



## PERFORMANCE REPORT

December 9, 2009



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# Executive Summary • December 9, 2009



*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.*

Outreach and community engagement efforts were the primary focus of the Green Impact Zone staff in October, November and early December.

An intensive door-to-door campaign was initiated to reach out to Green Impact Zone residents, acquainting them with the project and offering assistance in connecting residents to available resources.

## **New events**

The first of three large-scale community events was held on Dec. 5 at Paseo High School. More than 500 people attended the event, with 54 booths for area service providers to give participants information about jobs, job training, home ownership, weatherization, energy efficiency, social services, health and nutrition, neighborhood organizations and youth programs. Seventy-six volunteers from the community provided support for the event, which also offered several workshops and entertainment. The second and third community events will take place in March and June 2010.

## **New partnerships**

Through numerous meetings and presentations, staff continues to build awareness of the Green Impact Zone and develop partnerships that further the goals of the initiative. For example, discussions with the U.S. Census Bureau resulted in a plan to use the Green Impact Zone office space as a testing site for residents seeking census jobs.

## **New resources**

Energy efficiency in the Green Impact Zone took a big step forward with the announcement of a \$24 million grant to implement KCP&L's SmartGrid demonstration project in and around the zone. The project, funded with federal stimulus dollars and a matching contribution of \$24 million from KCP&L and its partners, will modernize the energy infrastructure in the zone, resulting in enhanced reliability and efficiency in the delivery of electricity that will ultimately help consumers manage their utility usage and save money through the use of "smart" devices in their homes.

While many other grant applications are still pending, the outreach, engagement and planning activities underway — with continued strong support from neighborhood organizations and community partners — will greatly enhance our ability to move forward quickly when more funding becomes available. Meanwhile, intensive efforts are underway to make use of current resources and connect people with programs already in place.

# 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.*

## **Community Event and Information Fair**

On Dec. 5, the Green Impact Zone hosted a community event and information fair designed to connect zone residents with resources related to jobs, job training, energy efficiency, weatherization, home ownership, youth programs and more.

Marketing for the event included:

- More than 3,000 invitations mailed to residences in the zone.
- Door-to-door contacts with 2,300 residents to distribute fliers and share information about the Green Impact Zone.
- Outreach through e-mail distribution lists.
- Radio advertising, including 70 free promotional spots provided by Magic 107.3 (KMJK-FM).
- Alerts to local media.
- Promotion on KPRS-FM's award-winning teen program, Generation Rap
- Robo-calls to residents with a recorded message by U.S. Rep. Emanuel Cleaver II and Tom Joyner.
- Promotion of the event at numerous neighborhood meetings, including a town hall teleconference conducted by Rep. Cleaver.

The event included:

- More than 500 attendees.
- Information booths for 54 agencies (see Attachment 1).
- Support services from 76 volunteers.
- Seven workshops, including weatherization workshops for homeowners, contractors and do-it-yourselfers; home ownership workshops and more.
- Entertainment provided by local performers and Tom Joyner, host of the nationally syndicated *Tom Joyner Morning Show*.
- Reusable grocery bags were provided by the Census Bureau at the registration desk. They contained information about other community resources, including a free health clinic to be held on Dec. 9 and 10.

Feedback received during and after the event confirmed its value to residents, who appreciated having a convenient and comfortable setting to gain information about available programs and services and to interact with neighborhood leaders and other zone residents. Many also commented on the quality of the event, noting that the inclusion of refreshments and entertainment made them feel

## Dec. 5 Event Photos



Find more photos online at  
[www.flickr.com/photos/marckc/sets](http://www.flickr.com/photos/marckc/sets)

special. Representatives from the agencies with information booths remarked that the event offered an excellent opportunity to meet and share information with others, which is expected to result in new partnerships.

Event sponsors were KCP&L, the city of Kansas City, Mo., Magic 107.3 (KMJK-FM), the U.S. Census Bureau and the Mid-America Regional Council. Many other organizations contributed to the Dec. 5 event, including Upper Room, which provided shuttle service for residents at no cost, and KC Healthy Start/Dedicated Dads who donated hundreds of hot dogs for refreshments.

