

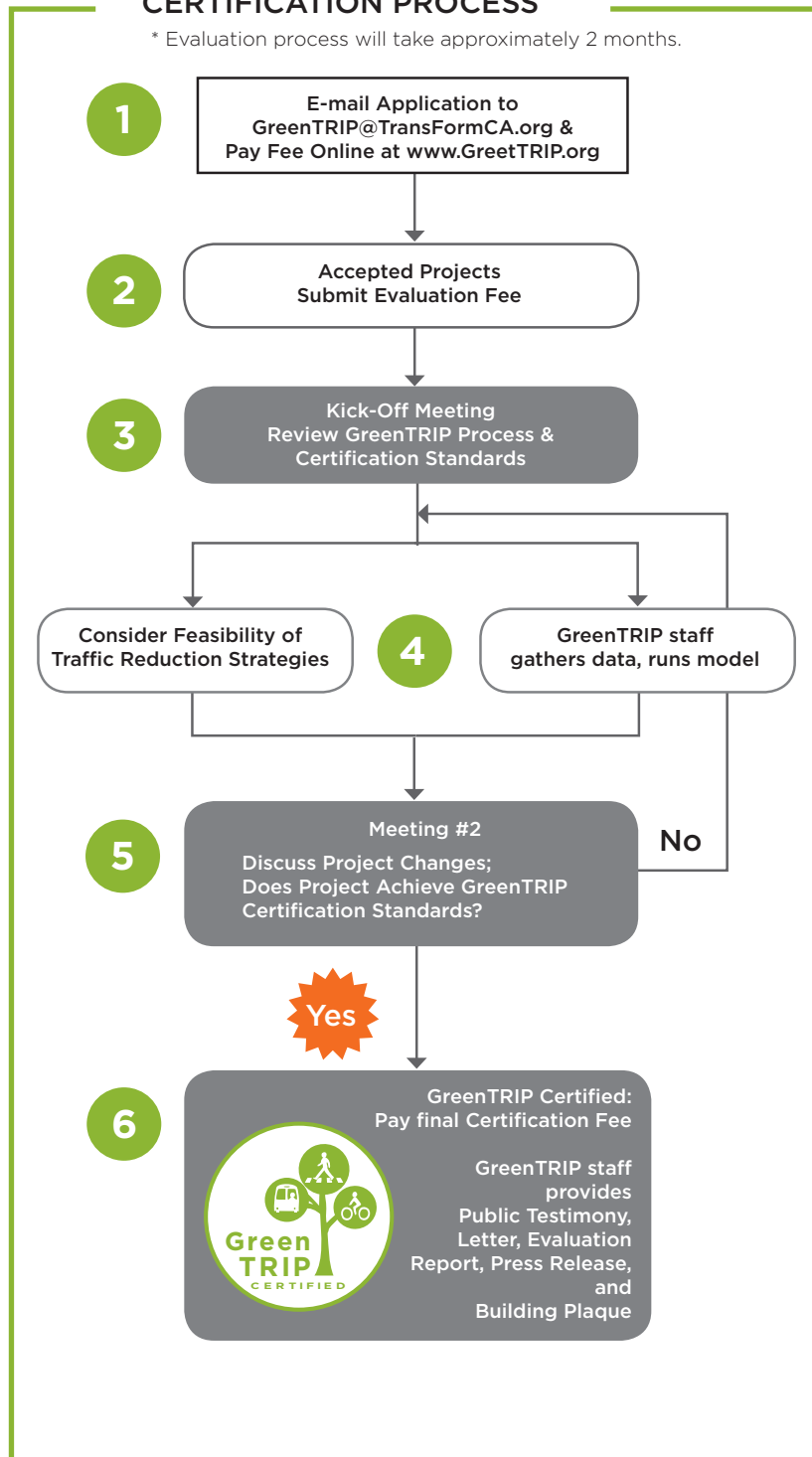


# HOW TO GUIDE

certification process overview and explanation of certification standards

## CERTIFICATION PROCESS

\* Evaluation process will take approximately 2 months.



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### CERTIFICATION BENEFITS

- ☑ Public hearing presentation on GreenTRIP certification award
- ☑ Letter announcing certification to decision makers
- ☑ Customized project evaluation report
- ☑ GreenTRIP Certificate and building plaque
- ☑ Customized press release
- ☑ Listing on the GreenTRIP - Certified Projects page
- ☑ Notification to TransForm's network of over 100 groups and 3,000 member listserve
- ☑ Tailored consultation on traffic reduction strategies
- ☑ Traffic model results can help with environmental review on greenhouse gases and traffic

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## HOW TO APPLY

1. Download and fill out the Application using MS Word from the website:  
<http://tinyurl.com/2ccco9n>
2. Send Application and requested materials to:  
**GreenTRIP@TransFormCA.org**
3. Pay the GreenTRIP Application Fee on our website: <http://www.GreenTRIP.org>

## NEXT STEPS AFTER APPLICATION:

1. If selected, we will notify applicants with a letter confirming participation and an invoice for the evaluation fee, using the fee structure to the right. More info on page 4.
2. Learn about the traffic reduction strategies we accept for meeting the certification standard on pages 7-8. More information is also on our website.
3. Once we've received the evaluation fee, we will set up a kick-off meeting with the project team to explain the GreenTRIP certification process, standards and share successful examples of projects currently using these strategies.

