

**Release Date: September 9, 2019**  
**Response Due Date: October 18, 2019**  
**Target Notification Date: November 4, 2019**

## **Table of Contents**

- A. Lead Safe Cleveland Coalition Background
- B. Lead Safe Home Fund RFQ Overview
- C. Loans and Grants Administrator Scope
- D. Resource Center Administrator Scope
- E. Eligibility
- F. Selection Criteria
- G. Timeline and Process
- H. How to Apply
- I. Additional Lead Safe Cleveland Coalition Materials

### **A. Lead Safe Cleveland Coalition Background**

Lead exposure, at even low levels, can damage a child's developing brain and cause lifelong, often irreversible, problems that affect education, behavior, and health. No amount of lead exposure is considered safe, yet a recent Case Western Reserve University study found that over 25 percent of children in Cleveland are exposed to lead at or above the Center for Disease Control (CDC) reference level by the time they enter kindergarten.

Lead-based paint and leaded dust are the primary causes of lead poisoning in Ohio. In Cleveland more than 90% of the housing stock was built before 1978, when residential lead-based paint was outlawed.

That's why Cleveland's public-and private-sector leaders joined together to form the Lead Safe Cleveland Coalition. Now boasting over 320 members representing more than 100 cross-sector organizations, the Coalition has a single goal: protect children and families from lead exposure.

The Coalition's approach is preventive, comprehensive, and long-term. We aim to protect Cleveland's children by merging practical public policies; knowledgeable agencies willing to collaborate and adapt; proven community programs and leadership; and public and private sector resources rooted in mutual accountability.

Lead poisoning is a public health crisis with a housing solution. If we create lead safe homes, we can prevent children from being poisoned. It has been done in other communities – it is time for us to act.

## **B. Lead Safe Home Fund RFQ Overview**

One of the fundamental pillars of the Coalition’s approach is the creation and capitalization of the Lead Safe Home Fund. The Lead Safe Home Fund is a first-of-its-kind, public-private solution to make homes lead safe.

The Lead Safe Home Fund supports effective, enforceable, and equitable solutions for qualifying property owners and families. It achieves these solutions through two critical, interrelated functions: 1) a spectrum of Lead Safe Home Loans and Grants; and 2) a Lead Safe Resource Center to provide system navigation, workforce development, resident services, and more.

### **The Lead Safe Home Fund is built to:**

- **Focus on prevention.** The Fund will proactively improve housing conditions so children do not ingest or inhale lead hazards in or around the home.
- **Be strategic.** The Fund will provide access to Lead Safe Home Loans and Grants for property owners who lack the resources to remediate their homes. Loans from both mission-driven capital and low-cost private capital will be available for varying levels of need. Grants will be available as an incentive for compliance with preventive measures.
- **Coordinate services and public education.** The Fund will support a one-stop-shop Lead Safe Resource Center to serve families, property owners, and the broader community on all things related to lead poisoning prevention.
- **Train and develop the workforce.** The Fund, through the successful implementation of the Lead Safe Resource Center, will offer training courses and certifications to build a workforce of lead safe inspectors, assessors, contractors, and other professionals.
- **Be flexible and responsive.** The Fund will appropriately target and maximize resources in the Fund through an expert, third-party administrator.
- **Complement the emerging Lead Safe Certificate system.** The City of Cleveland adopted groundbreaking policy to require pre-1978 rental units to proactively achieve lead safe status. The Fund will complete a carrot-and-stick approach that not only holds property owners accountable, but provides the resources and incentives to help property owners make necessary home repairs.
- **Leverage investments from all sectors.** Lead poisoning affects everyone, so we all – the private sector, philanthropy, corporate partners, health systems, the public sector, and more – need to take responsibility for addressing it.

The Lead Safe Home Fund is modeled on best practices and informed by a depth and breadth of research into the needs of property owners and the condition of their properties. The Lead Safe Home Fund will coordinate with existing resources and programs operated by the City of Cleveland and other governmental entities.

**Through this RFQ, the Coalition seeks to identify experienced and capable entities with the capacity to serve as Loans and Grants Administrator and/or Resource Center Administrator for five years beginning in 2020:**

1. The **Loans and Grants Administrator** will help create, manage, and operate a substantial, sustainable fund with a variety of financial products from different sectors to support compliance with the Lead Safe Certificate system. This organization will be a lender with a history of strong financial performance, a sound operational structure, a demonstrated capacity to manage complex financial products, the demonstrated ability to manage a high volume of individual transactions, and a functional lending platform that will serve as a nimble and flexible vehicle to ensure efficiency, transparency, and responsiveness.
2. The **Resource Center Administrator** will establish and manage a Lead Safe Resource Center which will serve as the operational headquarters for lead poisoning prevention efforts. The Resource Center Administrator will operate a trusted, one-stop-shop for programs, activities, and outreach related to lead poisoning prevention and the Lead Safe Certificate system. The Resource Center Administrator will be one or more mission-driven entities with a history of managing multiple related programs simultaneously and working in collaborative partnerships.

