



green impact zone[®] *of* MISSOURI

Annual Report
November 2012

year three: visible transformation

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.

From the Director: It's Happening!



Anita L. Maltbia
Green Impact
Zone Director

When the Green Impact Zone initiative was launched three years ago, one of the goals was to create a model for community transformation that could be replicated in other places, both in the Kansas City region and across the country.

In the past year — after a lot of hard work in building partnerships and pulling together resources — a successful model has emerged. It's happening, in every corner of the Green Impact Zone.

At the base of that model — the foundation that undergirds the whole model we're building — is a dedicated staff that focuses daily on improving quality of life with residents.

That's not to say change couldn't happen without us. We know that many community organizations and neighborhood associations are focused on the same goals. But we've learned that it takes intentional focus and targeted resources to speed up change and close the gap between distressed neighborhoods and more sustainable places.

The Green Impact Zone helped bring a neighborhood association together with nonprofit and for-profit organizations in Manheim Park, which resulted in an award-winning design for affordable, sustainable housing in the long vacant Bancroft School building.

When the city of Kansas City invited the Green Impact Zone to the table to help develop the concept for its EnergyWorks KC grant application, we knew that Blue Hills needed construction funding for its long-planned development at 5008 Prospect, and we were able to get that written into the grant application.

Look at what's happening across the zone — some of it with our help and some of it with the help of others:

- The Chamber of Commerce's Urban Neighborhoods Initiative is undertaking transformation in an even bigger swath of the urban core, overlapping our work in the zone.
- Swope Corridor Renaissance's Upper Room joined with the Church of the Resurrection and Blue Hills and Town Fork Creek neighborhood associations to create a community and services center in the vacant Graceland Elementary school building.
- Our cross-state neighbors in St. Louis have visited Kansas City to learn how they can create their own Green Impact Zone.

Collectively, we and our partners have lit the fire of hope. A key learning is that there must be a change in how funding for community transformation is viewed. Money that lifts up entire neighborhoods is an investment, not a handout. Money spent in the urban core brings a real return on investment. If our neighborhoods stay broken, we all pay extra costs for public safety and public health. We can free up some of those resources by investing in a better quality of life.

Over the past three years, the city of Kansas City has invested seed money to help us build a strong foundation, and we can see the difference it has made. But a funding drought could cause the foundation to crack, just as our long, hot summer did with home foundations across the region.

In the coming year, with the help of our partners, we'll continue to build up our neighborhoods and improve the transformation model. We hope you'll continue on this journey with us.



Initiatives Underway in the Green Impact Zone • November 2012



Key Zone/Partner Developments (Underway or Completed)

- 1 Bancroft School Redevelopment (Make It Right Foundation and Dalmark)
- 2 KCP&L SmartGrid Innovation Park
- 3 KCP&L Solar Installation at Paseo High School
- 4 5008 Prospect Small Business Incubator (Blue Hills Community Services)
- 5 Horace Mann School Redevelopment

Other Developments Within the Zone Boundaries

- A Aldi Grocery Store
- B Gates Plaza East Redevelopment
- C Graceland School Repurposing (Upper Room)

TIGER Projects (Transportation Infrastructure)

- Traffic Signal Improvements
- Metro Bus Stop Improvements
- Pervious Pavement Demonstration Project
- Troost Bridge and Pedestrian Walkway
- Sidewalk Replacement/Repair Completed
- - - Sidewalk Replacement/Repair Scheduled
- Street Resurfacing (throughout zone as remaining funds allow)

year three: visible transformation

The Green Impact Zone is a 150-square block area in the urban core of Kansas City, Mo., that serves as a national model of place-based investment, demonstrating how a distressed community can be transformed through intense, focused coordination of programs and resources.

In 2009, U.S. Rep. Emanuel Cleaver II conceived of the Green Impact Zone as a way to put federal stimulus funds to work to strengthen neighborhoods, create jobs and improve energy efficiency.

Under the guidance of the Mid-America Regional Council, the Green Impact Zone works with neighborhood associations and numerous other partners to address eight strategy areas identified by residents as most important:

- Housing
- Employment
- Infrastructure
- Energy efficiency
- Weatherization
- Public safety
- Urban agriculture
- Youth

In its first three years of operation, the Green Impact Zone has been instrumental in securing more than \$100 million in public and private funding to advance community transformation goals, both in the zone and across the region.

