



PROGRESS REPORT

SUMMER/FALL 2013

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.

September 2013

Introduction

The Green Impact Zone participated in the celebration of the grand openings of two long-awaited developments in September. The Blue Hills Business Center and Contractor Incubator at 5008 Prospect and the Mary L. Kelly Center in the Town Fork Creek Neighborhood were previously vacant structures contributing to blight in those neighborhoods. The two facilities now serve as positive examples of the kind of change that can happen with partnerships between neighborhood residents, government, business and nonprofit organizations. The celebrations were attended by elected officials and community leaders who congratulated the organizations on their vision and determination.

Other significant events and programs over the past 45 days increased opportunities for employment, housing and public safety. Nearly all of the transportation infrastructure projects planned for the zone that were funded by the TIGER (Transportation Investments Generating Economic Recovery) grant have been completed.

This report summarizes progress in the Green Impact Zone over the last 45 days. An archive of past progress reports is available on the Green Impact Zone website at greenimpactzone.org/reports.aspx

5008 Prospect

- On Sept. 5, Blue Hills Community Services held a grand opening for the new Blue Hills Business Center and Contractor Incubator at 5008 Prospect. Nearly 200 people, including elected officials, staff, community leaders and residents attended the celebration.



At podium: Joanne Bussinger, executive director, Blue Hills Community Services. From left to right: Councilmember Scott Wagner, 1st district; Councilmembers Cindy Circo and Michael Brooks, 5th district; Cliff Pouppirt, BHCS director of planning and development; Councilmember Melba Curls, 3rd district; U.S. Rep. Emanuel Cleaver II, 5th District, Missouri; and Councilmember Jermaine Reed, 3rd district.

The project was designed with sustainability in mind. More than 98 percent of the waste generated by construction was reused on the site or recycled. Energy conservation features include 48 solar panels on the roof that provide 10 kilowatts of renewable energy and can feed excess electricity back into the city's energy grid. A 6,500-gallon water barrel on the back of the building collects rainwater that will provide water for a soon-to-be constructed urban garden. Produce from the garden will be harvested and used by local residents and food pantries. Another unique feature is two electrical vehicle charging stations provided by KCP&L.

The \$3.1 million renovation was funded in part through an EnergyWorks KC grant awarded to the city of Kansas City, Mo., as part of the American Reinvestment and Recovery Act (ARRA). The Green Impact Zone staff was instrumental in securing funds for this project through the city's EnergyWorks KC grant.

Mary L. Kelly Center

The Town Fork Creek (TFC) and Blue Hills Neighborhood Associations celebrated the grand opening of the new Mary L. Kelly Community Center on Sept. 17. The former Graceland Elementary School at 3705 E. 51st Street will house a café, gymnasium, dance studio, computer lab, the Charlie Parker Foundation, GED classes and office space for both associations.

U.S. Rep. Emanuel Cleaver II spoke at the event and expressed his hope that the project will spur further investment in the inner city.

"We are working to make other developments in this area as exciting as this," he said. Cleaver also noted that the center is another sign of progress in the Green Impact Zone. "I appreciate the fact that we are saving a community, not rebuilding it."

The formerly vacant 14,600-square-foot structure houses a training facility and a small business incubator that will eventually house up to 10 small businesses. These businesses will receive support and training to help them grow and add employment opportunities for residents in the central city.

The eco-friendly, LEED-certified building is one of several redevelopment initiatives underway along the Prospect Corridor.



Blue Hills Center and Contractor Incubator

Anita Maltbia, Green Impact Zone director, who attended the school as a child, was one of several speakers at the event. Other speakers included Airick West, Kansas City Public Schools board chair; Becky Forrest, TFC board president; Phyllis Ray, Blue Hills board president; and Joe and Jeanne Brandmeyer, funders and partners of the center. The project was made possible through a generous donation from the Brandmeyer family, who chose to name the center after longtime resident and community activist Mary L. Kelly. The private facility is owned by the Upper Room, and will be managed by neighborhood leaders.