**Entities may submit RFQ responses:**

- **To serve as Administrator for BOTH the Loans and Grants and the Resource Center, or**
- **To serve as Administrator for ONE program, EITHER the Loans and Grants or the Resource Center.**
- **Note: Two or more entities may choose to partner on the Administrator roles and may submit a joint response.**

The Lead Safe Cleveland Coalition will lead fundraising and investor outreach for the Lead Safe Home Fund with support from the Resource Development Committee, the Steering Committee, and Administrator(s). Specific sources of investment may include:

- **Government:** Grants or program-related investment capital from City of Cleveland, Cuyahoga County, State of Ohio, United States governments;
- **Community Development Financial Institutions (CDFIs):** Low-cost lending capital from local and national CDFIs;
- **Philanthropy:** Grants or program-related investment from local, regional, and national foundations;
- **Mission-Driven Corporations:** Grants or program-related investment capital from local, regional, and national corporate partners;
- **Anchor Institutions:** Grants or program-related investment capital from civic entities such as hospitals or universities; and
- **Banks and Other Financial Institutions:** Traditional lending capital from local, regional, and national banking and lending partners.

The Administrator(s) will work with the Lead Safe Cleveland Coalition to structure the most appropriate terms for capital sources above.

The Lead Safe Cleveland Coalition will lead marketing efforts for the Lead Safe Certificate system and lead poisoning public education efforts, with support from the City of Cleveland, Community Engagement Committee, Steering Committee, and the Administrator(s).

The Administrator(s) will be supported through funding raised by the Lead Safe Cleveland Coalition.

## **C. Loans and Grants Administrator Scope**

The Lead Safe Cleveland Coalition is seeking an Administrator for Lead Safe Home Loans and Grants. The Loans and Grants Administrator will be responsible for a robust, multi-million-dollar fund comprised of public and private sources including grants, public dollars, program-related investments, and private investor or banking capital.

The Administrator will help assemble, design, manage and implement a comprehensive platform of grants and zero-to-low interest loans for eligible property owners to make vital repairs that result in lead safe homes. The Administrator will also offer incentives to eligible property owners to drive Lead Safe Certificate compliance.

The Administrator must have the ability to manage a substantial capital fund; develop and bring to market intended products; as well as underwrite, close, and service individual grants and loans to property owners.

The Administrator will operate in tandem with the Lead Safe Cleveland Coalition and the Lead Safe Resource Center.

Lead Safe Home Loans and Grants will be comprised of multiple types of funding and programs:

### **GRANTS**

#### **Lead Safe Certificate Incentives**

- Inspection incentives—for both Clearance Examinations and Risk Assessments—will reduce barriers and encourage compliance during the new Lead Safe Certificate ramp-up period and beyond.

#### **Interim Control Grants**

- Grants will be provided to eligible property owners to conduct lead safe work and support interim controls that result in the acquisition of a Lead Safe Certificate.
- Eligibility criteria for grants will be determined by the Lead Safe Cleveland Coalition Steering Committee in collaboration with the Administrator.

### **LOANS**

#### **Guarantee and First Loss Capital**

- First loss capital at 0% will serve as the guarantee for loans to eligible property owners.

#### **Mission-Driven and Bank Capital**

- Flexible, low-cost program-related investment capital from mission-driven CDFIs or other investors in order to achieve a low, blended rate.
- Traditional, private, low-cost lending capital from banks and other investors.

#### **The Lead Safe Cleveland Coalition is seeking a Loans and Grants Administrator to:**

- Establish a nimble and flexible platform for grants and lending;
- Structure and hold grant funding, investment, and lending capital for deployment as Lead Safe Home Loans and Grants;

- Manage all aspects of Lead Safe Home Loans and Grants including accounting, investor reporting, and compliance;
- Design products, set terms, and deploy funds according to program parameters including working with individual property owners, underwriting, and closing;
- Participate as a program partner helping to finalize overall Lead Safe Home Fund details;
- Work closely with the Lead Safe Cleveland Coalition and other administrators of lead-related loans and grants, such as the City of Cleveland Department of Community Development, to ensure coordination of available resources;
- Provide seamless service delivery to clients in conjunction with the Lead Safe Resource Center;
- Participate in and contribute to broader marketing efforts of the Lead Safe Home Fund and Lead Safe Resource Center;
- Support the fundraising and investor outreach efforts of the Lead Safe Cleveland Coalition; and
- Deploy up to 25,000 grants and loans with a potential peak annual volume of over 5,000 transactions per year.

