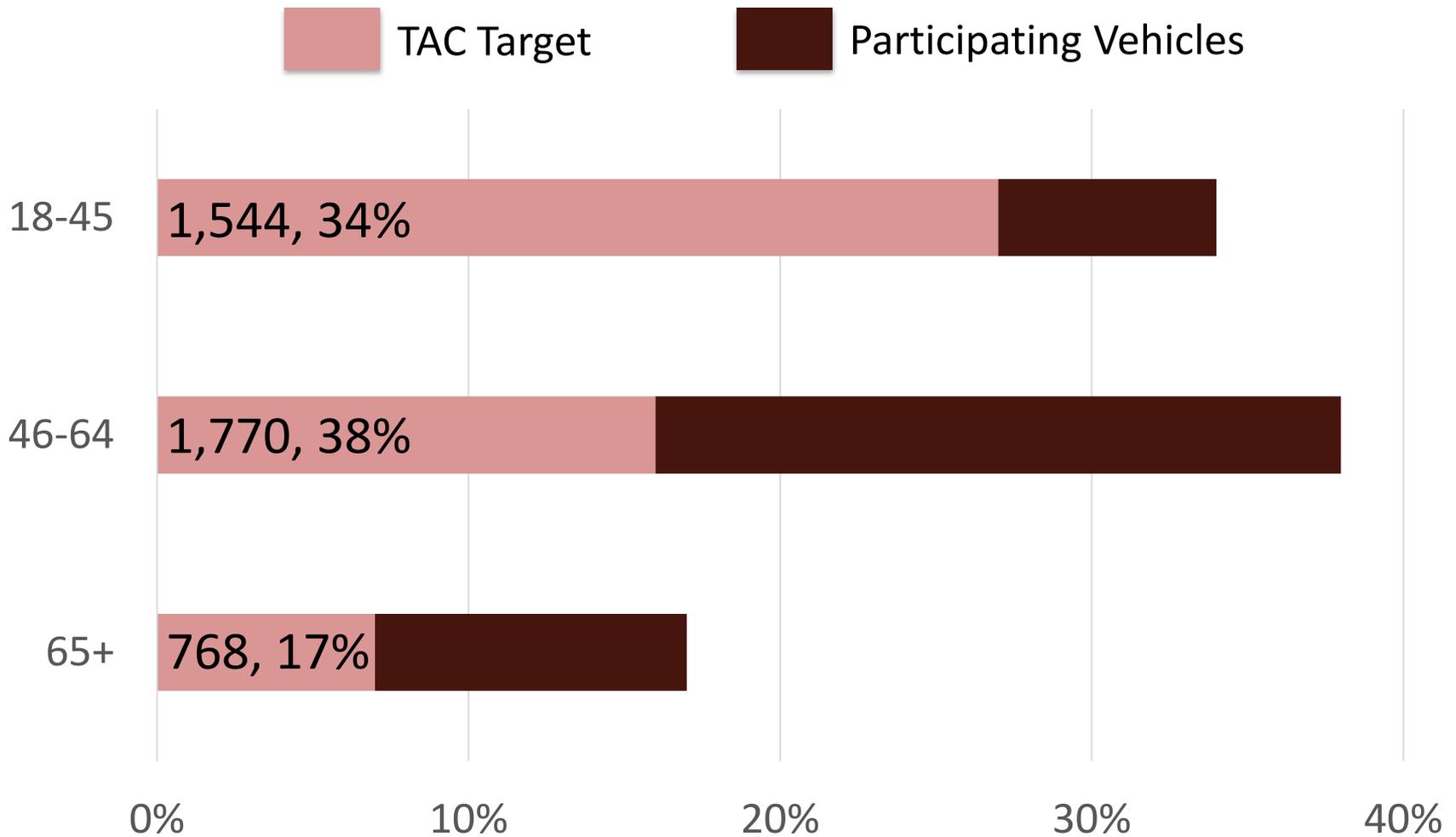
TAC Target: 76%

Pilot Participants: 3,940 (86%)

