



PERFORMANCE REPORT

July 8, 2010



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Executive Summary • July 8, 2010



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.

Jobs

In the last 45 days, much of the Green Impact Zone's focus on jobs and job training has revolved around youth. Two summer programs for young people are currently underway: the NEXUS of Excellence youth enrichment program, which is designed to help young people on the path to entrepreneurial careers in fields related to energy efficiency and the environment; and the Green Ways to Green Careers program, which provides paid jobs in "green" business and industry to young people ages 16–24 in the Green Impact Zone and throughout Missouri's Fifth District.

In addition to working with young people, the Green Impact Zone continues to provide support for adult residents of the zone who are seeking employment. Recent efforts included hosting a job fair tent at the Kansas City Convoy of Hope; hosting an information session for workers recruited by nonprofit OAI, Inc., for green jobs; and encouraging companies and contractors to hire zone residents for work to be done in the zone.

Energy

More than 650 homes in the Green Impact Zone and surrounding SmartGrid Demonstration Project area will receive assistance with weatherization through a \$4.5 million grant from the Missouri Department of Natural Resources. This weatherization work, the energy audits and retrofits to be completed by EnergyWorks KC, and the new technologies to be implemented by KCP&L are part of a broad strategy that has the potential to dramatically improve energy efficiency in the Green Impact Zone. More efficient use of energy should result in savings for residents and businesses in the zone, and also create a model that can be replicated elsewhere in the region.

Outreach

From large-scale events such as the Kansas City Convoy of Hope held on June 12, to one-on-one contacts in the neighborhoods, the Green Impact Zone staff continues to reach out to residents and connect them with opportunities and programs that can provide assistance with a broad variety of issues, including home ownership, stormwater management, conservation, healthy lifestyles and much more. Transforming this once declining area into a community of opportunity begins with people, and the dedicated people who live in and care about the neighborhoods that make up the Green Impact Zone continue to be one of the greatest strengths of this initiative.

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

Despite heavy rain, about 2,000 area residents attended the Convoy of Hope event held in Swope Park on Saturday, June 12. More than 1,200 volunteers helped hand out free clothing and food, conduct health screenings, and provide information about job opportunities.

Approximately 70,000 pounds of groceries were given away to those who attended, along with 500 pairs of shoes. In partnership with Mazuma Credit Union and CommunityAmerica Credit Union, the Green Impact Zone hosted a job fair tent where 103 residents completed resumes. Employers who were present at the tent documented a total of 46 leads, applicants or recruits.

Planned entertainment and family photos had to be canceled due to the weather, but overall the event was very successful. Organizers plan to hold a second Convoy of Hope in Kansas City next year.

Urban Homes Tour

On July 24, the Green Impact Zone and the Housing Authority of Kansas City, Mo., will host an Urban Homes Tour featuring homes for sale in the zone. Participants will take bus tours of the area and attend workshops that cover every phase of the home-buying process. The event will begin at the Zion Grove Missionary Baptist Church, 2801 Swope Parkway, at 8:30 a.m., with bus tours at 9:30 a.m. and 2 p.m. Workshop topics include:

- Finding the right home — learn what to look for in a home, and connect with real estate agents who know the area.
- Finding the right financing — meet with organizations that can provide down-payment and closing-cost assistance, and find a lender who offers low-interest-rate loans.
- Getting ready to move in — learn what's involved in rehabbing an older home, and how to make that new home energy efficient and save on utility costs.

Community Crews

Community Crews have now completed concrete repairs for 16 residents of the Green Impact Zone. Eroding concrete around homes can cause significant stormwater drainage problems, often resulting in water running into basements.

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



Congressman Emanuel Cleaver and Governor Jay Nixon hold a news conference in the Green Impact zone to announce a statewide summer jobs program for youth.



Community Crews repair a sidewalk in the zone to prevent damage from stormwater runoff.



Residents work on resumes in the job fair tent at the Kansas City Convoy of Hope.

in a union job. The Green Impact Zone's community ombudsmen are continuing to take requests for small concrete repairs from homeowners in the zone. The program's goal is to complete repairs at 72 homes in the next year.

Green Ways to Green Careers Summer Youth Program

On June 21, Congressman Emanuel Cleaver II and Governor Jay Nixon visited the Green Impact Zone to announce a statewide summer jobs program for youth. Approximately \$5 million from the U.S. Department of Health and Human Services will support 1,200 jobs for qualified young people ages 16-24 in Missouri's Fifth District, which includes the Green Impact Zone.

