



 green impact zone  
*of* MISSOURI

**year one**  
annual report  
9.30.10



# green impact zone of MISSOURI



*“In Missouri’s Fifth Congressional District, the Green Impact Zone is bringing together an unprecedented coalition of stakeholders, including local government, community agencies, neighborhood organizations, universities, private utilities and small contractors to dramatically and transparently achieve the objectives of the American Recovery and Reinvestment Act... Let us seize this giant opportunity to create a better future and show America, when it comes to ‘green’ we are in the lead.”*

— Emanuel Cleaver II  
U.S. House of Representatives



**T**he Green Impact Zone is a 150-square-block area in the urban core of Kansas City, Mo., that serves as a national model of place-based investment, demonstrating how a distressed community can be transformed through intense, focused coordination of programs and resources.

In 2009, U.S. Rep. Emanuel Cleaver II conceived of the Green Impact Zone as a way to put federal stimulus funds to work to strengthen neighborhoods, create jobs and improve energy efficiency. The city of Kansas City authorized \$1.5 million to help launch the Green Impact

Zone initiative in September 2009. The Mid-America Regional Council administers the grant and provides oversight for the initiative.

Working with neighborhood organizations, civic leaders and many other organizations — and with strong support from the White House and administration in Washington, D.C. — MARC and its Green Impact Zone partners have succeeded in bringing millions of dollars in stimulus funds and other investments to the zone in the past 12 months. This report summarizes the progress in the Green Impact Zone's first year.



On Sept. 1, 2009, MARC celebrated the opening of the Green Impact Zone offices at 4600 Paseo. The facility not only provides office space for staff and volunteers, but has become a hub for community activities and a resource center for residents seeking assistance.

The kickoff event, attended by White House and Cabinet officials, followed several months of intensive work with neighborhood leaders and zone residents to develop a vision for the Green Impact Zone.

In April 2009, MARC hosted three community forums to discuss the initiative. Based on input from the forums, a Neighborhood Leadership Committee was formed, comprising leaders of the 10 neighborhood organizations active in the zone. The committee developed a vision for the Green Impact

The Green Impact Zone offices opened with a ceremonial ribbon cutting and welcoming remarks by (from left to right) Mike Chesser, CEO of Great Plains Energy, the parent company of KCP&L; U.S. Rep. Emanuel Cleaver II, Missouri — Fifth District; Rodney Knott, President, Historic Manheim Park Association; Shaun Donovan, U.S. Secretary of Housing and Urban Development; Adolfo Carrion, Director, White House Office of Urban Affairs; and John Porcari, U.S. Deputy Secretary of Transportation.

Zone, and identified and prioritized strategies to help that vision become a reality.

In August, MARC announced the hiring of Anita L. Maltbia, a former assistant city manager in Kansas City, Mo., to lead the Green Impact Zone initiative. Ms. Maltbia oversees a core staff of six, including an assistant director, four community ombudsmen and an office administrator, as well as numerous volunteers and interns.

# 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.*

## Initial Strategies

- **Housing:** Contact every resident and assess housing needs; rehabilitate foreclosed homes, develop vacant lots, remove dangerous buildings, and address rental property maintenance and absentee ownership.
- **Weatherization:** Help residents save money and have healthier homes through energy audits and home weatherization.
- **Employment and training:** Help zone residents find jobs or upgrade job skills; connect them with training opportunities and help them find careers that pay a living wage and offer a path to long-term employment.
- **Public safety and community services:** Work in close cooperation with neighborhood leaders and residents on community policing and code enforcement.
- **Energy and water conservation:** Work with utilities and other strategic partners to increase energy efficiency, install a Smart Grid, reduce water use and manage stormwater in the zone.
- **Infrastructure:** Address residential needs block by block with improvements to streets, curbs, sidewalks, parks and other amenities.
- **Urban gardening:** Transform vacant lots into rain and vegetable gardens, and provide training for preparing, planting and maintaining the gardens.
- **Youth:** Help provide young people with hope and opportunity, and provide activities to address matters that are important to them.

## QUICK FACTS

### 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

### Land-Use Characteristics:

Total Parcels.....	4,392
Residential.....	4,042
Vacant Residential Lots .....	1,066
Residential with Structure .....	2,976
Single-Family Occupancy .....	2,672
Owner-Occupied.....	1,162
Multi-Family .....	304
Non-Residential .....	332
Commercial .....	151
Industrial.....	48
Institutional .....	48
Public Space .....	16
Agricultural .....	5
Vacant Non-Residential Lots.....	76

### 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



# Strategy: Neighborhood Outreach

The Green Impact Zone’s outreach program is the critical link that connects residents and businesses to the opportunities that can transform these disadvantaged neighborhoods into a thriving, sustainable community.

