

## 45-Day Progress Report • June 15-Aug. 1, 2012

**URBAN NEIGHBORHOOD INITIATIVE** • The Green Impact Zone is part of the Urban Neighborhood Initiative (UNI), one of the "Big 5" ideas announced by the Greater Kansas City Chamber of Commerce in late 2011. UNI has targeted the Troost Corridor for its neighborhood revitalization efforts. The Green Impact Zone staff and other UNI partners recently submitted reports outlining activities already underway and plans not yet implemented along the corridor. UNI will draw on these reports to develop its own strategic plans. Zone staff continues to participate in monthly UNI meetings.

**CREATING SUSTAINABLE PLACES** • Green Impact Zone Director Anita Maltbia is a member of the Creating Sustainable Places initiative's Troost Corridor team. With funding from a HUD Sustainable Communities Grant, MARC's CSP program is working with six corridor teams across the metro to develop and implement plans and demonstration projects. The Troost Corridor team recently selected a consultant and outlined a scope of work that includes development of conceptual plans for key intersections along the corridor and assessing the impact of the plans on economic development, social equity and the environment.

**CSP EQUITY PARTNERS •** The CSP Coordinating Committee works closely with a group of social equity partners to ensure that the initiative applies an "equity lens" to its corridor planning work. On June 15, Green Impact Zone Director Anita Maltbia and other social equity partners presented a set of social equity strategies to the CSP Coordinating Committee, emphasizing that equity must be interwoven into plans, not added on as an afterthought. The equity partners also participated in a retreat to discuss how they can remain engaged in planning efforts beyond the completion of the CSP grant. (Learn more at <a href="https://www.marc.org/sustainableplaces/socialequity.htm">www.marc.org/sustainableplaces/socialequity.htm</a>.)

BANCROFT SCHOOL REDEVELOPMENT • As interest builds in potential job opportunities related to the Make It Right Foundation's redevelopment of Bancroft School, the Green Impact Zone is working with the Historic Manheim Park Neighborhood Association to keep residents informed about the project. Zone staff attended a series of four meetings with Bancroft partners to help plan a presentation for Manheim residents to explain all of the steps necessary for a project of this scale, from completing final architectural drawings to determining what trades are needed to carry out the work, negotiating with a general contractor and hiring subcontractors. Bancroft partners, who expect to launch construction early this fall, are emphasizing the project's community development objectives and the importance of hiring within the community to all contractors.

At pre-bid meetings held at the J.E. Dunn offices, attended by 105 potential contractors, developers talked about their commitment to community revitalization and vision for the Bancroft project as a

catalyst for further development. On the following day, 65 potential bidders participated in an on-site walk through at the school.

Zone staff also met with Tim Duggan of Make It Right Foundation to discuss workforce issues and engaged Rodney Knott, a Manheim resident and leader of a nonprofit called ReEngage in a discussion of workforce opportunities related to the Bancroft project.

**ENERGYWORKS KC** • The KCMO City Council recently approved funding to assist with deconstruction of 20 houses deemed beyond repair and rehabilitation in the zone. While funding had already been secured for the majority of the deconstruction process, additional funding was needed for the demolition of the units' basements. Work will get underway in August. All parties involved want to ensure that jobs go to residents trained through deconstruction training facilitated by the Green Impact Zone when possible, recognizing that the city must follow its procedures in bidding out the work to local contractors. The zone will continue to work with partners and contractors to promote the hiring of zone residents whenever possible.

The Green Impact Zone is also working with EnergyWorks KC, the KCMO Brownfields program, MARC, the Metropolitan Energy Center, Habitat ReStore, the Land Trust and other partners to build a partnership with Connections to Success, a nonprofit that works with men and women, including exoffenders, to develop life skills and provide job training, with a goal of putting people to work in deconstructing buildings and cleaning up land parcels.

