



## NC MBUF Pilot Success and Looking Ahead

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September 13, 2022

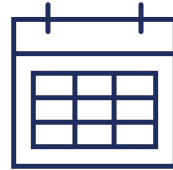
# NC 2022 Pilot

Objective: Move MBUF exploration forward by engaging the general public and additional stakeholders

\*Preliminary numbers

# 487

80% Gasoline  
10% Hybrid / PHEV  
10% EV



4 month pilot: August – November 2022



55% Plug-in **with** GPS  
15% Plug-in  
26% Manual  
4% In-vehicle telematics



Evaluation: Data Analysis,  
Participant Surveys, Focus Group



# Successful Recruitment Strategy

## Partner w/ Key Orgs & Agencies



- Leveraged communication channels
- Presented at meetings

## Utilized Media Outlets



## Conducted Statewide Surveys





**AAA Carolinas**

Posted by Khoros Social Marketing  
 2d ·

Did you know that the fuel taxes you pay are largely responsible for funding repairs, maintenance and the building of new roads and bridges? As cars are going farther on less fuel and some don't use fuel at all, it becomes harder to maintain this transportation system.

The Eastern Transportation Coalition needs your help to explore an alternative approach, called a Mileage-Based User Fee (MBUF). A Mileage-Based User Fee means each driver pays for the miles they drive instead of the fuel they buy.

To learn more and see how you can participate visit: [NorthCarolinaMBUFpilot.com](https://NorthCarolinaMBUFpilot.com)

How to Participate in the Pilot

ENROLL

INSERT

DRIVE

RETURN

**ITRE at NC State**  
**ITRE** @ITRE\_NCSU

Here's an opportunity to participate in a study on a Mileage-Based User Fee (MBUF) being conducted by The Eastern Transportation Coalition. MBUF is a potential replacement for the gas tax, so this is an important way you can help inform the future of road maintenance funding.

5

**WRAL NEWS in NC**

@WRAL · Jul 4

By the gallon or by the mile: Driver volunteers wanted for study of new way to pay for road maintenance [wral.com/by-the-gallon-...](https://wral.com/by-the-gallon-...)

10:17 AM · Jul 5, 2022 · Twitter Web App

**StarNews**  
 July 25

As drivers waited in the long vehicle line for the free ferry between Hatteras and Ocracoke islands, several gathered together and muttered about the price of gasoline.

STARNEWSONLINE.COM  
 Pay by the gallon or the mile? As more EVs hit NC roads, officials study funding options

GAS PRICES

## By the gallon or by the mile: Driver volunteers wanted for study of new way to pay for road maintenance

North Carolina is part of a 17 state group studying the mileage-based user fee.

Author: [Matt Tallhelm \(WRAL\)](#)  
 Published: 5:28 PM EDT July 4, 2022  
 Updated: 11:19 PM EDT July 4, 2022

NEWS

## Pay by the gallon or the mile? As more EVs hit NC roads, officials study funding options

**Gareth McGrath** USA TODAY NETWORK  
 Published 6:00 a.m. ET July 25, 2022 | Updated 4:45 p.m. ET Aug. 10, 2022

View Comments

**Cape Fear Council of Governments**  
 June 22

Did you know that a fuel tax you pay at the pump is largely responsible for funding a well-functioning transportation system that gets you to where you need to go, delivers packages to your door, and keeps groceries on the shelves? But as vehicles go farther on less fuel and some stop using any fuel at all, it becomes harder to maintain our aging transportation system. The Eastern Transportation Coalition, a partnership of 17 states and Washington D.C., needs your help to exp... [See more](#)

### NORTH CAROLINA MILEAGE-BASED USER FEE PILOT PROGRAM

Your participation will shape the future of transportation in North Carolina

984-254-7400
 NorthCarolinaMBUFpilot.com
 northcarolina@mbufpilot.org

### Join Pilot for Fuel Tax Alternative Program

In order to address changing fuel needs, the Eastern Transportation Coalition, a partnership of 17 states and Washington D.C., needs your help piloting an alternative approach, called a Mileage-Based User Fee (MBUF). Through this program, drivers will pay for the miles driven, rather than the fuel they buy.

