



PERFORMANCE REPORT

January 18, 2010



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Executive Summary • January 18, 2010



The Green Impact Zone is a national demonstration of how an urban community can be transformed through intense and comprehensive coordination of programs and resources. The targeting of resources into the Green Impact Zone is dependent on the successful application for and receipt of competitive federal funds, primarily from the American Recovery and Reinvestment Act.

Green Impact Zone staff and partners continued to focus on developing partnerships and maximizing use of existing resources and programs during December and January.

While the holiday season and winter weather limited some activities, progress was made on a variety of fronts, including:

- Development of a plan for youth engagement in the Green Impact Zone.
- Partnering with the U.S. Census Bureau to provide employment testing and promote the upcoming census.
- Working with the Mid-America Assistance Coalition to develop a common application system that will allow residents to complete a single application for multiple services.
- Connecting residents in need with city and community assistance programs.
- Analysis of survey data.

Other key efforts during this report period included personal follow-up contacts with residents who attended the Dec. 5 community event; planning for the next community event, to be held March 27; and working with KCP&L to further develop plans for the SmartGrid Demonstration Project in the zone.

New partnerships were also developed and/or discussed with Kansas State University, OAI, Inc., the National Vacant Properties Campaign and numerous other organizations.

While disappointed with the news that the Neighborhood Stabilization Program grant application was not funded, MARC continues to work closely with federal, state and local officials to seek other funding opportunities for the zone.

Progress Report: Outreach

Scope of Services:

MARC will work with neighborhood organizations to develop and implement a comprehensive neighborhood outreach program helping residents of the Green Impact Zone access programs and services. The outreach program will include:

- » *Hiring and deployment of outreach workers into the zone.*
- » *Establishment and staffing of a community center in the zone.*
- » *Establishment and implementation of an extensive engagement and marketing program to reach every resident of the zone.*
- » *Implementation of a neighborhood leadership training program in the zone.*
- » *Establishment and operation of neighborhood improvement crews within the zone to develop beginning job skills and practices for young adults and to do exterior work to homes and public properties.*

Youth Engagement Plan

A work plan has been developed to involve youth in the Green Impact Zone through education and a team competition that will help teens put what they've learned to work. Targeted at 12- to 18-year-olds, the plan includes workshops, field trips and community service and leadership opportunities. Through this program, teams of teens will learn about what it means to be "green," develop ideas for green businesses, and work on business models and marketing plans. Teams will present their plans to a panel of judges for review, and prizes will be awarded based on the judges' scores.

A group of local businesses, service organizations, nonprofits, schools, universities and media outlets have been identified as potential partners and mentors for the project.

March Community Event and Information Fair

During this reporting period, staff began planning for the second community event and information fair, to be held March 27. Building on the success of the Dec. 5 event, which had more than 500 participants, the second event will focus on health — healthy bodies, healthy homes, healthy families and healthy neighborhoods. Work is underway to coordinate speakers, vendors and presentations for the event.

Community Leadership Program

Building leadership capacity in the Green Impact Zone continues through the Community Leadership Program offered by MARC's Government Training Institute. The program, open to all Kansas City, Mo., residents, delivers a series of five certificate courses: Personal Strengths, Facilitation Skills, Relationship Building, Problem Solving and Community Building.

Current enrollment includes 24 participants in the Personal Strengths series that began on Jan. 12, and 34 participants in the Facilitation Skills series that begins on Jan. 20. Approximately 25 enrollees are Green Impact Zone residents recruited by MARC's community ombudsmen.

More information about the program, including online registration for upcoming courses, is available at www.marc.org/clp.

Community Crews

While winter weather has hampered the outdoor activities of Community Crews in the Green Impact Zone, the crews have



completed concrete work on two homes and have 20 more projects scheduled for when the weather improves. The crews plan to complete work on 72 residential properties in the Green Impact Zone by the end of this year. Classroom and hands-on training for the crews — two teams, with four members each, made up of post-high school youth from the zone — are coordinated by the Ivanhoe Neighborhood Council.

