



Cover Sheet

Organization	LakewoodAlive
Organization Type	Not-for-Profit
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Project/Program Name	Housing Outreach Services
Total FY21 Project Budget	\$297,106
FY21 CDBG Funding Request	\$66,795

LakewoodAlive
Housing Outreach Services Program

CDBG Eligibility Criteria

LakewoodAlive's **Housing Outreach Services Program** satisfies the following Community Development Block Grant Program (CDBG) eligibility criteria and therefore is suitable for funding consideration.

CDBG National Objective

Low-Moderate Income Limited Clientele (LMC): Activities that benefit either a specific group of persons, at least 51% of who are documented as low moderate-income or a clientele presumed by HUD to be principally low moderate-income (e.g. battered spouses, senior citizens).

CDBG-Eligible Activity Category

Public Services: The provision of public services including labor, supplies, materials, and the pro rata share of the facilities where these services are provided.

HUD-Designated Performance Objective

Create Suitable Living Environments

HUD-Designated Performance Outcomes

Availability & Accessibility

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 Housing Outreach Program is designed to educate and assist all residents, but with a primary focus on low-to moderate-income households with: 1) housing code compliance; 2) financial assistance programs and bank products that are available to address exterior housing maintenance issues 3) offer educational and volunteer assistance to low-to-moderate income households in order to address housing maintenance and lead based paint hazard issues.

The primary goal of the program is to ensure that all residents have access to healthy and safe housing. We work to accomplish this by empowering residents through education on the best practices of maintaining and sustaining their homes to further strengthen the housing stock and supporting affordable housing throughout the community. LakewoodAlive strives to have residents consider home repairs in a proactive fashion leading to saved time and money.

The program addresses the following needs:

- 1) Aging housing stock requires continued maintenance (more than 80% is 80 years or older)
- 2) Low-moderate income and senior citizen (not always mutually exclusive) residents lack access to resources including financial programs, volunteers, and home maintenance education
- 3) Advocating for the nearly 20% impoverished population in terms of access to healthy and safe housing
- 4) Coordination with the City of Lakewood's Building and Community Development departments, Municipal Court, and non-profit partners including Lakewood Community Services Center, CHN Housing Partners and Empowering and Strengthening Ohio's People (ESOP) to highlight available resources and provide easy access to them.
- 5) Filling gaps that neither government nor the private sector is able or willing to fill with regard to housing stock.

The Housing Outreach Program Services are as follows:

- 1) Paint Lakewood Program (separate CDBG application)
- 2) Knowing Your Home educational series
- 3) Community Engagement in Ward Four neighborhoods
- 4) Volunteer project coordination
- 5) 80/20 Material Program to offset the cost of volunteer projects
- 6) One-on-one client educational meetings
- 7) Smoke and carbon monoxide detector installation
- 8) Identifying partner organization programs to assist clients
- 9) Aging In Place home assessments for aging senior citizens (62+)
- 10) The Lakewood Pride Fund-a loan guarantee program supporting health, safety and code compliance improvements
- 11) The Lakewood Tool Box- a tool lending library for Lakewood residents

Between July 1, 2020-June 30, 2021 total and low-moderate income beneficiaries: **1725** (included duplicated clients as many receive services throughout the year) with **83%** of our clients being considered low-moderate income.

Total Project Costs: \$297,106 (includes Paint Lakewood CDBG application)

CDBG Funding Request: \$66,795 (does not include separate Paint Lakewood CDBG application)

I. PROJECT NARRATIVE

1. Community Needs Addressed

Lakewood's housing stock is the community's most important asset and is known as Lakewood's economic lynchpin. LakewoodAlive's Housing Outreach Program is city-wide, and the only program of its kind in the community. The program is designed to work one-on-one with residents throughout the entire process of home repair and improvement projects. Our staff is trained to educate, empower and listen to residents to address both interior and exterior issues in their property, helping to maintain and sustain healthy and safe homes. LakewoodAlive provides proactive assistance to help low- to moderate-income homeowners to avoid prosecution and aid them in connecting to resources to assist them to correct any cited or potential health, safety or code violations.

