

“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 VANEVERY, PROJECT EXECUTIVE, THE OHLONE

GreenTRIP

Traffic Reduction + Innovative Parking

SPUR and ULI Joint Lunch Forum— September 22, 2010

Ann Cheng, TransForm

Michael VanEvery, Green Republic

Andrea Osgood, Eden Housing

Mark Rhoades, CityCentric

www.GreenTRIP.org

TRANSFORM



WORLD-CLASS PUBLIC TRANSPORTATION. WALKABLE COMMUNITIES.

Advisory Committee

Association of Bay Area Governments

Metropolitan Transportation Commission

Bay Area Council

Urban Land Institute

Non-Profit Housing Association

University of California Berkeley

BART

Reconnecting America

Greenbelt Alliance

Nelson\Nygaard

Fehr & Peers

Raimi and Associates

Support From:





Rewards residential infill projects
applying top strategies that result in:



DRIVING LESS



REDUCED GREEN-
HOUSE GASSES





Certification Benefits

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



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Reconnecting America

February 1, 2010

Mayor Michael Sweeney and Members of the Hayward City Council
City of Hayward
City Hall Building
777 B Street
Hayward, CA 94541-5007

Re: South Hayward BART Affordable Family and Senior Housing

Dear Mayor Sweeney and Councilmembers,

Congratulations! I am writing to inform you that **South Hayward BART Affordable Family and Senior Housing** has been awarded **GreenTRIP Certification** based on the approved design and amenities.

Last fall, TransForm launched GreenTRIP, a certification program for new residential development, focused on **Traffic Reduction** and **Innovative Parking**. South Hayward is one of the first five pilot projects selected to participate in the program.

The purpose of GreenTRIP is to recognize projects that will provide low traffic development through appropriate density, proximity to transit, services and job centers, and the most effective Traffic Reduction and Innovative Parking strategies.

When it comes to green building, how people get to a building is just as important as what that building is made of. GreenTRIP plans to become the new metric for how to measure low-traffic development.

Since 1997, TransForm (formerly the Transportation and Land Use Coalition) has been working for world class public transportation and walkable communities in the Bay Area and beyond. Starting in 2008, we have been developing the GreenTRIP program with funding from the Bay Area Air Quality Management District, the Rockefeller Foundation and the Silicon Valley Community Foundation.

GreenTRIP certifies projects that will allow new residents to drive less. When families have access to affordable homes close to services, jobs and transit, and developments are designed with traffic reduction and innovative parking, there are benefits for all:

- Increased household transportation savings.
- Economic support for locally serving businesses.
- Less freeway traffic and fewer vehicle collisions.
- Improved public health through increased walking and improved air quality.
- Greater demand and support of transit service.
- Reduced greenhouse gas emissions, supporting compliance with SB375 and AB32.

Based on the information provided by the developer, Eden Housing, **South Hayward BART Affordable Family and Senior Housing** meets the **GreenTRIP Certification Standards for the "Town Center" place type**. The Town Center Place Type is determined according to definitions set forth by the Metropolitan Transportation Commission's Station Area Planning Manual, 2007. GreenTRIP



GreenTRIP

Traffic Reduction + Innovative Parking

www.GreenTRIP.org

PROJECT EVALUATION REPORT

SOUTH HAYWARD BART AFFORDABLE FAMILY AND SENIOR HOUSING

HAYWARD, CA
DEVELOPER: EDEN HOUSING
WWW.EDENHOUSING.ORG

CERTIFICATION STATUS
AS OF FEBRUARY 1, 2010

South Hayward BART Affordable Family and Senior Housing has been awarded Full GreenTRIP Certification.



South Hayward BART Affordable Family and Senior Housing 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, Eden Housing, and gathered from publicly available sources.

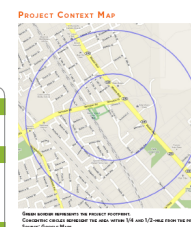
Families living within a 1/2 mile or 10 minute walk to transit are 10 times more likely to take transit.¹

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

¹ ABAG New Places, New Choices, 2007
² Centers for American and Canadian Urban Studies, 2007

GreenTRIP STANDARDS	South Hayward
PROJECTED DAILY DRIVING BY RESIDENTS (Vehicle Miles Traveled per Household per Day) LESS THAN 35 MILES/DAY Bay Area Average Household = 50 miles/household/day	20 Miles/Day Pre HOUSING, based on URBEMIS Production URBEMIS 2007 V6.2.4
APPROPRIATE AMOUNT OF PARKING MAXIMUM 1.5 SPACES/UNIT Average spaces per home, excluding spaces shared with non-residential uses.	LESS THAN 1 SPACE/UNIT PARKING SPACES: 204 HOUSES: 208
TRAFFIC REDUCTION STRATEGIES AT LEAST 1 OF 3 TRAFFIC REDUCTION STRATEGIES The project must have at least one of these three traffic reduction strategies: <ul style="list-style-type: none">• DISCOUNT TRANSIT PASSES• FREE CARPOOL MEMBERSHIP	DISCOUNT TRANSIT PASSES AC TRANSIT EASY PASSES TO BE OFFERED: <ul style="list-style-type: none">• 2 PASSES PER UNIT• WITH A DISCOUNT OF AT LEAST 50% OFF OF RETAIL VALUE.• FOR 40 YEARS
PLACE TYPE GreenTRIP standards are customized for different types of neighborhoods, or "Place Types," as defined by the Metropolitan Transportation Commission's Station Area Planning Manual.	TOWN CENTER South Hayward meets GreenTRIP certification standards for the Town Center Place Type. Above is an evaluation of how South Hayward satisfies each category.