KCP&L also made a \$20,000 donation to the Green Impact Zone to further community outreach and engagement.

### Community Leadership Program

The Community Leadership Program is an effort to help build new leadership capacity among the neighborhoods in the Green Impact Zone. The program's goal is to train 75 new leaders in the program year.

On Dec. 7, 32 area residents recruited by the Green Impact Zone community ombudsmen earned Personal Strengths certificates by completing coursework in the Community Leadership Program. The program, developed by the city of Kansas City and the Mid-America Regional Council's Government Training Institute, includes a progressive, skill-building curriculum delivered through a series of five certificate courses: Personal Strengths, Facilitation Skills, Relationship Building, Problem Solving and Community Building. Each certificate course includes five, two-hour classes.

The program is offered at no charge to residents of the Green Impact Zone and other parts of Kansas City, Mo. The second training certificate course in this program, Facilitation Skills, will begin on Jan. 20. Due to high demand, a second, concurrent program will begin on Jan. 12 with the Personal Strengths certificate course.

### Community Crews

Working through the Ivanhoe Neighborhood Council, the Green Impact Zone's Neighborhood Leadership Committee has organized two Community Crews, with four team members on each crew, to work on stormwater diversion projects. The crews receive classroom and hands-on training on concrete flatwork and learn how to dig out and replace old sidewalks, fill in around foundations, and plant rain gardens.

Work is currently in progress on a home near 39th and Troost, and crews have begun follow-up contacts with several other homeowners who have requested assistance. In the coming year, the crews plan to work on a total of 72 homes in the zone. The work will be completed on residential properties only, not including any city or public property.



*No matter how many resources are available, a truly transformed community must have a long-term strategy and the capacity to carry that strategy forward to sustain the community.*

*Sustainability means not only environmental sustainability — clean water, clean air, low energy use — but also economic sustainability and social sustainability; access to good paying jobs, quality neighborhood amenities such as schools and parks, good quality housing, and a generally vibrant, active neighborhood, including actively engaged residents.*

## **Youth Engagement**

A key component of the Green Impact Zone outreach strategy is engaging young people in efforts to strengthen the community, particularly in ways that help them learn valuable skills that will serve them in the future. Some of the youth engagement projects underway during this reporting period included:

- Involving students from Paseo High School — the only high school in the zone — in the Dec. 5 community event:
  - Three students provided technical support with sound and stage equipment for the event.
  - Five students conducted video interviews of residents, volunteers, staff and other guests at the event.
  - Five students performed at the event, including four dancers and one poet.
- Promotion of the Green Impact Zone on KPRS-FM's award winning Generation Rap, a radio program for teens.
- Participation in UMKC's African-American Youth Day.
- Facilitation of a workshop titled "Together, Let's Stop the Violence" at the Project 365 event hosted by the Kauffman Foundation.
- Discussion of a youth partnership in the zone with Green Works Kansas City

## **Community Ombudsmen**

Each of the four community ombudsmen on the Green Impact Zone staff received specific neighborhood group assignments, as follows:

- Arletha Manlove
  - Ivanhoe Neighborhood Council
  - Neighborhood Housing Services
  - 3rd City Council District
- Cokethia Hill
  - Blue Hills Neighborhood Association
  - Blue Hills Community Services
  - 5th City Council District
- Pauline Mbogo
  - 49/63 Neighborhood Association
  - Troostwood Neighborhood Association
  - Town Fork Creek Neighborhood Association
  - 4th and 5th City Council Districts
- Jermaine Reed
  - Historic Mannheim Park Association
  - Swope Community Builders
  - 4th City Council District



### **Guiding Principles for the Green Impact Zone**

- » The work will be **inclusive**, with resident participation and representation, community accountability and transparency.
- » The work will be **effective**, building organizational and community capacity.
- » The work will be **efficient**, leveraging resources, strategically using resources and fiscally accounting for resources.
- » The work will **complement and enhance** existing neighborhood goals and activities.
- » The work will **cross-pollinate** ideas, programs and people.
- » The work will be **evidence-based**, using information and data to evaluate the effectiveness of activities.
- » The work will be **targeted** so that each block sees significant improvement to lives, homes and community assets.