In 2012, many of our community transformation efforts in the Green Impact Zone moved out of meeting rooms and council chambers and onto the streets.

Hammers are pounding, concrete is pouring, workers are earning paychecks and neighbors are getting involved. Across the 150-square-block area that comprises the Green Impact Zone, there are visible signs that progress is underway.

Miles of new sidewalks and curbs are in place, with more on the way. The new Troost Avenue Bridge is open to traffic. Residents are harvesting fresh produce from community gardens and saving money on utilities with new energy-efficiency technologies. Construction is underway on the new small business incubator and community center at 5008 Prospect, and a groundbreaking is scheduled for the redevelopment of Bancroft School into affordable housing and community space.

Behind the scenes, the hard work of planning, fundraising and capacity building still goes on, and there is an enormous amount of work still to do. Decades of neglect cannot be erased overnight.

From the beginning, the story of the Green Impact Zone — and its success — has depended on partnerships. Our first, most important partners are the residents who live within the boundaries of the zone and their neighborhood associations. Many other organizations have been involved from the beginning and are still taking an active role in community



transformation. Our partners include neighborhood associations, government entities at all levels — federal, state, regional, county and city — local utilities, businesses, colleges and universities, foundations and nonprofit community development organizations.



Strategies for Promoting Social Equity

An important new partnership created in 2012 is with the Urban Neighborhood Initiative (UNI) — one of the Greater Kansas City Chamber of Commerce’s “Big 5” ideas. In late February, the chamber announced that UNI had selected the Troost Corridor for its first neighborhood revitalization effort. The UNI corridor overlaps the Green Impact Zone, providing unprecedented opportunities for collaboration and synergies as both initiatives work together to improve the lives of people in Kansas City’s urban core.

Another important potential partnership, still in exploratory stages, is with Purpose Built Communities, a community revitalization organization based in Atlanta. Representatives from Purpose Built Communities toured the zone and met with neighborhood leaders in early 2012, and this fall several UNI leaders traveled to Atlanta to learn more about the Purpose Built model and how it might be implemented in the Green Impact Zone.

As illustrated on the map on page 3, the number of transformational projects underway in the zone is nearing a critical mass. Many of these projects are a direct result of Green Impact Zone grants, planning and partnerships. Others pre-date the zone, but are benefiting from the focused attention and resources the Green Impact Zone initiative has brought to this area.

As we reflect on our third year of operation in this report, we’re celebrating the tangible progress that, with the help of our many partners, is already making a difference in the quality of life for residents in the Green Impact Zone.



Follow our progress online:
Website — greenimpactzone.org
Blog — greenimpactzone.wordpress.com
Facebook — [Facebook.com/greenimpactzone](https://www.facebook.com/greenimpactzone)
Twitter — [@greenimpactzone](https://twitter.com/greenimpactzone)

EQUITY PARTNERS — When the Mid-America Regional Council agreed to administer the Green Impact Zone initiative in 2009, one of its goals was to look for ways that community transformation in the zone could be replicated in other communities across the region.

The Green Impact Zone is one of six organizations that form the Equity Partners element of another MARC initiative known as Creating Sustainable Places (CSP). The Equity Partners are helping the region formulate ways to look at development and redevelopment across the region through a social equity lens.

This equity lens outlines specific strategies communities should follow in planning work. Grouped under categories developed for the guiding principles of the CSP initiative — equity, environment, economy and place — the equity lens provides replicable strategies and policy examples for education, engagement, environmental justice, economic development, housing choices, transportation, health and reinvestment.

In addition to the Green Impact Zone, the CSP Equity Partners include Communities Creating Opportunities, MORE² (Metropolitan Organization for Racial and Economic Equity), the Latino Civic Engagement Collaborative, the Urban League of Greater Kansas City, Ivanhoe, Upper Room, Reconciliation Services and Policy Link. Learn more online at marc.org/sustainableplaces/social-equity.htm.



Bancroft School: From Vacant to Vibrant

On November 3, Manheim neighborhood residents will participate in a groundbreaking for the long-awaited Bancroft School redevelopment project.