The outreach program is designed not only to engage every resident and business in the activities of the zone, but also to help them learn about and gain access to the wide range of resources available.

On Dec. 5, 2009, the Green Impact Zone hosted its first major community-wide event at Paseo High School. With the theme of “Energize Your Home, Impact the Zone,” the event included information booths operated by 54 agencies, including neighborhood associations, nonprofit agencies, city departments, social service agencies, youth programs and environmental awareness groups. Entertainment was provided by local performers and Tom Joyner, host of the nationally syndicated Tom Joyner Morning Show. The event drew more than 500 participants, including 76 volunteers.

A second community-wide event, held on March 27, 2010, also at Paseo High School, drew more than 550 people. Focused on “Healthy Homes, Healthy Bodies and Healthy Communities,” the day began with a pre-event workshop conducted by Atlanta urban-gardening expert Rashid Nuri. Entertainment in the main auditorium included local entertainers and talk-show style interviews

with Nuri, Congressman Emanuel Cleaver II and several local experts who offered practical tips for residents on healthy living. Guests then visited an expo that included tasting stations with samples of nutritious foods, 50 informational booths and a fun zone for kids. Fifty-eight volunteers helped make the day a success.

For its third community-wide event, the Green Impact Zone joined forces with local churches to present the Kansas City Convoy of Hope on June 12, 2010, at Swope Park. Despite heavy rain, 2,000 area residents attended the event, receiving free food, clothing, health screenings and more. More than 1,200 volunteers helped distribute 70,000 pounds of groceries and 500 pairs of new shoes. In partnership with Mazuma Credit Union and CommunityAmerica Credit Union, the Green Impact Zone hosted a job fair tent, helping 103 residents complete résumés and meet with prospective employers.

In addition to meeting with residents at community event, the Green Impact Zone’s community ombudsmen attend neighborhood association meetings and work one-on-one with residents who call or visit the Green Impact Zone office. Each month, the ombudsmen help dozens of residents access needed services such as home weatherization, lead abatement, emergency home repairs, job training opportunities and utility assistance.

During the first year of operation, neighborhood leaders and zone staff worked with area organizations, agencies



Dec. 5: “Energize Your Home, Impact the Zone” event at Paseo High School draws 500 participants.



March 27: More than 550 attend the “Healthy Homes, Healthy Bodies, Healthy Communities” expo.



June 12: A heavy downpour doesn’t dampen the enthusiasm of thousands at the Kansas City Convoy of Hope.



and data vendors to develop a common application that will allow residents to complete a single application to determine their eligibility for a wide variety of services from multiple agencies. Once the system is operational, staff will be able to use wireless technology to help residents complete applications on-site at community events or during door-to-door visits.

Zone staff also engaged residents through the zone's website, [www.greenimpactzone.org](http://www.greenimpactzone.org), as well as a Facebook fan page, a blog, newsletters, e-mail communications, and direct mail.

*The Green Impact Zone's aggressive strategy to engage every resident requires an emphasis on "boots on the ground" — knocking on doors and getting to know residents. Zone ombudsmen and neighborhood volunteers make door-to-door sweeps to distribute information and help residents access environmental, economic and social resources.*

## 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 zone's community ombudsmen actively recruit residents who want to make a difference in their communities to enroll in the program.

Developed by the city of Kansas City and the Mid-America Regional Council's Government Training Institute, the Community Leadership Program 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.

More than 150 people, including many zone residents, took part in the Community Leadership Program in its first year, and six people earned certificates in all five training series.



### success stories

Zone residents Francine Nelson and Sharon Bass enrolled in the Community Leadership Program, which spurred their involvement in many other activities throughout the Green Impact Zone — including co-chairing the city's Night Out Against Crime event.

Sharon and Francine have become extraordinary volunteers, taking on leadership roles that often involve volunteering more than 20 hours a week.



## Strategy: Youth Involvement

Building leadership capacity among young people is a crucial element of the overall outreach strategy for the Green Impact Zone. In June, the zone launched the NEXUS of Excellence summer youth initiative, an intensive seven-week enrichment program designed to encourage entrepreneurship in the fields of energy and the environment.

Participating teens met each day at the Pioneer Campus of the Metropolitan Community Colleges, which donated classroom space and a technology lab to the program.

In addition to classroom training and guest speakers, students participated in "exposure" field trips geared toward reinforcing the concept of green business and the green economy.

Students visited urban farms, power plants, water-treatment facilities, money museums and an environmental justice program. Several of the older teens participated in the Missouri Legislative Black Caucus Foundation conference in St. Louis. The younger students visited Camp Wildwood, an outdoor educational facility in LaCygne, Kan. Students were also able to earn community service hours toward high school graduation.

