



Economic Opportunity

INITIATIVES **Housing and Neighborhoods** • Explore additional areas for new development • Develop new neighborhoods or underutilized sites • Create new units in existing neighborhoods | **Parks and Public Space** • Facilitate urban agriculture and community gardening | **Brownfields** • Increase participation in the NYC Brownfield Cleanup Program by partnering with lenders and insurers • Enable the identification, cleanup, and redevelopment of underutilized land • Build upon existing State and Federal collaborations to improve the City's brownfield programs • Study the economic value of brownfield redevelopment in New York City • Leverage City programs to establish funding and other incentives for cleanup and redevelopment • Increase the transparency and accessibility of brownfield cleanup plans | **Water Supply** • Increase operational efficiency with new technology | **Transportation** • Improve freight movement • Invest in airport infrastructure • Seek funding to maintain and improve our city's mass transit network | **Energy** • Provide energy efficiency financing and information • Create a 21st century energy efficiency workforce • Make New York City a knowledge center for energy efficiency and emerging energy strategies • Encourage the development of clean distributed generation • Foster the market for renewable energy in New York City • Develop a smarter and cleaner electric utility grid for New York City | **Solid Waste** • Create additional opportunities to recover organic material • Identify additional markets for recycled material • Pilot conversion technologies

New York City is an engine of economic growth. Our globally-significant harbor and transportation system move goods and people around the city and far beyond; our financial services industry supports entrepreneurship; our universities, museums, and theaters draw talented and hard-working people from around the world. But today's global economy is tougher than ever. We are vying with cities as near as Stamford and as far as Shanghai to be the city of opportunity in a world where people and capital investment flows are highly portable.

Our policies to make New York a greener and greater city are part of a larger strategy to make us a more competitive one. We will spur new industries, drive innovative practices and technology, maintain critical infrastructure, create a skilled workforce, and improve the quality of life which is critical to attracting companies and talent. PlaNYC policies will contribute to our economic transformation by driving new markets for businesses. We will support renewable energy generation

by exploring the development of utility-scale renewable energy at our former landfills. Recovering organic materials such as yellow grease from our waste stream will create opportunities for new markets like biodiesel and is already supporting local jobs. Our cogeneration projects will reduce greenhouse gas emissions and encourage the market for clean energy technologies. Energy efficiency can also reduce costs for both businesses and household consumers alike.

Removing key regulatory or financing barriers and providing good information helps businesses grow faster. Streamlining the requirements for cleaning contaminated properties creates incentives for their development, ultimately creating jobs and opportunities for new housing and businesses. Similarly, removing zoning and building code impediments to rooftop clean energy technologies and supporting expanded generation and use of renewable energy will create new entrepreneurial opportunities. Improving access to energy efficiency financing by the strategic use of federal dollars blended with commercial dollars will also put more money in the pockets of New Yorkers through lower utility bills.



Our Greener, Greater Buildings Plan will require skill enhancements throughout the building industry and create employment opportunities in emerging fields like energy auditing, retro-commissioning, and energy management. We will build a 21st century energy efficiency workforce by creating an energy efficiency education center for building professionals, adopting standards for energy efficiency professionals, and training electricians in the energy code. By preparing our workforce with the skills it needs, we will make New York City into a center of energy efficiency practice and technology.

Our economy depends on a reliable transportation system for people and freight. We will seek to improve freight movement by increasing rail and waterborne freight deliveries to our Brooklyn waterfront and improve landside access to the New York Container Terminal. Working with the Port Authority of New York and New Jersey, neighboring states, and the federal government, we will seek to improve our gateways to the rest of the nation and the world, so that arriving or departing from New York City becomes the world-class experience it should be. We must also continue improving how people move around the city by maintaining our mass transit system and network of roads and bridges.

Whether it is installing automated meter reading systems to measure water use, re-thinking how we transport solid waste, improving the efficiency of government buildings, or investing in green infrastructure to supplement more expensive grey infrastructure, we will also be conscious that our initiatives to make New York a greener, greater city also have the potential to lower the cost of municipal government and make City services more efficient and cost-effective.

Our city has always evolved through tough economic times by transforming challenges into opportunities. We will use the challenges of building a greener, greater New York to propel our economy into the future. By investing in our infrastructure, creating policies that foster new markets and businesses, removing barriers that hinder existing ones, and building a workforce with cutting-edge skills, we will strengthen our economic foundation so that we can continue being the city where people want to be.