



PERFORMANCE REPORT

May 24, 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.

• **A Boost for Energy Efficiency**

• On April 21, Vice President Joe Biden announced a \$20 million grant that is expected to help many homeowners and business owners manage energy costs, in the Green Impact Zone and several other Kansas City neighborhoods. The grant funds will come from the U.S. Department of Energy's Energy Efficiency and Conservation Block Grant (EECBG) program, which is part of the American Recovery and Reinvestment Act of 2009.

• The EECBG grant will support EnergyWorks KC, a cooperative effort of the city of Kansas City, Mo.; the Metropolitan Energy Center; the Mid-America Regional Council; Kansas City Power & Light; and Missouri Gas Energy.

• EnergyWorks KC will focus on energy efficiency in homes and businesses over the next two years. By conducting energy audits and retrofitting existing buildings — for example, with energy-efficient furnaces or heat pumps — EnergyWorks KC can help building owners substantially reduce energy use and utility costs. The project is also designed to create jobs, by hiring and training people to do the audit and retrofit work.

• **Community Outreach**

• In April and May, the Green Impact Zone staff worked on a wide variety of outreach efforts. The zone's first rain garden was installed in Troostwood Commons, and plans are underway for an urban homes tour. Working with faith-based organizations and other partners, the zone is preparing for the Kansas City Convoy of Hope on June 12. More than 5,000 participants are expected at the Convoy, which will provide 70,000 pounds of free groceries and many other free services.

• **Capacity Building**

• Five neighborhoods in the zone completed plans for capacity building grants. Neighborhood associations will use the funds to support a variety of projects that will help get residents involved in their neighborhoods, from purchasing the supplies needed to produce newsletters to hosting community events.

• The Green Impact Zone continues to expand its network of partners, involving more and more people and organizations in its efforts to transform the community.

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.*

Convoy of Hope

The Green Impact Zone has partnered with Convoy of Hope, area churches and other local businesses to present the Kansas City Convoy of Hope from 10 a.m. to 3 p.m. on Saturday, June 12, in Swope Park. Zone residents and others who visit the Convoy will have access to free groceries, haircuts, photos, shoes, medical and dental screening and much more. The Green Impact Zone will host a tent with booths for social service agencies to help connect residents with support services, and will also organize a job fair at the event. Residents can receive help in writing a resume and some employers will actually be taking applications and hiring at the event.

Urban Homes Tour

The Green Impact Zone and the Housing Authority of Kansas City, Mo., are planning an Urban Homes Tour for Saturday, July 24. Participants will have the opportunity to take bus tours featuring homes for sale in the zone and attend workshops that cover every phase of the homebuying process — learning what to look for in a home, choosing a Realtor, finding financing, rehabilitation of older homes and making homes more energy efficient. The event will be held at the Zion Grove Missionary Baptist Church, 2801 Swope Parkway, Kansas City, Mo.

Community Crews

To date, 10 residents of the Green Impact Zone have had small concrete repairs completed by the Community Crews. Through a partnership with the Ivanhoe Neighborhood Council, the young adults who serve on the crews receive classroom and hands-on training in concrete finishing skills. For one of the crew members, these new skills led to an offer of permanent employment in a union job.

Rain Garden Installation

On Saturday, May 8, volunteers turned out for the installation of the zone's first rain garden, at 49th and Volker in Troostwood Commons. Through a partnership with Keep Kansas City Beautiful and Bridging the Gap, the Green Impact Zone is encouraging the use of rain gardens in neighborhoods — not only to beautify neighborhoods, but also help absorb stormwater runoff. The project is part of the Sowers of Sustainability program, which also encourages urban vegetable gardening.

Photos from the rain garden installation in Troostwood Commons, May 8, 2010



Community Leadership Program

In May, 29 people completed the Problem Solving series, one of the five, 10-hour training series that make up the Community Leadership Program. MARC's Government Training Institute offers the certificate program in two locations, the Green Impact Zone office and on the UMKC campus.

Participants have also completed the Personal Strengths and Relationship Building series. The Facilitation Skills and Community Building series are currently in progress. Those who complete all five series will receive community leadership certificates.

