



## PERFORMANCE REPORT

March 1, 2010



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# Executive Summary • March 1, 2010



*The Green Impact Zone serves as a model 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.*

On February 17, the Green Impact Zone joined others in the Greater Kansas City region to celebrate the announcement of a \$50 million grant from the U.S. Department of Transportation. The award includes \$26.2 million specifically targeted towards transportation and infrastructure improvements in the Green Impact Zone.

Part of the highly competitive TIGER (Transportation Investment Generating Economic Recovery) program, this grant will pay for improvements to sidewalks, curbs, streets, streetscapes and transit facilities in the Green Impact Zone. The Mid-America Regional Council coordinated the grant application with the city of Kansas City, Mo.; Johnson and Wyandotte counties in Kansas; the Kansas City Area Transportation Authority; and others. The regional application was one of 51 successful applications nationwide, out of a pool of more than 1,400.

The need for infrastructure improvements in the zone is clearly documented in a new preliminary data report published by the University of Missouri–Kansas City’s Center for Economic Information. The report, created under the guidance of the Green Impact Zone Data Committee, provides detailed maps that illustrate not only current infrastructure conditions in the zone, but also land use, population, employment and crime statistics.

Neighborhood associations and other community organizations will be able to use this data to develop plans, implement strategies to help transform the Green Impact Zone, and evaluate progress.

One of the most important ways we can advance the mission of the Green Impact Zone — to develop a sustainable community that is environmentally, economically and socially stronger tomorrow than it is today — is through outreach to the residents of the zone. Toward that end, the Green Impact Zone will host the second of three community-wide events on March 27, from noon to 4 p.m., at Paseo High School. The event will focus on health — healthy homes, healthy bodies and healthy communities.

The number of people and organizations involved in the Green Impact Zone initiative continues to grow exponentially, as new and existing programs and services are brought together in innovative ways.

# 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.*

## **March 27 Community-Wide Event**

Green Impact Zone staff are gearing up for the second in a series of three community-wide outreach events, to be held at Paseo High School, from noon to 4 p.m. on March 27. The theme for the event is “Healthy Homes, Healthy Bodies, Healthy Communities.”

In addition to information booths that will help residents connect to services and programs, the event will include a Wii Fit competition to promote physical activity and food stations with samples of healthy, nutritious foods. The event will also kick off a contest that will culminate with installation of free, energy-efficient refrigerators, washers and dryers in 10 homes in the zone. The appliances will be donated by Kansas City Power & Light. Details will be available at the event.

## **Sowers of Sustainability**

In cooperation with Keep Kansas City Beautiful, the Green Impact Zone will host a series of classroom training sessions and hands-on demonstrations to teach residents to become “Sowers of Sustainability.” This initiative promotes community gardens and rain gardens that will help manage stormwater runoff in the zone.

Neighborhood leaders and community ombudsmen are currently recruiting participants for the program, which begins on March 30. More information is online at [www.greenimpactzone.org](http://www.greenimpactzone.org).

## **Community Leadership Program**

The Green Impact Zone continues to build neighborhood leadership capacity by recruiting participants for the Community Leadership Program offered by MARC’s Government Training Institute.

The program consists of a series of five certificate courses, offered concurrently at two locations in the zone — the Green Impact Zone Office, and the UMKC campus. Both groups have completed the Personal Strengths series. The Facilitation Skills series is currently underway at the first location, and 28 participants are signed up for Facilitation Skills at the second location. Registration is underway for the third series, Relationship Building, which will be followed by the Problem Solving and Community Building series.

