



GreenTRIP

Traffic Reduction + Innovative Parking

WHAT IS GreenTRIP?

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

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



FIRST STREET, DOWNTOWN SAN JOSE



TODOS SANTOS PLAZA, CONCORD

QUESTIONS?

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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.

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.

INCREASING 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.

STATE CLIMATE CHANGE LAWS

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

New 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.

GreenTRIP BENEFITS

TAILORED TRAFFIC REDUCTION STRATEGIES

GreenTRIP staff will help applicants find the most appropriate strategies to help make projects more financially feasible.

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.

MARKET DIFFERENTIATION

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

GreenTRIP SCORING SYSTEM

PROJECTS ARE SCORED ON:

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

The "Guide to GreenTRIP" brochure explains the 9 steps to get certified.

MINIMUM CRITERIA FOR PARTICIPATION

- Primarily multi-family housing, with some mixed-use.
Max. single family homes: 20%
- DENSITY at least: 20 units/acre
- SIZE is at least: 50 homes
- Within urban growth boundaries

GreenTRIP IS SUPPORTED BY...

KATE WHITE, EXECUTIVE DIRECTOR, URBAN LAND INSTITUTE, SAN FRANCISCO

"TransForm's new GreenTRIP certification program for new 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."

JANET ABELSON, MAYOR PRO-TEM, CITY OF EL CERRITO

"GreenTRIP is an objective certification system that will more accurately describe the traffic and carbon reducing benefits of higher density housing near transit centers."

CURT JOHANSEN, SUSTAINABLE DEVELOPER

"GreenTRIP will become 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."

MAYOR PAMELA TORLIATT, CITY OF PETALUMA

"Transit-oriented, urban infill is precisely what my city is looking for. With rail service on the way, I believe a GreenTRIP certification would help garner community support for a project. GreenTRIP is also a tool to prove to our residents that a developer is committed to reducing traffic and greenhouse gases."

LUKE SIMS, COMMUNITY DEVELOPMENT DIRECTOR, CITY OF SAN LEANDRO

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

