



**FY21 Community Development Block Grant
Funding Application**

Organization	LakewoodAlive
Organization Type	Not-for-Profit
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Project/Program Name	Paint Rebate Program
Total FY21 Project Budget	\$42,000
FY21 CDBG Funding Request	\$42,000

**LakewoodAlive
Paint Rebate Program**

CDBG Eligibility Criteria

LakewoodAlive's **Paint Rebate 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 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 Objectives

Provide Decent Affordable Housing

HUD-Designated Performance Outcomes

Affordability

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. The Housing Outreach Program seeks to ensure all residents live in healthy and safe housing.

The Paint Lakewood Program is designed to help reduce the cost of exterior painting for residents. From the inception of the program in 2010, Paint Lakewood offered a rebate on material 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 client buy-in which encourages clients to seek quality estimates and ensure they are getting the best deal, making the most of the grant. In 2019, LakewoodAlive was approved to increase the grant dollars available per household by \$1,000. LakewoodAlive requested an increase in support because of the increased cost of exterior painting. Over the past 2 years, exterior painting has increased an average of 20% per project.

The program addresses the following needs:

- Reduce lead-paint hazards, particularly from peeling paint
- Ensure health and safety of our homes, particularly related to lead based paint
- Improve neighborhood quality/maintain and improve housing quality
- 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 on a sliding scale to maximize assistance to those who are in the lowest income bracket. Those families considered very-low income (up to 30% of area median income) receive the highest grant up to \$4,500 towards painting labor and materials. Those households considered low-income (up to 50% of area median income) receive up to a \$3,500 grant and those households that are low-to-moderate income (up to 80% of area median income) receive a maximum of \$2,500 rebate.

Each application will be considered on a case-by-case basis. A challenge LakewoodAlive has found is that while the grant can be helpful and makes 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 many of these jobs completed. 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 offering a warranty on the work, ensuring a high quality paint job that, over the long-term, will save the homeowner time and money.

Between July 1, 2020-June 30, 2021, total and low-moderate income beneficiaries: 14 (all low-mod)

Total Project Costs \$42,000

CDBG Funding Request \$42,000

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 Paint Lakewood Program is city-wide, and the only program of its kind in the community. This grant-based 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 and Internal Operations Director, along with the Staff Program Assistant, has developed a wide cadre of resources and works diligently to be able to connect clients to appropriate resources.

Despite the COVID-19 pandemic, the Paint Lakewood Program has been as popular as ever with a high level of successful completion. The popularity is such that clients were being queued up for the 2021 paint season by mid-August.

Services offered in 2019-2020:

Services	July 1, 2019- June 30, 2020	Financial Impact	Lifetime of Program 2010-2020	Financial Impact
Paint Program	14	\$70,915	107	\$395,616

- All 14 clients served through the Paint Lakewood Program are low-moderate income (80% or less than area median income)
- 7 of 14 clients were elderly citizens or 50%
- 3 of 14 were female heads of household or 21%
- 4 of 14 were single female senior heads of household or 28%
- 1 of 14 was disabled or 7%

2. 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

- i. Complete 14 exterior paint jobs through the Paint Lakewood Program (July 1, 2020 – June 30, 2021)
- ii. Educate household members about lead safe practices and the importance of working in a lead-safe
- iii. Educate household members about the importance of working with quality contractors and doing their due diligence when researching companies
- iv. 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

3. Program Design, Uniqueness & Innovation

The Paint Lakewood Program has been a unique program from its inception. From the beginning, the program was designed to offer a 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. The grant increase that was funded in 2020 has helped residents offset rising labor costs and implementation of lead safe work practices which have made paint jobs even less affordable. As you know, COVID-19 has affected many Lakewood families. Folks who have never been eligible for assistance are now reaching out because of housing violations, peeling paint or they are just looking to give their home a refresh. In 2020, LakewoodAlive took more applications than in years past and we were happy to be able to offer the increased grant assistance to help make this essential, health and safety improvement a possibility.

