



GREENPOINT
COMMUNITY
ENVIRONMENTAL
FUND



Greenpoint Community Environmental Fund:

Benefiting the Greenpoint Community, 2011-2024





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**Department of
Environmental
Conservation**

The Greenpoint Community Environmental Fund is a joint program between the New York State Office of the Attorney General and New York State Department of Environmental Conservation



This report is printed on recycled paper.

Cover: Newtown Creek Wildflower Roof and Community Space aka Kingsland Wildflowers. Photo: Niki Jackson

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Common Acronyms

- CAP** Community Advisory Panel
- DEC** New York State Department of Environmental Conservation
- DEP** NYC Department of Environmental Protection
- EBP** Environmental Benefit Projects
- ESE** Enviro-Sciences Engineering/ARC Engineering & Construction P.C.
- GA** General Administrator
- GCEF** Greenpoint Community Environmental Fund
- IRC** Independent Review Committee
- NBDC** North Brooklyn Development Corporation
- NFWF** National Fish and Wildlife Foundation
- NYSAG** New York State Attorney General
- OAG** Office of the Attorney General
- RFA** Request for Applications
- RFP** Request for Proposals




Welcome Letter

To the Greenpoint Community:

Greenpoint has been my home for almost 50 years. I met my husband here, raised my two children here, and own a home here. I have served the community in a number of capacities, including as the Community Liaison for the Kosciuszko Bridge Reconstruction Project and, before that, as the Newtown Creek Monitoring Committee Community Liaison. I also have volunteered with numerous community organizations including Newtown Creek Alliance, Greenpoint Property Owners, and Greenpoint Waterfront Association for Parks and Planning.

Greenpoint was originally named for what was once its lush and verdant land. Sadly, our community has been fouled by over a hundred years of harmful and often unregulated pollution. One of the most significant was the discovery in 1978 of a plume of oil in Newtown Creek. Subsequent investigation found that nearly 30 million gallons of oil had seeped into the waterways and soil, contaminating over 50 acres beneath Greenpoint, including underneath my own home. At the beginning, the Greenpoint community, largely made up of European immigrants, either didn't fully understand the hazards posed by the spill or felt powerless to do anything about it. Yet a small group of local environmental activists began organizing in Greenpoint in the late 1980s, and with the help of Riverkeeper, an environmental watchdog for New York's waterways, we began pushing for environmental justice.



These efforts attracted the attention of the NY State Office of the Attorney General, who filed a lawsuit against ExxonMobil, considered the most prominent contributor to the Greenpoint oil spill. In 2010, the Attorney General's Office announced a landmark settlement with ExxonMobil – requiring the company to fully clean up their oil spill and pay \$25 million in penalties, including \$19.5 million for projects to improve the environment in Greenpoint, at the time the largest such payment of its kind in New York history. This settlement was a major victory for Greenpoint – not only for the oil cleanup and the substantial money for the community, but also because it proved the community could fight for justice and win.

The New York State Office of the Attorney General and New York State Department of Environmental Conservation jointly oversaw the investment of the \$19.5 million in Greenpoint. From the beginning, the program – the Greenpoint Community Environmental Fund (GCEF) – took a bottom-up approach, with the whole Greenpoint community invited to participate in its design and implementation.

With the creation of a Community Advisory Panel, of which I was a member, scores of community meetings, community preferencing to guide which environmental improvement projects to fund, and a vigorous outreach effort to keep the community informed, I believe the process was fair, transparent, and served to empower Greenpoint residents.

Over its thirteen years, GCEF awarded 77 grants and funded 50 projects focused on the community's environmental improvement priorities: education and environmental stewardship; greening the community; revitalizing neighborhood parks and open spaces; and restoring the waterfront and its infrastructure.

Additionally, GCEF provided our local environmental organizations with support in grant writing and creating competitive proposals, training in sustaining the work of their organizations after GCEF; and an opportunity to prove themselves by successfully delivering grant projects to the community.



⌘ Christine Holowacz at the Greenpoint Environmental Benefit Projects announcement in 2010. Photo: Mitch Waxman

In all, GCEF is responsible for investing over \$68 million into Greenpoint, and its environment. Equally as important are what I hope will be the lasting impact of legacy projects, such as the Greenpoint Environmental Education Center at the Greenpoint Library, Greenpoint Eco-Schools and the Kingsland Wildflower Green Roof. The many environmental hardships facing Greenpoint are not going away. However, with the tools, experience, and confidence GCEF provided, the program has helped to empower our community to continue to fight for justice, and has equipped a new generation of environmental stewards to lead that fight.

Although GCEF has come to a close, I know the legacy of its achievements will remain for many years to come. I am very proud of what GCEF accomplished in Greenpoint and I am excited by the foundation it helped lay for an even “greener” future for our community.

**Sincerely,
Christine Holowacz**



Program Highlights

GCEF at a Glance

188 Proposals submitted for projects

50

PROJECTS
FUNDED



77

PROJECT
GRANTS

150 Organizations* involved in funded projects

*Grantees & Partners

\$68.6 MILLION

IN TOTAL GCEF INVESTMENT IN GREENPOINT

\$18.2 M
in direct
GCEF grants



\$50.4 M
in matching
contributions



Community Highlights

Community Engagement

67 Community meetings and **2,655** People attended

25 Project development and support workshops *with*



656 People and organizations attending

362 Inquiries received project development assistance



1,125
People participated in 2 community "preferencing" events

2,700
Community involvement and education events

10,500+

Individual volunteer contributions to GCEF grant projects



GCEF Timeline

ExxonMobil Settlement:
\$19.5M for Environmental
Improvements in Greenpoint

2011 01 02 03 04 05 06 07 08 09 10 11 12

Greenpoint Environmental
Benefit Projects (EBP)
Program Created

Greenpoint Community
Advisory Panel (CAP)
Established



First
Greenpoint
Community
Meeting

Deadline for
Applications
for General
Administrator

2012 01 02 03 04 05 06 07 08 09 10 11 12

Request for Applications
for General Administrator

GCEF General Administrator
Announced / Second
Greenpoint Community Meeting

Third
Greenpoint
Community
Meeting

Deadline for Small Grant
Proposals, and Large and
Legacy Grant Pre-Proposals

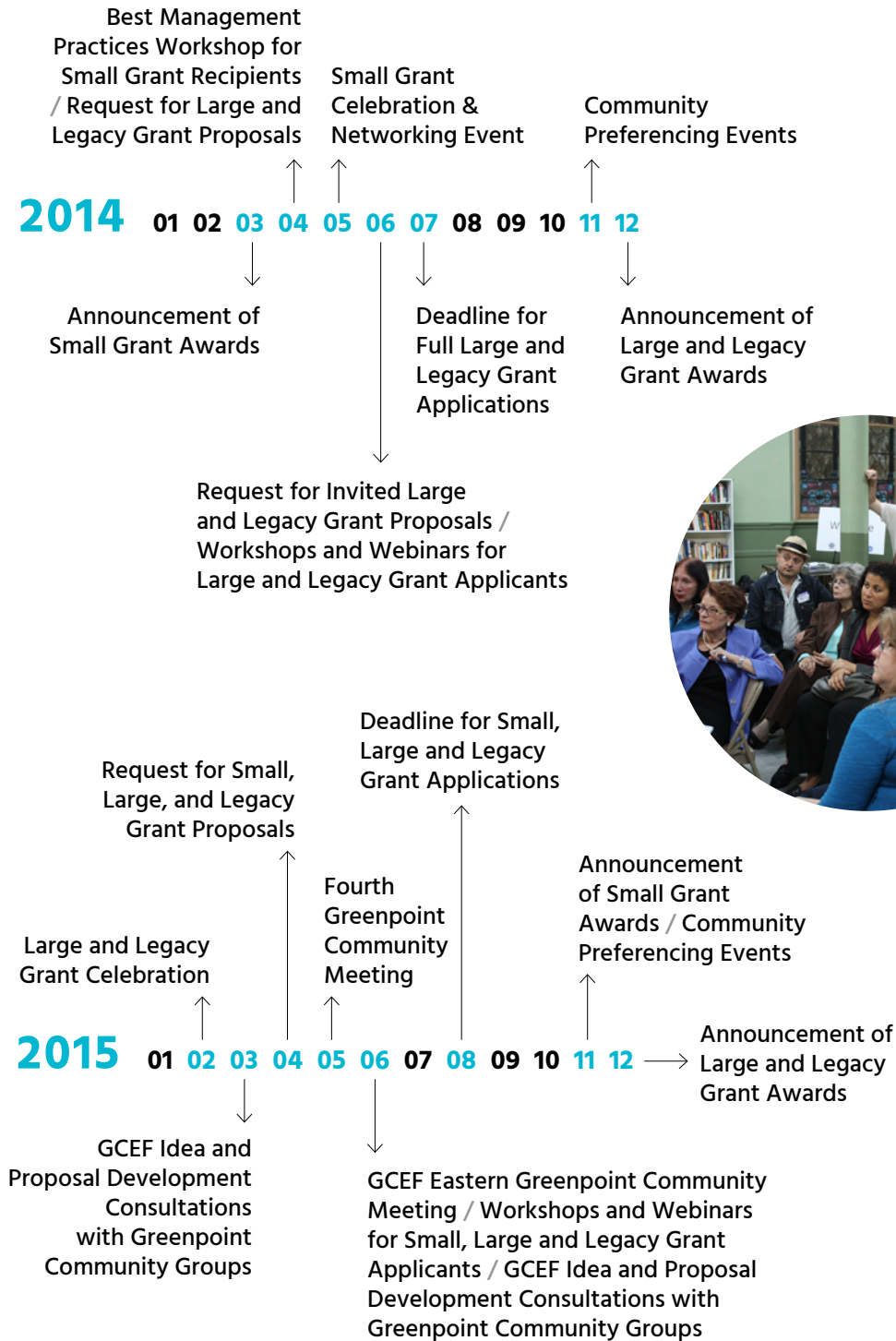
2013 01 02 03 04 05 06 07 08 09 10 11 12

Greenpoint Community EBP
Renamed the "Greenpoint
Community Environmental
Fund" (GCEF)

Support Workshops and
Webinars for Applicants

Request for Small Grant
Proposals, and Large and
Legacy Grant Pre-Proposals

GCEF Timeline



2016 01 02 03 04 05 06 07 08 09 10 11 12

GCEF Community Expo 2016

OpenHouseGCEF 2016

OpenHouseGCEF 2017

2017 01 02 03 04 05 06 07 08 09 10 11 12

Request for Proposals for Grants / Webinar for Grant Applicants

Announcement of Grant Awards



2018 01 02 03 04 05 06 07 08 09 10 11 12

Deadline for Grant Applications

Earth Day GCEF 2018

OpenHouseGCEF 2018

Grantee Sustainability Workshops

2019 01 02 03 04 05 06 07 08 09 10 11 12

Grantee Sustainability Panel Discussion and Celebration Event

2020 01 02 03 04 05 06 07 08 09 10 11 12

Announcement of Grant Awards

Film Retrospective of GCEF, Entitled "Greening Greenpoint," Debuts

2021 01 02 03 04 05 06 07 08 09 10 11 12

2024 01 02 03 04 05 06 07 08 09 10 11 12

GCEF ends

The History of GCEF



This report documents the history of the Greenpoint Community Environmental Fund (GCEF), a 13-year environmental grants program that was created from \$19.5 million obtained by the State of New York in a settlement with ExxonMobil over its oil spill in Greenpoint, Brooklyn. The program – which invested \$68.6 million (a combination of grants and matching funds) in 50 projects benefiting the Greenpoint community and its environment – provides a model for community consultation, involvement, and decision making in the administration of environmental grants programs.

The GCEF program was a true partnership between the State of New York (the Office of the Attorney General (OAG) and the Department of Environmental Conservation (DEC)) and the Greenpoint community, ensuring that residents had a direct and continuing role in guiding the program’s development and implementation. In addition, the program was notable for its “bottoms-up” approach in

catalyzing project ideas and proposals from community members and local organizations. The program was also exceptional in its community outreach efforts, emphasizing engagement and transparency, resulting in widespread awareness and appreciation of the program's accomplishments in Greenpoint. Finally, the program's commitment to sustaining community environmental organizations and their work will provide a lasting legacy for Greenpoint and the health of its environment in future years.

What follows is an account of how the program developed and what decisions were made to achieve the program's four primary goals:

- Securing significant environmental benefits for the Greenpoint community and its residents;
- Partnering with the Greenpoint community;
- Achieving transparency, objectivity, and inclusivity in all aspects of the program; and
- Sustaining environmental progress in Greenpoint.

It Started With A Bang

1950 - 2011

At five minutes after noon on October 5, 1950, a huge underground explosion in Greenpoint shot 25 manhole covers three stories high, ripped up a 10-foot section of pavement at the intersection of Huron Street and Greenpoint Avenue, shattered several hundred windows, and terrified residents. Investigators determined that the cause of the incident was likely gasoline seeping into the sewer system and igniting, however the origin of the gasoline was not discovered.¹ As frightening as the incident was, the explosion – and inquiries into the reason for it – were soon forgotten by government officials and the community.

It took another 28 years for Greenpoint to discover what may have been the cause. In 1978, the U.S. Coast Guard, on a routine helicopter patrol, spotted a large shimmering

plume of what appeared to be oil oozing into Newtown Creek from a bulkhead along Greenpoint's shoreline. After a year-long investigation, the Coast Guard reported that the spill was coming from a vast underground pool of petroleum.² According to the report, an estimated 17 million gallons of product – a mixture of gasoline, fuel oil, and naphtha – had spread over 55 acres underneath an industrial and residential section of northeastern Greenpoint. This product lay on top of the water table, in a layer ranging from a few inches to almost 20 feet thick.

The area around Newtown Creek had been used by a variety of oil companies dating all the way back to the 1850s. In 1870, there were more than 50 oil refineries operating in Greenpoint. By the second half of the twentieth century, that number had dwindled, but several oil companies still had storage facilities along the shores of Newtown Creek – including Mobil (which is now ExxonMobil), Amoco (now BP), and Paragon Oil (now Chevron).



^ One representation of the extent of the underground oil plume. Source: New York State Department of Environmental Conservation

City and state authorities pressured the oil companies to take action to address the spill, resulting in containment booms and recovery basins being set up to catch the oil seeping into Newtown Creek. Then, in 1990, under pressure from the New York State Department of Environmental Conservation, one of the companies – Mobil – agreed to start pumping the spill from underground. But the process was very slow and once again concerns about the oil spill and its impact faded from most Greenpoint residents’ minds. Joseph Lentol, who represented Greenpoint in the State Assembly from 1972 until 2020, said, “There wasn’t this raised consciousness about climate change or environmental pollution. It was thought to be a necessary evil if they thought about it at all, because it provided people with jobs and the ability to live and work in their same community.”

Fast forward another decade to 2002, when Riverkeeper, a New York-based clean water advocate, rediscovered the oil spill along Newtown Creek during a routine boat patrol. The discovery coincided with a growing awareness among Greenpoint residents about environmental hazards in the community, and a desire to take action to address them. After investigating the source of the oil and the industrial history of Newtown Creek, Riverkeeper, along with a group of Greenpoint residents and environmental activists, filed a federal lawsuit in 2004 against ExxonMobil (in 1998, Mobil merged with Exxon, becoming one of the world’s largest oil and gas companies).

In announcing its intent to sue under federal environmental law, Riverkeeper said, “Remedial efforts have been a failure. The Greenpoint spill is an environmental affront to both the Brooklyn community and citizens across the city. Riverkeeper’s aim is to

accelerate spill remediation, ensure that the aquifer and its soils are restored, prevent oil from entering Newtown Creek, and to protect the health and welfare of New Yorkers. Brooklyn has suffered long enough from these blights.”



⋈ The Greenpoint Environmental Benefit Projects announcement in 2010. Photo: Mitch Waxman

In 2006, federal, state and city officials announced that the U.S. Environmental Protection Agency would conduct a study of the Greenpoint oil spill. The year-long study raised the estimated size of the contaminated area to 100 acres and the estimated spillage volume to 30 million gallons, three times larger than the Exxon Valdez spill. The report also criticized the recovery efforts to date.³ In growing recognition of the spill’s impact on the environment and residents of Greenpoint, and out of frustration with the lack of progress in its cleanup, the New York State Office of the Attorney General filed a federal lawsuit in July 2007, seeking to force ExxonMobil to clean up its oil spill and pay financial penalties.⁴

Three years later, then-Attorney General Andrew Cuomo announced a settlement between the State of New York and ExxonMobil⁵ that committed the company to perform a full and expeditious clean-up of its oil spill as well as related environmental contamination in Greenpoint. In addition, the company was required to pay approximately \$25 million in penalties, costs, and improvements for the local environment. This amount included a payment of \$19.5 million for “Environmental Benefit Projects” that would improve




⌘ Newtown Creek Monitoring Committee. Photo: Giles Ashford

Greenpoint’s environment, which at that time was the largest single payment of its kind in New York’s history.

A Community-Based Program Takes Shape

2011 – 2012

The State of New York’s settlement with ExxonMobil specified that the sum of \$19.5 million for Environmental Benefit Projects was to benefit the environment and public health in Greenpoint and address environmental areas of concern, such as water quality,



groundwater, open space, reduction of toxic pollution, and air quality. The settlement further specified that an independent community outreach consultant be retained by the State to assist in engaging the community in the selection of projects to be funded. This was done to ensure that the State agencies overseeing the Greenpoint Environmental Benefit Projects (EBP) program – OAG and DEC (together the State) – would obtain input from the Greenpoint community on the use and allocation of the funds.

PARTNERING WITH THE GREENPOINT COMMUNITY

From the outset, the State was committed to working closely with the Greenpoint community to ensure that:

- The community had a direct, continuing role in guiding the development and implementation of the EBP program; and
- The program was implemented in a transparent and objective manner; and the funding supported projects that served the community’s environmental improvement priorities.

The State hired Enviro-Sciences Engineering/ARC Engineering & Construction, P.C. (ESE), as the program’s independent community outreach consultant. ESE’S project manager, Laura Truettner, had previously worked as a technical advisor on behalf of the Greenpoint community during the multi-billion-dollar upgrade to the Newtown Creek Wastewater Treatment Plant, and so was not only familiar with Greenpoint’s environmental leaders and organizations, but was also well-known within the community.


One of the first actions taken by the State and the outreach consultant was to establish an advisory group of members of the Greenpoint community – the Community Advisory Panel (CAP) – to provide advice to the State on matters related to the EBP program’s development and implementation.

The State and the outreach consultant established the CAP out of the strong belief that engaging a group of active community residents, who represented a broad spectrum of interests and perspectives, was key to the program’s success. Such a group could provide a critical “sounding board,” allowing the State to receive input and feedback on all matters related to developing and implementing the program. Moreover, the CAP, itself, could bring issues of particular interest to the community regarding the program to the direct attention of the State. The panel could also act as ambassadors for the program in the larger community.

The Greenpoint community had recently participated in a consultation and decision-making process related to the allocation of approximately \$10 million in environmental benefit project funds from a settlement between New York State and New York City over violations at the City’s Newtown Creek Wastewater Treatment Plant in Greenpoint. As a result, an active group of community residents interested in participating in an advisory group for the Greenpoint EBP program already existed. This group was expanded to include additional representatives from the Greenpoint community, including local elected officials. Over the life of the program, the membership of the program’s CAP continued to evolve, with continual efforts to diversify its membership through broad inclusion

The State acted as a true partner with the community on the Greenpoint EBP program.”

Christine Holowacz, Greenpoint resident, environmental activist and CAP member



within the community and the recruitment of local business owners, members of the Greenpoint school community, and residents in the eastern portion of Greenpoint – the area most directly impacted by the oil spill (see [Appendix A](#) for a full list of CAP members).

One of the unique and remarkable aspects of the Greenpoint EBP program was the State’s level of commitment to engaging and partnering with the Greenpoint community. Early on, the State stressed its intent to make the Greenpoint program a model of community collaboration, engagement, and inclusion.

To guide the CAP in its work, the outreach consultant drafted protocols and principles for the group (see [Appendix B](#) “Collaboration Principles” & [Appendix C](#) “Internal Protocols”). Of particular importance were the guidelines established to safeguard the program from any real or perceived conflict of interest. The Greenpoint EBP program’s conflict of interest guidelines prohibited any CAP member who was an officer, board member, or staff person for an organization that would be applying for funding from the Greenpoint EBP program from participating in any panel discussions or decision-making that could advantage or be perceived to advantage their organization. This was done to ensure the program’s fairness and integrity.


CREATING THE GREENPOINT PROGRAM

The State and CAP began to meet in December 2011, and through several meetings developed an approach for administering the EBP program. Under this approach, a single program administrator – referred to as the General Administrator (GA) – would manage a competitive grant program, including the solicitation and evaluation of projects for funding. The GA would also oversee implementation

of the funded projects for the State. As the State and CAP discussions about the roles and responsibilities of the GA progressed, both the large breadth of the job, as well as the substantial skills and experience required to successfully implement the multi-million-dollar program, became apparent. It was also apparent that local knowledge was critical to the successful execution of the program. CAP members felt it was important for local non-profit organizations to be eligible to apply for the GA position (either on their own or as part of a team), while at the same time appreciating that these organizations may not possess the requisite skills and expertise to serve as the GA on their own.

In addition, the State and CAP agreed on the following:

- The GA would be selected through a competitive, Request for Application (RFA) process.
- The State and the outreach consultant would convene a community meeting to, in part, solicit Greenpoint residents' input on criteria to be used in developing the RFA and selecting the GA.
- Once selected, the GA and the outreach consultant would convene a second community meeting to further discuss project ideas, and link members of the community who had project ideas with local organizations capable of implementing those projects.
- The GA would issue a Request for Proposal (RFP) to solicit project proposals consistent with environmental improvement projects and project types identified by the Greenpoint community, and assist local organizations in preparing proposals for project funding.
- There would be a separate proposal solicitation processes for "Small Grants," defined as smaller-scale environmental



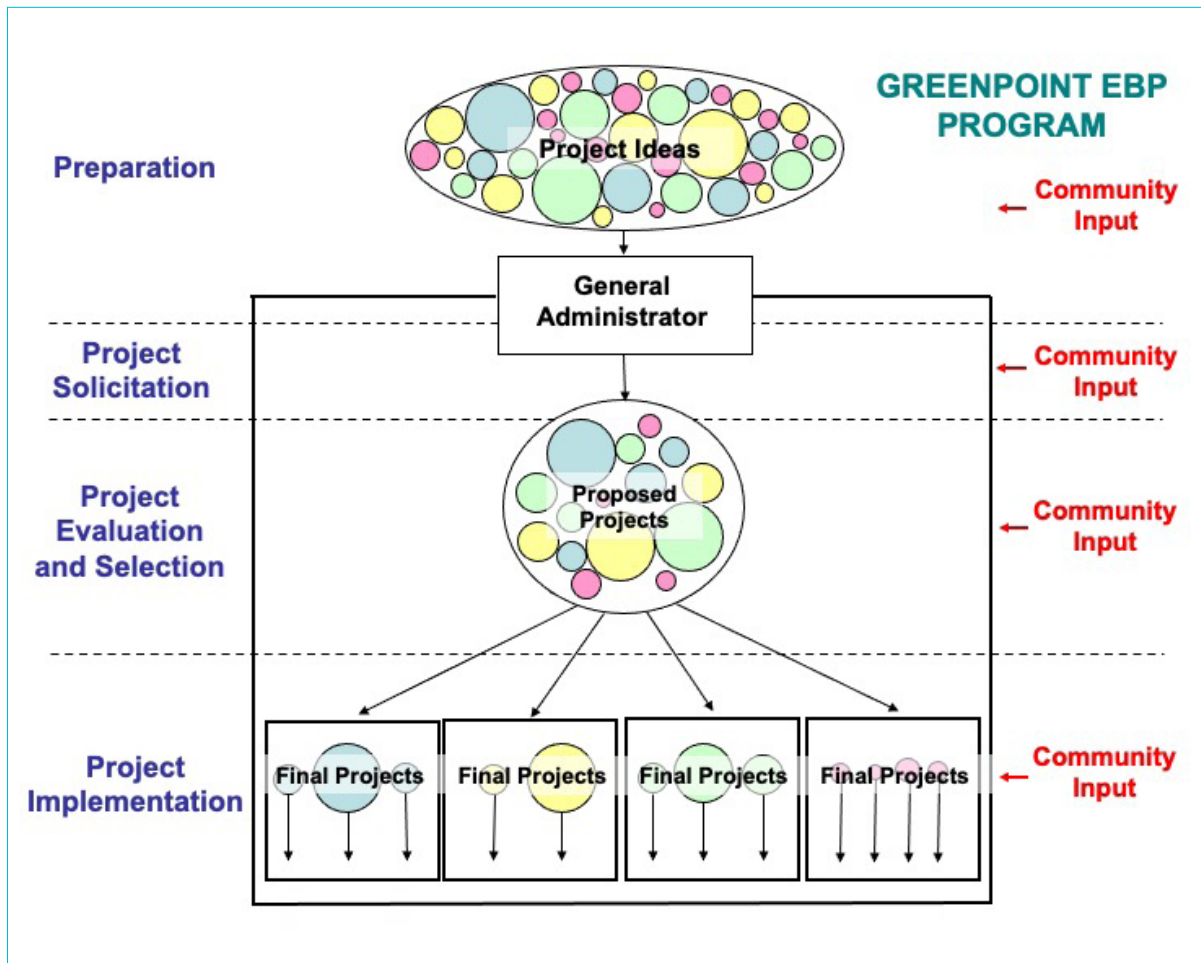
improvement projects involving a limited number of activities and/or locations. Small Grant awards would be made through a streamlined proposal and review process to expedite their implementation.

- For higher-value and larger-scale projects, which came to be known as “Large” and “Legacy” grants, the GA would establish an independent technical review committee to evaluate proposals and, based on that evaluation, make recommendations to the State on which proposals should be included in a community ranking of project preferences.
- Informed by the GA’s recommendations for Small Grant projects, and the community’s preferences for larger grant projects, the State would make the final determination of projects to be funded by the program.
- Together, the State and CAP would consider whether multiple rounds of project funding proposals would be provided.

The final model for project selection developed by the CAP and the State is illustrated in Figure 1.


In their initial meetings, the State and CAP also began discussing ways to maximize community engagement in the Greenpoint EBP program. These discussions resulted in a number of community outreach efforts:

- The State created a program website to ensure that the Greenpoint community had access to comprehensive and up-to-date information of the program and its developments.



⊗ Figure 1: The final model for project selection in the Greenpoint Environmental Benefit Projects program

- The outreach consultant developed an email list of contacts in the community to facilitate widespread and timely distribution of program information.
- CAP members used their organizations' websites and/or their contact lists to conduct additional outreach. CAP members also publicized the program and its activities at community events.
- Outreach materials were produced in English, Polish, and Spanish, to reflect the diversity of the community.
- A repository for program-related documents was established at the Greenpoint Library.



In preparation for the program's first Greenpoint community meeting, a promotional flyer was developed and distributed widely – through the program's contact list and, with assistance from the CAP, placed at the Greenpoint Library, local schools, banks, churches, grocery stores, community event boards, and specialty stores across the community. CAP members also posted the flyer on their own organization websites, distributed it at community events and through their own contact lists.

That first community meeting of the Greenpoint EBP program was held in March 2012 with about 170 residents and interested parties in attendance. CAP members participated as presenters for portions of the meeting, an important element in highlighting the panel's central role in developing and implementing the program. The meeting began with an overview of the proposed project selection process (as modeled in Figure 1). Next, the goals of the Greenpoint EBP program and what constituted an eligible project were explained. A CAP member provided a preliminary list of the types of projects that could be funded in order to provide guidance to attendees. A community charrette followed in which attendees were divided into groups and asked to develop a list of their own project ideas, and to then share that list with the larger group. Community members ultimately identified over 100 different ideas for specific environmental improvement projects or project types. Residents were encouraged to submit additional project ideas following the community meeting (see [Appendix D](#)).

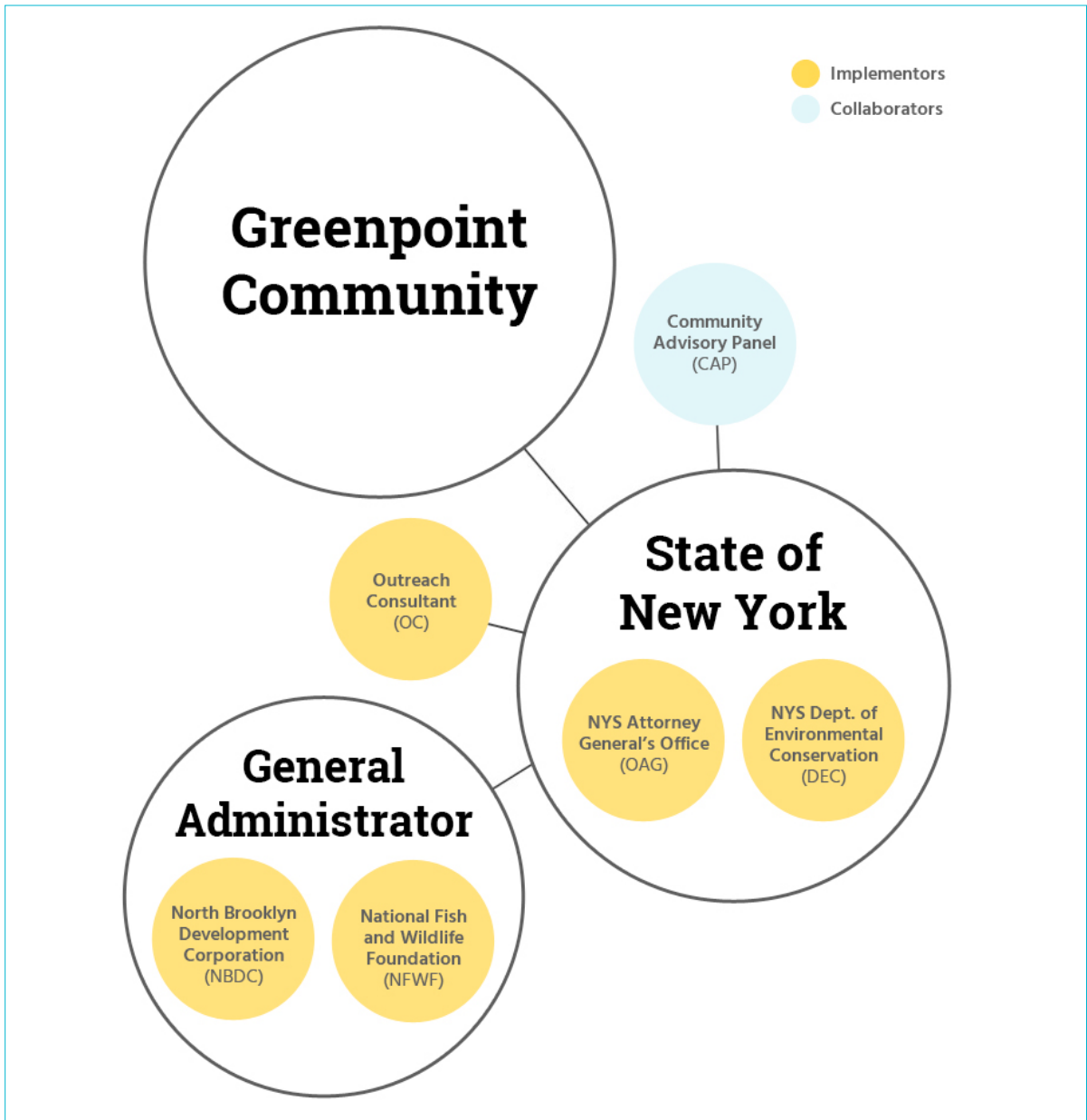
The community meeting also included a discussion of the process for selecting a GA for the program. The outreach consultant provided a description of the GA's role and responsibilities, including grant program management, project implementation oversight, fiscal

management, and community engagement and collaboration. A CAP member then presented a preliminary list of desired qualifications for the GA that had been developed by the CAP, including expertise in managing large requests for proposals, a local presence, and cost-effective administration. Meeting attendees were asked to provide input on these qualifications and to contribute additional ideas for GA qualifications.

CHOOSING A PROGRAM ADMINISTRATOR

Following the community meeting, two more CAP meetings were held in April and June of 2012, and were primarily devoted to discussing the process the State would use to select the GA. The State continued to work closely with the CAP to develop the scope of the GA's work, minimum requirements for the GA position, and a system for evaluating the qualifications of applicants. Of particular note was the decision to award applicants points for community engagement and collaboration, which was created to reward those applicants who had actively collaborated with communities on similar types of programs, were familiar with the Greenpoint community, and had experience in administering the range of project ideas and categories identified by the CAP and the community through the first community meeting.

In July, the State released the RFA for the Greenpoint EBP program (see [Appendix E](#)). Two applications were ultimately received in response; one from a partnership of two organizations. A five-person committee, comprised of representatives from OAG and DEC, and the outreach consultant, was created to evaluate the applications. The evaluation committee interviewed applicants, and each member



⌘ Figure 2: Important Roles of the Greenpoint Community Environmental Fund

of the committee reviewed and independently scored the applications.

In February 2013, the State announced the selection of the GA for the Greenpoint EBP program: a partnership of the Greenpoint-based North Brooklyn Development Corporation (NBDC) and National Fish and Wildlife Foundation (NFWF).⁶ NBDC was founded in 1979 as a community not-for-profit by local community and business leaders with the intention of improving commerce, housing, education, and quality of life in North Brooklyn, and has established a significant track record of successful community programs. NBDC's primary role in the partnership was to be in leading the program's engagement and collaboration with the Greenpoint community. NFWF, based in Washington D.C., was established in 1984 by the U.S. Congress as a private non-profit corporation dedicated to supporting the conservation and management of the nation's natural resources. NFWF is widely considered one of the nation's top environmental grant-makers and grant program managers. The organization's experience was expected to help the program attract "matching funds" that increase the value of a project's grant by adding new money and/or in-kind contributions.

Christine Holowacz, Greenpoint resident, environmental activist and CAP member said, "The State acted as a true partner with the community on the Greenpoint EBP program. Rather than being told who the program's administrator would be, we collaborated on a process that ensured the community's criteria were integral to their selection. I am very pleased with the selection of National Fish and Wildlife Foundation and North Brooklyn Development Corporation, and their unique combination of national and local capacity, experience, and skills."



CRAFTING A GRANTMAKING PROCESS

The second Greenpoint EBP community meeting was held in February 2013, shortly after the announcement of the program's GA. Approximately 110 community residents and other interested parties participated in small group discussions on the program's status and next steps, continued to weigh in on the types of environmental projects they wanted to see funded in Greenpoint, and had an opportunity to meet with the GA. After the small group discussion, each meeting participant was invited to participate in an informal exercise wherein they were given 12 tokens and asked to allocate them among a list of types of environmental projects, revised from the one used at the previous community meeting. The goal of this exercise was to gain preliminary insights into community preferences. The top three preferences were for "Waterfront and Waterfront Infrastructure", "Open Space and Park Improvements" and "Community Environmental Facilities" (see [Appendix F](#)).

From March through September of 2013, the State, GA, and CAP met monthly to craft a workplan for the grant program – which was renamed the "Greenpoint Community Environmental Fund" (GCEF) to emphasize the importance of the community in the program. The group's efforts focused on refining the process for grant making and the strategies for engaging the community in that process.


With respect to grantmaking, the CAP felt strongly that the GCEF process should not advantage large organizations with experience in participating in grant competitions. In response, several important decisions – all championed by the CAP – were made to actively support local groups and members of the Greenpoint community members in turning their project ideas into proposals that could

successfully compete for GCEF funding. These decisions included:

- **Mandatory pre-proposals for grants over \$25,000.** Through the pre-proposal process, proposals could be reviewed by GCEF in their preliminary stage, and then offered targeted feedback to help strengthen them before they needed to be submitted as final funding applications. A pre-proposal would be short and would not require a complete budget and other supporting materials usually required for a full proposal.
- **A technical assistance program** to assist applicants in developing technically sound and implementable projects. At the end of each funding round, the applicants of projects not funded would be offered technical assistance to help them strengthen their proposals for future rounds.
- **A separate process for “Small Grants,” those ranging from \$5,000 to \$25,000.** Small-scale, relatively simple, ready-to-go projects would be able to be funded through a streamlined, less-demanding application process. Not only would this assist local organizations and community members to compete for funding, it would get GCEF funds working in Greenpoint as quickly as possible.
- **Multiple rounds of funding** to allow increased opportunities for local groups and members of the Greenpoint community to obtain project funding.

The CAP was integral to the process of defining how the funds would be distributed.”

Dewey Thompson, Greenpoint resident, environmental activist and CAP member



The group also discussed matching fund requirements, including a requirement that match levels increase in accordance with increasingly expensive projects, and taking into account the amount of match to be provided as a factor in evaluating a proposal. Additionally, in response to CAP concerns about ensuring that funded projects would not run into roadblocks that would slow or even prevent their implementation, it was decided that NFWF would recruit a small expert panel of state and local agencies (e.g., New York City Department of Environmental Protection, DEC , and the U.S. Environmental Protection Agency) to conduct a preliminary review of applications and identify any potential obstacles to their implementation. Whenever possible, applicants would be given an opportunity to resolve any identified issues before their proposals were considered for funding.

The State, GA, and CAP devoted considerable effort to determining the most appropriate role for the CAP and community to play in the proposal review and selection process. It was suggested that, to streamline the process, NFWF alone could make the final recommendations to the State about which projects to fund. However, the CAP felt strongly that the community should have an opportunity to express preferences among the project proposals prior to the State's final selection of projects for funding. The State agreed with this approach as consistent with its commitment to partner with the community in implementing the program, and committed to working with the GA and CAP on how best to incorporate community preferences into the process for reviewing and selecting grants.

With input from the State, CAP, and the State's outreach consultant, NFWF developed an application – a Request for Proposals (RFP) –

for project funding. The project categories developed by the community at the first and second community meetings were integrated into the GCEF RFP as five project “themes”:




^ Map of GCEF’s boundary (marked in red)

- Environmental Education and Stewardship;
- Green Streets and Other Community Greening;
- Greening Community Buildings, Facilities and Infrastructure;
- Parks and Open Space; and
- Waterfront Restoration and Infrastructure.

(Note: The Green Streets and Other Community Greening was later consolidated with Greening Community Buildings, Facilities and Infrastructure into the single category of “Community Greening” in order to simplify the presentation in outreach materials.) These themes were used in the RFP to give applicants guidance on the community’s environmental improvement priorities.

The RFP included three categories of grants:

- “Small Grants” – Grants ranging from \$5,000 to \$25,000 for smaller-scale projects involving a limited number of activities and/or locations. Small Grant applicants were



encouraged to provide a matching contribution of cash or in-kind support.

- “Large Grants” – Grants ranging from \$25,000 to \$2,000,000 for projects that had more significant scale and scope. Large Grant applicants were encouraged to provide a 1-to-1 match
- “Legacy Grants” – Grants over \$2,000,000 for projects that had exceptionally high environmental benefit. Legacy Grant applicants were encouraged to provide a 2-to-1 match.

The RFP asked applicants to describe their project’s purpose, objectives, need, environmental benefit, work plan, nature of community engagement, partners, communication and qualifications, funding requested, match provided, and project duration. For the purposes of the program, the CAP believed that it was important for all funded projects to be located in Greenpoint and primarily benefit the Greenpoint public. The program defined Greenpoint as the area of Brooklyn encompassed by the 11222 zip code and the entirety of McCarren Park (a portion of which lies in the 11211 zip code). Applicants were required to either be a 501c(3) not-for-profit, or partner with a qualified fiscal sponsor. NFWF committed to providing hands-on training for prospective applicants through webinars, workshops, and one-to-one assistance throughout the grant-making process.

Dewey Thompson, a Greenpoint resident, environmental activist and CAP member said, “The community advisory panel was integral to the process of defining how the funds would be distributed. This is really a testament to the commitment that the State made to the community. There seemed to be no aspect of the funds management


that wasn't offered to the CAP for review and discussion. I can't remember any aspect in which the CAP was overridden or where we felt as a community like we weren't being heard."



⤴ GCEF's third community meeting in September 2013

ENGAGING THE GREENPOINT COMMUNITY

At the same time the grantmaking process was being developed, the community engagement process also evolved, with the continued goal of keeping the Greenpoint community well informed about the program and its activities. As the local half of the GA partnership, NBDC took the lead in these efforts, identifying key stakeholders, expanding community outreach to groups not yet aware of the program, and developing a suite of communication tools. Printed materials about the program – including posters, postcards, and fact sheets – were developed in English, Spanish, and Polish. Neighborhood “hot spots” for distribution of these material were identified, including local businesses and community gathering points. A dedicated webpage (initially on NFWF’s website but later a standalone website, GCEFund.org) was created as a repository for program-related information, and a Twitter feed was established to highlight program events and accomplishments. Other outreach tools included the expansion of the GCEF email listserv, and thethe



engagement of cross-dissemination partners, local community groups, and elected officials to help share information about the program. Upcoming GCEF related events were also promoted with advertising in local papers and community calendar notices.

A third program community meeting was held in the fall of 2013 to introduce the grantmaking process to the community and solicit their feedback. All the outreach tools developed by NBDC were utilized to promote the event and encourage widespread community participation. Almost 300 Greenpoint residents and other interested parties attended. The meeting provided an update on the GCEF program as well as an in-depth presentation of the upcoming RFP. Attendees were also given a “road map” for participating in the GCEF program, including how to apply for funding and how to take advantage of the program’s resources for helping community members develop their project ideas into competitive proposals.

GCEF Granting Makes Its Debut

2013-2015

In October 2013, NFWF released its first RFP, a request for proposals for Small Grants and pre-proposals for Large and Legacy Grants (see [Appendix G](#)). To guide applicants, NFWF created several supplemental documents, including “Tips for Preparing a Successful Application”, “Frequently Asked Questions” and sample application narratives. Between November and December 2013, the GA hosted three workshops (involving 160 participants) and two webinars (involving 64 participants) to assist individuals and organizations interested in responding to the RFP. NFWF also provided one-to-




⌘ 61 Franklin St. Garden, recipient of a 2014 GCEF small grant, built 6 vertical planters (left) adding 100 square feet of growing space to the community garden.

one consultations to individual applicants to work through specific questions and problems.

After the release of the RFP, the State, CAP, and GA explored ways in which GCEF could help facilitate collaboration between community members on project proposals, and link these projects with technical experts and fiscal sponsors. The group ultimately decided that GCEF should take two related actions: first, conduct a survey to find out if grantees would participate in a networking event to develop projects and discover opportunities for collaboration; and second, establish a web-based bulletin board as a resource for people seeking to collaborate on projects as well as seeking technical assistance.

In response to its first RFP, GCEF received 46 Small Grant proposals, 45 Large pre-proposals and 5 Legacy pre-proposals in response to



the first RFP. It was initially envisioned that the CAP would have the opportunity to review the slate of Small Grant proposals and provide input before funding determinations were made. However, because a majority of CAP members had affiliations with submitted applications, there was concern that this approach could run counter to the CAP's conflict of interest protocols. As an alternative approach to ensure the objectivity of the process, the CAP was provided with the number and total dollar amount of Small Grant projects to be funded in advance of the awards announcement.

A review team consisting of NFWF and NBDC, with the State's outreach consultant serving as an observer, evaluated and scored the Small Grant proposals based on a set of standard criteria, including the degree to which the proposals met the program's guidelines and their feasibility with respect to approach, budget, and timeline. The review team then met in person to discuss and arrive at consensus on which projects should be funded by GCEF. The State was guided by the results of this review process in making final decisions on Small Grants.

AWARDING GCEF'S FIRST SMALL GRANTS

In March 2014, the State announced the first grants from GCEF, awarding \$395,135 in Small Grant projects (between \$5,000 and \$25,000) to 18 projects.⁷ Projects funded included: 10 Environmental Educations and Stewardship projects, 3 Community Greening projects, 3 Parks and Open Space projects, and 2 Waterfront Restoration and Infrastructure projects (see [Appendix H](#)).

Greenpoint resident and CAP member Katie Denny said at the time, "From the beginning, the CAP worked hard to develop a transparent




⌘ Community members attend a workshop to learn more about GCEF and the granting process.

and fair review process, and I'm thrilled that we have reached this important milestone in the GCEF. Widespread outreach resulted in numerous worthy projects, and it is gratifying to see funding going to so many important local initiatives and community organizations."

Continuing the program's commitment to helping applicants develop strong, competitive proposals, NFWF arranged individual debriefings for applicants who were not awarded funds to offer input on how their proposals could be improved for future grant rounds. The State also committed to holding a second round of Small Grants in early 2015. And in April, GCEF held an informational webinar for Small Grant recipients on best grant management practices; 14 of the 18 groups awarded grants participated.

DEVELOPING A PROCESS FOR LARGE AND LEGACY GRANTS



Once the Small Grants were awarded, attention turned to the Large and Legacy grants. The same team that had reviewed the Small Grants – i.e., NFWF, and NBDC, with the State’s outreach consultant serving as an observer – also reviewed the Large and Legacy pre-proposals and made recommendations to the State on which applicants to invite to submit full proposals. Invitations were issued to 26 applicants (24 Large proposals and 2 Legacy proposals) – approximately half the number that submitted pre-proposals. The slate of full proposal invitations included: 7 Community Greening projects, 3 Waterfront Restoration projects, 4 Parks and Open Space projects, and 8 Environmental Education and Stewardship projects. Those applicants not invited to submit full proposals received direct feedback on their proposals, including counseling on how to strengthen their proposals for future GCEF grant rounds.

During the first half of 2014, the State and GA worked with a CAP subcommittee to lay out specific scoring criteria for how Large and Legacy proposals would be evaluated. Five main evaluation criteria were developed, each assigned a different weighting. Applicants could earn up to 35 points for the significance of their environmental results, 20 points for the soundness of their work plan, and 20 points for the completeness of their budget. With the CAP’s urging, up to 20 points could be awarded for partnering with Greenpoint-based entities to implement and sustain the project, and up to 5 points were available for the inclusion of plans for keeping the community informed about the project. It was decided that, prior to scoring, NFWF would screen all proposals submitted to ensure they met minimum standards (i.e., were complete, met the GCEF guidelines, and were feasible in terms of methods, budget and timeline). Applicants with minor deviations from minimum standards would be given an opportunity to fix defects.



∞ GCEF brochures were made available in English (center), Spanish, and Polish, sample pages shown.

PROVIDING FOR INDEPENDENT REVIEW OF PROPOSALS

To bolster the objectivity and technical rigor of the evaluation of project proposals, GCEF decided, with the CAP's concurrence, that Large and Legacy Grant proposals meeting minimum standards would be reviewed by an Independent Review Committee (IRC). The IRC, to be assembled by NFWF, would be comprised of independent subject matter experts with no relationship to any of the proposals. Members would be volunteers drawn from local, state, and academic institutions. The IRC would evaluate proposals using the standardized scoring system based on the five criteria and weighting system established in the RFP. The goal of the IRC process would be to identify those projects that were, in the judgment of experts, likely to be successful in achieving their goals.

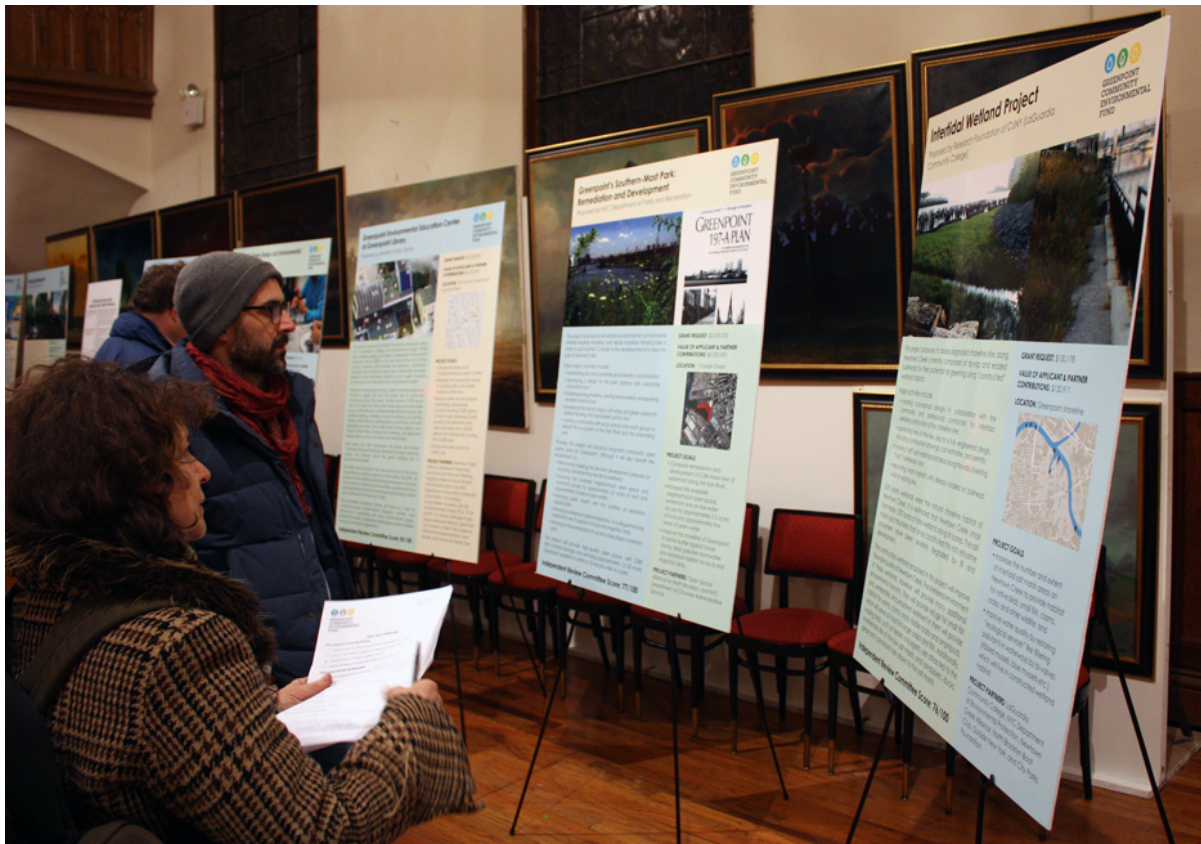


FURTHER ENGAGING THE GREENPOINT COMMUNITY AND CONNECTING GRANTEES

Meanwhile, full CAP meeting discussions returned to the question of how to engage the community in the selection of Large and Legacy Grant projects for funding. The State felt that – consistent with the State’s commitment to ensuring that the community had a direct, continuing role in guiding the program – the community should have an opportunity to provide direction on which projects should be funded. Further, as mentioned above, the State and CAP agreed that GCEF should offer multiple rounds of funding, meaning that the total “pot” of money offered in each round would be limited. The Greenpoint community’s input on candidate projects would be critically important guidance to the State if the number of quality proposals exceeded the total amount of funding available in the grant round.

The State’s outreach consultant proposed several different models for gathering community input, each of which included sharing information with the Greenpoint community about each proposal followed by a process that captured the community’s preferences among them. This approach, which came to be known as “community preferencing,” received strong support from the CAP and continued to evolve over the course of the year.


A celebration and networking event for Small Grant recipients was held in May 2014 to introduce grantees to each other and further encourage collaboration. The event was also open to the public so that community members could learn more about the funded grants and opportunities to participate in them. Over 50 project partners and members of the public attended the event. The GCEF program’s



^ Greenpoint residents were able to review and vote for large and legacy candidate projects at the first Community Preferencing event in 2014.

other community outreach efforts expanded during this time as well. NBDC introduced several new communication tools, such as an informational brochure about the GCEF program in English, Spanish, and Polish, and an annual newsletter that reported on the progress of the program and its projects. Work began on a standalone GCEF website to expand the information provided to the public and to make it easier to access. GCEF representatives participated in the Go Green! Greenpoint Festival, offering the public information on the granting process, as well as the GCEF-funded projects already benefiting the Greenpoint community.

GCEF representatives also began meeting with the leadership of local community-based organizations to expand and deepen the



engagement of the Greenpoint community in GCEF. Of particular importance was a meeting held with residents of eastern Greenpoint. As residents of the area of the community most directly impacted by the ExxonMobil oil spill, these community members wanted assurances that GCEF would devote special attention to supporting environmental improvements in the area. At that meeting, GCEF representatives acknowledged the unique interests of eastern Greenpoint residents and, accordingly, emphasized its commitment to devoting focused assistance to conceiving and developing project proposals for this area in future rounds of GCEF funding.

SOLICITING PROPOSALS FOR LARGE AND LEGACY GRANTS

A full RFP for Large and Legacy Grants was released in June 2014 (see [Appendix I](#)). GCEF hosted two workshops (involving a total of 24 participants) and one webinar (involving 14 participants) to further support applicants. Applicants were also offered individualized technical assistance in refining their proposals. All 26 invited applicants submitted full proposals.

The final design for the Greenpoint community preferencing process took shape over the summer. After discussing several models, the State and CAP ultimately agreed that the preferencing process should be modeled after the Participatory Budgeting process – providing an opportunity to community members to learn about, and then cast ballots for, those environmental improvement projects they most wanted for their community.

In consultation with the CAP, a number of elements were incorporated into the community preferencing process to ensure it would yield as full and fair a representation of the community's

preferences as possible (see [Appendix J](#) for a full explanation of the GCEF community preferencing process). These included:

- Participation open to all Greenpoint residents aged 16 and over;
- Standardization of the format and content of information provided on the proposed projects, including in poster boards, fact sheets, and other GCEF-sponsored project information used in the process; and
- Requiring “voters” to cast ballots for at least 2 and up to 6 projects.


I am very pleased that GCEF is listening so attentively to the community, and awarding grants [...] that they have voted as top priorities.”

Carolyn B. Maloney, U.S. Representative of NY-12

In the fall of 2014, the IRC concluded its review and scoring of the Large and Legacy proposals. Based on the results, the State selected the 13 highest IRC-rated project proposals to advance to the Greenpoint community preferencing process.

GIVING THE GREENPOINT COMMUNITY A VOTE

The State and CAP decided to hold three preferencing events – daytime and nighttime “voting” sessions during the weekday and another daylong session on the weekend – to accommodate and promote full community participation. In preparation for these events, GCEF undertook a substantial outreach effort, widely distributing information about the events, the preferencing process, and the candidate projects. Flyers, posters, and other notices were



placed in local newspapers, at schools, libraries, churches and other community facilities, as well as on the GCEF website. NBDC promoted the preferencing at local government and organization meetings. CAP members and local elected officials also assisted in publicizing the events through emails, social media announcements, community meetings, and by general word-of-mouth.

In November 2014, GCEF held preferencing events for the 13 environmental improvement projects proposed for the community. At the events, participants were able to learn more about each proposed project by viewing poster boards and reading fact sheets prior to casting their ballot. The IRC score received was included with the information provided for each project. In all, 525 Greenpoint residents participated in the GCEF community preferencing process. A map of the participants' home addresses demonstrates widespread participation throughout Greenpoint in the preferencing process (see [Appendix K](#)).

Christine Holowacz, Greenpoint resident and CAP member said, "Community preferencing was the best thing of all. This is democracy. We showed everybody that you can pick a project, and it could be very honestly done. I was very happy with it."

AWARDING GCEF'S FIRST LARGE AND LEGACY GRANTS

Once preferencing was completed, NFWF compiled the results and forward them to the State. In December, guided by the project preferences expressed by the Greenpoint community and after previewing its selections with the CAP, the State announced the award of a total of \$11 million in GCEF funding to five Large and


Legacy projects.⁸ Projects funded included one Legacy project focused on Community Greening and five Large projects (one Environmental Education, two Community Greening and two Waterfront



^ The fourth GCEF Community Meeting was held in May 2015.

Restoration and Infrastructure) (see [Appendix L](#)). Significantly, matching funds solicited by the projects brought an additional \$24 million in funding to the projects, making the total value of the GCEF investment in improving Greenpoint’s environment in the grant round to \$35 million.

The Large and Legacy projects selected for funding were the top “vote getters” in the preferencing process. As such, the State’s choice of projects reflected the community’s preferences among the proposed projects and honored its commitment to giving the community a direct role in guiding GCEF’s implementation. U.S. Congresswoman Carolyn B. Maloney, whose district includes Greenpoint, said at the time, “I am very pleased that the Greenpoint Community Environmental Fund is listening so attentively to the community, and awarding grants to projects that they have voted as top priorities.”



The applicants of the seven project proposals that did not receive funding in the round were debriefed and offered one-on-one assistance by NFWF to enhance their proposal's competitiveness in future GCEF grant rounds. Several of these project proposals were resubmitted in later rounds and ultimately received funding.

HOLDING A SECOND ROUND OF GCEF GRANTING

In early 2015, the State and GA met with the CAP to prepare for a second grant cycle. While the first round of granting was an overwhelming success, there was nonetheless a desire to continue to refine the process based on lessons learned. For example, the group considered whether to adjust the dollar limits for each grant category, and whether to include another pre-proposal process for Large and Legacy Grants. Ultimately, the group agreed to eliminate the pre-proposal stage in order to speed up the grant process, and to revise the grant category limits to the following: Small Grants up to \$100,000, Large Grants between \$100,000 and \$600,000 and Legacy Grants \$600,000 and up. The most significant change in category limits – that for Small Grants – was done to allow more applicants to participate in the more straightforward process of applying for funding in this category. The group also decided to make a 2-to-1 matching contribution a requirement for Legacy Grants.


GCEF released its second RFP in April 2015, seeking proposals for Small, Large, and Legacy Grants (see [Appendix M](#)). Soon after, GCEF hosted its fourth community meeting, with approximately 100 Greenpoint residents and other interested parties attending. The meeting provided an update on GCEF and a “road map” for participating in the second grant round, including taking advantage of extensive resources, such as workshops, webinars, and one-to-one



⌘ Over 600 Greenpoint residents voted in GCEF’s second Community Preferencing event in 2015. Photo: Philip Mauro Photography

consultations, that were available to help local organizations and members of the community develop project ideas into competitive proposals. The meeting also included a facilitated brainstorming and networking session for community members to share project ideas and find potential project partners.

To further support the development of projects ideas in the second round of granting, GCEF once again hosted numerous assistance workshops and a webinar for potential grant applicants. One workshop specifically focused on encouraging environmental improvement project ideas for eastern Greenpoint, and providing assistance in developing grant proposals for this area of the community. GCEF’s commitment to assistance resulted in an outpouring of grant proposals. In August, GCEF received 26 proposals for Small Grants,



12 proposals for Large Grants and 4 proposals for Legacy Grants – 42 proposals in all, totaling \$14 million in requested funding. As in the previous grant rounds, all applications were screened by NFWF to ensure they met minimum standards (i.e., they were complete, met GCEF grant guidelines outlined in the RFP, and were feasible in terms of methods, budget, and timeline) and applicants who had submitted proposals with minor defects were given an opportunity to correct them.

Small Grant proposals were again evaluated through a streamlined program. Those meeting minimum standards were reviewed and scored according to the evaluation criteria outlined in the RFP by a review team consisting of NFWF and NBDC, with the State’s outreach consultant serving as an observer. The review team then met in person to discuss and arrive at consensus on recommendations for which projects should be funded by GCEF. Project funding recommendations were forwarded to the State for final decision making.

At the same time that the Small Grant proposals were being evaluated, a second Independent Review Committee (IRC) – the body of independent subject-matter experts – was assembled by NFWF to review and score the Large and Legacy proposals according to the evaluation criteria set out in the RFP. The results of the IRC’s evaluation were forwarded to the State. Based on the results, the State selected the 13 highest IRC-rated project proposals to advance to the second Greenpoint community preferencing process.

In November, the State announced the 2015 GCEF Small Grant awards of \$992,288 to 17 environmental improvement projects in Greenpoint, including 10 Environmental Education and Stewardship



Volunteer gardeners in McGolrick Park's new native garden

IMPORTANT DATES

Community Meeting
about GCEF 2015
[Monday, May 4, 2015](#)

Applicant Workshops
[Thursday, May 14, 2015](#)
[Thursday, May 21, 2015](#)

Applicant Webinar
[Thursday, May 28, 2015](#)

Applicant Bootcamp
[Saturday, May 30, 2015](#)


Applicant Workshops
[Thursday, June 4, 2015](#)

GCEF'S FIRST NEWSLETTER!

projects, three Community Greening projects, three Parks and Open Space projects, and one Waterfront Restoration and Infrastructure project (see [Appendix N](#)). This funding was combined with \$522,013 in matching funds, bringing a total investment of over \$1.5 million to Greenpoint's environmental priorities.

GIVING THE GREENPOINT COMMUNITY ANOTHER VOTE

That same month, GCEF held three community preferencing events to, once again, provide an opportunity for Greenpoint residents to cast ballots for those environmental improvement projects they most wanted for their community. Leading up to the events, GCEF distributed information about the preferencing process and the candidate projects widely – at schools, the Greenpoint library, and



other community facilities. In addition, information was placed on the GCEF website, in local newspapers, and provided to GCEF's network of community partners for distribution.