**1. CONTACT INFORMATION**

Project Name(s): \_\_\_\_\_  
 Project Location: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Role on Project: \_\_\_\_\_ Title: \_\_\_\_\_  
 Job Title: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Company: \_\_\_\_\_ Website: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Project Website (if available): \_\_\_\_\_

**2. GREENTRIP CERTIFICATION STANDARDS**

Place Type	Max. Parking Ratio	Project Parking Ratio*	Required Traffic Reduction Strategies	Traffic Reduction Strategies Provided by Project	Max. VMT/Day
<input type="checkbox"/> Regional Center	0.75		3 of 3	<input type="checkbox"/> Unshared Parking	25
<input type="checkbox"/> Urban Center	1.00		2 of 3	<input type="checkbox"/> Curbly Discouraged	25
<input type="checkbox"/> Urban Neighborhood	1.00		2 of 3	<input type="checkbox"/> Transit Passes	25
<input type="checkbox"/> Sub-regional Center	1.25		2 of 3	<input type="checkbox"/> Free Car-share Membership	30
<input type="checkbox"/> Town Center	1.50		1 of 3		35
<input type="checkbox"/> Neighborhood	1.50		1 of 3		35

Transform reserves the right to make a final decision on the appropriate Place Type as the Certification Standards are directly tied to Place Type.  
 \*Parking Ratio Formula = (Dedicated Residential Space + Guest Parking Spaces)/Number of Units

## SAMPLE TOTAL COSTS:

APPLICATION+EVALUATION+CERTIFICATION

NUMBER OF HOMES	MARKET RATE		AFFORDABLE HOMES	
	TOTAL COST	UNIT COST	TOTAL COST	UNIT COST
100	\$4,000	\$40	\$2,000	\$20
300	\$9,000	\$30	\$4,500	\$15
1,000+	\$26,500	\$27	\$13,250	\$14

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## GreenTRIP FEES

For projects 100 units or less ( $\leq 100$ ), there are flat Application, Evaluation and Certification Fees.

The fees for an affordable housing project are 50% less than a market rate project.

Projects over 100 and up to 1,000 (100-1,000) units are charged flat Application and Certification Fees. These projects are charged a Base Evaluation Fee and an incremental per unit Evaluation fee for units over the first 100.

The maximum evaluation fee for projects over 1,000 ( $>1,000$ ) units is the same as a project of 1,000 units



## AFFORDABLE VS. MARKET RATE FEES

Projects with both affordable and market rate homes are eligible for the affordable housing discount at if at least 30% of the units are affordable to households earning 80% or less of the area median income.

## APPLICATION FEES

To apply for GreenTRIP the developer must submit the flat application fee at [www.GreenTRIP.org](http://www.GreenTRIP.org) and send a completed application form to [GreenTRIP@TransFormCA.org](mailto:GreenTRIP@TransFormCA.org). This fee holds a space in the program for the project. **TransForm reserves the right to delay acceptance of projects based on capacity.**

## EVALUATION FEE

GreenTRIP staff will send a letter notifying the developer that the project will be eligible and evaluated. This will include an invoice for the Evaluation Fee at this time. **Payment must be received prior to scheduling the Kick-off Meeting.**

## CERTIFICATION FEE

Once we determine that the project will meet GreenTRIP certification standards we will issue a final invoice for the Flat Certification Fee. **Payment of the Certification Fee must be received before we develop the Certification Packet including:** letter announcing certification, customized project evaluation report, press release and scheduling the public hearing testimony.

## GreenTRIP CERTIFICATION PROGRAM FEE STRUCTURE

	MARKET RATE	AFFORDABLE HOMES
Flat Application Fee	\$200	\$100
Flat Base Evaluation Fee or Total for projects 100 units or less	\$2,800	\$1,400
Cost for each unit above the first 100 units	\$30/unit	\$15/unit
Maximum Evaluation Fee: Project 1,000+ units	\$25,300	\$12,650
Flat Certification Fee	\$1,000	\$500

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## PLACE TYPES

Communities surrounding proposed projects can be categorized as one of six Place Type categories on the next page. GreenTRIP is designed to have a certification standard suitable for each Place Type. The Place Types definitions were derived from the Metropolitan Transportation Commission's (MTC) Station Area Planning Manual, ranging from Urban Centers to Town Centers and Neighborhoods.

