



PERFORMANCE REPORT

April 12, 2010



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The Green Impact Zone serves as a model of how an urban community can be transformed through intense and comprehensive coordination of programs and resources. The targeting of resources into the Green Impact Zone is dependent on the successful application for and receipt of competitive federal funds, primarily from the American Recovery and Reinvestment Act.

• **Energizing the Zone**

• On April 8, local leaders celebrated the opening of QM Power's Clean Technology and Innovation Labs at 4747 Troost. U.S. Rep. Emanuel Cleaver II and Gil Sperling, senior policy advisor, Office of Energy Efficiency and Renewable Energy, U.S. Department of Energy, officially welcomed QM Power to the Green Impact Zone.

• By relocating its headquarters to the zone, the company hopes to enrich the community, create jobs and collaborate with UMKC's School of Computing and Engineering and other partners on research and development projects that will reduce greenhouse gas emissions and save billions in energy costs. QM Power is developing magnetic force technology that could revolutionize electrical motors, generators and actuators. The six-person company will add an additional 20 employees within the next year, and expects to grow to 100 employees by 2013.

• The addition of new jobs in the Green Impact Zone — especially "green" jobs — is a significant step forward, and just one example of how concentrating resources can begin to transform the community.

• While QM Power works on energy-efficiency technology for the future, other partners continue to work on improving energy efficiency today, home by home, in the Green Impact Zone.

- ■ KCP&L is working on its SmartGrid Demonstration Project in the zone, and recently kicked off a research project on hyper-efficient appliances.
- ■ Zone ombudsmen are helping residents apply for home weatherization assistance, and the zone is awaiting news on a pending grant application that could help weatherize hundreds more residences.
- ■ Through community outreach, the Green Impact Zone and its partners are educating residents on ways they — and their homes — can be healthier and more energy efficient.
- ■ Transportation investments from the recently awarded TIGER grant will improve roads, curbs, sidewalks and transit services in the zone.

• The Green Impact Zone is also building energy and enthusiasm among zone residents. More than 550 people turned out for the second zone-wide community event on March 27, and momentum is building for the third event on June 12.

Progress Report: Outreach

Scope of Services:

MARC will work with neighborhood organizations to develop and implement a comprehensive neighborhood outreach program helping residents of the Green Impact Zone access programs and services. The outreach program will include:

- » *Hiring and deployment of outreach workers into the zone.*
- » *Establishment and staffing of a community center in the zone.*
- » *Establishment and implementation of an extensive engagement and marketing program to reach every resident of the zone.*
- » *Implementation of a neighborhood leadership training program in the zone.*
- » *Establishment and operation of neighborhood improvement crews within the zone to develop beginning job skills and practices for young adults and to do exterior work to homes and public properties.*

March 27 Community Event and Expo

On Saturday, March 27, the Green Impact Zone hosted its second community-wide event at Paseo High School. More than 550 people attended the event, which focused on “Healthy Homes, Healthy Bodies, and Healthy Communities.”

The day began with a pre-event workshop by Atlanta urban gardening expert Rashid Nuri, attended by 60 people. Guests then gathered in the school auditorium, where Kansas City, Mo., Councilmembers Melba Curls, Terry Riley, Cindy Circo and Sharon Sanders-Brooks joined representatives from Paseo High School and KCP&L for a ceremonial ribbon cutting on auditorium lighting improvements facilitated by the Green Impact zone and funded by KCP&L.

During the main presentation, zone staff interviewed Nuri and several local experts in a talk-show style format to offer practical tips for residents on ways to make their homes, bodies and communities healthier. U.S. Rep. Emanuel Cleaver II also joined the discussion. Guests then visited the expo, which included tasting stations with samples of nutritious foods, 50 informational booths from local agencies, and a “fun zone” for kids. Fifty-eight volunteers helped make the day a success.

Urban Homes Tour

In May, the Green Impact Zone and the Kansas City Housing Authority will host an Urban Homes Tour to encourage potential homebuyers to look at what the zone has to offer. The event will begin with a bus tour on Saturday, May 15, followed by workshops that will help potential buyers through every step of the process, from finding the right home to arranging financing. Local real estate agents, banks and other agencies will participate in the workshops, which will be repeated on Thursday, May 20.

Community Leadership Program

The Green Impact Zone continues to build neighborhood leadership capacity by recruiting participants for the Community Leadership Program offered by MARC’s Government Training Institute.

The program consists of a series of five certificate courses, offered concurrently at two locations in the zone: the Green Impact Zone Office and the UMKC campus.

