



**GREENPOINT  
COMMUNITY  
ENVIRONMENTAL  
FUND**

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**To:** Community Advisory Panel (CAP), Greenpoint Community Environmental Fund (GCEF)  
**From:** GCEF Administrators (National Fish and Wildlife Foundation and North Brooklyn Development Corporation)  
**Date:** January 22, 2018  
**Re:** GCEF Update, August 1, 2016 – December 31, 2017

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Happy 2018 from GCEF! To celebrate the New Year – and GCEF’s upcoming 7<sup>th</sup> anniversary – we’d like to provide you an update of some of the program’s activities since August 2016.

If you’d like more information about any of the items covered in this update – or anything related to GCEF – please feel free to contact Filip Stabrowski at [fstabrowski@gmail.com](mailto:fstabrowski@gmail.com) or 510-388-4757.

And, as always, thank you for your continuing support and assistance to us, GCEF, and the “greening” of Greenpoint.

**West Street Project and Additional GCEF Grant Opportunities**

With the CAP’s input and guidance, GCEF made the difficult decision to terminate the West Street Watershed Stormwater Project in August of 2017. Following that decision, GCEF took immediate steps to re-invest the balance of the West Street funding – roughly \$2.8 million – into Greenpoint through two additional project funding opportunities.

First, through the GCEF’s established “budget amendment” process, we solicited proposals from active GCEF projects to receive additional funding to sustain their activities. Budget amendment proposals were received from 11 projects. After NFWF evaluated and scored the proposals, they recommended that eight projects receive a total of \$1,824,963.50 in sustaining funding. The State accepted NFWF’s recommendations and applicants were notified of their grant awards on October 31st.

Projects receiving additional funding were: Curb Your Litter: Greenpoint! (\$15,000); Greenpoint Eco-Schools (\$728,289); Greening Greenpoint (\$603,698); Greenpoint Library Environmental Education Center (\$49,428); Greenpoint Parks Community Stewardship Program (\$99,000); McCarren Park Urban Farm and Green Infrastructure Corridor (\$38,191.50); McGolrick Park Restoration (\$128,455); and Newtown Creek Wildflower Roof and Community Space (\$162,902).

At the conclusion of the above budget amendment process, approximately \$1.2 million in available funding (roughly \$1.0 in remaining West Street project funds plus \$200,000 in “found” administrative savings) were identified. Consequently, GCEF then initiated an additional funding opportunity – this time a scaled-down and accelerated “request for proposal” (RFP) process. Funds will be available to projects that:



- Sustain the benefits of past GCEF-funded work by supporting maintenance, organizational capacity, or enhanced community engagement;
- Enhance the impact of past GCEF-funded work by targeting a new area of Greenpoint or a new Greenpoint audience; and/or
- Implement a new project that will realize environmental benefits for a significant portion of the Greenpoint population.

GCEF developed an RFP – which was previewed for the community on December 20<sup>th</sup> – that was issued on January 16<sup>th</sup>. The deadline for grant proposals is March 15<sup>th</sup>.

GCEF is supporting the RFP with an online grant application webinar to be hosted by NFWF this Wednesday, January 24<sup>th</sup> from 2 to 3pm. For more information about this grant funding opportunity – including how to register to participate in the webinar – visit the GCEF website ([www.gcefund.org](http://www.gcefund.org)).

We appreciate the CAP’s continued assistance in making these additional grant funds available to the community. We encourage you to “spread the word” about the RFP!

### **GCEF Events**

- **OpenHouseGCEF 2016.** GCEF organized its first-annual OpenHouseGCEF on October 15, 2016. This Greenpoint-wide event was held at five anchor locations (McCarren Park, McGolrick Park, the Newtown Creek Wildflower Creek and Community Space, and the North Brooklyn Boat Club) and featured 17 GCEF-funded projects. The daylong event offered the community an opportunity to visit with many of GCEF’s projects and learn first-hand how they are benefiting Greenpoint. In addition to these activities, GCEF organized presentations at the Greenpoint Library, and led a special tour of the project sites for CAP members, local elected officials, and members of the press. Coverage of this event by the *Brooklyn Daily Eagle*, *Queens Ledger*, and *Williamsburg Patch* can be found in the “Press” section of the GCEF website.
- **OpenHouseGCEF 2017.** GCEF followed its very successful 2016 open house with OpenHouseGCEF 2017 at McGolrick Park on October 14, 2017. Representatives of 15 GCEF-funded projects were available to meet with Greenpoint residents and discuss how their projects are enhancing the community’s environment. In addition to live jazz music, OpenHouseGCEF activities included daffodil planting, free native plant pick-ups, 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 (newly renovated with GCEF funding assistance).
- **Schoolfest 2017.** On October 21, 2017, GCEF participated in Schoolfest 2017, an annual school fair that brings together over 60 local schools and 30 enrichment/resource providers so that parents can meet all types of schools from day care through high school at one place on one day. GCEF shared a table with Greenpoint Eco-Schools – a program funded by GCEF – and distributed GCEF information (including brochures, newsletters, and project fact sheets) and encouraged attendees to follow GCEF by signing onto our email list.
- **2016 Kingsland Wildflower Festival** (September 24, 2016), **2017 Kingsland Wildflower Festival** (September 23, 2017), **Greenpoint Arts Block Festival** (September 17, 2016), and **Go Green! Greenpoint Festival** (June 3, 2017). At each of these events, GCEF provided general information about the program, its 40 funded projects, and ways the public can get involved in these projects – a number of which participated in the events themselves. See the “Press” section on the GCEF website for coverage of these events.
- **GCEF Grantee Events**  
A few select community events held by GCEF-funded projects:



- On September 17, 2016, the Greenpoint branch of the Brooklyn Public Library (BPL) held an informal Q&A session about design plans for the future GCEF-funded Greenpoint Library & Environmental Education Center. The session included BPL staff and the project architect, Marble Fairbanks. Coverage of the library’s renovation plans in the *Queens Ledger* can be found in the “Press” section of the GCEF website.
- On October 20, 2016, GCEF-funded “Greening Greenpoint” held a tree giveaway, which allowed Greenpoint residents with available yard space to pick up free trees at PS 110. Coverage of this event by the *Williamsburg Patch* can be found in the “Press” section of the GCEF website.
- On March 15, 2017, four Greenpoint public schools (PS 34, PS 110, PS 31, MS 126) participating in the GCEF-funded Greenpoint Eco-Schools Program received the Green Flag Award – a national honor given to schools for exceptional leadership – from Eco-Schools USA, a K-12 school sustainability program of the National Wildlife Federation. Peter Washburn spoke at the event. See the “Press” section of the GCEF website for the National Wildlife Federation’s coverage.
- On October 23, 2017, GCEF participated in the groundbreaking ceremony for the BLP’s Greenpoint Library and Environmental Educational Center. Peter Washburn joined a number of local elected officials in speaking at the event.

### **GCEF Community Outreach and Education**

- Created the Fall 2016 and Fall 2017 editions of the GCEF Newsletter, featuring a summary of GCEF activities, profiles of funded projects, and the program’s continuing benefits to the community. We distributed these newsletters at: OpenHouseGCEF, Kingsland Wildflower Festival, Go Green! Greenpoint Festival, McCarren Park Farmers Market, McGolrick Park Farmers Market, Brooklyn Community Board public meeting, Greenpoint public schools, Greenpoint YMCA, Polish-Slavic Center, Greenpoint religious institutions, and Greenpoint subway and ferry stations. The 2016 and 2017 GCEF newsletters may be found in the “Newsletters” section of the GCEF website.
- On November 26, 2017, completed a comprehensive update of the descriptions of GCEF-funded projects provided on the GCEF website (see “Projects” section). These descriptions provide the Greenpoint public a means of following the progress and achievements of each GCEF-funded project.
- Added an additional 39 news stories and articles about GCEF to the GCEF website (see “Press” section of GCEF website), creating a publicly accessible archive of press coverage of GCEF-funded projects.
- NFWF created an informational video entitled “*IDEAs for a Greener Greenpoint*,” which presents the history of industry and pollution in Greenpoint, the GCEF program, and NFWF’s role as GCEF administrator. The video features a number of GCEF-funded projects. (To view the video, visit: <http://www.nfwf.org/whoware/mediacenter/video/Pages/greenpoint.aspx#.WZL5aYqQxE4>)

### **GCEF Social Media**

- Continued our active use Twitter for community outreach and education, 76 tweets about funded projects and their activities. This led to an increase in followers of @gcefund from 143 to 204.
- Issued individual “eblasts” promoting and supporting 45 GCEF project-related events and activities.

### **GCEF Grantee Oversight and Management**



- Continued to manage active GCEF projects including review and processing of: 1) three type of standard grantee project amendments (budget, timeline and scope of work); 2) request for payments which provide information about requested amount of funding, budget line item, and activities to be conducted with requested funds to ensure that the request is aligned with approved project budget and scope of work; and 3) all forms of program and financial reporting and closure.
- Conducted two quarterly in-depth reviews of interim reports and timelines associated with active GCEF Large and Legacy projects in order to ensure project progress relative to project workplan and address obstacles to project implementation or changes in project delivery. The use of metrics to track project achievements and the requirement to delivery one GCEF-related event annually was also discussed.
- Continued to work with each project to develop and implement at least one community event each year. GCEF compiles and, on a monthly basis, updates a calendar of these project events that is shared with the Go Green Hub, and serves as the basis for GCEF eblasts and tweets in support of the events.
- In July of 2016, conducted a “Survey Monkey” poll of grantees to assess their information-sharing and sustainability needs. Findings will inform the design and implementation of a Project Sustainability and Information Exchange event that GCEF will hold in the fall of 2018 in order to facilitate lessons learned and information sharing and networking among grantees, and to support the long-term sustainability of their projects.

### **For Your Interest:**

Finally, GCEF would like to share a photo from a project event that we thought you might enjoy: the Greenpoint Eco-Schools Eco Fashion Show, held on April 27, 2017.

Organized by the Eco-Schools Sustainability Coach for PS 34, Tina Wong, the fashion show was designed to raise awareness about the environmental impacts of the consumption and waste cycles. Families designed outfits made with upcycled materials that fit into one of three themes—Greenpoint’s past, present, or future. Greenpoint’s past was represented with designs that included individual cultural traditions, the Greenpoint oil spill, Newtown Creek, and the waterfront. Designs inspired by the present included American Playground, Citibike, Kingsland Wildflower rooftop, and new residential and waterfront developments. Finally, Greenpoint’s future was represented with robots, clean water and soil, and sustainability-themed designs.

A number of organizations contributed to the success of the Eco-Fashion show – models from the Lions Modeling agency joined students at the event and shared tips for walking on the runway; High Ten Media promoted the event and assisted during the dress rehearsal, Open Space Alliance co-sponsored the event and donated event space at Bushwick Inlet Park, and Neopolitan Express donated food for the event.

Over 80 families and friends attended the Fashion Show and were impressed by the student designs, creativity, and conservation messages. We hope you enjoy the photo!





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As always, we thank you for your interest in, and support of, GCEF.



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