The Administrator should be a trusted, mission-driven entity with a strong track record and, preferably, a long-term commitment to Cleveland communities.

The Administrator should be a lender with the capacity to quickly and effectively take on this new program and move it to market.

Responders should have experience with consumer lending, and the ability to manage staffing, insurance, underwriting, and servicing grants and loans. The Administrator will be working in partnership at all levels and should have a history of healthy collaboration.

## **D. Resource Center Administrator Scope**

The Lead Safe Cleveland Coalition is seeking a Resource Center Administrator to manage the operational headquarters of lead poisoning prevention efforts in Cleveland.

The Resource Center will be the central hub around which community spokes are formed to meet neighborhood-specific needs. The Resource Center will seamlessly coordinate the public education and marketing of available resources, incentives, and financing tools.

The Lead Safe Certificate system will require highly visible and culturally competent process navigation, so it is critical that the Resource Center be a trusted place, a one-stop shop. As the operational hub, the Resource Center will include:

### **OPERATIONAL HUB**

#### **Lead Safe Certificate System Navigation**

- The Resource Center will act as the public-facing point of entry for inspection incentives, a primary referral source for the Loans and Grants Administrator, and other resources.

- The Resource Center will offer navigation of the new Lead Safe Certificate system for contractors, landlords, and residents.
- The Resource Center will directly coordinate with the Lead Safe Auditor and the Lead Safe Advisory Board.

### **Lead Safe Hotline**

- The hotline will be a dedicated line for public access to comprehensive, local lead-related resources and services.

### **Public Education and Training**

- The Resource Center will host regular lead poisoning prevention education and training for residents and property owners.
- The Resource Center will assist with public education and community organizing related to lead safe actions.
- In partnership with the Lead Safe Cleveland Coalition, the Resource Center will be responsible for broadly marketing the Lead Safe Certificate system.

### **Lead Safety Equipment, Tools, and Supply Program**

- This Program will provide supplies and equipment to assist with lead inspections, interim controls, and lead safe maintenance.
- One-time site preparation and maintenance kits will be offered and may include: rugs, personal protective clothing, equipment, cleaning kits, and more.

The Resource Center will also serve as the coordinating point for workforce development, ensuring there will be an ample, knowledgeable, and skilled workforce to meet the demands resulting from the Lead Safe Certificate system. The workforce development program is designed to assist with recruiting, training, and licensing a sufficient workforce. As a part of the workforce development program, the Resource Center will include:

## **WORKFORCE DEVELOPMENT**

### **Workforce System Coordination**

- The Resource Center will coordinate with existing workforce development systems.
- The Resource Center will serve as a Lead Safe Certificate workforce clearinghouse and offer a vetted directory to property owners.

### **Inspector Training**

- The Resource Center will offer vouchers to incent and subsidize training for Lead Inspectors, Lead Risk Assessors, and Clearance Technicians.
- The Resource Center will promote home visits to assess homes for their lead safety prior to engaging in Clearance Examinations and Risk Assessments.

### **Contractor, Property Owner, and Resident Training**

- The Resource Center will offer vouchers to subsidize training for Lead Abatement Contractors, Lead Abatement Workers, and Renovation, Repair and Painting (RRP) Certifications.
- The workforce development program will promote a two-part training that includes in-the-field learning for quality control as well as a “training the trainers” approach.

**The Lead Safe Cleveland Coalition is seeking a Resource Center Administrator to:**

- Create and manage the Resource Center’s operational hub, which will serve thousands of residents annually;
- Designate physical space(s) for the Resource Center, which should be easily accessible for the general public for programming, community education, and workforce training;
- Hire, onboard, train and manage up to 12 staff positions including intake workers, housing specialists, lead assessors, outreach workers, and program coordinators;
- Coordinate the acquisition, maintenance, and operations of a tool loan and equipment rental program including distribution of environmental cleaning kits;
- Provide intake and support for the lead safe workforce, property owners, and residents navigating the new Lead Safe Certificate system with heavy ramp up in the first and second year;
- Serve as point of entry and coordination for Lead Safe Home Loans and Grants and other resources;
- Coordinate the acquisition and operation of a Lead Safe Hotline;
- Shepherd a high volume of referral requests, including those for direct services related to behavioral health or temporary housing assistance;
- Oversee and deliver workforce development programming, including coordination with existing workforce development programs and systems;
- Provide training, licensure support, and insurance support for up to 2,700 individuals with peak training of potentially 1,500 contractors and inspectors in first and second years; and
- Manage an annual Resource Center operating budget of up to \$2M.

The Administrator role is substantial and critical to the Coalition’s success. The Administrator will be an active partner in finalizing Lead Safe Resource Center details. The Administrator will work closely with the Coalition to provide seamless service delivery in partnership with the Loans and Grants Administrator.

