

**ON THE MOVE  
TOWARD A  
GREENER FUTURE**

# **GreenTRIP Certification Program**

**Rail~Volution  
Washington D.C.  
October 18, 2011**

**Ann Cheng  
Program Director**

**[www.GreenTRIP.org](http://www.GreenTRIP.org)**





# GreenTRIP

Traffic Reduction + Innovative Parking

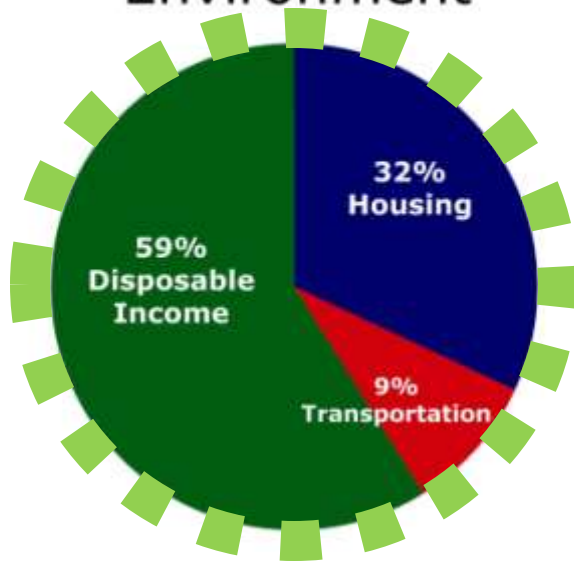
[www.GreenTRIP.org](http://www.GreenTRIP.org)

PROJECT EVALUATION REPORT

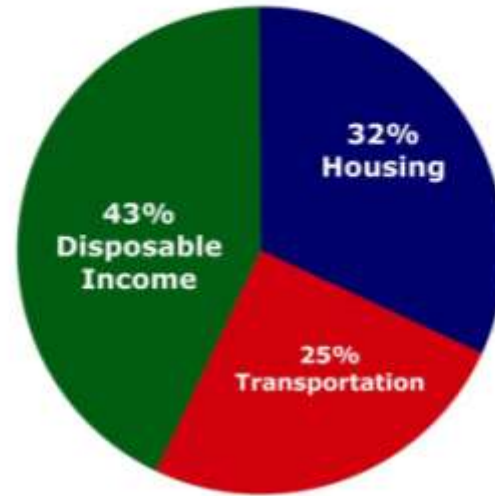
- 1) **Why**
- 2) **How**
- 3) **Where**
- 4) **Impacts**
- 5) **More Info**
- 6) **Q&A**
- 7) **Silo Mash Up**



