



# A Single Mobility Service Provider for Both VMT and Tolling

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IBTTA

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# Digital Transformation

## Connected – Mobile – Social

Out of the population of 7.4 billion:

- **4.6b** are mobile phone users
- **2b** of mobile phone are smartphones
- **1.65b** are Facebook users
- **3.4b** have Internet access at home



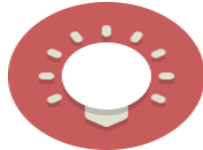
Shop

- ⌄ Amazon
- ⌄ eBay



Entertain

- ⌄ Netflix
- ⌄ AppleTV
- ⌄ Online gaming



Learn

- ⌄ Online universities
- ⌄ Access to information



Exercise

- ⌄ Wearable tech
- ⌄ Strava/Map MyRun



Travel

- ⌄ AirBNB
- ⌄ Online travel booking



Pay

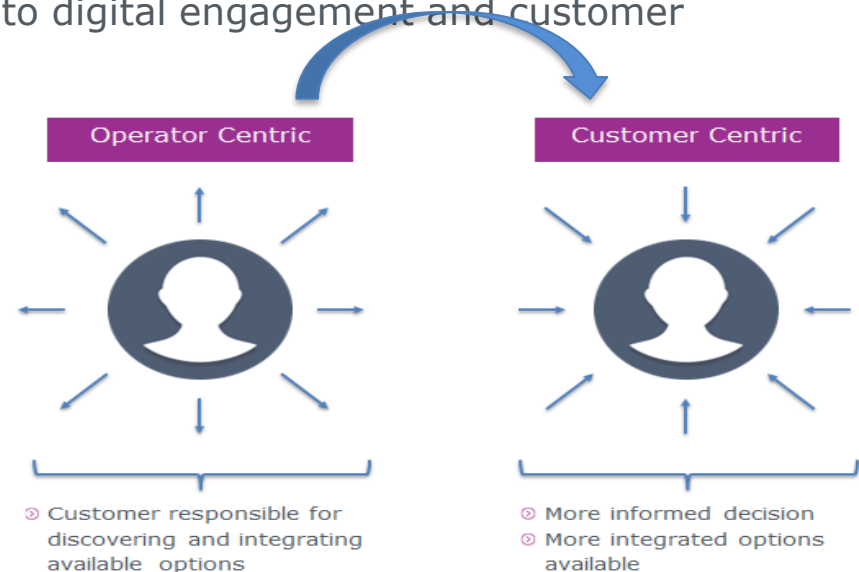
- ⌄ PayPal
- ⌄ Google Wallet

# Customer Experience

## Shift in Customer Expectations

New technologies and customer expectations are changing the status quo. There is a shift from attention on demand to digital engagement and customer experience management.

- ④ Seamless integration
- ④ Connectivity
- ④ Real time responsiveness
- ④ Communication channel options
- ④ Social media integration



**Customers are loyal to an experience NOT a service or a product.**

# Digital and Integrated Mobility

- Connected life and integrated mobility are the norm. Customers are able to acquire and manage services such as public transport, air travel, car rentals, parking etc. from the palm of their hand and instantaneously.



# RUC: The Oregon Story

## 2001

Oregon Legislature forms the **Road User Fee Task Force** to explore new ways of funding maintenance needs and improvements to the state's transportation system.

## 2012-2013

Oregon welcomes 88 volunteers for the Road Usage Charge Pilot Program.

