



BROADWAY MALL ASSOCIATION

GreenKeepers Partnership with Broadway Mall Association and Bob Herrmann

This year Goddard Riverside GreenKeepers and TOP Opportunities is celebrating 14 years of partnership with Bob Herrmann, President of the Broadway Mall Association and partner of Menaker & Herrmann LLC, a small law firm located in midtown. TOP Opportunities initially met Bob in 1997 because one of our supported employment consumers started working at his law firm as a clerical assistant.



GreenKeepers, part of TOP Opportunities supported employment program, is a social enterprise business currently responsible for general horticultural maintenance of the Broadway malls from 86th Street to 96th, weekly sanitation services of the malls from 70th Street to 168th Street, and regular watering of planted beds from 86th to 96th Street and 109th to 122nd Streets. Crews are responsible for the collection and bagging of large items of garbage (cans, bottles, paper and plastic bags, and other like debris); sweeping the walkways, and emptying the receptacles, replacing bags, and setting aside bags for collection by NYC Department of Sanitation. Crew members work closely with all Broadway Mall volunteers and the Parks Department staff to maintain the beautification and cleanliness of the malls. Greenkeepers interface daily with the general public storekeepers and building supers.

GreenKeepers provides on the job training and job placement for landscaping and street sanitation crews to plant and maintain neighborhood green spaces and public areas. Currently there are 20 people employed on the Broadway malls. All positions are part time, paying at least minimum wage \$7.15 per hour. In addition to the landscaping projects, Broadway Mall Association offers consumers additional work through seasonal bulk mailing projects. These projects allow us to provide training and stipends to TOP Opportunities consumers who want clerical experience.

Under Bob Herrmann's leadership, the Broadway Mall Association has provided more than 100 consumers training and competitive wage employment over a 14 year period. For so many consumers, it was their very first job. For others, it was an opportunity to re-enter the world of work after years of homelessness, poverty and debilitating symptoms of mental illness. Bob Herrmann was nominated as employer of the year for having provided employment opportunities to so many highly motivated yet fragile individuals and for enabling consumers to regain their independence and dignity. In turn, the crew members take great pride in their efforts to beautify their own community.

www.broadwaymall.org