



What Oregonians Think About Road Charging

IBTTA Transportation Finance & Road Usage Charging
Portland Oregon
April 2015

Los Angeles



Dallas



Chicago



New York City



Portland



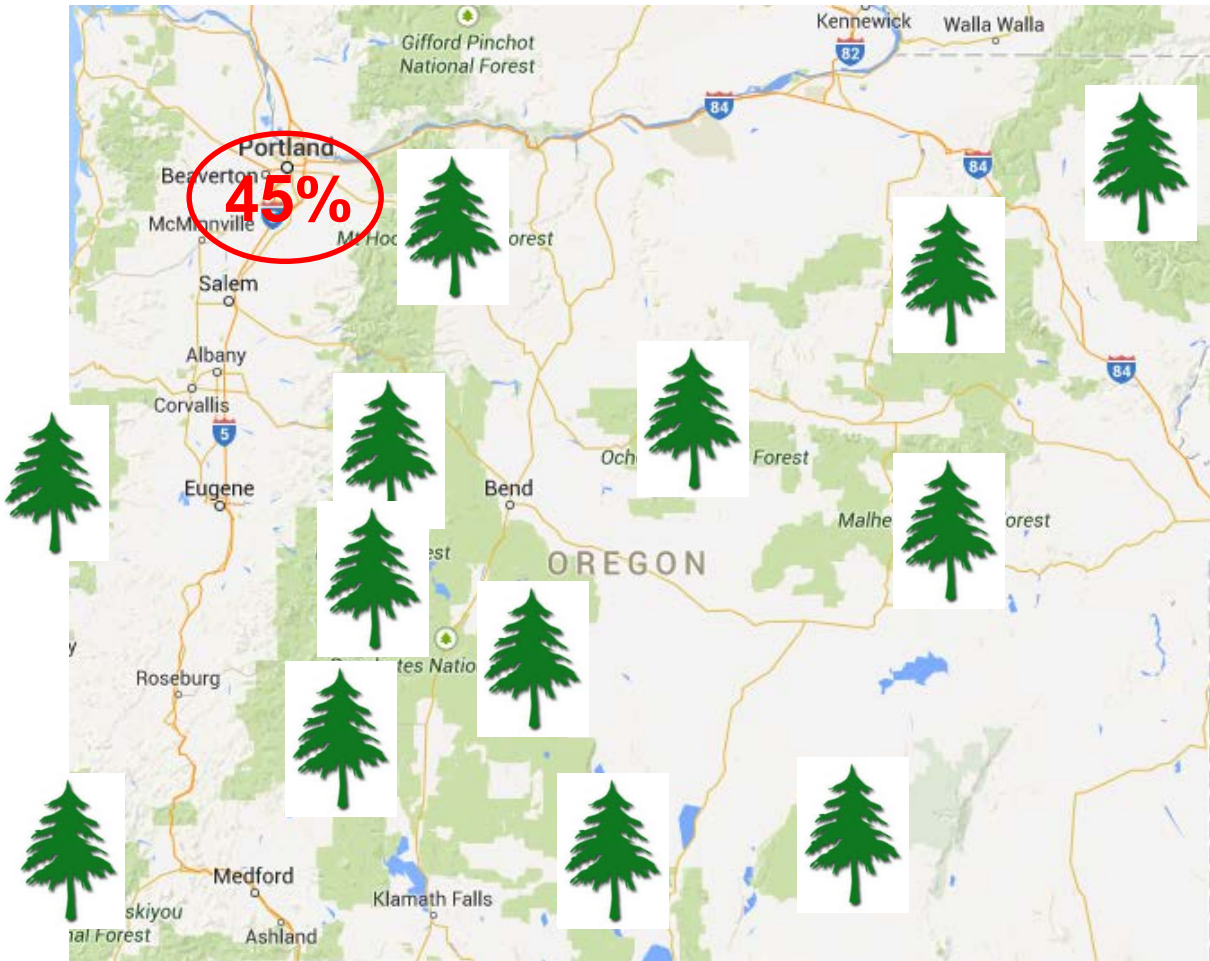
Myths of Urban vs. Rural

Rural residents drive more

- pay more in road charge

Urban residents drive less

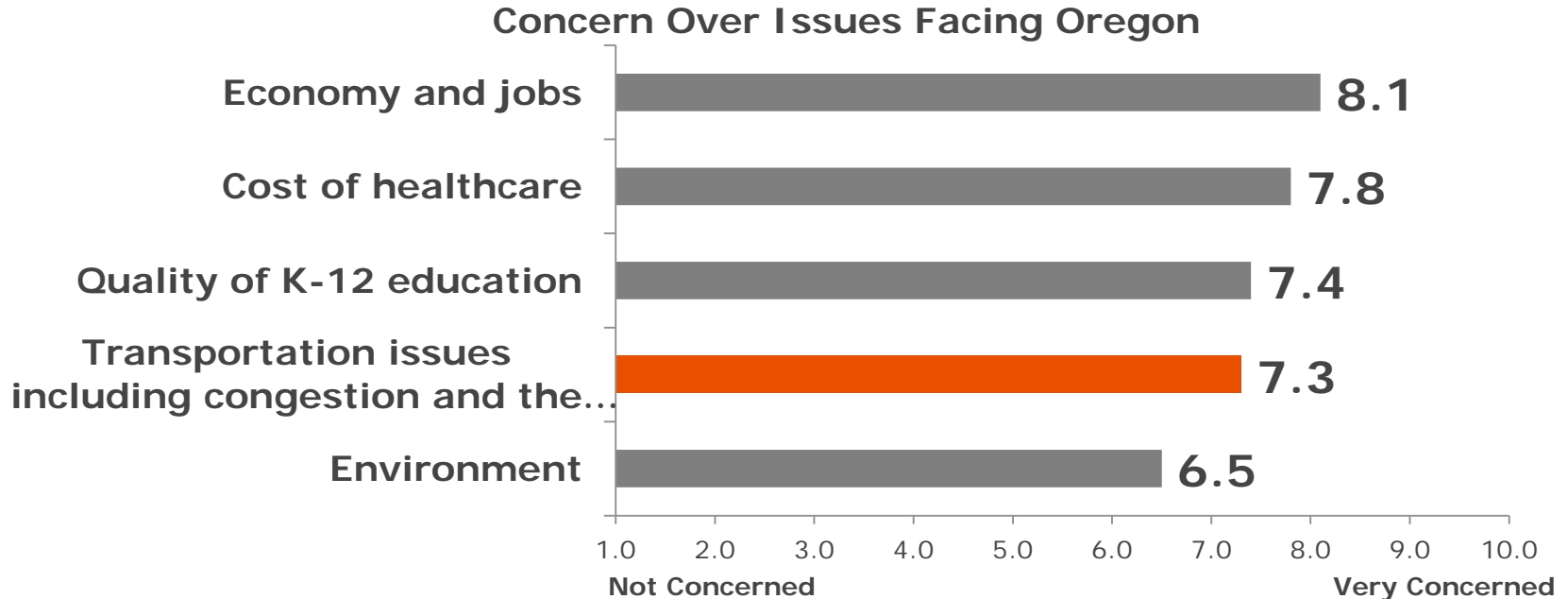
- pay less in road charge



Survey Methodology

- Telephone survey of 1,200 voters
 - 600 Urban and Mixed Counties
 - 600 Rural Counties
- All registered voters
- Included cell phones and land lines
- Demographics to reflect each community
- Margin of error +/- 2.8% to 5.6%, based on sample size

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 ...

