

Oklahoma Road User Charge (RUC) Task Force meeting Meeting Minutes

Thursday, December 15th, 2022

Call to Order

The Oklahoma Road User Charge (RUC) Task Force meeting was called to order at 3:33pm by Dawn Sullivan, Deputy Director, chair for the meeting as proxy for Sec. Tim Gatz

Roll Call

Task Force Members Present were Chris Schroder, Jessica Grogis, Jim Newport, Sen. John Haste, Lyle Walters, John Sharp (for Mark Sweeney), Michael Lynn, Scott Minton, Todd Hiatt, and Dedra Blackwell (for Caden Cleveland). Jonathan Fowler joined after roll call.

Task Force Members Absent were Rep. Brian Hill, Mike Fina, and Rich Brierre

Approval of Minutes

Minutes approved for August 31, 2022 meeting as corrected.

Recommendation for Pilot Account Manager RFP – Russell Hulin

In order to conduct the voluntary pilot an Account Manager firm will be used to provide the mileage reporting mechanisms, compile mileage information, generate reports and carryout the Pilot. This procurement RFP was issued to firms across the country including those who have previously conducted pilots for other states. It closed December 12th. Evaluators of the RFP included task force members Michael Lynn, Chris Schroder, and John Sharp representing Mark Sweeney. Other evaluators included Jared Schwennesen, ODOT Multimodal Division Engineer, David Machamer, OTA Assistant Executive Director, and myself. The RFP was directed by ODOT procurement in accordance with Oklahoma purchasing laws and procedures. Evaluation and selection factors included the completeness and quality of the response, relevant experience of Firms, project approach, technical abilities, and cost. Five proposals were received from firms. The evaluators each scored the proposals independently without discussion. ODOT Procurement received and compiled the scoring of evaluators and provided a total score by firm. The top 2 scoring firms both have significant experience conducting pilots in other states and have the demonstrated ability to successfully complete Oklahoma's pilot. If approved by the Task Force, the next step would be for ODOT to proceed with negotiations with the highest scoring firms to enter into a contract. In accordance with the RFP if a contract cannot be negotiated with the highest scoring firm, ODOT would proceed with a negotiation with the next firm.

Mr. Hulin stated the program would be unique to Oklahoma, and an example noted was that the Oklahoma Turnpike Authority is participating in the pilot. Ms. Sullivan clarified that the role of the account manager is to be the intermediary between those who voluntarily sign up for the program. Mr. Hulin added the company will ship, set up, collect data, and coordinate any electronic transmission of data. HNTB has a PR firm (Jones PR) that will handle getting information out to the public but the account manager will handle the program. Mr. Newport reiterated what he has expressed in prior meetings that the cost on data collection

is a concern and that fewer dollars will be going to roads and bridges and thanked Mr. Hulin for verification that the goal is a model specific to our state.

Based on the recommendation from the Procurement Subcommittee, Ms. Sullivan called for a motion to vote to authorize ODOT procurement personnel to proceed with negotiations with the highest rated firms from the Pilot Account Manager RFP and to negotiate as necessary for the award of the contract. Mr. Schroder moved for approval. Mr. Walters motioned for a 2nd. Motion carried unanimously.

Pilot Webpage and Pilot Logo Survey – Brenda Jones Barwick, Cory Cart, and Suzanne Singletary
Jones PR is working on a public interfacing campaign to introduce the pay-per-mile idea to Oklahomans and to recruit participants. Messaging and branding workshops were conducted in Guymon, Weatherford, Midwest City, Ada, Tulsa and Oklahoma City. The participation was well received and nearly all were very receptive to participating in the pilot. Most of the participants were hybrid and combustion drivers and from a wide range of ages, ethnicity and backgrounds within all four categories. It was revealed that the idea of calling it ‘pay per mile’ over ‘road user charge’ was preferred by the 50+ participants. The winning logo voted on by the task force previously was then revealed on a series of slides. ‘Fair Miles Oklahoma’ is being adopted with 80% approval from the task force members. Recruiting volunteers to participate in the program begins next month and there will be opportunities for the task force members to share what is coming and to look for that in the future.

Open Discussion


There was mention of a rebrand of the Road User Charge (RUC) task force name.

Jones PR will share a schedule and what the next steps are when available. The plan is to attend OKC and Tulsa Auto Shows in early March and in April an outreach to civic groups and community chambers with speaking opportunities for Mike Patterson, Dawn Sullivan and Secretary Gatz. Advertising in newspapers, digital advertising campaigns, and a website are also planned. There will be measured steps for the roll-out of the launch in January-February. It was added that basic demographic information on those who sign up will be monitored for each target group - a focused outreach – and task force members, employees at ODOT and OTA will be significant in recruiting efforts. Diversity is important including all types of vehicles and demographics.

Closing Remarks

Ms. Sullivan thanked the task force for their participation and stated this was an exciting time, an opportunity to educate the public on how we fund transportation.

Meeting adjourned at approximately 4:13pm.

Signed by: 
Dawn Sullivan for Tim Gatz

02/02/2023
Date