



## PERFORMANCE REPORT

For the 45-day period ending  
October 16, 2009



Mid-America Regional Council  
600 Broadway, Suite 200  
Kansas City, MO 64105  
Phone 816/474-4240  
Fax 816/421-7758  
[www.marc.org](http://www.marc.org)

# Executive Summary • October 16, 2009



*The Green Impact Zone is a national demonstration 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.*

In the third quarter of 2009, the city of Kansas City, Mo., authorized \$1.5 million to support the Mid-America Regional Council's work in the Green Impact Zone. This funding will provide for a core staff and office space and support a number of neighborhood programs in the zone.

Over the past 45 days, MARC completed recruitment and hiring of the Green Impact Zone core staff, including the program director, assistant director, office administrator and four community ombudsmen, and opened the Green Impact Zone office space. Work has begun in earnest on key project elements, including outreach and marketing, data collection, financial management, neighborhood engagement and documentation.

Leaders from the zone's neighborhoods were engaged through the Neighborhood Leadership Committee to finalize vision and mission statements, define policies and determine actions to address priority activities. Work has continued through committee and stakeholder meetings, and information about the project has been provided to public officials, potential investors, neighborhood and community leaders, news media and zone residents.

On Sept. 1, MARC hosted a visit to the Green Impact Zone by administration officials from Washington, D.C., including Secretary Shaun Donovan, Housing and Urban Development; Deputy Secretary of Transportation John Porcari; Adolfo Carrion, director of the White House Office of Urban Affairs; Van Jones, special advisor for green jobs with the White House Council for Environmental Quality; and Derek Douglas, special advisor to the president for urban affairs. They joined U.S. Rep. Emanuel Cleaver II and dozens of local officials and neighborhood leaders to celebrate the opening of MARC's Green Impact Zone Neighborhood Assistance Center at 4600 Paseo. In addition to attending the ribbon cutting, the officials took part in a walking tour of the Ivanhoe neighborhood and a policy forum where local leaders had an opportunity to discuss ways the federal government could help move this and other projects forward using federal funds.

While three highly competitive grant applications were not funded during this report period, MARC is working with community partners on a number of other grant applications that are either pending or in development at this time.

# 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.*

## **Hiring and deployment of Green Impact Zone staff**

Seven core staff members were hired during August and September and a two-week training/orientation was completed on Oct. 9.

Positions filled include:

1. Program Director & Assistant Director
2. Office Administrator
3. Four Community Ombudsmen

Staff names and backgrounds are available at [www.marc.org/greenimpactzone](http://www.marc.org/greenimpactzone)

## **Green Impact Zone Office – Opened to Public 10/6/09**

MARC solicited proposals from property owners/managers in the zone, viewed available offerings and negotiated a lease with the Retirement System of the Kansas City, Mo., School District for space in its building at 4600 Paseo. Office furniture, equipment and supplies were acquired and installed to enable the office to open to the public. The space includes offices for staff and meeting space for the program and the community.

## **Green Impact Zone Engagement and Marketing Program**

Prior to the report period, MARC held three community forums to discuss the Green Impact Zone project. The forums were well attended, with more than 100 participants at the April meeting.

Based on input from these forums and other meetings with neighborhood leaders, MARC began work to design the outreach program:

- Organized the Neighborhood Leadership Committee, consisting of the leadership of the 10 neighborhood groups serving parts of the Green Impact Zone.
  - The Neighborhood Leadership Committee has met at least once each month since April.
  - The committee has developed a vision, outcomes and strategies, which complement the city's performance objectives for the Green Impact Zone.
  - The committee met with weatherization and housing program providers to discuss program operation and delivery.
- Assigned the assistant director to oversee the outreach process and serve as liaison to the Energy/Water Committee and the city's Neighborhood Development & Community Services department.



- Assigned ombudsmen to each of the neighborhood associations, CDCs and council districts. Ombudsmen also were assigned to committees focusing on weatherization, employment and training, public safety, housing, youth and data.
- Block meetings, work plans and activities associated with the design are being coordinated with the neighborhoods and will be complete by end of the fourth quarter of 2009.
- Began planning for a Community Engagement Rally and Services Application Day to take place during the fourth quarter of 2009.
- Began work on a communications plan, which will include:
  - A project Web site at [www.marc.org/greenimpactzone](http://www.marc.org/greenimpactzone).
  - Regular e-mail communications with stakeholders.
  - A quarterly printed newsletter.

### **Neighborhood Leadership Training Program**

MARC's Government Training Institute is working with neighborhood leaders and the Kansas City, Mo., Neighborhood and Community Services department to design and initiate the training program.

