

PROGRESS REPORT

Feb. 12–March 28, 2011

The Green Impact Zone Vision:

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.

To learn more about any of the specific projects highlighted in this report, please visit www.greenimpactzone.org or call the Green Impact Zone office at 816-936-8803.

Focusing on housing and jobs

Transforming the Green Impact Zone into a model of sustainability involves numerous strategies and a broad array of projects, but success in the zone — as well as economic recovery across the nation — will be driven by our accomplishments in two key areas: housing and jobs.

In the last few weeks, much of our attention has focused on the need for a clear, affordable and practical strategy for housing development and redevelopment in the zone. Following a competitive bid process, APD Urban Planning and Management, a minority-owned firm based in Jacksonville, Fla., that has experience working in the Green Impact Zone, was selected to offer technical assistance and expertise on housing issues.

Some of our work on housing will be funded through a Sustainable Communities Regional Planning Grant, awarded to MARC by the U.S. Department



of Housing and Urban Development. On March 24, HUD Deputy Secretary Ron Sims visited Kansas City to announce the \$4.25 million planning grant, \$120,000 of which will fund housing plans and redevelopment work for a number of potential projects in the zone. After a news conference at the MARC offices, Sims visited the Green Impact Zone offices and met with about 45 local government and housing authority officials.

Jobs are also taking center stage, with a designated zone staff member focused on workforce development issues. A new jobs pipeline will help connect unemployed and underemployed residents with training opportunities and employers.

The following pages summarize progress during this reporting period in each of the eight strategy areas identified by neighborhood leaders as initial priorities in the Green Impact Zone.

Neighborhood Outreach

- ▶ Sixteen individuals recently received certificates for completing the five-session Problem Solving series, one of five certificate series that make up the Community Leadership Program. MARC's Government Training Institute offers the program at no charge to residents of the Green Impact Zone and other Kansas City, Mo., neighborhoods. On March 31, six residents will complete the Personal Strengths series, and 31 people will begin the Community Building series at the Green Impact Zone office on April 5. A Facilitation series scheduled to begin April 7 at Zion Grove Missionary Baptist Church currently has nine participants registered.
- ▶ On March 19, the Green Impact Zone hosted a retreat for about 20 neighborhood leaders. The all-day event included team-building activities and discussion of ways the zone can help neighborhoods connect residents with resources. Each neighborhood association was asked to assign two residents to each of the zone's key strategy areas — outreach, housing, weatherization, employment and training, energy, public safety, urban agriculture, and youth involvement. Together, the representatives from each neighborhood will form capacity-building panels that will help clarify goals for each strategy.
- ▶ The Green Impact Zone and Brush Creek Community Partners worked with the local chapter of the American Meteorological Society to place 20 weather-alert radios in community facilities in the zone. The radios, donated by Midland Radio, can alert residents to severe weather and potential flooding, along with other types of hazards. WDAF FOX 4 meteorologist Joe Lauria joined staff to distribute radios to several of the recipients at an event held at the Nutter Ivanhoe Neighborhood Center on March 11.
- ▶ Preparations are underway for several activities related to Earth Day, April 22. MARC is organizing a work day in the zone on April 30 for employees, their families and other interested parties to help prepare the Manheim Park community garden for spring. Other neighborhood activities include a Town Fork Creek project to plant perennials along Prospect Ave., and a community gardening and bike rally for Troostwood residents.
- ▶ Green Impact Zone ombudsmen regularly attend neighborhood association meetings in Ivanhoe, Troostwood, Town Fork Creek, Manheim and Blue Hills. The ombudsmen work with neighborhood leaders to get more residents involved in the community and often help arrange guest speakers related to zone initiatives such as the Low-Income Weatherization Assistance Program, KCP&L SmartGrid and TIGER investments.
- ▶ Letters were sent to more than 70 community service organizations, inviting them to participate in the second annual Kansas City Convoy of Hope at Swope Park on June 11. The Convoy provides residents with free clothing and food, health screenings, help with resumes, connections to job opportunities and much more. Last year, despite extremely heavy rain, more than 1,500 area residents and 1,200 volunteers participated in the area's first Convoy.