**LAND TRUST PROPERTIES** • The Green Impact Zone has met with the Jackson County Land Trust Commission to request that the commission consider community goals when transferring properties in and around the zone to new owners. As more national and local attention is focused on the zone, particularly with the Make It Right Foundation's redevelopment of Bancroft School, there are concerns about speculators snapping up Land Trust properties purely for financial gain, without understanding community revitalization goals. The Green Impact Zone requested that the Land Trust convey properties in the Zone to the city, which has more flexibility in working with potential investors to meet the needs of the community.

**HOUSING STRATEGIES** • APD Urban Planning and Management, the zone's consultant for strategic planning related to housing, has worked with zone staff and neighborhood leaders for more than a year to develop housing strategies and prioritize housing development initiatives. In early August, APD will publish a final document outlining its community planning process and planning recommendations.

**URBAN HOMES TOUR** • On July 21, the Green Impact Zone and Housing Authority of Kansas City, Mo., hosted part two of the 2012 Urban Homes Tour. Forty-three participants took a bus tour of homes for sale and attended workshops about home ownership and first-time homebuyer programs. The tour focused on five homes, including one rehab and four new construction. All have special financing programs to facilitate home ownership.

**NEW DAY ON TROOST •** The Green Impact Zone, Brush Creek Community Partners and the Economic Development Corporation have convened a group of Troost Avenue business leaders to support them in exploring ways to work together. Three meetings have been held thus far, including a subgroup to learn more about Community Improvement Districts.

**DATA AND EVALUATION** • The Green Impact Zone is entering into new projects with the University of Missouri–Kansas City's Center for Economic Information (CEI). CEI, which conducted initial surveys of neighborhood conditions when the Green Impact Zone initiative was first launched, will help the zone develop evaluation tools to measure progress. CEI is also working with the zone to formulate an approach to consolidate data from various partners in a central location.

**CONVOY OF HOPE** • The Green Impact Zone participated in the third annual Kansas City Convoy of Hope held at Swope Park on Saturday, June 16. More than 8,000 visitors received assistance at the Convoy, including free haircuts, shoes, clothing and family photos and more than 50,000 pounds of free groceries. Zone staff recruited and managed the Community Resource and Job Assistance tents. More than 3,000 participants visited the tent to get information from 48 community service agencies, and staff helped 109 residents create resumes. The zone also arranged for several employers, including Robbie Manufacturing and Quintiles, to conduct job interviews at the Convoy tent.

**BEST PRACTICES IN OUTREACH** • The Green Impact Zone is drafting a white paper to outline best practices and lessons learned in the neighborhood outreach programs it developed in working on its eight key strategies. EnergyWorks KC will share the document with other neighborhoods participating in its energy retrofit programs and with the Department of Energy.

**COMMUNITY LEADERSHIP PROGRAM** • A new five-session training series for the Community Leadership Program, Community Building, launched on July 12. On August 30, a graduation ceremony will be held for approximately 15 residents who will have completed the entire program, which also includes five-session series on Personal Strengths, Facilitation Skills, Relationship Building and Problem Solving.

**DOOR-TO-DOOR OUTREACH** • In early July, volunteers distributed information packets door-to-door to every residence in the Green Impact Zone. The packets included information about several upcoming events, including the Citizens Police Academy, Essential Employability Skills training and the National Night Out Against Crime, as well as a door hanger outlining infrastructure improvements underway in the zone with funding from the region's TIGER grant (Transportation Investments Generating Economic Recovery) under the American Recovery and Reinvestment Act.

**NEIGHBORHOOD CAPACITY GRANTS** • The Blue Hills Neighborhood Association used funding from a capacity grant provided by the Green Impact Zone to purchase seven computers and a printer/copier/scanner. The neighborhood association is also working to help residents purchase computers and receive computer training. The zone has provided neighborhood capacity grants to five neighborhood associations, in amounts ranging from \$2,861 to \$6,379 depending on population.