LakewoodAlive believes in the importance of personal, face-to-face interaction which is critical to the success of the program as this communication helps build trust and establishes a relationship between the homeowner and LakewoodAlive's Housing and Internal Operations Director. Staff is available to meet with individuals at their home to review maintenance issues and help identify resources to make necessary repairs. Our housing staff has developed a wide cadre of resources and work diligently to be able to connect clients to appropriate resources. LakewoodAlive partners with many City of Lakewood departments, Neighborhood Housing Services of Greater Cleveland (NHS), CHN Housing Partners (formerly Cleveland Housing Network), ESOP and other agencies to provide residents access to comprehensive housing services.

Services	July 1, 2019- June 30, 2020	Financial Impact	Lifetime of Program 2010-2018	Financial Impact
Office Visits/Phone Calls (unduplicated)	525	N/A	3,167	N/A
Home Visits (unduplicated)	270	N/A	1,295	N/A
Paint Program	14	\$70,915	108	\$394,683
Volunteer Projects	25	\$22,500	302	\$255,032
	Workshops	Participants	Average Attendance	
Educational Series	14	406*	29	

* LakewoodAlive has been offering workshops virtually through gotowebinar. We began offering our workshops virtually in March of 2020. Since then we have had an average of 29 people in attendance day of each workshop and then an average of 52 views per workshop after the fact through our YouTube channel. We see this success as a silver lining of COVID-19.

COVID-19 has made working with clients a bit of a challenge but has not slowed down our services. LakewoodAlive has continued to offer home visits, primarily outdoor, socially distanced visits to help educate residents about specific home repairs. LakewoodAlive has also started using GoToMeeting online video conferencing to host video calls to allow our staff to have face-to-face conversations with clients to ensure connectedness and allow for relationship building.

A key issue LakewoodAlive is working to improve is connecting residents with access to conventional bank financing. The primary focus of the LakewoodAlive Pride Fund are residents who are considered low-moderate income (up to 80% of area median income) or are just over income, up to 120% area median income. LakewoodAlive and First Federal Lakewood work together (on a case-by-case basis) to provide a loan guarantee program where the organization will act as a co-signer allowing clients to gain access to financing that will complete health, safety or code compliance repairs.

The first loan of the Pride Fund was made in July 2019 and was successfully completed in the summer of 2020 and the loan has been paid off, earlier than expected because the family decided to move closer to their family. This loan allowed the family to live in a healthy and safe space but also be able to sell their home at a good price which allowed them to purchase a home at a lower price near their family. In the end, the loan work exactly as LakewoodAlive anticipated.

2. Primary Goals & Objectives

Goal: Provide housing services to 1500 people (some are duplicated) to assist with maintaining and sustaining the housing stock of the community, with a primary focus on health and safety issues.

Objectives: The ways which we will accomplish this goal are listed in section #6 below.

3. Program Design, Uniqueness & Innovation

LakewoodAlive is one of only three inner-ring community development corporations in the Cleveland area and of those three, LakewoodAlive was the first program established as a non-profit (not housed within city government) and focused on both commercial and residential programs. Outside of the inner-ring and the City of Cleveland, there are no other cities with community development corporations in Cuyahoga County.

LakewoodAlive is the only organization on Cleveland's West Side providing housing educational services through the home maintenance education program, Knowing Your Home. This innovative series is attracting residents from across Cuyahoga County with the vast majority being Lakewood residents. We are able to offer this program for free through sponsorships. The Knowing Your Home series offers workshops on a wide range of home repairs and improvements designed for homes that are 80-100 years old.