As with the previous preferencing process, residents of Greenpoint attending the events had an opportunity to learn more about each proposed project by viewing poster boards and reading fact sheets prior to casting their ballot. The IRC score was again included with the information provided for each project. The number of Greenpoint residents participating in this round exceeded the previous one, with over 600 Greenpoint residents casting ballots for their preferred projects. A map of the participants' home addresses again demonstrates the widespread participation throughout Greenpoint (see [Appendix O](#)).

AWARDING GCEF'S SECOND SMALL, LARGE, AND LEGACY GRANTS

Once preferencing was completed, NFWF compiled the results and forward them to the State. In December, guided by these results, the State announced the award of \$4.25 million in GCEF funding to a total of five environmental improvement projects — the top vote-getters in community preferencing.⁹ The projects awarded funding included two Legacy grants (one Waterfront Restoration and Infrastructure project and one Parks and Open Space project) and three Large Grants (one Waterfront Restoration and Infrastructure and two Parks and Open Space projects) (see [Appendix P](#)). GCEF funding was matched by a total \$12.7 million in contributions from the grant recipients, bringing the total investment in the community in this grant round to over \$17 million. As it had done previously,


the State previewed its funding choices with the CAP in advance of making a public announcement.

Grantees who did not receive funding were again debriefed and offered one-on-one assistance by NFWF for the purpose of enhancing their proposal's competitiveness in either a potential future GCEF grant round or in other competitive funding opportunities.

City Councilman Stephen Levin said at the time, "The latest round of GCEF grants has shown that this process has been a model for the disbursement of public funds — transparent, participatory, and effective."

ENSURING CONTINUED ENGAGEMENT OF THE GREENPOINT COMMUNITY

Throughout 2015, GCEF continued its practice of conducting robust community outreach. This included one new addition to the program's outreach toolbox: a pictorial newsletter was introduced in the Spring that contained articles on funded projects and news about the program itself. During this period, the number of subscribers to GCEF's email updates grew exponentially, with over 1400 subscribers receiving more than 50 informative messages about the program over the course of the year. GCEF's Twitter feed delivered 88 tweets about GCEF events and accomplishments in 2015. In addition to the general community meeting held in May and the many workshops held to support grant applicants, GCEF hosted an event celebrating the 2014 Large and Legacy Grant awards recipients, which also provided grantees with an opportunity to network with each other as well as to discuss matters involving grant



administration. And in June, GCEF returned to the Go Green Festival in Greenpoint to offer the community updates on the program and showcase opportunities for them to get involved in the program's now substantial portfolio of projects.

A Bumper Crop of GCEF Benefits

2016-2018

Having established a highly-successful model for implementing GCEF, the CAP held its final regular meeting with the State and GA in February 2016. At that meeting, members focused on how to help sustain GCEF projects after their grants ended and what role GCEF could play in that effort. The group agreed that NFWF should conduct a survey of GCEF grantees to determine how the program could best help them to build their organizations' capacity and sustainability. The information gathered from this survey informed later planning for sustainability training events offered to all GCEF grantees. The CAP also requested to be kept informed about GCEF on a regular basis, so that they could continue to "spread the word" about the program and its events, and so they could assist in addressing any unforeseen issues. Further, CAP members requested that GCEF-related documents and information be preserved at the Greenpoint Public Library after the program ended to serve as a record of GCEF and its development, implementation, and accomplishments.

The State thanked the CAP for its invaluable service to GCEF and their community, crediting the CAP for the program's success and the creation of a model environmental grant program.

With the majority of the program's funds distributed through the first two grant rounds, GCEF's focus now shifted to promoting additional collaboration among its grantees,




^ OpenHouseGCEF visitors got an inside look at the “Ed shed,” an environmental education center on the southern shore of Newtown Creek.

and ensuring that Greenpoint residents continued to be well-informed about the program, its projects, and their benefits for the community. In April, GCEF held a community exhibition – attended by over 50 residents – at which representatives of 25 GCEF projects were available to discuss their projects and ways in which members of the community could participate in them. The exhibition was followed by a grantee networking session aimed at fostering information exchange and collaboration between projects. In June, GCEF participated for a third time in the Go Green! Brooklyn Festival at McCarren Park, providing general information about the program, its 42 project grants, and opportunities for the community to get involved in these projects.

SHOWCASING GCEF PROJECTS

In October, Greenpointers got a first-hand look at 17 of GCEF's environmental improvement projects in action at five different



venues in Greenpoint through the first annual “OpenHouseGCEF” (a name inspired by the City of New York’s popular OpenHouseNYC program). OpenHouseGCEF included:

- At the Greenpoint library, a presentation of the design plans for the entirely new Greenpoint Environmental Education Center at the library, provided by Brooklyn Public Library staff and the project’s architect Marble Fairbanks;
- At Monsignor McGolrick Park, a sample of Audubon New York’s “For the Birds” program with a tree and bird identification tour;
- Also at Monsignor McGolrick Park, a preview of the new pollinator garden, which was created as part of the Horticultural Society’s Park Restoration Project;
- At McCarren Park’s Urban Farm and Demonstration Garden, an opportunity to pick cabbage, courtesy of GrowNYC and watch a composting demonstration, courtesy of the Soil Cycle project;
- At the edge of Newtown Creek, a look inside the “Ed shed”, an environmental education center housed inside a shipping container at the North Brooklyn Community Boathouse.
- On Newtown Creek, a canoe trip and visit to the Intertidal Wetlands project courtesy of the Newtown Creek Alliance and LaGuardia Community College.
- At the “green roof” created at 520 Kingsland Avenue, a presentation by NYC Audubon and Alive Structures about the importance of wildflower rooftop gardens.

Richard Mazur, Executive Director of North Brooklyn Development Corporation (and part of GCEF’s General Administrator team) said,

“The GCEF Open Houses were incredible opportunities for showcasing the benefits of the GCEF program. We could actually see how all the wonderful projects funded by GCEF were improving Greenpoint’s environment. Projects

teaching people how to build rain gardens, how to compost, why it’s critical to care for our street trees. Why it’s important to clean up our waterways. Familiar faces showing us the pathways to a healthier community. GCEF gave us the means to improve our own environment. By Greenpointers, for Greenpoint.”


Projects teaching people how to build rain gardens, how to compost... Familiar faces showing us the pathways to a healthier community.”

Rich Mazur, Executive Director of North Brooklyn Development Corporation, and part of GCEF’s GA team

Because the CAP no longer scheduled regular meetings, GCEF also began creating written updates for the CAP. The GA provided the CAP with the first of these updates in the fall of 2016, covering the previous six months of GCEF activities, including project accomplishments, community outreach events, and project management support offered to grantees.

HOLDING A THIRD ROUND OF GCEF GRANTING

In Spring 2017, GCEF was informed that unforeseeable circumstances would cause one of its larger dollar projects – the West Street Watershed Project – to yield dramatically fewer benefits than expected. The State consulted with the CAP on whether the project should continue. After careful consideration, a majority of CAP



members voted to recommend terminating the project. Guided by the CAP's opinion, the State decided to terminate the project.

The termination of this project returned the vast majority of its funding – approximately \$2.5 million – to GCEF as available funds. GCEF took steps to immediately re-invest this money into Greenpoint through two additional project funding opportunities. First, through the GCEF's established "budget amendment" process, GCEF solicited proposals from active projects in the fall of 2017 for additional funding to sustain their on-going activities. Budget amendment proposals were received from 11 projects. After NFWF evaluated and scored the proposals, and made related funding recommendations, the State awarded eight projects a total of \$1,824,964 in sustaining funding (see [Appendix Q](#)).

At the conclusion of the budget amendment process, approximately \$1.2 million (roughly \$1,000,000 in remaining West Street project funds plus \$200,000 available from GCEF administrative savings) was available to programming. GCEF then initiated a third RFP process, one that, in the interest in putting the available money to work in the community as fast as possible, was significantly more scaled-down and accelerated from the preceding two grant rounds.

In January 2018, GCEF released its third RFP for Greenpoint environmental improvement projects (see [Appendix R](#)). Grant requests could range in value from \$25,000 to \$100,000, and were available to either sustain or enhance an existing GCEF-funded project or, implement an "exceptionally meritorious" new project that would produce substantial environmental benefits for a large number of Greenpoint residents. In support of the RFP, GCEF hosted


a webinar to provide guidance and assistance to individuals and organizations interested in submitting grant proposals.

GCEF received 26 proposals – requesting a total of almost \$2 million – in response to the RFP. NFWF again screened all grant proposals to ensure they met minimum standards. The GA team, NFWF and NBDC, then scored each proposal based on the evaluation criteria used in previous grant rounds. The scores, and associated review comments, were forwarded to the State to guide its selection of projects to receive GCEF funding. The State previewed its project funding choices with the CAP in advance of making a public announcement.

In June, GCEF announced that 15 projects had been selected to receive grants totaling \$940,812. Projects funded included; four Environmental Education and Stewardship projects, three Community Greening projects, seven Parks and Open Space projects and one Waterfront Restoration and Infrastructure project (see [Appendix S](#)). The selections included the continuation and/or enhancement of nine existing projects plus six new projects. The funding was combined with \$472,024 in matching funds provided by grantees, bringing GCEF’s total investment in Greenpoint’s environmental improvement priorities through this grant round to over \$1.4 million.

EXPANDING GCEF’S COMMUNITY ENGAGEMENT

In June 2017, GCEF participated for a fourth time in the Go Green! Brooklyn Festival at McCarren Park and, in October, GCEF followed its first very successful “OpenHouseGCEF” with a second open house event, held entirely at Greenpoint’s Monsignor McGolrick Park. Representatives of 15 GCEF funded projects were present to



meet with Greenpoint residents and discuss how their projects were enhancing the community's environment. In addition to live jazz music, activities included daffodil planting, free native plant pickup, bird flight lessons, underwater robot design, compost bike pedaling, a neighborhood walk, and a "Dogs of McGolrick Park" contest at the park's dog run which was newly renovated with GCEF funding. The event was co-sponsored by the McGolrick Park Neighborhood Alliance (MPNA).

2018 was another active year of engaging the Greenpoint community in the GCEF program. Through the collaborative efforts of GCEF grantees, Greenpointers were able to participate in a GCEF-themed slate of activities on Earth Day 2018, including:

- Flower dissection and seed bomb making offered by the Horticultural Society of New York in Monsignor McGolrick Park;
- GrowNYC-hosted tours of its demonstration garden in McCarren Park;
- Caring for 31 new trees along a block of Kingsland Avenue led by Greening Greenpoint;
- A giveaway by the Neighbors Allied for Good Growth and NYC Department of Sanitation of 9,600 lbs. of compost compliments of community composting; and
- Seed bomb-making and tours of the bird-friendly rooftop offered by National Wildlife Federation's Eco Schools program at the Kingsland Wildflower Green Roof and Community Engagement Center;
- Soil testing and planting workshops offered by the Newtown Creek Alliance, along with Urban Soils Institute, also at the Kingsland Wildflower Green Roof and Community Engagement Center.



⤴ GCEF’s Earth Day 2018 activities included inspecting local soil samples. Photo: Laura Treciokas

In June, GCEF participated in the Go Green! Brooklyn Festival at McCarren Park for a fifth (and last) time, providing information to the public about the history of the program and ways for the public to get involved with GCEF projects.

The program also teamed up once again with McGolrick Park Neighborhood Alliance to host the third annual OpenHouseGCEF in October. This time, 25 GCEF projects participated in the event held at the park. Activities featured included:

- A walking tour through eastern Greenpoint to learn how to create green space in industrial areas;
- A children’s story time with “green” picture books;
- A community scanning of documents, photographs and memorabilia to be featured in the Greenpoint Library archive;

- The making of seed bombs to benefit bees and wildlife;
- A tutorial on how to use soil testing kits, collect soil and read soil test results; and
- An opportunity to get up close with critters from Newtown Creek and observe the “Sewer in a Suitcase” – a model demonstrating how NYC sewers work.

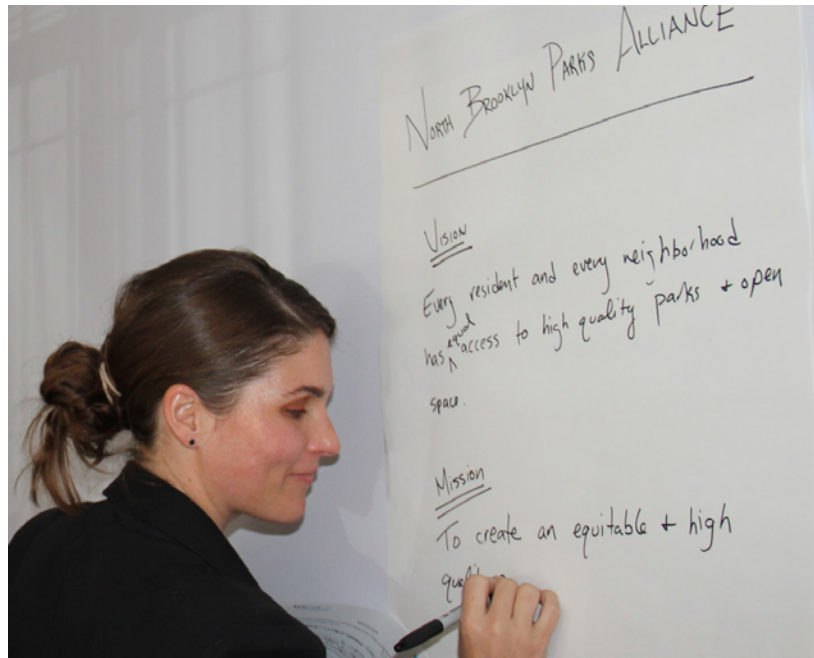
Keeping the Greenpoint community well-informed about GCEF and its projects continued to be a program priority throughout this period as well. GCEF contacted grantees monthly to generate a calendar of project-related events that the program could then promote within the community through its growing list of email subscribers – sending out over 150 emails about events and other project developments over the course of the three years. The use of GCEF’s Twitter feed also ramped up, with the program tweeting more than 150 times over this same period. The GCEF website – under the stewardship of graphics and web designer SooYoung VanDeMark – evolved into a central a hub of information on GCEF for the community, being regularly updated to reflect the program’s latest project news and accomplishments. Finally, GCEF’s annual newsletters provided Greenpoint residents with an overview of the program’s activities, a roundup of its project and their accomplishments, and highlights from the many GCEF grantee community events.

Moving Beyond GCEF

2019-2024

With the bulk of its funds allocated, GCEF moved toward an end date of 2020. Most GCEF projects wrapped up their funded activities

in the summer of 2019 – with the exception of the Greenpoint Library and Environmental Education Center, which was still more than a year away from completion due to a series of construction delays. As the




⌘ At GCEF’s organizational sustainability workshops, grantee organizations learned ways to attract future funding and support to continue their community work. Photo: Laura Treciakas

end of GCEF drew near, attention turned to ways that the program could help sustain its funded projects and the organizations leading them. It had been long discussed at CAP meetings and the many GCEF grantee networking sessions that GCEF could play an important role in helping to strengthen and build the capacity of GCEF grantees to continue their vital contributions to Greenpoint.

INVESTING IN THE SUSTAINABILITY OF GCEF GRANTEES

In recognition of this, in the fall of 2019, GCEF organized a series of training sessions for all its grantees designed to help them become stronger, more effective, and better-funded advocates for Greenpoint’s environment. In October, GCEF hosted two organizational sustainability workshops for its grantees, presented by TCC Group – one of New York City’s premier non-profit management consultants. A total of 22 participants from 15 organizations gathered at the two separate five-hour workshops held at Dupont Street



Senior Center in Greenpoint. Attendees received in-depth training on a variety of organizational sustainability topics, including strategic road map creation and planning, goal-setting and progress accounting, and effective message crafting and articulation of a compelling case for funding support. Attendees were appreciative of GCEF's efforts, reporting that the sessions were extremely helpful to their organizations.

Anthony Buissereth, Executive Director of the local non-profit organization North Brooklyn Neighbors said, "the sustainability workshop was a great opportunity to work through how we tell our story and how it connects with various constituent groups including individual donors and institutional prospects. As a small non-profit it's often difficult to translate the on-the-ground, day-to-day work into compelling narratives for potential supporters without getting too far in the weeds. Working with peers to craft these stories was an important exercise and has helped us think differently about our communications."

Julie Lawrence, a director of the board for North Brooklyn Community Boathouse, another local non-profit organization said, "my fellow board member and I attended this workshop, coming in with a sense of curiosity about what we could learn to bring back to share with our community-led nonprofit organization. It was incredibly helpful to be in a room of volunteers from other local organizations, to hear that we were not alone in some of the challenges we were facing, specifically in getting clarity on our mission and vision. It was also extremely productive to have both the TCC consultants and our fellow attendees available to work through the scenarios we



∞ Panelists and guests at GCEF’s Sustainability Panel. Photo: Mitch Waxman

discussed. The experience of a delving into questions of mission and vision during a one-day capacity-building event made it clear to me and my colleague that there was a great deal more that we could gain by taking this experience to the next level.”

As a follow-on organizational sustainability event, GCEF organized a special panel discussion for its grantees to learn from professional grantors about how best to attract funding support for continuing their work in the community. A diverse panel of grantors shared their advice on best practices for identifying, applying for, and winning continued funding. The grantor panelists included: Elizabeth Tully (Wildlife Conservation Society), Heather Lubov (City Parks Foundation), Michael Mullaley (City Parks Foundation), Melissa Enoch (New York City Department of Environmental Protection), and Patrick Foster (New York State Department of Environmental Conservation). A total of approximately 50 participants – including GCEF grantees, representatives of GCEF’s CAP, and other community members – attended the event. The panel discussion was followed by a celebration of GCEF grantees’ successful work in “greening” Greenpoint.



AWARDING GCEF'S FINAL GRANTS

In December of 2019, GCEF determined that – as result of administrative cost-savings and conservative planning – the program would have additional uncommitted funds when it ended in 2020. Accordingly, GCEF decided to make additional funding available to its grantees. In February 2021, GCEF informed all of its grantees that the program would accept applications for funding the purchase of supplies and materials, staff time, and related expenses for “discrete” activities (one-time events or short-term activities) that would benefit Greenpoint’s environment. At the time, the application notice specified that all funding needed to be spent no later than August 31, 2021 to assist in bringing the program to a close at the end of 2020. Grantees could apply for expedited funding for projects that needed to begin immediately, or non-expedited funding. A total of 22 proposals, requesting \$614,833, were received.

While non-expedited requests were being considered in March, coronavirus disease (COVID-19) was declared a pandemic by the World Health Organization and the United States declared a national emergency. The governor of New York announced the “New York State on PAUSE” executive order, restricting many public activities, including non-essential gatherings of any size. Without any indication of when these restrictions would be lifted, several applicants whose proposals included in-person activities expressed concern about their ability to complete these activities by the August 31 deadline. These applicants asked GCEF to extend the project completion deadline so that they could fully execute their proposed activities. In anticipation of an easing of coronavirus restrictions over time, and a desire to see the community fully benefit from the proposed projects, GCEF agreed with this request and extended the date by




⋈ Exterior of the new Greenpoint Library and Environmental Education Center. Photo: Gregg Richards / Brooklyn Public Library

which all funded activities must be completed by a full year, until August 31, 2021.

In October, GCEF announced the award of grants totaling \$333,810 to 18 environmental improvement activities. Funded projects included: eight Environmental Education and Stewardship projects, three Community Greening projects, five Parks and Open Space projects and two Waterfront Restoration and Infrastructure projects (see [Appendix T](#)).

Later in October, the Greenpoint Library and Environmental Education Center, which was the recipient of the largest GCEF grant, finished construction and held its official ribbon-cutting ceremony for the community. While not able to fully open its doors to the



public at that time due to ongoing COVID-19 restrictions, the library was able to provide limited lobby service. The library eventually opened fully to the public in the summer of 2021.

With most of the Program's work completed, GCEF's longtime co-administrators - NFWF and NBDC - ended their services at the end of 2020. Laura Treciokas, who had served as a member of the CAP from its inception, as the Program's Outreach Coordinator from its early days, and then, as the Programs Outreach Consultant after Laura Truettner's departure at the end of 2014, stepped in to administer the program for its final year.

As coronavirus restrictions eased in the spring and summer of 2021, all 18 of GCEF's final project grantees were able to successfully wrap up their projects by the August 31 deadline.

In 2023 and 2024, GCEF committed the last of the program's remaining funds. In April of 2023, the State announced a \$100,000 grant to the Brooklyn Public Library to create a five-year program to support environmental education and community engagement programming at the GCEF-funded Greenpoint Library and Environmental Education Center. In June 2024, the State announced a \$240,000 grant to the North Brooklyn Parks Alliance (NBPA) to implement a multi-year program of horticultural improvements and community stewardship at Eastern Greenpoint's Monsignor McGolrick Park.

A full archive of all GCEF materials was established and is available to the public online as part of the Greenpoint Environmental History Project, located on the Brooklyn Public Library's website (BklynLibrary.org). Physical copies of this report are also available at

the Greenpoint Library and Environmental Education Center, located at 107 Norman Street in Greenpoint.


**CONTINUING
GCEF'S
INVESTMENT IN
COMMUNITY
ENGAGEMENT**



^ Community members gather to watch the GCEF film, “Greening Greenpoint” at the Greenpoint Library and Environmental Education Center.

Throughout the last years of the program, GCEF continued to provide the Greenpoint community with information about the Program’s progress and various project activities. In addition to regular updates of the GCEF website to ensure that it contained the most current information on each GCEF-funded project, the program also produced 115 emails and over 90 Tweets about GCEF events and projects activities. GCEF added Instagram to its social media outreach efforts in 2019 as well, sharing over 75 Instagram posts.

GCEF also commissioned a short film about the history of the program and the accomplishments of its many projects. In 2021, the film – “Greening Greenpoint” – was screened at the Greenpoint Library and Environmental Education Center as part of a concluding celebration for the Program. The film was also added to the Brooklyn Public Library’s Greenpoint Environmental History Project collection. It will serve as a lasting testament to GCEF’s success and a vehicle for educating other communities about the Program’s novel approach.



The Greenpoint Community Environmental Fund officially ended in 2024.

Conclusions

The Greenpoint Community Environmental Fund was an unqualified success, establishing an extensive and impressive record of accomplishments over its 13-year existence that includes the implementation of 77 environmental improvement projects in Greenpoint and tripling the Program's original \$19.5 million funding into a total investment into the community of over \$68.6 million.


The GCEF program resoundingly achieved its first – and foremost – goal: to secure significant environmental benefits for Greenpoint. The projects developed and funded by GCEF have produced important, tangible environmental improvements, most of which will profit the community long into the future. For example:

- The Greenpoint Library and Environmental Education Center, a LEED gold-certified building with state-of-the-art “green” amenities, will serve as a hub of environmental engagement and learning in the community, as well as a repository for the history of Greenpoint’s environmental activism.
- The Greenpoint Eco-Schools program, which spanned 4 years, involved all four of Greenpoint’s public schools, and engaged 4,700 school children annually, and educational programs like “For the Birds!” Greenpoint, Green Tweens, Green Beans, the Environmentally Themed Mural at M.S. 126, Soil Cycle and Solar One’s Green Design Lab will help to create the community’s environmental leaders of tomorrow.



⌘ McCarren Park's Urban Farm and Demonstration Garden's "U-pick" cabbage

- All Greenpointers, both children and adults alike, engaged in environmental education programs like "Urban Birds of Monsignor McGolrick Park," "Curb Your Litter," and "Greenpoint Lead in Garden Soil," making them better environmental stewards for their community.
- Greening Greenpoint will ensure a truly greener future for the community by developing and implementing a comprehensive urban forestry plan that included planting 634 new trees, installing new tree guards and tree beds, converting 34,000 square feet of hardscape to permeable pavement, training community tree stewards.
- Several GCEF projects will help in restoring the health of Newtown Creek, while also fostering its appreciation and stewardship by the community. These projects include: SAMPLES, a citizen science water quality sampling and analysis effort; Intertidal Wetlands, a program to



reintroduce native marsh grasses along the waterway and design additional places where natural habitat can be reestablished; the Living Dock, a floating space for aquatic plant and animal communities that serves as a prototype for Newtown Creek remediation strategies, North Henry Street End Restoration, a community-driven design plan for creating ecologically-beneficial open space and shoreline along Newtown Creek, and the Ed shed and Floating Classrooms projects, which brought Greenpointers onto Newtown Creek for educational programs and public paddles, thereby promoting awareness of the waterway's central role in Greenpoint's past, present, and future.


- GCEF projects are enhancing existing green spaces in the community, including improving and restoring the 61 Franklin Street Garden, Java Street Community Garden, Dupont Senior Center Garden, Lentol Garden, playgrounds and gardens at all four of Greenpoint's public schools, and McGolrick and McCarren parks. GCEF helped create new greens spaces, such as a 21,700-square foot green roof and community space (known as Kingsland Wildflowers) on a commercial building in Greenpoint and the "Under the K Bridge Park," a 7-acre multi-use green space beneath the Kosciuszko Bridge. The program also invested in future green spaces for the community, including planning for the development of the "Gateway to Greenpoint," a 12,000-square foot green space created from an industrial area of Greenpoint, as well as developing an ecological design for the shoreline restoration and stabilization at the proposed site of the Greenpoint Monitor Museum.

Importantly, the environmental improvements produced by GCEF projects will have demonstrable benefits for Greenpoint’s environment, for example:

- Annually removing 16,000 pounds of climate change pollution (the equivalent of 7 million miles of car emissions);
- Preventing almost 1 million gallons of polluted stormwater from entering local waterways annually;
- Creating 345,000 square feet of new natural areas, improving 175,000 square feet of existing green space – and planning for additional 72,000 square feet of new green space – in the community;
- Preventing 12,000 pounds of climate change pollution through energy-efficient upgrades to school buildings; and collecting 8,700 pounds of trash, recycling 179,000 pounds of reclaimable materials, and composting 386,000 lbs. of organic waste over the life of the Greenpoint Eco-Schools program;
- Producing 20,000 kilowatts of clean, renewable solar-powered electricity each year.

Further, GCEF was developed and implemented in a robust partnership with the Greenpoint community – a second primary goal of the program. Key elements of this partnership were:

- Creating a Community Advisory Panel, which worked closely with the State and the program administrator and consultants in designing and carrying out GCEF. This included collaborating with the CAP to craft the Request for Application for the general administrator and Request for Proposals for projects, and to design




the community preferencing process, which gave the Greenpoint residents a direct role in guiding project funding decisions.

- Through a series of community meetings attended by approximately 700 people, allowing Greenpointers themselves to establish the program’s environmental improvement priorities -- enhancing open space, greening buildings, infrastructure, and neighborhoods, restoring the waterfront, and promoting environmental education and stewardship – which formed the background of the grant proposal solicitation process.
- A “bottoms-up” approach for developing community-based project ideas. In addition to brainstorming sessions held at the four general community meetings, GCEF hosted 25 project development and related workshops with over 650 people in attendance. The program also responded to more than 360 inquiries from prospective grant applicants and provided 80 organizations with personalized project development assistance. As a result, more than 50 percent of the program’s projects were led by local organizations.
- Integrating “community preferencing” into the selection of the larger projects for funding, a process in which over 1,125 residents participated and which ensured the community had a direct role in guiding the selection of the environmental improvements for Greenpoint.

GCEF was built on transparency, objectivity, and inclusivity in all aspects of the program – another of its primary goals – fostering community faith in the fairness of the program’s process and investment its outcomes. For example:

- Using a myriad of outreach tools to keep Greenpoint residents fully informed about GCEF, its activities, and its accomplishments. These tools included a comprehensive standalone program website, community “hot spots” for the distribution of program-related materials, and active use of e-mail marketing, social media, and newsletters;
- Holding a host of community meetings and events -- 67 in all, attended by over 2,650 people – that connected Greenpoint residents with the program throughout its development and implementation, and served as forums to help develop their environmental improvement ideas into successful project proposals, facilitate dialogue and cooperation among grantees, and support community participation in funded projects.
- Encouraging local media coverage of both the program and its projects in order to keep the community informed and engaged. Over the 7-year period of program’s greatest activity, GCEF was covered more than 145 times by the media. 130 of these accounts were about specific GCEF projects and their benefits to the community.
- Insuring the Greenpoint community has access to a full accounting of the program and all materials and products produced as a result of program funding by archiving the collection at the Greenpoint Library and Environmental Education Center.

Finally, GCEF’s final primary goal was to sustain the program’s environmental improvements and their benefits into the future. To address this goal, the program focused multiple efforts on strengthening the many local environmental organizations that had



received GCEF funding so they can continue their vital work in – and for – the community for years to come. These efforts involved:

- Supporting the growth and development of local community organizations by providing them with critical experience in administering substantially-sized grant projects, and by offering targeted workshops on formulating, submitting, and managing grants. Importantly, GCEF also offered expert sustainability training to all grantees to equip them for continued success.
- Facilitating dialogue and cooperation between GCEF grantees by holding a series of networking opportunities geared towards creating connections between grantee organizations and their environmental improvement projects in Greenpoint. An example of this outgrowth was all four of Greenpoint’s Eco-Schools incorporating the Kingsland Wildflower green roof, local community gardens, and paddling tours sponsored by the North Brooklyn Community Boathouse as environmental education field trip events. M.S. 126 frequently uses the McCarren Park Urban Farm as an extension of its own outdoor classroom. City Parks Foundation partnered with

the Newtown Creek Alliance to bring more greenery to the shores of Newtown Creek and the adjacent industrial area resulting in the “Greening the Industrial Shoreline of Newtown Creek” project. These cross-connections not only broadened the reach of GCEF projects, but will help grantees in making their case to future funders about the importance and impact of their work in the community.

- Cultivating a community culture of stewardship through project funding that has helped to grow volunteer interest and participation in Greenpoint’s environmental organizations. All told, GCEF-funded projects organized over 2,470 community events that involved 10,500 individual volunteer contributions.

Notwithstanding the years of commitment and hard work that the State, the administrators and consultants, and the Community Advisory Panel devoted to GCEF, it is the Greenpoint community, itself, that made the program such a tremendous success. The community’s deep and abiding commitment to its environment and its future was the guiding light that continually led GCEF forward, and ensured the program’s many achievements in helping to “green” Greenpoint. ■

GCEF Projects' Environmental Benefits

ENVIRONMENTAL EDUCATION

8

Greenpoint schools involved

44

School programs created

4,700

Students participated in GCEF school projects



COMMUNITY GARDENS, PARKS, AND GREEN SPACES

19

Parks, community gardens, green spaces benefitted

72,000

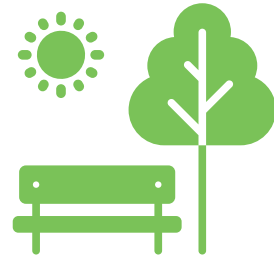
Sq ft. of planned new green space

175,000

Sq ft. of natural areas improved upon

345,000

Sq ft. of new natural areas created



CLIMATE CHANGE BENEFITS

16,000

Lbs of CO₂ removed from atmosphere annually by planted trees

20,000

Kilowatts of solar power produced annually

12,000

Lbs of Carbon-emissions prevented over 4 years through energy efficiency improvements at Greenpoint Eco-Schools

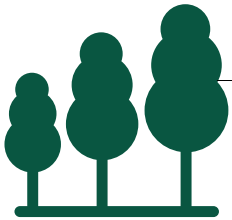
TREES

1,350

Trees added to the community

135

Greenpoint Citizen Tree Stewards trained



COASTAL HABITAT

100

Citizen science water sampling events assessing the health of Newtown Creek

11,000

Data points* collected from 10 locations on Newtown Creek and the East River.



100

On-the-water educational trips held on Newtown Creek

*Data collected on dissolved oxygen, salinity, enterococcus, nitrate, and phosphate levels.

WATER



1,500,000

Gallons of rainwater runoff kept out of local waterways annually

300,000

Gallons of water conserved over the life of GCEF school projects



SOLID WASTE

8,700

Lbs of litter collected over 599 blocks in Greenpoint

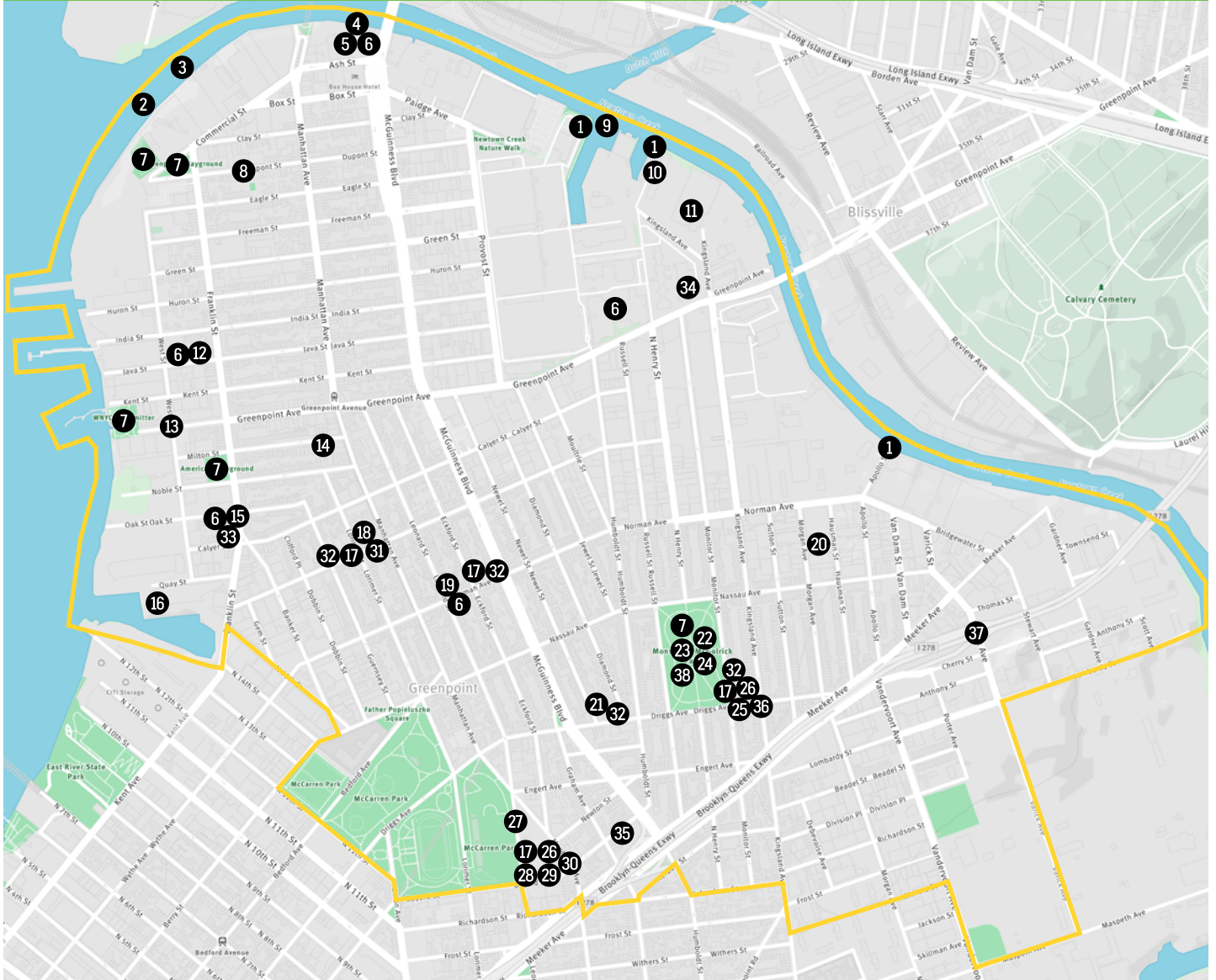
176,000

Lbs of materials recycled by local schools

378,000

Lbs of materials composted by local schools

Projects Across Greenpoint



- | | |
|---|--|
| 1. Intertidal Wetland Project | 5. Environmental "Ed shed" |
| 2. Newtown Creek SAMPLES Project | 6. Greenpoint Bioremediation Project |
| 3. Keeping Cigarette Butts Out of
Newtown Creek | 7. Greenpoint Parks Community
Stewardship Program |
| 4. Floating Classrooms on
Greenpoint's Waterways | 8. Dupont Street Senior HDFC
Garden Renovation |

9. The Living Dock
10. North Henry Street End Restoration Planning
11. Newtown Creek Wildflower Roof and Community Space aka Kingsland Wildflowers
12. Improving Sustainable Practices at Java Street Community Garden
13. West Street Watershed Stormwater Project
14. Green Roof Feasibility Study
15. 61 Franklin Street Garden Infrastructure and Rain Harvest Build
16. Greenpoint Monitor Museum USS Monitor Park
17. Greenpoint Eco-Schools: Creating a Legacy of Sustainability
18. Green Tweens STEM Summer Program at the YMCA
19. Greenpoint Library Environmental Education Center at Greenpoint Library
20. Creating Green Buffers in the Greenpoint Industrial Area: A Community Planning Initiative
21. For The Birds! Greenpoint at St. Stanislaus Kostka Catholic Academy
22. Urban Birds of Monsignor McGolrick Park
23. Urban Oasis in Monsignor McGolrick Park
24. Monsignor McGolrick Park Restoration
25. For The Birds! Greenpoint at P.S. 110 The Monitor School
26. Solar One's Green Design Lab Environmental Education Program
27. McCarren Park Urban Farm and Green Infrastructure Corridor
28. Brooklyn Native Wildlife Restoration Project at John Ericsson M.S. 126
29. Environmentally-Themed Mural
30. Soil Cycle: A Mobile Compost Initiative
31. Green Beans Environmental Education
32. Audubon New York's For The Birds! Environmental Education Program
33. Greenpoint Citizens Club
34. Gateway to Greenpoint
35. Lentol Garden Renovation
36. P.S. 110 Garden Renovation
37. The Kosciuszko Bridge Design Project
38. Ziemia: McGolrick Park Restoration

GREENPOINT-WIDE PROJECTS

- Curb Your Litter: Greenpoint
- Feasibility Study for Greenpoint Community Compost Site
- Go Green Activity Hub
- Greening Greenpoint
- Greenpoint Business Environmental Stewardship Project
- Greenpoint Environmental Public Panel Forums
- Greenpoint Industrial Environmental Improvement Program
- Greenpoint Lead in Garden Soil Outreach Project
- Reduce Reuse Recycle Greenpoint: Restaurants Program

GCEF Grant Projects

Community Greening



⌘ Newtown Creek Wildflower Roof and Community Space. Photo: Andrew Mass



Brooklyn Native Wildlife Restoration Project at John Ericsson M.S. 126

In 2014, through a competitive process, John Ericsson M.S. 126 received a \$24,998 GCEF grant (and provided \$25,000 in matching funds) to create a native plant garden and wildlife restoration demonstration site at the school. In addition to providing urban wildlife a new habitat, the benefits of this GCEF-funded project included helping lower urban air temperatures, improving stormwater filtering, providing a research venue for students, and engaging students and their families in community greening activities.

With the GCEF funding, the Center for Educational Innovation – Public Education Association (CEI-PEA), the project’s fiscal sponsor, led the garden’s creation, directing

Project Leads:
John Ericsson M.S. 126; and Center for Educational Innovation - Public Education Association

Project Partner:
None

Project Location:
424 Leonard Street

TOTAL INVESTMENT:
\$49,998

2014 GCEF Grant:
\$24,998

2014 Matching Contribution:
\$25,000

2014 Project Completed: Dec. 2015

Community Greening



efforts to select native plants, test the soil for lead content, prepare garden soil for planting, and recruit students and families to participate. Students and adult volunteers were involved in creating the garden – planting trees, shrubs, and native plants and flowers. A garden shed, which gives students and staff easy access to gardening equipment and supplies with which to maintain the garden, was also installed using GCEF grant money. The M.S. 126 Native Plant Garden was unveiled at a school community event held in June 2015. In Fall 2015, students in sixth-, seventh-, and eighth-grade science classes, aided by a curriculum from the Brooklyn Botanic Garden, used the native plant garden to learn about plants and their care, with a focus on the garden’s ongoing maturation.

In late 2015, polychlorinated biphenyl chemicals, or more commonly known as PCBs, were found in the soils surrounding the school, including in the new garden, by

the NYC School Construction Authority. As a result, all contaminated soil and existing plants around the school were removed and replaced with clean soil in Summer 2016. The garden was replanted in July 2017.

Read about additional updates to the M.S. 126 garden in 2020 when the school partnered with National Wildlife Federation and their GCEF-funded “Greenpoint Eco-Schools” project (beginning on page 163 in this report), and received a grant to restore and expand the native plant garden at the school.

PROJECT ACCOMPLISHMENTS

- Created a native plant garden and wildlife restoration demonstration site at John Ericsson M.S. 126 by planting 80 trees and shrubs, and more than 2,000 native plants and flowers
- Involved 100 students and 20 adults in the preparation and planting of the garden
- Created an outdoor classroom at the garden with students and family volunteers
- Used the garden to teach 390 students from 6th-, 7th-, and 8th-grade science classes

Community Greening

Project Lead:

NYC Soil and Water
Conservation District

Project Partners:

NYC Audubon;
McGolrick Park
Neighborhood
Alliance; and
Evergreen

Project Location:

Area bound by
Norman Avenue,
Nassau Avenue,
Kingsland Street and
Van Dam Street

TOTAL INVESTMENT:

\$122,905

2015 GCEF Grant:

\$97,675

**2015 Matching
Contribution:**

\$25,230

2015 Project

Completed: May 2018



Creating Green Buffers in the Greenpoint Industrial Area: A Community Planning Initiative

In 2015, through a competitive process, the NYC Soil and Water Conservation District received a \$97,675 GCEF grant (and provided \$25,230 in matching funds) to engage Greenpoint business owners and operators, and residents in a green planning initiative for the industrial area of Eastern Greenpoint. The initiative focused on creating more natural habitats in the community and adding green infrastructure (e.g. in-ground planting, above-ground planters, and green walls) to reduce the amount of stormwater entering the sewer system and local waters. The project conducted community outreach on the initiative through the distribution of fact sheets. In addition, the project sponsored walking tours to introduce residents and businesses to the



⌘ Public meeting to share greening plan for industrial area.

problems associated with stormwater, the related benefits of green infrastructure, and the value of natural habitats for native birds and plants.

To develop a greening plan for Eastern Greenpoint's industrial area, the project recruited residents and members of the local business community as project partners to participate in a collaborative planning process. After consulting with the community through various workshops, the project partners conducted project surveys and compiled existing environmental data to find possible locations for natural habitat sites and green infrastructure. Subsequently, the project partners developed a greening plan with potential project implementation strategies (e.g., permitting, funding, and local capacity). In March 2018, a public meeting

Community Greening

was held to share the final plan with community members, businesses, and public officials.

PROJECT ACCOMPLISHMENTS

- Hosted 4 public events to inform the community about the impacts of stormwater, combined sewer overflow, and the benefits of green infrastructure
- Produced 4 fact sheets on stormwater, water quality, native plants, and migratory and nesting birds that were distributed to the community
- Held 2 workshops to gather community input on developing a greening plan for Eastern Greenpoint's industrial area
- Conducted an environmental conditions assessment to identify potential sites for natural habitats and green infrastructure
- Reached out to more than 100 businesses in the study area, and met with dozens of business owners and managers in developing the plan
- Created a greening plan for the industrial area of Greenpoint that was presented to the community, businesses, and public officials



PROJECT PRODUCTS

- Creating Green Buffers in the Greenpoint Industrial Area: Greening Plan
- Creating Green Buffers in the Greenpoint Industrial Area: Fact Sheets



Curb Your Litter: Greenpoint

In 2014, through a competitive process, the North Brooklyn Chamber of Commerce (NBCC) received a \$471,600 GCEF grant (and provided \$63,647 in matching funds) to address structural deficiencies and behaviors that lead to litter problems in Greenpoint. The project utilized an anti-litter strategy conducted in three overlapping phases. In Phase One, an on-the-ground assessment of litter sources in Greenpoint was conducted in partnership with ClosedLoops, an infrastructure planning and development firm. Phase Two was a coordinated education and outreach campaign, including a project website, to promote proper waste disposal among local students and area businesses. In Phase Three, waste infrastructure improvements, such as adding litter baskets to areas of Greenpoint, were implemented consistent with needs identified through the project's litter assessment.

Project Lead:
North Brooklyn
Chamber of
Commerce

Project Partners:
NYC Department
of Sanitation;
ClosedLoops;
Placemeter; The
Center for Urban
Pedagogy; New York
University's Center
for Urban Science
and Progress (CUSP);
The CUSP Open Trash
Observatory; North
Brooklyn Neighbors,
formerly Neighbors
Allied for Good
Growth; Frances
Perkins Academy;
Automotive High
School; John Ericsson
M.S. 126; P.S. 110 The
Monitor; P.S. 34 Oliver
H. Perry; and P.S. 31
Samuel F. Dupont

Project Location:
Greenpoint-wide

Community Greening

TOTAL INVESTMENT:

\$550,247

Total GCEF Funding:

\$486,600

2014 GCEF Grant:
\$471,600

2017 Budget
Addition: \$15,000

Total Matching**Contribution:**

\$63,647

2014 Matching
Contribution:
\$63,647

2014 Project

Completed: May 2018

In 2016, the project collaborated with students from Frances Perkins Academy to complete a year-long program that investigated such questions as, “Where does our trash go and who decides?” The program culminated in the production of an acclaimed documentary video, “Talking Trash: Throwing Out the Big Apple,” that highlights what the students learned. In conjunction with the film, the project developed a curriculum guide on the same topics covered in the film for educators of Grades 8-12, and copies were distributed to Greenpoint schools. The curriculum guide is also being used by neighborhood leaders and environmental organizations to educate young adults.

In 2017, after another competitive process, NBCC was awarded \$15,000 in additional GCEF funding to expand the number of litter baskets on Franklin, Manhattan, and Nassau Avenues, based on needs identified through the project’s litter assessment. In conjunction with NYC Councilmember Stephen Levin, a “Clean Greenpoint Pledge” was also developed for local businesses to pledge to undertake waste reduction practices and provide litter stewardship of public streets and spaces.

Over the course of both grants, Curb Your Litter: Greenpoint held 12 clean-up days, where hundreds of community volunteers collected and removed trash from Greenpoint streets.

PROJECT ACCOMPLISHMENTS:

- Produced a litter analysis assessing the sources of litter in Greenpoint

- Built a project website sharing information on how to reduce and properly dispose of trash, which also included a platform facilitating collaboration among residents and local businesses to develop litter solutions
- Convened 12 neighborhood litter clean-up days, covering 599 blocks in total
- Collected and removed 8,711 pounds of litter from Greenpoint streets through the efforts of 945 volunteers on litter clean-up days
- Completed a year-long, 120-hour education program with students from Frances Perkins Academy that culminated in the acclaimed documentary video, “Talking Trash: Throwing Out the Big Apple”
- Developed a curriculum guide on themes from the documentary for teachers of Grades 8-12 and community leaders, and trained 18 educators in using the guide
- Distributed 150 copies of the curriculum guide to Greenpoint schools
- Installed 50 new litter containers throughout Greenpoint at priority intersections based on the project’s community litter analysis



PROJECT PRODUCTS

- Curb Your Litter: Greenpoint – Litter Analysis
- Curb Your Litter: Greenpoint – Curriculum Guide
- Curb Your Litter: Greenpoint – Talking Trash: Throwing Out The Big Apple

Project Lead:

Build It Green! NYC

Project Partners:

Newtown
Creek Alliance;
Brooklyn College's
Environmental
Sciences Analytical
Center; Greenpointers.
com; The Garden;
Down to Earth
Farmers Markets
– McGolrick Park;
NYC Department
of Sanitation;
and Community
Environmental Center

Project Location:

Greenpoint-wide

2014 GCEF Grant:

\$12,500

GCEF Grant Amount

Disbursed: \$2,559

2014 Matching

Contribution: \$5,000

Project Terminated:

June 2015

Feasibility Study for Greenpoint Community Compost Site

In 2014, through a competitive process, Build It Green! NYC received a \$12,500 GCEF grant (and provided \$5,000 in matching funds) to study the feasibility of developing a community compost site in Greenpoint to be operated by BIG!Compost. Composting helps divert organic waste from landfills, and compost can then be used to improve soils in tree beds, gardens, and parks. The planned feasibility study sought to examine community attitudes toward composting; potential composting locations; the possibility of using produced compost to remediate soil in Greenpoint; and the costs and benefits of various composting technologies.

The project was terminated due to Build It Green! NYC's suspension of activities and elimination of staff central to the project's implementation. Before the project's termination, GCEF allocated \$2,559 (of the \$12,500 earmarked) to the project to conduct evaluations of the physical and operational demands of a community composting operation; use GIS software to find properties potentially suitable as composting sites; and to develop a questionnaire for a community needs assessment.

PROJECT PRODUCTS

- Feasibility Study for Greenpoint Community Compost Site: Map of preliminary community compost sites



Green Roof Feasibility Study

In 2014, through a competitive process, the Greenpoint Reformed Church received \$5,000 in GCEF funding (and provided \$1,000 in matching funds) to study the feasibility of installing a green roof. Green roofs provide a number of environmental benefits, including reducing stormwater runoff and air pollution.

An engineering study was conducted to determine the strength and durability of the existing 2,500-square-foot roof, originally constructed in 1848. A detailed description of current roof conditions and a cost estimate for the installation of a green roof were also prepared. The findings determined that a green roof would be possible, but only after structural changes were made to the church's roof. Based on these findings, the church has explored funding the scope of work associated with the installation of a green roof.

Project Lead:
Greenpoint Reformed Church

Project Partner:
None

Project Location:
136 Milton Street

TOTAL INVESTMENT:
\$6,000

2014 GCEF Grant:
\$5,000

2014 Matching Contribution: \$1,000

2014 Project Completed: April 2015



Community Greening

PROJECT ACCOMPLISHMENTS

- Conducted a detailed engineering study, detailed description of current roof conditions, and cost estimate to determine the feasibility of installing a green roof on the Greenpoint Reformed Church
- Determined that installation of a green roof at the church would be feasible with structural changes to the roof

PROJECT PRODUCTS

- Green Roof Feasibility Study: Report



Greening Greenpoint

In 2014, through a competitive process, City Parks Foundation (CPF) received a \$1,950,719 GCEF grant (and provided \$2,207,896 in matching funds) to implement a comprehensive urban forestry plan for Greenpoint. Major activities of the GCEF-funded project included installing tree guards; planting bulbs and ground cover; removing concrete blocks around existing tree beds; and planting new street and park trees. The overarching project goals were to create new tree canopy cover, promote healthy, long-lived trees, add new green space, capture and treat stormwater runoff, and reduce local air pollution in the community. The project also sought to elevate residents' understanding of the importance of trees and to empower them to advocate and care for their local trees. Through a variety of activities, the Greening Greenpoint project trained and equipped citizen tree stewards from the community and local schools to provide long-term care to Greenpoint's trees.

Project Lead:
City Parks Foundation

Project Partners:
Trees New York;
Partnership for Parks;
MillionTreesNYC;
NYC Department
of Parks and
Recreation: Forestry
Service; and North
Brooklyn Chamber of
Commerce

Project Location:
Greenpoint-wide

TOTAL INVESTMENT:
\$4,860,663

Total GCEF Funding:
\$2,652,767

2014 GCEF Grant:
\$1,950,719

2017 Budget
Addition: \$603,698

2019 Budget
Addition: \$98,350

Community Greening

**Total Matching
Contribution:**
\$2,207,896

2014 Matching
Contribution:
\$2,207,896

**2014 Project
Completed:** June 2019

In 2017, CPF was awarded an additional \$603,698 to further Greening Greenpoint's urban forestry activities in Greenpoint. These activities included holding a summer session of the "Young Urban Forester" internship in Greenpoint; hosting tree stewardship workshops; providing additional scholarships for Trees New York's signature "Citizen Pruner" course; using CPF's "Seeds to Trees" curriculum at P.S. 110 The Monitor, P.S. 31 Samuel F. Dupont, and P.S. 34 Oliver H. Perry schools; holding additional tree giveaways; planting additional new street trees; and conducting street tree work such as tree bed expansions, concrete block removals, and tree guard installations for an additional six months.

An inventory of all street and park trees throughout NYC – including those planted through the Greening Greenpoint project – is available on the NYC's Street Trees website: Tree-Map.NYCGovParks.org

PROJECT ACCOMPLISHMENTS

- Planted 634 street trees in Greenpoint, which is estimated to capture nearly 1 million gallons of stormwater and remove over 16,000 pounds of carbon dioxide from the atmosphere annually
- Installed 575 tree guards, expanded over 1,000 tree beds, and converted over 34,000 square feet of concrete surface into green space
- Protected 43 high-value ash trees from infestation by the emerald ash borer with prophylactic trunk injections



⌘ Greening Greenpoint's 500th tree planting in April 2018. Photo: Daniel Avila

- Provided advanced tree care for high-value neighborhood trees, including soil decompaction and nutrient enrichment for trees in Monsignor McGolrick Park
- Provided structural pruning for all street trees that have been in ground between 3 and 5 years
- Distributed 565 trees for planting on private property in Greenpoint
- Distributed 2,000 perennial plants for planting, and planted 25,000 perennial bulbs in tree beds
- Engaged nearly 3,000 volunteers and community members in street and park tree stewardship
- Trained and equipped 135 new Citizen Pruners
- Hosted 33 Young Urban Forester Interns in the summers of 2015-2018

Community Greening



- Installed interpretive signage at street tree beds
- Directed community-led tree stewardship of over 2,000 public trees (half of all trees in Greenpoint!)
- Hosted Partnership for Parks workshops in Greenpoint to facilitate more participation from community members
- Facilitated the enrollment of 3 Greenpoint residents in CPF's Partnerships Academy Fellowship, an opportunity for community parks leaders to enhance their organizational skills
- Revitalized Greenpoint block associations for Oak Street and Apollo Street, centered around tree advocacy
- Inspired Greenpoint residents to self-organize and form Greenpoint Tree Corps, a group that will continue to care and advocate for trees throughout the neighborhood

PROJECT PRODUCTS

- Greening Greenpoint: Comprehensive map of Greenpoint street, park and residential trees
- Greening Greenpoint: List of Street Tree Locations
- Greening Greenpoint: List of Residential Tree Giveaway Locations





⌘ Volunteers planting along Paidge Avenue. Photo: Sophia Wohl

Greening the Industrial Shoreline of Newtown Creek in Greenpoint

In 2018, through a competitive process, the City Parks Foundation was awarded \$53,777 in GCEF funding (and provided \$15,130 in matching funds) to create a comprehensive planting plan for areas around Newtown Creek shorelines in Greenpoint, and then plant those areas with native plants, trees, and shrubs. For the project, volunteers from North Brooklyn Community Boathouse and Newtown Creek Alliance were trained to identify local species of trees and plants, and conduct surveys of the shoreline vegetation. Analysis of the resulting survey map helped formulate a planting plan, which was then used by volunteers to plant trees, shrubs and perennials in seven separate locations. These seven locations comprised a new green corridor and pollinator pathway in northern industrial Greenpoint. The corridor and pathway connect the Manhattan Avenue Street End (MASE) Park to the Newtown

Project Lead:
City Parks Foundation

Project Partners:
Hudsonia; Newtown Creek Alliance; NYC Department of Parks and Recreation's New York Tree Trust; and North Brooklyn Community Boathouse, formerly North Brooklyn Boat Club

Project Location:
Greenpoint-wide

TOTAL INVESTMENT:
\$68,907

2018 GCEF Grant:
\$53,777

2018 Matching Contribution: \$15,130

2018 Project Completed: July 2019

Community Greening

Creek Nature Walk and several other nearby green spaces. The corridor and pathway also connect to two other GCEF-funded projects, “Kingsland Wildflowers” rooftop and the “Under the K Bridge Park.” The project also conducted public paddles on Newtown Creek to teach participants about the environmental history and ecology of the waterway.

PROJECT ACCOMPLISHMENTS

- Trained volunteers from North Brooklyn Community Boathouse and Newtown Creek Alliance to identify local species of trees and plants, and to conduct surveys of the shoreline vegetation
- Contributed information to the website: [iNaturalist](#)
- Created a site summary and planting plan for 7 separate locations along the Newtown Creek shoreline and nearby street-ends
- Planted and maintained 70 trees, 160 shrubs, and 1,500 perennials in those 7 locations
- Engaged approximately 90 participants in 3 public paddles to learn about the environmental history and ecology of Newtown Creek
- Helped establish a green corridor linking the Newtown Creek Nature walk with other green spaces along Newtown Creek and the existing shoreline habitat



PROJECT PRODUCTS

- Greening the Industrial Shoreline of Newtown Creek in Greenpoint: Summaries and Planting Plans



Greenpoint Business Environmental Stewardship Project

In 2015, through a competitive process, ITAC, formerly known as the NYC Industrial & Technology Assistance Corporation, received a \$99,998 GCEF grant (and provided \$197,812 in matching funds) to improve Greenpoint’s environment by helping businesses implement environmentally- and financially-beneficial improvements. The project focused on working with local manufacturing companies in Greenpoint to identify and implement green improvements that would provide sustained environmental benefits for the community.

Project activities funded through GCEF included: working with community partners, including the local Chamber of Commerce, to engage the Greenpoint manufacturing community in learning about sustainable best practices; screening 10 companies in Greenpoint for participation in the project, and providing three of the businesses with additional assessment and implementation support to green

Project Lead:
ITAC, formerly
NYC Industrial &
Technology Assistance
Corporation

Project Partners:
Greenpoint
Manufacturing
and Design Center;
Greenpoint
businesses; and the
New York State
Pollution Prevention
Institute

Project Location:
Greenpoint-wide

TOTAL INVESTMENT:
\$297,810

2015 GCEF Grant:
\$99,998

**2015 Matching
Contribution:** \$197,812

**2015 Project
Completed:** Aug. 2018

Community Greening

their manufacturing operations. Case studies were prepared for the improvements achieved by the three selected companies, such as enhancing the quality of their water and air emissions, reducing toxic chemicals and waste streams, and increasing the efficiency of their use of resources.

The case studies of the environmental improvements achieved by the three companies were presented by ITAC at a workshop on sustainable manufacturing best practices that was attended by local Greenpoint businesses, the Brooklyn Chamber of Commerce, and a local economic development corporation.

PROJECT ACCOMPLISHMENTS

- Invited 35 Greenpoint manufacturing firms to attend an orientation event to learn about best practices for environmental sustainability
- Screened 10 Greenpoint area manufacturing companies to identify those with the largest potential for environmental improvement in their manufacturing processes
- Conducted process assessments at 3 selected businesses, and provided direct financial and technical assistance to these businesses to reduce the environmental impact of their manufacturing processes
- Developed a “Sustainable Supplier Program” for Argosy Designs, a Greenpoint metal fabricator, to enhance the sustainability of the company’s supply chain and meet customer demand for sustainably-sourced products

- Created an alternative cookie recipe model at Ovenly, a Greenpoint bakery, that increased the usable finished product, thereby reducing waste generation, as well as providing operational savings and increased revenue
- Optimized the layout of a walk-in freezer at Van Leeuwen, a Greenpoint ice cream manufacturer, and designed an easy-to-use inventory management system resulting in energy reductions of 10% or more, and an increase in the useful life of the freezer equipment
- Presented case studies on the environmental improvements achieved by all 3 companies at a workshop on sustainable manufacturing best practices



PROJECT PRODUCTS

- Greenpoint Business Environmental Stewardship Project: Case Studies - Argosy, Ovenly, Van Leeuwen

Project Lead:

Evergreen

Project Partners:

Greenpoint-based businesses; and eDesign Dynamics

Project Location:

Greenpoint-wide

2015 GCEF Grant:

\$99,950

GCEF Grant Amount

Disbursed: \$34,260

2015 Matching

Contribution: \$12,627

Project Terminated:

March 2018

Greenpoint Industrial Environmental Improvement Program

In 2015, through a competitive process, Evergreen received a GCEF grant for \$34,260 (and provided \$12,627 in matching funds) to engage Greenpoint industrial businesses to research, design, and implement green infrastructure improvements that would provide visible and quantifiable benefits for the community's environment. Green infrastructure incorporates both the natural environment and engineered systems – such as rain gardens, bioswales, permeable pavements, and green roofs – to provide habitat, flood protection, and cleaner air and water. Goals of the project included: conducting outreach to owners of local industrial businesses to identify interest in participating in the program, and then, with project partner eDesign Dynamics, conducting initial feasibility studies at select businesses to identify where green infrastructure would be cost-effective, environmentally-beneficial, and offer public access opportunities. The project originally sought to select two to four businesses to receive support for design and construction of green infrastructure improvements.

In November 2017, the project was amended to focus its support for design and construction of green infrastructure improvements to one business, located at 29 Norman Avenue, as the initial feasibility analysis identified only a single viable participant. In March 2018, the project was terminated when the planned improvements at the selected business were ultimately determined to be incompatible



⌘ Concept rendering for a courtyard rain garden – a green infrastructure improvement

with the site. The project team and the business developed a concept for a removable demonstration rain garden in the courtyard of a publicly-accessible building. However, following the development of a conceptual design, the building owners decided that the rain garden would conflict with the use of the space. Before the project’s termination, GCEF allocated \$34,260 to fund outreach to local businesses, perform initial feasibility analyses of potential sites, and develop a concept design for the selected site.