### **Neighborhood Improvement Crews**

MARC met with neighborhood leaders and outlined a plan for employing crew members and their deployment in the zone to work on selected projects. A contract with Ivanhoe Neighborhood Council has been drafted to allow that organization to take the lead in hiring the crews and supervising the work.

- Crews are composed of seven neighborhood post-high school youth.
- Their first assignment is the Storm Water Diversion Project.
- Crews are supported by the Full Employment Council.
- On-the-job training and management will fall under the direction of the Ivanhoe Neighborhood Council.
- The initial target area is Historic Mannheim Park.

# 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.*

- A contract with University of Missouri–Kansas City Center for Economic Information was finalized and executed in September.
- Advertisements were placed to recruit two surveyors to help UMKC with data collection, and contracts with two surveyors were executed in September.
- Training for the surveyors was completed in early October, and survey work is now underway. The surveyors will record data block by block throughout the zone, documenting the number of vacant homes and lots, homes that need repair, broken sidewalks and other issues. The baseline survey data compilation is expected to be completed by the end of the fourth quarter of 2009.
- A Data Collection Committee was formed to identify data needs, benchmarks, data collection methods and review strategies. The committee met on Aug. 9, Sept. 2, Sept. 17, Sept. 30 and Oct. 14.
- Discussions were held with the UMKC Urban Planning and Design Program, and a workshop to begin efforts with a senior class project was held on Sept. 4. Students are now being deployed in the zone to collect data for their project.

# 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.*

## **Financial Management**

MARC executed an agreement with the city of Kansas City, Mo., for support to the Green Impact Zone and set up its financial grant and project accounts to track revenues and expenditures.

## **Program Coordination**

MARC convened meetings, responded to inquiries and provided information in support of the program. A Neighborhood Leadership Council and Zone Coordinating Committee were formed, and regular reports were provided to each group.

## **Grants**

A number of grant applications are pending and/or anticipated. MARC is hopeful that efforts to secure American Recovery and Reinvestment Act and other federal funds will be successful in many of the remaining applications because of the national emphasis on placed-based policies and strong partnerships. Grant applications include:

### ■ Pending Awards and/or Applications:

- Neighborhood Stabilization Program (NSP) 2 Grant (MARC)
- Pathways out of Poverty Grant (Full Employment Council)
- Competitive Energy Block Grants (TBD)
- Missouri Weatherization Innovative Funds (TBD)
- Transportation Investments Generating Economic Recovery (TIGER) Grant (MARC)
- Smart Grid Grant (KCPL)
- Healthy Communities Grant (TBD)
- Brownfield Grant (KCMO Brownfields Office)

### ■ DOJ Byrne Grant (MARC) — Not Funded

### ■ HHS Not-for-profit Capacity Grant (MARC) — Not Funded

### ■ Healthy Homes Grant (MARC) — Not Funded

While we are disappointed that some highly competitive grants were not funded during this reporting period, there are a number of other grants and opportunities through which we are continuing to seek resources to support the Green Impact Zone.



**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*

**Partnerships**

Numerous meetings were held during the 45-day period to establish and strengthen relationships in support of the Green Impact Zone. Some of these included:

8/11/09	Full Employment Council/Clyde McQueen
8/12/09	University of Kansas Faculty
8/17/09	Kansas City Power & Light
8/24/09	Kansas City, Mo., Housing Authority
8/27/09	National Renewable Energy Lab/Midwest Research Institute
8/27/09	Kansas City Brownfields Office
9/2/09	Kansas City, Mo., Police Department
9/15/09	HUD Regional Office
9/18/09	Linda Hall Library
9/18/09	Kansas City Brownfields Initiative
9/24/09	Kansas City Power & Light
9/25/09	Brush Creek Community Partners
9/30/09	HUD General Counsel
10/5/09	University of Kansas Design Studio
10/12/09	Kansas City, Mo., Water Services Department

MARC established a relationship with **PolicyLink**, a national nonprofit, to provide support to the Green Impact Zone. MARC held numerous conference calls and meetings to develop relationship. PolicyLink has awarded a \$15,000 grant to the Green Impact Zone to support community crews.

MARC has established a relationship with the Kansas City and national offices of the **Local Initiatives Support Corporation (LISC)**, and has been awarded a \$35,000 grant to support pre-planning to address mortgage foreclosures through the Neighborhood Stabilization Program (NSP) 2 grant in the Green Impact Zone.

# 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.*

A number of committees have been formed to support the Green Impact Zone. These include:

### ■ **Neighborhood Leadership Committee**

- Meetings held Aug. 3, Aug. 10, Aug. 26 and Sept. 29.

### ■ **Coordinating Council**

- Meeting held on Oct. 7

### ■ **Housing and Weatherization Committee**

- Meeting held on Aug. 17.
- A weatherization strategy has been drafted.

