

PROGRESS REPORT

May 12–June 25 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.

Focus on Deconstruction

Several of the Green Impact Zone's key strategies for community transformation came together in June, as public and private partners collaborated on a deconstruction effort that bridged job training, housing, safety and energy conservation.

Last year, Wells Fargo donated 23 foreclosed properties to the Ivanhoe Neighborhood Council on behalf of the Green Impact Zone, along with \$172,500 to help pay for rehabilitation. Unfortunately, some of the properties were deemed to be beyond rehabilitation and slated for demolition. Rather than just bulldoze the houses, the city of Kansas City's EnergyWorks KC staff proposed deconstructing them. Deconstruction involves carefully dismantling building components for reuse and recycling.

MARC and the Green Impact Zone worked with EnergyWorks, the Ivanhoe Neighborhood Council, Habitat Restore and The ReUse People to develop a deconstruction training-project plan.

After reviewing 100 applications and interviewing 25 candidates, 15 participants were selected for the program. That number quickly dropped to 14 for the best of reasons. After the group completed the two-day OSHA-10 training at the start of the program, one of the participants, Rane Newman, got a job. The remaining 14 participants all finished the training, which included hands-on deconstruction of the house at 4429 Garfield.

“Thank you for the deconstruction training opportunity. The OSHA training helped me get a job and I am now employed with Superior Bowen and a member of Local 663.”

— Rane Newman

The MARC Solid Waste Management District paid for part of the training, and the regional Workforce Development Initiative housed at MARC helped organize the training. Staff from the Green Impact Zone and Ivanhoe conducted the initial screening and application process, working with the Full Employment Council to further screen candidates. The Full Employment Council also paid for the OSHA portion of the training and provided boots and work clothing to participants.

The crew salvaged 5.1 tons of material from 4429 Garfield — material that will be reused or recycled rather than going to a landfill. Seven more houses in the group donated by Wells Fargo will be deconstructed in the coming months by private contractors who, as part of their contract terms, must employ some of these newly trained workers for the deconstruction.

Highlights of progress in other key strategy areas over the past 45 days are listed below.

Outreach

- ▶ The Green Impact Zone held a kickoff meeting for its new CAP program — Capacity Building to Accelerate Possibility Achievement. The program is designed to involve more residents in the eight strategies for community transformation identified by the neighborhoods in the zone. Each neighborhood association is asked to identify two representatives and select one or more projects or strategies of particular interest to their neighborhood. The initial meeting focused on development of a support structure for CAP.
- ▶ To date, 199 individuals have taken courses at the Green Impact Zone office through the Community Leadership Program organized by MARC's Government Training Institute and the city of Kansas City. Many have earned certificates in all five sections of the CLP series — Personal Strengths, Facilitation Skills, Relationship Building, Problem Solving and Community Building. Thirty-eight people are currently registered for the new sessions that will begin in late June.

The new CLP series will add an energy conservation and retrofit module. The program will expand its class locations to better serve the seven neighborhoods that are part of EnergyWorks KC, including the Green Impact Zone, the West Side, the Central Industrial District, Ruskin Heights, Winnwood, Washington/Wheatley and Eastwood Hills.

- ▶ All zone neighborhoods will participate in the National Night Out Against Crime on Aug. 2. Cokethea Hill, Green Impact Zone ombudsman, is chairing the local effort.
- ▶ At the June Neighborhood Leadership Committee meeting, zone neighborhood leaders reported on a variety of outreach activities:
 - The Ivanhoe Neighborhood participated in the Urban Farms & Gardens Tour on June 26 and will host a youth celebration on July 23 featuring “The Amazing Pace,” an obstacle course with kids’ activities designed to encourage physical activity.
 - The Blue Hills neighborhood is developing a youth program with a grant from the Crime Commission. Blue Hills also held a neighborhood cleanup on June 7, and will host a police roll call on July 16.