NEXUS Youth Initiative

In April and May, Green Impact Zone staff made final preparations for the launch of a new youth initiative called NEXUS:

Next Generation
Empowered to Serve
eXemplifying Excellence
Using Mind, Body and Spirit
Sustaining the Community
to Make an Impact on the World

The program is designed for teens ages 13–18 who are interested in entrepreneurship. Over the summer, the teens will have the opportunity to learn more about becoming entrepreneurs, create business plans, visit “green” businesses in the Kansas City area, establish leadership and team-building skills, and earn community service hours for high school graduation. Metropolitan Community Colleges of Kansas City (MCCCKC) will participate as a partner in the NEXUS initiative through their innovative workforce program.

Greenways Summer Youth Program

Working in partnership with the Full Employment Council and the office of U.S. Rep. Emanuel Cleaver II, the Green Impact Zone will recruit businesses to join the Greenways Summer Youth Program. Using federal funds, the program will promote jobs in the “green collar” industry by paying the salaries of young people ages 16–24 who meet income guidelines. The Full Employment Council will handle recruitment, vetting and paychecks for the young people. Employers who can provide 10 or more jobs may also receive funding to pay a supervisor's salary. The Green Impact Zone will employ a team of 10 young people to work with community ombudsmen in zone neighborhoods.

Life Changers Network Expo 2010

Plans are underway for a Green Impact Zone pavilion at the Life Changers Network Expo to be held at Bartle Hall on July 1-3. Through educational seminars and workshops, exhibits, services



On May 15, the Green Impact Zone hosted a team-building retreat for 13 Blue Hills neighborhood block contacts.

The retreat focused on building healthy relationships, teamwork, and capacity building through outreach, incorporating both discussions and activities.

In an activity called “Your Community in 30 Years” participants talked about what the Blue Hills neighborhood looked like 30 years ago — community assets and challenges, quality of life, the role of the neighborhood association. Then, using the same framework, the group talked about current conditions and envisioned what they want for the Blue Hills neighborhood 30 years from now. This discussion will guide the group’s work on a strategic outreach plan.

and entertainment, the expo is designed to provide participants with information that will help enrich their lives. The expo also seeks to promote and strengthen the economic vitality of the region, with a focus on helping small and minority-owned businesses.

Community Ombudsmen

Ombudsmen activities during this reporting period included:

- Attending neighborhood meetings.
- Assisting residents with weatherization applications. Since September, the city has received 111 applications from zone residents. 19 jobs have been completed, six are pending and 63 applicants were determined to be ineligible for the weatherization program.
- Assisting residents with applications for small concrete repair jobs by the Community Crews.
- Participating in community meetings and events, including the AdHoc Group Against Crime, GreenWorks, Earth Day activities, the Kauffman Scholars Inc. and Males 2 M.E.N. Father and Son dinner, the National Society of Black Engineers Night Series and the Women’s Employment Network luncheon.
- Attending the Kansas City, Mo., Public Safety and Neighborhoods Committee meeting in support of an ordinance to regulate tire dealers and haulers in the zone.
- Participating in a weatherization ride-along to learn more about the weatherization process.
- Door-to-door outreach for Convoy of Hope and other zone initiatives.
- Facilitation of a retreat for Blue Hills Block Contacts on May 15.
- Planning rain and vegetable garden at Beacon Light Church.
- Hosted an employee training session for the U.S. Census Bureau, May 10–12.



Blue Hills block captains participated in a team building exercise called “Travel into the Future.” The tape on the floor represents their community. The group must move the community from the present into the future, working as a team to plan who gets on the tape and where, how they will move as one group, how to solve challenges as they arise, and how to communicate effectively to accomplish a goal.

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.

Using Data from the Baseline Report

In April and May, the Green Impact Zone data committee focused on making presentations to various neighborhood associations to demonstrate the interactive website developed by the UMKC Center for Economic Information and discuss how the data can be used.

The site, <http://kc-csrv-ceiweb.kc.umkc.edu/greenimpactzone>, allows users to view the baseline data collected during the zone’s recent residential property survey. Users can generate maps and data tables that illustrate current conditions of homes in the zone, including roofs, foundations, sidewalks, curbs, landscaping and more.

A windshield survey of businesses in the zone is currently underway, and the data compiled will be added to the website when that survey is complete.

The Center for Economic Information is also providing the opportunity for neighborhood leaders and youth to visit a computer lab on the UMKC campus to become familiar with the site and learn how to use maps and data to facilitate change.

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 managing the funds allocated to MARC by the city of Kansas City, Mo., for the Green Impact Zone, MARC has worked with area partners on other grants that will provide a significant benefit to the zone.