Participants will get real-world, on-the-job experience in green careers while earning approximately \$10 per hour and working 40 hours per week. Each Friday, the youth will participate in "Green In-Service Days" that will include field trips and presentations given by leaders in the green and sustainability career fields. The Green Impact Zone will employ two teams of young people and a supervisor to work with community ombudsmen in zone neighborhoods. The Full Employment Council will handle recruitment, vetting and paychecks for participants.

NEXUS Youth Initiative

Currently, 18 young people ages 13-18 are participating in the NEXUS youth initiative, an intensive, seven-week enrichment program designed to encourage entrepreneurship in the fields of energy and the environment. The young people meet each day from 8:30 a.m. to 1 p.m. at the Pioneer campus of the Metropolitan Community Colleges. MCC has donated classroom space and access to a computer lab.

In addition to classroom training and presentations, the program includes several field trips, including visits to two local urban farms and an overnight stay at the Wildwood Outdoor Education Center. Several of the older teens also participated in the Missouri Legislative Black Caucus Foundation Conference in St. Louis. The students will put their new knowledge into action by developing business plans for entrepreneurial endeavors.

Two youth coordinators — David Bryant, lead youth coordinator, and Veronica Maull-Turner, assistant youth coordinator — were hired to lead the project. Maull-Turner is a resident of the Manheim neighborhood in the Green Impact Zone.

Sowers of Sustainability

Working in partnership with Keep Kansas City Beautiful and Bridging the Gap, the Green Impact Zone will host additional community gardening workshops in August. The "Sowers of Sustainability" program encourages residents to build both rain gardens and community vegetable gardens in the zone.



Rain gardens not only beautify the neighborhood, but also help absorb stormwater runoff that can damage foundations and carry pollution into rivers and streams. Community vegetable gardens involve neighbors in a project that provides healthy, nutritious food for residents and others in need.

An orientation and classroom training session will be held on Aug. 17, followed by hands-on demonstration workshops on Aug. 28 and Sept. 11.

Community Leadership Program

Spring courses are complete in the five training certificate series that make up the Community Leadership Program — Facilitation, Problem Solving, Relationship Building, Personal Strengths and Community Building. Courses were held at the Green Impact Zone office and on the UMKC campus, and were open to all Kansas City, Mo., residents. More than 150 people took part in the program, and six earned certificates in all five series. A new program will begin in the fall, and registration will begin once courses are scheduled.

Life Changers Network Expo 2010

The Green Impact Zone participated in the Life Changers Network Expo at Bartle Hall on July 1–3. While attendance may have been limited somewhat by the holiday weekend, zone staff were able to share information with a steady stream of visitors, from both inside and outside the zone. Habitat for Humanity and other partners shared space in the Green Impact Zone booth at the event.

Community Ombudsmen

Ombudsmen activities during this reporting period included:

- Working with young people through the NEXUS and Green Ways summer youth programs.
- Co-sponsoring an ABOP Community Cleanup (antifreeze, battery, oil and paint collection).
- Participating in a neighborhood cleanup in Manheim Park.
- Attending neighborhood association meetings.
- Helping residents with applications for weatherization, concrete work and emergency home repair assistance.
- Planning for the Urban Homes Tour and other outreach events.
- Attending community events, including the Blue Hills CAN Center health and safety fair, and the Convoy of Hope.
- Submitting a PIAC grant application to the city of Kansas City on behalf of the Blue Hills Neighborhood Association.
- Working with Ivanhoe leadership to build neighborhood capacity by producing a newsletter, hosting block parties, and providing computer training for staff and key volunteers.
- Promoting the Convoy of Hope through door-to-door contacts and with assistance from Call.Blast, a marketing company that donated services to develop phone and e-mail messages.