### Location Efficient Environment



### Auto Dependent Exurbs



**WHY**  
how  
where  
impact  
more info

## Survey Results:

•City of San Diego

•2010

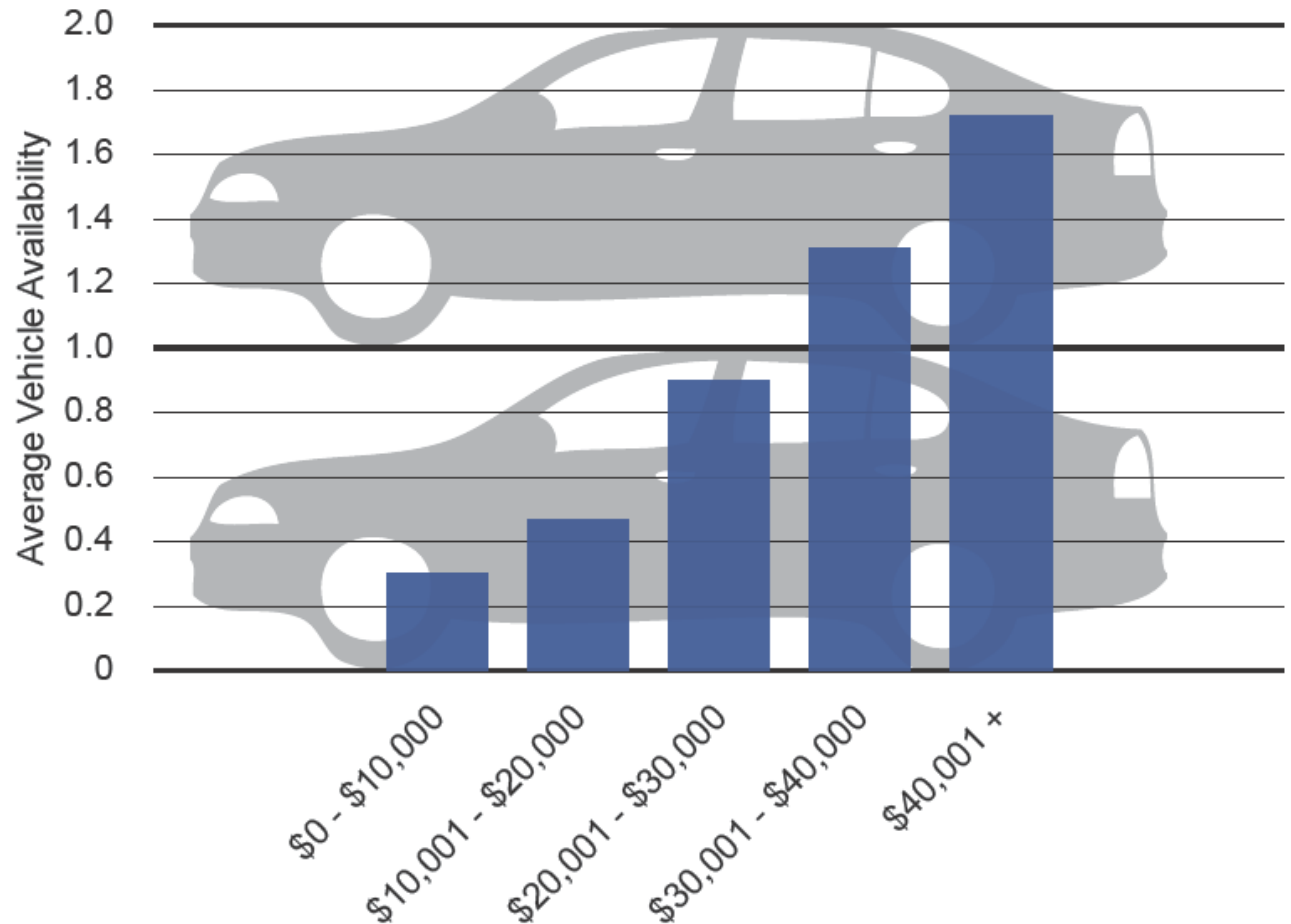
•21 affordable housing sites

• 875 responses  
34% response



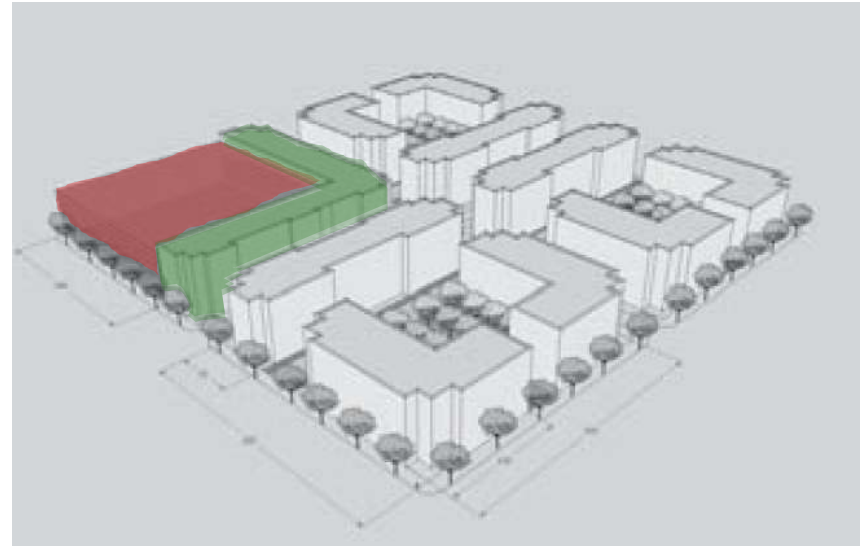
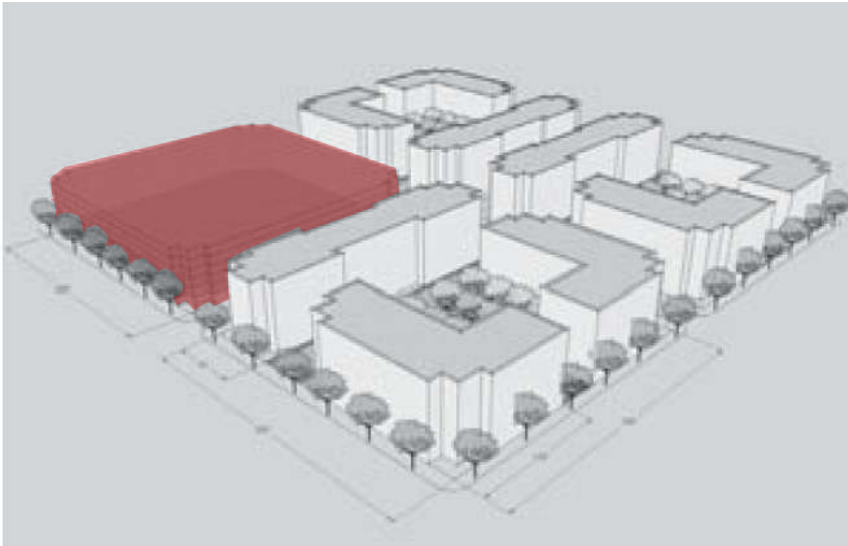
### AVERAGE VEHICLE AVAILABILITY BY HOUSEHOLD INCOME RANGE

Vehicle availability is higher in households with greater annual income.