Community Ombudsmen

Ombudsmen activities during this reporting period included:

- Making personal contact with each of the Green Impact Zone residents who attended the Dec. 5 community event to thank them for attending and ask about any needs for assistance they might have.
- Assisting residents with applications for weatherization services.
- Referring residents to programs that offer home repairs, utility assistance and other needed services.
- Attending neighborhood organization meetings.
- Developing individual work plans for the coming year.

Community Presentations

- Green Impact Zone Director Anita Maltbia and Assistant Director Twana Hall-Scott made a presentation about the Green Impact Zone to EPA officials at a meeting on Dec. 21.
- Lead Community Ombudsman Arletha Bland Manlove spoke at a press conference held by the U.S. Census Bureau as part of the 2010 Census *Portrait of America* Road Tour on Jan. 11.
- Anita Maltbia served as emcee at the state-sponsored Martin Luther King, Jr. Day celebration at St. James United Methodist Church.

Progress Report: Data

Scope of Services:

MARC will subcontract with the University of Missouri–Kansas City Center for Economic Information to develop and execute the collection of data about all aspects of the zone, including a survey of housing and neighborhood conditions and the collection of operation data of programs operating in the zone.

The center will also assist MARC in analyzing the data and evaluating program accomplishments in order for mid-program course corrections to be made and the eventual merits of all programs to be judged.

Finally, the center will assist MARC in establishing an interactive Web site that zone organizations and residents can use to understand and assess their community and the programs that are operating in their community.

UMKC Data Collection Project

MARC contracted with the University of Missouri–Kansas City’s Center for Economic Information to complete a detailed survey of current housing and infrastructure conditions in the Green Impact Zone. UMKC data surveyors finished collecting residential data in early December, and center staff expect to publish a formal report by the end of January.

UMKC Architectural History Research

Last fall, students in the Urban Planning and Design Studio III at UMKC’s Department of Architecture, Urban Planning and Design (AUPD) surveyed the historic resources within the Green Impact Zone neighborhoods to produce a baseline survey that can be used by staff, residents, neighborhood organizations and others to help plan for neighborhood conservation and revitalization.

The students’ work culminated in December 2009 with a final presentation at the Bruce R. Watkins Cultural Heritage Center. According to their research, neighborhoods in the zone have a rich social and architectural history that is still evident throughout the area today. In addition to thousands of historic homes, the zone is home to many historic public buildings, churches, public spaces and infrastructure. Despite this rich history, however, the historic resources within these neighborhoods are often undervalued and “invisible” to many residents and visitors to the area. Building greater environmental awareness and attention to the value of the historic resources in the zone will help to contribute to the area’s revitalization.

The neighborhoods within the Green Impact Zone are early 20th century neighborhoods built largely before 1925. Of the 3,799 residential structures surveyed by the students about 50 percent are historic bungalows. Other common historic architectural types include the four-square and shirtwaist homes and cottages (pre- and post-WWII). (See chart, next page.) According to city data, there are about 425 dangerous or vacant buildings with the Green Impact Zone — half of which have significant historical detail and high levels of architectural integrity. Maintaining these structures and their original features in the future will help to contribute to maintaining property values and the sense of place in the zone.

The data produced from the historic resources survey is consistent with the city of Kansas City’s efforts to stabilize, conserve and preserve its historic urban neighborhoods. Unfortunately, many neighborhoods east of Troost remain unsurveyed and historic resources are not only undervalued, but also unknown.



- With the student work completed, Dr. Jacob Wagner and his research assistants, Scott Walters and Amanda Crawley, are working to develop a data analysis and final report. AUPD's research will assist with the weatherization, energy efficiency and neighborhood stabilization efforts of Green Impact Zone partners.

