

## PROGRESS REPORT

June 11, 2012

### *The Green Impact Zone Vision:*

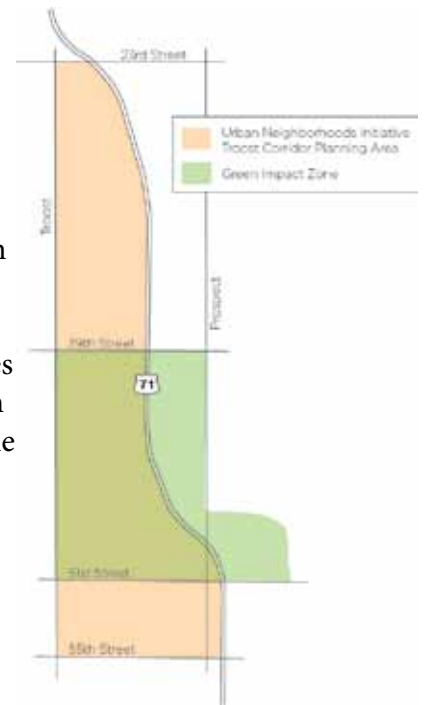
*To develop a sustainable community; one that is environmentally, economically and socially stronger tomorrow than it is today — using a comprehensive green strategy, coordinated programs with innovative delivery mechanisms, and intense resident engagement to more rapidly push community change, build 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.

### Large portion of Green Impact Zone is included in “Big 5” Urban Neighborhood Initiative

In late February, the Greater Kansas City Chamber of Commerce announced that its Urban Neighborhood Initiative (UNI), one of the chamber’s Big 5 ideas, had selected the Troost Corridor for its first neighborhood revitalization effort. The UNI Troost Corridor area 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.

This week, the Green Impact Zone will submit an initial action plan to UNI outlining strategic plans that are already in progress, along with plans not yet implemented, related to housing, employment, human capital and public safety. UNI has specifically asked the neighborhoods within the planning area to identify any gaps and barriers that might impede progress. UNI will use the information submitted by the Green Impact Zone and other neighborhood organizations to develop its own action plan, which it expects to release in November.



### City authorizes third-year grant

In March, the Kansas City, Mo., City Council approved the allocation of \$750,000 in continued funding for the Green Impact Zone in its third year of operation. The city funds are used for administrative costs (including staff and office space) and neighborhood outreach efforts. The city awarded \$1.5 million to the zone in its first year of operation, followed by \$1 million in the second year. Councilmembers Jermaine Reed and Melba Curls led efforts to secure the third-year funding.

## STRATEGY AREAS

### Housing

- ▶ The Green Impact Zone applied for two Federal Home Loan Bank grants. If awarded, the grants will help homeowners in two zone neighborhoods with minor home repairs. Grant announcements are expected in November.
- ▶ In March, APD, the zone's housing consultant, hosted a second developer's forum, an opportunity for developers interested in rehab and development opportunities in the zone to share their ideas and plans.
- ▶ APD also hosted focus groups for Realtors to learn about the challenges and barriers they encounter when trying to find properties in the urban core for potential buyers. The Green Impact Zone and the Housing Authority of Kansas City also hosted a housing fair for potential homebuyers, with sponsorship from Capitol Federal, Bank of Kansas City and US Bank. The focus of the fair was to educate potential homebuyers, introduce them to lenders and promote the housing inventory of Blue Hills Community Services, Neighborhood Housing Services, Habitat for Humanity, Swope Community Builders and Ivanhomes, Inc. The next home fair and tour will be on July 21.
- ▶ Manheim Park residents and neighborhood leaders participated in a housing charrette on March 17 to discuss conceptual and schematic designs for housing around the Bancroft school redevelopment. Residents also discussed the use of open spaces, green initiatives and supporting walkable communities linked to commercial corridors.
- ▶ Green Impact Zone staff met with the Jackson County Land Trust to discuss 351 properties in and around the zone that are currently owned by the land trust. The zone is encouraging transfer of ownership to the city of Kansas City's Urban Homestead Authority.