Energy Efficiency and Conservation Block Grant

In April, Vice President Joe Biden announced a \$20 million grant that is expected to help many homeowners and business owners manage energy costs, in the Green Impact Zone and several other Kansas City neighborhoods. The grant funds will come from the U.S. Department of Energy's Energy Efficiency and Conservation Block Grant (EECBG) program, which is part of the American Recovery and Reinvestment Act of 2009.

The EECBG grant will support EnergyWorks KC, a cooperative effort of the city of Kansas City, Mo.; the Metropolitan Energy Center; the Mid-America Regional Council; Kansas City Power & Light; and Missouri Gas Energy. Metropolitan Energy Center will serve as the single point of contact for building owners and contractors who want to access or provide services through EnergyWorks KC.

Building on innovative work already underway in Kansas City, including the Green Impact Zone initiative and KCP&L's Smart Grid demonstration project, EnergyWorks KC will focus on energy efficiency in homes and businesses over the next two years.

By conducting energy audits and retrofitting existing buildings — for example, with energy-efficient furnaces or heat pumps — EnergyWorks KC can help building owners substantially reduce energy use and utility costs. The project is also designed to create jobs, by hiring and training people to do the audit and retrofit work.

Also, as part of the EECBG grant, an existing building in the zone, at 5008 Prospect, will be rehabilitated to house a community center and energy contractor incubator. The Blue Hills Community Development Corporation developed the concept for this project, and the Green Impact Zone was successful in inserting it into the EECBG grant application, where it was well received by Department of Energy evaluators.

On May 17, the Green Impact Zone hosted an informational meeting held by city staff for community leaders in the neighborhoods that will be impacted by the grant.

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*

TIGER Grant

In the last report, we noted the region’s receipt of a Transportation Investments Generating Economic Recovery (TIGER) grant that includes \$26.2 million for work in the Green Impact Zone.

On May 17, MARC and its partners completed formal agreements with the Federal Transit Administration, the agency overseeing the TIGER award.

The environmental study for the work to be done in the Green Impact Zone has been completed and construction should begin later this year. Work will include street reconstruction and rehabilitation, sidewalk and streetscape improvements and transit amenities. At this time, it seems likely — depending on final bids — that the grant funds may allow for improvements to more streets within the zone than originally planned.

Neighborhood Capacity Grants

Each of five neighborhoods in the Green Impact Zone received a modest capacity building grant, based on population, from the funds allocated to the Green Impact Zone by the city of Kansas City, Mo. Over the last few months, the neighborhood association leaders have discussed how to use the funds, and agreed on the following expenditures:

- Blue Hills (\$6,995) — a neighborhood cleanup and tire pickup; construction of a community garden; a neighborhood newsletter; support for fundraisers and a membership drive; and a block contract program to address public safety.
- Historic Manheim Park (\$6,628) — three community gardens, support for an annual picnic and a block captain recognition program.
- Ivanhoe (\$12,674) — expenses for an annual banquet and support of the Ivanhoe Good Citizen Awards.
- Town Fork Creek (\$6,759) — A computer, software, printer and components to use for financial reports, agendas, newsletters and other printing; a shed to store lawn equipment; filing cabinets; volunteer stipends for youth; and other supplies.
- Troostwood (\$3,446) — Costs to incorporate as a 501(c)(3); establishment of a neighborhood cleanup crew; development of a website; a youth garden; and a Troostwood neighborhood party.

• **Partnerships**

• The Green Impact Zone initiative is built on strong partnerships with public, private and nonprofit enterprises. Some highlights of partner activities in this reporting period include:

• ***Kansas City Power & Light***

• As part of its SmartGrid Demonstration project, KCP&L will provide hyper-efficient appliances — refrigerators, washers and dryers, or heat pumps — to a limited number of households in the zone. On May 8, appliances were installed in three homes. The homeowners were selected for the program based on their participation in the Community Leadership program and neighborhood and community events. During the installation, KCP&L provided training to local MBE electricians and plumbers who will complete future installations. The program is designed to help KCP&L quantify the actual reduction in energy usage experienced in households with hyper-efficient appliances.

• Work is underway on a demonstration house at 917 E. Cleaver Blvd. At this house, owned by the Metropolitan Energy Center, KCP&L will demonstrate the very latest technologies in energy efficiency.

• KCP&L will host a meeting for neighborhood leaders on June 16 to discuss next steps in the SmartGrid Demonstration project.

• ***Kansas State University***

• On April 30, KSU students made their final presentation on practical plans for improvements related to architecture, landscape and transportation in the zone. The students will publish a pattern book of recommendations next month to complete the project.

