

# PROGRESS REPORT

Sept. 20–Nov. 4, 2011

## *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](http://www.greenimpactzone.org) or call the Green Impact Zone office at 816-936-8803.

## **New alignment of zone strategies**

Since its inception in September 2009, the Green Impact Zone initiative has focused its efforts on eight priorities identified by neighborhood leaders as priorities for community transformation: housing, weatherization, employment and training, infrastructure, energy efficiency, urban agriculture, public safety and community services, and youth.

As the initiative kicks off its third year, staff and neighborhood leaders revisited each of these areas, and reorganized the priorities into three key strategy areas.

**Housing** — Residents strongly support housing infill and rehabilitation efforts. Vacant lots and homes in disrepair are outward signs of a community in distress, and improving the housing stock is important to the overall health of the community. Weatherization and energy efficiency improvements are key elements of the Green Impact Zone's housing strategy.

**Public Safety and Community Services** — Safe, walkable, healthy neighborhoods are crucial to improving the quality of life for residents in the Green Impact Zone. In addition to crime prevention efforts and neighborhood cleanups, this strategy area includes infrastructure improvements and urban agriculture.

**Human Capital** — No community can achieve true transformation without the full involvement of its residents, including young people. This strategy area encompasses capacity building, community engagement, employment and training opportunities and business development.

The following pages highlight recent activities and progress in each of the three key strategy areas.

*Please join us for an open house  
and update on initiatives  
underway in the zone  
on Wednesday, Dec. 14, 3:30 p.m.  
at the Green Impact Zone Office,  
4600 Paseo, Kansas City, Mo.*

## Housing

- ▶ Zone staff and neighborhoods continue to work with APD Urban Planning and Management LLC, the consultant firm selected to help advance housing efforts. Planning work is underway on two tracks — strategic planning and implementation of priority projects already identified by neighborhoods. Currently, the Green Impact Zone is seeking additional funding to maintain the momentum of its housing efforts.
- ▶ At the October Neighborhood Coordinating Council meeting, Jessie Wiles, principal and founder of APD, the zone's housing consultant, made an interim presentation on progress of the zone's housing strategy plan. Mr. Wiles reviewed the zone's goals, objectives and guiding principles related to housing, and discussed a decision-making matrix used by neighborhoods to identify priorities. The presentation included potential site plans for catalyst developments in southeast Ivanhoe, the Bancroft School property and the surrounding Manheim neighborhood.
- ▶ The Dalmark Corporation, a local developer partnering with the Make it Right Foundation, BNIM Architects and Neighborhood Housing Services on the Bancroft School redevelopment project, will submit an application for low-income tax credits on Nov. 14. Dalmark's plans for the site include 29 housing units in the school building, along with 7,000 square feet of multipurpose space for community use and 21 newly constructed housing units on the school grounds. Project partners expect the development to be a cornerstone for the Manheim neighborhood and a catalyst for further development. Tax credits will supplement private and nonprofit investments to make the project economically viable.
- ▶ Margaret May, executive director of the Ivanhoe Neighborhood Council, was invited to participate in the 2011 Affordable Housing Design Leadership Institute, a prestigious, three-day workshop held at Harvard University.
- ▶ The Green Impact Zone is one of two target neighborhoods for Neighborhood Stabilization Program (NSP3) investments in Kansas City, Mo. The Economic Development Corporation will allocate NSP3 funds from the city to support housing rehabilitation and/or new construction by selected developers, including Neighborhood Housing Services, Habitat for Humanity and Swope Community Builders.
- ▶ On Oct. 25, Arletha Manlove, zone workforce development ombudsman, attended the first in a series of stakeholders meetings hosted by the Missouri Department of Natural Resources Division of Energy. The series is designed to identify the state's future energy priorities and the division's role in shaping and implementing those priorities. Staff will continue to represent the Green Impact Zone at future meetings of this group.
- ▶ The Ivanhoe Neighborhood Council is continuing to oversee work on properties donated by Wells Fargo. (See the chart on the next page for details about the current status of the Wells Fargo properties.) In partnership with EnergyWorks KC, Ivanhoe is overseeing careful deconstruction of donated homes that are not suitable for renovation. Deconstruction not only salvages materials for reuse, but also provides training opportunities for people seeking employment in the deconstruction field.