- Town Fork Creek held a neighborhood cleanup on June 25, and will be the site of a police roll call on July 7.
- A representative from the Troostwood neighborhood reported on involvement with Revolve, an organization that promotes bicycling and bicycling safety. Projects include a bicycle ride held in conjunction with the Urban Farms & Gardens Tour and a bicycle safety workshop scheduled for Aug. 6

Housing

- ▶ The Green Impact Zone's second annual Urban Homes Tour, designed to connect potential homebuyers to available properties, financing and other support services in the zone, has been moved to Aug. 20.
- ▶ APD, the consultant working on housing development strategies in the zone, is in the process of reviewing results of its housing decision matrix with each neighborhood.
- ▶ Discussions about housing initiatives continue with a number of potential private and nonprofit partners, including Builders of Hope and the Enterprise Foundation.
- ▶ In partnership with Mazuma Credit Union, the Green Impact Zone is working on three Affordable Housing Program grant applications that will be submitted to the Federal Home Loan Bank of Des Moines at the end of June.

Weatherization

- ▶ With the assistance of volunteers recruited from the faith-based community, the Green Impact Zone hosted "Weatherization Sunday" outreach events in June at four area churches to provide congregations with a convenient, one-stop shop for information about weatherization assistance. Representatives from the Green Impact Zone Low-Income Weatherization Assistance Program, the city of Kansas City, Mo., and EnergyWorks KC met with church members after services at Mt. Vernon, Zion Grove, Prince of Peace and Christian Fellowship Church.
- ▶ To date, the Green Impact Zone LIWAP has completed weatherization work at 84 homes, with 77 fully documented in the state MOWAP program. Work is underway at an additional 120 homes. After a slower-than-hoped-for start, the program is now on pace to complete about 45 homes per month.
- ▶ The Green Impact Zone LIWAP is also collaborating with the Kansas City (Mo.) LIWAP to see if the Zone LIWAP can expand its efforts to work with landlords throughout the city. The Zone LIWAP offers an advantage to landlords by only requiring 5 percent contribution as opposed to the city requirements of 50 percent.

Employment and Training

- ▶ The Green Impact Zone is building a diverse labor pool of residents willing to learn new approaches to job acquisition, including skilled, job-ready individuals with

degrees and trade skills. Through partnerships with the Full Employment Council, the Metropolitan Community Colleges, area employers and others, the zone hopes to build relationships that help connect these residents to resources, training and support that lead to gainful employment.

Over the last few weeks, the Green Impact Zone held four informational sessions for zone residents who are seeking employment or career advancement, yielding 123 applications for its Jobs Pipeline. About 60 percent of the applicants live within or near the zone, and 25 were selected for free Employment Readiness Training sessions, to be held on Tuesday and Thursday evenings from June 28 through July 28. Those who successfully complete Employment Readiness Training will interview with prospective employers at an Aug. 9 job fair.

- ▶ Fourteen people recently completed deconstruction training, with seven of them selected for an additional two-day crew-chief training. Participants received OSHA-10 training and hands-on experience, and are now certified as ready to hire for deconstruction jobs. The Green Impact Zone is seeking private donations of \$1,400 to provide tools for the newly certified workers.

Public Safety/Community Services

- ▶ In a new effort to engage neighborhood residents, the Kansas City Police Department has begun occasionally holding roll calls — the staff meetings that begin each shift — in the community instead of at their respective police stations. Upcoming roll calls are scheduled at the home of Becky Forrest, president of the Town Fork Creek Neighborhood Association, and at the home of Anwar Jones, a Green Impact Zone community ombudsman and active member of the Blue Hills neighborhood association. One has already been held in the Ivanhoe neighborhood.

Energy and Water Conservation

- ▶ UMKC School of Computing and Engineering Dean Kevin Truman applied to Toyota for funding to support a study of the changes in energy usage in the zone. Toyota, which has a strong interest in environmental and social justice issues, has pledged \$250,000 for the study. The initial discussion of this proposal came about because a Toyota executive is an alumni of UMKC — an example of the power of relationship building in community transformation.
- ▶ Representatives of AgraSun, a renewable energy company that is looking for a location in the Midwest, visited the Green Impact Zone to discuss potential partnerships and opportunities.

Infrastructure

- ▶ The city of Kansas City, Mo., is evaluating contractor bids for work slated to begin this summer on arterial street improvements in the Green Impact Zone, funded by the U.S.