- Ombudsmen activities during this report period included:
  - Attending neighborhood association and city council meetings.
  - Canvassing neighborhoods to meet one-on-one with more than 1,000 residents.
  - Recruiting block captains to serve as Zone Ambassadors.
  - Attending data collection training.
  - Recruiting participants for the Community Leadership Program.
  - Planning for the Dec. 5 community event, including volunteer recruitment, vendor registration, marketing, transportation and logistics.
  - Helping residents connect with available services such as emergency utility assistance, home repairs and weatherization.
  - Meeting with other groups, including various city departments, Heartland Community Connections, RideShare, UMKC, and GreenWorks Kansas City.

### **Community Presentations**

Green Impact Zone staff also shared information about the initiative with a broader audience through presentations to local organizations and media outlets, including:

- American Society of Public Administrators (ASPA) — presentation by Twana Hall-Scott, Green Impact Zone assistant director, at the November meeting.
- KPRS-FM “Generation Rap” radio show — guest appearance by Arletha Manlove and Cokethia Hill, Green Impact Zone community ombudsmen.
- Kansas City Star Editorial Board — Nov. 2 meeting attended by Anita Maltbia, Green Impact Zone director; Dean Katerndahl, director of MARC’s Government Innovations Forum; Jody Ladd Craig, MARC Public Affairs director; Deletta Dean, manager, KCMO Neighborhood Services Division of the Neighborhood and Community Services Department; Margaret May, executive director, Ivanhoe Neighborhood Council; and Paul Tancredi, president, Blue Hills Neighborhood Association.
- Bridging the Gap — the four community ombudsmen made a presentation on Oct. 20 and discussed opportunities for partnerships in planting rain gardens, native plants and vegetable gardens in the zone, and training residents in garden design and maintenance.

# 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**

As of Dec. 3, data surveyors have completed surveys for 3,490 of the approximately 3,800 residential parcels in the Green Impact Zone. The surveyors were hired by MARC under an agreement with the UMKC Center for Economic Information. Data collected includes details about:

- Current land use
- Housing conditions
- Infrastructure conditions

UMKC anticipates publishing a report on the residential data by the end of January.

During the data collection process, the data surveyors were shadowed by three volunteers from the zone who learned job skills. This mentoring approach is an example of the capacity-building techniques that Green Impact Zone staff try to incorporate into program activities.

Students from the UMKC School of Architecture, Urban Planning and Design surveyed the historic resources in the zone, evaluating each structure in five neighborhoods. They presented results of their survey, a historic timeline and an architectural history of the zone at a public meeting on Nov. 18. The group's final results will be presented on Wednesday, Dec. 16, from 4:30–6 p.m., at the Bruce R. Watkins Cultural Heritage Center.

## **Resident Survey**

With support from the University of Kansas Political Science and Sociology departments, the Green Impact Zone data committee developed a brief survey that was completed by approximately 150 residents attending the Dec. 5 community event and information fair.

Results will be compiled and reviewed by the data committee in the coming weeks. For a copy of the survey, see Attachment 2.

# 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**

Green Impact Zone staff continue to build partnerships with organizations around the metro that can help bring the initiative's vision to reality.

Through a new partnership with the U.S. Census Bureau, the Green Impact Zone staff will:

- Help residents understand the importance of being counted in the 2010 census.
- Provide testing for census jobs at the Green Impact Zone office beginning in December.
- Offer assistance to residents who need help completing census forms next April.

