



# PROGRESS REPORT

SPRING 2013

*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](http://www.greenimpactzone.org) or call the Green Impact Zone office at 816-936-8803.

FEBRUARY 8, 2013

## INTRODUCTION

In January, the city council of Kansas City, Mo., advanced an ordinance to provide \$550,000 to continue funding Green Impact Zone administration and operations in 2013. David Warm, MARC's executive director, and Anita Maltbia, director of the Green Impact Zone, made a presentation to the council's Transportation and Infrastructure Committee in support of the ordinance.

When the Green Impact Zone initiative was first launched in September 2009, the city of Kansas City provided a \$1.5 million grant for administration, coordination and outreach. The city also awarded additional amounts in 2011 and 2012 — \$1 million and \$750,000, respectively.

Kansas City's initial investment has helped leverage numerous federal grants and private dollars. To date, more than \$178 million in investments, both in the zone and across the region, have either been facilitated by the Green Impact Zone concept or came about as a result of zone partnerships.

As many of these grants wind to a close, completing their original scopes of work, and with shrinking administrative budgets, the Green Impact Zone has been forced to reduce its full-time office staff from seven positions to four. Zone staff met with neighborhood leaders to discuss the reduction and priorities for the coming year. While work will continue on all eight Green Impact Zone strategy areas, with the assistance of partner organizations, zone staff will focus on housing, workforce and capacity building initiatives.

## EMPLOYMENT AND TRAINING

- ▶ **ESSENTIAL EMPLOYABILITY SKILLS** — The Green Impact Zone will host its next Essential Employability Skills training from May 13–17 at the zone office. Applications are now being accepted for the free, week-long session. The Green Impact Zone continues to provide opportunities for EES graduates — more than 70 people to date — to meet with prospective employers at interview fairs. About 20 EES graduates have been hired after completing the training, including one who was recently hired by Anlab Environmental, a contractor for the city’s new crime lab facility.
- ▶ **FULL EMPLOYMENT COUNCIL PARTNERSHIP** — On Dec. 12, zone staff met with partners from the Full Employment Council to discuss collaboration with the EES program and find better ways to complement and coordinate efforts.

## HOUSING, DEVELOPMENT AND REDEVELOPMENT

- ▶ **BANCROFT SCHOOL REDEVELOPMENT** — The Green Impact Zone is working with Straub Construction and its subcontractors on the Bancroft School redevelopment project to facilitate applications by zone residents for construction jobs. To date, 58 people have filled out interest forms, which the Green Impact Zone forwards to the contractors. Straub Construction has already hired two zone residents, one of whom is a graduate of deconstruction training sponsored by the Green Impact Zone last year. More interviews were conducted at the Green Impact Zone office on Feb. 8, and hiring by both Straub and the subcontractors is expected to proceed in waves as more of the work gets underway.
- ▶ Straub Construction reports that preliminary site work is proceeding on schedule. Crews are working floor-by-floor through the building, and are nearly finished with demolition, salvage and abatement work. Next steps include pouring lightweight concrete flooring and beginning to frame the new housing units. Outdoors, excavation is complete for the three of the four new townhome buildings. Crews encountered rock at the fourth site, so excavation is taking longer. Footings for the new buildings will be poured when weather permits.
- ▶ **TROOST CORRIDOR** — As part of MARC’s Creating Sustainable Places initiative, plans are underway for sustainable development and redevelopment along the Troost Corridor. The planning group, which includes Anita Maltbia, director of the Green Impact Zone and Margaret May, executive director of the Ivanhoe Neighborhood Council, selected Collins Noteis and Associates to assist with plans for two specific nodes along the corridor, one at 63rd and Troost and one at Armour Blvd. and Troost.
- ▶ **NEW PARTNERS FOR SMART GROWTH CONFERENCE** — Visitors from across the country had the opportunity to tour the Green Impact Zone on Feb. 7, during the 12th Annual New Partners for Smart Growth Conference, held in Kansas City for the first time. More than 20 conference participants joined zone staff for more than three and a half hours to tour the zone and learn about its operation. Green Impact Zone Director Anita Maltbia

participated in two panels at the conference: the opening plenary session, Neighborhood Revitalization and Economic Development from the Bottom Up, and a breakout session, New Strategies for Equitable Smart Growth: The Promise of Place-Based ‘Green Zones.’