LakewoodAlive sees the Paint Lakewood Program, along with other Housing Outreach Programs, as educational tools that empower 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.

4. Target Population(s)

Low-moderate income Lakewood households

5. Geographic Service Area

The city of Lakewood

6. Services Provided & Delivery Strategy

LakewoodAlive will begin to promote the Paint Lakewood Program in March 2021, with a goal to commence paint projects in May (weather permitting). Promotion will be done through:

- The Lakewood Observer
- The Sun Press
- LakewoodAlive social media feeds
- LakewoodAlive newsletter
- Application distribution through local community partners including Lakewood's Office on Aging & Building Department

7. Outreach Strategy & 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.

8. Community Partnerships & Stakeholders

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 2020, 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 2020.

9. Staffing

Title	Hours/Week Devoted to Program	% CDBG Funded	Qualifications & Responsibilities
Housing and 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.
Staff Program Assistant	14	30%	Assists with client intake and administrative duties required by the program including Paint Lakewood intake.

10. Implementation Schedule

Milestone	Completion Deadline
Advertise the Paint Lakewood Program	Ongoing March - Sept 2021
Collect and process applications	Ongoing March - Sept 2021
Follow the project through to completion for each client	Ongoing March -October 31, 2021

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

	Persons	Households
Total Unduplicated Persons & Households to be Served	14	14
Unduplicated Low-Moderate Income* Persons & Households to be Served	14	14

*<80% Area Median Income

12. Program Evaluation

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

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.

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

LakewoodAlive understands the importance and the impact CDBG funding can have in the community. We work to be efficient and streamlined to make the most of the funding we receive. Implementing a sliding scale tied to income - that covered labor costs - has been crucial. Additionally, the modest increase in 2020 of \$1,000 for each sliding scale will further strengthen this critical program as we seek to meet increased labor costs and utilizing lead safe work practices.

II. FY21 PROGRAM BUDGET

1. Expenses

Expense Category	Total Project (A)	CDBG Funds(B)	CDBG % of Total (B/A)
Personnel			
Salaries	\$0	\$0	0%
Fringe Benefits	\$0	\$0	0%
Sub-Total Personnel	\$0	\$0	0%
Overhead & Operations			
Rent/Lease	\$0	\$0	0%
Insurance	\$0	\$0	0%
Materials & Supplies	\$41,000	\$41,000	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%
<i>Other: Lead License Certification</i>	\$1,000	\$1,000	100%
Sub-Total Overhead & Ops	\$42,000	\$42,000	100%
Total Project Costs	\$42,000	\$42,000	100%

2. Funding Sources

Source	Requested	Committed	Total
Agency Funds	\$0	\$0	\$0
CDBG FY20-FY21 CDBG Carry Fwd 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, Other)	\$0	\$0	\$0
Earned Revenue/Fees	\$0	\$0	\$0
In-Kind/Volunteer (@ \$15/Hour)	\$0	\$0	\$0
FY21 City of Lakewood CDBG Funding Request	\$42,000	\$0	\$42,000
Total Funding Sources	\$42,000	\$0	\$42,000

III. FY21 BUDGET NARRATIVE

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

The Paint Lakewood Program is maximized to fund the exterior painting of low-moderate income residents. Without this funding, the program would not exist. Following income-qualification and approval, the resident selects a contractor. Once painting is complete, Allison Urbanek conducts an inspection to ensure the work has been completed and done so in a lead-safe manner. Allison is a lead licensed inspector.

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

The program would not exist as Paint Lakewood is a rebate/grant program for the exterior painting of an income-qualifying resident. The funds are used exclusively to pay for a percentage of labor and materials. No Paint Lakewood funds are used for LakewoodAlive staff time.

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

Paint Lakewood is entirely CDBG funded. In order to administer the program, LakewoodAlive receives a separate CDBG allocation for Housing Outreach. The organization also receives grants from foundations and financial institutions along with individual donations to administer the entire Housing Outreach Program.