Progress Report: Data

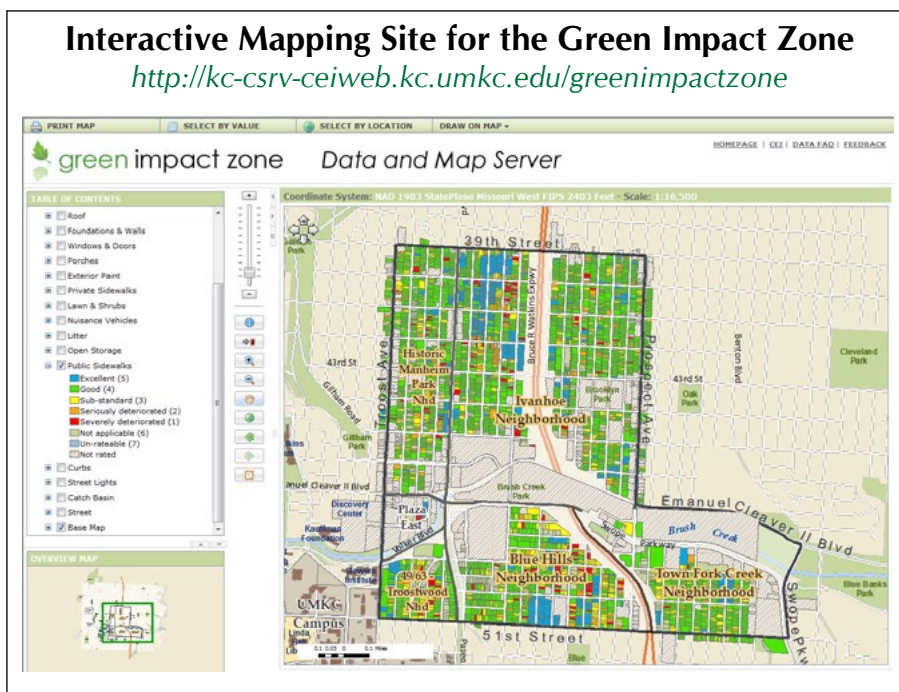
Scope of Services:

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.

- The University of Missouri–Kansas City’s Green Impact Zone data team recently completed its survey of non-residential structures and this information should be available soon. The team has also received electric and gas information for the zone from local utilities and formatted the data for use in conjunction with other interactive maps.
- Currently, the Data Committee is focusing on the development of an information system to capture data on work taking place in the zone, particularly from four programs funded with federal stimulus dollars: the TIGER grant, which will fund transportation and infrastructure improvements in and around the zone; KCP&L’s Smart Grid Demonstration project; the Energy Works KC partnership to support energy audits and retrofits; and the Green Impact Zone Low-Income Weatherization Assistance Program.
- The data committee is also continuing to work with the Mid America Assistance Coalition to develop a common application for a variety of assistance programs, using the MAAC Link software. When information is entered for a resident or family, the software will be able to identify the programs for which the resident or family is eligible and generate the paperwork needed to apply for assistance.



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

Partners in the EnergyWorks KC program, funded by a \$20 million EECBG grant, are getting organized and hiring staff to manage the comprehensive energy audit and retrofit program that will serve the Green Impact Zone and other KCMO neighborhoods.

EnergyWorks KC will focus on the retrofit of residential, commercial, industrial, public and institutional buildings in targeted neighborhoods; workforce development; energy efficiency education and training; and the creation of a replicable model that can be implemented across the region.

Project partners include the city of Kansas City, Mo.; the Metropolitan Energy Center; the Mid-America Regional Council; Kansas City Power & Light; and Missouri Gas Energy.

TIGER Grant

MARC and partner agencies recently met a first milestone for the Kansas City region's TIGER (Transportation Investment Generating Economic Recovery) award, as TIGER stakeholders have signed agreements that define the scope of work and resource allocation, and grant agreements are in place with the Federal Transit Administration.

The \$50 million federal stimulus grant will fund transportation infrastructure enhancements in the Green Impact Zone of Kansas City, Mo., as well as investments in regional transit corridors in Kansas and Missouri, such as new transit centers, better pedestrian access and bus-stop improvements.

Partner agencies are working to complete environmental analysis in the transit corridors, while Green Impact Zone investments have received environmental approval to proceed. Construction in the zone could begin as soon as the fall.

