



GreenTRIP

Traffic Reduction + Innovative Parking

WHAT IS GreenTRIP?

GreenTRIP is the Traffic Reduction + Innovative Parking Certification Program for residential and mixed-use developments.

GreenTRIP certification rewards projects that apply strategies to reduce traffic and greenhouse gas emissions.



RIVIERA FAMILY APARTMENTS, WALNUT CREEK BART



GISH FAMILY HOUSING, GISH STATION SAN JOSE

QUESTIONS?

Contact: Ann Cheng ACheng@TransFormCA.org
Program Director, TransForm
(510) 740-3150 x316
www.GreenTRIP.org



GreenTRIP ADDRESSES...

GROWING DEMAND FOR WALKABLE NEIGHBORHOODS NEAR TRANSIT

Homes in walkable neighborhoods with easy access to transit and basic needs are commanding a premium. Families recognize that being closer to work, groceries, entertainment, and parks saves them time and money.

Despite the recent economic downturn, infill neighborhoods closer to existing services are maintaining stability and growth in value.

GreenTRIP certification will help people find the homes they want.

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HOUSEHOLD SAVINGS

Families want to save money and live greener. By living in walkable communities where driving is not required, households save significantly on costs of transportation and owning multiple cars.

GreenTRIP will create more opportunities for families to find homes where they can live in affordable, convenient, walkable communities.

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TRAFFIC + GREENHOUSE GASES

Transportation causes 50% of Bay Area greenhouse gases (GHGs). **GreenTRIP certified projects will be recognized for reducing transportation-caused GHGs by locating in walkable neighborhoods near transit and by implementing the most effective traffic reduction strategies.**

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STATE CLIMATE CHANGE LAWS

California's climate change laws (AB 32 and SB 375) require reductions in greenhouse gases through coordination of housing and transportation planning.

infill, transit-oriented development can reduce growth in driving, that directly contributes to long-term greenhouse gas reductions. **GreenTRIP can help cities evaluate new development and help reshape new development to meet these objectives.**

BENEFITS OF CERTIFICATION

TAILORED TRAFFIC REDUCTION STRATEGIES

GreenTRIP staff will help applicants find the best strategies to make their projects more low traffic and financially feasible.

PUBLIC HEARING TESTIMONY




GreenTRIP staff will explain the traffic and greenhouse gas reducing benefits achieved by GreenTRIP Certified projects to decisionmakers and the public.

MARKET DIFFERENTIATION

Use of the GreenTRIP name and logo in promotional materials and a plaque to mount on the project when built.

CERTIFICATION REQUIREMENTS

THREE THRESHOLDS TO MEET

-  Projected Driving by Residents (Vehicle Miles Traveled per Household)
-  Traffic Reduction Strategies
-  Appropriate Amount of Parking

See the **GreenTRIP How To Guide** which explains the steps to certification.

MINIMUM ELIGIBILITY REQUIREMENTS

- Multi-family residential housing, with some mixed-use
Max. single family homes: 20%
- DENSITY at least: 20 units/acre
- SIZE is at least: 20 homes
- Minimum Bike Parking: 1 space per unit, secured and protected
- Guest Bike Parking for 20% of units located in an a mix of locations
- Within urban growth boundaries



GARDEN VILLAGE, BERKELEY

GreenTRIP IS SUPPORTED BY...

KATE WHITE, CO-FOUNDER OF CITY CARSAHRE

“TransForm’s GreenTRIP certification program for residential mixed use development is the next frontier of greenbuilding.”

MARY MURTAGH, PRESIDENT & CEO, EAH HOUSING

“GreenTRIP will help buyers and renters find homes where they can drive less, own fewer cars, create a smaller ecological footprint... and have more fun!! Walking is cool... and cool cities will be supporting more GreenTRIP certified developments.”

LUKE SIMS, COMMUNITY DEVELOPMENT DIRECTOR, CITY OF DUBLIN

“GreenTRIP certification will provide sustainable developers with bona fide proof of their commitment to reducing our carbon footprint.”