Both groups have completed the Personal Strengths series and 33 participants recently completed the Relationship Building series. Completion of the Facilitation Skills series has been delayed due to

March 27 Community Event and Expo

On-stage interviews



Tasting stations



Information booths



Find more photos online at www.flickr.com/photos/marckc/sets

the instructor's illness. The fourth series, Problem Solving, kicks off on April 12 and 13, with 40 people currently registered to attend. It will be followed by the final series, Community Building.

Community Crews

With the advent of warmer spring weather, the Green Impact Zone's community crews have been able to move out of the classroom and complete concrete repairs at several residences in the zone. The crews — made up of young adults who receive classroom and hands-on training through a partnership with the Ivanhoe Neighborhood Council — have completed work on six homes and have more than 20 projects scheduled. The crews expect to complete work on 72 residential properties by the end of 2010. The crews can repair or replace private sidewalks and steps near home foundations, diverting stormwater runoff that might otherwise leak into basements.

KCP&L Energy-Efficient Appliance Research Project

As part of its SmartGrid Demonstration Project, KCP&L will place new, hyper-efficient appliances — 10 refrigerators, 10 washer/dryer sets, and 10 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. The Green Impact Zone's community ombudsmen are currently recruiting homeowners to participate in the research project.

Sowers of Sustainability

The Sowers of Sustainability initiative, which will include a series of classroom training sessions and hands-on gardening demonstrations, has been postponed until fall due to some budget issues faced by Keep Kansas City Beautiful.

Convoy of Hope

The Green Impact Zone staff is working closely with Convoy of Hope, a national organization that will partner with the zone on its third community-wide event on Saturday, June 12, at Swope Park in Kansas City, Mo.

Convoy of Hope brings faith-based organizations together to provide a wide variety of services at a single outdoor fair. Residents will receive free groceries, haircuts, family photos, assistance with resumes, health services and much more. The Vineyard Church in Kansas City, North, is leading efforts to coordinate volunteers and vendors for the event.

Youth Programs

In addition to continued planning for the "NEXUS of Excellence" youth outreach program discussed in the March 1 report, Green Impact Zone staff are working to develop a collaborative

March 27 Community Event and Expo

Ribbon cutting



Information booths



Appliance program kickoff



Kids fun zone



Entertainment



Find more photos online at
www.flickr.com/photos/marckc/sets

partnership between Burns & McDonnell, Black & Veatch, KCP&L, Independence Power & Light, the Full Employment Council, the Metropolitan Energy Center, the Kansas City Chamber of Commerce and others yet to be identified to develop a summer youth jobs program that will include the Green Impact Zone and surrounding areas.

Community Ombudsmen

Ombudsmen activities during this reporting period included:

- Attending neighborhood association meetings and events
- Door-to-door outreach
- Helping residents complete applications for weatherization and concrete repair assistance
- Organizing activities for Earth Day, April 22
- Working with partners on plans for improved public safety, youth programming, waste tire removal

Community Presentations

Green Impact Zone leaders shared information about the zone through a number of presentations during this reporting period, including the following:

- KPRT "Highlights on Health" radio show
- Civic Council of Greater Kansas City presentation
- Enterprise Foundation presentation
- The Metropolitan Community Colleges "Green Zone" cable TV show
- Presentation to University of Kansas community and economic development class
- Department of Energy's "Clean Energy Roadshow," hosted by the Laborers' International Union of North America Local 264
- Informational meeting for Missouri state legislators
- Kansas City Tomorrow presentation
- Testimony by residents on behalf of the Green Impact Zone at several city budget hearings

Progress Report: Data

Scope of Services:

MARC will subcontract with the University of Missouri–Kansas City Center for Economic Information to develop and execute the collection of data about all aspects of the zone, including a survey of housing and neighborhood conditions and the collection of operation data of programs operating in the zone.

The center will also assist MARC in analyzing the data and evaluating program accomplishments in order for mid-program course corrections to be made and the eventual merits of all programs to be judged.

Finally, the center will assist MARC in establishing an interactive Web site that zone organizations and residents can use to understand and assess their community and the programs that are operating in their community.

Interactive Data Web Site

The UMKC Center for Economic Information, working in partnership with the Green Impact Zone data committee, has developed an interactive site for mapping and researching Green Impact Zone data.

- <http://kc-csrv-ceiweb.kc.umkc.edu/greenimpactzone>

The site allows users to generate maps and tables for the Green Impact Zone or sub-areas, based on data currently being collected. The site now features baseline data collected during UMKC’s recent property survey, and more data will continually be added.