## 2.2 Parking Spaces per Unit

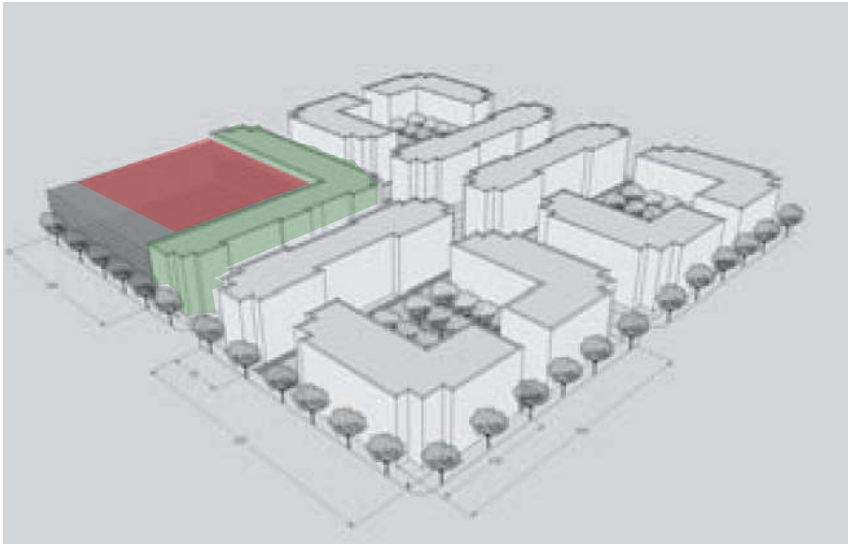
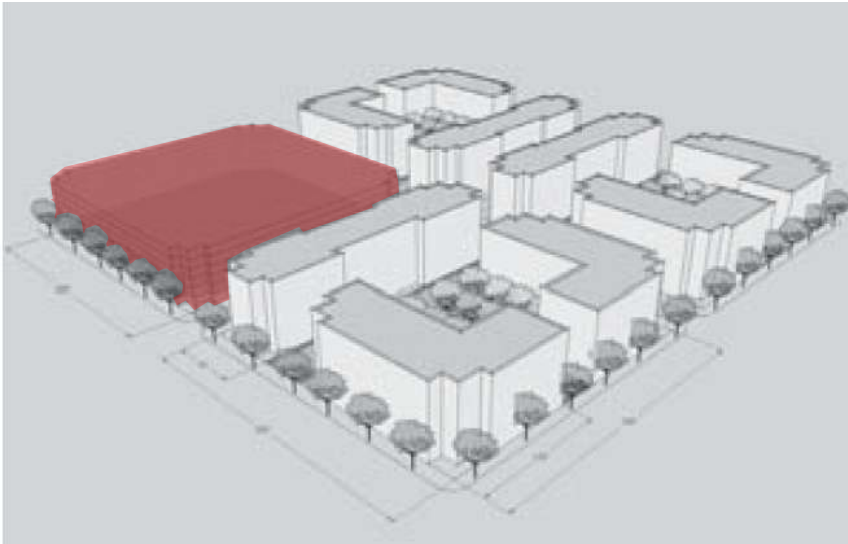
vs. 1.1



	Change	2.2	1.1
Acres	None	8	8
Units	<b>+162</b>	801	963
Density	<b>+20%</b>	100 units/ac	120 units/ac
Parking Spaces	<b>-648</b>	1,800	1,152
Parking Cost	<b>-\$12 m</b>	\$33.3 m	\$21 m
New Transit Riders	<b>+52,650</b>		
New Transit Revenue	<b>+\$53,330</b>		

