

**GREEN
CITY
FORCE**

EESI Congressional Briefing: Conservation Corps

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WE ARE A MOVEMENT WE ARE THE FORCE.



Cohort 17 in Service Boot
Camp at Howard Houses

**GREEN
CITY
FORCE**

**TRAINING LEADERS TO POWER THE
GREEN ECONOMY, THROUGH SERVICE.**

greencityforce.org @greencityforce



OUR VISION

One day we will live in green cities where everyone can thrive.

We are working toward a “green city” rooted in social, economic and environmental justice. We view young adults from frontline communities as the essential force for driving the emergence of sustainable and resilient cities—by transforming their own lives, leading community transition, and promoting the values of a new, regenerative and inclusive economy.

We envision young people building the green cities we want to see through engagement in service years that also lead them on a path to satisfying and rewarding careers. We view service, purposefully designed, as a systemic solution to create a just, collaborative and connected society. Our ambition: that service to help build green and equitable cities becomes an avenue to opportunity for a generation of young residents of public and low-income housing.



OUR MISSION

We train young leaders to power a green and inclusive economy, through service.

Our model corps in New York City enlists and trains young people from low income housing communities for a new and more equitable economy. We equip them with the tools to change the trajectory of their lives and access good jobs. Corps Members develop a passion for sustainability and service through driving large-scale environmental and health initiatives in public housing and other frontline communities.

We design service as a path to greater well being and means to enlist young people to become contributors and leaders in the movement to build a greener, fairer and more just world. Graduates go on to jobs or college, directly or through alumni initiatives that build towards sectoral jobs and apprenticeships, via social enterprise contracts or advanced training developed with employers. Our network of alumni, partners and supporters constitutes a growing ecosystem anchored in our corps.





YOUTH UNEMPLOYMENT

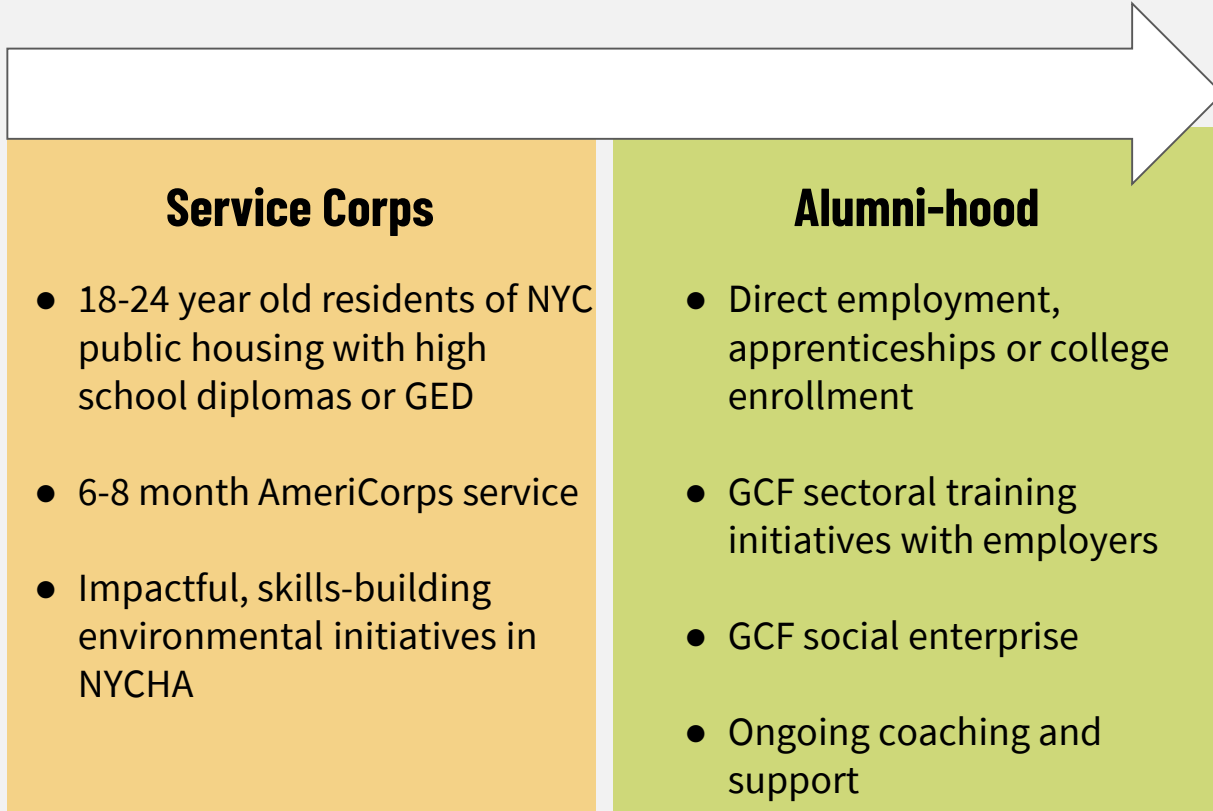
72% of NYCHA young adults are unemployed, lacking access to stable career pathways. Without successful work experience before 26, the odds of economic independence plummet.

