

## PROGRESS REPORT

Jan. 6–Feb. 11, 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](http://www.greenimpactzone.org) or call the Green Impact Zone office at 816-936-8803.

### Zone Residents Enjoying Weatherized Homes

At the Ivanhoe Neighborhood Council meeting Jan. 22, Mrs. Renette Riley, encouraged her neighbors to run – not walk – to the Green Impact Zone office to apply for the Low-Income Weatherization Assistance Program. Riley, the first homeowner to have her home weatherized through the program, said her house is the warmest it's ever been and her electric bills are lower.

“Thank you for your efficient planning and tireless efforts to make my home warm and cozy,” Mrs. Riley wrote in a letter to Green Impact Zone staff. “Thank you for seeing the great need in our community and taking measures to improve the lives of the seniors and residents of Ivanhoe and other neighborhoods in the Green Impact Zone.”



U.S. Rep. Emanuel Cleaver II and Mrs. Renette Riley

The Green Impact Zone Low-Income Weatherization Assistance Program is supported by a \$4.5 million grant from the Missouri Department of Natural Resources to weatherize homes in the zone and surrounding area. Plans call for weatherization of more than 650 homes in the next 16 months.

More information on the program is available at [www.greenimpactzone.org/energy](http://www.greenimpactzone.org/energy).

## Neighborhood Outreach

- ▶ The Community Leadership Program, a five-certificate training program for residents of the Green Impact Zone and other Kansas City neighborhoods, completed one certificate in its current series and another is in progress. Eighteen residents successfully completed the Relationship Building series, while 28 are in progress for the Problem Solving certificate. Each certificate consists of five, two-hour class sessions.
- ▶ The zone staff is working with Tiffany Williams, director of cultural affairs at the University of Missouri-Kansas City, to empower zone residents to use data to address problems in their neighborhoods. Students will train residents to access and interpret the data produced by the UMKC Center for Economic Information.
- ▶ Staff has begun initial planning with Convoy of Hope organizers for the June 11th event. The first event — held last June — distributed free clothing and food, conducted health screenings, and provided information about job opportunities to about 2,000 attendees.
- ▶ The zone partnered with Bridging the Gap's Shake Up Recycling Tour. Student volunteers and Eco Elvis presented at the Troostwood neighborhood meeting on the benefits of recycling. The group distributed 14 recycling bins to attendees.
- ▶ Zone residents are volunteering to speak at city budget hearings. They plan to share first-hand accounts of their experiences living in the zone, including the improvements they've seen in their neighborhoods, new employment opportunities, youth programs and weatherization.
- ▶ Plans are underway for a community service work day on April 16 in conjunction with Earth Day. MARC and zone staff members, as well as zone partners and the general public, are invited to attend.

## Housing

- ▶ Assistant Director Twana Scott, along with other MARC representatives, met with Curt Heidt, vice president of community and planning at Federal Home Loan Bank, to prepare for a presentation on the zone's housing initiative to the bank's board of directors in Mid-February.
- ▶ Work is underway to develop a housing strategy for the Green Impact Zone. Staff members from MARC and the zone, along with representatives from the Ivanhoe and Blue Hills neighborhoods, have concluded interviews for a housing development planning consultant and are now in the selection process. This planning effort is funded through a Sustainable Places grant awarded to MARC by the U.S. Department of Housing and Urban Development.

## Weatherization

- ▶ The Low-Income Weatherization Assistance Program is actively recruiting eligible homeowner and renters. Engagement teams are visiting residents in the next few weeks, and the program will also offer three special Saturday hours for those unable to come during regular office hours.
- ▶ As of Jan. 28, 404 residents have indicated an interest in the program. Sixty-four eligible clients have received energy assessments and weatherization work has been completed at seven homes.
- ▶ Zone staff is working with EnergyWorks KC to assist in asbestos abatement for homes that qualify for LIWAP but — due to Missouri Department of Natural Resources policy — cannot be worked on until the asbestos is removed.