In 2020, LakewoodAlive adjusted the Lakewood Tool Box membership model which in-turn has led to an increase in memberships and rentals despite an appointment-only approach during COVID-19. This tool lending library allows residents to borrow tools that can be used to make essential health, safety and code compliance improvements. The program is now even more affordable as we seek to support residents city-wide with an emphasis on Birdtown. The Lakewood Tool Box has 50 active members and lent out over 100 tools between June and September. We are thrilled with the response and happy to for the repairs, improvements and relationships that have been created through this unique program.

Lastly, the organization has worked diligently to layer as many services for our clients as possible to provide a comprehensive approach to ensuring a healthy and safe home. As an example, this includes a client taking advantage of the Paint Program, receiving help from volunteers to rebuild part of that person's porch and access a City of Lakewood Department of Community Development loan to repair or replace the roof. While this is one person out of 52,000, it is someone's home, a place that they have worked so hard to protect and improve, we want to ensure that the home will live on for another 100 years. After all it is the people and the houses that make Lakewood a wonderful place to work, live and play. We are so proud of the staff and partners who have worked together seamlessly to ensure that during these uncertain times, we work together, diligently and effectively to ensure healthy and safe housing for all Lakewood residents.

4. Target Population(s)

Low-moderate income households

5. 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.

6. Geographic Service Area: The city of Lakewood

7. Services Provided & Delivery Strategy

LakewoodAlive Paint Program “Paint Lakewood”: Request \$42,000 (Separate Application)

Serve: 14 people

Paint Lakewood is a program designed to help reduce the cost of exterior painting through a grant offered to reduce the cost of exterior house painting.

Knowing Your Home Educational Series:

Serve: 14 workshops / 425 people in person/ with an additional 500 people through YouTube

Knowing Your Home is an educational series that is designed to focus on the best sustainability and home maintenance practices empowering homeowners to tackle necessary repairs and improvements. The workshops are held in unique locations around the community. Following the first workshop in early March, the series went completely virtual for the first time due to COVID-19. While the organization had never hosted a webinar before, the series has continued on and has been a success. LakewoodAlive hopes to return to an in-person series in 2021 when we will host 14 workshops between March and November, with a concentration on the most pressing home maintenance and repair topics. Classes are free and open to the public and now available when convenient through our YouTube channel.

One-on-one educational meetings with residents to discuss and assist in their repair needs: Serve: 290 people

LakewoodAlive currently offers one-on-one sessions with residents either via phone, office, or home visits to provide the homeowner the ability to ask questions about specific home repairs, financial resources, and best practices for working with a contractor. LakewoodAlive believes that these methods are a great way to build relationships between the staff and residents, allowing them to feel more comfortable. The more comfortable the resident is with the process of contracting a repair, the more likely it is that they will actually follow through which then in-turn will create more repairs and improvements in the community. The one-on-one technique pairs well with our Knowing Your Home series, providing many entry points into the program as well as many opportunities to gain knowledge about the necessary repairs and improvements. In 2020, we have adopted new ways to connect with residents to ensure health and safety for both clients but also staff members. LakewoodAlive now conducts virtual one-on-one visits along with tele-visits, where the staff member is outside reviewing repairs, projects or issues and the client is observing from indoors. We believe in providing several options for clients, ensuring safe ways of educating and building relationships.

Community Engagement Program Serve: 300

The Community Engagement program began in 2014 with the primary focus of working with residents to connect them to necessary resources. The Community Engagement Program has a primary focus in Ward 4. The residents of these neighborhoods are the most in need of resources, yet they are least involved with available programming. The program has had much success in establishing relationships and trust with the residents as well as begun to foster a sense of community. The Engager spends a majority of his time working to build and improve the sense of community in these neighborhoods by hosting neighborhood picnics and special events to connect the neighbors to create helpful dialogue. He also works one-on-one with residents to ensure that they are able to tackle necessary health, safety and code violation improvements.