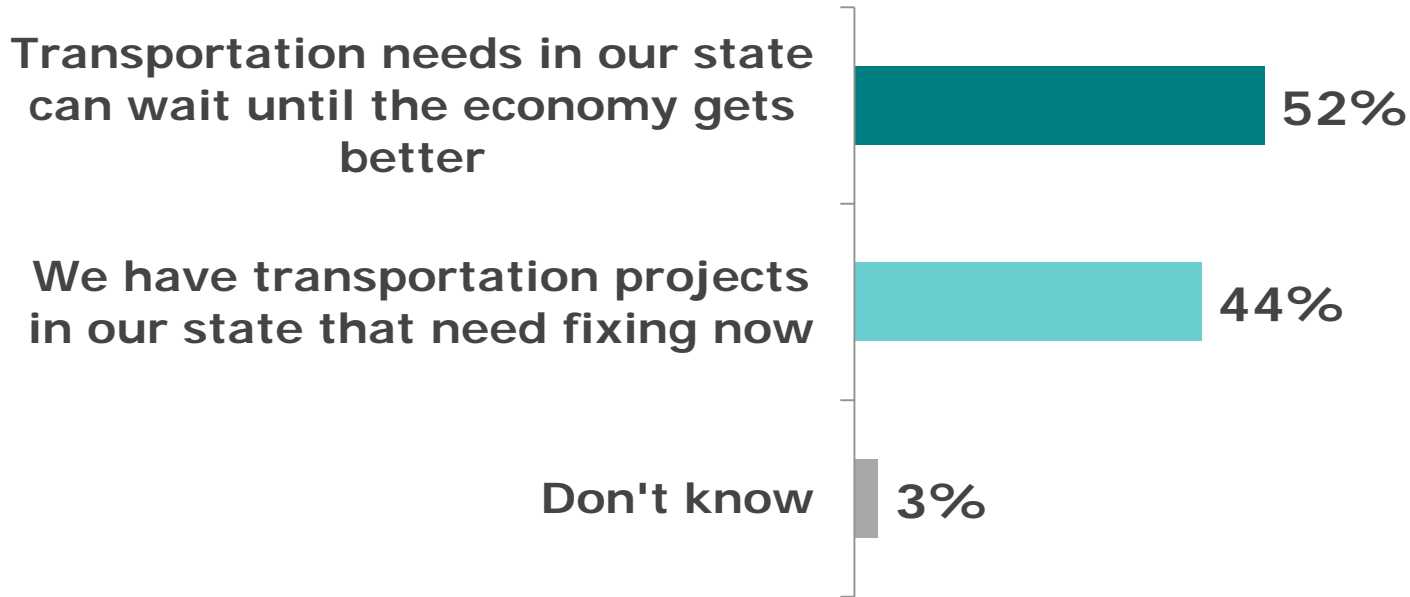
Urban

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

Rural

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

Voters are split on the urgency to address transportation needs.



Key priority is ...

- 1) Maintaining the existing system
- 2) Funding that is sustainable

Over ...

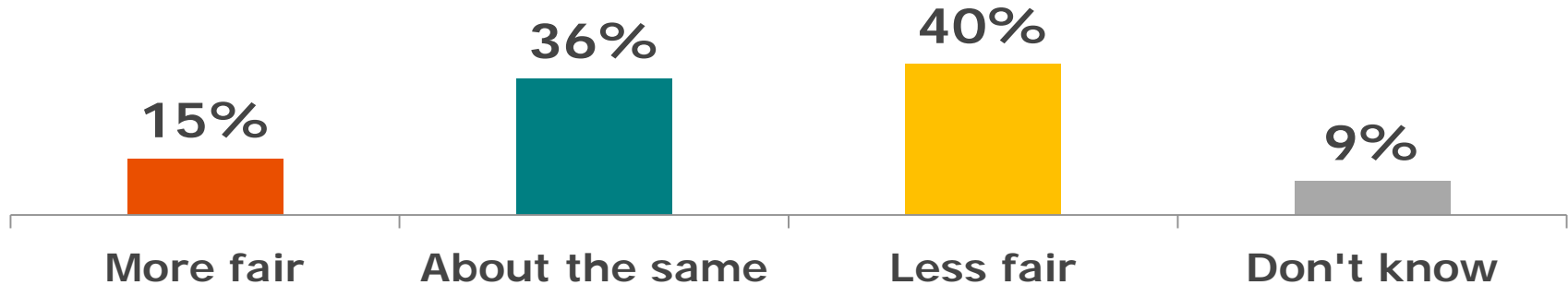
Safety

Technology

Congestion

About an even number of voters believe RUC is the same or less fair than the gas tax.

