



GreenTRIP

Certification Program

Traffic Reduction + Innovative Parking

www.GreenTRIP.org

How GreenTRIP Helps Successful Transit-Oriented Development Come to Life:

EVALUATION OF GREENTRIP PROJECTS



Transit-Oriented Development (TOD) can have a myriad of social, environmental and economic benefits for people and communities, especially if designed well and for a broad mix of incomes.

But the obstacles to fully realizing these benefits are daunting, including opposition from local groups and outdated city codes that vastly overestimate how many cars people own and how much they drive in walkable communities near transit. These codes require excessive amounts of parking which reduces the number of homes or other beneficial uses provided in a given building envelope. It often leads to expensive traffic mitigations, which further increases the costs of homes or the subsidy needed to make them affordable.

GreenTRIP is an innovative certification program that helps cities and developers overcome these barriers and communicate the benefits to help build community support. With the pace of certifications picking up quickly, the benefits of GreenTRIP are exceeding expectations.

This fact sheet has four sections:

- Direct impacts of GreenTRIP projects
- Projected long-term benefits
- Bringing GreenTRIP to scale
- A sample of some GreenTRIP certified projects

Direct Impacts of GreenTRIP Projects

I. Easier Approvals for 3,056 Cutting Edge TOD homes



Concerns about traffic are the top reason that communities oppose new development. Opponents don't trust city staff, and they trust developers even less when they claim that a development will be low-traffic and a good neighbor. The greatest benefit of GreenTRIP, according to city staff and developers, is having an independent non-profit clearly and credibly explain why a proposed project is low-traffic. In San Leandro, the large audience actually broke into applause as the GreenTRIP certificate was handed to the Mayor.

GreenTRIP Criteria

GreenTRIP certified projects are TOD developments that have at least 20 units per acre, are primarily residential or mixed-use residential and meet three thresholds. In the Bay Area, these thresholds vary by the 6 "place types" (e.g. urban center, suburban).

1. Projected driving per household at least 30-50% lower than the regional average (depending on place type)
2. Inclusion of up to 3 proven Traffic Reduction Strategies:
 - Free or deep discount transit passes for each unit for 40 years
 - Free Car Share membership for 40 years
 - Unbundling the cost of parking from rent.
3. Appropriate Parking -- No greater than .75 to 1.5 spaces per unit, depending on the place type.

NEW in 2015! Platinum and Zero Parking Certification Levels

GreenTRIP's new certification standard accounts for BikeSharing, Peer 2 Peer Carsharing, and lower parking ratios. See website for more info.

2. More affordable homes



In San Leandro, GreenTRIP supported the reduction of parking requirements in "The Crossings" to 1.1 spaces per unit (it would have been 2.2 under the old code). With 300 total units this change in parking:



- Saved the developer \$3.9 million by eliminating one floor of parking.
- Allowed a pedestrian-friendly ground floor with a childcare center and additional walk-up units, instead of a garage.



- Reduced the cost of subsidizing each affordable unit by nearly \$40,000, allowing them to provide 30 more affordable units, for a total of 100.

3. 155,000 years of Transit Passes, 48,000 years of Carshare...



Developers of GreenTRIP Certified projects have pledged to distribute 3,875 transit passes annually, for 40 years. The vast majority of these will be free for residents. (A small number require a \$5 per month match, a very deep discount from the \$70 fee for an individual monthly pass.) One developer committed 600 car share memberships for residents and is providing the cars.

4. ...Which Is \$20,000,000 for Transit Agencies



These transit passes will generate \$20 million in new revenue for two transit agencies, VTA and AC Transit, over the next 40 years. Previously these "eco-passes" were bought by just a few building managers and usually for just one year, generating little revenue.

5. Expansion of Trip Reduction Programs

GreenTRIP will unleash the tremendous untapped potential of Transportation Demand Management programs:



- Caltrain started accepting residential applicants to the GO! Pass program, which has only been open to employers.
- SamTrans will maintain the pass program they were about to shut down for lack of participation.



- CarSharing will come to San Mateo County in two ways; as part of a 600 unit GreenTRIP certified project, and through a successful climate grant proposal that GreenTRIP staff worked on with county leaders.
- VTA, in the South Bay, is considering reducing the cost of passes for GreenTRIP buildings since the 40-year commitment significantly reduces their marketing and administrative costs.
- The new Platinum certification will incorporate bikesharing and peer-to-peer carsharing, meaning new development can actually serve to catalyze shared mobility for the surrounding community.

GreenTRIP Certified Projects

- 3,056 units, 39% of these are affordable.
- Average density: 46 units/acre
- Average household projected to drive 56% less the avg Bay Area, just 22 daily miles per day.
- Parking provision ranges from 0-1.5 spaces per unit
- 3,875 transit passes to be distributed annually
- 1,414 annual carshare memberships
- 864 unbundled parking spaces

Projected Long-Term Benefits of GreenTRIP Certified Projects

As currently certified GreenTRIP projects are built, the impacts noted above will create impressive long-term environmental and social outcomes.

1. Less Driving and CO₂, More Transit



Households in these buildings are predicted to drive an average of 22 miles vs. the regional average of 50. That adds up to 85,500 less miles of vehicle travel each day and 15,627 fewer tons of CO₂ per year.