### ■ **Employment and Training Committee**

### ■ **Public Safety Committee**

- Met with Capt. Mark Terman and Major Wayne Stewart, KCPD, on Oct. 2.

### ■ **Infrastructure Committee**

- Has met twice and is developing a database of maps, needs and projects in the Green Impact Zone

### ■ **Energy Efficiency Committee**

- Meeting held on Aug. 17.
- Initially focused on energy efficiency for businesses and renewable energy; this committee will probably split into two committees: Weatherization and Business Development.

### ■ **Youth Programs**

- Strategies identified to address youth, coordinate youth activities and address matters of importance to youth.

Summaries of most committee meetings are available online at [www.marc.org/greenimpactzone](http://www.marc.org/greenimpactzone).



# 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 is thoroughly documenting all Green Impact Zone activities to aid in replicating processes and evaluating programs and activities.
- Video production services are being donated through the Metropolitan Community Colleges in cooperation with Metro Sports to assist in documenting the Green Impact Zone process and activities. The video archive includes footage from:
  - The Brookings Institution tour of the zone in July 2009.
  - The walking tour, ribbon cutting and policy forum with White House officials on Sept. 1.
  - Coordinating Council meetings.
  - Neighborhood Leadership Committee meetings.
- Media file archives include coverage from a wide variety of local and national publications, including:
  - The Kansas City Star
  - The Washington Post
  - Kansas City Business Journal
  - Kansas City InfoZine
  - WDAF-TV
  - KSHB-TV
  - KMBC-TV
  - KCTV-TV
  - KCUR-FM
- Photos of Green Impact Zone events are archived on MARC's Flickr page at [www.flickr.com/photos/marckc](http://www.flickr.com/photos/marckc).
- Summaries of committee meetings are archived online at [www.marc.org/greenimpactzone](http://www.marc.org/greenimpactzone).

# 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.*

Over the next two years, MARC will help the community seek resources to support the Green Impact Zone, work with other organizations to ensure the optimal investment of some portion of citywide public funds in the zone, and monitor activities by other organizations that serve the zone.

## **Green Impact Zone Resources**

### **Awarded:**

- **Sustainability Center Feasibility Study — \$350,000**  
Federal Economic Development Administration funds are supporting a feasibility study for a sustainability center at 47th and Troost. Kansas City, Mo., Parks and Recreation Department has selected a contractor for the study.
- **Outreach and Coordination Services — \$1.5 million**  
Funds from Kansas City, Mo., for MARC to provide outreach and program coordination services; support for data collection and analysis; and support to neighborhood groups for community crews and community projects.

## **Broader Community or City-wide Programs**

### **Awarded**

- **Troost Bridge — \$13 million**  
Federal transportation funds to support the replacement of the Troost Bridge over Brush Creek. Kansas City, Mo., Public Works will oversee this construction project.
- **Bus Rapid Transit Corridor for Troost — \$27 million**  
The Kansas City Area Transportation Authority will invest in a nine-mile corridor and 25 transit facility improvements in the Troost corridor.
- **Brownfields Job Training — \$500,000**  
EPA funds to support job training for residents of disadvantaged communities in the metro, particularly in the Green Impact Zone.
- **Weatherization Program — \$17 million**  
Kansas City, Mo., has received additional weatherization funds through the American Recovery and Reinvestment Act to weatherize homes of low-income homeowners. The city's Property Preservation Division will manage this project.
- **Neighborhood Stabilization Program 1**  
The Kansas City, Mo., Housing Department has received funds to acquire and rehabilitate or construct affordable housing in target neighborhoods, including those in the Green Impact Zone.

- **Lead Abatement Program**  
Kansas City, Mo., Health Department
- **Homeless Prevention and Rapid Re-Housing — \$3.6 million**  
Kansas City, Mo., Housing Department funds will address homelessness in the city.
- **Green Job Training — \$381,000**  
Full Employment Council