In order to understand how the MBUF program could work, the Coalition is conducting a program pilot in North Carolina. All North Carolina-based ACG employees are invited to join the pilot and share your perspective. It is free to participate, and there are strict privacy protection measures in place to safeguard your data. Participants can earn up to \$50 by joining the pilot program. Learn more by viewing the [program flier](#) or visiting the [program website](#).

If you would like to learn more about or enroll in the MBUF program, visit [NorthCarolinaMBUFpilot.com](https://NorthCarolinaMBUFpilot.com). Please direct all questions to the MBUF pilot team by calling [984-254-7400](tel:984-254-7400) or emailing [NorthCarolina@MBUFpilot.org](mailto:NorthCarolina@MBUFpilot.org).

**AAA Carolinas Traffic Safety Foundation**  
 'Small Tips, Big Impact' Newsletter

Did you know? Fuel tax has largely been responsible for a well-functioning transportation system that gets you to where you need to go, delivers packages to your door, and keeps groceries on the shelves – but as vehicles go farther on less fuel and some stop using any fuel at all, it becomes harder to maintain our transportation system.

**New Bern Area MPO**  
 July 5

It's not too late to enroll in the Eastern Transportation Coalition's Mileage-Based User Fee Pilot Program. To prepare for the future, the Coalition needs your help exploring an alternative approach to the traditional fuel tax, called a Mileage-Based User Fee, and determining if it would be a more equitable and sustainable approach. A Mileage-Based User Fee means drivers only pay for the miles they drive instead of the fuel they buy.

To better understand how an MBUF program could work, the Coalition is conducting a Pilot in North Carolina and they want you to join and tell them what you think! It is free to participate, and there are strict privacy protection measures to safeguard your data.

Here's how to join the Pilot in four easy steps:

1. Enroll – Fill out the enrollment form by clicking the link on the website.
2. Insert – Plug a small device into your vehicle to record mileage.
3. Drive – Then drive as you normally do.
4. Return – After a few months, mail back the device.

\*These steps may vary depending on the mileage-reporting option selected.

Make your voice heard! Visit [NorthCarolinaMBUFpilot.com](https://NorthCarolinaMBUFpilot.com) to enroll today. Participants who qualify can receive up to \$50. Have questions? Contact a Pilot team member at 984-254-7400 or [NorthCarolina@MBUFpilot.org](mailto:NorthCarolina@MBUFpilot.org).