"These young people were so excited about the exposure they received to new information, new ideas and new

The logo for 'NEXUS OF EXCELLENCE' features the word 'NEXUS' in large, bold, orange letters above the words 'OF EXCELLENCE' in smaller, bold, brown letters. A green leaf icon is positioned to the left of the text. Below the logo is a green horizontal bar containing the text: 'Next generation, Empowered to serve, eXemplifying excellence, Using mind, body and spirit, and Sustaining the community to make an impact on the world.'

**N**ext generation, **E**mpowered to serve, **eX**emplifying excellence, **U**sing mind, body and spirit, and **S**ustaining the community to make an impact on the world.

opportunities that they often didn't want to leave at the end of the day," said Anita Maltbia, Green Impact Zone director.

Two youth coordinators — David Bryant, lead youth coordinator, and Veronica Maull-Turner, assistant youth coordinator — were hired to lead the project. Maull-Turner is a resident of the Manheim neighborhood in the Green Impact Zone.

The program ended with a celebration ceremony on July 30 to recognize the 16 teens who participated.

*“The Green Impact Zone represents the heart of the city, and the teens who live in the zone determine its pulse. Our ability to train and mobilize young people defines the true measure of our community leaders.”*

— David Bryant  
Lead Youth Coordinator  
Green Impact Zone NEXUS Program

Teenagers visited an urban farming operation as part of the NEXUS of Excellence summer youth program. Urban areas are often called “fresh food deserts” because they have few places to purchase fresh produce. One strategy of the Green Impact Zone is to transform vacant lots into vegetable gardens and train residents to prepare, plant, maintain and harvest these gardens.





# Strategy: Housing

**A** drive through the neighborhoods of the Green Impact Zone illustrates the area's serious challenges with abandonment. Approximately 25 percent of the properties in the zone are vacant lots, and another one-sixth have vacant structures. Fewer than half the homes are owner-occupied. Almost 20 percent of all mortgages were delinquent over the last two years. Median home prices for the area are less than \$30,000.

Strategies for addressing housing issues in the zone include rehabilitating existing homes, developing new housing on vacant lots, removing dangerous buildings, working with real estate agents to increase home sales in the zone, and working with landlords and absentee owners to improve property maintenance.

As a first step, MARC contracted with the University of Missouri-Kansas City's Center for Economic Information to collect data about current conditions in the zone.

In February, UMKC published a report that includes results of a property-by-property windshield survey of housing and infrastructure conditions; an analysis of the historic character of the zone; and property, crime and demographic data provided by Jackson County, the city of Kansas City, Mo., the Kansas City Police Department and the U.S. Census Bureau.

Currently, UMKC is working on a second report based on a windshield survey and similar data for business properties in the zone.

The university houses the data on an interactive website, <http://kc-csrv-ceiweb.kc.umkc.edu/greenimpactzone>. The site allows users to generate maps and tables that cover a wide variety of conditions in the zone at the parcel level, including roofs, foundations, sidewalks, curbs, landscaping, litter and more. The Center for Economic Information has provided space in a computer lab on the UMKC campus for neighborhood leaders and youth to become familiar with the website and learn how to use maps and data to help facilitate improvements.



## success stories

UMKC hired and trained two surveyors, including one zone resident, to conduct the windshield surveys of the zone. Both surveyors have continued to work for CEI on several other projects and helped with the training of new surveyors.



### Baseline data currently on the UMKC website includes:

- Population densities by block
- Land use (residential, non-residential, vacant)
- Property foreclosures in 2007 and 2008
- Payroll employment of residents (block level)
- Architectural styles of single family homes
- Owner occupancy of single family homes
- Crime reports, January–October 2010
- Ratings and density of substandard conditions for:
  - » Roofs
  - » Foundations and walls
  - » Windows and doors
  - » Porches
  - » Exterior paint
  - » Sidewalks and driveways
  - » Lawns and shrubbery
  - » Litter
  - » Nuisance vehicles
  - » Street lights
  - » Curbs and catch basins



In July, the Green Impact Zone, the Housing Authority of Kansas City, Mo., and the Kansas City Regional Association of Realtors hosted an Urban Homes Tour featuring homes for sale in the zone.

About 40 residents participated in the event, which included bus tours of the area and three workshops held at Zion Grove Missionary Baptist Church. The workshops covered every phase of the home-buying process, including working with real estate agents to find the right home; meeting with lenders to find the right financing; and learning what's involved in rehabbing and weatherizing older homes.



## success stories

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As a result of the Urban Homes Tour, Bryant Real Estate has two contracts pending on homes in the zone.

“The tour showed members of the community what great opportunities we have in the urban core,” said Helen Bryant. “We need to educate our residents on building wealth through home ownership.”



# Strategy: Weatherization

About one-third of the Green Impact Zone’s residents live in poverty. The median household income for the zone is about \$22,000, compared to about \$54,000 for the metropolitan area.