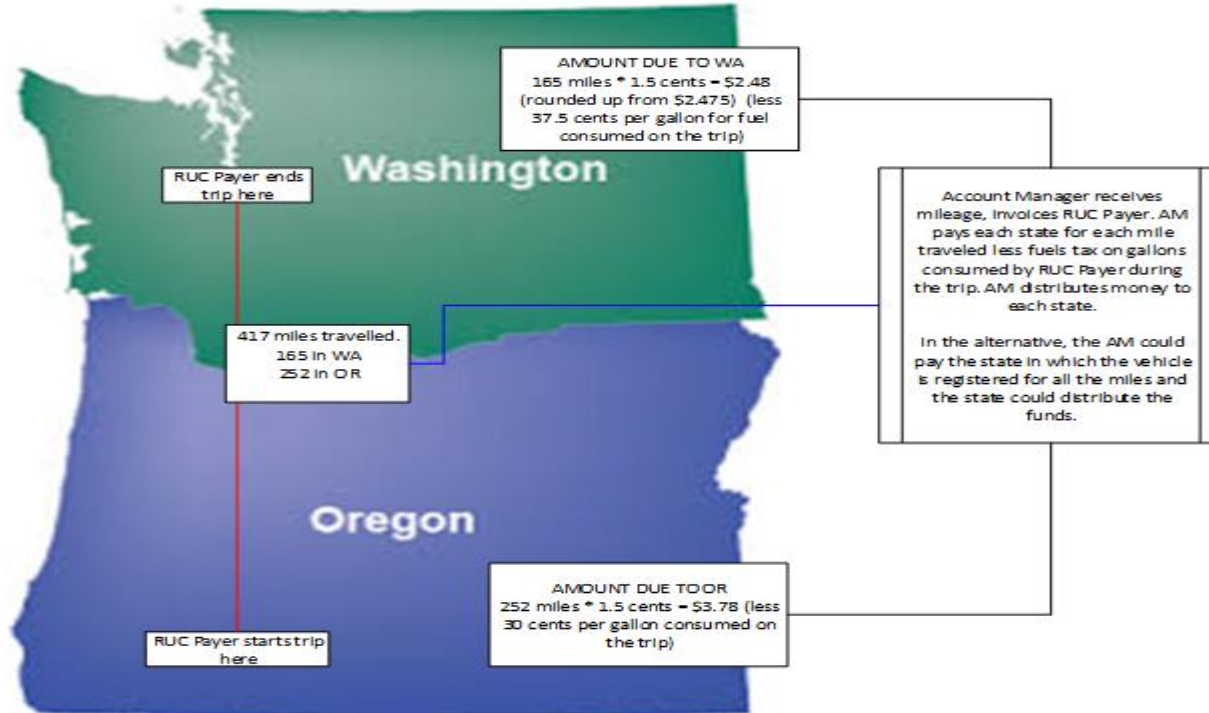
## 2013

Oregon passes **Senate Bill 810** establishing the nation's first mileage-based (or road usage) revenue program for light vehicles.

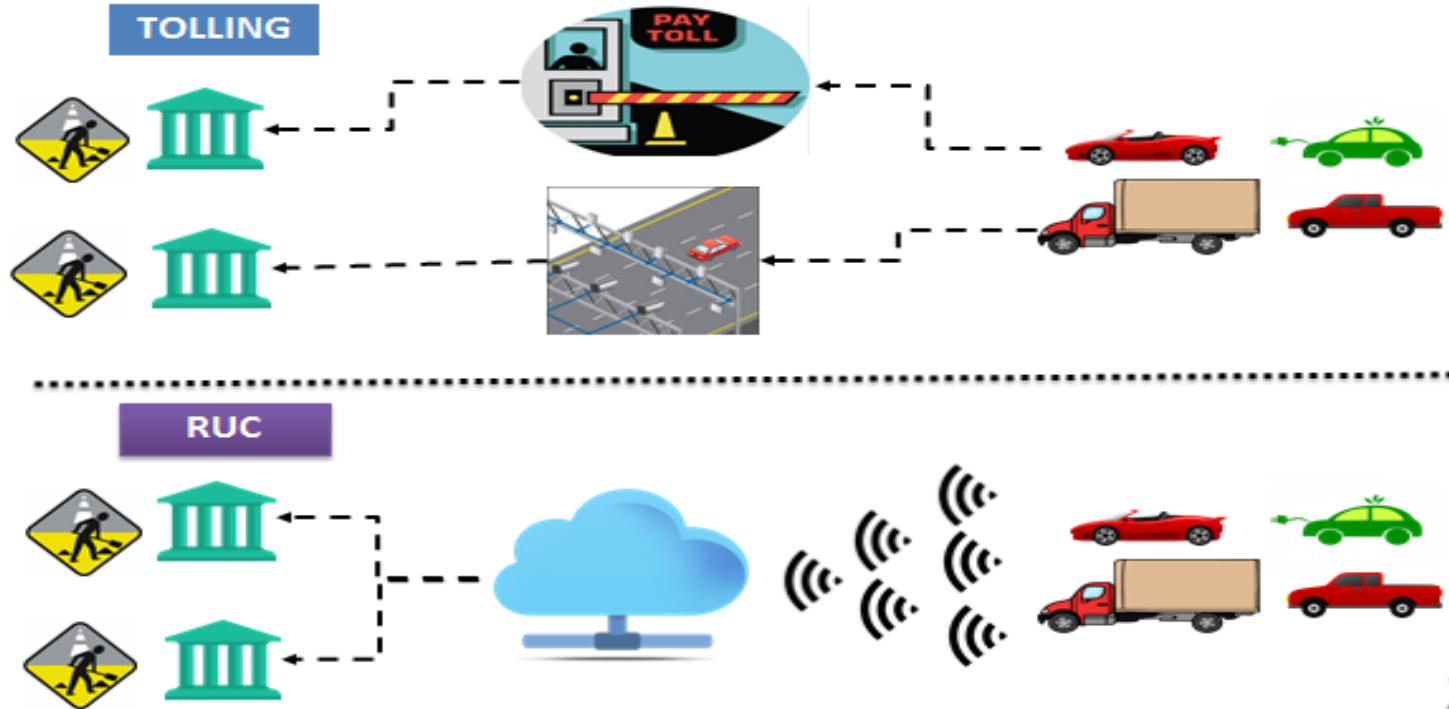
## 2015

OReGO launches on July 1!

