

NORTH BAYSHORE PRECISE PLAN CONGESTION PRICING GUIDELINES

1. **Congestion Pricing.** If the employer Transportation Demand Management (TDM) program requirement and trip cap do not reduce the number of vehicle trips to less than the established a.m. peak period vehicle trip cap, the City Council may direct that a congestion pricing system be implemented. The City's congestion pricing strategy should include:
 - a. Securing approval from the State Legislature and Caltrans to move forward with congestion pricing on public streets;
 - b. Determining the appropriate technology for identifying vehicles and the measures for collecting revenue;
 - c. Siting of the cordon line and camera and gantry locations;
 - d. Addressing specific exemptions from all pricing, such as Santiago Villa Mobile Home Park residents, Shoreline at Mountain View visitors, emergency vehicles, etc.;
 - e. Detailing procedures for enforcement of pricing and adjudication of disputes;
 - f. Detailing procedures for ensuring the privacy of all motorists, including protocols for use and destruction of data;
 - g. Establishing restrictions on changes to the fee level, congestion target, and use of net revenue, ensuring that rates are set at the lowest level necessary to achieve the congestion target rather than the level that maximizes revenue;
 - h. Developing flexibility and a customer service orientation to make payment simple and transparent; and
 - i. Planning a communications strategy to help motorists understand how and why the program works.
2. **Public Process.** Prior to the implementation of a congestion pricing system, the City will conduct a community outreach process. This may include, but not be limited to, written notifications to all property owners in the district and/or City of the proposed project; and public hearings through the Environmental Planning Commission and/or City Council. The public process will be designed to help develop the specifics of the program.