

PROGRESS REPORT

FALL/WINTER 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.





December 2013

Introduction

On Wednesday, Dec. 18, the Green Impact Zone will host an event to celebrate four years of community transformation, premiering a documentary video of its achievements. The event will be held at the Mary L. Kelly Center — the renovated and repurposed former Graceland School building — at 2803 E. 51st Street, from 4–6 p.m. Please join us for food, music and tours of the community center, with the program and documentary screening beginning at 5 p.m.

Over the past four years, we’re proud to say that the Green Impact Zone — with city support and the support of its five neighborhood associations, residents, volunteers and numerous other community partners — has achieved measurable progress in housing, employment, training, energy efficiency, business development, transportation infrastructure and neighborhood capacity building.

Outcomes to date

 <p>CAPACITY BUILDING</p> <ul style="list-style-type: none"> 3 new community centers Community Leadership Program 275 participants, 59 graduates \$271,226 in neighborhood capacity grants 67 trained in Roots for Success Environmental Literacy Program Community Capital Grants secured for 2 neighborhoods 	 <p>OUTREACH</p> <ul style="list-style-type: none"> 99,443 telephone contacts 45,766 door-to-door contacts 3,629 participants in zone-wide events 2 Citizens Police Academies and 10 KCPD neighborhood roll calls 4 Homebuyer Tours with 162 participants
 <p>EMPLOYMENT</p> <ul style="list-style-type: none"> 627 workforce applicants 8 Essential Employability Skills Workshops with 133 graduates/participants 6 interview fairs 151 job placements 	 <p>BUSINESS DEVELOPMENT</p> <ul style="list-style-type: none"> 1 small business incubator at 5008 Prospect with office space and support for 10 contractors Troost Community Improvement District planning with 3 partners Business plans development assistance for 5 small businesses

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

Housing

- ▶ **BANCROFT RIBBON CUTTING** — On Nov. 9, the Green Impact Zone staff joined Congressman Emanuel Cleaver II, Mayor Sly James, the Make It Right Foundation, Dalmark Group, Historic Manheim Park Neighborhood Association, current and former neighborhood residents, and other partners for a ribbon cutting ceremony at the Bancroft School Apartments. The school building at 4300 Tracy, built in 1904 and vacant since 1999, has been transformed into affordable rental housing and community space. The \$14 million renovation was led by the Make It Right Foundation, the organization founded by actor Brad Pitt to address housing needs in New Orleans after Hurricane Katrina.

The LEED Platinum project, designed by BNIM Architects, includes 50 rental units, both in the school building and in new townhomes on the school grounds. Community amenities in the main building include an auditorium, gym, computer lab and gardens. Rents for the one-, two- and three-bedroom units range from \$470 to \$695. Applicants must meet income eligibility requirements. For more information and a link to the rental application, visit www.thebancroftschool.com.



Visitors get an opportunity to see the newly renovated Bancroft School following the ribbon cutting on Nov. 9.

- ▶ **PURPOSE BUILT COMMUNITIES** — As a member of the Urban Neighborhoods Initiative (UNI) Steering Committee, Green Impact Zone Director Anita Maltbia attended the 2013 Purpose Built Communities Conference in New Orleans on October 3–4. UNI is exploring bringing the Purpose Built model, first developed in Atlanta, to the Kansas City area. The model takes a holistic approach to community revitalization with a combination of high-quality, mixed-income housing; a cradle-to-college education pipeline; and comprehensive community wellness resources.
- ▶ **IVANHOE GATEWAY** — The Ivanhoe Neighborhood Council is close to breaking ground on the Ivanhoe Gateway at 39th redevelopment project. Phase one will include the construction of seven duplexes at the former Horace Mann School site.
- ▶ **MANHEIM MODEL BLOCK** — The Historic Manheim Park Neighborhood Association is working in partnership with Historic Green, Green USA, Neighborhood Housing Services and BNIM Architects on plans for a model demonstration house on the 4300 block of Tracy, across from the Bancroft School Apartments.
- ▶ **MANHEIM/KCAI COLLABORATION** — Over the past four months, the Historic Manheim Park community has been collaborating with students and faculty from the Kansas City Art Institute (KCAI) to develop a cohesive visual identity that can be used to help better communicate with internal and external stakeholders. The community also sought creative ideas regarding

ways to engage youth and build economic capacity. Students and faculty from KCAI attended community meetings, interviewed residents and listened to the feedback from the community. On Nov. 25, the students presented four projects to the community:

- A Visual Identity Guidebook that includes a new community logo, usage standards and branding recommendations.
- A Kinship Project that presents a streamlined means of sharing the results of a community-wide asset mapping exercise.
- Sound Haven, a youth initiative that seeks to engage youth through a community music education program and specifically music production.
- A community market “Swap Shop,” an economic development program to help rejuvenate the historic Troost Avenue while also providing much needed resources to the community.

