

Fall 2020



OReGO Education Campaign Evaluation Report



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Executive Summary

Evaluation purpose

Like other states around the country, Oregon is trying different transportation funding mechanisms to replace the ailing fuel tax. With the launch of OReGO in 2015, Oregon became the first state in the nation to implement a road usage charge program (RUC).

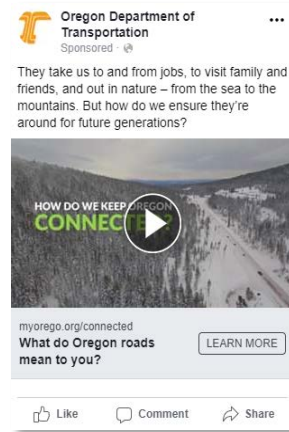
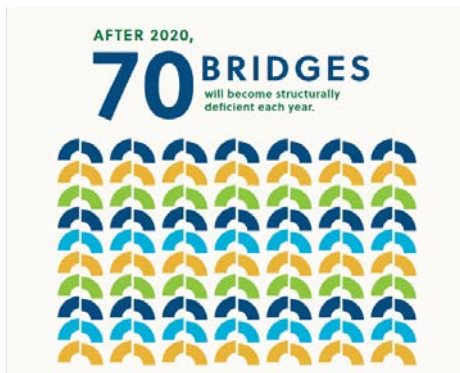
A 2016 survey of Oregonians revealed a lack of public understanding around transportation funding, resulting in a lack of support for new funding methods like OReGO.

From 2018 to 2020, ODOT embarked on a research-backed campaign, developed in partnership with consultant PRR, to educate Oregonians about transportation funding and the need for OReGO.

This report details the findings from a 2020 survey of Oregonians after the education campaign concluded. While the survey methods and number of participants differed, the findings were compared to the 2016 findings to demonstrate areas of improvement and areas that require further attention.

Research Objectives

- Understand attitudes and awareness of transportation funding mechanisms, including OReGO
- Determine changes in road usage post stay-at-home order



See Outreach Background on page 40 in Appendix.



2020 Survey approach and methods

Survey Instrument Development

PRR reused and in some cases revised the 2016 survey questions to create a 32-question survey. The survey was fielded using Qualtrics, a professional online survey platform.

Recruitment and data collection

- In July 2020, PRR mailed an invitation, as well as a reminder postcard, to 8,000 randomly-selected addresses in Oregon. PRR purposely over-sampled less populous counties to improve the sample's representativeness.
- The mailing pieces directed respondents to the Qualtrics online survey link. Of the 8,000 households, 948 people completed the survey, with an 11 percent response rate and 3% margin of error (excluding 183 undeliverable).
- The initial mailing went out July 15 , and a follow-up reminder postcard went out July 22. The survey concluded 2.5 weeks later on August 3, 2020.

Respondent demographic profile

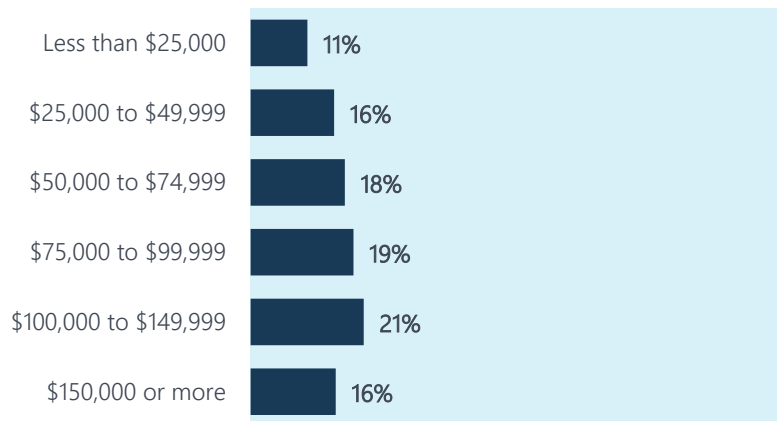
Gender

(n = 867)



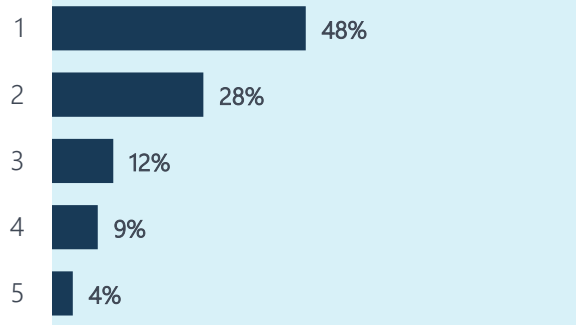
Income

(n = 838)



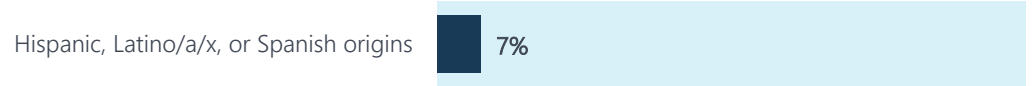
Region

(n = 945)



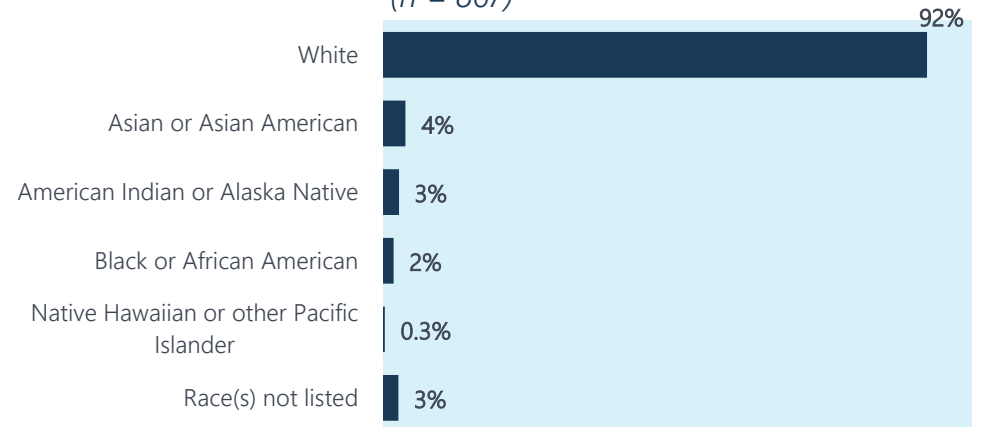
Ethnicity

(n = 864)



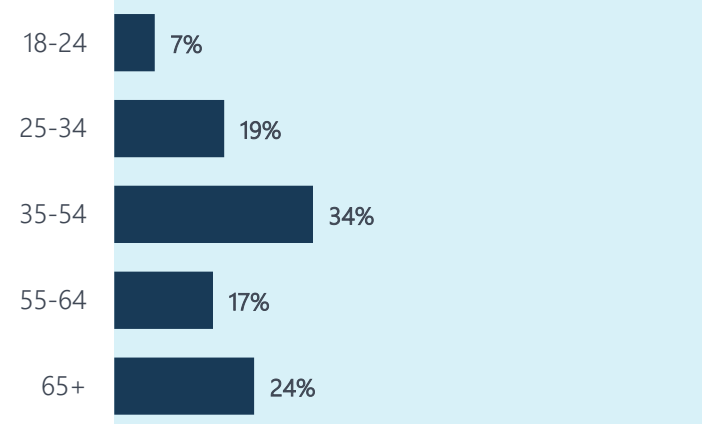
Race

(n = 867)



Age

(n = 948)



All demographic profile charts show weighted data. Due to rounding, or options where participants could select multiple answers, percentages may not sum to 100%. Rounding occurs on all demographic slides.

Respondent vehicle ownership

Vehicle type

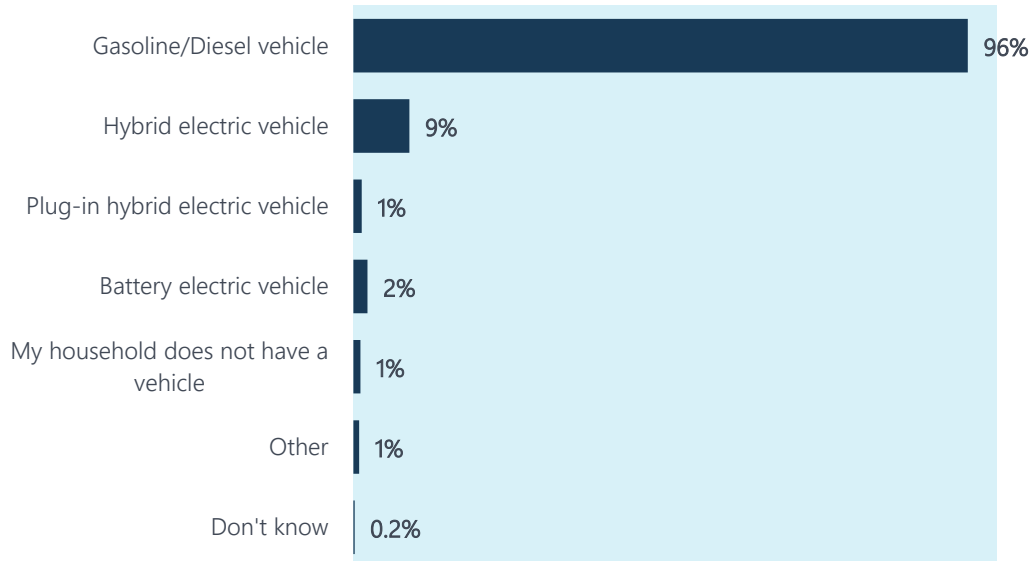
(n = 944)

Own or leases a car, SUV, or light truck?

97%

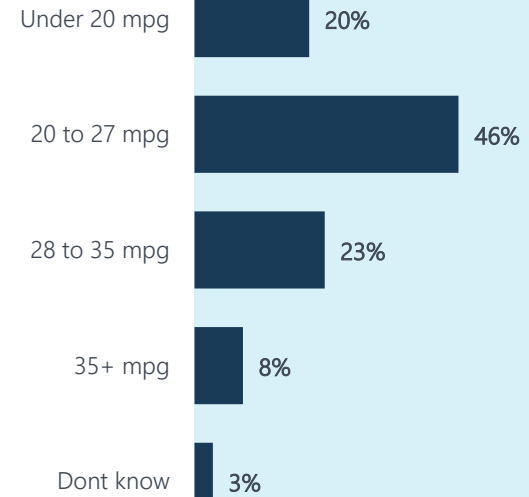
Vehicle type

(n = 943)



Average fuel efficiency of gas-powered, hybrid, or plug-in vehicle

(n = 919)



All demographic profile charts show weighted data. Due to rounding, or options where participants could select multiple answers, percentages may not sum to 100%. Rounding occurs on all demographic slides.

Key differences between 2016 and 2020 surveys

1

Recruitment methods were different. In 2016, PRR used a vendor's online panel to conduct the survey, compared to 2020, when PRR mailed an online survey invitation to randomly-selected addresses.

2

Current events – such as the pandemic, economic crisis, childcare, national election, racial justice, among other issues – limited the public's attention capacity for other topics like transportation funding.

3

As Oregon implemented social distancing measures, the campaign pivoted to all digital outreach. Opportunities were lost without in-person outreach.

4

Respondents drove less after the COVID-19 stay at home order. According to survey data, the percent of respondents who drove more than five days a week dropped from 66 percent to 33 percent.

Recurring themes in research findings, 2014 through 2020

Fairness

“I don’t get it.”

Research shows that messaging is needed around fairness to address myths about RUC.

“Seems fair, convince me.”

Messages about everyone paying their fair share and sustainable funding are the most convincing regarding a road usage charge.

“RUC is fair and necessary?”

More Oregonians think RUC is fairer than ever because they understand the need for alternative funding.

Data privacy

“I don’t trust government to do this.”

The top three concerns of using RUC are privacy, infringement on personal freedom, and overall distrust in the government.

“Can I trust the OReGO system?”

Privacy issues came up in every group as the major hurdle standing in the way of acceptance of road use charging, in spite of the fact that OReGO offers a non-GPS option.

More trust, comfort.

Data privacy is still a priority for respondents, but the level of privacy concerns with OReGO has dropped by 6% compared to 2016.