CLIMATE ACTION GOALS

\$750M+ in annual energy waste and unnecessary pollution is caused by outdated infrastructure and poor usage habits, according to NYC's sustainability policy goals.



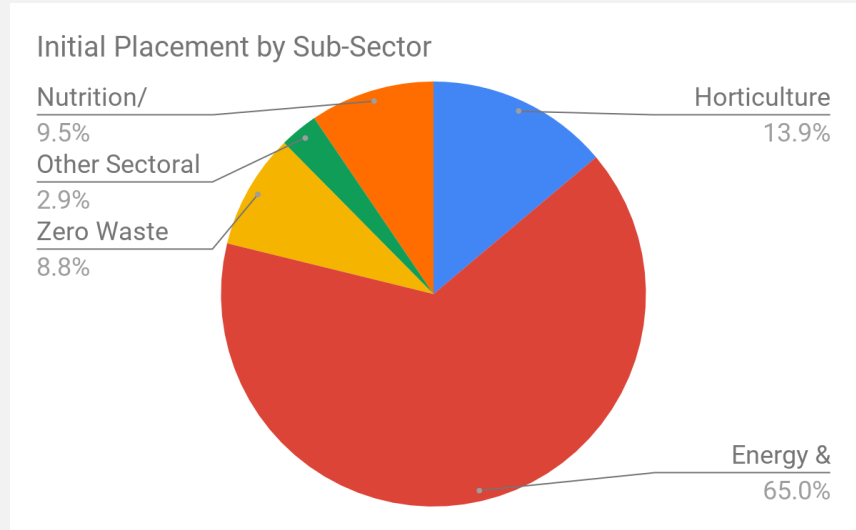
GREEN CITY FORCE PROGRAM MODEL



FOCUS ON GREEN ECONOMY SECTORAL PLACEMENT

Green City Force targets service-learning experiences, technical training and employer partnerships linked to specific jobs that encompass:

- energy efficiency, utilities, renewables and behind the meter technology;
- construction, operations, maintenance and management of buildings;
- waste management including recycling and composting;
- green infrastructure;
- maintenance and management of green spaces;
- horticulture and food production;
- community health and sustainability education outreach



PROVEN APPROACH



GRADUATION RATE

500+

GRADUATES

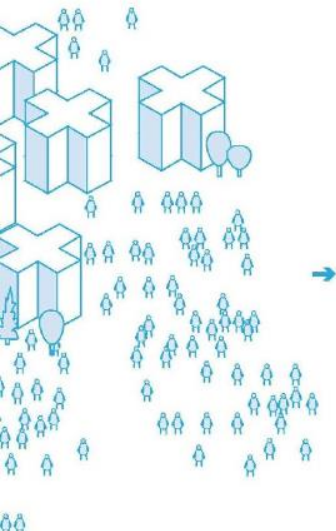


**JOB PLACEMENT
AT 6 MONTHS**

In 10 years, GCF has demonstrated young adults in NYCHA are ready to serve, can create large-scale environmental impact, build interest and skills for in-demand jobs and become standouts in the green economy.