### MINIMUM CRITERIA FOR PARTICIPATION

1. Primarily multi-family housing, with some mixed-use.
2. Maximum single family homes: 20%
3. Density at least: 20 units/acre
4. Size is at least 20 homes
5. Within urban growth boundaries

To determine the Place Type surrounding a project:

1. Review characteristics Place Types in the chart on the next page. Which of the 6 Place Types best describe the surrounding community?
2. Use the example communities listed in the table on page 6, find the community that most resembles the neighborhood surrounding the proposed project.
3. TransForm reserves the right to make the final decision on which set of Certification Standards will be used to certify the project.
4. In some cases, communities have already identified the Place Type for their Priority Development Area or Station Area Planning Area. In those cases we will try to maintain consistency.

If you have any questions, contact GreenTRIP staff for assistance in identifying the Place Type of the surrounding community.

### CONTACT US

**510.740.3150**

**[GreenTRIP@TransFormCA.org](mailto:GreenTRIP@TransFormCA.org)**



**THE NEW CONTRA COSTA CENTRE AT PLEASANT HILL BART BUILT ON THE OLD BART PARKING LOT IS CONVENIENTLY LOCATED NEAR TRANSIT AND JOBS**

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## PLACE TYPE: CHARACTERISTICS + CERTIFICATION STANDARDS

Place Type (and examples)	PLACE TYPE CHARACTERISTICS			CERTIFICATION STANDARDS				
	MAXIMUM PARKING SPACES PER UNIT	REQUIRED TRAFFIC REDUCTION STRATEGIES	MAXIMUM DAILY MILES DRIVEN PER FAMILY	STATION AREA CHARACTERISTICS	PRIMARY TRANSIT MODE	LAND USE + DENSITY	RETAIL CHARACTERISTICS	PLANNING + DEVELOPMENT CHALLENGES
<b>1 Regional Center</b> (Downtown SF, Oakland and San Jose)	0.75	ALL 3	25 miles	Primary center of economics and cultural activity.	BART LRT/ Streetcar Bus	High-density mix of residential, commercial, employment, and civic/cultural uses.	Regional-serving destination retail opportunity; need for local serving retail.	Integrating dense mix of housing and employment into built-up context.
<b>2 Urban Center</b> (Downtown Hayward, Berkeley and Santa Rosa)	1.00	2 of 3	25 miles	Significant center of economics and cultural activity with regional-scale destinations.	BART LRT/ Streetcar Bus	Moderate- to high-density mix of residential, commercial, employment, and civic/cultural uses.	Regional-serving destination retail opportunity; need for local-serving and community local-serving retail.	Integrating high-density housing into existing mix of housing and employment to support local-serving retail.
<b>3 Urban Neighborhood</b> (Oakland Fruitvale, Mission District - SF, Berkeley Ashby BART)	1.00	2 of 3	25 miles	Predominantly residential district with good access to Regional and Sub-Regional Centers.	BART LRT/ Streetcar BRT Commuter Rail Bus	Moderate- to high-density, predominantly residential uses with supporting commercial and employment uses.	Primarily local-serving retail opportunity; need for some community-serving retail.	Expanding local-serving retail opportunities and increasing high-density housing opportunities.
<b>4 Sub-Regional Center</b> (Pleasant Hill BART, Dublin/Pleasanton BART)	1.25	2 of 3	30 miles	Significant center of economics and cultural activity with regional-scale	BART LRT/ Streetcar Bus	Moderate- to high-density mix of residential, commercial, employment, and civic/cultural uses.	Regional-serving destination retail opportunity; need for local-serving and community local-serving retail.	Introducing housing into predominantly residential uses and improving connections/access to transit.
<b>5 Town Center</b> (Downtown: San Mateo, Petaluma, San Leandro, South Hayward BART)	1.50	1 of 3	35 miles	Local center of economic and community activity.	BART Commuter Rail Local/ Regional Bus Hub Ferry	Moderate-density mix of residential, commercial, employment, and civic/cultural uses.	Community-serving and destination retail opportunity for local-serving retail.	Increasing densities while retaining scale and improving transit access.
<b>6 Neighborhood</b> (Whisman Station - San Jose, Mountain View, Hercules, Sunol-Midtown, Hayward Park Caltrain Station)	1.50	1 of 3	35 miles	Predominantly residential district organized around transit station	LRT/ Streetcar, BRT Commuter Rail, Ferry Bus	Low- to moderate-density, predominantly residential uses with supporting commercial and employment uses.	Primarily local-serving retail opportunity.	Integrating moderate density housing and supporting local-serving retail.

