

PROGRESS REPORT

Oct. 1–Nov. 15, 2010

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.

New Report Format

In September 2009, the city of Kansas City, Mo., awarded a \$1.5 million grant to help launch the Green Impact Zone initiative. The grant required written performance reports every 45 days, followed by an annual report at the end of the first year. These reports are all available online at www.greenimpactzone.org/documents.aspx.

We are pleased to report that the city has provided an additional \$1 million to support the program's second year of operation. The Green Impact Zone will continue to report its progress every 45 days in the coming year. However, with many new resources and new initiatives underway in the zone, the report format will change.

While previous reports were structured according to the scope of work outlined in the initial Kansas City, Mo., grant, progress highlights will now be summarized according to the following key strategies and work areas identified by neighborhood leaders:

- Neighborhood outreach
- Housing
- Weatherization
- Employment and training
- Public safety and community services
- Energy and water conservation
- Infrastructure
- Urban agriculture
- Youth involvement

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.

Neighborhood Outreach

- ▶ Ombudsman outreach activities included door-to-door distribution of materials (2,264 homes); recruiting one new block leader; 91 new entries in the zone resident contacts database; assisting 17 residents with applications for community services; helping with two applications for small concrete repairs; and distribution of 148 faucet aerators and 74 low-flow shower heads.
- ▶ MARC transportation staff met with members of the Green Impact Zone Neighborhood Coordinating Council on October 20 to provide an overview of work to be done in the zone as part of the region's Transportation Investments Generating Economic Recovery (TIGER) grant.
- ▶ Fall 2010 courses are underway for the Community Leadership Program, a series of five training certificate courses offered at no charge to residents who want to learn leadership skills. The courses, which include Personal Strengths, Facilitation, Relationship Building, Problem Solving and Community Building, are held at the Green Impact Zone office and on the UMKC campus. About two dozen residents are currently enrolled.
- ▶ UMKC's Center for Economic Information is in the process of adding photos of each property in the Green Impact Zone to its data website at <http://kc-csrv-ceiweb.kc.umkc.edu/greenimpactzone>. Used in conjunction with the maps and data already online, the photos will help neighborhood leaders, project partners and other stakeholders better understand current conditions in the zone.
- ▶ Green Impact Zone staff met with Tiffany Williams, director of Multicultural Student Affairs at UMKC, to discuss training student volunteers to help neighborhood leaders and youth learn how to use the interactive data website and better understand the significance of and uses for the data.
- ▶ Planning is underway for a community event to be held at Paseo High School on the afternoon of Dec. 4, 2010. The event will include information booths hosted by Green Impact Zone partners, along with food and entertainment. Residents will also have the chance to participate in a fun game show to learn more about energy conservation and weatherization.

Housing

- ▶ On Oct. 11, Wells Fargo Bank signed an agreement to transfer ownership of 23 foreclosed properties in the Green Impact Zone to the Ivanhoe Neighborhood Council, which will accept title to the properties on behalf of the zone. Closing documents should be completed by the end of the year. Wells Fargo also provided a cash donation of \$172,500 — \$7,500 per property — to help with rehabilitation costs.
- ▶ Two contracts are pending on homes in the Green Impact Zone that are being purchased as a result of the Urban Homes Tour held in the zone last July.

- ▶ Discussions are underway with several organizations about opportunities for existing home rehabilitation and new home construction in the zone.

