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RUC West announces name change to RUC America

New brand signifies expansion of membership throughout North America

SALEM, OR – RUC West, the leading authority on road usage charging in the United States, announced today its official rebrand as RUC America.

“The new name better reflects our current member states, but also where we’re headed in the U.S. and the potential for future work with Canada,” said Randal Thomas, RUC America administrator for the Oregon Department of Transportation.

RUC America’s 20 member states are organized into three tiers based on their current level of involvement in advancing RUC in their jurisdiction. Oregon and Utah make up Tier 1 which are those states with enacted policies to implement RUC programs. Those states with RUC pilot programs make up Tier 2, including California, Colorado, Hawaii, Minnesota, Pennsylvania, and Washington. And Tier 3 states are those researching RUC including Alaska, Arizona, Idaho, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, and Wyoming.

Originally formed as the Western Road Usage Charging Consortium, RUC America helps these state departments of transportation pool resources to study road usage charging as a potential revenue stream to replace the diminishing gas tax. The organization has funded 24 related projects since 2013.

The new name and logo was first introduced at the RUC Forum in Salt Lake City in June 2022. Additional elements, including a new website, will come online over the next year.

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