2014

2016

2020

Recurring themes in research findings, 2014 through 2020

Fuel tax vs. RUC

“Disincentive for EV/hybrid.”

Focus group participants were concerned that changing to a tax based on miles driven runs counter to efforts to promote fuel efficient vehicles.

“No refunds.”

Those with low fuel-efficient vehicles getting a “credit/refund” under OReGO does not sit well with most, especially with those who “did the right thing” by getting a fuel-efficient vehicle.

EV/hybrid buy-in.

Respondents who support implementing OReGO to fund transportation programs were more likely to drive a hybrid or electric vehicles.

Support

Low support.

Overall, there is low-to-mid support (25-35%) from Oregonians and stakeholders for a RUC program in Oregon.

Mixed support.

Support for OReGO is mixed, with many who do not believe the benefits outweigh the concerns.

Mixed support.

Support for OReGO is still mixed, but data shows low brand recognition for OReGO and a general lack of awareness for RUC.

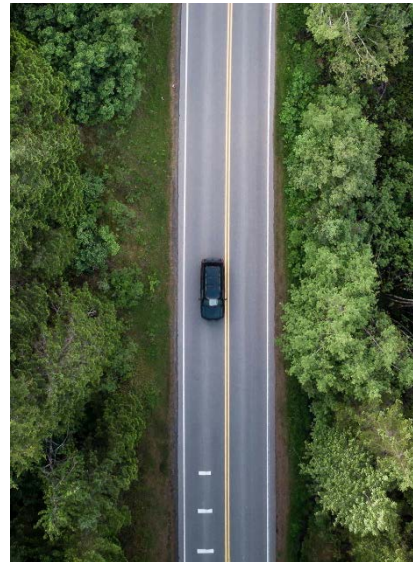
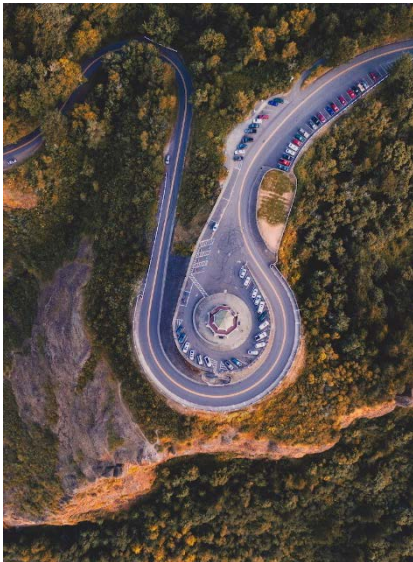
2014

2016

2020

Key findings

- Respondents are more supportive of implementing OReGO (4% increase in average level of support compared with 2016).
 - More Oregonians think RUC is a fair way to fund transportation. (Since 2016, there is a 21% decrease in those who think it is unfair.)
 - About 40% of respondents said they are somewhat likely (three or more out of five likely scale) to participate in OReGO.
 - Although data privacy and security are a priority for most respondents, the level of concern has dropped by 6% compared with 2016.
- The number of people familiar with road usage charging has remained the same (24%) since 2016. However, respondents who knew about OReGO knew more about the following aspects of the program.
 - The program allows users to report miles without GPS.
 - There are several secure mileage reporting options to choose from.
 - ODOT does not receive any location data.
 - Participants can pre-pay or post-pay using a credit or debit card.



Key recommendations

The evaluation shows that people who were knowledgeable about RUC in 2016 continue to grow in their knowledge, but there is still a gap in the number of people who do not know about it. That gap can be addressed with more outreach.



If ODOT's goal is to increase understanding and participation in OReGO, the data supports additional investments in:

Continued outreach with people who own electric vehicles or people contemplating purchasing electric vehicles. Respondents who support implementing OReGO to fund transportation projects were more likely to drive a hybrid or electric vehicle.

Messaging tools that prioritize incentives. People found these tools most appealing:

- Check engine light decoding
- Free emissions testing
- Reduced registration fees

Continued education and participant recruitment that prioritizes diverse audiences. The evaluation found that respondents familiar with road usage charging tend to be older, men, or have a higher income.



How to Read Detailed Findings

Understanding the detailed findings

Descriptive title:
main takeaway

Oregonians still need more education transportation funding.

- Many respondents (44%) think the current State and Federal fuel taxes are about the amount they thought they were paying.
- Some respondents (27%), were surprised they paid a fuel tax at all, a response also observed during in-person outreach.
- Respondents who thought they were paying more in fuel tax (24%) decreased by 25% since 2016.

When you buy gasoline in Oregon, you pay 36 cents in State fuel tax per gallon and 19 cents in Federal fuel tax. That means if you buy 10 gallons of gas, your purchase total includes \$5.50 for tax. Is this:

Base: all respondents (n = 935).

Survey question

Base: people who saw the question

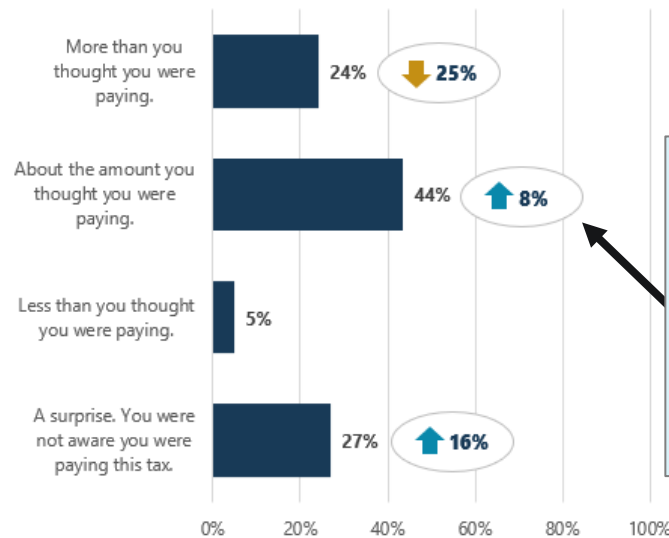
Correlation results: indicates whether there is a relationship between survey responses and a respondent's characteristics

Correlations. Respondents who are paying what they expected in fuel taxes tend to:

- Be older
- Be male
- Be non-Hispanic White
- Have signed up or want to sign up OReGO

Respondents who were unaware they paid fuel taxes tend to:

- Be younger
- Be female
- Be people of color
- Have lower income



T-test & Chi-square results: The differences indicate a significant difference between 2016 and 2020. We only reported statistically significant results.



3



Notes:

- Percentages under 4% sometimes not shown for legibility.
- Some charts include "don't know" responses, but these items are not included in the analysis.
- We only call out findings that are statistically significant



Survey in-depth analysis

Correlations

PRR used correlations to determine the relationship between characteristics of respondents (age, gender, region, driving behavior, etc.) and their survey responses (e.g., How familiar are you with the concept of a road usage charge?).

The correlation analysis included all survey questions and the following factors:

- Demographics: Region, age, gender, household income, race, or Latinx ethnicity
- Vehicle characteristics: types of vehicle (electric, gasoline vehicle), fuel efficiency (mpg)
- Driving frequency (days/week, miles/day) before and after COVID stay at home order
- Have signed up or want to sign up for OReGO

To achieve the cut-off for statistical significance, estimates must have a 0.05 significance level or better (a 95% confidence level) and a correlation coefficient above 0.15 or below -0.15. This indicates a relatively strong relationship.

T-tests & Chi-square

We used an independent samples t-test and Chi-square to determine whether there was a statistically significant difference between 2016 and 2020 survey results (for questions presented in both 2016 and 2020).

All reported differences are statistically significant at the .05 level or better (95% confidence level). T-tests and Chi-square tests do not have coefficients.

This report only describes statistically significant relationships. When something is statistically significant, it means it is highly unlikely to be the result of random chance.



This report summarizes survey results using charts. The totals in some charts may add up to somewhat more or less than 100% due to rounding or where respondents could provide multiple responses. Additionally, the total number of respondents varies from chart to chart based on how many people answered the question. Sometimes people skipped a question or groups of respondents saw different questions based on their driving pattern.



Detailed Findings

Oregonians still need more education on transportation funding.

- Many respondents (44%) think the current State and Federal fuel taxes are about the amount they thought they were paying.
- Some respondents (27%), were surprised they paid a fuel tax at all, a response also observed during in-person outreach.
- Respondents who thought they were paying more in fuel tax (24%) decreased by 25% since 2016.

Correlations. Respondents who are paying what they expected in fuel taxes tend to:

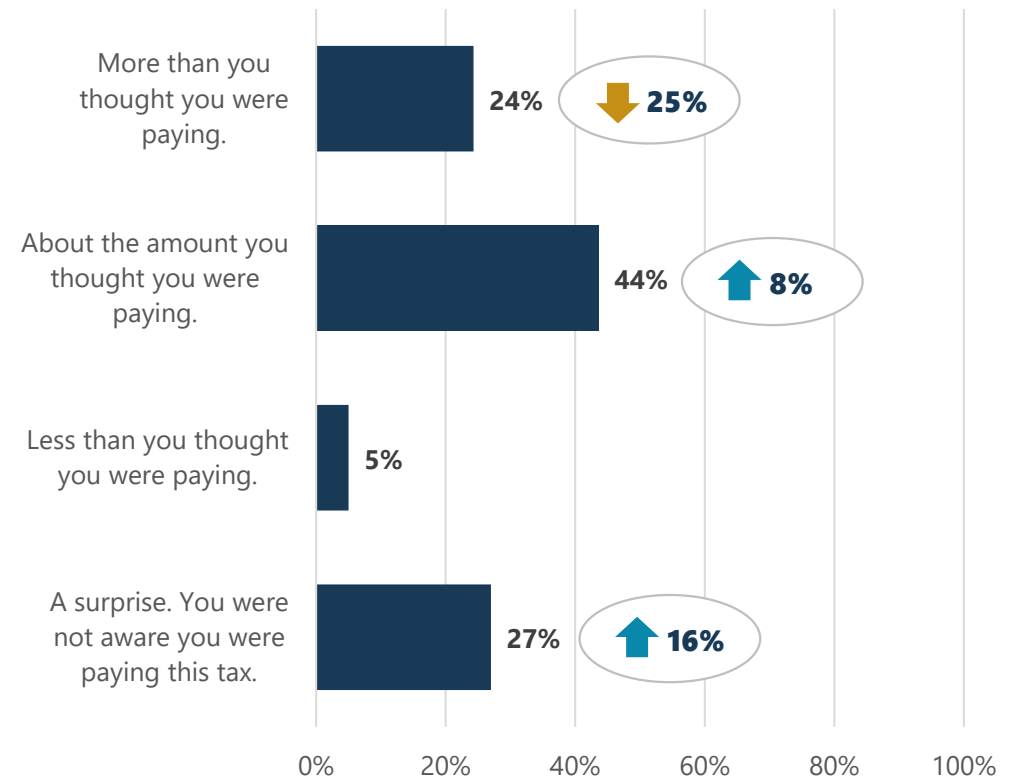
- Be older
- Be male
- Be non-Hispanic White
- Have signed up or want to sign up OReGO

Respondents who were unaware they paid fuel taxes tend to:

- Be younger
- Be female
- Be people of color
- Have lower income

When you buy gasoline in Oregon, you pay 36 cents in State fuel tax per gallon and 19 cents in Federal fuel tax. That means if you buy 10 gallons of gas, your purchase total includes \$5.50 for tax. Is this:

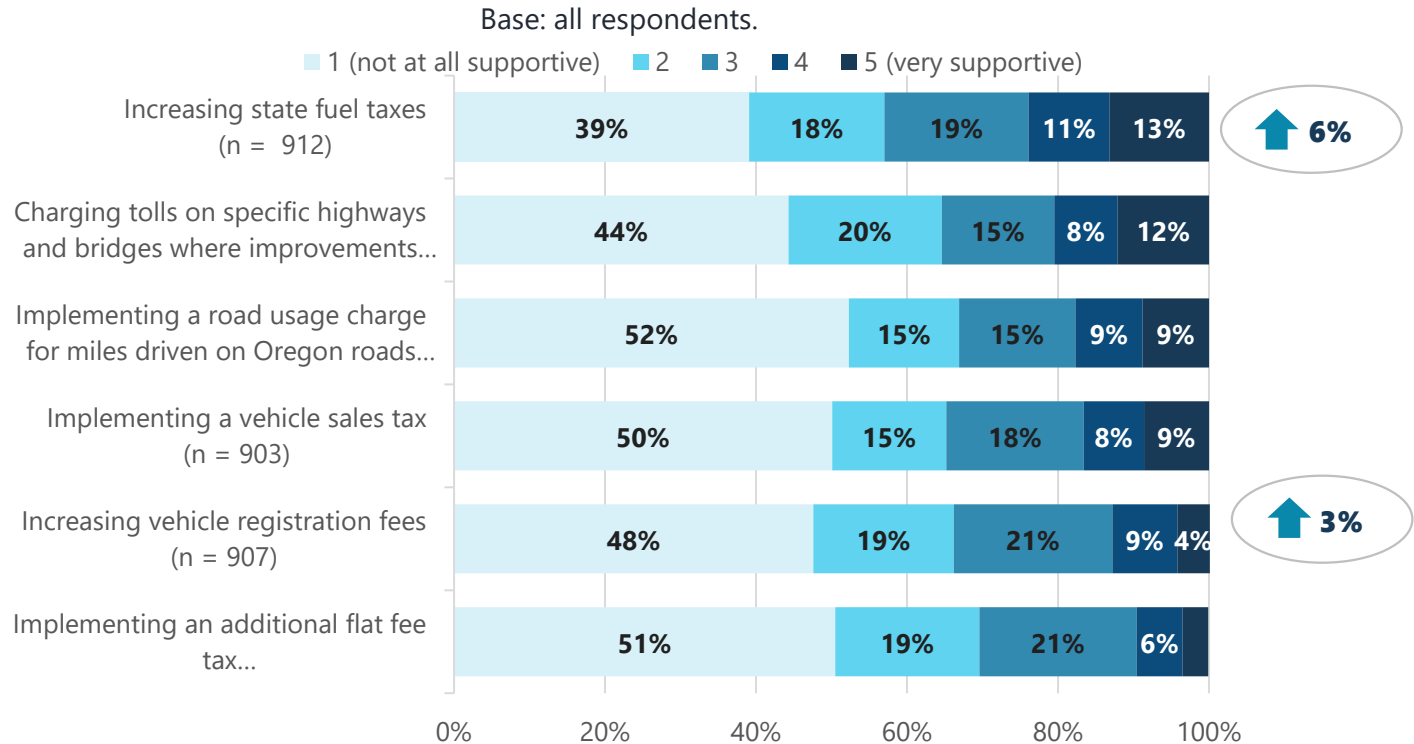
Base: all respondents (n = 935).



Respondents are still most supportive of the status quo.

When compared to all available transportation funding mechanisms, support for RUC is divided. About half (52%) said they were not at all supportive of a road usage charge, with 33% somewhat supportive (3 or more out of 5 supportive scale).

What is your level of support for each of the following ways Oregon can increase funding for transportation preservation and improvements?



The legend indicates respondents' level of support (scale 1-5). The higher the number, the greater level of the support. The % differences between 2016 & 2020 are based on the average ranking of support.

Support for ways to increase transportation funding correlates with race, ethnicity, and driving habits.

Respondent answers What is your level of support for each of the following ways Oregon can increase funding for transportation projects, preservation, and improvements?	Correlations Respondents who are more likely to support the funding mechanisms tend to:
Increasing state fuel taxes.	<ul style="list-style-type: none"> • Be white, Non-Hispanics • Have higher income • Drive an electric vehicle • Drove fewer days/week during stay-at-home order
Implementing a milage-based road usage charge program.	<ul style="list-style-type: none"> • Drive a hybrid or electric vehicle • Drove fewer miles during stay-at-home order
Increasing vehicle registration fees.	Be white, Non-Hispanics
Implementing an additional flat fee tax.	Be white, Non-Hispanics

There was moderate familiarity with RUC.

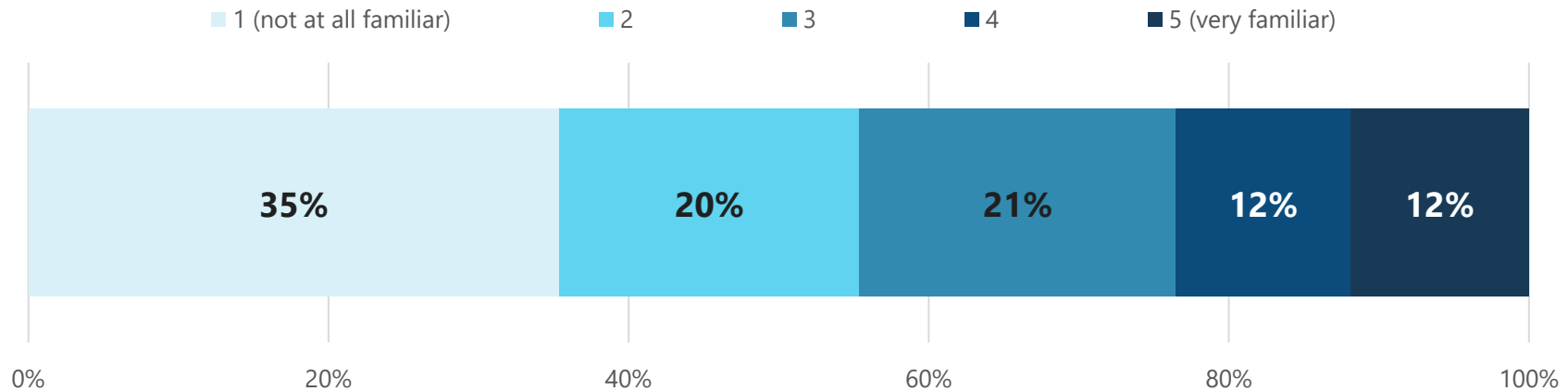
- 45% of respondents had some familiarity with RUC, with 12% being very familiar.
- 35% of respondents said they were not at all familiar with the concept of a road usage charge.

Correlations: Respondents familiar with road usage charging are more likely to be/have:

- Older
- Men
- Higher income
- Signed up or want to sign up the OReGO

How familiar are you with the concept of a road usage charge?

Base: all respondents (n = 938).



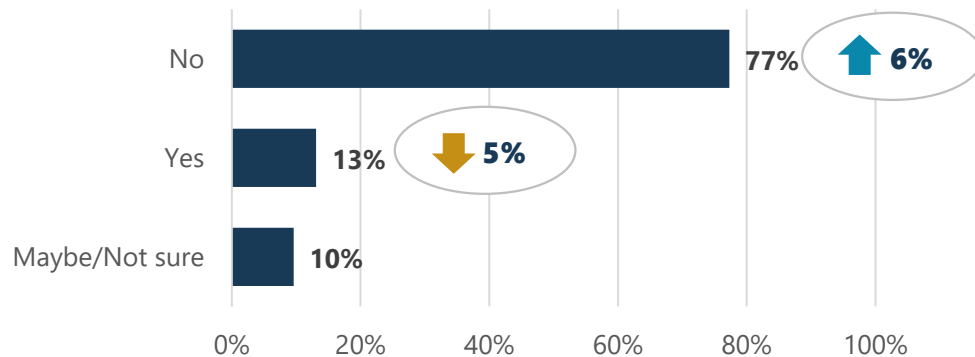
The legend indicates respondents' familiarity (scale 1-5). The higher the number, the greater level of familiarity.

OReGO has low brand recognition.

- Most (77%) respondents did not know about Oregon's road usage charge program.
- Fewer people said they had heard about OReGO (13% aware, 5% decrease since 2016).

Have you heard of OReGO, Oregon's road usage charge program?

Base: all respondents (n = 933).



Correlations:

Respondents who have heard of OReGO are more likely to:

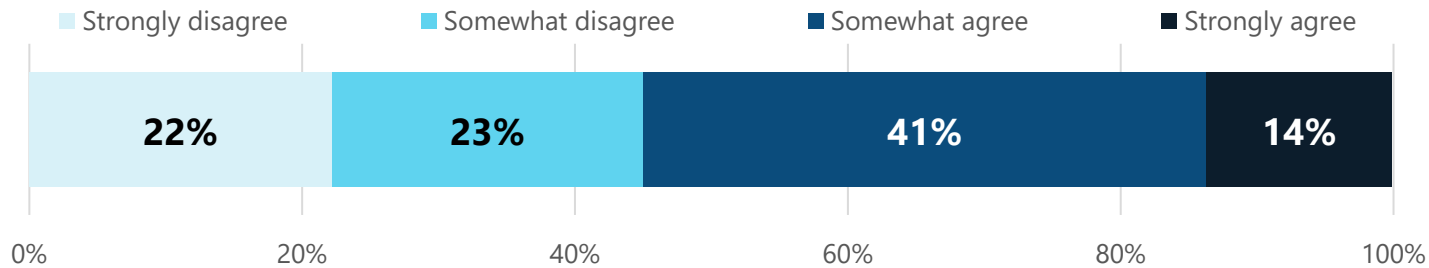
- Be older
- Have signed up or want to sign up the OReGO

Respondents who agree it is "fair" to fund Oregon's transportation system with a mileage-based road usage charge program are more likely to live in Region 1.

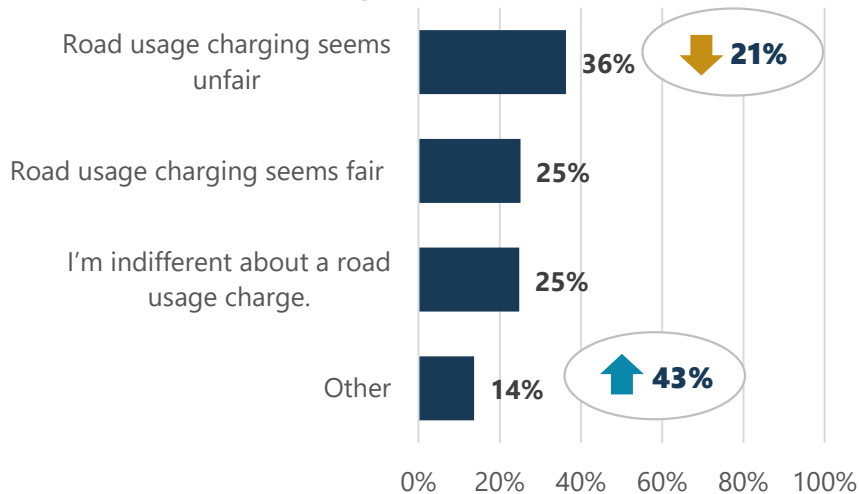
More Oregonians agree that RUC is fair.

When asked if RUC is a fair way to fund transportation projects in Oregon, 55% somewhat agreed, but some strongly disagreed (22%) or somewhat disagreed (23%).

How much do you agree or disagree with the following statement? Funding Oregon's transportation system with a mileage-based road usage charge program like OReGO is "fair."



Which of the following statements is closest to your point of view?



See page 23 & 24 for a summary of "other" reported points of view.

When asked about point of view, fewer Oregonians think road use charging (RUC) is unfair since 2016.

Correlations

Respondents who agree it is "fair" to fund Oregon's transportation system with a mileage-based road usage charge program are more likely to live in Region 1.

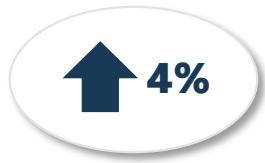
Respondents who think road usage charging seems unfair tend to think in 6 months they will drive about the same amount as they did before.

Respondents who are indifferent tend to be younger.

Support increased for OReGO but is overall divided.