The Administrator will engage in program reporting, measurement, and evaluation as needed.

Respondents should be established service providers currently working with Cleveland residents. Respondents should have a strong track record of authentic community engagement and experience with administering citywide services and/or programs.

**E. Eligibility**

This RFQ is open to mission-driven lending and service entities seeking to make a difference in the lives of Cleveland’s children and families. Entities should have robust internal controls, a healthy financial position, a strong track record, and evidence of the ability to work in partnership.

Specifically, to be eligible to apply, respondents must:

- Have familiarity with Cleveland and its neighborhoods, and preferably a strong track record of work in Cleveland;
- Commit to program partnership for at least 5+ years;
- Have relevant program experience;

- Demonstrate financial strength and stability;
- Provide strong recommendations from the program and funding community; and
- Demonstrate clear support from Board of Trustees.

The Lead Safe Home Fund will not fund individuals or organizations that discriminate on the basis of race, color, religion, gender, national origin, citizenship status, age, disability, sexual orientation, gender identity, or veteran status.

The Lead Safe Home Fund also will not fund organizations that require membership in certain religions or advance a particular religious faith. Faith-based organizations may be eligible if they welcome and serve all members of the community regardless of religious belief.

## F. Selection Criteria

RFQ responses for both Loans and Grants Administrator and Resource Center Administrator will be evaluated based upon:

- Strong program and mission alignment with the Lead Safe Cleveland Coalition’s mission to protect children and families from lead exposure;
- Strong board and managerial leadership;
- Commitment to racial equity and inclusion;
- Clear ability to articulate the programming needs of the Lead Safe Home Loans and Grants and/or the Lead Safe Resource Center;
- Exceptional track record, ability to build program infrastructure, and ability to sustain organizational operations for 10+ years;
- Board of Trustees/Directors and funder support to be a lead poisoning prevention implementation entity;
- Financial health;
- Track record of delivering stated outcomes in other programs or partnerships;
- Ability to work in partnership to achieve goals; and
- Ability and history to providing equitable access to resources.

## G. Timeline and Process

- **September 9, 2019:** The Lead Safe Cleveland Coalition released the RFQ.
- **October 18, 2019:** RFQ responses are due.
- **October 18, 2019 – November 4, 2019:** Responses will be reviewed by members of the Resource Development Committee and by members of the Steering Committee.
- **(Tentative) November 4, 2019:** The Lead Safe Cleveland Coalition notifies respondents as to which will be invited to submit additional information.
- **(Tentative) November 4, 2019 - December 31, 2019:** Select respondents will work with the Lead Safe Cleveland Coalition on program and contractual details. Further project details will include, but are not limited to: project schedule, deliverables, Coalition interface, risk management, pricing, reporting, and payment.



- **(Tentative) January 2020:** The Lead Safe Cleveland Coalition will publicly announce selected Administrator(s).

## H. How to Apply

Interested entities should submit a response, which includes a cover letter not exceeding one page, table of contents, and the following information:

- **Interest and Qualifications (One Page Maximum)**
  - Indicate whether applying as Loans and Grants and/or Resource Center Administrator or in partnership
  - Explain what makes your organization uniquely qualified to administer the Loans and Grants and/or Resource Center
- **Project Understanding (Three Page Maximum)**
  - Describe your understanding of the purpose and scope of this project
  - Identify existing and potential partners and partnership opportunities related to this project
  - Outline the potential or anticipated challenges related to this project and how they might be addressed
  - Describe your approach to fulfilling the project components identified above
- **Prior Experience and Organizational Ability (Two Page Maximum)**
  - Detail the organization's previous experience relevant to this project
  - Identify potential areas of operational opportunity for the organization and strategies to address them as it relates to this project; strategies may include, but are not limited to, adequacy of assigned staff, support staff, administrative resources, equipment, and research tools
- **Project Management and Methodology (Six Page Maximum)**
  - Describe practices and measures used within the organization to manage complex projects, including, but not limited to, staff supervision, training and development, and relevant organization accreditations or certifications, that would be deployed for this project
  - If applicable, describe the organization's underwriting standards, loan approval process, and loan servicing policies
  - Describe the technical assistance the organization currently provides to consumers and partners in the community
  - Provide an overview of the organization's current partnerships and/or collaboration and identify the organization's role within the group; describe how these partnerships and/or collaboration will inform the approach to partnership in the role of the Loans and Grants and/or Resource Center Administrator
  - Describe your project management approach including your methods and infrastructure (e.g. software and technology) to track, measure, and report status, measure effectiveness, and demonstrate impact
- **Organizational Detail**
  - Organization leadership and biographies
  - Board roster