**GOOGLE FIBER** • The Green Impact Zone is encouraging residents to learn more about Google Fiber by showing a video at neighborhood meetings and scheduling a tour of the Google Fiber Space for zone neighborhood leaders on Aug. 15. If enough residents in each neighborhood pre-register for Google Fiber to meet the company's initial construction goals, Google will provide free connections to designated community facilities as it connects each neighborhood.

YMCA PARTNERSHIP • The Green Impact Zone and YMCA are exploring potential opportunities to work together on promoting healthy lifestyles for zone residents. As the YMCA expands from a "swim and gym" focus to working with communities on overall quality-of-life issues, there may be opportunities to partner with the zone on pilot projects.

**VOLUNTEERS** • The Green Impact Zone increased its volunteer rolls by 15 people, who subsequently completed 34 hours of community service. The majority of the new volunteers came to the zone through United Services Community Action Agency and Habitat for Humanity.

**CLIMATE PROTECTION PLAN** • Green Impact Zone Director Anita Maltbia was recently appointed to the city of Kansas City, Mo.'s Climate Protection Plan Steering Committee, chaired by Joanne Collins. Ms. Maltbia attended orientation and her first committee meeting.

**ENVIRONMENTAL LITERACY** • On July 30, Green Impact Zone staff conducted a demonstration environmental literacy training course for representatives of Kansas City Power & Light and MindDrive, an automotive technology/mentoring program for at-risk youth. The Green Impact Zone is looking for opportunities to share its environmental literacy curriculum in the community.

**NEIGHBORHOOD AND COMMUNITY SERVICES** • Zone staff participated in a meeting of Ivanhoe neighborhood leaders with David Park, KCMO Neighborhood and Community Services, to discuss crime and safety issues related to a cluster of vacant buildings where squatters gather. The group discussed potential solutions to the problem, including possible deconstruction or demolition of some buildings.

CITIZENS POLICE ACADEMY • Registration is underway for the Kansas City Police Department's first Citizens Police Academy to be held in the zone. Participants in the academy will meet on six successive Saturdays, beginning Sept. 8, at the zone office. The Green Impact Zone is marketing the program through its website and social media, as well as door-to-door outreach. KCPD also produced a short video to promote the program. Visit <a href="https://www.greenimpactzone.org/citizenspoliceacademy.aspx">www.greenimpactzone.org/citizenspoliceacademy.aspx</a> for more information and a link to the video.

**NIGHT OUT AGAINST CRIME** • The Green Impact Zone is coordinating participation in the Night Out Against Crime by community service agencies, who will have the opportunity to set up display tables and share information with residents. Kansas City's venue for the national event on Tuesday, Aug. 7, is at Swope Park. The zone will also help the city host an animal clinic to provide free shots for pets at the event.

**ESSENTIAL EMPLOYABILITY SKILLS •** The Zone Institute for Preparedness and Prosperity (ZIPP) will host a new training session for residents on Essential Employability Skills from Aug. 13–17. A second session, Aug. 27–31, will focus on Manheim residents who are hoping to find work with contractors working on the Bancroft School project.

JOB PLACEMENTS • Two graduates of the Green Impact Zone's spring Essential Employability Skills course found full time jobs – one with Heartland Sheets and one with LMG Construction. Four individuals who went through deconstruction training have also found jobs as a result. Clevell Roper, a graduate of the zone's first deconstruction class is being highlighted by the city of Kansas City as a success story in an upcoming report to the Department of Energy. After receiving training and working in deconstruction, Mr. Roper has started a small business of his own. He has achieved Section 3 qualification as an individual, and is working on qualifying his business.

**INFRASTRUCTURE** • As part of the zone's neighborhood outreach, residents recently received information about infrastructure improvements funded by the region's TIGER grant. In 2010, the U.S. Department of Transportation awarded a \$50 million grant to the Mid-America Regional Council and its

partners, including \$26.2 million specifically designated for infrastructure improvements in the zone. Residents are seeing visible progress in their neighborhoods, as the TIGER grant supports sidewalk and curb replacements, improvements to transit facilities, a pedestrian walkway under the Troost Avenue Bridge, and traffic signal upgrades. A door hanger with information about these improvements invited residents to visit the zone office to learn more and to "Spin and Win," spinning a wheel for prizes such as home weatherization kits, zoo passes, bus passes and gift cards.

