

**Greenpoint Community Environmental Fund
Community Advisory Panel (CAP) Meeting Agenda
September 11, 2013**

Note: *The following is a summary of the Greenpoint Community Advisory Panel (CAP) meeting held on 9/11/2013. The notes represent an ongoing dialogue with the CAP related to the development and implementation of the Greenpoint Environmental Benefit Projects Program aka the Greenpoint Community Environmental Fund (GCEF).*

Introduction, Purpose and Meeting Goals. Amanda Bassow, National Fish and Wildlife Foundation (NFWF) described the primary goals of the meeting which included discussion about: 1) a proposed revision to the GCEF boundary; 2) the outreach strategy and agenda for the 9/25/2013 community meeting; and 3) redrafts to the GCEF Request for Proposals (RFP).

Notes, Updates and Other Business. Laura Treciokas, North Brooklyn Development Corporation (NBDC) received CAP approval of the summary notes from the 7/25/2013 meeting. She introduced four new CAP Members including: Gina Argento, Broadway Stages, Joanna Micek, Independent Consultant, Heidi Shea Springer, Greenpoint Gardens, and Ronald VanCooten, LaGuardia College. All new members are Greenpoint residents. Courtney Kwiatowski, NFWF, provided an update about development of the GCEF website slated to debut the week 10/14/2013. Amanda Bassow provided highlights from the 8/28/2013 conference call which addressed: 1) City projects, including projects promised as part of the 2005 rezoning and the issue of providing seed money for City projects; and 2) ensuring that projects do not have significant roadblocks to implementation. During the conference call, updates were also provided about CAP member recruitment, and GCEF logo selection and website development.

GCEF Boundary Discussion. The New York State Office of the Attorney General (NYS OAG) was asked by a number of CAP members to review the existing GCEF map in terms of whether the southern shore of Bushwick Inlet falls within grant program boundaries. Peter Washburn, NYS OAG, presented information about the GCEF boundary which is designated as the 11222 zip code and the entirety of McCarren Park. A new map overlay for 11222 was generated using both the US Postal Service (USPS) ZIP code boundaries and ZIP Code Tabulation Areas (ZCTAs) from the US Census Bureau. Joseph Haas, NYS OAG, explained ZCTAs are similar but not equivalent to USPS ZIP code service areas. USPS ZIP Codes are active service areas that change frequently to meet ongoing service demands. ZCTAs are constructed by aggregating the Census 2000 blocks whose addresses use a given ZIP code. ZCTAs were developed to overcome the difficulties in precisely defining the land area covered by each ZIP code. He then provided an overlay of the 11222 USPS Zip Code and ZCTA coverage which illustrated that the shore of the Bushwick Inlet fell within the 11222 ZCTA area. The NYS OAG proposed the CAP approve an amendment to correct the existing GCEF mapped boundary to correspond to the ZCTA boundary in the area of Bushwick Inlet (i.e., including the entire shoreline of the Inlet). **CAP discussion and feedback:** One CAP member expressed opposition to the boundary change because: 1) some prior mapping generated during the 2005 zoning process indicated that Bushwick Inlet did not fall within the 11222 Zip Code and that the 11222 map excluding the south shore of Bushwick Inlet was used since the development of the Greenpoint 197-A plan by the Department of City Planning to divide the inlet between Williamsburg and Greenpoint into their separate 197-A processes; 2) the inclusion of this area might reduce available funding for other projects in the 11222 zip code; and 3) the GCEF boundaries were being changed to accommodate anticipated projects. Another CAP member responded that the adopted Greenpoint 197-A Plan specifically calls out the inclusion of Bushwick Inlet and defines the boundary on the south end of Greenpoint as North 12th Street. CAP members commented that all submitted proposals would be reviewed based on evaluation criteria in the GCEF RFP so the final slate of projects would not

be based on specific location but strength of application. A vote was conducted as to whether to revise the boundary so that it was consistent with the ZCTA boundary in the area of Bushwick Inlet. Ten CAP members expressed support for the change and two CAP members were opposed. **CAP decision:** The correction to the 11222 boundary was approved.

Community Outreach Presentations. Laura Treciokas, NBDC and Lynn Dwyer, NFWF, presented an update on the community and applicant outreach strategy with a focus on the roll-out of the community meeting and applicant outreach. Community Meeting: The purpose of the 9/25/2013 community meeting is to introduce the GCEF grantmaking process to the community and to solicit feedback from the community and potential applicants. Outreach activities include: 1) completion of meetings with key community contacts representing larger constituencies in Greenpoint; 2) distribution of informational posters, postcards and fact sheets in three languages to Greenpoint hot spots (defined as diverse locations around the community such as recreational facilities, retail businesses etc.), and to public schools; 3) distribution of information using the listserv developed for the GCEF and through cross dissemination partners (local and regional environmental and community organizations); 4) dissemination by local elected officials who sent mailings to constituents and posted information using online venues (websites, Facebook, Twitter) and calendar notices in church bulletins; and 5) advertising in local papers and dropping a media alert and calendar notices in regional and local media. The new GCEF logo and design templates for the outreach materials were presented to the CAP. Information was also presented about the form and nature of outreach to the community and to potential applicants. This will include: one-to-one assistance to interested applicants, two on-site workshops (10/23/2013 and 11/13/2013) and one online webinar (10/30/2013).