GCF CORPS MEMBER JOURNEY

Public Housing in NYC:
a city within the city



Residents 18-24 are unemployed at higher rates than their peers outside of NYCHA.

GCF connects the dots between young talent and climate change, health and equality imperatives and opportunity in emerging fields.

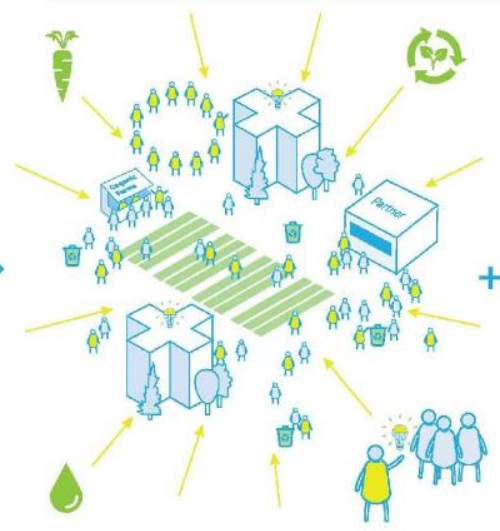
RECRUITMENT & ORIENTATION



Build the force for green service, one cohort at a time.

SERVICE & TRAINING

Greening NYCHA communities through visible, measurable, impactful, and skill-building paid service initiatives.



GCF's Corps drives large-scale environmental initiatives in NYCHA to transform land, buildings & practices, engaging thousands of residents.



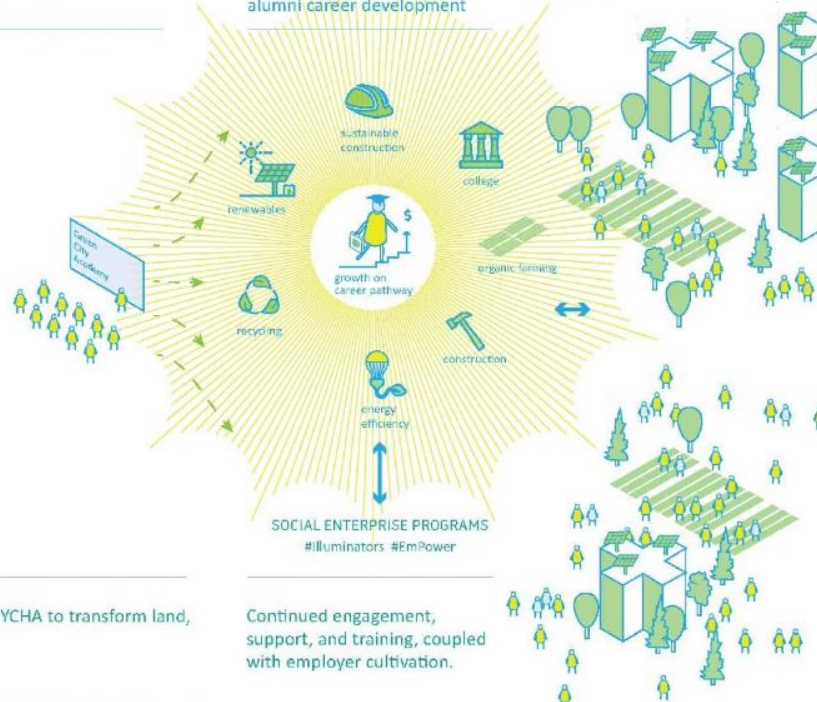
Members earn stipends and an education award at graduation. GCF provides MetroCard, certifications & support services.