Single-Family Residential Architectural Style Analysis — Absolute Values

	Total Homes	Bungalow	Four Square	Cottage	KC Shirtwaist	Craftsman	Prairie	Folk Victorian	Tudor	Other
Green Zone	3,799	1,901	261	163	148	74	48	39	24	1,141
Manheim Park	776	150	88	112	99	18	5	1	2	301
Ivanhoe	1,593	955	90	13	35	22	2	31	0	445
Town Fork Creek	465	334	14	5	1	8	9	2	0	92
Blue Hills	689	377	45	16	13	6	4	5	12	211
Troostwood	276	86	25	17	1	20	30	0	9	88

Resident Survey

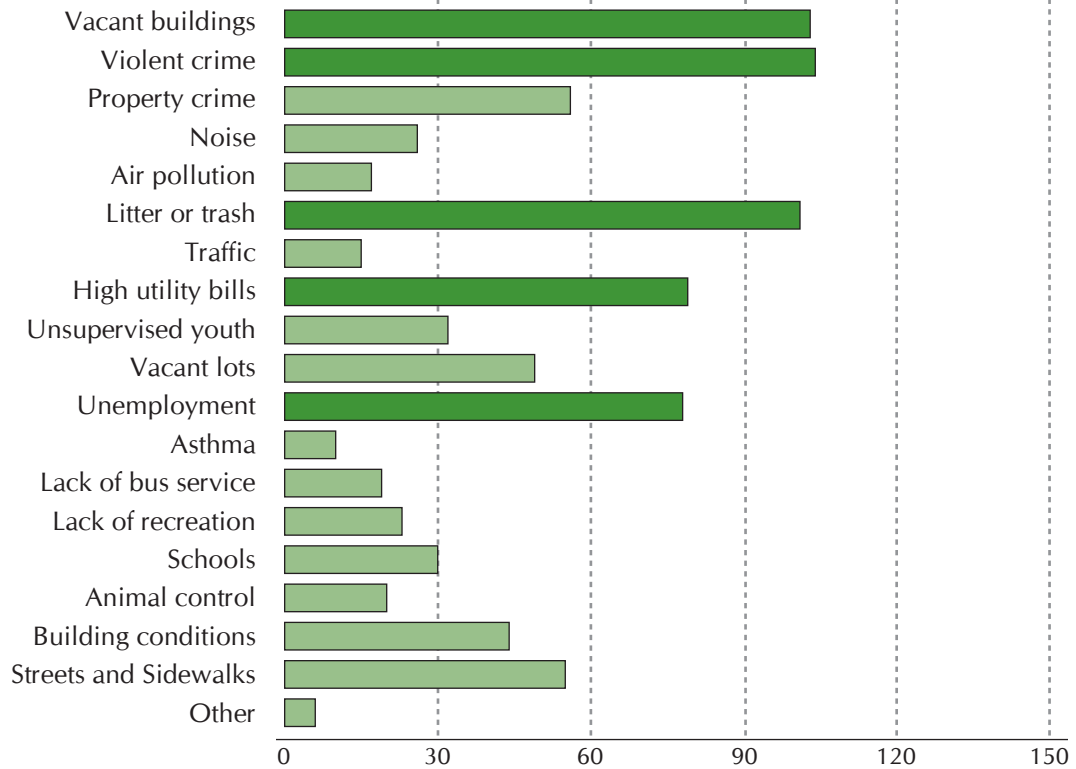
The Green Impact Zone's data committee published results of a survey completed by 150 zone residents at the Dec. 5 community event. Some highlights from the survey results, compiled with support from the University of Kansas Political Science and Sociology departments:

- The most important problems in the zone identified by residents are violent crime, vacant buildings, litter or trash, high utility bills and unemployment.
- The most important programs residents would like to see neighborhood and community groups work on are weatherization, housing rehabilitation, job training and youth programs.
- 60 percent of residents like their neighborhoods, and nearly 50 percent believe they can have an impact on what happens in their neighborhoods.
- Many residents are actively engaged in their communities, with 92 of the 150 respondents indicating they had attended a neighborhood or block meeting in the past year, and about one-third indicating they had served on committees and attended public meetings.