Based on the knowledge and experience gained through this project, Evergreen: Your North Brooklyn Business Exchange continues to conduct outreach to educate industrial businesses and property owners in Greenpoint about the benefits of green infrastructure.



Community Greening

PROJECT ACCOMPLISHMENTS:

- Reached out to over 650 Greenpoint-based industrial businesses through public information sessions, door-to-door canvassing, e-blasts, and other social media outreach about green infrastructure's benefits to businesses and the community's environment
- Conducted 15 initial site visits to assess the potential for green infrastructure implementation
- Conducted 9 follow-up feasibility studies with project partner eDesign Dynamics
- Worked with 1 business to develop a conceptual design for a green infrastructure project
- Raised awareness within Greenpoint's industrial community about the benefits of green infrastructure to their businesses and the local environment

PROJECT PRODUCTS

- Greenpoint Industrial Environmental Improvement Program: Feasibility Site Visit Notes



⤴ Entrance garden. Photo: Gregg Richards / Brooklyn Public Library

Greenpoint Library Environmental Education Center at Greenpoint Library

In 2014, through a competitive process, Brooklyn Public Library (BPL) was awarded a \$5,060,791 GCEF grant (and provided \$17,377,077 in matching funds) to renovate the Greenpoint Library branch with state-of-the-art green features and create an Environmental Education Center (EEC) to serve – in partnership with local environmental groups and Greenpoint residents – as a hub for community-based environmental programs, exhibits, and information. Under the original plan, the GCEF grant was to fund designing and constructing an intensive green roof and a community composting space; replacing concrete on library grounds with native plant landscaping and permeable pavement; and installing the following environmentally-friendly features: high-efficiency HVAC and lighting systems, building

Project Lead:
Brooklyn Public
Library

2014 Project Partners:
Newtown Creek
Alliance; Greenpoint
Waterfront
Association for
Parks and Planning;
North Brooklyn
Neighbors, formerly
Neighbors Allied for
Good Growth; North
Brooklyn Community
Boathouse, formerly
North Brooklyn Boat
Club; Frances Perkins
Academy; Automotive
High School; John
Ericsson M.S. 126; P.S.
110 The Monitor; P.S.
34 Oliver H. Perry;
and P.S. 31 Samuel F.
Dupont; Friends of
Greenpoint Library;
Solar One; City
University of New
York's Center for
Urban Environmental
Reform; Town
Square; and Brooklyn
Community Board One

Community Greening



⤴ First floor kids area. Photo: Gregg Richards / Brooklyn Public Library

2018 Project Partners:

Greenpoint Eco-Schools; North Brooklyn Neighbors; Newtown Creek Alliance; and North Brooklyn Community Boathouse

Project Location:

107 Norman Avenue

TOTAL INVESTMENT:

\$22,550,201

management controls, water-efficient plumbing and fixtures, rainwater harvesting and stormwater runoff controls, and alternative energy systems such as solar arrays and wind turbines. In late 2015, the architecture firm Marble Fairbanks was selected for the project.

In early 2016, and in consultation with the project's Community Advisory Committee, project managers determined that – due to cost factors and issues with age, condition, and configuration of the building's current physical plant (i.e., HVAC, plumbing, etc.) – rebuilding the library was preferable to renovating the existing structure. Accordingly, the new building would have significantly more indoor and outdoor space for public programs and activities.

The GCEF-funded green features and EEC contained in the original renovation plan were integrated into the new building design. Demolition of the existing library took place in September 2016 and a groundbreaking ceremony for the new library was held in October 2016.

In 2017, after a competitive process, BPL was awarded an additional \$49,428 GCEF grant to support two further endeavors: (1) the purchase of books for the new EEC on topics related to the environment/nature, climate change and sustainability; and (2) a community oral history/ scanning project that enabled community residents to share their personal narratives, as well as historic photographs, documents, memorabilia, and ephemera, depicting Greenpoint’s environmental history. The Greenpoint Environmental History Project is available on Tumblr, SoundCloud, iTunes, and BPL’s website.

In 2018, through another competitive process, BPL was awarded \$25,287 in extra GCEF funding (and provided \$20,496 in matching funds) to create lesson plans and toolkits for students to support the environmental educational programming to be offered at the EEC. In addition, the grant enabled the library to obtain digital versions of documents related to the Newtown Creek oil spill cleanup and other local environmental issues; documents that were previously housed only as physical copies at the Greenpoint Library. The digitalization and placement of these remediation documents on BPL’s website will make them more widely accessible to the community.

Total GCEF Funding:

\$5,152,628

2014 GCEF Grant:
\$5,060,791

2017 Budget
Addition: \$49,428

2018 GCEF Grant:
\$25,287

2019 Budget
Addition: \$14,400

2020 GCEF Grant:
\$2,722

Total Matching Contribution:

\$17,397,573

2014 Matching
Contribution:
\$17,377,077

2014 Matching
Contribution:
\$20,496

2014 & 2018 Projects Completed: Oct. 2020

2020 Projects Completed: Aug. 2021

Community Greening



^ Outdoor reading area with garden and rain water cistern. Photo: Gregg Richards / Brooklyn Public Library

In 2019, BPL received an additional \$14,400 from GCEF to purchase additional books for the EEC's collection, and enhance the library's community oral history and scanning project.

In 2020, BPL was awarded \$2,722 more in GCEF funding to purchase a Dobsonian reflector telescope to support science, technology, engineering, and math (STEM) programming, and astronomy education offerings at the Greenpoint Library. The funds also allow for expanded community access to the neighborhood's oral history and archive collection through the purchase of a table-top kiosk, an iPad, and four sets of headphones as well as the transcription of the GCEF funded oral histories. These items comprise a "discovery station"

at the library branch, where patrons can listen and browse through the Greenpoint Environmental History archive.

On October 20, 2020, the library opened to the public. At 15,000 square feet, the new Greenpoint Library and EEC doubles the size of the previous building and provides significantly enlarged indoor and outdoor spaces to house expanded library use, including the exploration of the environment. The library features external elements that interact with the natural world, including a gardened reading deck, windows that act as sun dials, and a 1,500-gallon cistern to collect rainwater for the rooftop demonstration garden. Inside, the library has distinct adult, young adult, and children's reading rooms and collection spaces, and community areas for regular library programming as well as those supporting environmental education. Laboratory spaces for interactive science projects which can be expanded into a large community event space, and small meeting rooms are distributed on the two main floors.

Additional green features of the project include solar panels to generate clean, on-site energy, high-efficiency heating and cooling, LED lighting fixtures to reduce energy use, water-efficient plumbing and fixtures to reduce indoor water use, and porous pavement outside to capture stormwater. The library received Leadership in Energy and Environmental Design (LEED) Gold certification. LEED is an internationally-recognized green building certification system, providing third-party verification that a building was designed and built to achieve energy savings, water efficiency, CO₂

Community Greening



^ Rooftop solar panels (left) and third floor pollinator garden (right). Photos: Gregg Richards / Brooklyn Public Library

emissions reduction, improved indoor environmental quality, and other environmental benefits.

In April 2023, the State announced a \$100,000 grant to the Brooklyn Public Library to implement a five-year program to support environmental education and community engagement programming at the library.

For more information, visit Brooklyn Public Library - Greenpoint Library's website: BKLYNLibrary.org/Locations/Greenpoint; for the repository of remediation reports, visit: BKLYNLibrary.org/Locations/Greenpoint/Remediation; and for the oral history and scanning project, visit: BKLYNLibrary.org/DigitalCollections/items?search=acn%3AGreenpoint+Environmental+History&q=items

PROJECT ACCOMPLISHMENTS:

- Designed and constructed a new LEED Gold certified Brooklyn Public Library – Greenpoint Library Environmental Education Center (EEC), with features that include:
 - A green roof with areas open to the public
 - Solar panels with real-time energy-use and energy-generation display,
 - Rainwater capture and management, and associated horticultural space
 - Maximum use of natural daylight on the upper level and energy-efficient lighting including LED lights and light sensors on the lower level.
 - Energy-efficient mechanical, electrical, and plumbing equipment
 - Reduction of indoor and outdoor water consumption by using only WaterSense-labeled, low flow plumbing fixtures
- Acquired 644 items for the EEC collection, including fiction and nonfiction books on environmental topics for children, teens, and adults
- Hired a part-time Outreach Archivist to coordinate and conduct community oral history/scanning events, which were attended by 190 people, and resulted in 193 scanned items and 68 oral histories.
- Created a community archive of photos, ephemera, stories, etc., describing Greenpoint’s environmental history available on BPL’s website, on SoundCloud, and in excerpts featured on BPL’s “Our Streets, Our Stories”

Community Greening

- Created 12 environmental education plans for librarians to use to lead youth workshops on topics including recycling, water usage, solar power, pollution, composting, soil composition, and pollinator gardening
- Procured 425 digital versions of remediation reports from 20 Greenpoint construction projects, created a user guide to help the public access these reports online, and created a system for managing future remediation reports
- Purchased a table-top kiosk, iPads, and four sets of headphones, which will comprise a “Discovery Station” within the library where patrons can listen to and browse the Greenpoint Environmental History archive
- Created written transcripts of the GCEF-funded Oral History Project
- Purchased a Dobsonian reflector telescope to be used for STEM programming in children, teen, and adult astronomy programs

Keeping Cigarette Butts Out of Newton Creek

In 2014, through a competitive process, North Brooklyn Community Boathouse received a \$24,660 GCEF grant for a “Don’t Put Your Butt in the Creek” campaign. The campaign sought to raise awareness and reduce the prevalence of inappropriately disposed of cigarette butts fouling Newtown Creek. The campaign intended to couple the placement of specially-designed cigarette disposal containers (labeled with the slogan “Don’t Put Your Butt in the Creek”) outside Greenpoint bars and restaurants, with community education and publicity focused on the impact that cigarette butts and other trash have on Newtown Creek.

In 2015, the project was terminated due to loss of the principal manager responsible for its implementation. Before the project’s termination, GCEF allocated \$3,379 to the campaign for coordination, and to design and build a prototype of the cigarette disposal container.



^ Prototype pedestal of cigarette disposal station

Project Lead:
North Brooklyn
Community
Boathouse, formerly,
North Brooklyn Boat
Club

Project Partners:
Brooklyn Allied Bars
and Restaurants; and
North Brooklyn Parks
Alliance, formerly
Open Space Alliance
for North Brooklyn

Project Location:
Areas proximate to
Newtown Creek

2014 GCEF Grant:
\$24,660

**GCEF Grant Amount
Disbursed:** \$3,379

**2014 Matching
Contribution:** \$0

Project Terminated:
Nov. 2015

Community Greening

Project Leads:

NYC Audubon; and
Newtown Creek
Alliance

2015 Project Partners:

Alive Structures; Trout
in the Classroom; and
The Fortune Society

2018 Project Partners:

Alive Structures;
Broadway Stages;
Green Roof
Researchers Alliance;
and Newtown Creek
Alliance

Project Location:

520 Kingsland Avenue

TOTAL INVESTMENT:

\$3,898,321

Total GCEF Funding:

\$1,252,831

2015 GCEF Grant:
\$971,782

2017 Budget
Addition: \$162,902

2018 GCEF Grant:
\$99,557

2020 GCEF Grant:
\$18,590



Newtown Creek Wildflower Roof and Community Space aka Kingsland Wildflowers

In 2015, through a competitive process, a partnership of NYC Audubon and Newtown Creek Alliance (NCA) received a GCEF grant of \$971,782 (and provided \$2,571,840 in matching funds) to install a 21,711-square-foot, multi-level, bird-friendly, intensive green roof on the Broadway Stages building at 520 Kingsland Avenue. The goal of the roof – referred to as “Kingsland Wildflowers” – was to reduce stormwater runoff, and provide publicly-accessible green space, an outdoor education classroom, and environmental-education programming for Greenpoint residents. Major GCEF-funded project activities included planting the roof with biologically-diverse native plant species, and monitoring the biodiversity of the green roof and sharing

these results with the community. The project also provided educational programming for elementary and middle school educators, held public education events including tours, lectures, workshops and open houses, and offered public access and eco-festival community days. In addition, the project created a stewardship and volunteer network for the roof's long-term maintenance, and conducted local "green-collar" job training in green roof installation and upkeep.

In 2017, through another competitive process, NYC Audubon in partnership with NCA was awarded \$162,902 in additional funding to extend roof maintenance and further community programming at the site. New programming included an annual fall festival event; lectures and presentations in the green space; school and camp visits to the roof; public tours; a spring conference on the importance of birds in urban environments; and printed interpretive materials. The additional funding also supported 25 weeks of monitoring the diversity of bat and bird species (when those results were compared with other NYC green roofs, it was discovered that the Kingsland roof tops were home to a comparatively diverse community of birds and bats.)

GCEF funding was used to enhance the Kingsland Wildflowers' website and social media platforms, increasing community awareness of the project and its offerings, and also to develop a strategic plan to sustain the green roof and its related programming after GCEF funding ended.

In 2018, through another competitive process, NYC Audubon in partnership with NCA, received a \$99,557

**Total Matching
Contribution:**
\$2,645,490

2015 Matching
Contribution:
\$2,571,840

2018 Matching
Contribution:
\$73,650

**2015 & 2018 Projects
Completed:** July 2019

**2020 Projects
Completed:** Aug. 2021

Community Greening

GCEF grant to expand the green roof, build an educational garden, and install a green wall for wildlife monitoring. These enhancements provided more green space for the community and more opportunities for hands-on outdoor learning experiences. GCEF also funded the creation of a science, technology, engineering, and math (STEM) curriculum about green roofs used to support educational programs at the site and distributed to Greenpoint Eco-School partners as well as other local green infrastructure educators and schoolteachers.

The overwhelming success of this project inspired the development of additional green roofs in Greenpoint. In January 2019, State Assembly member Joe Lentol announced a \$1.5 million New York State grant to Broadway Stages and its partner, Alive Structures, for the creation of green roofs – totaling 1.4 acres – on three additional sound stage locations in Greenpoint.

In 2020, NCA and NYC Audubon received a GCEF grant of \$18,590 to purchase equipment to improve the community space, host three environmental education events and a mid-summer festival at Kingsland Wildflowers in 2021. The events are intended to provide community members with more hands-on education about native plants, green roofs, and their ecological importance, as well as to celebrate the roof's contribution to Greenpoint's environment and community.

For more information about this project, visit the Kingsland Wildflowers' website: KingslandWildflowers.com



PROJECT ACCOMPLISHMENTS

- Removed impervious rooftop surface; and designed and installed a 21,711-square-foot intensive green roof, which, among its many environmental benefits, prevents approximately 198,000 gallons of stormwater runoff annually
- Designed and installed an additional 2,014 square feet of green roof as an “education garden,” which prevents approximately 89,000 gallons of stormwater runoff annually and features a green wall, and a model explaining the design of green-roofs
- Used a total of 84,414 plants and 54 pounds of plant seeds in order to green the roofs
- Conducted 25 weeks of bat and bird monitoring for species diversity, revealing a comparatively diverse community at the Kingsland locations

Community Greening



- Gave 56 green infrastructure tours, which educated over 1,000 participants about the benefits of green roofs
- Held a total of 48 on-site conferences, festivals, and workshops, hosting over 3,867 people
- Created the “Kingsland Wildflowers Green Roof Teacher’s Guide,” which was distributed to all Greenpoint Eco-School teachers
- Held 15 school visits during the 2018-2019 academic year
- Provided training for a total of 44 educators at the annual “Trout in Classroom” (an environmental education program) conferences from 2017-2019
- Developed a sustainable maintenance plan for the roof that includes working with a local workforce of 25 trained volunteers
- Developed a strategic plan for sustaining the roof and its programs
- Inspired the creation of 3 additional industrial green roofs at other Greenpoint locations
- Provided “green-collar” job training in green roof installation and maintenance to 25 volunteers
- Purchased equipment for the community space, and hosted 3 environmental education events attended by 60 local residents and a mid-summer festival event attended by approximately 800 people in 2021



⌘ Photo: Andrew Massa

PROJECT PRODUCTS

- Kingsland Wildflowers: Green Roof Teacher’s Guide



Reduce Reuse Recycle Greenpoint: Restaurants Program

In 2015, through a competitive process, North Brooklyn Neighbors (NBN) received a GCEF grant of \$27,722 (and provided \$3,640 in matching funds) to conduct a waste-reduction campaign with Greenpoint restaurants to help reduce the amount of waste they send to landfills. Major project activities involved: distributing questionnaires on waste reduction practices to 15 Greenpoint restaurants; selecting six restaurants to undergo waste audits and hands-on intensive waste reduction coaching from a professional restaurant sustainability consultant; and choosing two of the restaurants – Anella and Jimmy’s* – to take part in a pilot project called “Shareware” that focused on reducing waste through the use of reusable takeout containers. In the Shareware pilot, customers received a meal in a reusable container and returned the container to the restaurant, at their convenience. Returned containers were then cleaned

Project Lead:
North Brooklyn
Neighbors, formerly
Neighbors Allied for
Good Growth

Project Partners:
Common Ground
Compost; Brooklyn
Allied Bars and
Restaurants; and
the North Brooklyn
Chamber of
Commerce

Project Location:
Greenpoint-wide

TOTAL INVESTMENT:
\$38,862

Total GCEF Funding:
\$35,222

2015 GCEF Grant:
\$27,722

2020 GCEF Grant:
\$7,500

**Total Matching
Contribution:**
\$3,640

2015 Matching
Contribution: \$3,640

Community Greening

**2015 Project
Completed:**
June 2017

(according to Department of Health standards) and re-used for takeout.

**2020 Project
Completed:**
July 2020

The 2015 funding was also used to create a brochure and website page highlighting Greenpoint-specific best practices for restaurant waste reduction.

In 2020, helping to further their waste reduction efforts, NBN was awarded a GCEF grant of \$7,500 to purchase, print and distribute reusable bags to Greenpoint residents to help prepare them to comply with the New York State plastic bag ban, which took effect in 2020. 1,800 reusable bags were given away and 2,500 door hangers were circulated to remind residents to bring their reusable bags along on shopping trips.

For more information, visit the North Brooklyn Neighbors' website to learn about the Reduce, Reuse, Recycle Greenpoint project: NorthBrooklynNeighbors.org/project/reduce-reuse-recycle-greenpoint/, the Takeout Container Pilot program: NorthBrooklynNeighbors.org/project/reusable-takeout-container-pilot-program/; and the Reducing Single-Use Plastic project: NorthBrooklynNeighbors.org/project/reducing-single-use-plastic/

*After Jimmy's closed during the grant project, NBN connected with Toro Ironworks Kitchen and Bar to participate in the Shareware pilot program.

PROJECT ACCOMPLISHMENTS

- Interviewed 15 Greenpoint restaurants and selected 6 to participate in a waste audit, which found that approximately 50% of each restaurant’s current landfill waste stream was recyclable or compostable
- Collaborated with 2 Greenpoint restaurants to launch a reusable takeout container pilot program called “Shareware”
- Created a brochure and dedicated webpage for restaurants on Greenpoint-specific, best practices for waste reduction
- Hosted 2 workshops for local restaurant owners – attended by 100 participants – on the environmental impacts of restaurant waste and best practices for reducing it
- Distributed 1,800 reusable bags to Greenpoint residents and 2,500 door hangers to remind Greenpoint residents not to forget their reusable shopping bags
- Hosted several distribution events to give away reusable bags and educate Greenpoint residents about the New York State plastic bag ban



PROJECT PRODUCTS

- Reduce Reuse Recycle Greenpoint:
Restaurants Program - Greenpoint Restaurant
Waste Reduction Educational Brochure

GCEF Grant Projects

Environmental Education & Stewardship



⌘ Greenpoint Eco-Schools was honored with the “Green Flag,” Eco-Schools USA’s highest award, for being outstanding models of school greening and sustainability (May 2017).



Audubon New York's For the Birds! Environmental Education Program

In 2018, through a competitive process, Audubon New York, a state program of the National Audubon Society, was awarded \$100,089 in GCEF funding (and provided \$35,586 in matching funds) to deliver environmental education programs, workshops, and hands-on stewardship activities for Greenpoint children, adults, and families. This “For the Birds!” Environmental Education Program grant – devoted to local wildlife and ecosystems – was an extension of two previously funded GCEF projects: For the Birds! at P.S. 110 The Monitor and For the Birds! at St. Stanislaus Kostka Catholic Academy.

In the project, students from P.S. 110 and St. Stanislaus Kostka were once again engaged in the For the Birds! Curriculum, and Greenpoint residents were able to learn about local birds and their habitats through a series of community bird walks. The project also planted native plants in the P.S. 110 Garden and Lentol Garden.

Project Lead:
Audubon New York

Project Partners:
McGolrick Park
Neighborhood
Alliance; P.S. 110 The
Monitor;
P.S. 31 Samuel F.
Dupont; P.S. 34
Oliver H. Perry; and
St. Stanislaus Kostka
Catholic Academy

Project Locations:
124 Monitor Street;
75 Meserole Avenue;
131 Norman Avenue;
and 12 Newel Street

TOTAL INVESTMENT:
\$137,230

Total GCEF Funding:
\$101,644

2018 GCEF Grant:
\$100,089

2020 GCEF Grant:
\$1,555

**Total Matching
Contribution: \$35,586**

2018 Matching
Contribution:
\$35,586

Environmental Education & Stewardship

2018 Project

Completed: July 2019

2020 Project

Completed: Oct. 2020

In 2020, Audubon New York's For the Birds! Environmental Education Program was awarded \$1,555 in additional GCEF funding to deliver an eight-session, remote-learning bird education program to approximately 100 third-grade students at P.S. 31. Lesson topics included basic bird identification, how and why birds migrate, bird habitats, and how to take a neighborhood bird walk. The project also hosted two virtual neighborhood bird walks as part of a Fall 2020 webinar series attended by more than 60 Greenpoint residents. Viewers learned how to identify birds both by sight and by ear, and what birds can be seen in Greenpoint during fall migration.

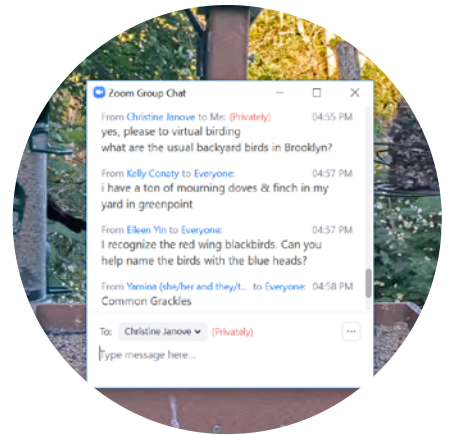
PROJECT ACCOMPLISHMENTS

- Reached a total of 516 students, teachers, volunteers, and community members in Greenpoint through its educational programming, habitat projects, and community bird walks
- Delivered For the Birds! Curriculum to 302 students in 14 classrooms including 3rd graders at P.S. 110 The Monitor; and 2nd, 3rd, and 5th graders at St. Stanislaus Kostka Catholic Academy
- Organized a school-wide assembly at St. Stanislaus Kostka for 140 students and faculty on birds of prey in conjunction with Volunteers for Wildlife (a Long Island-based animal hospital and education center)
- Engaged 50 Greenpoint residents through 5 community bird walks, observing a total of 50 bird species
- Installed 776 native plants in the gardens at P.S. 110 and Lentol Garden

- Created an 8-session, remote-learning, bird education program for approximately 100 3rd graders at P.S. 31 Samuel F. Dupont in 2020
- Engaged more than 60 Greenpoint residents through 2 virtual community bird walk webinars in 2020

PROJECT PRODUCTS

- Audubon New York's For the Birds! Environmental Education Program: Virtual Lesson Plans, Video Links and Follow-Up Activities
 - Audubon Adventures: Get to Know Birds
 - Pigeon Morphs Coloring Sheets
 - Pigeon Morphs Coloring Sheets: Key
 - Pigeon Watchlist
 - Audubon Adventures: Migratory Birds
 - Audubon New York Field Guide
 - Paper Airplane Instructions
- Audubon New York's For the Birds! Environmental Education Program: Webinars
 - Fall Migration
 - Birding by Ear
 - DIY Window Decals Tutorial
 - Gantry Plaza State Park
 - Coney Island Walk
 - Greenpoint Bird Walk
 - DOE Field trip 3-5



Environmental Education & Stewardship

Project Lead:

Audubon New York

2014 Project Partners:

P.S. 110 The Monitor;
NYC Department of
Parks and Recreation;
and McGolrick Park
Neighborhood
Alliance

2015 Project Partners:

P.S. 110 The Monitor;
McGolrick Park
Neighborhood
Alliance; Prospect Park
Alliance; Prospect
Park Audubon
Center; Greenpoint
Eco-Schools; NYC
Compost Project;
North Brooklyn Parks
Alliance, formerly
Open Space Alliance
for North Brooklyn;
and The Horticultural
Society of New York

Project Locations:

124 Monitor Street;
and Monsignor
McGolrick Park



For the Birds! Greenpoint at P.S. 110 The Monitor School

In 2014, through a competitive grant process, Audubon New York, a state program of the National Audubon Society, received a \$24,857 GCEF grant (and provided \$15,815 in matching funds) to implement a “For the Birds!” environmental education program at P.S. 110 The Monitor. For the Birds! is an innovative program that promotes learning in the sciences and language arts, as well as community engagement, among young students. The For the Birds! Greenpoint program was implemented in five third-grade classrooms from April to December 2014. In the classroom, students learned about basic bird biology, adaptation, migration, mechanics of flight, and other topics. The program content made critical connections to science, technology, engineering, and math (STEM) concepts as well as the



language arts. The program moved between the classroom and Monsignor McGolrick Park, where native habitat sites in the park served as focal points for students to learn about science concepts, ecosystem processes, and the bird and other wildlife species that rely upon urban green spaces.

After another competitive process, Audubon New York received an additional GCEF grant of \$51,843 (and provided \$26,335 in matching funds) to continue and expand the For the Birds! Greenpoint program at P.S. 110 in 2015. Project activities added with the additional funding included creating a new school garden, and delivering adult and family-focused environmental education workshops for Greenpoint residents. The 2015 For the Birds! program was implemented in third- and fourth-grade classrooms in Spring 2016, and in the fall and spring of 2017.

TOTAL INVESTMENT:
\$118,850

Total GCEF Funding:
\$76,700

2014 GCEF Grant:
\$24,857

2015 GCEF Grant:
\$51,834

**Total Matching
Contribution:**
\$42,150

2014 Matching
Contribution: \$15,815

2015 Matching
Contribution: \$26,335

Environmental Education & Stewardship

2014 & 2015 Projects
Completed: July 2017

PROJECT ACCOMPLISHMENTS:

- Engaged 224 total students at P.S. 110 The Monitor in the program for a total of over 2,475 environmental education hours
- Planted approximately 300 native plants in McGolrick Park (in conjunction with For the Birds! Greenpoint at St. Stanislaus Kostka Catholic Academy) and 302 native plants in the habitat garden at P.S. 110
- Demonstrated an increase in students' bird knowledge; a positive change in attitude towards birds and the environment; and an increase in stewardship ethics and desire to help birds thrive locally as found in students' post-project evaluations
- Held 6 workshops for adults, with 54 people in total attending, on topics such as local birding, composting in Greenpoint, and identifying native plants
- Recruited and trained 7 local residents as program volunteers, who assisted in the creation of a bird-friendly native habitat garden on school grounds (in conjunction with For the Birds! Greenpoint at St. Stanislaus Kostka Catholic Academy)





For the Birds! Greenpoint at St. Stanislaus Kostka Catholic Academy

In 2014, through a competitive grant process, Audubon New York, a state program of the National Audubon Society, received a \$24,857 GCEF grant (and provided \$16,162 in matching funds) to implement a “For the Birds!” environmental education program at St. Stanislaus Kostka Catholic Academy. For the Birds! is an innovative program that promotes learning in the sciences and language arts, as well as community engagement among young students. The For the Birds! Greenpoint program was implemented in four classrooms in Grades 2, 3, 4 and 5 from April to December 2014. Students learned about basic bird biology, adaptation, migration, mechanics of flight, and other topics. The program content made critical connections to science, technology, engineering, and math (STEM) concepts as well as the language arts. The program moved between the classroom and Monsignor McGolrick Park where native habitat sites in the park served as focal points for students to learn about

Project Lead:
Audubon New York

2014 Project Partners:
St. Stanislaus Kostka Catholic Academy;
NYC Department of Parks and Recreation;
and McGolrick Park Neighborhood Alliance

2015 Project Partners:
St. Stanislaus Kostka Catholic Academy;
McGolrick Park Neighborhood Alliance;
Prospect Park Audubon Center;
Greenpoint Eco-Schools;
NYC Composting Project;
North Brooklyn Parks Alliance,
formerly Open Space Alliance for North Brooklyn;
North Brooklyn Community Boathouse,
formerly North Brooklyn Boat Club;
and The Horticultural Society of New York

Environmental Education & Stewardship



Project Locations:

12 Newell Street; and
Monsignor McGolrick
Park

TOTAL INVESTMENT:

\$113,968

Total GCEF Funding:

\$72,260

2014 GCEF Grant:
\$24,857

2015 GCEF Grant:
\$47,403

science concepts, ecosystem processes, and the bird and other wildlife species that rely upon urban green spaces.

After another competitive process, Audubon New York received an additional GCEF grant of \$47,403 (and provided \$25,546 in matching funds) to continue and expand the For the Birds! Greenpoint program at St. Stanislaus Kostka in 2015. Project activities added with the additional funding included creating a new school garden, and delivering adult and family-focused environmental education workshops for Greenpoint residents. The 2015 multi-week For the Birds! program was implemented in Grades 2, 3, 4 and 5 in Spring 2016, and in the fall and spring of 2017. A single event program focused on birds of prey was implemented for the entire student body in grades K-8.

PROJECT ACCOMPLISHMENTS

- Engaged 219 total students in the program for a total of over 1,500 environmental education programming hours
- Planted approximately 300 native plants in McGolrick Park (in conjunction with For the Birds! Greenpoint at P.S. 110 The Monitor) and 132 native plants in the habitat garden at St. Stanislaus Kostka Academy
- Demonstrated an increase in students' bird knowledge; a positive change in attitude towards birds and the environment; and an increase in stewardship ethics and desire to help birds thrive locally as found in students' post-project evaluations
- Held 6 workshops for adults, with 40 people in total attending, focused local birding, composting in Greenpoint, and identifying native plants
- Recruited and trained 7 local residents as program volunteers, who assisted in the creation of a bird-friendly native habitat garden on school grounds (in conjunction with For the Birds! Greenpoint at P.S. 110 The Monitor)

Total Matching

Contribution:

\$41,708

2014 Matching
Contribution: \$16,162

2015 Matching
Contribution:
\$25,546

2014 & 2015 Projects

Completed: July 2017



Environmental Education & Stewardship

Project Lead:

North Brooklyn
Community
Boathouse, formerly
North Brooklyn Boat
Club

2014 Project Partners:

Newtown Creek
Alliance; Sarah
Durand, Associate
Professor at LaGuardia
Community College;
Jane Beckwith
and Kestrel Perez,
Associate Professors
at St. Joseph's
College; Boy Scouts of
America, Troop 469;
and North Brooklyn
Parks Alliance,
formerly Open Space
Alliance for North
Brooklyn

2018 Project Partners:

Greenpoint
Eco-Schools;
Environmental Science
Department at
LaGuardia Community
College; Friends of
Bushwick Inlet Park;
Newtown Creek
Alliance; and NYC H2O



Environmental “Ed shed”

In 2014, through a competitive process, North Brooklyn Community Boathouse (NBCB) received a \$24,426 GCEF grant (and provided \$3,600 in matching funds) to support ongoing educational programming at the Environmental “Ed shed,” located at the boathouse. Established by NBCB, in conjunction with LaGuardia Community College, the Ed shed is a hands-on environmental education and research center that connects Greenpoint residents to their surrounding waterways.

NBCB used their GCEF funding to train educators, and develop and expand community workshops on marine science topics and water quality conditions in the East River and Newtown Creek. Grant monies also supported the creation and maintenance of an instructional aquarium –

housing fish, crab, mollusk, and invertebrate species native to Newtown Creek – at the Ed shed.

Through another competitive process in 2018, NBCB was awarded \$86,560 in GCEF funding (and provided \$23,300 in matching funds) for equipment, personnel, and materials, including multi-user canoes, to enrich their programming. The Ed shed has established itself as a local environmental educational hub by expanding its on-the-water, GCEF-funded, “Floating Classrooms on Greenpoint Waterways” project, which offers themed public paddling trips and events.

In 2020, NBCB was awarded \$46,228 to hold six free, public paddle events and three ecology canoe tours of Newtown Creek and to purchase additional equipment to support their programs. The events will further connect members of the community to local waterways. The funds also went towards event expenses, staff coordination, safety training for trip leaders and volunteers, and the purchase of new life vests and paddles, six kayaks, a kayak storage shed, and a safety boat and lift.

Additionally, NBCB was awarded a separate GCEF grant of \$15,000 in 2020 to engage in organizational capacity-building workshops for board members and volunteer leaders. The workshops will focus on reconnecting leadership with the organization’s mission, revitalizing internal and external communications, and ensuring the organization’s long-term sustainability.

Project Locations:

437 McGuinness
Boulevard / 41
Ash Street; and
Greenpoint-wide

TOTAL INVESTMENT:

\$199,114

Total GCEF Funding:

\$172,214

2014 GCEF Grant:
\$24,426

2018 GCEF Grant:
\$86,560

2020 GCEF Grant:
\$61,228

Total Matching

Contribution: \$26,900

2014 Matching
Contribution: \$3,600

2018 Matching
Contribution:
\$23,300

2014 Project

Completed: Sep. 2015

2018 Project

Completed: July 2019

2020 Project

Completed: Sep. 2021

Environmental Education & Stewardship



PROJECT ACCOMPLISHMENTS

- Educated 845 community members at 48 events on marine science topics and the environmental health of Newtown Creek and the East River in 2015
- Involved 15 local community groups and teaching institutions in educating Greenpoint residents about their waterways
- Created an instructional aquarium displaying fish, crab, mollusk, and invertebrate species native to Newtown Creek
- Developed materials to support environmental education programs, including a poster explaining the NYC sewer system and combined sewer overflows, and a 10-page environmental workbook for students
- Purchased 2 new 29-foot canoes, and several smaller canoes, canoe paddle docks, 6 kayaks, a safety boat

and lift, a kayak storage shed, life vests, and other safety equipment

- Held 12 community open house events at the boathouse in 2018-2019
- Held 21 trips with college-aged students from Pratt Institute, St Joseph’s College, LaGuardia Community College, The City College of New York, New York University, and The New School, as well as middle school students from Metropolitan Expeditionary Learning School
- Held 8 public canoe trips in 2018-2019, with a total of 390 participants, with themes such as birdwatching ship-spotting, and understanding combined sewage overflows
- Held 36 public paddles on Greenpoint waterways, including Newtown Creek, with over 1,000 participants in 2018-2019
- Held a series of 6 free, public paddle events in Greenpoint during the summer of 2021, serving over 100 community members
- Engaged NBCB board members and volunteers in organizational capacity-building and sustainability training

PROJECT PRODUCTS

- Environmental “Ed shed”: Poster
- Environmental “Ed shed”: Environmental Education Workbook
- Environmental “Ed shed”: Environmental Education Workbook Answers

Environmental Education & Stewardship

Project Leads:

North Brooklyn Chamber of Commerce; and Groundswell Community Mural Project

Project Partner:

NYC Department of Environmental Protection

Project Location:

424 Leonard Street

TOTAL INVESTMENT:

\$50,000

2014 GCEF Grant:

\$25,000

2014 Matching**Contribution:**

\$25,000

2014 Project

Completed: Oct. 2014



Environmentally-Themed Mural

In 2014, through a competitive process, a partnership between the North Brooklyn Chamber of Commerce and Groundswell, a youth and arts non-profit, received a \$25,000 GCEF grant (and provided \$25,000 in matching funds) to design and create a large-scale mural celebrating environmentalism in Greenpoint. The project engaged a team of youth muralists, including seven Greenpoint-based youths aged 14 to 21, in a curriculum that emphasized the history of environmental activism in the community. To develop the mural's themes, the team did research, went on educational field trips, and collected input from Greenpoint residents and community stakeholders through outreach and public events.

The culmination of the project was the creation of a 65-by-32-foot mural, entitled "Our Journey to Clean Water," on an exterior wall of John Ericsson M.S. 126. The mural depicts



Greenpoint's rich history of environmental advocacy, and promotes the importance of local environmental engagement and stewardship.

For more information, visit Groundswell's project page:
Groundswell.nyc/Projects/Our-Journey-to-Clean-Water-122

PROJECT ACCOMPLISHMENTS

- Created a public mural at John Ericsson M.S. 126 entitled "Our Journey to Clean Water" that celebrates Greenpoint's history of environmental activism
- Involved 20 youth muralists, including 7 from Greenpoint, working a total of 196 hours to design and create the mural
- Incorporated input from over 150 Greenpoint residents and community stakeholders in creating the mural's themes

Environmental Education & Stewardship

Project Lead:

North Brooklyn
Community
Boathouse, formerly
North Brooklyn Boat
Club

Project Partners:

Newtown Creek
Alliance; Sarah
Durand, Associate
Professor at LaGuardia
Community College;
City University of
New York; Michael
Levandowski at
Pace University; and
North Brooklyn Parks
Alliance, formerly
Open Space Alliance
for North Brooklyn

Project Location:

Newtown Creek

TOTAL INVESTMENT:

\$49,693

2014 GCEF Grant:

\$24,693



Floating Classrooms on Greenpoint's Waterways

In 2014, through a competitive process, North Brooklyn Community Boathouse (NBCB) received a \$24,693 GCEF grant (and provided \$25,000 in matching funds) to expand their environmental education program on Greenpoint's waterways called "Floating Classrooms." The GCEF grant was used to purchase two large 12- to 14-person canoes, paddles, safety equipment, and storage systems; enhancing NBCB's existing fleet of 25 small boats used for public educational paddle trips. Greenpointers of all ages and boating skills participated in paddle trips over the duration of the project. GCEF funding was also used to develop educational materials tailored to the environmental history and landmarks of local waterways. Finally, grant monies allowed six new canoe trip

leaders to receive training through a two-day, American Canoe Association-certified, on-the-water course, a "First Aid for Urban Waterways" workshop, and NYC Fire Department-administered CPR instruction.

**2014 Matching
Contribution:**
\$25,000

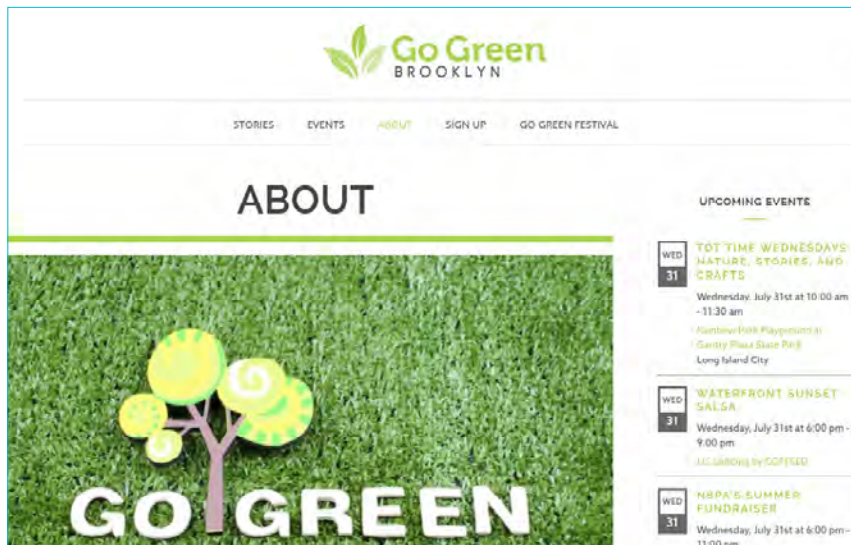
Since the grant period ended, Floating Classrooms programming has continued to operate with the boats and related supplies purchased with GCEF funds, and provide an opportunity for hundreds more Greenpointers to learn more about – and enjoy – their local waterways.

**2014 Project
Completed:** April 2015

For more information, visit North Brooklyn Community Boathouse's Environmental Education page:
NorthBrooklynBoatClub.org/education/

PROJECT ACCOMPLISHMENTS

- Added a pair of 12-to-14-person canoes, and related paddles, safety equipment, and storage systems, to NBCB's existing fleet of boats and supporting gear
- Conducted more than 20 environmental education trips for a dozen local schools, community organizations, churches, and business groups, with more than 300 participants
- Developed an educational workbook about Greenpoint waterways, as well as a Newtown Creek Guide Map tailored to the environmental history and landmarks of Newtown Creek and the East River
- Trained 6 new canoe trip leaders in safety protocols and first aid techniques



Go Green Activity Hub

In 2015, through a competitive process, Town Square received a \$58,450 GCEF grant (and provided \$79,395 in matching funds) to create a comprehensive online hub to organize and present local environmental issues, events, and volunteering opportunities for the Greenpoint community. Launched in April 2016, the “Go Green Brooklyn” website was promoted through several channels, including newsletters and social media. Besides serving as a source of environmentally-related information for the community, the website sought to encourage Greenpointers to get involved in environmental organizations and issues in their community. In this way, the Go Green Activity Hub project endeavored to increase public participation in environmental programs across Greenpoint.

In 2018, through another competitive process, Town Square was awarded an additional GCEF grant of \$50,000 (and provided \$92,000 in matching funds) to sustain and expand the Go Green Activity Hub project. Specifically, the additional

Project Lead:
Town Square

2015 Project Partners:
Deputy Brooklyn Borough President Diana Reyna; NYC Council Member Stephen Levin; North Brooklyn Parks Alliance, formerly Open Space Alliance for North Brooklyn; North Brooklyn Community Boathouse, formerly North Brooklyn Boat Club; North Brooklyn Neighbors, formerly Neighbors Allied for Good Growth; Brooklyn Public Library - Greenpoint Library; Transition North Brooklyn; Greenway Initiative; Greenpoint Eco-Schools; and VICE Media

Environmental Education & Stewardship

2018 Project Partners:

Brooklyn Public
Library - Greenpoint
Library; Greenpoint
Eco-Schools; North
Brooklyn Neighbors,
Newtown Creek
Alliance, North
Brooklyn Parks
Alliance

Project Location:

Greenpoint-wide

TOTAL INVESTMENT:

\$291,623

Total GCEF Funding:

\$120,228

2015 GCEF Grant:
\$58,450

2018 GCEF Grant:
\$50,000

2020 GCEF Grant:
\$11,7788

Total Matching

Contributions:

\$171,395

2015 GCEF Grant:
\$79,395

2018 GCEF Grant:
\$92,000

funding was used to upgrade the website's user interface so that the Greenpoint community could directly publish events and articles to the site.

After completing the second GCEF grant in July 2019, Go Green Activity Hub website has continued to act as a centralized source of environmentally-focused local content and build up an engaged constituency in Greenpoint. Website visitors can use the "Hub" to discover upcoming environmental events and volunteering opportunities.

In 2020, Town Square was awarded \$11,778 in GCEF funding to purchase electric/solar power stations, solar panels and accessories to deliver "clean" energy for Town Square's community events such as the GoGreen Brooklyn Festival, Green-cycle Swaps, and movie nights at WNYC Transmitter Park.

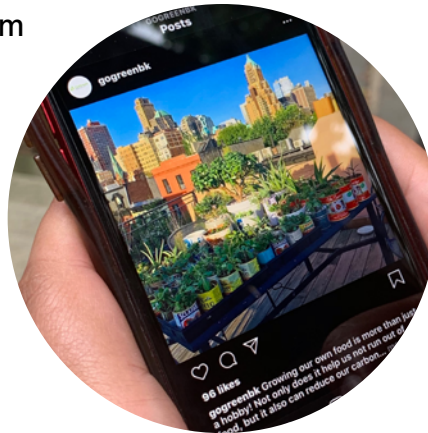
For more information, visit the Go Green Activity Hub:

GoGreenBK.org

PROJECT ACCOMPLISHMENTS

- Built a new website that offers a comprehensive list of environmental news, events, and volunteer opportunities for the Greenpoint community
- Developed an email newsletter, and promoted website content on various social media networks, including Twitter, Instagram, and Facebook
- Achieved more than 8,000 website visits during the first year of GCEF funding (ending January 2017)

- Tripled visits from the first year, to more than 23,000 visits during the second year (ending January 2018)
- Increased total website visits to more than 36,800 during the third year (ending June 2019)
- Published a total of 541 Facebook posts, 226 Instagram posts, and 352 Tweets
- Fostered an audience of 3,042 Facebook likes, 2,588 Instagram followers, and 1,132 Twitter followers
- Posted 63 calendar events on the website during the first grant period and 564 calendar events during the second grant period, for a total of 627
- Published 11 newsletters during the first grant period and 50 newsletters during the second grant period, for a total of 61 newsletters
- Published 27 stories on the website during the first grant period and 92 stories during the second grant period, for a total of 119 stories
- Purchased electric/solar power stations, solar panels and accessories to help power Town Square's community events in Greenpoint



2015 Project

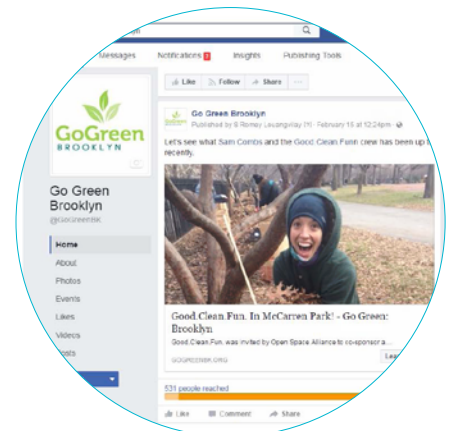
Completed: Jan. 2017

2018 Project

Completed: July 2019

2020 Project

Completed: Aug. 2021



Environmental Education & Stewardship

Project Lead:

YMCA of Greater New York – Greenpoint
YMCA

Project Partner:

NYC Department of Parks and Recreation

Project Location:

178 Bayard Street

TOTAL INVESTMENT:

\$43,850

2014 GCEF Grant:

\$22,750

2014 Matching**Contribution:**

\$21,100

2014 Project

Completed: Oct. 2014



Green Beans Environmental Education

In 2014, through a competitive process, the Greenpoint YMCA, a branch of the YMCA of Greater New York, received a GCEF grant of \$22,750 (and provided \$21,100 in matching funds) to support their “Green Beans” environmental education program for young children. Green Beans is a science, technology, engineering, and math (STEM) program, focused on environmental science, nature, gardening, and technology. The after-school program took place in and supported Lentol Garden, a public GreenThumb garden in Greenpoint.

GCEF funding was used to create lesson plans and learning objectives, and to support teacher access to training held by Bank Street College and the Brooklyn Botanic Garden.

Greenpoint YMCA students learned about urban gardening, recycling, conservation, composting, rainwater collection systems, plant biology, and maintenance.

Community partnerships with neighborhood green spaces were also developed by the program. In addition to Lentol Garden, participating YMCA students visited Greenpoint's 61 Franklin Street Community Garden and the Queens County Farm Museum.

PROJECT ACCOMPLISHMENTS

- Educated 150 Greenpoint children, ages 3-12, about urban gardening, recycling, conservation, composting, rainwater collection systems, and plant biology and maintenance
- Increased students' STEM learning, especially related to plant biology and gardening, for an average of 8 additional hours per month
- Provided teacher access to training in STEM from Bank Street College and Brooklyn Botanic Garden



Environmental Education & Stewardship

Project Lead:

Solar One

Project Partners:

John Ericsson M.S. 126;
P.S. 110 The Monitor;
NYC Department of
Education, Division
of School Facilities;
and Stuyvesant
Cove Community
Environmental Center

Project Locations:

424 Leonard Street;
and 124 Monitor Street

TOTAL INVESTMENT:

\$25,954

2014 GCEF Grant:

\$22,954

2014 Matching

Contribution: \$3,000

2014 Project

Completed: June 2014



Solar One's Green Design Lab Environmental Education Program

In 2014, through a competitive process, Solar One received a GCEF grant of \$22,954 (and provided \$3,000 in matching funds) to implement the “Green Design Lab™,” a K-12 educational program at two Greenpoint schools: John Ericsson M.S. 126 and P.S. 110 The Monitor. The Green Design Lab™ program used interactive activities related to water, air, energy, materials, and food, and student-led greening projects to inspire students to actively participate in improving the environment and health of their schools, homes, and community. The project included classroom instruction for students and professional development for teachers.

For more information, visit Solar One's Green Design Lab page: Solar1.org/green-design-lab/

PROJECT ACCOMPLISHMENTS

- Educated 185 students between two schools (John Ericsson M.S. 126 and P.S. 110 The Monitor) on environmental topics related to water, air, energy, materials, and food
- Provided weekly classroom instruction for 8 weeks, in up to 4 classes per school, from March to June 2014
- Delivered professional development to 5 teachers: 2 from M.S. 126 and 3 from P.S. 110



PROJECT PRODUCTS

- Solar One Design Lab: Case Study M.S. 126
- Solar One Design Lab: Case Study P.S. 110

Environmental Education & Stewardship

Project Lead:
YMCA of Greater New York – Greenpoint
YMCA

Project Partners:
NYC Department of Parks and Recreation;
Lentol Garden;
Brooklyn Botanic Garden; Eagle Street Farm; Java Street Community Garden; and Broadway Stages

Project Location:
99 Meserole Avenue

TOTAL INVESTMENT:
\$132,000

2015 GCEF Grant:
\$84,000

2015 Matching Contribution: \$48,000

2015 Project Completed: Jan. 2017



Green Tweens STEM Summer Program at the YMCA

In 2015, through a competitive process, the Greenpoint YMCA, a branch of the YMCA of Greater New York, received a GCEF grant of \$84,000 (and provided \$48,000 in matching funds) to conduct a summer “Green Tweens” program to introduce science, technology, engineering, and math (STEM) subjects to Greenpoint middle schoolers. Major activities of the GCEF-funded project included: delivering an environmental curriculum on topics such as community environmental history, urban farming, hydroponics, gardening, composting, conservation, estuaries education, urban structures, stewardship, tree care, plant environments, and solar energy.

Through these activities, the Green Tweens program interacted with local partners including NYC Department of

Parks and Recreation, Lentol Garden, Broadway Stages, Eagle Street Rooftop Farm, Trees NYC, Center for Urban Pedagogy, The River Project, The High Line, Battery Urban Farm, Garden Stories, Google CS First, P.S. 84 José De Diego, Queens County Farm, and Waste Management. Green Tweens' students also collaborated with the GCEF-funded Greening Greenpoint project to help remove dead trees and plant native flowers at Lentol Garden. Through this collaboration, Green Tween students learned how to care for trees in their neighborhood.

The Green Tweens project culminated in an event for staff, family, and friends to showcase the work accomplished by its participants.

PROJECT ACCOMPLISHMENTS

- Provided 40 middle schoolers, ages 11-14, project-based learning activities in STEM through a 7-week summer program
- Educated students on multiple environmental topics and engaged them in community stewardship projects
- Held a culminating event attended by 50 people to showcase project achievements, including 3 Green Tween participants' testimonials



Environmental Education & Stewardship

Project Lead:

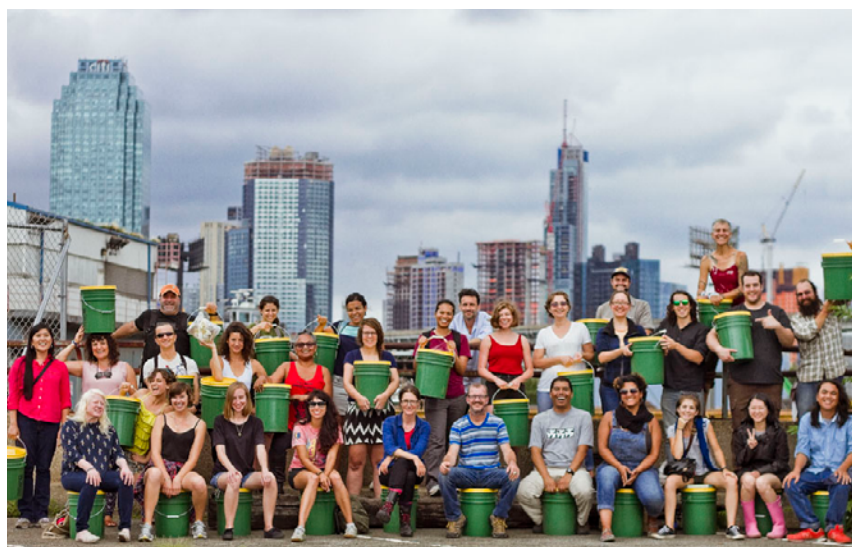
Newtown Creek Alliance

Project Partners:

Brooklyn College - Environmental Sciences Analytical Center, Brooklyn College - Microbiology Lab; NYC Urban Soils Institute; NYC Soil & Water Conservation District; Java Street Community Garden; 61 Franklin Street Garden; and North Brooklyn Community Boathouse, formerly North Brooklyn Boat Club

Project Locations:

Java Street Community Garden; 61 Franklin Street Garden; North Brooklyn Community Boathouse; Newtown Creek Wastewater Treatment Plant; and Brooklyn Public Library - Greenpoint Library



^ Mycoremediation Workshop participants. Photo: Mitch Waxman

Greenpoint Bioremediation Project

In 2015, through a competitive process, Newtown Creek Alliance (NCA) received \$81,928 in GCEF funding (and provided \$85,700 in matching funds) to increase public knowledge about urban soil health, and the use of biological methods to reduce pollutant contamination in residential soils (e.g., fungi-based remediation and compost tea, a nutrient- and beneficial microbe-packed soil amendment distilled from compost.) Major project activities included holding three full-day, hands-on workshops at Greenpoint community gardens and the North Brooklyn Community Boathouse on the topics of urban soils and bioremediation of soil contaminants. The project also produced an “Introduction to Urban Soil Bioremediation” citizen-guide poster to support the workshops and for general community education purposes, and created a bookshelf of literature

about soil ecology at the Greenpoint Library Environmental Education Center. A compost tea brewer was installed at Java Street Community Garden, and compost tea is still being brewed to date.

In addition, the project developed a webpage on the NCA website to share project materials – including workshop videos and the “Introduction to Urban Soil Bioremediation” poster – with the wider Greenpoint community, empowering residents to directly improve the health of the soils at their homes and in their neighborhoods. The Greenpoint Bioremediation Project continues to distribute its citizen-guide poster at all NCA events and to community partners, including North Brooklyn Neighbors and Greenpoint schools.

For more information, visit Newtown Creek Alliance’s Greenpoint Bioremediation page: NewtownCreekAlliance.org/Bioremediation/

PROJECT ACCOMPLISHMENTS

- Engaged over 150 community members through a series of workshops and public events on urban soils, fungus-based mycoremediation, and compost tea’s beneficial microbes
- Installed a 55-gallon compost-tea brewer at Java Street Community Garden, and held 4 related demonstration and distribution events
- Brewed and distributed a total of 165 gallons of compost tea by the end of the project
- Created “An Introduction to Urban Soil Bioremediation” citizen-guide poster, available on

TOTAL INVESTMENT:
\$167,628

2015 GCEF Grant:
\$81,928

2015 Matching Contribution: \$85,700

2015 Project Completed: May 2017

Environmental Education & Stewardship



⌘ Compost tea. Photo:
Mitch Waxman

the website and distributed in hard copy in the community

- Created a community collection of books relating to soils and bioremediation techniques housed at the Greenpoint Library Environmental Education Center and available to the general public
- Created a webpage on the Newtown Creek Alliance website to share all project materials, including videos of community workshops

PROJECT PRODUCTS

- Greenpoint Bioremediation Project: “Introduction to Urban Soil Bioremediation” citizen guide poster
- Greenpoint Bioremediation Video Segments
 - Urban Soils Institute Workshop (2016)
 - Greenpoint Bioremediation Workshop Excerpts (2016)
 - Elaine Ingham Workshop (2016)
 - Tradd Cotter Workshop (2016)
 - Daniel Reyes Workshop (2016)



⌘ Mycoremediation Workshop.
Photo: Mitch Waxman



Greenpoint Citizens Club

In 2018, through a competitive process, North Brooklyn Parks Alliance (NBPA) (on behalf of the 61 Franklin Street Community Garden) was awarded \$27,000 in GCEF funding to create the Greenpoint Citizens Club, an environmental education program conducted at 61 Franklin Street Community Garden. The funding was used to engage local elementary students, ages 5 to 9, in environmental classes, events, and field trips that introduced them to Greenpoint’s environmental history; the basic concepts of environmental justice, stewardship and citizenship; and explored the seasonal challenges facing Greenpoint gardeners. GCEF funding was also used to organize free, public workshops, speakers, and service action days for adults and families on topics ranging from lead awareness, tree care, wastewater treatment and combined sewer overflows, and zero waste efforts. Finally, project funding provided for additional infrastructure improvements at the garden itself, including a new children’s planter and portable soil containers, an

Project Lead:
61 Franklin Street
Garden

Project Partners:
North Brooklyn Parks
Alliance, formerly
Open Space Alliance
for North Brooklyn

Project Location:
61 Franklin Street

TOTAL INVESTMENT:
\$27,000

2018 GCEF Grant:
\$27,000

**2018 Matching
Contribution:**
\$0

**2018 Project
Completed:** July 2019

Environmental Education & Stewardship

outdoor library box for environmentally themed books, and a “bug hotel” for garden-friendly pollinators.



PROJECT ACCOMPLISHMENTS

- Created a new children’s environmental education program and curriculum that introduced 59 Greenpoint elementary students to the basic concepts of environmental justice, stewardship and citizenship, and engaged them in in-depth explorations of water and soil in 40 classes over 2 semesters
- Hosted field trips attended by over 130 children and adults to various local destinations such as Newtown Creek Nature Walk, Newtown Creek Wastewater Treatment Plant, the garden at the Greenpoint Reform Church, Lentol Garden, and Kingsland Wildflower Rooftop
- Organized 11 public events for adults and families on topics ranging from lead awareness, tree care, wastewater treatment and combined sewer overflows, and zero waste efforts that attracted approximately 250 participants
- Improved infrastructure at 61 Franklin Street Community Garden by constructing a new children’s planter, portable-soil play boxes, a small standalone lending library, and a “bug hotel”





⌘ Greenpoint Eco-Schools Expo 2019. Photo: Teri Brennan Photography

Greenpoint Eco-Schools: Creating a Legacy of Sustainability

In 2014, through a competitive process, National Wildlife Federation (NWF) was awarded a GCEF grant of \$1,646,776 (and provided \$8,456,546 in matching funds) to implement “Greenpoint Eco-Schools,” an innovative environmental education program at four schools in the community: P.S. 31 Samuel F. Dupont, P.S. 34 Oliver H. Perry, P.S. 110 The Monitor, and John Ericsson M.S. 126. The program’s framework involved establishing full-time Greenpoint Eco-Schools sustainability coaches at the schools, and using school buildings and grounds – and the Greenpoint community at large – as learning laboratories to teach 10 sustainability modules (Energy, Consumption and Waste, School Grounds, Biodiversity, Water, Climate Change, Sustainable Food, Healthy Living, Transportation, and Healthy Schools). The project sought not only to help create the next generation of

Project Lead:
National Wildlife Federation

2014 Project Partners:
P.S. 31 Samuel F. Dupont; P.S. 34 Oliver H. Perry; P.S. 110 The Monitor; John Ericsson M.S. 126; Community Education Council 14; Greenpoint Gazette; NYC Division of School Facilities; NYC Department of Environmental Protection; NYC Department of Sanitation; NYC School Construction Authority; NYC Department of Citywide Administrative Services; Change My World Now; and Children’s Environmental Literacy Foundation

Environmental Education & Stewardship



^ Greenpoint Eco-Schools' Eco-Fashion Show. Photo: Erik Fuller

2015 Project Partners:

P.S. 31 Samuel F. Dupont; P.S. 34 Oliver H. Perry; P.S. 110 The Monitor School; John Ericsson M.S. 126; NYC Department of Education; and District 14 Superintendent of Schools

Project Locations:

Primarily located at 424 Leonard Street; 75 Meserole Avenue; 131 Norman Avenue; and 124 Monitor Street

community environmental stewards, but also to reduce both solid waste and water use at participating schools.

In 2015, NWF received an additional \$311,970 in GCEF funding to expand the Greenpoint Eco-Schools program at the four participating schools and establish “Green STEM Afterschool Clubs.” The new after-school clubs, staffed by the full-time sustainability coaches, delivered environmentally based, educational programming with a focus on science, technology, engineering, and math (STEM) activities, and eco-related STEM careers. The GCEF funds also expanded in-class projects with guest presenters and special events to strengthen an understanding of Greenpoint’s history and environmental resources among students, teachers, and the community. Students also had numerous opportunities to apply their learning to make local environmental

improvements, emphasizing the connections between the schools and the Greenpoint community.