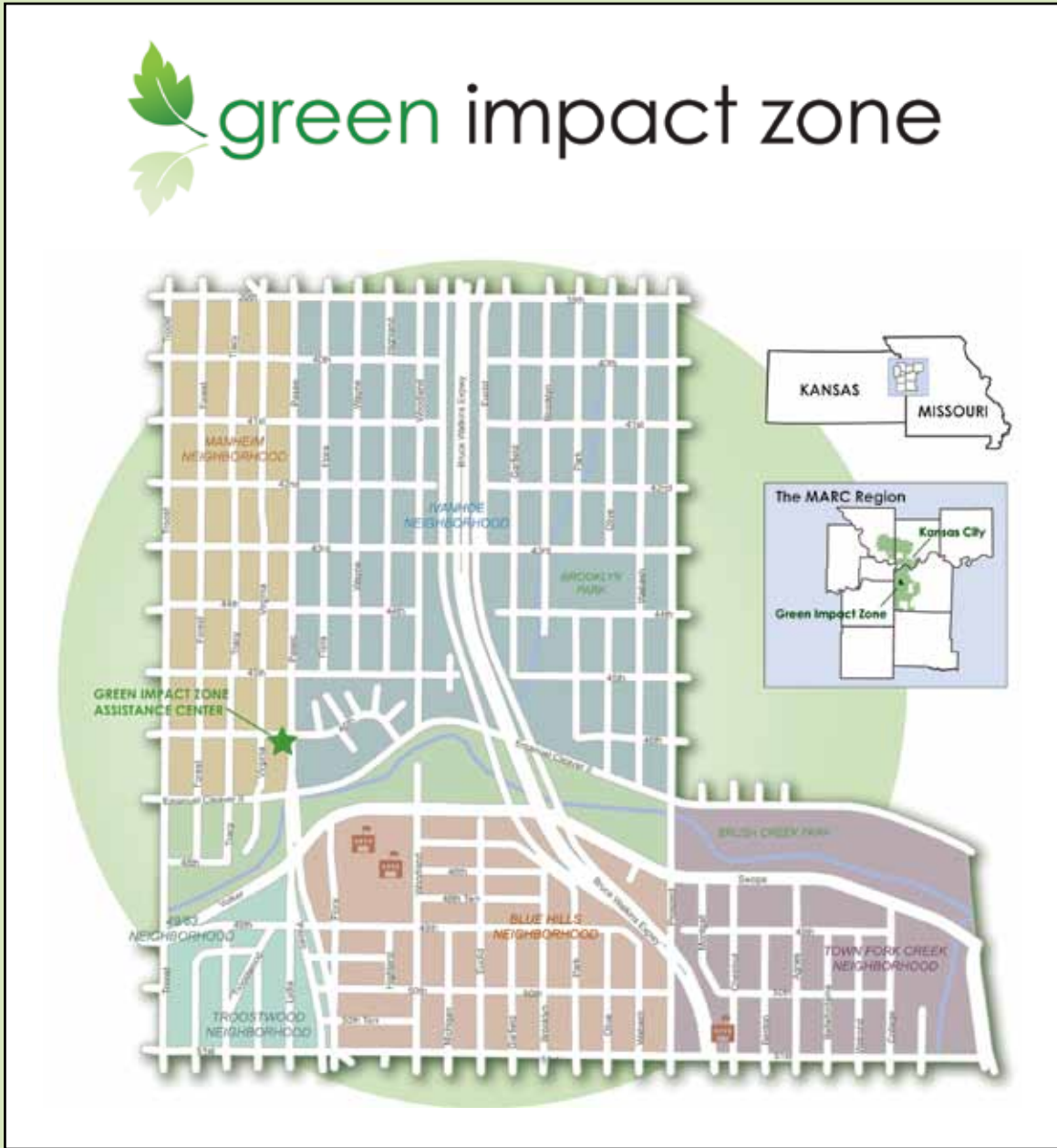
***Pending***

- **Neighborhood Stabilization Program 2** — MARC, in cooperation with the city of Kansas City, Mo.; city of Independence; Unified Government; Local Initiatives Support Corporation; Swope Community Builders; City Vision CDC; and Home Builders Association of Greater Kansas City CDC. Grant would provide funds to support the acquisition and reinvestment of foreclosed properties. Requested \$35 million in HUD funds.
- **Transportation Investments Generating Economic Recovery (TIGER) Grant Program** — MARC submitted an application for \$87.7 million in cooperation with the city of Kansas City, Mo., and other local agencies. \$26.1 million would be used to support major bridge reconstruction, transit facilities and local street and sidewalk improvements in the Green Impact Zone.
- **Broadband Services** — Organizations are considering an application to the National Telecommunications Information Administration (NTIA) to improve access to Internet services.
- **Pathways out of Poverty** — The Full Employment Council submitted a grant application to the U.S. Department of Labor for funds to support job training and job placement services for disadvantaged persons in and around the zone.
- **Energy Weatherization Innovative Grants** — Will be administered by the Missouri Department of Natural Resources
- **Smart Grid Grant** — Kansas City Power & Light has applied for \$25 million in funding from the U.S. Department of Energy to support investments in energy conservation with property owners.
- **Brownfields Grant** — The Kansas City, Mo., Brownfields Office is applying for \$1 million in U.S. Environmental Protection Agency funds to support assessments and improvements to properties in and around the zone.

A number of organizations and businesses have been in discussion with the Green Impact Zone staff regarding additional resources and partnerships. Announcements on these opportunities for new resources, programs and projects will be announced in future reports and newsletters.



# 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 Mannheim 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