# 2.2 Parking Spaces per Unit

vs. 0.9



Change	2.2
--------	-----

Acres	8
-------	---

Units	801
-------	-----

Density	100 units/ac
---------	--------------

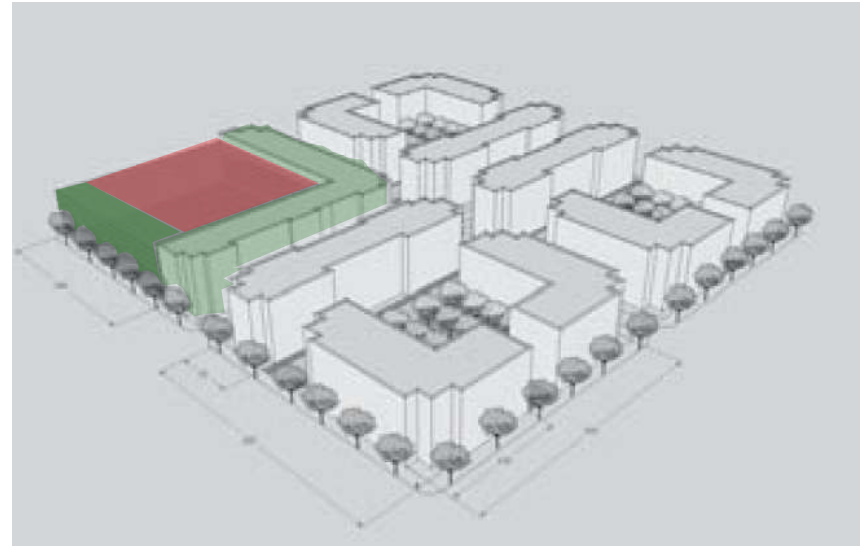
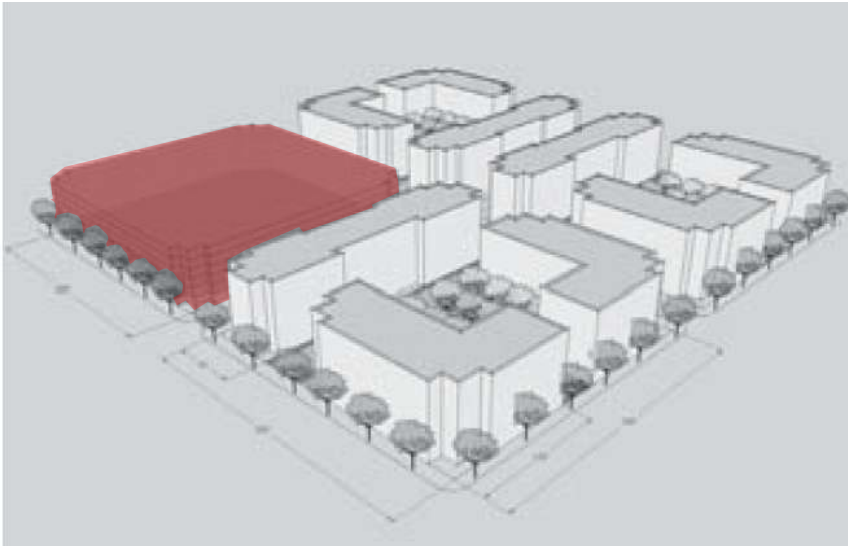
Parking Spcs	1800
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Parking Cost	\$33.3 m
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Traffic Reduction  
Strategies

## 2.2 Parking Spaces per Unit

vs. 0.9



	Change	2.2	0.9
Acres	None	8	8
Units	<b>+200</b>	801	1,001
Density	<b>+25%</b>	100 units/ac	125 units/ac
Parking Spaces	<b>-894</b>	1,800	906
Parking Cost	<b>-\$16.5 m</b>	\$33.3 m	\$21m

Traffic Reduction Strategies

**+\$6 m**



**1 free pass &  
1 free carshare  
membership  
per unit**

# Funded by:



SILICON | community®  
VALLEY | foundation  
SERVING SAN MATEO AND SANTA CLARA COUNTIES

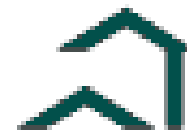


BAY AREA AIR QUALITY  
MANAGEMENT DISTRICT

THE  
ROCKEFELLER FOUNDATION



**UnionBank**



**FHLBank  
San Francisco**

why  
**HOW**  
where  
impact  
more info

# Advisory Committee





## Certification Benefits

- Consultation on best strategies
- Evaluation report
- Letter to decision makers
- Presentation at public hearing
- GreenTRIP certificate & plaque
- Press release



## Certification Standards



Projected Driving by Residents  
(Vehicle Miles Traveled per Household)



Traffic Reduction Strategies



Appropriate Amount of Parking

## THRESHOLDS FOR CERTIFICATION

Place Type	MAX Parking Ratio*	REQUIRED Traffic Reduction Strategies	MAX VMT/HH**
Regional Center	0.75	3 of 3	25
Urban Center	1.00	2 of 3	25
Urban Neighborhood	1.00	2 of 3	25
Sub-Regional Center	1.25	2 of 3	30
Town Center	1.50	1 of 3	35
Transit Neighborhood	1.50	1 of 3	35

\*Parking Ratio: Average Parking Spaces Per Home

\*\*Maximum average VMT per HH, per day.

VMT: Vehicle Miles Traveled

HH: Household



# DISCOUNT TRANSIT PASSES





# FREE CARSHARE MEMBERSHIP





# UNBUNDLE PARKING

Pay for parking separately from cost of renting or purchase of home.



**Parking Optional**

# Project Evaluation Report



## GreenTRIP

Traffic Reduction + Innovative Parking  
www.GreenTRIP.org  
PROJECT EVALUATION REPORT