## **Community Ombudsmen**

Ombudsmen activities during this reporting period included:

- Attending neighborhood meetings
- Visits to multi-family units to share crime-prevention information with landlords and property managers



- Creation of the “Zone Phone Guide,” a resource list that will be distributed to residents during door-to-door campaigns this spring
- Referring residents in need to housing and social service agencies
- Referring residents to job training opportunities and sharing job listings
- Attending a KCP&L Lunch-and-Learn series on the Smart Grid Demonstration Project
- Attending city council budget meetings
- Meeting with local contractors
- Developing new partnerships in the community

### **Convoy of Hope**

In partnership with the Green Impact Zone, area churches will host the Convoy of Hope community event on June 12, 2010, at Swope Park. More than 140 people from a wide cross-section of the community attended an informational breakfast on Feb. 25 at the Kauffman Foundation to kick off planning for the event. Volunteers will provide free groceries to those in need at the event, and get information about many Green Impact Zone issues, including employment, housing, public safety and youth programs.

Participants will receive help with writing resumes and have the opportunity to meet with prospective employers. The event will also include children’s activities, health services and much more.

### **Voter Registration**

The Green Impact Zone office has now been designated as a permanent voter-registration location. The Kansas City Election Board provided training to Green Impact Zone staff, four of whom are now certified deputy registrars. In addition to on-site voter registration, these staff members will be able to register voters at community events and during door-to-door campaigns.

### **Youth Initiatives**

Green Impact Zone staff met with several groups to further refine plans to engage youth in the zone. Community Ombudsman Jermaine Reed also met with Pastor Kymone Hinds, Central States Conference Youth Ministries, to discuss potential youth service projects in the zone for Earth Day in April.

### **Community Presentations**

Green Impact Zone leaders made a number of presentations to share information about the zone during this reporting period, including the following:



- Feb. 3 — Green Impact Zone Director Anita Maltbia made a presentation at the New Partners for Smart Growth conference in Seattle.
- Feb. 9 — Presentation to Convoy of Hope.
- Feb. 11 — Met with the Labor Management Executive Committee and Education Committee of the Building and Construction Trades Council to discuss jobs for zone residents after completion of various construction trades training programs.
- Feb. 18 — Met with Off The Cuff, an organization that works on crime prevention; explored the opportunity to partner around our public safety and outreach goals.
- Feb. 19 — Presentation to Kansas City, Mo. Planning and Development staff.
- Feb. 24 — KCP&L invited Ms. Maltbia to speak at the Edison Electric Institute’s “Low-Income/At-Risk Customers Best Practices” workshop in New Orleans. EEI is the professional association for shareholder-owned electric companies.
- Ms. Maltbia also spoke with the Vancouver Economic Development Commission in Vancouver, British Columbia, which is currently investigating the possibility of developing a “green zone” as a means to boost the city’s green economy and generate positive environmental outcomes.

# 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**

In February, the UMKC Center for Economic Information published a preliminary report of the data collected in the Green Impact Zone. The report, produced with guidance and assistance from the Green Impact Zone data committee, includes:

- Results of a property-by-property windshield survey of housing conditions, property conditions and public infrastructure conditions in the zone.
- Results of a survey and analysis of the historic character of the Green Impact Zone conducted by the UMKC Department of Architecture, Urban Planning and Design (also summarized in the Jan. 18 performance report).
- Property data provided by Jackson County and the city of Kansas City, Mo.
- Crime data provided by the Kansas City, Mo., Police Department.
- Secondary data from the U.S. Census Bureau and other federal and local data sources.

The preliminary report simply shares the compiled data, with little analysis. Moving forward, the data committee will work with neighborhood leaders, residents and others to determine how the data can best be used to identify issues, advance the mission and goals of the Green Impact Zone, and evaluate progress.

Some sample maps from the preliminary data report are included on the following pages. The full report is available on the Green Impact Zone Web site at [www.greenimpactzone.org](http://www.greenimpactzone.org), along with a broader selection of the map images.

The UMKC Center for Economic Information will soon launch a separate Web site that allows residents and other stakeholders to see and use the data behind the maps.

In the coming months, additional data will be added, including utility data and new population estimates. A more complete baseline report, including analysis and suggested strategies that reflect input from neighborhood leaders and residents, will be published later in the spring.