Adapted from the Metropolitan Transportation Commission's (MTC) Station Area Planning Manual, 2007. <http://tiny.cc/yaqfl>

LRT = Light Rail Transit  
BRT = Bus Rapid Transit




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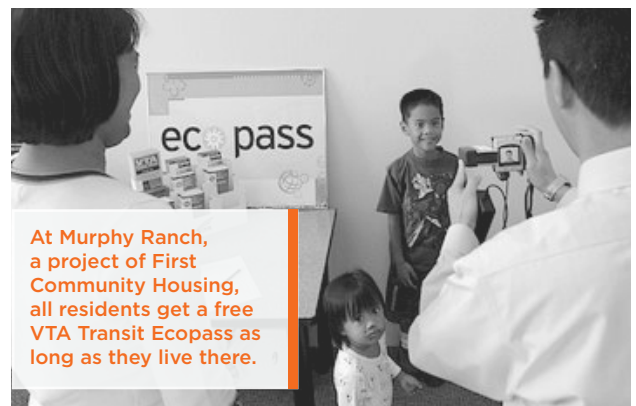
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## TRAFFIC REDUCTION STRATEGY STANDARDS

Developers choose from **three** Traffic Reduction Strategies to meet certification.

The number of strategies required depends on the Place Type of the proposed project.

	UNBUNDLE PARKING	DEEPLY DISCOUNTED TRANSIT PASSES	FREE CAR-SHARE MEMBERSHIP
			
DESCRIPTION	<p>The cost of parking is one of the strongest factors effecting driving behavior. When the cost of parking is separated from rent or purchase price people get to carefully consider the need for more parking space.</p> <p>Unbundled parking is a flexible system for families needing more parking to pay more and for those who need fewer spaces to pay less.</p>	<p>In most cases, these are less expensive than providing an additional parking space per unit. With the average monthly bus pass ranging from \$40-70 a month, a 50% subsidy would be \$20-35/month.</p> <p>As of July 2010, AC Transit, VTA and SamTrans offer deep-discount (up to 90% off) monthly passes when purchased in bulk.</p>	<p>With a car-share membership, families with two cars can consider selling one car, saving them the cost of ownership without giving up access to a car when needed.</p> <p>The Bay Area has two carshare providers: City CarShare and Zipcar, both with excellent networks of pods for urban residents.</p>
STANDARD REQUIRED	<p>Provide evidence that all parking spaces will be <b>sold or leased separately</b> from the cost of housing.</p> <p>This requirement <b>may be waived for affordable housing</b>, if the MAX parking spaces per unit is met for that place type, if federal financing rules prohibit unbundled parking.</p>	<p>Provide at least a <b>50% discount</b> off the retail price of a monthly pass.</p> <p>Provide <b>at least one pass per unit</b>.</p> <p>Provide Passes for <b>40 years</b>.</p> <p>Projects served by AC Transit, Caltrain, VTA or SamTrans, must provide two passes per unit. Or where bulk-discounts for passes are available.</p>	<p>Provide <b>2 free</b> car-share memberships per unit for <b>40 years</b> eliminating cost barriers to participation.</p> <p>Identify existing carshare pod within a <b>1/4 mile</b> of the project or provide one on-site.</p>



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## MAXIMUM DAILY DRIVING PER FAMILY

GreenTRIP uses the Urban Emissions Model, URBEMIS, developed by the California Air Resources Board, to estimate a project's Vehicle Miles Traveled (VMT) per Household (HH).

Learn more at <http://www.urbemis.com/>

Developers do not need to know the project's expected daily driving per family when applying. Projects only need to meet the Minimum Criteria for Participation to be eligible for participation, page 5.

One key benefit of participating in GreenTRIP is the URBEMIS modeling service provided.



## URBEMIS TRAFFIC REDUCTION CREDITS

In the evaluation process, GreenTRIP staff will suggest ways to improve the results if initial modeling shows that the project doesn't meet our maximum daily driving per family.

Below is a summary of reduction credits, all of which have an impact on projected driving by future residents.

### PHYSICAL MEASURES

- Net Residential Density
- Mix of Uses - within a half mile
- Local-Serving Retail - within a half mile
- Transit Service: Bus and Rail - within a half mile
- Pedestrian/Bicycle Friendliness - within a half mile

### TRAFFIC REDUCTION MEASURES

- Affordable Housing
- Parking Supply
- Parking Pricing/Cash Out
- Car Share
- Information Kiosks

## RIGHT SIZED PARKING



DESCRIPTION

The amount of parking provided and how use of the spaces is managed has significant impact on the amount of driving. It also deeply impacts the cost of development and in many cases can cause development to be infeasible.

STANDARD REQUIRED

The Maximum Parking Ratio is calculated by dividing the total residential parking spaces by the total number units, regardless of size.  
Only parking that is dedicated to residential use will be counted. Residential spaces that are shared with commercial or non-residential uses will not be counted.  
Guest spaces dedicated to residential use count towards maximum.