Staff also met with many other interested groups and potential partners, including Hathmore Technologies, the Harris Foundation, Costco, the Federal Deposit Insurance Corporation, the Annie E. Casey Foundation, Burns & McDonnell, the Economic Development Corporation, the Kansas City, Mo., School District, the Construction Trade Council, Home Depot, members of the faith community, Gentlemen of the Round Table (a mentoring & job program), Keep Kansas City Beautiful, the Bridge Leadership Academy and Habitat for Humanity.

Director Anita Maltbia visited the PolicyLink office in San Francisco in November to discuss strategies for moving the Green Impact Zone initiative forward. PolicyLink is a national nonprofit organization that is providing technical support to the Green Impact Zone.

Office Administrator Shontrice Patillo took part in a meeting of the mayor's Heart of the City Area Plan Steering Committee. The city's planning department has convened this group to discuss ways to revitalize a part of the urban core that includes the Green Impact Zone.

Staff also met with partners who are pursuing grant opportunities that will impact the zone. The Green Impact Zone provided a support letter for Burns & McDonnell, which is applying for funding from the IBEW to support training and retraining efforts for energy and conservation jobs related to the SmartGrid.

The staff is also working with the city of Kansas City, MARC and other community partners from private business, nonprofits and grass roots organizations to complete an application for an extremely competitive Energy Efficiency Conservation Block Grant (EECBG) award. Fewer than 20 applications will be

**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

approved nationally for this place-based initiative that is intended to fundamentally change the energy-efficiency market. The application seeks to simplify and coordinate the financing of energy-efficiency improvements to increase demand and leverage that demand to expand the workforce. MARC and its community partners have committed to providing the “game-changing” regional thinking required by the grant, while the city would provide on-the-ground execution of the plan.

The Green Impact Zone also provided a support letter for the Kansas City Metropolitan Crime Commission for its CDBG grant application for \$74,634 to prevent and eliminate blight in the Green Impact Zone through the use of community service workers.

**Financial Management**

MARC continues to administer grant funds provided by the city of Kansas City — a 12-month, \$1.5 million grant awarded last summer. Per MARC’s contract with the city, detailed financial information is provided as a separate document. The overall budget for this grant and expenditures to date are summarized in the table below.

**Summary of Green Impact Zone Expenditures**

Category	Total Amount Budgeted	Current (Oct. 1–31, 2009)*	Cumulative (Since Sept. 1, 2009)
Personnel costs, including salaries, fringe benefits and other indirect costs	\$632,803.00	\$58,892.05	\$99,732.91
Consultants/contractual services	\$641,500.00	\$2,292.50	\$3,034.50
Office lease, equipment and other expenses (including furnishings, computers, phone, etc.)	\$120,800.00	\$10,525.87	\$48,780.79
Other costs (including meeting expenses, printing, postage, training, supplies, etc.)	\$104,897.00	\$2,877.45	\$6,575.60
<b>Totals</b>	<b>\$1,500,000.00</b>	<b>\$74,587.87</b>	<b>158,123.80</b>

\* November month-end financial reports are not yet closed at time of publication. The next 45-day report, due Jan. 18, 2010, should include both November and December 2009 data.

# 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. The plan is available online at [www.greenimpactzone.org/plan](http://www.greenimpactzone.org/plan).

### ■ **Coordinating Council**

Met on Dec. 2. The council heard updates on current activities of other committees and partners in the zone.

### ■ **Neighborhood Leadership Committee**

Met on Nov. 25. The group developed a formula to distribute capacity-building funds (\$24,000 from the city of Kansas City, Mo., and \$15,000 from PolicyLink) among the neighborhood associations in the Green Impact Zone. Also, on Nov. 10, a focus group met to give input on the EECBG grant described on page 7.

### ■ **Data Committee**

Met on Oct. 28, Nov. 18, and Dec. 2. The committee is in the process of developing a baseline report on the zone using survey data provided by UMKC and data from utilities, the city and other sources. A preliminary report should be ready by the end of January. The committee is also developing a Web site that will allow neighborhood organizations, residents and partners to access zone data.

