



**GREENPOINT  
COMMUNITY  
ENVIRONMENTAL  
FUND**

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## **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



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.

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## **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



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



**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



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



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.

