



Road Charge Program Outreach Efforts

Nov 15, 2024

What Impact Would Road Charge Have on Rural Drivers?

- ▶ This is one of the first questions people ask about the road charge concept, whether from the general public or elected officials.
- ▶ People inherently recognize that rural residents face the challenge of long distances with few transportation choices.
- ▶ The 2017 Pilot final report suggested to further explore the impacts of the shift to a road charge system on rural communities, since the pilot had difficulty recruiting participants in this category.
- ▶ The 2023 California Road Charge Public/Private Roads Project outreach efforts sought specifically to engage rural and tribal communities in conversations about their concerns and priorities to ensure they could help shape a potential program while in development.



Community Outreach

Listening to Priorities of Rural and Tribal Voices

Rural Engagement Efforts

- Rural County Representatives of California
- California State Association of Counties
- League of California Cities
- Rural Community Assistance Corporation
- California Cattlemen's Association
- California Farm Bureau Federation



Presentations in Rural Counties

- County Boards of Supervisors and County Transportation Commissions
- Expressed appreciation to Caltrans for the willingness to attend these local meetings in person



Tribal Engagement Efforts

- Caltrans Native American Advisory Council
- Presented to regional Chairmen's Associations
- Annual California Native American Day
- Mailed letters to Chairs of 110 Federally Recognized Tribes and to 215 CA Native American Heritage Commission contacts, with follow-up calls
- Briefed Office of California Assembly Member James Ramos, Select Committee on Native American Affairs
- Advertisements in cultural publications and newsletters
- Inclusion in the Governor's Office of Tribal Affairs Newsletter
- Exhibitor Booth at the National Congress of American Indians 79th Annual Convention & Marketplace
- Coordination with the National Indian Justice Center to email members
- 2023 Annual Meeting of the Society for California Archaeology
- Presentation to Woodfords Community Council, Washoe Tribe of NV and CA



Public Opinion Surveys, Focus Groups, and One-on-One Interviews

- Rural Communities Survey
- Tribal Communities Survey
- Focus Groups with Rural Communities
- One-on-One Interviews with Members of Tribal Communities





339 Road Charge Collection Pilot

▶ **Article in the AAA Magazine West Ways**

▶ **DMV emails to customers**

▶ **Media Coverage**

- Includes: ABC 7, Bloomberg Law, CA Globe, Car Blog, Driving Canada, Fresno Bee, Governing, IBTTA Newsletter, KCRA, LA Focus, LA Times, Modesto Bee, MSN, NBC, Newsweek, Planetizen, San Diego Reader, SLO Tribune, Southern California Public Radio, Telemundo, Transportation Today, USA Today, Western Journal

▶ **Video and Factsheet in DMV Offices**

▶ **Peach Jar distribution to parents of students enrolled in school districts**

▶ **Factsheet to Key Stakeholder Groups**

▶ **Caltrans Social Media Content**

▶ **Public Affairs Press Release**

▶ **Spanish Language Content**





Questions?

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