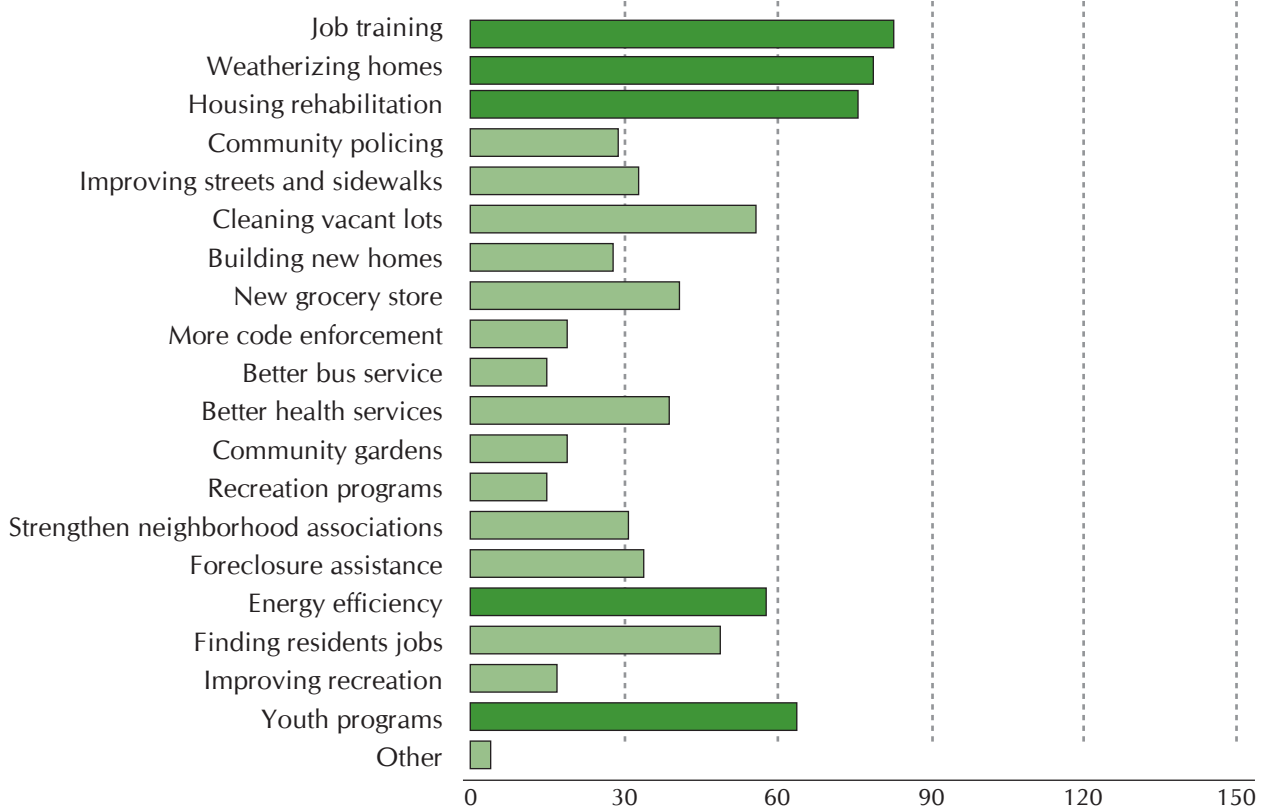
The charts on pages 6–7 provide more information, and complete results are available online at www.greenimpactzone.org/news.

