



### Cover Sheet

<b>Organization</b>	LakewoodAlive
<b>Organization Type</b>	Not-For-Profit
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<b>Federal Tax ID #</b>	55-0793987
<b>DUNS #</b>	961980146
<b>Project/Program Name</b>	Paint Rebate Program
<b>Total FY19 Project Budget</b>	\$28,000
<b>FY19 CDBG Funding Request</b>	\$28,000

### Abstract

LakewoodAlive is a 501 (c) 3 community development organization. Our mission is serving as a community centered non-profit that fosters and sustains vibrant neighborhoods. This is accomplished by both commercial and residential programs that holistically complement one another and further strengthen Lakewood's neighborhoods.

The Paint Lakewood Program, a program within LakewoodAlive's Housing Outreach Program, is a program designed to help reduce the cost of exterior painting for residents. From the inception of the program in 2010, Paint Lakewood has offered a rebate on materials costs for low-moderate income households. In 2015, LakewoodAlive was approved to offer an increased rebate to homeowners to include a portion of the labor cost as well as material costs in the reimbursement. Since 2016, LakewoodAlive has required a 10% match of funds from our clients. We believe that requiring a percentage of the cost gains a buy-in from the client. The buy-in encourages clients to get quality estimates and to make sure that they are getting the best deal, making the most of the grant.

The program addresses the following needs:

- 1) Improve neighborhood quality/maintain and improve housing quality
- 2) Reduce lead-paint hazards, particularly from peeling paint
- 3) Ensure health and safety of our homes, particularly related to lead based paint
- 4) Abate code violations around exterior paint to keep the home in compliance and maintain the aesthetic appeal of Lakewood's residential streets

Services offered include access to a grant offered on a sliding scale to provide the most assistance to those who are in the lowest income bracket. Those families who are considered very-low income (up to 30% of area median income) receive the highest grant of up to \$3,500 towards painting labor and materials. Those households considered low-income (up to 50% of area median income) receive up to a \$2,500 grant and those households that are low-to-moderate income (up to 80% of area median income) receive a maximum of \$1,500 rebate. Each application will be considered on a case-by-case basis. A challenge LakewoodAlive has found that while the grant can be helpful and does make the cost exterior house painting more accessible, the overall cost of painting a Lakewood house can be cost prohibitive. High labor costs are an impediment to our clients, limiting our ability to complete more projects. The partnership between LakewoodAlive and the City of Lakewood Department of Community Development Loan and Rebate Program is essential in getting a good portion of these jobs completed. The programs complement each other very well. The Paint Lakewood Program has seen an increase in the number of clients served since the implementation of the increased grant. Clients are working with professionals who are lead licensed and able to scrape, prime and prep to make the paint job last longer. Most of the companies are also offering a warranty on the work, which ensures a high quality paint job that, over the long-term, will save the homeowner time and money.

Between July 1 2018-June 30, 2019 total & low-moderate income beneficiaries: 13 (all low-mod)

<b>Total Project Costs:</b>	\$28,000
<b>CDBG Funding Request:</b>	\$28,000

**LakewoodAlive  
Paint Rebate Program**

**CDBG Eligibility Criteria**

**LakewoodAlive's Paint Rebate Program** satisfies the following eligibility criteria and is therefore suitable for CDBG funding consideration.

**CDBG National Objective**

*Low-Moderate Income Housing (LMH):* Activities including acquisition and rehabilitation that provide or improve permanent residential owner- or renter-occupied, single- or multi-family structures which, upon completion, will be occupied by low-moderate income households.

**CDBG-Eligible Activity Category**

*Housing Rehabilitation (Residential):* Repair, rehabilitation, or reconstruction of single- and multi-family owner- and renter occupied housing including: bringing property up to local codes; energy efficiency/weatherization; handicapped accessibility/visitability; and emergency repairs. CDBG funds may be provided as grants, loans, or certain other forms of assistance.

**HUD-Designated Performance Objective**

- Provide Decent Affordable Housing
- Create Suitable Living Environments

**HUD-Designated Performance Outcome**

- Affordability
- Accessibility
- Sustainability

## Project Narrative

### 1. Unmet Community Needs & Service Gaps Addressed

Lakewood's housing stock is the community's most important asset and is known as Lakewood's economic lynchpin.

