



# Road Usage Charging Survey

## Oregon Dept of Transportation

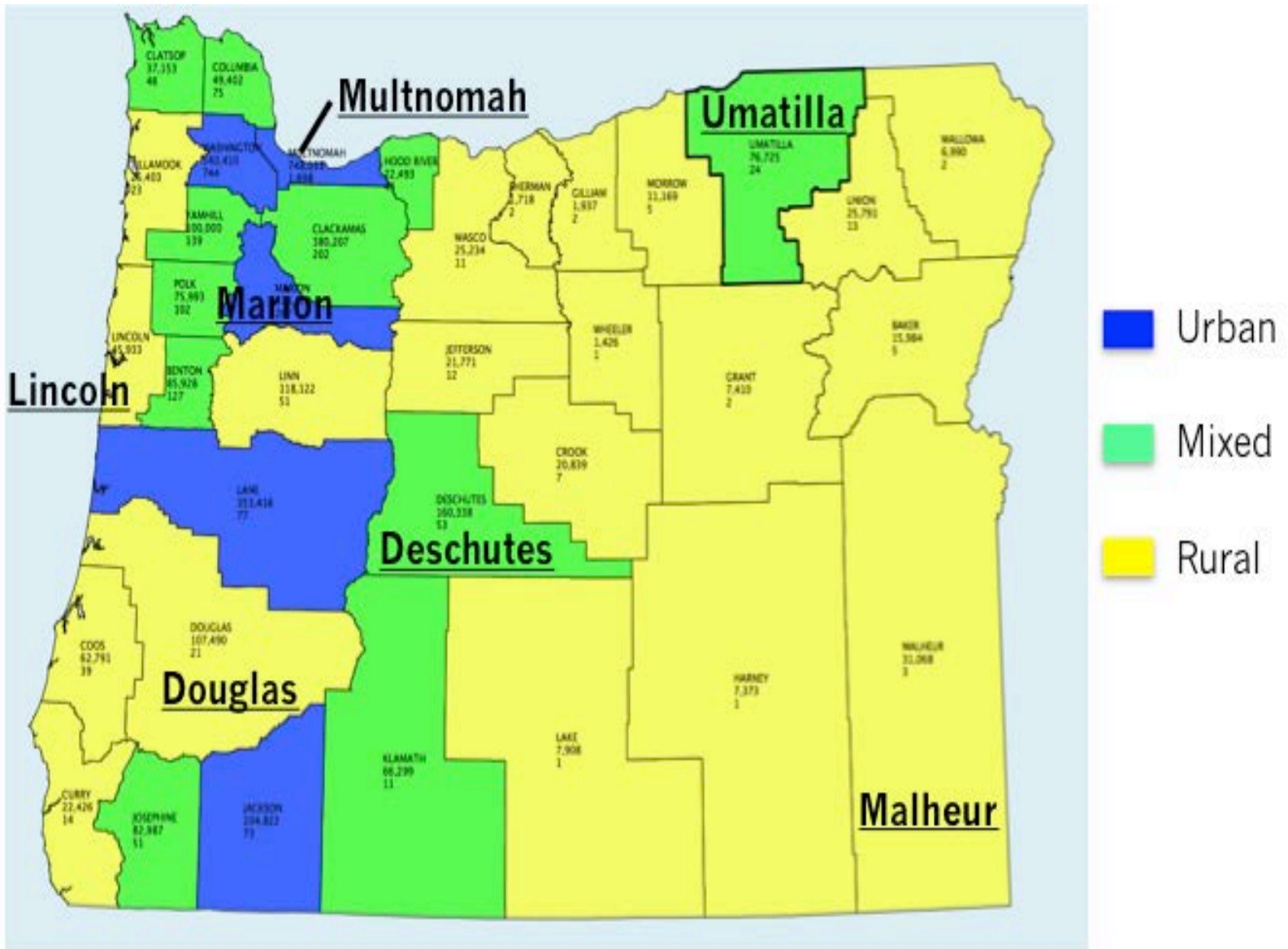
PREPARED FOR  
D'Artagnan Group & ODOT

# Myths of Urban vs. Rural

- Rural residents drive more
- Urban residents drive less
  
- Rural residents will pay more in RUC
- Urban residents will pay less in RUC



## Naked Bike Ride

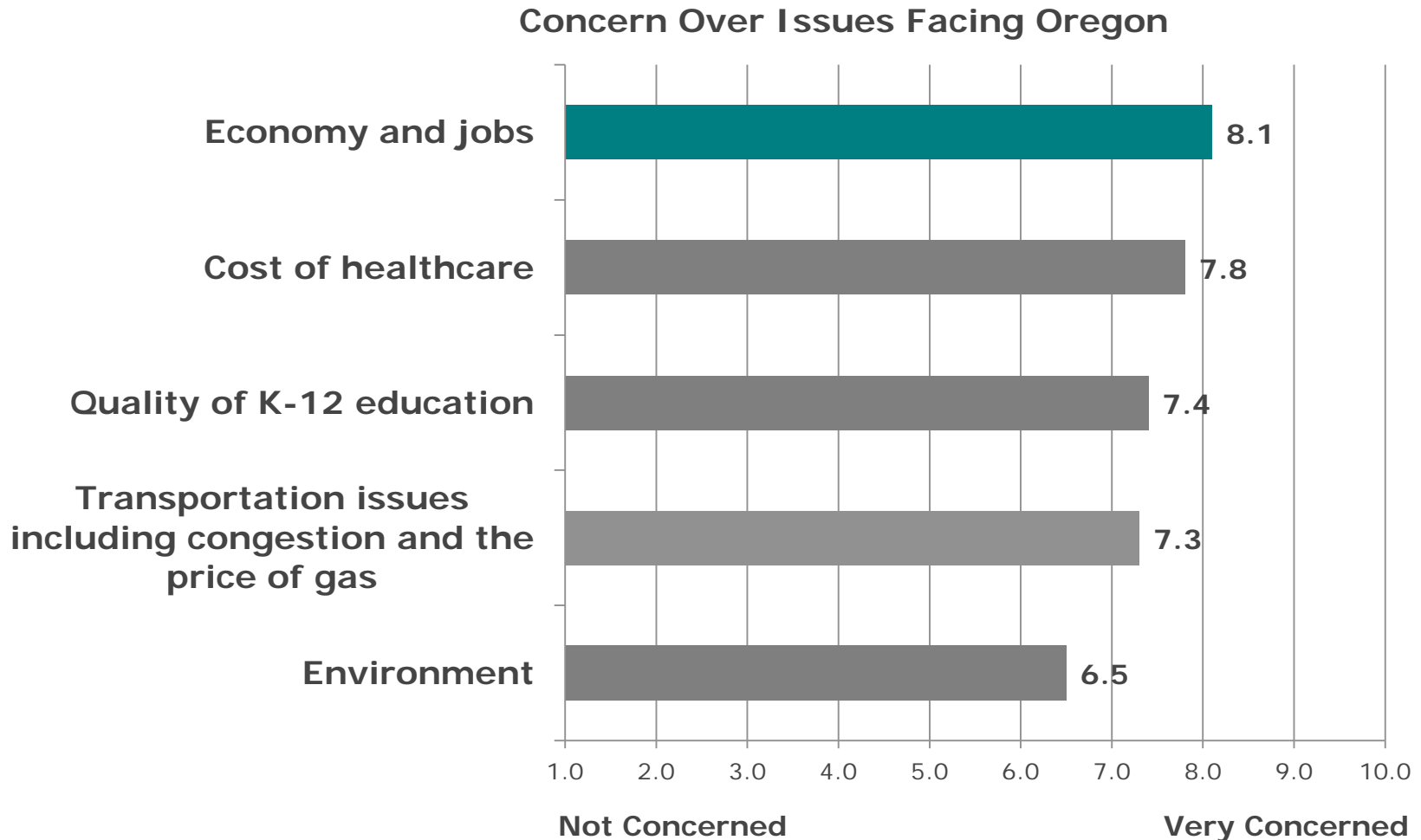


# Survey methodology

- Telephone survey of 900 registered voters
  - 300 Urban
  - 300 Mixed
  - 300 Rural
- List included land lines and cell phones
- Demographics to reflect each community
- Margin of error for 900; +/- 3.3%, at 95% confidence level
- Margin of error for 300; +/- 5.6%, at 95% confidence level

# Transportation Priorities In Oregon

Like the rest of the country, top concern in Oregon is the economy. Transportation is above average in concern.



