

## NORTH BAYSHORE CONGESTION PRICING FEASIBILITY STUDY PROJECT UPDATE

In spring of 2021, the City of Mountain View began a study to assess the feasibility of implementing a congestion pricing program in North Bayshore. Congestion pricing is a tool to reduce traffic that typically involves charging a fee for driving in a specific area. It has been used in Europe and Asia for more than a decade, and numerous North American cities, including San Francisco, are currently studying its feasibility.

In the case of North Bayshore, congestion pricing would help the district meet its gateway vehicle trip cap, single occupancy vehicle (SOV) target, and support planned growth and economic development. As of May 2021, the feasibility study project team has completed several key steps.

### Stakeholder Engagement

The project team **engaged key stakeholders**, including local business owners, parks and recreation representatives, large employers, affordable housing developers, and VTA staff. Key topics included impacts to employees and residents, equity and exemptions, use of net revenue, and coordination with regional tolling efforts.



“ We’re concerned about traffic but we don’t want congestion pricing to make North Bayshore a **less attractive place for people to work.** ”

We’re concerned about the **potential financial impact of congestion pricing** on our lower-paid contract workers.

If congestion pricing were implemented, we might **reimburse our full-time employees** for the charge. ”

Major Employers

### Existing Conditions

The project team developed an **existing conditions** assessment of mobility and traffic congestion in North Bayshore. Key findings highlighted the current and proposed growth plans, issues and opportunities with the existing multimodal system, challenges in meeting the existing trip cap, and the threats of planned growth with a “business-as-usual” transportation system.

## Goals Framework

The project team developed a **goals framework** for a potential future congestion pricing program that outlines goals and key performance indicators for such a program.



## White Papers

The project team drafted **three white papers** on peer approaches to key congestion pricing considerations, including **Finances 101, Equity,** and **Technology and Administration.**

## Project Timeline

The next steps for the study are to develop program options and conduct a screening analysis on various congestion pricing program designs to determine which—if any—designs could be successfully implemented in North Bayshore.

This study is expected to be completed by the end of 2021. If congestion pricing is determined to be feasible, additional planning, program design and analysis, and policy action will need to occur after this study is completed and prior to implementation.