Housing

- ▶ Representatives from APD Urban Planning and Management, the consultant selected to provide expertise to housing efforts in the Green Impact Zone, have visited Kansas City several times in the past few weeks to get to know the zone's neighborhoods and meet with housing stakeholders, including neighborhood leaders, city staff, the Jackson County Land Trust and many other partners.
- ▶ Neighborhood leaders have brought forward several housing projects for the Green Impact Zone, APD and other partners to help with, including rehabilitating and repurposing vacant schools and other existing buildings. The Green Impact Zone was instrumental in the city's decision to direct some funds from the EnergyWorks KC grant toward the rehabilitation of the four-acre 5008 Prospect site in the Blue Hills neighborhood into a community multipurpose building that will provide space for contractor incubator offices, training and the Blue Hills CDC. Renovations at the site are expected to begin in late summer or early fall.
- ▶ The Green Impact Zone is continuing to work with the Enterprise Foundation, Make it Right Foundation, LISC and others to discuss potential housing partnership opportunities in the zone. Staff also held conference calls with Builders of Hope, a nonprofit organization based in Raleigh, N.C., which focuses on providing affordable housing and housing rehabilitation jobs, particularly for the homeless and ex-offenders. Builders of Hope has expressed interest in visiting the Green Impact Zone to explore opportunities for collaboration.
- ▶ The Federal Home Loan Bank (FHLB) — Des Moines Community Investment Department will hold a grant workshop at the Green Impact Zone office on March 29. Bank representatives heard a presentation on the zone at an advisory meeting held in Kansas City about six weeks ago, and expressed interest in receiving grant applications from the Green Impact Zone and its neighborhood partners. FHLB Des Moines awards affordable housing grants of up to \$500,000 each in a five-state area, and has awarded more than \$200 million since 1990. The grant deadline for 2011 applications is June 30.
- ▶ The Green Impact Zone will host a second housing tour in May. Last year's tour gave potential homeowners the opportunity to tour available homes, meet with potential lenders, and learn more about the steps involved in getting a mortgage and buying a home. The zone is hoping to partner with the National Association of Real Estate Brokers on the 2011 tour.

Weatherization

- ▶ In late February, the Missouri Department of Natural Resources issued a statewide reallocation of funds for a number of programs in the Low-Income Weatherization Assistance Program (LIWAP). MDNR is obligated to ensure that all ARRA funds for low-income weatherization are invested by March 31, 2012. The reallocation reflects MDNR's calculation of the number of homes it believes programs will be able to weatherize by that time. Based on its assessment of early production and home

eligibility numbers, MDNR reduced funding for the Green Impact Zone LIWAP program to \$2.7 million.

The Green Impact Zone LIWAP was designed with a number of unique innovations, including a strong focus on working with contractors to provide jobs and training to zone residents. While our new approach has taken longer than anticipated to get to full speed, we believe we have the production strategy and capacity in place to achieve our goal within the allotted timeframe. MDNR has indicated that its planned reallocation is not fixed, and that there may be an opportunity to recapture funds as our production ramps up.

- ▶ As of March 25, the Green Impact Zone LIWAP reported the completion of 109 energy audits — a required step before any weatherization work can proceed; 51 homes where weatherization work is currently underway; 26 homes where work is completed and awaiting final inspection and paperwork; and four homes where all paperwork required by the state is complete and the files are closed. Several video testimonials from residents online at www.greenimpactzone.org.
- ▶ An important part of reaching our weatherization goal is to encourage a steady stream of applications for the program. The LIWAP engagement team, a group of part-time workers that includes area residents, has gone door-to-door throughout the Green Impact Zone and part of the surrounding SmartGrid Demonstration Area to introduce the program to residents. Client intake workers meet with applicants daily at the Green Impact Zone office to offer assistance with application forms and verify eligibility. Other outreach efforts include presentations at neighborhood meetings and one-on-one meetings with landlords who own multiple rental properties in the zone to encourage them to participate.
- ▶ An unexpected benefit of the energy evaluations conducted on homes in the zone in preparation for weatherization has been the discovery of potentially life-threatening situations in some homes. A number of homeowners have been referred to other services for assistance with health and safety issues such as asbestos and carbon monoxide.

Employment and Training

- ▶ The Green Impact Zone is working with several partners, including the city of Kansas City, Green Vets, EnergyWorks KC, Habitat ReStore and the Ivanhoe Neighborhood Council, to provide deconstruction training for contractors beginning in April, followed by training for interested residents in June. Deconstruction differs from demolition in that building materials are carefully salvaged for recycling and reuse. Participants will learn valuable job skills during the deconstruction of six homes that have been deemed unsuitable for renovation. The homes are part of a group of foreclosed properties donated to the Ivanhoe Neighborhood Council by Wells Fargo Bank.
- ▶ Working with OAI, Inc., the Green Impact Zone coordinated information sessions for residents interested in weatherization technician training. The four-week training program covers OSHA regulations, hazardous material certification and more. OAI has received 40 applications for the session that will begin April 7. Although the training does not guarantee job placement, OAI reports that 75 percent of the residents who successfully completed the last session found short-term or long-term employment as a result.