- Board oversight policies and procedures
- Staff chart, including existing staff who will be assigned to this project and what positions will be created for this project
- Include current organizational administration budget
- Current Certificate of Good Standing
- Statement of Diversity and Inclusion
- Include form 990 and three years of audits
- Include proof of insurance
- **References and Support (Four Page Maximum)**
  - Include 2 client references illustrating successful services provided within the last 5 years
  - Include a letter of support signed by Board President
  - Include at least 1 letter of reference from one of the organization's top 3 funder partners

**Responses should be emailed as PDF files by 11:59 PM, October 18, 2019 to Wyonette Cheairs of Enterprise Community Partners at [wcheairs@enterprisecommunity.org](mailto:wcheairs@enterprisecommunity.org).**

**For questions contact Wyonette Cheairs at 216-631-0280 ext. 4139 or [wcheairs@enterprisecommunity.org](mailto:wcheairs@enterprisecommunity.org).**

#### **I. Additional Lead Safe Cleveland Coalition Background**

- Lead Safe Cleveland Coalition Participants by Sector
- Lead Safe Home Fund One-Pager
- Lead Safe Home Fund Elements and Potential Investors
- Lead Safe Resource Center Elements
- Lead Safe Cleveland Coalition Guiding Principles

# LEAD SAFE CLEVELAND COALITION

## PARTICIPATING ORGANIZATIONS AND GROUPS BY SECTOR

### **Government**

City of Cleveland  
Cleveland City Council  
Cleveland Department of Public Health  
Cleveland Municipal Housing Court  
Cuyahoga County  
Cuyahoga County Board of Developmental  
Disabilities, Board of Health & Office of Budget  
& Management  
Columbus Department of Public Health  
Ohio House of Representatives  
Office of Ohio Governor  
U.S. Department of Housing and Urban  
Development  
U.S. Patent and Trademark Office  
First Suburbs Consortium

### **Philanthropy/ Lending Institutions**

Bruening Foundation  
Deaconess Foundation  
Federal Reserve Bank of Cleveland  
Huntington National Bank  
Mt. Sinai Health Care Foundation  
Sisters of Charity Foundation of Cleveland  
St. Luke's Foundation  
United Way of Greater Cleveland  
The Cleveland Foundation  
The George Gund Foundation  
Third Federal Foundation

### **Health Care**

Care Alliance  
Care Source  
Cleveland Clinic  
Metro Health System  
NEON  
Neighborhood Family Practice  
Signature Health  
University Hospitals

- Rainbow Babies and Children's Hospital  
& Center for Women and Children

UnitedHealthcare Community Plan of Ohio, Inc.

### **Public Health**

Centering Healthcare Institute  
First Year Cleveland  
Northeast Ohio Black Health Coalition

### **Affordable Housing / Community Development**

Burton, Bell, Carr Development, Inc.  
CHN Housing Partners  
Cleveland Neighborhood Progress  
Detroit Shoreway Community Development  
Organization  
Environmental Health Watch  
Enterprise Community Partners  
Equitable Landlord Collaborative  
Evergreen Cooperatives  
Famicos Foundation  
Harvard Community Services Center  
MetroWest Community Development  
Corporation  
Midwest Destination Homes  
Moody Environmental and Consulting LLC  
Mt. Pleasant NOW Development Corporation  
Neighborhood Connections  
Neighborhood Leadership Institute  
Neighborhood Housing Services of Greater  
Cleveland  
Ohio City, Inc.  
Old Brooklyn Community Development  
Corporation  
Slavic Village Development  
The Dell Group  
The Fund for our Economic Future  
Lead Renovation, Repair, and Painting (RPP)  
contractors

### **Real Estate**

Akron Cleveland Association of Realtors  
Howard Hanna Real Estate

### **Community /Civic Organizations**

Alliance for Safety and Justice  
Asia Services in Action/International Health Center  
City Club of Cleveland  
Cleveland Dream Builders  
Concerned Citizens Organized Against Lead (CCOAL)  
Jewish Federation of Cleveland  
Hispanic Alliance  
Khnemu Foundation  
May Dugan Center  
Northeast Ohio Alliance For Hope (NOAH)  
Senior Citizen Resources, Inc.  
The Kids of 216  
Towards Employment  
VOICE  
University Settlement  
Landlords & community residents

### **Education**

Case Western Reserve University  
Cleveland Metropolitan School District  
Cleveland Teachers Union  
Cuyahoga Community College  
PRE4CLE  
Starting Point

### **Youth and Family Services**

Beech Brook

Bright Beginnings  
Centers for Families and Children  
P.R.Y.D.E. Mentoring Academy

### **Faith-Based**

Bethany Baptist Church  
Catholic Charities, Diocese of Cleveland  
Church in the Circle  
Greater Cleveland Congregations  
Southeast Seventh Day Adventist Church  
Zion Hill Mission Baptist Church