Department of Transportation's TIGER (Transportation Investments Generating Economic Recovery) grant program.

Urban Agriculture/Food Access

- ▶ The Green Impact Zone is pleased to report that the Ivanhoe neighborhood was awarded a grant of \$75,000 from the Health Care Foundation for their "Grown in Ivanhoe" project.. More information can be found online at www.facebook.com/GrownInIvanhoe.
- ▶ MARC's Research Services department produced a map that illustrates the "food desert" in Kansas City's urban core by juxtaposing the locations of full-line grocery stores and census tracts with high percentages of households that do not own a car. The map is online at www.marc.org/gis/maps-of-month.htm.

Youth Involvement

- ▶ The second annual Green Impact Zone NEXUS program began on Monday, June 20, with an enrollment of 25 young people from the zone. During the eight-week program, the teens will meet at Penn Valley Community College to learn about becoming entrepreneurs in green jobs; visit Camp Wildwood in LaCygne, Kan.; and tour job sites and facilities across the metro. The Green Impact Zone has once again hired David Bryant to serve as youth coordinator for the program.

New this year, an eighth week was added to the program to incorporate IBM's EXCITE summer camp at the Kauffman Foundation, which focuses on science, technology, engineering and math skills. NEXUS 2011 was made possible by a \$10,000 grant from KCP&L.

Other Activities

- ▶ Anita Maltbia, director of the Green Impact Zone initiative, met with Prentiss Earl of the Kauffman Foundation's Urban Entrepreneur Partnership to explore opportunities to help with business development in the zone.
- ▶ Ms. Maltbia joined U.S. Rep. Emanuel Cleaver II on KCUR's Up to Date show on June 20 to discuss the Green Impact Zone. An audio transcript is available online at www.kcur.org/UTDarchive.html.
- ▶ A group of more than 20 participants from the National League of Cities summer conference, held in Kansas City in early June, toured the Green Impact Zone with Kansas City Councilwoman Jan Marcason.
- ▶ Twana Hall-Scott gave a presentation about the zone to more than 60 people at the Francis Institute for Child and Youth Development on June 4.
- ▶ Jonathan Miller, a deputy director of the Federal Deposit Insurance Corporation (FDIC), visited the zone on June 13.

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 (April 1–May 31, 2011)	Cumulative
Personnel (Salaries, fringe benefits, indirect)			
KCMO	1,500,823.92	88,123.81	1,092,825.02
TIGER	150,000.00	7,447.12	19,774.91
EnergyWorks	75,073.00	11,345.20	25,604.27
LIWAP	206,680.00	27,196.47	118,408.34
Consultants/contractual services			
KCMO	679,620.00	35,344.79	507,326.89
LIWAP	4,125,296.00	218,026.58	468,394.21
CSP	120,000.00	9,042.00	25,584.00
Office lease, furnishings and/or equipment (computers, phone, etc.)			
KCMO	188,674.00	10,739.96	147,486.17
LIWAP	74,535.00	43.01	13,671.65
Other expenses (e.g., meeting expenses, training, printing, postage, supplies)			
KCMO	130,882.08	2,774.05	108,073.44
LIWAP	93,489.00	4,748.87	29,678.08

- **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.
- **Creating Sustainable Places** — \$4.25 million Sustainable Communities Regional Planning Grant from the U.S. Department of Housing and Urban Development, administered by MARC. \$120,000 is designated for housing and redevelopment planning in the Green Impact Zone.



Neighborhood Organizations

- Blue Hills Neighborhood Association
- Blue Hills Community Services
- Brush Creek Community Partners
- Historic Manheim Park Association
- Ivanhoe Neighborhood Council
- Neighborhood Housing Services
- Swope Community Builders
- Town Fork Creek Neighborhood Association
- Troostwood Neighborhood Association

Green Impact Zone Staff

- Anita L. Maltbia, Director
- Twana Hall-Scott, Assistant Director
- Arletha Bland Manlove, Workforce Ombudsman
- Cokethea Hill, Lead Community Ombudsman
- Anwar Jones, Field Ombudsman
- Kourtney Woodbury, Field Ombudsman
- Shontrice 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