

PROGRESS REPORT

March 29–May 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 or call the Green Impact Zone office at 816-936-8803.

Introduction

Since the Green Impact Zone initiative was launched more than a year and a half ago, we've often said that coordinating the wide variety of projects, partners and opportunities in the zone is comparable to trying to drink from a fire hose. In the past few months, this has been particularly true of the exciting progress underway related to housing.

A drive through the neighborhoods of the Green Impact Zone illustrates the area's serious challenges with abandonment — nearly one in four properties in the zone is a vacant lot, and another sixth have vacant structures. Foreclosure rates are high, and owner occupancy is low.

The Green Impact Zone's initial strategies for addressing housing issues, based on the goals and dreams of neighborhood associations in the zone, have included rehabilitating existing homes, developing new housing on vacant lots, removing dangerous buildings, increasing home sales and improving property maintenance. A number of projects are currently underway to advance these goals. (See summary on page 3.)

Now it is time to step back and bring that proverbial fire hose under control, channeling the flow into a comprehensive housing plan that incorporates current projects and addresses neighborhood needs in the context of the overall vision for the Green Impact Zone as a sustainable community where people want to live, work and play. This comprehensive plan — developed with the help of the city of Kansas City, the zone's housing consultant, neighborhood leaders and other community stakeholders — will help us establish priorities and allocate resources in the coming months.

While countless hours have been devoted to housing issues in the past few weeks, progress also continues in other key strategy areas, including employment, weatherization, energy and more. Highlights from the past 45 days are included on the following pages.

Outreach

- ▶ Zone staff met with representatives from area churches to introduce a zone ambassador program. The initial focus will be to use the church ambassadors to invite congregations to apply for weatherization, but the program has the potential to spread the word about other zone programs as well. Several pilot churches have agreed to participate in a “Weatherization Sunday,” where staff will be on hand to help with weatherization applications after church services. The program will extend to other churches in and near the zone in the future.
- ▶ On June 11, the Green Impact Zone will participate in the second annual Kansas City Convoy of Hope, from 10 a.m. to 3 p.m. at Swope Park. Last year, despite pouring rain, hundreds of volunteers helped hand out free clothing and food, conduct health screenings, and provide information about job opportunities at the event. Approximately 70,000 pounds of groceries were given away to those who attended, along with 500 pairs of shoes. This year, the zone will organize a community services tent, with about 30 social service agencies represented; a jobs tent, where participants will receive help with resumes, get pointers on job interviews, and have the opportunity to meet with employers who are hiring; and a weatherization tent. Several thousand area residents are expected to attend.
- ▶ On April 30, the Green Impact Zone hosted a meeting for equity partners in the Creating Sustainable Places initiative. Funded by a HUD regional planning grant, this initiative will create plans for six key corridors in the region, including the Troost corridor that runs along the western edge of the Green Impact Zone, and also includes \$120,000 for housing planning services. Engaging traditionally underserved populations, including minority and low-income residents, is an important part of the Creating Sustainable Places model. The April 30 meeting included a panel of engagement practitioners from other cities facilitated by Kalima Rose of Policy Link.
- ▶ The Community Leadership Program recently completed its spring series, with eight graduates. The program includes five, five-session certificate series, including Personal Strengths, Facilitation Skills, Relationship Building, Problem Solving and Community Building. A graduation ceremony for the spring CLP will be held in June. The summer series begins on May 17, and 23 participants are currently registered. The program is managed by MARC’s Government Training Institute and offered at no charge to residents.
- ▶ The Green Impact Zone has taken advantage of increased traffic at the zone office — due to the onsite location of customer service representatives for the weatherization and SmartGrid programs — to connect more residents with their neighborhood associations and encourage active participation at monthly association meetings.
- ▶ Zone staff is organizing a neighborhood kickball challenge to be held at Brooklyn Park on June 4, immediately after a ceremony sponsored by the Blue Hills Neighborhood Association to celebrate recent renovations at the park.

