

**DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT****OFFICE OF THE DIRECTOR**

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August 18, 2010

Ms. Helen Bean  
Director, Economic Development and Housing  
City of Emeryville Redevelopment Agency  
1300 Park Avenue  
Emeryville, CA 94608

Dear Ms. Bean:

The Department of Housing and Community Development (Department) is pleased to announce the City of Emeryville Redevelopment Agency has been selected as a California Catalyst Community for the Emeryville Marketplace project under the Department's Catalyst Projects for California Sustainable Strategies Pilot Program.

Catalyst Projects have been selected based on their commitment to incentivize sustainable communities and test innovative strategies to increase housing supply and affordability, improve jobs and housing relationships, stimulate job creation and enhance transportation modal choices to promote environmental objectives. Selected Catalyst Projects display a commitment to both State and federal planning priorities including federal Department of Transportation, Housing and Urban Development and Environmental Protection Agency's Partnership for Sustainable Communities.

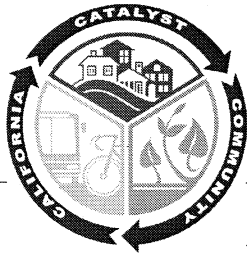
This serves as a commitment on behalf of the Department to provide and facilitate technical resources in support of the Emeryville Marketplace project. In addition, the City of Emeryville Redevelopment Agency will receive \$1,350,000 under the Innovative Homeownership Program component of the Department's Affordable Housing Innovation (AHI) Program, which will provide funding exclusively to communities with designated Catalyst Projects. This commitment is conditioned on compliance with the requirements of all applicable statutes, regulations and guidelines of the AHI Program. Additional detail on the award, available technical assistance resources and eligible use of funds will be provided in the coming weeks.

The Department looks forward to working with the City and project developer. Staff will be contacting you shortly to provide greater detail on the benefits of the Catalyst designation. If you have any questions, please contact Jennifer Seeger, Program Manager, at [jseeger@hcd.ca.gov](mailto:jseeger@hcd.ca.gov) or (916) 322-4263.

Sincerely,

A handwritten signature in black ink, appearing to read "Lynn L. Jacobs".

Lynn L. Jacobs  
Director



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**FOR IMMEDIATE RELEASE**

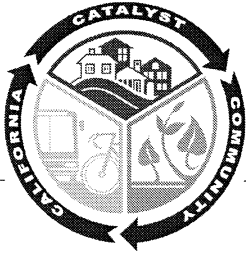
**Date: August 24, 2010**  
**Contact: Panorea Avdis**  
Director for External Affairs  
pavdis@hcd.ca.gov  
(916) 445-4775

**The California Department of Housing and Community  
Development Announces the Designation of Thirteen California  
Communities as Models for Sustainability**

**Sacramento** – Today the California Department of Housing and Community Development (HCD) announced that thirteen California communities have been named Catalyst Projects as part of the Catalyst Projects for California Sustainable Strategies Pilot Program. Funded by Proposition 1C, the program embodies the goals of SB 375 – landmark legislation signed into law by Governor Schwarzenegger in 2008 – and is designed to incentivize innovative land use planning and green building strategies. At least one Catalyst Projects was designated in each of the four major Metropolitan Planning Agency (MPOs) regions to support the regions efforts to develop Sustainable Communities Strategies required by SB 375.

“These thirteen Catalyst Projects will be great examples of how to build sustainable, economically vibrant communities,” said Director Lynn Jacobs. “This pilot program will provide valuable insights to allow the State to implement best practices and strategies as we move forward with our sustainable development goals in California. Walkable communities, improved air quality, reduced emissions, less time spent in a car and a strong economy can all become reality through sustainable development, and I look forward to seeing how these projects develop.”

The Catalyst Projects for California Sustainable Strategies Pilot Program will enable the State to support local innovation, develop projects that integrate environmental, economic, transportation and housing goals and test strategies for broad implementation throughout California. The designated projects must remove barriers to development of transformative projects, demonstrate a high level of transferability, promote effective jobs and housing relationships, enhance multimodal transportation options, integrate sustainability and economic development plans, demonstrate significant resource, economic , and environmental benefits, and provide opportunities for community engagement



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and cross-sector collaboration. Catalyst Projects will be required to collect data and measure the effectiveness of their sustainable community strategies and develop and outline of how strategies and tools can be used across the state. The Department of Housing and Community Development is awarding Proposition 1C, State Bond funds to the projects best exemplifying these principles.

“When State departments work together, California is a leader in sustainability strategies,” said Director Jacobs. “This program will help spur innovation at the local level to meet the goals and objectives of SB 375 as well as create models for other communities to increase long term prosperity.”

The Program was designed in partnership with Caltrans, the California Department of Conservation, the Governor’s Office of Planning and Research, the California Air Resources Board, the California Housing Finance Agency, the California Infrastructure Bank, the California Energy Commission, the California Department of Public Health, the California Environmental Protection Agency, the California Department of Forestry and Fire Protection and the California Department of Parks and Recreation.

The thirteen designees are:

**Gold:**

City of Emeryville, Emeryville Marketplace  
City of San Francisco, Mission Bay  
City of Sacramento, Township Nine  
City of San Diego, Village at Market Creek  
City of Fullerton, Fullerton Transportation Center

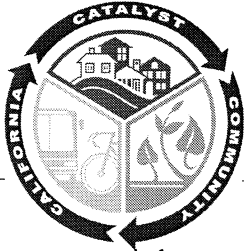
**Silver:**

City of National City, Paradise Creek Revitalization  
City of Chico, Meriam Park  
Town of Truckee, Truckee Railyard  
City of Marina, The Dunes on Monterey Bay  
City of Ontario, Downtown Core Catalyst Project

**Bronze:**

City of Oxnard, North Oxnard Communities  
City of San Diego, Quarry Falls  
City of Hercules, Bay Front Transit Village

The Catalyst Project designees will be awarded \$9.3 million of Proposition 1C funding. Proposition 1C provides \$2.85 billion to finance affordable housing and infrastructure across California, is part of the historic \$42 billion package of



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infrastructure bonds approved by voters in November 2006. The awards do not come from the state's General Fund.

For more information on the program:

**[http://www.hcd.ca.gov/hpd/catalyst\\_project\\_rfp\\_1209.pdf](http://www.hcd.ca.gov/hpd/catalyst_project_rfp_1209.pdf)**

For more information on the designees:

**<http://www.hcd.ca.gov/hpd/cpcsspp.html>**

HCD provides leadership, policies and programs to preserve and expand safe and affordable housing opportunities and promote strong communities for all Californians. The Department also supports increasing the supply of housing, especially affordable housing and works to improve the state's housing conditions and the health and safety of its residents. As the lead housing department, HCD is part of the state Business, Transportation and Housing Agency.

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