**Includes 4 tribal vehicles from "other" category; participant owners of 117 vehicles did not report; out-of-state vehicles not counted*

Vehicles by Age of Participant Owner*

243
55
4,563

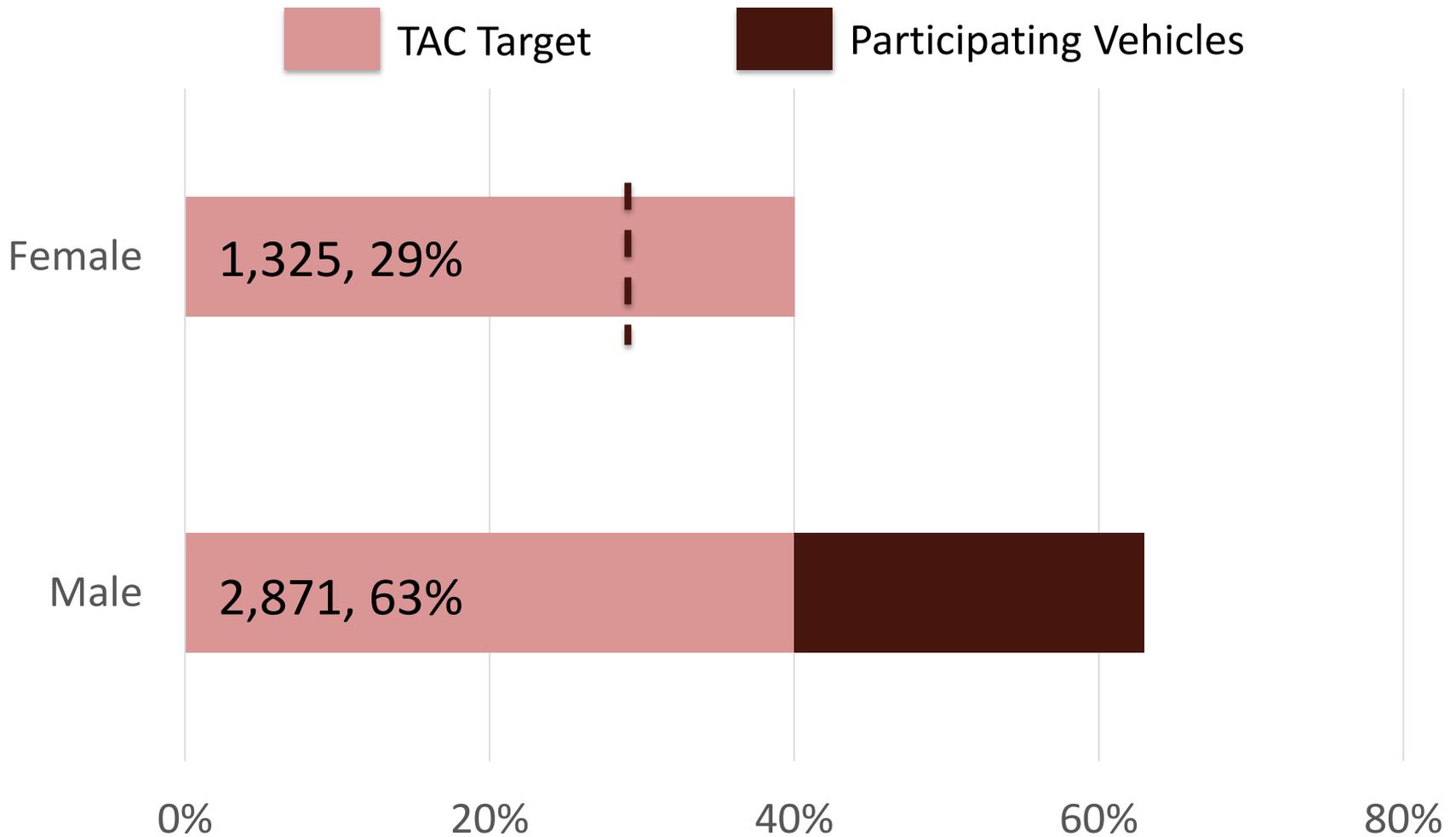