### Public Safety & Community Services

- ▶ The Kansas City Police Department will conduct a special Citizen Police Academy (CPA) at the Green Impact Zone offices this fall. The special session will be conducted over six Saturdays, beginning on Sept. 8. The CPA is designed to help residents understand how the police department functions and how they can become more proactive in their communities. Normally, the CPA is held at a KCPD facility north of the river, a location that is difficult for zone residents — particularly those who rely on public transportation — to reach.
- ▶ Planning is underway for the National Night Out Against Crime, which will be held on the first Tuesday in August. The Green Impact Zone is working with leaders from the Ivanhoe neighborhood and others to plan a community event at Swope Park. Zone ombudsmen Anwar Jones and Kourtney Woodbury are serving on the planning committee.

- ▶ In April, the zone helped promote a women's self-defense class held at Paseo High School in conjunction with the Kansas City Police Department.
- ▶ The KCPD Central Division conducted a community Roll Call in the Manheim neighborhood on April 12. Community roll calls allow residents to meet police officers who serve their neighborhoods, ask questions and build relationships.
- ▶ On May 4, Congressman Emanuel Cleaver II and Kansas City, Mo., officials announced that the Kansas City Police Department will soon implement new technology that will help KCPD officers respond more quickly to gunfire incidents. When shots are fired, the ShotSpotter sensors and software triangulate and pinpoint the precise location of each round within seconds. The ShotSpotter system will be implemented in Kansas City neighborhoods, including the Green Impact Zone, through a partnership between the Kansas City Area Transportation Authority (KCATA) and KCPD.

## Infrastructure

- ▶ On May 5, Kansas City celebrated the completion of the Troost Avenue Bridge with a ribbon cutting 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. Troost Avenue has long been known as a racial and economic dividing line. The new bridge, located in the Green Impact Zone, symbolizes how communities can come together to transform disinvested neighborhoods into sustainable places. The city of Kansas City funded improvements to the bridge — including a new pedestrian walkway to be completed in 2013 — with federal funds awarded through the American Reinvestment and Recovery Act.



- ▶ On April 3, Blue Hills Community Services held a news conference to announce the investment of \$3.1 million to repurpose an existing 14,168 square-foot building in the



Green Impact Zone. The building, at 5008 Prospect, will provide a center for green career development, training and business development for small business contractors, and serve as a focal point for community programs and services for surrounding neighborhood groups. The Green Impact Zone was instrumental in helping to secure funding for the project. Blue Hills later held a walk-through for interested contractors to explore the building before bidding on construction services. About 60 contractors were in attendance.

- ▶ Bancroft School developers are currently finalizing plans with J.E. Dunn, the primary contractor for the project. With financial support from the Make It Right Foundation, the Dalmark Development Group will convert the 103-year old property into 50 affordable housing units that meet LEED Platinum standards for green design.
- ▶ Work continues on transportation infrastructure improvements in the Green Impact Zone funded by the region's TIGER grant (Transportation Investments Generating Economic Recovery). In April, TIGER project managers reported the following progress:
  - The sidewalk rehabilitation projects along major streets of the Green Impact Zone that began last fall are essentially finished.
  - Traffic-signal interconnection/modifications and pervious pavement projects are scheduled to start construction this month.
  - Kansas City, Mo., recently solicited bids from contractors for street resurfacing, as well as five more projects to replace crumbling sidewalks, curbs and driveway approaches. Sidewalk projects in the Manheim Park, 49-63 and Ivanhoe neighborhoods are expected to begin in August.
  - Final designs for the Troost Avenue pedestrian bridge were completed in May.

Residents can follow progress online through MARC's Tiger Tracker website, [ww.marc.org/tiger](http://ww.marc.org/tiger).


