

PROGRESS REPORT

Nov. 16, 2010–Jan. 5, 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.

Kicking Off a New Year

The Green Impact Zone begins 2011 with the addition of three new staff members and reassignment of some staff duties to enhance overall effectiveness. The changes include:

- Former Lead Community Ombudsman **Arletha Bland Manlove** will now serve as the zone's workforce development ombudsman.
- **Cokethea Hill**, a community ombudsman since September 2009, has been promoted to lead community ombudsman.
- **Anwar Jones** and **Kourtney Woodbury** have been hired to serve as field ombudsmen.
- **Jermain Whitmore** has been hired to serve as an administrative assistant.

More information about the Green Impact Zone staff, including contact information, is online at www.greenimpactzone.org/staff.aspx.



The Green Impact Zone staff: Front row, from left: Lead Community Ombudsman Cokethea Hill; Workforce Development Ombudsman Arletha Bland Manlove; Director Anita Maltbia; and Assistant Director Twana Hall-Scott. Back row: Administrative Office Coordinator Shontrice Patillo; Field Ombudsman Kourtney Woodbury; Administrative Assistant Jermain Whitmore; and Field Ombudsman Anwar Jones.

Neighborhood Outreach

- ▶ On Dec. 4, 2010, the Green Impact Zone hosted a community-wide event at Paseo High School. With a theme of “It’s a party and it’s all about U-S — You & Sustainability,” the event celebrated the successes of the initiative’s first year and offered residents information about a variety of programs and projects currently underway in the zone. A total of 391 residents and volunteers participated. Attendees visited booths, enjoyed entertainment, and participated in a “Facts About the Zone” game show.
- ▶ The Community Leadership Program, a five-certificate training program for residents of the Green Impact Zone and other Kansas City neighborhoods, completed two certificates in its current series. Twelve residents successfully completed the latest Personal Strengths series, while 15 finished the Facilitation series. The third certificate, Relationship Building, will begin on Jan. 11 with 15 enrollees, followed by the final two certificates, Problem Solving and Community Building. Each certificate consists of five, two-hour class sessions.

The training is conducted by MARC’s Government Training Institute, and offered to residents at no charge. A concurrent series of all five certificate programs is scheduled to begin in late January, and another will start in May.

- ▶ In early December, the Green Impact Zone staff and ambassadors conducted door-to-door campaigns to provide residents with information about the Dec. 4 community event, KCP&L’s SmartGrid Demonstration Project and the Low-Income Weatherization Assistance Program. In addition to more than 2,600 residences within the zone, the ambassadors visited nearly 10,000 homes in the surrounding demonstration area.
- ▶ Throughout the fall, Green Impact Zone staff used giveaways to encourage residents to attend their neighborhood association meetings and get involved. In December, the Blue Hills Neighborhood Association reported approximately two dozen new members as a result of outreach efforts.
- ▶ On Dec. 4, the Ivanhoe Neighborhood Council presented Arletha Manlove, lead ombudsman at the zone, with its President’s Award. The award is given for exemplary service and commitment to improving the quality of life in the neighborhood.
- ▶ U.S. Rep. Emanuel Cleaver II attended the Blue Hills Neighborhood Association meeting in November. The congressman shared his vision for the Green Impact Zone and talked about his work to help bring funding to the region to support the initiative.
- ▶ In 2010, KCP&L’s SmartGrid customer outreach program included seven SmartGrid Neighborhood meetings, with a total attendance of 242; three SmartGrid Energy Resource Fairs, attended by 85; and seven SmartGrid Community Events held in partnership with others, with a combined attendance of 2,438.



Housing

- ▶ Work is underway to develop a housing strategy for the Green Impact Zone. MARC has issued a Request for Qualifications for housing development planning services, online at www.marc.org/rfp.htm. MARC will select a consultant to help with demonstration housing projects in the zone. This planning effort is funded through a Sustainable Places grant awarded to MARC by the U.S. Department of Housing and Urban Development.
- ▶ The transfer of 23 foreclosed properties in the zone from Wells Fargo Bank to the Ivanhoe Neighborhood Council has been completed. Ivanhoe will work with the Green Impact Zone and other neighborhood associations to rehabilitate and market the homes.
- ▶ Green Impact Zone staff continue to meet with several nonprofit organizations, both local and national, that are interested in housing development and redevelopment projects in the zone.

