

Stakeholder Pilots

Barriers Addressed:



Road Tested: First Pilots in Georgia and Maryland

Between 2023 and 2024, the Coalition collaborated with Georgia and Maryland to conduct each state's first MBUF pilots. Focused on stakeholders only, these pilots uncovered current views on transportation funding, increased awareness about alternative funding solutions, and provided firsthand experience demonstrating how MBUF could work in each state. Ultimately, the pilots improved participants' awareness of MBUF and simultaneously provided valuable state-specific insights to policymakers in Georgia and Maryland.

Which states were involved?



Georgia



Maryland

Pilot Highlights: MBUF is Feasible



Georgia

November 1, 2023 –
February 29, 2024



156

Key
Stakeholders
Participated



492,449

Total Miles
Driven during
Pilot



\$14/mo.

Average MBUF
compared to
\$12/mo. average
fuel tax
calculated in pilot



Maryland

February 1, 2024 –
May 31, 2024



182

Key
Stakeholders
Participated



405,818

Total Miles
Driven during
Pilot



\$23/mo.

Average MBUF
compared to
\$19/mo. average
fuel tax
calculated in pilot

Pilot MBUF rates were based on the equivalent fuel tax the average driver would pay in their respective state. The higher average MBUF monthly amount in the pilot was as a result of a lower MPG of pilot vehicles.



Pilot Highlights: Georgia

Georgia’s first MBUF pilot, conducted from November 2023 to February 2024, offered nationally relevant insights through a Southeastern lens. With 19% of its population in rural areas—nearly identical to the national average of 20%—Georgia mirrors the country’s geographic makeup. This is especially notable given that 73% of residents cited fairness to rural drivers as a top concern (December 2023 Georgia MBUF Baseline Survey). As the largest land mass state east of the Mississippi, Georgia also provided a strong test case for evaluating MBUF across long-distance, in-state travel corridors.

The pilot engaged 156 transportation stakeholders, with 79% identifying the opportunity to share opinions with policymakers as their primary motivation—demonstrating that people are not only eager to be heard, but deeply invested in influencing policy decisions that affect them. Participants were offered three mileage reporting options: plug-in devices with or without GPS and in-vehicle telematics. Despite privacy being a top concern in pre-pilot surveys, nearly half chose a GPS-enabled system. Even more notable, after participating, concerns about privacy and data security dropped by over a third, suggesting that firsthand experience helped ease initial apprehensions.

Participant Mileage-Reporting Type



46% Plug-in Devices without GPS



46% Plug-in Devices with GPS



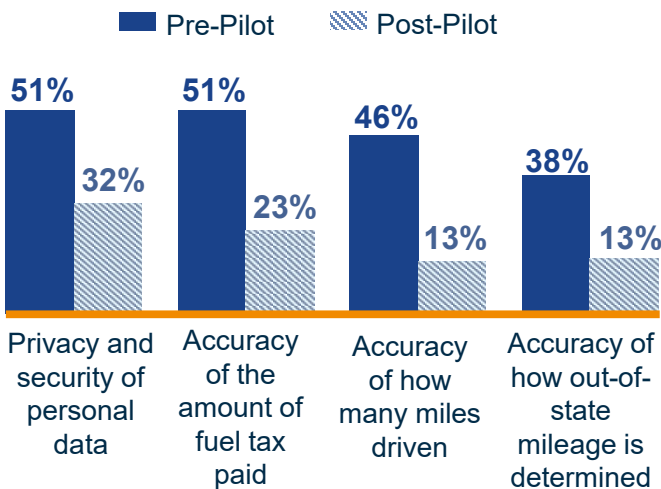
8% In-vehicle Telematics

One of the most striking shifts came in perceptions around out-of-state mileage tracking. While 38% of participants initially expressed concern about its accuracy, only 2% of total miles logged were actually out-of-state—highlighting a disconnect between perception and reality. By the end of the pilot, only 13% of participants still held that concern.

Together, these findings show that Georgia’s pilot not only demonstrated the feasibility of MBUF in a Southeastern context but also reflected broader national dynamics, making it a meaningful contributor to the evolving conversation on sustainable transportation funding. Further, understanding stakeholders’ motivations and concerns—grounded in Georgia’s distinct perspective—provides a strong foundation for shaping future policy discussions about funding options and transportation educational campaigns, especially when paired with insights from the statewide survey.

Georgia participants’ concerns decreased across the board after completing the pilot program.