<b>Status Report: Properties Donated to Ivanhoe Neighborhood Council by Wells Fargo</b>		
Property Address	Action	Status
4429 Garfield Ave.	Deconstruction	Deconstruction completed in June 2011 as part of a training class funded by EnergyWorks KC.
2410 E. 37th St.	Deconstruction	Deconstruction completed in November by workers trained in June class
3415 Brooklyn Ave. 3618 Highland Ave. 4104 Olive St. 4337 Garfield	Deconstruction	Deconstruction to be completed by end of 2011 by workers trained in June class
4310 Forest Ave.	Donation	Donated to Forest Avenue Baptist Church for use in its life skills program.
4018 Prospect Ave. 4826 Brooklyn Ave.	Demolition	Historic properties not eligible for deconstruction
4414 Park Ave.	Rehabilitation	Rehab completed. Occupied by lease/purchase arrangement with Ivanhoe.
1621 E. 42nd St.	Rehabilitation	Rehab completed. Ivanhoe seeking buyer for outright sale or lease/purchase.
3300 Michigan Ave.	Rehabilitation	Rehab underway. As part of lease/purchase agreement, buyer is completing rehab work.
3909 Olive 3938 Olive 3943 Flora 4000 Tracy 4007 Flora 4335 Tracy 1406 E. 45th St.	Rehabilitation	Ivanhoe has applied to Federal Home Loan Bank for rehab funding. Some properties have prospective buyers.
4415 Park 4516 Virginia	Sold	Sold to new homeowners who are completing rehab work
4040 Flora 4612 Tracy 4616 Tracy 4625 Tracy	Sold	Sold to developer; rehab completed
2300 E. 49th St.	Traded	Traded for three properties adjacent to Nutter Ivanhoe Neighborhood Center. Deconstruction underway on one of these, at 1707 E. 37th St.
4009-11 Wabash 4444 Park	None	Vacant lots

- ▶ In September, the Mid-America Regional Council transitioned its Low-Income Weatherization Assistance Program work in the Green Impact Zone to the city, and zone staff continue to provide outreach services, referring residents to the city program. In addition to the city's program, local utilities have set aside \$1.2 million to support weatherization of homes in and around the Green Impact Zone through a grant to Working Families' Friend. These private dollars may be used to weatherize some homes that do not qualify for the city program because of a federal rule that prohibits using funds for any homes that received grant-funded weatherization after 1994.
- ▶ On Oct. 28, KCP&L announced its first SmartGrid solar installation. Congressman Emanuel Cleaver II and school district leaders joined Mike Chesser, chairman and CEO of KCP&L, at the Paseo Academy for the Performing Arts to introduce what will be the largest solar energy system in the metro area. KCP&L selected Brightergy Solar to install a 100 kW SunPower system, made in the U.S., at the school. Once the system is operational, teachers and students will learn how solar energy works by using an interactive display that will be connected inside the school by KCP&L. Including the system at Paseo Academy, KCP&L will be installing approximately 180 kW of solar energy generation as a part of its SmartGrid Demonstration in and around the Green Impact Zone.
- ▶ During the week of Oct. 17, KCP&L hosted the SmartGrid Advisory Group of the Electrical Power Research Institute (EPRI), a leading utility research organization, in Kansas City, Mo. During their stay, KCP&L partnered with the Green Impact Zone to give conference attendees a tour of the work being done in the zone. Tour stops included the Project Living Proof home, which demonstrates the use of KCP&L's SmartGrid tools; community gardens in the Manheim and Blue Hills neighborhoods; TIGER grant work currently underway in the zone, including sidewalk improvements; new, energy-efficient housing; and the Bancroft Elementary School, which will be restored and converted to housing units and community space.
- ▶ The Green Impact Zone's Data Committee met with KCP&L to discuss potential benchmarks and measurements to quantify energy savings as part of the SmartGrid demonstration project.
- ▶ EnergyWorks KC held a news conference on Oct. 20 to announce financial incentives that will advance its goals of reducing energy use in all types of buildings; workforce development, particularly for green jobs; and transformation of the energy market. EnergyWorks KC is working in seven Kansas City neighborhoods, including the Green Impact Zone. In partnership with the Metropolitan Energy Center, the program has completed more than 1100 energy audits to date, and is finalizing contracts with three lenders for financing energy efficiency improvements.
- ▶ EnergyWorks KC is also providing funds in support of Blue Hills Community Services' business incubator center at 5008 Prospect — a project the Green Impact Zone recommended for inclusion in the grant application. Also, EnergyWorks KC recently issued an RFP for a water conservation project involving an estimated 1,200 buildings. The project includes testing for leaks that can lead to contamination and/or low water pressure and replacing downspouts with rain barrels. EnergyWorks KC is also finalizing plans to provide small grants to neighborhoods for small energy efficiency projects.