**Includes 10 out-of-state and tribal vehicles from "other" category; 491 did not report*



Vehicles by Gender of Participant Owner*

243	55
4,563	

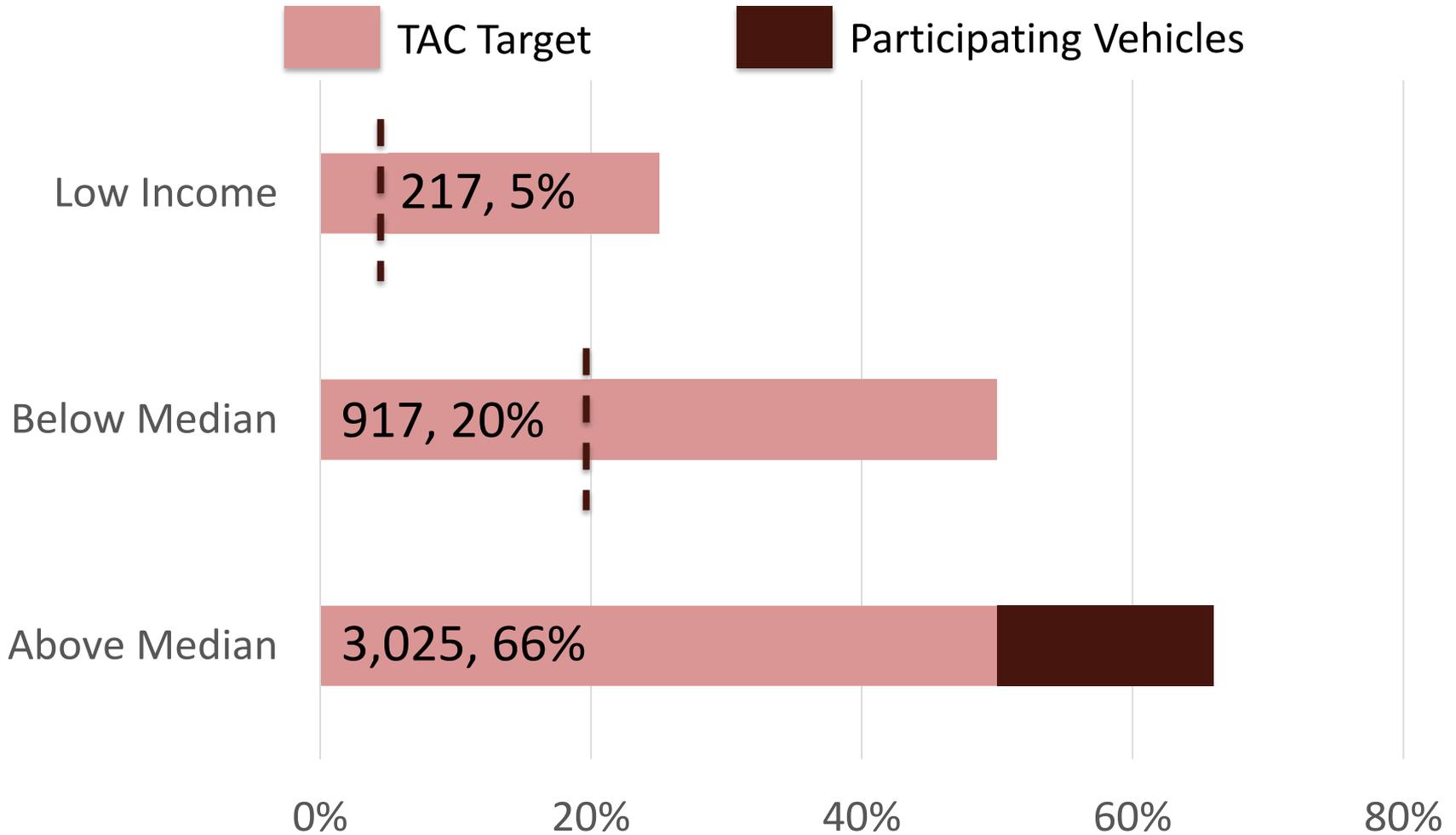


*Includes 10 out-of-state and tribal vehicles from "other" category; 377 (8%) did not report