### ■ **Public Safety Committee**

Met on Nov. 6. The committee is currently working to develop a strategy for the public safety initiative in the zone and identify potential partners.

### ■ **Common Application Committee**

Met on Dec. 2 to discuss development of a common set of information the ombudsmen can collect from households to determine eligibility for multiple programs. The committee agreed to use MAAC Link for this system and a demonstration is scheduled for Dec. 16. Once information is gathered from different program applications and eligibility requirements, MAAC Link will customize the system for the Green Impact Zone. This system will also be used as a case-management system.

# 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, 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 October 26.
- A printed newsletter published in early December. More than 3,000 copies were mailed to zone residents and other stakeholders. Copies were also distributed at the Dec. 5 community event.
- Regular updates to the Web site, [www.greenimpactzone.org](http://www.greenimpactzone.org), which was launched on August 25. As of Dec. 4, the site has recorded 3,019 visitors and 15,135 page views (an average of five page views per visit).
- Photos of the Dec. 5 community event, archived online at [www.flickr.com/photos/marckc/sets](http://www.flickr.com/photos/marckc/sets).
- Video coverage of the Dec. 5 community event. Video services for the Green Impact Zone initiative are provided by the Metropolitan Community Colleges and Time Warner Metro Sports.
- Paseo High School students conducted video interviews with residents, volunteers and vendors at the Dec. 5 event.

Media file archives include coverage from a wide variety of local and national publications, including:

- *The Kansas City Star*
- Kansas City InfoZine
- *The Kansas City Business Journal*
- WDAF-TV
- KSHB-TV
- KCTV-TV
- Numerous Web sites and blogs, including the Climate and Energy Project, Citiwire, SmartGridNews, Business Wire and more.

Summaries of Green Impact Zone committee meetings are archived online at [www.greenimpactzone.org/documents.aspx](http://www.greenimpactzone.org/documents.aspx).

# 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. During this report period, one major grant was awarded and many others are still pending.

## **KCP&L SmartGrid Demonstration Project**

In November, KCP&L received a \$24 million grant to help fund a SmartGrid demonstration project in the Green Impact Zone and surrounding areas. In addition to the \$24 million grant, KCP&L and a coalition of SmartGrid industry partners will contribute \$24 million to the five-year project, for a total investment of \$48 million.

The grant, funded as part of the American Recovery and Reinvestment Act, is part of the Department of Energy's efforts to modernize and strengthen the security and reliability of the nation's energy infrastructure.

According to KCP&L, the SmartGrid "will allow customers to better manage their electricity consumption by providing access to actual and predictive usage information, digital tools and innovative programs. The project will ultimately help KCP&L identify and improve beneficial energy-efficiency measures, electricity storage capabilities, sustainable energy technology and electricity delivery systems. Customers should realize many benefits as a result, including improved service reliability, reduced outages and energy delivery costs."

## **Other Pending Grants**

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

- Neighborhood Stabilization Program 2 — \$35 million requested.
- 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.
- Pathways out of Poverty
- Energy Weatherization Innovative Grants
- Brownfields Grant — \$1 million requested.

## Attachment 1: “Energize Your Home, Impact the Zone” Green Impact Zone Community Event — Dec. 5, 2009

### Sponsors

- *Kansas City Power & Light*
- *City of Kansas City, Mo.*
- *Mid-America Regional Council*
- *Cumulus Media — Magic 107.3*
- *U.S. Census Bureau*

### Supporters

- *Kansas City Missouri School District*
- *KC Healthy Start/Dedicated Dads*
- *The Upper Room*
- *Parks & Pennington*
- *Costco*
- *Sun Fresh at The Shops on Blue Parkway*
- *Kansas City Globe Newspaper*
- *Ad Trends Advertising, Inc.*
- *Art of Connections*
- *Gates Bar-B-Q*

### Booths

#### ***Neighborhood Associations***

49/63 Neighborhood Coalition  
Blue Hills Neighborhood Association  
Historic Mannheim Park Association  
Ivanhoe Neighborhood Council  
Town Fork Creek Neighborhood Association  
Troostwood Neighborhood Association