About 18 months ago, representatives from the Make It Right Foundation, the organization founded by actor Brad Pitt to address housing needs in New Orleans after Hurricane Katrina, approached Congressman Emanuel Cleaver II

about opportunities for redevelopment in Kansas City. The congressman directed them to the Green Impact Zone and after numerous tours and meetings with staff and neighborhood leaders, the foundation focused on the Bancroft School building — a 108-year-old structure at 43rd Street and Tracy, vacant since 1999 — that the Historic Manheim Park Neighborhood Association has long identified as a priority for redevelopment.

Key Project Features:

- 50 units of affordable housing — 29 in renovated school and 21 in new construction
- 28 one-bedroom units, 17 two-bedroom units and five three-bedroom units
- Unit sizes ranging from 650 to 1,315 square feet
- Net rents ranging from \$200 to \$675 per month
- 6,250 square-foot community area on ground floor, with space for:
 - Manheim Park Neighborhood Association office
 - Truman Medical Center outreach facility
 - Computer lab for public use
- Secure parking garage with environmentally friendly green roof
- LEED Platinum standards for green design



The Make It Right Foundation is partnering with a local developer, the Dalmark Development Group; Neighborhood Housing Services; BNIM Architects; the Manheim Park Neighborhood Association; Truman Medical Center; Straub Construction; MARC and the Green Impact Zone on a \$14 million redevelopment that will include 50 affordable housing units — 29 in the remodeled school building and 21 in new townhomes to be constructed on school grounds.

The Bancroft building will also house a health clinic, space for community activities and classes, a KCPD foot patrol station and an office for the neighborhood association.

Both the renovation and new construction will meet LEED Platinum standards for green design. BNIM Architects' proposed design for the project was recently honored with a Social Economic Environmental Design (SEED) award, which recognizes excellence in public interest design.

The Make It Right Foundation will also donate \$2.3 million to the project. Another \$1.4 million will come from federal and state low-income housing tax credits; \$3 million from federal and state historic preservation tax credits; \$676,000 from Affordable Housing Assistance Program tax credits; and \$200,000 from EnergyWorksKC based on a recommendation by the Green Impact Zone to help close the project's final funding gap.



Watch the SEED video about Bancroft at www.youtube.com/watch?v=hLfnlqJHo8Q



Rendering courtesy of BNIM Architects



More Housing Initiatives

HOUSING TOUR — In July, the Green Impact Zone and the Housing Authority of Kansas City hosted the third annual Urban Homes Tour. The tour is a unique opportunity for potential homebuyers to think outside the box and open their eyes to the possibility of buying a home in the urban core. In addition to touring homes for sale in and around the zone, participants attended workshops to learn about financing and special incentive programs for homebuyers.

CLEANING UP BLIGHT — In August, the Jackson County Land Trust transferred ownership of 447 blighted and abandoned properties in and near the Green Impact Zone to the city of Kansas City's Homesteading Authority. The city will work with local organizations and individuals to rehabilitate the properties, and the Green Impact Zone will work with the city to ensure that neighborhoods continue to have a voice in what happens to abandoned properties within their boundaries.

MASTER PLANNED DEVELOPMENT DISTRICT — The Ivanhoe Neighborhood Council, the Green Impact Zone and APD (a housing consultant) are collaborating on plans for a catalyst project along 39th Street, part of a Master Planned Development designation that could provide a framework for further development in Ivanhoe. The 39th Street Gateway would include mixed-income, multi-phased development — including duplexes, senior cottages and single-family homes — on the former Horace Mann School site.



5008 Prospect: A Small Business Incubator

Work is currently underway to turn a vacant building on a four-acre Brownfields site at 5008 Prospect into a valuable community asset. Blue Hills Community Services is leading the project, which will convert the existing 14,168 square-foot structure into a LEED-certified facility with many green features. It will provide office space for small business contractors, along with classroom and meeting space for the community.

The Green Impact Zone was instrumental in securing \$2.2 million in funding for the project as part of the EnergyWorks KC grant from the U.S. Department of Energy. Other funding sources include

\$430,000 from U.S. Department of Housing and Urban Development and loans from Greater Kansas City LISC for initial property acquisition and predevelopment activities.

During construction, Blue Hills Community Services is working with the contractor to provide job opportunities for area residents. The project



Photo and rendering courtesy of Blue Hills Community Services

must meet aggressive MBE/WBE and Section 3 participation goals.