Green Impact Zone Resident Survey — Summary of Results*

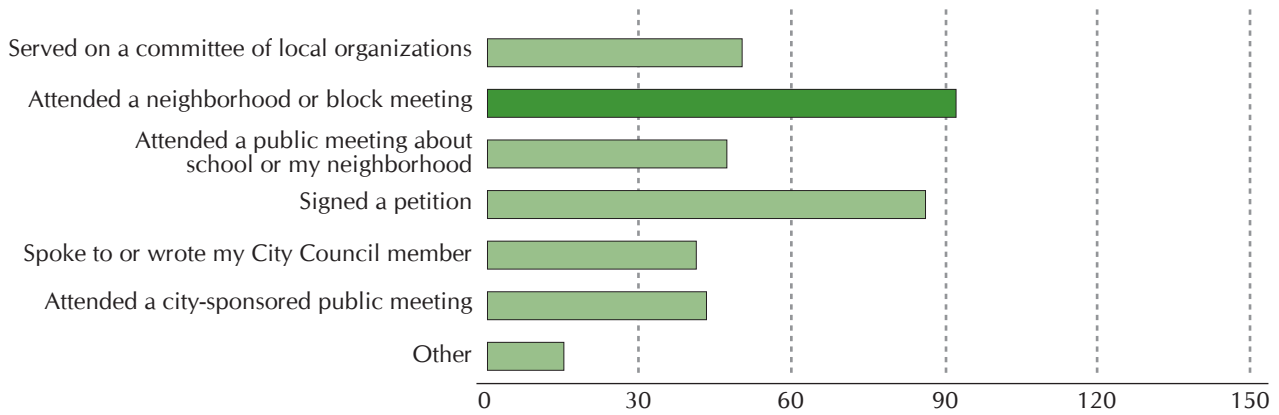
1. What are the most important problems facing residents of the Green Impact Zone? (Choose five.)



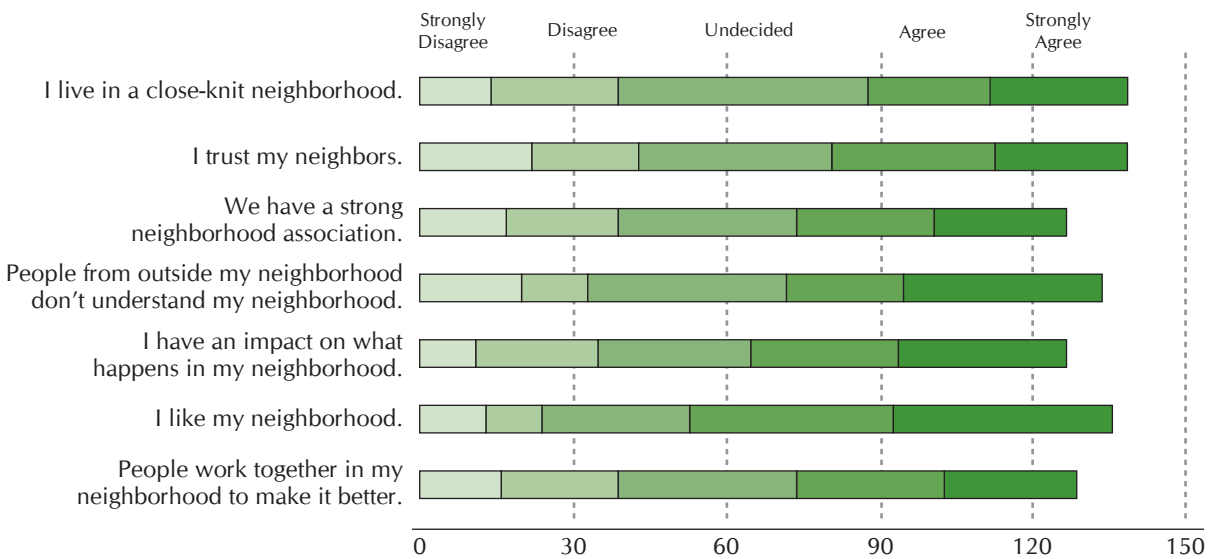
2. What programs should the residents and neighborhoods work on for the community? (Choose five.)