## Employment and Training

- ▶ The zone is collaborating with the Metropolitan Community College's Institute for Workforce Innovation program to engage zone residents in its education, training and job pipeline program.
- ▶ Seven people have been hired as an engagement team for door-to-door outreach, which began Thursday, Feb. 10. The team will visit residents in the Green Impact Zone to inform them of the Low-Income Weatherization Assistance Program and assist them in filling out an application. Six more people will attend training on Feb. 11 and join the team. The group will be managed by Zimmer Energy Solutions.
- ▶ Zone staff met with QTI, a contractor for the SmartGrid project, on potential positions available for meter installation and other duties as contracts grow. Two interviews took place, but no new hires at this time.
- ▶ The zone staff is working with MARC staff to create and strengthen the pipeline to move residents through training to green jobs being created in the community.
- ▶ The zone will partner with Opportunity Advancement Innovation in Workforce Development (OAI) to offer informational sessions on Saturday, Feb. 26, from 9 a.m. to noon and again Monday, Feb. 28, from 6 to 9 p.m. Sessions will provide information on the training required to become a weatherization technician.
- ▶ Zone staff and KCP&L representatives are working to extend and expand SmartGrid outreach customer service employment opportunities.
- ▶ Twelve energy evaluators and 12 customer service representatives secured employment through the Full Employment Council's Green Ways to Green Careers program. Employers include Tin Master, Hathmore Technologies and the Metropolitan Energy Center.

## Public Safety/Community Services

- ▶ Zone staff is working on procuring funding for transportation to allow interested residents to participate in the Kansas City Police Department's Citizens Police Academy. The training is north of the river and inconvenient to public transportation options.

## Energy and Water Conservation

- ▶ Missouri Gas Energy representatives met with the staff to explore and discuss additional energy efficiency programs. Monthly meetings with KCP&L executives continue to progress.
- ▶ Zone staff referred 610 residents of the Green Impact Zone and the SmartGrid demonstration area who are ineligible for the Low-Income Weatherization Assistance Program due to location or income EnergyWorks KC. EnergyWorks KC is another resource for energy efficiency information for those who may not qualify for the Low-Income Weatherization Assistance Program. The program helps Kansas City residents access information and funding sources to make energy improvements.
- ▶ Zone staff coordinated a training session for 24 energy evaluators and customer service representatives at Project Living Proof. This is a refurbished house that showcases KCP&L's SmartGrid 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 II 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 residents who wish to make energy-efficient improvements.

## Youth Involvement

- ▶ Zone staff held a parent and participant meeting for last year's NEXUS program participants on Feb. 5 to prepare for the upcoming summer program.
- ▶ Representatives of High Aspirations — a mentoring program for inner city at risk African-American men — met with staff to explore opportunities to partner and develop programming that supports the zone's youth initiative.

## Infrastructure

- ▶ The Transportation Investment Generating Economic Recovery (TIGER) program anticipates releasing bids for the following projects in spring 2011:
  - Pervious pavement at intersections of Wabash and Cleaver, Olive and Cleaver
  - Traffic signal interconnections
  - Sidewalks and curbs: 43rd Street from Troost to Prospect
  - Sidewalks and curbs: 39th Street
  - Sidewalks and curbs: Troost Avenue from 39th Street to Cleaver
  - Sidewalks and curbs: Prospect from 39th Street to Cleaver
  - Metro bus stop amenities
  - Sidewalks and curbs: Manheim Park North
  - Sidewalks and curbs: Manheim Park South
  - Sidewalks and curbs: East 49-63 Neighborhood

Work will begin after contractors are selected. Residents can track the TIGER grant project at [www.marc.org/TIGER/tracker.asp](http://www.marc.org/TIGER/tracker.asp).

## Urban Agriculture

- ▶ Sowers of Sustainability, a program with Keep Kansas City Beautiful and Bridging the Gap, will host community gardening training on March 7, 21 and 28, from 5:30 to 8:30 p.m. A Rain Barrel Workshop will take place April 9 from 9 to 11 a.m. For more information, contact Anwar Jones, Green Impact Zone community ombudsman, at 816/936-8805 or [ajones@marc.org](mailto:ajones@marc.org).