### Energy Efficiency

- ▶ Zone staff attended regular meetings with KCP&L to discuss outreach for the utility's SmartGrid demonstration project.
- ▶ KCP&L is training some of its staff on modules of the Roots for Success program, a national environmental literacy program that zone staff has embraced.
- ▶ KCP&L is also seeking input from zone staff on locations for solar panel demonstration projects at churches in the Green Impact Zone.
- ▶ Bridging the Gap and EnergyWorks KC are working with the zone on water conservation issues. At the Green Impact Zone's March CAP (Capacity Building) meeting, neighborhood representatives heard a presentation from Bridging the Gap about WaterWorks!, which includes free downspout disconnections, free in-home, water-savings kits, a rebate program for high-efficiency toilets, a rain-barrel workshop and the installation of a model rain garden. This 15-month water conservation program has the potential to reduce residents' utility bills by about \$200 per year. In addition, approximately 200 residents will receive free installation of the in-home water savings kits. WaterWorks will also offer some short-term hourly employment to neighborhood residents.

## Urban Agriculture

- ▶ The Ivanhoe Neighborhood Council continues to promote its “Grown in Ivanhoe” initiative and offer gardening classes to residents.
- ▶ Residents of Blue Hills are collaborating on a community garden at 49th and Olive.

## Employment & Training

- ▶ 164 people have filled out applications for the Green Impact Zone’s Workforce Jobs Pipeline. Those who have been out of the job market recently are encouraged to attend the zone’s Essential Employability Skills (EES) training. This training includes but is not limited to Resume Writing, Interview Coaching, Time Management, Conflict Resolution, and Relationship and Workplace Communication skills. The Green Impact Zone will refer those who successfully complete EES training to area employers. Staff members are also continually seeking employers to hire participants who successfully complete the EES training.
- 
- ▶ In the third round of EES training, conducted in March and April, 22 of 54 eligible applicants completed the program. Eighteen went on to take a deconstruction class sponsored by Metropolitan Community College. The class resulted in a certificate of completion. Five of the EES graduates were picked up by Green Vets, a construction/deconstruction firm, as independent contractors; another was hired by Heartland Sheets. The next round of EES training will take place August 13–17.
  - ▶ Blue Hills Community Services is encouraging contractors working on the 5008 Prospect renovation (soon to be the site of a Small Business Incubator) to hire participants who completed the EES training.
  - ▶ The zone is also collaborating with the Make It Right Foundation and Dalmark on employment outreach for jobs associated with the Bancroft School redevelopment project, with a focus on job opportunities for Manheim Park residents.
  - ▶ Eligible small businesses and residents in the zone are being encouraged to register with the city of Kansas City, Mo., Section 3 office. Those who meet income qualifications and complete the Section 3 application 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.

- ▶ The Metropolitan Energy Center has asked Green Impact Zone staff to conduct the job-readiness section of its six-week job training program in environmental remediation. Classes will begin in August.
- ▶ Green Impact Zone staff met with representatives of OptumRx, a subsidiary of United Health Care, which plans to hire 1500 customer service call center representatives in the Kansas City area.
- ▶ The zone has had two meetings with representatives from Truman Medical Center to promote the EES program and learn more about TMC's training academy and hiring needs.
- ▶ Staff also talked with potential employers in a variety of fields, including janitorial services, construction, cleaners, horticulture, landscaping, deconstruction and medical businesses.

## Youth

- ▶ Due to limited staff and funding, the third annual NEXUS summer enrichment program for youth will be limited to four activities, one each month. NEXUS students — both new and returning — will visit Starlight Theatre, participate in RevolveKC's earn-a-bike program, and visit Minddrive, a nonprofit program that engages at-risk students in environmentally critical projects using practical science, math, and state-of-the-art technology.