The data collection process provided learning opportunities for several residents of the zone who participated in “ride-alongs” with UMKC’s data collectors during the windshield survey — helping to build a grass-roots understanding of how data is collected and how it can be used.

## Preliminary Data Report — Selected Maps

(Full report online at [www.greenimpactzone.org](http://www.greenimpactzone.org))

Map 1, below, shows the population of each block in the zone as of the 2000 Census. Additional demographic maps in the report show the block population density by square mile, 2008 payroll employment of residents and 2008 payroll jobs.



## Preliminary Data Report — Selected Maps

(Full report online at [www.greenimpactzone.org](http://www.greenimpactzone.org))

Map 9, below, shows parcel-level land use in the zone (residential, non-residential and vacant). Other maps show vacant land percentages, 2007 and 2008 property foreclosures, parcel classifications, architectural styles, and single-family and multi-family units.



## Preliminary Data Report — Selected Maps

(Full report online at [www.greenimpactzone.org](http://www.greenimpactzone.org))

Map 34, below, illustrates the conditions of curbs in the Green Impact Zone. Other maps rate the conditions of roof, foundations and walls, windows and doors, porches, exterior paint, private sidewalks and drives, lawns and shrubs, litter, nuisance vehicles, public sidewalks, streets, street lights and catch basins.



## Preliminary Data Report — Selected Maps

(Full report online at [www.greenimpactzone.org](http://www.greenimpactzone.org))

Map 40, below, shows the locations of burglary reports taken by KCPD from January–October 2009 in the zone. Other maps show reported property damage, aggravated assaults, robberies and auto thefts.



# 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**

The Green Impact Zone continues to build partnerships with a broad range of community organizations. In addition to the Convoy of Hope and Sowers of Sustainability projects discussed under outreach (pages 2–3), some of the partnership activities that took place during this reporting period are highlighted below.

### ***Kansas City Power & Light***

On Jan. 28, Green Impact Zone staff met with KCP&L’s Smart Grid team for a “Day of Sharing.” KCP&L received \$24 million in grant funding from the U.S. Department of Energy to implement a Smart Grid Demonstration Project in and around the zone. KCP&L and its partners will contribute an additional \$24 million to the project.

The meeting provided an overview of the Smart Grid and other energy-efficiency products and services available to KCP&L customers. Green Impact Zone staff saw samples of the technology — both hardware and software — that will allow utility customers in the Smart Grid demonstration area to monitor and manage their energy usage. Staff also provided recommendations to KCP&L for community outreach efforts in the zone.

### ***Kansas State University***

On Jan. 29 and 30, more than 25 students from Kansas State University conducted a feedback session with neighborhood leaders and zone residents. The students are working on a semester-long project to develop practical plans for improvements in the zone related to architecture, landscape and transportation.

### ***U.S. Census Bureau***

The Green Impact Zone office continues to serve as a job-testing site for the U.S. Census Bureau as it hires temporary workers to help conduct the 2010 Census. Tests were conducted at the office on three days in January and four days in February. Upcoming test dates are March 4, 11 and 25. Residents must call the local Census Bureau office at 816-977-2140 to register for the job testing.

### ***City of Kansas City, Mo.***

Green Impact Zone staff met with Councilmember Sharon Sanders Brooks, Councilmember Cindy Circo, and Acting City Manager Troy Schulte to request continued city funding support for the zone as the city prepares its next budget. Approximately 16 neighborhood leaders and residents from the zone also attended budget hearings to express their support for zone funding. Staff also attended the city’s Third District Governance Summit on Feb. 16.

**Initial 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
- » Habitat for Humanity
- » Local Investment Support Commission

**Neighborhood Stabilization Program**

MARC staff convened officials from Community Development Corporations, the Local Investment Support Commission, the city of Kansas City and NeighborWorks to discuss ways to increase Neighborhood Stabilization Program (NSP1) activity by removing barriers and increasing marketing to potential homebuyers. MARC is assisting the Blue Hills, Neighborhood Housing Services and Ivanhoe CDCs with some additional marketing support.