Agenda for 9/25/2013 Community Meeting. Amanda Bassow, NFWF, presented the draft agenda and communication goals for the upcoming community meeting for review and comment by the CAP. Communication goals for the meeting included: 1) transition from last community meeting to present, 2) transition from State/Enviro-Sciences Engineering to GA as “Face” of program; 3) highlight/demonstrate grant program’s tangible progress/concrete products, 4) reinforce/solidify, in the community’s mind, key programmatic definitions; and 5) reinforce/articulate community/attendees participatory role in GCEF. The agenda was proposed to include: 1) information about the role and responsibilities of the State and General Administrators; 2) background about the history and process of developing the Greenpoint Community Environmental Benefits Program/GCEF; 3) green project examples regionally and nationally; 4) information about the GCEF RFP; and 5) dedicated time for community comments and questions. The presentation about green project examples was still in preparation by the Center for Watershed Protection and would be sent to the CAP for review and comment in advance of the community meeting. The CAP generally approved the organization and content of the upcoming community meeting agenda.

Small Grant and Pre-proposal RFP. Amanda Bassow, NFWF reviewed a list of changes to the draft GCEF RFP made since the 9/2013 CAP meeting. The changes included: changes to grant categories, match and solicitation process: 1) formatting categories of grants – Small, Large and Legacy – into boxes to more clearly delineate the different types of funding; and 2) the addition of a new, third category of grants called “Legacy Grants” (larger than \$2,000,000) for projects with an exceptionally high environmental benefit or that have multiple environmental benefits (e.g., air quality, water quality, open space, etc.), widespread benefits throughout the Greenpoint community, and broad-based community support. Applicants in this category are encouraged to provide a 2:1 match. Changes to “Grant Guidelines” include: 1) projects must be located in Greenpoint and primarily benefit the Greenpoint public; 2) the primary benefit of projects must be an environmental benefit; 3) project types ineligible to receive funding from the GCEF include: capital campaigns; scientific research; projects that would have been undertaken but for budget deficits in existing city programs, creation of endowments; event sponsorships; projects for re-granting purposes; and 4) reference to using a fiscal sponsor for groups without 501(c) nonprofit status.

Changes to “Grant Screening, Review and Award Process” include: 1) the General Administrator will screen all proposals; 2) proposals will also be screened by members of an Independent Review Committee to identify potential impediments to successful project completion; 3) changes to screening criteria percentages include: Environmental Results weighted at 35%, Work Plan weighted at 20%, Budget weighted at 20%, Greenpoint Partnerships weighted at 20%, and Communication and Dissemination weighted at 5%; 4) under the criteria “Environmental Results” language now states “projects will secure a discernible environmental benefit to the Greenpoint public.” **CAP Discussion and Feedback:** The CAP requested: 1) rewrite of language regarding small grants involving a single location to be changed to include multiple locations; 2) rewrite of language for Legacy Grants to modify the requirement that such projects have an exceptionally high environmental benefit and multiple environmental benefits. The CAP member indicated that Legacy projects may have additional benefits which should be taken into account in the evaluation. A CAP member asked that Legacy Grant project proposals with broad community support be considered without meeting the other requirements. NFWF noted that the screening criteria Greenpoint Partnership weighted at 20% allowed for a higher percentage score where a “project has strong community support and involvement”; 3) to strike language in the draft RFP restricting the funding of projects “that would have been undertaken but for budget deficits in existing City programs”; and 4) revise requirement that projects must begin implementation within three months of grant award to require projects must begin implementation within six months of grant award. Release of the GCEF RFP and application is 10/16/2013 with the grant round closing on 11/20/2013.

The next in-person CAP meetings will be 10/9/2013 and 11/20/2013 with the 12/13 CAP meeting date to be determined.

Participants in 9/11/2013 CAP meeting

Christine Holowacz	Newtown Creek Monitoring Committee (NMC)
Dewey Thompson	Greenpoint Waterfront Association for Parks and Planning (GWAPP) and North Brooklyn Boat Club (NBBC)
Joanna Micek	Independent Consultant
Heidi Shea Springer	Greenpoint Gardens
Kate Zidar	Newtown Creek Alliance (NCA)
Katie Denny	Open Space Alliance for North Brooklyn (OSA) Community Committee
Laura Hofmann	Barge Park Pals
Leah Archibald	EWVIDCO
Manuel Zuniga	47 Java Garden Collective
Michael Heimbinder	Newtown Creek Alliance
Ryan Kuonen	Brooklyn Community Board 1
Ronald VanCooten	LaGuardia College
Lisa Bloodgood	City Council member Stephen Levin’s office
Emily Mijatovic	NY State Assembly member Joe Lentol’s office
Jack Cunningham	NY State Senate member Dan Squadron’s office
Peter Washburn	NY State Office of the Attorney General (OAG)
Joe Haas	NYSOAG
Amanda Bassow	General Administrator (GA)/National Fish and Wildlife Foundation (NFWF)
Lynn Dwyer	GA/NFWF
Courtney Kwiatowski	GA/NFWF

Tim DiCintio	GA/NFWF
Rich Mazur	GA/North Brooklyn Development Corporation (NBDC)
Margaret Kostecki	GA/NBDC
Laura Treciokas	GA/NBDC
Filip Stabrowski	GA/NBDC
Laura Truettner	State Outreach Consultant, ESE