



# Community Engagement Healthy Homes Initiative

*Presentation to Cleveland City Council,  
Development, Planning, and Sustainability Committee  
September 10<sup>th</sup>, 2019*



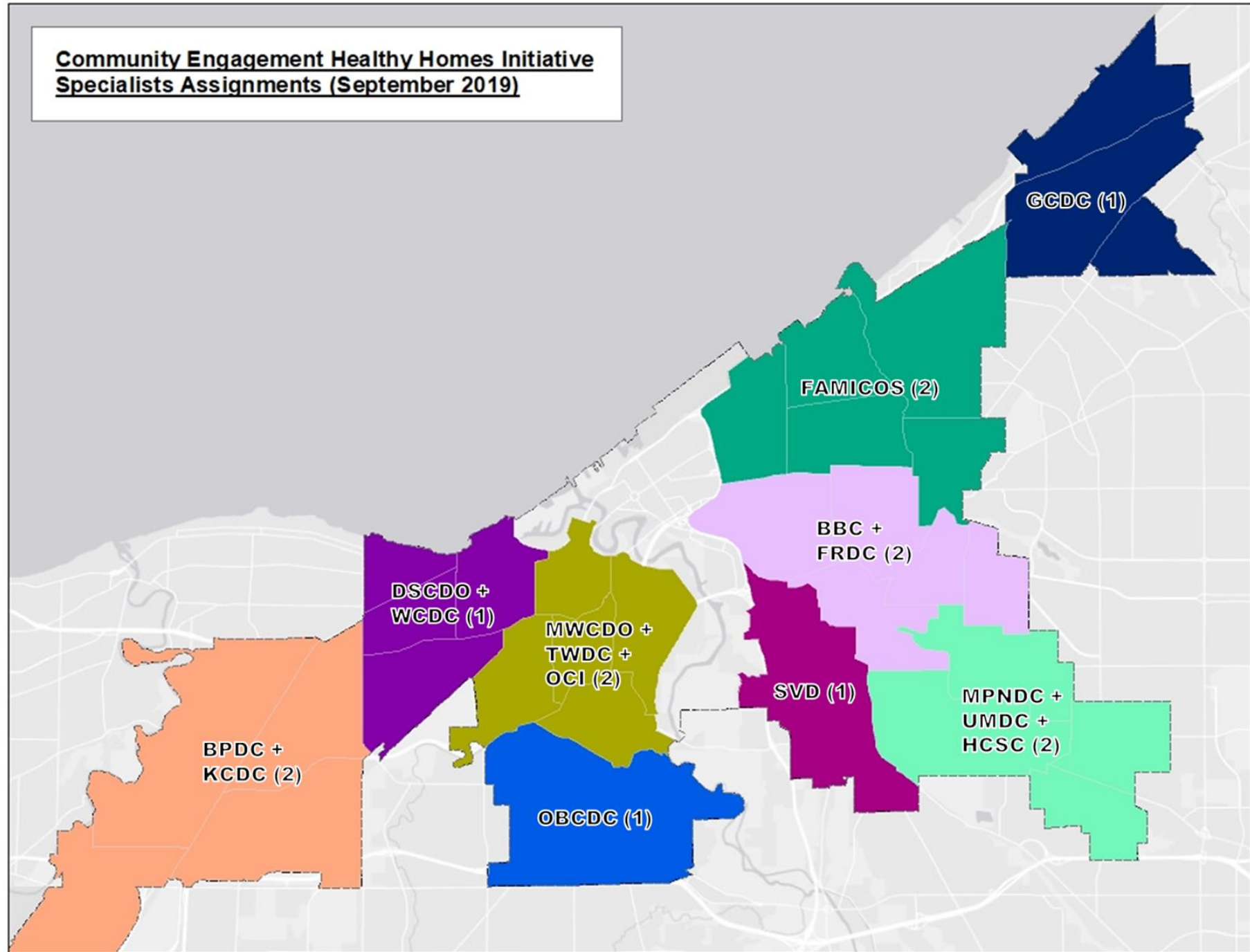
# Program Overview

- The goal of the **Community Engagement Healthy Homes Initiative (HHI)** is to improve the quality of life of Cleveland residents through enhancements to the city's housing stock. This includes helping homeowners, renters, and landlords remove environmental hazards and bring homes to housing code compliance by connecting them to programs, resources, education, and training.
- **How?** Community engagement specialists will be hired and deployed to neighborhoods across the city to take stock of housing issues/concerns and work with residents and landlords. These individuals will be housed out of CDCs and will work closely with CDC staff, the councilperson, and the HHI program manager to identify areas of need and determine target areas within neighborhoods.
- Additionally, these CE specialists will provide support for the City's paint program at the neighborhood-level and will be lead RRP trained, helping residents and landlords prepare for lead clearance/risk assessor inspection.