Vehicles by Income of Participant Owner*

243	55
4,563	

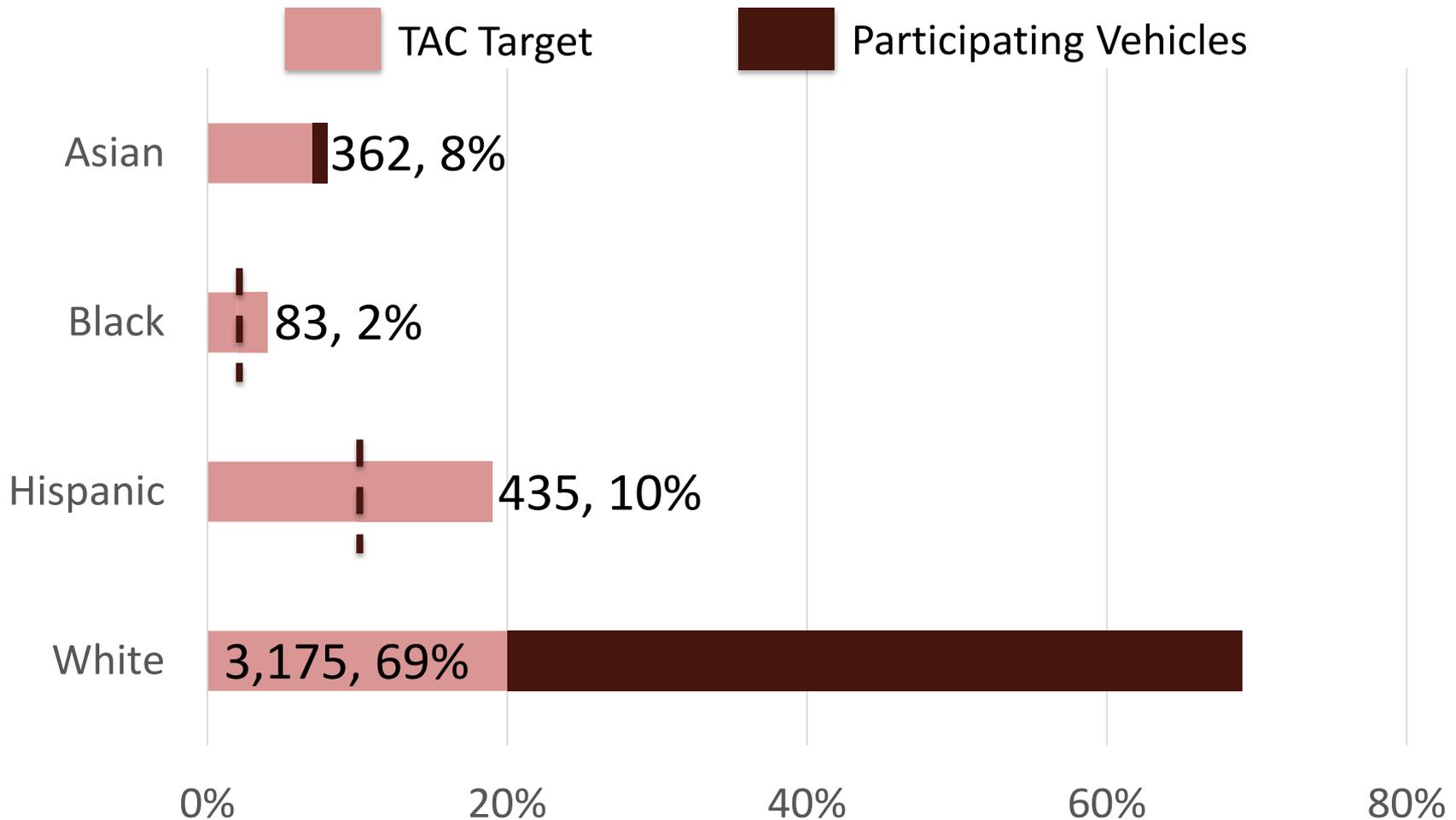


*Includes 10 out-of-state and tribal vehicles from "other" category; 631 (14%) did not report



