



GreenTRIP Connect

Saving Millions for Developers and Future Residents

WHAT IS GreenTRIP CERTIFICATION?

GreenTRIP helps developers identify a suite of proven trip reduction strategies such as free transit passes for all residents, car sharing, and “unbundling” the price of parking from rent.



GISH AFFORDABLE APARTMENTS, GISH LIGHT RAILSTATION

WHAT IS GreenTRIP CONNECT?

To magnify the impact of GreenTRIP at larger scale, TransForm, with the Center for Neighborhood Technology, will develop the GreenTRIP Connect online tool. The tool will allow users to identify a parcel of land being considered for development and instantly see the predicted benefits of locating near transit and a mix of uses.

With simple inputs users would see how adding affordable homes and traffic reduction strategies could further reduce vehicle ownership, free up space for other uses, create savings for developers and residents, increase biking, walking and more.

The tool will be available free to any user and will provide information in a clear accessible format that can empower community members to engage constructively in shaping projects.

Unlike parking and traffic codes that are quickly outdated, Connect will be nimble enough to incorporate the benefits of new data or new strategies, such as bikesharing, becomes available.



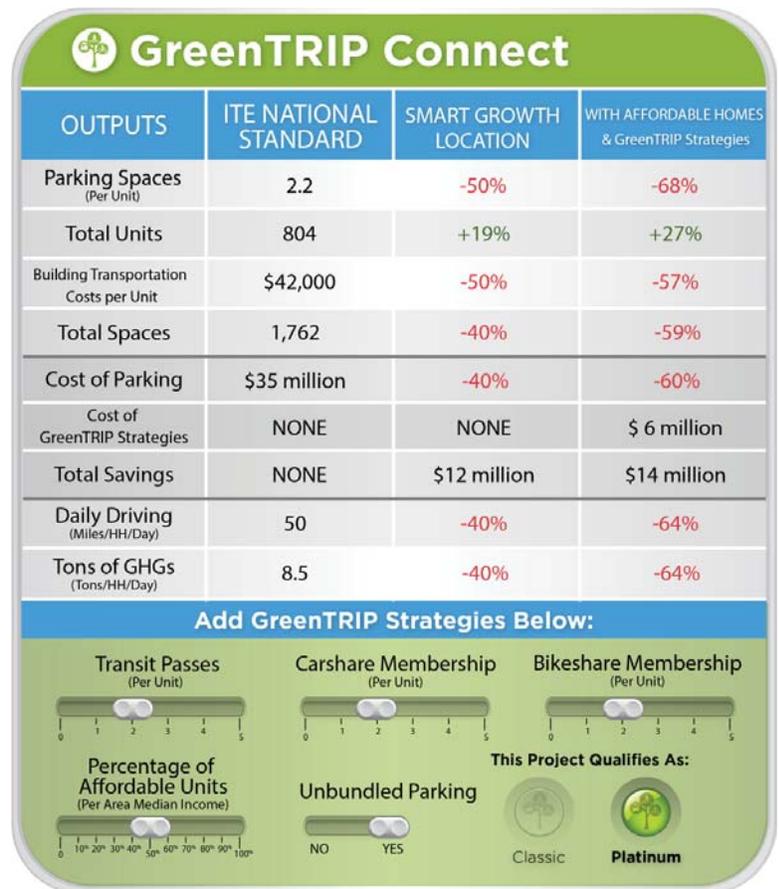
GreenTRIP SAVINGS:

FOR DEVELOPERS

Instead of building excess unused parking that can cost millions, GreenTRIP works with developers to cut parking costs, redirecting space and funds to transportation choices that reduce traffic.

FOR FAMILIES

GreenTRIP projects create savings to future residents in the form of free or discounted transportation choices instead of excess unused parking. Residents of GreenTRIP developments will save at least \$150 million over 40 years on free transit passes alone.



With a matching grant offer from the Knight Foundation, we are currently seeking sponsors to fund the development of the tool by 2015.

Join us in creating the next generation of tools to help achieve sustainable, equitable communities!

GreenTRIP BENEFITS

SAVING MILLIONS IN EXCESS UNUSED PARKING

GreenTRIP has helped over 18 projects with 10,000 units get approved in less time with lower costs.

TAILORED TRAFFIC REDUCTION STRATEGIES

GreenTRIP staff will help you find the best strategies to help make projects more financially feasible while reducing traffic.

PUBLIC HEARING TESTIMONY

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

GreenTRIP CERTIFICATION CRITERIA



Projected Driving by Residents
(Vehicle Miles Traveled per Household)



Traffic Reduction Strategies



Appropriate Amount of Parking

The "GreenTRIP How-To Guide" explains the 9 steps evaluation process.

GreenTRIP IS SUPPORTED BY...

DARRELL STEINBERG, FORMER CA SENATE PRESIDENT PRO-TEM

"Once built, TransForm's GreenTRIP Connect Tool will help everyone quickly realize the best design and location for projects to achieve quantifiable reductions driving and greenhouse gas emissions."

SAM LICCARDO, MAYOR ELECT, CITY OF SAN JOSE

"By convening key stakeholders in our communities to state agency leaders, GreenTRIP Certification and Connect will help San Jose ensure successful creation of many new affordable, healthy and safe ways to get to and live in San Jose."

DUANE BAY, ASSISTANT PLANNING DIRECTOR ASSOCIATION OF BAY AREA GOVERNMENTS

"The Connect Tool can increase local communities' understanding of sustainable development, thereby helping to shift popular opinion which will in turn embolden leaders to support controlled growth in transit rich walkable places."

KATE WHITE, CALIFORNIA STATE TRANSPORTATION AGENCY

GreenTRIP not only removes silos between transportation and housing, it creates win-win outcomes: more affordable homes in locations with great transit while improving traffic and our climate.

CURT JOHANSEN, BOARD PRESIDENT, COUNCIL OF INFILL BUILDERS

"GreenTRIP Connect and Certifications offer simple yet credible tools and an objective standard to show the direct traffic and carbon benefits of higher density and less parking near transit."

BARRY SWENSON, BARRY SWENSON BUILDERS

"GreenTRIP is the first certification program of its kind that properly rewards density and reduced parking strategies in a way that creates meaningful value for the developer."