LakewoodAlive's Paint Lakewood Program is city-wide, and the only program of its kind in the community. The program is designed to assist low-moderate income households with a portion of the cost of exterior painting. The program is not designed to cover the entire cost of exterior painting, but to provide enough assistance to make the job affordable, encouraging more people to be proactive and maintain the exterior of their homes. The preventative maintenance piece of this program will allow for our aging housing stock to remain in good repair, saving money and time down the line. The Paint Lakewood Program is designed to allow for staff to work one-on-one with clients throughout the entire process of exterior painting, from gathering estimates, choosing a contractor to final inspection making sure that the work was completed in a lead safe and workman-like manner. Our staff is trained to educate, empower and listen to residents to address both interior and exterior issues in a property, helping to maintain and sustain healthy and safe homes. LakewoodAlive provides proactive assistance to help low-to moderate-income homeowners avoid prosecution and aid them in connecting to resources to assist them with correcting any cited or potential code violations.

The goal of the program is to empower residents through education on the best practices of maintaining and sustaining their homes to further strengthen the housing stock and market throughout the community. Through this education, the Housing Outreach Program works to assist residents with housing violations while encouraging them to focus their efforts on any major health or safety issues that may be present on their properties, while instilling the importance of proactive versus reactive repairs. The Housing Outreach program also works with block groups regarding Lakewood's housing standards and solicits their assistance in identifying properties in need of attention that may qualify for services.

LakewoodAlive believes in the importance of personal, face-to-face interaction and is critical to the success of the program as this communication helps build trust and establishes a relationship between the homeowner and LakewoodAlive Staff. Our team is available to meet with individuals at their home to review maintenance issues and to help identify resources to make necessary repairs. Our Housing Outreach Director and Program Assistant have developed a wide cadre of resources and work very diligently to be able to connect clients to appropriate resources.

Services offered in 2017-2018:

Services	July 1, 2017- June 30, 2018	Financial Impact	Lifetime of Program 2010-2017	Financial Impact
Paint Program	12	\$48,100	81	\$276,601

- All 12 clients served through the Paint Lakewood Program are low-moderate income ( 80% or less than area median income)
- 5 of 12 clients were senior citizens or 42 %
- 6 of 12 were single female heads of household or 50 %
- 2 of 12 were single female senior heads of household or 17 %

## 2. Target Population & Outreach Efforts to Potential Beneficiaries

**Target Population:** Low-moderate income households

**Outreach Efforts:** LakewoodAlive works closely with the City of Lakewood Building Department, the Diversion Program through the Municipal Court as well as the Department of Human Services. These partnerships create a large number of referrals. The Housing Outreach Program also utilizes the Lakewood Observer, Sun Press, social media and digital newsletters to spread the word about available programming.

## 3. Geographic Service Area

The city of Lakewood

## 4. Primary Goals & Objectives

### Goal

LakewoodAlive's Paint Program will be the go-to resource for low-moderate income households who are looking to address their exterior painting needs.

### Objectives

1. Complete 13 exterior paint jobs through the Paint Lakewood Program (July 1, 2018 – June 30, 2019)
2. Educate household members about lead safe practices and the importance of working in a lead-safe manner
3. Educate household members about the importance of working with quality contractors and doing their due diligence when researching companies
4. Prolonging the life of an exterior paint job by working with quality contractors who stand by their work and offer warranties, leaving a quality job that has the ability to last 5-7 years

## 5. Activities Undertaken/Services Provided & Delivery Strategy

- a. LakewoodAlive will begin to promote the Paint Lakewood Program in March 2019, with a goal to commence paint projects in May (weather permitting).
  - i. Promotion will be done through
    1. The Lakewood Observer
    2. The Sun Press
    3. LakewoodAlive Social media feeds
    4. LakewoodAlive newsletter
    5. Application distribution through local community partners
      - a. Office on Aging
      - b. Building Department
      - c. Community Development Department
      - d. Local agencies

- b. Once completed applications are submitted, LakewoodAlive staff will meet with clients to discuss the process and next steps.
  - i. Staff meet with clients to review estimates to make sure that clients are making well informed decisions.
  - ii. Once a contractor is selected, LakewoodAlive speaks to both the homeowner and the contractor to make sure that both parties are on the same page and understand the process.
    - 1. All contractors must be lead licensed and registered with the City of Lakewood
  - iii. LakewoodAlive will inspect the work once the job has started and then once the work is completed to make sure that the work is being done in a lead-safe manner.
- c. Once the work is completed and the lead inspection has been executed, the homeowner signs off that the work has been done to their level of satisfaction and then the contractor is paid.

**6. Program Design (*emphasize uniqueness and/or innovation*)**

The Paint Lakewood Program has been a unique program from its inception. From the beginning, the program was designed to offer a small carrot to low-moderate income households to tackle their exterior painting maintenance. We seek to encourage proactive maintenance instead of reactive work while also supporting those who have been cited by the Building Department, or worse yet, are in Housing Court.

The program was not created to be a giveaway or a free paint job, but more as a supplement to make the project more affordable and easier for a low-moderate income household to take on. We believe that over the years, with small program changes, the Paint Lakewood Program is a resource that serves low-moderate income families across the community, helping them step-by-step to complete their projects and reinvigorate the pride that they have in the homes and neighborhoods.

