

COMMUNITY INVESTMENTS

This publication is produced by the Community Development Department of the Federal Reserve Bank of San Francisco. The magazine serves as a forum to discuss issues relevant to community development in the Federal Reserve's 12th District, and to highlight innovative programs and ideas that have the potential to improve the communities in which we work.

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CI Notebook

by Naomi Cytron
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An article published in the *New York Times* earlier this summer examined what you may be feeling as you pick up this issue of *Community Investments*: the dread of yet another message about the size of your carbon footprint. The article posited that the growing din of environmental warnings and sustainable product marketing is creating “green noise” —leading the public to feel confused, overwhelmed, or worse, fed up by the messaging before any meaningful change is accomplished.¹

Has “green fatigue” already set in? We don’t think so. Indeed, in this issue we highlight efforts that demonstrate a growing commitment by the community development field to taking environmental concerns into account. The articles in this issue illustrate how developers, investors, and grassroots organizations are finding creative and effective ways to bundle environmentally responsible outcomes with community development ends.

But there is a lot more room to assess and implement changes to our lines of business that are environmentally sustainable—new choices and practices that can help reduce our collective environmental footprint and ensure that low-income communities benefit from the rising green tide. We hope that the articles in this issue spark some ideas for greener approaches to community and economic development in the areas you serve.

Naomi Cytron

Inside this Issue

It's Getting Easier to be Green	3
Industrial Decline and the Opportunities and Challenges of Brownfield Redevelopment	8
Case Study: Transforming a Brownfield in Baltimore	12
Re-Building It Green	14
Environmental Justice	16
Triple-Bottom Line Investing: Balancing Financial, Social and Environmental Returns	17

On the Cover:

The community gardens at Seattle, Washington's High Point. Part of the U.S. Department of Housing and Urban Development's HOPE VI program, High Point may be the largest environmentally responsible housing project ever built. For additional information, see Box 1.1 on page 4.