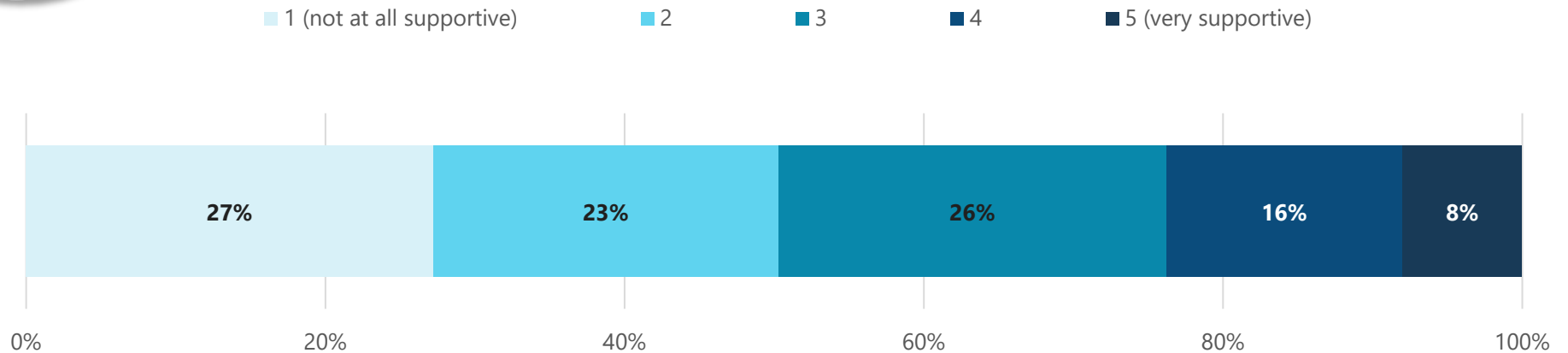
- 73% expressed some support on the scale, but only 8% were very supportive.
- Respondents are more supportive of implementing OReGO, a 4% increase compared with 2016.
- Over a quarter (27%) of respondents said that they were not at all supportive of implementing OReGO to fund transportation.

Correlations: Respondents who support implementing OReGO to fund transportation program were more likely to drive a hybrid or electric vehicle.



How much do you support implementing OReGO to fund transportation projects?

Base: all respondents (n = 928).

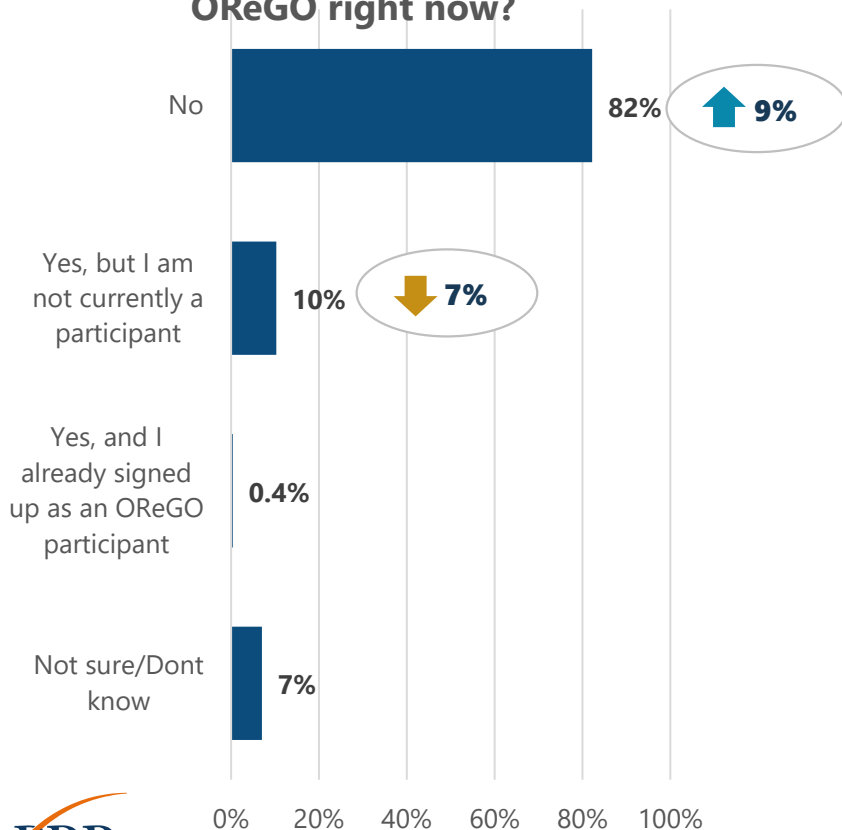


The legend indicates respondents' level of support (scale 1-5). The higher the number, the greater level of the support. The % differences between 2016 & 2020 are based on the average ranking of support.

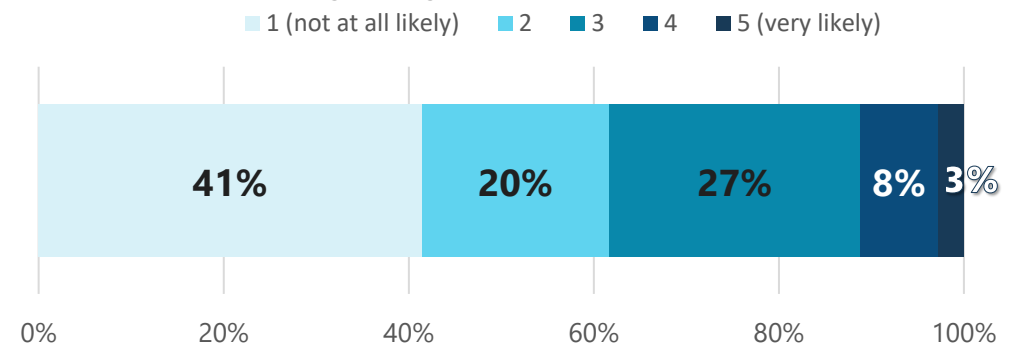
Most respondents were unaware they could participate in OReGO, but some show interest in participating.

- 39% of participants expressed some likeliness to participate in OReGO.
- 41% explicitly selected not likely at all to participate.
- About 4 in 5 respondents (82%) said they did not know they can participate in OReGO.

Did you know that you can volunteer to participate in OReGO right now?



How likely are you to participate in OReGO?



The legend indicates respondents' likeliness to participate in OReGO (scale 1-5). The higher the number, the greater the likeliness.

Respondents who are likely to participate in OReGO are eager to fix Oregon's transportation system.

Qualitative analysis

Why are you likely to participate? What is ONE main reason?

Base: all respondents who rated their likelihood to participate in OReGO as a 3 or above.

- Of the respondents who said they are likely to participate, many understood:
 - Oregon's decaying infrastructure
 - A greater need for improving road conditions.
 - The need to test a new alternative for funding.
- Most think that paying into the system based on how much you drive is fair.
- Some noted they did not drive much and thought they could afford a road usage charge.
- Some were incentivized by the OReGO's perks.
 - Most often noted DEQ Too, engine/battery monitoring, reduced registration fees, and tax incentives.
 - Several thought the personal data available through the OReGO perks would increase awareness around the cost of owning a car.
- Some liked OReGO as an environmentally-friendly charge.
- A few specified a need to decrease reliance on fuel tax as the popularity of electric vehicles continues to rise.
- A few had positive experiences with a similar program through their insurance.

Of the respondents who said they are unlikely to participate, most respondents thought road usage charging was unfair.

Qualitative analysis

Why are you unlikely to participate? What is ONE main reason?

Base: all respondents who rated their likelihood to participate in OReGO as a 2 or less.

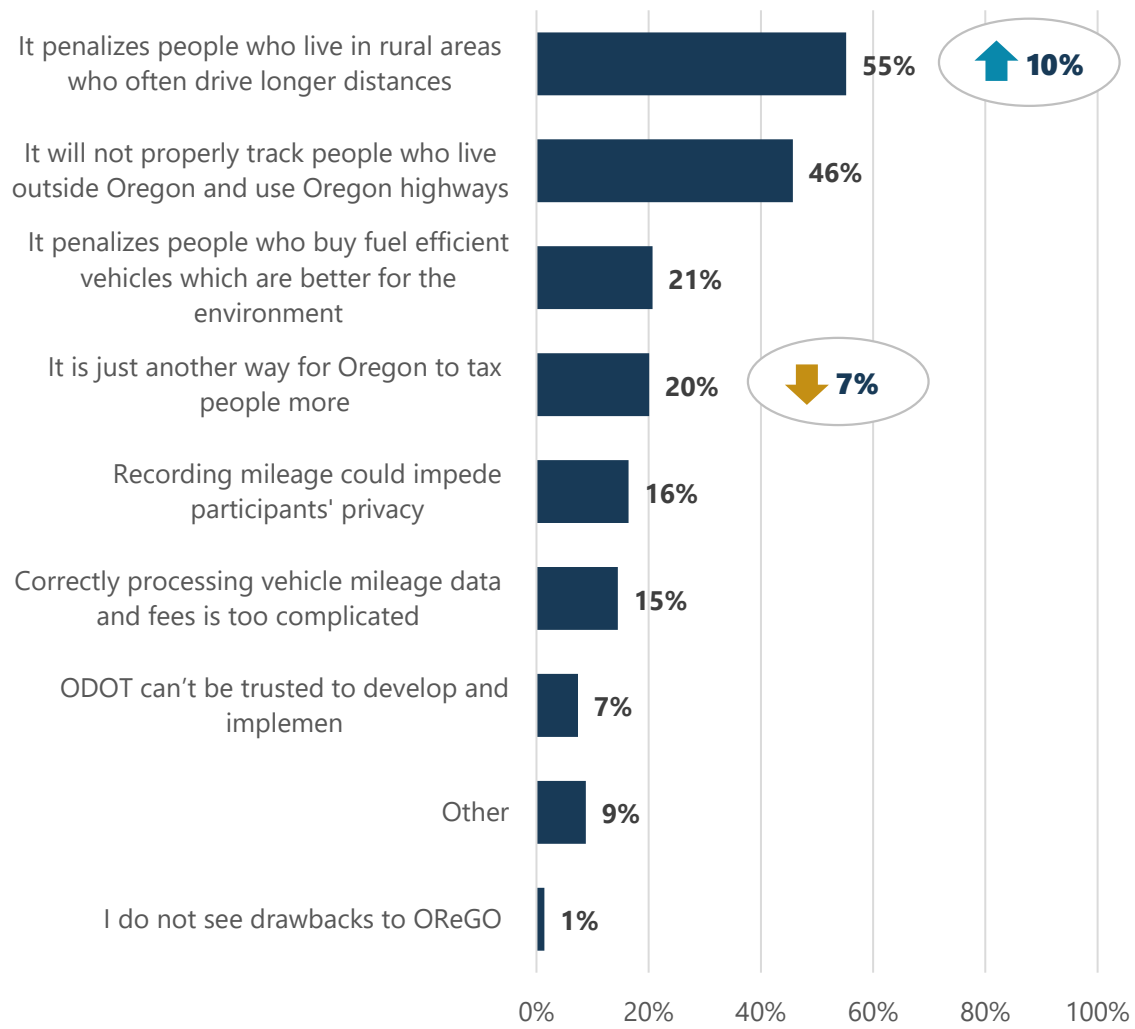
- Most thought road usage charging was unfair, often for reasons that it:
 - Excludes out-of-state travelers from contributing.
 - Does not account for commercial drivers.
 - Puts a larger burden on rural residents with longer commute.
 - Subsidizes electric vehicles.
 - Supports metropolitan areas over rural residents.
 - Places heavier burden on low-wage workers.
 - Wasn't voted on through an election.
- Some also said that the program was too complicated. They found it more efficient to pay at the pump.
- Some did not trust the government to handle a new tax and expressed that ODOT should improve transportation projects with the taxes already collected.
- Many had concerns about data privacy and security. Specifically, respondents had:
 - Concerns giving the government "highly-invasive" location tracking data.
 - More transparency and protection against hackers or selling data to third parties.

Respondents believe OReGO penalizes rural residents and doesn't collect from out-of-state drivers.

- The top four drawbacks to OReGO were:
 - It penalizes people living in rural areas who often drive longer (55%).
 - It will not properly track people who live outside Oregon and use Oregon highways (46%).
 - It penalizes people who buy fuel efficient vehicles (21%).
 - It is another way for Oregon to tax people more (20%).
- Only 1% reported that they did not see any drawbacks to OReGO.

What do you think are the TOP two (2) drawbacks to OReGO?

Base: all respondents (n = 929). Multiple responses allowed. Percentages add to more than 100%.



See page 33 for a summary of "other" reported drawbacks.

Perceived drawbacks of OReGO correlate with respondents' fuel efficiency and perceptions of road usage charging.