Weatherization

- ▶ The Green Impact Zone Low-Income Weatherization Assistance Program (LIWAP) moved into the production stage. The program's turn-key contractor, Zimmer Energy Solutions (ZES), performed the first home energy audits in early November. To date, approximately 56 homes have been scheduled for audits and four homes have been weatherized.
- ▶ Twelve client service coordinators and 13 home energy auditors entered four- and five-week comprehensive training sessions for work related to the LIWAP program on Nov. 29 and Dec. 6 respectively. Applicants, who were first screened by the Full Employment Council (FEC), underwent interviews by prospective employers, including ZES. Training classes are held at the Green Impact Zone and at the FEC offices on Paseo..
- ▶ MARC and ZES teams met with Brush Creek Village property managers to map out a strategy to weatherize town homes in the rental complex. MARC hosted a tenant meeting Dec. 29 to inform and screen tenants for the program. Eight tenants have currently been qualified to receive weatherization work. Audits are currently scheduled for the qualified residences in the next two weeks, and weatherization work is scheduled to be completed by the end of January. Brush Creek Village is the first landlord-owned property to participate in the program.

Employment and Training

- ▶ As of December 2010, the Green Impact Zone has been instrumental in the hiring of 90 people, many of whom are residents of the zone or other parts of Kansas City's urban core. (For details, see Attachment A, page 8 of this report.) In several cases, people hired for temporary positions have moved into permanent jobs.
- ▶ The Green Impact Zone is working with several partners, including the Full Employment Council, Metropolitan Community Colleges and the University of Central

Missouri to increase recruitment efforts targeting zone residents and work with residents to match their skill sets to employment opportunities.

- ▶ KCP&L has hired SmartGrid area residents to install meters and act as SmartGrid project ambassadors. The company is also working with other community organizations to help build jobs for SmartGrid area residents.
- ▶ As part of the EnergyWorks KC program, MARC staff convened a Green Jobs Taskforce to discuss job creation opportunities through this program and other energy efficiency projects occurring in the region. The Metropolitan Energy Center currently has staff in training through the Full Employment Council's Green Ways to Green Careers program. These new customer service positions will serve as EnergyWorks KC's direct link to each of the program's seven neighborhoods, including the Green Impact Zone.
- ▶ Zone Director Anita Maltbia and Assistant Director Twana Hall-Scott participated in a workforce development conference call on Dec. 10. Led by MARC's workforce development project manager, the call brought partners together to share information on current workforce development efforts in the area.

Public Safety/Community Services

- ▶ At the request of neighborhood leaders, Green Impact Zone staff members are working with Legal Aid and city departments to research existing ordinances and potential solutions related to code enforcement. The zone contains a high percentage of vacant structures, many of which are not secured by property owners, and vandals often tear up properties in search of copper and other valuable materials. Some options under discussion include legislation that would allow neighborhood associations to press charges on behalf of property owners, or regulations that would require salvage yards to verify or document ownership of materials they purchase.

Energy and Water Conservation

- ▶ The Green Impact Zone's Community Crews — teams of young people trained in concrete finishing skills under the supervision of the Ivanhoe Neighborhood Council — have completed 86 stormwater diversion projects at 48 homes in the zone. The projects include repairing broken sidewalks and minor foundation repairs.
- ▶ With a mini-grant from the Sustainable Skylines' Parking Lots to Parks project, new plantings were installed at the Paseo Academy of Performing Arts — the only high school located within the Green Impact Zone — to help curb stormwater runoff and reduce the heat-island effect of parking surfaces. Native plants, grasses, and shade and ornamental trees were planted on the north and west sides of the school's parking areas.
- ▶ As part of its SmartGrid Demonstration Project, KCP&L has completed the installation of approximately 3,000 smart meters in the Green Impact Zone. Almost 700 MySmart Displays are now in customers' homes, helping them learn more about their energy

consumption in order to manage their energy use and bills. Customers also can access a web portal for this information. KCP&L expects to complete meter installation across the entire SmartGrid area by early April.