When the 5008 Prospect project is completed in late 2012, small-business owners will be able to lease furnished office space in the building. Business incubator services will include access to computers, Internet and phone connections, printers and copiers, meeting space and storage. Blue Hills Community Services will also provide tenants with onsite contractor development training, assistance on bidding federally funded construction projects, and access to larger regional construction companies and bid opportunities.

The project includes community space for meetings, with a training room that will hold up to 100 individuals. The space will be available for public forums, neighborhood groups and service-based organizations. It will include state-of-the-art presentation capabilities, kitchen facilities and computer kiosks with Internet access.

The new facility will meet LEED (Leadership in Energy and Environmental Design) Silver standards. Green features include:

- Daylight harvesting and occupancy-sensing lighting controls
- Fresh air circulators for improved indoor air quality
- Products that meet standards for low volatile organic compounds.
- Energy-efficient HVAC
- Solar panels
- Pervious surfaces and rain water run-off retention
- Low-flow water fixtures
- Light color roofing to reduce the urban heat island effect
- Building envelope and duct sealing
- Green space for native landscaping, bioswales and rain gardens



Learn more about 5008 Prospect online at www.bhcsmo.org/5008.asp



Supporting Economic Development

A NEW DAY ON TROOST — Working in partnership with Brush Creek Community Partners, the city of Kansas City, the Economic Development Corporation of Kansas City, and the Manheim and Hyde Park neighborhood associations, the Green Impact Zone helped organize and hosted a series of meetings for Troost Avenue business owners. The group is exploring the possibility of forming a Community Improvement District.

SECTION 3 ELIGIBILITY — The Green Impact Zone is encouraging eligible small businesses and residents in the zone to register with the city of Kansas City's Section 3 office. Those who meet income qualifications and complete the application process may be placed on a list to be hired by contractors doing business with the city, such as those constructing the new KCPD East Division Patrol Station and Crime Lab soon to be built at 27th and Prospect, near the northern edge of the zone.

DATA AND EVALUATION — The Green Impact Zone is working with the University of Missouri-Kansas City's Center for Economic Information (CEI) on new projects. When the Green Impact Zone initiative was first launched, CEI conducted initial surveys of neighborhood conditions to help zone partners develop strategies and measure progress. Data from the survey is available to residents, businesses and other partners through an interactive website located at <http://kc-csrvc-eiweb.kc.umkc.edu/greenimpactzone>.



In today's job market, applicants often need an edge just to get a foot in the door — especially in the urban core, where unemployment rates approach 50 percent in some areas. The Green Impact Zone helps job seekers stand out from the crowd with a free, week-long Essential Employability Skills (EES) training for unemployed and underemployed residents.

The Green Impact Zone hosted four EES sessions in 2012, providing 58 participants with the basics they need to get started on a career path — a strong resume, a professional appearance, interviewing skills and an understanding of the importance of a good work ethic. The EES course complements hard-skills training and job placement services provided by organizations like the Full Employment Council, Metropolitan Energy Center and Metropolitan Community College Institute for Workforce Innovation.

EES training is open to residents from the Green Impact Zone and other parts of the city, including



Photos courtesy of ReEngage, Inc.

some enrolled in the Metropolitan Energy Center's environmental remediation training. One of the August EES sessions included an introduction to business management for five small-business entrepreneurs. It targeted residents of the Manheim neighborhood who are seeking employment related to the upcoming redevelopment of the vacant Bancroft School into housing units by the Dalmark Group and the Make It Right Foundation. EES training was facilitated by Twana Hall-Scott and Anwar Jones of the Green Impact Zone; Florene Bellows, U* R*MPLOYABLE; Debra Bronston, On-Point Career Strategies; Kristi Jackson,

CareGivers; Michael Tyler, PrepareToBringIt; and Rodney Knott, ReEngage, Inc.

The Green Impact Zone provides each graduate with a certificate of completion and continuous job leads, but participation does not guarantee graduation. In order to graduate, participants must arrive on time, dress in business attire and demonstrate professionalism each day.

In addition to training, August and October EES participants received an added bonus — suits and ties compliments of the Men’s Wearhouse, Diamond Knots and Connections to Success. In August, the Haddad Restaurant Group provided catered lunches for EES students each day.