**Other Partners and Potential Partners**

During January and February, Green Impact Zone staff met with representatives from a number of other organizations, including:

- Housing Authority of Kansas City
- Builders Development Corporation
- Metropolitan Council on Early Learning
- Kauffman Scholars
- Metropolitan Energy Center
- Energy Savings Store
- OAI, Inc.
- Project 365
- Southeast Community LINC
- Metropolitan Community Colleges
- Green Acres Urban Farming

**Summary of Green Impact Zone Expenditures**

Category	Total Amount Budgeted	Current (Jan. 1, 2010–Jan. 31, 2010)	Cumulative (Since Sept. 1, 2009)
Personnel costs, including salaries, fringe benefits and other indirect costs	\$632,803.00	\$57,826.24	\$281,354.29
Consultants/contractual services	\$641,500.00	\$139.65	\$11,345.61
Office lease, equipment and other expenses (including furnishings, computers, phone, etc.)	\$120,800.00	\$4,196.50	\$59,648.34
Other costs (including meeting expenses, printing, postage, training, supplies, etc.)	\$104,897.00	\$124.50	\$17,589.79
<b>Totals</b>	<b>\$1,500,000.00</b>	<b>\$62,286.89</b>	<b>\$369,938.03</b>

February month-end financial reports are not yet closed at time of publication. February data will be included 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.*

## Committee Meetings

- The Data Committee met to review the preliminary data report (discussed on page 5) and discuss next steps, including getting the information online; adding more data, such as utility use, and working with neighborhood organizations to use the data.
- The Neighborhood Leadership Committee met on Feb. 10 to review the preliminary data report.
- The Common Application Committee is working with MAAC Link to set up a common application that can be used to quickly determine what programs residents are eligible for and generate appropriate applications.
- The Public Safety Committee has identified two programs offered by the Kansas City, Mo., Police Department that would be beneficial to residents — the Police Athletic League and Citizen’s Police Academy. In March, the committee will meet with the leaders of these programs to develop a proposal.
- The Coordinating Council met on Feb. 11 to review the Data Committee’s preliminary data report.

## Community Meetings

In addition to meetings discussed in previous pages, Green Impact Zone staff attended meetings held by:

- Blue Hills Neighborhood Association
- Blue Hills Community Services
- Troost Alliance
- Historic Manheim Park Association
- Town Fork Creek Neighborhood Association
- Troostwood Neighborhood Association

## Other High-Profile Events

- In January, Green Impact Zone Director Anita Maltbia was invited to attend President Barack Obama’s State of the Union address as a guest of First Lady Michelle Obama. The White House administration has hailed the Green Impact Zone as a national model for the kind of place-based initiatives it wants to expand in urban areas across the country.
- On Feb. 17, U.S. Transportation Secretary Ray LaHood chose the Green Impact Zone office as the setting to announce \$1.5 billion in nationwide grants under the Transportation Investment Generating Economic Recovery (TIGER) program. MARC was awarded a \$50 million grant, \$26.2 of which is targeted for

projects in the Green Impact Zone. Secretary LaHood was joined by U.S. Representatives Emanuel Cleaver II (Missouri — Fifth District) and Dennis Moore (Kansas — Third District); Kansas City, Mo., Mayor Mark Funkhouser; Kansas City, Mo., Councilmembers Cindy Circo, Cathy Jolly, Terry Riley and John Sharp; Jackson County Executive Mike Sanders; Unified Government Commissioner and MARC Board Chair Tom Cooley; KCATA General Manager Mark Huffer; MARC Executive Director David Warm; and numerous other local officials and transportation advocates at the event.

## What does TIGER mean to the Green Impact Zone?



U.S. Transportation Secretary Ray LaHood is greeted by Green Impact Zone Director Anita Maltbia and Assistant Director Twana Hall-Scott.