- ▶ KCP&L is hosting a series of Energy Fairs to help residents learn about the SmartGrid project and how it can help them save money on their monthly bills. Once customers receive their new meters, they can pick up a MySmart Display at these fairs or at the Green Impact Zone office at 4600 Paseo. They can also register for them online. In 2011, KCP&L plans to place 400 home area networks that will provide additional energy saving information. Late in the year, they will introduce time-of-use rates, which will enable SmartGrid customers to purchase energy at reduced rates if they are willing to consume energy differently. For example, if they do laundry in non-peak hours, they will be billed for the electricity used at a lower rate. The company will also add electric car recharging stations later this year.
- ▶ Work is almost complete on Project Living Proof, a refurbished house that showcases KCP&L's SmartGrid services and other options for making homes more energy efficient. The Metropolitan Energy Center is overseeing energy efficiency projects at the century-old home, located at 917 Emanuel Cleaver Blvd.
- ▶ In support of the EnergyWorks KC initiative, MARC staff has begun planning for a regional consortium to address energy efficiency improvements and market transformation in the Kansas City metropolitan region. Program staff members are working with lenders to secure favorable loan rates for businesses and residences who wish to make energy-efficient improvements.

Infrastructure

- ▶ On New Year's Day, KCATA launched its new Troost MAX bus rapid transit service. The route serves the city's highest ridership corridor, including the Green Impact Zone, and features green technologies such as hybrid electric buses, rain gardens, and a pervious concrete park-and-ride. The Troost MAX route extends from downtown to Bannister Road, with buses running every 10 minutes on weekdays north of 75th Street.
- ▶ In anticipation of construction bids to be let in the spring, MARC launched a TIGER tracker website, www.marc.org/TIGER/tracker.asp, that allows residents to track the progress of projects funded through the Transportation Investments Generating Economic Recovery (TIGER) grant. The grant includes \$26.2 million for improvements to transportation infrastructure in the Green Impact Zone.



Riders on the first Troost MAX run were greeted by KCATA staff who gave them free t-shirts with the slogan "I Was First, 1-1-11."

- ▶ Green Impact Zone staff participated in planning meetings for the Cleaver Boulevard Streetscape project. The KCMO Parks and Recreation Department project is designed to improve the streetscape of Emanuel Cleaver II Boulevard between Rockhill Road and the Paseo. Some of the possible pedestrian improvements include better sidewalks, more trees, enhanced crosswalks, improved pedestrian-level lighting, and intersections redesigned for better traffic safety.

Urban Agriculture

- ▶ Green Impact Zone staff met with representatives of Jackson County and the Food Policy Coalition to discuss possibilities for converting vacant lots now owned by the Jackson County Land Trust — particularly “sliver” lots too small for construction — into community gardens.
- ▶ The Green Impact Zone intends to apply for a planning grant to support the establishment of a food center in the zone. The center would include both a retail outlet and a training facility to teach residents about healthy eating and urban gardening.

Youth Involvement

- ▶ Planning is underway for summer 2011 youth programs. In 2010, the Green Impact Zone’s NEXUS of Excellence summer youth enrichment program helped 15 area teens learn leadership skills and explore entrepreneurship and green job opportunities. A similar effort is planned for 2011.
- ▶ Staff met with leadership of YouthBuild, a training program of the U.S. Department of Labor. The group is seeking funding for future projects and has asked the Green Impact Zone to help recruit youth to participate in its program if the funding request is successful.

Other Activities

- ▶ Anita Maltbia, Green Impact Zone director, has been invited by the U.S. Embassy in Japan to travel to Tokyo to share information about the zone with urban planners interested in similar projects in Japan.
- ▶ In partnership with Margaret May, executive director of the Ivanhoe Neighborhood Council, the Green Impact Zone co-hosted an evening session for participants in the EPA’s National Environmental Justice Advisory Council (NEJAC) meeting held in Kansas City Nov. 16–18, 2010. Last fall, Ms. May was appointed a member of NEJAC by the EPA administrator. Zone Director Anita Maltbia testified before an EPA committee at the NEJAC conference, and Michelle Martin, senior coordinator of the Green Impact Zone Low-Income Weatherization Assistance Program, made a presentation about the program.
- ▶ Staff devoted considerable time in December to developing job descriptions, reviewing resumes and conducting interviews for three new positions. Zone staff also met with MARC Public Affairs staff to develop a communications and public relations plan for 2011.

