



GreenTRIP

Traffic Reduction + Innovative Parking

SPUR and ULI Joint Lunch Forum– September 22, 2010

Ann Cheng, Transform
Michael VanEvery, Green Republic
Andrea Osgood, Eden Housing
Mark Rhoades, CityCentric

www.GreenTRIP.org



“GreenTRIP proves that our residents will drive at least 50% less than the average Bay Area family, rewards us for not over parking the project, and sets a new bar for walkable, transit supportive development.”

— MICHAEL VANEVERY, PROJECT EXECUTIVE, THE OHLONE

Advisory Committee

Association of Bay Area Governments
Metropolitan Transportation Commission
Bay Area Council
Urban Land Institute
Non-Profit Housing Association
University of California Berkeley
BART
Reconnecting America
Greenbelt Alliance
Nelson\Nygaard
Fehr & Peers
Raimi and Associates

Support From:





Rewards residential infill projects applying top strategies that result in:



DRIVING LESS



REDUCED GREENHOUSE GASES



Certification Benefits

- Presentation at public hearing
- Letter to decision makers
- Evaluation report
- GreenTRIP certificate & plaque
- Press release



February 1, 2010

Mayor Michael Sweeney and Members of the Hayward City Council
City of Hayward
City Hall Building
777 B Street
Hayward, CA 94541-5007

Re: South Hayward BART Affordable Family and Senior Housing

Dear Mayor Sweeney and Councilmembers,

Congratulations! In an effort to inform you that **South Hayward BART Affordable Family and Senior Housing** has been awarded **GreenTRIP Certification** based on the approved design and amenities.

Lead by Transform, launched GreenTRIP, a certification program for new residential development, focused on **Traffic Reduction and Innovative Parking**. South Hayward is one of the first two projects selected to participate in the program.

The purpose of GreenTRIP is to recognize projects that will provide low traffic development through appropriate density, proximity to transit, services and job centers, and the most effective traffic reduction and innovative parking strategies.

When it comes to green building, how people get to a building is just as important as what that building is made of. GreenTRIP aims to become the new metric for how to measure low-traffic development.

Since 1997, Transform (formerly the Transportation and Land Use Coalition) has been working for world class public transportation and walkable communities in the Bay Area and beyond. Starting in 2008, we have been developing the GreenTRIP program with funding from the Bay Area Air Quality Management District, the Rockefeller Foundation and the Silicon Valley Community Foundation.

GreenTRIP certifies projects that will allow new residents to drive less, when families have access to affordable homes close to services, jobs and transit, and developments are designed with traffic reduction and innovative parking. There are benefits for all:

- Increased household transportation savings
- Economic support for locally serving businesses
- Less freeway traffic and fewer vehicle collisions
- Improved public health through increased walking and improved air quality
- Greater demand and support of transit service
- Reduced greenhouse gas emissions, supporting compliance with SB375 and SB372.

Based on the information provided by the developer, Eden Housing, **South Hayward BART Affordable Family and Senior Housing meets the GreenTRIP Certification Standards for the "Town Center" place type.** The Town Center Place Type is determined according to definitions set forth by the Metropolitan Transportation Commission's Station Area Planning Manual, 2007. GreenTRIP



SOUTH HAYWARD BART
AFFORDABLE FAMILY AND SENIOR HOUSING

GreenTRIP
Traffic Reduction and Innovative Parking
CERTIFICATION

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MINIMUM CRITERIA FOR PARTICIPATION

- Primarily multi-family housing, with some mixed-use.
- Max. single family homes: 20%
- Density at least: 20 units/acre
- Size is at least: 50 homes
- Within urban growth boundaries

GreenTRIP Certification Standards



Projected Driving by Residents
(Vehicle Miles Traveled per Household)



Traffic Reduction Strategies



Appropriate Amount of Parking

THRESHOLDS FOR CERTIFICATION

Place Type	MAX Parking Ratio*	REQUIRED Traffic Reduction Strategies	MAX VMT/HH**
Regional Center	0.75	3 of 3	25
Urban Center	1.00	2 of 3	25
Urban Neighborhood	1.00	2 of 3	25
Sub-Regional Center	1.25	2 of 3	30
Town Center	1.50	1 of 3	35
Transit Neighborhood	1.50	1 of 3	35

*Parking Ratio: Average Parking Spaces Per Home

**Maximum average VMT per HH, per day.

VMT: Vehicle Miles Traveled
HH: Household



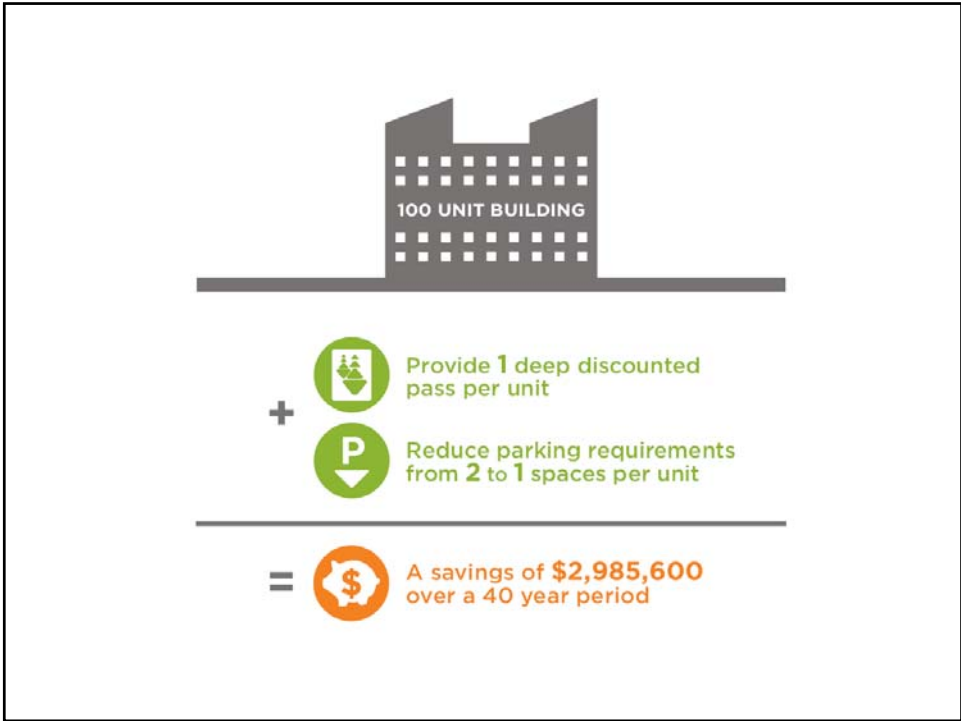
UNBUNDLE PARKING

Pay for parking separately from cost of renting or purchase of home.



DISCOUNT TRANSIT PASSES







The Ohlone, San Jose

Green Republic

1,400 passes

1.5 spc/unit




South Hayward BART:
Affordable Family and
Senior Housing







Eden Housing

400 passes

1spc/unit



 Results

-   2,010 Transit Passes
-   600 Carshare
-   355 Unbundled

www.GreenTRIP.org

Ann Cheng
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(510) 740-3150 x316



Apply for
GreenTRIP
Certification
Starting
October 12,
2010!

Let us invite
you:

GreenTRIP.org