One way to have an immediate impact on household budgets — and on the environment — is to lower the amount residents pay to heat and cool their homes by making homes more energy efficient.

## Low-Income Weatherization Assistance

In July, MARC received a \$4.5 million grant from the Missouri Department of Natural Resources to weatherize homes in the Green Impact Zone and surrounding area as part of the Low-Income Weatherization Assistance Program (LIWAP). Plans call for weatherization of more than 650 homes in the next 20 months. For homeowners who meet income guidelines and other criteria, the program may cover energy audits, insulation, sealing of air leaks, and repair or replacement of heating and cooling systems.

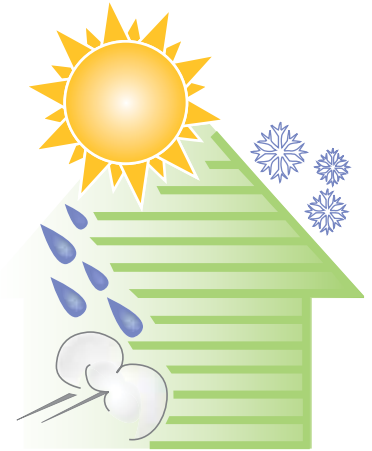
Weatherization of older homes is not a new concept — the Missouri Department of Natural Resources established its Low-Income Weatherization Program in

1977 — but the Green Impact Zone LIWAP will include several innovative features.

MARC has contracted with a single master contractor, Zimmer Energy Solutions to run a turnkey operation, including client intake; energy audits to determine what work is needed; completion of the weatherization work; and follow-up inspection.

The program also includes a workforce development component. Zimmer and its partners, Hathmore Technologies and Greenleaf Construction, will seek minority-owned subcontractors and recruit zone residents for construction and customer service jobs.

The Green Impact Zone LIWAP will also offer new incentives for landlords. Under previous weatherization assistance programs, landlords generally had to pay at least 50 percent of the cost to weatherize their rental



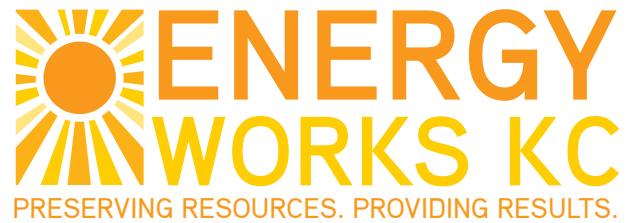
For homeowners who meet income guidelines and other criteria, the program may cover energy audits, insulation, sealing of air leaks, and repair or replacement of heating and cooling systems. According to the U.S. Department of Energy, energy savings after weatherization average 35 percent of consumption for the typical low-income home.

properties. In the Green Impact Zone, up to 95 percent of the costs may be covered if renters meet income guidelines and other eligibility criteria. Since more than half of the single-family residences in the zone are rental properties, this change is expected to have a big impact.

### EnergyWorks KC

Residents and property owners who do not meet low-income guidelines may still be eligible for assistance through EnergyWorks KC. With funding from a \$20 million Energy Efficiency and Conservation Block Grant, EnergyWorks KC will manage a comprehensive energy audit and retrofit program in the Green Impact Zone and six other Kansas City neighborhoods.

EnergyWorks KC will create a one-stop shop that connects property owners to information and resources, including low-interest loans to improve energy efficiency



in homes and businesses. The program will also fund job training for workers wanting to enter the building-retrofit industry. This program supports three of the zone’s overall strategies: weatherization, energy conservation and employment and training.

EnergyWorks KC is a partnership of the city of Kansas City, Metropolitan Energy Center, KCP&L, Missouri Gas Energy and MARC. It will be closely coordinated with the Green Impact Zone Low-Income Weatherization Assistance Program.



## Strategy: Energy and Water Conservation

In addition to energy improvements on individual properties, the Green Impact Zone will benefit from several community-wide energy efficiency initiatives, including a proposed Climate Sustainability Center, a SmartGrid demonstration project, and measures to manage stormwater and conserve water.

### Proposed Climate Sustainability Center

In 2009, the city of Kansas City received a \$150,000 planning grant from the Economic Development Administration for a Climate Sustainability Center to be located near 47th and Troost.

The Climate Sustainability Center would serve as both a regional resource and a national model in developing a sustainable workforce for green collar jobs, providing opportunities for world-class research in renewable energy and featuring a botanical garden with an emphasis on research and education related to urban agriculture.

BNIM Architects worked with a steering committee to conduct a feasibility study for the center. The team outlined plans for a 217,000 square foot facility that would include research space, a business incubator, classrooms for education and job training, and a botanical garden with both indoor and outdoor spaces.

The draft feasibility study for the Climate Sustainability Center will be published later this fall.