The Green Impact Zone also helped publicize a new video documenting TIGER progress in the zone, available online at <a href="https://www.marc.org/tiger">www.marc.org/tiger</a>.

**IBM EXITE CAMP** • The Green Impact Zone is recruiting young people to participate in the IBM EXITE (Exploring Interest in Technology and Engineering) Camp at the Kauffman Foundation Conference Center from August 6–10. Sixteen young people participating in the zone's NEXUS summer enrichment program will attend, along with others referred by Boys and Girls Clubs and neighborhood groups.

**MINDDRIVE** • The Green Impact Zone is building a relationship with MindDrive, an organization that provides unique learning experiences for at-risk urban youth. MindDrive offers mentors to the Green Impact Zone's NEXUS students and a facility for after-school programming, while the Green Impact Zone can offer an environmental literacy curriculum to MindDrive's students. Plans are underway for a three-day workshop where students will build model electric cars. The workshop incorporates critical thinking, creativity and entrepreneurial skills.

**HUD REGION VII PRESENTATION** • On June 14, zone staff made a presentation at the U.S. Department of Housing and Urban Development's Region 7 office in Kansas City, Kan. Clifton Jones, senior advisor to the regional administrator, requested the presentation, which provided HUD Region 7 staff with information about the Green Impact Zone initiative and its current projects and strategies.

**NEW PARTNERS FOR SMART GROWTH •** As a member of the local committee working on plans for the New Partners for Smart Growth 2013 national conference, which will be held in Kansas City for the first time, Zone Director Anita Maltbia has submitted suggestions for several conference workshops that will highlight progress and lessons learned by the Green Impact Zone initiative.

**HOUSING AUTHORITY JAMBOREE** • Zone staff attended the Kansas City Housing Authority Jamboree on July 27 to promote the upcoming Citizens Police Academy and share information about TIGER infrastructure improvements.

**LEARNING NETWORK** • On July 25, the Green Impact Zone hosted more than a dozen people who work in regional organizations around the country through the Learning Network, part of the Regional Prosperity Project launched by FutureWorks, a nonprofit organization based in Washington, D.C. Learning Network members — including David Warm, MARC's executive director — are all working on linking regional and place-based economic and social strategies in their own communities, and the Green Impact Zone served as the primary case study for their two-day meeting in Kansas City. Participants heard presentations from Anita Maltbia, Green Impact Zone director, and Geoff Jolley, chief of staff for Rep. Emanuel Cleaver II, whose vision led to the creation of the Green Impact Zone, and took a driving tour of the zone.

**WE THE PEOPLE** • Cokethea Hill, lead community ombudsman for the Green Impact Zone, participated in a panel discussion at "We the People," an event organized by U.S. Rep. Emanuel Cleaver II (5th

District, Missouri) and U.S. Rep. Kevin Yoder (3rd District, Kansas) to give young adults an exclusive look into what working in Congress is like. The panel focused on different career paths for young people interested in political science. More than 70 people attended the event.

**WEBINAR** • At the invitation of PolicyLink, Green Impact Zone staff participated in a recent webinar on measuring sustainability.

**GRANT APPLICATION** • The Green Impact Zone recently applied to Bank of America for a Neighborhood Builders grant to support its efforts in housing and workforce development.

**CENTER FOR FINANCIAL OPPORTUNITY** • The Green Impact Zone worked with the Blue Hills Community Services Corporation and the Missouri Council for Economic Education to submit a Letter of Interest to Greater Kansas City LISC to be designated as a Center for Financial Opportunity. The center would be located at Blue Hills' new facility at 5009 Prospect and offer financial literacy training, workforce development support, and services to connect residents to community and government services. The partnership will be notified by late August if a full application may be submitted.

## For more information about the Green Impact Zone:

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