### STATION PARK GREEN

SAN MATEO, CA  
DEVELOPER: EBL&S  
WWW.EBL-S.COM

#### GREENTRIP STANDARDS STATION PARK GREEN

<p><b>PROJECTED DAILY DRIVING BY RESIDENTS</b> (Vehicle Miles Traveled per Household per Day)</p> <p><b>LESS THAN 35 MILES/DAY</b></p> <p>Bay Area Average Household = 50 miles/household/day</p>	<p><input checked="" type="checkbox"/> <b>29 MILES/DAY</b></p> <p>PER HOUSEHOLD, BASED ON URBEMIS PROJECTION URBEMIS 2007 v9.2.4</p>
<p><b>APPROPRIATE AMOUNT OF PARKING</b></p> <p><b>MAXIMUM 1.5 SPACES/UNIT</b></p> <p>Average spaces per home, excluding spaces shared with non-residential uses.</p>	<p><input checked="" type="checkbox"/> <b>1.4 SPACES/UNIT</b></p> <p>RESIDENTIAL PARKING SPACES: 839 HOMES: 599</p>
<p><b>TRAFFIC REDUCTION STRATEGIES</b></p> <p><b>AT LEAST 1 OF 3 TRAFFIC REDUCTION STRATEGIES</b></p> <p>The project must have at least one of these three traffic reduction strategies:</p> <ul style="list-style-type: none"> <li>• UNBUNDLE PARKING</li> <li>• DISCOUNT TRANSIT PASSES</li> <li>• FREE CARSHARE MEMBERSHIP</li> </ul>	<p><input checked="" type="checkbox"/> <b>FREE CARSHARE MEMBERSHIP</b></p> <ul style="list-style-type: none"> <li>• OFFERED TO ALL ELIGIBLE RESIDENTS</li> <li>• FOR 40 YEARS</li> <li>• CARSHARE POD PROVIDED ON-SITE</li> </ul>
<p><b>PLACE TYPE</b></p> <p>GreenTRIP standards are customized for different types of neighborhoods, or "Place Types," as defined by the Metropolitan Transportation Commission's Station Area Planning Manual.</p>	<p><b>TRANSIT NEIGHBORHOOD</b></p> <p>Station Park Green meets GreenTRIP certification standards for the Transit Neighborhood Place Type. Above is an evaluation of how Station Park Green satisfies each category.</p>

#### CERTIFICATION STATUS AS OF APRIL 30, 2011

Station Park Green has been awarded Full GreenTRIP Certification based on city approvals on January 18, 2011.



Station Park Green is one of the first five pilot projects selected to participate in GreenTRIP.

GreenTRIP evaluates how well a proposed residential project design achieves Traffic Reduction and Innovative Parking strategies.

GreenTRIP conducts an evaluation based on information provided by the developer, EBL&S, and gathered from publicly available sources.

Families living within a 1/2 mile or 10 minute walk to transit are 10 times more likely to take transit.<sup>1</sup>

Families living within a 1/2 mile of transit drive 50% less than those living further away.<sup>2</sup>

<sup>1</sup> ABAG New Places, New Choices, 2007  
<sup>2</sup> Cervero, Arrington, TCRP Report 128, 2008

#### STATION PARK GREEN

##### TRIP REDUCTION CREDITS

The following is an inventory of URBEMIS model inputs. The projected driving is affected by the following trip reduction credits.

<b>DENSITY</b>	
<b>50 UNITS/ACRE</b> SOURCE: EBL&S	<b>7% REDUCTION</b>
<b>MIX OF USES</b>	
<b>3,182 JOBS IN 1/2 MILE</b> <b>1,941 HOMES IN 1/2 MILE</b>	<b>8% REDUCTION</b>
<b>LOCAL RETAIL PRESENT</b> SOURCE: 2000 CENSUS	<b>2% REDUCTION</b>
<b>TRANSIT SERVICE</b>	
<b>160 WEEKDAY BUSES IN 1/4 MILE</b> <b>40 DAILY RAIL IN 1/2 MILE</b> <b>12 DEDICATED SHUTTLE TRIPS</b> SOURCE: CALTRAIN, SANTRAM & EBL&S	<b>3% REDUCTION</b>
<b>PEDESTRIAN/BICYCLE FRIENDLINESS</b>	
<b>274 INTERSECTIONS PER SQ. MILE</b> <b>95% STREETS W/ SIDEWALKS ON BOTH SIDES</b> <b>48% ARTGALLERIES/COLLECTORS W/ BIRD LAMPS OR TRIMMED BUTTRES, DIRECT PARALLEL ROUTES</b> SOURCE: GOOGLE MAPS	<b>5% REDUCTION</b>
<b>AFFORDABLE HOUSING</b>	
<b>15% OF UNITS ARE DEED RESTRICTED BELOW MARKET RATE HOUSING</b> SOURCE: EBL&S	<b>1% REDUCTION</b>

#### QUESTIONS?

Contact: Ann Chong [GreenTRIP@TransFormCA.org](mailto:GreenTRIP@TransFormCA.org)  
Program Director, TransForm  
(510) 740-3150 x316  
[www.GreenTRIP.org](http://www.GreenTRIP.org)

#### PROJECT CONTEXT MAP



Red shading represents the project footprint. Concentric circles represent the area within 1/4 and 1/2-mile from the project. SOURCE: GOOGLE MAPS