## SmartGrid Demonstration Project

In November 2009, KCP&L received a \$24 million grant from the Department of Energy to help fund a SmartGrid demonstration project in the Green Impact Zone and surrounding areas. The SmartGrid boundaries extend a few blocks further than the Green Impact Zone in each direction, from Main Street to Benton Boulevard, and from 35th Street to 52nd and 56th Streets.

In addition to the \$24 million grant, KCP&L and its SmartGrid industry partners will contribute another \$24 million to the five-year project, for a total investment of more than \$48 million.

The SmartGrid project will introduce innovative technologies to the urban core of Kansas City, which will allow customers to more effectively manage their energy usage and costs and allow KCP&L to improve infrastructure and reliability. SmartGrid projects like this one are allowing utilities to test technology, gain a better understanding of the utility of the future and strengthen the nation's power grid.

SmartGrid technology enables enhanced, two-way communication between the utility and its customers.

Customers will receive free products and tools to help manage their energy usage. In late October 2010, KCP&L will begin installing smart meters in approximately 14,000 homes and businesses. Once installed, the meters will provide near real-time usage information through a web portal, [www.kcplsmartgrid.com](http://www.kcplsmartgrid.com). This information will help residents monitor and manage their energy use and will allow them to make more informed decisions related to their energy consumption.



Zone residents will also be offered free, programmable thermostats that can help increase the efficiency of their heating and cooling systems, and a free, in-home device that displays real-time energy usage data directly from the meter, with no need for Internet access.

The SmartGrid project will help KCP&L evaluate smart grid technologies and learn more about what energy saving features are valued most by customers. The utility will use this information to determine how best to expand the technology to all customers.

Other elements of the project include:

- Significant infrastructure upgrades to the midtown substation and utility lines in the SmartGrid area
- Rooftop solar panels at select commercial buildings, government facilities and neighborhood centers.
- Collaboration with other organizations to identify opportunities for green jobs in the urban core.
- Installation of electric vehicle charging stations in the SmartGrid neighborhoods.


In addition to new technology, KCP&L will offer customers in the zone information about energy-saving techniques. Teaching residents how they can take simple steps to change behaviors — switching to compact fluorescent bulbs, for example — is an important part of the project’s energy efficiency strategy.



## success stories

Several of the interns who worked for the Green Impact Zone this summer as part of the Green Ways to Green Careers program (see page 18) were recently offered jobs by QTI, Inc., the company that will install smart meters in the zone for KCP&L.

### Energy-Efficient Appliance Research



As part of the SmartGrid demonstration project, KCP&L is placing new, hyper-efficient appliances — refrigerators, washer/dryer sets and heat-pump water heaters — in a limited number of homes in the zone. Day-to-day use in these homes will help the utility measure how much energy the appliances can actually save the average homeowner.

With help from the Green Impact Zone’s community ombudsmen, homeowners were recruited to participate in the project, based on their active involvement in neighborhood and community events.

Appliances were installed in the first three homes in early May. During the installation, KCP&L provided training to local minority electricians and plumbers to complete the remaining installations.



On Saturday, May 8, volunteers turned out for the installation of the zone's first rain garden in the Troostwood neighborhood. Through a partnership with Keep Kansas City Beautiful and Bridging the Gap, the Green Impact Zone is encouraging the use of rain gardens, not only to beautify neighborhoods but also to help absorb stormwater runoff.

The Troostwood rain garden is part of the Sowers of Sustainability program, which also encourages urban vegetable gardening. Sowers of Sustainability provides both classroom and hands-on training to participants. A second rain garden will be installed at Beacon Light Church near 48th and Paseo in October 2010.

Volunteers planted a rain garden in Troostwood Commons at 49th and Volker Boulevard in May 2010.

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*"I believe the smart investment being made in Kansas City's Green Impact Zone will prove to be a ground-breaking approach to neighborhood revitalization."*

— Adolfo Carrion, Jr.

Director of the White House Office of Urban Affairs  
and Deputy Assistant to the President



# Strategy: Infrastructure

In 2009, MARC coordinated a regional application for grant funds from the U.S. Department of Transportation's Transportation Investments Generating Economic Recovery (TIGER) program. The region received a total of \$50 million: \$26.2 million to fund transportation infrastructure improvements in the Green Impact Zone, and \$23.8 million for improvements to regional transit corridors that extend from the urban core into suburbs on both sides of the state line. Investments planned for the Green Impact Zone include:

- **Sidewalks, transit facilities, stormwater management 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 with shelters, benches, bus pull-outs and bus pads.
- **Traffic-signal upgrades:** Replacing outdated controllers with modern equipment that allows phasing and timing of signals; and installing mast arms for signals, eliminating old signal poles that contain lead paint.
- **Traffic-signal synchronization:** Synchronizing signals on arterial corridors.