Mary Kelly and Anita Maltbia

Infrastructure

► With funding from the region's TIGER (Transportation Investments Generating Economic Recovery) grant from the U.S. Department of Transportation, the following projects are near completion:

- Installation of bridge decks and grading for the Troost Pedestrian Bridge project is underway. The bridge will allow pedestrians to walk along Brush Creek under the Troost Avenue Bridge, providing easier access to retail and employment centers. Construction should be completed by the end of the year.



8-14-2013



9-13-2013

- Wiring to connect traffic signals is being installed underground along the major arterial streets around the zone. The work should be completed by this fall.
- Resurfacing on major arterial streets in the zone is complete. Because bids came in under budget, remaining grant funds allowed the city to resurface many neighborhood streets in the zone.
- Crews are placing sod along new sidewalks in the Historic Manheim Park and Ivanhoe neighborhoods.

Housing

- ▶ A groundbreaking is scheduled for mid-October for Ivanhoe Gateway at 39th on the site of the former Horace Mann School. Phase one of the project will include construction of new duplexes. The second phase of the project will involve acquisition and rehabilitation of vacant homes and repairs of owner-occupied homes. Phase three will include the construction of one-story senior cottages. The fourth and final phase will construct a mixed-use building along 39th street that will house commercial businesses on the first floor and residential living on the upper floors. The Green Impact Zone brought the expertise of APD, the zone's housing consultant, to the Ivanhoe Neighborhood Council to help move the project toward implementation.
- ▶ Plans to repurpose the former Francis Willard School to senior housing hit a roadblock when it was determined that the large boiler system would be too costly to remove and replace for environmental remediation. The Green Impact Zone and the Blue Hills Neighborhood Association are still involved in discussions to determine the best use for the more than 80-year-old structure that has been vacant since 2000.
- ▶ Pre-leasing is underway for the 50 new housing units in the Bancroft School development. Dalmark Corporation, the project developer, is currently screening applications from prospective tenants and has asked zone staff for help in finding qualified renters who meet income guidelines. A property manager will be hired in mid-October and the main office will open Dec. 1. The new housing units are part of a \$14 million renovation project led by the Make It Right Foundation. Project partners hope to hold a ribbon-cutting event in November.
- ▶ The Historic Manheim Park Neighborhood Association (HMP) did not appeal its request to purchase 28 vacant lots in the neighborhood from the Kansas City, Mo., Homesteading Authority, but the authority has agreed to require prospective buyers of vacant properties in HMP to present their plans to the neighborhood association for review. This will allow community members to exercise some control over potential redevelopment and avoid potential exploitation by developers.



Bancroft School Apartments

Employment

The Green Impact Zone worked with the Urban League and the Greater Kansas City Chamber of Commerce's Urban Neighborhood Initiative (UNI) to host a hiring fair on Sept. 17 at St. James United Methodist Church. Nearly 1,000 people attended the fair, and many were pre-screened on-site for job interviews with more than 15 employers. The Green Impact Zone was on the design committee for the event and coordinated outreach to the community. Street teams delivered fliers

to homes within the UNI footprint, stretching from 22nd Street to 52nd Street and from Troost to U.S. Highway 71. The zone also coordinated call and email blasts to promote the event.

Connecting for Good, a local nonprofit organization, provided laptops and tech support for jobseekers needing help with online applications.

- ▶ Fifteen residents completed the seventh session of the Green Impact Zone's Essential Employability Skills (EES) training held Sept. 9–13. Two EES graduates were hired by local firms within two weeks of graduation. EES is a free, week-long training that provides a refresher for unemployed and underemployed residents in work ethics, interviewing skills, resume writing and appropriate dress for the workplace. For this session, the zone partnered with the Metropolitan Energy Center to include participants in a six-week job training program that began on Aug. 5 for those interested in finding jobs in the environmental remediation or abatement fields. Some participants in the MEC training spent the final week in the zone's EES training and received certificates of completion for both programs. Connections to Success provided complimentary suits for EES graduates to wear for job interviews. Connecting for Good instructed EES students in basic computer skills — specifically, how to get online and use a computer to facilitate their employment search.



Greater Kansas City Urban Neighborhood Initiative, Urban League, Green Impact Zone hiring fair held Sept. 17.

Other EES partners included the FDIC, which provided financial literacy training; Era Environmental and Safety; the city of Independence; the city of Kansas City, Mo.; Excelsior Springs Job Corps; and the Urban Financial Services Coalition. Several corporate and civic volunteers led break-out sessions and participated on panels.