Respondent answers What do you think are the TOP two (2) drawbacks to OReGO?	Correlations Respondents who select the drawback tend to:
It penalizes people who live in rural areas who often drive longer distances. (n=513)	Drove more miles/day during stay-at-home order
It is just another way for Oregon to tax people more. (n=187)	<ul style="list-style-type: none"> • Drive on a low mpg vehicle • Disagree it is fair to fund Oregon's transportation system with a road usage charge.
It will not properly track people who live outside Oregon and use Oregon highways. (n=425)	Agree it is fair to fund Oregon's transportation system with a road usage charge.
The Oregon Department of Transportation can't be trusted to develop and implement this kind of program. (n=69)	Be men
It penalizes people who buy fuel efficient vehicles which are better for the environment. (n=192)	Drive a high mpg vehicle or an electric vehicle

Top two drawbacks to OReGO remain the same after respondents learned more about the program.

- The top two drawbacks to OReGO after they learned more about the program were:
 - OReGO penalizes people living in rural areas who often drive longer (51%).
 - OReGO will not properly track people who live outside Oregon and use Oregon highways (46%).
- Less respondents (7% decrease) think OReGO penalizes people who buy fuel efficient vehicles after they learned more about the program.

Correlations:

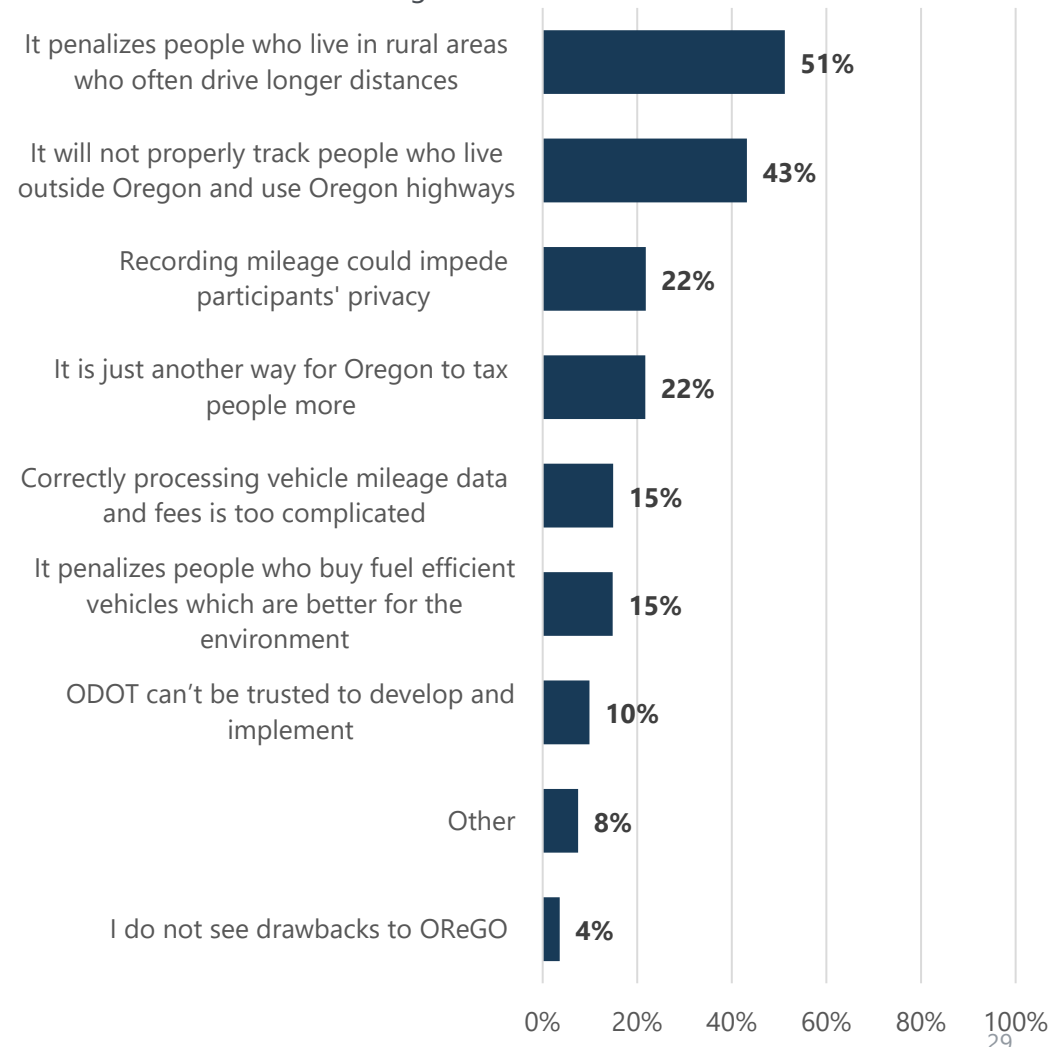
Respondents who think OReGO penalizes people who buy fuel efficient vehicles tend to drive an electric vehicle.

Respondents who think OReGO penalizes people who live in rural areas tend to drive more miles per day during the stay-at-home order.

See page 23 and 24 for a summary of "other" reported drawbacks.

Now that you know a bit more about road usage charging and OReGO, what do you think are the TOP two (2) drawbacks to OReGO?

Base: all respondents (n = 883). Multiple responses allowed. Percentages add to more than 100%.



For most, data privacy and security is a priority.

- About 80% of respondents said they were concerned to some extent about data privacy and security.
- Over a quarter (28%) said it was very concerning.

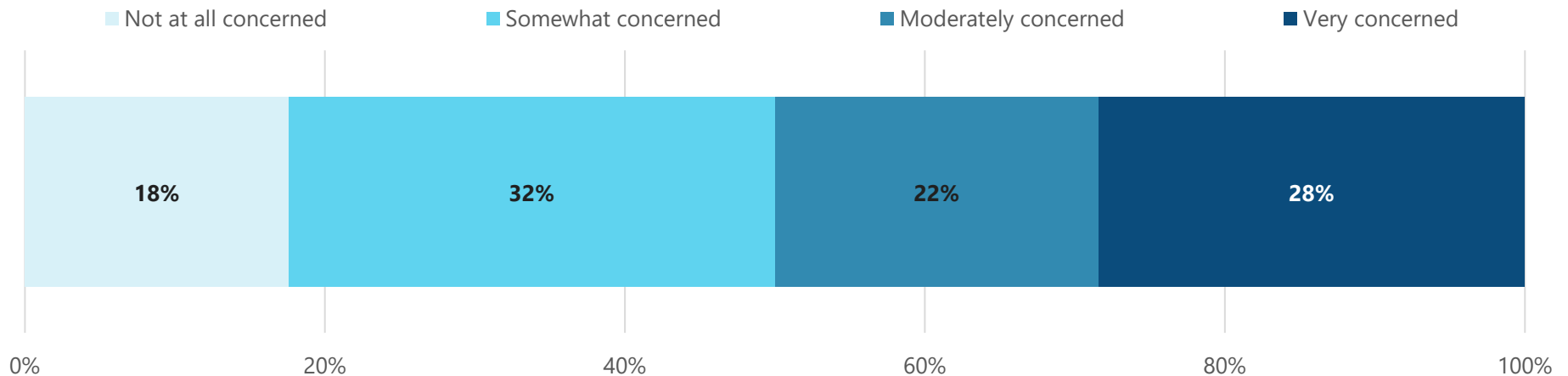
Correlations: Respondents who are more concerned about data privacy and security are more likely to:

- Be people of color
- Disagree it is “fair” to fund Oregon's transportation system with a road usage charge
- Have signed up or want to sign up for OReGO

↓ 6%

How concerned are you about privacy and the security of data collected by the OReGO program?

Base: all respondents (n = 918).



The % differences between 2016 & 2020 are based on the average level of concern (scale 1-4) .

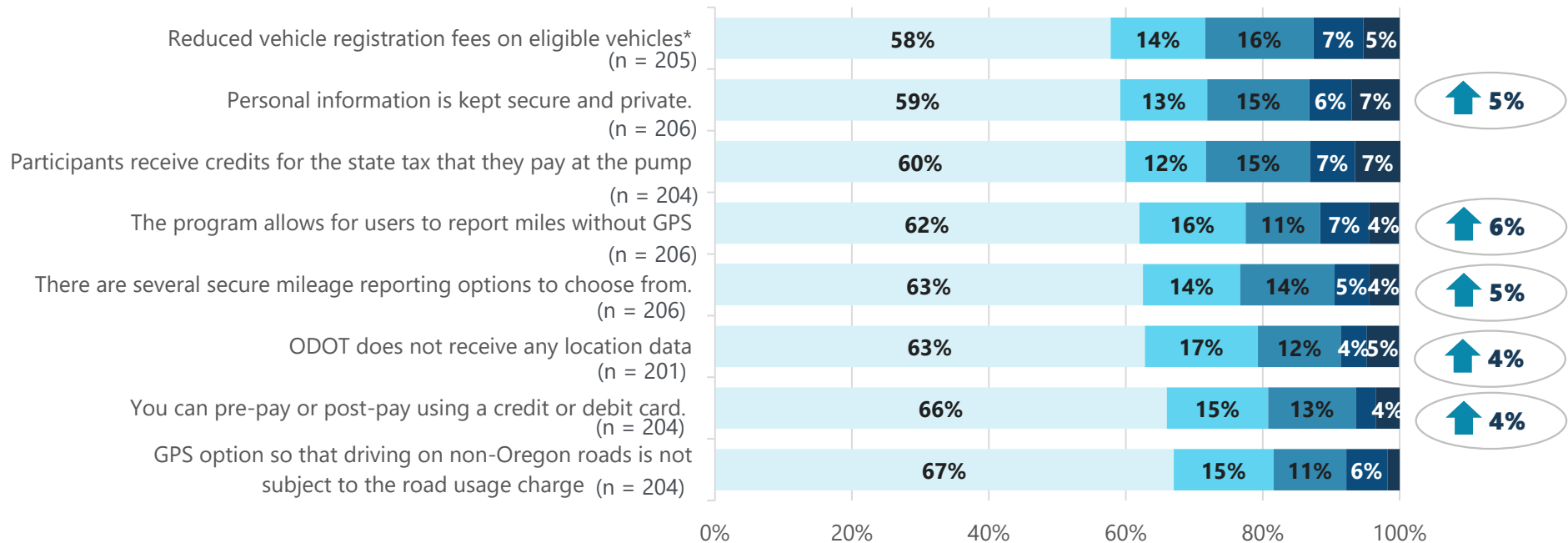
Respondents familiar with OReGO are more knowledgeable about program features.

- While more than half of respondents did not know about pre-pay or post-pay, there was an increase in awareness from 2016.
- Awareness is growing of key features that combat misconceptions like non-GPS options and secure mileage reporting.

How familiar you are with the following features of OReGO?

Base: Respondents who have heard or may have heard of OReGO.

1 (not at all familiar) 2 3 4 5 (very familiar)



The % differences between 2016 & 2020 are based on the average ranking of familiarity (scale 1-5). The higher the number, the greater level of familiarity.

*Eligible vehicles include electric vehicles or vehicles with a 40+ mpg fuel economy. This question only appeared in the 2020 survey, so it is excluded from our statistical comparison.

Familiarity with OReGO's features correlates with age, income, and interest/participation in OReGO.

