



# GreenTRIP

Traffic Reduction + Innovative Parking

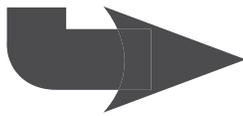
## CASE STUDY: GARDEN VILLAGE

### THE INSPIRATION FOR GreenTRIP PLATINUM CERTIFICATION

TransForming 49 parking spaces estimated to cost \$2.3 million dollars...



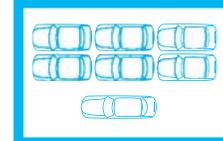
**INITIAL PROPOSAL:**  
**\$2.3 million**  
underground  
Parking Garage



**In Unit Bicycle Parking Hooks**



**FREE AC Transit Transbay Bus 2 / unit; 40 years**



**FREE GetAround membership to 4-6 Shared Cars**

**4 types of bike parking**  
154: in unit  
24: guest secured  
34: basement  
8: on street



**\$10 Bikelink Card for Every Resident**



**Bicycle Fixing Station**



**Walk/Bike/Transit Travel Info Touch Screen**



**Pedestrian Trunk in Every Unit**

**AFTER GreenTRIP Transformation:**

**\$1.27 million** Traffic Reduction Strategy

In February 2013, a developer who wanted to build housing in Berkeley with 2 and 4 bedroom units, approached TransForm's GreenTRIP program. Near UC Berkeley, the 77 units would house approximately 235 residents and help fill a gaping need for students and graduates for moderately priced apartments. The plan included a massive rooftop organic garden and 10% of the units dedicated to very-low-income renters.

As can be expected, the community came out in force against it for adding traffic to this already congested area. Initially slated for 1 parking space per unit, the parking requirements were reduced to just 49 spaces.

This underground parking would require excavation, water pumping equipment and ventilation. Initial construction cost was estimated at \$2.35 million, not including ongoing maintenance costs.

With this parking the building, limited to four stories and not geared towards a high-end luxury market, would not pencil out. Nautilus Group, the developers, sought out a GreenTRIP Certification

and support in developing a transportation strategy that would make a zero parking development feasible. By foregoing parking, capital was freed up to fund a suite of the most effective traffic reduction strategies.

These strategies were made enforceable by putting them into the development's conditions of approval. To quell skepticism on the marketability, an analysis clarified the very large car-free population that could be served by this development was conducted.

With these GreenTRIP strategies, the opposition dropped away. The local Chamber supported the development for its potential to stores with shoppers without adding traffic.

All of resident and stakeholder letters at the final hearing were from supporters. The tone of the meetings also changed and it unanimously passed the Zoning Adjustment Board, which had been very skeptical in previous hearings on the development.



A ROOFTOP VIEW OF THE PROPOSED GARDEN VILLAGE DEVELOPMENT

## With guidance from TransForm’s GreenTRIP Program Director, Nautilus Group committed to providing the following transportation amenities:

Instead of providing \$2.3 million to house cars the project was able to afford the full suite of transportation options below and the long-term subsidy of \$1.6 million for the 7 very low-income units.

1. **On-site carsharing service** of 4-6 cars with vehicles provided by the building and using the Getaround.com platform. If this proves insufficient additional vehicles must be made available or the developer can supplement it with free City CarShare or ZipCar memberships and cars on site.
2. Offering at least **two discounted AC Transit EasyPasses** to each unit for 40 years.
3. **BikeLink cards** preloaded with \$10 for residents at the signing of the lease. Bikelink.org offers a regional network of secured bike parking stations at \$0.05/hour on average.

4. **Bike repair station** with stand and shared bike maintenance tools.
5. **220 total bike parking spaces** in a variety of configurations. Bicycle storage hooks in each unit, secured basement spaces, secured at-grade spaces for guests, and on-street short-term spaces for visitors.
6. **One grocery cart** (aka pedestrian trunk) provided per unit.
7. **Marketing program** designed to appeal to residents who want to live car-free.
8. **Digital travel concierge** informational kiosk in the lobby for real time transit arrival information, plus travel support from an on-site property manager.
9. **Resident data** shared annually with GreenTRIP staff and the city on vehicle ownership, transit use and carshare use.



THE GARDEN VILLAGE WEBSITE HIGHLIGHTS THEIR GREENTRIP CERTIFICATION AND CELEBRATES CAR-FREE LIVING.

## QUESTIONS?

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