In addition to the interactive site, 30 PDF maps from the baseline data report are available on the Green Impact Zone site at www.greenimpactzone.org/data.aspx

Committee Activities

Now that the preliminary baseline data has been published, the Green Impact Zone’s Data Committee is working on the following:

- Learning how to navigate the extensive data online.
- Meeting with individual neighborhood organizations to review data, discuss how neighborhoods can use the data, and determine what other important data needs exist.
- Adding more data to the interactive Web site, particularly utility data.
- Establishing a set of indicators related to the Green Impact Zone goals.

Business Data

Zone surveyors are now conducting a windshield survey of businesses in the zone, similar to the residential survey completed earlier in the year.

Progress Report: Administration

Scope of Services:

MARC will provide program, administrative, and financial management of the Green Impact Zone initiative, including:

- » Financial management of this contract and other funds flowing into the zone.
- » Program coordination of activities within the zone.
- » Administrative coordination of activities under contract.
- » Grant writing and development.
- » Development of public, civic and private partnerships in support of the zone.
- » Periodic reports to the city and the public.

Administrative and Financial Management

In addition to providing administrative services for the city of Kansas City, Mo., through a grant to the Green Impact Zone (see summary of expenditures below), MARC is working with its partners and the U.S. Department of Transportation to develop a full scope of work for the recent \$26.2 million Transportation Investments Generating Economic Recovery (TIGER) grant awarded for work in the Green Impact Zone.

The TIGER grant will support extensive curb, sidewalk and street work on major arterials and streets within the zone.

Special attention will be given to areas where special projects or model blocks are underway. Work is expected to begin this fall.



Summary of Green Impact Zone Expenditures

Category	Total Amount Budgeted	Current (Feb. 1– March 31, 2010)	Cumulative (Since Sept. 1, 2009)
Personnel costs, including salaries, fringe benefits and other indirect costs	\$632,803.00	\$115,711.56	\$397,065.85
Consultants/contractual services	\$642,000.00	\$153,395.76	\$164,741.37
Office lease, equipment and other expenses (including furnishings, computers, phone, etc.)	\$120,800.00	\$13,830.90	\$73,479.24
Other costs (including meeting expenses, printing, postage, training, supplies, etc.)	\$104,397.00	\$22,386.95	\$39,976.74
Totals	\$1,500,000.00	\$305,325.17	\$675,263.20

Initial Green Impact Zone

Partner Organizations:

- » *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*

Partnerships

The Green Impact Zone continues to build strong partnerships with a broad range of community organizations. In addition to the partnerships discussed under outreach (pages 2–3), some of the partner activities that took place during this reporting period are highlighted below.

Kansas City Power & Light

KCP&L co-sponsored and participated in the Green Impact Zone community outreach event at Paseo High School. KCP&L's booth provided visitors with energy efficient CFL light bulbs and introduced them to energy-saving tips and programs and a range of bill-payment options.

The Department of Energy and KCP&L are finalizing the details of the SmartGrid Demonstration Project and expect a contract to be signed in June. Most of 2010 will focus on project planning.

KCP&L is currently conducting an audit of all SmartGrid area electric meters and developing a public outreach and communication plan. The company will begin installing new SmartMeters at all area residences and businesses in fall 2010.

Kansas State University/Kansas City Design Center

Students from Kansas State University are collaborating with the Green Impact Zone on several class projects, including developing practical plans for improvements related to architecture, landscape and transportation. Students presented some of their information, including a model mockup, at a booth at the Community Event and Expo on March 27. With guidance from Professor Vladimir Krstic, a group of students working on grant writing will pursue corporate and nonprofit grants for projects in the Green Impact Zone.

Other Partners and Potential Partners

During March and April, Green Impact Zone staff met with representatives from a number of other organizations, including:

- Citizen's Police Academy
- Police Athletic League
- Project 365
- Ad Hoc Group Against Crime
- W.E.B. DuBois Learning Center
- Swope Community Builders
- Kauffman Scholars
- Black Healthcare Coalition
- Kansas City Housing Authority
- Volunteer Coordinating Council
- EcoCircle

Progress Report: Participation

Scope of Services:

MARC will include information and promote neighborhood engagement/participation in various city sustainability priorities/initiatives (including solid waste recycling, energy efficiency and energy conservation, bike/pedestrian initiatives, stormwater management, green infrastructure, water conservation and transit use) and in door-to-door activities and during other Green Impact Zone education/training opportunities.