# What is going on in Oregon?



# Tolling vs. RUC



# Essential System Components

	RUC	Tolling
Data Generation	✓	✓
Data Reporting	✓	✓
Data Accuracy	✓	✓
Account generation	✓	✓
Invoicing	✓	✓
Account Management	✓	✓
Interface with State Accounting Systems	✓	✓
Compliance and Audit	✓	✓
Maintenance	✓	✓
Enforcement	✓	✓
Interoperability	✓	✓

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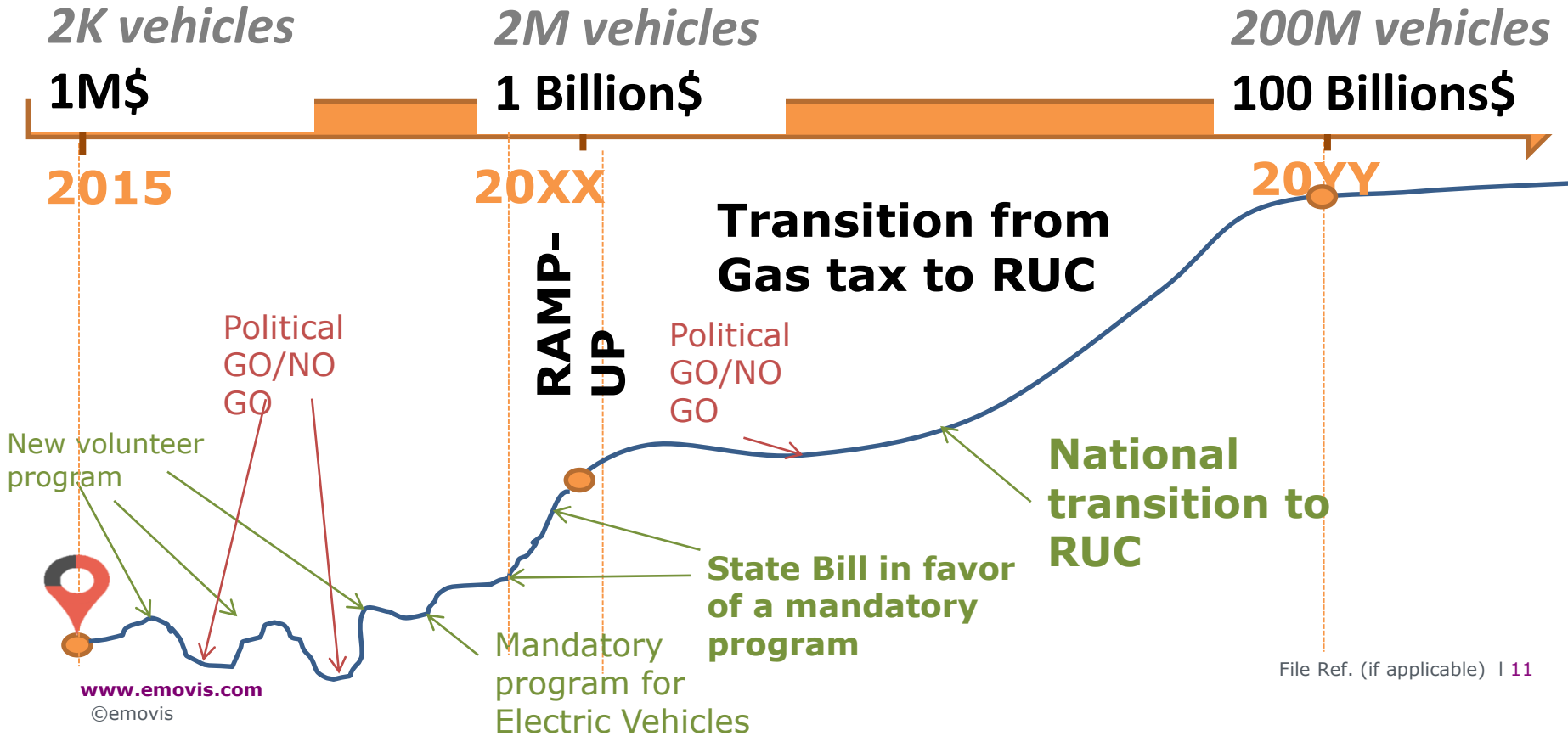


# Key Issues

	RUC	Tolling
Data and Privacy security and protection	✓	✓
Evolution of technologies	✓	✓
Scalability and flexibility	✓	✓
Interoperability	✓	✓
Complex Implementation	✓	✓
Equity, Public perception	✓	✓
Enforcement	✓	✓
Transition	✓	✓
Operational difficulties	✓	✓

1. Government only collection
2. Establishment of a commercial market for collection
3. Combination of commercial and government collection

# Forecast – RUC Market potential



- ✓ Right Legal framework
- ✓ Public awareness and education
- ✓ Right Partner



**“In order to change an existing paradigm you do not struggle to try and change the problematic model. You create a new model and make the old one obsolete.”**