- ▶ The Green Impact Zone hosted a meeting of the 4A Collaborative on Dec. 3. The group is a coalition of local members of the American Institute of Architects; American Public Works Association; American Society of Landscape Architects; and American Planning Association.
- ▶ Staff attended weekly meetings with the zone's Low-Income Weatherization Assistance Program staff and contractor team.
- ▶ Director Anita Maltbia attended the final KCMO Heart of the City Area Plan steering committee presentation at Brush Creek Community Center on Dec. 14. Ms. Maltbia serves on the project Steering Committee, while the technical committee includes Arletha Manlove, zone ombudsman, and Marlene Nagel, MARC's director of community development.

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 (11/1/10-11/30/10)	Cumulative
Personnel (Salaries, fringe benefits, indirect)			
KCMO	1,500,823.92	63,284.95	839,795.81
TIGER	150,000.00	0.00	0.00
EnergyWorks	75,000.00	0.00	0.00
LIWAP	214,069.00	14,284.00	42,024.00
Consultants/contractual services			
KCMO	679,620.00	8,537.27	363,827.53
LIWAP	4,167,496.00	8,958.00	8,958.00
Office lease, furnishings and/or equipment (computers, phone, etc.)			
KCMO	188,674.00	5,234.78	114,327.10
LIWAP	22,335.00	233.00	1,794.00
Other expenses (e.g., meeting expenses, training, printing, postage, supplies)			
KCMO	130,882.08	3,591.94	75,930.08
LIWAP	96,100.00	6,808.00	13,974.00

- **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.

ATTACHMENT A

GREEN IMPACT ZONE JOBS SUMMARY

As of January 2011, the Green Impact Zone has been instrumental in the hiring of 93 people, many of whom are residents of the zone or other parts of Kansas City's urban core. In several cases, people hired for temporary positions have moved into permanent jobs. Workforce development is an important aspect of every program underway in the Green Impact Zone. Positions filled to date include:

Green Impact Zone Low-Income Weatherization Assistance Program		
12	Residential Energy Auditors	<i>Currently in a four-week training program. Candidates were screened and interviewed by the Full Employment Council. Jobs are guaranteed upon successful completion of training.</i>
12	Residential Energy Efficiency Client Service Coordinators	<i>Currently in a five-week training program. Candidates were screened and interviewed by the Full Employment Council. Jobs are guaranteed upon successful completion of training.</i>
1	Senior Program Coordinator	<i>Hired by MARC.</i>
KCP&L Smart Grid Demonstration Project Outreach		
1	Ambassador Team Supervisor	
6	Ambassador Team Members	<i>Five of the ambassadors hired by KCP&L were selected from the zone's Green Ways to Green Careers interns.</i>
3	Customer Service Representatives	
2	Meter Installers	<i>KCP&L has recruited additional meter installers, but these two are zone residents who were recruited through the zone office.</i>
Green Ways to Green Careers (Six-Week Program, Summer 2010)		
4	Supervisors	<i>One is a graduate of the zone's Community Leadership Program. One is a resident of the zone,</i>
30	Outreach Interns	<i>21 trained in life skills and work ethics; 9 trained in project management; five subsequently hired by KCP&L.</i>
Community Crews		
7	Concrete Finishers	<i>Two received full-time union/private sector jobs as a result of their Community Crew experience.</i>
1	Crew Supervisor	<i>One part-time supervisor</i>
Data Collection		
2	Data Collectors	<i>Both subsequently hired by UMKC Center for Economic Information.</i>
NEXUS Summer Youth Enrichment Program		
2	Youth Coordinators	
Green Impact Zone Staff		
8	Full-Time Staff	<i>Director, assistant director, community ombudsmen, administrative office coordinator and administrative assistant hired by MARC.</i>
— 93 Total Jobs to Date —		

The Green Impact Zone is working with several partners, including the Full Employment Council, Metropolitan Community Colleges and the University of Central Missouri to increase recruitment efforts targeting zone residents and work with residents to match their skill sets to employment opportunities. Job duties in the zone office have been realigned for 2011 so that one of the zone's community ombudsmen will focus primarily on workforce development, and additional partnerships will be sought.



Nighborhood 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