Congressman Emanuel Cleaver II attended a graduation celebration for EES participants on Aug. 30 at the zone office. He congratulated the class on completing the training and complimented their new looks. He shared a story about his own lessons in the importance of a professional appearance from his early days campaigning for the office of mayor in Kansas City and told the graduates “Employers will hire you over the next guy who doesn’t look this sharp. I’d hire you over the next guy.”

The Green Impact Zone’s involvement with EES graduates doesn’t end with the weeklong class. Those who successfully complete the program are invited to participate in interview fairs throughout the year. The Green Impact Zone has hosted three interview fairs where local employers — including Garmin, CareGivers, Truman Medical Center, Children’s Mercy Hospital, Foutch Brothers, ManPower, New Horizons, Straub Construction and Green Vet — interviewed current and past EES graduates. To date, the interview fairs have resulted in 13 hires of EES graduates.

The zone also maintains a jobs pipeline of more than 400 residents who are seeking employment, and alerts them to job opportunities through emails and call blasts.



See more photos of our EES classes and graduates on Flickr: <http://bit.ly/S9kvoe>



Building Community Capacity

COMMUNITY LEADERSHIP PROGRAM —

In its third year, the Green Impact Zone Community Leadership Program hosted 7 training series for 273 participants. The program is made up of five separate training series — Personal Strengths, Facilitation Skills, Relationship Building, Problem Solving and Community Building. Each series includes five class sessions. Community Leadership Program courses are offered at no charge to Kansas City, Mo., residents. Classes are held at the Green Impact Zone office, on the nearby University of Missouri–Kansas City and Rockhurst University campuses, and at Penn Valley Community College. To date, 45 residents have earned certificates in all five series.

NEIGHBORHOOD GRANTS — The Green Impact Zone has provided small neighborhood capacity-building grants, ranging from \$2,800 to \$6,400, to each of the five neighborhood associations, based on neighborhood populations. The grants have supported a variety of neighborhood projects, including:

- Blue Hills — Purchase of computers and a copier machine.
- Ivanhoe — Block captain training
- Manheim — “Manheim Spring” cleanup and dumpster days
- Town Fork Creek — Membership drive and t-shirts
- Troostwood — Application for 501(c)3 status



TIGER: Repairing Crumbling Infrastructure

In February 2010, as part of the American Reinvestment and Recovery Act the U.S. Department of Transportation awarded a \$50 million TIGER grant to the Kansas City region. The TIGER program (Transportation Investments Generating Economic Recovery) is part of the federal stimulus plan to spur economic growth through targeted investments.

More than half of the \$50 million grant — \$26.2 million — was allocated specifically to projects in the Green Impact Zone. The Kansas City Area Transportation Authority and city of Kansas City, Mo., are overseeing the work, which includes:

- Traffic signal improvements to replace outdated poles and controls with modern equipment and to interconnect and synchronize signals.
- Transit improvements, including shelters, benches, signage and lighting at selected bus stops.
- Installing pervious pavement and testing the effectiveness of different surfaces in managing stormwater runoff.

- Replacement of miles of broken sidewalks, curbs and driveway approaches along all arterial streets and many residential streets.



- Construction of a pedestrian walkway along Brush Creek under the new Troost Bridge.
- Resurfacing of arterial and neighborhood streets as funding allows.

Sidewalk improvements along arterial streets were completed last year, making it safer and easier for residents to travel along Troost, Paseo, Prospect, Swope Parkway, Emanuel Cleaver II Boulevard, and 39th, 43rd and 41st Streets. Over the past few months, sidewalk work has expanded into residential neighborhoods in the Manheim and Troostwood neighborhoods. These improvements have not been without controversy, as some sidewalk improvements require the removal of mature trees that line neighborhood streets in the city right-of-way.

Pervious pavement demonstration projects at two intersections along Emanuel Cleaver II Boulevard began this fall. At one intersection, construction crews installed a geotextile fabric barrier and layer of small rocks under a new porous asphalt surface. At another, the crews installed a pervious concrete surface. The two surfaces will be evaluated to learn which does the best job of reducing stormwater runoff and filtering out pollutants.