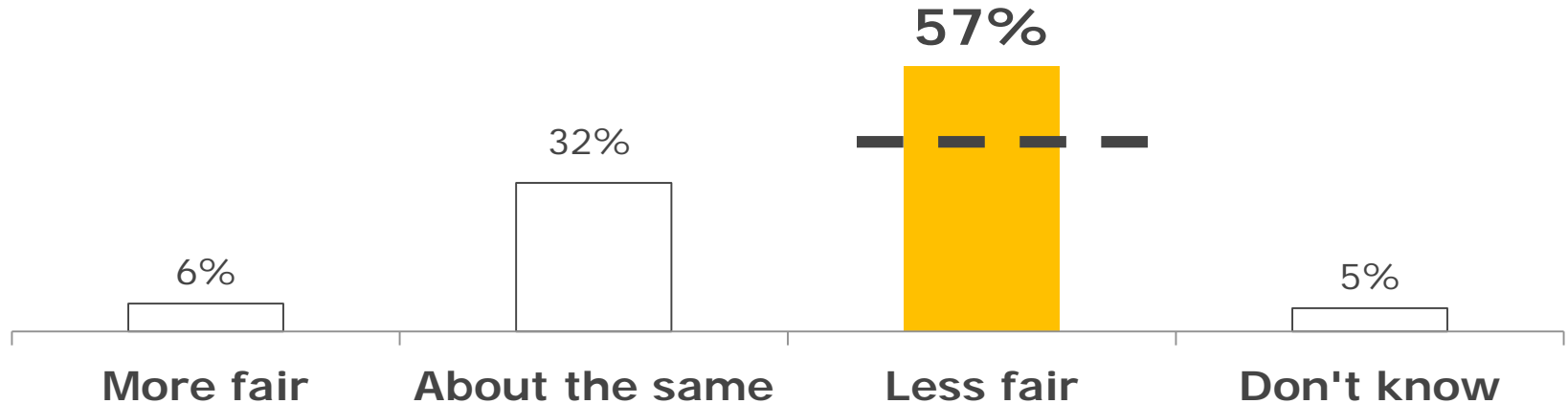
Fairness Of Tax On Miles Driven



Transportation improvements are mostly funded through a tax on gasoline. One idea is to eliminate the tax on gasoline and replace it with a tax on miles driven.

Do you believe paying a road use tax based on the total miles you drive would be more fair, less fair, or about the same as paying a tax on gasoline?

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



Total miles (self-reported) in Oregon show some differences but it's not significant.

	Total miles driven	Miles off- road	Miles on-road
Urban	12,843	721	12,122
Rural	12,511	1,090	11,421
Rural #2	14,633	1,173	13,460

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

Trip Purpose	Urban (miles)	Rural (miles)
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 for common activities.

Urban areas make more trips to grocery stores, restaurants, shopping, etc. but drive shorter distances

Rural areas make less trips but drive further distances

Our Generational Differences

...and why it matters

Defining our generations

**Greatest
Generation**
Pre-1945



**Baby
Boomers**
1946-1964



Defining our generations

Gen X
1965-1980



Gen Y
1981-2000



Defining our generations

Gen Z
Connected from Birth
2001-

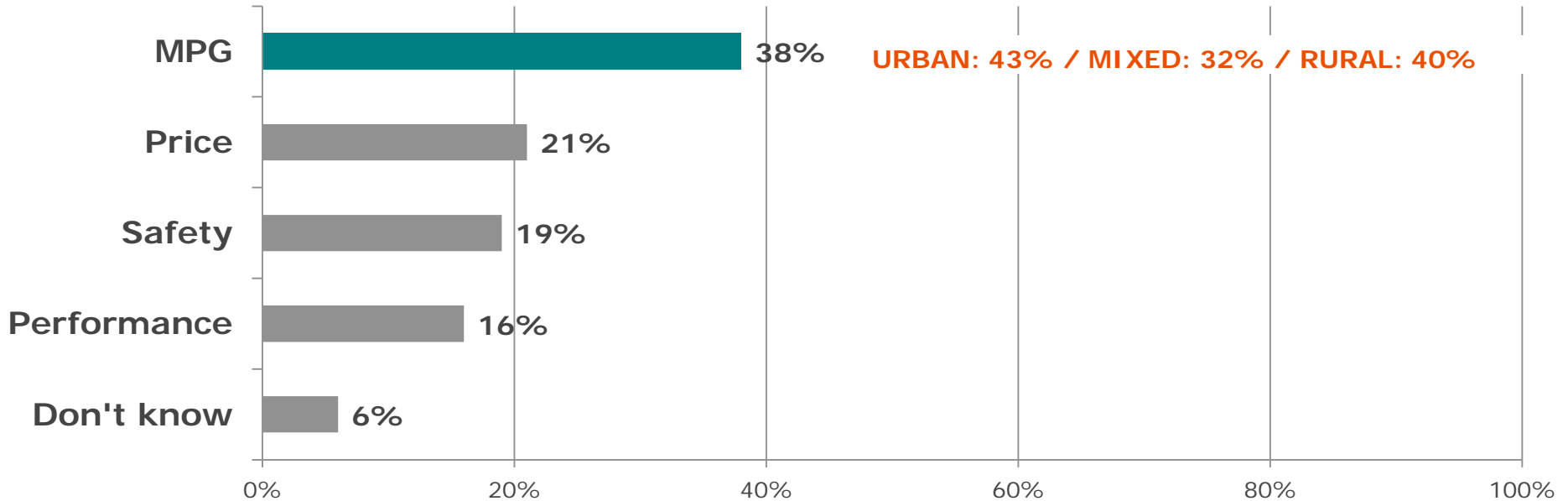


Generations by the numbers

Silent + Greatest	Boomers	Gen X	Gen Y	Gen Z
Pre-1945	1946-1964	1965-1980	1981-2000	2001-
Age 70+	51-69	35-50	15-34	14 <
30 million	70 million	65 million	90 million	???
5% workforce	38% workforce	32% workforce	25% workforce	-----

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

Factors Most Important When Buying Next Vehicle









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