Committee Meetings

The Neighborhood Leadership Committee, Data Committee and Coordinating Council met in March. Attendees saw demonstrations of the interactive data Web site discussed on page 5.

Community Meetings

The Green Impact Zone director and assistant director met with the city manager of Kansas City and held individual meetings with most members of the city council to update them on zone activities and request continued funding of the zone. The initial \$1.5 million grant provided by the city in its 2009 budget has leveraged major investments in the zone, including \$26.5 million from the TIGER grant and \$48 million from KCP&L.

Green Impact Zone staff also attended meetings with:

- Neighborhood organizations
- City staff
- Students and faculty from area universities
- Public safety agencies
- Nonprofit organizations
- Elected officials

Other Events

- Green Impact Zone staff attended a training session hosted by KCP&L on April 9 to learn about new energy-efficient products and services.
- Staff will participate in energy audit ride-alongs on April 12–16 as part of weatherization efforts in the zone.
- Staff attended a deconstruction training session offered by Habitat ReStore on April 8 to learn more about what is involved in deconstruction, recycling of demolition debris, and handling of potentially hazardous materials.

Progress Report: Documentation

Scope of Services:

MARC will document the Green Impact Zone process, provide evaluation of all programs and activities, and work closely with neighborhood leaders, residents, Green Impact Zone Coordinating Council and program providers. In addition, MARC will develop with the community an RFP for planning services and cause to be developed a sustainable strategic plan for the Green Impact Zone.

MARC continues to document the Green Impact Zone process through printed materials, online information, and photo and video archives. Many local and national media outlets are also reporting on activities in the zone.

During this reporting period, MARC's documentation included:

- Regular blog entries on the Green Impact Zone blog at www.greenimpactzone.wordpress.com
- Development of a Green Impact Zone Facebook page at www.facebook.com/greenimpactzone. The page currently has 102 fans.
- Updates to the Green Impact Zone Web site, www.greenimpactzone.org. In March, the site had 2,151 visits and 9,296 page views, up from 1,506 visits and 6,746 page views in February. Since it was launched last fall, the site has logged 7,201 visits and 33,192 page views.
- Video coverage of the March 27 Community Event and Expo by the Thompson Group, a minority-owned video production company recently selected through a competitive bid process to provide video and documentary services for the zone.

Media Coverage

The Green Impact Zone continues to receive frequent media coverage from local television, print and radio outlets, as well as a wide variety of national blogs and other online media.

Excerpt from FTA Deputy Administrator Therese McMillan's remarks in Kansas City on March 23, 2010

"There is no better project that highlights the positive effect that ARRA is making here on Main Street than the Green Impact Zone in Kansas City, Missouri. What a phenomenal demonstration of the possibilities becoming reality when government officials and stakeholders partner with the community in an effort to concentrate resources for the greater good.

"This project has become a national model of how a federal investment will assist a community in an economic decline and transform the same 150 square blocks into a thriving, sustainable neighborhood.

"The \$26.2 million [TIGER] economic investment in the Green Impact Zone will pay for improvements to sidewalks, curbs, streets, streetscapes and transit facilities. Funding will also be used for housing rehabilitation, weatherization programs, job training and placement and health and wellness programs."

Full transcript available at www.fta.dot.gov/news/news_events_11497.html

Progress Report: Resources

The Green Impact Zone vision is 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.

MARC and its community partners continue to seek additional grant funds to support the Green Impact Zone initiative. With funds that the Local Investment Support Corporation had initially allocated to prepare for the region's unsuccessful Neighborhood Stabilization Program 2 Grant, the Green Impact Zone is working with a grant writer to more actively pursue corporate and foundation grants.