- **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 Boulevard to accommodate a new bus rapid transit route and pedestrian travel.

The city of Kansas City, Mo., and the Kansas City Area Transportation Authority (KCATA) are handling contract negotiations and subagreements for the TIGER projects, while MARC took responsibility for finalizing master agreements with the Federal Transit Administration.

Kansas City has already begun work on the Troost Avenue bridge, and KCATA is currently making improvements for the Troost MAX bus rapid transit service. Sidewalk, curb and pavement work will begin in 2011.



Scheduled TIGER Projects (Preliminary)*
Construction of a pedestrian bridge under the new Troost Avenue bridge
Pervious pavement replacement at the intersections of Wabash and Olive with Cleaver
Pavement rehabilitation (mill and overlay) and incidental construction on numerous streets
Purchase of a concrete recycling machine
Sidewalks and curbs: 39th Street
Sidewalks and curbs: 43rd Street from Troost to Prospect
Sidewalks and curbs: Cleaver, Swope Parkway, Benton, Paseo
Sidewalks and curbs: Troost Avenue from 39th Street to Cleaver
Sidewalks and curbs: Prospect from 39th Street to Cleaver
Provide hard traffic signal interconnections between signals in the area
Traffic signal replacements at numerous intersections in the zone
KCATA passenger amenities (including shelters, benches and signs)
Sidewalks and curbs in Green Impact Zone neighborhoods

\*Additional projects will be added to this list as they are scheduled



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 TIGER program. MARC was awarded a \$50 million grant, \$26.2 million of which is targeted for projects in the Green Impact Zone.

Secretary LaHood signed a ceremonial check as local leaders looked on. From left to right, U.S. Rep. Dennis Moore, Third District — Kansas; Anita Maltbia, Green Impact Zone Director; Secretary LaHood; David Warm, MARC's Executive Director; Mayor Mark Funkhouser, Kansas City, Mo.; and Commissioner Tom Cooley, Unified Government of Wyandotte County/Kansas City, Kan., chairman of MARC's Board of Directors.





## Strategy: Employment and Training

Unemployment rates are estimated to be as high as 50 percent in some parts of the Green Impact Zone. To combat this, zone partners are working to identify zone residents who need assistance in entering the job market or need to upgrade their skills; connect these individuals with training programs and opportunities; and help them find jobs that pay a living wage and offer a career path to long-term employment.

Workforce development components are a crucial part of several initiatives currently underway in the zone, including the Low-Income Weatherization Assistance Program, EnergyWorks KC and the SmartGrid demonstration project.

Working with OAI, Inc., a nonprofit organization focused on innovative workforce development, the Green Impact Zone helped recruit unemployed residents to receive training in weatherization, energy audits, hazardous waste remediation and OSHA construction safety. Grants from the Environmental Protection Agency allowed OAI to offer training to zone residents at no charge.

Zone staff have worked to develop partnerships with the Building and Construction Trades Council and the Laborers International Union of North America to connect residents with good paying jobs. In August, zone staff explored a partnership with the U.S. Department of Labor Women's Bureau to host workshops on green careers and building job skills for women who live in the zone.

In spring 2010, the Green Impact Zone partnered with the U.S. Census Bureau to help connect residents with temporary job opportunities. The zone office served as a testing site for the Census Bureau, hosting employment tests several times each month in January, February and March.

The zone also partnered with the Full Employment Council to provide 30 summer internship positions as part of the Green Ways to Green Careers program funded by the U.S. Department of Health and Human Services. The grant also covered salaries for three supervisors for the six-week internship program.

Interns received training for the outreach work they conducted over the six-week period and also learned about the Green Impact Zone initiative and ways they can make a difference in the community.



### success stories

Several of the Green Ways to Green Careers program interns will continue part-time work to support outreach efforts in and around the Green Impact Zone.

Two young zone residents were offered full-time union jobs as a result of the training and experience in concrete repairs they received with the Community Crews.



In June, Missouri Governor Jay Nixon and U.S. Rep. Emanuel Cleaver II visited the Green Impact Zone to announce a statewide summer jobs program for youth. Approximately \$5 million from the U.S. Department of Health and Human Services was allocated to support up to 1,200 jobs for qualified young people ages 16–24 in Missouri's Fifth District, which includes the Green Impact Zone.

The initiative funded positions for 30 interns and three supervisors who worked on Green Impact Zone community outreach for six weeks in August and September.



Building on a successful effort begun by the Full Employment Council and the Ivanhoe Neighborhood Council, the Green Impact Zone's Neighborhood Leadership Committee organized two Community Crews, each with four team members, to work on stormwater diversion projects in the zone.