## Public Safety/Community Services

- ▶ Zone neighborhood organizations continue to work with the Kansas City Police Department to schedule police roll calls in the community. Two roll calls were recently held at homes in the Manheim Park neighborhood and one in Troostwood. The events allow residents to discuss concerns about crime and crime prevention strategies with the officers who serve their neighborhoods.
- ▶ At a recent KCPD Roll Call held in Manheim Park, Sgt. James Schreiver shared statistics showing notable reductions in crime in the neighborhood — which the department credits, at least in part, to more active community involvement by residents. As of Aug. 31, the neighborhood has seen significant year-to-date drops in the number of burglaries (from 35 last year down to 21 this year), larcenies (from 80 to 42) and auto thefts (from 18 to 10).
- ▶ Zone Community Ombudsman Anwar Jones is currently auditing the KCPD Citizens Police Academy in an effort to identify pieces of the program that could be brought to the zone. The KCPD Citizens Police Academy meets weekly at the city’s police academy facility north of the river. While there is strong desire to encourage zone residents to participate, transportation is an issue.
- ▶ On Oct. 4, the zone partnered with KCPD to host a workshop on “Crime Prevention through Environmental Design.”
- ▶ Construction crews have begun replacing crumbling sidewalks, curbs and driveway approaches in the Green Impact Zone as part of the \$50 million TIGER federal transportation grant. Infrastructure along Paseo Boulevard, 39th Street, 43rd Street, 51st Street, Troost Avenue, Prospect Avenue, Emanuel Cleaver II Boulevard, Benton Boulevard and Swope Parkway will be repaired or replaced with grant funds. In addition to the sidewalk and curb improvements, zone residents will see traffic signal improvements, new pavement and transit facility upgrades. The projects currently in construction are under budget. The city will consider additional work next spring with any funds that remain after the initial work is complete.
- ▶ The Green Impact Zone hosted a container gardening class for 11 residents in late September.
- ▶ Grown in Ivanhoe, the community gardening project started by the Ivanhoe Neighborhood Council, will be featured as one of seven 2011 Sustainable Success Stories on Dec. 2 at an event hosted by MARC’s Academy for Sustainable Communities.
- ▶ Brush Creek Community Partners and Kansas City’s Economic Development Corporation partnered with UMKC students to conduct a survey of business owners in the Troost Corridor. The survey found that safety and security, image, and proximity customers were key elements in attracting and retaining businesses. Opportunities for improvement identified through the survey included trash cleanup, graffiti abatement, enhanced communications, increased security, streetscape improvements, and the development of a revolving loan fund.

## Human Capital

- ▶ The Green Impact Zone's Jobs Pipeline — now operating under a new name, the Zone Institute for Preparation and Prosperity (ZIPP) — has several components currently underway:
  - The Community Leadership Program operated by MARC's Government Training Institute continues to provide no-cost training to zone residents along five leadership tracks: Personal Strengths, Facilitation Skills, Relationship Building, Problem Solving and Community Building. A graduation ceremony for those who have recently completed the program will be held at the Green Impact Zone office on Nov. 17. A new Community Building session is taking place on Tuesday evenings this month at Penn Valley Community College.
  - In cooperation with UMKC, zone staff, volunteers, church and neighborhood representatives have begun Roots of Success training. The Roots of Success curriculum is designed to increase environmental literacy, build core academic skills and prepare people for jobs in the green economy. After completing the initial training, participants will expand the program into the rest of the community.
  - The Green Impact Zone offers life-skills training for job readiness through a four-week (20-24 hour) series of classes that cover accountability, time management, crisis management and long-term job retention. The zone partners with local employers to help participants who successfully complete the program find jobs. Four residents completed the most recent session, and another session will begin in January.
- ▶ The Full Employment Council is partnering with the Green Impact Zone to submit a grant application to MARC's EnergyWorks KC Green Jobs Workforce Development Program. If awarded, the funds would support training in life skills, environmental literacy and technical skills that prepares residents for green jobs in the Green Impact Zone and urban Kansas City.
- ▶ Young people who participated in NEXUS, the zone's summer enrichment program for youth, will reconvene for a field trip to the Tavis Smiley "America I AM" exhibit at Union Station. The event is part of the zone's effort to keep NEXUS participants engaged during the school year.
- ▶ More than 20 students from the University of Kansas and 20 volunteers participated in a poverty simulation at St. James Church as a precursor to a student class and service project to develop an evaluation plan and benchmarks for the Green Impact Zone. The poverty simulation builds greater awareness of what it means to live in poverty, allowing participants to simulate day-to-day life activities, such as budgeting limited resources for food and transportation, over an imaginary four-week period.