Community Service and Public Safety

► **TRAFFIC** — Residents often come to the zone office for assistance with services. From Sept. 24 to Nov. 21, a total of 204 people visited the zone office, including 79 who sought help with weatherization, employment and training, housing, minor home repairs and small business assistance.

► **CITIZENS POLICE ACADEMY** — The second Citizens Police Academy held at the Green Impact Zone office, with 26 participants, wrapped up on Oct. 19. The academy, held on seven consecutive Saturdays, combined hands-on experience with field trips to offer participants valuable insight into the operations of the KCPD and build relationships between officers and residents. Participants received a behind-the-scenes look at accident investigations, the bomb squad, criminal investigations, firearms training, homicide investigations, hostage negotiations, the K-9 unit, narcotics investigations, tactical response teams and vice operations.



Employment and Training

► **ESSENTIAL EMPLOYABILITY SKILLS** — The Green Impact Zone hosted its eighth Essential Employability Skills (EES) workshop from Nov. 4–8, 2013. The free, week-long training for unemployed and underemployed residents provides a refresher on both basic skills and life skills for job seekers, such as a strong resume, a professional appearance, interviewing skills and a good work ethic.



Fifteen students participated in this session, bringing the total number of EES graduates to approximately 140.

- ▶ **POTENTIAL CALL CENTER** — The UNI Prosperity Committee is working on establishing a call center that will offer services to small and medium businesses, creating jobs for Green Impact Zone and UNI neighborhood residents.
- ▶ **UNDERSTANDING EMPLOYER NEEDS** — Zone staff participated in a “back-of-house” tour at the Westin Crown Center to gain a better understanding of the hotel’s employment needs. The Westin recently hired one of the zone’s September EES graduates.
- ▶ **PROFESSIONAL COACHING SCHOLARSHIP** — EES Graduate Juanita Singleton received a scholarship from On-Point Career Strategies to participate in its Entrepreneurship Service Level Program. “Entrepreneurship 101” provided one-on-one professional coaching sessions to help Singleton build a business plan for her future home health care business. The process began with a personality assessment, and also included access to motivational seminars, networking events, branding support, mentoring and direction to conferences and media outlets valuable to health care entrepreneurs. On-Point partnered with the Green Impact Zone and EES as a way to give back to and make a difference in the community.

Infrastructure

- ▶ **TROOST AVENUE BUSINESSES** — The Troost Community Improvement District (CID) Steering Committee, a group of business owners considering the possibility of forming a CID, is currently conducting an address and occupancy verification study of establishments along Troost.
- ▶ **NEW GROCERY** — Construction is progressing on the new Aldi’s grocery store at 39th and Prospect, which will bring healthier food options to zone residents and help revitalize the food desert.

Neighborhood Capacity Building and Outreach

- ▶ **COLLECTIVE IMPACT** — Zone staff attended regular meetings with Urban Neighborhood Initiative partners. The group is exploring using the Collective Impact model to bring about change in zone and UNI neighborhoods.

Zone Director Anita Maltbia also made a presentation on the Collective Impact model at the quarterly Equity Network meeting held on Nov. 8 at the Mary L. Kelly Community Center.

- ▶ **EQUITY NETWORK** — As part of the Creating Sustainable Places Equity Network, zone staff participated in an Oct. 29 program held in partnership with the Greater Kansas City Chamber of Commerce’s Diversity Committee. Committee members met with guest speaker Dr. Manuel Pastor and participated in a luncheon event.

Zone Director Anita Maltbia is a member of the Equity Network Steering Committee and Land-Use Subcommittee.