Secretary Ray LaHood signs a ceremonial check representing the \$50 million TIGER award to the Kansas City region.



Kansas City Mayor Mark Funkhouser, U.S. Rep. Dennis Moore, U.S. Rep. Emanuel Cleaver II, U.S. Transportation Secretary Ray LaHood and MARC Executive Director David Warm answer questions from the press and other attendees.

MARC coordinated an \$88 million regional application for TIGER (Transportation Investment Generating Economic Recovery) grant funds. The U.S. Department of Transportation awarded \$50 million to fund two specific portions of the grant application — transportation infrastructure improvements in the Green Impact Zone and improvements to regional transit corridors that extend from the urban core into suburbs on both sides of the state line.

In the grant application, MARC and its partners outlined a \$26.2 million investment in the Green Impact Zone, including:

- **Sidewalks, including transit facilities, green solutions and streetscape improvements:** Replacing broken sidewalks, curbs and driveway approaches on 10 miles of arterial streets in the zone; developing green solutions for stormwater runoff; and improving 14 bus stops in the zone with shelters, benches, sidewalk repairs, bus pull-outs and bus pads.
- **Traffic-signal upgrades:** Replacing existing outdated controllers with modern equipment that allows phasing and timing of signals; and installing mast arms to replace signals on poles, eliminating old signal poles that contain lead paint.
- **Traffic-signal synchronization:** Synchronizing signals on arterial corridors through wireless and/or interconnection capabilities.
- **Street rehabilitation:** Resurfacing 3.02 miles of pavement in the 150-square block zone.
- **Troost Bridge:** Replacing the current bridge at Troost Avenue and Volker Blvd. to accommodate the new Troost Avenue Bus Rapid Transit route and pedestrian travel.



# 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:

- Regular blog entries on the Green Impact Zone blog at [www.greenimpactzone.wordpress.com](http://www.greenimpactzone.wordpress.com)
- Updates to the Green Impact Zone Web site, [www.greenimpactzone.org](http://www.greenimpactzone.org). In January and February, the site recorded more than 2,500 visits.
- Video coverage of Transportation Secretary Ray LaHood's visit to the Green Impact Zone and the TIGER grant announcement.

Anita Maltbia's invitation to the first lady's box at the president's State of the Union address generated extensive local and national media coverage, as did Secretary LaHood's news conference. Some of media outlets that provided coverage are:

### **Local Media:**

- KCTV-5
- KMBC-9
- KSHB-41
- WDAF-4
- *The Kansas City Star*
- *The Kansas City Business Journal*
- *The Kansas City Call*
- KCUR-FM
- KMBZ-AM
- *KCFreePress*
- *UMKC's University News*

### **National Media:**

- Streetsblog Capitol Hill
- The White House Press Office
- FastLane, the official blog of the U.S. Secretary of Transportation
- Natural Resource Defense Council's *Simple Steps*
- BET
- Essence
- Black America Web
- Black Voices



- ■ The Grio
- ■ The Warren Ballentine radio show
- ■ The Rev. Al Sharpton radio show

• On Feb. 11, Ms. Maltbia recorded a segment about the Green  
• Impact Zone for a local Time Warner Cable show called “Green  
• Zone” broadcast on its educational access channel, Channel 17.  
• Time Warner Cable has also asked Ms. Maltbia to host future  
• episodes fo the show.  
•

# 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.

## **Funded**

- Transportation Investments Generating Economic Recovery (TIGER) Grant Program — \$50 million was awarded to the region, including \$26.2 million for the Green Impact Zone. (See page 13 for more information.)