On May 5, Kansas City celebrated the completion of the Troost Avenue Bridge with a ribbon cutting and street festival. Congressman Emanuel Cleaver II, Mayor Sly James and several members of the city council joined other dignitaries for the ceremonial ribbon cutting, followed by a free concert with some of the city’s best-known jazz musicians. The “Meet Me at the Bridge” street festival was organized by Brush Creek Community Partners and the Green Impact Zone.

City contractors will begin work on the remaining TIGER projects — traffic signal improvements, street resurfacing projects and the pedestrian path under Troost Bridge next year, and expect to complete all TIGER-funded projects in the Green Impact Zone by late 2013.



Follow progress of all TIGER grant initiatives, including those in the Green Impact Zone, at www.marc.org/TIGER



Challenges in Sidewalk Improvements

In some cases, replacing sidewalks has meant removing trees — which has led to protests that ranged all the way from phone calls to city council members to outside groups calling television news crews to film “performance art” as they chained themselves to trees.

This has been a valuable opportunity for the Green Impact Zone, in collaboration with the city (as project manager), to develop some best practices for working through the challenging situations that inevitably arise during times of change:

LISTEN — Begin by listening to everyone involved. Even when people disagree, civil conversation helps clarify the issues.

PROVIDE INFORMATION — Make sure people understand the facts, not rumors.

BRING PEOPLE TOGETHER — Nothing beats face-to-face conversation. Invite everyone involved to a meeting or open house.

KEEP IT CIVIL — Whether in person or online, it helps to lay some ground rules of what is and is not acceptable in civil communication.

HELP ANALYZE OPTIONS — Any change comes with both costs and benefits. Helping people understand the true cost of various options allows them to reach informed conclusions.

First and foremost, we believe in listening to the needs and priorities of the people who live in the Green Impact Zone. They are the people whose lives are most directly affected by decisions, and are best served when we follow the equity principle of “Planning with us, not for us.”



SmartGrid: Improving Energy Efficiency

On October 12, the Green Impact Zone joined KCP&L, elected officials, area residents and others to celebrate the opening of KCP&L’s SmartGrid Innovation Park.

Part of the utility’s SmartGrid Demonstration Project, the Innovation Park is designed to provide an educational experience for the whole family — a place where guests can explore and learn more about the new SmartGrid and how it is transforming the community.

With the help of a grant from the U.S. Department of Energy, KCP&L is investing more than \$48 million in the SmartGrid Demonstration Project in and around the Green Impact Zone. The SmartGrid will provide some 14,000 KCP&L customers with new tools to manage their electricity use and costs, along with significant upgrades to the infrastructure that provides residents with reliable electric power.

The SmartGrid Innovation Park contains a walking path and sitting plaza that surround a

large, sophisticated lithium ion battery and a solar panel array — both of which help the grid meet the energy needs of people who live and work within the SmartGrid Demonstration Area. It also houses an electric vehicle charging station and an information kiosk. The park is open seven days a week and admission is free.

The new technologies deployed by KCP&L in the SmartGrid area will help reduce energy delivery



costs, decrease area power outages, get the lights back on more quickly when an outage does occur, and help strengthen the nation's power grid.

In addition to new smart meters, installed last year, residents in the demonstration area have access to programmable MySmart Thermostats, which work in conjunction with the online MySmart Portal and MySmart Home to help residents monitor day-to-day electricity usage.

EnergyWorks KC

In addition to new SmartGrid technology, residents of the Green Impact Zone and six other Kansas City neighborhoods have the opportunity to make their homes more energy efficient with support from EnergyWorks KC. The program, managed by the city of Kansas City, in partnership with the Metropolitan Energy Center and the Mid-America Regional Council, offers easy access to rebates, loans and other incentives for those wanting to conduct energy audits and improve comfort and energy efficiency for their properties.

EnergyWorks KC has also provided financial support for deconstruction of blighted buildings found to be beyond rehabilitation. Carefully deconstructing these buildings not only salvages building materials for recycling and reuse, but also provides jobs. With support from EnergyWorks KC, the Green Impact Zone and other partners have facilitated deconstruction and OSHA job training for area residents — a model recognized as unique by the U.S. Department of Energy.

In September, EnergyWorks KC and the Green Impact Zone drafted a white paper for the Department of Energy to document best practices in deconstruction training, outreach efforts related to weatherization and other energy programs in the zone.