Through another competitive process, NWF was awarded a budget addition of \$728,289 in 2017 to increase capacity and environmental leadership at the four Greenpoint Eco-Schools by continuing to embed environmental and sustainability concepts across the curriculum, and share best practices with teachers and administrators. These activities sought to institutionalize environment-based educational practices and policies at the participating schools, as well as to establish systems and protocols for reducing waste and toxic chemical use; save energy and water; promote school wildlife gardens and local spaces as outdoor classrooms; and create additional tools, resources, and training modules to support the overall greening of the schools.

Further, with GCEF funding each participating school developed a “Greenpoint Eco-Schools Sustainability Toolkit” detailing environmental and sustainability best practices in areas of biodiversity, energy and water conservation, source separation and waste reduction, air quality improvement, wildlife gardening, and outdoor learning. The toolkits encourage lasting, behavior change among the students. NWF also partnered with the Newtown Creek Alliance to develop the “Newtown Creek Urban Ecology Curriculum,” an educational and stewardship curriculum about Newtown Creek that taught students in participating Greenpoint Eco-Schools about the Creek’s ecology and history, and sought to inspire them (and the larger community) to protect and improve it.

TOTAL INVESTMENT:

\$11,343,423

Total GCEF Funding:

\$2,886,877

2014 GCEF Grant:
\$1,646,776

2015 GCEF Grant:
\$99,927

2015 Budget
Addition: \$212,043

2017 Budget
Addition: \$728,289

2019 Budget
Addition: \$109,250

2020 GCEF Grant:
\$90,592

Total Matching

Contribution:

\$8,456,546

2014 Matching
Contribution:
\$8,456,546

2014 & 2015 Projects

Completed: July 2019

2020 Projects

Completed: Aug. 2021

Environmental Education & Stewardship



The Greenpoint Eco-Schools' program activities also bolstered the schools' and community's capacity to sustain program elements as the GCEF-funded NWF staff transitioned out of Greenpoint in July 2019.

In 2020, NWF was awarded three additional GCEF grants totaling \$90,592. The first grant provided \$26,218 for NWF to partner with P.S. 31, P.S. 34, and M.S. 126 to complete schoolyard habitat enhancements that added biodiversity to school grounds and made school gardens more functional for outdoor classes. GCEF funds were used in the following ways: At P.S. 31, to host three stewardship events, plant shrubs, native wildflowers and edible crops, spread mulch, create pathways, install irrigation hoses, attach hanging planters, and procure seating, and gardening supplies; at P.S. 34, to host two stewardship events, spread mulch, varnish

benches, add new planting containers and procure gardening tools; and at M.S. 126, to install eight new raised beds in the front of the school filled with native grasses and nectar-rich wildflowers designed to attract pollinators and to purchase additional picnic tables and gardening tools.

The second grant provided \$53,612 to NWF to support teachers and families from all four Greenpoint Eco-Schools (P.S. 31, P.S. 34, P.S. 110, and M.S. 126) while they taught and learned remotely during the COVID-19 pandemic. The funding provided for the creation and distribution of nature-based activity kits to approximately 1,800 Greenpoint Eco-School students and staff. The kits included a pollinator wildflower seed packet, growing media, and an activity guide with planting instructions; pollinator observation activities; and supplemental projects for virtual or home-based learning.

The third grant provided \$10,762 to upgrade Manhattan Avenue Street End Park in Greenpoint. The funds went towards regular maintenance and stewardship events at the park and for the purchase of additional native plants, tools for volunteers, and new fencing around trees and the meadow.

PROJECT ACCOMPLISHMENTS

- Hired 4 full-time sustainability coaches to support project initiatives at the 4 Eco-Schools from 2015-2019
- Facilitated 3 community-focused forums, attended by approximately 50 people, to introduce the project to the 4 Eco-Schools and the Greenpoint community
- Facilitated approximately 160 monthly professional development workshops for teachers and principals

Environmental Education & Stewardship



at the participating schools, including a 3-day professional development workshop conducted in partnership with the Children's Environmental Literacy Foundation

- Facilitated a total of 7,414 activities for students, including regular classroom instruction with ecological themes, community-based learning opportunities, field trips, after-school classes, and expert guest lectures from 2015-2019
- Coordinated 555 activities to further connections between participating Eco-Schools and the community, reaching over 20,000 school families and community members in collaboration with 35 community partners over the lifetime of the grants
- Introduced waste reduction activities, such as school-wide organics collection and waste sorting to encourage recycling and composting, at the schools, which diverted 555,779 pounds of waste from landfills
- Prevented the release of 11,257 metric pounds of carbon at the participating Eco-Schools by introducing more energy efficient systems and encouraging smarter energy usage
- Averted more than 100,000 gallons of water from being wasted by the participating Eco-Schools by installing outdoor rain gardens and encouraging smarter water usage
- Distributed 160 indoor plants throughout the 4 Eco-Schools to help clean indoor air
- Created and distributed 110 eco-friendly cleaning products to participating classrooms



- Added approximately 10,000 square feet of green space and gardens to participating school grounds, and over 1,500 square feet of community wildlife habitat in community gardens, playgrounds, and parks in Greenpoint
- Facilitated in-kind contributions from NYC agency partners to reduce each of the school buildings' ecological footprint by installing systems to track water and energy use, and divert waste from landfills
- Awarded each school \$30,000 for lasting environmental improvements:
 - At M.S. 126: Two water bottle re-filling stations were installed, and an outdoor classroom and garden were created;
 - At P.S. 110: Two water bottle re-filling stations were installed, a native plant garden was created, and curriculum design workshops were held;
 - At P.S. 34: Two water bottle re-filling stations were installed, and an outdoor classroom was created; and
 - At P.S. 31: A greenhouse classroom with a STEM lab and hydroponics system was created
- Awarded each of the 4 Eco-Schools another \$5,000 to conduct a "Community Stewardship Action Project" that engaged school families and residents in volunteer service. Projects included a weekly composting program, a soil testing and safe-soils program, a renovation and greening effort at American Playground, and the installation of a rainwater collections system at 61 Franklin Street Community Garden



Environmental Education & Stewardship



^ Greenpoint Eco-Schools' Newtown Creek teacher training. Photo: Teri Brennan Photography

- Developed and distributed to all Greenpoint Eco-Schools' teachers the "Urban Schoolyard Habitat" curriculum, which includes 15 lessons, teacher introductions, worksheets, and extension activities
- Designed and delivered nearly 440 lessons to approximately 260 students, over 2 years, as part of the Eco-Schools' "Green STEM Afterschool Club," covering topics such as compost and soil, landfills, recycling, gardening, biodiversity, the NYC watershed, wastewater infrastructure, green infrastructure, and introducing technology as a means for environmental discovery, monitoring, and problem-solving
- Involved approximately 100 parents and 550 Greenpoint residents in the Greenpoint Eco-Schools program through field trips, student showcases, and family events

- Implemented a new place-based STEM curriculum about Newtown Creek at participating schools, in which teachers conducted 196 lessons for approximately 200 students
- Collaborated with Newtown Creek Alliance and Greening Greenpoint, in 2019, to host a community stewardship event at Manhattan Avenue Street End Park – over 100 community members volunteered, installing over 800 plants to create a 1,000-square-foot meadow
- Created and published the “Greenpoint Eco-Schools Sustainability Toolkit,” a resource that provides school-specific, environmental and sustainability best practices
- Hosted three stewardship events at P.S. 31 in 2021 to plant shrubs, native wildflowers and edible crops, spread mulch, create pathways, install irrigation hoses, attach hanging planters, and procured seating, and gardening supplies
- Hosted two stewardship events at P.S. 34 in 2021 to spread mulch, varnish benches, add new planting containers and procured gardening tools
- Aided by 65 6th and 7th grade students in 2021, installed 8 new raised beds at M.S. 126 filled with native grasses and nectar-rich wildflowers designed to attract pollinators and purchased additional picnic tables and gardening tools
- Created and distributed nature-based activities kits to approximately 1,800 Greenpoint Eco-School students, which included a pollinator wildflower seed packet, growing media, and an activity guide with



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planning instructions, pollinator observation activities, and supplemental projects for at home learning to increase students' understanding of pollinator ecology and plant biology while sharpening their pollinator and plant identification skills

- Provided regular maintenance and hosted two stewardship events at Manhattan Avenue Street End Park in 2021 and purchased additional plants, new fencing around trees and the meadow, and tools for volunteers

PROJECT PRODUCTS

- Greenpoint Eco-Schools: Urban Schoolyard Habitat Curriculum
- Greenpoint Eco-Schools: Sustainability Toolkit
- Greenpoint Eco-Schools: Newtown Creek Urban Ecology Curriculum



⋈ Greenpoint Eco-Schools Expo 2019. Photo: Teri Brennan Photography



Greenpoint Environmental Public Panel Forums

In 2014, through a competitive process, Greenpoint Waterfront Association for Parks and Planning (GWAPP) received a GCEF grant of \$11,700 to organize and conduct, in partnership with local ecological and environmental advocacy organizations, the “Greenpoint Environmental Forum,” a series of four public panel discussions on environmental topics. Held in Fall 2015 and the winter and spring of 2016, the panel discussions were tailored to local environmental concerns, including water and soil quality, land use regulations, and community greening. Each session provided an opportunity for Greenpoint residents to learn about the issues of concern and the local organizations engaged in them. The topics of the four forums and activities were:

1. “Greenpoint’s Industrial Pollution and How It Affects You Today,” which was followed by the launch of North Brooklyn Neighbors’ (NBN) interactive map,

Project Lead:
Greenpoint
Waterfront
Association for Parks
and Planning

Project Partners:
Newtown Creek
Alliance; North
Brooklyn Community
Boathouse, formerly
North Brooklyn Boat
Club; Newtown
Creek Monitoring
Committee; North
Brooklyn Neighbors,
formerly Neighbors
Allied for Good
Growth; and Friends
of Bushwick Inlet Park

Project Location:
Greenpoint-wide

TOTAL INVESTMENT:
\$11,700

2014 GCEF Grant:
\$11,700

**2014 Matching
Contribution:** \$0

**2014 Project
Completed:** June 2016

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- “The Greenpoint-Williamsburg ToxiCity Map,” which charts contaminated soil, toxic spills, old factories, and other legacies of the industrial activity in the community.
2. **“Superfund Seminar – An Environmental Forum on the Variety of Agencies and Programs that are Cleaning Up Our Community,”** which was followed by forum attendees joining the Newtown Creek Superfund Community Advisory Group’s quarterly community meeting, as well as hearing updates from the NYC Department of Environmental Protection on their activities and testing in Newtown Creek and from the U.S. Environmental Protection Agency on sources of contamination to the creek.
 3. **“How’s the Water? An Environmental Forum,”** which was followed by a walking tour to observe the effects of sewage overflows in Greenpoint.

4. **“The Gunk Under Greenpoint – An Environmental Forum on the Harmful Chemicals Lurking at the NuHart Toxic Waste Site,”** which was followed by NBN’s walking tour of the industrial waterfront of Greenpoint, centered on the NuHart site.

PROJECT ACCOMPLISHMENTS

- Hosted 4 forums on environmental topics of community concern in partnership with local ecological and environmental advocacy organizations
- Engaged and educated over 200 Greenpoint residents and local organizations about environmental issues including water and soil quality, land use regulations, and community greening

PROJECT PRODUCTS

- Greenpoint Environmental Public Panel Forums: Superfund Seminar presentation
- Greenpoint Environmental Public Panel Forums: The Gunk Under Greenpoint presentation

Environmental Education & Stewardship

Project Lead:

North Brooklyn
Neighbors, formerly
Neighbors Allied for
Good Growth

2015 Project Partners:

Urban Soils Institute
at Brooklyn College;
Columbia University;
Barnard College;
Greenpoint Eco-
Schools; Greenpoint
Reformed Church;
Newtown Creek
Alliance; Eagle Street
Rooftop Farm; and
GrowNYC

2018 Project Partners:

Greenpoint Eco-
Schools; Newtown
Creek Alliance;
NYC Department
of Sanitation; NYC
Department of Parks
and Recreation

Project Location:

Greenpoint-wide



Greenpoint Lead in Garden Soil Outreach Project

In 2015, through a competitive process, North Brooklyn Neighbors (NBN) received a \$32,527 GCEF grant (and provided \$6,345 in matching funds) to conduct a public outreach and education program for residential and community gardeners in Greenpoint focused on the hazards of lead in soils as well as best practices for reducing exposure to lead. Major activities funded by the GCEF grant included developing and delivering an education campaign and related materials (including an instructional brochure, postcards, and social media) tailored to Greenpoint residents, and a lesson plan and teacher training for Greenpoint elementary schools, both focused on the hazards of lead in soils. The project also delivered

community workshops for Greenpoint residents on soil lead and gardening practices that reduce lead exposures. Free soil testing for lead was provided for workshop attendees.

In 2018, after another competitive process, NBN was awarded \$60,000 in additional funding to further educate Greenpoint residents about lead in local soils, lead toxicity and risks, and best practices for minimizing their lead exposures. Major activities included conducting two types of workshops in the community – one, a basic level workshop designed for individuals without any knowledge about lead in soils, and the other, an advanced-level workshop intended for people interested in developing a deeper understanding of the issue.

In 2020, NBN was awarded \$16,340 to purchase lead-testing equipment (i.e., an XRF Analyzer) in order to conduct analyses of soil samples for community residents and identify lead and other heavy metal soil contamination issues on their property. Under a partnership with New York University Medical School, the analyzer is calibrated by their state accredited environmental laboratory. GCEF funding also allowed for the testing of 50 soil samples and the sharing of resources at four virtual soil safety workshops to help homeowners understand how to limit soil-based heavy metal exposures.

For more information, visit North Brooklyn Neighbors’ Greenpoint Lead in Garden Soil page: NorthBrooklynNeighbors.org/Project/Strengthening-Our-Common-Ground-Lead-in-Soil-in-Greenpoint

TOTAL INVESTMENT:
\$115,212

Total GCEF Funding:
\$108,867

2015 GCEF Grant:
\$32,527

2018 GCEF Grant:
\$60,000

2020 GCEF Grant:
\$16,340

Total Matching Contribution:
\$6,345

2015 Matching Contribution: \$6,345

2015 Project Completed: July 2017

2018 Project Completed: July 2019

2020 Project Completed: Sep. 2021

Environmental Education & Stewardship



USS Monitor, okręt wojenny z czasów wojny secesyjnej (ang. Civil War), był najnowszym i pierwszym żelaznym na Greenpoint. Słżył jako pierwszy pancernik pancerzy, okręt marynarki wojennej Stanów Zjednoczonych, który połączył dwa rodzaje pancerzy Greenpoint, przemysł stoczniowy oraz produkcję szkła. Akwarię autorstwa Oscar Parks.

GREENPOINT COMMUNITY ENVIRONMENTAL FUND

Niniejsza broszura jest częścią projektu Strengthening Our Common Ground: Lead in Soil in Greenpoint, który jest realizowany z funduszy Biura Prokuratora Generalnego stanu Nowy Jork (ang. Office of the New York State Attorney General) oraz Departamentu Ochrony Środowiska stanu Nowy Jork (ang. New York State Department of Environmental Conservation), zopodrechnictwem Wspólnolowego Funduszu Ochrony Środowiska na Greenpoint (ang. Greenpoint Community Environmental Fund).

NORTH BROOKLYN NEIGHBORS
northbrooklynneighbors.org

North Brooklyn Neighbors
110 Kent Avenue, 2nd fl.
Brooklyn, NY 11249
(718) 384-2248

@northbrooklynneighbors
@nbklynneighbors
@northbrooklynneighbors

PROJECT ACCOMPLISHMENTS

- Created and distributed 500 instructional brochures and 500 postcards in the Greenpoint community (in English, Spanish and Polish) addressing the hazards of lead in soil and offered methods to limit exposure
- Held 5 community workshops attended by 85 people on the topic of safe gardening practices to reduce exposure to lead in contaminated soil in 2015
- Made a “Lead in Soil Educational Toolkit,” a Greenpoint-specific 25-page document that contains 5 lesson plans about lead, lead contamination, and ways to reduce lead exposure, which was disseminated at PTA meetings, school fairs, in classrooms, and online
- Educated a total of 350 residents about lead in soil through a combination of PTA meetings, workshops, and other related events in 2015

- Developed online materials with Greenpoint-specific lead soil information, including a dedicated webpage to serve as a clearinghouse for the project's educational resources
- Conducted 12 community lead workshops, 8 basic-level events attended by 73 participants and 4 advanced-level events attended by 38 participants, for a total of 111 participants, in 2018
- Partnered with NYC Department of Sanitation, Kingsland Wildflowers and McCarren Park Urban Farm and Green Infrastructure Corridor to host 4 compost giveaways, providing 360 bags (equal to 7 tons) of compost to dozens of Greenpoint residents
- Developed and distributed 2 additional brochures in English, Spanish, Polish: one on soil safety basics and the other on Greenpoint's toxic environmental legacy in 2018
- Communicated with a total number of 900 residents through a combination of meetings, workshops, awareness campaigns, and other events related to lead in soils in 2018
- Purchased an XRF analyzer for testing Greenpoint residential soil samples for concentrations of lead and other heavy metals
- Partnered with NYU Medical School's state accredited environmental lab to calibrate the XRF analyzer
- Tested 50 soil samples and shared a network of educational resources with homeowners on how to limit their exposures to soil-based harms at four virtual soil safety workshops



Environmental Education & Stewardship

PROJECT PRODUCTS

- Greenpoint Lead in Garden Soil Outreach Project: Educational Toolkit
- Greenpoint Lead in Garden Soil Outreach Project: Lead in Garden Soil – Safety Basics Brochure in English
- Greenpoint Lead in Garden Soil Outreach Project: Lead in Garden Soil – Safety Basics Brochure in Polish
- Greenpoint Lead in Garden Soil Outreach Project: Lead in Garden Soil – Safety Basics Brochure in Spanish
- Greenpoint Lead in Garden Soil Outreach Project: Lead in Greenpoint Garden Soil – Safety Basics Brochure in English
- Greenpoint Lead in Garden Soil Outreach Project: Lead in Greenpoint Garden Soil – Safety Basics Brochure in Polish
- Greenpoint Lead in Garden Soil Outreach Project: Lead in Greenpoint Garden Soil – Safety Basics Brochure in Spanish





Soil Cycle: A Mobile Compost Initiative

In 2014, through a competitive process, La Casita Verde and fiscal sponsor Eyebeam Atelier received a \$25,000 GCEF grant to fund a mobile compost initiative at three Greenpoint schools: Citizens of the World Charter School, John Ericsson M.S. 126, and Northside Charter High School, which are all housed in the same building. The program designed and built a solar-powered Aerated Static Pile (ASP) composting system in the school garden. The ASP system is affordable, easy to assemble, and reduces costs by automating some composting processes, making it a good composting choice for mid-sized organizations in an urban setting. Throughout the project, students learned first-hand the basics of microbiology, and the practice and benefits of urban composting, all while helping to reduce the amount of organic waste generated by their schools. As part of the program, a specially-designed educational cargo bike, aka Soil Cycle, was built. Organic waste collected from

Project Leads:

La Casita Verde; and
Eyebeam Atelier

2014 Project Partners:

Citizens of the World Charter School; John Ericsson M.S. 126; Northside Charter School; El Puente; Brooklyn Botanic Garden; and the School for Public Engagement at Purchase College

2015 Project Partners:

Citizens of the World Charter School; John Ericsson M.S. 126; Northside Charter High School; NYC Department of Parks and Recreations; Forestry Service; and GreenThumb

Project Location:

424 Leonard Street

TOTAL INVESTMENT:

\$52,600

Environmental Education & Stewardship



Total GCEF Funding:

\$52,600

2014 GCEF Grant:
\$25,000

2015 GCEF Grant:
\$27,600

Total Matching Contribution: \$0

**2014 & 2015 Projects
Completed:** Jan. 2017

Greenpoint was added to a compartment of the Soil Cycle and composted as the rider pedaled, giving students the opportunity to not only observe and monitor composting, but also actively participate in the process.

In 2015, after another competitive process, La Casita Verde and Eyebeam Atelier received an additional \$27,600 GCEF grant to supplement the Soil Cycle project. Major activities supported by this GCEF funding included planning, implementing and maintaining compost operations at M.S. 126's kitchen; training key members of M.S. 126's school community (the two other previously involved schools did not participate) to join in these operations; managing the composting systems at the school; working with student "Soil Ambassadors," teachers, and parents to assist with organic waste pickup; and distributing information about the program in the school's community. As a part of this grant, two instructional videos and a user manual were created for

use by the school to support the program, communicate its value to the public, and share information on composting for teachers, parents, and other stakeholders at the school.

In early 2016, due to the discovery of contaminants (polychlorinated biphenyls or PCBs), the ASP compost system at M.S. 126 was transferred from the school garden to a side yard, which is open to the public during the weekdays. The change to this more publicly-accessible location necessitated the design of a wood chip storage container and compost screener, as well as hand-painted signage to designate the compost area and communicate the program's goals to the public.

Since the project's conclusion, M.S. 126 teachers who were trained through the program have continued to incorporate materials generated by the project into their classrooms. M.S. 126 students continue to utilize the project's ASP composting system to create fresh compost for the maintenance of their garden.

PROJECT ACCOMPLISHMENTS

- Designed and built a solar-powered Aerated Static Pile composting system located at the school building
- Designed and built a "Soil Cycle" educational composting bicycle
- Conducted a series of "What is Compost" workshops, and developed a sample curriculum for 3 Greenpoint schools on the topics of food waste and composting



Environmental Education & Stewardship



- Planned and implemented compost operations at John Ericcson M.S. 126, and trained key members of the school community, including staff members, teachers, and students, to administer these operations
- Designed and built a woodchip storage and compost screener; and created hand-painted signage to designate the compost area as well as communicate the program's goals to the public
- Developed 2 instructional videos and a user manual for use by M.S. 126 to support their composting program, communicate its value to the public, and share information with teachers, parents, and other stakeholders
- Trained students at all 3 schools to be "Soil Ambassadors" which allowed them to operate the Soil Cycle bike in the Greenpoint community, thereby serving to educate the community on composting and its benefits

PROJECT PRODUCTS

- Soil Cycle: A Mobile Compost Initiative – User Manual
- Soil Cycle: A Mobile Compost Initiative – Sample Curriculum
- Soil Cycle: A Mobile Compost Initiative – Elementary-Aged Worksheets
- Soil Cycle: A Mobile Compost Initiative – Instructional Videos



⌘ Birders at Monsignor McGolrick Park. Photo: Debra Kriensky

Urban Birds of Monsignor McGolrick Park

In 2015, through a competitive process, NYC Audubon received a \$5,669 GCEF grant (and provided \$3,367 in matching funds) to conduct bird surveys and host a public, native-plant walk at Monsignor McGolrick Park. The results of these surveys were added to the “[eBird](#)” database, an international source of information on birds that supports science, conservation, and education. Local birders, volunteers, and other organizations working in McGolrick Park were encouraged to report their sightings to the eBird database as well. The project surveys and walk also provided an opportunity for Greenpoint residents to learn about native plants and their importance to wildlife, as well as encouraged them to participate in the GCEF-funded “Urban Oasis,” a habitat-restoration project at the park.

Project Lead:
NYC Audubon

Project Partner:
McGolrick Park
Neighborhood
Alliance

Project Location:
Monsignor McGolrick
Park

TOTAL INVESTMENT:
\$9,036

2015 GCEF Grant:
\$5,669

**2015 Matching
Contribution:** \$3,367

**2015 Project
Completed:** Nov. 2016



Environmental Education & Stewardship

PROJECT ACCOMPLISHMENTS

- Conducted 6 bird surveys in Monsignor McGolrick Park throughout 2016, in which 13 members of the public attended and 34 bird species were sighted (of which 19 species had not been previously observed and recorded in the park)
- Survey results were added to the international eBird database, and the list of birds represented in McGolrick Park on eBird increased from 11 to 40 species over the duration of the project
- Hosted a native plant walk for local community members in September 2016, which 18 people attended

GCEF Grant Projects

Parks & Open Spaces



⌘ New planters at American Playground built by Greenpoint Parks Community Stewardship project

Parks & Open Spaces

Project Lead:

61 Franklin Street
Garden

Project Partners:

North Brooklyn Parks
Alliance, formerly
Open Space Alliance
for North Brooklyn

Project Location:

61 Franklin Street

TOTAL INVESTMENT:

\$54,420

Total GCEF Funding:

\$29,420

2014 GCEF Grant:
\$21,920

2020 GCEF Grant:
\$7,500

**Total Matching
Contribution:**

\$25,000

2014 Matching
Contribution:
\$25,000

2014 Project

Completed: Nov. 2016



61 Franklin Street Garden Infrastructure and Rain Harvest Build

In 2014, through a competitive process, 61 Franklin Street Garden received a GCEF grant of \$21,920 (and provided \$25,000 in matching funds) to further the sustainability of this GreenThumb community garden. GreenThumb is a program of the NYC Department of Parks and Recreation that supports community gardening as important green space. GreenThumb gardens are managed by neighborhood residents. GCEF supported the 61 Franklin Street Garden's continued development and sustainability by funding such activities at the garden as improving planting space, constructing rainwater harvesting facilities, adding community education areas, and installing solar panels to serve as a renewable power source for the garden.



In 2020, 61 Franklin Street Garden received an additional \$7,500 GCEF grant to purchase a full season of seeds and plants and garden improvements including three new raised beds, metal signage for the garden’s compost bins, books for the in-garden resource library and new tools and gardening supplies. The “Greenpoint Citizens Club,” a GCEF-funded environmental education program conducted at 61 Franklin Street Community Garden, also used grant funds to conduct two workshops to educate the public: one on the benefits of herbal plants with an herbalist and an herb giveaway and the other on ecologically friendly dye techniques using plants from the gardens with a local artist.

2020 Project
Completed: Aug. 2021

For more information, visit 61 Franklin Street Garden’s website: 61FranklinStreetGarden.com

PROJECT ACCOMPLISHMENTS

- Installed a new garden irrigation system and a rainwater catchment system, which can store up to 600 gallons of stormwater preventing over 2,500 gallons of runoff from entering the NYC sewer system per year
- Installed 3 solar panels that provide 2,250 watt-hours of electricity to the garden
- Constructed 2 picnic tables to accommodate garden visits by schools and community groups
- Built 6 vertical planters, which added an additional 100 square feet of growing space
- Held 4 community workshops attended by approximately 50 people on topics including medicinal plants and tree care
- Hosted weekly 1-hour environmental education classes for children ages 4 to 6; attended by a total of 64 children
- Hosted the Greenpoint YMCA's summer camp multiple times in Summer 2015; attended by approximately 60 children
- Built three raised beds, planted over 200 plants, added metal signage to compost bins, purchased 12 new books for the in-garden library and purchased new tools and supplies
- Conducted two additional workshops in 2021 and engaged 110 community members about the benefits of garden herbs and ecologically friendly dye techniques using garden plants





Dupont Street Senior HDFC Garden Renovation

In 2015, through a competitive process, Dupont Street Senior HDFC received a GCEF grant of \$5,000 (and provided \$450 in matching funds) to renovate the existing garden area at the public senior housing facility. Renovations funded by GCEF included installing a native plant garden with plants, such as blueberry bushes, butterfly weed, and black-eyed Susans, to support pollinators and local bird species. The grant also funded two compost tumblers and three tabletop planters, which improved gardening access for the senior residents. Further, the GCEF grant supported a workshop for facility residents and neighbors on composting and the use of compost tumblers.

PROJECT ACCOMPLISHMENTS

- Renovated an existing public senior housing garden by installing a 200-square foot native plant garden to support pollinators and local bird species

Project Lead:
Dupont Street Senior
HDFC

Project Partners:
Garden Guardian at
the Urban Oasis in
Monsignor McGolrick
Park; Java Street
Community Garden;
and Newtown Creek
Alliance

Project Location:
80 Dupont Street

TOTAL INVESTMENT:
\$5,450

2015 GCEF Grant:
\$5,000

**2015 Matching
Contribution:** \$450

**2015 Project
Completed:** June 2016

Parks & Open Spaces



- Installed 2 compost tumblers and 3 tabletop planters
- Educated 30 facility residents and neighbors on composting and use of compost tumblers



Gateway to Greenpoint

In 2018, through a competitive process, the Newtown Creek Alliance (NCA) was awarded a \$30,428 GCEF grant (and provided \$1,250 in matching funds) to generate a community-driven, conceptual site plan and associated materials to support the potential future development of a city-owned parcel into a community green space – referred to as “Gateway to Greenpoint.” The 12,000-square-foot parcel is an industrial area located at the northwest corner of Greenpoint and Kingsland Avenues, owned by the NYC Department of Environmental Protection (DEP). It was designated as community space in conjunction with the renovation of the DEP’s Newtown Creek Wastewater Treatment Plant. The development of the parcel into community green space would create a public access point to other adjacent green spaces, including the Newton Creek Nature Walk, and two GCEF-funded projects: “North Henry Street End Restoration Planning” and the “Kingsland Wildflowers” rooftop. Gateway to Greenpoint would also

Project Lead:
Newtown Creek
Alliance

Project Partners:
Evergreen; Interval
Projects; McGolrick
Park Neighborhood
Alliance; Newtown
Creek Monitoring
Committee; Offices of
NYC Council Member
Stephen Levin and
New York State
Assembly Member
Joseph Lentol; and
NYC Department
of Environmental
Protection

Project Location:
Northwest corner
of Greenpoint and
Kingsland Avenues

TOTAL INVESTMENT:
\$35,933

Total GCEF Funding:
\$34,683

2018 GCEF Grant:
\$30,428

2019 Budget
Addition: \$4,255

Parks & Open Spaces



⤴ Photo: Mitch Waxman

Total Matching Contribution:

\$1,250

2018 Matching
Contribution: \$1,250

**2018 Project
Completed:** July 2019

serve as a model for incorporating open space and ecological value into active industrial areas.

With GCEF funding, preliminary conceptual design plans (produced by architectural design firm Interval Projects) for Gateway to Greenpoint were shared at public workshops to solicit community input on the design plan. NCA and its project partners also conducted outreach to local businesses to engage their input in the design process. After these collaborations, a final conceptual design plan for the project was developed, and a brochure and booklet on the design and design process were created to share with the Greenpoint community.

NCA shared the final conceptual design plan with local elected officials and the DEP in order to identify next steps for moving Gateway to Greenpoint forward, including establishing funding sources for construction, developing a plan for operation and maintenance of the site, and working with City agencies and engineers to develop technical aspects of the design as required for construction.

For more information, visit Newtown Creek Alliance’s Gateway to Greenpoint page: NewtownCreekAlliance.org/Gateway-to-Greenpoint/

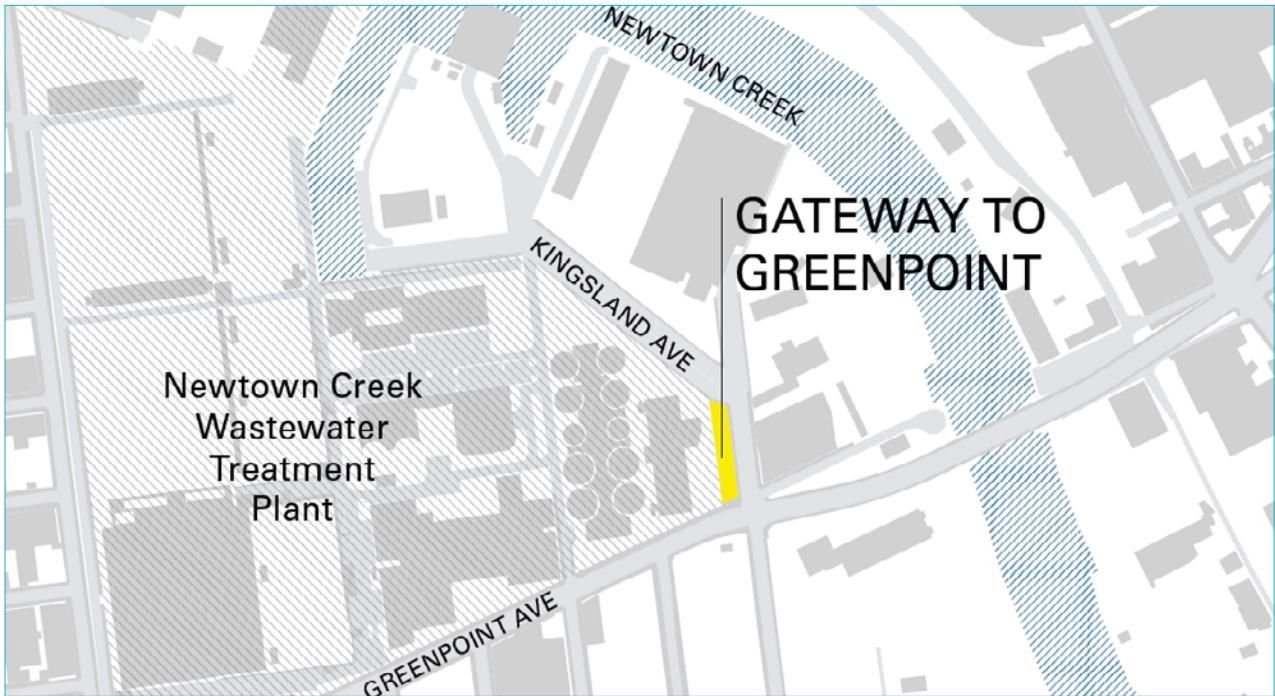
PROJECT ACCOMPLISHMENTS

- Hosted 3 public workshops, attended by approximately 100 community members, to engage them and seek their input on the design of Gateway to Greenpoint
- Solicited additional feedback on the design via an online community survey that yielded 13 responses
- Created 3 preliminary designs based on feedback received from participants at workshops
- Produced a booklet and brochure (available online and distributed to the public at NCA events) to share resulting final conceptual design plan and explain the process used to create it
- Created a to-scale model of the final Gateway to Greenpoint conceptual site plan for public display at Kingsland Wildflowers



⌘ Parcel at Kingsland and Greenpoint Avenues

Parks & Open Spaces



^ Location of Gateway to Greenpoint

PROJECT PRODUCTS

- Gateway to Greenpoint: Brochure
- Gateway to Greenpoint: Booklet
- Gateway to Greenpoint: Preliminary design plans
- Gateway to Greenpoint: Community workshop presentations



Greenpoint Parks Community Stewardship Program

In 2015, through a competitive process, North Brooklyn Parks Alliance (NBPA) received \$99,000 in GCEF funding (and provided \$30,000 in matching funds) to support the stewardship of Greenpoint parks and playgrounds. Major project activities included recruiting volunteers and managing volunteer events in the parks, and conducting park cleanup and planting events. The project also developed and delivered weekly educational programs on the natural resources of the parks and how to care for them to local youths, schools, and community groups. Further, the project established self-sustaining “Friends of Parks” groups at many Greenpoint parks, identified community leaders to advocate for their local parks, publicized park events, and gathered feedback from community members about the needs of individual parks.

Project Lead:
North Brooklyn Parks Alliance, formerly Open Space Alliance for North Brooklyn

Project Partner:
McGolrick Park Neighborhood Alliance

Project Locations:
Monsignor McGolrick Park; WNYC Transmitter Park; Newtown Barge Park; and Greenpoint and American Playgrounds

TOTAL INVESTMENT:
\$228,000

Total GCEF Funding:
\$198,000

2015 GCEF Grant:
\$99,000

2017 Budget
Addition: \$99,000

Parks & Open Spaces



**Total Matching
Contribution:**
\$30,000

2015 Matching
Contribution:
\$30,000

**2015 Project
Completed:** July 2019

In 2017, after another competitive process, NBPA was awarded an additional \$99,000 to continue the implementation of the Greenpoint Parks Stewardship Program, and its growing network of local Friends of Parks groups. Additionally, the GCEF grant supported a Greenpoint parks volunteer leader training and mentoring program.

Over the course of the project, 40 partner organizations were convened to participate in the community stewardship program for Greenpoint parks and playgrounds. The program received designation as a “Service Enterprise” by NYC Service, a division of the Office of the Mayor focused on volunteerism and service in the City. The project also worked with AmeriCorps to hire two NYC Civic Corps fellows to design and execute a volunteer program at Greenpoint parks, and develop a “Volunteer Policies and Procedures Handbook” for their use.



In 2018, due to the success of the Greenpoint Parks Community Stewardship Program, NBPA received a \$45,000 inaugural grant from the Altman Foundation to support the continued cultivation of local stewards for Greenpoint parks and playgrounds.

In June 2024, the State announced a \$240,000 grant to the North Brooklyn Parks Alliance (NBPA) to implement a multi-year program of horticultural improvements and community stewardship at Eastern Greenpoint’s Monsignor McGolrick Park.

PROJECT ACCOMPLISHMENTS

- Spearheaded 83 events in Greenpoint parks, including stewardship, education, and youth-focused programs that engaged more than 4,300 community members

Parks & Open Spaces

- Convened over 40 partner organizations to participate in the stewardship program
- Planted over 5,800 plants, ranging from daffodils to trees, in Greenpoint parks
- Facilitated the creation of “Friends of Parks” groups at American Playground, Greenpoint Playground, WNYC Transmitter Park, and Manhattan Avenue Street End and Barge Park
- Worked with Friends of Parks groups at American and Greenpoint Playgrounds to install planters to create green space in an otherwise asphalt lot
- As a result of the project’s activities, earned NBPA the designation of a “Service Enterprise” by NYC Service, a division of the Office of the Mayor
- Worked with Americorps to hire 2 NYC Civic Corps fellows to design and execute a volunteer program at Greenpoint parks, and develop a Volunteer Policies and Procedures Handbook

PROJECT PRODUCTS

- Greenpoint Parks Community Stewardship Program:
NBPA Volunteer Policies and Procedures Handbook



Improving Sustainable Practices at Java Street Community Garden

In 2014, through a competitive process, Java Street Community Garden (JSCG) received a \$19,178 GCEF grant (and provided \$10,620 in matching funds) to enhance the sustainability of the community garden. Once an empty lot and now covered with native plants and organic vegetable garden plots, JSCG is managed by a collective of 30 neighborhood volunteers. In this project, GCEF funding was used to add a rainwater collection and storage system, a perennial sidewalk garden, sheltered community gathering space, native plants, and solar panels to serve as a renewable energy source for the garden.

In 2015, JSCG received an additional \$30,220 in GCEF funding to expand its sustainable gardening activities, including creating winter greenhouses, improving existing pollinator, woodland, rainwater, and other garden beds within the larger garden, improving compost management, labeling

2014 Project Lead:
Java Street
Community Garden

2014 Project Partners:
GreenThumb NYC;
Build It Green! NYC;
GrowNYC; Brooklyn
Botanical Garden's
GreenBridge; and In
Our Backyards

2015 Project Lead:
North Brooklyn Parks
Alliance, formerly
Open Space Alliance
for North Brooklyn

2015 Project Partners:
GreenThumb NYC;
Build It Green! NYC;
Brooklyn Botanical
Garden's GreenBridge;
MillionTreesNYC;
New Yorkers for
Parks; North Brooklyn
Neighbors, formerly
Neighbors Allied for
Good Growth; Citizens
Committee for NYC;
and Solar Energy
Systems

Project Location:
59 Java Street

Parks & Open Spaces



TOTAL INVESTMENT:

\$60,018

Total GCEF Funding:

\$49,398

2014 GCEF Grant:
\$19,178

2015 GCEF Grant:
\$30,220

Total Matching**Contribution:**

\$10,620

2014 Matching
Contribution:
\$10,620

2014 & 2015 Projects

Completed: June 2019

plants in beds with information about pollinators, birds, noxious weeds, and fostering sustainable garden practices. The project also improved composting and garden waste management at the garden, and provided environmental stewardship and gardening education for garden visitors and members.

For more information, visit Java Street Garden's website:

JavaStreetGarden.org

PROJECT ACCOMPLISHMENTS

- Installed 3 solar panels and an energy storage system, which creates up to 1,000 watts of electricity annually for garden activities
- Created a rainwater collection system with 4 rain barrels, storing 600 gallons of water for use in the garden and diverting over 3,000 gallons of stormwater runoff per year

- Expanded permeable paving area with reclaimed bricks and cobble stones, and constructed benches and a picnic table out of reclaimed wood, to improve gathering spaces
- Purchased a variety of garden tools to maintain the garden and to lend to fellow citizen pruners in the neighborhood, and constructed a garden shed to house them
- Created a native plant garden
- Cultivated more than 600 square feet of organic vegetables from 2014 to 2019
- Replaced the old raised beds with 24 longer-lasting, doubled-height, reclaimed-cedar-wood raised beds
- Planted perennials and native plants in the sidewalk garden outside of the gated area
- Created a garden library with 50 books on a variety of gardening topics
- Hosted a variety of environmental education events with community partners
- Purchased and installed 7 modular greenhouses for plant propagation and seed saving
- Served as a community compost drop-off site for neighborhood residents
- Developed a new website, sharing information about the garden's sustainable practices



Parks & Open Spaces

Project Lead:

GrowNYC

Project Partners:

Current Lentol
Garden Members;
GreenThumb NYC;
New York University's
Wallerstein
Collaborative for
Urban Environmental
Education and
Sustainability; North
Brooklyn Parks
Alliance, formerly
Open Space Alliance
for North Brooklyn

Project Location:

178 Bayard Street

TOTAL INVESTMENT:

\$246,912

Total GCEF Funding:

\$109,241

2018 GCEF Grant:
\$99,241

2019 Budget
Addition: \$10,000



Lentol Garden Renovation

In 2018, through a competitive process, GrowNYC received a \$99,241 GCEF grant (and provided \$137,671 in matching funds) to renovate and upgrade the 35,000-square-foot Lentol Garden, spur community involvement in the garden, and create a neighborhood gathering spot. The renovation transformed several dark and shady areas of the garden, and created several new areas for visitors and events. In addition, funding was used to create a rain garden, repair the existing rainwater harvesting system, and layout and install an irrigation system. A stone retaining wall and a terraced garden were installed to address erosion issues; a bog garden and pollinator garden were created; woody shrubs and understory trees were planted; educational signage and additional seating were installed; and pathways were built allowing movement throughout the entire garden. These

garden upgrades encouraged 50 new members to join and hundreds of new visitors.

PROJECT ACCOMPLISHMENTS

- Repaired the garden’s rainwater harvesting system, which collects 3,000 gallons of rainwater annually, and installed an irrigation system for garden watering
- Installed 40 linear feet of stone retaining wall to address erosion
- Added a cedar log fence to create 315 linear feet of pathways
- Installed a picnic table and 12 benches in the garden
- Created 2,000 square feet of terraced garden area and a bog garden
- Installed 700 square feet of habitat to support pollinator plants
- Planted 35 mature woody shrubs and understory trees, and 350 medium-sized perennials, natives, and pollinator plants
- Installed educational signage at 10 locations around the garden
- Inspired 50 Greenpoint residents to become new garden members, who volunteer on weekends to maintain the space
- Attracted 1,750 visitors annually

**Total Matching
Contribution:**

\$137,671

2018 Matching
Contribution:
\$137,671

2018 Project

Completed: July 2019



Parks & Open Spaces

Project Lead:

GrowNYC

Project Partners:

GreenThumb NYC;
North Brooklyn Parks
Alliance, formerly
Open Space Alliance
for North Brooklyn;
and NYC Department
of Parks and
Recreation

Project Location:

McCarren Park

TOTAL INVESTMENT:

\$987,435

Total GCEF Funding:

\$515,275

2015 GCEF Grant:
\$477,084

2017 Budget
Addition: \$38,191

Total Matching**Contribution:**

\$472,160

2015 Matching
Contribution:
\$472,160



McCarren Park Urban Farm and Green Infrastructure Corridor

In 2015, through a competitive process, GrowNYC received a \$477,084 GCEF grant (and provided \$472,160 in matching funds) to create an urban farm and green infrastructure corridor within McCarren Park. With GCEF funding, the project created a rain garden, multiple demonstration gardens to support educational programs, and an open space for community events and environmental education activities for residents, schools, and community groups. The project also installed signage on environmental stewardship and conservation, and created a best practices manual with information for Greenpoint residents about the principles and concepts used in the project. Additionally, the project provided community programming on how to build a garden and use “green infrastructure” (e.g. rain gardens



and rainwater harvesting) in backyards, on roofs, and in community spaces. Community residents were educated on environmental sustainability, energy, ecosystems, and safe urban gardening practices.

2015 Project
Completed: Jan. 2019

In 2017, after another competitive process, GrowNYC was awarded an additional \$38,191 in GCEF funding to install a rainwater harvesting system and green roofs atop storage shipping containers at the demonstration garden. Other activities funded by GCEF included installing a model green roof on the ground for easy viewing and educational purposes, hosting workshops on the rainwater harvesting systems, and creating a guide with information about the principles and concepts of rainwater harvesting.

GrowNYC continues to maintain an active presence at the site, hosting both community and school garden workshops,

Parks & Open Spaces

while also inviting the three adjacent co-located middle and high schools to use the growing areas when school is in session.

PROJECT ACCOMPLISHMENTS

- Built the 7,200-square-foot McCarren Park Demonstration Garden and 6,170-square-foot McCarren Park Green Infrastructure Corridor with signage about environmental stewardship and conservation
- Installed 2 green roofs totaling 320 square feet, outfitted with educational signage
- Designed and installed a rainwater harvesting system, which diverts over 400,000 gallons of water from NYC’s combined sewer
- Produced and distributed a how-to guide for building water harvesting systems in both community gardens and residential contexts
- Hosted 39 volunteer workdays and had over 1,000 volunteers
- Held 12 workshops with over 150 participants on topics including rainwater system building, harvesting, and gardening
- Held a beneficial insect workshop for 30 schools in Greenpoint and beyond
- Hosted a “Greenpoint Eco-Schools” teacher field trip



PROJECT PRODUCTS

- McCarren Park Urban Farm and Green Infrastructure Corridor: Rainwater Harvesting Guide



Monsignor McGolrick Park Restoration

In 2015, through a competitive process, the Horticultural Society of New York received a \$562,056 GCEF grant (and provided \$2.1 million in matching funds) to enhance and restore environmental and community amenities through five proposed activities in different areas of Monsignor McGolrick Park:

- Reconditioning a compacted lawn in the southeast area of the park by amending the soil, applying new topsoil, reseeding the turf with shade grasses, and installing temporary irrigation and fencing;
- Resetting pavers in the Central Pavilion area to direct rainwater runoff into an adjacent rain garden;
- Creating a native pollinators (e.g., bees, butterflies) sanctuary in the primary garden area of the park;

Project Lead:
Horticultural Society
of New York

2015 Project Partners:
McGolrick Park
Neighborhood
Alliance; North
Brooklyn Parks
Alliance, formerly
Open Space Alliance
for North Brooklyn;
and NYC Department
of Parks and
Recreation

2018 Project Partners:
North Brooklyn Parks
Alliance; and P.S. 110
The Monitor School

Project Location:
Monsignor McGolrick
Park

TOTAL INVESTMENT:
\$2,894,011

Parks & Open Spaces

Total GCEF Funding:

\$794,011

2015 GCEF Grant:
\$562,056

2017 Budget
Addition: \$128,455

2018 GCEF Grant:
\$75,000

2019 Budget
Addition: \$17,500

2020 GCEF Grant:
\$11,000

**Total Matching
Contribution:**

\$2,100,000

2015 Matching
Contribution:
\$2,100,000

2015 & 2018 Project

Completed: July 2019

2020 Project

Completed: Oct. 2020

- Reconditioning the soil and restoring garden beds around the playground; and
- Restoring drainage at the dog run by removing dirty mulch, lowering the soil to below grade, installing drains, and backfilling with mulch.

Another final set of grant activities involved procuring equipment for long term park maintenance; conducting an environmental education program about the natural features of the park; creating a Citizen Gardener certification program; creating and updating a training manual to provide instructions on the maintenance requirements of the restored areas of McGolrick Park; holding cleanup events at the park; and implementing two “It’s My Park” days at McGolrick Park to encourage park-goers to learn more about park stewardship.

NOTE: The NYC Department of Parks and Recreation did not approve enhancement and restoration activities at the Central Pavilion or playground garden (the second and forth activities outlined above.) As an alternative, the Horticultural Society of New York redirected GCEF funds to restore and enhance the existing GCEF-funded “Urban Oasis” garden, including creating an educational rain garden. In addition to providing an educational experience to visitors, the rain garden will mitigate existing drainage concerns.

In 2017, after another competitive process, the Horticultural Society of New York received an additional \$128,455 in GCEF funding to complete the restoration of the enhanced Urban Oasis garden in McGolrick Park. The final renovation activities



⤴ Photo: Algis Norvilla

included amending the soil; reducing or eliminating standing water caused by compacted soil; installing native shrubs, perennials and mulching; engaging community members as volunteers at planting events; and educating the community about sustainability and wildlife habitat.

In 2018, the Horticultural Society of New York was awarded another competitive grant of \$75,000 from GCEF to maintain the revitalized areas of McGolrick Park with the help of a hired, part-time gardener; continue to train Citizen Gardeners; and offer environmental education programming to students and community members, including an Earth Day celebration and a walking tour about the birds and trees in the park.

Parks & Open Spaces

Finally, in 2020, the Horticultural Society of New York was awarded an additional \$11,000 to provide monthly horticultural maintenance at two sites in McGolrick Park: the Urban Oasis garden and the pollinator garden. Activities from July thru October 2020 included weeding, pruning, removal of invasive plants, picking up trash, amending the soil, mulching, and watering in the designated garden areas. The funds supported staffing costs, mulch, and maintenance supplies.



PROJECT ACCOMPLISHMENTS

- Renovated McGolrick Park's "Urban Oasis" garden by restoring approximately 20,000 square feet of degraded park area, weeding invasive species, installing 700 native shrubs, and constructing a passive rain garden
- Engaged 100 community volunteers in the Urban Oasis garden's revitalization and maintenance
- Eliminated stormwater run-off and standing water in the paved area adjacent to the Urban Oasis garden
- Conducted ongoing horticultural maintenance from 2016 through Spring 2019 in the Urban Oasis garden including watering, weeding, pruning, removing invasive plants, amending soil, mulching, removing trash, and replanting native plants in designated garden sites
- Renovated the McGolrick Park dog run and installed proper drainage to the area
- Improved the soil condition of the southeast lawn
- Procured equipment for long-term park maintenance
- Hired a principal gardener for the period of the grant

- Created and kept current a training manual providing instructions on the maintenance requirements of the restored areas of McGolrick Park
- Created the Citizen Gardener Certification Program, which trained 3 gardeners in 2016 and another 6 gardeners in 2018
- Conducted multiple community events, including an Earth Day 2018 event attended by 50 families; a walking tour about the birds and trees in the park attended by 60 students from P.S. 110 The Monitor; and a tree identification and care workshop attended by 25 members of the community
- Delivered the 5-day-a-week “Young Naturalist Program” for 8 weeks during the 2017 and 2018 summers, which had over 1,500 children participate
- Hosted school visits by P.S. 31 Samuel F. Dupont, P.S. 34 Oliver H. Perry, and P.S. 110, with 400 children and 100 teachers attending
- Provided monthly horticultural maintenance from July thru October 2020 at 2 sites in McGolrick Park: the Urban Oasis garden and the pollinator garden



PROJECT PRODUCTS

- Monsignor McGolrick Park Restoration: Citizen Gardener Training Manual



Parks & Open Spaces

Project Lead:

P.S. 110 Parent Teacher Association

Project Partners:

Greenpoint Eco-Schools; Alive Structures; and Serge Drouin Architecture

Project Location:

124 Monitor Street

TOTAL INVESTMENT:

\$193,166

Total GCEF Funding:

\$134,832

2018 GCEF Grant:
\$83,724

2019 Budget
Addition: \$8,204

2020 GCEF Grant:
\$42,904

Total Matching**Contribution:**

\$58,334

2018 Matching
Contribution:
\$58,334



P.S. 110 Garden Renovation

In 2018, through a competitive process, P.S. 110 Parent Teacher Association (PTA) was awarded \$83,724 in GCEF funding (and provided \$58,334 in matching funds) to renovate a 6,000-square-foot playground/garden area next to P.S. 110 The Monitor School. The area was renovated with planters for native trees and vines to attract pollinators, raised garden beds to grow vegetables, and seating for students and others in the community to enjoy this new green open space. GCEF funding was also used to introduce the entire student population to hands-on gardening techniques with a week-long gardening class; train parent garden volunteers; host a community bulb planting event; and create a greening resource library at the school available to teachers, staff, and parents.

The playground/garden area is part of NYC Parks' "Schoolyard to Playgrounds" program, and is open to the public.

In 2019, P.S 110 PTA was given a budget addition of \$8,204 from GCEF. The funds were used to install a 180-gallon rain-water catchment system, six additional planters which house some of the 17 trees donated by the NYC Parks Department, and new shrubs and soil.

2018 Project

Completed: July 2019

2020 Project

Completed: Aug. 2021

In 2020, P.S. 110 PTA was awarded a total of \$42,904 from GCEF. Grant monies were used to purchase additional native trees, perennials, and ground cover in the existing garden area; set up several large-scale planters, install two hummingbird feeders and two bee/butterfly/bird baths, add more benches, build a three bin compost system, create signage; and purchase necessary tools for the garden. In addition, funds were used to host two educational stewardship events at the garden attended by a total of 45 families and a series of educational events for Kindergarten thru 5th graders offered during the summer in partnership with Newtown Creek Alliance about soil exploration, beneficial garden insects and how water impacts an urban landscape. The 2020 grant was also used to purchase 4,000 canvas bags for the four Greenpoint: Eco-Schools. The purchase of the reusable bags will have environmental benefits for the community by reducing the usage of single-use plastic bags that are often on a school supply list.

PROJECT ACCOMPLISHMENTS

- Held a workshop for 45 P.S. 110 teachers and staff to familiarize them with the renovated playground/ garden area
- Created a greening resource library for teachers, staff, and parents

Parks & Open Spaces

- Formed a PTA Green Committee, and recruited 39 parents to be garden volunteers to help ensure the sustainability of the garden
- Installed 15 native vines and planters, 8 native trees, 12 native shrubs, 300 native perennials, 12 large planters, and 8 extra-large tree planters
- Introduced the entire P.S 110 student population (550 students) to hands-on gardening techniques with a week-long class in introductory gardening
- Conducted a parent garden volunteer tour and training
- Hosted a community bulb planting event, attended by 30 community members who planted over 400 bulbs in the garden
- Installed a 180-gallon rainwater catchment system, 6 additional planters, and new shrubs and soil
- Held a garden open house and ribbon cutting ceremony in Spring 2019
- Installed 3 native trees, 30 perennials, 5 trays of groundcover, several large-scale planters, bird and pollinator baths, a three bin compost system, new signage, and purchased benches and various gardening tools
- Held two educational stewardship events attended by 45 families and a series of educational events for 90 Kindergarten thru 5th graders in partnership with Newtown Creek Alliance
- Purchased 4,000 reusable, canvas bags for the 4 “Greenpoint: Eco-Schools” to reduce single-use plastic bags consumption





The Kosciuszko Bridge Design Project

In 2018, through a competitive process, North Brooklyn Parks Alliance (NBPA) was awarded \$100,000 in GCEF funding (and provided \$26,250 in matching funds) to further develop a four-phase “Under the K Bridge Park” design project aimed at converting several acres of formerly industrial area under the Kosciuszko Bridge into a multi-use public parkland and new green space for the Greenpoint community.

Before GCEF funding was received, Phase One of the project was conducted and consisted of a community-driven visioning process to develop community-based ideas for the area’s design. GCEF funds were used to complete Phase Two of the project, which combined ideas generated from the Phase One community process, additional feedback generated from stakeholder meetings, and a second

Project Lead:

North Brooklyn Parks Alliance, formerly Open Space Alliance for North Brooklyn

Project Partners:

Billion Oyster Project; Brooklyn Greenway Initiative; City Parks Foundation; Greenpoint Waterfront Association for Parks and Planning; LaGuardia Community College; McGolrick Park Neighborhood Alliance; North Brooklyn Neighbors, formerly Neighbors Allied for Good Growth; Newtown Creek Alliance; NYC Audubon Society; Kingsland Wildflowers; NYC Soil and Water Conservation District; New York State Department of Transportation; North Brooklyn Community Boathouse, formerly North Brooklyn Boat Club; Waterfront Alliance; Public Work; and HR&A Advisors

Parks & Open Spaces



⤵ Photo: Nicole Craine / North Brooklyn Parks Alliance

Project Location:

As the Kosciuszko Bridge arches over Newtown Creek on the Brooklyn side extending alongside Cherry Street and bound by Stewart Avenue to the east

TOTAL INVESTMENT:

\$246,000

community workshop in order to create a conceptual design and sustainability planning for the project.

NBPA solicited design proposals from various landscape architecture firms, and ultimately, partnered with Public Work, a Toronto-based landscape architecture firm. NBPA also engaged HR&A Advisors, a NYC-based real estate and economic development consulting firm, to consider potential financial models and revenue-generating strategies that could be implemented to support future maintenance and operating costs of the Under the K Bridge Park site.

In 2019, NBPA received a budget addition of \$63,275 to expand the design scope of the project to include two additional parcels: one called “Creekside” running from Scott

Avenue to the Newtown Creek shoreline and the other known as “The Arm” running northeast from Van Dam Street to Stewart Avenue.

In August 2019, New York State announced an investment of \$6 million to begin construction on the Under the K Bridge Park project, plus an additional \$1 million for paving and prep work.

In 2020, NBPA received a \$56,475 GCEF grant to purchase equipment for maintenance of the site, and the cultivation of its unique environmental and horticultural features, as well as to host an opening celebration for Under the K Bridge Park, which was held in June 2021. The funding also supported institutional capacity-building for NBPA so that they can continue their mission of creating an equitable, accessible, and vibrant parks system in North Brooklyn.

For more information, visit the Under the K Bridge Park’s website at: NBKParks.org/Under-the-K/

PROJECT ACCOMPLISHMENTS

- Held 6 meetings and conducted additional outreach to community and government stakeholders to inform early design concepts and revenue strategies
- Held a public community design workshop, with 25 people attending, where an initial design was presented to the community and feedback was solicited
- Held a public unveiling of the design plans attended by 100 community members

Total GCEF Funding:

\$219,750

2018 GCEF Grant:
\$100,000

2019 Budget
Addition: \$63,275

2020 GCEF Grant:
\$56,475

Total Matching

Contribution:

\$26,250

2018 Matching
Contribution:
\$26,250

2018 Project

Completed: July 2019

2020 Project

Completed: Aug. 2021

Parks & Open Spaces

- Reached an agreement with the State of New York to develop 7 acres of land beneath the Kosciuszko Bridge and received \$7 million in funding for the development project
- Purchased equipment for the “Under the K Bridge Park” including a hose and sprinkler irrigation system, an electric utility vehicle to support transport of material and tools, storage units, and various horticultural tools
- Hosted a park opening celebration for the community in June 2021 attended by over 800 people
- Funded institutional capacity building for NBPA to sustain its mission of creating equitable, accessible and vibrant park systems in North Brooklyn

PROJECT PRODUCTS

- The Kosciuszko Bridge Design Project: UNDER THE K – DESIGN FRAMEWORK



Urban Oasis in Monsignor McGolrick Park

In 2014, through a competitive process, NYC Audubon, an urban chapter of the National Audubon Society, received a \$24,871 grant from GCEF (and provided \$25,636 in matching funds) to create an “Urban Oasis” in Monsignor McGolrick Park. The Urban Oasis project entailed creating a new, ¼-acre garden in the southeast corner of the park by planting native species (including wildflowers, which provide food and shelter for migratory birds). The project engaged volunteers to plant the garden and inventoried the park’s bird species. The project also sought to build a community of Greenpoint residents committed to the environmental stewardship and maintenance of McGolrick Park.

NYC Audubon completed the garden in July of 2015. Rain barrels were installed for rainwater collection; temporary signage was designed, printed, and installed in the area; and a native plants brochure was created. Additionally, training

Project Lead:
NYC Audubon

Project Partners:
NYC Department of
Parks and Recreation;
and Amy Kienzle,
Pastor, Lutheran
Church of the Messiah

Project Location:
Monsignor McGolrick
Park

TOTAL INVESTMENT:
\$50,507

2014 GCEF Grant:
\$24,871

**2014 Matching
Contribution:** \$25,636

**2014 Project
Completed:** Oct. 2015

Parks & Open Spaces

sessions on how to maintain the Urban Oasis garden were held for volunteers from the McGolrick Park Neighborhood Alliance and other members of the Greenpoint community. Workshops were also held to teach the community about native plants and their identification. The bird species inventories documented a variety of birds within the park, such as the American robin, hermit thrush, chimney swift, and Northern parula.