Bed Bug Program Serve: 50 Households

LakewoodAlive serves as the City's agent to work with residents on bed bug complaints and education. Since the improvement in the city's ordinance, LakewoodAlive has worked successfully with residents and landlords to provide education and resources to help prevent re-infestation of bed bugs. In 2020, LakewoodAlive has worked with 17 households, tenants and landlords to educate and empower them to ensure that they are living in healthy and safe housing. We believe that this number has gone down due to COVID-19. People are staying at home more and visiting with others less. We believe that when normal life resumes we will see an increase again in cases. LakewoodAlive has seen an uptick of calls on cockroaches. We have been working with the City of Lakewood Building Department to keep them up to date with our cases along with our process to ensure that we are serving the clients the best way possible.

Service	2020 (Jan-August)	2019	2016-2018
Phone Calls/referrals	30	45	151
Treated	17	30	116
Remediated (confirmed no longer has bugs)	12	28	77
Single Family Home	1	2	20
Multi-Family	16	40	123

Volunteer Project Coordination Serve: 25 projects

LakewoodAlive works diligently to connect residents' in-need of assistance to volunteer groups interested in supporting their neighbors. These projects are more than just repairing or improving a property, they are community building activities that connect groups of people who may not regularly interact. From July 1, 2019-June 30, 2020 LakewoodAlive was able to coordinate 25 projects with 175 volunteers for a total of 525 volunteer hours, which generated over \$22,500 of improvements in the community. Volunteer coordination is a very detail oriented process, which can be time consuming, but is a major part of Housing Outreach. The volunteer projects play a critical role in project completion through the program and LakewoodAlive believes that it is an essential component to our outreach efforts. LakewoodAlive had a strong close to the 2019 volunteer season and kicked-off 2020 with two projects that helped two households avoid homelessness. Then COVID-19 struck, and the majority of the projects have been put on hold. However, we have been able to coordinate with several groups, with strict protocols in place, to ensure projects continue to move forward.

Project Safety Serve: 50 households

Through the Community Engagement Program, LakewoodAlive would like to upgrade the safety systems in our low-moderate income and senior citizen households. In our routine inspections, we find that a large number of households either do not have working smoke detectors and an even higher number do not have carbon monoxide detectors. Also, both smoke detectors and carbon monoxide detectors have a useful life of ten years and most people are not aware of this. Leaving them to rely on systems that are not reliable and often non-functioning doesn't ensure a healthy and safe home. In July of 2017, LakewoodAlive began partnering with the American Red Cross and Lakewood Fire Department to install smoke detectors in homes in Lakewood. Since then, we've been able to install over 260 detectors in over 86 homes. We also received a grant from Third Federal Savings and Loan for \$2,000 which allowed LakewoodAlive to purchase 100 carbon monoxide detectors. We began installing the carbon monoxide detectors in August 2017. We believe that installation of up to three new smoke detectors and a new carbon monoxide detector can make a world of difference in the safety of our most vulnerable clients. According to the American Red Cross, the fire rate death in homes with working smoke detectors is 51% less than homes without them.

Project Safe Senior: 30 households

LakewoodAlive partners with the City of Lakewood Office on Aging to offer Aging in Place assessments and education for families and residents who are choosing to age in place at home. Most Lakewood housing stock is not designed for individuals with mobility, vision or flexibility issues. Education and safety enhancements are essential to ensuring that folks can stay in their homes longer. Staff from LakewoodAlive as well as the Office on Aging completed Aging in Place (CAPS) training in the spring of 2018. In 2019-2020, LakewoodAlive completed 15 assessments while encouraging others to take advantage of this great service. We also spoke with 15 other folks and provided information and insight about what improvements they can make to their homes but they decided to not move forward.

8. Outreach Strategy & Efforts

LakewoodAlive will continue to work closely with the City of Lakewood's Building and Housing Department, Department of Community Development, Municipal Court, Department of Health and Human Services, City Council members and the Mayor's office. These partnerships are critical to the program's success including serving as a referral source for new LakewoodAlive clients, connecting clients to city financial programs, strategizing about code violations and providing updates to all required departments as to a client's progress, etc.