- ▶ The Green Impact Zone is working with a group of partners, including the Full Employment Council, the Metropolitan Community Colleges and local businesses, to create a “jobs pipeline” that will put more residents on the path to employment. The pipeline will connect unemployed and underemployed residents with training opportunities, and connect potential employers with trained workers. An important part of this program will be to enhance long-term job retention through a mentoring program — not only helping residents find jobs, but helping them manage their paychecks and household budgets for continued success. The Green Impact Zone will host several informational sessions in April to help residents begin their individual employment pathways.
- ▶ With the return of spring weather, the Green Impact Zone’s community stormwater/concrete crews expect to begin work on April 4 on a backlog of eligible projects. The crew of four is made up of young adults who receive both classroom and hands-on training in concrete work — are available to help residents with zone addresses correct stormwater runoff problems through small concrete repairs to sidewalks and foundations. Last year the crews completed 83 projects at 43 homes, while providing training and work experience to crew members. The Green Impact Zone provides funding for the program, which is managed by the Ivanhoe Neighborhood Council.

Public Safety/Community Services

- ▶ Green Impact Zone staff is currently exploring ideas to build stronger relationships between residents and police as a way to enhance public safety in the zone. Staff will work with members of the Kansas City Police Department to develop educational opportunities such as ridealongs or crime prevention workshops. Staff continues to look for ways to make the KCPD’s Citizen Police Academy — currently offered north of the river — more accessible to zone residents, but plans have been pushed back to fall 2011.
- ▶ Zone staff is coordinating with city staff to explore ways to keep neighborhood associations informed about calls to the city’s 3-1-1 Action Center related to issues and concerns in the Green Impact Zone. Better communications with the action center will allow neighborhood associations to get involved in solutions to community problems and follow up on issues of concern to residents.

Energy and Water Conservation

- ▶ KCP&L reports that installation of new electric meters — part of the utility’s SmartGrid Demonstration Project in the Green Impact Zone and surrounding neighborhoods — is about 97 percent complete, and substation upgrades are currently underway. KCP&L has also distributed in-home display equipment to about 700 homes. The displays provide real-time usage data to residents, helping them better manage their energy efficiency and control electricity costs. At a recent dinner, KCP&L staff met with a group of residents who have received the in-home equipment but are not yet using it to identify any roadblocks or challenges people may have. The utility is working on plans for future sessions that could provide one-on-one instruction on how to use the equipment.

Infrastructure

- ▶ Contractors should be selected by August for a number of infrastructure projects in the Green Impact Zone that are funded by the region's TIGER (Transportation Investments Generating Economic Recovery) grant. The city of Kansas City and the Kansas City Area Transportation Authority will manage the individual projects, with staff support from the Mid-America Regional Council. Residents can track progress on each of the projects in the zone at www.marc.org/tiger/tracker.asp. (See sample below.)

Tracking infrastructure investments

The TIGER Tracker website allows residents to track progress on each of the projects funded by the grant. The site includes contacts, status updates, projected costs, maps and photos for each project.

A sample page, featuring the 43rd Street sidewalk project in the Green Impact Zone, is shown to the right.

Projects
Map - All Projects
Project Detail

Project Details: 43rd Street Sidewalk Project

Project Category: Green Impact Zone

Planned Project. Scope: Replace sidewalks, curbs and driveways along 43rd Street from Troost to Prospect. This would include incidental construction such as tree replacement, catch basin lid replacement, fire hydrant relocations and sodding.

Project Partners and Contacts

Lead Agency: KCMO - Kansas City, MO

Project Partners: MARC - Mid-America Regional Council

Funding Recipient: KCMO

Project Contact: Greg Rokos
816-513-2575
Gregory_Rokos@kcmo.org

Project Status

Project Status:

Environmental Clearance: 6/1/2010


Engineering & Design: 7/1/2010

Invitation for Construction Bids: 8/1/2011


Project Costs

Construction: \$610,000.00

Map Snapshot



Project Photos



View of Park Avenue and 43rd Street intersection before sidewalk, curb and driveway replacements, looking at the north side of 43rd Street.

Visit www.marc.org/TIGER/tracker.asp to follow other TIGER-funded projects in the Green Impact Zone, including:

- Pervious pavement
- Traffic signal interconnections
- Sidewalks and curbs
- Metro bus stop amenities

MID-AMERICA REGIONAL COUNCIL

6

Urban Agriculture/Food Access

- ▶ The Green Impact Zone has applied for a \$100,000 planning grant from the Health Care Foundation of Greater Kansas City. The grant would support efforts to improve access to healthy foods and education about healthy eating. Grant announcements are expected in June.
- ▶ Working with partners at Bridging the Gap and Keep Kansas City Beautiful, the zone continues to recruit for and market the Sowers of Sustainability program. Classes on community organizing and gardening basics were held in March, and hands-on workshops will take place this spring. The workshops will include planting gardens and creating rain barrels.