Respondent answers How familiar you are with the following features of OReGO?	Correlations Respondents who are more familiar with the feature tend to:
Volunteers have several secure mileage reporting options to choose from that are administered by private-sector partners called account managers.	<ul style="list-style-type: none"> • Be younger • Have higher income • Have signed up or want to sign up the OReGO program
Some private-sector partners offer options to report mileage via GPS so that driving on non-Oregon roads is not subject to the road usage charge.	<ul style="list-style-type: none"> • Be younger • Have higher income • Have signed up or want to sign up the OReGO program
The program allows for users to report miles without GPS.	<ul style="list-style-type: none"> • Be younger • Have higher income • Have signed up or want to sign up the OReGO program • Drove fewer miles per day before stay-at-home order
Regardless of selected mileage reporting options, volunteers' personal information is kept secure and private.	<ul style="list-style-type: none"> • Have higher income • Have signed up or want to sign up the OReGO program

(Continued)

Respondent answers How familiar you are with the following features of OReGO?	Correlations Respondents who are more familiar with the feature tend to:
ODOT does not receive any location data from account managers that offer devices with GPS capability :How familiar you are with the following features of OReGO?	<ul style="list-style-type: none">• Be younger• Have higher income• Have signed up or want to sign up the OReGO program• Drove fewer days per week during stay-at-home order
Depending on the account manager chosen to report mileage, you can pre-pay or post-pay for miles driven on Oregon roads using a credit or debit card.	<ul style="list-style-type: none">• Be younger• Have signed up or want to sign up the OReGO program
While participating in OReGO, they receive credits for the state tax that they pay at the pump to offset their road usage charge.	<ul style="list-style-type: none">• Be men• Have signed up or want to sign up the OReGO program
Participants with electric vehicles or vehicle fuel economy of 40 mpg can receive reduced vehicle registration fees.	<ul style="list-style-type: none">• Be younger• Have signed up or want to sign up the OReGO program

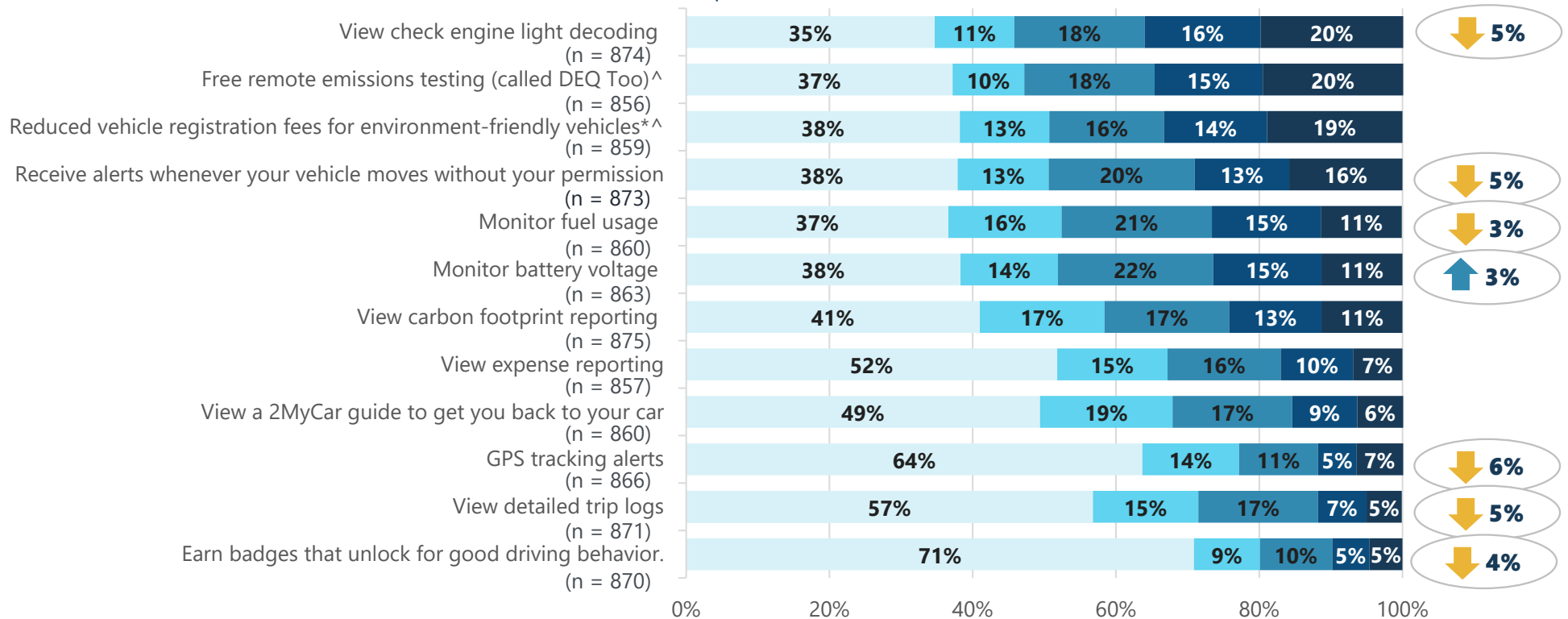
Check engine light decoding and free emissions testing are the most interesting incentives to try OReGO.

- About one-third of respondents (36-26%) said they were interested in the top six services.

When you sign up for OReGO, you can receive perks. Please tell us if the following services would make you more or less interested in volunteering to try OReGO.

1 (not at all interested) 2 3 4 5 (very interested)

Base: all respondents.



*Eligible vehicles include electric vehicles or vehicle fuel economy of 40 MPG.

^ This question was added for the 2020 survey and not included in analysis.

The legend indicates respondents' familiarity (scale 1-5). The higher the number, the greater level of familiarity. The % differences between 2016 & 2020 are based on the average ranking of familiarity

Perceived interest toward different incentives to try OReGO correlate with age.

Respondent answers Please tell us if the following services would make you more or less interested in volunteering to try OReGO.	Correlations Respondents who are more interested in with the service tend to:
View detailed trip logs to remember everywhere you've been.	Be younger
Earn badges that unlock for good driving behavior. Compete with friends and family to see who can unlock the most badges.	Be younger
Set up safe zones to let you know if your teenager (or others driving your car) have entered certain geographical areas.	Be younger
View check engine light decoding so you'll know what's really happening with your vehicle when the check engine light goes on.	Be younger
View carbon footprint reporting.	<ul style="list-style-type: none"> • Be younger • Be white, Non-Hispanic • Drive a high mpg vehicle

(Continued)

Respondent answers Please tell us if the following services would make you more or less interested in volunteering to try OReGO.	Correlations Respondents who are more interested in with the service tend to:
Free remote emissions testing (called DEQ Too) with the Oregon Department of Environmental Quality.	<ul style="list-style-type: none">• Be younger• Live in Region 1
Monitor fuel usage to see how daily driving habits affects cost.	Be younger
Monitor battery voltage monitor so you'll know if your battery is dying or getting old.	Be younger
View expense reporting to so you can tag your trips and generate your reports for reimbursement.	Be younger
Receive reduced vehicle registration fees if your vehicle is electric or gets 40 mpg or better.	<ul style="list-style-type: none">• Live in Region 1• Drive on a high mpg or an electric vehicle



Detailed Findings

Driving Behavior Before And After The Stay At Home Order

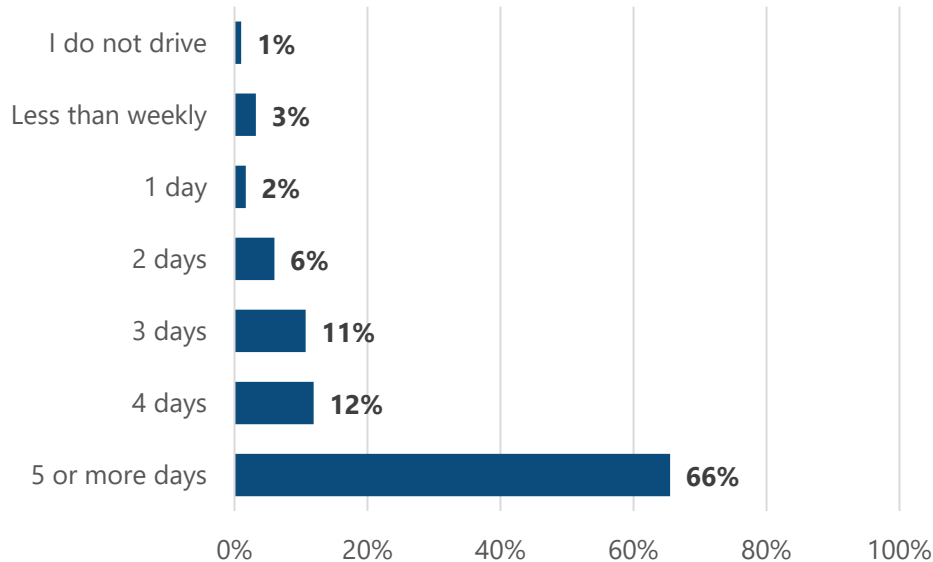
Daily drivers dropped 36% after the COVID-19 stay-at-home order.

- Two-thirds of (66%) respondents drove five or more days a week before the COVID-19 stay-at-home order. Only 3% drove less than weekly.
- Comparatively, less than a third (30%) of respondents reported driving five or more days a week after the stay-at-home order.

About how many days per week did you typically drive your vehicle on Oregon roads?

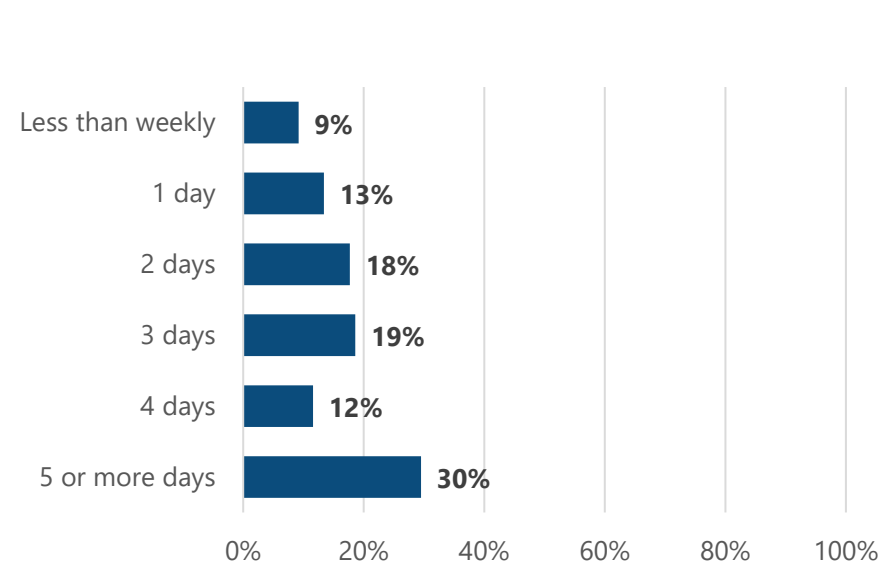
Before the stay at home order in March

Base: all respondents who own/lease a car, SUV, or light truck
(n = 939).



After the stay at home order in March

Base: all respondents
(n = 864).

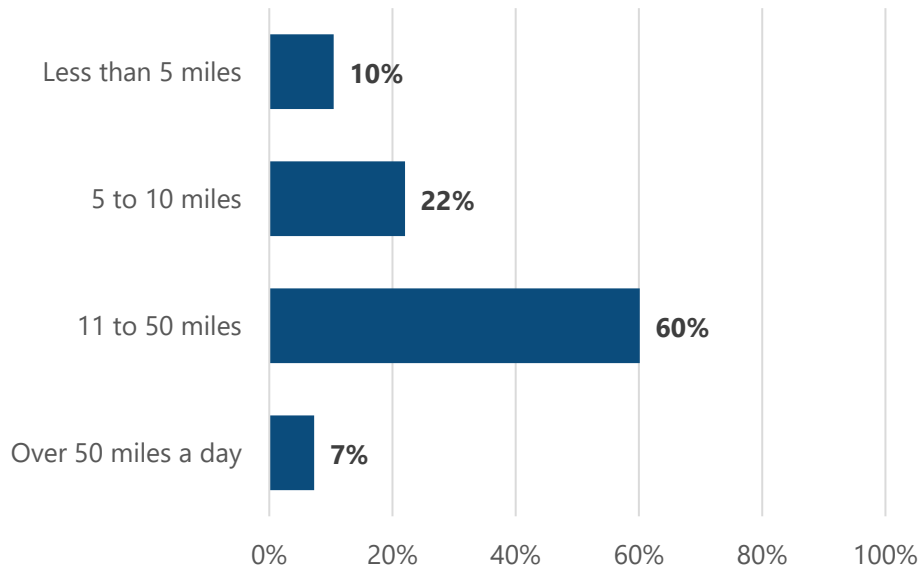


Respondents reported driving shorter daily distances after the stay-at-home order.

- Proportions of respondents who reported driving over 50 miles a day remain almost the same as before (7%) and after (6%) stay at home order.
- About 10% of respondents reported driving on Oregon roads fewer than five miles a day before the COVID-19 stay-at-home order. About 60% drove between 11-50 miles a day.
- Comparatively, about one-third (30%) of respondents reported driving on Oregon road less than five miles a day after the stay-at-home order. Only about 37% drove between 11-50 miles a day.