### **Legal**

Legal Aid Society of Cleveland  
Maurer Law LLC

### **Corporate**

Partners (Environmental, Safety, Engineering & Surveying firm)  
Sherwin-Williams Corporation

### **Media**

The Cleveland Plain Dealer  
WCPN

### **Policy**

Center for Community Solutions  
Groundwork Ohio  
Policy Bridge

# LEAD SAFE CLEVELAND COALITION

## Lead Safe Home Fund

The Public-Private Solution to Prevent  
Lead Poisoning in Cleveland

**OUR ASK IS SIMPLE.** INVEST IN THE LEAD SAFE HOME FUND TO PROTECT CLEVELAND'S CHILDREN.

**Cleveland has a lead poisoning crisis.** Yet, this crisis has a clear fix, a proven and effective remedy: remediate our homes. We know what needs to be done. We need the collective will to do it.

### LEAD POISONING AND THE HOUSING SOLUTION

Lead exposure, at even low levels, can damage a developing brain and cause lifelong, often irreversible, problems affecting education, behavior, and health. There is no safe blood level of lead, yet over 25% of Cleveland children test positive for lead prior to kindergarten.

Lead-based paint and leaded dust are the primary causes of lead poisoning in Ohio. In Cleveland, more than 90% of the housing stock was built before 1978, the year residential lead-based paint was outlawed.

Lead poisoning is a public health crisis with a housing solution. If we create lead safe homes, we can prevent lead poisoning from ever happening. It has been done in other communities – it is time for Cleveland to act.

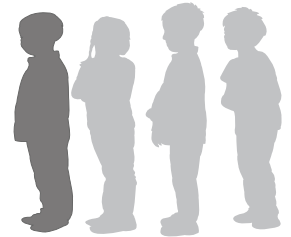
### OHIO'S FIRST LEAD SAFE HOME FUND

The Fund is a first-of-its-kind public-private partnership. It will support effective, enforceable, and equitable solutions to lead poisoning by providing necessary support for eligible property owners and families. It will achieve these solutions through two critical, interrelated functions. The first is a spectrum of lead safe home loans and grants. The second is a resource center to provide system navigation, workforce development, and resident services.

#### The Lead Safe Home Fund will:

- **Focus on prevention.** The Fund will proactively improve housing conditions so children do not ingest or inhale lead hazards in or around the home.
- **Be strategic.** Loans from both mission-driven capital and low-cost private capital will be available to eligible property owners with varying levels of need. Grants will be available as an incentive for compliance with preventive measures.
- **Coordinate services and public education.** The Fund will support a one-stop-shop Lead Safe Resource Center to serve families, property owners, and the broader community on all things related to lead poisoning prevention.
- **Train and develop the workforce.** The Fund will offer training courses and certifications to build a workforce of lead safety professionals.
- **Be flexible and responsive.** The Fund will appropriately target and maximize resources through an expert, third-party administrator.
- **Complement the Lead Safe Certificate system.** The City of Cleveland adopted a groundbreaking policy to require pre-1978 rental units to proactively achieve lead safe status. The Fund will complete a carrot-and-stick approach that not only holds property owners accountable but provides the resources and incentives to make compliance feasible.
- **Leverage investments from all sectors.** Lead poisoning affects everyone, so we all – the private sector, philanthropy, corporate partners, health systems, the public sector, and more – need to take responsibility for addressing it.

Over **25%**  
of Cleveland children  
**test positive for lead**  
prior to kindergarten.



**We need to act now.** There is no time to spare.

Every day that we delay making smart investments puts our children at risk of lead poisoning.

## IMPACT OF YOUR INVESTMENT

### No one thrives when Cleveland's children cannot reach their potential.

**No one thrives** if businesses are ready to leave or are reluctant to come to Cleveland because our housing stock is unhealthy and growing worse.

**Creating lead safe homes is effective AND cost efficient.** After Rochester, NY implemented a similar lead safe certificate system and encouraged the use of interim controls, lead poisoning rates decreased by nearly 85% within 10 years.

**Lead poisoning prevention promises benefits that far exceed its cost.** Much of this return-on-investment results from the avoidance of the long-term consequences of lead poisoning over the course of childhood, adolescent development, and adulthood. For children born this year alone, lead exposure will cost Ohio nearly \$3 billion in reduced productivity, premature mortality, added healthcare, education, criminal justice, and social assistance costs.

## INVESTMENT OPPORTUNITIES

**The Fund will operate through two preliminary phases: the Pilot Period and the Full Compliance Cycle.** The Pilot Period spans approximately 3.5 years and encompasses the ramp-up toward the Lead Safe Certificate requirement and its first implementation cycle. The Full Compliance Cycle is the subsequent 2-year period of system maturation.