Concerns Pre- and Post-Pilot





Pilot Highlights: Maryland

Maryland's first MBUF pilot, conducted from February to May 2024, engaged 182 transportation stakeholders using four mileage reporting options: odometer capture, plug-in devices, in-vehicle telematics, and a smartphone app. With the widespread familiarity with mobile apps, it was unsurprising that nearly half of the participants opted for this reporting option. Additionally, the simplicity of the odometer photo method proved to be a popular choice. Given the lower administrative costs associated with the smartphone app and odometer capture, it was encouraging that 85% of participants selected these reporting options.

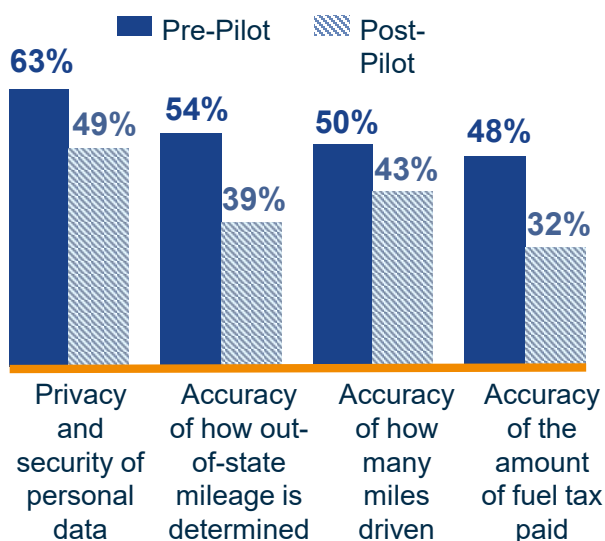
Participants completed surveys before and after the pilot, revealing their motivations as well as meaningful shifts in understanding and attitudes.

Seventy-four percent joined the pilot to share opinions with policymakers, followed by 59% who wanted to better understand how much they pay in fuel taxes—indicating a clear interest in learning about transportation funding and actively contributing to its future through informed dialogue.

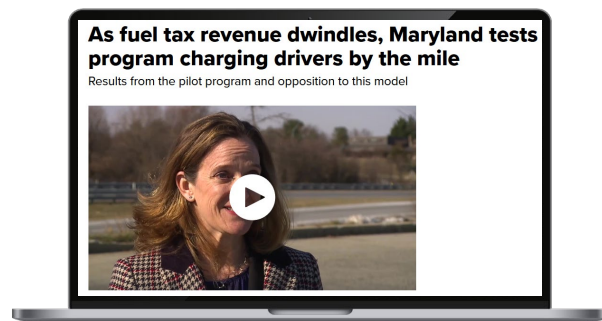
Survey results also demonstrated that all initial concerns **decreased** after pilot completion. Overall, the pilot increased participants' understanding of transportation funding, the amount they currently pay, and their awareness of MBUF—nearly doubling from 46% to 82% — showing that experiential learning through pilots has notable benefits on public understanding and acceptance of new ways to fund transportation. Together, these support the conclusion that **MBUF collection in Maryland is feasible**.

Participants' concerns decreased across the board after completing the pilot program.

Concerns Pre- and Post-Pilot



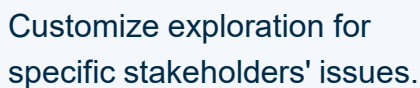
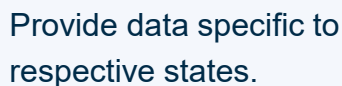
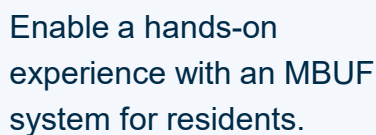
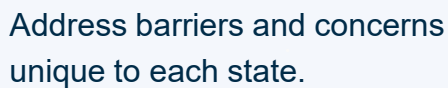
The pilot also sparked broader public dialogue about the value of transportation and the need for sustainable funding solutions, elevating the conversation from transportation stakeholders to mainstream media and public discourse. Albeit encouraging, there is a notable need to conduct additional educational outreach to further expand understanding of the funding problem and potential solutions.



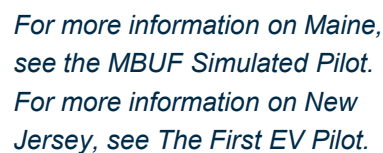
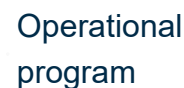
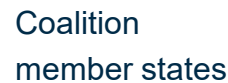
Source: WMAR

Findings from Georgia and Maryland's MBUF pilots offer vital insights into how MBUF could address each state's unique transportation funding challenges. These results empower state transportation officials and legislators to make informed decisions aligned with local needs and travel behavior. The pilots drew notable media attention and delivered valuable context for shaping future legislation. Importantly, both the Georgia and Maryland pilots demonstrated that MBUF collection is feasible but also reaffirmed that no single solution fits all states.

Benefits of State Pilots



■ Pilot work conducted ■ Phase 5 pilots



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