PROJECT ACCOMPLISHMENTS

- Created a ¼-acre native plant garden, comprised of 4,372 plants, in Monsignor McGolrick Park
- Hosted 4 training sessions to recruit and train volunteers to help maintain the garden
- Managed 57 volunteers who assisted with planting, weeding, watering, and maintenance of the garden, accumulating over 379 volunteer hours
- Installed 3 rain barrels as green infrastructure to collect and store rainwater
- Documented 17 different bird species in the park



PROJECT PRODUCTS

- Urban Oasis in Monsignor McGolrick Park: Native Plant Brochure in English
- Urban Oasis in Monsignor McGolrick Park: Native Plant Brochure in Polish
- Urban Oasis in Monsignor McGolrick Park: Planting Plan
- Urban Oasis in Monsignor McGolrick Park: Plants Catalog



Ziemia: McGolrick Park Restoration

In 2018, through a competitive process, North Brooklyn Parks Alliance (NBPA) was awarded \$30,000 in GCEF funding (and provided \$3,900 in matching funding) to restore two sections of garden in Monsignor McGolrick Park along the Russell Street border of the park. Restoration efforts included installing over 350 native plants in an enclosed meadow area and conducting ongoing maintenance (e.g. trash pickup and leaf removal). Planning for the renovation of an adjacent, 1,500-square-foot woodland area of the park was also conducted.

In conjunction with these efforts, the project conducted community outreach through four family-friendly art workshops on Greenpoint's ecological history as a wilderness area, as well as engaged in ongoing dialogue with the community about the context and benefits of the meadow and woodland floor areas through website posts, social media and in-person interactions. The meadow also became

Project Lead:

North Brooklyn Parks Alliance, formerly Open Space Alliance for North Brooklyn

Project Partners:

Eckford Street Studios; McGolrick Park Neighborhood Alliance; P.S. 110 The Monitor; P.S. 34 Oliver H. Perry; Cottonwood NYC's Agile Learning Center; St. Stanislaus Kostka Parish; Park Church Co-Op; Greenpoint Islamic Center; Polish Cultural Institute New York; Polish Consulate General; and Offices of New York State Assembly Member Joseph Lentol, NYC Council Member Stephen Levin, and U.S. Congress Member Carolyn Maloney

Project Location:

Monsignor McGolrick Park

TOTAL INVESTMENT:

\$33,900

Parks & Open Spaces



↗ Image via ziemia.nyc

2018 GCEF Grant:
\$30,000

**2018 Matching
Contribution:** \$3,900

**2018 Project
Completed:** July 2019

the temporary home for the public art sculpture (not funded by GCEF) entitled “Ziemia,” which is the Polish word for earth.

PROJECT ACCOMPLISHMENTS

- Revitalized an area of Monsignor McGolrick Park by planting 350 native plants
- Created a plan for the repair of a 1,500-square-foot woodland area in the park
- Engaged in park maintenance including ongoing trash pickup and leaf removal
- Held 4 environmentally educational art workshops in collaboration with Eckford Street Studios
- Engaged in ongoing dialogue with the community about the context and benefits of the project’s park restoration via website posts, social media, and in-person interactions on site

GCEF Grant Projects

Waterfront Restoration & Infrastructure



⌘ The Living Dock project, a floating habitat for plants and animals, resides in Newtown Creek.

Waterfront Restoration & Infrastructure

Project Lead:

The Greenpoint
Monitor Museum

Project Partners:

National Oceanic
and Atmospheric
Administration's
Monitor National
Marine Sanctuary; P.S.
110 The Monitor; P.S.
31 Samuel F. Dupont;
P.S. 34 Oliver H. Perry;
John Ericsson M.S. 126;
St. Stanislaus Kostka
Catholic Academy;
and Oliver Tilden
Camp #26 - Sons of
Union Veterans of the
Civil War

Project Location:

56 Quay Street

TOTAL INVESTMENT:

\$792,600

2015 GCEF Grant:

\$599,200

**2015 Matching
Contribution:**

\$193,400



Greenpoint Monitor Museum USS Monitor Park

In 2015, through a competitive process, The Greenpoint Monitor Museum received a GCEF grant of \$599,200 (and provided \$193,400 in matching funds) to develop an ecological design for shoreline restoration and stabilization at the proposed site of the Greenpoint Monitor Museum building, and to incorporate this design process into educational programs conducted at Greenpoint schools by The Greenpoint Monitor Museum.

Major project activities funded by GCEF included: (1) assessing alternative natural shoreline stabilization and flood protection methods combining soft non-structural stabilization (i.e. gentle slopes) with hard shoreline protection alternatives (i.e. vegetated riprap) based upon a site assessment; (2) integrating projected sea-level rise, as



part of the current assessment, to inform future plans for the site; (3) evaluating the condition of the existing bulkhead; (4) conducting a bathymetry study to assess the depth of waters near the shoreline to inform shoreline delineation, coastal engineering, and habitat restoration plans; (5) preparing a proposed ecological shoreline restoration and stabilization design (and accompanying documentation) using the selected shoreline stabilization method; (6) estimating costs for the design/build methods; (7) obtaining required permits and regulatory approvals; (8) preparing plans to allow for future construction of the shoreline restoration and stabilization; and (9) conducting public meetings to share the proposed design and seek community feedback. Additionally, the GCEF grant allowed The Greenpoint Monitor Museum to enhance their existing educational programs on the Museum’s environmental engineering processes which were showcased at local “Road Show” schools and locations.

2015 Project
Completed: Aug. 2019

Waterfront Restoration & Infrastructure

PROJECT ACCOMPLISHMENTS

- Developed an ecological shoreline restoration and stabilization design for the proposed site of the Greenpoint Monitor Museum
- Completed all construction documentation including drawings, specifications, cost estimate with supporting geotechnical and environmental reports, and land and bathymetric surveys
- Organized public information sessions and community presentations on the project and the proposed ecological shoreline restoration and stabilization design
- Introduced local students to the project through educational activities and events at local schools
- Held meetings on the project with representatives of adjacent developers, and local, state, and federal regulatory agencies including NYC Department of Planning, NYC Department of Parks and Recreation, and National Oceanic and Atmospheric Administration
- Received approvals from regulating agencies for the ecological shoreline restoration and stabilization design, as well as the necessary permits for a follow-up phase of construction work

PROJECT PRODUCTS

- Greenpoint Monitor Museum USS Monitor Park: Design Plan
- Greenpoint Monitor Museum USS Monitor Park: Surveys and Reports



Intertidal Wetland Project

In 2014, through a competitive process, the Research Foundation of the City University of New York (CUNY) at LaGuardia Community College received a \$130,178 GCEF grant (and provided \$91,321 in matching funds) to expand an approach to estuary ecosystem renewal that exploits bulkheads and seawalls as foundations for intertidal habitat and to develop a viable construction design to replace the bulkhead and rip-rap of an industrialized shoreline with intertidal wetland habitat.

Major project activities funded by GCEF included: (1) creating conceptual designs for the intertidal wetland habitat construction at two potential shoreline sites, in collaboration with the community and professional contractors; (2) advancing one of these sites to a fully-engineered design, including construction drawings, cost estimates, and permits; (3) installing intertidal wetland habitat along the walls of

Project Lead:

Research Foundation of CUNY; and Fiorello H. LaGuardia Community College Foundation

Project Partners:

LaGuardia Community College; NYC Department of Environmental Protection; NYC Sanitation Department; Newtown Creek Alliance; North Brooklyn Community Boathouse, formerly North Brooklyn Boat Club; Outside New York; City Parks Foundation; Nelson, Pope & Voorhis; Buckeye Partners; and Terrain-NYC

Project Location:

Greenpoint shoreline

TOTAL INVESTMENT:

\$226,849

Waterfront Restoration & Infrastructure

Total GCEF Funding:

\$135,528

2014 GCEF Grant:
\$130,178

2020 GCEF Grant:
\$5,350

**Total Matching
Contribution:**

\$91,321

2014 Matching
Contribution: \$91,321

2014 Project

Completed: June 2019

2020 Project

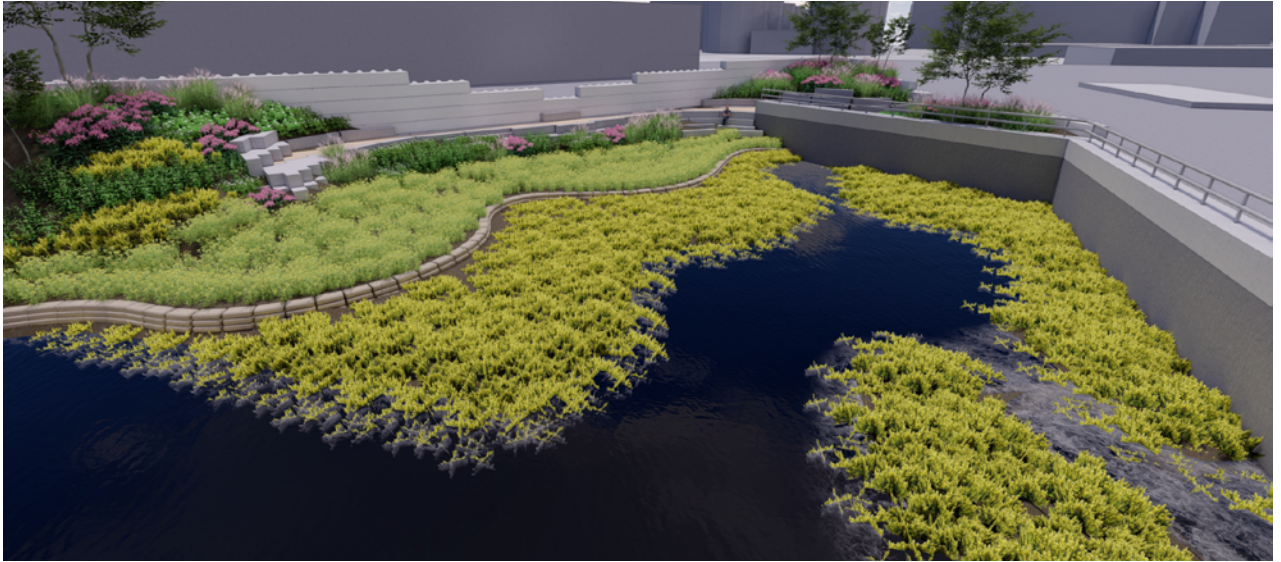
Completed: Sep. 2021

existing hard bulkheads; and (4) expanding habitat already established on bulkhead walls at existing sites.

A construction design plan for a potential “living shoreline” (aka intertidal wetland habitat) at a section of Newtown Creek adjacent to North Henry Street was developed, including the completion of an environmental site assessment, a conceptual plan, and an engineering design. A concept design for establishing a living shoreline at the Greenpoint Manufacturing and Development Center bulkhead, located at the end of Manhattan Avenue was also created.

With the assistance of Environmental Science and Engineering students from LaGuardia Community College and trained volunteers from the North Brooklyn Community Boathouse, the project also sought to reintroduce elements of native salt marshes to Newtown Creek in the form of suspended grass basins and floating grass rafts. These wetland habitat installations provide living space for intertidal invertebrates, such as ribbed mussels, which improve water quality by removing bacteria and excess dissolved nutrients. The installations also support the creek’s vertebrate life – acting as shelters for small fish, crabs, and shrimp among the grass roots, and supplying food for native birds such as herons and kingfishers.

The success of the project’s intertidal wetland habitat installations demonstrated the viability of reintroducing salt marsh grasses along an industrialized shoreline, and is encouraging related efforts. In 2021, the New York State



⌘ Conceptual rendering of the Intertidal Wetland habitat along Newtown Creek at North Henry Street.

Department of Environmental Conservation committed to providing over \$1 million in funding to construct intertidal wetland habitat in an inlet of Newtown Creek adjacent to North Henry Street. Additionally, landscape architects working on the nearby Gowanus Canal restoration toured the Newtown Creek’s intertidal wetland habitat installations to inform their potential use of similar living shoreline features at the Canal.

In 2020, the Fiorello H. La Guardia Community College Foundation received a \$5,350 GCEF grant to introduce herbaceous plants to raft planter boxes in order to provide food for pollinator wildlife, including multiple bee species, beetles, butterflies, birds, and bats. The raft planter boxes were already located within the North Henry Street inlet. The grant money supported the purchase of plants, soil, and other necessary supplies as well as two student stipends.

Waterfront Restoration & Infrastructure

PROJECT ACCOMPLISHMENTS



- Developed a construction design plan for a potential “living shoreline” (aka intertidal wetland habitat) at the North Henry Street site
- Completed an environmental site assessment and conceptual plan, including an engineering design, for the North Henry Street site
- Developed a conceptual design plan for a second potential living shoreline site at the Greenpoint Manufacturing and Development Center bulkhead located at the end of Manhattan Avenue
- Maintained the Whale Creek intertidal basins of salt marsh grasses along the Newtown Creek Nature Walk by removing old growth in the early spring and improving basin drainage
- Extended the Whale Creek intertidal wetland, creating a living shoreline edge of over 200-feet, along the western side of the Whale Creek bulkhead
- Developed another 200 feet of wetland habitat for the NYC Department of Sanitation’s Marine Transfer Station bulkhead along the west shore of No Name Inlet
- Conducted 6 waterside public viewing tours of the Whale Creek and No Name Inlet wetland and demonstration habitats
- Introduced herbaceous plants to raft planter boxes located in the North Henry Street inlet, providing food for pollinator wildlife



PROJECT PRODUCTS

- Intertidal Wetland Project: Conceptual Design Plans



Newtown Creek SAMPLES Project

In 2015, through a competitive process, Newtown Creek Alliance (NCA) received a \$34,985 GCEF grant (and provided \$31,936 in matching funds) to deliver the “Studying Aquatic Metrics for Public Learning and Ecological Services” (SAMPLES) project. The first SAMPLES project was an intensive half-year period of collecting and analyzing water quality samples from locations surrounding Greenpoint, primarily in Newtown Creek. The project included measuring such water quality parameters as Enterococcus bacteria, which indicate the presence of sewage, as well as nitrates, phosphates, dissolved oxygen, salinity, and temperature. The data collected by the project were used to engage and educate the local community about area geographic and environmental conditions, the effect of human activities on waterways, city infrastructure, and the combined impact of these factors on local water quality.

Project Lead:
Newtown Creek
Alliance

2015 Project Partners:
LaGuardia Community
College; North
Brooklyn Community
Boathouse, formerly
North Brooklyn Boat
Club

2018 Project Partners:
Environmental Science
program at LaGuardia
Community College;
and North Brooklyn
Community Boathouse

Project Location:
Newtown Creek; East
River; and Greenpoint-
wide

TOTAL INVESTMENT:
\$120,544

Waterfront Restoration & Infrastructure

Total GCEF Funding:

\$76,608

2015 GCEF Grant:
\$34,985

2018 GCEF Grant:
\$27,962

2019 Budget
Addition: \$6,325

2020 GCEF Grant:
\$7,336

Total Matching

Contributions:

\$43,936

2015 Matching
Contribution: \$31,936

2018 Matching
Contribution:
\$12,000

2015 Project

Completed: June 2017

2018 Project

Completed: July 2019

2020 Project

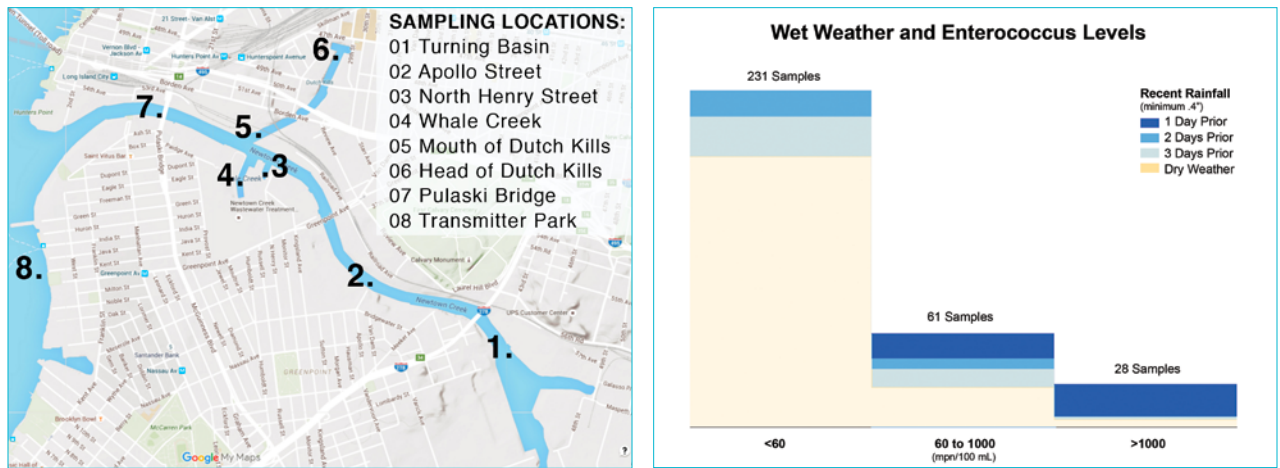
Completed: Sep 2020

NCA continued its SAMPLES project in 2018 and 2019, after undergoing a second proposal process and receiving another competitive GCEF grant of \$27,962 (with \$12,000 in matching funds) in 2018, and a budget addition of \$6,325 in 2019. With these additional monies, NCA also conducted a public education campaign on its monitoring efforts and how Greenpoint residents can help improve water quality in Newtown Creek.

In 2020, NCA was awarded an additional GCEF grant to continue the Newtown Creek water sampling program. The funds allowed NCA to conduct 18 days of water sampling over the course of 23 weeks. The data collected were utilized to further educate and engage the Greenpoint community about the stewardship of Newtown Creek. In addition, NCA designed and printed a series of three water quality reports based on their monitoring activities. Copies of the booklets were made available to the Greenpoint community through public events held by NCA, and can be found online at the NCA website.

NCA and LaGuardia Community College hope to continue conducting regular water quality sampling based on protocols established through the GCEF-funded SAMPLES project in order to gain further understanding of the water quality of Newtown Creek and opportunities for improving it.

For more information, visit Newtown Creek Alliance's SAMPLES page: NewtownCreekAlliance.org/Water-Quality-Sampling



⌘ Left: 2017 Sampling site locations. Right: Enterococcus bacteria levels after rain in 2017.

PROJECT ACCOMPLISHMENTS

- Completed water-quality testing from 8 sampling sites in local waters over a 26-week period in 2016
- Partnered with North Brooklyn Community Boathouse (NBCB), in 2016, to run 3 canoe trips on Newtown Creek with approximately 50 people in total participating
- Held a public event, in 2017, to share information about the project with approximately 50 people in attendance
- Completed water-quality testing from 10 sampling sites in local waters over a 37-week period in 2018 and an 11-week period in 2019
- Hosted 38 people for water quality sampling outings
- Partnered with NBCB, in 2018-2019, to run 3 canoe trips on Newtown Creek with 21 people participating
- Held a second public event to share information about the 2018-2019 project with 50 people in attendance

Waterfront Restoration & Infrastructure



- Communicated collected information with city and state agencies as part of the NYC Department of Environmental Protection plan, “Combined Sewer Overflow Long-Term Control Plan for Newtown Creek”
- Completed water-quality testing from 10 sampling sites over a 23-week period in 2020
- Created a series of 3 booklets explaining the project, as well as water-quality-monitoring results, and observations of shore bird populations, algal blooms, and marine debris for distribution to the Greenpoint community
- Shared daily and seasonal water-quality related information through social media
- Established a framework, and strengthened relationships with existing partners, to sustain the project and continue sampling programs into the future

PROJECT PRODUCTS

- Newtown Creek SAMPLES Project: 2016 booklet
- Newtown Creek SAMPLES Project: 2018 booklet
- Newtown Creek SAMPLES Project: 2019 booklet





North Henry Street End Restoration Planning

In 2014, through a competitive process, Newtown Creek Alliance (NCA) received a \$24,735 GCEF grant (and provided \$1,000 in matching funds) to research and develop a restoration plan for transforming the end of North Henry Street into a publicly-accessible and ecologically-beneficial open space and shoreline. Located on the No Name Inlet of Newtown Creek, the site consisted of 20,000 square feet of city-owned upland and degraded shoreline.

NCA used the grant to conduct an analysis of the site characteristics, including: shoreline composition, flora and fauna survey, stormwater runoff and contamination issues, water quality, bathymetry, and governmental jurisdiction issues. NCA worked with neighboring property owners (Allocco Recycling and NYC Department of Environmental Protection) to expedite the removal of abandoned equipment and trailers from the site. In addition, NCA

Project Lead:
Newtown Creek
Alliance

Project Partners:
Sarah Durand,
Associate Professor at
LaGuardia Community
College; Allocco
Recycling; and North
Brooklyn Community
Boathouse, formerly
North Brooklyn Boat
Club

Project Location:
North Henry Street

TOTAL INVESTMENT:
\$25,735

2014 GCEF Grant:
\$24,735

**2014 Matching
Contribution:**
\$1,000

**2014 Project
Completed:** Feb. 2016

Waterfront Restoration & Infrastructure



worked with community members, project partners, relevant agencies, and a landscape architecture firm to develop a vision for the site's ecological restoration and improved use. Based on this visioning, and the site characteristics analysis, NCA developed a restoration plan for the North Henry Street end.

NCA then used the restoration plan to initiate discussions with city and state agencies about its potential implementation and goals to further ecological renewal and public access along Newtown Creek.

In 2019, the North Henry Street end restoration plan received a design award from the New York chapter of the American Society of Landscape Architects recognizing excellence in the practice of landscape architecture.

For more information, visit Newtown Creek Alliance’s North Henry Street End page: NewtownCreekAlliance.org/north-henry-street

PROJECT ACCOMPLISHMENTS

- Developed a plan to transform 20,000 square feet of city-owned upland and degraded shoreline along Newtown Creek into publicly-accessible and ecologically-beneficial open space and shoreline
- Worked with neighboring entities to remove abandoned contractor equipment from the site
- Analyzed and documented site characteristics for the development of the restoration plan
- Worked with community members, relevant city agencies and local business partner, Allocco Recycling in developing the site restoration plan
- Received an award for the completed North Henry Street end from the New York chapter of the American Society of Landscape Architects for excellence in landscape architecture design

PROJECT PRODUCTS

- North Henry Street End Restoration Planning: Project Booklet



Waterfront Restoration & Infrastructure

Project Lead:
Newtown Creek
Alliance

Project Partners:
Sarah Durand,
Associate Professor at
LaGuardia Community
College; North
Brooklyn Community
Boathouse, formerly
North Brooklyn Boat
Club; TMRnyc; Allocco
Recycling; New York
Harbor School; and
Build It Green! NYC

Project Location:
Newtown Creek

TOTAL INVESTMENT:
\$27,611

2014 GCEF Grant:
\$23,311

**2014 Matching
Contribution:** \$4,300

**2014 Project
Completed:** Nov. 2015



The Living Dock

In 2014, through a competitive process, Newtown Creek Alliance (NCA) received a GCEF grant of \$23,311 (and provided \$4,300 in matching funds) to design and build a biological “living dock,” as a prototype for combining remediation strategies, education, and public access to Newtown Creek’s aquatic environment. In Spring 2015, a 185-square-foot floating dock with space for different units of plant and animal habitat was designed, built, and launched on the eastern shore of No Name Inlet near North Henry Street. Different recovered items, including reclaimed cedar (used for decking and structural support), 30-gallon food barrels (used for flotation), and plastic milk crates (used as habitat units), were incorporated into the construction of the dock, as were materials purchased from local businesses. The living dock hosted unique habitats made from various substrates, including oyster shells, clam shells, clean sediment, synthetic and natural rope, and stone.

After the newly created dock was put into place, regular surveys of the habitats were conducted by NCA and its partners, documenting the presence of various aquatic species, such as mummichog (a minnow-like fish), American eel, silverside, grass shrimp, sand shrimp, blue crab, mud crab, barnacle, slipper snail, mud snail, ribbed mussel, blue mussel, hard clam, tunicate, amphipod, anemone, and marine worm. The dock also functioned as a floating wetland with native salt marsh grasses successfully growing in many of the dock's units. In addition to providing an aesthetic function, these grasses help pull excessive nutrients from the water and add habitat for marine wildlife.

NCA conducted tours of the dock with the North Brooklyn Community Boathouse (NBCB) throughout the project and, in October 2015, hosted a celebration event at the dock for Greenpoint residents to visit the plants and animals within the structure.

Since the project's completion, and with NCA's ongoing monitoring and maintenance, the living dock continues to be ecologically-beneficial, as a home to numerous marine organisms and native salt marsh grasses. Additionally, the dock endures as an educational tool, frequently visited during canoe trips by NBCB. NCA also has held multiple events allowing people to visit the dock from land.

Due to the success of the first living dock, NCA was able to secure outside funding to construct a second living dock in Newtown Creek. The project has also inspired other living

Waterfront Restoration & Infrastructure

docks in other NYC waterways, including Bushwick Inlet in North Brooklyn and Fresh Kills in Staten Island.

For more information, visit Newtown Creek Alliance's Living Dock pages: NewtownCreekAlliance.org/the-living-dock/ and LivingDock.tumblr.com

PROJECT ACCOMPLISHMENTS

- Constructed and launched a 185-square-foot floating dock as a prototype for studying remediation strategies, while providing critical habitat and unique public access to Newtown Creek's aquatic environment
- Surveyed a diverse array of indigenous plants and animals that help improve water quality in Newtown Creek
- Created an educational tool about Newtown Creek, serving as a frequent destination for canoe trips and land viewing events

PROJECT PRODUCTS

- The Living Dock: Project Booklet



⤴ La Guardia Community
College Associate
Professor Sarah Durand
and graduate students

West Street Watershed Stormwater Project

In 2014, through a competitive process, Brooklyn Greenway Initiative received a GCEF grant of \$1,917,717 (and provided \$17,585,566 in matching funds) to design and install 54 right-of-way “green infrastructure” features (i.e., bioswales and bump-outs) on streets that slope toward the East River between Manhattan Avenue and Franklin Street (referred to as “Area 1.”) The project sought to use the infrastructure to capture and treat polluted stormwater runoff that would otherwise flow into the East River, restore native plants and habitat, improve local air quality, reduce ambient temperatures, and decrease chronic flooding and sewer backups in the project area. Major project activities were to include: conducting site surveys and geotechnical testing; developing design, construction, and planting plans for green infrastructure installation with community input; and performing maintenance of the installed infrastructure.

In Fall 2015, through a competitive process, Brooklyn Greenway Initiative received an additional GCEF grant of \$1,639,878 (and was to provide \$7,500,000 in matching funds) to expand the project to up to 54 “green infrastructure” features (which was subsequently reduced to 42). The expansion was to enable the project to implement green infrastructure practices on additional streets and sidewalks between West Street, Commercial Street, McGuinness Boulevard, and Calyer Street (referred to as “Area 2,”) and thereby extend the project benefits.

In Spring 2017, the grantee informed GCEF that the number of sites determined to be suitable for green infrastructure

Project Lead:
Brooklyn Greenway Initiative

2014 Project Partners:
NYC Department of Transportation; NYC Department of Environmental Protection; NYC Department of Parks and Recreation; North Brooklyn Parks Alliance, formerly Open Space Alliance for North Brooklyn; WE Design; and eDesign Dynamics

2015 Project Partners:
NYC Department of Transportation; NYC Department of Environmental Protection; NYC Department of Parks and Recreation; North Brooklyn Parks Alliance; and Teresa Toro, Greenpoint resident and outreach lead

Waterfront Restoration & Infrastructure

2014 Project Location:

Area bound by West Street, Calyer Street, Manhattan Avenue, and Eagle Street

2015 Project Location:

Area bound by West Street, Commercial Street, McGuinness Boulevard, and Calyer Street

Total GCEF Funding:

\$3,557,595

2014 GCEF Grant:
\$1,917,717

2015 GCEF Grant:
\$1,639,878

GCEF Grant Amount

Disbursed: \$748,086

Total Matching**Contribution:**

\$25,085,566

2014 Matching
Contribution:
\$17,585,566*

2015 Matching
Contribution:
\$7,500,000

installation would be dramatically lower than originally projected. Only 16 of the prospective 96 candidate sites identified in Areas 1 and 2 were ultimately deemed suitable for installation – an 83% reduction. In addition, GCEF was informed that pending a final survey of the sites, many of the remaining 16 sites also could be deemed unsuitable for installation.

The following factors contributed to the substantial reduction in the number of sites deemed suitable for green infrastructure installation:

- Increased costs associated with site investigations and testing required by the NYC Department of Transportation (DOT)/Department of Environmental Protection (DEP), including soil contaminant and infiltration testing that was not required by the City until after the GCEF grants were awarded. These increased costs reduced the number of sites that could be tested by the project from 96 to 76 sites.
- The DOT/DEP determined that significantly fewer sites were suitable for infrastructure than was anticipated by the project. Of the 76 sites tested for soil contaminant and infiltration, the DOT/DEP determined that only 33 to 35 had sufficient and safe infiltration.
- After the project grants were awarded, DEP changed their policies for bioswales in DOT rights-of-way to include “special conditions” for projects believed to pose a higher risk for failure. These special conditions would have required Brooklyn Greenway Initiative to provide long-term maintenance of the installations

and a commitment to remove the bioswale if it should fail.

- Of the 33 to 35 sites found to be suitable by DOT/DEC for green infrastructure features, 19 of these sites would require special conditions as determined by the DEC. These conditions would have required significant long-term funding that Brooklyn Greenway Initiative was not prepared to commit.

Project Terminated:
Sep. 2017

* The project's 2014 application referenced \$5,030,000 in matching funds, but the final match received was \$17,585,566.

After GCEF was informed about the projected substantial decrease in the number of green installation features, the GCEF Community Advisory Panel (CAP) was consulted in August 2017 for their thoughts on whether the project should continue. A majority of CAP members voted to terminate the project. Taking the CAP's opinion into consideration, the State decided to terminate the project.

GCEF re-invested the remaining balance of the West Street funding – roughly \$2.8 million – through two grant competitions: one open to active GCEF projects (through which funding was distributed in Fall 2017), and a second open to active GCEF projects, completed GCEF projects, and new projects (through which funding was distributed in 2018).





Acknowledgments

GCEF thanks the following for their invaluable contributions to the program:

Members of the GCEF Community Advisory Panel:

Leah Archibald

Ingrid Bromberg Kennedy

Ann Carroll

Katherine Denny Horowitz

Christine Holowacz

Laura Hoffman

Ryan Kuonen

Joanna Micek

Mike Schade

Heidi Shea Springer

Dewey Thompson

Ronald Vancouten

Fernando Villafuerte

Manuel Zuniga

National Fish and Wildlife Foundation

North Brooklyn Development Corporation

Outreach Consultants Laura Truettner and Laura Treciokas

Graphics and Design Consultant SooYoung VanDeMark

Congressperson Carolyn B. Maloney

State Senator Brian Kavanagh

State Senator Julia Salazar

Assemblymember Emily Gallagher

Councilmember Stephen Levin

Councilmember Antonio Reynoso

Councilmember Lincoln Restler

A special thank you to former State Assemblymember Joseph Lentol

And finally, **thank you to the residents of Greenpoint** for their energy, creativity and commitment to a “greener” future for their community!

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9. "A.G. Schneiderman and Acting DEC Commissioner Segos Announce Final Grants from Greenpoint Community Environmental Fund, Bringing Total to Over \$54 Million" 12/15/2015

Appendices

Appendix A.

GCEF Community Advisory Panel Members

GCEF COMMUNITY ADVISORY PANEL (CAP) MEMBERS

CAP Voting Members:	
Leah Archibald	EWIDCO; Newtown Creek Community Advisory Group (CAG)
Ann Carroll	Greenpoint resident
Laura Hoffmann	Barge Park Pals; Newtown Creek Alliance (NCA); OUTRAGE (Organizations United for Trash Reduction & Garbage Equality); Newtown Creek Community Advisory Group (CAG); Newtown Creek Monitoring Committee (NCMC); Kosciuszko Bridge Stakeholders Advisory Committee; United Neighbors Organization (UNO); Brooklyn Community Board #1 Environmental Committee; St. Nicks Alliance
Christine Holowacz	Newtown Creek Monitoring Committee (NCMC); Newtown Creek Alliance (NCA); Greenpoint Waterfront Association for Parks and Planning (GWAPP); Newtown Creek Community Advisory Group (CAG)
Katie Denny Horowitz	Open Space Alliance (OSA); Greenpoint Waterfront Association for Parks and Planning (GWAPP)
Ingrid Bromberg Kennedy	McGolrick Park Neighborhood Alliance (MPNA)
Ryan Kuonen	Brooklyn Community Board #1 Environmental Protection Committee; Brooklyn Community Board #1 Parks and Waterfront Committee; Newtown Creek Monitoring Committee (NCMC); Newtown Creek Community Advisory Group (CAG); Friends of East River State Park; BABAR (Brooklyn Allied Bars & Restaurants)
Joanna Micek	Greenpoint resident
Mike Schade	McGolrick Park Neighborhood Alliance (MPNA); Newtown Creek Community Advisory Group (CAG)

Appendices A & B

Heidi Shea Springer	Greenpoint Gardens Condominium Association; Greenpoint YMCA
Dewey Thompson	Greenpoint Waterfront Association for Parks and Planning (GWAPP); North Brooklyn Boat Club (NBBC); Newtown Creek Alliance (NCA); Open Space Alliance (OSA); Newtown Creek Community Advisory Group (CAG)
Laura Treciokas	Greenpoint Waterfront Association for Parks and Planning (GWAPP); Open Space Alliance Community Committee (OSA); Friends of Bushwick Inlet Park (FBIP)
Ronald Vancooten	LaGuardia Community College
Fernando Villafuerte	Greenpoint resident
Manuel Zuniga	47 Java Garden Collective

CAP Non-Voting Members:

Representative from Congressperson Carolyn Maloney's office

Representative from Assemblymember Joseph Lentol's office

Representative from State Senator Daniel Squadron's office

Representative from State Senator Martin Dilan's office

Representative from Councilmember Stephen Levin's office

Representative from Councilmember Antonio Reynoso's office

Appendix B.

GCEF CAP Roles and Responsibilities (aka Collaboration Principles)



gcefund@northbrooklyn.org
www.gcefund.org
718.389.9044 ext. 15

Greenpoint Community Environmental Fund General Roles and Responsibilities

This document summarizes the general roles and responsibilities of the NYS Office of the Attorney General and the Department of Environmental Conservation (the State), the State's Outreach Consultant (OC), the General Administrator (GA), and the Community Advisory Panel (CAP) with respect to engaging and partnering with the Greenpoint community, and ensuring it has a direct, continuing role in guiding the development and implementation of the Greenpoint Community Environmental Fund (GCEF).

The State

The State, which has the ultimate decision-making responsibility with respect to the GCEF, seeks to conduct an inclusive and effective community engagement process to assist in the selection of projects that will secure significant environmental improvements for the Greenpoint community. It is the responsibility of the State to oversee the GCEF, including the activities of the GA.

Community Outreach Consultant

Enviro-Sciences Engineering/ARC Engineering and Construction (ESE), acts as an independent Outreach Consultant (OC) to the State, advising and assisting the State with respect to engaging the Greenpoint community in the development and implementation of the GCEF.

General Administrator

The GA, a partnership of the National Fish and Wildlife Foundation (NFWF) and the North Brooklyn Development Corporation (NBDC), administers all aspects of the GCEF on behalf of the State. The GA has four major areas of responsibility: (1) grant program management; (2) fiscal and fiduciary management; (3) community engagement and collaboration (including administering the CAP); and (4) grant program tracking, record keeping, and reporting.

Community Advisory Panel

The GCEF Community Advisory Panel (CAP) provides advice to the State, the GA and the OC in relation to the community consultation and decision-making process for the Greenpoint EBP. CAP members bring their knowledge of the community's needs and concerns to assist the State in developing and implementing the Program. CAP members also serve as ambassadors of the GCEF, sharing information on the Program within the community, soliciting input and feedback from residents on the Program's performance, and helping the Program develop and implement community outreach activities and events, including community meetings. As a part of its active and collaborative role in developing and implementing the GCEF, the CAP ensures that issues of community interest and concern related the Program are brought to the attention of State and GA.



Appendix C.

GCEF CAP Internal Protocols



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Greenpoint Community Environmental Fund Community Advisory Panel Internal Protocols

The following protocols will be observed by members of the Greenpoint Community Environmental Fund (GCEF) Community Advisory Panel (CAP) during the Greenpoint Community Environmental Fund or GCEF.¹

Meetings:

- Routinely scheduled, in-person (“regular”) CAP meetings generally will be held on a monthly basis.
- Regular CAP meetings will be held on agreed upon dates.
- Regular CAP meetings will be approximately two hours in length and held at a local community venue.
- Ad hoc meetings, or conference calls, e-mails, and/or other electronic communication, may be called as necessary, for decision-making and other purposes outside of regular CAP meetings.
- CAP members will make a good-faith effort to attend all meetings and conference calls. If a CAP member fails to attend three meetings without advance notice, they may be asked to withdraw from the CAP.

Internal Communication:

- The General Administrator will prepare a proposed agenda and circulate it to the CAP for review in advance of all CAP meetings; the first action of each meeting will be to accept or otherwise revise the proposed agenda.
- Meeting summaries from the prior meeting will be prepared by the General Administrator and circulated to the CAP in advance of each meeting; the CAP will be asked to approve these meeting summaries prior to making them publicly available.
- To the extent that CAP members, in their capacity on the CAP, are representing organizations or other entities beyond themselves, they shall make such representation known to both the General Administrator and other CAP members.
- Unless specifically stated, deliberations during meetings are not confidential, though specific statements should not be attributed without prior consent.

¹ CAP members may suggest changes or updates to these protocols, which will be discussed and, as appropriate, incorporated in accordance with the decision making procedures outlined herein.



External Communication

- Unless specifically decided otherwise by the CAP, members are expected to clearly state that they are speaking on behalf of themselves or their affiliated group when speaking to the public or the press with respect to the CAP and GCEF.
- CAP members will seek to accurately portray decisions reached at meetings and avoid adversely affecting the CAP process by refraining from publicly airing conflicts that may arise within the CAP or among its members.
- CAP members may refer inquiries from the public related to the CAP or GCEF to the General Administrator.
- CAP members should refer all press inquiries seeking statements from the GCEF to the Office of the New York State Attorney General.
- CAP meetings are not public. Interested members of the public should be directed to the GCEF website, contact the General Administrator's Community Liaison Office, and encouraged to attend public meetings for information. If a specific request is made to attend, the CAP should decide to permit a community member to attend a CAP meeting as an observer by taking a simple majority vote. No press shall be allowed to attend.

Decision Making

- All CAP members, with the exception of representatives of elected officials, have one vote.
- The CAP will seek consensus when arriving at decisions. Where consensus cannot be achieved, 60 percent of CAP membership is required to achieve quorum and once quorum is attained, 60 percent of CAP membership is required to approve a decision with the understanding that the State has final right of approval.

Conflict Resolution Procedures

If a CAP member perceives a conflict with another member, it shall be that member's obligation to address and resolve the conflict with the other member. If the conflict cannot be resolved by the two parties, they shall bring the matter to a CAP meeting to raise the issue for review and resolution by the CAP. The members not involved in the conflict should seek to mediate the conflict. In any effort to resolve conflict, members will demonstrate respect, willingness to understand and patience with one another.

Member Recruitment:

As an independent advisory board comprised of members of the Greenpoint community, the CAP plays a central role in the development and implementation of the Program. It is the State's intention that the CAP and its membership will reflect – to the greatest extent practical -- the diversity of interests within Greenpoint.

- The General Administrator will identify and recruit new members for the CAP when: 1) vacancies on the CAP occur, or 2) a standing CAP member needs to recuse themselves from participation due to a real or perceived conflict of interest.

Appendices C & D



- Standing CAP members should seek to identify new members for the CAP that will serve to further the Panel's diversity. The names and, as appropriate, affiliations of potential new members should be provided to the General Administrator.
- Prior to their active participation on the CAP, the General Administrator will provide new members with necessary information about the CAP, including its purpose, functions, structure, procedures, summaries of past accomplishments and current issues.
- The GCEF will strive to have a minimum of at least 15 active CAP members at all times.

Subcommittees

As necessary, and in consultation with the General Administrator, the CAP may decide to establish subcommittees of the full CAP to address specific issues. The number of CAP members serving on a subcommittee may vary depending on its purpose, but a minimum participation of five members will be sought.

Conflict of Interest

- CAP members shall inform the General Administrator of any affiliations with organizations or other entities that may have an interest in obtaining, or otherwise directly benefiting from, GCEF funding.
- Members shall disclose to the General Administrator any personal or professional interest in any matter pending before the CAP that may create a real or perceived conflict of interest, and recuse themselves from participating in any discussion or decision related to such matter.
- Any CAP member who is an officer, board or staff of an organization that is applying, or considering applying, for GCEF funding shall not participate in any CAP discussion or decision making related to, or that would otherwise advantage or be perceived to advantage, the organization's application.
- No member shall derive any personal profit or gain, directly or indirectly, by reason of his or her participation in the GCEF.

Appendix D.

GCEF Community Environmental Improvement Project Ideas, Community Meeting #1

Greenpoint Environmental Benefit Projects Program

-- Preliminary List of Community Project Ideas --

-- 6/29/12 Update--

The State of New York is collaborating with the residents of Greenpoint, Brooklyn in investing \$19,500,000, obtained by the State of New York in a 2011 settlement with the ExxonMobil Corporation, in "Environmental Benefit Projects" (EBPs) in the community. These EBPs will be designed to provide significant environmental improvements in Greenpoint and address environmental areas of concern for the community, such as water quality, groundwater, open space, reduction of toxic pollution, and air quality.

On March 21, 2012, the State, its Community Outreach Consultant, Enviro-Sciences Engineering (ESE), and the Greenpoint Community Advisory Panel (CAP) joined with over 100 members of the Greenpoint community to discuss, among other things, ideas for potential projects to be funded from the settlement monies. As a follow-up to the meeting, the State compiled a list of the project ideas offered by community members at the meeting. The State has continued to welcome additional project ideas from the community, and the below reflects the current list of community project ideas to-date.

The State will review this list to ensure that all proposed projects are consistent with the 2011 settlement with ExxonMobil and NYS Department of Environment Conservation's policy on EBPs. Consistent project ideas will be used in developing a Request for Proposal (RFP) that attracts project proposals addressing as many community ideas for improving Greenpoint's environment as possible.

Clarifications or additions to the preliminary list of project ideas are welcome and should be forwarded to Laura Truettner at ltruettner@aol.com.

* * *

STORMWATER MANAGEMENT

Green roof projects/programs

1. Roof top gardens and farming
2. Green roof program and garden at 370 Greenpoint Ave
3. Green roofs and solar panels on a) community facilities and schools, b) residences, and c) park facilities. Project to include metering, where appropriate, to allow revenue sharing with community and one year of professional training (possibly at McCarren Park) for building owners
4. Program for green roofs and solar panels for small businesses
5. Small business program to adopt a school and construct green roofs

Appendix D

6. Green roof on boathouse
7. Green roof on GMDC buildings
8. Business/job retention program: green roofs stormwater management in industrial areas

Combined Sewer Overflows (CSOs)

1. Stormwater management related to CSOs, specific locations TBD
2. Rainwater alert for overflow prevention

Street improvements

1. Permeable paving program
2. Porosity improvements to streets/curbs to improve drainage; curbside water infiltration
3. Bio-swales for stormwater capture and filtration

Resurfacing improvements

1. Remove concrete from Greenpoint backyards to increase infiltration of stormwater
2. Convert schoolyards to green infrastructure playgrounds
3. "Green" park spaces – install trench drains and permeable surfacing

COMMUNITY FACILITIES

1. Off grid community center for environmental education programs and shared tool space using stacked containers
2. Science museum with focus on environmental projects via art
3. Creation of public environmental science school, K-12, such as a NYC magnet school
4. LEED-certified Environmental Science center covered with moss/grass, roof top gardens; use building at Transmitter Park, McGolrick Park, or on Newtown Creek, or at Maspeth tank site
5. Science-technology-culture center; film/art/horticulture
6. Writers' community workspace on waterfront with solar panels, green roof, teaching garden
7. Greenpoint Monitor Museum with environmental programs, solar lighting and new bulkhead/dock on museum-owned waterfront property at Bushwick Inlet and Quay Street.
8. Expand Greenpoint Gallery to add environmental education program, community garden, green roof and clean energy adaptations
9. Expand and green Greenpoint Library: include environmental history and education program and/or alternative energy and film industry training program, achieve LEED certification with clean energy adaptations.
10. Renovate Greenpoint Shul.
11. Expand food distribution program at GIFT (Greenpoint Interfaith Food Team) garden
12. Children/Family Environmental Center in Transmitter Park
13. Renovate and upgrade YMCA; achieve LEED certification

OPEN SPACE AND PARK IMPROVEMENTS

1. Community gardens, community gardens with farm space
2. De-map Commercial Street from Franklin to water for parkland
3. Homeless task force for parks; funds for clergy coalition to rent space for the homeless
4. Greenpoint Ave street-end "pocket" park, Newtown Creek side
5. Community gardens on Greenpoint Avenue
6. Improvements to McGolrick Park Playground
7. Re-surface Barge Park softball field at Commercial and Franklin
8. McGolrick Park improvements including: drainage improvements, greening around monuments; preserve the pavilion; repair foundation and perimeter fence, improve restrooms and pathways, install solar lighting, hire dedicated gardener
9. Tree health maintenance program at McGolrick Park
10. Fund for maintenance of/improvements to Newtown Creek Nature Walk
11. Develop industrial lot on south side of McGuinness Blvd (between Green and Freeman) into a community garden
12. Assist in acquisition of Motiva property on Bushwick inlet, use funds to leverage city commitment to purchase property and turn into a park
13. Ice skating rink at McCarren Pool/Park
14. Lighting on dog runs
15. Construct playground at Sgt Dougherty Park on Cherry Street
16. Purchase lot between Calyer Street and Greenpoint Ave for community garden
17. Street end park at Oak Street
18. Provide start-up funds to develop open space on MTA lot

CLEAN ENERGY

1. Wind turbine on Newtown Creek
2. Gym in which exercise machines create energy ("energy gym")

ENERGY CONSERVATION

1. Paint roofs white
2. Grant program for homeowners to install new locally-made windows for energy efficiency
3. Energy retrofits of municipal buildings

WATERFRONT & WATERFRONT INFRASTRUCTURE

1. Public docks, especially at Bushwick inlet
2. Enhance pier at Transmitter Park and Kent Street
3. Waterfront access at Noble Street
4. Boat access at Transmitter Park
5. Acquisition of waterfront lands for public access
6. Esplanade around Greenpoint
7. Additional funding for North Brooklyn boat club on Newtown Creek
8. Acquire land between Noble and Quay streets
9. Dog runs on waterfront

Appendix D

WATER ACCESS

1. Kayaking program for Bushwick Inlet
2. Enviro-barge for Bushwick Inlet
3. Fund purchase of boats for, or building of boats at, boathouse being constructed with Newtown Creek EBP funds at GMDC

URBAN FORESTRY

1. Smart greening program: trees/stormwater management on Greenpoint Ave and Manhattan Ave
2. Smart Green corridor/canopy from Bushwick inlet to McCarren Park
3. Tree-planting in residential areas
4. Tree pit expansion for mature trees
5. Personnel to care/manage urban forest
6. Tree planting, maintenance and education; create whole canopy of trees over Greenpoint
7. Locally-made ornamental tree guards for residents
8. Backyard planting program for homeowners/tenants
9. Replicate and expand Borough President's "Neighborhood Beautification Fund" which allows block associations and civic groups to apply for tree pit expansions, wrought-iron tree guards and new street trees
10. Provide free enrollment in NYC Street Trees citizen tree pruner courses for Greenpoint residents

TRANSPORTATION

Pedestrian/bike paths

1. Greenpoint Ave bike path, widen and improve safety
2. McGuinness Blvd pedestrian walkway
3. Improve Pulaski Bridge bike lane
4. Bike and pedestrian bridge to Manhattan
5. Build a pedestrian bridge to Queens

Traffic

1. Air quality improvements via changed traffic pattern at BQE and Apollo Street
2. Program to enforce use of designated truck routes
3. Traffic calming on McGuinness Blvd

Transportation Service

1. Solar powered streetcar for waterfront
2. Green Bus – mobile education center
3. Ferry service to Manhattan

Other

1. Placement of sound barriers, especially around bridges under construction

AIR QUALITY IMPROVEMENTS/MONITORING

1. Program to assist business with “process optimization” to reduce carbon footprint
2. Community air monitoring program with locally placed equipment
3. Retro-fit oil boilers in schools
4. Pollution prevention program for factories
5. Install planters with air-filtering plants identified in NASA Clean Air Study
6. Retrofit large truck fleets with particulate filters

ECOLOGICAL RESTORATION/WATER QUALITY IMPROVEMENTS

1. Water remediation and wetland restoration outside area impacted by ExxonMobil spill
2. "Green Eggs" wetlands on North Henry Street and Newtown Creek, i.e., vegetative digesters for stormwater treatment
3. Opflex sorbent usage for stormwater and oil (can be combined with other projects)
4. Plant oyster beds to filter water; especially at Bushwick Inlet
5. Habitat restoration at Bushwick Inlet Park

SOIL TESTING AND REMEDIATION

1. Bio-remediation of surface soils in Greenpoint residents' backyards
2. Soil remediation program at McGolrick Park
3. Bio-remediation of soils with mushrooms (mycoremediation)

ENVIRONMENTAL EDUCATION PROGRAMS

1. Enviro-mobile
2. Environmental education programs at McGolrick Park
3. Park ranger program for environmental/nature education programming and education
4. Basic community education/information materials for community residents on water quality and other topics
5. Education program around actions to take if Newtown Creek floods
6. Exhibit of land pictures at Community Board
7. Environmental organizing program with children
8. Volunteer water quality monitoring program with Citizen Science, connection to Nature Walk
9. Citizen Science project – soil testing in back yards across Greenpoint

YOUTH ENVIRONMENTAL EMPLOYMENT

1. Environmental training summer program for youth
2. Expand boathouse to create youth employment via boat-building
3. Program for high school students to support wetlands

WASTE MANAGEMENT/COMPOSTING

1. Composting at McGolrick Park
2. Solar powered recycling bins
3. Pneumatic garbage tubes

Appendices D & E

4. In-vessel composting system; business assistance program for composting/recycling; compost facility, perhaps on NYC Dept of Sanitation property, using \$150,000 American-made containers
5. Construction debris material exchange – re-use center
6. Public art with recycled materials from local artists
7. Recycling and waste management plan for Greenpoint

FINANCIAL SUSTAINABILITY OF ENVIRONMENTAL STEWARDSHIP

1. Property Investment program to create ongoing revenue for future environmental projects
2. Endowment to pay park worker salaries in event of future NYC budget cuts
3. Program to monetize filming in area to benefit Greenpoint
4. Create a reserve fund for future use
5. Land trust/easement to restrict use (no further details provided)

COMMUNITY ENGAGEMENT PROGRAMS

1. Greenest block competition
2. Incentive program for block by block greening

ENVIRONMENTAL PLANNING

1. Coordination of environmental planning in Greenpoint – Superfund activities, Brownfield Opportunity Area Program, and Environmental Benefit Projects
2. Implementation resources for Newtown Creek Brownfield Opportunity Area
3. Community conservancy and health think tank

Appendix E.

GCEF RFA for General Administrator

Summary of Threshold Criteria for Single Applicant or Team of Applicants	
	A not-for-profit entity, tax-exempt under 501(c)(3) of the Internal Revenue Code
	In compliance with all local, state and federal laws.
	Must have at least 5 years experience in Program Administration related to community development or environmental improvement projects.
	Must have administered a grant program involving funds of \$1 million or more.
	Must have administered a grant program in New York City.
	Must provide one (1) letter of reference from a funder of a grant program administered by applicant.
	Must provide one (1) letter of reference from a resident or community-based organization located in a community in which the applicant has administered a grant program.
Grant Program Management (30 pts total)	
5 pts	Management of grant programs that include technical review and community input as part of the project selection process
5 pts	Management of grant program involving the types of environmental projects identified by the community
5 pts	Management of grants for projects located or performed in Greenpoint, Brooklyn.
5 pts	Leveraging third-party funds and in-kind services to support grant projects.
5 pts	Building or enhancing the capacity of prospective RFP respondents to develop quality project proposals and to successfully implement projects (including providing technical support to prospective respondents and project implementers).
5 pts	Well-defined and effective grants policies and procedures
Fiscal/Fiduciary Management (25 pts total)	
5 pts	Experience in maintaining grant funds through prudent investment, particularly with respect to funds of \$1 million or more.
5 pts	Success in achieving positive returns on invested funds, particularly with respect to program funds of \$1 million or more.
5 pts	Well-defined and effective fiscal management policies or procedures and the participation of a certified investment planner.
5 pts	Well-defined and effective fiduciary management policies or procedures, particularly as related to safeguarding grant programs against waste, misuse and fraud.
Community Engagement/Collaboration (20 pts total)	
5 pts	Engagement/collaboration with communities comparable to Greenpoint, Brooklyn, especially communities that have been subject to a legacy of environmental injustice and/or varied, serious environmental harms.
10 pts	Community engagement/collaboration in Greenpoint, Brooklyn, especially with respect to local organizations involved in community development or environmental improvement projects in Greenpoint.
5 pts	Current and past federal, state and local government community development or environmental improvement efforts in the Greenpoint area that may be relevant to the Program.
Program Tracking, Recordkeeping and Reporting (5 pts total)	
5 pts	Tracking, recordkeeping and reporting on all aspects of grant programs (including overall program and project-specific implementation schedules and budgets)
Budget (25 pts total)	
5 pts	Completeness of budget (i.e., responsiveness to each item required in the Application).
5 pts	Clarity of budget, including identification of staff roles and responsibilities, estimated hours and hourly rates.
5 pts	Justification of budgeted resources and level of effort
5 pts	Consideration and detailing of contingency costs
5 pts	Policies and/or procedures related to budget tracking

**General Administrator
for the
Greenpoint Environmental Benefit
Projects Program**

***Request for Application
#12-006***

**State of New York
Office of the Attorney General
Department of Environmental Conservation**

July 6, 2012

STATE OF NEW YORK
Office of the Attorney General
Department of Environmental Conservation

REQUEST FOR APPLICATION #12-006

Dated: July 6, 2012

Description: General Administrator for the Greenpoint (Brooklyn) Environmental Benefit Projects Program

Contract Period: Four (4) years, with State option to extend

Due Date and Time (EST): August 22, 2012, 4:00 PM

Designated Contacts:

Peter Washburn
Environmental Protection Bureau
Office of the Attorney General
120 Broadway, 26th Floor
New York, NY 10017
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Office of the Attorney General
The Capital
Albany, NY 12224
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Package Contents:

- Information for Applicants
- Application
- Appendix A: Standard Clauses for OAG Grant Contracts
- Appendix B: Preliminary List of Community Project Ideas
- Appendix C: NYS Vendor Responsibility Questionnaire Not-for-Profit Business Entity

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GENERAL STANDARD INFORMATION AND INSTRUCTIONS

Application Submission

When submitting an Application, the Applicant must:

- Respond to all elements requested in the Application;
- Attach all necessary supporting information; and
- **Sign the Application.** By submitting an application with a signed cover letter, the Applicant indicates full knowledge and acceptance of this Request for Application, including Appendix A, Standard Clauses for New York State Contracts.

The Application must be completed in the name of the Applicant or, in the case of an Application submitted by a partnership, the lead entity in the partnership. The Application must be fully and properly executed by an authorized official of the Applicant or lead entity in a partnership.

The State prefers that Applications be submitted electronically, in PDF format. Electronic submittals should be sent to purchase@ag.ny.gov.

Applications may also be submitted in hard copy. If submitting an Application in hard copy, submit four (4) complete copies, and send by mail or overnight delivery addressed to:

Office of the New York State Attorney General
Budget and Fiscal Management Bureau
The State Capitol
Albany, NY 12224-0341
Attn: Ron Wachenheim, Purchasing Team Supervisor

Hand-delivered Applications or walk-ins will not be accepted. Faxed submissions will not be accepted.

Applications must be received by August 22, 2012, 4:00 PM. Applicants submitting Applications in hard copy must allow sufficient delivery time to ensure receipt by the deadline, as no Applications will be accepted after the deadline. The State will not acknowledge receipt of Applications.

The State anticipates selecting the General Administrator by October 5, 2012.

**General Administrator
for the
Greenpoint Environmental Benefit Projects Program**

INFORMATION FOR APPLICANTS

I. STATEMENT OF PURPOSE

The Office of the Attorney General of the State of New York and the New York State Department of Environmental Conservation (collectively, the "State") are seeking Applicants to serve as the General Administrator ("GA") for the Greenpoint Environmental Benefit Projects Program ("Program"), a grant program to fund projects that will secure significant environmental improvements in Greenpoint, Brooklyn, New York.

II. DEFINITIONS

For the purposes of this Request for Application ("RFA"), the following definitions are used:

- **Applicant** -- The term "Applicant" means a single not-for-profit entity, or a partnership of not-for-profit entities, applying for the position of GA for the Program.
- **Organization** -- The term "Organization" is synonymous with "Applicant." If a partnership is proposed for the GA, the term applies to each of the partner entities in their respective role.
- **Program Administration** -- The term "Program Administration" means grant program management (i.e., proposal solicitation, development and evaluation, and project implementation), fiscal/fiduciary management, community engagement/collaboration, and program tracking, recordkeeping and reporting.

III. PROGRAM OBJECTIVE AND BACKGROUND

A. Program Objective

The objective of the Program is to fund projects that will secure significant environmental improvements in Greenpoint, Brooklyn by addressing areas of concern for the community, including water quality, groundwater, open space, toxic pollution and air quality. In achieving the Program Objective, the State is committed to implementing a

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transparent and objective process, and fully engaging and partnering with the Greenpoint community.

B. Program Background

In 2011, a federal court approved a legal settlement between the State of New York and ExxonMobil¹ that committed the company to perform a comprehensive cleanup of its oil and related environmental contamination at its Greenpoint, Brooklyn facility and in the surrounding community. The settlement also required ExxonMobil to pay approximately \$25,000,000 in penalties, costs and local improvements.

The payment included \$19,500,000 for "Environmental Benefit Projects" ("EBPs") to benefit the environment in Greenpoint, Brooklyn.² According to the settlement, the EBPs will be designed to secure significant environmental improvements and address areas of concern in the community, such as water quality, groundwater, open space, toxic pollution and air quality.

The State has established the Program for the purpose of implementing the EBPs specified in the settlement. The Program is being conducted in three phases:

Phase 1: Identification of Greenpoint community preferences for projects and project types to be funded, as well as criteria to be used by the State in selecting a GA for the Program.

Phase 2: After selection of a GA, management by the GA of a grant program to solicit, review and recommend to the State projects to be funded by the Program.

Phase 3: After State approval of projects to be funded, management by the GA (either itself or in coordination with not-for-profit entities contracted to administer individual projects or groups of projects) of the implementation of the funded projects.

The State is committed to working closely with the Greenpoint community to ensure the Program is implemented in a transparent and objective manner, and that the funding supports projects that serve the community's environmental improvement priorities. To this end, the State intends to fully engage and partner with the Greenpoint community in each phase of the Program, including ensuring the community has a direct, continuing role in guiding the Program's development and implementation.

¹ Consent Decree in the matter of State of New York v. Exxon Mobil Corporation, No. 07-CV-2902 (KAM/RML) (E.D.N.Y.), ordered on March 1, 2011.

² For the purposes of the Program, "Greenpoint" is defined as the area of Brooklyn, New York encompassed by the U.S. Postal Service postal code 11222, and the entirety of McCarren Park.

The State has already taken several significant steps to engage and partner with the Greenpoint community with respect to the Program, including:

- Contracting with Enviro-Sciences Engineering/ARC Engineering & Construction, P.C. ("ESE") to serve as an Outreach Consultant ("OC") to the State, and assist the State to effectively collaborate with the community in executing the Program.
- Establishing an advisory group comprised of members of the Greenpoint community -- the "Greenpoint Community Advisory Panel" or "CAP" -- for the purpose of providing guidance to the State on the Program's development and implementation. The State and CAP have met regularly and a subcommittee of the group had a direct role in developing this RFA.
- Hosting, with the OC and CAP, the first of several planned Greenpoint community meetings relating to the Program, and its development and implementation.
- Creating a webpage³ to serve as a public resource on the Program and its progress, including updated information on its latest activities and accomplishments.

As mentioned above, on March 21, 2012, the State, OC and CAP hosted the first of several planned meetings with the Greenpoint community. The purpose of this meeting was to provide background to the community on the Program, and solicit its ideas for possible EBPs and its preferences for criteria to be used in selecting a GA. Approximately 170 members of the Greenpoint community attended the meeting.

At the meeting, community members identified over 100 different ideas for environmental benefit projects and project types. A list of the project and project type ideas generated at the March community meeting, as well as subsequently submitted by community members, is provided as **Attachment B**. These project ideas have been used in the development of this RFA. They will be used further in developing a Request for Proposal ("RFP") to solicit project proposals that address the community's project ideas.