How to Participate in the Pilot

ENROLL

INSERT

DRIVE

RETURN

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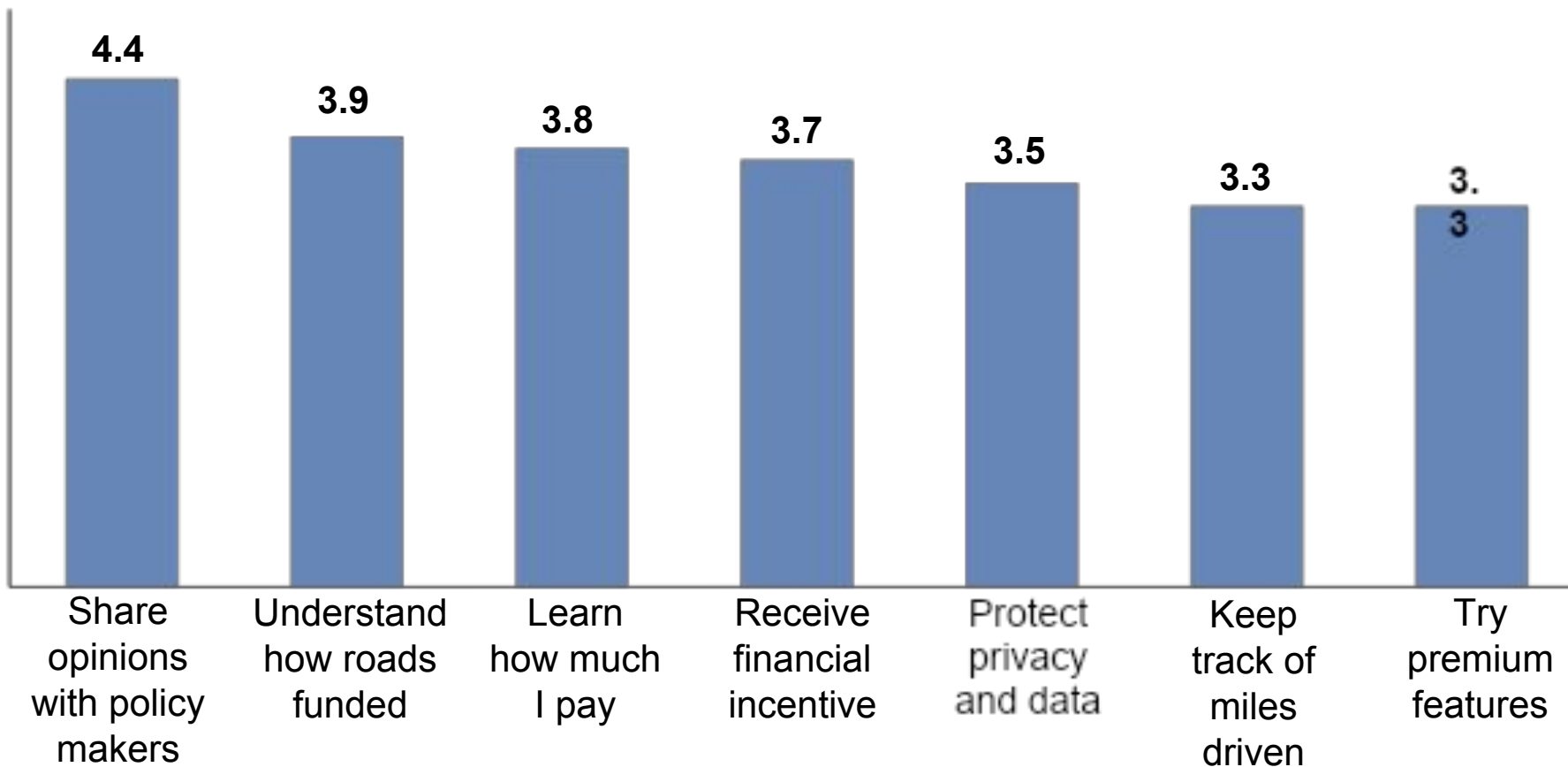
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 NorthCarolinaMBUFpilot.com
 northcarolina@mbufpilot.org

# Insights from Pre-Pilot Survey

The top motive for pilot participation is having the opportunity to share opinions with policy makers.