Elements of the Lead Safe Home Fund	Type of Investment	5-Year Budget	Potential Investors
<b>LEAD SAFE RESOURCE CENTER</b>			
Operational Hub	Grant	\$5.4 million	Corporate, Large Retailers, Healthcare, Philanthropy, Large Contractors, Building Trades and Unions, Child Welfare
Workforce Development	Grant	\$1 million	Corporate, Building Trades and Unions, Construction, Philanthropy, Public
<b>LEAD SAFE HOME LOANS AND GRANTS</b>			
Loans and Grants Administration	Grant	\$8 million	Public, Philanthropy, Corporate
Lead Safe Certificate Incentives	Grant	\$5 million	Public, Philanthropy, Corporate
Interim Control Grants	Grant	\$40 million	Public, Philanthropy, Healthcare
Guarantee and First Loss Capital	PRI/Other	\$8 million	Public, Philanthropy, CDFIs
Mission-Driven Capital	PRI/Other	\$21 million	Private/High net worth individuals, Healthcare, Corporate
Bank and Other Financial Institutions Capital	Loans	\$11 million	Banks and Lenders, Corporate
<b>TOTAL ESTIMATED 5-YEAR BUDGET: \$99.4 million</b>			

## ABOUT THE LEAD SAFE CLEVELAND COALITION

The Lead Safe Cleveland Coalition is an inclusive public-private partnership founded to address lead poisoning through a comprehensive, preventive, and long-term approach. This approach protects Cleveland's children by merging smart, adaptable public policies; knowledgeable agencies willing to collaborate; proven community programs; and public and private sector accountability. Today, the Coalition has over 300 participants and seven working committees, and continues to grow.

### CONTACT US:

**Marcia Egbert** | The George Gund Foundation  
MEgbert@gundfdn.org

**Daniel Cohn** | Mt. Sinai Health Care Foundation  
daniel.cohn@mtsinaifoundation.org

**Mark McDermott** | Enterprise Community Partners  
mmcdermott@enterprisecommunity.org

**Email** | [info@leadsafeCLE.org](mailto:info@leadsafeCLE.org)

**Twitter** | [@LeadSafeCLE](https://twitter.com/LeadSafeCLE)

# LEAD SAFE CLEVELAND COALITION

## LEAD SAFE HOME FUND ELEMENTS AND POTENTIAL INVESTORS

Elements of the Lead Safe Home Fund	Type of Investment	Potential Investors
<b>LEAD SAFE RESOURCE CENTER</b>		
<p><b>Operational Hub</b> The Resource Center will be the operational hub of emerging lead poisoning prevention system. It will serve as a one-stop-shop and system navigation center for contractors, property owners, residents, and more. It will offer a hotline, public education, training, and lead safety equipment, tools and supplies. It will be the public facing entry point and coordinating platform for Lead Safe Home Loans and Grants.</p>	Grant	Corporate Large Retailers Healthcare Philanthropy Large Contractors Building Trades and Unions Child Welfare
<p><b>Workforce Development</b> The workforce development program will coordinate with existing workforce development systems. The program will recruit, train, and license a workforce to conduct clearance examinations, risk assessments, lead safe remediations, and other lead safe work. The program will promote a two-part training that includes in-the-field learning for quality control as well as a “training the trainers” approach.</p>	Grant	Corporate Building Trades and Unions Construction Philanthropy Public
<b>LEAD SAFE HOME LOANS AND GRANTS</b>		
<p><b>Loans and Grants Administration</b> Administration support for the entity that will hold grant funding and lending capital for Lead Safe Home Loans and Grants. Administration will cover staffing, insurance, underwriting, and servicing needs.</p>	Grant	Philanthropy Public Corporate
<p><b>Lead Safe Certificate Incentives</b> Inspection incentives—for both Clearance Examinations and Risk Assessments—will reduce barriers and encourage compliance during the new Lead Safe Certificate ramp-up period and beyond.</p>	Grant	Public Philanthropy Corporate
<p><b>Interim Control Grants</b> Grants will be provided to eligible property owners to conduct lead safe work and support interim controls that result in the acquisition of a Lead Safe Certificate.</p>	Grant	Public Philanthropy Healthcare
<p><b>Guarantee and First Loss Capital</b> Capital at 0% will serve as the guarantee for loans to eligible property owners.</p>	PRI or Other	Public Philanthropy CDFIs
<p><b>Mission-Driven Capital</b> Flexible, low-cost program related investments capital from mission-driven CDFIs or other investors achieve a low, blended rate.</p>	PRI or Other	Private/High Net Worth Individuals Healthcare Corporate
<p><b>Bank and Other Financial Institution Capital</b> Traditional, private, low-cost lending capital from banks and other financial institutions seeking a return will be structured as loans to property owners.</p>	Loans	Banks and Lenders Corporate

# LEAD SAFE CLEVELAND COALITION

## LEAD SAFE RESOURCE CENTER ELEMENTS

### OPERATIONAL HUB

#### OVERVIEW

The Lead Safe Resource Center serves as the operational headquarters of all lead poisoning prevention efforts. It will be managed by one or more third-party community organizations as a central hub around which community spokes are formed to meet neighborhood-specific needs.