# Transportation is a higher concern in Rural areas.

## Urban

- 1) Economy
- 2) Healthcare
- 3) Education

## Rural

- 1) Economy
- 2) Healthcare
- 3) Transportation



# Key priority is maintenance.

- 1) Maintain existing system
- 2) Funding that is sustainable

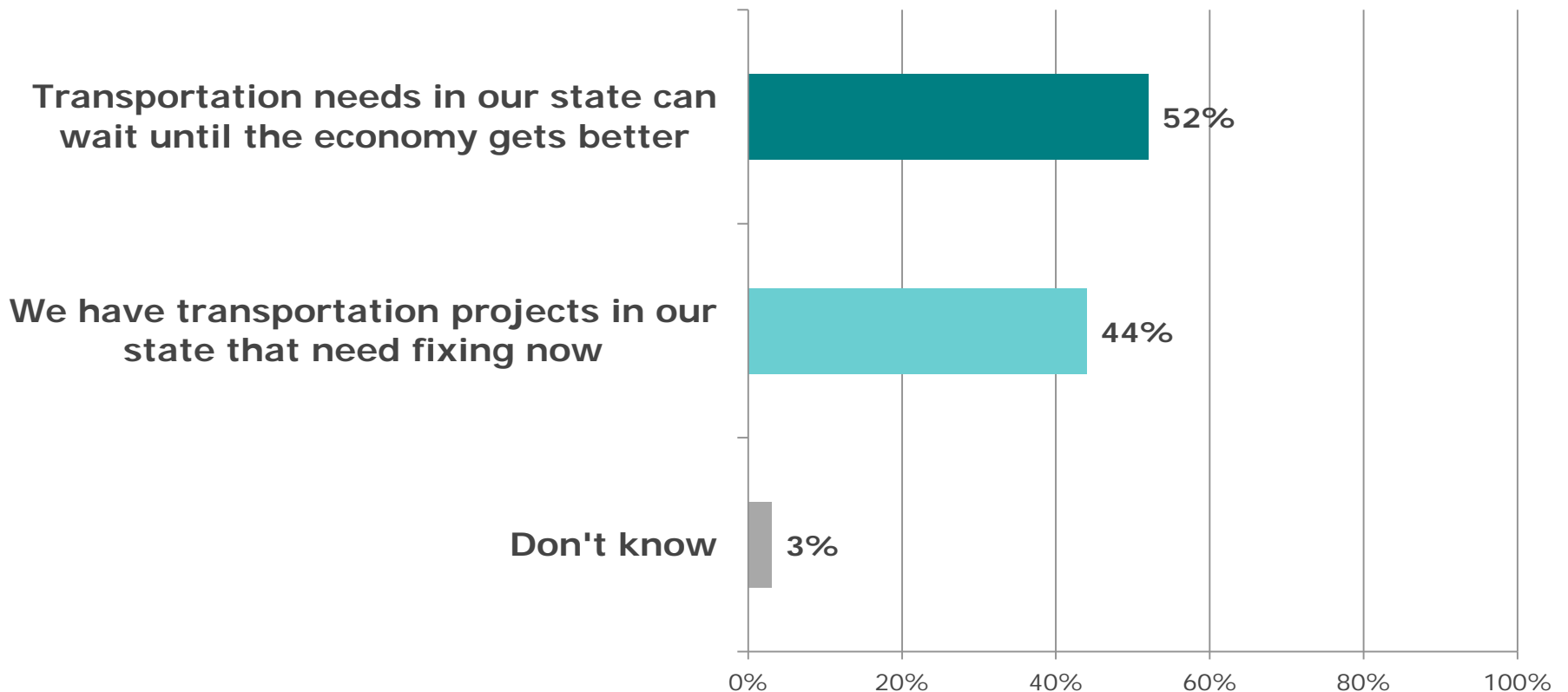
Safety

Technology

Congestion

# Voters are split on the urgency to address transportation needs.

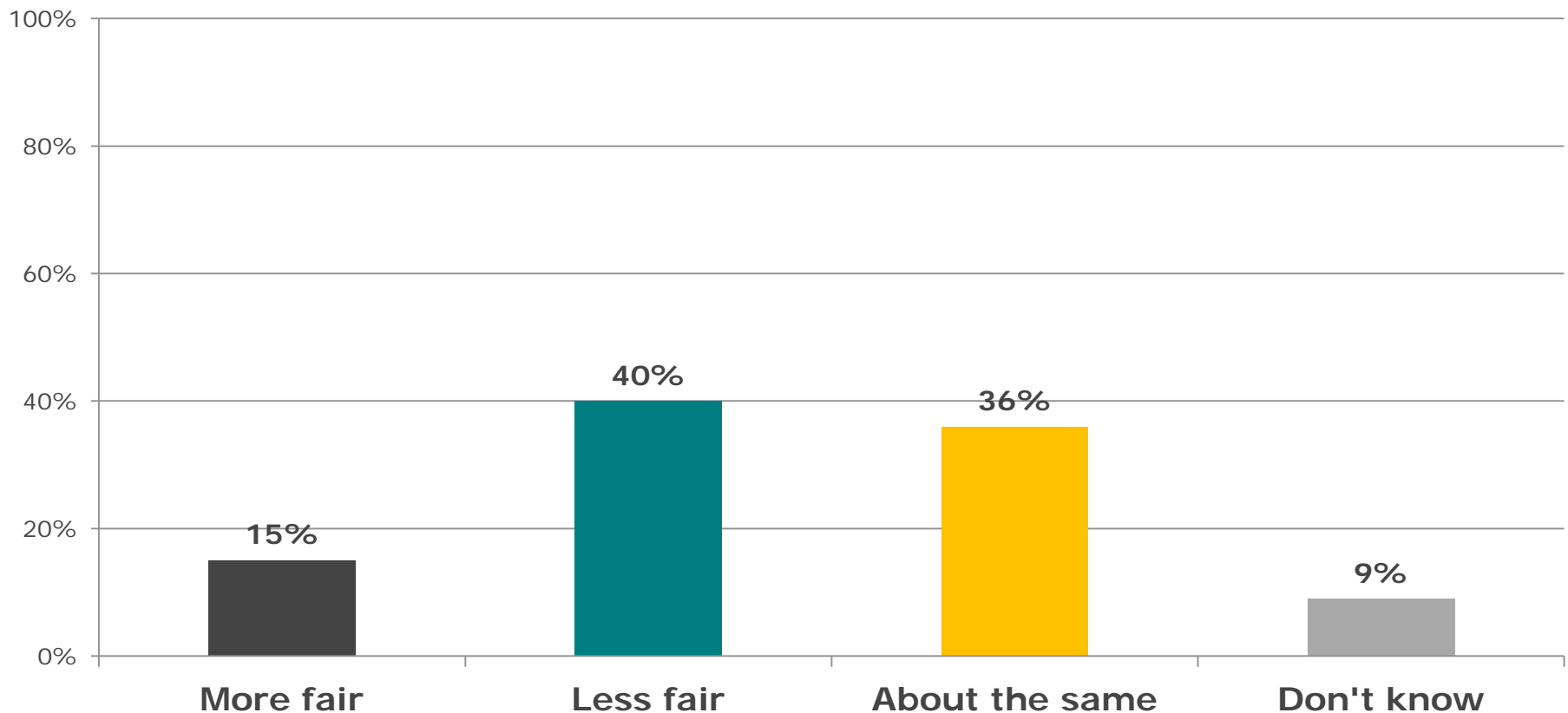
## Statement That Comes Closest To Viewpoint