Vehicles by Race/Ethnicity of Participant Owner*

243
55
4,563



*Includes 10 out-of-state and tribal vehicles from "other" category; 341 (7%) did not report; 79 (2%) reported 2 or more races; 33 (1%) reported Native American; 65 (1%) reported "other"





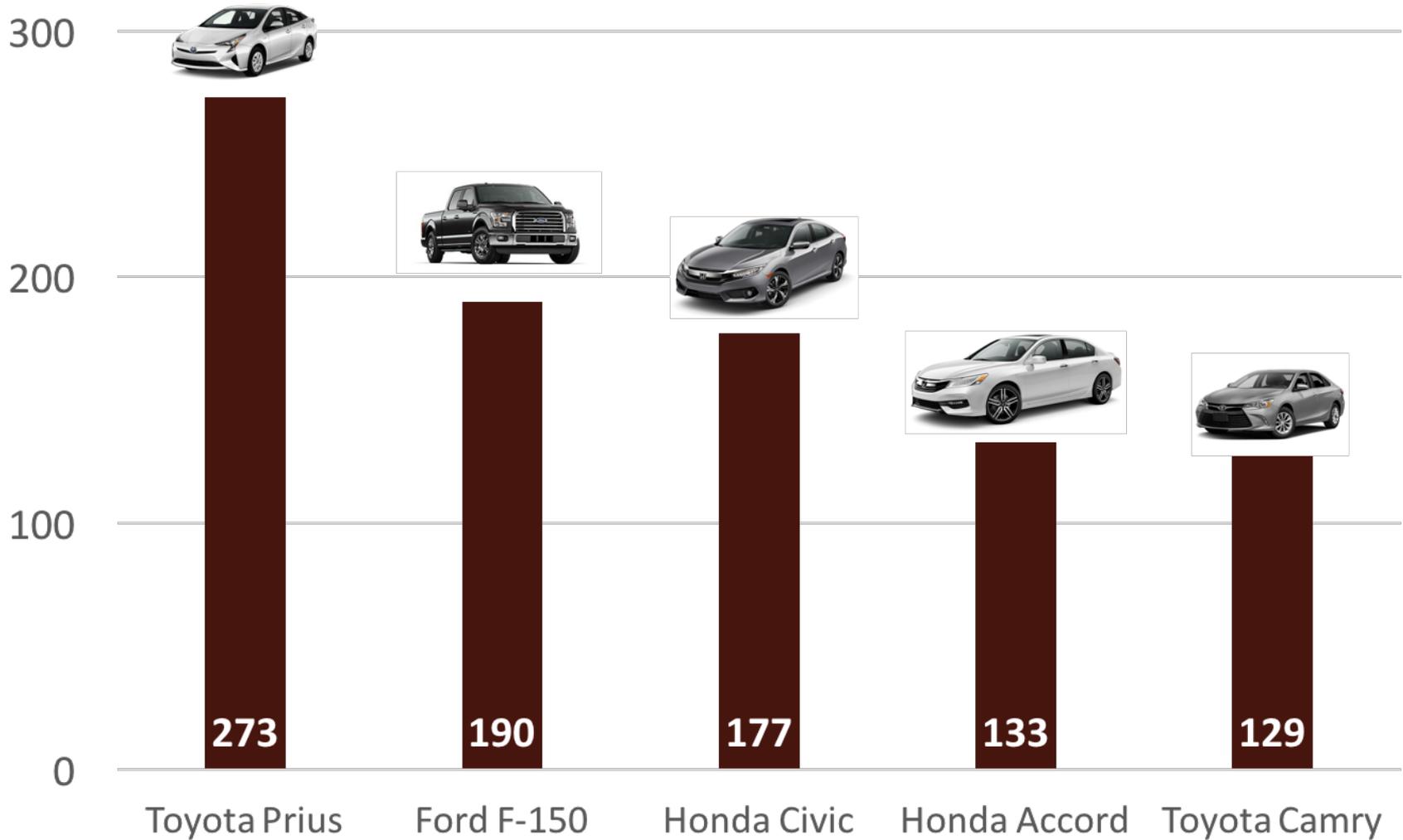
243	55
4,563	

Analysis of Race/Ethnicity Non-Disclosure

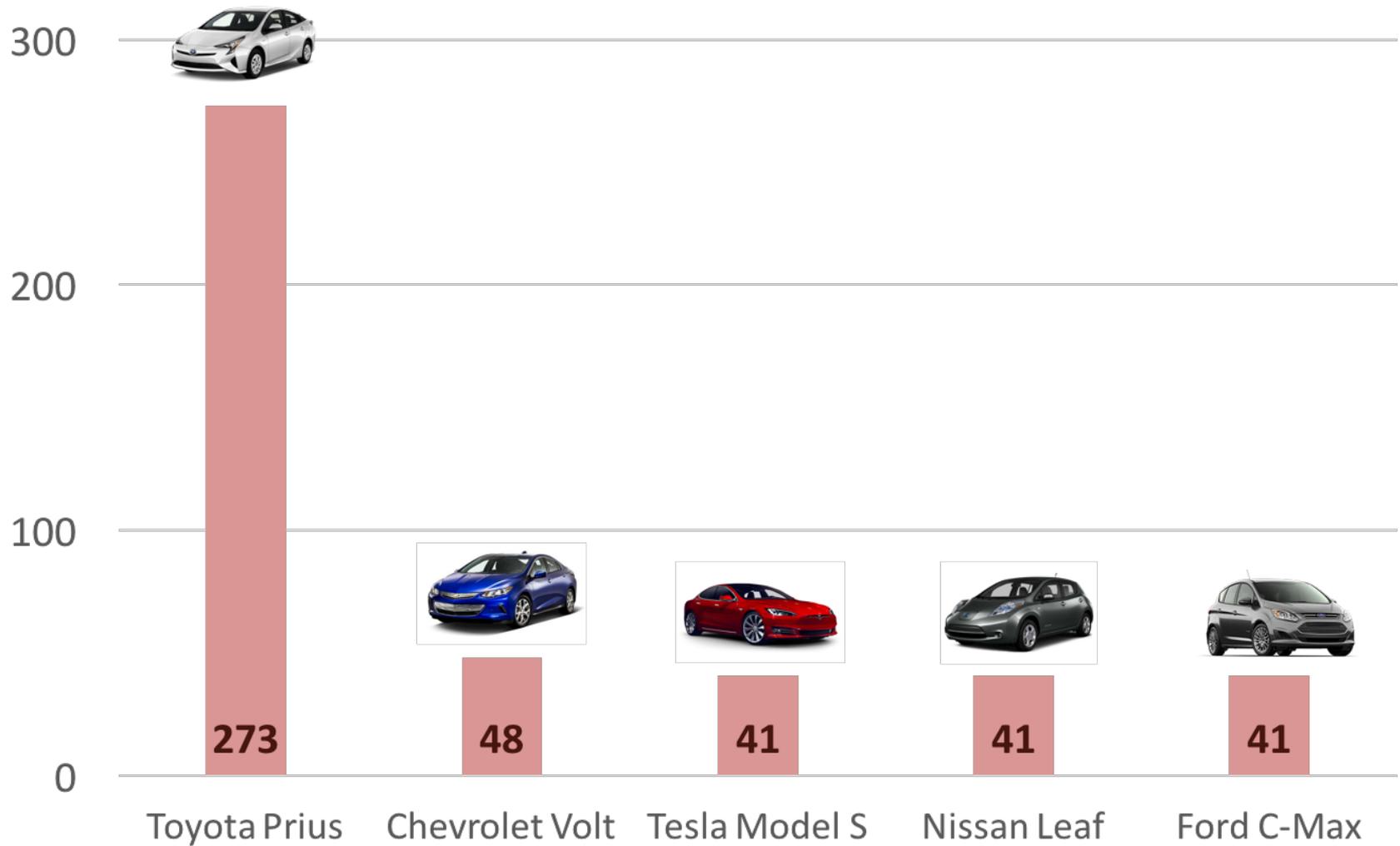
- ◆ 7% of vehicles had no corresponding race/ethnicity
- ◆ Based on Census data, estimated racial/ethnic breakdown of those participants is as follows:
 - ◇ 61% White or Caucasian Only
 - ◇ 5% Black or African American Only
 - ◇ 1% Native American Only
 - ◇ 16% Asian or Pacific Islander Only
 - ◇ 5% Two or More Races
 - ◇ 13% Other
 - ◇ 30% Hispanic of Any Race