#### ***Home Repair/ Home Ownership***

Blue Hills Community Services  
First Suburbs Coalition Home Remodeling Program/CommunityAmerica Credit Union  
Habitat for Humanity KC  
HomeFree USA  
Neighborhood Housing Services of Kansas City, Mo.  
US Bank

#### ***Health and Nutrition***

Costco  
Health Care USA  
Healthy Homes Program /Children's Mercy Hospital  
Kansas City's Medicine Cabinet  
KC Healthy Start  
Mother & Child Health Coalition  
Samuel U. Rodgers Health Center

Swope Health Services  
Truman Medical Center

***Business Development/Job Training/Job Recruitment***

Catholic Charities  
Census Bureau  
Economic Development Corporation of Kansas City  
Full Employment Council (FEC)  
Green Works in Kansas City  
Taxpayer Advocate (IRS)  
The Helping Hand of Goodwill Industries  
United Services Community Action Agency

***Education***

Literacy KC  
Metropolitan Community Colleges  
Mid-America Head Start

***Public Safety***

Face 2 Face

***Youth***

Cornerstones of Care  
Front Porch Alliance  
FDIC  
Youth Volunteer Corps

***Transportation***

KCATA/RideShare  
MARC Transportation Program

***City Departments***

Housing and Community Development Department -- City of Kansas City, Mo.  
Human Relations Division -- City of Kansas City, Mo.  
KC Bizcare -- City of Kansas City, Mo.  
Planning Department -- City of Kansas City, Mo.  
Public Works Department /Solid Waste -- City of Kansas City, Mo.

***Legal Services***

Legal Aid of Western Missouri

***Energy Efficiency and Environment***

Bridging the Gap  
Discovery Center  
Hathmore Technologies  
Kansas City Power & Light  
MARC Environmental Programs  
Metropolitan Energy Center  
Missouri Gas Energy  
Tetra Tech Inc  
The Energy Savings Store

## Attachment 2: Resident Survey

December 5, 2009



Please fill out if you live between 39<sup>th</sup> & 51<sup>st</sup>, Troost & Prospect and Swope Parkway (see map on back)

**YOU** are the most important part of the Green Impact Zone.

This is why we need to know how you feel and what you would like to see improved in your neighborhood and the lives of your neighbors. Please help us help you by taking a few minutes to answer the following questions.

1. What are the most important problems facing residents of the Green Impact Zone? Put a check by the **5** most important issues.

- |                                           |                                             |                                              |
|-------------------------------------------|---------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Vacant buildings | <input type="checkbox"/> Traffic            | <input type="checkbox"/> Lack of bus service |
| <input type="checkbox"/> Violent crime    | <input type="checkbox"/> High utility bills | <input type="checkbox"/> Lack of recreation  |
| <input type="checkbox"/> Property crime   | <input type="checkbox"/> Unsupervised youth | <input type="checkbox"/> Schools             |
| <input type="checkbox"/> Noise            | <input type="checkbox"/> Vacant lots        | <input type="checkbox"/> Animal control      |
| <input type="checkbox"/> Air Pollution    | <input type="checkbox"/> Unemployment       | <input type="checkbox"/> Building conditions |
| <input type="checkbox"/> Litter or trash  | <input type="checkbox"/> Asthma             | <input type="checkbox"/> Streets & sidewalks |

Other \_\_\_\_\_

2. What programs should the residents and neighborhoods work on for the community? Put a check by the **5** most important programs.