Professional development, hard + power skills, eco literacy, community building.

ALUMNIHOOD

life-long commitment to alumni career development



Continued engagement, support, and training, coupled with employer cultivation.

Alumni power green and equitable cities



GCF SERVICE CORPS

Flagship Service Initiatives



Farms at NYCHA



Love Where You Live

MULTI-FACETED IMPACT

(Selected outputs since 2013)



40,000+

NYCHA Residents

Reached with
conservation education
and materials



13,568

Light Bulbs

Swapped for
efficient
lighting



8,013

Pounds

Of recyclable
material
collected

Farms at NYCHA: increasing resident consumption of fruits and vegetables, and resident savings (3 year outcomes, 2019 CUNY report*)

94,306 lbs

of produce distributed with a retail value of approximately \$202,257*



\$350,000+

In estimated value of ecosystem services with 19,517 lbs. of compostables collected



14,143 visits

To weekly farm stands



2,490 students

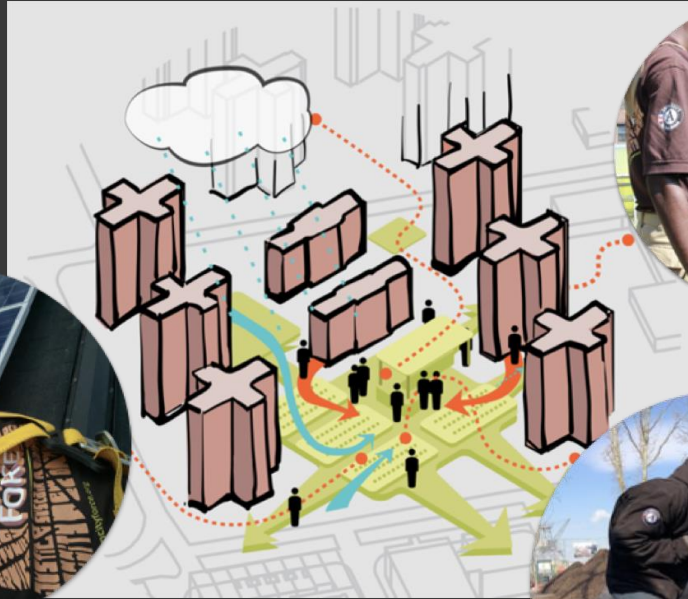
Educated in farm based learning



*Source: Farms at NYCHA Evaluation 2016- 2019, Dr. Nevil CUNY Urban Food P

ECOHUBS SERVING MULTIFACETED PRIORITIES

Eco Hubs powered by Green City Force build towards closed-loop systems in NYCHA developments and platform for young residents in service and training to respond to local and City priorities



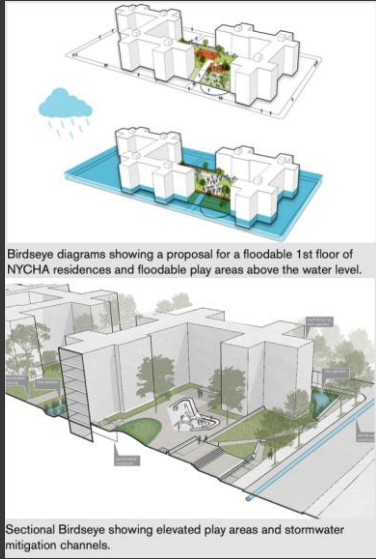
Impact areas include waste, water conservation, energy education, land improvement, resident engagement and outreach and innovation.