9-9-2013 before EES



9-13-2013 after EES

- ▶ The Aug. 22 meeting of the Green Impact Zone's new Equipped to Qualify (EQ) career club focused on "gold collar" jobs — technical careers that pay well, are in high demand and require fewer than four years of training. The Metropolitan Community College — Business and Technology (MCC) created a traveling exhibit about gold collar jobs for display at four Kansas City Public Library locations from July through October. MCC representatives presented information about how to land gold collar jobs — electric utility, lineman, computer controlled machine programmer, welder/fabricator and environmental engineering technician — with an associate's degree or less. The zone formed the EQ club in July to provide EES graduates with an opportunity to meet with potential employers, network with fellow EES alumni and receive additional training. EQ meets the fourth Thursday of each month.
- ▶ On-Point Career Strategies, an executive development firm, contacted the Green Impact Zone to offer a scholarship to an EES graduate. The zone provided the names of three EES graduates. On-Point Career Strategies offers personalized career navigation tools to individuals at all stages of employment, from entry-level professionals to senior-level executives.

Energy Efficiency

- ▶ As part of the Green Impact Zone's outreach efforts to promote environmental awareness under the EnergyWorks KC grant, the zone incorporated two modules on environmental literacy into the Essential Employability Skills (EES) curriculum. Students spent eight hours learning concepts and terms in energy efficiency. The class was held at the Blue Hills Business Center and Contractor Incubator at 5008 Prospect where participants were able to tour the new facility and see the application of green technology in the community.
- ▶ The Green Impact Zone contacted more than 1,500 residents through an email/call blast to alert them about a chance to win a home energy system upgrade. The Metropolitan Energy Center teamed up with KMBC and KCWE, two local television stations, to offer homeowners an opportunity to win the grand prize, along with other energy-efficient items.

Community Service and Public Safety

- ▶ The Green Impact Zone received a Paw of Approval award for superior sustainability action at a special reception hosted by the Kansas City Zoo on Sept. 12. The recognition is part of a two-year, worldwide sustainability campaign — Pole to Pole — which highlights the importance of metropolitan governments, zoos and aquariums leading the way in sustainability and conservation efforts. The zone was recognized for its work in the areas of home weatherization, energy efficiency, access to healthy food, water conservation and community gardens, renovation of vacant public school buildings,



Anita Maltbia, Twana Hall-Scott, and Shontrice Patillo receive Paw of Approval Award

and improvements in public infrastructure. The award was presented by representatives from the Association of Zoos and Aquariums, Polar Bears International and the Arctic Action Team, myActions (a social media app designed for users to share sustainable actions), and the Kansas City Zoo.

- ▶ The Green Impact Zone's second Citizen Police Academy began on Sept. 7 with 35 participants. The Kansas City Police Department (KCPD) developed its Citizen Police Academy on the premise that citizens will have a better relationship with the police department if they understand how it functions. Academy sessions are normally held north of the river, making access difficult for zone residents with limited transportation options. With support from Police Chief Darryl Forte, the department was able to bring the academy to the zone offices for special sessions that meet on consecutive Saturdays. The seven-week academy began with an overview of police officer training and 9-1-1 operations in the first session, followed by presentations from KCPD officers in the canine unit, bomb squad, gang squad and meth lab operations. Participants visited the crime lab on Sept. 28 to learn about crime scene investigation and took part in police ride-alongs.
- ▶ Residents often come to the zone seeking assistance with a broad range of services. From Aug. 9 to Sept. 25, walk-in traffic to the zone office included 263 people, many of whom sought help with employment.