## Other Activities

- ▶ Staff met with Sharon Pendleton, an architect referred by the Enterprise Foundation, to discuss modular housing projects in Milwaukee and the potential of similar projects in the Green Impact Zone.
- ▶ Green Impact Zone staff presented the Green Impact Zone housing strategy to several city officials at a breakfast meeting held Oct. 14.
- ▶ Green Impact Zone Director Anita Maltbia was interviewed by a reporter from USA Today for an article on a recent study that indicates Kansas City's neighborhoods are becoming less racially segregated.
- ▶ Green Impact Zone Director Anita Maltbia and Margaret May traveled to Washington, D.C., in early October at the invitation of the National Environmental Justice Advisory Council (NEJAC) to present information about the Green Impact Zone and discuss what could be done better from the neighborhood perspective.
- ▶ Church ambassadors who helped introduce the weatherization program to their congregations were reconvened to debrief and discuss future community outreach and assistance opportunities.
- ▶ On October 3–4, the Green Impact Zone hosted an FDIC class on personal finance.
- ▶ On Oct. 17, zone staff met with representatives of Plumbers Union Local 8 to explore opportunities related to employment and training.
- ▶ On Oct. 19, the Green Impact Zone hosted an annual strategic planning meeting for the MARC Solid Waste Management District.
- ▶ Zone staff met with representatives of the Federal Reserve Bank to develop a strategic partnership that could lead to new opportunities in employment, training and housing.
- ▶ Representatives from U.S. Bank and Neighborhood Housing Services met with residents at the Green Impact Zone offices to offer assistance with beneficiary deeds. By completing a beneficiary deed, elderly residents who own their homes outright can ensure that title will transfer to their designated beneficiaries when the homeowner dies.
- ▶ On Oct. 26, the Green Impact Zone hosted a meeting of the Neighborhood Transformation Health Committee of Upper Room, a neighborhood-based, nonprofit organization that provides education programs to low-income families in the urban area of Kansas City.

## 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 (Sept. 1-30, 2011)	Cumulative (Since Sept. 2009)
<b>Personnel (Salaries, fringe benefits, indirect)</b>			
KCMO	1,500,824.00	47,180.64	1,295,334.83
TIGER	150,000.00	2,653.05	34,343.35
EnergyWorks	75,073.00	4,254.45	44,882.25
LIWAP	182,046.00	—	139,556.99
<b>Consultants/contractual services</b>			
KCMO	670,012.00	51,631.24	591,745.28
LIWAP	2,477,103.00	—	1,496,707.12
CSP	145,000.00	9,230.00	118,832.00
<b>Office lease, furnishings and/or equipment (computers, phone, etc.)</b>			
KCMO	193,874.00	6,302.26	172,288.33
LIWAP	17,985.00	(836.45)	9,785.22
<b>Other expenses (e.g., meeting expenses, training, printing, postage, supplies)</b>			
KCMO	135,290.00	1,569.16	115,115.32
LIWAP	22,866.00	—	28,630.15

- **City of Kansas City, Mo.** — Coordination grants administered by MARC. The chart above includes budgeted amounts for both the first-year \$1.5 million grant and the second-year \$1 million grant, for a total of \$2.5 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 \$75,000 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 is designated for housing and redevelopment planning in the Green Impact Zone.

*\* This report reflects several minor revisions to budget allocations made to reflect actual expenditures as the second year of operations drew to a close.*





## 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  
 Arletha Bland Manlove, Workforce Ombudsman  
 Cokethea Hill, Lead Community Ombudsman  
 Anwar Jones, Field Ombudsman  
 Kourtney Woodbury, Field Ombudsman  
 Shontrice Patillo, Administrative Office Coordinator  
 Jermain Whitmore, Administrative Assistant

## 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 Initiatives Support Corporation