# CES Needs Assessment

- # of Residential Structures
- # of C-Grade Properties, WRLC Property Inventory
- # of Certified Tax Delinquent Properties (at risk of Tax Foreclosure)
- # of Active Foreclosures
- # of Exterior/Interior Maintenance Violation Notices Issued from B+H (2016-2019)
- Total Population, Poverty Rate, Seniors (over 65), Children (under 5), Owner-Occupied, Renter-Occupied
- % of Residential Structures in LMI Census Block Groups (LMI 51%>, HUD)
- Owner-Occupied Housing Burden 30%>, Renter-Occupied Housing Burden 30%>
- *Additionally:* Consideration was given to other initiatives/programs that this effort may plug-in to or complement (Lead Safe Cleveland Coalition; Middle Neighborhoods; Mayor's Transformation Initiative; Cleveland Neighborhood Progress Strategic Investment Initiative; etc...)

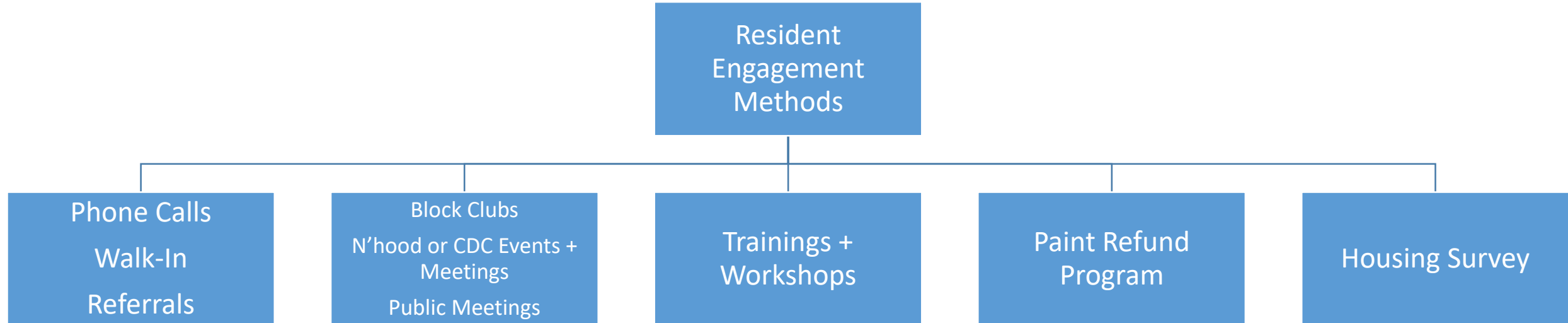
**Community Engagement Healthy Homes Initiative  
Specialists Assignments (September 2019)**



# CES Assignments

CDC Placement	# of Specialists	SPAs
Burten, Bell, Carr Dev. Inc. + Fairfax Renaissance Dev. Corp.	2	Central, Kinsman, Fairfax, Buckeye-Shaker, Buckeye-Woodhill
Bellaire Puritas Dev. Corp. + Kamm's Corners Dev. Corp.	2	Bellaire-Puritas, Jefferson, Kamm's, Hopkins
Detroit Shoreway Comm. Dev. Org. + Westown Comm. Dev. Corp.	1	Detroit Shoreway, Edgewater, Cudell, West Boulevard
Famicos Foundation	2	Glenville, Goodrich-Kirtland Pk, St. Clair-Superior, Hough, University
Greater Collinwood Dev. Corp.	1	North Shore Collinwood, Collinwood-Nottingham, Euclid Green
Metro West Comm. Dev. Org.	1	Clark-Fulton, Stockyards, Brooklyn Centre
Old Brooklyn Comm. Dev. Corp.	1	Old Brooklyn
Tremont West Dev. Corp. + Ohio City In.	1	Ohio City, Tremont
Slavic Village Dev.	1	Broadway-Slavic Village
Union Miles Dev. Corp. + Mt. Pleasant NOW Dev. Corp. + Harvard Community Services Center	2	Union-Miles, Mount Pleasant, Lee-Harvard, Lee-Seville

# Resident Engagement Methods



# Housing Survey Process

## Define Neighborhood Context

- CE Specialist(s) work with the Dept. of Community Development, Dept. of Building & Housing, CDC Director(s), and Councilperson(s) to identify target areas and set housing standards (major, minor, no violation) for service area.