# Road Usage Charging In Oregon

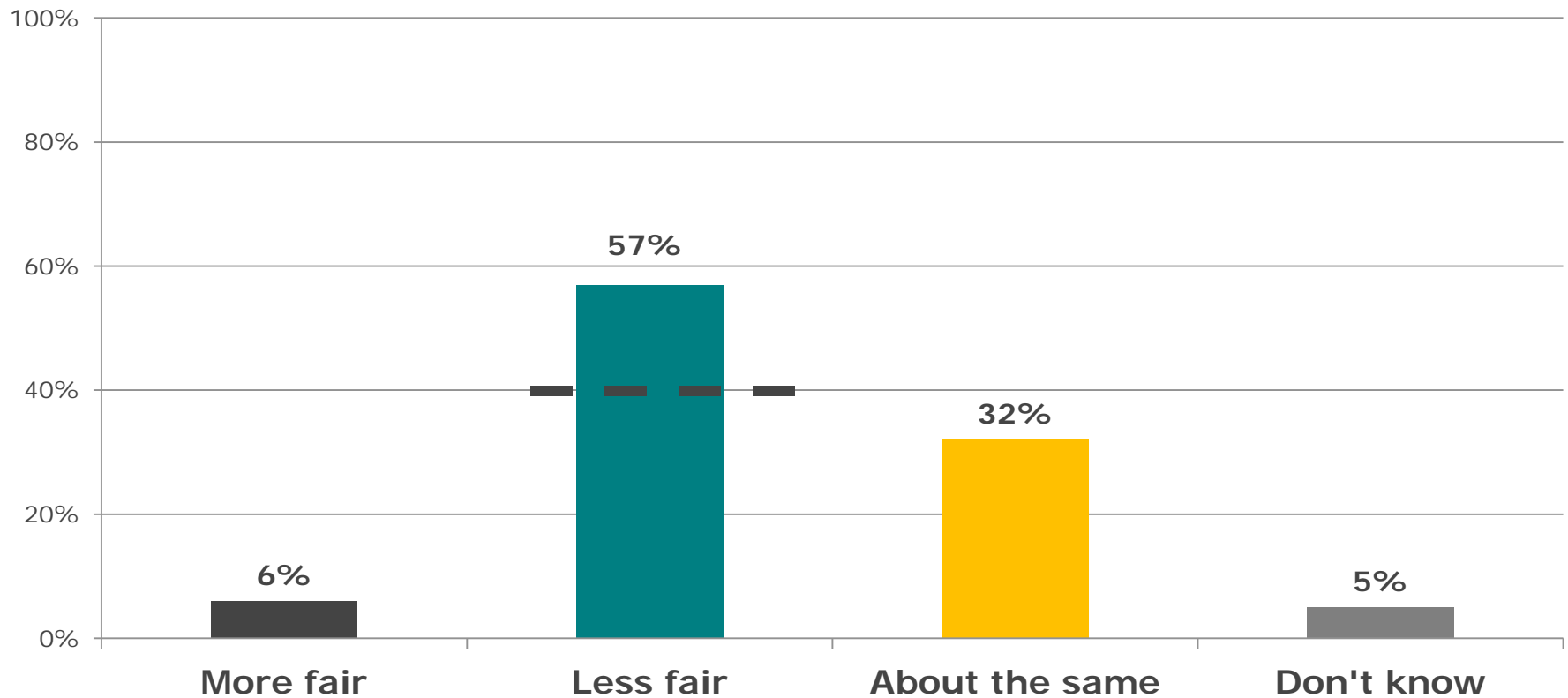
**40% of voters believe RUC is less fair than the gas tax and about that many believe it's the same.**

**Fairness Of Tax On Miles Driven**



# Prompts to consider rural residents increases 'less fair' response by 17 points from 40% to 57%.

## Fairness For Rural Residents



# Driving Habits Of Oregon Drivers

# Miles driven each year (self-reported).

	<b>B. Miles off-road</b>	<b>C. Miles on-road</b>	<b>D. Miles driven out-of- state</b>
Urban	721	12,122	765
Rural	1,090	11,421	1,939

# Urban drivers on average drive more total miles (self-reported).

	<b>Total miles driven (B + C)</b>	<b>B. Miles off- road</b>	<b>C. Miles on-road</b>	<b>D. Miles driven out-of-state</b>
Urban	<b>12,843</b>	721	12,122	765
Rural	<b>12,511</b>	1,090	11,421	1,939