More information on energy programs is available online at kcplsmartgrid.com and beyondthebulb.org.



Accessing the Google Fiber Network

In July, Google announced details about a new ultra-high-speed Internet service in Kansas City, outlining a demand-based plan to determine where the new service would go. Google also announced a plan to help shrink the digital divide by offering free Internet for seven years (at lower speeds) with a minimal installation charge for residents of “fiberhoods” that met pre-registration goals.

Many neighborhoods west of Troost — the city's historic racial dividing line — met Google's goals very quickly, while east of Troost the registrations were much lower. Not wanting zone neighborhoods and residents to be left behind, the Green Impact Zone staff met with the Google Fiber Team and provided data that helped reduce the sign-up goals in some neighborhoods. Zone staff also helped organize door-to-door engagement of residents and informational events at churches and other locations in the zone.

With Google's deadline just a few days away and registrations still lagging, zone staff coordinated with Paint the Town Green, an effort launched by the Social Media Club of Kansas City, and many others to help urban-core neighborhoods qualify for Google Fiber by securing funding and helping residents complete online registration.

With the help of a large network of volunteers, all of the neighborhoods in the Green Impact Zone were able to meet pre-registration goals, ensuring high-speed fiber access for schools and public buildings in the zone.



Public Safety: Citizens Police Academy

In September and October, the Green Impact Zone hosted the Kansas City Police Department's Citizens Police Academy — a first for both organizations.

KCPD routinely offers Citizens Police Academy courses on Thursday evenings at its regional training facility on Pleasant Valley Road north of the river. Since many Green Impact Zone residents rely on public transportation, the academy was inaccessible to them.

Chief Darryl Forte met with Green Impact Zone staff shortly after his appointment as Kansas City's new chief of police, and he made it a priority to bring the academy to the zone. KCPD worked with zone staff to develop a six-week program, held each Saturday at the zone office. According to Angela McCune, KCPD facilitator, this was the first time the department partnered with another group to host the academy; the first time classes were held on the weekend; and the first time in five years the academy was offered south of the river.



The Citizens Police Academy offers a unique opportunity for residents to get to know police officers and learn more about police procedures. The zone's 27 academy participants learned about the police department's recruitment process and training curriculum; 9-1-1 calls and dispatching; and reporting and resolution processes for community complaints. They also had the opportunity to tour the KCPD crime lab and helicopter, learn about the equipment used by tactical and bomb squad officers; and participate in ride-alongs with officers.

By encouraging stronger relationships between police officers and residents, KCPD and the Green Impact Zone hope to help lower crime rates and improve public safety in neighborhoods that have often seen some of the highest crime rates in the city. Through the first nine months of 2012, KCPD data for the five neighborhoods that comprise the Green Impact Zone (Blue Hills, Ivanhoe, Manheim Park, Town Fork Creek and Troostwood) shows decreases or only slight increases in several categories of reported crimes.

For the past two years, KCPD has taken an active approach to community policing by scheduling roll calls in front yards in Green Impact Zone neighborhoods. The roll calls provide an opportunity for residents to meet police officers, discuss any concerns about public safety and learn what they can do to help prevent crime.

KCPD has hosted three roll calls in the Ivanhoe neighborhood; three in Manheim Park; two in Town Fork Creek; and one each in Troostwood and Blue Hills.



Public Safety and Community Services

NATIONAL NIGHT OUT AGAINST CRIME

— In August, the Green Impact Zone helped organize information booths for 28 community agencies at the National Night out Against Crime held at Swope Park. Approximately 900 people attended the event.

CONVOY OF HOPE

— The Green Impact Zone participated in the third annual Kansas City Convoy of Hope held in June. More than 8,000 people received assistance at the Convoy, which provides free groceries, clothing, shoes, haircuts, family photos and more to residents in need. Zone staff managed the Community Resource and Job Assistance tents at the event, providing more than 3,000 participants with information from community service agencies and helping 109 people create résumés.

SHOT SPOTTER TECHNOLOGY

— In October, with support from the Kansas City Area Transportation Authority, the Kansas City Police Department activated a Shot Spotter system in a 3.5-square-mile area of the urban core that encompasses part of the Green Impact Zone. The system is designed to help reduce crime and speed up police response. Shot Spotter technology uses sensitive audio equipment to triangulate the source of gunshots and can identify the number of shots fired, the number of weapons used, and the location within a few feet. Congressmen Emanuel Cleaver II helped secure \$720,000 in federal funding to implement Shot Spotter and support the system for five years.