Housing

- ▶ The city of Kansas City, Mo. has allocated \$1.8 million in Neighborhood Stabilization Program funds to neighborhoods in the Green Impact Zone and Ruskin Heights to rehabilitate foreclosed and abandoned properties. Zone staff is working with the city and neighborhood associations on a strategy to concentrate the rehabilitation efforts in “model blocks” or contiguous areas, as opposed to scattered sites.
- ▶ On July 16, the zone will host its second annual Urban Homes Tour. The tour will highlight homes for sale in the zone, and also include educational workshops for residents that will cover every aspect of the home-buying process, from choosing a home to finding financing and making home improvements.
- ▶ Zone staff held several meetings with LISC to discuss housing partnership opportunities, particularly related to LISC’s role as a lending partner that can help nonprofits — and potentially some private developers — fund acquisition and rehabilitation of distressed properties.
- ▶ The Green Impact Zone continues to meet with representatives of the Enterprise Foundation, Builders of Hope and other potential housing partners. Members of Builders of Hope, a national nonprofit based in Raleigh, N.C., will visit the zone on May 25–27.
- ▶ On March 28, the Green Impact Zone organized an orientation lunch for area real estate agents to help them better understand all of the initiatives currently underway and discuss ways to improve marketing the zone to potential homebuyers. A tour of the zone followed the luncheon.
- ▶ APD Urban Planning and Management, the firm selected by the zone to consult on housing strategies, produced a matrix (see attached sample) to help neighborhood leaders make objective decisions about housing priorities and desired outcomes. APD facilitated a session for neighborhoods to rank themselves in several categories — overall quality of life; quality housing; safe, attractive and sustainable neighborhoods; and neighborhood capacity. The rankings are not intended to identify winners or losers, but rather to make sure all neighborhood leaders are well informed about needs throughout the zone.

Weatherization

- ▶ To facilitate meeting monthly production goals, MARC took the lead on client intake for the Green Impact Zone Low-Income Weatherization Assistance Program. Zone staff will assist in management of the door-to-door engagement and intake process, and MARC hired two full-time contractors to work with residents on applications for weatherization. The contractors were trained through the University of Central Missouri’s Residential Energy Efficiency Certificate program through a partnership with UCM, the Full Employment Council and MARC. One of the program’s goals is to train and hire Green Impact Zone residents for weatherization-related jobs.

- ▶ There has been steady improvement in the number of homes in weatherization and the number of homes that have been completed and closed in the state's MoWAP system. Total numbers to date (as of May 9) include 2,624 residents engaged, 122 eligible homes audited, 74 homes currently in weatherization, 48 with work completed, and 40 with all final paperwork complete.
- ▶ The LIWAP engagement teams continued door-to-door outreach to residents in the Green Impact Zone and surrounding demonstration area, emphasizing the importance of weatherization to increase energy efficiency and keep homes cool during the summer months. The zone also introduced a new outreach effort that uses trained ambassadors at area churches.
- ▶ LIWAP staff also worked to engage landlords of rental properties in the zone, holding several meetings with landlords and tenants to introduce the program. Efforts are also underway to engage apartment building owners and their tenants to maximize production and get more homes weatherized.
- ▶ On April 29, the Green Impact Zone and Congressman Emanuel Cleaver II hosted a reception for employees and contractors involved in the LIWAP program and their families. The congressman expressed his appreciation for the hard work everyone has done to make the weatherization program a success, and encouraged them to remain committed to the vision of transforming the community.

Employment and Training

- ▶ The Green Impact Zone jobs/training pipeline will host informational sessions along several career tracks to help residents connect to jobs and training opportunities:
 - May 19 — Health care and information technology jobs
 - May 19 — Construction jobs, unions and opportunities for ex-offenders
 - May 26 — Police, military, fire department, highway patrol careers
 - June 7 — Green jobs
 - June 14 — Service industry jobs, including janitorial, administrative, clerical and customer service

All sessions will be held at the Green Impact Zone offices from 6 to 8:30 p.m. Participants will learn about different kinds of jobs and what skills are required for each, and have the opportunity to meet with potential employers.

- ▶ The Green Impact Zone is working with MARC's Workforce Development staff to identify additional resources and employers, and will use information from a workforce development survey to fuel job and training initiatives in the zone.
- ▶ The zone's Community Crews are taking advantage of spring weather to begin a new round of home repairs. The crews, made up of young people who live in the zone, complete small concrete repairs at no charge to residents. Crew members receive classroom and hands-on training under the guidance of the Ivanhoe Neighborhood Council.

- ▶ The Green Impact Zone staff is working with the Kansas City Area Transportation Authority and The JO to coordinate bus tours that will help residents understand the improved access to jobs that transit improvements funded by the TIGER grant will provide along Troost Avenue and connecting to other key corridors in the metropolitan area. The tours will help residents explore potential job centers in eastern Jackson County, Mo.; Wyandotte County, Kan.; and Johnson County, Kan.

Public Safety/Community Services

- ▶ The Green Impact Zone is still actively working with the Kansas City Police Department to facilitate a Citizen's Police Academy for zone residents. KCPD conducts citizen's academy sessions at its training facility north of the river, meeting once each week for 10 weeks. Many zone residents have limited access to transportation, so zone staff must look at transportation options as part of the planning.