- ▶ **VISIONING FOR NEW COMMUNITY CENTER** — In partnership with Upper Room, the Green Impact Zone facilitated program visioning sessions with the Town Fork Creek and Blue Hills Neighborhoods from Oct. 26 through Nov. 9 to determine programming for the new Mary L. Kelly Center. The sessions included a program brainstorming blitz, a dot vote to prioritize program ideas, a residents' skill inventory, and a survey about time banking. Additionally, the zone conducted a feasibility study on the use of time banking as a method of currency and membership operation for the center.
- ▶ **SWOPE PARK AREA PLAN** — Zone staff participated in three input sessions for the Swope Park Area Plan, which includes the Town Fork Creek and Blue Hill Neighborhoods. The input sessions helped set priorities for housing, transportation and infrastructure in the plan area.
- ▶ **CALL BLASTS AND DOOR-TO-DOOR OUTREACH** — The zone conducted a phone call blast to inform young residents about the Black and College Bound initiative's efforts to work with youth to increase ACT test scores. Zone staff also organized door-to-door information drops by street teams to share information about the November EES workshop and Mary L. Kelly Community Center visioning sessions. A separate door-to-door drop in the Manheim neighborhood delivered information about the RAMP home improvement program for Neighborhood Housing Services.
- ▶ **SUSTAINABLE SUCCESS STORIES** — The Green Impact Zone and Neighborhood Housing Services both nominated the Bancroft School redevelopment project for a 2013 Sustainable Success Stories award. Bancroft was one of seven local projects selected for the award, which was presented on Dec. 6.

Energy Efficiency

- ▶ **ENERGYWORKS KC** — Zone staff participated in an EnergyWorks KC reception on Oct. 3 to help residents learn about products and services available.
- ▶ **LIHEAP** — The Green Impact Zone office serves as an informal outreach post for United Services, providing information to residents about the Low-Income Home Energy Assistance Program (LIHEAP).

Other Activities

- ▶ Zone staff made presentations to a variety of civic and business leaders, including representatives of the Hall Family Foundation and the H&R Block Foundation, to share information about zone activities and funding needs.
- ▶ Anita Maltbia made a presentation about zone activities at an FDIC meeting held at the Kauffman Foundation Conference Center on Oct. 17.
- ▶ The Green Impact Zone submitted a CDBG grant application to the city of Kansas City, Mo., on Oct. 25.

- ▶ Anita Maltbia represents the Green Impact Zone on numerous committees, including the city of Kansas City's Midtown/Plaza Area Plan committee, which met Nov. 12; the Troost/Cleaver Redevelopment steering committee, which met Oct. 30; and the Ivanhoe Neighborhood Council Housing Committee.
- ▶ On Nov. 1, Maltbia was interviewed by a research team from Northeastern University's School of Public Policy & Urban Affairs that is conducting a scan of neighborhood and district scale sustainability models for the Funders' Network for Smart Growth and Livable Communities and the Urban Sustainability Directors' Network. The scan is examining the range and variety of models being created in cities across the U.S. and Canada to assess the potential and limitations of various approaches.
- ▶ Anita Maltbia and Margaret May, executive director of the Ivanhoe Neighborhood Council and a member of the National Environmental Justice Advisory Council, met with new EPA Administrator Gina McCarthy.
- ▶ Zone staff attended a luncheon at the Linwood YMCA, following up on previous meetings to see what synergies might exist between the YMCA and the Green Impact Zone.

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 (9/1/13-10/31/13)	Cumulative (Since Sept. 2009)
Personnel (Salaries, fringe benefits, indirect)			
KCMO	2,458,478.68	82,679.77	2,365,474.55
TIGER	148,739.11	12,555.74	148,743.28
EnergyWorks	150,765.00	5,313.65	150,280.80
LIWAP	182,046.00	—	139,556.99
Consultants/contractual services			
KCMO	1,017,325.13	7,087.50	949,331.32
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	9,916.40	293,954.32
LIWAP	17,985.00	—	9,785.22
Other expenses (e.g., meeting expenses, training, printing, postage, supplies)			
KCMO	214,555.08	4,383.36	160,150.30
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, for a total of \$3.45 million. An additional \$550,000 was awarded in January 2013.
- **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 is designated for housing and redevelopment planning in the Green Impact Zone.



Neighborhood 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
- 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
- Time Warner Cable
- University of Missouri–Kansas City
- U.S. Census Bureau
- Habitat for Humanity
- Local Initiatives Support Corporation