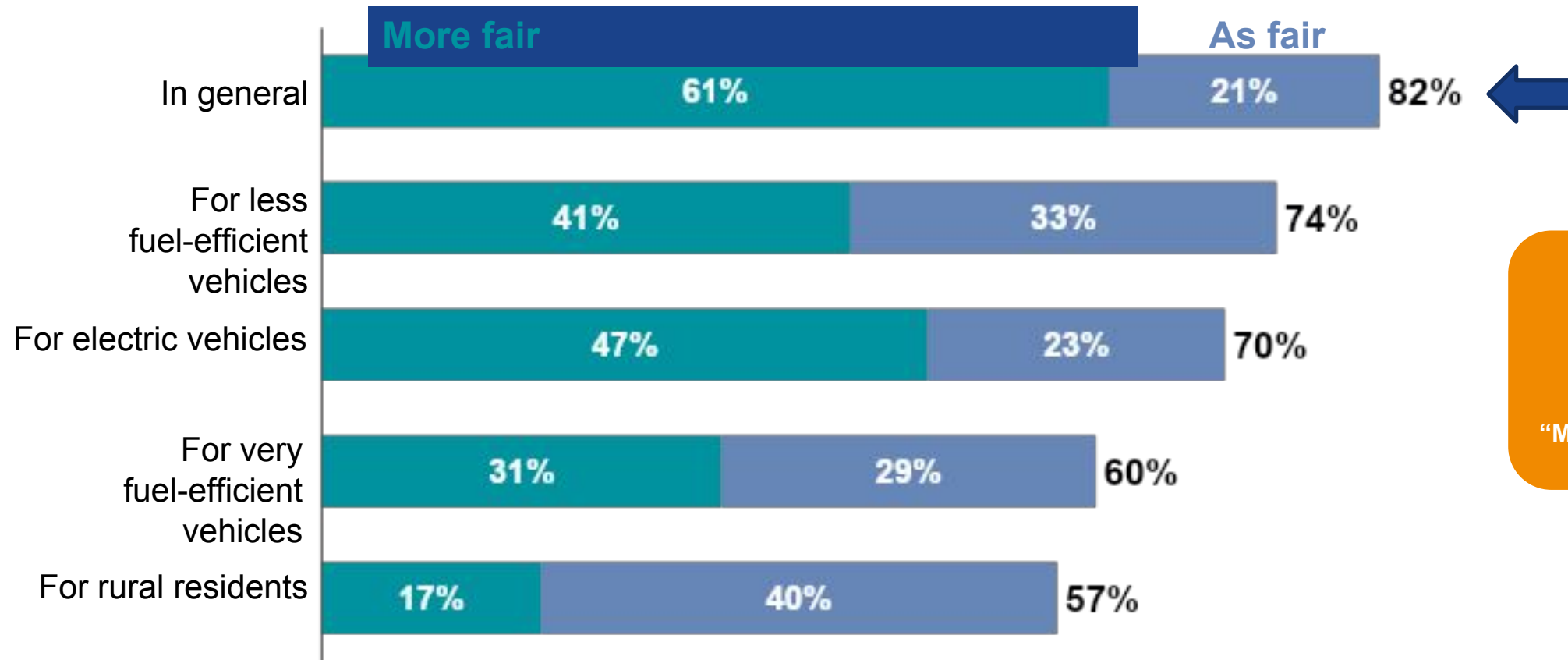
Very motivating  
(5.00)

\*Preliminary numbers



# Insights from Pre-Pilot Survey

Most participants say a mileage-based user fee would be either more fair or as fair as a gas tax—regardless of the type of vehicle driven or location of residence.



\*Preliminary numbers

2022 Statewide Survey

53%

“MBUF would be more fair or as fair”





# Looking Ahead to the National Pilot



# Phase 4 (2022) Work:

## Financial and Policy Considerations for Rate Setting



### RESOURCES FOR POLICYMAKERS AND PRACITIONERS

- Financial and policy considerations
- MBUF's potential role within a state's revenue portfolio
- Potential implementation pathways

### OVERVIEW OF POTENTIAL MBUF RATE STRUCTURES

- Revenue sufficiency
- Cost allocation
- Comparison of these rate structures to typical state motor fuel tax structures

### STATE-SPECIFIC DECISION PATHWAY

- Overview of existing revenue portfolio
- Key decision points for determining the desired role of MBUF within portfolio
- Key decision points for implementation



## Phase 4 (2022) Work:

## Economic and Racial Equity Analysis



Model vehicle-household relationship from national data



Build synthetic population for state with geographic detail



Match state vehicles to state households via simulations



Estimate current inequities



Determine probability that MBUF reduces inequities