2. Lower Car Ownership



While vehicle use and ownership levels are much lower when people live in walkable communities with transit, a growing body of evidence shows that carsharing and unbundling parking can have a tremendous impact. On average, about 20% of car-sharing households give up their car or a second or third vehicle, and an even higher percentage avoid buying or replacing a car.

3. Deep Affordability for Families



The Center for Transit Oriented Development has shown TOD's potential to create "affordable living" with lower housing *and* lower transportation costs. GreenTRIP takes this concept even further by making it easier to live with one less vehicle and by offering free or discounted transit passes and carshare memberships.

Bringing GreenTRIP to Scale

With these dramatic impacts, TransForm is working to bring the benefits of GreenTRIP to scale as quickly as possible. We are now pursuing three key strategies.

1. Expand GreenTRIP Certification with Platinum and Zero-Parking

In 2015 we are expanding GreenTRIP to include a "Platinum" certification level for cutting-edge residential developments that include not just transit passes and carsharing, but newer strategies like bikesharing. In addition, buildings that phase out parking altogether will be eligible for the new zero parking certification. Finally, we have begun certifying existing buildings that add traffic reduction strategies to meet GreenTRIP standards.

2. Catalyze Research For Needed Data

Key transportation models greatly underestimate the transportation benefits of locating affordable homes near transit; most project that low-income residents will drive just 4% less than higher-income residents. With the California Housing Partnership and the Center for Neighborhood Technology (CNT), we are creating a new methodology to quantify the benefits of affordable homes at the site level. With UC Davis and Portland State University we launched a statewide empirical study of affordable homes, and we continue to collect data on parking utilization in the Bay Area. This information is available in the GreenTRIP Parking database for all to access.

3. Launch GreenTRIP Connect

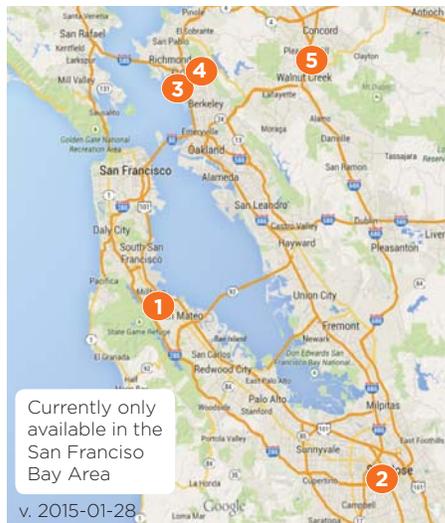
TransForm and CNT are teaming up to create GreenTRIP Connect, a web-based tool that will unleash the benefits of GreenTRIP at a much greater scale. Connect will allow anyone – developers, community members or city staff -- to identify a parcel of or a proposed project and instantly see the financial and community benefits of adding transit amenities or affordable homes. Community members will find ways to improve proposed developments rather than fighting them. Ultimately, cities could use GreenTRIP Connect to update their codes, so projects that are doing the right thing don't need variances. This will also help cities reduce costs for code updates and ensure that the latest data is used to promote low-traffic developments. With just a modest amount of data collection, Connect will be able to scale GreenTRIP to other regions, potentially starting with Los Angeles.

[Learn More
www.GreenTRIP.org](http://www.GreenTRIP.org)



GreenTRIP

CERTIFIED PROJECTS



GreenTRIP Certified Projects are recognized for applying the best strategies for reducing traffic and greenhouse gas emissions.

Below are five multi-family developments that exemplify the GreenTRIP Certification process and outcomes.

More information for each project and the GreenTRIP Certification Program at www.GreenTRIP.org

Currently only available in the San Francisco Bay Area

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Daily Miles Driven per Home



Parking Spaces per Unit



Traffic Reduction Strategies

Certified Projects
 (Requirements vary by Place Type)

1 Station Park Green - 599 Homes

San Mateo, CA
 Developer: EBL&S
 Place Type: Neighborhood

Provided	29	1.5	1 Strategy
Required	35 Max	1.5 Max	1 Strategy

- Free carshare membership to all eligible residents & carshare pod onsite

2 Fourth St. Family Apartments - 100 Homes

San Jose, CA
 Developer: FCH
 Place Type: Neighborhood

Provided	24	1.15	1 Strategy
Required	35 Max	1.5 Max	1 Strategy

- 2 Free Transit passes per home

3 Parker Place - 155 Homes

Berkeley, CA
 Developer: City Centric
 Place Type: Urban Neighborhood

Provided	15	0.7	2 Strategies
Required	25 Max	1 Max	2 Strategies

- 1 Free Transit pass per home
- 100% Unbundled Parking

4 Garden Village - 77 Homes

Berkeley, CA
 Developers: Nautilus Group
 Place Type: Urban Neighborhood

Provided	15	0	2 Strategies
Required	25 Max	1 Max	2 Strategies

- Free (on-site) car share membership
- Discount transit passes offered per unit

5 Riviera Family Apartments - 58 Homes

Walnut Creek, CA
 Developer: RCD
 Place Type: Urban Center

Provided	22	0.86	2 Strategies
Required	25 Max	1 Max	2 Strategies

- 1 Free car share membership per home
- 100% affordable housing