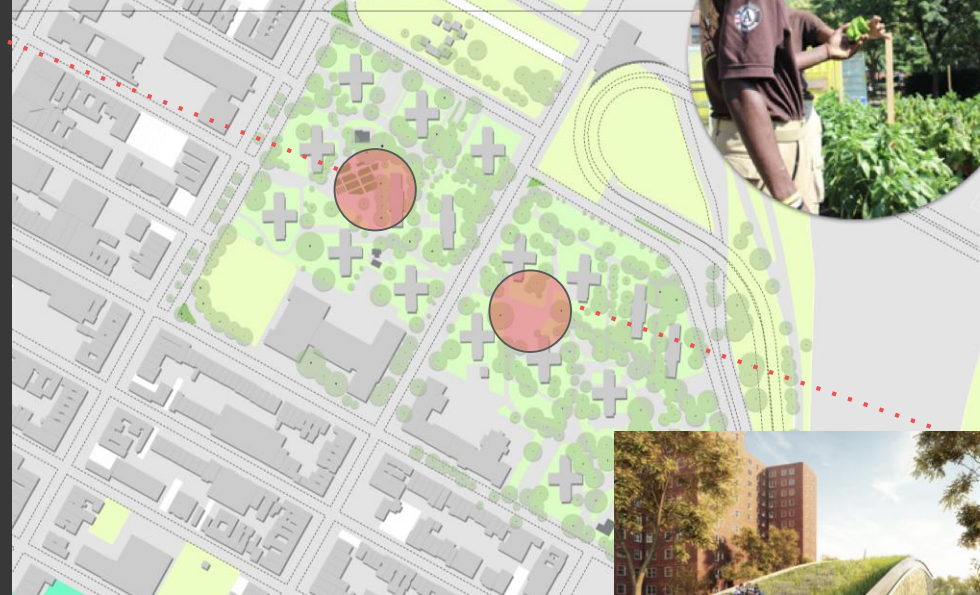
GCF's corps serves as design and implementation partner to residents, City agencies and NYCHA.

5 EXISTING FARMS AT NYCHA AS ECO

HUBS



Wagner Houses Farm [Existing Site]



In addition to organic food production, they will function as outdoor classrooms for resident participatory planning and engagement around behavior change towards composting, recycling, reuse, refill, energy and water capture and conservation.



Each of the 5 existing Farms at NYCHA will be outfitted with physical features for zero waste, energy generation, water catchment.



West Pod 2017 design showing a green roof covering an MEP pod. Proposal for reinvigorating the main promenade + activating space with farmers market

GCF ALUMNI NETWORK

Continued career counseling, trainings, and leadership



Salonia Thompson, Cohort 13 Alum



Domingo Morales, Cohort 10 Alum

GCF EMPLOYERS

A growing community



Multiple Hires



Individual Placements

Alumni in Energy & Buildings

This aspect of our sector includes careers related to:

- energy efficiency, utilities, renewables and behind the meter technology
- construction, operations, maintenance, and management of buildings

Examples of job titles include:

- Direct Installer
- Site Superintendent
- Porter/Handyperson
- Green Building Superintendent



65%
Of GCF Graduates

GCF SOCIAL ENTERPRISE

Employing GCF alumni



Sectoral skill-building



Boosting NYC's efficiency



EARLTON MASSENBURG



Current Position:

Apprentice at IBEW Local 3

Achievements at Green City Force:

- Gained certification as a Green Building Professional (GPRO) from the U.S. Green Building Council.
- Obtained 10 & 30 hour Occupational Safety & Health (OSHA 10 & 30) certification
- Completed NYCHA Resident Training Academy

NYSERDA's PRIORITY POPULATION LANGUAGE



Conservation corps participants are prioritized as part of New York State's \$70 million investment in clean energy workforce funding through NYSERDA.

“Priority populations” include the following groups:

- 18- to 24-year-olds participating in work preparedness training programs, that include energy related technical training, such as BOCES, technical high schools, Conservation Corps, Youthbuild, AmeriCorps, etc.