- ▶ **CLEAVER BOULEVARD STREETSCAPE** — Construction should begin in the spring on improvements to the Cleaver Boulevard streetscape, from Rockhill to the Paseo. Improvements include the redesign of sidewalk areas and medians, planting trees and burying utility lines. Green Impact Zone Director Anita Maltbia has participated in planning meetings for the project.
- ▶ **MANHEIM NEIGHBORHOOD RETAIL** — The Green Impact Zone helped facilitate discussions between Manheim neighborhood residents, the city of Kansas City’s Planning and Zoning Committee and Dollar General representatives related to a proposed store at 42nd and Troost. The retailer has applied for a zoning variance, opening the proposal for neighborhood input. Residents want any new retail store to complement the historic character of the neighborhood, and want a commitment from the retailer not to sell alcohol or tobacco.
- ▶ **HOMESTEAD AUTHORITY GUIDELINES** — Neighborhood leaders and representatives from APD, the zone’s housing consultant, met with the city’s Homestead Authority to discuss screening guidelines for individual buyers who want to buy properties from the authority’s inventory. Residents are interested in keeping predatory or absentee landlords out of the neighborhoods.

## **CAPACITY BUILDING AND OUTREACH**

- ▶ **GRACELAND SCHOOL REPURPOSING** — The Town Fork Creek neighborhood will open a new neighborhood association office in the repurposed Graceland School building. Stakeholders in the project have agreed to rename the building after Mary L. Kelly, a longtime Town Fork Creek resident. A large community space within the building will be named for Leslie McLendon, a longtime community activist who worked at the KC Free Health Clinic. The building will also include office space for the Charlie “Bird” Parker music foundation; a dance studio; computer labs; a catering kitchen; and an exercise center. The Town Fork Creek neighborhood organized a community blood drive to help raise funds for some of the amenities. The renovation should be complete in April.
- ▶ **CONVOY OF HOPE** — The fourth annual Kansas City Convoy of Hope will be held on June 8 at Swope Park. The Green Impact Zone is organizing a crew of volunteers to help plan and execute the Convoy of Hope Job Services Tent. Volunteer duties will help recruit employers to conduct on-site interviews, recruit human resources professionals to help participants prepare resumes, and coordinate supplies and equipment for the tent. In addition to job services, the Convoy of Hope provides free groceries, shoes, family photos, haircuts, clothing and more to thousands of area residents.

- ▶ TOWN FORK CREEK GRANT — The Green Impact Zone helped Town Fork Creek apply for and secure a \$700 Rebuild KC grant to support development of a neighborhood website and mowing of vacant lots.
- ▶ COMMUNITY LEADERSHIP PROGRAM — Spring sessions in the five-part Community Leadership Program, offered free to all residents of the Green Impact Zone and Kansas City, Mo., are underway. The Relationship Building series concluded on Feb. 7, with 13 individuals completing all five classes. The Personal Strengths series, with 30 participants, is underway at Mattie Rhodes Center. The Problem Solving series will begin on Feb. 21 at Rockhurst Community Center, with 18 participants registered.
- ▶ MEDIA COVERAGE — Green Impact Zone Director Anita Maltbia and Ivanhoe Neighborhood Council Executive Director Margaret May recently were interviewed on a broadcast of Central Standard on KCUR radio, the area's National Public Radio affiliate. Manheim Park Neighborhood Association President Sandra Hayes was also interviewed on KCUR recently. Other recent media coverage of the Green Impact Zone includes articles in the Atlantic Magazine and the Pitch weekly newspaper.
- ▶ EQUITY PARTNERS — Director Anita Maltbia joined other members of MARC's Creating Sustainable Places Equity Partners group on a retreat held at the Project Living Proof house in Kansas City. The discussion, led by staff from PolicyLink, focused on what the group can do to continue to promote social equity as the Creating Sustainable Places initiative wraps up its initial grant funding and continues to evolve.
- ▶ URBAN SUMMIT — The Green Impact Zone participated in the Urban Summit at Penn Valley Community College on January 12, providing materials, displays and information for guests.
- ▶ COMMITTEE AND EXPLORATORY MEETINGS — Zone staff continue to meet with existing and potential partners to explore new opportunities to advance the zone's mission. Recent activities include:
  - Director Anita Maltbia attended meetings of the Ivanhoe Neighborhood Council and the city council's Housing and Development Committee.
  - Zone staff met with a group of merchants who formerly worked in the Bannister Mall area who are interested in acquiring the Frances Willard school building in the Blue Hills neighborhood for a new retail center. City staff referred the group to the Green Impact Zone to help facilitate input from neighborhood groups and residents.
  - Zone staff met with two individuals who are working to develop an art trail in the area, placing art throughout Green Impact Zone neighborhoods. The project leaders are seeking community interaction in the placement of the art. The project is still in the early planning stages.
  - Director Anita Maltbia participated in a Community Reinvestment Act workshop hosted by the city of Kansas City's Human Relations department. The program encourages banks to invest in community development.