Energy and Water Conservation

- ▶ KCP&L will place two customer service representatives in the zone office to provide information and assistance to residents.
- ▶ KCP&L has completed the installation of smart meters for more than 14,000 electric customers in the zone and surrounding SmartGrid demonstration area. The smart meters, used in conjunction with in-home displays and a web portal, help residents monitor their energy use. KCP&L has also placed two customer service representatives in the zone office to provide information and assistance to residents.
- ▶ As part of the SmartGrid Demonstration Project, KCP&L has asked the Green Impact Zone for recommendations on the placement of solar panels in the community. Several solar panels will be installed at Paseo High School, and others will be available for placement at community facilities to complement neighborhood initiatives and plans.
- ▶ On April 30, the Green Impact Zone joined the surrounding community in celebrating the grand opening of the Project Living Proof house, a demonstration of how to incorporate the latest energy-efficiency technologies into an older home at 917 Emanuel Cleaver II Blvd.

Infrastructure

- ▶ The city of Kansas City, Mo., is currently seeking bids for sidewalk repair and improvements in the Green Impact Zone as part of the region's \$50 million federal TIGER (Transportation Investment Generating Economic Recovery) grant to invest in local transportation infrastructure. Proposals will be accepted through May 31 at 2 p.m. A pre-bid session will be held at the Green Impact Zone office (4600 Paseo, Kansas City, Mo.) at 10 a.m. on May 18.

- ▶ Construction work is expected to take place from mid-2011 through mid-2013, but will not be disruptive for long. As crews make their way through neighborhoods, workers will notify residents with door hangers prior to repaving streets and rebuilding sidewalks. In most cases, block-by-block improvements will be completed within a few days or a week.

Urban Agriculture/Food Access

- ▶ On April 30, volunteers from MARC staff, KCMO Neighborhood Services, Lincoln University Extension and the Manheim neighborhood held an “Earth Day Work Day” to clean up debris and clear ground for planting at the Manheim Park Community Garden at 42nd and Forest. Volunteers bagged trash, bundled brush and collected illegally dumped tires for collection by the city’s waste hauler.
- ▶ The Green Impact Zone is helping to promote Truman Medical Center’s “Healthy Harvest” farmer’s markets, open every Wednesday through Nov. 22, and working to help residents get to and from the market more easily using public transportation.

Youth Involvement

- ▶ The KCP&L Foundation has awarded a \$10,000 grant to help fund the second NEXUS summer enrichment program for youth in the zone. Last year, 16 teens participated in the intensive, seven-week program, which focused on entrepreneurship in the fields of energy and environment. For 2011, the zone will partner with the Penn Valley campus of the Metropolitan Community Colleges to host the NEXUS program. Recruitment for the program will begin after final funding is secured.

Other Activities

- ▶ The Green Impact Zone Neighborhood Coordinating Council met on April 20. Members reported on progress in all eight strategy areas.
- ▶ Zone staff organized a call blast encouraging residents to go to the polls during the recent city election.
- ▶ Anita Maltbia gave a presentation about the zone to the chief operating officer and several board members of the Nelson Atkins Museum of Art. The museum is actively working to build relationships with nearby neighborhoods.
- ▶ Ms. Maltbia also presented to AIA Kansas City’s Pillars of Leadership group for young professionals in architecture. Twana Hall-Scott gave a presentation about the zone to the Second Presbyterian Church at 55th and Oak.
- ▶ Zone staff attended standing meetings with city staff, and arranged for Neighborhood and Community Services staff to speak at upcoming neighborhood association meetings during the month of June. Staff also attended the Engage KC Leadership reception held in the new mayor’s honor at Union Station.

- ▶ Zone staff completed work plan updates and reviews, and attended monthly neighborhood association meetings, as well as regular meetings with other partners and stakeholders.

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 (March 1-31, 2011)	Cumulative
Personnel (Salaries, fringe benefits, indirect)				
	KCMO	1,500,823.92	43,859.78	1,004,701.21
	TIGER	150,000.00	3,723.56	12,327.79
	EnergyWorks	75,073.00	5,672.60	14,259.07
	LIWAP	206,680.00	14,137.39	91,211.87
Consultants/contractual services				
	KCMO	679,620.00	2,554.20	471,982.10
	LIWAP	4,125,296.00	54,034.62	250,367.63
Office lease, furnishings and/or equipment (computers, phone, etc.)				
	KCMO	188,674.00	10,751.64	136,746.21
	LIWAP	74,535.00	11,122.87	13,628.64
Other expenses (e.g., meeting expenses, training, printing, postage, supplies)				
	KCMO	130,882.08	3,275.38	105,299.39
	LIWAP	93,489.00	595.00	24,929.21

