



## Message from the Chairman

With an eye toward the future, the New York City Housing Authority is undergoing an ambitious and transformative planning process to ensure the preservation and growth of public and affordable housing in New York City – the Plan to Preserve Public Housing. Through the Plan, we will

address the challenges we face today, clarify our vision and lay the groundwork for future generations in the City. It is the most important initiative the Authority is undertaking in the coming months.

The Plan to Preserve Public Housing will set NYCHA's goals for 2011–2015. It will focus on six priorities – balancing our budget and ensuring long-term fiscal stability; using our valuable resources to preserve public housing and increase the number of affordable housing units; improving quality of life and enhancing self-sufficiency for public housing residents and Section 8 participants; promoting environmental sustainability in our workplaces and communities; increasing safety and security in our communities; and ensuring productive and customer-focused workplaces.

When I was named Chairman in 2009, Mayor Michael Bloomberg gave me a clear direction to address NYCHA's financial situation, improve the quality of life of residents and make the Authority more transparent and open to partnering. By working with our residents, community partners and other stakeholders to create this plan, we are doing this in a comprehensive way.

If NYCHA cannot fix its financial situation, we cannot preserve public housing. We have to find creative and innovative ways to bring in more money to the Authority. We are looking at new funding sources, as well as opportunities to partner with the private sector such as our recent efforts in the federalization of 21

developments. And we will take a long look at how we use our scarce resources. We need to use our dollars effectively to ensure the highest quality of service. We then will look for opportunities to streamline bureaucracy, eliminate unnecessary paperwork and processes and enhance delivery of frontline services to customers.

One of the most important measures of the success for this Plan will be its impact on our residents. We will define what it means to enhance the quality of life of NYCHA residents – securing jobs, enhancing educational outcomes, being safe and secure. We will bring the most impactful programs and services to our communities, and will measure our efforts so we can determine what works.

NYCHA will seek to engage both public housing and Section 8 residents throughout the process of creating the Plan to Preserve Public Housing. We cannot do this alone – we need your opinions and ideas. This does not mean that we can make every idea happen. Not every resident is going to agree with every outcome. But while there may be disagreement on policies, we will have an open process with you. You will know how we made decisions, why we chose what we chose, how items will be implemented and the effects they will have on your day-to-day life.

The Authority already has begun to collaborate with highly effective external partners, including the Harlem Children's Zone, Robin Hood Foundation and the United Way to name a few. These collaborations are leading to real results for our residents in education, employment and financial opportunities.

If you are interested in finding out more about how you can participate in the Plan to Preserve Public Housing, please call **212-306-6093** or email [plan@nycha.nyc.gov](mailto:plan@nycha.nyc.gov).

You can expect to hear a lot more about the Plan to Preserve Public Housing during the coming months. And I look forward to working with you to shape NYCHA for not just the next five years, but the next 75 years.

## Green is Cool!

The New York City Housing Authority (NYCHA) has proven to be a valued partner in the fight against global warming. The Authority has helped Mayor Michael Bloomberg reach a significant milestone by participating in the coating of the one millionth square foot of rooftop as a part of the NYC CoolRoofs Program. On the morning of October 13, Mayor Bloomberg, NYCHA Chairman John B. Rhea and NYCHA Environmental Coordinator Margarita López celebrated this accomplishment at Dr. Ramon E. Betances Houses in the South Bronx, wielding paint rollers and wearing bright orange t-shirts.

By adding a white, reflective coating to one million square feet of rooftop, which includes more than 100,000 square feet of rooftop on NYCHA facilities, the NYC CoolRoofs Program is helping landlords reduce cooling costs, energy usage and curb buildings' carbon dioxide emissions. The program is one of the original initiatives of NYC Service and will support the City's efforts to reduce greenhouse gas emissions by 30 percent by 2030, a principal goal of PlaNYC, the City's comprehensive sustainability plan.

As part of the CoolRoofs Program, the roofs of 105 public, private and non-profit buildings were coated white. The reflective white coating can reduce rooftop temperatures by up to 60 degrees, which leads to reduced cooling costs and reduced carbon emissions into the environment. A cool roof also absorbs 80 percent less heat than traditional dark colored roofs and



NYCHA Chairman John B. Rhea (far right) and Commissioner Margarita López (second from right) join Mayor Michael Bloomberg (center) at Betances Houses in the Bronx to coat the one millionth square foot of rooftop white by the NYC Service Cool Roof Initiative.

can lower indoor temperatures by up to 20 degrees on hot days. The decrease in temperature reduces the need for air conditioning, lowering electric bills and reducing energy consumption. The white reflective coating also can extend the life of a roof by five to 10 years by reducing the stress caused by extreme heat.

Several corporate partners support NYCHA in their cool roof efforts, including Bloomberg LP, Disney, Ernst & Young LLP and Moody's. Nearly 300 employees volunteered to coat the roofs with materials donated by the companies.

NYCHA not only has been recognized as a valued partner in sustainability efforts, but also for promoting its Green Agenda. On October 6, NYCHA was recognized at the American Institute for Architects – New York / Center for Architecture's Heritage Ball for its achievements in energy efficiency and greening in partnership with the Clinton Climate Initiative, a foundation established by former president Bill Clinton. This annual award given by the Center for Architecture Foundation recognizes an individual or organization that improves the built environment through education and community involvement. It was presented to the Clinton Climate Initiative for its work on energy efficiency in buildings in New York City and around the world. NYCHA's Green Agenda was one of the featured projects, with special emphasis on the energy improvements at Castle Hill Houses in the Bronx, which include new boilers and replacing incandescent light bulbs and existing hot water tanks with instantaneous hot water heaters.