

MBUF: Participant Perception and Acceptance

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3rd Annual Symposium on Mileage-Based User Fees



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- Commercial Hardware
 - SnapOn/NEXIQ eTechnician/xVDS architecture
 - Model: Prism III
- Custom Firmware
 - software designed by PPC

1. Microprocessor
2. GPS receiver
3. OBD-II bus interface
4. Cellular data transceiver





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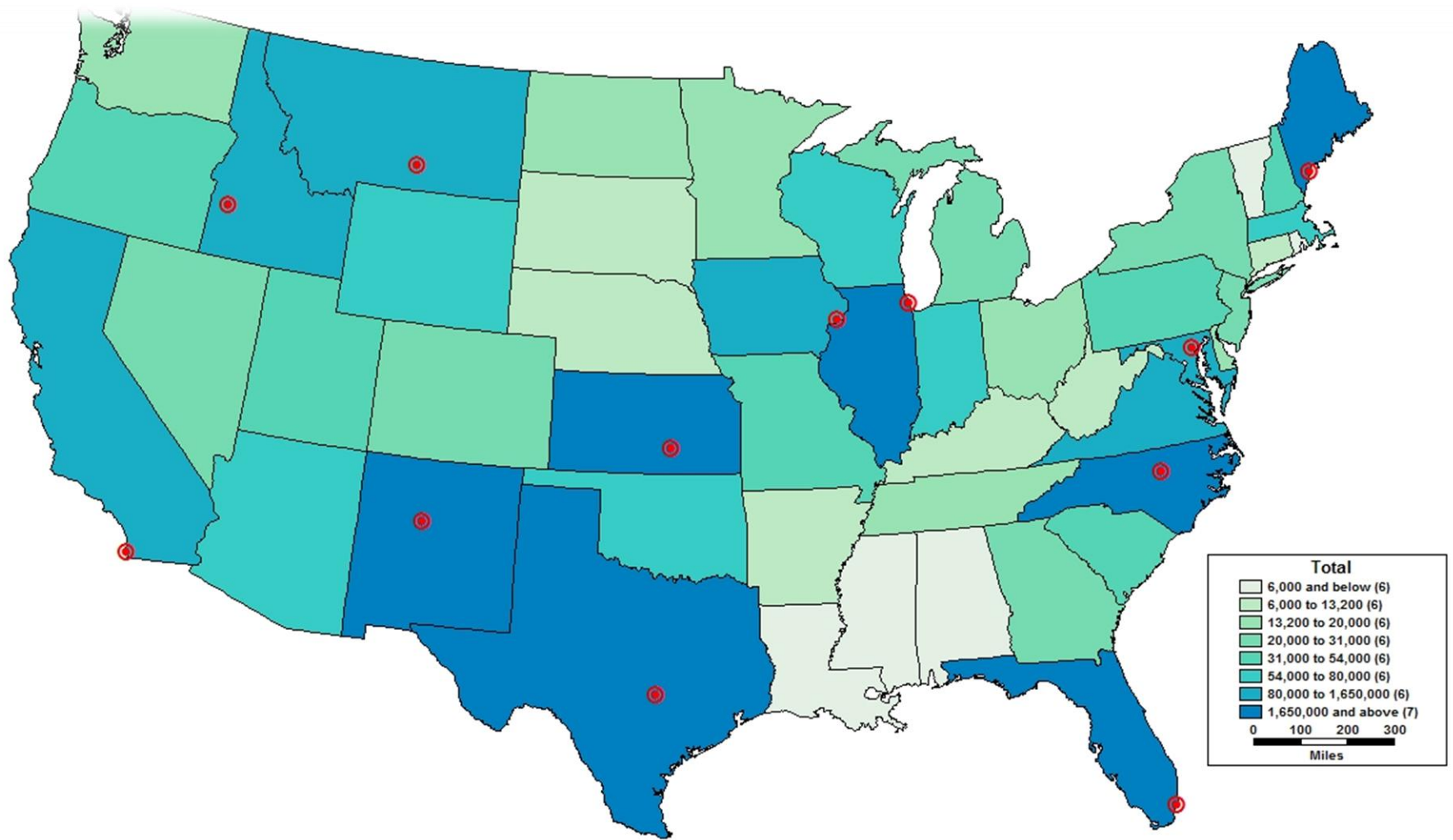
Over 81,000 eligible candidates volunteered

Enrolled	2,653
Completed	2,511
Dropped out	5.4%

Matched National Demographics

Gender, Age, Education, Income, Commute travel time, Self-identified political affiliation





- Total 22,000,000 miles (8,400 mi/veh)



Perception was positively impacted by experience and exposure

- Initial perception
 - 42% favorable
 - 17% negative
- Final perception (10 month exposure)
 - 70% favorable
 - 19% negative



Attitude	Characteristic
Negative	Age
	Cumulative Milesx1000
	Level of general policy knowledge
	Female
	Self-identified as conservative
Neutral	Longer billing frequency
Positive	Environmentally friendly transport
	Invoice detail
	Future road conditions
	High School Degree
	Tie mileage charge to fuel efficiency
Very Positive	Confidence in the system being tested
	Absence of privacy concerns
	Equipment performance
	Less than High School



Privacy was a significant issue but is not an insurmountable barrier

60% believe government will track their travel

34% want minimal travel detail collected

Still

> 70% stated the system was reliable, accurate, fair and a viable replacement of the fuel tax



Attitude

Characteristics

Highly Sensitive To Privacy

Attitude that government spending too much

Billing frequency

Non-student

Most Insensitive To Privacy

Age

Confidence in the system being tested

Level of general policy knowledge



The ability to audit the accuracy of charges outweighed privacy concerns.

- 66% favored
 - summary of vmt by jurisdiction, but
 - indifferent to
 - daily, or
 - monthly summaries
- Strong desire to audit the system for accuracy



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