#### KEY PROJECT DETAILS:

- 12 ACRES
- 599 UNITS
- 90 BELOW MARKET RATE UNITS
- 5 STORIES
- 839 DEDICATED RESIDENTIAL ONLY PARKING SPACES
- 12 DAILY WEEKDAY SHUTTLE TRIPS TO DOWNTOWN SAN MATEO
- PROVIDING ON-SITE CARSHARE POD AND OFFERING FREE CARSHARE MEMBERSHIP TO ALL ELIGIBLE RESIDENTS FOR 40 YEARS

a project of **TRANSFORM**

## GREENTRIP STANDARDS

## PARKER PLACE



### PROJECTED DAILY DRIVING BY RESIDENTS

(Vehicle Miles Traveled per Household per Day)

**LESS THAN 25 MILES/DAY**

**15 MILES/DAY**

Bay Area Average Household = 50 miles/household/day

PER HOUSEHOLD, BASED ON **URBEMIS PROJECTION**  
URBEMIS 2007 v9.2.4



### APPROPRIATE AMOUNT OF PARKING

**MAXIMUM 1 SPACE/UNIT**

**LESS THAN 1 SPACE/UNIT**

Average spaces per home, excluding spaces shared with non-residential uses.

**RESIDENTIAL PARKING SPACES: 113**  
**HOMES: 155**



### TRAFFIC REDUCTION STRATEGIES

**AT LEAST 2 OF 3 TRAFFIC REDUCTION STRATEGIES**

**UNBUNDLED PARKING & TRANSIT PASSES**

The project must have at least two of these three traffic reduction strategies:

- **UNBUNDLE PARKING**
- **DISCOUNT TRANSIT PASSES**
- **FREE CARSHARE MEMBERSHIP**

#### UNBUNDLED PARKING

- **ALL PARKING SPACES WILL BE SOLD OR LEASED SEPARATELY FROM THE COST OF HOUSING**

**AC TRANSIT EASY PASSES TO BE OFFERED:**

- **1 FREE ANNUAL AC TRANSIT PASS/UNIT OR**
- **2 ANNUAL AC TRANSIT PASSES/UNIT WITH DEEP DISCOUNTS**





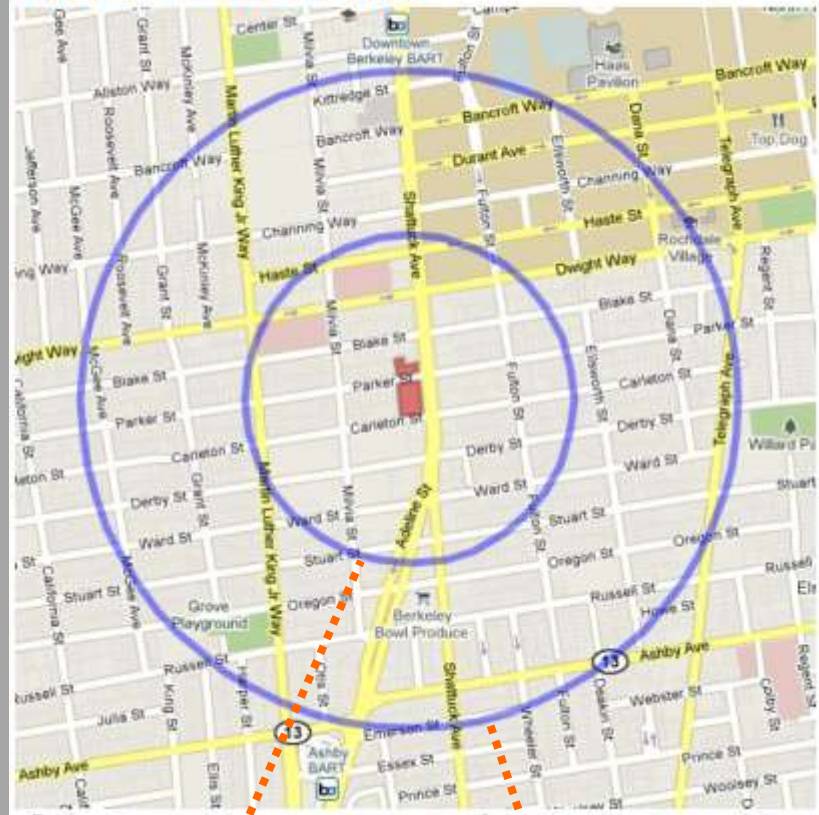
## PARKER PLACE

### TRIP REDUCTION CREDITS

The following is an inventory of URBEMIS model inputs. The projected driving is affected by the following trip reduction credits.