- In January, Director Anita Maltbia attended a meeting of the city's Climate Protection Committee. Participants heard a report from the city's water department on stormwater retention projects in the Marlborough neighborhood. She also attended the first meeting of the city's Midtown Plaza Plan steering committee.
- Zone staff met with the deputy director of the Kansas City Public Library system for continuing discussion of offering library services in the zone, perhaps as part of the Bancroft School and/or Graceland School redevelopments. Currently, the library system does not have a permanent facility within the Green Impact Zone boundaries. A virtual facility at one of these locations may be possible.
- Director Anita Maltbia and Assistant Director Twana Hall-Scott attended a Community Capitol Fund workshop at the Kauffman Foundation Conference Center on Jan. 31. Maltbia participated on a panel that discussed success stories of creative neighborhood initiatives to build stronger communities. The Community Capitol Fund provides neighborhood opportunity grants that range from \$1,000 to \$20,000, along with new market tax credits at substantially higher amounts.

## 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 (12/1/12-12/31/12)	Cumulative (Since Sept. 2009)
<b>Personnel (Salaries, fringe benefits, indirect)</b>			
KCMO	2,123,027.93	45,978.49	2,049,162.48
TIGER	150,000.00	3,864.45	70,942.71
EnergyWorks	150,765.00	3,312.12	102,651.86
LIWAP	182,046.00	—	139,556.99
<b>Consultants/contractual services</b>			
KCMO	916,407.34	1,308.29	914,609.53
LIWAP	2,477,103.00	—	1,496,707.12
CSP	145,000.00	—	145,000.00
<b>Office lease, furnishings and/or equipment (computers, phone, etc.)</b>			
KCMO	262,609.15	2,071.56	253,503.86
LIWAP	17,985.00	—	9,785.22
<b>Other expenses (e.g., meeting expenses, training, printing, postage, supplies)</b>			
KCMO	147,955.58	1,830.60	145,337.59
LIWAP	22,866.00	—	28,630.15

- **City of Kansas City, Mo.** — Coordination grants administered by MARC. The chart above includes budgeted amounts for the first-year grant (\$1.5 million), second-year grant (\$1 million) and third-year grant (\$750,000). This report also reflects an additional \$200,000 awarded in late 2012, for a total of \$3.45 million. An additional \$550,000 was awarded in January 2013; it will be reflected in the budget in our next report.
- **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 \$150,765 has been specifically allocated for personnel expenses in the zone.
- **Low-Income Weatherization Assistance Program (LIWAP)** — \$2.7 million grant from the Missouri Department of Natural Resources, originally administered by MARC. Transitioned to Kansas City, Mo., in September 2011.
- **Creating Sustainable Places** — \$4.25 million Sustainable Communities Regional Planning Grant from the U.S. Department of Housing and Urban Development, administered by MARC. \$120,000 is designated for housing and redevelopment planning in the Green Impact Zone.



**Neighborhood Organizations**

- 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
- Shontrice Patillo, Administrative Office Coordinator

**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 Initiatives Support Corporation