Alumni in Horticulture

This aspect of our sector includes careers related to:

- maintenance and management of green spaces
- horticulture

Examples of job titles include:

- Landscaping Crew Member
- Gardener



13.9%
Of GCF Graduates

Alumni in Nutrition & Food

This aspect of our sector includes careers related to:

- food production
- food preparation
- nutrition advocacy

Examples of job titles include:

- Chef Instructor
- NextGen Farmer
- Farm Coordinator



9.5%
Of GCF Graduates

Alumni in Zero Waste

This aspect of our sector includes careers related to:

- waste management including recycling and composting

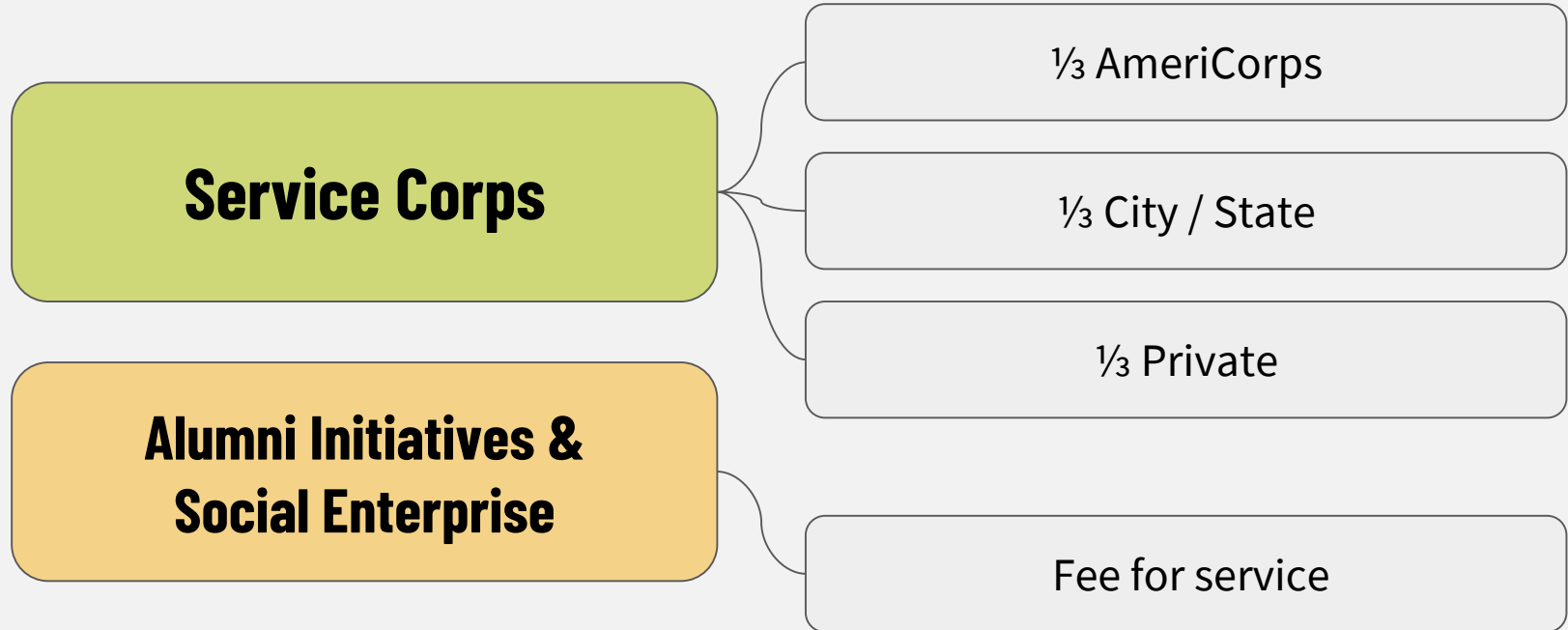
Examples of job titles include:

- Organics Recovery Manager
- Compost Coordinator



8.8%
Of GCF Graduates

FUNDING MODEL



CORPS ARE ENGINES FOR CLIMATE AND EQUITY IN CITIES AROUND THE COUNTRY



LA CONSERVATION CORPS

Transforming Youth. Enhancing Communities.



Join us! To learn more: [GreenCityForce.org](https://www.greencityforce.org)



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