

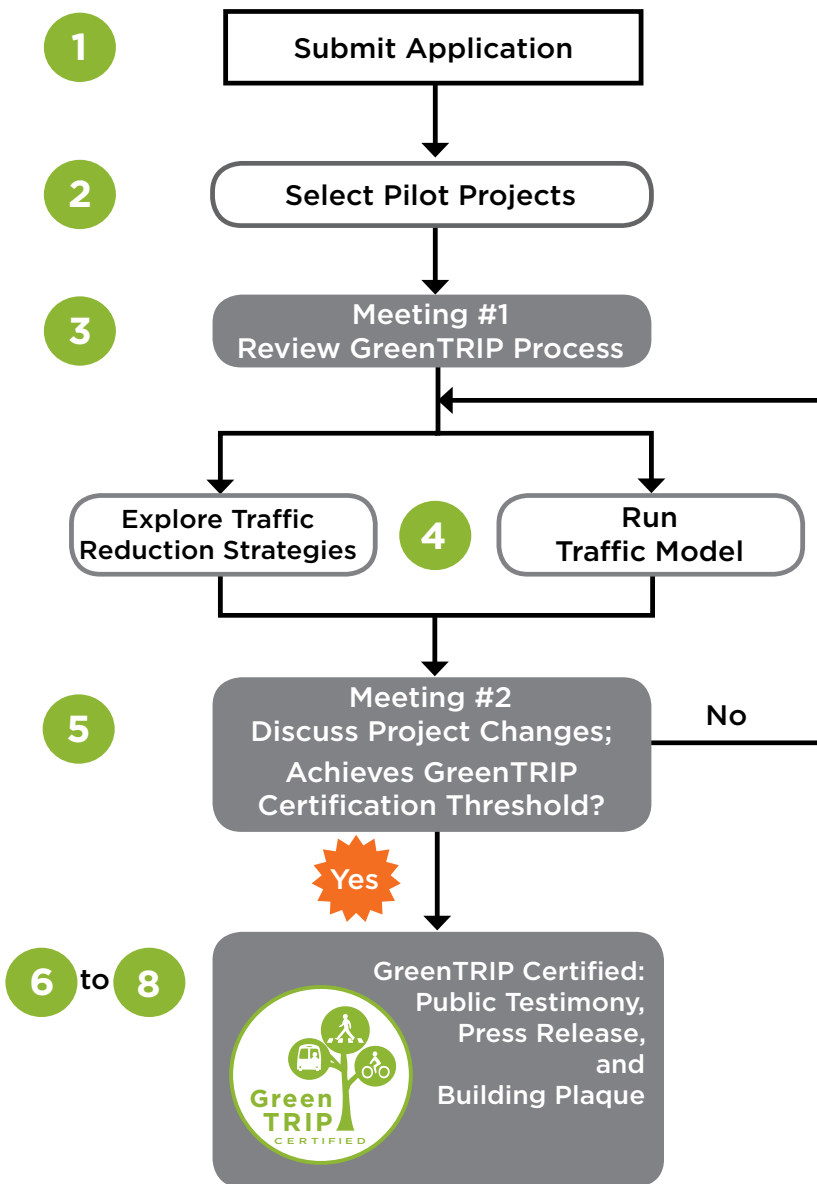


To apply for certification a project must meet the **Minimum Criteria for Participation** (see backside of “What is GreenTRIP?”).

GreenTRIP staff will work closely with selected pilot projects to help them meet certification thresholds.

### 8 Steps of GreenTRIP Certification

\* Evaluation process will take approximately 2 months.





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### SUBMIT A COMPLETED APPLICATION FORM BY:

**MONDAY OCTOBER 5TH, 2009**

- Fill out and **e-mail the completed** form, along with supporting information to [GreenTRIP@TransFormCA.org](mailto:GreenTRIP@TransFormCA.org).
- GreenTRIP staff has selected a recommended Place Type and corresponding scoring threshold to be applied to your project.
- Your recommended Place Type is located on the Application Form. See the next section on the “**GreenTRIP Scoring System**” for details.
- GreenTRIP staff will contact you within one week of your receiving the invitation to answer questions about the program and application.