Youth Involvement

- ▶ Plans are underway for the second annual NEXUS youth program. The program builds leadership capacity among teens through an intensive summer enrichment program designed to encourage entrepreneurship in the fields of energy and the environment. Staff is currently developing the 2011 curriculum and seeking financial support for the program, and expects to begin recruiting participants shortly. Discussions are underway with area universities about internship opportunities for college students to work with this summer's NEXUS program.
- ▶ Zone staff is exploring the possibility of incorporating the Roots of Success program into its youth involvement efforts. The environmental literacy curriculum targets urban residents, including youth and adults, helping them gain a better understanding of the green movement and preparing job seekers for green jobs. Roots of Success is based in the San Francisco Bay Area and its curriculum is currently used by 32 community-based programs in 23 cities across the country.

Other Activities

- ▶ The Green Impact Zone's Data Committee is focused on creating a tracking and data collection system to monitor progress in all of the grant-funded programs currently underway in the zone, including the TIGER, Energy Works and Sustainable Communities grants. Working with UMKC's Center for Economic Information, the committee wants to identify what data is available and how it is being used currently, and add more interactivity to the website previously developed by the university, online at <http://kc-csrv-ceiweb.kc.umkc.edu/greenimpactzone>.
- ▶ UMKC is also working with the zone to develop a series of mini-reports based on recently released census data, including trends in population, employment and home value.
- ▶ Anita Maltbia, Green Impact Zone director, was invited to attend planning meetings for Plaza East, a commercial-retail development in the zone led by Ollie Gates.

Financial Report

While the Green Impact Zone has been instrumental in bringing a number of federal grants to the region, this chart only includes the grant funds specifically allocated to the Green Impact Zone and administered by MARC. Some Green Impact Zone grants are administered entirely by other agencies, such as the \$48 million KCP&L SmartGrid project, and some grants serve other areas in the region in addition to the Green Impact Zone. See the color key below for more information.

Summary of Green Impact Zone Expenditures			
Category	Budgeted Amount	Current Period (Jan.-Feb. 2011)	Cumulative
Personnel (Salaries, fringe benefits, indirect)			
KCMO	1,500,823.92	91,307.96	960,841.43
TIGER	150,000.00	7,074.77	8,604.23
EnergyWorks	75,073.00	8,586.47	8,586.47
LIWAP	214,069.00	24,501.69	77,074.48
Consultants/contractual services			
KCMO	679,620.00	103,430.37	469,427.90
LIWAP	4,167,496.00	103,846.32	196,333.01
Office lease, furnishings and/or equipment (computers, phone, etc.)			
KCMO	188,674.00	9,092.78	125,994.57
LIWAP	22,335.00	577.42	2,505.77
Other expenses (e.g., meeting expenses, training, printing, postage, supplies)			
KCMO	130,882.08	17,260.45	102,024.01
LIWAP	96,100.00	1,601.61	24,334.21

- **City of Kansas City, Mo.** — Coordination grants administered by MARC. The chart above includes budgeted amounts for both the first-year \$1.5 million grant and the second-year \$1 million grant, for a total of \$2.5 million.
- **U.S. Department of Transportation (TIGER)** — \$50 million total grant; \$26.2 million for the Green Impact Zone. The bulk of the funds allocated to the zone are administered by KCATA. MARC administers \$600,000 of the total grant, with \$150,000 specifically allocated to Green Impact Zone personnel costs.
- **EnergyWorks KC** — \$20 million Energy Efficiency and Conservation Block Grant. The city of Kansas City, Mo., is the primary recipient. MARC will receive approximately \$3 million to support workforce development and public outreach in seven Kansas City neighborhoods, including the Green Impact Zone, and to support replication in the entire metro area. Most of these funds will benefit the overall program, but \$75,000 has been specifically allocated for personnel expenses in the zone.
- **Low Income Weatherization Assistance Program (LIWAP)** — \$4.5 million grant from the Missouri Department of Natural Resources, administered by MARC.



Neighborhood Organizations

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

Green Impact Zone Staff

- Anita L. Maltbia, Director
- Twana Hall-Scott, Assistant Director
- Arletha Bland Manlove, Workforce Ombudsman
- Cokethea Hill, Lead Community Ombudsman
- Anwar Jones, Field Ombudsman
- Kourtney Woodbury, Field Ombudsman
- Shontrice Patillo, Administrative Office Coordinator
- Jermain Whitmore, Administrative Assistant

Initial Partners

- 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 Corporation