Summary of Green Impact Zone Expenditures

Category	Total Amount Budgeted	Current (April 1–30, 2010)	Cumulative (Since Sept. 1, 2009)
Personnel costs, including salaries, fringe benefits and other indirect costs	\$632,803.00	\$58,190.20	\$455,256.05
Consultants/contractual services	\$642,000.00	\$8,677.75	\$173,419.12
Office lease, equipment and other expenses (including furnishings, computers, phone, etc.)	\$120,800.00	\$5,371.40	\$78,850.64
Other costs (including meeting expenses, printing, postage, training, supplies, etc.)	\$104,397.00	\$13,265.66	\$53,242.40
Totals	\$1,500,000.00	\$85,505.01	\$760,768.21

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 Green Impact Zone Neighborhood Leadership Committee met on April 28 and the Coordinating Council on April 29. The data Committee met on April 14 and May 12.

Community Meetings

Other meetings conducted and/or attended by Green Impact Zone staff included:

- EECBG meeting on May 17 with neighborhood leaders
- Community Heroes meeting on May 7 to encourage recognition of small businesses in the zone
- Meeting with consultant on potential corporate and/or foundation grants
- Staff planning conference
- Meeting with MGE to discuss ways to ramp up education/outreach efforts
- Meeting with Mazuma, CommunityAmerica to plan job fair for Convoy of Hope
- Tour of LISC Neighborhood Now housing program
- Meeting with partners on MAAC Link common application
- TIGER team meetings
- Conference call with Joe Brooks, vice president of civic engagement at Policy Link, who encouraged wider dissemination of good news to show progress in the zone
- Meeting with Kevin Truman, dean of the UMKC school of engineering, about a forum to discuss how UMKC can better partner with the zone
- Meeting with Jeff Kaczmarek, Economic Development Corporation, about research on models of business partnerships, including a matrix of service providers that can provide information, education and other resources to entrepreneurs
- Meeting with Barry Mayer, KC Crime Commission, on public safety
- Meeting with Gwen Grant, Urban League, on potential synergies and youth programs
- Presentation by Greenlight Window Films
- Meeting with the Black Healthcare Coalition to discuss partnership opportunities

- ■ Plug in to the Future of Transportation conference on April 23
- ■ Meetings with the Full Employment Council, Burns & McDonnell, Tetra Tech, Black & Veatch, Independence Power & Light and Congressman Cleaver's staff on the Greenways youth initiative.
- ■ Meeting with the California Environmental Justice Alliance
- ■ Bright Futures Sustainable Community workshop
- ■ Planning team meetings for the Mayors Innovation Project — a national forum that will be held in Kansas City July 22–23 and will feature a presentation on the Green Impact Zone.
- ■ Regular meetings with Kansas City, Mo., staff
- ■ Regular meetings with KCP&L on SmartGrid outreach
- ■ Meetings with the Convoy of Hope planning team

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.

During this reporting period, MARC's documentation included:

- Blog entries on the Green Impact Zone blog at www.greenimpactzone.wordpress.com.
- Status updates on the Green Impact Zone's Facebook page at www.facebook.com/greenimpactzone. The page currently has 122 fans.
- Updates to the Green Impact Zone website, www.greenimpactzone.org. In April, the site had 1,467 visitors and 6,467 page views. Since November 1, the site has had almost 10,000 visitors.
- Video documentation of various zone events, including the presentation by Kansas State University students, a park event in Ivanhoe, the Blue Hills block captain retreat, the rain garden installation in Troostwood, and the Manheim neighborhood cleanup event on May 22.

Media Coverage

The Green Impact Zone continues to receive frequent coverage from local and national media outlets. In addition to routine news reports, some features published this month were:

- A Q&A report with Zone Director Anita Maltbia published by the Kansas City Business Journal on Friday, May 7.
- An interview published in The Atlantic (theatlantic.com) on May 19.
- An interview with Energy Central magazine.

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.