- **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: SAMPLE APD MATRIX

Outcome 1: Quality of Life for All Living in the Zone

Green Impact Zone Initiatives	Green Factors			Housing Factors			
	Proximity to Services	Proximity to Transit Corridors	Proximity to Local Foods	Poverty Rate	Homeownership Rate	Proximity to Education	Neighborhood Environment
Bancroft School (Manheim)							
Bright Light (Manheim)							
Ivanhoe Model Blocks (Ivanhoe)							
Wabash Village (Blue Hills)							
Town Fork Creek							
Troostwood							

Criteria Definitions - Green Factors

- Proximity to Services - 0.25 mile/0.50 mile/1.00 mile distance from community facilities, recreational facilities, shelters, healthcare
- Proximity to Transit Corridors - 0.25 mile/0.50 mile/1.00 mile distance from transit corridors, bus stops, highways (existing and/or proposed)
- Proximity to Local Foods - 0.25 mile/0.50 mile/1.00 mile distance from grocers (fresh fruits/vegetables)

Criteria Definitions - Housing Factors

- Poverty Rate - percentage of low to moderate income persons (LMI individuals/total population in initiative area)
- Homeownership Rate - percentage of total households that are owner occupied (Owner occupied/total residential parcels in initiative area)
- Proximity to Education - 0.25 mile/.50 mile/1.00 mile distance from day cares, early childhood centers, public or private K-12 institutions, colleges/universities
- Neighborhood Environment - number of environmental hazards (litter, nuisance vehicles, crime incidents and dangerous buildings)

Outcome 2: Quality Housing for All Living in the Zone

Green Impact Zone Initiatives	Green Factors			Housing Factors	
	Potential for Rehab	Smart Grid Displays	Potential for Demolition	Opportunity Factor	Vacancy Status
Bancroft School (Manheim)					
Bright Light (Manheim)					
Ivanhoe Model Blocks (Ivanhoe)					
Wabash Village (Blue Hills)					
Town Fork Creek					
Troostwood					

Criteria Definitions - Green Factors

- Potential for Rehab - # of residential units with average of roofs, walls, doors, windows, foundations, porches and paint scoring 51% or higher of total possible rating points
- Green Homeowners - number of homeowners with SmartGrid displays
- Potential for Demolition - # of residential units with average of roofs, walls, doors, windows, foundations, porches and paint scoring 50% or less of total possible points; plus number of dangerous buildings

Criteria Definitions - Housing Factors

- Opportunity Factor - number of existing/proposed housing development partners in development
- Vacancy Status - percentage of vacant lots, vacant structures, and Land Trust lots (based on 100%)

Outcome 3: Safe, attractive, sustainable neighborhoods

Green Impact Zone Initiatives	Green Factors		Housing Factors	
	Preservation and Access to Open Spaces	Average Infrastructure Rating	Foreclosure Rate	Neighborhood Design Characteristics/ Guidelines Unattractive/ Incompatible Land Uses
Bancroft School (Manheim)				
Bright Light (Manheim)				
Ivanhoe Model Blocks (Ivanhoe)				
Wabash Village (Blue Hills)				
Town Fork Creek				
Troostwood				

Criteria Definitions - Green Factors

Preservation & Access to Open Spaces

- 0.25 mile/0.50 mile/1.00 mile distance from parks and community gardens

Average Infrastructure Rating average rating for all parcels within initiative for public sidewalks, curbs, street lights, and street conditions (based on 100%, 100% being best, 1% being worst)

Criteria Definitions - Housing Factors

Foreclosure Rate - number of foreclosed properties

Neighborhood Design

Guidelines/Characteristics - number of zoning overlays, design guidelines/plans in place, number of blocks with historic integrity block ratings at 4 or less

Unattractive/Incompatible

Land Uses - **Need current and future land use data**

Outcome 4: Neighborhood Capacity to Sustain the Vision

Green Impact Zone Initiatives	Green Factors	Housing Factors	
	Neighborhood Specific Green Initiatives	Active Neighborhood Association	Evidence of Community Power Community Collaborations
Bancroft School (Manheim)			
Bright Light (Manheim)			
Ivanhoe Model Blocks (Ivanhoe)			
Wabash Village (Blue Hills)			
Town Fork Creek			
Troostwood			

Criteria Definitions - Green Factors

Neighborhood Specific

Green Initiatives - number of neighborhood specific green initiatives

Criteria Definitions - Housing Factors

Active Neighborhood Assns - number of active neighborhood associations

Evidence of Community Power - voting rate percentages and number of members on Neighborhood Leadership Committee

Community Collaborations - number of community/supportive services



Nighborhood 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
- 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 Initiatives Support Corporation