



GreenTRIP

Certification Program

Traffic Reduction + Innovative Parking

www.GreenTRIP.org

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

EVALUATION OF GREENTRIP PILOT 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But the obstacles to fully realizing these benefits are daunting, including opposition from local groups and outdated city codes that vastly overestimate how many cars people will own and how much they will drive in walkable communities near transit.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 communicates the benefits to help build community support. After the first pilot project in 2010, which certified five proposals in the San Francisco Bay Area, the benefits of GreenTRIP are exceeding expectations.

This fact sheet has four sections:

- the direct benefits of the pilot projects,
- their projected long term benefits,
- the potential benefits of bringing GreenTRIP to scale,
- and a list of the first five GreenTRIP certified projects.

Direct Impacts of Pilot Projects

I. Easier Approvals for 1,970 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 involved in the pilot project, was the ability of an independent non-profit to clearly and credibly explain why their 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.

These thresholds can be updated to account for new programs, such as bikesharing or changes in empirical data showing, for example, that parking ratios could be even lower. These thresholds will vary slightly by region.

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.

As GreenTRIP standards are considered even earlier in the design phase these type of benefits and the potential for broader and deeper levels of housing affordability or other community benefits will become more widespread. Also, affordable homes are given a trip reduction benefit in GreenTRIP modeling, which helps reduce mitigation costs and build community support.

3. 80,000 years of Transit Passes, 24,000 years of CarShare...



Developers will distribute 2,010 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 project committed 600 car share memberships and is providing the cars.

4. ...Which Is \$7,000,000 for Transit Agencies



Over \$7 million will be paid by the developers to two bus systems, 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 may unleash the tremendous untapped potential of Transportation Demand Management programs. After just the first pilot project:



- Caltrain announced that they would begin accepting residential applicants to the GO! Pass program, which is currently open only 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. City CarShare is also considering a lower membership fee for GreenTRIP buildings.

First Five GreenTRIP Certified Pilot Projects

- 1,970 Units, 29% of these were affordable.
- Average density: 82.6 units/acre
- Average household projected to drive 60% less the Avg Bay Area, just 19.8 daily miles per day.
- Parking provision ranged 0.6-1.5 spaces per unit
- 2,010 Transit Passes to be distributed annually
- 600 annual carshare memberships
- 355 unbundled parking spaces

Projected Long-Term Benefits of GreenTRIP Certified Projects

As people move into the first 5 GreenTRIP certified projects the direct impacts noted above will create impressive environmental and social outcomes.

1. Less Driving and CO₂, More Transit



Households in these buildings are predicted to drive an average of 19.8 miles vs. the regional average of 50. That adds up to 59,400 less miles of vehicle travel each day and 10,857 fewer tons of CO₂ per year. And it is possible the result will be even better; in a pilot project of over 3,500 homes, AC Transit found that distributing free transit passes more than doubled the number of market rate participants who used the bus daily.

2. Lower Car Ownership



While vehicle use and ownership levels are dramatically lower in transit districts, a growing body of empirical evidence show that it can go down even further with carsharing and unbundling. 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. This translates into a reduction of at least 120 additional vehicles in the building that includes 600 car share memberships.

3. Deep Affordability for Families



Recent research by the Center for Transit Oriented Development has shown TOD's potential to create "affordable living" with lower housing *and* lower transportation costs. GreenTRIP offers to take this concept even further to one of "deep affordability" by making it even easier to live with one less vehicle and by covering the cost of transit passes and carshare memberships.

Next Steps: Great Access, Deep Affordability

Maximizing Affordable TOD Production, Minimizing Transportation Costs

With these dramatic impacts from just the first pilot project, TransForm is working to bring the benefits of GreenTRIP to scale as quickly as possible. We are now pursuing four key strategies.

1. Continue GreenTRIP Certification

We are certifying more GreenTRIP projects and have a new greater focus on dedicated affordable housing. With a grant from the Federal Home Loan Bank TransForm is offering reduced cost GreenTRIP evaluation for dedicated affordable housing projects.

2. Catalyze Research For Needed Data

Consolidate and analyze existing empirical data that identifies the benefits of affordable housing and trip reduction strategies. TransForm has also developed a proposal to conduct site-based research to fill gaps in the existing data and to link with other studies that, together, can be used to modify standards for parking demand and trip generation rates. Giving affordable housing and trip reductions strategies the credit they deserve will reduce the cost and barriers so they can be provided at much greater scale.

3. Create Web-Based GreenTRIP Database

The Bay Area was awarded a federal Sustainable Communities Planning grant that included development of a GreenTRIP database where all can view, toggle, and see data sources. It would be constantly updated as the data becomes available. Ultimately, cities could create zoning overlays near transit that reference the GreenTRIP database, reducing their planning costs and ensuring their codes use the latest information to promote affordability and trip reduction.

4. Community Engagement and Education

TransForm has been the lead organization in the Great Communities Collaborative providing technical support, trainings and workshops on transportation and parking strategies. TransForm will now be offering this assistance across the state, with a growing focus on the affordable housing and the health benefits.

Learn More
GreenTRIP & Switzer
Foundation Webinar
<http://tinyurl.com/84ykljb>



GreenTRIP

CERTIFIED PROJECTS



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

Five proposed multi-family mixed use developments were the first to be awarded GreenTRIP Certification between Fall 2009 - Winter 2010.

This is a snapshot of each project:

- How it achieved GreenTRIP Certification,
- where it is located, number of units, the developer and
- what it looks like.

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



Daily Miles Driven per Home



Parking Spaces Per Unit



Traffic Reduction Strategies

Certification Standards (varies by Place Type)

1 Station Park Green - 599 Homes

San Mateo, CA

Developer: EBL&S

Place Type: Neighborhood

Provided

29

1.5

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

Required

35 Max

1.5 Max

1 Strategy

2 The Ohlone - 710 Homes

San Jose, CA

Developer: Green Republic

Place Type: Neighborhood

Provided

21

1.5

- 2 Free Transit pass per home

Required

25 Max

1.5 Max

1 Strategy

3 Parker Place - 155 Homes

Berkeley, CA

Developer: City Centric

Place Type: Urban Neighborhood

Provided

15

0.7

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

Required

25 Max

1 Max

2 Strategies

4 The Crossings - 300 Homes

San Leandro, CA

Developers: **BRIDGE** - The Alameda: 100 homes, 100% affordable, **Westlake Development Partners**: Cornerstone 200 homes, market rate

Place Type: Town Center

Provided

20

1.1

- 1 Transit pass discounted at least 50% for each home The Alameda
- 100% Unbundled Parking for Cornerstone

Required

35 Max

1.5 Max

1 Strategy

5 South Hayward BART Affordable Family & Senior Housing - 206 Homes

Hayward, CA

Developer: Eden Housing

Place Type: Town Center

Provided

20

1

- 1 Free transit pass for 125 units

Required

35 Max

1.5 Max

1 Strategy



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