<b>DENSITY</b>	↓
<b>111 UNITS/ACRE</b> SOURCE: CITY CENTRIC	<b>18% REDUCTION</b>
<b>MIX OF USES</b>	↓
<b>5,238 JOBS IN 1/2 MILE</b> <b>7,009 HOMES IN 1/2 MILE</b>	<b>5% REDUCTION</b>
<b>LOCAL RETAIL PRESENT</b> SOURCE: 2000 CENSUS	<b>2% REDUCTION</b>
<b>TRANSIT SERVICE</b>	↓
<b>1,417 WEEKDAY BUSES IN 1/4 MILE</b> <b>262 DAILY RAIL IN 1/2 MILE</b> SOURCE: AC TRANSIT & BART	<b>13% REDUCTION</b>
<b>PEDESTRIAN/BICYCLE FRIENDLINESS</b>	↓
<b>461 INTERSECTIONS PER SQ. MILE</b> <b>100% STREETS W/ SIDEWALKS ON BOTH SIDES</b> <b>94% ARTERIALS/COLLECTORS W/ BIKE LANES OR WHERE SUITABLE, DIRECT PARALLEL ROUTES</b> SOURCE: BERKELEY BIKING AND WALKING MAP	<b>7% REDUCTION</b>
<b>AFFORDABLE HOUSING</b>	↓
<b>21% OF UNITS ARE DEED RESTRICTED BELOW MARKET RATE HOUSING</b> SOURCE: CITY CENTRIC	<b>1% REDUCTION</b>

## PROJECT CONTEXT MAP



1/4 mile:  
5 min  
walk

1/2 mile:  
10 min  
walk

# First Five GreenTRIP Certified Projects



why  
how  
**WHERE**  
impact  
more info



**The Ohlone, San Jose**  
**By Green Republic**  
**1,400 FREE Transit**  
**2 FREE passes/unit**  
**710 units**  
**1.5 spaces/unit**



ATTUCK AVE

PARKER STREET

**Parker Place, Berkeley**  
**By City Centric**  
**155 FREE Transit passes**  
**100% unbundled parking**  
**155 units**  
**0.80 spaces/unit**



# The Crossings, San Leandro By BRIDGE Housing & Westlake

**100 units:100% Affordable**  
**1 deep discounted pass/unit**  
**unbundled parking**  
**300 units**  
**1.1 spaces/unit**





JAYNE WILLIAMS  
CITY ATTORNEY



# GreenTRIP

TRAFFIC REDUCTION + INNOVATIVE PARKING  
CERTIFIED

## THE CROSSINGS

SAN LEANDRO, CA

**20**

VEHICLE MILES TRAVELED  
PER HOUSEHOLD  
PER DAY



**60%**

LESS DRIVING THAN  
THE AVERAGE BAY AREA  
HOUSEHOLD

**670 Tons less  
CO2 than  
Avg. Bay  
Area HH**

APPROVED DESIGN OF THE CROSSINGS HAS SUCCESSFULLY MET GREENTRIP CERTIFICATION STANDARDS.

RESIDENTS OF EACH HOME IN THE CROSSINGS ARE PROJECTED TO DRIVE LESS THAN 20 VMT/HH/DAY WHICH IS 60% LESS THAN THE TYPICAL BAY AREA HOUSEHOLD DRIVES. THE CROSSINGS WILL PROVIDE A MAXIMUM OF 1.1 PARKING SPACES PER HOME AND UNBUNDLE ALL PARKING SPACES FOR THE CORNERSTONE PART OF THE CROSSINGS.

[WWW.GREENTRIP.ORG](http://WWW.GREENTRIP.ORG)

A handwritten signature in blue ink that reads 'Stuart Cohen'.

Stuart Cohen, Executive Director  
February 26, 2010





# Results – First five certified projects: 40 year commitment



**2,010: FREE** Transit Passes




**600: FREE** Carshare Memberships




**355: 100%** Unbundled Parking Spaces

why  
how  
where  
**IMPACT**  
more info

# Family Housing +Transportation Cost Scenarios

Annual Costs	 2 Cars
Car	\$14,786
Car Share	\$0
Transit	\$200
Rent/ Mortgage	\$9,600
Parking	\$0
<b>TOTAL</b>	<b>\$24,586</b>
% Discount from 2 Car family	

# Family Housing + Transportation Cost Scenarios

Annual Costs	2 Cars	1 Car 
Car	\$14,786	<b>\$7,393</b>
Car Share	\$0	\$0
Transit	\$200	<b>\$1,240</b>
Rent/ Mortgage	\$9,600	<b>\$12,000</b>
Parking	\$0	\$0
<b>TOTAL</b>	<b>\$24,586</b>	<b>\$20,633</b>
<b>% Discount from 2 Car family</b>		<b>16%</b>

# Family Housing +Transportation Cost Scenarios

Annual Costs	2 Cars	1 Car	0 Car
Car	\$14,786	\$7,393	\$0
Car Share	\$0	\$0	\$1,000
Transit	\$200	\$1,240	\$2,000
Rent/ Mortgage	\$9,600	\$12,000	\$12,000
Parking	\$0	\$0	\$0
<b>TOTAL</b>	<b>\$24,586</b>	<b>\$20,633</b>	<b>\$11,850</b>
<b>% Discount from 2 Car family</b>		<b>16%</b>	<b>39%</b>