## Other Activities

- ▶ At the invitation and expense of the U.S. Department of State, Anita Maltbia, Green Impact Zone director, traveled to Japan in January to share information about efforts underway to transform the 150-square block area of Kansas City's urban core into a thriving, sustainable community. Maltbia made presentations in four cities — Kurashiki, Nagoya, Naha (Okinawa) and Tokyo — during the four-day tour.
- ▶ Staff completed two weeks of orientation and training to prepare three new staff members for their respective roles in fulfilling the Green Impact Zone's goals. The new staff members, Kourtney Woodbury and Anwar Jones, field ombudsmen, and Jermain Whitmore, administrative assistant, joined the zone in early January.
- ▶ Staff is currently exploring funding opportunities to improve fresh food access in the zone.

- ▶ Zone staff and representatives from EnergyWorks KC met with the Ivanhoe Neighborhood Council to discuss potential deconstruction activities for the uninhabitable foreclosed homes donated by Wells Fargo. Deconstruction is different from demolition in that it carefully harvests building materials for reuse in other structures or applications. Materials that cannot be reused are recycled or — as a last resort — disposed of responsibly.
- ▶ Director Anita Maltbia appeared before the city of Kansas City, Mo.'s, Climate Protection Steering Committee to discuss how work in the Green Impact Zone complements its mission.
- ▶ Staff is exploring grant opportunities with the assistance of Tetra Tech, Inc., an environmental engineering and consulting firm.
- ▶ Zone staff has selected Retrofit Exchange as an information technology tool that will assist them in coordinating and providing community support services — such as weatherization — to zone residents.

## 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 (12/1/10-12/31/10)	Cumulative
<b>Personnel (Salaries, fringe benefits, indirect)</b>			
KCMO	1,500,823.92	29,737.66	869,533.47
TIGER	150,000.00	1,529.46	1,529.46
EnergyWorks	75,073.00	0.00	0.00
LIWAP	214,069.00	10,549.06	52,572.79
<b>Consultants/contractual services</b>			
KCMO	679,620.00	2,170.00	365,997.53
LIWAP	4,167,496.00	83,529.43	92,486.69
<b>Office lease, furnishings and/or equipment (computers, phone, etc.)</b>			
KCMO	188,674.00	2,574.69	116,901.79
LIWAP	22,335.00	134.97	1,928.35
<b>Other expenses (e.g., meeting expenses, training, printing, postage, supplies)</b>			
KCMO	130,882.08	8,833.48	84,763.56
LIWAP	96,100.00	8,757.42	22,732.60

- **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 February 2011, the Green Impact Zone has been instrumental in the hiring of 98 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	<b>Residential Energy Evaluators/Auditors</b>	<i>Candidates were screened and interviewed by the Full Employment Council. Jobs were guaranteed upon successful completion of training.</i>
12	<b>Residential Energy Efficiency Client Service Coordinators</b>	<i>Candidates were screened and interviewed by the Full Employment Council. Jobs were guaranteed upon successful completion of training.</i>
9	<b>Engagement Team</b>	<i>Hired by Phillips-West Public Relations and Communications.</i>
1	<b>Senior Program Coordinator</b>	<i>Hired by MARC.</i>
KCP&L Smart Grid Demonstration Project Outreach		
1	<b>Ambassador Team Supervisor</b>	
6	<b>Ambassador Team Members</b>	<i>Five of the ambassadors hired by KCP&amp;L were selected from the zone's Green Ways to Green Careers interns.</i>
3	<b>Customer Service Representatives</b>	
2	<b>Meter Installers</b>	<i>KCP&amp;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	<b>Supervisors</b>	<i>Both graduates of the zone's Community Leadership Program.</i>
30	<b>Outreach Interns</b>	<i>21 trained in life skills and work ethics; 9 trained in project management; five subsequently hired by KCP&amp;L.</i>
Community Crews		
1	<b>Supervisor</b>	
7	<b>Concrete Finishers</b>	<i>Two received full-time union/private sector jobs as a result of their Community Crew experience.</i>
Data Collection		
2	<b>Data Collectors</b>	<i>Both subsequently hired by UMKC Center for Economic Information.</i>
NEXUS Summer Youth Enrichment Program		
2	<b>Youth Coordinators</b>	
Green Impact Zone Staff		
8	<b>Full-Time Staff</b>	<i>Director, assistant director, community ombudsmen, administrative office coordinator and administrative assistant hired by MARC.</i>
<b>100 Total Jobs to Date</b>		

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 were realigned for 2011 so that one of the zone's community ombudsmen





## 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  
 Shonrice 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