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### SELECTED GREENTRIP PILOTS ARE NOTIFIED

GreenTRIP staff will contact selected developers to schedule **Meeting #1**.

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### MEETING #1: KICK-OFF EVALUATION

At this meeting, GreenTRIP staff will:

- Answer questions about the certification process.
- Ask clarifying questions about your application, if needed.
- Confirm the Place Type recommended for your project. If you have concerns about the Place Type we recommended, we will discuss them at this meeting.
- Provide an overview of transit agencies and car share services available in your project area and connect you with the right people in each agency.

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### CONTACT TRANSIT AND CARSHARE AGENCIES TO EXPLORE WHICH SERVICES TO ADD TO PROJECT.

At the Kick-Off Meeting, we will help you identify some traffic reduction programs. If you haven't done so already, we expect you will follow up with each transit and car share organization directly.

Working with the appropriate agency, you will determine how to implement these strategies in a way that is viable for your project and meets the GreenTRIP scoring criteria.

### GREENTRIP STAFF WILL MODEL VEHICLE MILES TRAVELED PER HOUSEHOLD (VMT/HH) FOR YOUR PROJECT

- GreenTRIP staff will run the URBEMIS model to develop an initial estimate of the project's VMT/HH. More information about URBEMIS is in the next section, “**GreenTRIP Scoring System**.”
- If this estimate does not meet the scoring threshold, we will work with you to determine which project attributes could be modified to improve the score.

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### MEETING #2 AND FOLLOW-UP: DISCUSS RECOMMENDATIONS FOR PROJECT IMPROVEMENTS

At this meeting, we will:

- Continue to help you determine an appropriate set of strategies for traffic reduction and meeting the GreenTRIP maximum parking threshold.
- Discuss recommended changes to improve VMT/HH score, if needed.



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### (CONTINUED) DECIDE WHICH GREENTRIP RECOMMENDED CHANGES CAN BE INCLUDED.

- You will confirm which of the GreenTRIP recommended changes to the project can be included.
- Any changes to the project may result in a revised score.
- **This step can be iterative.** If needed, we will continue to work with you to identify and incorporate changes to the project and to re-score the project accordingly.

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### IF ALL SCORING THRESHOLDS ARE MET, THE PROJECT IS GREENTRIP CERTIFIED



If the project is **Already Approved\*** by the city:

- We will issue a **GreenTRIP Certificate** listing the basis of certification.

If the project is **Undergoing a Permitting Process** with the city:

- We will issue a **“Conditional GreenTRIP Certificate”** listing the conditions of certification.
- If the approved project differs significantly from conditions of certification, GreenTRIP reserves the right to re-score the project and possibly retract the certification.

\*“Already Approved” projects are those that received development permits and are fully entitled.

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### (CONTINUED) PUBLIC TESTIMONY ABOUT YOUR PROJECT’S GREENTRIP CERTIFICATION

GreenTRIP staff will testify at public hearings and, if you request it, meet with decision-makers or city staff.

#### Testimony at a Project Hearing

For Conditionally Certified projects where the city has not yet approved a project, GreenTRIP staff will work with you to determine to which public meetings to present the **GreenTRIP Conditional Certification**. We will also send letters explaining why the project is GreenTRIP certified.

#### Presentations

For projects that are **Already Approved**, we will send letters to decision-makers about the project and will be available to provide a presentation about the GreenTRIP certification at a public meeting.

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### MEDIA RELEASE

We will send a media release about your project’s GreenTRIP certification to call attention to the innovative strategies incorporated to reduce traffic and GHG emissions.

We will also highlight the project in communications to organizations affiliated with TransForm.

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### BUILDING PLAQUE FOR CONSTRUCTED GREENTRIP CERTIFIED PROJECTS

After the project is built, staff will present a GreenTRIP plaque that can be permanently affixed to the exterior of the building.