# And on public roads (self-reported).

	<b>Total miles driven (B + C)</b>	<b>B. Miles off- road</b>	<b>C. Miles on-road</b>	<b>D. Miles driven out-of-state</b>	<b>Total miles on Oregon public roads (C - D)</b>
Urban	12,843	721	12,122	765	<b>11,357</b>
Rural	12,511	1,090	11,421	1,939	<b>9,482</b>

# Average miles driven for everyday activities (self reported).

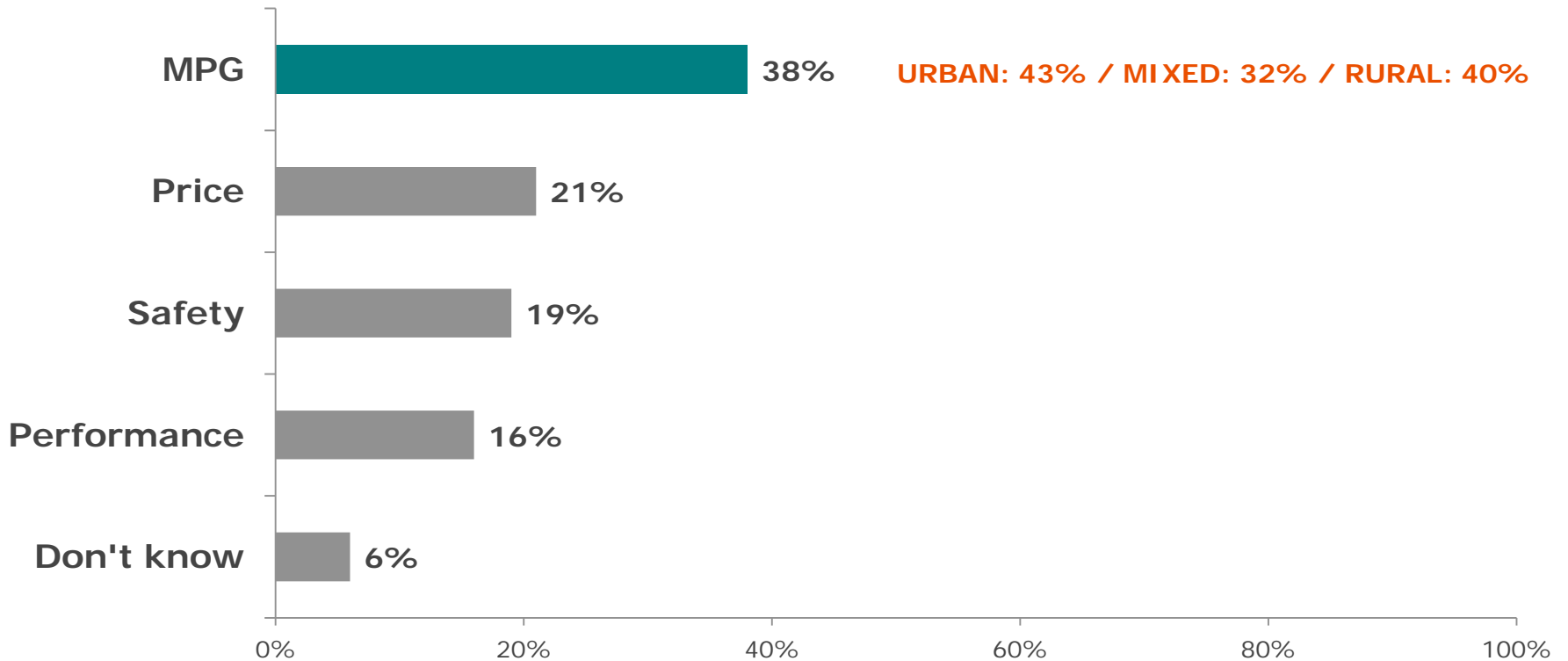
Trip Purpose	Urban	Rural
Grocery shopping	4.0	14.8
Work or school	11.1	16.0
Restaurants	5.3	11.6
Clothes shopping	7.9	22.5
Medical appointments	8.8	24.0

# Frequency of trips (self reported).

Trip Purpose	Weekly (%)		Monthly (%)		Less than monthly (%)	
	U	R	U	R	U	R
Grocery shopping	82	73	12	20	6	7
Work or school	61	49	n/a			
Restaurants	47	30	29	36	24	34
Clothes shopping	14	14	42	33	44	53
Medical appointments	11	10	25	24	64	66