Community members participating in the March meeting also identified preferences for criteria to be used in soliciting, evaluating and selecting the Program's GA. The preferences were:

- Expertise in managing a large Request for Proposal and proposal technical review processes
- Local presence/experience
- Community outreach experience
- Financial management experience
- Cost-effective administration

³ www.ag.ny.gov/environmental/greenpoint-environmental-benefit-projects.

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- Current knowledge of advanced principles of sustainability and demonstrated experience/capacity in environmental improvements
- Experience in construction and project management
- Prior experience in Program Administration

These community preferences have been incorporated into this RFA with respect to eligibility requirements and evaluation criteria for Applicants.

IV. SCOPE OF SERVICES FOR THE GENERAL ADMINISTRATOR

The State expects the entity, or partnership of entities, selected to serve as the GA for the Program to provide the following Scope of Services:

- Grant Program Management
- Fiscal/Fiduciary Management
- Community Engagement/Collaboration
- Program Tracking, Recordkeeping and Reporting

In providing these services, the GA is expected to fully support the State's commitment to ensuring that the Program is implemented in a transparent and objective manner, and that the projects funded to serve the Greenpoint community's environmental improvement priorities. To this end, the GA is expected to work with the OC⁴ to ensure that the Greenpoint community is engaged and partnered with in each phase of the Program, including ensuring the community has a direct role in guiding the Program's development and implementation. It is expected that the GA will consult with the CAP on all significant elements of the Program.

The GA is expected to develop a work plan, in concert with the State, CAP and OC, that describes the tasks to be undertaken in performing the Scope of Services and achieving the Program Objective.

A. Grant Program Management

The State expects the GA to manage a grant program that solicits, develops, evaluates project proposals, and then implements those projects approved by the State for funding by the Program.

⁴ The State plans to continue to retain an OC to support the Program. The State expects the GA to work closely with the OC, with the latter taking the lead on developing and implementing community outreach and consultation activities.

1. Project Solicitation, Development and Evaluation

With respect to the solicitation, development and evaluation of project proposals, the GA will be expected to provide the following services:

- In collaboration with the OC, plan and administer one or more Greenpoint community meetings for the purpose of: 1) refining the community's ideas for environmental benefit projects or project types; and 2) linking community members advancing specific project ideas with entities capable of developing those ideas into project proposals.
- In collaboration with the OC, plan and administer regular CAP meetings for the purpose of consulting with the Panel on the solicitation, development, evaluation and recommendation of project proposals. The GA will be expected to assist the OC in developing summary documents and other materials necessary to support CAP meetings.
- Develop and disseminate an RFP, and accompanying application materials, to solicit proposals for projects to be funded by the Program.⁵ Such RFP must be consistent with the terms of the legal settlement between the State of New York and ExxonMobil and the New York State Department of Environmental Conservation's "Environmental Benefit Projects (EBP) Policy," and responsive to the community's ideas for environmental benefit projects and project types.
- Identify and recruit RFP respondents, with a specific emphasis on respondents capable of developing proposals that respond to the community's ideas for environmental benefit projects and project types.
- Organize and conduct one or more informational workshops for prospective RFP respondents for the purpose of providing background on the Program and RFP, and addressing the questions of potential respondents.
- As necessary, provide assistance (e.g., in developing scopes of work, budgets and schedules for proposed projects, as well as identifying financial leveraging opportunities) to prospective RFP respondents.
- Establish and administer an Independent Review Committee (IRC), comprised of State and non-State experts, for the purpose of conducting a technical and budgetary review, and scoring of proposals.⁶ The GA will be expected to develop

⁵ The RFP will include the solicitation of proposals for "small projects." Such projects, for which funding would be capped (e.g., at a level of \$50,000), would be expected to be relatively narrow in scope, technically straightforward and low cost. A separate, streamlined application and evaluation process for small projects would be expected.

⁶ As part of the scoring process, the IRC will be tasked with defining a threshold score that identifies project proposals of sufficient quality to merit further consideration for Program funding.

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summary documents and other materials necessary to support the work of the IRC.

- In collaboration with the OC, plan and administer one or more Greenpoint community meetings for the purpose of defining community preferences related to, and, as appropriate, providing for the community's relative ranking of, project proposals deemed by the IRC to be of sufficient quality to merit consideration for Program funding. The GA will be expected to assist the OC in developing summary documents and other materials necessary to support the community meetings.
- Prepare a report to the State that summarizes the results of the IRC review and the input received from Greenpoint community meetings, and includes recommendations on projects to be funded by the Program. The report should also include recommendations on whether additional "rounds" of granting should be conducted.

For the purposes of the Application, Applicant budgets should include, as a contingency, projections of costs associated with additional rounds of granting. Applicants should assume that each additional round of the grant program will include the provision of the above services.

2. Project Implementation

At the time the State approves projects to be funded by the Program, and in consultation with the CAP, the State will decide whether additional not-for-profit entities -- called "Project Administrators" or "PAs" -- will be contracted to administer the implementation of certain individual projects or groups of projects.

For this reason, regarding expected services to be provided by the GA with respect to project implementation, Applicants should consider the following three (3) potential scenarios:

Scenario 1 -- GA Administration of All Projects

Under this scenario, the GA will administer the implementation of all projects funded by the Program and be expected to provide the following services:

- Develop and complete a Memorandum of Agreement (MOA) with each project implementer.
- Ensure the expeditious transfer of Program funds to each project.
- Oversee the implementation of each project, including conducting periodic Implementation Reviews (IRs) of each project's progress-to-completion and budgetary status. IRs are expected to be conducted in sufficient detail and

frequency to identify problems, barriers and other issues related to projects that necessitate intervention by project implementers, the GA or State to ensure expeditious resolution.

- Provide implementation support and assistance to project implementers, as necessary, to resolve problems, barriers and other issues that may adversely affect timely, on-budget or effective completion.
- Assist the OC in convening periodic outreach meetings, and employing other methods (e.g., website, e-newsletters), to share progress on projects on an on-going basis with the CAP and Greenpoint community.

Scenario 2 -- GA Oversight of Project Administrators

Under this scenario, the GA will manage PAs contracted to administer the implementation of funded projects. The GA will be expected to provide the following related services:

- Develop and complete an MOA with each PA.
- Oversee each PA, including conducting routine reviews of the PA's administration of project implementation, as well as the progress-to-completion and budgetary status of the projects being implemented. Such reviews are expected to be conducted in sufficient detail and frequency to identify problems, barriers and other issues related to projects that necessitate intervention by project implementers, the PA, GA or State to ensure expeditious resolution.
- As needed, provide support and assistance to PAs in the administration of project implementation, including the execution of appropriate MOAs with project implementers, the expeditious transfer of funds to projects, the oversight of project implementers, and the identification and resolution of problems, barriers and other issues that may adversely affect timely, on-budget or effective project completion.
- Assist the OC in convening periodic outreach meetings, and employ other methods (e.g., website, e-newsletters), to share progress on projects with the CAP and the Greenpoint community.

Scenario 3 -- GA Administration of Some Projects, Oversight of Some Project Administrators

Under this scenario, the GA will administer the implementation of certain individual or groups of the funded projects, while also managing PAs contracted to administer the remaining projects. In this role, the GA will be expected to provide the following services:

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- Develop and complete an MOA with the implementer of each project that the GA is administering.
- Develop and complete an MOA with each PA administering a project.
- Develop and implement plan for the expeditious transfer of funds to the implementer of each project that the GA is administering.
- Oversee project implementation, including conducting periodic IRs of each project's progress-to-completion and budgetary status. IRs are expected to be conducted in sufficient detail and frequency to identifying problems, barriers and other issues related to projects that necessitate intervention to ensure expeditious resolution.
- Oversee each PA, including conducting routine reviews of the PA's administration of project implementation, as well as the progress-to-completion and budgetary status of the projects being implemented. Such reviews are expected to be conducted in sufficient detail and frequency to identify problems, barriers and other issues related to projects that necessitate intervention to ensure expeditious resolution.
- Provide implementation support and assistance to project implementers, as necessary, to resolve problems, barriers and other issues that may adversely affect timely, on-budget or effective completion.
- As needed, provide support and assistance to PAs in the administration of projects, including the execution of appropriate MOAs with project implementers, the expeditious transfer of funds to projects, the oversight of project implementers, and the identification and resolution of problems, barriers and other issues that may adversely affect timely, on-budget or effective project completion.
- Assist the OC in convening periodic outreach meetings, and employ other methods (e.g., website, e-newsletters) to share progress on projects with the CAP and the Greenpoint community.

B. Fiscal/Fiduciary Management

In relation to the fiscal and fiduciary management of the Program, the GA will be expected to provide the following services:

- Serve as the fiduciary and administrator of the Program funds on behalf of the State.
- Exercise wise and prudent investment strategies in order to minimize risk, while maximizing the net investment income earned on the balance.

- Implement adequate financial and accounting processes and procedures to safeguard the Program from waste, misuse and fraud.
- Ensure timely payment of funds to PAs/project implementers.

C. Community Engagement/Collaboration

The GA is expected to support the State's commitment to ensuring the Greenpoint community is engaged and partnered with in each phase of the Program, and that the community has a direct role in guiding the Program's development and implementation. To this end, the GA will be expected to work closely with the OC to ensure consistent and effective collaboration with the CAP and the Greenpoint community at large, including assisting in the OC to develop and execute a community outreach plan in support of the Program.

The GA is also expected to ensure the Program is effectively coordinated with current and past government community development or environmental improvement efforts in the Greenpoint area that may be relevant to the Program. This includes, in coordination with the State, ensuring effective communication and collaboration with appropriate federal, state, and local agencies.

D. Program Tracking, Recordkeeping and Reporting

The GA is expected to provide the following services related to tracking, recordkeeping and reporting for the purpose of supporting the State's oversight of the Program, as well as its commitment to ensuring the Program is implemented in transparent and objective manner:

- Track project status, including progress-to-completion and budget, at a detail and frequency necessary to prepare required reports to the State, and to identify problems, barriers and other issues related to projects that necessitate intervention to ensure expeditious resolution.
- Maintain complete, detailed and organized records related to the Program and all elements of its implementation.
- Prepare a semiannual report to the State that addresses the implementation of each project, including its progress-to-completion and budgetary status, and provides a summary of the overall status and accomplishments of the Program.

V. PROSPECTIVE PROGRAM TIMELINE

The following is a tentative timeline, up to the time of project funding, for major Programmatic events to follow the selection of the GA:

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	Event	Date
1	Selection of Program GA	October 5, 2012
2	Community Meeting #2 (Project Ideas)	November 7, 2012
3	Release of RFP for Projects	December 5, 2012
4	Closing Date for Project Proposals	February 28, 2013
5	Community Meeting #3 (Ranking of Proposals)	June 26, 2013
6	Announcement of Project Funding	July 31, 2013

VI. ELIGIBILITY REQUIREMENTS

The eligibility requirements represent prerequisites necessary for a GA to perform the Scope of Services and achieve the Program Objective. **Only Applicants that meet each of the following requirements will be eligible for consideration as the GA:**

- The Applicant must be a not-for-profit entity, tax-exempt under 501(c)(3) of the Internal Revenue Code, with an active New York State Charities registration number, or an approved exemption, and in good standing.
- The Applicant must be in compliance with all local, state and federal laws.
- The Applicant must have at least 5 years experience in Program Administration related to community development or environmental improvement projects. If a partnership of entities is proposed for the GA, the partner(s) conducting grant program management and fiscal/fiduciary management must have at least 5 years experience in their respective role(s).
- Applicant must have administered a grant program involving funds of \$1 million or more. If a partnership is proposed, the partner(s) conducting grant program management and fiscal/fiduciary management must have participated, in their respective role(s), in the administration of a grant program involving funds of at least \$1 million.
- Applicant must have administered a grant program in New York City. If a partnership is proposed, the partner(s) conducting grant program management and fiscal/fiduciary management must have performed their respective role(s) in relation to a grant program administered in New York City.
- Applicant must provide one (1) letter of reference from a funder of a grant program administered by the Applicant. If a partnership is proposed, one (1) such reference is required for each partner and in relation to its respective role.
- Applicant must provide one (1) letter of reference from a resident or community-based organization located in a community in which the Applicant has administered a grant program. If a partnership is proposed, one (1) such reference is required for each partner, with the exception of any partner with responsibility

solely related to fiscal/fiduciary management or program tracking, recordkeeping and reporting.

VII. EVALUATION AND AWARD

A. Evaluation Criteria/Scoring

All complete Applications will be reviewed to ensure that the Applicant meets the **Eligibility Requirements** described in **Section VI** above. Applications that meet those requirements will be further evaluated, using the criteria and scoring guidelines described below, with respect to their qualifications and ability to be successful in performing the Scope of Services and achieving the Program Objective.

The evaluation criteria are divided into five (5) categories:

1. Grant Program Management
2. Fiscal/Fiduciary Management
3. Community Engagement/Collaboration
4. Program Tracking, Recordkeeping and Reporting
5. Budget

The total combined score of the five (5) categories is a maximum of 100 points.

1. Grant Program Management (30 points; 6 x 5 points, maximum)

Applicants will be evaluated with respect to their demonstration of experience, resources and capabilities related to:

- Management of grant programs that include technical review and community input as part of the project selection process. (5 Points)
- Management of grant programs involving the types of environmental projects identified on the **Preliminary List of Community Project Ideas** provided in **Appendix B**. (5 Points)
- Management of grants for projects located or performed in Greenpoint, Brooklyn. (5 Points)
- Leveraging third-party funds and in-kind services to support grant projects. (5 Points)
- Building or enhancing the capacity of prospective RFP respondents to develop high-quality project proposals and to successfully implement projects (including providing technical support to prospective respondents and project implementers). (5 Points)

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In addition, Applicants will be evaluated with respect to their demonstration of:

- Well-defined and effective grants policies and procedures (Applicants should provide a copy of any such written policies and procedures with their Application). (5 Points)

2. Fiscal/Fiduciary Management (20 points; 4 x 5 points, maximum)

Applicants will be evaluated with respect to their demonstration of:

- Experience in maintaining grant funds through prudent investment, particularly with respect to funds of \$1 million or more. (5 Points)
- Success in achieving positive returns on invested funds, particularly with respect to program funds of \$1 million or more. (5 Points)
- Well-defined and effective fiscal management policies or procedures (Applicants should provide a copy of any such written policies and procedures with their Application), and the participation of a certified investment planner. (5 Points)
- Well-defined and effective fiduciary management policies or procedures, particularly as related to safeguarding grant programs against waste, misuse and fraud (Applicants should provide a copy of any such written policies and procedures with their Application). (5 Points)

3. Community Engagement/Collaboration⁷ (20 points; 2 x 5 and 1 x 10 points, maximum)

Applicants will be evaluated with respect to their demonstration of experience, resources and capabilities related to:

- Engagement/collaboration with communities comparable to Greenpoint, Brooklyn, especially communities that have been subject to a legacy of environmental injustice and/or varied, serious environmental harms. (5 Points)
- Community engagement/collaboration in Greenpoint, Brooklyn, especially with respect to local organizations involved in community development or environmental improvement projects in Greenpoint. (10 Points)

⁷ While the OC will take the lead on community outreach and consultation activities, the GA is expected to work closely with the OC to engage and partner with community in each phase of the Program.

In addition, Applicants will be evaluated with respect to their knowledge of:

- Current and past federal, state and local government community development or environmental improvement efforts in the Greenpoint area that may be relevant to the Program. (5 Points)

4. Program Tracking, Recordkeeping and Reporting (5 points; 1 x 5 points, maximum)

Applicants will be evaluated with respect to their demonstration of experience, resources and capabilities related to:

- Tracking, recordkeeping and reporting on all aspects of grant programs (including overall program and project-specific implementation schedules and budgets), especially with respect to grant programs involving funds of \$1 million or more. (5 Points)

5. Budget (25 points: 5 x 5 points, maximum)

Applicants will be evaluated with respect to their demonstration of:

- Completeness of budget (i.e., responsiveness to each item required in the Application). (5 Points)
- Clarity of budget, including identification of staff roles and responsibilities, estimated hours and hourly rates. (5 Points)
- Justification of budgeted resources and level of effort. (5 Points)
- Consideration and detailing of contingency costs. (5 Points)
- Policies and/or procedures related to budget tracking (Applicants should provide a copy of any such written policies and procedures with their Application). (5 Points)

The State may request additional information from Applicants with respect to their Applications and reserves the right to perform management interviews.

B. Award

Applicants submitting the highest scoring Applications will be considered most qualified to serve as the GA for the Program.

The State reserves the right to select, among the highest scoring Applications, that Applicant for the position of the GA who, in the opinion of the State, will provide the best value in performing the Scope of Services and achieving the Program Objective.

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If, in the opinion of the State, no Applicant is capable of adequately performing the Scope of Services and achieving the Program Objective, the State reserves the right not to make a selection from among the respondents to this RFA and to re-issue an RFA for the GA position at a later date.

VIII. TERMS OF THE POSITION:

The successful Applicant will be required to enter into a contract with the State that governs the GA position for the Program.

The term of the contract will be a minimum of four (4) years, with a State option to extend the term. The State will administer periodic performance reviews during the course of the term, and the contract will provide for the termination of the Agreement upon a determination by the State of unsatisfactory performance by the GA.

The contract will incorporate by reference the Request for Application and the successful Applicant's Application, Appendix A (Standard Clauses for New York State Contracts), a copy of which is included herein, will be incorporated by reference into the contract. The successful Applicant shall agree to comply with all federal, and State, laws rules and regulations applicable to this grant and shall provide proof of Workers' Compensation and Disability Insurance.

Additional legal provisions will be included in the agreement with the successful Applicant (the "Agreement"), as follows, without limitation:

NYS Ethics Compliance

All grantees and their employees must comply with the requirements of Public Officers Law, 73 and 74, and other State codes, rules and regulations establishing ethical standards for the conduct of business with New York State.

Public Information

Disclosure of items related to the Agreement shall be permitted consistent with the laws of the State of New York and specifically the Freedom of Information Law (FOIL) contained in Section 87 of the Public Officers Law. The New York Office of the Attorney General shall take reasonable steps to protect from public disclosure any records relating to the grantee or its application that are otherwise exempt from disclosure under that statute. Information constituting trade secrets, for purposes of FOIL, must be clearly marked and identified as such upon submission. If the grantee intends to seek an exemption from disclosure of these materials under FOIL, the grantee shall, at the time of submission, request the exemption in writing and provide an explanation of why the disclosure of the identified information would cause substantial injury to the competitive position of the grantee. Acceptance of the identified information by the New York Office of the Attorney General does not constitute a determination that the information is

exempt from disclosure under FOIL. Determinations as to the availability of the identified information will be made in accordance with FOIL at the time a request for such information is received by the New York Office of the Attorney General.

Indemnification

All grantees agree to indemnify and hold harmless the State of New York, the New York Office of the Attorney General, and their officers, agents, and employees, from liability for loss or damage to the extent caused by the negligent acts, misconduct, or omissions of the grantees, their agents, employees or subcontractors.

Independent Contractor

Grantee, in accordance with its status as an independent contractor covenants and agrees that it shall conduct itself consistent with such status, that it shall neither hold itself as, nor claim to be an officer, agent or employee of the State New York or Office of the Attorney General by reason hereof, and that it shall not make any claim, demand or application to or for any right or privilege applicable to an officer or employee of the State, including but not limited to Workers' Compensation coverage, Unemployment Insurance Benefits, Social Security coverage or Retirement membership.

Dispute Resolution Policy (Protests and Appeals)

It is the policy of the Office of the Attorney General, Budget & Fiscal Management Bureau, to provide grantees with an opportunity to administratively resolve disputes, complaints or inquiries related to bid solicitations or contract awards. The Budget & Fiscal Management Bureau encourages grantees to seek resolution of disputes through consultation with agency staff. All such matters will be accorded impartial and timely consideration. Interested parties may also file formal written disputes.

Confidentiality

All the reports, information, data, and other papers and materials in whatever form prepared or assembled by the grantee under this Agreement are confidential, and the grantee shall not discuss them with or make them available to any individual or organization without the prior written approval of the Attorney General or his representative. These provisions do not apply in whatever form to information that is in the public domain nor shall they restrict the grantee from giving notices required by law or complying with an order to provide information or data when such order is issued by a judge. If disclosure of confidential information is required of the grantee by any subpoena or other court process, the grantee agrees to immediately notify the Office of the Attorney General of such process, and to allow the Office of the Attorney General to inspect any such data or information and interpose objections prior to delivery to the court.

Appendix E

Publications, Copyrights, and Software Licenses

The Office of the Attorney General, Department of Environmental Conservation and State of New York expressly reserves the right to a royalty-free, non-exclusive and irrevocable license to reproduce, publish, distribute or otherwise use, in perpetuity, any and all copyrighted or copyrightable material resulting from this grant contract or activity supported by this grant contract. Grantee shall grant the Office of the Attorney General, Department of Environmental Conservation and the State of New York a non-exclusive, perpetual license to use, execute, reproduce, display, perform, or merge any custom software application created as a result of the grant funds awarded to a grantee under the grant.

Compliance with Executive Order #4, Establishing a State Green Procurement and Agency Sustainability Program

Grantees will comply with the provisions of Executive Order 4. Publications shall be printed on 100% post-consumer recycled content paper. Where paper with 100% post-consumer recycled content is not available, or does not meet required form, function and utility, paper used shall have post-consumer recycled content to the extent practicable. Non-recycled content shall be derived from a sustainably-managed renewable resource to the extent practicable, unless the cost of the product is not competitive.

IX. PRE-APPLICATION CONFERENCE:

The State will hold a voluntary Pre-Application Conference on the RFA on July 25, 2012, from 6:00 to 8:00 PM Eastern Time, for the purpose of reviewing the RFA and addressing related questions of prospective Applicants.

If an Applicant plans to attend, the Applicant must RSVP (by email) to Peter Washburn at peter.washburn@ag.ny.gov by at least two (2) days prior to the date of the Pre-Application Conference (i.e., by July 23). Each Applicant is requested to limit the number of representatives attending the Conference to three (3), and each representative should bring a business card. Location and other meeting details will be provided to those who RSVP.

Answers to questions raised at the Pre-Application Conference may be deferred by the State, and addressed through a memorandum provided to all prospective Applicants or an Application addendum, as necessary and appropriate. The State will not respond to questions regarding the RFA outside of the Pre-Application Conference.

X. SUBMISSION OF APPLICATIONS:

The State prefers that completed Applications be sent electronically (in PDF format) to purchase@ag.ny.gov.

Alternatively, Applications may be submitted in hard copy. If submitting the Application in hard copy, submit four (4) complete Applications, and send by mail or overnight delivery to:

Office of the New York State Attorney General
Budget and Fiscal Management Bureau
The State Capitol
Albany, NY 12224-0341
Attn: Ron Wachenheim, Purchasing Team Supervisor

Hand-delivered Applications or walk-ins will not be accepted. Faxed submissions will not be accepted.

Applications must be received by August 22, 2012, 4:00 PM. Applicants submitting Applications in hard copy must allow sufficient delivery time to ensure receipt by the deadline, as no Applications will be accepted after the deadline. The State will not acknowledge receipt of Applications.

The State anticipates selecting the GA by October 5, 2012.

XI. OTHER CONDITIONS

The State reserves the right to:

- Reject any applications received that do not comply with the rules outlined in this RFA;
- Communicate with an applicant for the purpose of assuring a full understanding of responsiveness to the RFA solicitation;
- Modify minor irregularities in applications after notifying the Applicant;
- Adjust or correct arithmetical errors in Applications;
- Utilize any and all ideas submitted in the Application received unless such ideas are covered by legal copyright, patent, or property rights, and the State is notified in the received submission;
- Adopt or utilize all or any part of an Applicant's Application; and
- Negotiate with the Applicant on all aspects of the application to serve the best interest of the State.

Appendix E

General Administrator for the Greenpoint Environment Benefit Projects Program

APPLICATION

I. APPLICANT INFORMATION

The Applicant should provide the following information:

- Name of Organization
- Mailing Address
- City, State, Zip
- Telephone Number
- Organizational Website Address, if any
- Federal Not-for-Profit ID #
- New York State Charities Registration #
- Name and Title of Contact Person
- Telephone # and E-mail Address of Contact Person

II. APPLICATION SUMMARY (250 word limit)

The Applicant should provide a concise summary of the Application, including a description of the Organization, its qualifications related to the Scope of Services and Program Objective, and the proposal budget.

III. DESCRIPTION OF THE ORGANIZATION (500 word limit, exclusive of attachments):

A. Overview

The Applicant should provide a brief overview of the Organization, its mission and history. A list of staff currently committed to Program Administration, particularly as related to projects involving community development or environmental improvement, should be provided.

If a partnership is proposed, the overview must include a full description of the structure of the partnership, including its management and decision-making processes.

B. Supporting Information

The Applicant should provide copies of the following supporting information as attachments:

1. Annual Operating Budget of the Organization. The Organization's operating budget for the two (2) most recently completed fiscal years and the current fiscal year. Any recent deficits or dramatic changes in funding should be explained. If applicable, contingency plans for expected changes in funding this fiscal year or next should be discussed.
2. Financial Statement. The Organization's most recent Audited Financial Statement, Federal Form 990 including Schedule A.
3. Financial Report. The organization's most recent Annual Financial Report, if any.

IV. DESCRIPTION OF QUALIFICATIONS

A. Eligibility Requirements

1. Description (500 word limit)

The Applicant should provide a brief description of the Organization's satisfaction of each of the **Eligibility Requirements** outlined in **Section VI of Information for Applicants**.

2. Supporting Information

The Applicant should provide the following supporting information as attachments:

- The Organization's most recent IRS 501(c)(3) Determination Letter indicating tax exempt status or, if not available, an explanation.
- One (1) letter of reference from a funder of a grant program administered by the Applicant. If a partnership is proposed, one (1) such reference is required for each partner and in relation to its respective role in the partnership.
- One (1) letter of reference from a resident or community-based organization located in a community in which the Applicant has administered a grant program. If a partnership is proposed, one (1) such reference is required for each partner, with the exception of any partner(s) with responsibility solely

Appendix E

related to fiscal/fiduciary management or program tracking, recordkeeping and reporting.

B. Performance of Scope of Services

1. Abstract (250 word limit)

The Applicant should provide a brief description of the Organization's experience, resources and capabilities related to performing the Scope of Services and achieving the Program Objective.

2. Narrative (750 word limit)

The Applicant should provide an elaboration of the Organization's experience, resources and capabilities related to performing the Scope of Services and achieving the Program Objective. The narrative should specifically address grant program management (including both proposal solicitation, development and evaluation, and project implementation), fiscal/fiduciary management, community engagement/collaboration, and program tracking, recordkeeping and reporting, and should be responsive to the **Evaluation Criteria/Scoring** outlined in **Section VII(A) of Information to Applicants**.

The narrative should include proposed staffing of the Organization with stated responsibilities, including the names, titles, and resumes of key individuals.

3. Supporting Information

Where possible, the Applicant should provide, as attachments, documentation (e.g., reports, brochures) of the Organization's related experience, resources and capabilities, including that relating to any past or present involvements of the Organization in community development or environmental improvement projects, particularly those of a size, scope or nature similar to that of the Program.

V. DESCRIPTION OF PROGRAM BUDGET

A. Budget Narrative (500 word limit)

The Applicant should provide a narrative discussion of the Organization's proposed budget for performing the Scope of Services and achieving the Program Objective.

The budget narrative should describe:

- Assumptions used in formulating the Proposal Budget;
- Strategies proposed for budgeting (the Applicant may propose different strategies for different Program activities, e.g., fixed-fee budgeting for project solicitation and evaluation, and percentage-based budgeting for project implementation administration);
- Contingencies addressed by the Proposal Budget, including general contingencies for major budgetary items, as well as those related to additional rounds of grant program funding; and
- Budgetary implications of the three (3) potential project implementation scenarios described in **Section IV(A)(2) of Information for Applicants**.

B. Detailed Proposal Budget

The Applicant should provide a detailed accounting of the proposed budget for the Program, including on a task by task basis for each of the core services:

- Grant Program Management (separately addressing Project Solicitation, Development and Evaluation, and Project Implementation);
- Fiscal/Fiduciary Management
- Community Engagement/Collaboration
- Program Tracking, Recordkeeping and Reporting

For the overall Program and each core service, the detailed Proposal Budget should provide dollar amounts and explanations for the following categories (as applicable):

- Personnel
- Fringe Benefits
- Travel
- Supplies and Materials
- Other

Project implementation scenarios and contingencies should be specifically addressed.

VI. VENDOR RESPONSIBILITY QUESTIONNAIRE

All applicants must complete a New York State Vendor Responsibility Questionnaire for a Not-for-Profit Business Entity. It may be obtained and provided either electronically through the Office of the State Comptroller's VendRep System, or in paper format, a copy which has been provided. The website for electronic filing is:

http://www.osc.state.ny.us/vendrep/forms_vendor.htm

Appendices E & F

VII. CERTIFICATIONS AND SIGNATURE

The undersigned, as an authorized official of the Applicant, does hereby certify under penalty of perjury that:

- *The information contained within this Application, and all documents submitted with this Application, are true, accurate and complete;*
- *The Applicant is a not-for-profit entity, tax-exempt under 501(c)(3) of the Internal Revenue Code, with an active New York State Charities registration number, or an approved exemption, and in good standing;*
- *The Applicant is in compliance with all local, state and federal law; and*
- *The Applicant understands that false statements made herein are punishable as a Class A Misdemeanor pursuant to NY Penal Law Section 210.45.*

Signature of Authorized Certifying Official

Date

Name/Title

Sworn to before me this _____ day of _____, 20____;

Notary Public

Appendix F.

GCEF Community Environmental Improvement Project Preferences, Community Meeting #2

Results of Greenpoint EBP Program Second Community Meeting

Category	Number of Tokens
Waterfront & Waterfront Infrastructure	167
Open Space & Park Improvements	158
Community Environmental Facilities	118
Stormwater Mitigation	108
Wetlands/Soil/Water Quality Improvements	96
Environmental Stewardship/Environmental Planning	84
Environmental Education & Youth Employment	82
Transportation Improvements	74
Clean Energy/Energy Conservation	66
Urban Forestry & Community Greening	59
Air Quality Improvements & Monitoring	56
Waste Management/Composting	28

Appendix G.

GCEF 2013 Request for Proposals



Greenpoint Community Environmental Fund Request for Proposals

The Greenpoint Community Environmental Fund (GCEF), an outgrowth of the Greenpoint Environmental Benefit Projects Program, is a \$19.5 million grant program created by the NYS Attorney General's Office and the Department of Environmental Conservation (the State). Funding for the GCEF was obtained by the State in a settlement with ExxonMobil over oil and related environmental contamination at its Greenpoint, Brooklyn facility and in the surrounding community.

The overall goal of the GCEF is to secure significant environmental improvements in Greenpoint. More specifically, the GCEF is:

- Designed to support projects that address the community's environmental priorities, such as improving water quality, groundwater, open space, toxic pollution, and air quality; and
- Committed to a transparent and objective process, and to engaging and partnering with the Greenpoint community. This includes ensuring the community has a direct, continuing role in guiding the GCEF's development and implementation.

This is the first Request for Proposals for projects that address the community's environmental priorities. It is expected that project funds will be available through at least one additional grant cycle. However, the goal is to invest as much of the available funding in eligible projects as soon as possible.

The State established a Greenpoint Community Advisory Panel (CAP) -- a group of Greenpoint residents, representatives of local organizations and elected officials -- to provide direct, ongoing input to the State on the GCEF. The CAP has played a central role in guiding the Fund's development and implementation, including helping to create the process used for selecting a General Administrator for the GCEF, as well as for soliciting, evaluating, and selecting projects to receive grant funding.

In 2013, a partnership of National Fish and Wildlife Foundation (NFWF) and the Greenpoint-based North Brooklyn Development Corporation (NBDC) was selected by the State through a competitive process to serve as the GCEF's General Administrator. The General Administrator is responsible for managing the day-to-day operations of the GCEF on behalf of the State.

GRANT CATEGORIES, MATCH and SOLICITATION PROCESS

Grants will be available in three categories:

Small Grants

Grants ranging from \$5,000 to \$25,000 will be available for smaller-scale environmental improvement projects involving a limited number of activities and/or locations. Examples of Small Grant projects include: installing a rain garden at a park; expanding tree boxes on a block; planting trees and/or native plant gardens at a school; holding a trash clean up event; conducting a reusable bag giveaway; and conducting an energy audit or an indoor air quality audit at a single public facility. **Match:** Applicants are *encouraged* to provide a matching contribution of cash or in-kind support.

Proposal Submission: Applicants for Small Grants should submit a small grant proposal.

Large Grants

Grants ranging from greater than \$25,000 to \$2,000,000 will be available for environmental improvement projects that have a more significant scale and scope than Small Grants. These projects typically will involve multiple sites and/or projects at a single site that integrate multiple environmental benefits. Examples of Large Grant projects include: green street projects; greening public facilities inside and out; implementing a community-wide litter reduction or anti-idling campaign; and acquiring and improving open spaces. **Match:** Applicants for Large Grants are *encouraged* to provide a 1:1 match that can be any combination of cash or in-kind support (i.e., GCEF grant funds should make up a maximum of one-half of the total project costs).

Proposal Submission: Applicants for Large Grants will have proposals processed in two stages: 1) Applicants must complete a pre-proposal (submission of a *pre-proposal is mandatory* in order to participate in the full proposal round); and 2) Applicants who have submitted pre-proposals determined to meet minimum standards will be invited to submit a full proposal.

Legacy Grants > \$2,000,000

Grants greater than \$2,000,000 will be available for environmental improvement projects that provide exceptional benefits to the Greenpoint community. Such projects would provide one or more environmental benefits (e.g., air quality, water quality or open space, etc.) and as a result of, for example, their size or scale, the need to acquire land, the number of Greenpoint residents they serve, their expected life, the level of community support for the project or other specialized project characteristics require more funding than a Large Grant project. **Match:** Applicants for Legacy Grants are *encouraged* to provide a 2:1 match that can be any combination of cash or in-kind support (i.e., GCEF grant funds should make up a maximum of one-third of the total project costs).

Proposal Submission: Applicants for Legacy Grants will have proposals processed in two stages: 1) Applicants must complete a pre-proposal (submission of a *pre-proposal is mandatory* in order to participate in the full proposal round); and 2) Applicants who have submitted pre-proposals determined to meet minimum standards will be invited to submit a full proposal.

Appendix G

GRANT GUIDELINES

- For the purposes of the GCEF, Greenpoint is defined as the area of Brooklyn, NY encompassed by 11222 Zip Code and the entirety of McCarren Park as shown at www.gcefund.org/map.htm
- Projects must be located in Greenpoint.
- Projects must primarily benefit the Greenpoint public.
- The primary benefit of projects must be an environmental benefit. An environmental benefit is an activity (project or program) that would result in improvement, restoration, protection, or reduction of risk to public health or the environment.
- Projects must provide a discernible environmental benefit.
- Projects must address environmental areas of concern to the community, including but not limited to: *water quality, groundwater, open space, reduction of toxic pollution, and air quality.*
- The following project types are ineligible to receive funding from the GCEF: capital campaigns; creation of endowments; event sponsorships; and projects for re-granting purposes.
- GCEF funding cannot be used for political advocacy, lobbying, boycotts, litigation expenses, terrorist activities, or activities conducted in violation of the Foreign Corrupt Practices Act.
- Projects must also be consistent with the Consent Decree¹ (Consent Decree) for the ExxonMobil settlement, and the NY State Department of Environmental Conservation's (DEC) Environmental Benefits Policy.²
- Accordingly, a project cannot:
 - be a project of ExxonMobil, or others that are the result of legally mandated action(s) under local, state, or federal law and/or associated with administrative permit conditions or terms of settlement agreements;
 - be a project that ExxonMobil already intends to perform;
 - cover or reimburse costs the State would incur during the normal course of business, including payments for State staff, except that the DEC Commissioner or DEC General Counsel may authorize an EBP that includes the reimbursement of extraordinary expenses incurred by the DEC in the implementation or oversight of a specific EBP; or
 - generate revenue for the State.

¹Consent decree in the matter of State of New York v. Exxon Mobil Corporation, No. 07-CV-2902 (KAM/RML) (E.D.N.Y), ordered on March 1, 2011.

²New York State Department of Environmental Conservation, Commissioner Policy, CP-37 / Environmental Benefit Projects (EBP) Policy.

In addition:

- a project shall not result in the State extending the time within which ExxonMobil must comply with the Consent Decree;
 - an educational project must be implemented by a third party not affiliated with ExxonMobil; and
 - a project must comply with all applicable laws and should be consistent with all applicable policies.
-
- Recognizing that more technically complicated projects often require a phase of planning and design, applicants may request funding to support this phase of project development. Such funding may be used to support the preparation of conceptual designs, engineering plans, and detailed project budgets, to facilitate permitting processes, and to support other related tasks to position projects for successful implementation. Projects that receive grants for planning and design are welcome to return to the GCEF in subsequent grant cycles, to the extent they occur, to seek funding for project implementation.
 - Eligible applicants include non-profit 501(c) organizations, state, tribal, and local governments, and academic and educational institutions. Individuals and for-profit businesses are **not** eligible applicants. Groups without 501(c) non-profit status may partner with an eligible applicant, including a fiscal sponsor. Fiscal sponsors are non-profit organizations that enable the movement of resources from funders to organizations that share the fiscal sponsor's mission. The fiscal sponsor handles donations and assumes fiduciary responsibility.
 - To ensure long-term maintenance and sustainability, projects should include local partners who have technical expertise, local knowledge, and a demonstrated commitment to the community's well-being. These partnerships may include non-profit organizations, local businesses and associations, government agencies, as well as residents of Greenpoint.
 - Projects led by organizations and agencies that are not based in Greenpoint must demonstrate strong local partnerships in the community and are strongly encouraged to bring significant matching contributions to the project.
 - Projects must begin implementation within six months of grant award and be completed within one to three years of the start date; variances from these requirements may be provided under exceptional circumstances.

Appendix G

EXAMPLES OF COMMUNITY ENVIRONMENTAL IMPROVEMENT PRIORITIES

Since the Fund's inception, the State and the CAP have led an outreach process designed to solicit input on the Greenpoint community's environmental improvement priorities. This outreach has engaged large numbers of Greenpoint residents, many of whom represent larger community associations and organizations, and generated a list of preliminary project ideas that the GCEF has organized into five project "themes".

The following list of project themes and associated project types broadly reflects environmental improvement priorities that have emerged thus far from the Fund's community outreach process:

- **Green Streets and Other Community Greening.** The installation of a selection of environmental benefit projects along neighborhood streets to improve local water and air quality, reduce energy consumption, reduce the heat island effect, and improve neighborhood aesthetics. Example projects include: installing rain gardens; replacing impervious surfaces with pervious concrete or other permeable materials; expanding tree boxes and planting street trees; creating native plant gardens and community gardens in open space; installing green roofs; implementing campaigns to reduce litter; and installing solar-powered trash cans. Project proposals could include some combination of these or other practices that increase the environmental benefits of neighborhood streets in the community.
- **Waterfront Restoration and Infrastructure.** The creation of public access to the waterfront and efforts to restore its natural functions. Example projects include: acquiring and developing land for waterfront parks, including street-end parks; stabilizing river and stream banks and reconnecting natural floodplains; restoring wetlands; planting shade trees and native plants for cooling and to serve as natural buffers; installing rain gardens, pervious pavers, and other bio-retention practices to better filter water; and enhancing the usability of the waterfront through green projects.
- **Greening Community Buildings, Facilities and Infrastructure.** The reduction of the environmental impacts, both inside and out, of schools, libraries, community centers, the firehouse, and other community buildings. Example projects on these sites include: conducting indoor air quality audits and energy audits; painting "cool white roofs"; installing high efficiency lighting, solar electricity generation, or cisterns to capture and reuse rainwater; creating rain gardens; installing green roofs; planting shade trees; and planting native plant and pollinator gardens to provide habitat for butterflies, bees, and songbirds.
- **Parks and Open Space.** The acquisition, creation, and enhancement of parks and public spaces, including playgrounds and sports fields, as well as undeveloped areas. The purpose of such projects may be to reduce air and water pollution impacts in Greenpoint, while also providing recreational opportunities and enhancing community quality-of-life. Example projects include: design and development of new park space; resurfacing basketball and tennis courts with pervious pavement;

installing solar-powered lighting; planting native trees and shrubs; holding park cleanups and installing dog waste stations; and providing or improving public access to natural areas.

- **Environmental Education and Stewardship.** The fostering of careful and responsible management of Greenpoint's environment, and the promotion of broad public environmental awareness. Example projects include: increasing public understanding and appreciation of natural resources and the environment; engaging students and citizens in monitoring air and/or water quality, and communicating data to the community; launching behavior change campaigns to tackle issues such as pet waste, car idling or littering; developing outreach, training and incentive programs to help residents and businesses implement environmental benefit projects on private property; providing "green jobs" training and work experience opportunities for young people.

HOW TO APPLY TO THE GREENPOINT COMMUNITY ENVIRONMENTAL FUND

Proposals must be submitted electronically through NFWF's online application system, *Easygrants*. To make a submission:

- Review background materials available at the GCEF website: www.gcefund.org
When you are ready to start your application, follow the link to www.nfwf.org/easygrants to register in the online system (if you already are a registered user, use your existing login).
- Click on "Apply for Funding."
- Select a "Funding Opportunity" from the list of options. If you are seeking grant funding between \$5,000 and \$25,000 (i.e., a Small Grant), select "Greenpoint Community Environmental Fund: Small Grant." If you are requesting funding of greater than \$25,000 (i.e., a Large or Legacy Grant), select "Greenpoint Community Environmental Fund: Large/Legacy Grant."
- Follow the instructions in *Easygrants* to complete your application. Once you start an application, you may save it as it is being prepared, and return later to complete and submit it.

GRANT SCREENING, REVIEW, and AWARD PROCESS

Proposal Screening

The General Administrator will screen all proposals submitted to ensure they meet minimum standards, i.e., they are complete, meet the above Grant Guidelines, and are feasible in terms of methods, budget, and timeline. Proposals will also be screened by members of an Independent Review Committee (IRC) comprised of neutral subject-matter experts with no relationship to any of the proposals under consideration by the GCEF to identify potential impediments to successful project completion.

There are three possible outcomes of the initial screening:

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1. Where a proposal for a Small, Large or Legacy Grant does not meet minimum standards, the General Administrator will follow up with the applicant and provide guidance about how the proposal may be adapted to meet these standards in the current or any subsequent grant cycle. The General Administrator also will follow up with an applicant where significant impediments related to the proposed project are identified.
2. Small Grant proposals will be evaluated and selected based upon ***the extent to which*** they meet minimum standards. Once selected to receive funding, successful grantees will receive a notification of award and instructions on contracting. The General Administrator will follow up with applicants of any projects not selected for funding and provide guidance on how the proposal may be adapted for the purpose of any subsequent grant cycle.
3. Large Grant and Legacy Grant pre-proposals that meet minimum standards will be provided with detailed instructions on how to prepare a full proposal. Where pre-proposals may be strengthened, e.g., through additional technical assistance or partnerships, the General Administrator will reach out to applicants to provide guidance. In some cases, applicants may be asked to scale back a Large Grant for consideration as a Small Grant.

Large and Legacy Grant Full Proposal Review

Full proposals for Large Grants and Legacy Grants will be reviewed by the IRC (comprised of neutral subject-matter experts with no relationship to any of the proposals under consideration). Proposals will be evaluated and scored based on ***the extent to which*** they meet the criteria listed below. IRC scores and associated review comments will be used to guide decision-making on the selection of projects for funding. The scoring criteria (and approximate associated weighting) are:

- **Environmental Results (35%)** -- The project will secure a discernible environmental benefit for the Greenpoint public. Legacy grants may secure significant additional benefits to the community.
- **Work Plan (20%)** -- The project is technically sound and feasible, and the proposal sets forth a clear, logical and achievable work plan.
- **Budget (20%)** -- The budget is cost-effective, reasonable, and leverages other partner contributions.
- **Greenpoint Partnership (20%)** -- An appropriate community-based partnership exists to implement and sustain the project, and the project has significant community support.
- **Communication and Dissemination (5%)** -- The project has a plan to communicate information about the project (e.g., benefits, partners, sources of funding) to Greenpoint residents and other appropriate audiences.

Following the IRC evaluation, a draft slate of potential projects for GCEF funding will be shared with the CAP and community. Final selection of projects to be funded will be made by the State.

NEED HELP DEVELOPING A PROPOSAL?

Workshops and Webinars

We strongly encourage all prospective applicants to attend a GCEF workshop or webinar. These events will provide a broad overview of the grant program and tips for using the *Easygrants* online application system. Visit www.gcefund.org for information about dates, locations, and times and to register for a GCEF webinar or workshop.

One-on-One Assistance

One-on-one technical assistance is also available to help develop a proposal or to use the Easygrants online application system.

- For questions about developing a proposal, send an email to either:
gcefund@northbrooklyn.org or lynn.dwyer@nfwf.org.
- For questions about using the Easygrants online system, send an email to:
john.wright@nfwf.org

In your email, please indicate your question or the type of assistance you desire.

Have a general question?

- Lynn Dwyer, National Fish and Wildlife Foundation, (631) 637-3488,
lynn.dwyer@nfwf.org
- Laura Treciokas, North Brooklyn Development Corporation, (718) 389-9044 ext. 15
gcefund@northbrooklyn.org
- Courtney Kwiatkowski, National Fish and Wildlife Foundation, (202) 857-0166,
courtney.kwiatkowski@nfwf.org

Important Dates to Remember!

- Wednesday, October 23, 2013, 11:30-1:00pm: Applicant Workshop
- Wednesday, October 30, 2013, 1:00pm-2:30pm: Webinar for Prospective Applicants
- Wednesday, November 13, 2013, 6:30pm-8:00pm: Applicant Workshop
- Wednesday, December 18, 2013: Small Grant full proposals and Large/Legacy pre-proposals due
- Late February 2014: Announcement of Small Grant funding
- Mid-March 2014: Invitations issued for Large and Legacy Grant Full Proposals
- Mid-May 2014: Large and Legacy Grant full proposals due
- September 2014: Community Meeting(s) on Draft Slate of Large and Legacy Grants
- October 2014: Announcement of Large and Legacy Grant funding

Appendix G



GREENPOINT COMMUNITY ENVIRONMENTAL FUND

Greenpoint Community Environmental Fund 2013 Small Grants Full Proposal Narrative

Instructions: This is the narrative portion of the small grant application for the Greenpoint Community Environmental Fund. Please complete all sections of this document. The final narrative should not exceed five (5) single spaced pages total; excess pages will not be reviewed. Please do not refer to websites or online tools in your proposal as the review will only consider the materials provided in the application. Use the narrative template as provided herein. Do not reformat or revise it. When you have completed the narrative upload it back into the Easygrants online system in the “Uploads” section of the application.

- I. **Overview.** Describe the objectives of the project and how it will result in improvement, restoration, protection or reduction of risk to public health or the environment in Greenpoint.
- II. **Project Need.** Describe the specific area(s) of concern to be addressed by the project and how it will specifically address the area(s) of concern.
- III. **Environmental Benefit.** List and, as possible, quantify the *primary* environmental benefit(s) of the project to the Greenpoint community.
- IV. **Work Plan.** Provide a detailed work plan, including: a description of the overall methodology or approach to achieving project objectives; a description of each major activity to be undertaken, including long-term project maintenance; the parties responsible for each activity; and a schedule for completion of each major activity to be undertaken.
- V. **Partners.** List all partners, including those based in Greenpoint, for the project, and describe their roles and responsibilities in the project.
- VI. **Communications.** Describe how information related to the project (e.g., benefits, partners, sources of funding) will be communicated to the Greenpoint community and other audiences.
- VII. **Qualifications.** Briefly describe your organization, its relevant qualifications and experience, and staff to be assigned to the project. Also, as applicable, describe the qualifications of key partners to be involved in the project.



**GREENPOINT
COMMUNITY
ENVIRONMENTAL
FUND**

Greenpoint Community Environmental Fund 2013
Large/Legacy Grants Pre-Proposal Narrative

Instructions: This is the narrative portion of the Large and Legacy Grant pre-proposal application for the Greenpoint Community Environmental Fund. Please complete all sections of this document. The final narrative should not exceed five (5) single spaced pages total; excess pages will not be reviewed. Please do not refer to websites or online tools in your proposal as the review will only consider the materials provided in the application. Use the narrative template as provided herein. Do not reformat or revise it. When you have completed the narrative upload it back into the Easygrants online system in the “Uploads” section of the application.

- I. **Project Overview.** Describe the objectives of the project and how it will result in improvement, restoration, protection or reduction of risk to public health or the environment in Greenpoint.
- II. **Project Need.** Describe the specific area(s) of environmental concern to be addressed by the project and how it will specifically address the area(s) of concern.
- III. **Environmental Benefit.** List and, as possible, quantify the *primary* environmental benefit(s) of the project to the Greenpoint community. Applicants for legacy grants may, in addition, list and, as possible, quantify other benefits of the project to the community.
- IV. **Approach.** Describe the major activities to be undertaken in the project, providing specific information on how the project's objectives will be achieved.
- V. **Partners.** List all partners, including Greenpoint-based partners and consultants (or specialized expertise that will be sought), for the project, and describe their roles and responsibilities in the project.
- VI. **Communications.** Describe how information related to the project (e.g., benefits, partners, sources of funding) will be communicated to the Greenpoint community and other audiences.
- VII. **Qualifications.** Briefly describe your organization, its relevant qualifications and experience, and staff to be assigned to the project. Also, as applicable, describe the qualifications of key partners to be involved in the project.

Appendix H.

GCEF 2014 Small Grants Awards



gcefund@northbrooklyn.org
www.gcefund.org
718.389.9044 ext. 15

Greenpoint Community Environmental Fund 2014 “Small Grants”

Greenstreets and Community Greening

John Ericsson Middle School 126 (MS 126) will receive \$24,998 (and contribute \$25,000 in matching funds) to create wildlife demonstration sites using native plants, shrubs, and shade trees at two locations at MS 126. The benefits of the project include helping to lower urban air temperatures, improving storm water filtering, providing a research venue for students, and offering a location to engage students and their families in community greening activities. The non-profit **Center for Educational Innovation - Public Education Association** is a project partner and will manage all financial requirements of this grant.

North Brooklyn Boat Club will receive \$24,660 to fund a “Don’t Put Your Butt in the Creek” campaign. The campaign will focus on raising awareness of and putting an end to the problem of inappropriately disposed-of cigarette butts fouling Newtown Creek. The campaign will couple the placement of cigarette disposal containers labeled with “Don’t put your butt in the Creek” outside Greenpoint bars and restaurants with community education and publicity about the problem of cigarette butts in the creek. The **Open Space Alliance for North Brooklyn** is partnering in the project and will manage all financial requirements of the grant.

Waterfront Restoration and Infrastructure

Newtown Creek Alliance (NCA) will receive \$24,735 (and contribute \$1,000 in matching funds) to research and develop a plan for transforming the end of North Henry Street into a publicly accessible and ecologically beneficial open space and shoreline. Located on the ‘No Name’ tributary of Newtown Creek, the site consists of 20,000 square feet of city-owned upland and degraded shoreline offering open space, public access to the water, and an opportunity to reduce stormwater runoff to the creek. The grant will enable NCA to inventory existing plant and animal species, assess soils, shoreline stability and the hydrodynamics of the property, as well as to research regulatory and access issues related to planning the site’s development.

Newtown Creek Alliance will receive \$24,980 (and contribute \$4,300 in matching funds) to design and build a biological “living dock” as a prototype for combining remediation strategies, education, and public access to Newtown Creek’s aquatic environment. The 200 square foot dock will be placed on the eastern shore of the ‘No Name’ tributary of Newtown Creek, near North Henry Street. The dock will provide a landing for small boats and critical habitat for indigenous plants and animals that help



The Greenpoint Community Environmental Fund
is a joint program of the New York State Office of the Attorney General and Department of Environmental Conservation



improve water quality in the creek. The dock will also provide a stage for both research and environmental education.

Greening Community Buildings, Facilities and Infrastructure

The Greenpoint Reformed Church will receive \$5,000 (and contribute \$1,000 in matching funds) to determine the feasibility of installing a green roof on the church, located at 136 Milton Street. Green roofs provide a number of environmental benefits, including reducing stormwater runoff, and related air pollution. An engineering study will be conducted to determine the strength and durability of the 2,500 square foot roof, originally constructed in 1848. A detailed description of roof conditions and an estimate for installation of a green roof will be prepared.

Parks and Open Space

61 Franklin St. Garden will receive \$25,000 (and contribute \$25,000 in matching funds) to further the development of a self-sustaining garden at 61 Franklin Street. The funding will help this NYC GreenThumb garden, which was until recently a derelict lot, continue development as a community green space by improving the planting space, constructing community education spaces and rain water harvesting facilities, and installing solar panels to serve as a renewable power source for the garden. **The Open Space Alliance for North Brooklyn** is a project partner and will manage all financial requirements of the grant.

Java Street Community Garden will receive \$19,178 (and contribute \$10,620 in matching funds) to improve sustainable practices at the Java Street Community Garden. This NYC GreenThumb garden, once an empty lot and now covered with vegetable garden plots, is managed by a collective of 30 neighborhood volunteers. The grant will be used to add a rainwater garden and stormwater collection system, a perennial sidewalk garden, sheltered community gathering space, native plants, and solar panels to serve as a renewable energy source for the garden. **In Our Back Yards** is a project partner and will manage all financial requirements of the grant.

New York City Audubon Society will receive \$24,871 (and contribute \$25,636 in matching funds) to create an Urban Oasis in McGolrick Park. The Urban Oasis project will entail identifying and planting native species, including wildflowers, that provide food and shelter for migratory birds, inventorying birds before and after planting, and engaging volunteers to plant and maintain the species in McGolrick Park. The project will help build a community of Greenpoint residents engaged in environmental stewardship and the long-term improvement of McGolrick Park, one of Greenpoint's few green spaces.

Environmental Education and Stewardship

Audubon New York/National Audubon Society will receive \$24,997 (and contribute \$10,370 in matching funds) to implement a "For the Birds!" environmental education program at the Monitor School (PS 110). For the Birds! is an innovative environmental

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education program that promotes learning in the sciences and language arts as well as community engagement for young students and adults. The program will move between the classroom and Monsignor McGolrick Park where native habitat sites will serve as focal points for students to learn about science concepts, ecosystem processes, and the bird and other wildlife species that rely on urban green spaces.

Audubon New York/National Audubon Society will receive \$24,996 (and contribute \$10,390 in matching funds) to implement a “For the Birds!” environmental education program at St. Stanislaus Kostka Catholic Academy. For the Birds! will involve the same elements, including moving between the classroom and Monsignor McGolrick Park, of the program as described above.

Build It Green!NYC will receive \$12,500 (and contribute \$5,000 in matching funds) to determine the feasibility of developing a community compost site in Greenpoint. The site would be operated by BIG!Compost, which currently runs a local food scrap collection program. Composting helps divert organic waste from landfills, and compost can then be used to improve soils in tree beds, gardens and parks. The study will examine community attitudes toward composting, siting options (ideally a brownfield site), the possibility of using compost to remediate soils in Greenpoint, and the costs and benefits of various composting technologies. The non-profit **Community Environmental Center** is a project partner and will manage all financial requirements of the grant.

Greenpoint Chamber of Commerce and **Groundswell** will receive \$25,000 (and contribute \$25,000 in matching funds) to design and create a large scale public artwork that explores the history of environmental justice and advocacy in Greenpoint. The project will engage 15 local youth in a curriculum that emphasizes the history of local conservation efforts and will culminate in the creation of a mural to inspire community-led environmental stewardship. The mural, after being shared with the community, will be placed in a highly visible location either on Greenpoint Avenue opposite the Newtown Creek Visitor’s Center or on McGuinness Blvd at the base of the Pulaski Bridge.

Greenpoint Waterfront Association for Parks and Planning will receive \$12,400 to organize and conduct four public panel discussions in partnership with local ecological and environmental advocacy organizations. The discussions will be tailored to local environmental concerns, including water and soil quality, land use regulations, and community greening. Each session will provide an opportunity for residents to learn about local environmental issues and the organizations engaged in them, and to participate in community greening activities.

La Casita Verde will receive \$25,000 to fund a mobile compost initiative, “Soil Cycle,” at three Greenpoint schools (Citizens of the World Charter School, John Ericsson MS 126 and Northside Charter High School) housed in the same building. In the initiative, specially designed cargo bikes will collect organic wastes from local schools, compost the wastes as the rider pedals, and allow the composting process to be monitored. Students will learn first-hand the basics of microbiology and the practice and benefits of urban composting, and also reduce the organic waste generated by their schools. The nonprofit **Eyebeam**



Atelier is partnering in the project and will manage all financial requirements of the grant.

North Brooklyn Boat Club will receive \$24,693 (and contribute \$25,000 in matching funds) to expand their waterways environmental education program. Last summer, the club organized and led bi-weekly public paddle trips for over 400 nonmembers as well as leading multiple trips a week for its 250 members. Funding would add two 12 to 14 person canoes to its current fleet of 25 small boats. These larger, more stable boats would allow the Club's education program to serve Greenpointers of all ages and boating skills. The funds will also be used to develop an environmental curriculum tailored to the local waterways, including environmental history and landmarks. The result will be a significantly larger community of informed and inspired environmental stewards in Greenpoint. The **Open Space Alliance for North Brooklyn** is partnering in the project and will manage all financial requirements of the grant.

North Brooklyn Boat Club will receive \$24,426 (and contribute \$3,600 in matching funds) to support ongoing educational programming at the ED Shed. The ED Shed, established in conjunction with LaGuardia Community College, is a hands-on environmental educational and research center with ongoing programs that connect Greenpoint residents to their surrounding waterways. The grant will be used to develop and expand community workshops on marine sciences and aquatic conditions in Newtown Creek and the East River, including water testing, wildlife monitoring, plankton sampling, as well as to create an instructional aquarium that houses local fauna. The **Open Space Alliance for North Brooklyn** is a project partner and will manage all financial requirements of the grant.

Solar One will receive \$24,954 (and contribute \$3,000 in matching funds) to implement the Green Design Lab™ (GDL) K-12 program at MS 126 and PS 110 in Greenpoint. The GDL program uses interactive activities related to water, air, energy, materials, and food, and student-led greening projects, to inspire students to actively participate in improving the environment and health of their schools, homes, and community.

YMCA of Greater New York, Greenpoint Branch will receive \$22,750 (and contribute \$12,000 in matching funds) to support their "Green Beans" program for children ages 5-12. Green Beans is a STEM (Science, Technology, Engineering & Math) program, focused on environmental science, nature, gardening and technology, that educates more than 200 local children every year. The funding will be used for an afterschool program that takes place in and supports the Lentol Garden. Students will learn about rainwater collection systems and environmental monitoring, and participate in plant maintenance and composting.

Appendix I.

GCEF 2014 Large and Legacy Request for Proposals



**GREENPOINT
COMMUNITY
ENVIRONMENTAL
FUND**

Greenpoint Community Environmental Fund Request for Proposals

The Greenpoint Community Environmental Fund (GCEF), an outgrowth of the Greenpoint Environmental Benefit Projects Program, is a \$19.5 million grant program created by the NYS Attorney General's Office and the Department of Environmental Conservation (the State). Funding for the GCEF was obtained by the State in a settlement with ExxonMobil over oil and related environmental contamination at its Greenpoint, Brooklyn facility and in the surrounding community.

The overall goal of the GCEF is to secure significant environmental improvements in Greenpoint. More specifically, the GCEF is:

- Designed to support projects that address the community's environmental priorities, such as improving water quality, groundwater, open space, toxic pollution, and air quality; and
- Committed to a transparent and objective process, and to engaging and partnering with the Greenpoint community. This includes ensuring the community has a direct, continuing role in guiding the GCEF's development and implementation.

This is the first Request for Proposals for projects that address the community's environmental priorities. It is expected that project funds will be available through at least one additional grant cycle. However, the goal is to invest as much of the available funding in eligible projects as soon as possible.

The State established a Greenpoint Community Advisory Panel (CAP) -- a group of Greenpoint residents, representatives of local organizations and elected officials -- to provide direct, ongoing input to the State on the GCEF. The CAP has played a central role in guiding the Fund's development and implementation, including helping to create the process used for selecting a General Administrator for the GCEF, as well as for soliciting, evaluating, and selecting projects to receive grant funding.

In 2013, a partnership of National Fish and Wildlife Foundation (NFWF) and the Greenpoint-based North Brooklyn Development Corporation (NBDC) was selected by the State through a competitive process to serve as the GCEF's General Administrator. The General Administrator is responsible for managing the day-to-day operations of the GCEF on behalf of the State.

GRANT CATEGORIES, MATCH and SOLICITATION PROCESS

Grants will be available in three categories:

Small Grants

Grants ranging from \$5,000 to \$25,000 will be available for smaller-scale environmental improvement projects involving a limited number of activities and/or locations. Examples of Small Grant projects include: installing a rain garden at a park; expanding tree boxes on a block; planting trees and/or native plant gardens at a school; holding a trash clean up event; conducting a reusable bag giveaway; and conducting an energy audit or an indoor air quality audit at a single public facility. **Match:** Applicants are *encouraged* to provide a matching contribution of cash or in-kind support. **Proposal Submission:** Applicants for Small Grants should submit a small grant proposal.