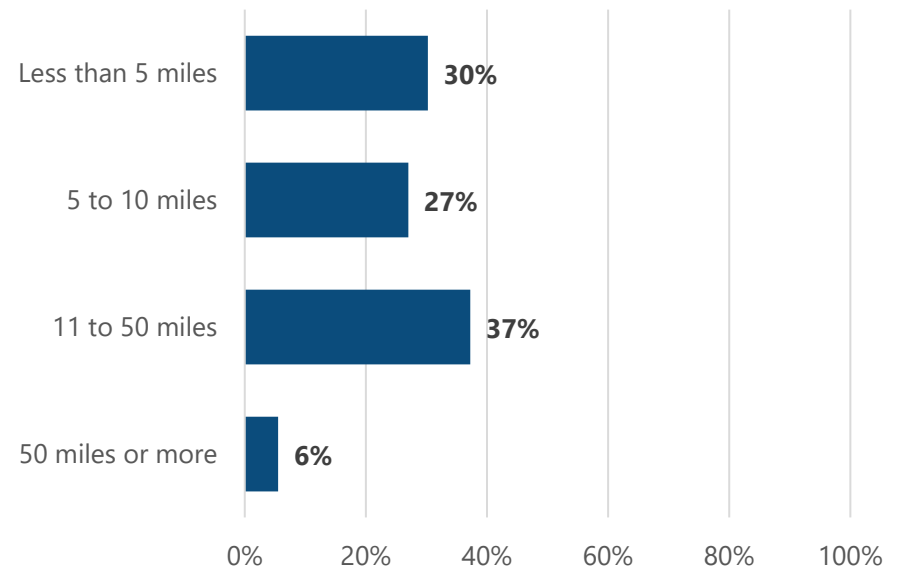
Before the stay at home order, how many total miles did you typically drive on Oregon roads?

Base: all respondents who own/lease a car, SUV, or light truck and drive the vehicle at least 1 day a week (n = 898).



After the stay at home order, when you drive on Oregon roads in a personal vehicle, about how far do you go?

Base: all respondents who own/lease a car, SUV, or light truck and drive the vehicle at least 1 day a week (n = 870).

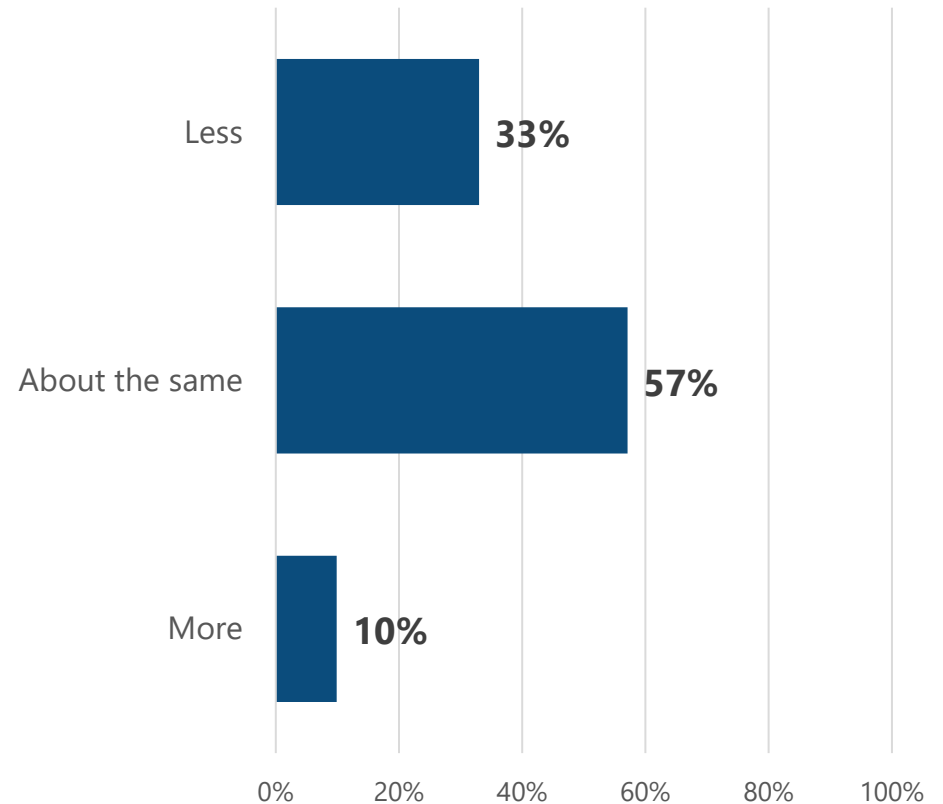


A majority believe that in 6 months they will drive about the same amount as they did before, but a third believe they will drive less.

- More than half (57%) of respondents think they will drive about the same amount after the stay-at-home order, and about one-third (33%) think they will drive less
- One in ten respondents reported driving more after the stay-at-home order.

Thinking about the next 6 months, do you think you will drive less, more, or about the same amount as you did before the stay at home order?

Base: all respondents (n = 870).





Appendix

Appendix A: 2020 Educational Outreach Summary

In 2018, PRR conducted three in-person focus groups to inform the educational campaign. Named "Keep Oregon Connected," the campaign evoked the value that people attributed to Oregon roads in our research: Oregon roads keep us connected to family and friends, our jobs and our personal lives, and the landscapes that give us a sense of joy and freedom. The 60-Oregonian research panel navigated the campaign to focus on two elements:

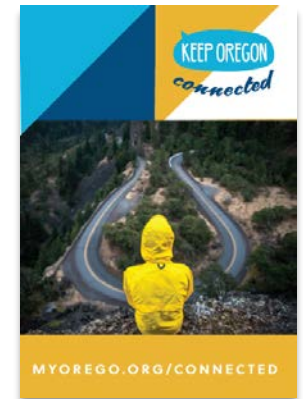
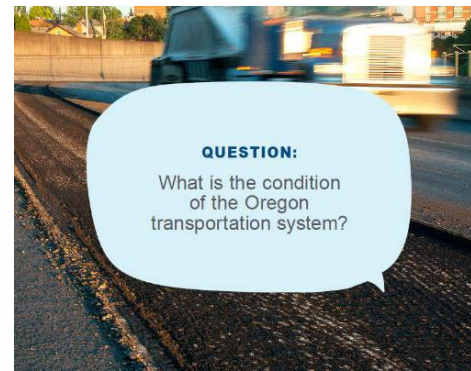
- Visuals of Oregon roads and destinations
- Data about Oregon roads and the transportation funding situation

In 2019, PRR developed a strategy that balanced in-person outreach, digital marketing, and accessible information.

Communication Tactics: Paid social media content, booth outreach at fairs and festivals, media outreach

Campaign Tools: Feature video, video vignettes, infographics, microsite, print materials, presentation.

Call To Action: All materials pointed to KeepOregonConnected.org or the redesigned MyOReGO.org.



Appendix A: Background on educational campaign (continued)

Booth outreach

Event	Date	Booth Interactions	Staff
Oregon State Fair	Aug. 23, 2019	729	ODOT-PRR
Greater Medford Multicultural Fair	Sept. 28, 2019	122	ODOT
ODOT Fall Forum	Oct. 19, 2019	112	ODOT
Portland Auto show	Feb. 20, 2020	925	ODOT-PRR
Total		1,888	

Digital outreach

Event	Launch date	Metrics
Keep Oregon Connected website	Aug. 1, 2019	4,964 pageviews
Digital ads	Aug. 5, 2019	Facebook impressions: 198,036
		Facebook engagements (Reactions, Comments, Shares): 1,498
		Facebook video views: 25,860
		Google-YouTube impressions: 192,565
		YouTube video views: 13,969
Digital ads	March 15, 2020	Google-YouTube impressions: 182,405
Online Open House	June 4, 2020	10,220 visits
Digital ads (OOH)	June 4, 2020	Google-YouTube impressions: 2,563,601
Digital ads (webinar)	July 12, 2020	Google: 215,389 impressions
Digital ads (webinar)	July 12, 2020	YouTube Views: 9,800
Talking Roads Webinar	July 16, 2020	34 participants out of 50 people who registered – a 68 percent attendance rate.



In total, the educational campaign achieved 3,351,696 digital impressions (Facebook, Google, YouTube), more than 14,000 visits to owned digital channels (microsite, online open house), and 49,354 video views (Facebook, YouTube).

Appendix B: Survey instrument

Page exit logic: Skip / Disqualify Logic

IF: #1 Question "How old are you?" is one of the following answers ("Under 18") **THEN:** Disqualify and display:
Sorry, you do not qualify to take this survey.

1. How old are you? *

- Under 18
- 18-24
- 25-34
- 35-54
- 55-64
- 65+

Page exit logic: Skip / Disqualify Logic

IF: #2 Question "Do you have a valid driver's license?" is one of the following answers ("No") **THEN:** Disqualify and display:
Sorry, you do not qualify to take this survey.

2. Do you have a valid driver's license? *

- No
- Yes

Page exit logic: Skip / Disqualify Logic

IF: #3 Question "What county do you live in?" is one of the following answers ("I do not live in Oregon") **THEN:** Disqualify and display:
Sorry, you do not qualify to take this survey.

3. What county do you live in? *

- Baker
- Benton
- Clackamas
- Clatsop
- Columbia
- Coos
- Crook
- Curry
- Deschutes
- Douglas
- Gilliam
- Grant
- Harney
- Hood River
- Jackson
- Jefferson
- Josephine
- Klamath
- Lake
- Lane
- Lincoln
- Linn
- Malheur
- Marion
- Morrow
- Multnomah
- Polk
- Sherman
- Tillamook
- Umatilla
- Union
- Wallowa
- Wasco
- Washington
- Wheeler
- Yamhill
- I do not live in Oregon

Appendix B: Survey instrument

4. Do you own or lease a car, SUV, or light truck?

- No
- Yes
- Don't know

Logic Show/hide trigger exists.

5. What type(s) of vehicle does your household have? Please select all that apply.

- Gasoline/Diesel vehicle
- Hybrid electric vehicle (Uses electric power at low speeds and gasoline power at higher speeds. Example: Toyota Prius.)
- Plug-in hybrid electric vehicle (Uses electric power until battery levels are low and then uses a gasoline engine to power the electric motor. Example: Chevy Volt.)
- Battery electric vehicle (Uses electric power only. Example: Tesla Model 3, Nissan Leaf.)
- Other (please tell us more):
- My household does not have a vehicle
- Don't know

Logic Hidden unless: #5 Question "What type(s) of vehicle does your household have?"

Please select all that apply." is one of the following answers ("Gasoline/Diesel vehicle", "Hybrid electric vehicle (Uses electric power at low speeds and gasoline power at higher speeds. Example: Toyota Prius.)", "Plug-in hybrid electric vehicle (Uses electric power until battery levels are low and then uses a gasoline engine to power the electric motor. Example: Chevy Volt.)")

6. Think about the vehicle you drive most often. On average, what is the average fuel efficiency (miles per gallon of fuel) of that vehicle?

- Under 20 mpg
- 20 to 27 mpg
- 28 to 35 mpg
- 35+ mpg
- Don't know

Logic Show/hide trigger exists.

7. Think about the vehicle you drive most often. Before the stay at home order in March, about how many days per week did you typically drive your vehicle on Oregon roads? Your best guess is fine.

- I do not drive
- Less than weekly
- 1 day
- 2 days
- 3 days
- 4 days
- 5 or more days

Appendix B: Survey instrument

LEAD Hidden unless: #7 Question "Think about the vehicle you drive most often. Before the stay at home order in March, about how many days per week did you typically drive your vehicle on Oregon roads? Your best guess is fine." is one of the following answers ("1 day", "2 days", "3 days", "4 days", "5 or more days")

8. Think about the vehicle you drive most often. Before the stay at home order in March, how many total miles did you typically drive per day on Oregon roads? Your best guess is fine.

- Less than 5 miles a day
- 5 to 10 miles a day
- 11 to 15 miles a day
- 16 to 25 miles a day
- 26 to 50 miles a day
- Over 50 miles a day

9. When you buy gasoline in Oregon, you pay 36 cents in State fuel tax per gallon and 19 cents in Federal fuel tax.

That means if you buy 10 gallons of gas, your purchase total includes \$5.50 for tax. Is this...?