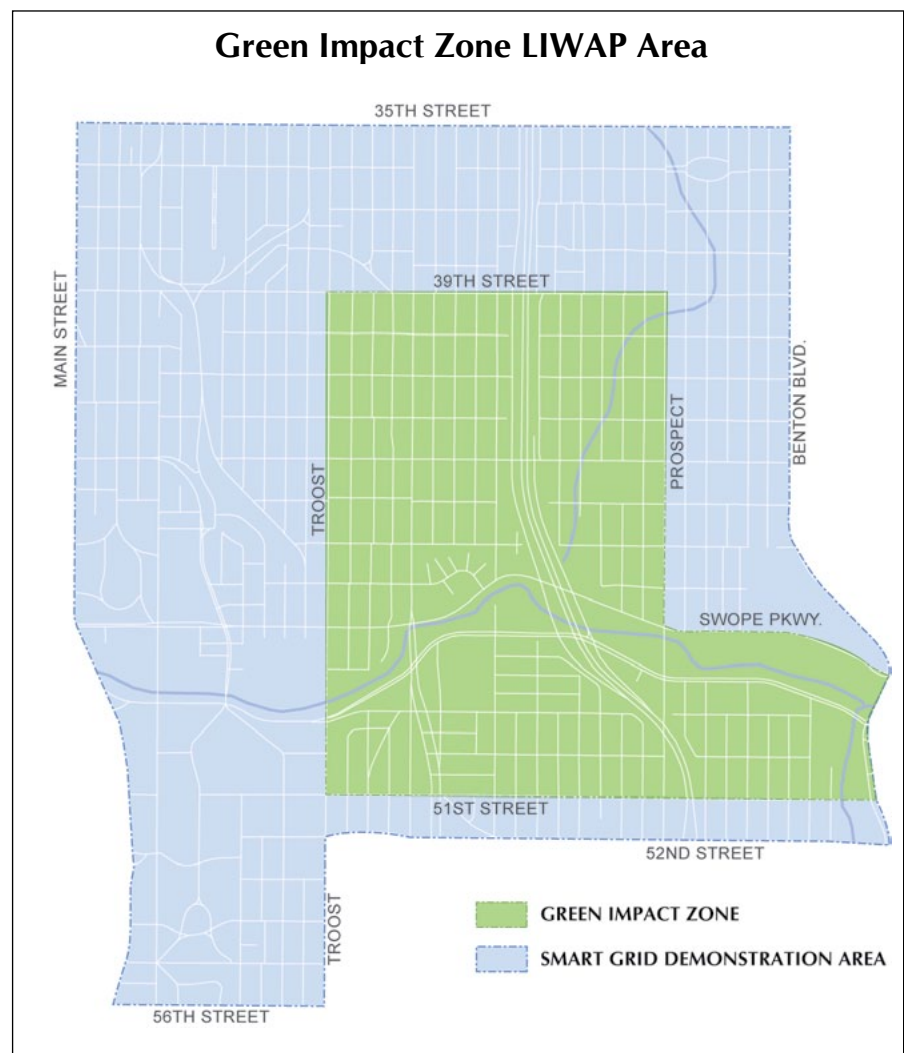
Low-Income Weatherization Assistance Program

MARC received a \$4.5 million grant from the Missouri Department of Natural Resources to weatherize homes in the Green Impact Zone and the surrounding area as part of the Low-Income

**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

- Weatherization Assistance Program (LIWAP). MARC has issued a
- Request for Proposals from contractors and is in the process of hiring
- a full-time project coordinator. Plans call for work to begin this fall,
- with work to be completed at more than 650 homes during the
- 20-month grant period.
- Homeowners in the Green Impact Zone and surrounding “Blue
- Zone” boundaries of KCP&L’s Smart Grid Demonstration Project
- area — bounded by Main Street on the west; 35th Street on the
- north; Benton Blvd. and Swope Parkway on the east; and 56th
- Street, Troost and 52nd Street on the south — may be eligible for
- weatherization assistance if they meet income and other guidelines.
- More details will be available on the Green Impact Zone website
- once the program gets underway.
- MARC will hire a master contractor to manage client intake, energy
- audits, and construction. MARC and the primary contractor will
- also seek small and minority-owned contractors to do some of the
- construction work.



• **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 the SmartGrid Demonstration Project, KCP&L will implement new technologies in the zone, including updating the area’s metering system and implementing advanced residential and commercial energy management systems. Green Impact Zone staff met recently with Jason Lofton, president of QTI, Inc., the contractor that will install new meters, to encourage hiring installers within the zone. Staff also met with Valerie Coyazo to discuss supplier diversity, and provided a list of vendors and suppliers in the zone that might be eligible to participate in KCP&L’s mentoring program.

• ***Other partners***

• On July 7, Green Impact Zone staff met with Missouri Gas Energy to discuss the work of the Green Impact Zone. Staff also met with numerous other potential and active partners (see list on pages 9–10), including Policy Link, OAI, the Federal Deposit Insurance Corporation, Full Employment Council, the Missouri Department of Natural Resources and NeighborWorks.

Summary of Green Impact Zone Expenditures
(\$1.5 million contract with Kansas City, Mo.)

| Category | Total Amount Budgeted | Current (May 1– June 30, 2010) | Cumulative (Since Sept. 1, 2009) |
|--|-----------------------|--------------------------------|----------------------------------|
| Personnel costs, including salaries, fringe benefits and other indirect costs | \$632,803.00 | \$98,461.42 | \$553,717.47 |
| Consultants/contractual services | \$642,000.00 | \$103,602.40 | \$277,021.52 |
| Office lease, equipment and other expenses (including furnishings, computers, phone, etc.) | \$120,800.00 | \$9,687.49 | \$88,538.13 |
| Other costs (including meeting expenses, printing, postage, training, supplies, etc.) | \$104,397.00 | \$7,534.74 | \$60,777.14 |
| Totals | \$1,500,000.00 | \$219,286.05 | \$980,054.26 |

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 Coordinating Council met on June 16. The Data Committee met on June 3.

