



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**  
**Thursday, June 11, 2015**

**All Proposals Due**  
**Thurs., August 6, 2015**  
**Deadline: 11:59pm**

**Announcement of Small  
Grant Funding**  
**October 2015**

**Community  
Preferencing for  
Large and Legacy  
Grant Funding**  
**Week of Nov. 16, 2015**

**Announcement of  
Large and Legacy  
Grant Funding**  
**December 2015**

## GCEF'S FIRST NEWSLETTER!

Welcome to the inaugural edition of the *Greenpoint Community Environmental Fund Newsletter*. As a regular feature of the GCEF program moving forward, the goal of this and future newsletter editions will be to provide you with information on the progress of the program, updates on already funded projects and ways you can get involved.

By way of background, GCEF is a \$19.5 million community grant program created by the New York State Office of the Attorney General and Department of Environmental Conservation. Funding for GCEF was obtained by the State in a settlement with ExxonMobil over its Greenpoint oil spill. Since its creation, the program has been working hard—in close col-

laboration with the Greenpoint community—to fund projects that address Greenpoint's environmental priorities.

2014 was an exciting year for GCEF beginning in the spring with 18 Small Grants—a total of \$395,000 combined with almost \$200,00 in matching funds—awarded to projects requesting \$25,000 or less. By summertime, Greenpointers

*"To date, GCEF has been successful in bringing \$35 million to addressing the environmental improvement priorities of Greenpoint residents," says Eric Schneiderman, the Attorney General of New York. "Key to this tremendous success has been the partnership we've established with the community in implementing the program."*

were already beginning to see GCEF dollars on the ground, working to green the community. *(Continued inside)*

(Continued from front) In the fall of 2014, Greenpoint residents turned out in force to voice their preferences among proposals for Large and Legacy Grants (those from \$25,000 to over \$2 million), demonstrating not only that Greenpointers have a direct role in guiding the program's implementation but also that this is a community that cares about its environmental future. By year's end, GCEF announced grants for an additional 6 projects, the top vote-getters in the preferencing. These grants, totaling \$11 million and leveraging another \$24 million in matching funds, bring the program's total investment in Greenpoint to date to \$35 million dollars!

2015 should be just as thrilling, with the launch of the final round of GCEF and fresh opportunity for community residents, organizations, and institutions to develop their ideas for improving Greenpoint's environment. There will be lots of GCEF events in the months ahead, including a variety of workshops that cover everything from GCEF idea "labs" to nurture ideas into proposals to definitive "how-to's" on submitting an application.

Please share this newsletter with your friends, neighbors, and anyone else interested in learning about how GCEF is contributing to a greener Greenpoint.



Greenpoint residents discuss project ideas at a GCEF workshop

## GCEF'S ACCOMPLISHMENTS

In total, GCEF has invested **\$35,000,000** in Greenpoint's environmental improvement priorities—with more to come!

## MCGOLRICK PARK GARDEN TAKES FLIGHT

McGolrick Park's nine acres of gardens, lawns, a playground and dog run—long a popular retreat for the local community—is now playing host to a whole new set of enthusiasts: Greenpoint's resident birds.

In the spring of 2014, by virtue of three separate Small Grants from GCEF totaling almost \$75,000, the New York City Audubon Society and National Audubon Society were able to combine efforts to make the southwest corner of McGolrick Park more "bird-friendly."

With funding from one GCEF grant, New York City Audubon Society planned and recruited volunteers to create a new quarter-acre native garden, which includes bird favorite plants like Black Raspberry, Hay-Scented Fern and Joe-Pye Weed. In all, over 4,000



St. Stanislaus Academy students design bird-friendly planting plans

new plants were established and maintained—with the assistance of neighborhood volunteers.

Local kids got in on the act as well, with GCEF funding for two educational stewardship grants. Awarded to P.S. 110 The Monitor School and St. Stanislaus Academy, the programs taught over 150 children from both schools about the importance of creating bird habitats and gave them the opportunity to help plant the new garden.

Haley Main, Environmental Education Director for National Audubon Society says the GCEF-funded programs connect children to the environment and their community. "Because it's about local birds, it gives the children a sense of ownership and pride in their neighborhood. That birds would choose to come and live here. It has an enormous impact."



Greenpointers study project proposals before “preferencing”

## THE PEOPLE’S CHOICE

There may be no better demonstration of GCEF’s commitment to partnering with the Greenpoint community than the “preferencing” process used to help select the first round of Large and Legacy Grants. (Note: Large Grants are between \$25,000 and \$2 million and Legacy Grants exceed \$2 million.)