Many of the older homes in the zone have problems with stormwater getting into basements because of dilapidated sidewalks and foundations that need repair. The Community Crews — made up of young people ages 16–24 who live in the zone — received classroom and hands-on training on concrete flatwork, learning

how to dig out and replace old sidewalks, fill in around foundations and plant rain gardens to help absorb stormwater runoff.

Homeowners in the Green Impact Zone are eligible to apply for work through their community ombudsmen. Requests are submitted to the work crew supervisor, who evaluates the request, notifies homeowners of approval and schedules the work.

As of September, 43 concrete projects have been completed at 32 homes. The program's goal is to complete repairs on 72 homes.



# Strategy: Public Safety and Community Services

In December, students from the University of Kansas Political Science and Sociology departments conducted a survey of Green Impact Zone residents. Residents rated violent crime as the most important problem in the zone, followed closely by vacant buildings and litter or trash.

Studies show a direct connection between high levels of trash and litter and high levels of crime. The Green Impact Zone’s strategy plan calls for strong community policing and code enforcement efforts, operated in close coordination with the neighborhood leaders and residents. The zone’s community ombudsmen serve as liaisons to connect residents and neighborhood associations with public safety programs and community services.

To help combat crime, the Green Impact Zone formed a Public Safety Committee made up of neighborhood leaders and members of the Kansas City Police Department. The committee identified two programs that would be beneficial to residents — the Police Athletic League and Citizen’s Police Academy — and plans are underway to engage residents in both next spring.

Zone staff worked closely with neighborhood associations to conduct clean-up events in Town Fork

Creek, Ivanhoe and Manheim. The Ivanhoe clean-up collected 11.93 tons of trash and 3.69 tons of yard waste. The Green Impact Zone also partnered with Bridging the Gap to promote recycling to residents.

EPA Brownfields grants are helping to clean up neighborhoods, with \$120,000 allocated to conduct targeted Brownfield assessments for over 160 properties in the zone and \$1 million (partially for the Green Impact Zone) to promote reinvestment in properties owned by the Jackson County Land Trust.

An important part of neighborhood improvement is to help residents make their voices heard. To this end, zone staff provided support for the U.S. Census Bureau to help ensure an accurate count of residents in the zone, and received voter registration training that allows the zone office to serve as a certified voter registration site.



EPA Administrator Lisa Jackson toured the Green Impact Zone with Rep. Emanuel Cleaver II in July. Jackson was in Kansas City to discuss environmental justice and other issues with community leaders.



## success stories

Two graduates of the zone’s Community Leadership Program co-chaired the city’s Night Out Against Crime event in August.

Crimes Reported by Neighborhood, January–September 2009

	Ivanhoe	Manheim Park	Town Fork Creek	Blue Hills	49/63 Troostwood	Total
Aggravated Assault	65	38	24	20	9	156
Auto Theft	26	29	8	14	4	81
Burglary	67	62	25	46	9	209
Property Damage	57	40	17	27	4	145
Robbery	22	41	6	1	4	74

Source: UMKC Preliminary Baseline Data Report, published February 2010



# Realizing the Vision

Truly transforming a community like the Green Impact Zone is challenging work. It is not enough to solve today's problems; we must build the capacity of the community to help solve its own problems, today and into the future.

In its first year, the Green Impact Zone has focused on laying the groundwork — building relationships, touching people and devoting the time and attention needed to inspire residents to help bring about change.

This work has been supported by a unique and exciting set of circumstances, including:

- A “federal moment” when considerable resources are available to jump start the transformation process through the American Recovery and Reinvestment Act.
- An administration dedicated to place-based strategies to transform distressed communities.
- A renewed focus on environmental issues, especially the creation of “green” jobs.
- An impressive array of local, state and federal partners who are eager to invest their energy and resources in this transformation.

The Green Impact Zone serves as a national model for how transformation into a “community of opportunity” can happen. Already, other urban areas — as close as St. Louis and as far away as Seattle, Wash. — are implementing ideas that originated in the Green Impact Zone.

Our work is far from done. In the coming year, we look forward to visible improvements in the zone as work on TIGER-funded infrastructure improvements begin; healthier, more energy-efficient homes as weatherization work is completed; and workforce development programs that lead to long-term employment for zone residents.