Weatherization

- ▶ On Oct. 11, at a news conference in the Green Impact Zone, Kelvin Simmons, commissioner of the Missouri Office of Administration, joined U.S. Rep. Emanuel Cleaver II (Fifth District — Missouri) to announce the kickoff of the Green Impact Zone Low-Income Weatherization Assistance Program (LIWAP). MARC received a \$4.5 million grant from the Missouri Department of Natural Resources to support weatherization of 659 homes. The program also includes a workforce development/job training component and innovative incentives for landlords.
- ▶ To date, more than 1,400 residents have submitted forms expressing interest in the weatherization program. Customer service representatives will contact each homeowner to verify eligibility. Contractors have begun energy audits at qualifying residences to determine exactly what improvements are needed before work begins. Typically, weatherization work includes adding insulation, sealing leaks around doors and windows, and possibly repair or replacement of heating and cooling systems. As part of the program, contractors hiring customer service representatives, energy auditors and construction workers will recruit Green Impact Zone residents for employment and training opportunities.
- ▶ On Oct. 28, the Green Impact Zone hosted two focus group sessions with landlords and renters to learn more about their perceptions and concerns about weatherization. Under previous weatherization programs, landlords often had to pay at least half the cost of weatherization of their properties, but the Green Impact Zone LIWAP will cover up to 95 percent of costs if renters meet income guidelines and other eligibility criteria. Since more than half of the single-family homes in the zone are rental properties, this innovative aspect of the program is expected to have a big impact.
- ▶ On Oct. 30, National Weatherization Day, the Green Impact Zone hosted a “Halloweatherization” event attended by 170 families and 18 volunteers. Children participated in a costume contest, trick-or-treating and other fun events while adults learned more about energy efficiency and weatherization. Both Missouri Governor Jay Nixon and Kansas City, Mo., Mayor Mark Funkhouser sent signed proclamations recognizing October 30 as Weatherization Day for the state and city.

Employment and Training

- ▶ On Oct. 5 and 7, the Green Impact Zone hosted job fairs for residents interested in positions that will be available through various weatherization and energy conservation programs in the zone. More than 80 residents along with several prospective employers attended. On Oct. 25, QTI, Inc., a contractor for KCP&L’s SmartGrid Demonstration Project, notified zone staff that it had hired two zone residents as a direct result of the job fair.

- ▶ Last summer, Missouri Governor Jay Nixon and U.S. Rep. Emanuel Cleaver II visited the Green Impact Zone to announce a \$5 million summer jobs initiative. Through this “Green Ways to Green Careers” program, the zone hired a team of interns for door-to-door community engagement. After the program ended Sept. 30, KCP&L offered jobs to five of the participants who will help the utility with SmartGrid outreach efforts.
- ▶ Green Impact Zone staff are working closely with other MARC staff and partners to include zone residents in workforce development initiatives. In addition to the employment and training components of various Green Impact Zone programs — LIWAP, EnergyWorks KC and the SmartGrid — MARC has received a \$500,000 grant from the Walmart Foundation’s America Works Initiative to support regional workforce development.

Public Safety/Community Services

- ▶ The Green Impact Zone is working with the Kansas City, Mo., Police Department to explore the possibility of conducting a Citizen Police Academy at a location closer to the zone. KCPD currently hosts these citizen training sessions at its police academy north of the Missouri River, making it difficult for zone residents who rely on public transportation to attend.
- ▶ Green Impact Zone community ombudsmen continue to help zone residents access available community services such as utility assistance, weatherization and home repairs by providing referrals and helping residents with the application process if needed. During this reporting period, the ombudsmen helped 17 residents complete applications for services and made one referral to the Community Assistance Program.

Energy and Water Conservation

- ▶ In October, as part of its SmartGrid project, KCP&L began installing advanced electric meters that will deliver real-time electric use and price information in the Green Impact Zone to help customers monitor and manage their electric bills. KCP&L is also conducting a public outreach campaign to keep zone residents informed about the SmartGrid project and how they can become more energy efficient. Two energy fairs were held in the zone in early November and a third fair is scheduled for Nov. 18. More information is online at www.kcplsmartgrid.com.
- ▶ The Sustainable Skylines Initiative — a program administered by MARC’s Air Quality program with funding from the Environmental Protection Agency — awarded \$5,000 for a demonstration project at Paseo High School that will use native plants to limit stormwater runoff and reduce the urban heat-island effect of the paved parking lot, helping protect both air and water quality in the zone.
- ▶ In October, the Metropolitan Energy Center, KCP&L and other zone partners celebrated the opening of the Project Living Proof house at 917 Emanuel Cleaver Blvd., a century-old

home that demonstrates the latest technology in energy efficiency and renewable energy systems. The house is now open for public tours.

- ▶ EnergyWorks KC — an energy conservation, retrofit and workforce development program that will serve residents and businesses in the Green Impact Zone and six other Kansas City, Mo., neighborhoods — has hired additional core program staff. The city council passed an ordinance authorizing an agreement with the Metropolitan Energy Center, which will also hire staff to support the program. EnergyWorks KC has conducted initial meetings to support implementation of various program initiatives, including energy conservation, water conservation, deconstruction, and hazardous materials assessment and abatement. Staff is also developing core financing mechanisms to help home and business owners make changes to their properties, with the assistance of a financing expert paid for by the U.S. Department of Energy.