The six projects awarded a total of over 11 million dollars by GCEF in 2014 were the top vote getters in community preferencing events organized by the program.

“I thought it was excellent,” says Susan Albrecht, a 25-year Greenpoint resident. “The process seemed very fair. It’s a great way to reflect the communities’ priorities.”

After extensive outreach, the community had three opportunities over two days last November to cast ballots for their favorite proposals for improving Greenpoint’s environment.

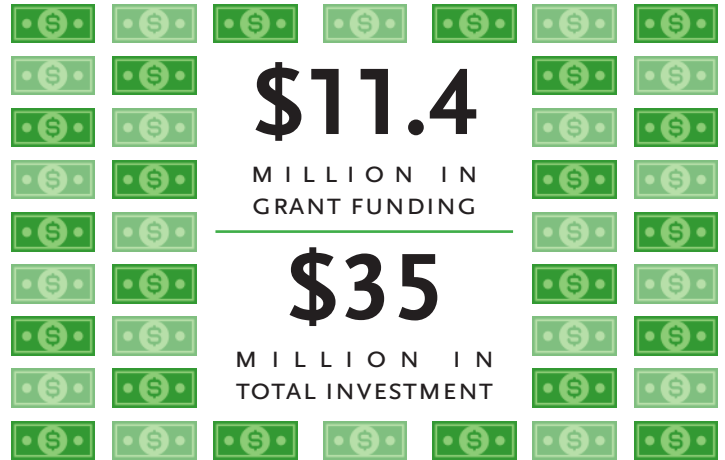
At each “preferencing” event, Greenpoint residents over the age of 16 were invited to review a gallery of large format posters detailing each of 13 finalist projects (those that scored highest in an independent review) and then cast ballots in support of up to six of their favorites.

A total of 525 Greenpoint residents cast ballots—reflecting substantial participation of the community in helping to select the first round of GCEF Large and Legacy Grants.

## GCEF BY THE NUMBERS (SO FAR)

24

PROJECTS FUNDED



1,100 ATTENDEES AT COMMUNITY MEETINGS



1,200 +

SUBSCRIBERS TO  
GCEF EMAIL ALERTS



GREENPOINT COMMUNITY  
ORGANIZATIONS ENGAGED



> 3,553

VOLUNTEER HOURS  
CONTRIBUTED TO  
GCEF PROJECTS



525

GREENPOINT  
PARTICIPANTS  
IN COMMUNITY  
PREFERENCING



Rendering of proposed new library courtesy of Beatty Harvey Coco Architects

## GROWING GREEN - “CHECKING OUT” THE PLANS FOR A NEW GREENPOINT LIBRARY

Despite its relatively small footprint, Greenpoint's Library is one of the Brooklyn Public Library's busiest branches, with 3,000+ visitors streaming thru its doors every week.

Thanks to a GCEF Legacy Grant, this busy branch is getting the chance to grow—more than doubling its size—and to do it green. The \$5 million dollar GCEF grant (with another \$5 million plus in matching funds) will remodel the current single story library as a Leadership in Environmental and Energy Design (LEED) Silver certified building, and create the Greenpoint Environmental Education Center (GEEC) in a new second floor and rooftop outdoor classroom.

It's the largest single grant investment GCEF has made in Greenpoint thus far and was the top-vote getter in community preferencing, receiving a vote in 65 percent of the ballots cast. “People saw a need, that the library could be even bigger and better,” says Sharon Kim, co-president of the Friends of the Greenpoint Library. “It's a huge win and a true legacy for the community.”

The newly created center on the second floor will provide more than 300 educational programs annually to promote environmental awareness and stewardship supplemented by a standing collection of

environmental resources. It will also establish a much-needed hub for community-based environmental programs in partnership with local environmental groups, schools, and residents.

In addition, the design envisions the creation of a green roof—with native plant landscaping, a greenhouse learning center, and space for community composting.

“I'm very excited about the potential,” says Dewey Thompson, a longtime resident and president of the North Brooklyn Boat Club, one of the local environmental groups that helped develop the proposal. “Greenpoint, with two active Superfund sites and a struggling but resurgent ecology, is a fascinating place to study the environment and the GEEC will finally give us the resources to engage students and anyone interested in this important focus.”

The search for an architect to design and manage construction of the new facility is already underway according to Ames O'Neill, who is overseeing the project for the Brooklyn Public Library. If all goes as planned, construction will begin in the fall of 2016 and the new library will open in the spring of 2018.



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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