Neighborhood Capacity

- ▶ Two neighborhoods in the Green Impact Zone — Manheim Park and Town Fork Creek — were recently awarded \$20,000 Community Capital Fund grants, with grant writing assistance from Green Impact Zone staff. Each of the neighborhoods successfully raised 10 percent of the total, or \$2,000, through an online “crowd-funding” donation site.
 - The Town Fork Creek Neighborhood Association (TFC) exceeded its crowd-funding goal by \$1,900. The grant funds allowed TFC to hire a part-time community organizer. The Green Impact Zone staff helped TFC with a door-to-door campaign to recruit potential applicants for the position and participated in interviews held at the zone office. Jessie Jefferson, a long-time resident of the area, was hired to work for one year in the TFC offices in the new Mary L. Kelly Center, recruiting block captains, polling residents and increasing communication with residents.
 - The Historic Manheim Park Neighborhood Association (HMP) used its Community Capital Fund grant to launch a new Regeneration of an Urban Neighborhood (RUN) project with students and professors from University of Missouri–Kansas



UMKC students on walking tour of Historic Manheim Park with Professor Michael Frisch.

City's Urban Studies Program. The Green Impact Zone worked with HMP to recruit residents for street and block teams to help university students catalog the neighborhood and community's human, social, natural, physical and financial assets. The asset mapping tour began Sept. 13 and should be completed by December. The neighborhood is hoping to make the area more attractive to potential developers along the Troost corridor. Four different university classes will work with HMP on the RUN project, along with one class from the Kansas City Art Institute.

- ▶ The Urban Neighborhood Initiative recruited volunteers from VML, a Kansas City, Mo., marketing and advertising firm, for a fall cleanup of the Troostwood Youth Garden and Market at 52nd and Paseo, which is located just outside the Green Impact Zone. Twenty volunteers built shelves for the greenhouse, laid a paved patio for the compost bin, cleaned two 275-pound rain barrels and cleared brush and weeds. Alecia Kates, the zone's community development specialist, planned the work projects, coordinated materials and equipment donations, and served as liaison between the Troostwood Gardens manager and VML. Tools and materials were donated by Home Depot, Keep Kansas City Beautiful, VML and the Green Impact Zone.

Presentations, Participation and Other Activities

- ▶ Anita Maltbia participated in the second annual Creating Sustainable Places Equity Summit on Sept. 14. The summit included discussion of an equity profile developed for the region by PolicyLink and the University of Southern California Program for Economic and Racial Equality. Attendees focused on developing a regional equity agenda and forming a regional equity network to promote that agenda.
- ▶ The Green Impact Zone staff is continuing discussions with IBM to develop a long-term partnership to host the EXITE (Exploring Interests in Technology and Engineering) camp in future years. The zone recruited students for an EXITE camp that was held at the zone offices in early August. The camp is for students who have an interest in math, science, engineering and technology.

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 8/1/13-8/31/13	Cumulative (Since Sept. 2009)
Personnel (Salaries, fringe benefits, indirect)			
KCMO	2,458,478.68	21,185.90	2,282,794.78
TIGER	148,739.11	13,840.48	136,187.54
EnergyWorks	150,765.00	4,194.99	144,967.15
LIWAP	182,046.00	—	139,556.99
Consultants/contractual services			
KCMO	1,017,325.13	2,651.06	942,243.82
LIWAP	2,477,103.00	—	1,496,707.12
CSP	145,000.00	—	145,000.00
Office lease, furnishings and/or equipment (computers, phone, etc.)			
KCMO	309,641.11	3,945.85	284,037.92
LIWAP	17,985.00	—	9,785.22
Other expenses (e.g., meeting expenses, training, printing, postage, supplies)			
KCMO	214,555.08	347.00	155,766.94
LIWAP	22,866.00	—	28,630.15

- **City of Kansas City, Mo.** — Coordination grants administered by MARC. The chart above includes budgeted amounts for the first-year grant (\$1.5 million), second-year grant (\$1 million) and third-year grant (\$750,000). This report also reflects an additional \$200,000 awarded in late 2012, and \$550,000 awarded in January 2013, for a total of \$4 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 \$150,765 has been specifically allocated for personnel expenses in the zone.
- **Low-Income Weatherization Assistance Program (LIWAP)** — \$2.7 million grant from the Missouri Department of Natural Resources, originally administered by MARC. Transitioned to Kansas City, Mo., in September 2011.
- **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 was designated for housing and redevelopment planning in the Green Impact Zone.



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
 Alecia Kates, Community Development Strategist
 Shontrice Patillo, Administrative Office Coordinator

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
 University of Missouri–Kansas City
 U.S. Census Bureau
 Habitat for Humanity
 Local Initiatives Support Corporation