Top Vehicles



Top Hybrid and Electric Vehicles



Vehicles by Type

Type	Percentage	TAC Target
ICE	85.6%	N/A
Hybrid	10.9%	2%
Electric	3.2%	0.5%
Other	0.3%	N/A



Agency Vehicles

243

55

4,563

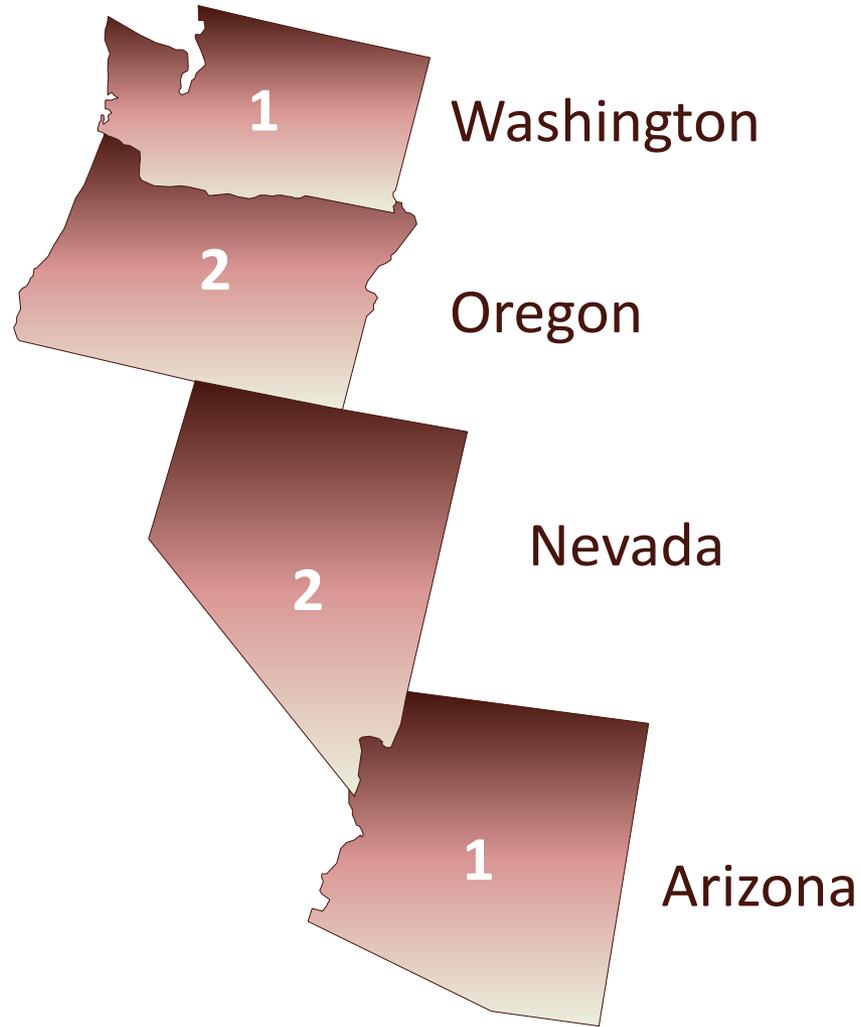
161

Agency	Number of Vehicles Enrolled	Location
Monterey County	2	Central
Sonoma County	50	Northern
City of Rocklin	20	Northern
Caltrans	28	Southern
	23	Central
	20	Northern
FHWA	6	Northern
	2	Southern