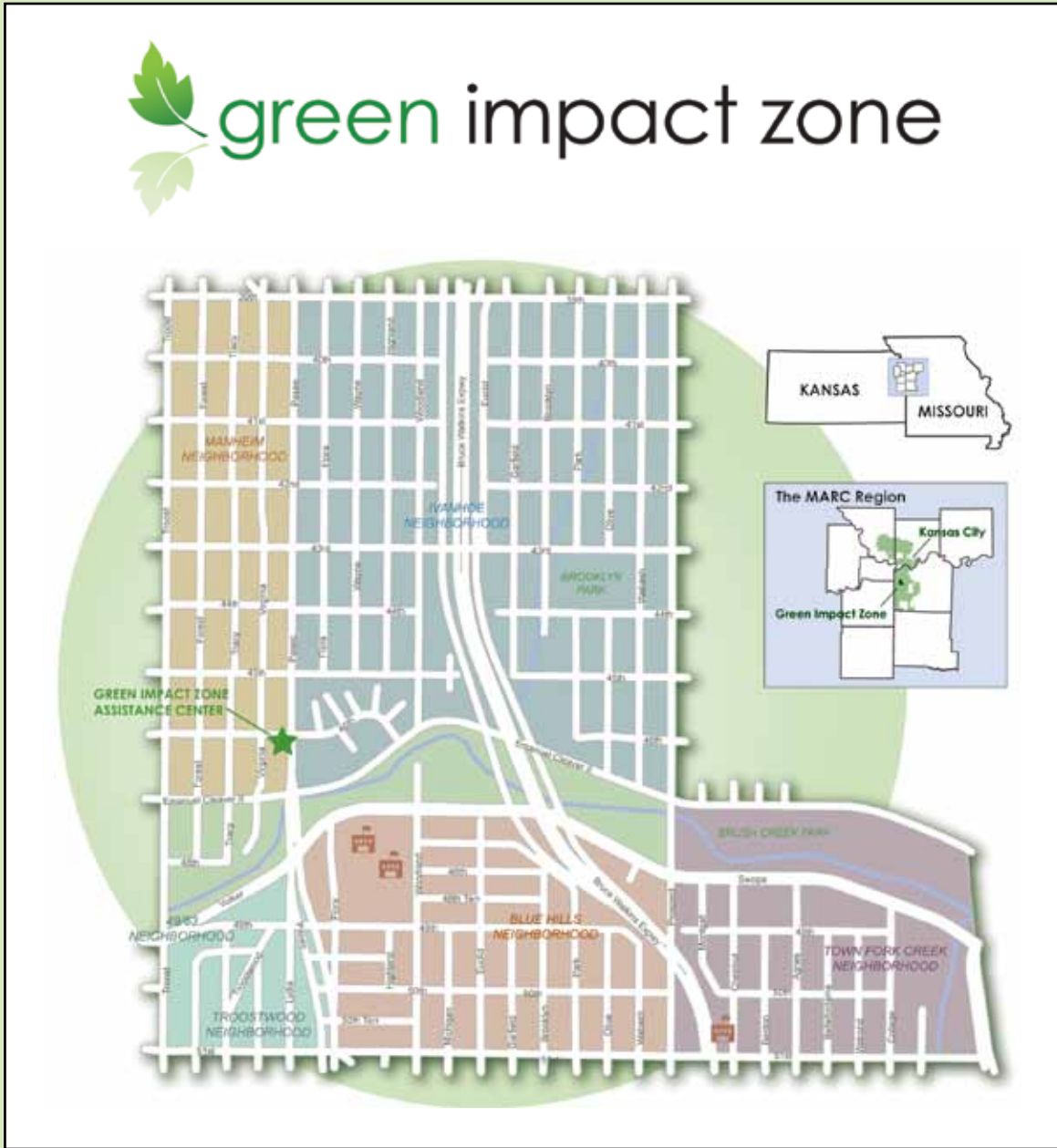
## **Pending**

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.

- Energy Efficiency Conservation Block Grant (KCMO) — \$50 million requested.
- Brownfields Grant — \$1 million requested. Award announcements expected in April or May.
- MDNR Innovative Weatherization Grant — Preliminary discussions are currently underway for this grant application.



# 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 Manheim 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