# MPG is the highest priority for a future vehicle, even over price.

Factors Most Important When Buying Next Vehicle



# Growing market for “efficient” vehicles in Oregon.

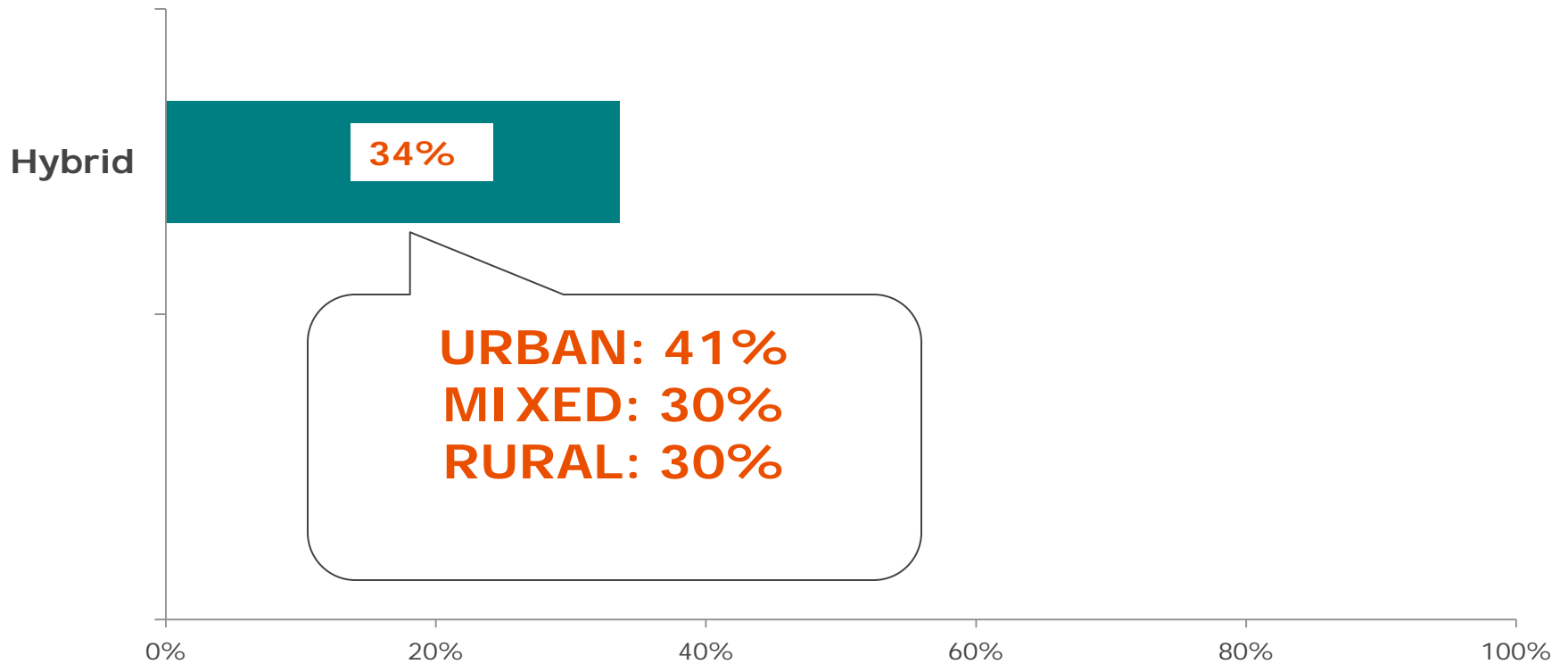
**5.5%** of all new vehicle registrations in Oregon are “efficient”