Out-of-State Vehicles

243	55
4,563	161



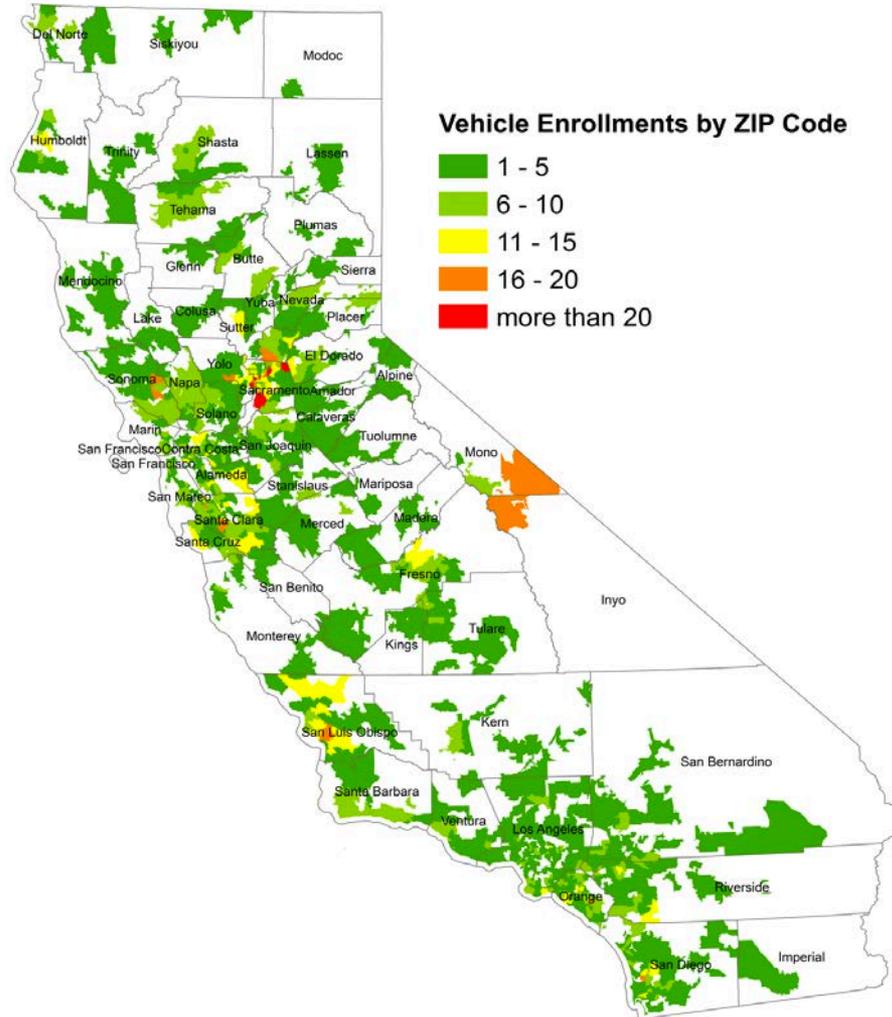
Summary of Enrolled Vehicles Against TAC Matrix

Commercial Vehicles (Businesses)		North	Central	South	Trucks	
		 <u>128</u> 100	 <u>50</u> 50	 <u>65</u> 175	 <u>55</u> 50	
Private Vehicles (Individuals & Households)					Other	
Urban & Suburban 	Below Median	<u>367</u> 475	<u>106</u> 175	<u>336</u> 1050	 	
	Above Median	<u>1243</u> 475	<u>243</u> 175	<u>1182</u> 1050		
Rural & Agricultural 	Below Median	<u>52</u> 200	<u>40</u> 200	<u>15</u> 150		<u>161</u> <u>125</u> 
	Above Median	<u>168</u> 200	<u>162</u> 200	<u>26</u> 150		

**Participant owners of 627 vehicles did not report location and/or income*



Vehicle Enrollments by ZIP Code



Thank you!

Questions?