#### Lead Safe Certificate System Navigation

The Resource Center will act as the public facing point of entry and coordination for inspection incentives, Lead Safe Home Loans and Grants, and other resources. The Resource Center will offer navigation of the new Lead Safe Certificate system for contractors, landlords, and residents. The Resource Center will directly coordinate with the Lead Safe Auditor and the Lead Safe Advisory Board.

#### Public Education and Training

The Resource Center will host regular lead poisoning prevention education and training for residents and property owners. The Resource Center will assist with general education and community organizing. In partnership with the Lead Safe Cleveland Coalition and the City of Cleveland, the Resource Center will be responsible for the broad marketing of the Lead Safe Certificate system.

#### Hotline

The hotline will be a dedicated line for public access to comprehensive, local lead-related resources, and services. It will be staffed by a trained professional.

#### Lead Safety Equipment, Tool & Supply Program

This Program will provide supplies and equipment needed to carry out lead inspections, interim controls, and lead safe maintenance. One-time site preparation and maintenance kits will be offered and may include: rugs, personal protective clothing, equipment, cleaning kits, and more. HEPA Vacuums and XRF Analyzers (X-Ray Fluorescence) will be available for rent to trained professionals.

### WORKFORCE DEVELOPMENT

#### OVERVIEW

The Resource Center also serves as the coordinating point for workforce development, ensuring there will be an ample, knowledgeable, and skilled workforce to meet the demands resulting from the Lead Safe Certificate system. The Resource Center's workforce development program is designed to assist with recruiting, training, and licensing a workforce to complete inspections, lead safe remediations, and other lead safe work.

#### Workforce System Coordination

The Resource Center will coordinate with existing workforce development systems. The Resource Center will act as a Lead Safe Certificate workforce clearinghouse and offer a vetted directory to property owners.

#### Inspection Training

The Resource Center will offer vouchers to incent and subsidize training for Lead Inspectors, Lead Risk Assessors, and Clearance Technicians. The Resource Center will promote pre-inspection services to assess homes for their lead safety prior to engaging in Clearance Examinations and Risk Assessments.

#### Contractor, Landlord, Tenant Training

The Resource Center will offer vouchers to subsidize training for Lead Abatement Contractors, Lead Abatement Workers, and Renovation, Repair and Painting (RRP) Certifications. The workforce development program will promote a two-part training that includes in-the-field learning for quality control as well as a "training the trainers" approach.



# LEAD SAFE CLEVELAND COALITION

## GUIDING PRINCIPLES

1. **Systems change.** Lead Safe Cleveland will work to transform policies and systems to promote lead poisoning prevention, screening and testing, treatment and intervention, and education and outreach.
2. **Public-private partnership.** Lead poisoning affects all of us, and we all need to take responsibility for addressing it. Dedicated resources—from the public, private, corporate, and philanthropic sectors—are needed for lead testing, screening, lead hazard control and abatement, relocation, community education and outreach, workforce development for lead professionals, increasing the supply of safe, affordable housing options, training in lead-safe work practices for property owners, contractors, and more.
3. **Cleveland approach.** Lead Safe Cleveland will identify and pursue solutions based on science, best practices, and common sense, rooted in Cleveland’s unique assets and challenges.
4. **Primary prevention.** Lead Safe Cleveland believes in preventing childhood lead exposure in all residential properties, childcare facilities, schools, and other buildings during renovation, repair, regular maintenance, and demolition without threat of displacement.
5. **Families deserve safe, affordable housing.** Cleveland families must have access to safe, affordable housing. Families should have information on lead hazards in properties and how to protect themselves and their children.
6. **Accountability.** Lead Safe Cleveland will partner with and hold accountable landlords, governmental agencies, healthcare providers, insurers, the legal system, and others to protect the health and safety of children and families.
7. **Outcome oriented.** The Lead Safe Cleveland goals, objectives, and actions will be directed toward achieving measurable outcomes.
8. **Genuine community partnership.** Lead Safe Cleveland must be sure that the voices of people directly affected by lead are heard. For solutions to be sustainable, those directly affected must be full partners in project design and implementation.
9. **Solidarity and collaboration.** Groups working on similar issues with compatible visions should consciously act in solidarity, mutuality, and support each other’s work. We will treat each other with justice and respect, both on an individual and an organizational level.
10. **Integrity.** Lead Safe Cleveland will operate on the mode of community-centeredness. We must “walk our talk.” We must live out the values that we say we’re struggling for and we must work toward justice, peace, and community.