**34%** are likely to buy a hybrid

**20%** are likely to buy an electric vehicle

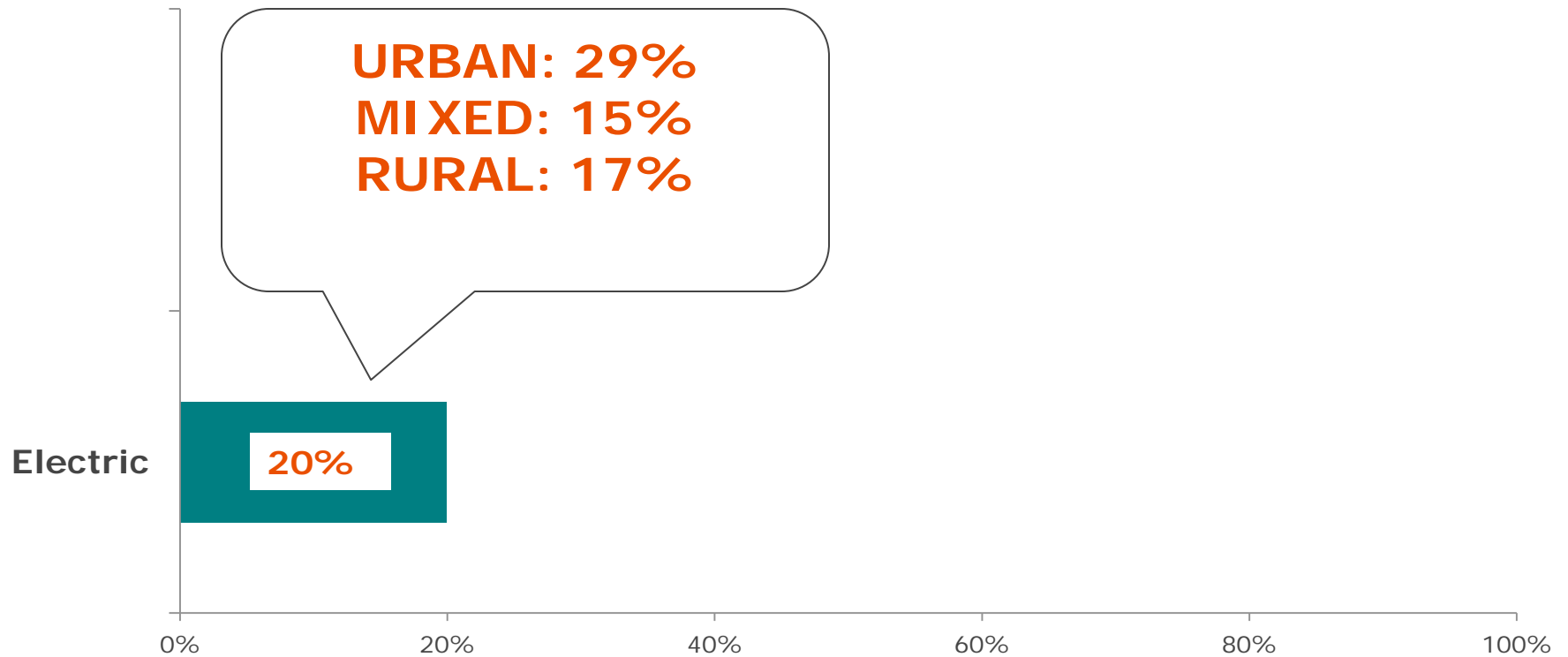
# Urban shows highest interest for Hybrids.

Very or somewhat likely to buy a Hybrid Vehicle



# And for electric vehicles.

## Very or somewhat likely to buy an Electric Vehicle



# RECOMMENDATIONS



# Elevate transportation as a priority issue

Transportation is rated 7.3 as an area of concern, just below K-12 education  
- rated higher in Rural

44% believe transportation issues need to be addressed now  
- 55% in Urban

# Pre-empt rural vs. urban discussion on road use fees

60% combined opportunity to shift opinions

- 36% say RUC is as fair as gas tax
- 15% more fair
- 9% unsure

Only when prompted to consider rural residents do more voters consider RUC to be less fair (57% from 40%)

[http://www.oregon.gov/ODOT/HWY/RUFPP/docs/FINAL\\_Report\\_Impacts\\_RoadUserCharges\\_Rural\\_Urban\\_Mixed\\_Counties\\_Jan\\_2013.pdf](http://www.oregon.gov/ODOT/HWY/RUFPP/docs/FINAL_Report_Impacts_RoadUserCharges_Rural_Urban_Mixed_Counties_Jan_2013.pdf)



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