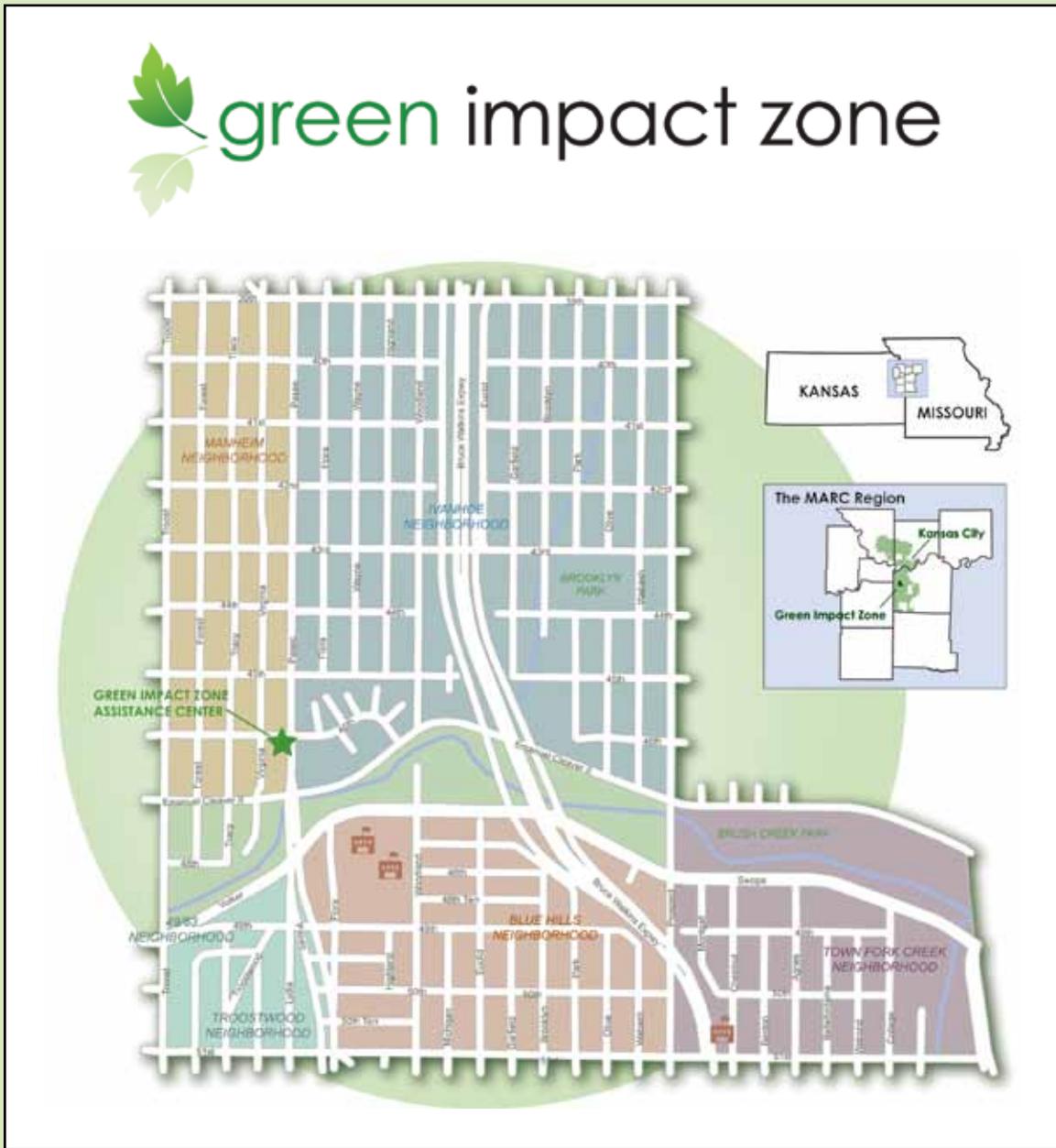
Pending Grants

The following grant applications for projects in the Green Impact Zone and surrounding areas are pending at this time.

- Energy Efficiency Conservation Block Grant (KCMO) — \$50 million requested. Announcement expected in late April.
- Brownfields Grant — \$1 million requested. Award announcements expected in April or May.
- MDNR Low-Income Weatherization Assistance Program (LIWAP) Grant — \$5 million. MARC and KCP&L have applied for funding from the Missouri Department of Natural Resources to provide weatherization for 732 housing units in the Green Impact Zone and SmartGrid Demonstration Project area. The grant features a concentrated outreach campaign coordinated with SmartGrid outreach, a focus on rental properties, a customer-friendly weatherization process, and a focus on generating jobs for community residents. Announcement expected in late May.
- Solar Cities Grant — \$5 million total grant requested, with \$250,000 targeted in the Green Impact Zone. The National Association of Regional Councils (of which MARC is a member) has submitted a joint application with the American Planning Association and ICMA, for a Department of Energy Solar Cities grant. The application focuses on training, education and outreach, and highlights the Green Impact Zone as a demonstration project area.
- Direct Congressional Appropriations — \$1 million requested for business development and \$1 million for healthy foods/ gardening. The Green Impact Zone has partnered with the University of Missouri Extension and other organizations to seek support from U.S. Rep. Emanuel Cleaver II for these earmarks in upcoming federal appropriations bills. Final approval expected in fall 2010.



green impact zone



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

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