## Neighborhood Outreach

- ▶ On June 16, the Green Impact Zone will join other community partners to host the 3rd annual Convoy of Hope in Swope Park. At the Convoy of Hope, which typically draws thousands of area residents, people receive free groceries and other items, and can connect with a wide array of service providers. The Green Impact Zone will manage the Community Services and Employment tent at the event.
- ▶ The Green Impact Zone, in partnership with Brush Creek Community Partners and the Economic Development Corporation, has organized two meetings for Troost Avenue businesses. More than 50 participants gathered to talk about common issues. The group is discussing more formal options for working together, such as forming a new business association or Community Improvement District (CID).
- ▶ The Green Impact Zone has made space available in its offices for neighborhood associations to use, with access to a computer, printing and filing space. The zone has also provided a dedicated phone line for the Troostwood neighborhood so that residents have a number to call.
- ▶ In June, the Green Impact Zone will conduct door-to-door outreach in partnership with United Services to share information with residents about LIHEAP, the Low Income Home Energy Assistance Program, which can offer help with utilities. Residents will be able to apply for the program at the zone office, which is a more central location than United Services current application centers.

- ▶ June door-to-door outreach will also encourage voter registration in time for the primary and general election.
- ▶ Zone staff submitted a capacity grant application to United Way on behalf of the Manheim neighborhood.
- ▶ The 2012 Community Leadership Program, sponsored by MARC's Government Training Institute with funding from EnergyWorks KC, recently completed the third of five training certificate series that make up the program. Twenty-six residents earned Relationship Building certificates by completing five class sessions, held once each week from April 19 to May 24. In February, 30 residents earned certificates in Personal Strengths, and 31 residents completed the Facilitation series in early April. The fourth series, Problem Solving, began on May 31 with 34 participants registered. It will be followed by the fifth and final series, Community Building. More than 450 Kansas City residents have participated in the program since its inception in fall 2009, and 43 residents have earned certificates in all five series.
- ▶ **Neighborhood News:**
  - Two zone neighborhood associations recently elected new presidents – Wanda Taylor in Troostwood, and Phyllis Ray in Blue Hills. The Green Impact Zone maintains a list of neighborhood leadership contact information and meeting dates and times, and encourages residents to get involved in their neighborhood associations.
  - Town Fork Creek leaders met with the city manager after the city received more than 300 calls to the 3-1-1 action line about abandoned properties. Residents learned that their active involvement can make their issues a higher priority for the city.
  - Town Fork Creek also launched a writing campaign to support legal aid services to help with code violations and other neighborhood issues.
  - In May, the Ivanhoe neighborhood celebrated the opening of an ADA-accessible “boundless playground” for children of all abilities at Nutter Park.
  - Manheim Park neighborhood leaders invited zone staff to meet with representatives from Urban Rangers, a group that will collaborate on neighborhood cleanup events in Manheim.
  - Troostwood held a neighborhood cleanup event on Saturday, May 12.
  - Manheim Park held a “Building Community” event on Saturday, April 28. The event featured two dumpsters, one for trash and another for brush and leaves; voter registration; and a bake sale. Sixty residents and volunteers participated.
  - Town Fork Creek conducted a neighborhood clean-up on May 19. More than 30 bags of brush were collected, along with 20 bags of trash and 2 large boxes of glass.

- The Manheim Neighborhood, in partnership with Kansas City's Neighborhood Housing Services, participated in NeighborWorks® Week from June 2–9. Nationwide, NeighborWorks® participants spent the week working on neighborhood clean-up activities, home repairs and rehab, painting and landscaping projects. Manheim activities include mowing of 43 Land Trust-owned lots located within the neighborhood and an energy audit demonstration by EnergyWorks KC.