9. Community Partnerships & Stakeholders

The Housing Outreach Program is designed to implement services to meet the ever-changing needs of the community. The organization strives to provide comprehensive services that will meet the needs while lifting up and supporting those with the greatest needs in the community.

LakewoodAlive will continue to coordinate with non-profit organizations and City departments to connect with residents. LakewoodAlive partners with CHN Housing Partners and ESOP provide foreclosure prevention, financial literacy and loan modification services to residents. CHN Housing Partners connects eligible residents with free furnaces, hot water tanks, and insulation. LakewoodAlive staff strives to remain up-to-date on programming and organizations throughout the greater Cleveland area to ensure that our residents are being served to the best of our ability.

10. Staffing

Title	Hours/Week Devoted to Program	% CDBG Funded	Qualifications & Responsibilities
Housing & Internal Operations 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.
Community Engager	40	25%	The Engager works with individuals and groups to provide access to programs, homeowner education and support, and helps residents engage with one another and with public officials in the Birdtown neighborhood. He also coordinates the Bed Bug Resource Program.
The Lakewood Tool Box Coordinator	40	25%	Coordinates and operates Lakewood Tool Box, working with low-mod residents; supports volunteer projects and evaluates low-mod housing health and safety issues.
Staff Program Assistant	14	30%	Assists with client intake and administrative duties required by the program including Paint Lakewood intake.
Volunteer Coordinator	12	30%	Assists the Housing Outreach Director to coordinate volunteer projects and be on-site day-of.
Executive Director	8	15%	Collaborates with Housing Outreach Director and supervises Staff Program Assistant; develops grant applications and funding partnerships; assists in supervising volunteers.

11. Implementation Schedule

Milestone	Completion Deadline
Knowing Your Home Series – educational workshops	Feb – Nov 2021
Work with eligible residents to identify resources to maintain their homes	Ongoing
Coordinate volunteer projects	April – Nov 2021
Review complaint and citation files to 1) remain updated on LakewoodAlive assisted properties and 2) allow LakewoodAlive to reach out to potential clients	Weekly
Work with eligible residents to identify resources to maintain their homes including the Paint Program	Ongoing
Seek additional program funding from grant makes, institutions and individuals	Ongoing
Assist clients in the Diversion Program through Lakewood Municipal Court	Ongoing

12. Projected Beneficiaries (January 1 – December 31, 2021)

Services	July 1, 2019- June 30, 2020 (unduplicated)	July 1, 2020- June 30, 2021 (unduplicated)
Phone Calls	450	450
Office Visits	50	30
Home Visits	270	275
Paint Program	14	14
Volunteer Projects	25	40
	Workshops/ Participants	
Educational Series	14/ 406	14/425
Total Number Served (unduplicated)	550	550

Demographic Information July 1, 2019-June 30, 2020	
Client Income	
VLI : 30%	93
LI: 50%	190
LMI: 80%	170
AMI: 81%+	97
% of LMI Clients	83%
Owner Occupants	79%
Renters	20%
Investors	1%
Female Headed HHolds	51%
Elderly Clients	49%

	Persons	Households
Total Unduplicated Persons & Households to be Served	550	550
Unduplicated Low-Moderate Income* Persons & Households to be Served	456	456

*<80% Area Median Income

13. Program Evaluation

(data collection & analysis, outcome measurement procedures & methodology)

Data Collection Tools- LakewoodAlive captures all interactions by the Housing Outreach program through a monthly count sheet which is 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 their monthly reports. Staff are also requested to complete a Beneficiary Data Form for each new client to capture all required demographic data. We continue to review our data capturing processes and are always looking for new ways to most efficiently capture the necessary data.