City of Kansas City Investments



The city of Kansas City's support for the Green Impact Zone has been instrumental in building a solid foundation for community transformation. Since September 2009, the city has invested \$3.25 million in the Green Impact Zone. In addition to administrative costs for office space and staff to manage this complex initiative, these funds have supported a wide variety of projects, including:

- Community leadership training for more than 250 residents of the zone and other KC neighborhoods
- Neighborhood capacity-building projects such as neighborhood cleanup events
- Community-wide events and door-to-door outreach to inform residents about available services
- Job skills training for young adults who have completed concrete repair work at nearly 100 homes in the zone
- Extensive data collection to document current conditions and measure progress in the zone
- Strategic planning to support housing and redevelopment projects
- Youth programs to offer environmental education and leadership training to high-school students in the zone
- Attracting national and local developers and investors to the zone and to Kansas City.

Leveraging Public and Private Investments

Kansas City's initial investment has helped leverage numerous additional federal grants, and these public investments are now leveraging even more private funds. The following list itemizes more than \$178 million in investments that were either facilitated by the Green Impact Zone concept or came about as a result of zone partnerships.

- **SmartGrid** — \$48 million in DOE and KCP&L funds for a SmartGrid demonstration project in the zone and surrounding neighborhoods.
- **TIGER** — \$50 million in DOT funds for transportation infrastructure (\$26.2 million in the zone) and improved transit access across the region.
- **EnergyWorks KC** — A \$20 million EECBG grant to Kansas City and partners for energy retrofits in the zone and six other KC neighborhoods.
- **Sustainable Communities** — \$4.25 million in HUD funds for sustainability planning in the region, including \$145,000 for housing work in the zone.
- **Brownfields Development** — A \$1 million EPA grant for brownfields development in Jackson County, with a particular focus on the zone.
- **Housing Rehabilitation** — 23 Properties and \$172,500 donated by Wells Fargo to the Ivanhoe Neighborhood Council.
- **Weatherization** — \$2.7 million in MDNR funding for an ongoing city program, adding 115 homes in the zone where weatherization was completed.
- **Related Investments** — Troost Bridge, \$9 million; Troost BRT, \$24.5 million; NSP3, \$1.8 million; NHS (Federal Home Loan Bank) \$283,000; EDA (Climate Sustainability Center Study) \$250,000.
- **Blue Hills Contractor Incubator Project** — \$2.2 million of a \$3.1 million renovation of the 5008 Prospect building, which will serve as a contractor's incubator and Blue Hills Community Services offices.
- **Bancroft School Development** — A \$14 million redevelopment of the vacant Bancroft School with affordable housing units and community space.

Summary of MARC Zone Expenditures

Since 2009, the Mid-America Regional Council has provided administrative support for the Green Impact Zone initiative. While the zone has been instrumental in bringing a number of federal grants to the region, this summary 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, and some grants serve other areas in the region in addition to the zone. See the color key below for more information.

Category	Budgeted Amount	Current Period Expenses (Aug. 1–Sept. 30, 2012)	Cumulative Expenses (since 9/1/09)
Personnel (salaries, fringe benefits, indirect)			
KCMO	1,960,759.37	157,014.95	1,796,872.82
TIGER	150,000.00	12,670.39	70,942.71
EnergyWorks	150,765.00	12,204.13	81,818.79
LIWAP	182,046.00	—	139,556.99
Consultants/contractual services			
KCMO	877,247.76	55,816.00	855,161.14
LIWAP	2,477,103.00	—	1,496,707.12
CSP	145,000.00	—	145,000.00
Office lease, furnishings, equipment			
KCMO	243,456.43	16,346.92	230,893.82
LIWAP	17,985.00	—	9,785.22
Other expenses			
KCMO	168,536.44	2,249.84	130,194.72
LIWAP	22,866.00	—	28,630.15
TOTALS			
MARC-Administered Funds	6,395,765.00	256,302.23	4,985,563.48

- **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) for a total of \$3.25 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. \$145,000 is designated for housing and redevelopment planning in the Green Impact Zone.



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