Funded

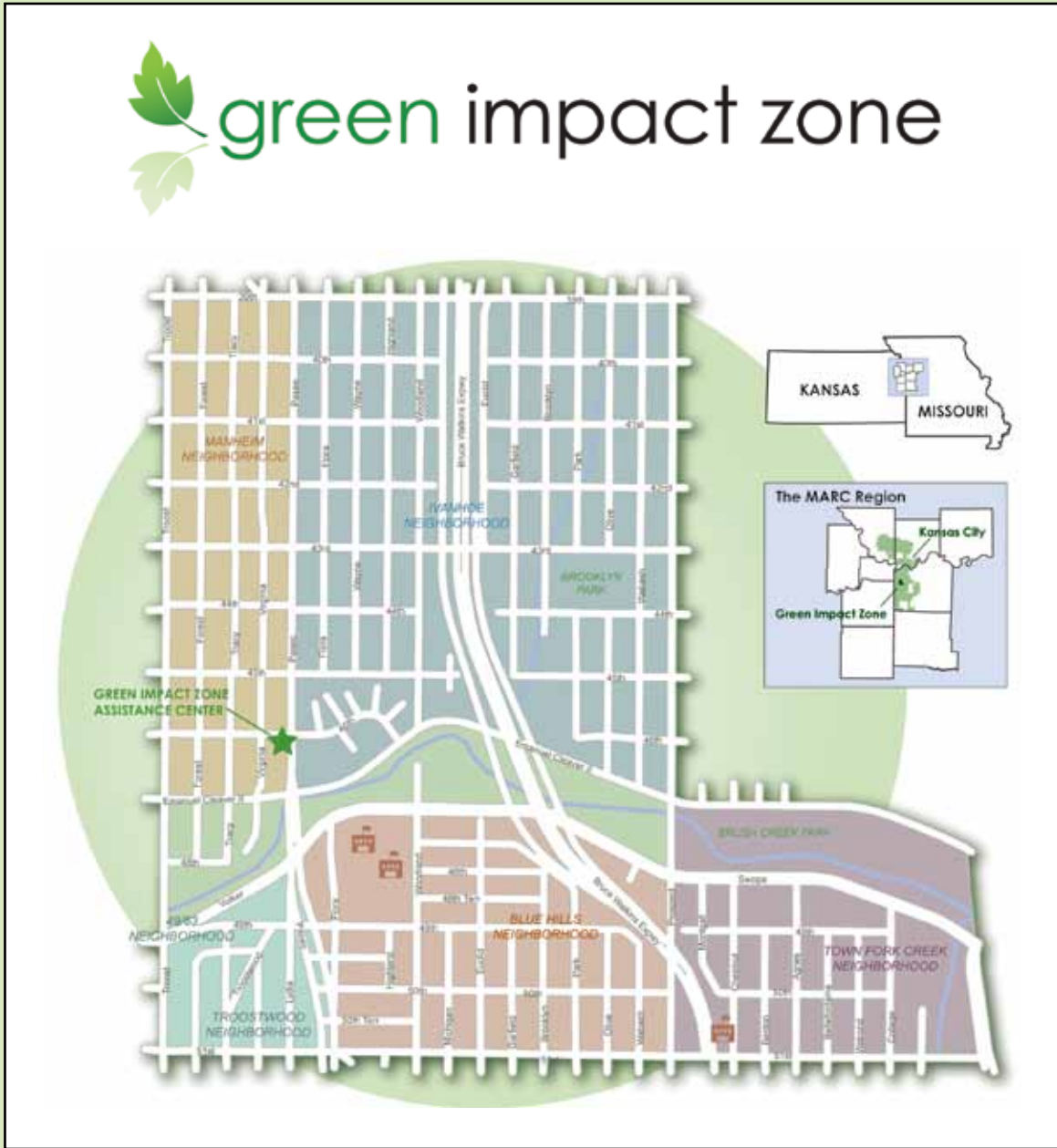
- Energy Efficiency and Conservation Block Grant — \$20 million for neighborhoods in and around the zone.
- Solar Cities Grant — Approximately \$150,000 for a demonstration project that includes training, education and outreach in the Green Impact Zone; part of a larger grant that is a joint effort by the National Association of Regional Councils, American Planning Association and ICMA.
- EPA Brownfields Grant — A \$1 million grant that covers the city of Kansas City, Mo., and Jackson County, Mo., with a particular focus on the Green Impact Zone. Part of the project is to make Jackson County Land Trust properties available to community organizations that can manage, maintain and market the properties to stimulate reinvestment.

Pending

- Local Investment Support Commission — \$42,750 requested to support a youth initiative and \$8,500 for the Community Policing Academy
- MDNR Low-Income Weatherization Assistance Program — \$4.5 million requested
- Direct Congressional Appropriations — \$2 million requested in upcoming federal appropriations bills
- Bank of America Foundation — Neighborhood builders grant, \$200,000 requested



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