Outcome Measurement Procedures & Methodology: LakewoodAlive uses multiple excel spreadsheets to track the successes of the program. Not only do we have a monthly 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 throughout the month. We continue to review monthly all of our data collecting practices to make sure that the process is capturing important data and milestones.

14. Additional Data and/or Information Not Previously Requested That Strengthens the Organization’s Case for CDBG Funding Support

LakewoodAlive thanks the City of Lakewood as well as the CAC for their consideration of this application.

II. FY21 PROGRAM BUDGET

1. Expenses

Expense Category	Total Project (A)	CDBG Funds(B)	CDBG % of Total (B/A)
Personnel			
Salaries	\$158,675	\$55,996	35%
Fringe Benefits = payroll taxes	\$13,331	\$4,399	33%
Sub-Total Personnel	\$172,006	\$60,395	35%
Overhead & Operations			
Rent/Lease	\$6,600	\$3,000	45%
Insurance	\$1,200	\$0	0%
Materials, Supplies	\$1,000	\$0	0%
Professional Services	\$0	\$0	0%
Postage	\$250	\$0	0%
Travel	\$250	\$0	0%
Copier/Telephone	\$3,400	\$3,400	100%
Equipment/Vehicle	\$2,200	\$0	0%
Printing/Marketing	\$500	\$0	0%
Pride Fund	\$30,000	\$0	0%
80/20 Materials	\$8,000	\$0	0%
Community Engagement	\$1,000	\$0	0%
Paint (separate grant)	\$42,000	\$0 (other application)	0%
In-Kind/Volunteer	\$22,500	\$0	0%
Lakewood Tool Box	\$5,000	\$0	0%
IT Needs	\$1,200	\$0	0%
Sub-Total Overhead & Ops	\$125,100	\$6,400	5%
Total Project Costs	\$297,106	\$66,795	22%

2. Funding Sources

Source	Requested	Committed	Total
Agency Funds	\$0	\$0	\$0
CDBG FY20-FY21 CDBG Carry Forward Funds (Est)	\$0	\$0	\$0
Other (Non-CDBG) Federal	\$0	\$0	\$0
State	\$0	\$0	\$0
Local (Bed Bug, Housing Outreach Services)	\$101,000	\$101,000	\$101,000
County	\$0	\$0	\$0
Private (Foundations, Individuals, Other)	\$64,811	\$55,000	\$64,811
Earned Revenue/Fees	\$0	\$0	\$0
In-Kind/Volunteer (@ \$15/Hour)	\$22,500	\$0	\$22,500
Paint Lakewood (other CDBG Application)	\$42,000	\$0	\$42,000
FY21 City of Lakewood CDBG Funding Request	\$66,795	\$0	\$66,795
Total Funding Sources	\$297,106	\$156,000	\$297,106

III. FY21 BUDGET NARRATIVE

1. Describe how City of Lakewood CDBG funds be utilized to support the proposed program.

LakewoodAlive will utilize CDBG funds to support our approach to Housing Outreach: ensure all residents are living in healthy and safe housing. CDBG funds directly support low-moderate income residents with a focus on code compliance, financial assistance, along with educational and volunteer assistance. CDBG funds are leveraged to raise private funds to support the program and in turn, support even more residents.

2. Describe how the proposed program would function if it does not receive full amount of requested funding.

CDBG funds are crucial to the program's success. This funding stream ensures that LakewoodAlive has the capacity to support health and safety issues for low-moderate income residents. Without full funding, programmatic cuts would need to be made. If leveraged funds were not raised to off-set CDBG reductions, then staffing with the potential for staffing reductions would need to be considered.

3. Describe the agency's efforts to develop/leverage other sources of funding to support the proposed program.

LakewoodAlive leverages public funding to raise private funding from financial institutions, foundations, sponsorships and individual donors. As the Housing Outreach Program has grown so has our fundraising with private entities and citizens. While crucial to the program's success, LakewoodAlive seeks to diversify our funding streams so as to not be too dependent upon any one source.