Community Meetings

In June, the Green Impact Zone staff began a series of individual meetings with neighborhood leaders to assess progress to date and identify important issues in each neighborhood. Staff met with leaders from Troostwood, Town Fork Creek and Ivanhoe. Meetings with Manheim Park and Blue Hills neighborhood leaders will take place in the next few months.

Green Impact Zone Director Anita Maltbia, Assistant Director Twana Hall-Scott and the community ombudsmen also made presentations to groups that requested more information about the zone and/or have a potential interest in facilitating or partnering in the zone's work.

Presentations, events and other meetings conducted and/or attended by Green Impact Zone staff included:

- Troost Bridge groundbreaking, June 1
- Inaugural meeting of an interagency partnership group, including HUD, EPA, HHS, DOT, June 2
- Central High School Junior ROTC program, June 4
- Celebrating Fathers event sponsored by Dedicated Dads, Congressman Emanuel Cleaver II and 100 Black Men of Kansas City, June 5
- Policy Link conference call on fund development, June 7
- Tour of Hope Faith Ministries new homeless shelter, June 7
- Meeting and tour of zone with KCP&L regulators, June 8
- Presentation at the Premier Energy Climate Policy Conference in St. Louis, June 9
- Presentation at the Urban Services Financial Coalition national conference in Kansas City, June 11
- Kansas City Convoy of Hope, June 12
- OAI job training information session held at Zone offices, approx. 60 in attendance, June 15
- Conducted tour of Zone for the national associate director of community outreach for the Federal Deposit Insurance Corporation (FDIC), June 17

- Neighborhood leaders meeting, June 17
- Monthly update meeting with KCMO Neighborhood and Community Affairs, June 18
- Green Impact Zone tour for U.S. Rep. Russ Carnahan (3rd District — Missouri) and Rep. Emanuel Cleaver II (5th District — Missouri), June 21
- PIAC General Funds Obligation meeting, June 21
- Strategic planning meeting with Town Fork Creek leadership, June 23
- Presentation to the Women’s Political Caucus, June 24
- Presentation to downtown Kiwanis Club, June 24
- MARC Regional Assembly, June 25
- Zone LIWAP pre-proposal meeting, June 28
- MDNR training on LIWAP in Jefferson City, June 28–29
- Brush Creek Community Partners, June 29
- Neighborhood Housing Services Green and Community Building workshop with NeighborWorks, July 6
- Presentation to MGE regulators, July 7
- Realtor orientation for upcoming Urban Homes Tour, July 8

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 418 fans.
- Updates to the Green Impact Zone website, www.greenimpactzone.org. In May and June the site had 2,631 visitors, with 11,661 page views.
- Video documentation of various zone events, including the Convoy of Hope.

Media Coverage

The Green Impact Zone continues to receive frequent coverage from local and national media outlets. Recent coverage includes:

- Announcement of Green Ways summer youth job program by U.S. Rep. Emanuel Cleaver II and Missouri Governor Jay Nixon — covered by local television stations, the Kansas City Star, Kansas City InfoZine, KC Free Press, Independence Examiner, Olathe Daily News.
- Kansas City Convoy of Hope — covered by local television stations, including live coverage by KCTV-5, KPRS-FM, KPRT-AM and the Kansas City Star.
- Energy Works KC — feature column in the Independence Examiner.
- General coverage of the Green Impact Zone initiative in a feature story on Atlantic.com.

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

- Green Ways Summer Youth Jobs program — \$5 million in Missouri’s 5th District, including the Green Impact Zone
- Low-Income Weatherization Assistance Program — \$4.5 million from the Missouri Dept. of Natural Resources for weatherization in the Green Impact Zone and SmartGrid Demonstration Area

Pending/Applied

- Local Investment Support Commission — \$42,750 requested to support a youth initiative and \$8,500 for the Community Policing Academy
- Direct Congressional Appropriations — \$2 million requested in upcoming federal appropriations bills
- Bank of America Foundation — Neighborhood builders grant, \$200,000 requested
- Georgia Pacific — Step One grant, \$75,000 requested
- Home Depot — “Affordable Housing Built Responsibly” Letter of Inquiry, \$300,000



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