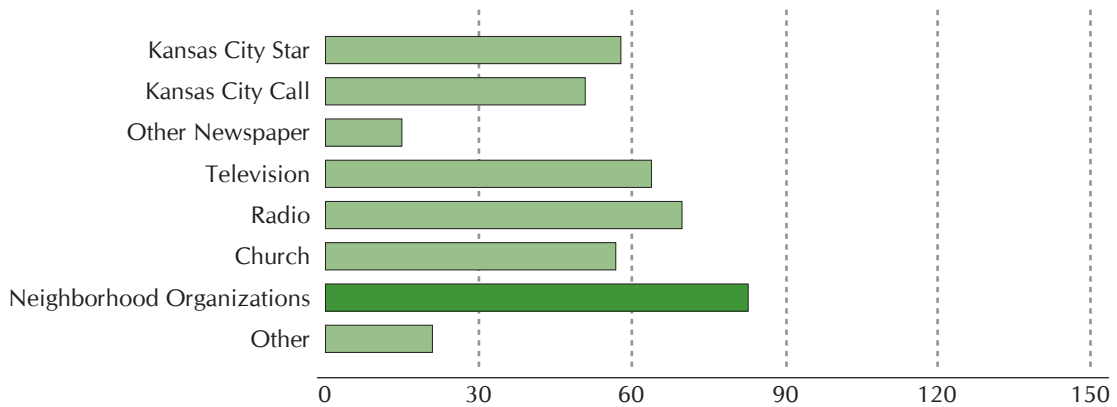
3. Which of the following have you done in the last year?



4. How strongly do you agree or disagree with these statements about your neighborhood?



5. What do you rely on to get information about your community?



**From a survey of 150 residents conducted at the Dec. 5 Community Event and Information Fair. Complete results are available online at www.greenimpactzone.org/news*

Progress Report: Administration

Scope of Services:

MARC will provide program, administrative, and financial management of the Green Impact Zone initiative, including:

- » Financial management of this contract and other funds flowing into the zone.
- » Program coordination of activities within the zone.
- » Administrative coordination of activities under contract.
- » Grant writing and development.
- » Development of public, civic and private partnerships in support of the zone.
- » Periodic reports to the city and the public.

Partnerships

MAAC Link

Green Impact Zone staff members and other partners are working with the Mid-America Assistance Coalition to modify MAAC Link, a software program that will allow residents to complete one common application for multiple services. Additional information fields will be incorporated into a software upgrade scheduled for this spring. Once the system is in place, staff will be able to use wireless technology to help residents complete applications on-site at community events or during door-to-door visits.

U.S. Census Bureau

The Green Impact Zone has partnered with the U.S. Census Bureau to provide space for employment testing. The Census Bureau is recruiting temporary workers to work in their own communities, locating households, explaining the purpose of the census, helping neighbors complete the 2010 Census questionnaire, and recording responses on paper forms. Employment tests will be held at the Green Impact Zone office on Jan. 12, 21 and 28, and Feb. 4, 11 and 18.

Kansas State University

Discussions are underway with Kansas State University officials about a semester-long project in which approximately 40 students will form teams to develop plans using theories from *Fixing Broken Windows* by George Kelling. The students will focus on architecture, landscape and transportation, providing practical plans that can be implemented in the zone.

KCP&L SmartGrid Demonstration Project

As previously reported, the total SmartGrid Demonstration project is expected to cost more than \$48 million, half of which is being paid for with stimulus funding through the U.S. Department of Energy. KCP&L, working with a coalition of industry partners, is planning to contribute an additional \$24 million on the five-year project that will modernize the energy infrastructure in the zone.

KCP&L has been communicating with the Department of Energy as it shares detailed information about federal reporting requirements. KCP&L is also finalizing contracts with project partners Siemens, OATI, Landis + Gyr, Intergraph, GridPoint and Kokam America Inc. (Dow Kokam). KCP&L continues to refine its plans for deployment

Green Impact Zone Partner Organizations:

- » *City of Kansas City, Mo.*
- » *Full Employment Council*
- » *Kansas City Area Transportation Authority*
- » *Kansas City Metropolitan Crime Commission*
- » *Kansas City Power & Light*
- » *Kansas City, Mo., Police Department*
- » *Metropolitan Community Colleges*
- » *Metropolitan Energy Center*
- » *Mid-America Regional Council*
- » *Missouri Gas Energy*
- » *PolicyLink*
- » *Time Warner Cable*
- » *University of Missouri–Kansas City*
- » *U.S. Census Bureau*

of smart meters, and field activity is currently scheduled for mid-2010.

In addition, on January 28, KCP&L will host a train-the-trainer workshop for the Green Impact Zone staff. The primary focus of the training workshop will be to explain how the Smart Grid works and introduce customer programs that will help move the zone toward an energy efficient future.