Large Grants

Grants ranging from greater than \$25,000 to \$2,000,000 will be available for environmental improvement projects that have a more significant scale and scope than Small Grants. These projects typically will involve multiple sites and/or projects at a single site that integrate multiple environmental benefits. Examples of Large Grant projects include: green street projects; greening public facilities inside and out; implementing a community-wide litter reduction or anti-idling campaign; and acquiring and improving open spaces. **Match:** Applicants for Large Grants are *encouraged* to provide a 1:1 match that can be any combination of cash or in-kind support (i.e., GCEF grant funds should make up a maximum of one-half of the total project costs). **Proposal Submission:** Applicants for Large Grants will have proposals processed in two stages: 1) Applicants must complete a pre-proposal (submission of a *pre-proposal is mandatory* in order to participate in the full proposal round); and 2) Applicants who have submitted pre-proposals determined to meet minimum standards will be invited to submit a full proposal.

Legacy Grants > \$2,000,000

Grants greater than \$2,000,000 will be available for environmental improvement projects that provide exceptional benefits to the Greenpoint community. Such projects would provide one or more environmental benefits (e.g., air quality, water quality or open space, etc.) and as a result of, for example, their size or scale, the need to acquire land, the number of Greenpoint residents they serve, their expected life, the level of community support for the project or other specialized project characteristics require more funding than a Large Grant project. **Match:** Applicants for Legacy Grants are *encouraged* to provide a 2:1 match that can be any combination of cash or in-kind support (i.e., GCEF grant funds should make up a maximum of one-third of the total project costs). **Proposal Submission:** Applicants for Legacy Grants will have proposals processed in two stages: 1) Applicants must complete a pre-proposal (submission of a *pre-proposal is mandatory* in order to participate in the full proposal round); and 2) Applicants who have submitted pre-proposals determined to meet minimum standards will be invited to submit a full proposal.

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GRANT GUIDELINES

- For the purposes of the GCEF, Greenpoint is defined as the area of Brooklyn, NY encompassed by 11222 Zip Code and the entirety of McCarren Park as shown at www.gcefund.org/map.htm
- Projects must be located in Greenpoint.
- Projects must primarily benefit the Greenpoint public.
- The primary benefit of projects must be an environmental benefit. An environmental benefit is an activity (project or program) that would result in improvement, restoration, protection, or reduction of risk to public health or the environment.
- Projects must provide a discernible environmental benefit.
- Projects must address environmental areas of concern to the community, including but not limited to: *water quality, groundwater, open space, reduction of toxic pollution, and air quality.*
- The following project types are ineligible to receive funding from the GCEF: capital campaigns; creation of endowments; event sponsorships; and projects for re-granting purposes.
- GCEF funding cannot be used for political advocacy, lobbying, boycotts, litigation expenses, terrorist activities, or activities conducted in violation of the Foreign Corrupt Practices Act.
- Projects must also be consistent with the Consent Decree¹ (Consent Decree) for the ExxonMobil settlement, and the NY State Department of Environmental Conservation's (DEC) Environmental Benefits Policy.²
- Accordingly, a project cannot:
 - be a project of ExxonMobil, or others that are the result of legally mandated action(s) under local, state, or federal law and/or associated with administrative permit conditions or terms of settlement agreements;
 - be a project that ExxonMobil already intends to perform;
 - cover or reimburse costs the State would incur during the normal course of business, including payments for State staff, except that the DEC Commissioner or DEC General Counsel may authorize an EBP that includes the reimbursement of extraordinary expenses incurred by the DEC in the implementation or oversight of a specific EBP; or
 - generate revenue for the State.

¹Consent decree in the matter of State of New York v. Exxon Mobil Corporation, No. 07-CV-2902 (KAM/RML) (E.D.N.Y), ordered on March 1, 2011.

²New York State Department of Environmental Conservation, Commissioner Policy, CP-37 / Environmental Benefit Projects (EBP) Policy.

In addition:

- a project shall not result in the State extending the time within which ExxonMobil must comply with the Consent Decree;
 - an educational project must be implemented by a third party not affiliated with ExxonMobil; and
 - a project must comply with all applicable laws and should be consistent with all applicable policies.
-
- Recognizing that more technically complicated projects often require a phase of planning and design, applicants may request funding to support this phase of project development. Such funding may be used to support the preparation of conceptual designs, engineering plans, and detailed project budgets, to facilitate permitting processes, and to support other related tasks to position projects for successful implementation. Projects that receive grants for planning and design are welcome to return to the GCEF in subsequent grant cycles, to the extent they occur, to seek funding for project implementation.
 - Eligible applicants include non-profit 501(c) organizations, state, tribal, and local governments, and academic and educational institutions. Individuals and for-profit businesses are **not** eligible applicants. Groups without 501(c) non-profit status may partner with an eligible applicant, including a fiscal sponsor. Fiscal sponsors are non-profit organizations that enable the movement of resources from funders to organizations that share the fiscal sponsor's mission. The fiscal sponsor handles donations and assumes fiduciary responsibility.
 - To ensure long-term maintenance and sustainability, projects should include local partners who have technical expertise, local knowledge, and a demonstrated commitment to the community's well-being. These partnerships may include non-profit organizations, local businesses and associations, government agencies, as well as residents of Greenpoint.
 - Projects led by organizations and agencies that are not based in Greenpoint must demonstrate strong local partnerships in the community and are strongly encouraged to bring significant matching contributions to the project.
 - Projects must begin implementation within six months of grant award and be completed within one to three years of the start date; variances from these requirements may be provided under exceptional circumstances.

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EXAMPLES OF COMMUNITY ENVIRONMENTAL IMPROVEMENT PRIORITIES

Since the Fund's inception, the State and the CAP have led an outreach process designed to solicit input on the Greenpoint community's environmental improvement priorities. This outreach has engaged large numbers of Greenpoint residents, many of whom represent larger community associations and organizations, and generated a list of preliminary project ideas that the GCEF has organized into five project "themes".

The following list of project themes and associated project types broadly reflects environmental improvement priorities that have emerged thus far from the Fund's community outreach process:

- **Green Streets and Other Community Greening.** The installation of a selection of environmental benefit projects along neighborhood streets to improve local water and air quality, reduce energy consumption, reduce the heat island effect, and improve neighborhood aesthetics. Example projects include: installing rain gardens; replacing impervious surfaces with pervious concrete or other permeable materials; expanding tree boxes and planting street trees; creating native plant gardens and community gardens in open space; installing green roofs; implementing campaigns to reduce litter; and installing solar-powered trash cans. Project proposals could include some combination of these or other practices that increase the environmental benefits of neighborhood streets in the community.
- **Waterfront Restoration and Infrastructure.** The creation of public access to the waterfront and efforts to restore its natural functions. Example projects include: acquiring and developing land for waterfront parks, including street-end parks; stabilizing river and stream banks and reconnecting natural floodplains; restoring wetlands; planting shade trees and native plants for cooling and to serve as natural buffers; installing rain gardens, pervious pavers, and other bio-retention practices to better filter water; and enhancing the usability of the waterfront through green projects.
- **Greening Community Buildings, Facilities and Infrastructure.** The reduction of the environmental impacts, both inside and out, of schools, libraries, community centers, the firehouse, and other community buildings. Example projects on these sites include: conducting indoor air quality audits and energy audits; painting "cool white roofs"; installing high efficiency lighting, solar electricity generation, or cisterns to capture and reuse rainwater; creating rain gardens; installing green roofs; planting shade trees; and planting native plant and pollinator gardens to provide habitat for butterflies, bees, and songbirds.
- **Parks and Open Space.** The acquisition, creation, and enhancement of parks and public spaces, including playgrounds and sports fields, as well as undeveloped areas. The purpose of such projects may be to reduce air and water pollution impacts in Greenpoint, while also providing recreational opportunities and enhancing community quality-of-life. Example projects include: design and development of new park space; resurfacing basketball and tennis courts with pervious pavement;

installing solar-powered lighting; planting native trees and shrubs; holding park cleanups and installing dog waste stations; and providing or improving public access to natural areas.

- **Environmental Education and Stewardship.** The fostering of careful and responsible management of Greenpoint's environment, and the promotion of broad public environmental awareness. Example projects include: increasing public understanding and appreciation of natural resources and the environment; engaging students and citizens in monitoring air and/or water quality, and communicating data to the community; launching behavior change campaigns to tackle issues such as pet waste, car idling or littering; developing outreach, training and incentive programs to help residents and businesses implement environmental benefit projects on private property; providing "green jobs" training and work experience opportunities for young people.

HOW TO APPLY TO THE GREENPOINT COMMUNITY ENVIRONMENTAL FUND

Proposals must be submitted electronically through NFWF's online application system, *Easygrants*. To make a submission:

- Review background materials available at the GCEF website: www.gcefund.org
When you are ready to start your application, follow the link to www.nfwf.org/easygrants to register in the online system (if you already are a registered user, use your existing login).
- Click on "Apply for Funding."
- Select a "Funding Opportunity" from the list of options. If you are seeking grant funding between \$5,000 and \$25,000 (i.e., a Small Grant), select "Greenpoint Community Environmental Fund: Small Grant." If you are requesting funding of greater than \$25,000 (i.e., a Large or Legacy Grant), select "Greenpoint Community Environmental Fund: Large/Legacy Grant."
- Follow the instructions in *Easygrants* to complete your application. Once you start an application, you may save it as it is being prepared, and return later to complete and submit it.

GRANT SCREENING, REVIEW, and AWARD PROCESS

Proposal Screening

The General Administrator will screen all proposals submitted to ensure they meet minimum standards, i.e., they are complete, meet the above Grant Guidelines, and are feasible in terms of methods, budget, and timeline. Proposals will also be screened by members of an Independent Review Committee (IRC) comprised of neutral subject-matter experts with no relationship to any of the proposals under consideration by the GCEF to identify potential impediments to successful project completion.

There are three possible outcomes of the initial screening:

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1. Where a proposal for a Small, Large or Legacy Grant does not meet minimum standards, the General Administrator will follow up with the applicant and provide guidance about how the proposal may be adapted to meet these standards in the current or any subsequent grant cycle. The General Administrator also will follow up with an applicant where significant impediments related to the proposed project are identified.
2. Small Grant proposals will be evaluated and selected based upon ***the extent to which*** they meet minimum standards. Once selected to receive funding, successful grantees will receive a notification of award and instructions on contracting. The General Administrator will follow up with applicants of any projects not selected for funding and provide guidance on how the proposal may be adapted for the purpose of any subsequent grant cycle.
3. Large Grant and Legacy Grant pre-proposals that meet minimum standards will be provided with detailed instructions on how to prepare a full proposal. Where pre-proposals may be strengthened, e.g., through additional technical assistance or partnerships, the General Administrator will reach out to applicants to provide guidance. In some cases, applicants may be asked to scale back a Large Grant for consideration as a Small Grant.

Large and Legacy Grant Full Proposal Review

Full proposals for Large Grants and Legacy Grants will be reviewed by the IRC (comprised of neutral subject-matter experts with no relationship to any of the proposals under consideration). Proposals will be evaluated and scored based on ***the extent to which*** they meet the criteria listed below. IRC scores and associated review comments will be used to guide decision-making on the selection of projects for funding. The scoring criteria (and approximate associated weighting) are:

- **Environmental Results (35%)** -- The project will secure a discernible environmental benefit for the Greenpoint public. Legacy grants may secure significant additional benefits to the community.
- **Work Plan (20%)** -- The project is technically sound and feasible, and the proposal sets forth a clear, logical and achievable work plan.
- **Budget (20%)** -- The budget is cost-effective, reasonable, and leverages other partner contributions.
- **Greenpoint Partnership (20%)** -- An appropriate community-based partnership exists to implement and sustain the project, and the project has significant community support.
- **Communication and Dissemination (5%)** -- The project has a plan to communicate information about the project (e.g., benefits, partners, sources of funding) to Greenpoint residents and other appropriate audiences.

Following the IRC evaluation, a draft slate of potential projects for GCEF funding will be shared with the CAP and community. Final selection of projects to be funded will be made by the State.

NEED HELP DEVELOPING A PROPOSAL?

Workshops and Webinars

We strongly encourage all prospective applicants to attend a GCEF workshop or webinar. These events will provide a broad overview of the grant program and tips for using the *Easygrants* online application system. Visit www.gcefund.org for information about dates, locations, and times and to register for a GCEF webinar or workshop.

One-on-One Assistance

One-on-one technical assistance is also available to help develop a proposal or to use the Easygrants online application system.

- For questions about developing a proposal, send an email to either:
gcefund@northbrooklyn.org or lynn.dwyer@nfwf.org.
- For questions about using the Easygrants online system, send an email to:
john.wright@nfwf.org

In your email, please indicate your question or the type of assistance you desire.

Have a general question?

- Lynn Dwyer, National Fish and Wildlife Foundation, (631) 637-3488,
lynn.dwyer@nfwf.org
- Laura Treciokas, North Brooklyn Development Corporation, (718) 389-9044 ext. 15
gcefund@northbrooklyn.org
- Courtney Kwiatkowski, National Fish and Wildlife Foundation, (202) 857-0166,
courtney.kwiatkowski@nfwf.org

Important Dates to Remember!

- Wednesday, October 23, 2013, 11:30-1:00pm: Applicant Workshop
- Wednesday, October 30, 2013, 1:00pm-2:30pm: Webinar for Prospective Applicants
- Wednesday, November 13, 2013, 6:30pm-8:00pm: Applicant Workshop
- Wednesday, December 18, 2013: Small Grant full proposals and Large/Legacy pre-proposals due
- Late February 2014: Announcement of Small Grant funding
- Mid-March 2014: Invitations issued for Large and Legacy Grant Full Proposals
- Mid-May 2014: Large and Legacy Grant full proposals due
- September 2014: Community Meeting(s) on Draft Slate of Large and Legacy Grants
- October 2014: Announcement of Large and Legacy Grant funding

Appendix I



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718.389.9044 ext. 15

Large and Legacy Grant Full Proposal Narrative Template

Instructions: Please complete all sections of this document. The narrative may not exceed fifteen (15) pages, with a font size no smaller than 12 point. Excess pages will not be reviewed. Please do not refer to websites or online tools in your narrative as the review will only consider the information provided. Use the narrative template as provided herein. Do not reformat or revise it or place it on your letterhead. You may remove the instructions from your final narrative. You may, if you require more space, remove the specific questions which follow the major categories of the application, but retain the major category headings. For example, retain the word **Overview** and remove the “describe the specific objectives of the project...” You must however answer all the questions as requested. When you have completed the narrative upload it back into the Easygrants online system in the “Uploads” section of the application.

1. **Overview.** Describe the specific objectives of the project and how it will protect, improve, or restore environmental media (i.e., air, water, land) for the purpose of improving public health and/or the environment in Greenpoint.
2. **Environmental Results.** List and, as possible, quantify the *primary* environmental benefit(s) of the project and the project’s benefit to the Greenpoint public.
3. **Project Need and Significance.** Describe the specific environmental area(s) of concern to be addressed by the project and how the project will specifically and discernibly address those environmental concerns. Include a detailed and specific description of the projected number of Greenpoint residents who will benefit from the project and how they will benefit from it.

For Legacy Grant proposals, in addition to the above, provide a detailed and specific description of the specialized characteristics of the project (e.g., project size or scale, need to acquire land for the project, number of Greenpoint residents served by the project, expected project life, level of community support for the project) that justify more funding than a GCEF Large Grant.

4. **Work Plan.** Provide a detailed work plan, including: a) a description of the overall methodology or approach to achieving project objectives; b) a description of methods to be used to track environmental results (results or deliverables to be achieved at the end of the project performance period); c) a detailed description of each activity to be undertaken (including long-term project maintenance); d) the parties responsible for each activity; and e) a schedule for conducting and completing each activity to be



undertaken.

5. **Project Team Qualifications.** Briefly describe: a) your organization, its relevant qualifications and experience to deliver the proposed project; and b) the roles and responsibilities of all key project participants and their qualifications and experience to deliver the project.
6. **Partnership.** List all project partners, especially community members and/or community-based organizations based in Greenpoint, and describe their specific roles in the project. Provide a detailed and specific description of the anticipated level of community support for the project.
7. **Communications.** Provide a detailed communications plan describing: a) the specific communication tools to be used to deliver information related to the project; b) the type of information to be communicated; and c) the audiences who will be communicated to about the project.
8. **Quality Assurance and Quality Control.** Does your project involve the collection or use of environmental data? Please check one: () Yes or () No

If “Yes,” please complete the supplemental document entitled *Data Quality Assurance and Quality Control Narrative Template* and when you have completed this narrative upload it back into the Easygrants online system in the “Uploads” section of the application.

Appendix J.

GCEF “How Community Preferencing Will Work”



**GREENPOINT
COMMUNITY
ENVIRONMENTAL
FUND**

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HOW GREENPOINT COMMUNITY PREFERENCING WILL WORK

The GCEF Greenpoint Community Preferencing events are an exciting and important milestone in the GCEF program and ones that reaffirm the commitment made by the State that Greenpoint will have an on-going and significant role in the selection of projects to be funded by the GCEF. This document provides information on how the preferencing will work.

- As you enter the building, you will be asked to sign in at a table located at the entrance.
- From the sign-in table, you will be directed to a series of posters. The first posters will explain the event and eligibility requirements for preferencing. There will also be posters describing each of the 13 projects under consideration for 2014 GCEF Large and Legacy grants. You should review the project posters carefully -- these are the projects on which we are seeking your preferences.
- If you are a Greenpoint resident, age 16 or older and would like to participate in the preferencing, you can proceed from the posters to one of several preferencing tables.
- At the preferencing table, you will be asked to register and present a form of identification ([see attachment for acceptable identification](#)). After registering, you will be provided a ballot for preferencing.
- The ballot will list the 13 projects under consideration for GCEF funding. You must select at least two projects and a maximum of six projects that you would most like to see funded. You may fill out only one ballot; incorrectly filled out ballots will not be counted. After completing the ballot, you will place it in the ballot box.
- At the end of each preferencing event, the ballot boxes will be collected and secured by NFWF. At the conclusion of preferencing, all correctly completed ballots will be tallied by NFWF and final results reported to the State.

In considering your selections, please keep the following in mind:

- GCEF cannot fund all of the proposed projects; the preferencing events are designed to give Greenpoint residents an opportunity to voice their preferences among the 13 projects proposed for the community.
- GCEF has committed to another round of granting in 2015; the amount of funding available in this next round will depend on the number and value of projects supported by the Greenpoint community in the preferencing events.
- GCEF anticipates the State will announce the projects selected for 2014 GCEF Large and Legacy grants in December.



The Greenpoint Community Environmental Fund
is a joint program of the New York State Office of the Attorney General and Department of Environmental Conservation



Acceptable Identification for Greenpoint Community Preferencing

Residents of Greenpoint (zip code 11222) are eligible to participate.

As with the Participatory Budgeting process, participation in GCEF preferencing will be open to all Greenpoint residents aged 16 and over.

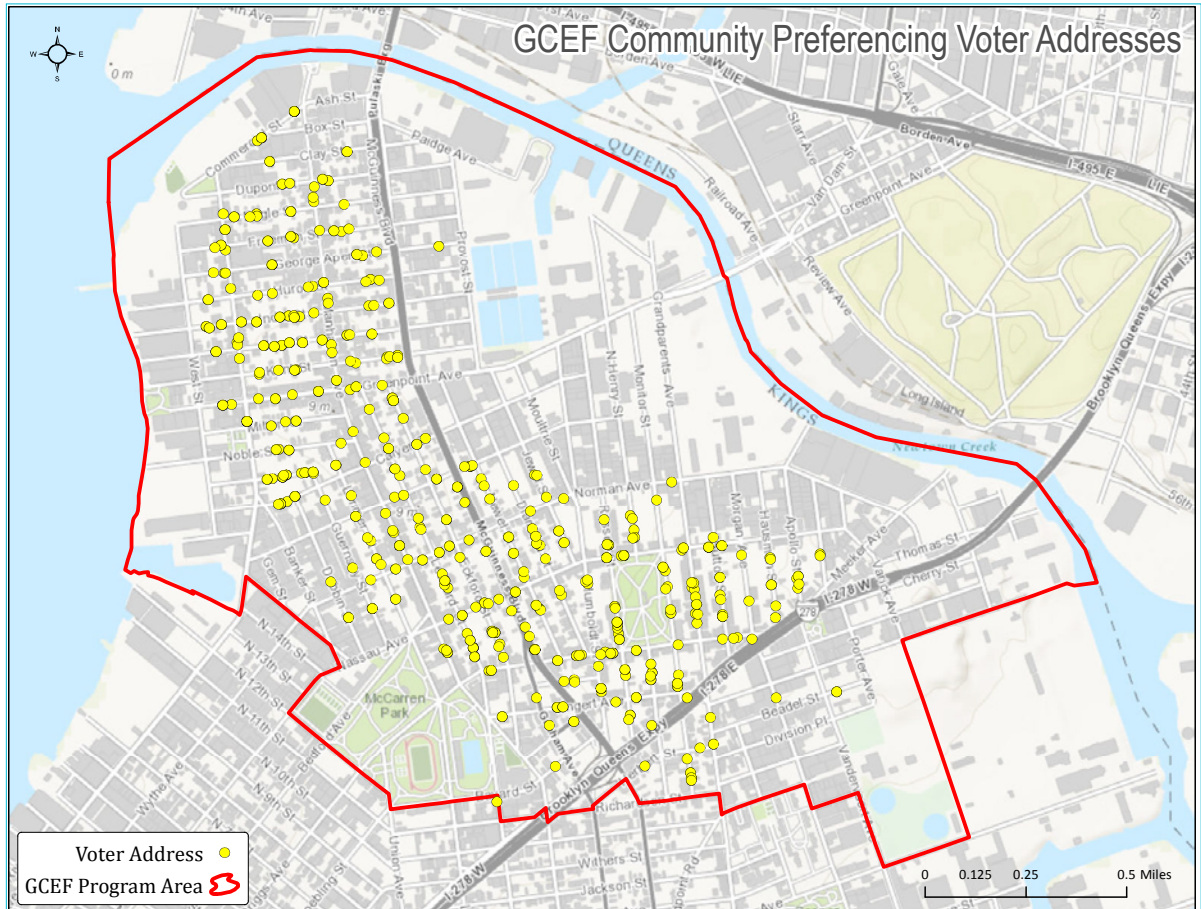
To receive a ballot, all prospective “voters” will be asked to register and provide a simple form of identification.

Acceptable identification (the same identification required in Participatory Budgeting) includes:

- Document with name and current address from a local, state or US government agency such as a state driver’s license, or non-driver ID, passport, military ID card
- Voter registration card
- Utility, medical, credit card bill with name
- Current lease
- Paycheck or paycheck stub from an employer or a W-2 statement
- Bank statement or bank-issued credit card statement
- Student ID
- Employee ID
- Permanent resident Card (green card) or other Immigration Document
- Residency letter or identification issued by a homeless shelter, half-way house, etc.
- Passport or other ID issued by a foreign government
- Social security benefit statements or check
- Employment Authorization Document
- Medicare or other insurance document (car or health)
- Tax forms
- School records
- Title to any property (auto, house)
- Birth or marriage certificate
- Union membership card

Appendix K.

Map of GCEF 2014 Community Preferring Participation



Appendix L.

GCEF 2014 Large & Legacy Grant Awards Announcement

A.G. SCHNEIDERMAN & DEC COMMISSIONER MARTENS ANNOUNCE \$11 MILLION IN GRANTS AND NEARLY \$24 MILLION IN MATCHING FUNDS FOR SIX ENVIRONMENTAL PROJECTS IN GREENPOINT

Projects Selected By NYS And Community Win Awards From Greenpoint Community Environmental Fund; Environmental Benefits Fund Created With \$19.5 Million Paid By ExxonMobil As Part of Settlement With State Over Greenpoint Oil Spill

A.G. Schneiderman: We Will Continue To Partner With The Community To Ensure A Cleaner, Healthier Future For Greenpoint

NEW YORK - Attorney General Eric T. Schneiderman and Department of Environmental Conservation Commissioner Joseph Martens today announced \$11 million in the latest grant awards by the Greenpoint Community Environmental Fund (GCEF), a \$19.5 million environmental improvement fund created from money obtained by the state in a 2011 settlement with ExxonMobil over its massive oil spill in Greenpoint, Brooklyn. In this round, the state awarded grants to six projects that address environmental priorities of the Greenpoint community. The projects – which range from establishing an environmental education center at the Greenpoint library to creating natural habitats along Newtown Creek – were the top vote-getters in recent community voting organized by the GCEF. These grants will be combined with \$23.8 million in matching contributions from the recipients, bringing the total investment in improving Greenpoint’s environment to nearly \$35 million. The Attorney General’s office and the DEC are jointly overseeing the program’s implementation and, along with community input, selected the winning projects.

“Through the Greenpoint Community Environmental Fund, New York State and Greenpoint residents are working together to lift the cloud of environmental abuse and neglect that has long shadowed this proud community,” **Attorney General Schneiderman** said. “With these projects, we are investing a total of \$35 million in the community’s environmental priorities, priorities that include restoring Greenpoint’s waterfront and fostering a new generation of environmental stewards.”

DEC Commissioner Joe Martens said, “The aid from this environmental improvement fund will enable several deserving and beneficial projects to come to fruition. These are projects, like the roof top outdoor classroom for school children, planting trees, and improving waste water management that will have long-term benefits for the community, and a positive impact on its economy while improving and protecting our state’s environment.”

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The six projects being funded are:

- **Greenpoint Environmental Education at Greenpoint Library:** The project will remodel the library as a LEED silver certified building (which meets sustainability standards related to energy- and water-efficiency and the use of recyclable and non-toxic materials), create the Greenpoint Environmental Education Center on the library's second floor, and an outdoor classroom on the roof for Greenpoint schoolchildren.
Project Lead: Brooklyn Public Library
Grant Amount: \$5,000,000
Matching Contribution: \$5,780,300
- **Greening Greenpoint:** The project will develop and implement a comprehensive urban forest plan in Greenpoint, including planting 500 trees, and funding maintenance for existing street and park trees.
Project Lead: City Parks Foundation
Grant Amount: \$1,950,719
Matching Contribution: \$1,933,786
- **West Street Watershed Stormwater Project:** By designing and installing infrastructure to capture, store and treat storm water, the project will promote green streets and reduce chronic flooding and sewer backups for over 10,000 Greenpoint residents.
Project Lead: Brooklyn Greenway Initiative, Inc.
Grant Amount: \$1,917,717
Matching Contribution: \$5,030,000
- **Greenpoint Eco-Schools:** The project will develop and empower a generation of student leaders by funding a comprehensive environmental education program in four Greenpoint schools—PS 31, PS 34, PS 110, and MS 126—serving 1,800 students.
Project Lead: National Wildlife Federation
Grant Amount: \$1,434,735
Matching Contribution: \$10,732,324
- **Curb Your Litter:** The project will fund an on-the-ground assessment of Greenpoint's litter problem, targeted anti-litter campaigns, and a collaborative effort with the City of New York to improve waste management infrastructure in the community.
Project Lead: Greenpoint Chamber of Commerce
Grant Amount: \$569,145
Matching Contribution: \$232,680
- **Intertidal Wetland Project:** The project will foster Greenpoint waterfront restoration by funding an assessment of shoreline sites and eroded bulkheads along Newtown Creek for opportunities to establish natural habitats and expand existing habitats along the creek.

Project Lead: Research Foundation of CUNY (LaGuardia Community College)
Grant Amount: \$130,178
Matching Contribution: 130,911

How the projects were selected:

In July, GCEF received 24 proposals for large grants (between \$25,000 and \$2 million) and two proposals for legacy grants (greater than \$2 million), totaling \$25.3 million in requested funding. These proposals were evaluated and scored by a panel of independent technical experts using criteria presented in the proposal invitation (e.g. environmental results, workplan, budget, and Greenpoint support). The panel was assembled by GCEF's co-administrator, the National Fish and Wildlife Foundation (NFWF), according to its established procedures and best practices. The purpose of the independent expert review was to identify the proposals of highest quality, greatest likelihood of success, and most environmental benefit to the community.

The 13 proposals scoring the highest in the independent expert review were selected by the state to be shared with the Greenpoint community in order to solicit residents' preferences among the projects. Following extensive community outreach, GCEF held three community "preferencing" events over two days in November. Greenpoint residents over the age of 16 were invited to review information detailing each of the 13 proposed projects and cast ballots in support of up to six. With 525 residents voting, the six projects selected to receive GCEF grants are the ones that received the most votes.

Applicants that did not receive a grant in this round of funding will be offered one-on-one assistance by NFWF for the purpose of enhancing their proposals' competitiveness for next year's GCEF grant funding round. The state intends to grant the full remaining balance of the Fund – roughly \$5.5 million—in 2015.

U.S. Congresswoman Carolyn B. Maloney (D-NY) said, "I am very pleased that the Greenpoint Community Environmental Fund is listening so attentively to the community, and awarding grants to projects that they have voted as top priorities. For years, Greenpoint has suffered from the environmental fallout of a massive oil spill, and I look forward to the day when the impact of the spill has been entirely negated. With this funding, the community is well on the path to recovery, and the educational efforts being put forth ensure that the future of Greenpoint is indeed green."

State Senator Daniel Squadron said, "North Brooklyn has faced years of environmental damage, and the projects awarded funding today through the Greenpoint Community Environmental Fund take important steps towards correcting that. These grants bring additional green space and environmental education and programming to 11222. Thank you to the Attorney General, DEC, the National Fish and Wildlife Foundation, North Brooklyn Development Corporation, and all of the community members working toward a greener North Brooklyn."

Appendices L & M

Assemblyman Joseph R. Lentol said, “Reversing the long history of environmental abuse in Greenpoint is no easy task, but I am confident that the projects announced today are a leap in the right direction. The residents of Greenpoint have waited long enough for the positive environmental change they deserve. The variety of these projects illustrates the serious dedication this community has in improving our neighborhood. The Greenpoint Community Environmental Fund has been critical in bringing these projects to fruition, and I am proud to have partnered with everyone involved. I look forward to the success of these projects and the positive environmental impacts they will have on Greenpoint and its residents.”

New York City Councilmember Stephen Levin said, “Greenpoint deserves a clean and healthy future and thanks to these grants, we are one step closer to accomplishing these vital goals. The Greenpoint community made their voices heard and I look forward to seeing the winning grants make a positive impact throughout Greenpoint. Thank you to Attorney General Schneiderman, Department of Environmental Conservation Commissioner Joseph Martens, and everyone who came out to vote.”

GCEF’s Community Advisory Panel (CAP), an advisory group comprised of 17 Greenpoint residents, and representatives of local organizations and elected officials, provides direct, ongoing input to the state on GCEF’s development and implementation. A partnership of NFWF and the Greenpoint-based North Brooklyn Development Corporation, selected through a competitive process, is administering the GCEF for the state.

In March 2014, the state awarded the first grants from the GCEF: \$395,135 in small grants (less than \$25,000 each) to 18 projects addressing environmental improvement priorities of Greenpoint residents. The funding has been combined with \$196,916 in matching funds, bringing a total of \$592,055 to Greenpoint’s environmental priorities.

More information on GCEF, details on the six funded projects, and the community voting results can be found at www.gcefund.org.

The GCEF is being overseen for Attorney General Schneiderman by Environmental Policy Advisor Peter C. Washburn, with the assistance of Environmental Scientist Joseph Hass. The Environmental Protection Bureau is led by Bureau Chief Lemuel Srolovic. Executive Deputy Attorney General for Social Justice is Alvin Bragg. Janet Sabel is the First Deputy Attorney General for Affirmative Litigation. The fund is being overseen for Commissioner Martens by Michelle Moore, DEC Region 2. The state is being assisted in working with the CAP and conducting outreach to the Greenpoint community by Enviro-Sciences Engineering/ARC Engineering & Construction, P.C.

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Appendix M.

GCEF 2015 Request for Proposals



gcefund@northbrooklyn.org
www.gcefund.org
718.389.9044 ext. 15

2015 Greenpoint Community Environmental Fund Request for Proposals

The Greenpoint Community Environmental Fund (GCEF) is a community environmental grant program created by the New York State Attorney General's Office and the Department of Environmental Conservation (the State). Funding for the GCEF was obtained by the State in a settlement with ExxonMobil over oil and related environmental contamination at its Greenpoint, Brooklyn facility and in the surrounding community.

The goal of the GCEF is to secure significant environmental improvements in Greenpoint. Specifically, the GCEF is:

- Designed to support projects that address the community's environmental improvement priorities, such as improving water quality, groundwater, open space, toxic pollution, and air quality; and
- Committed to a transparent and objective process, and to engaging and partnering with the Greenpoint community. This includes ensuring the community has a direct, continuing role in guiding the GCEF's development and implementation.

This is the second Request for Proposals (RFP) for projects that address the community's environmental improvement priorities. It is expected that this will be the final grant cycle.

The State established a Greenpoint Community Advisory Panel (CAP) -- a group of Greenpoint residents, representatives of local organizations and elected officials -- to provide direct, ongoing input to the State on the GCEF. The CAP has played a central role in guiding the Fund's development and implementation, including providing guidance on the process for soliciting, evaluating, and selecting projects to receive grant funding. The CAP assisted in the development of this RFP.

A partnership of National Fish and Wildlife Foundation (NFWF) and the Greenpoint-based North Brooklyn Development Corporation (NBDC) was selected by the State through a competitive process to serve as the GCEF's General Administrator (GA). The GA is responsible for managing the day-to-day operations of the GCEF on behalf of the State.



The Greenpoint Community Environmental Fund
is a joint program of the New York State Office of the Attorney General and Department of Environmental Conservation

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GRANT CATEGORIES & MATCH

Small Grants

Grants ranging in value from \$5,000 to \$ 100,000 will be available for small- to medium-scale environmental improvement projects. Examples of Small Grant projects include (but are not limited to): installing one or multiple greenstreet improvements, reducing energy use in public buildings through energy efficiency improvements, citizen science air or water quality monitoring, installing a rain garden at a park; expanding tree boxes on a block; planting trees and/or native plant gardens at a school; holding a trash clean up event; planning for site environmental improvements conducting a reusable bag giveaway; and conducting an energy audit or an indoor air quality audit at public facilities. **Match:** Applicants are **encouraged** to provide a matching contribution of cash or in-kind support.

Large Grants

Grants ranging in value from \$101,000 to \$ 600,000 will be available for environmental improvement projects that have a more significant scale and scope than Small Grants. These projects typically will involve multiple sites and/or projects at a single site that integrate multiple environmental benefits. Examples of Large Grant projects include (but are not limited to): green street projects; greening public facilities inside and out; implementing a community-wide litter reduction or anti-idling campaign; facilitating community-wide investment in renewable energy or energy efficiency; development of new community gardens; large-scale site or neighborhood-wide planning, design or engineering related to the development and implementation of environmental projects; reducing releases of toxic pollutants and minimizing public exposure to them; neighborhood-wide education and environmental stewardship programs with broad-based citizen participation; and acquiring and improving open spaces. **Match:** Applicants for Large Grants are **encouraged** to provide a 1:1 or greater match that can be any combination of cash or in-kind support (i.e., GCEF grant funds should make up a maximum of one-half of the total project costs).

Legacy Grants

Grants ranging in value from \$601,000 to \$4,250,000 will be available for environmental improvement projects that provide exceptional benefits to the Greenpoint community. Such projects would provide one or more environmental benefits (e.g., air quality, water quality or open space, etc.) and as a result of, for example, their size or scale, the need to acquire land, the number of Greenpoint residents they serve, their expected life, the level of community support for the project or other specialized project characteristics require more funding than a Large Grant project. **Match:** Applicants for Legacy Grants **must** provide at least a 2:1 match that can be any combination of cash or in-kind support (i.e., GCEF grant funds should make up a maximum of one-third of the total project costs).



GENERAL GUIDANCE FOR APPLICANTS

- Projects must be located in Greenpoint. For the purposes of the GCEF, Greenpoint is defined as the area of Brooklyn, New York encompassed by 11222 Zip Code and the entirety of McCarren Park as shown on the GCEF boundary map at www.gcefund.org.
- Projects must primarily benefit the Greenpoint public.

The primary benefit of projects must be a discernable environmental benefit. For the purposes of the GCEF, an environmental benefit is defined as the protection, improvement, or restoration of an environmental media (i.e., air, water, land) for the purpose of improving public health and/or the environment.

- Projects must address environmental areas of concern to the community, including, but not limited to: *water quality, groundwater, open space, reduction of toxic pollution, and air quality.*
- Legacy Grant proposals must describe the specialized project characteristics (e.g., project size or scale, need to acquire land for the project, number of Greenpoint residents serviced by the project, expected project life, level of community support for the project) that justify more funding than a Large Grant.
- The following project types are ineligible to receive funding from the GCEF: pure research, capital campaigns; creation of endowments; event sponsorships; and projects for re-granting purposes.
- GCEF funding cannot be used for political advocacy, lobbying, boycotts, litigation expenses, terrorist activities, or activities conducted in violation of the Foreign Corrupt Practices Act.
- Projects must also be consistent with the Consent Decree for the ExxonMobil settlement,¹ and the New York State Department of Environmental Conservation's (DEC) Environmental Benefits Policy.² Accordingly, a project cannot:
 - be a project of ExxonMobil, or others that are the result of legally mandated action(s) under local, state, or federal law and/or associated with administrative permit conditions or terms of settlement agreements;
 - be a project that ExxonMobil already intends to perform;
 - cover or reimburse costs the State would incur during the normal course of

¹ Consent Decree in the matter of State of New York v. Exxon Mobil Corporation, No. 07-CV-2902 (KAM/RML) (E.D.N.Y.), ordered on March 1, 2011.

² New York State Department of Environmental Conservation, Commissioner Policy, CP-37 / Environmental Benefit Projects Policy.

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business, including payments for State staff, except that the DEC Commissioner or DEC General Counsel may authorize an Environmental Benefit Project (EBP) that includes the reimbursement of extraordinary expenses incurred by the DEC in the implementation or oversight of a specific EBP; or

- generate revenue for the State.

In addition:

- a project shall not result in the State extending the time within which ExxonMobil must comply with the Consent Decree;
 - an educational project must be implemented by a third party not affiliated with ExxonMobil; and
 - a project must comply with all applicable laws and should be consistent with all applicable policies.
- Eligible applicants include non-profit 501(c) organizations, tribal and local governments, and academic and educational institutions. Individuals and for-profit businesses are not eligible applicants. Groups without 501(c) non-profit status may partner with an eligible applicant, including a fiscal sponsor. Fiscal sponsors are non-profit organizations that enable the movement of resources from funders to organizations that share the fiscal sponsor's mission. The fiscal sponsor handles donations and assumes fiduciary responsibility for the grant.
 - Recognizing that more technically complicated projects often require a phase of planning and design, applicants may request funding to support this phase of project development. Such funding may be used to support the preparation of conceptual designs, engineering plans, and detailed project budgets, to facilitate permitting processes, and to support other related tasks to position projects for successful implementation.
 - The application must be completed in the name of the applicant organization or, in the case where an application is to be submitted by a fiscal agent, the name of the fiscal agent. The application must be fully and properly executed by an authorized official of the applicant or where a fiscal agent is being used the authorized representative of that agent.
 - All certifications, filings, and other federal, state, and local requirements associated with the applicant's 501(c) status must be current at the time an application is submitted.
 - All applications submitted to the GCEF must be complete, including all required uploads, at the time of submission.
 - By submitting an application for GCEF funding, applicants authorize the GCEF to make available to the public the following information: name of the applicant organization,



project title, summary description of the proposed project, project partners, requested grant amount, match amount, name of key contact at applicant organization, and email and telephone number of key contact.

- To ensure long-term maintenance and sustainability, projects should include local partners who have technical expertise, local knowledge, and a demonstrated commitment to the Greenpoint community's well-being. These partnerships may include non-profit organizations, local businesses and associations, government agencies, as well as residents of Greenpoint.
- Projects led by organizations and agencies that are not based in Greenpoint must demonstrate strong local partnerships in the community and are strongly encouraged to bring significant matching contributions to the project.
- All projects that involve **the collection or use of environmental data must complete a Data Quality Assurance and Data Quality Control Narrative Template** with their application. If a project funded by the GCEF is required to submit a QAPP, the grant award will be contingent upon GCEF approval of that plan. The award may be withdrawn if the applicant fails to submit an approvable QAPP.

In general, a QAPP ensures that the quality of data collected or used by a project supports the project's intended application of these data. More specifically, a QAPP describes how an organization will structure its data quality system, defines and assigns quality assistance (QA) and quality control (QC) responsibilities, and describes the processes and procedures used to plan, implement, and assess the effectiveness of the quality system. Please refer to the document *GCEF 2015 QAPP Development Guide* for more information.

Accordingly, full proposal applicants should include time and resources in their project budget to complete this task. Refer to the *GCEF 2015 QAPP Development Guide*.

- All projects must begin implementation within six months of grant award. Small and Large Grants must be completed within two years of the start date. Legacy Grants must be completed within three years of the start date. Variances from these requirements may be provided under exceptional circumstances.

EXAMPLES OF COMMUNITY ENVIRONMENTAL IMPROVEMENT PRIORITIES

Since GCEF's inception, the State, with CAP guidance, has implemented outreach designed to solicit input on the Greenpoint community's environmental improvement priorities. This outreach has engaged large numbers of Greenpoint residents, many of whom represent larger community associations and organizations, and generated a list of preliminary project ideas

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that the GCEF has organized into five project “themes”.

The following list of project themes and associated project types broadly reflects environmental improvement priorities that have emerged from the Fund’s community outreach:

- **Green Streets and Other Community Greening.** The installation of a selection of environmental benefit projects along neighborhood streets to improve local water and air quality, reduce energy consumption, reduce the heat island effect, and improve neighborhood aesthetics. Example projects include: installing rain gardens; replacing impervious surfaces with pervious concrete or other permeable materials; expanding tree boxes and planting street trees; creating native plant gardens and community gardens in open space; installing green roofs; implementing campaigns to reduce litter; and installing solar-powered trash cans. Project proposals could include some combination of these or other practices that increase the environmental benefits of neighborhood streets in the community.
- **Waterfront Restoration and Infrastructure.** The creation of public access to the waterfront and efforts to restore its natural functions. Example projects include: acquiring and developing land for waterfront parks, including street-end parks; stabilizing river and stream banks and reconnecting natural floodplains; restoring wetlands; planting shade trees and native plants for cooling and to serve as natural buffers; installing rain gardens, pervious pavers, and other bio-retention practices to better filter water; and enhancing the usability of the waterfront through green projects.
- **Greening Community Buildings, Facilities and Infrastructure.** The reduction of the environmental impacts, both inside and out, of schools, libraries, community centers, the firehouse, and other community buildings. Example projects on these sites include: conducting indoor air quality audits and energy audits; painting "cool white roofs"; installing high efficiency lighting, solar electricity generation, or cisterns to capture and reuse rainwater; creating rain gardens; installing green roofs; planting shade trees; and planting native plant and pollinator gardens to provide habitat for butterflies, bees, and songbirds.
- **Parks and Open Space.** The acquisition, creation, and enhancement of parks and public spaces, including playgrounds and sports fields, as well as undeveloped areas. The purpose of such projects may be to reduce air and water pollution impacts in Greenpoint, while also providing recreational opportunities and enhancing community quality-of-life. Example projects include: design and development of new park space; resurfacing basketball and tennis courts with pervious pavement; installing solar-powered lighting; planting native trees and shrubs; holding park cleanups and installing dog waste stations; and providing or improving public access to natural areas.



- **Environmental Education and Stewardship.** The fostering of careful and responsible management of Greenpoint's environment, and the promotion of broad public environmental awareness. Example projects include: increasing public understanding and appreciation of natural resources and the environment; engaging students and citizens in monitoring air and/or water quality, and communicating data to the community; launching behavior change campaigns to tackle issues such as pet waste, car idling or littering; developing outreach, training and incentive programs to help residents and businesses implement environmental benefit projects on private property; providing "green jobs" training and work experience opportunities for young people.

HOW TO APPLY TO THE GREENPOINT COMMUNITY ENVIRONMENTAL FUND

Proposals must be submitted electronically through NFWF's online application system, *Easygrants*. To make a submission:

- Go to www.nfwf.org/easygrants to register in our Easygrants online system. New users to the system will be prompted to register before starting the application. If you already are a registered user, use your existing login which is an email and the password created during the prior GCEF proposal cycle or as a result of applying to other NFWF grant programs. When you login, you will be on your personal Easygrants home page. Once on your homepage, click the "Apply for Funding" button and select the "GCEF 2015" "Funding Opportunity" from the list of options.
- Follow the instructions in Easygrants to complete your application. Once as application has been started, it may be saved and returned to at a later time for completion and submission.
- Refer to the *Tips for Preparing an Application* for quick reference while you are working through your application.

PROPOSAL SCREENING, EVALUATION & DECISIONMAKING PROCESS

Small Grant Proposal Screening, Evaluation, and Decisionmaking: The GA will screen Small Grant proposals submitted to ensure they meet minimum standards (i.e., they are complete and meet the Grant Guidelines) and are feasible in terms of methods, budget, and timeline. The GA will provide an opportunity for applicants with proposals that have minor, correctable deficiencies to resolve them. Based on the evaluation criteria (below), the GA will score each proposal meeting minimum standards and deemed feasible. These scores, and associated review comments, will be used by the State to guide its decisionmaking on the selection of projects to receive GCEF Small Grant funding.

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Large or Legacy Proposal Screening, Evaluation, and Decisionmaking: The GA will screen the Large and Legacy Grant proposals for completeness and eligibility based on the Grant Guidelines. Proposals deemed to be complete and eligible will be reviewed by an Independent Review Committee (IRC) comprised of neutral subject-matter experts with no relationship to any of the proposals under consideration. IRC scores, and associated review comments, will be used by the State to guide its selection of projects to participate in Greenpoint Community Preferencing (see below). The results of the community preferencing will be used by the State to guide its selection of projects to receive GCEF Large and/or Legacy Grant funding.

Greenpoint Community Preferencing: It is GCEF's goal to invest in projects that address the Greenpoint community's environmental improvement priorities. This goal includes a commitment by the State to engage and partner with the community, and follow a transparent and objective process. Greenpoint Community Preferencing is a central part of this commitment, as it ensures that Greenpoint residents have a direct role in guiding the selection of those projects that will be implemented in the community. Following the IRC review process and the State's selection of projects to participate in community preferencing, community meetings will be held in Greenpoint at which residents will have an opportunity to express their preferences among Large and Legacy projects under consideration for funding. The results of the preferencing will be used by the State in its decisionmaking on projects to receive GCEF Large and/or Legacy Grant funding.

EVALUATION CRITERIA

All proposals will be evaluated and scored based on *the extent to which* they meet the criteria listed below. The scoring criteria (and approximate associated weighting) are:

Environmental Results (35 points) -- The project will secure one or more discernible environmental benefits for the Greenpoint public.

- The project will result in significant, quantifiable, and public environmental benefits, with highest scores to be awarded to those projects that will provide the most significant and quantifiable environmental benefits to the greatest number of Greenpoint residents.
- The benefits of the project are sustainable beyond its completion date. *For Legacy Grants*, the project's benefits must be sustainable beyond its completion date, thus producing a legacy for Greenpoint.
- *For Legacy Grants*, the project has special characteristics (e.g., significant, quantifiable and public environmental benefits, project size or scale, number of Greenpoint residents served by the project, expected project life, level of community support for the project) that justify more funding than a Large Grant.

Work Plan (20 points) – The project is technically sound and feasible, and the proposal sets forth a clear, logical and achievable work plan.



- The work plan demonstrates project design and approaches that are based on sound science, best available scientific information and practices.
- The work plan is clear and logical, will accomplish the activities, objectives and results described in the proposal.
- The work plan, including its implementation schedule, clearly addresses any permitting and/or property ownership issues or concerns.
- The work plan demonstrates how environmental results and benefits, and in the case of *Legacy Grants*, the additional results and benefits of special project characteristics will be measured and tracked.
- The project team has the appropriate expertise, training and experience to execute the project and achieve its goals.
- The work plan demonstrates that the activities, objectives and results can be accomplished within the program's two-year timeframe for Small and Large Grants and three-year timeframe for Legacy Grants.
- The work plan demonstrates the sustainability of the activities, objectives and environmental benefits beyond the project's completion date (i.e., two years from the project start date for Small and Large Grants, and three years from the project start date for Legacy Grants). *For Legacy Grants*, the work plan must demonstrate the project's benefits are sustainable beyond its completion date.
- If the project includes the collection or use of environmental data, the uploaded *Data Quality Assurance (QA) and Data Quality Control (QC) Narrative Template* provides a clear and scientifically sound method for addressing QA and QC, and provisions for its development and implementation.

Budget (20 points) – The project budget is cost-effective, reasonable, and leverages other partner contributions.

- The budget is cost-effective and reasonable.
- The budget provides enough detail to justify each budget line item.
- The budget is sufficient to accomplish the activities described in the work plan.
- The applicant has in place current, or explains how it have in place in a timely manner, institutional capacity, policies, and procedures necessary to track and administer the funds requested.
- *For Legacy Grants*, the relatively higher amount of requested budget is justified based the special characteristics of the projects, including significant, quantifiable, and sustainable benefits.
- If the project includes the collection or use of environmental data for the purpose of drawing conclusions about environmental conditions and/or health outcomes, the budget provides the necessary costs for developing and implementing a QAPP.

Greenpoint Partnership (20 points) – An appropriate community-based partnership exists to implement and sustain the project, and the project has significant community support.

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- The applicant demonstrates significant support for the project from a broad-based group of community stakeholders.
- Community members and/or community-based organizations will be significantly engaged as project partners in implementing and sustaining the project after the life of the grant.
- *For Legacy Grants*, the applicant demonstrates and documents in all major components of the proposal (work plan and budget) the significant engagement of the community and/or community-based organizations in development or delivery of the project.

Communication (5 points) – The project includes a detailed plan to communicate information about the project to Greenpoint residents and other appropriate audiences. *For Legacy Grants*, the proposal identifies communication strategies and activities targeted to Greenpoint residents that will be executed to inform and engage the public in delivery of the project.

Bonus Points (5 points): Additional points may be awarded to those projects wherein the applicant or project partners will provide significant cash and/or in-kind contributions to match the grant.

- For Large Grants, match of 1:1 or greater is encouraged and, for Legacy Grants, match of at least 2:1 is required. City agencies seeking grants are encouraged to maximize their match.
- For Small and Large Grants, for which a match is not required, bonus points will be awarded to proposals that include a contribution of match that is 100% (1:1) of the total grant request. Additional bonus points will be awarded to proposals where the contribution of match greater than 100%.
- Matching contributions that are “committed” may receive more bonus points than matching contributions that are “pledged” or “intend to apply”.

OTHER CONDITIONS

The GCEF reserves the right to:

- Reject any applications received that do not comply with the requirements contained in the GCEF RFP;
- Communicate with an applicant for the purpose of assuring a full understanding of responsiveness to the GCEF RFP;
- Modify minor irregularities in applications after notifying the applicant;
- Adjust or correct arithmetic errors in applications;
- Utilize any and all ideas submitted in the application received unless such ideas are covered by legal copyright, patent, or property rights, and National Fish and Wildlife Foundation is notified in the received submission;
- Adopt or utilize all or any part of an applicant's application; and
- Negotiate with the applicant on all aspects of the application to serve the best interests of the State of New York.



IMPORTANT DATES

- All Proposals Due – Thursday, August 6, 2015, 11:59pm
- Announcement of Small Grant funding – October 2015
- Community Preferencing for Large and Legacy Grant funding – Week of November 16, 2016
- Announcement of Large and Legacy Grant funding - December 2015

WORKSHOPS AND WEBINARS

We strongly encourage all prospective applicants to attend one or more GCEF workshop or webinar. These events will provide a broad overview of the grant program and tips for using the *Easygrants* online application system. Applicants planning to participate in a workshop or webinar must register in advance. The schedule of planned workshops and webinars is as follows:

- Thursday, May 14, 2015, 6:00pm – 8:00pm: *Grants 101 & Networking*. Geared to new prospective applicants or individuals/entities with early, unformed project ideas looking for feedback or partners.
- Thursday, May 21, 2015, 6:00pm-8:00pm: *Grants 101 & Networking*. Geared to new prospective applicants or individuals/entities with early, unformed project ideas looking for feedback or partners.
- Thursday, May 28, 2015, 1:30pm-3:00pm: *Applicant Webinar*. An overview of the grant program, tips for preparing a proposal and information about using the online application.
- Saturday, May 30, 2015, 10:00am-3:00pm: *Applicant Bootcamp*. An in depth event focused preparing a narrative and budget, quantifying environmental metrics, using the online system, and providing a lot of time for questions.
- Thursday, June 4, 2015, 6:00pm-8:00pm: *Applicant Workshop*. An overview of the grant program, tips for preparing a proposal and information about using the online application.
- Thursday, June 11, 2015, 11:30am – 1:00pm: *Applicant Workshop*. An overview of the grant program, tips for preparing a proposal and information about using the online application.

NEED HELP DEVELOPING A PROPOSAL?

One-on-One Assistance. One-on-one assistance is available to help applicants develop proposals. To request one-on-one assistance, send an email to gcefund@northbrooklyn.org or lynn.dwyer@nfwf.org. Please include information on the type of assistance required. GCEF will either provide a written response or schedule an appointment to discuss the topic in more detail.

Technical Assistance. If you require specialized technical assistance to develop elements of a GCEF proposal (e.g., assessing permitting, design, environmental metrics, quality assurance, etc.), send an email to lynn.dwyer@nfwf.org and include information on your technical assistance needs.

Online Application Assistance. For Easygrants technical support or problem-solving, send an email to Easygrants@nfwf.org or call the Easygrants Helpdesk at 202-595-2497. (Helpdesk hours are 9:00 AM to 5:00 PM EST, Mon-Fri; leave a message at other times). Please include your name, proposal ID # (the

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number assigned to your proposal by Easygrants), e-mail address, phone number, program you are applying to (i.e., Greenpoint Community Environmental Fund), and a description of your assistance need.

GCEF Website. A host of general applicant resources are available on the GCEF website, www.gcefund.org.

Documents available include:

- Complete Request for Proposals
- Frequently Asked Questions
- Applicant Resources
- Fiscal Sponsorship Information
- Tips for Preparing an Application

General Questions? Contact the GCEF Community Liaison at gcefund@northbrooklyn.org or 718-389-9044 ext. 15.

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GCEF 2015 Small Grants Awards



**GREENPOINT
COMMUNITY
ENVIRONMENTAL
FUND**

gcefund@northbrooklyn.org
www.gcefund.org
718.389.9044 ext. 15

2015 GCEF SMALL GRANTS Project Descriptions

GCEF 2015 Small Grants Funding Requests

On April 28, 2015, the Greenpoint Community Environmental Fund (GCEF) issued a "Request for Proposals" (RFP) for the GCEF's 2015 grant round. The due date for proposals was August 6.

GCEF supported the RFP by offering a sustained program of meetings, workshops, one-on-one assistance, and other help to prospective applicants that provided information and support to over 150 interested parties.

In response to the RFP, GCEF received 26 proposals for Small Grants (\$5,000 to \$100,000), requesting a total of \$1.8 million in funding.

GCEF Small Grant Evaluation Process and New York State Decision-making

Upon receipt, the GCEF General Administrator (GA) screened all Small Grant proposals to ensure they met minimum standards (i.e., they were complete and met GCEF grant guidelines outlined in the RFP), and were feasible in terms of methods, budget, and timeline.

All proposals meeting minimum standards and deemed feasible were then scored by the GA based on evaluation criteria outlined in the Request for Proposals: environmental benefits for Greenpoint, project work plan, project budget, project partnerships with Greenpoint-based community members and/or community-based organizations, project communications plan, with bonus points for applicants providing in-kind or cash



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contributions to match the grant.

The screening and evaluation results were incorporated into the State's (New York State Office of the Attorney General and Department of Environmental Conservation) final selection of the Small Grant projects to receive GCEF funding.

* * *

2015 GCEF Small Grant Awards: More Investments in a Greener Greenpoint

The State is awarding \$992,288 in GCEF Small Grants to 17 projects addressing the environmental improvement priorities of Greenpoint residents. This funding will be combined with \$522,013 in matching funds, bringing a total of \$1,514,602 to Greenpoint's environmental priorities. Combined with the grants provided last year, this funding brings the total investment that GCEF has made to-date in Greenpoint's environment to over \$35 million.

The projects being awarded GCEF Small Grants in 2015 are:

Greenpoint Eco-Schools Green STEM Afterschool Club Program- Phase 2 and Program Supplies

Grant Recipient: National Wildlife Federation

Grant Award: \$99,934

Grant Recipient Contribution: \$0

Total Budget: \$99,934

Partners: PS 31, PS 34, PS 110, MS 126, NYC Department of Education, and District 14 Superintendent of Schools

Project Location: Greenpoint

The project will conduct "Green STEM" afterschool club programming for Greenpoint public school students that is a natural extension of -- and closely linked to -- the "Greenpoint Eco-Schools: Creating a Legacy of Sustainability" project funded through a GCEF Large Grant in 2014. Major activities of the afterschool club program will be: 1) delivering environment-based educational programming with Science, Technology, Engineering, and Math (STEM)-based learning and activities staffed by full-time Greenpoint Eco-Schools Sustainability coaches; 2) conducting in-class projects, and providing guest presenters, and sponsoring special events to strengthen students', teachers', and the community's understanding of Greenpoint's history and environmental resources; 3)



focusing educational programming on water, waste, wildlife, and green STEM careers and robotics; and 4) offering numerous opportunities to students to apply their learning to improve the local environment in order to emphasize connections between schools and the Greenpoint community.

The Urban Birds of McGolrick Park

Grant Recipient: New York City Audubon Society, Inc.

Grant Award: \$5,669

Grant Recipient Contribution: \$3,367

Total Budget: \$9,036

Partners: McGolrick Park Neighborhood Alliance

Project Location: Msrg. McGolrick Park, Greenpoint

The project will conduct six bird monitoring sessions, and host a fall 2016 walk in Msgr. McGolrick Park for the Greenpoint public. These events will allow Greenpoint residents to learn about native plants and their importance to wildlife, as well as to encourage community members to participate in the "Urban Oasis" habitat restoration site at the park – a project created by New York City Audubon Society through with a 2014 GCEF Small Grant.

For the Birds! with Public School 110 The Monitor School: Youth and Adult Environmental Education in Greenpoint

Grant Recipient: Audubon New York

Grant Award: \$51,843

Grant Recipient Contribution: \$18,822

Total Budget: \$70,665

Partners: PS 110, McGolrick Park Neighborhood Alliance, Prospect Park Alliance and Prospect Park Audubon Center

Project Location: PS 110, 124 Monitor Street and Msgr. McGolrick Park with adult educational programming Greenpoint-wide

The project will deliver hands-on environmental education programming to students at PS 110, "The Monitor School." Major activities of the project include: 1) inspiring students with "learning by doing" using interactive lessons and an engaging curriculum that encourages them to exercise their natural curiosity about the world, and to make critical connections to science, technology, engineering, arts, and math; 2) reinforcing lesson concepts through a hands-on habitat enhancement project – such as creating a new school garden to provide an outdoor learning space, and create habitat for birds and other wildlife – so that students experience the natural world as something that is all around them



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and requires care and stewardship; and 3) cultivating new audiences by delivering adult and family-focused environmental education workshops that create opportunities for Greenpoint residents to learn about and engage with the local ecosystems to promote civic participation and a culture of environmental stewardship.

For the Birds! with St. Stanislaus Kostka Catholic Academy: Youth and Adult Environmental Education in Greenpoint

Grant Recipient: Audubon New York

Grant Award: \$47,403

Grant Recipient Contribution: \$18,154

Total Budget: \$65,557

Partners: St. Stanislaus Kostka Catholic Academy, McGolrick Park Neighborhood Alliance, Prospect Park Alliance, and Prospect Park Audubon Center

Project Location: St. Stanislaus Kostka Catholic Academy, 12 Newell Street and Msgr. McGolrick Park with adult educational programming Greenpoint-wide

The project will deliver hands-on environmental education programming to students at Saint Stanislaus Kostka Catholic Academy. Major activities include: 1) inspiring students with “learning by doing” using interactive lessons and an engaging curriculum that encourages them to exercise their natural curiosity about the world, and to make critical connections to science, technology, engineering, arts, and math; 2) reinforcing lesson concepts through a hands-on habitat enhancement project – such as creating a new school garden to provide an outdoor learning space and as habitat for birds and other wildlife – so that students experience the natural world as something that is all around them and requires care and stewardship; and 3) cultivating new audiences by delivering adult and family-focused environmental education workshops that create opportunities for Greenpoint residents to learn about and engage with the local ecosystems to promote civic participation and a culture of environmental stewardship.