## Housing Survey

- CE Specialist(s) systematically surveys homes in target areas, collect and track field data, sends letters to homeowners, renters, and landlords. prioritize properties for follow-up and flags issue/major violation properties to send to B+H.

## Create Plan with Residents; Refer to Resources

- CE Specialist(s) follows-up with residents to create a plan for remediating housing issues and code compliance, and connects them to programs and resources (incl. administration of paint program).

## Trainings, Workshops, and Additional Programming

- CE Specialist(s) administers paint program; plans and delivers classes and forums for homeowners, renters, and landlord; educates residents about lead safe standards and practices.

## Reporting

- Monthly reports are generated from data/software system, CDC contracts are processed. Quarterly, CE Specialist meets with CDC Director and Program Manager to review progress to date. Bi-annually, CE Specialist meets with Program Manager for performance review.

# Training and Support

- CDC/Neighborhood Orientation to familiarize with context
- Lead RRP Training
  - Identification of lead hazards
  - Implementation of interim controls
- Interior/Exterior Inspection Training and Coaching
- Community engagement strategies
  - Working with seniors
  - Working across cultures
- Data collection, management, and reporting
- *Additionally:* Specialists will routinely convene as a cohort for peer-to-peer learning, mentorship, assistance, and outside presentations



# Program Rollout Timeline

- **September**
  - 9/20: CDCs post CES job description; CDC contracts begin to be drafted/developed
  - 9/23-9/27: CES *Resident Engagement and Housing Survey* process finalized\*; Monthly report structured developed
- **October**
  - 10/7: CDCs begin interviewing candidates
  - 10/28: CDCs and HHI Program Manager hold interviews with finalists
- **November**
  - 11/1: CDC contracts finalized
  - 11/15: CES finalists notified
  - 11/22: Data collection/software system developed
- **December**
  - 12/2: Community Engagement Specialists Start Date
  - 12/2-12/6: Individual site orientation with Program Manager, CDC, Councilperson(s); Software system and monthly report training; CES cohort orientation
  - 12/9-12/13: Lead RRP Training, Paint Program Training
  - 12/16-12/31: Specialists begin administering paint program; work with CDC, Councilperson, B+H on identifying target zones and defining housing standards for service area.



# 2019 Paint Cleveland: Paint Refund Program

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# Paint Program Overview

- **The 2019 Paint Cleveland: Paint Refund Program** provides a valuable incentive to homeowners and tenants to maintain the exterior of their home and aids in reducing lead based paint hazards.
- **Program Description:** The Paint Refund Program provides grants up to \$1500 for reimbursement of exterior paint and paint supplies for owner occupants and up to \$750 for tenants (does not include labor).
- **Eligibility:** Applicant must be a low- to moderate-income City resident and live in the one- or two-family structure that is being painted.
- **Tenant Eligibility:** Landlords with more than 10 rental units are not eligible.

# Paint Program Process

## Paint Program Intake

- Resident or landlord works with CE Specialist, Home Maintenance Intake Specialist to complete application for program.

## Inspection 1

- CE Specialist inspects property to ensure structure exists and painting is needed. Completes square footage assessment with resident/landlord. Takes picture of structure. CE Specialist notifies Intake Specialist. Voucher is administered to resident/landlord for prep work/primer.

## Inspection 2

- CE Specialist confirms that building prep work is completed (lead safe practices have been used); takes picture of property. CE Specialist notifies Intake Specialist. Voucher is administered to resident for 50% of paint supplies.

## Inspection 3

- Once painting is halfway complete, third site visit is scheduled with CE Specialist. Specialist confirms that painting has started and that all paint has been used. Takes picture of property. CE Specialist notifies Intake Specialist, voucher for remaining paint is issued.

## Final Inspection/Clearance

- CE Specialist completes visual assessment and lead clearance inspection to ensure property is prepared for lead risk assessment (completed by a licensed lead risk assessor or Clearance Technician assigned to project). Takes picture of property. CE Specialist notifies Intake Specialist who helps coordinate lead risk assessor inspection.

# 2020 Paint Program Timeline

September 2019

- Paint Vendors: Meet with all local Paint vendors who wish to participate in the Program.

October 2019

- Open Paint Program to receive applications. Application deadline has been set for February 28, 2020.

November 2019

- Nov. 21: Update CDC Directors on program process, lead safe training, paint vendors and vouchers.

February 2020

- Start training workshops on *Lead Paint Safety – A Guide for Painting and Home Maintenance*.

April 2020

- Apr. 1: Issue supply and paint vouchers to approved applicants.

October 2020

- Complete painting.