# Family Housing +Transportation Cost Scenarios

Annual Costs				With GreenTRIP
	2 Car	1 Car	0 Car	0 Car
Car	\$14,786	\$7,393	\$0	\$0
Car Share	\$0	\$0	\$1,000	<b>\$760</b>
Transit	\$200	\$1,240	\$1,240	<b>\$400</b>
Rent/ Mortgage	\$9,600	\$12,000	\$12,000	\$12,000
Parking	\$0	\$0	\$0	<b>(\$1,200)</b>
<b>TOTAL</b>	<b>\$24,586</b>	<b>\$20,633</b>	<b>\$11,850</b>	<b>\$9,560</b>
<b>% Discount from 2 Car family</b>		<b>16%</b>	<b>39%</b>	<b>51%</b>

# Family Housing +Transportation Cost Scenarios

Annual Costs				With GreenTRIP	
	2 Car	1 Car	0 Car	0 Car	Affordable Home
Car	\$14,786	\$7,393	\$0	\$0	\$0
Car Share	\$0	\$0	\$1,000	\$760	\$760
Transit	\$200	\$1,240	\$1,240	\$400	\$400
Rent/ Mortgage	\$9,600	\$12,000	\$12,000	\$12,000	\$3,600
Parking	\$0	\$0	\$0	(\$1,200)	\$0
<b>TOTAL</b>	<b>\$24,586</b>	<b>\$20,633</b>	<b>\$11,850</b>	<b>\$9,560</b>	<b>\$4,760</b>
<b>% Discount from 2 Car family</b>		<b>16%</b>	<b>39%</b>	<b>51%</b>	<b>81%</b>



“GreenTRIP proves that our residents will drive at least 50% less than the average Bay Area family, rewards us for not over parking the project, and sets a new bar for walkable, transit supportive development.”

—MICHAEL VANEVRY, PROJECT EXECUTIVE, THE OHLONE



> DONATE

> TAKE ACTION

> EMAIL SIGN UP

### GREENTRIP

+ Certified Projects

> GreenTRIP Impacts

+ GreenTRIP in the News

> GreenTRIP Newsletter

+ GreenTRIP Application Process

ACTION ALERT / TELL LEGISLATORS TO MAKE KIDS SAFE WALKING & BIKING

ABOUT | ADVOCACY | PROGRAMS | GET INVOLVED | COALITION | NEWS | RESOURCES



Photo: Bernard Andre Photographs



## GreenTRIP

GreenTRIP is an **innovative new certification program** that rewards multi-family, mixed-use, in-fill projects that apply comprehensive strategies to reduce traffic and greenhouse gas emissions. Projects meeting GreenTRIP certification criteria provide appropriate amounts of parking and incentives for new residents to drive less and own fewer vehicles. By creating

### CERTIFICATION BENEFITS

- At least one presentation at a public hearing on project
- Letter announcing certification to decision makers

why  
how  
where  
impact  
**MORE INFO**

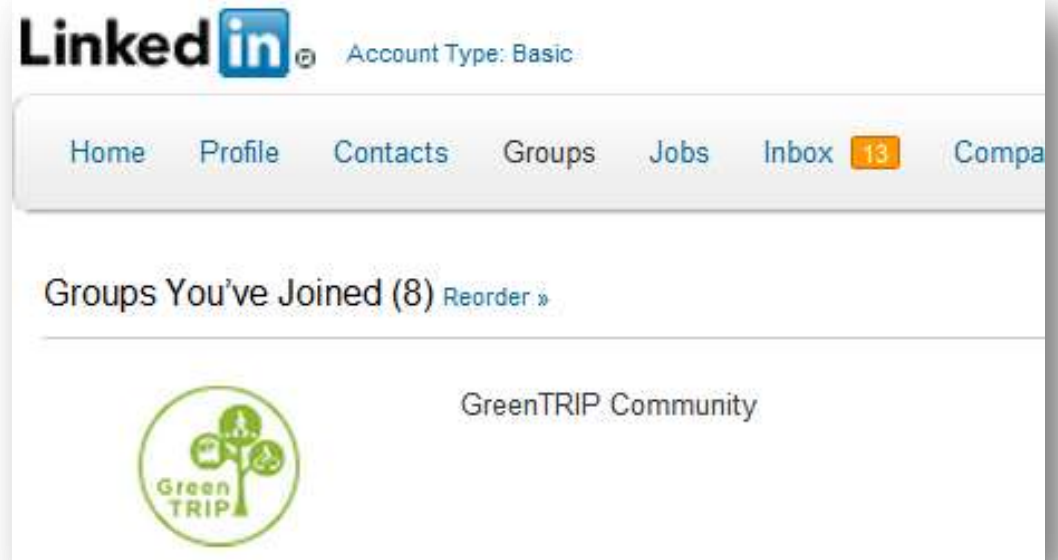
ATIONS  
-form to

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

Ann Cheng  
Program Director  
[Ann@TransFormCA.org](mailto:Ann@TransFormCA.org)  
(510) 740-3150 x316



Join the **GreenTRIP**  
Community on  
LinkedIn!



# Discussion Questions

- 1) **Would GreenTRIP work in your community?  
Why or Why not?**
- 2) **What innovations in parking policy for affordable TOD have you seen in your work?**
- 3) **How have you worked with local community groups or regional advocacy groups? If so what else could we be doing to further the goals of more affordable homes near transit.**