Infrastructure

- ▶ The city of Kansas City, Mo., and the Kansas City Area Transportation Authority are preparing bids for sidewalk, curb and pavement work expected to begin in 2011 in the Green Impact Zone. These infrastructure improvements are part of the \$50 million Transportation Investments Generating Economic Recovery (TIGER) grant, which includes \$26.2 million for work in the zone. Projects funded by the TIGER grant will also include traffic signal upgrades and synchronization, improvements to the Troost Avenue bridge, and transit amenities such as bus shelters, benches and signs.
- ▶ MARC's transportation department is currently developing a "TIGER tracker" website that will allow residents to monitor progress on TIGER-funded projects. The site will provide details and photos for each project.

Urban Agriculture

- ▶ Through continued discussions with Good Natured Family Farms, Green Impact Zone staff were introduced to representatives of the Cornerstone Foundation, an organization that has provided support for urban agriculture efforts in the St. Louis area. Discussions are underway about a planning initiative that could help provide Green Impact Zone residents with more options for fresh, healthy food, such as development of a center that includes retail operations, distribution systems, greenhouses and/or gardens, and an education facility to teach residents about growing and preparing healthy food.

Youth Involvement

- ▶ Green Impact Zone staff is in pursuit of funds for an educational trip to DisneyWorld for the students who participated in last summer's NEXUS of Excellence enrichment program in the zone. The NEXUS program focused on entrepreneurship in the fields of energy and the environment. The Disney trip would include a tour of Disney Underground to learn

about the inner workings of the theme park, as well as workshops on leadership, marine life and ecosystems, and a side trip to NASA.

Other Activities

- ▶ Green Impact Zone staff are frequently asked to share information about the initiative with other cities that want to replicate the model. Director Anita Maltbia recently participated in a conference call with St. Louis area planners and a phone interview with the Portland Sustainability Institute.
- ▶ Staff made presentations about the Green Impact Zone at an Energy Symposium hosted by the UMKC School of Law; and the Oct. 25-27 EcoDistricts Summit hosted by the Portland Sustainability Institute, which featured the zone as a best practice.
- ▶ The zone will co-host a session at the EPA's National Environmental Justice Advisory Council meeting, which will be held in Kansas City Nov. 16-18.
- ▶ The Green Impact Zone was featured in an article in the November issue of Kansas City Business Magazine. The Oct. 11 kickoff of the zone's weatherization program was covered by many local media outlets. The zone also continues to keep the public informed through its website, blog and Facebook page.
- ▶ MARC has negotiated the sublease of additional space in the Green Impact Zone offices at 4600 Paseo to house customer service representatives, energy auditors and outreach workers from KCP&L, Metropolitan Energy Center and Zimmer Energy Solutions. Having these representatives on-site will help provide a one-stop resource for zone residents.

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 (9/1/10-10/31/10)	Cumulative
Personnel (Salaries, fringe benefits, indirect)				
	KCMO	784,095.00	98,795.87	776,510.86
	TIGER	150,000.00	0.00	0.00
	EnergyWorks	75,000.00	0.00	0.00
	LIWAP	214,069.00	27,740.00	27,740.00
Consultants/contractual services				
	KCMO	520,100.00	36,372.38	355,290.26
	LIWAP	4,167,496.00	0.00	0.00
Office lease, furnishings and/or equipment (computers, phone, etc.)				
	KCMO	113,600.00	9,498.63	109,092.32
	LIWAP	22,335.00	1,561.00	1,561.00
Other expenses (e.g., meeting expenses, training, printing, postage, supplies)				
	KCMO	82,205.00	517.53	72,338.14
	LIWAP	96,100.00	7,166.00	7,166.00

- **City of Kansas City, Mo.** — Coordination grants administered by MARC. The chart above includes budgeted amounts for the first-year \$1.5 million grant; the city recently approved an additional \$1 million grant, which will be included in future reports.
- **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.



Neighborhood Organizations

- 49/63 Neighborhood Association
- 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, Lead Ombudsman
- Cokethea Hill, Ombudsman
- Shontrice Patillo, Administrative 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
- Time Warner Cable
- University of Missouri–Kansas City
- U.S. Census Bureau
- Habitat for Humanity
- Local Investment Support Corporation