This program also is an educational tool that empowers residents when working with contractors. By working closely with the LakewoodAlive staff, residents are coached and encouraged, ultimately filling their figurative tool boxes with tips and tricks to get the job done correctly the first time, saving time and their precious financial resources.

**7. Primary Staff Responsible for Program Administration & Implementation**

Job Title	Hours/Week Devoted to Program	% CDBG Funded	Brief Summary of Responsibilities
Housing Outreach Director	40	60	Oversees implementation of housing program; provides direct services; works directly with City and residents; administers financial assistance; develops grant applications and finding partnerships; interacts with City’s Building and Housing Dept.

## 8. Project Implementation Schedule

Milestone	Completion Deadline
Advertise the Paint Lakewood Program	Ongoing between March and October 2019
Collect and process applications	Ongoing between March and October 2019
Follow the project through to completion for each client	Ongoing between March and October 2019

## 9. Beneficiaries (January 1 – December 31, 2019)

Unduplicated Households Served

Unduplicated Low-Moderate Income Households Served

## 10. Program Evaluation

Describe Data Collection Tools & Outcome Measurement Procedures/Methodology

**Data Collection Tools:** LakewoodAlive captures all interactions by the Housing Outreach program through a monthly count sheet, housed in an excel spreadsheet. All staff are requested to keep data on all client touches which is then submitted monthly to the City of Lakewood through monthly reports. Staff are also requested to complete a Beneficiary Data Form for each new client to capture all required demographic data.

**Outcome Measurement Procedures:** LakewoodAlive uses multiple excel spreadsheets to track the success of the program. Not only do we have a month count sheet to track client touches and progress, we also track all volunteer projects, participants and values to help report the progress of the program. The Paint Program is also tracked monthly to highlight completed projects as well as the status of all projects enrolled in the program. LakewoodAlive utilizes a statistical worksheet that breaks down the accomplishments of the program into monthly segments highlighting what the program has accomplished through the month.

## 11. Strategy for Coordination with the City & Community Partners

LakewoodAlive will continue to leverage our community partnerships to best advertise and connect with residents who would benefit from the Paint Lakewood Program. In March 2019, we will reach out to carryover clients from 2018 as well as send out the updated application for the program to ensure folks will gain access as early as possible so that they can take advantage of the program in 2019.

## 12. Additional Information and/or Data That Will Assist Lakewood's Citizens Advisory Committee and City Staff in Evaluating this Funding Request

LakewoodAlive understands the importance and the impact of CDBG funding can have in the community. We work to be efficient and streamlined to make the most of the funding we receive. Thank you to the City of Lakewood and the Citizens Advisory Committee for considering our request.

### 13. Project Budget

#### Expenses

Expense Category	Total Project (A)	CDBG Funds(B)	CDBG % of Total (B/A)
<b>Personnel</b>			
Salaries	\$0	\$0	0%
Fringe Benefits	\$0	\$0	0%
Sub-Total Personnel	\$0	\$0	0%
<b>Overhead &amp; Operations</b>			
Rent/Lease	\$0	\$0	0%
Insurance	\$0	\$0	0%
Materials & Supplies	\$27,000	\$27,000	100%
Professional Services	\$0	\$0	0%
Postage	\$0	\$0	0%
Travel	\$0	\$0	0%
Utilities/Telephone	\$0	\$0	0%
Insurance	\$0	\$0	0%
Equipment	\$0	\$0	0%
Indirect Costs <sup>1</sup>	\$0	\$0	0%
Other: Training	\$1,000	\$1,000	100%
Sub-Total Overhead & Ops	\$28,000	\$28,000	100%
Total Project Costs	\$28,000	\$28,000	100%

<sup>1</sup> Indirect costs may not be paid with CDBG funds

#### Funding Sources

Source	Requested	Committed	Total
Agency Funds	\$0	\$0	\$0
CDBG FY18-FY19 CDBG Carry Forward Funds (Est)	\$0	\$0	\$0
Other (Non-CDBG) Federal	\$0	\$0	\$0
State	\$0	\$0	\$0
Local	\$0	\$0	\$0
County	\$0	\$0	\$0
Private (Foundations, Individuals, etc...)	\$0	\$0	\$0
Earned Revenue/Fees	\$0	\$0	\$0
In-Kind/Volunteer (@ \$15/Hour)	\$0	\$0	\$0
<b>Lakewood FY19 CDBG Funding Request</b>	<b>\$28,000</b>	<b>\$0</b>	<b>\$28,000</b>
<b>Total Funding Sources</b>	<b>\$28,000</b>	<b>\$0</b>	<b>\$28,000</b>