SOUTH HAYWARD	
TRIP REDUCTION CREDITS The following is an inventory of URBEMIS model inputs. The projected driving is affected by the following trip reduction credits.	
DENSITY 70 UNITS/ACRE SOURCE: EDEN HOUSING	12% REDUCTION
MIX OF USES 1,156 JOBS IN 1/2 MILE 1,048 HOMES IN 1/2 MILE LOCAL RETAIL PRESENT SOURCE: 2000 CENSUS	7% REDUCTION 2% REDUCTION
TRANSIT SERVICE 355 WEEKDAY RIDES IN 1/4 MILE 256 DAILY RIDES IN 1/2 MILE SOURCE: AC TRANSIT & BART	12% REDUCTION
PEDESTRIAN/BICYCLE FRIENDLINESS 271 INTERSECTIONS PER SQ. MILE 95% STREET LIGHTS 100% AVENUE/COULETTES AT THE CORNER OR WALKWAY, STREET PARALLEL WALKWAY SOURCE: 2007 TOWN AND BUILDING PLAN	6% REDUCTION
AFFORDABLE HOUSING 99% OF UNITS ARE DEED RENTING BELOW MARKET RATE HOUSING SOURCE: EDEN HOUSING	4% REDUCTION



GreenTRIP project location is shown in red. The red circle indicates the 1/2 mile radius around the project site. Source: Google Maps.



KEY PROJECT DETAILS

- 2.96 ACRES
- 206 UNITS TOTAL
- 204 BELOW MARKET RATE UNITS
- 3 STORES ABOVE 1 STORY GROCERY STORE
- 204 DISCOUNTED RESIDENTIAL ONLY PARKING SPACES
- OFFERING 2 AC TRANSIT EASY PASSES PER HOUSING AT A DISCOUNT OF AT LEAST 50% OFF RETAIL VALUE

QUESTIONS?

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a project of **TRANSFORM**
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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 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



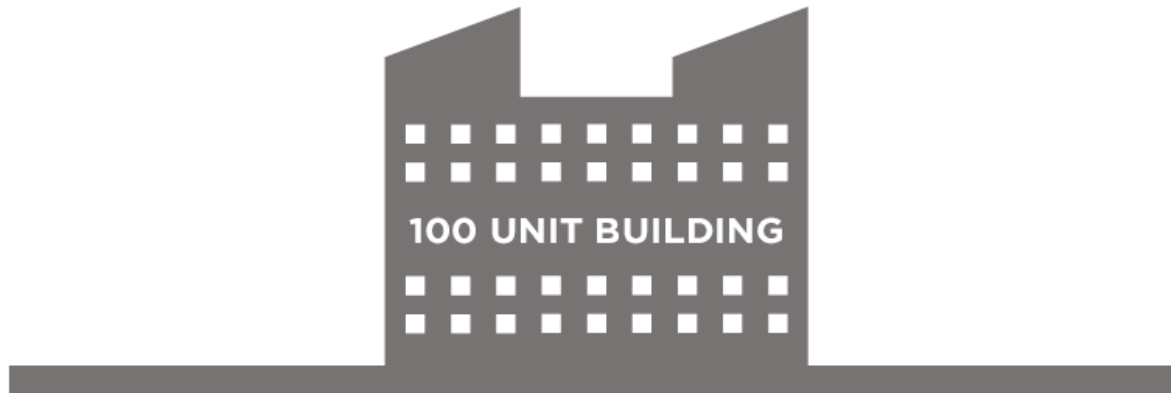
Pay for parking separately from cost of renting or purchase of home.





DISCOUNT TRANSIT PASSES





+



Provide **1** deep discounted pass per unit



Reduce parking requirements from **2** to **1** spaces per unit

=



A savings of **\$2,985,600** over a 40 year period



FREE CARSHARE MEMBERSHIP





The Ohlone, San Jose

Green Republic

1,400 passes

1.5 spc/unit



South Hayward BART: Affordable Family and Senior Housing

Eden Housing

400 passes
1 spc/unit



Parker Place, Berkeley

City Centric

300 passes
0.80 spc/unit

N

SHATTUCK AVE

PARKER STREET





Results



2,010 Transit Passes



600 Carshare



355 Unbundled

www.GreenTRIP.org

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Apply for
GreenTRIP
Certification
Starting
October 12,
2010!

Let us invite
you:

GreenTRIP.org