- |                                                        |                                                               |
|--------------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Job training                  | <input type="checkbox"/> New grocery store                    |
| <input type="checkbox"/> Weatherizing homes            | <input type="checkbox"/> More code enforcement                |
| <input type="checkbox"/> Housing rehabilitation        | <input type="checkbox"/> Better bus service                   |
| <input type="checkbox"/> Community policing            | <input type="checkbox"/> Better health services               |
| <input type="checkbox"/> Improving streets & sidewalks | <input type="checkbox"/> Community gardens                    |
| <input type="checkbox"/> Cleaning vacant lots          | <input type="checkbox"/> Recreation programs                  |
| <input type="checkbox"/> Building new homes            | <input type="checkbox"/> Strengthen neighborhood associations |
| <input type="checkbox"/> Finding residents jobs        | <input type="checkbox"/> Foreclosure assistance               |
| <input type="checkbox"/> Improving recreation          | <input type="checkbox"/> Energy efficiency                    |
| <input type="checkbox"/> Youth programs                |                                                               |

Other programs \_\_\_\_\_

3. Which of the following have you done in the last year? Check all that apply.

- Served on a committee of a local organization
- Attended a neighborhood or block meeting
- Attended a public meeting about school or my neighborhood
- Signed a petition
- Spoke to or wrote to my City Council member or the Mayor
- Attended a city-sponsored public meeting
- Other \_\_\_\_\_

4. Following are several questions about your neighborhood. On a scale from 1 to 5 with 1 being strongly disagree and 5 being strongly agree what is your opinion of the following statements? Circle the number that applies to your feelings.

	Strongly Disagree			Strongly Agree	
a. I live in a close-knit neighborhood	1	2	3	4	5
b. I trust my neighbors	1	2	3	4	5
c. We have a strong neighborhood association	1	2	3	4	5
d. I have an impact on what happens in my neighborhood	1	2	3	4	5
e. I like my neighborhood	1	2	3	4	5
f. People work together in my neighborhood to make it better	1	2	3	4	5
g. People from outside my neighborhood don't understand my neighborhood	1	2	3	4	5

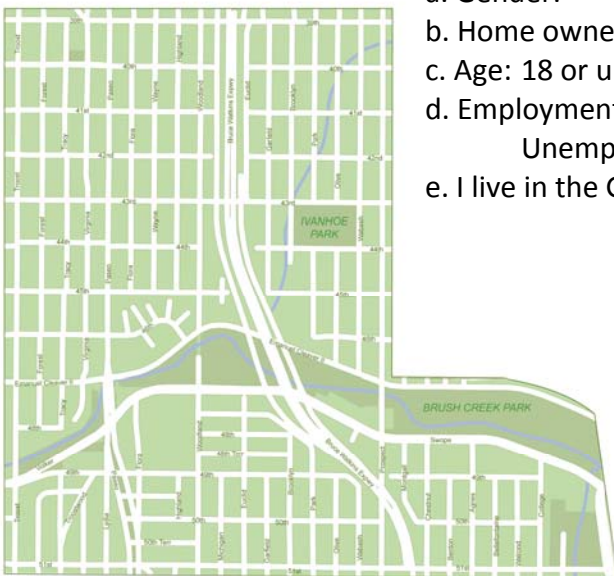
5. What do you rely on to get information about your community? Check all that apply.

- |                                                        |                                                    |
|--------------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> KC Star                       | <input type="checkbox"/> Radio                     |
| <input type="checkbox"/> Kansas City Call              | <input type="checkbox"/> Church                    |
| <input type="checkbox"/> Other Newspaper-specify _____ | <input type="checkbox"/> Neighborhood Organization |
| <input type="checkbox"/> TV                            |                                                    |

Other \_\_\_\_\_

6. We would like to know a little bit more about you. Please answer the following questions.

- a. Gender: Male  Female
- b. Home ownership Own  Rent
- c. Age: 18 or under  19-30  31-50  51-64  65 & over
- d. Employment: Employed  Unemployed & looking   
Unemployed and given up looking
- e. I live in the Green Impact Zone (see map)  
Yes  No  Not sure



*Thank you for your time and support. With your continued support we can build a better Green Impact Zone. If you would like to volunteer, need assistance or more information about the zone please call 816-936-8803 or stop by 4600 Paseo between 9:00 and 5:00 PM or make an appointment for weekends or after 5:00 PM.*



# 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