- A surprise. You were not aware you were paying this tax.
- Less than you thought you were paying.
- About the amount you thought you were paying.
- More than you thought you were paying.

10. What is your level of support for each of the following ways Oregon can increase funding for transportation projects, preservation, and improvements?

1 (not at all supportive)
2
3
4
5 (very supportive)

Charging tolls on specific highways and bridges where improvements are being made.

1 (not at all supportive)
2
3
4
5 (very supportive)

Increasing vehicle registration fees.

1 (not at all supportive)
2
3
4
5 (very supportive)

Implementing a road usage charge for miles driven on Oregon roads.

1 (not at all supportive)
2
3
4
5 (very supportive)

Implementing a vehicle sales tax.

1 (not at all supportive)
2
3
4
5 (very supportive)

Increasing state fuel taxes.

1 (not at all supportive)
2
3
4
5 (very supportive)

Implementing an additional flat fee tax.

Appendix B: Survey instrument

11. How familiar are you with the concept of a road usage charge, where drivers pay for the miles they drive?

- 1 (not at all familiar)
- 2
- 3
- 4
- 5 (very familiar)

ccidShow/hide trigger exists.

12. Have you heard of OReGO, Oregon's road usage charge program?

- No
- Yes
- Maybe/Not sure

A road usage charge (RUC) system is a pay-per-mile charge. Drivers pay based on how many miles they drive, instead of how much gas they consume. In Oregon, this program is called OReGO.

OReGO participants pay 1.8 cents for each mile they drive and that money goes directly into the State Highway Fund. Drivers of gas-powered vehicles can receive a credit for fuel tax and remote emissions testing, and drivers of electric vehicles are eligible for reduced registration fees.

ODOT's current program allows participants to choose from several methods to report their mileage. ODOT contracts with private-sector partners called account managers to offer both GPS and non-GPS device reporting options.

13. How much do you agree or disagree the following statement?

Funding Oregon's transportation system with a mileage-based road usage charge program like OReGO is "fair."

- Strongly disagree
- Somewhat disagree
- Somewhat agree
- Strongly agree

14. How much do you support implementing OReGO to fund transportation projects?

- 1 (not at all supportive)
- 2
- 3
- 4
- 5 (very supportive)

Appendix B: Survey instrument

15. What do you think are the TOP two (2) drawbacks to OReGO? Please select up to two choices.

- It is just another way for Oregon to tax people more.
- It will not properly track people who live outside Oregon and use Oregon highways.
- It penalizes people who buy fuel efficient vehicles which are better for the environment.
- It penalizes people who live in rural areas who often drive longer distances.
- The Oregon Department of Transportation can't be trusted to develop and implement this kind of program.
- Recording mileage could impede participants' privacy.
- Correctly processing vehicle mileage data and fees is too complicated.
- I do not see drawbacks to OReGO.
- Other (please tell us more):

16. Oregon was the first state in the U.S. to adopt a road usage charge program. Under OReGO, drivers of gas-powered vehicles pay a per-mile fee instead of the traditional fuel tax, and they receive tax credits for fuel used.

Did you know that you can volunteer to participate in OReGO right now?

- No
- Yes, and I already signed up as an OReGO participant
- Yes, but I am not currently a participant
- Not sure/Don't know

LOGIC: Hidden unless: #12 Question "Have you heard of OReGO, Oregon's road usage charge program?" is one of the following answers ("Yes", "Maybe/Not sure")

17. How familiar you are with the following features of OReGO?

1 (not at all familiar)
2
3
4
5 (very familiar)

ODOT does not receive any location data from account managers that offer devices with GPS capability.

1 (not at all familiar)
2
3
4
5 (very familiar)

Participants with electric vehicles or vehicle fuel economy of 40 MPG can receive reduced vehicle registration fees.

1 (not at all familiar)
2
3
4
5 (very familiar)

Participants have several secure mileage reporting options to choose from that are administered by private-sector partners called account managers.

1 (not at all familiar)
2
3
4
5 (very familiar)

Depending on the account manager chosen to report mileage, you can pre-pay or post-pay for miles driven on Oregon roads using a credit or debit card.

1 (not at all familiar)
2
3
4
5 (very familiar)

Some private-sector partners offer options to report mileage via GPS so that driving on non-Oregon roads is not subject to the road usage charge.

1 (not at all familiar)
2
3
4
5 (very familiar)

While participating in OReGO, they receive credits for the state tax that they pay at the pump to offset their road usage charge.

1 (not at all familiar)
2
3
4
5 (very familiar)

Regardless of selected mileage reporting options, volunteers' personal information is kept secure and private.

1 (not at all familiar)
2
3
4
5 (very familiar)

The program allows for users to report miles without GPS.

Appendix B: Survey instrument

18. How concerned are you about privacy and the security of data collected by the OReGO program?

- Not at all concerned
- Somewhat concerned
- Moderately concerned
- Very concerned

19. When you sign up for OReGO, you can receive perks. Please tell us if the following services would make you more or less interested in participating in OReGO.

1 (not at all interested)
2
3
4
5 (very interested)

Receive alerts whenever your vehicle moves without your permission.

1 (not at all interested)
2
3
4
5 (very interested)

Earn badges that unlock for good driving behavior. Compete with friends and family to see who can unlock the most badges.

1 (not at all interested)
2
3
4
5 (very interested)

View detailed trip logs to remember everywhere you've been.

1 (not at all interested)
2
3
4
5 (very interested)

Set up safe zones to let you know if your teenager (or others driving your car) have entered certain geographical areas.

1 (not at all interested)
2
3
4
5 (very interested)

View carbon footprint reporting.

1 (not at all interested)
2
3
4
5 (very interested)

View check engine light decoding so you'll know what's really happening with your vehicle when the check engine light goes on.

Appendix B: Survey instrument

20. When you sign up for OReGO, you can receive perks. Please tell us if the following services would make you more or less interested in participating in OReGO.

1 (not at all interested)
2
3
4
5 (very interested)

View a 2MyCar guide to get you back to your car using your smart phone with either turn-by-turn instructions or by a straight-line route.

1 (not at all interested)
2
3
4
5 (very interested)

Monitor battery voltage monitor so you'll know if your battery is dying or getting old.

1 (not at all interested)
2
3
4
5 (very interested)

View expense reporting to so you can tag your trips and generate your reports for reimbursement.

1 (not at all interested)
2
3
4
5 (very interested)

Monitor fuel usage to see how daily driving habits affects cost.

1 (not at all interested)
2
3
4
5 (very interested)

Receive reduced vehicle registration fees if your vehicle is electric or gets 40 MPG or better.

1 (not at all interested)
2
3
4
5 (very interested)

Free remote emissions testing (called DEQ Too) with the Oregon Department of Environmental Quality.

21. Now that you know a bit more about road usage charging and OReGO, what do you think are the TOP two (2) drawbacks to OReGO? Please select up to two choices.

- Recording mileage could impede participants' privacy.
- It is just another way for Oregon to tax people more.
- The Oregon Department of Transportation can't be trusted to develop and implement this kind of program.
- It penalizes people who buy fuel efficient vehicles which are better for the environment.
- Correctly processing vehicle mileage data and fees is too complicated.
- It will not properly track people who live outside Oregon and use Oregon highways.
- It penalizes people who live in rural areas who often drive longer distances.
- Other (please tell us more):
- I do not see drawbacks to OReGO.

22. Which of the following statements is closest to your point of view?

- Road usage charging seems like an unfair way to fund transportation improvements in Oregon. I think the state should look at other funding options.
- I'm indifferent about a road usage charge. It doesn't really matter how the state funds transportation system improvement as long as we have a good transportation system.
- Road usage charging seems like a fair way to fund transportation improvements in Oregon.
- Other (please tell us more):

Appendix B: Survey instrument

LOGIC Show/hide trigger exists.

23. How likely are you to participate in OReGO? *

- 1 (not at all likely)
- 2
- 3
- 4
- 5 (very likely)

LOGIC Hidden unless: #23 Question "How likely are you to participate in OReGO?" is one of the following answers ("3","4","5 (very likely)")

24. Why are you likely to participate? What is ONE main reason?

LOGIC Hidden unless: #23 Question "How likely are you to participate in OReGO?" is one of the following answers ("1 (not at all likely)","2")

25. Why are you NOT likely to participate for OReGO? What is ONE main reason?

Appendix B: Survey instrument

Page entry logic:

This page will show when: #7 Question "Think about the vehicle you drive most often. Before the stay at home order in March, about how many days per week did you typically drive your vehicle on Oregon roads? Your best guess is fine." is one of the following answers ("Less than weekly", "1 day", "2 days", "3 days", "4 days", "5 or more days")

Page description:

The following questions ask about your travel since the stay at home order in March. Your answers to these questions will help ODOT understand how COVID-19 has impacted how much you drive.

26. Think about the vehicle you drive most often. Since the stay at home order, how many days per week do you typically drive your vehicle on Oregon roads?

- Less than weekly
- 1 day
- 2 days
- 3 days
- 4 days
- 5 or more days

27. Think about the vehicle you drive most often. Since the stay at home order, about how many total miles do you typically drive per day on Oregon roads?

- Less than 5 miles
- 5 to 10 miles
- 11 to 20 miles
- 21 to 50 miles
- 50 miles or more

28. Thinking about the next 6 months, do you think you will drive less, more, or about the same amount as you did before the stay at home order?

- Less
- About the same
- More

Appendix B: Survey instrument

The next few questions ask for some basic information about you and your household. These questions help ensure we hear from a diverse group of Oregonians. Your answers are completely confidential and will only be reported in combination with other people's responses.

29. How do you identify?

- Male
- Female
- Gender(s) not listed here

30. Are you of Hispanic, Latino/a/x, or Spanish origins?

- No
- Yes

31. How do you identify? Please select all that apply.

- American Indian or Alaska Native
- Asian or Asian American
- Black or African American
- Native Hawaiian or other Pacific Islander
- White
- Race(s) not listed here (please tell us more):

32. What was your total household income in 2019 before taxes?

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

Appendix B: Survey instrument

Page exit logic: Skip / Disqualify Logic

IF: #33 Question "As a thank you for participating in this survey, you can enter a sweepstakes to win one of five \$100 gift cards (winner's choice type of gift card, including a Visa gift card option). Your sweepstakes entry will not be connected to your survey answers.

Are you interested in participating in this sweepstakes? If yes, you will be redirected a new page with the sweepstakes entry information. is one of the following answers ("Yes (this will redirect you to a new page where you can enter your contact info for the sweepstakes)") **THEN:** Redirect to: www.surveygizmo.com/s3/5638147/OREGO-Post-Campaign-2020-Sweepstakes

33. As a thank you for participating in this survey, you can enter a sweepstakes to win one of five \$100 gift cards (winner's choice type of gift card, including a Visa gift card option). Your sweepstakes entry will not be connected to your survey answers.

Are you interested in participating in this sweepstakes? If yes, you will be redirected a new page with the sweepstakes entry information.

- No
- Yes (this will redirect you to a new page where you can enter your contact info for the sweepstakes)

Thank you for taking our survey! Your response is very important to us. If you are interested in road usage charging in Oregon and want to learn more, or want to sign up to join the program as a volunteer, go to: www.myorego.org/

Appendix C: Recruitment Materials (reminder postcard)



Recently, the Oregon Department of Transportation (ODOT) invited you to take a survey about your road use and your opinions about how ODOT pays for preserving and improving the roads. If you already completed the survey, thank you!

If you have not completed the survey yet, please do so by **Sunday, August 2, 2020**. The survey takes about 10 minutes to complete. By completing this survey, you will be making your voice heard, providing information to improve travel in Oregon, and helping to keep Oregon a great place to live!

The survey is available online at <https://bit.ly/OREGO2020> (Type this link in the website address bar, do not use a search engine.)

OR

Hover your smartphone or tablet camera over this QR code (image to the right) to go directly to the survey.



You will need to enter this code to access the survey: **CZQ446**

After completing the survey, share your email address for a chance to win one of five \$100 gift cards.

Thank you!

Michelle D. Godfrey

Education & Outreach Coordinator | (503) 986-3903 | michelle.d.godfrey@odot.state.or.us