## Other Activities

- ▶ Anita Maltbia attended a roundtable seminar, hosted by the Federal Reserve Bank, which explored innovative approaches to revitalizing distressed neighborhoods.
- ▶ Staff met with the Kansas City, Mo., planning department about development policies to support reinvestment within the zone.
- ▶ Anita Maltbia and Cokethea Hill made presentations to the Jackson County Land Trust and the Federal Reserve's Community Economic Development Board.
- ▶ Staff met with representatives from the YMCA to discuss potential synergies and opportunities for collaboration.
- ▶ The Green Impact Zone was highlighted in "We Are Superman," a documentary focusing on Troost Avenue as a historic racial dividing line. Anita Maltbia participated in a panel discussion at the film's premiere on April 20.
- ▶ The zone hosted two meetings of the Creating Sustainable Places (CSP) equity partners. The group is working to incorporate equity issues in the CSP agenda and in its plans for key transportation corridors across the region.
- ▶ Zone staff met with Michelle Rooney, Congressman Emanuel Cleaver's local communications director in March.
- ▶ In March, the Green Impact Zone invited neighborhood leaders and key stakeholders to a meeting with Nancy Sutley, chair of the White House Council on Environmental Quality and a key advisor to President Obama on environmental issues. Following the meeting, Sutley toured the zone with Congressman Cleaver.
- ▶ Anita Maltbia and Dean Katerndahl participated in a webinar with PolicyLink.
- ▶ Twana Hall-Scott joined Councilman Jermaine Reed on a radio talk show on KPRS to discuss housing, employment, training and other projects underway in the zone.
- ▶ Anita Maltbia met with IFF, an organization that provides funding and gap financing to nonprofit agencies; the Women's Employment Network; and the Alliance for Economic Inclusion.



- ▶ Anita Maltbia and Twana Scott met with John DeBauche of the city of Kansas City's planning and development department. The department develops plans for 18 separate areas in the city. The Green Impact Zone falls partly in the city's Midtown/Plaza planning area and partly in the Heart of the City area. Discussions focused on potential synergies and opportunities for collaboration.
- ▶ Twana Hall-Scott attended public hearings regarding the future of the Horace Mann School, which was devastated by fire several months ago.
- ▶ Cokethea Hill, lead zone ombudsman, made a presentation about the Green Impact Zone at the United Way board retreat. She joined Sandra Hayes, Manheim Park Neighborhood Association president and Carol Grimaldi, Brush Creek Community Partners executive director on a panel to discuss the Urban Neighborhood Initiative, part of the Greater Kansas City Chamber of Commerce's Big 5 Ideas.
- ▶ Anita Maltbia met with representatives of the Kresge Foundation to discuss opportunities related to using the arts as a community revitalization tool.
- ▶ Anita Maltbia is serving on a local planning committee of the New Partners for Smart Growth, which will hold its conference in Kansas City in February 2013. Ms. Maltbia made a presentation at one of the organization's previous conferences.
- ▶ Anita Maltbia participated in interviews for a consultant to work on the Troost Corridor plan as part of the Creating Sustainable Places initiative.
- ▶ Staff met with members of the City Council on May 8 to discuss the budget and reporting requirements for the city's Year 3 funding.
- ▶ Staff met with representatives of Purpose Built Communities to discuss next steps in the relationship between the two organizations.
- ▶ Anita Maltbia made a presentation about the Green Impact Zone to Helix Architecture + Design, a primary contractor for the new KCPD Crime Lab.
- ▶ Anita Maltbia and Twana Scott participated in the city of Kansas City's 2012 Governance Summit on May 30.

## 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 (3/1/12-4/30/12)	Cumulative (Since Sept. 2009)
<b>Personnel (Salaries, fringe benefits, indirect)</b>			
KCMO	1,960,759.37	98,277.32	1,639,857.87
TIGER	150,000.00	6,731.16	58,272.32
EnergyWorks	75,073.00	7,541.64	69,614.66
LIWAP	182,046.00	—	139,556.99
<b>Consultants/contractual services</b>			
KCMO	877,247.76	142,967.50	799,345.14
LIWAP	2,477,103.00	—	1,496,707.12
CSP	145,000.00	—	145,000.00
<b>Office lease, furnishings and/or equipment (computers, phone, etc.)</b>			
KCMO	243,456.43	13,932.69	214,547.00
LIWAP	17,985.00	—	9,785.22
<b>Other expenses (e.g., meeting expenses, training, printing, postage, supplies)</b>			
KCMO	168,536.44	1,837.05	127,944.88
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) 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 \$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.



**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
- Cokethea Hill, Lead Community Ombudsman
- Anwar Jones, Field Ombudsman
- Kourtney Woodbury, Field Ombudsman
- Shonrice 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