Creating Green Buffers in the Greenpoint Industrial Area: a Community Planning Initiative

Grant Recipient: New York City Soil & Water Conservation District

Grant Award: \$97,675

Grant Recipient Contribution: \$28,472

Total Budget: \$126,147

Partners: New York City Audubon Society, McGolrick Park Neighborhood Alliance, and Evergreen: Your North Brooklyn Business Exchange

Project Location: Industrial area bounded by Norman Avenue, Nassau Avenue, Kingsland Street and Van Dam Street, Greenpoint



The project will engage Greenpoint business owners and operators, and residents in a planning initiative for the industrial area of Eastern Greenpoint that focuses on creating more green spaces and green features (i.e., in ground planting, above ground planters, green walls, etc.) and reducing the amount of stormwater entering the sewer system. Major project activities include: 1) conducting education and outreach, such as fact sheets and walking tours, to introduce residents and businesses to the problems associated with stormwater, the benefits of green infrastructure, and the value of natural habitats for native birds and plants; 2) recruiting residents and the business community to participate in a collaborative planning process that defines the parameters for the project; 3) conducting project surveys and compiling existing environmental data for the project area to inform siting of potential green infrastructure projects; 4) developing a plan with potential project implementation strategies (permitting, funding, local capacity, etc.); and 5) conducting a public meeting for community members, businesses and public officials to share the resulting plan.

Greenpoint Industrial Environmental Improvement Program

Grant Recipient: Evergreen: Your North Brooklyn Business Exchange

Grant Award: \$99,950

Grant Recipient Contribution: \$39,675

Total Budget: \$139,625

Partners: Greenpoint-based businesses and eDesign Dynamics

Project Location: Greenpoint

The project will engage a group of Greenpoint industrial businesses to research, design, and implement capital improvement projects that have a visible and quantifiable benefit to the local environment. Major activities of the project include: 1) conducting outreach to local business owners to identify potential project sites in Greenpoint; 2) conducting an initial feasibility analysis to identify projects that are cost effective, have significant environmental benefit, and offer substantial public access opportunities; 3) once the feasibility analysis is complete, selecting 2-4 projects to receive some support for design and construction; 4) soliciting construction bids for each project; 5) reviewing potential projects and overseeing initial design and implementation; and 6) creating public engagement and access plans for each project to be publicized on site, on the Evergreen website, with local press, blogs, and community groups, through a ribbon-cutting event, and an annual public access for five years.

Greenpoint Business Environmental Stewardship

Grant Recipient: New York City Industrial & Technology Assistance Corporation

Grant Award: \$100,000



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Grant Recipient Contribution: \$86,952

Total Budget: \$186,952

Partners: Greenpoint Manufacturing and Design Center, Greenpoint businesses, and New York State Pollution Prevention Institute

Project Location: Greenpoint

The project will conduct activities to improve the overall environmental footprint of the community by helping businesses implement environmentally- and financially-beneficial projects. Major project activities include: 1) working with local manufacturing companies in Greenpoint to identify and implement environmental improvements within their operations, and to develop solutions that have a long-term positive and sustained impact on the community; 2) working with community partners and Greenpoint manufacturing firms to engage the community; 3) screening approximately 10 companies and providing three manufacturers in Greenpoint with assessments and implementation support; 4) working with selected companies to identify environmental opportunities specific to their manufacturing processes (i.e. improve water quality, reduce toxic pollutants, and improve air quality) and focus on source reduction of waste streams or the efficient use of resources (water, energy, raw materials); 5) preparing case studies of improvements at three companies; and 6) presenting a workshop for Greenpoint manufacturers and the community to share sustainable manufacturing best practices.

Green Tweens STEM Summer Program at the Y

Grant Recipient: YMCA of Greater New York - Greenpoint Branch

Grant Award: \$84,110

Grant Recipient Contribution: \$48,000

Total Budget: \$132,110

Partners: NYC Department of Parks and Recreation, Lentol Garden, Brooklyn Botanical Garden, Eagle Street Farm, Java Street Community Garden, and Broadway Stages

Project Location: 99 Meserole Avenue, Greenpoint

The project will conduct a program for Greenpoint students to introduce Science, Technology, Engineering, and Math (STEM) for 40 children, ages 11-14, over a 6-week summer period. Major activities of the project include: 1) providing service learning, leadership, exploration, skill-building, critical thinking physical activity, and stewardship of green spaces; 2) delivering an environmental curriculum on topics such as plant growth, ecology, and plants as food, composting, solar power, water quality testing, clean water study, green infrastructure (vertical gardens, green roofs); 3) visiting and/or conducting stewardship projects at Lentol Garden, Eagle Street Farm, and Broadway Stages; 4) offering a training workshop with Brooklyn Botanical Garden for teachers; 5) conducting a pre- and post-assessment of student knowledge about the topics covered in the program;



and 6) reaching out to the community about the project through social media and more.

Greenpoint Lead in Garden Soil Outreach Project

Grant Recipient: Neighbors Allied for Good Growth

Grant Award: \$35,737

Grant Recipient Contribution: \$6,345

Total Budget: \$42,082

Partners: Brooklyn College - Environmental Science Analytical Center, National Wildlife Federation - Eco-schools, Java Street Community Garden, Greenpoint Reformed Church, Newtown Creek Alliance, and Polish & Slavic Center

Project Location: Greenpoint

The project will conduct a public outreach and education program for home and community gardeners and students in Greenpoint focused on good gardening practices to reduce lead exposure. Major activities include: 1) developing and delivering an education campaign and materials, including an instructional brochure, postcards, and social media, on the topic that will be tailored to Greenpoint residents and evaluated for impact; 2) in concert with community partners, delivering 5 workshops about lead in soils and what can be done to address it to Greenpoint residents, including those that are Polish and Spanish-speaking; and 3) developing a lesson plan and teacher training regarding reducing lead in soils for Greenpoint elementary schools.

The Greenpoint Bioremediation Project

Grant Recipient: Newtown Creek Alliance

Grant Award: \$82,962

Grant Recipient Contribution: \$100,700

Total Budget: \$183,662

Partners: Brooklyn College - Environmental Sciences Analytical Center, Brooklyn College - Microbiology Lab, New York City Urban Soils Institute, New York City Soil & Water Conservation District, Java Street Community Garden, 61 Franklin Street Community Garden, and North Brooklyn Boat Club

Project Location: Java Street Community Garden, 61 Franklin Street Community Garden, North Brooklyn Boat Club, Newtown Creek Wastewater Treatment Plant, and Brooklyn Public Library – Greenpoint Branch, Greenpoint

The project will increase public knowledge and local practice of techniques for using biological methods, including mycoremediation and compost tea, to affect pollutant contamination levels in residential soils. Major activities of the project include: 1) delivering 3 full-day, hands-on workshops about understanding urban soils, harnessing beneficial



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microorganisms with compost tea, and using fungi for mycoremediation for 75 residents at Greenpoint community gardens and the North Brooklyn Boat Club, and producing corresponding citizen guides in the form of fold-out posters for general community education; 2) creating a bookshelf of literature about soil ecology at the New York Public Library – Greenpoint Branch; 3) installing a compost tea brewer at Java Street Garden as a garden enhancement and education tool; and 4) developing and delivering a website to share all project materials – including a video of workshops, bioremediation resources, and instructional materials – with the wider Greenpoint community to build environmental stewardship and empower residents to directly improve the health of the soils at their homes and the neighborhood.

Reduce Reuse Recycle Greenpoint! (Restaurants)

Grant Recipient: Neighbors Allied for Good Growth

Grant Award: \$31,736

Grant Recipient Contribution: \$3,640

Total Budget: \$35,376

Partners: Common Ground Compost, Brooklyn Allied Bars and Restaurants, and the Greenpoint Chamber of Commerce

Project Location: Greenpoint

The project will conduct a waste reduction campaign targeting Greenpoint restaurants to help divert waste from landfills. Major activities involve a three-tiered approach: 1) identifying and distributing sustainability best waste reduction practices to 15 Greenpoint restaurants; 2) selecting 6 restaurants to receive waste audits and hands-on intensive sustainability coaching from a professional restaurant sustainability consultant; and 3) based on the results of the audit, choosing 2 of the restaurants to take part in a pilot sustainability project focused on waste reduction.

Greenpoint Parks Community Stewardship Program

Grant Recipient: Open Space Alliance for North Brooklyn

Grant Award: \$99,000

Grant Recipient Contribution: \$34,000

Total Budget: \$133,000

Partners: McGolrick Park Neighborhood Alliance.

Project Location: McGolrick Park, Transmitter Park, Newtown Barge Park, and Greenpoint and American Playgrounds, Greenpoint

The project will support a “Community Stewardship Program Manager to manage a program to promote the stewardship of Greenpoint Parks. Major project activities include:



1) developing volunteers and managing volunteer events in the spring through the fall of 2016 in neighborhood parks. Events will include planting new native trees and shrubs, and park cleanups; 2) developing and delivering a weekly educational program for local youth, schools, and community groups on natural resources of the parks and how to care for them; 3) working to develop self-sustaining "Friends of Parks" groups, and to identify community leaders who can ensure community stewards have an open and visible presence in their parks; 4) publicizing events, and staying in close contact with community members who attend volunteer and education programs to keep them engaged in what is going on in the park, to gather their feedback about park needs, and to maintain community interest and ownership of the parks; and 5) evaluating and adapting the program based upon park and community needs identified during program delivery.

Improving Sustainable Practices at Java Street Garden - Phase 2

Grant Recipient: Open Space Alliance for North Brooklyn

Grant Award: \$30,220

Grant Recipient Contribution: \$0

Total Budget: \$30,220

Partners: GreenThumb NYC, Build It Green NYC, Brooklyn Botanical Garden Greenbridge Alliance, MillionTrees NYC, New Yorkers for Parks, Neighbors Allied for Good Growth, Citizens Committee for New York City, and Solar Energy Systems

Project Location: 59 Java Street, Greenpoint

The project will expand the period and type of sustainable gardening activities throughout the year. Major activities include: 1) creating a winter greenhouse; 2) improving existing pollinator, woodland, rainwater, and other garden beds within the larger garden; 3) improving compost management; 4) labeling plants in beds with information about pollinators, birds, noxious weeds, and sustainable garden practices; 5) improving composting and garden waste management; and 6) providing environmental stewardship and gardening education for garden visitors and members.

Newtown Creek SAMPLES: Studying Water Quality for Public Learning and Ecological Services

Grant Recipient: Newtown Creek Alliance

Grant Award: \$35,000

Grant Recipient Contribution: \$31,936

Total Budget: \$66,936

Partners: LaGuardia Community College and North Brooklyn Boat Club

Project Location: Portions of Newtown Creek and the East River in Greenpoint



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The project will deliver an intensive half-year period of collecting and analyzing water quality samples from locations surrounding Greenpoint, primarily in Newtown Creek. Major activities of the project include: 1) measuring water quality parameters including: Enterococcus (a sewage indicating bacteria), nitrates, phosphates, dissolved oxygen, salinity, and temperature; and 2) using a hands-on monitoring program and data from the monitoring to engage the local community, and educate about local geographic and environmental conditions, the effect of human activities on waterways, city infrastructure, and the combined impact of these factors on local water quality.

Go Green Activity Hub

Grant Recipient: Town Square Inc.

Grant Award: \$58,450

Grant Recipient Contribution: \$101,500

Total Budget: \$159,950

Partners: Deputy Brooklyn Borough President Diana Reyna, New York City Council member Stephen Levin, Open Space Alliance for North Brooklyn, North Brooklyn Boat Club, Neighbors Allied for Good Growth, Brooklyn Public Library - Greenpoint Branch, Transition North Brooklyn, Greenway Initiative, National Wildlife Federation - Eco-schools project, and VICE Media

Project Location: Greenpoint

The project will expand the reach of the popular Go Green! Greenpoint annual festival held in McCarren Park to offer an online hub to organize, centralize, and present local environmental issues, events, and opportunities for the community. Major project activities include: 1) analyzing and delivering the latest digital community-building strategies to galvanize engagement in environmental events and stewardship; 2) conducting in-person meetings to reinforce relationships between the Greenpoint-based community and environmental groups and residents, resulting in a larger and more active community for environmental organizations and projects across Greenpoint; and 3) measuring all activities through pre- and post-surveys to help determine the impact on behavior change.

Dupont Street Senior HDFC Garden Renovation

Grant Recipient: Dupont Street Senior HDFC

Grant Award: \$5,000

Grant Recipient Contribution: \$450

Total Budget: \$5,450

Partners: Garden Guardian at the Urban Oasis in McGolrick Park, Java Street Community Garden, and Newtown Creek Alliance



Project Location: 80 Dupont Street, Greenpoint

The project will deliver environmental garden improvements at a public senior housing facility in Greenpoint, including planting of native species to support pollinators and local bird species.

Soil Cycle

Grant Recipient: Eyebeam Atelier, Inc.

Grant Award: \$27,600

Grant Recipient Contribution: \$0

Total Budget: \$27,600

Partners: Citizens of the World Charter School, MS 126 and Northside Charter High School, New York City Department of Parks and Recreation programs: Brooklyn Forestry and GreenThumb

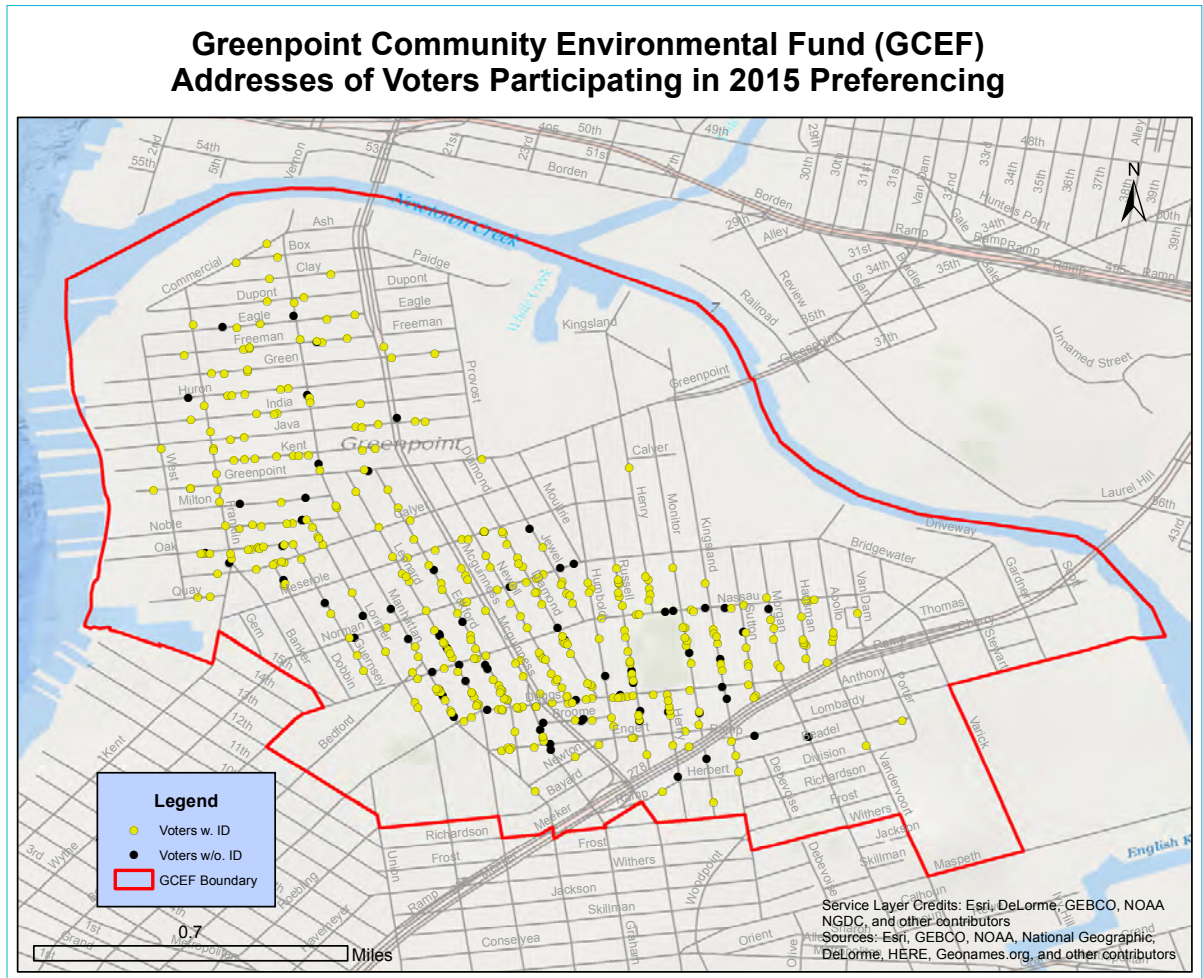
Project Location: Citizens of the World Charter School, John Ericsson MS 126 and Northside Charter High School, 424 Leonard Street, Greenpoint

The project will supplement a compost initiative – based in the garden of 3 co-located Greenpoint schools – that was established through GCEF Small Grant in 2014. Major project activities include: 1) managing the composting systems already in place in the schools, making adjustments as needed, and ensuring the program continues to thrive; and 2) working with school student “Soil Ambassadors, teachers, and parents participating in the composting and gardening program to assist with scrap pickup, distributing information about the program and more.



Appendix O.

Map of GCEF 2015 Community Preferring Participation



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GCEF 2015 Large and Legacy Grant Awards



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2015 GCEF LARGE AND LEGACY GRANT AWARDS

Greenpoint Monitor Museum, USS Monitor Park

Lead Sponsor: The Greenpoint Monitor Museum

Funding Request: \$599,200

Value of Applicant and Partner Contributions: \$208,800

Partners: National Oceanic and Atmospheric Administration USS Monitor National Marine Sanctuary, PS 110, PS 31, PS 34, MS 126, Saint Stanislaus Kostka School, and Oliver Tilden Camp No. 26 Sons of Union Veterans of the Civil War.

Location: 56 Quay Street, Greenpoint, Brooklyn, NY 11222

The project will develop a final ecological design for a green/living shoreline restoration and stabilization at the proposed site of the Greenpoint Monitor Museum building, and incorporate that environmental design process into the education programs conducted at Greenpoint schools by the Museum.

MAJOR ACTIVITIES:

- Assess alternative natural shoreline stabilization and flood protection methods combining soft non-structural stabilization (e.g., gentle slopes, vegetated buffers) with hard shoreline protection alternatives (i.e., vegetated rip rap or gabion mattresses) based upon an assessment of site conditions.
- Integrate as part of assessment projected sea-level rise, future phases of the Museum's plans for the site, including museum construction and public access, and the proposed expansion of Bushwick Inlet Park.
- Evaluate the condition of the existing bulkhead.



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- Conduct a bathymetry assessment (e.g., assess the depth of waters of near the shoreline in order to inform shoreline delineation, any needed coastal engineering, modeling of storm surge, to inform habitat restoration etc.).
- Prepare design documentation incorporating the selected shoreline stabilization method, and estimate relative costs of design/build methods identified in the assessment.
- Prepare design documentation incorporating the selected shoreline stabilization methods, a 100% engineered design, complete permits, and prepare plans and specifications to allow for future construction of the living shoreline.
- Conduct public information meetings with community members about the design as it progresses to seek feedback.
- Enhance the current Museum education program to local schools providing information about the environmental and engineering processes involved in waterfront shoreline protection.

The project will design the site using “living shoreline” techniques widely-recognized as tool to improve the resiliency of shorelines to flooding and erosion, while also providing important ecosystem services such as preserving or creating aquatic habitat. The project envisions a stabilization using a natural shoreline; raising the elevation of the site; and constructing small property line walls above flood elevations to create a publically accessible, environmentally beneficial open space that can be enjoyed by the Greenpoint community and used for environmental and historical educational purposes.

PROJECT GOALS:

- Develop an environmentally beneficial design for shoreline stabilization/protection and related flood control at the site of the future Greenpoint Monitor Museum.
- Design to restore 950 linear feet of shoreline with improved natural features, enhanced wildlife habitat, and improved erosion control.
- Design to provide 62,950 square foot of natural permeable surfaces to absorb polluted stormwater and to control flooding and erosion.
- Design to provide 48,250 square foot of publically accessible open green space.
- Enhance the existing educational outreach programs to at least 300 students.



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McCarren Park Urban Farms and Green Infrastructure Corridor

Lead Sponsor: Council on the Environment d/b/a GrowNYC

Funding Request: \$477,084

Value of Applicant and Partner Contributions: \$307,700

Partners: GreenThumb, Open Space Alliance for North Brooklyn, and New York City Department of Parks and Recreation

Location: McCarren Park, Greenpoint

The project will create an urban farm and green Infrastructure corridor comprised of model urban backyard gardens, a community garden, rain gardens, and an area for community events and to conduct environmental education for residents, schools, and community groups.

MAJOR ACTIVITIES:

- Create two rain gardens including a 7,200 square foot garden located in the urban farm and a 5,200 square foot rain garden located in the green infrastructure corridor.
- Install two 1,250 square foot model backyards to demonstrate how residents may transform their own spaces into urban gardens with programs about soil health, raised beds, and plants.
- Install signs about environmental stewardship and conservation.
- Create a "best practices" manual with information for Greenpoint residents about the principles and concepts used in the project.
- Conduct community programming including site tours and workshops about how to build a garden and use green infrastructure (e.g., rain gardens and rainwater harvesting) in backyards, on roofs, and in community spaces; and use the urban farm to teach about environmental sustainability, energy, ecosystems, safe urban gardening practices, and more.
- Offer three on-site workshops for students (grades 5-12), teachers, and parents about energy, solar and earth science and other topics.
- Provide a community event space, tours, and workshops.

The project will provide additional garden and green space, harvest, capture, and treat polluted rainwater before it enters sewers and waterways; provide wildlife habitat; and improve air quality. The enhancements will be "learning gardens" to be used as sites for environmental education for residents, schools, and community groups. The proposed model backyards will be set up to encourage community members to support residential green



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space expansion by showing residents how to transform their own space.

PROJECT GOALS:

- Capture approximately 210,800 gallons of polluted stormwater annually.
- Provide 12,400 square foot of green space.
- Provide 1,500 square foot of model backyard gardens.
- Improve air quality.
- Build awareness about urban gardening and environmental topics in the community.
- Engage Greenpoint residents in transforming and expanding their own green spaces.

McGolrick Park Restoration

Lead Sponsor: Horticultural Society of New York

Funding Request: \$562,056

Value of Applicant and Partner Contributions: \$2,100,000

Partners: McGolrick Park Neighborhood Alliance, the Open Space Alliance for North Brooklyn, and New York City Department of Parks and Recreation.

Project Location: Southeast lawn, central pavilion, primary garden space, central playground, and dog run at Msrg. McGolrick Park, Greenpoint

The project will enhance and restore environmental and community amenities in five sections of McGolrick Park.

MAJOR ACTIVITIES:

- Recondition a compacted lawn in the southeast area by remediating the soil, applying new topsoil, reseeding the turf with shade grasses, and installing temporary irrigation, and fencing.
- Reset pavers in the central plaza to direct rainwater runoff into an adjacent rain garden and install interpretive educational signs about green infrastructure in urban areas.
- Create a native pollinator (e.g., bees, butterflies) sanctuary in the primary garden area of the park.
- Recondition the soil and restore garden beds around the playground.
- Restore drainage at the dog run by removing dirty mulch, lowering the soil to below grade, installing French drains, and backfilling with crushed gravel or mulch.
- Conduct an environmental education program about natural features of the park.
- Create a Citizen Gardener certification program.



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- Implement two "It's My Park" planting and cleanup events at the improved park.

The green infrastructure and landscape enhancements will treat polluted stormwater before it enters sewers and waterways; reduce water pooling on paths; provide habitat for pollinators and other urban wildlife; create sustainable and resilient gardens; and reduce ambient air temperatures and air pollution. The environmental education will engage Greenpoint residents and increase their sense of ownership of the park. The Citizen Gardener certification program and "It's My Park" events will engage informed volunteers to improve and maintain the park.

PROJECT GOALS:

- Restore 130,000 square feet of impervious or degraded park landscape to treat 3 million gallons of polluted stormwater annually.
- Eliminate 600 gallons of standing water annually.
- Provide 60,000 square feet of pollinator and wildlife habitat.
- Improve 70,000 square foot of degraded landscape with environmental improvements.
- Engage 1,800 community members in environmental education and certify 50 citizen gardeners.

Newtown Creek Wildflower Roof and Community Space

Lead Sponsor: New York City Audubon Society, Inc.

Funding Request: \$971,782

Value of Applicant and Partner Contributions: \$2,571,840

Partners: Newtown Creek Alliance, Alive Structures, Trout in the Classroom, and the Fortune Society

Location: 520 Kingsland Avenue, Brooklyn, NY 11222

The project will install a 21,711 square foot bird-friendly intensive green roof to reduce polluted stormwater; and provide publically-accessible green space and an outdoor education classroom and environmental educational programming for Greenpoint residents at Broadway Stages.

MAJOR ACTIVITIES:

- Design and install a 21,711 intensive bird-friendly, stormwater management green roof.
- Plant the roof with biologically diverse native plant species.



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- Conduct multi-parameter monitoring to assess green roof biodiversity characteristics and share results with the community.
- Provide educational programming for elementary and middle school educators who will participate in a Trout in the Classroom conference and learn about the site as an outdoor classroom.
- Conduct educational programming including tours, lectures, workshops (e.g., Weather in the Watershed), open houses, and offer public access and eco-festival community days.
- Develop and implement a sustainable maintenance plan that will include creating a stewardship and volunteer network for long-term roof maintenance.
- Conduct local roof installation and maintenance green-collar job training.

The project is located near Newtown Creek and will reduce polluted stormwater flowing into the creek. It also will plant the roof with native plants to increase natural habitat, link to other green spaces and increase biodiversity in the urban environment; conduct a monitoring program to track and observe the biodiversity of insects, birds, and bats; and provide environmental education programming and outreach activities such as, green infrastructure tours, volunteer maintenance opportunities and more to engage the community in this publically accessible green space. The project will also offer green-collar job training as the roof is installed and maintained for local residents and organizations to develop that skill-set.

PROJECT GOALS:

- Capture 33,000 gallons of polluted stormwater during each one-inch storm.
- Remove ozone, 703 pounds of particulate matter, and other pollutants from air.
- Reintroduce native habitat into the urban environment and provide a green corridor for birds and insects to other green spaces.
- Increase and provide publically-accessible green, open community space.
- Provide visitors, educators and students with education about local and regional environmental issues.
- Provide local green-collar job training in roof installation and maintenance for residents and local organizations.



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West Street Watershed Stormwater Project

Lead Sponsor: Brooklyn Greenway Initiative, Inc.

Funding Request: \$1,639,878

Value of Applicant and Partner Contributions: \$7,500,000

Partners: New York City Department of Transportation, New York City Department of Environmental Protection, New York City Department of Parks and Recreation, Open Space Alliance of North Brooklyn, and Teresa Toro, Greenpoint resident and outreach lead

Location: West Street specifically West Street, Commercial Street, McGuinness Boulevard and Calyer Street, Greenpoint, Brooklyn, NY

An expansion of the \$1.9 million West Street Watershed Stormwater project funded through a GCEF Large Grant in 2014. The project will implement green infrastructure practices on additional streets and sidewalks between West Street, Commercial Street, McGuinness Boulevard, and Calyer Street preventing the release of raw sewage into the East River and Newtown Creek during heavy storms.

MAJOR ACTIVITIES:

- Conduct site assessments and finalize selection of sites for bioswales and greenstreet improvements.
- Engage the community and neighbors in setting project goals, site selection, and project design.
- Design, construct, and plant 54 bioswales (*aka* rain gardens) and greenstreets (special curb cuts that create a wide planting and infiltration area at street-ends) with hardy perennials, native grasses, shrubs, and trees, in public right-of-ways in a 757,856 sq. ft. area of a Greenpoint sewershed.
- Perform maintenance and monitoring of sites and vegetation.

The project will result in an estimated 23% decrease in the volume and frequency of raw sewage from the city's combined sewer system into the East River and Newtown Creek. The project also will restore native plant communities on streets and sidewalks that lack plants and trees, and use trees and other vegetation to lower local ambient temperatures and capture air pollution.

PROJECT GOALS:

- Divert more than 5 million gallons of stormwater from the combined sewer system, reducing the volume and frequency of overflows of raw sewage annually into the East River and Newtown Creek.
- Capture stormwater to increase the quantity and viability of native plants on residential streets.
- Restore native plants and habitats for pollinators (e.g., bees and butterflies) and birds.
- Improve air quality and reduce local ambient air temperatures.
- Decrease chronic flooding and sewer backups for the 10,910 people living in the project area.

Appendix Q.

GCEF 2017 List of Projects Awarded Sustained Funding

GCEF List of Projects Awarded Sustained Funding in 2017

Community Greening:

Curb Your Litter: Greenpoint
\$15,000

Greening Greenpoint
\$603,698

Greenpoint Library and Environmental Education Center
\$49,428

Newtown Creek Wildflower Roof and Community Space AKA Kingsland Wildflowers
\$162,902

Environmental Education and Stewardship:

Greenpoint Eco-Schools: Creating a Legacy of Sustainability
\$728,289

Parks and Open Spaces:

Greenpoint Parks Community Stewardship Program
\$99,000

McCarren Park Urban Farm and Green Infrastructure Corridor
\$38,191

McGolrick Park Restoration
\$128,455

Appendix R.

GCEF 2018 Request for Proposals



**GREENPOINT
COMMUNITY
ENVIRONMENTAL
FUND**

Greenpoint Community Environmental Fund Request for Proposals 2018

The Greenpoint Community Environmental Fund (GCEF) is a community environmental grant program created by the New York State Attorney General's Office and the Department of Environmental Conservation (the State). Funding for the GCEF was obtained by the State in a settlement with ExxonMobil over oil and related environmental contamination at its Greenpoint, Brooklyn facility and in the surrounding community.

The goal of the GCEF is to secure significant environmental improvements in Greenpoint. Specifically, the GCEF is:

- Designed to support projects that address the community's environmental improvement priorities, such as improving water quality, groundwater, open space, toxic pollution, and air quality; and
- Committed to a transparent and objective process, and to engaging and partnering with the Greenpoint community.

This is the third Request for Proposals (RFP) for projects that address the community's environmental improvement priorities. It is expected that this will be the final grant cycle.

A partnership of the National Fish and Wildlife Foundation (NFWF) and the Greenpoint-based North Brooklyn Development Corporation (NBDC) was selected by the State through a competitive process to serve as the GCEF's General Administrator (GA). The GA is responsible for managing the day-to-day operations of the GCEF on behalf of the State.



The Greenpoint Community Environmental Fund
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FUNDING AVAILABILITY AND MATCH

- Approximately \$1.2 Million is available for projects in this grant cycle.
- Grant requests can range in value from \$25,000 to \$100,000.
- Match: Applicants are encouraged, but not required, to provide a matching contribution of cash or in-kind support.

PROGRAM PRIORITIES

Funding is available for projects that:

- Sustain a GCEF-funded project (completed or still active), e.g., by repeating the project or major elements of the project, or maintaining or extending the duration of the project or its major elements;
- Enhance a GCEF-funded project (completed or still active), e.g., increasing community engagement or participation in the project, or adding a new location or benefit to the project; and/or
- Implement an exceptionally meritorious new (not previously GCEF-funded) project, i.e., a project that will produce substantial environmental benefits for a large number of Greenpoint residents.

The following list of project types broadly reflect environmental improvement priorities from the Greenpoint community:

- **Green Streets and Other Community Greening.** The installation of a selection of environmental benefit projects along neighborhood streets to improve local water and air quality, reduce energy consumption, reduce the heat island effect, and improve neighborhood aesthetics. Example projects include: installing rain gardens; replacing impervious surfaces with pervious concrete or other permeable materials; expanding tree boxes and planting street trees; creating native plant gardens and community gardens in open space; installing green roofs; implementing campaigns to reduce litter; and installing solar-powered trash cans. Project proposals could include some combination of these or other practices that increase the environmental benefits of neighborhood streets in the community.
- **Waterfront Restoration and Infrastructure.** The creation of public access to the waterfront and efforts to restore its natural functions. Example projects include: acquiring and developing land for waterfront parks, including street-end parks; stabilizing river and stream banks and reconnecting natural floodplains; restoring wetlands; planting shade trees and native plants for cooling and to serve as natural buffers; installing rain gardens, pervious pavers, and other bio-retention practices to better filter water; and enhancing the usability of the waterfront through green projects.



- **Greening Community Buildings, Facilities and Infrastructure.** The reduction of the environmental impacts, both inside and out, of schools, libraries, community centers, the firehouse, and other community buildings. Example projects on these sites include: conducting indoor air quality audits and energy audits; painting "cool white roofs"; installing high efficiency lighting, solar electricity generation, or cisterns to capture and reuse rainwater; creating rain gardens; installing green roofs; planting shade trees; and planting native plant and pollinator gardens to provide habitat for butterflies, bees, and songbirds.
- **Parks and Open Space.** The acquisition, creation, and enhancement of parks and public spaces, including playgrounds and sports fields, as well as undeveloped areas. The purpose of such projects may be to reduce air and water pollution impacts in Greenpoint, while also providing recreational opportunities and enhancing community quality-of-life. Example projects include: design and development of new park space; resurfacing basketball and tennis courts with pervious pavement; installing solar-powered lighting; planting native trees and shrubs; holding park cleanups and installing dog waste stations; and providing or improving public access to natural areas.
- **Environmental Education and Stewardship.** The fostering of careful and responsible management of Greenpoint's environment, and the promotion of broad public environmental awareness. Example projects include: increasing public understanding and appreciation of natural resources and the environment; engaging students and citizens in monitoring air and/or water quality, and communicating data to the community; launching behavior change campaigns to tackle issues such as pet waste, car idling or littering; developing outreach, training and incentive programs to help residents and businesses implement environmental benefit projects on private property; providing "green jobs" training and work experience opportunities for young people.

GENERAL GUIDANCE FOR APPLICANTS

- All projects must begin implementation within one month of grant award. **Grants must be completed by July 1, 2019. No extensions will be granted.**
- Projects must be located in Greenpoint. For the purposes of the GCEF, Greenpoint is defined as the area of Brooklyn, New York encompassed by 11222 Zip Code and the entirety of McCarren Park as shown on the GCEF boundary map at <http://gcefund.org/projects/>.
- Projects must primarily benefit the Greenpoint public.

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- The primary benefit of projects must be a discernable environmental benefit. For the purposes of the GCEF, an environmental benefit is defined as the protection, improvement, or restoration of an environmental media (i.e., air, water, land) for the purpose of improving public health and/or the environment.
- Projects must address environmental areas of concern to the community, including, but not limited to: *water quality, groundwater, open space, reduction of toxic pollution, and air quality.*
- The following project types are ineligible to receive funding from the GCEF: research, capital campaigns; creation of endowments; event sponsorships; and projects for re-granting purposes.
- GCEF funding cannot be used for political advocacy, lobbying, boycotts, litigation expenses, terrorist activities, or activities conducted in violation of the Foreign Corrupt Practices Act.
- Projects must also be consistent with the Consent Decree for the ExxonMobil settlement,¹ and the New York State Department of Environmental Conservation's (DEC) Environmental Benefits Policy.² Accordingly, a project cannot:
 - be a project of ExxonMobil, or others that are the result of legally mandated action(s) under local, state, or federal law and/or associated with administrative permit conditions or terms of settlement agreements;
 - be a project that ExxonMobil already intends to perform;
 - cover or reimburse costs the State would incur during the normal course of business, including payments for State staff, except that the DEC Commissioner or DEC General Counsel may authorize an Environmental Benefit Project (EBP) that includes the reimbursement of extraordinary expenses incurred by the DEC in the implementation or oversight of a specific EBP; or
 - generate revenue for the State.

In addition:

- a project shall not result in the State extending the time within which ExxonMobil must comply with the Consent Decree;
- an educational project must be implemented by a third party not affiliated with ExxonMobil; and
- a project must comply with all applicable laws and should be consistent with all applicable policies.

¹ Consent Decree in the matter of State of New York v. Exxon Mobil Corporation, No. 07-CV-2902 (KAM/RML) (E.D.N.Y.), ordered on March 1, 2011.

² New York State Department of Environmental Conservation, Commissioner Policy, CP-37 / Environmental Benefit Projects Policy.



- Eligible applicants include non-profit 501(c) organizations, local governments, and academic and educational institutions. Individuals and for-profit businesses are not eligible applicants. Groups without 501(c) non-profit status may partner with an eligible applicant, including a fiscal agent. Fiscal agents are non-profit organizations that enable the movement of resources from funders to organizations that share the fiscal agent's mission. The fiscal agent handles donations and assumes fiduciary responsibility for the grant.
- The application must be completed in the name of the applicant organization or, in the case where an application is to be submitted by a fiscal agent, the name of the fiscal agent. The application must be fully and properly executed by an authorized official of the applicant or where a fiscal agent is being used the authorized representative of that agent.
- All certifications, filings, and other federal, state, and local requirements associated with the applicant's 501(c) status must be current at the time an application is submitted.
- Applicants must be fully current in the New York State Office of the Attorney General (NYS OAG) Charities Bureau registration and reporting requirements.
- By submitting an application for GCEF funding, applicants authorize the GCEF to make available to the public the following information: name of the applicant organization, project title, summary description of the proposed project, project partners, requested grant amount, match amount, name of key contact at applicant organization, and email and telephone number of key contact.
- To ensure long-term maintenance and sustainability of project outcomes, projects should include local partners who have technical expertise, local knowledge, and a demonstrated commitment to the Greenpoint community's well-being. These partnerships may include non-profit organizations, local businesses and associations, government agencies, as well as residents of Greenpoint.
- Projects led by organizations and agencies that are not based in Greenpoint must demonstrate strong local partnerships in the community and are strongly encouraged to bring significant matching contributions to the project.
- All projects that involve the collection or use of environmental data must have an existing Quality Assurance Project Plan (QAPP) specifically related to the purpose and type of data collection that has been approved by GCEF or another public agency. In general, a QAPP ensures that the quality of data collected or used by a project supports the project's intended application of these data. More specifically, a QAPP describes how an organization will structure its data quality system, defines and assigns quality assistance (QA) and quality control (QC) responsibilities, and describes the processes

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and procedures used to plan, implement, and assess the effectiveness of the quality system.

- All applications submitted to the GCEF must be complete, including all required uploads, at the time of submission. Incomplete applications will not be considered for funding.

HOW TO APPLY TO THE GREENPOINT COMMUNITY ENVIRONMENTAL FUND

All applications and associated materials must be submitted electronically through NFWF's online application system, *EasyGrants*. To make a submission:

- Go to www.nfwf.org/easygrants to register in NFWF's EasyGrants online system. New users to the system will be prompted to register before starting the application. If you already are a registered user, use your existing login which is an email and the password created during the prior GCEF proposal cycle or as a result of applying to other NFWF grant programs.
- Once you have logged into your homepage, click the "Apply for Funding" button and select "Greenpoint Community Environmental Fund Grants - 2018" from the list of options Funding Opportunities.
- Follow the instructions in EasyGrants to complete your application. Once an application has been started, it may be saved and returned to at a later time for completion and submission.
- A Tip Sheet is available for quick reference while you are working through your application. This document can be downloaded at Greenpoint Community Environmental Fund (www.nfwf.org/GCEF).
- Contact Information
 - For more information or questions about this RFP, please email GCEFund@nfwf.org
 - For issues or assistance with EasyGrants, please contact the EasyGrants Helpdesk at Easygrants@nfwf.org or call 202-595-2497. Helpdesk hours are 9:00 am to 5:00 pm ET, Monday-Friday. Please include your name, proposal ID number, email address, phone number, the program you're applying to, and a description of the issue.

PROPOSAL SCREENING, EVALUATION & DECISION-MAKING PROCESS

Grant Proposal Screening, Evaluation, and Decision-making: NFWF will screen grant proposals submitted for two minimum standards: 1) proposal completion, which includes a completed application and all required documentation; and 2) compliance with the requirements contained in the GCEF RFP. Based on the evaluation criteria (outlined below), the General Administrator



team will score each proposal that meets the minimum standards listed above. The scores, and associated review comments, will be used by the State to guide its selection of projects to receive GCEF funding.

EVALUATION CRITERIA

All completed proposals that comply with this RFP will then be evaluated based on the extent to which they meet the following criteria:

Environmental Results: The project will secure one or more discernible environmental benefits for the Greenpoint public.

- The project will result in significant, quantifiable, and public environmental benefits, with highest scores to be awarded to those projects that will provide the most significant and quantifiable environmental benefits to the greatest number of Greenpoint residents. The benefits of the project are sustainable beyond its completion date.

- The project has quantified significant environmental results in terms of
 - the people impacted (e.g., number of individuals reached by training or technical assistance; number of trainings, events or workshops conducted; number of volunteers participating);
 - the tools created (e.g., number of websites or social media tools developed; number of educational materials created; number of plans completed); and,
 - on-the-ground impact (e.g., square feet of green infrastructure installed; gallons of stormwater prevented from entering waterways; number of trees or shrubs planted; acres of green space created or improved; number of species of birds or other wildlife using habitat created).

- The project has established specific metrics (i.e., specific, measurable environmental results to be achieved by the project), and methods to track them and their achievement.

Work Plan: The project is technically sound and feasible, and the proposal sets forth a clear, logical and achievable work plan.

- If the proposed project is related to a currently- or previously-funded GCEF project (completed or still active), the work plan describes how the proposed project sustains and/or enhances the GCEF-funded project.
- The work plan demonstrates project design and approaches that are based on sound science, best available scientific information and practices.
- The work plan is clear and logical, will accomplish the activities, objectives and results described in the proposal.
- The work plan, including its implementation schedule, clearly addresses any permitting and/or property ownership issues or concerns.

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- The project team has the appropriate expertise, training and experience to execute the project and achieve its goals.
- The work plan demonstrates that the activities, objectives and results can be accomplished within the program's timeframe.
- The work plan demonstrates the sustainability of the activities, objectives, and environmental benefits beyond the project's completion date.

Budget: The project budget is cost-effective, reasonable, and leverages other partner contributions.

- The budget is cost-effective and reasonable.
- The budget provides enough detail to justify each budget line item.
- The budget is sufficient to accomplish the activities described in the work plan.
- The applicant has institutional capacity, policies, and procedures necessary to track and administer the funds requested.

Greenpoint Partnership: An appropriate community-based partnership exists to implement and sustain the project, and the project has significant community support.

- The applicant demonstrates significant support for the project from a broad-based group of community stakeholders.
- Community members and/or community-based organizations will be significantly engaged as project partners in implementing and sustaining the project after the life of the grant.

Communication: The project includes a detailed plan to communicate information about the project to Greenpoint residents and other appropriate audiences.

OTHER CONDITIONS

The GCEF reserves the right to:

- Reject any applications received that do not comply with the requirements contained in the GCEF RFP;
- Utilize any and all ideas submitted in the application received unless such ideas are covered by legal copyright, patent, or property rights, and NFWF is notified in the received submission;
- Adopt or utilize all or any part of an applicant's application; and
- Negotiate with the applicant on all aspects of the application to serve the best interests of the State of New York.

Publicity and Acknowledgement of Support – Award recipients will be required to give GCEF the right and authority to publicize the project and GCEF's financial support for the grant in press releases, publications and other public communications. Recipients will be asked by NFWF to provide high-resolution (minimum 300 dpi) photographs depicting the project.



Permits – Successful applicants must provide sufficient documentation that the project has received all necessary permits and clearances at the time of application in order to comply with any Federal, state, or local requirements.

TIMELINE

Applicant Webinar	January 24, 2018 at 2:00 PM ET
Full Proposal Due Date	March 15, 2018 by 11:59 PM ET
Review Period	Spring/Summer 2018
Awards Announced	mid-June 2018

WEBINARS

All prospective applicants are encouraged to participate in the GCEF webinar. The webinar will provide a broad overview of the grant program and tips for using the *EasyGrants*. Applicants planning to participate in a webinar must register in advance. [Register](#) for the webinar.

Appendix S.

GCEF 2018 Grant Awards

GCEF 2018 Grant Awards

Number of Grant Proposals Received: **26**

Number of Grant Proposals Funded: **15**

Value of GCEF Grants: **\$940,812**

Value of Grantee Matching Contribution: **\$472,024**

Total GCEF Investment: **\$1,412,836**

Background

GCEF 2018 Grants Funding Requests

In December 2017, the Greenpoint Community Environmental Fund (GCEF) gave notice of its intention to conduct an additional round of funding. On January 16, 2018, GCEF issued a “Request for Proposals” (RFP) for the GCEF’s 2018 grant round. The due date for proposals was March 15th.

In response to the RFP, GCEF received 26 proposals for grants seeking between \$25,000 to \$100,000, for a total of almost \$2 million dollars in requested funding.

2018 GCEF Small Grant Awards: More Investments in a Greener Greenpoint

On June 22, 2018, GCEF announced that 15 projects addressing the environmental improvement priorities of Greenpoint residents have been selected to receive grants totalling \$940,812. This direct funding will be combined with \$472,024 in matching funds provided by grantees, bringing the investment in Greenpoint’s environmental priorities being made by GCEF through the 2018 grant round to over \$1.4 million.

GCEF Small Grant Evaluation Process and New York State Decision Making

Upon receipt, the GCEF General Administrator – the National Fish and Wildlife Foundation (NFWF) – screened all grant proposals to ensure they met minimum standards (i.e., they were complete and met GCEF grant guidelines outlined in the RFP), and were feasible in terms of methods, budget, and timeline.

All proposals meeting minimum standards and deemed feasible were then scored by NFWF based on evaluation criteria outlined in the RFP: environmental benefits for Greenpoint, project work plan, project budget, project partnerships with Greenpoint-based community members and/or community-based organizations, and project communications plan.

The screening and evaluation results, and NFWF's related funding recommendations, were provided to the State (New York State Office of the Attorney General and Department of Environmental Conservation) and the State made final selections of the grant proposals to receive GCEF funding.

Projects Funded

The projects being awarded GCEF funding through the 2018 grant round are:

Project Title: The Newtown Creek Wildflower Roof and Community Space – II

Grant Recipient: New York City Audubon Society

Project Partners: Alive Structures; Broadway Stages, Green Roof Researchers Alliance-Education Focus Group, Newtown Creek Alliance

Project Location: 520 Kingsland Avenue

GCEF Grant Award: \$99,557

Grant Recipient Matching Contribution: \$74,650

Project Title: Greenpoint Environmental Education Center – Youth Environmental Education & Digital Remediation Report Acquisition

Grant Recipient: Brooklyn Public Library-Greenpoint Branch

Project Partners: National Wildlife Federation's Greenpoint Ecoschools, Neighbors Allied for Good Growth, Newtown Creek Alliance, North Brooklyn Community Boathouse

Project Location: 107 Norman Avenue @ Leonard Street

GCEF Grant Award: \$25,286

Grant Recipient Matching Contribution: \$20,496

Project Title: Audubon New York's For the Birds! Environmental Education Program

Grant Recipient: National Audubon Society/Audubon New York

Project Partners: McGolrick Park Neighborhood Alliance, P.S. 110 The Monitor School, P.S. 31 Samuel F. Dupont School, P.S. 34 Oliver H. Perry School, St. Stanislaus Kostka Catholic Academy

Project Locations: P.S. 110 The Monitor School, P.S. 31 Samuel F. Dupont School, P.S. 34

GCEF Grant Award: \$100,000

Grant Recipient Matching Contribution: \$35,474

Project Title: PS 110 Garden Renovation

Grant Recipient: PS 110K PTA INC.

Project Partners: Greenpoint Eco Schools, Alive Structures, Serge Drouin Architecture

Project Location: Next to Public School 110, The Monitor School, 124 Monitor Street

GCEF Grant Award: \$83,724

Grant Recipient Matching Contribution: \$55,000

Project Title: Environmental Education Shed (Ed Shed)

Grant Recipient: North Brooklyn Community Boathouse

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Project Partners: Eco Schools, Environmental Science Department-LaGuardia Community College, Friends of Bushwick Inlet Park, Newtown Creek Alliance, NYCH20
Project Location: North Brooklyn Boat Club, 437 McGuinness Boulevard/41 Ash Street and Greenpoint-wide
GCEF Grant Award: \$88,784
Grant Recipient Matching Contribution: \$24,827

Project Title: Newtown Creek SAMPLES
Grant Recipient: Newtown Creek Alliance
Project Partners: Environmental Science Department, LaGuardia Community College, North Brooklyn Boat Club
Project Location: Newtown Creek with educational programming throughout Greenpoint
GCEF Grant Award: \$27,962
Grant Recipient Matching Contribution: \$52,000

Project Title: Greenpoint Citizens Club
Grant Recipient: Open Space Alliance for North Brooklyn Inc.
Project Partners: National Wildlife Federation's Greenpoint Eco-schools, Greenpoint Reformed Church, Public School 31 Samuel F. Dupont School
Project Location: 61 Franklin St. Community Garden, Greenpoint Reformed Church
GCEF Grant Award: \$27,000
Grant Recipient Matching Contribution: \$11,600

Project Title: Lentol Garden Renovation
Grant Recipient: GrowNYC
Project Partners: Current Lentol Garden Members, Green Thumb, New York University Wallerstein Collaborative, Open Space Alliance for North Brooklyn
Project Location: Lentol Garden, 178 Bayard Street
GCEF Grant Award: \$99,241
Grant Recipient Matching Contribution: \$62,696

Project Title: The Kosciuszko Bridge Design Project
Grant Recipient: Open Space Alliance for North Brooklyn, Inc.
Project Partners: Billion Oysters Project, Brooklyn Greenway Initiative, City Parks Foundation, Greenpoint Waterfront Association for Parks and Planning, LaGuardia Community College, McGolrick Park Neighborhood Alliance, Neighbors Allied for Good Growth, Newtown Creek Alliance, New York City Audubon Society/Kingsland Wildflowers, New York City Soil and Water Conservation District, New York State Department of Transportation, North Brooklyn Boat Club, Waterfront Alliance
Project Location: Under the new Kosciuszko Bridge as it arches over Newtown Creek. On the Brooklyn side along Cherry Street bounded by Scott and Seward Avenues to the west and east respectively
GCEF Grant Award: \$100,000
Grant Recipient Matching Contribution: \$26,250

Project Title: Gateway to Greenpoint
Grant Recipient: Newtown Creek Alliance
Project Partners: Evergreen: Your North Brooklyn Business Exchange, McGolrick Park Neighborhood Alliance, Newtown Creek Monitoring Committee, Offices of New York City Council Member Levin and New York State Assembly Member Lentol, New York City Department of Environmental Protection
Project Location: Northwest corner of Greenpoint and Kingsland Avenues
GCEF Grant Award: \$30,428
Grant Recipient Matching Contribution: \$1,250

Project Title: Go Green Brooklyn Digital Hub
Grant Recipient: Town Square Inc.
Project Partners: Brooklyn Public Library-Greenpoint Branch, National Wildlife Federation's Greenpoint Ecoschools, Neighbors Allied for Good Growth, Newtown Creek Alliance, Open Space Alliance for North Brooklyn
Project Location: Greenpoint-wide
GCEF Grant Award: \$50,000
Grant Recipient Matching Contribution: \$90,250

Project Title: Strengthening Our Common Ground: Lead in Soils in Greenpoint
Grant Recipient: Neighbors Allied for Good Growth
Project Partners: National Wildlife Federation Greenpoint Ecoschools, Newtown Creek Alliance, New York City Department of Sanitation, New York City Department of Parks and Recreation
Project Location: Greenpoint-wide
GCEF Grant Award: \$50,000
Grant Recipient Matching Contribution: \$0

Project Title: McGolrick Park Environmental Education Stewardship Project
Grant Recipient: The Horticultural Society of New York
Project Partners: Open Space Alliance for North Brooklyn, Public School 110, The Monitor School
Project Location: McGolrick Park, P.S. 110
GCEF Grant Award: \$75,000
Grant Recipient Matching Contribution: \$0

Project Title: Greening the Industrial Shoreline of Newtown Creek
Grant Recipient: City Parks Foundation
Project Partners: Hudsonia, Newtown Creek Alliance, New York Tree Trust, North Brooklyn Boat Club
Project Location: Newtown Creek Shoreline
GCEF Grant Award: \$53,826
Grant Recipient Matching Contribution: \$18,530

Project Title: Ziemia
Grant Recipient: Open Space Alliance for North Brooklyn, Inc.

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Project Partners: Eckford Street Studios, McGolrick Park Neighborhood Alliance, Public Schools 110 and 34, Cottonwood Agile Learning Center, St. Stanislaw Kostka Parish, Park Chur Coop, Greenpoint Islamic Center, Polish Cultural Institute of New York, Polish Consulate General, Offices of New York State Assembly Member Joseph Lentol, New York City Council Member Stephen Levin, U.S. Congress Member Carolyn Maloney

Project Location: Garden bed along the Russell Street border of McGolrick Park

GCEF Grant Award: \$30,000

Grant Recipient Matching Contribution: \$0

Appendix T.

GCEF 2020 Grant Awards



GREENPOINT
COMMUNITY
ENVIRONMENTAL
FUND

GCEF Announces 18 Additional Grants for 2020

Awards of over \$333,000 brings GCEF's total investment in "Greening" Greenpoint to almost \$68 million

The Greenpoint Community Environmental Fund (GCEF) is pleased to announce that 18 projects addressing the environmental improvement priorities of Greenpoint residents have been selected to receive grants totaling \$333,810. This funding brings GCEF's total investment in Greenpoint's environmental priorities to almost \$68 million dollars.

The projects being awarded GCEF funding in the 2020 grant round are:

Project Title: REUSABLE GREENPOINT: BAG PRINTING AND GIVEAWAY

Grant Recipient: North Brooklyn Neighbors (aka Neighbor's Allied for Good Growth)

Project Location: Greenpoint-wide

GCEF Grant Award: \$7,500

Project Title: SAFE SOILS IN GREENPOINT

Grant Recipient: North Brooklyn Neighbors (aka Neighbors Allied for Good Growth)

Project Location: Greenpoint-wide

GCEF Grant Award: \$9,280

Project Title: GREENPOINT ENVIRONMENTAL EDUCATION CENTER – LOCAL HISTORY AND STEM



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PROGRAMMING AT BPL

Grant Recipient: Brooklyn Public Library-Greenpoint Branch

Project Location: 107 Norman Avenue @ Leonard Street

GCEF Grant Award: \$2,722

Project Title: NEWTOWN CREEK SAMPLES III

Grant Recipient: Newtown Creek Alliance

Project Location: Newtown Creek with educational programming throughout Greenpoint

GCEF Grant Award: \$7,366

Project Title: GREENPOINT ECO-SCHOOLS: GREENPOINT SCHOOLYARD HABITAT PROJECTS

Grant Recipient: National Wildlife Federation

Project Locations: P.S. 31 Samuel F. Dupont, P.S. 34 Oliver H. Perry, and John Ericsson

M.S. 126

GCEF Grant Award: \$26,218

Project Title: GREENPOINT ECO-SCHOOLS: MANHATTAN AVENUE STREET END PARK GARDEN UPGRADES

Grant Recipient: National Wildlife Federation

Project Locations: Manhattan Avenue Street End Park

GCEF Grant Award: \$10,762

Project Title: GREENPOINT SEED KIT ACTIVITIES AND CURRICULUM

Grant Recipient: National Wildlife Federation

Project Locations: P.S. 31 Samuel F. Dupont, P.S. 34 Oliver H. Perry, P.S. 110 The Monitor and John Ericsson M.S. 126

GCEF Grant Award: \$53,612

Project Title: PS 110 GARDEN RENOVATION UPDATE

Grant Recipient: P.S. 110 PTA

Project Location: P.S. 110 The Monitor, 124 Monitor Street

GCEF Grant Award: \$21,295.20

Project Title: ECO SCHOOLS: REUSABLE BAG GIVEAWAY

Grant Recipient: P.S. 110 PTA

Project Location: P.S. 110 The Monitor, 124 Monitor Street

GCEF Grant Award: \$21,609

Project Title: GREENPOINT PUBLIC PADDLE AND KAYAK EVENTS

Grant Recipient: North Brooklyn Community Boathouse

Project Locations: Newtown Creek

GCEF Grant Award: \$46,228



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Project Title: NORTH BROOKLYN COMMUNITY BOATHOUSE CAPACITY BUILDING

Grant Recipient: North Brooklyn Community Boathouse

Project Locations: 51 Ash Street, Greenpoint

GCEF Grant Award: \$15,000

Project Title: HORTICULTURAL MAINTENANCE AT MCGOLRICK PARK

Grant Recipient: The Horticultural Society of New York

Project Location: McGolrick Park

GCEF Grant Award: \$11,000

Project Title: FOR THE BIRDS! ENVIRONMENTAL EDUCATION PROGRAM RECORDED LESSONS & ACTIVITIES

Grant Recipient: National Audubon Society/Audubon New York

Project Locations: P.S. 31 Samuel F. Dupont School and also available on the GCEF website

GCEF Grant Award: \$1,555

Project Title: ENVIRONMENTAL EDUCATION PUBLIC EVENTS AT KINGSLAND WILDFLOWERS

Grant Recipient: Newtown Creek Alliance

Project Location: 520 Kingsland Avenue

GCEF Grant Award: \$18,590

Project Title: 61 FRANKLIN ST. COMMUNITY GARDEN IMPROVEMENTS AND WORKSHOPS

Grant Recipient: North Brooklyn Parks Alliance (aka Open Space Alliance for North Brooklyn)

Project Location: 61 Franklin St. Community Garden

GCEF Grant Award: \$7,500

Project Title: UNDER THE K BRIDGE PARK EQUIPMENT AND CELEBRATION AND OSA CAPACITY BUILDING

Grant Recipient: North Brooklyn Parks Alliance (aka Open Space Alliance for North Brooklyn)

Project Location: Under the new Kosciuszko Bridge as it arches over Newtown Creek, on the Brooklyn side along Cherry Street bounded by Scott and Seward Avenues to the west and east respectively

GCEF Grant Award: \$56,475

Project Title: INTRODUCTION OF HERBACEOUS PLANTS TO RAFT PLANTER BOXES AT NORTH HENRY STREET INLET

Grant Recipient: Fiorello H. LaGuardia Community College Foundation

Project Location: North Henry Street Inlet along Newtown Creek

GCEF Grant Award: \$5,350

Project Title: ENVIRONMENTALLY FRIENDLY EQUIPMENT PURCHASE FOR EVENTS IN GREENPOINT

Grant Recipient: Town Square

Project Location: Greenpoint-wide

GCEF Grant Award: \$11,777.52



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Appendix T

Background

In December of 2019, the Greenpoint Community Environmental Fund (GCEF) gave notice of its intention to conduct an additional round of funding that would be available to all past and present grantees for the purchase of supplies and materials, and staff time and related expenses for one or more activities that would have a significant benefit to the Greenpoint environment. On February 5th, 2020, GCEF issued a "Request for Proposals" (RFP) for the GCEF's 2020 grant round. In the interest of meeting the GCEF's program's end date – slated for December 2020 – the RFP required that all proposed activities to be completed by August 31, 2020.

In response to the RFP, GCEF received 22 proposals for restricted donation grants for a total of \$614,833.35 in requested funding.

While applications were being considered in March, the Novel Coronavirus Disease, COVID-19, was declared a pandemic by the World Health Organization, and related emergencies were declared by the federal and New York State governments. These declarations resulted in school and business closures, stay-at-home orders, and other measures to combat the outbreak.

Subsequently, several organizations that had applied for funding expressed concern to GCEF that on-going Coronavirus-related restrictions would inhibit their ability to meet the August 31, 2020 activities completion deadline. The organizations requested that GCEF extend this deadline so that the community would be best served by the proposed activities. GCEF agreed with this concern and, in anticipation of an easing of coronavirus restrictions over time, GCEF extended the date by which all funded activities must be completed by a full year – to August 31, 2021.

2020 GCEF Grant Awards: More Investments in a Greener Greenpoint

On October 7th, 2020, GCEF announced that 18 projects addressing the environmental improvement priorities of Greenpoint residents had been selected to receive grants totaling \$333,810. This funding brings the total investment in Greenpoint's environmental priorities being made by GCEF to almost \$68 million dollars.

GCEF Grant Evaluation Process and New York State Decision Making

Upon receipt, the GCEF General Administrator – the National Fish and Wildlife Foundation (NFWF) – screened all grant proposals to ensure they met minimum standards (i.e., they were complete and met GCEF grant guidelines outlined in the RFP).

All proposals meeting minimum standards and deemed feasible were then evaluated by NFWF based on whether the activities would provide a significant benefit to the Greenpoint environment,



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were feasible in terms of methods, budget, and timeline, and the applicant's past performance as a GCEF grantee, if applicable.

The screening and evaluation results, and NFWF's related funding recommendations, were provided to the State (New York State Office of the Attorney General and Department of Environmental Conservation) and the State made final selections of the grant proposals to receive GCEF funding.

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**GREENPOINT
COMMUNITY
ENVIRONMENTAL
FUND**



**Department of
Environmental
Conservation**

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