OAI, Inc. and Building & Construction Trades Council

Through a partnership with OAI, Inc., a nonprofit organization focused on innovative workforce development, the Green Impact Zone is helping to recruit zone residents for job training programs. About half of the 25 students in the current training session — focusing on asbestos, lead, mold and hazardous waste remediation, OSHA construction safety rules and blueprint reading — are zone residents. Another session focused on weatherization and energy audits will be held next summer. Grants from the Environmental Protection Agency allow OAI to offer the training to zone residents at no charge. Further partnerships with the Building and Construction Trades Council will be developed to help place trained workers in jobs.

Keep Kansas City Beautiful

The Green Impact Zone will partner with KKCB to conduct a series of training sessions on rain gardens and other stormwater management and beautification projects. The project includes both classroom training to be held at the Green Impact Zone offices and hands-on workshops in the community. The program will begin in March.

Other Potential Partners

During this reporting period, Green Impact Zone staff met with representatives of a number of other organizations, including:

- Economic Development Corporation of Kansas City
- Green Acres Urban Farming
- National Vacant Properties Campaign
- The Energy Savings Store, a SmartGrid partner
- Convoy of Hope
- One KC WIRED
- Metropolitan Council on Early Learning
- Second Chances
- Park University
- Kansas City, Mo., Housing Department

- MARC Transportation Department
- Metropolitan Community Colleges Institute for Workforce Innovation
- Kansas City, Mo., Housing Authority
- Environmental Protection Agency — Environmental Justice
- Bridge Leadership Academy
- Staff of U.S. Rep. Emanuel Cleaver II
- Beatzilla (providing training for young adults)

Summary of Green Impact Zone Expenditures

Category	Total Amount Budgeted	Current (Nov. 1– Dec. 31, 2009)*	Cumulative (Since Sept. 1, 2009)
Personnel costs, including salaries, fringe benefits and other indirect costs	\$632,803.00	\$123,795.14	\$223,528.05
Consultants/contractual services	\$641,500.00	\$8,171.46	\$11,205.96
Office lease, equipment and other expenses (including furnishings, computers, phone, etc.)	\$120,800.00	\$6,671.05	\$55,451.84
Other costs (including meeting expenses, printing, postage, training, supplies, etc.)	\$104,897.00	\$10,889.69	\$17,465.29
Totals	\$1,500,000.00	\$149,527.34	\$307,651.14

* MARC's Fiscal Year 2009 ended on Dec. 31. Some additional charges for December may be added as the fiscal year closeout process is finalized. If so, changes will be noted in the next report.

Progress Report: Participation

Scope of Services:

MARC will include information and promote neighborhood engagement/participation in various city sustainability priorities/initiatives (including solid waste recycling, energy efficiency and energy conservation, bike/pedestrian initiatives, stormwater management, green infrastructure, water conservation and transit use) and in door-to-door activities and during other Green Impact Zone education/training opportunities.

Green Impact Zone committees continue to meet regularly to support the work of the initiative and work towards goals outlined in the Year One plan, available online at www.greenimpactzone.org/plan; however, during this reporting period committee meetings were limited due to holidays and inclement weather.

Committee Meetings

The Neighborhood Leadership Committee met on Jan. 5, and the Common Application Committee met on Dec. 16. The Coordinating Council, Data Committee and Public Safety Committee did not meet.

Community Meetings

Community Ombudsmen attended a variety of community and neighborhood organization meetings, including:

- National Association of Consumer Advocates home purchase workshop
- Blue Hills Housing and Real Estate Committee
- Blue Hills Neighborhood Association Board
- Kansas City, Mo., City Council
- Neighborhood Housing Services
- Ivanhoe Neighborhood Council
- Historic Mannheim Park Association Green Team
- Historic Mannheim Park Association Neighborhood Planning Session

Progress Report: Documentation

Scope of Services:

MARC will document the Green Impact Zone process, provide evaluation of all programs and activities, and work closely with neighborhood leaders, residents, Green Impact Zone Coordinating Council and program providers. In addition, MARC will develop with the community an RFP for planning services and cause to be developed a sustainable strategic plan for the Green Impact Zone.

