



# Exploring Road Charge for California

## California Road Charge Informational Kit

### SPREAD THE WORD!

If you're interested in sharing information about the California Road Charge Pilot Program with your network, please feel free to use the following resources for your internal and external newsletters, event calendars, social media, or other organization communications outlets. If you have any questions, please email [Road.Charge.Pilot.Program@dot.ca.gov](mailto:Road.Charge.Pilot.Program@dot.ca.gov).

---

### SAMPLE WEBSITE LANGUAGE

#### Why Road Charge (RC)?

An efficient transportation system is critical for California's economy and quality of life. The revenues currently available for highways and local roads are inadequate to preserve and maintain existing infrastructure and to provide funds for improvements that would reduce congestion and improve service. The gas tax is an ineffective way for meeting California's long-term revenue needs because it will steadily generate less revenue as cars become more fuel efficient and alternative sources of fuel are identified. By 2030, as much as half of the revenue that could have been collected will be lost to fuel efficiency. Additionally, bundling fees for roads and highways into the gas tax makes it difficult for users to understand the amount they are paying for roads and highways.

Through the enactment of [Senate Bill \(SB\) 1077](#) in 2014, the Legislature and Governor determined it important for the state to begin to explore alternative revenue sources that may be implemented in lieu of the antiquated gas tax structure now in place. They further required that any exploration of alternative revenue sources take privacy implications into account, especially with regard to location data. Travel locations or patterns are not allowed to be reported, and legal and technical safeguards must be in place to protect personal information.

#### About the California RC Pilot Program

The road charge pilot is a field trial of road charging concepts. Volunteers throughout California will test various road charging methods to identify and evaluate issues related to the potential implementation of a road charge program and to assess the potential for mileage-based revenue collection for California's roads and highways as an alternative to the gas tax system. At a minimum, the pilot will:

1. Analyze alternative means of collecting road usage data, including at least one alternative that does not rely on electronic vehicle location data.

2. Collect a minimum amount of personal information including location tracking information, necessary to implement the road charge program.
3. Ensure that processes for collecting, managing, storing, transmitting, and destroying data are in place to protect the integrity of the data and safeguard the privacy of drivers.

Find out more online at [www.CaliforniaRoadChargePilot.com](http://www.CaliforniaRoadChargePilot.com).

## Volunteer Info

- Who Can Volunteer?

You! The RC Pilot Program will be testing a long-term solution to transportation funding for all roads in California. The volunteers helping to explore road charge can be from all parts of our diverse state and all vehicles using California roads can participate.

- When Is the Live Pilot Demonstration?

From Summer 2016 to Spring 2017.

- Where Can I Sign-Up?

It's easy! Just click [here](#) to volunteer.

---

## SAMPLE EMAIL

Hi \_\_\_\_\_ ,

I wanted to let you know that I have signed up to be a volunteer for the California Road Charge Pilot Program!

It's no secret that our roadways are in need of repair. Due to shrinking funding from the gas tax, increased road maintenance cost, the age of our roadways, and more fuel-efficient vehicles, California's transportation system will continue to get worse without the funds to sustain them.

In response to this problem, the Legislature passed [Senate Bill \(SB\) 1077](#) directing California to conduct a pilot program to study the feasibility of a road charge as a replacement for the gas tax to pay for road maintenance and repairs. Road charge is a policy where drivers pay to help maintain the roads based on the distance they travel or a period of time they use the roads, rather than the amount of gasoline they consume.

The California Road Charge Pilot Program is a multi-year endeavor that, at its core, strives to engage the public in order to gain input and feedback. You can help in this effort by volunteering to participate in the live pilot demonstration just like I did!

Learn more at the [California Road Charge Pilot Program](#) website and [volunteer](#) today.

(Email Signature)

Join the California Road Charge Pilot!

*Graphic*

---

## NEWSLETTER COPY

Volunteer NOW for the California Road Charge Pilot!

{Add your organization} is a proud supporter of the Road Charge Pilot Program in its exploration of a replacement to the gas tax. Join the live pilot demonstration and help California research a long-term funding solution for California roadway maintenance.

Find out more and volunteer today at the [California Road Charge Pilot Program](#) website.

---

## SOCIAL MEDIA

**Twitter** @CaliforniaRoadCharge

Have you heard about the California Road Charge Pilot Program? Find out more today, share ideas, volunteer, and help make history! [www.CaliforniaRoadChargePilot.com](http://www.CaliforniaRoadChargePilot.com)

What are you waiting for? Get in on the action and volunteer today for the California Road Charge Pilot Program. Learn more and join us >> [www.CaliforniaRoadChargePilot.com](http://www.CaliforniaRoadChargePilot.com)

We are excited to promote the California Road Charge Pilot Program! – Volunteer today and learn more here >> [www.CaliforniaRoadChargePilot.com](http://www.CaliforniaRoadChargePilot.com)

### Facebook

We are excited to express our support for the California Road Charge Pilot Program in its exploration of a replacement to the gas tax. If you are interested in helping California find a long-term funding solution for roadway maintenance, join us!

Become a part of history and volunteer to be in the live pilot demonstration >> [CLICK HERE](#)

Still need additional info? Learn more at [www.CaliforniaRoadChargePilot.com](http://www.CaliforniaRoadChargePilot.com).