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Press Release

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IMMEDIATE

MTA Works with Young Adults to Promote Green Collar Economy

Interns from Win-Win Campaign to Assess Energy Efficiency of Delancey & Essex Subway Station

The Metropolitan Transportation Authority (MTA) announced today that MTA officials will join young adults engaged in a New York City environmental campaign tomorrow at 1 p.m. to conduct an energy efficiency assessment of the subway station at Delancey and Essex Streets on the Lower East Side of Manhattan. The interns, working as part of the Win-Win Campaign, will analyze all aspects of the station to ensure that no energy is being wasted, and will make recommendations about ways that the MTA can reduce its energy costs.

The Win-Win interns, known as Community Energy Consultants for small business, will examine the station to evaluate their campaign's four energy conservation categories – lighting, HVAC, electrical plug load and hot water – then, apply 16 energy conservation measures in recommending solution upgrades. The interns will have access to the public portion of the station – platforms, entrances and passageways – as well as the operational rooms essential to the smooth running of the subway system.

"I am delighted that the MTA is able to provide hands-on experience that will influence the next generation of environmental leaders," said Elliot G. Sander, executive director and CEO of the MTA. "Environmental sustainability is one of the MTA's strategic priorities, and we are working together with our outside stakeholders to make the green mode of transportation even greener."

The energy assessment will be conducted by a dozen mentored Win-Win interns, who range in age from 16 to 26. They will be accompanied by Stanley Karoly, Chief Electrical Engineer for MTA New York City Transit, and Thomas Abdallah, Chief Environmental Engineer for MTA New York City Transit's Department of Capital Program Management.

The Win-Win Campaign was launched in conjunction with Manhattan Borough President Scott M. Stringer's Go Green Initiative early in February.

"I am proud to have the Win-Win Campaign as a partner on our Go Green Lower East Side Initiative, and to work with the MTA to make the subways part of greening efforts," said Manhattan Borough President Stringer. "This is an invaluable opportunity for young people to work together with MTA employees to evaluate how energy efficient a vital subway station is. I hope that the recommendations made can be adopted and we can all work together to ensure energy efficiency in the City's subway stations while continuing to engage youth on sustainability issues throughout the borough."

The campaign provides on-site workforce training to New York City youth eager to build green careers that will help create a more energy efficient economy in our region. To date, Win-Win interns have surveyed 55 square blocks on the Lower East Side and completed more than 20 Energy Efficiency Assessments for neighborhood small businesses.

"The Win-Win Campaign empowers young people to be the drivers of sustainable change within their communities by helping small business owners save energy and money. Interns graduate with the real world, energy auditing skills needed to obtain green jobs that can retrofit New York's buildings and our economy," said Janna Olson, Executive Director, Win-Win Campaign. "We are delighted by the MTA's generosity in opening their station and expertise to our pilot initiative."

About the Win-Win Campaign

Envirolution – the managing non-profit of the Win-Win Campaign – is a 501 (c)(3) Sustainability think & do tank located on New York's Lower East Side. The organization is dedicated to providing youth from diverse communities with green career development opportunities through sustainability education, civic engagement and job training programs. Envirolution was founded in 2007 by Executive Director Alex Gamboa and Developmental Director Antuan Cannon to build programs that have positive environmental, economic, and social impacts. The non-profit developed seven sustainability chapters within high school and college campuses prior to creating the Win-Win Campaign's youth-led energy efficiency initiative.

Win-Win Campaign – One unique campaign component pairs the campaign's 16 signature Energy Conservation Measures with the seven low- or no-cost incentive options available to small businesses through ConEdison, NYSEERDA and NYC's Department of Environmental Protection. Win-Win is developing a user-friendly, online Resource Management System that tracks each small business owner's carbon, energy and monetary savings with a carbon footprint social networking tool designed to structure friendly competition for increased savings among business owners, their customers and community organizations.

The program launched in Feb. 2009 with the following partners – Manhattan Borough President's Office, Manhattan Chamber of Commerce, Solar One, Sustainable Business Network of NY, EME Group, Lower East Side Ecology Center, location sponsor The New School and is supported in part by a generous grant from the Mertz Gilmore Foundation's Climate Change Solutions program.