MARC continues to document the Green Impact Zone process through printed materials, online information, and photo and video archives. Many local and national media outlets are also reporting on activities in the zone.

During this reporting period, MARC's documentation included:

- An electronic newsletter published on Dec. 21 (available online at www.greenimpactzone.org/enews/december2009.htm)
- Launch of the new Green Impact Zone blog at www.greenimpactzone.wordpress.com
- Regular update to the Green Impact zone Web site, www.greenimpactzone.org. In December, the site recorded 1,225 visits, a 56 percent increase over November.

Local media coverage included selection by *The Kansas City Star* as one of its *Twenty 10s: People, places and things we're proud to have in Kansas City*:

A FIXER-UPPER

For years, people like Al Gore have promised that going green would add green to the economy, but there hasn't been much proof so far. That's why eyes will be on a 150-block area in Kansas City's urban core beginning early this year.

The Green Impact Zone, which runs from 39th to 51st streets, Troost to Prospect avenues (and Swope Parkway south of Brush Creek), was designated last year as a national experiment to show how investing in sustainability can transform a community.

With its high rates of poverty, unemployment and homes in need of winterizing, the Green Impact Zone is like one big fixer-upper. Home improvements are under way, and later this year the zone will be served by hybrid buses along the Troost Avenue MAX line.

Why it's a 10: It's the \$48 million Kansas City Power & Light Co. is spending to build a "smart grid" that will put the zone on the map. The smart grid — which lets residents see instantly the impact of their energy choices and helps utilities manage power efficiently — is something every community wants. By showcasing it in the Green Impact Zone, planners hope to draw attention, and good jobs, to the heart of Kansas City.

The Green Impact Zone also continues to receive frequent coverage by local media outlets — newspapers and television — and by national outlets, including newspapers, Web sites and blogs.

Progress Report: Resources



The Green Impact Zone vision is to develop a sustainable community; one that is environmentally, economically, and socially stronger tomorrow than it is today... using a comprehensive green strategy...coordinated programs with innovative delivery mechanisms... and intense resident engagement...to more rapidly push community change, build community capacity, and make the Green Impact Zone a place where people want to live, work, and play.

MARC and its community partners continue to seek additional grant funds to support the Green Impact Zone initiative.

Pending

The following grant applications for projects in the Green Impact Zone and surrounding areas, described in greater detail in previous reports, are still pending at this time.

- Transportation Investments Generating Economic Recover (TIGER) Grant Program — \$87.7 million requested for the region, \$26.1 million of which would be used in the Green Impact Zone.
- Energy Efficiency Conservation Block Grant (KCMO) — \$50 million requested.
- Brownfields Grant — \$1 million requested.
- The Green Impact Zone will benefit from an \$84,000 grant from the One KC WIRED workforce development initiative to the Metropolitan Community Colleges to implement a job training and recruitment program in the zone.

Not Funded

- On Jan. 14, MARC learned that its \$35 million application to the highly competitive Neighborhood Stabilization Program grant program, sponsored by the U.S. Department of Housing and Urban Development, was not funded.
- The U.S. Department of Labor Pathways out of Poverty grant applied for by the Full Employment Council last fall was not funded.



green impact zone



Green Impact Zone Demographics:

Population.....	8,374
Black, Non-Hispanic	89%
Hispanic	2%
White, Non-Hispanic.....	7%
Other.....	2%
Single-Parent Households.....	25%
Persons in Rental Units.....	48%
Persons in Poverty.....	31%
Median Household Income	\$22,397
Per Capita Income	\$12,239

Active Neighborhood Organizations:

- Ivanhoe Neighborhood Council
- Historic Mannheim Park Association
- Troostwood Neighborhood Association
- 49/63 Neighborhood Association
- Blue Hills Neighborhood Association
- Town Fork Creek Neighborhood Association
- Blue Hills Community Services
- Neighborhood Housing Services
- Swope Community Builders
- Brush Creek Community Partners