## Neighborhood Leaders

- 49/63 — Renee Neades*
- Blue Hills — Paul Tancredi*
- Blue Hills Community Services — Joanne Bussinger*
- Brush Creek Community Partners — Carol Grimaldi*
- Historic Manheim Park — Rodney Knott*
- Ivanhoe — Margaret May*
- Neighborhood Housing Services — Mark Stallworth*
- Swope Community Builders — Bill Jones*
- Town Fork Creek — Becky Forrest*
- Troostwood — Jason Peters*

## The Green Impact Zone Staff

- Anita L. Maltbia, Director*
- Twana Hall-Scott, Assistant Director*
- Arletha Bland Manlove, Lead Community Ombudsman*
- Cokethea Hill, Community Ombudsman*
- Jermaine Reed, Community Ombudsman*
- Shontrice Patillo, Administrative Coordinator*

## The Green Impact Zone Guiding Principles:



*The work to realize the vision of the Green Impact Zone will:*

- *Be inclusive, accountable and transparent.*
- *Be effective and responsive to the community.*
- *Be efficient in using and accounting for resources.*
- *Complement and enhance existing neighborhood goals and activities.*
- *Cross-pollinate ideas, programs and people*
- *Be evidence-based, using information and data to evaluate effectiveness*
- *Be targeted so that each block sees significant improvement*



*The work underway in the Green Impact Zone would not be possible without the many partners and funders who are working together to bring this vision to reality, including those listed below and many more.*

- |   |   |  |
|---|---|--|
| City of Kansas City, Mo.                  | Kansas City Metropolitan Crime Commission     | Parks & Pennington                               |
| Accent Rental                             | Kansas City Power & Light                     | PolicyLink                                       |
| Blue Hills Community Services             | Kansas City, Mo., Police Department           | Swope Community Builders                         |
| Blue Hills Neighborhood Association       | Kansas City, Mo., School District             | The Real Estate House                            |
| Bridging the Gap                          | Kansas City Regional Association of Realtors  | Time Warner Cable                                |
| Brush Creek Community Partners            | Kansas State University                       | Town Fork Creek Neighborhood Association         |
| Cafe Seed                                 | KC Healthy Start                              | Troostwood Neighborhood Association              |
| Convoy of Hope                            | Keep Kansas City Beautiful                    | University of Kansas                             |
| Costco                                    | LilyPad                                       | University of Missouri—Kansas City               |
| Dedicated Dads                            | Laborers International Union of North America | UMKC Center for Economic Information             |
| Delta Sigma Theta Sorority Alumni Chapter | McDonald's U.S.A. LLC                         | U.S. Census Bureau                               |
| DisneyWorld                               | Metropolitan Community Colleges               | U.S. Department of Energy                        |
| Economic Development Corporation          | Metropolitan Energy Center                    | U.S. Department of Health and Human Services     |
| Environmental Protection Agency           | Mid America Assistance Coalition              | U.S. Department of Housing and Urban Development |
| 49/63 Neighborhood Association            | Mid-America Regional Council                  | U.S. Department of Transportation                |
| Full Employment Council                   | Missouri Department of Natural Resources      | Vineyard Church                                  |
| Green Acres Urban Farming                 | Missouri Gas Energy                           | Wildwood Outdoor Adventures                      |
| Habitat for Humanity                      | Missouri Legislative Black Caucus             | Zimmer Energy Solutions                          |
| Hathmore Technologies                     | Myra Harper                                   | Zion Grove Missionary Baptist Church             |
| Historic Manheim Park Association         | National Association of Real Estate Brokers   |  |
| Housing Authority of Kansas City          | Neighborhood Housing Services                 |  |
| Ivanhoe Neighborhood Council              | NeighborWorks                                 |  |
| Kansas City Area Transportation Authority | OAI, Inc.                                     |  |

**Summary of Green Impact Zone expenditures — \$1.5 million grant from Kansas City, Mo.**

Category	Total Amount Budgeted	Expenditures 9-1-09 to 8-31-10
Personnel costs, including salaries, fringe benefits and other indirect costs	\$784,095.00	\$677,714.99
Consultants/contractual services	\$520,100.00	\$315,917.88
Office lease, equipment and other expenses (including furnishings, computers, phone, etc.)	\$113,600.00	\$99,593.69
Other costs (including meeting expenses, printing, postage, training, supplies, etc.)	\$82,205.00	\$71,820.61
<b>Totals</b>	<b>\$1,500,000.00</b>	<b>\$1,168,047.17</b>

**The Green Impact Zone has been the key element in attracting other grants to the region.**

SmartGrid (Department of Energy and private investment)	\$48 million
TIGER (Department of Transportation; 52% in Zone, 48% across region)	\$50 million
EnergyWorks KC (Energy Efficiency and Conservation Block Grant)	\$20 million
LIWAP (Stimulus funds through MDNR; Green Impact Zone and SmartGrid area)	\$4.5 million
<b>Total</b>	<b>\$122.5 million</b>



Green Impact Zone of Missouri | 4600 Paseo | Kansas City, MO 64110  
Phone 816.936.8803 | Fax 816.421.7758 | [www.greenimpactzone.org](http://www.greenimpactzone.org)

Mid-America Regional Council | 600 Broadway, Suite 200 | Kansas City, MO 64105  
Phone 816.474.4240 | Fax 816.421.7758 | [www.marc.org](http://www.marc.org)