

# A New Day Has Come

*One Coalition's Approach to Transforming Policies, Systems,  
and Community Investments to Prevent Lead Exposure At-  
Scale*



# Agenda

- Introductions
- Lead exposure in Cleveland
- History of the Lead Safe Cleveland Coalition
- Cleveland's lead ordinance
- Implementation of the law + the Lead Safe Home Fund
  - Lead Safe Resource Center
  - Lead Safe Home Loans + Grants
- Looking ahead
- Discussion



# Introductions



**Daniel Cohn**  
Mt. Sinai Foundation



**Kim Foreman**  
Environmental Health  
Watch



**Hon. Blaine A. Griffin**  
Cleveland City Council



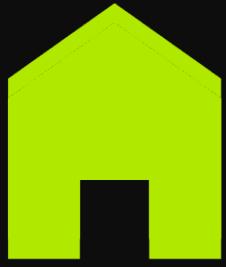
**Emily Lundgard**  
Enterprise Community  
Partners



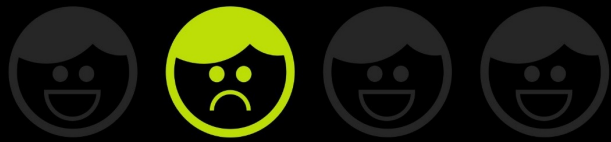
**Kevin Nowak**  
CHN Housing Partners



# Lead exposure in Cleveland

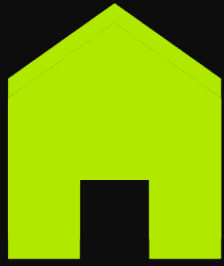


# Cleveland's lead crisis



**1 IN 4 CHILDREN GET  
LEAD POISONING  
BY THE TIME  
THEY ENTER  
KINDERGARTEN**

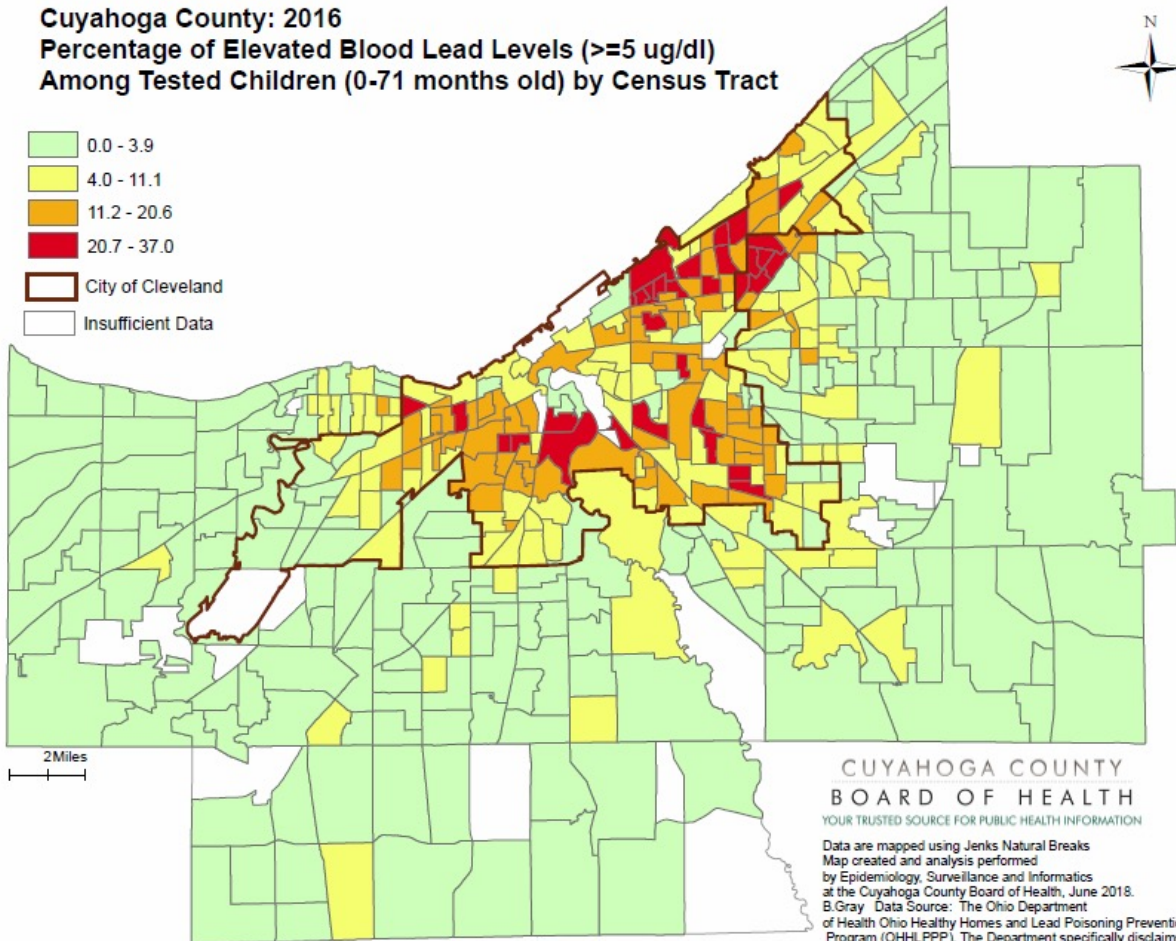
- CWRU studies underscore effects of lead exposure are **long-term and cumulative**
- Children with EBLs are:
  - 27% less likely to be on-track for kindergarten
  - 25-30% more likely to enter the juvenile justice system
  - 34% more likely to be incarcerated as adults
  - Up to 50% more likely to rely on public assistance programs by age 23



# Legacy of historical disinvestment

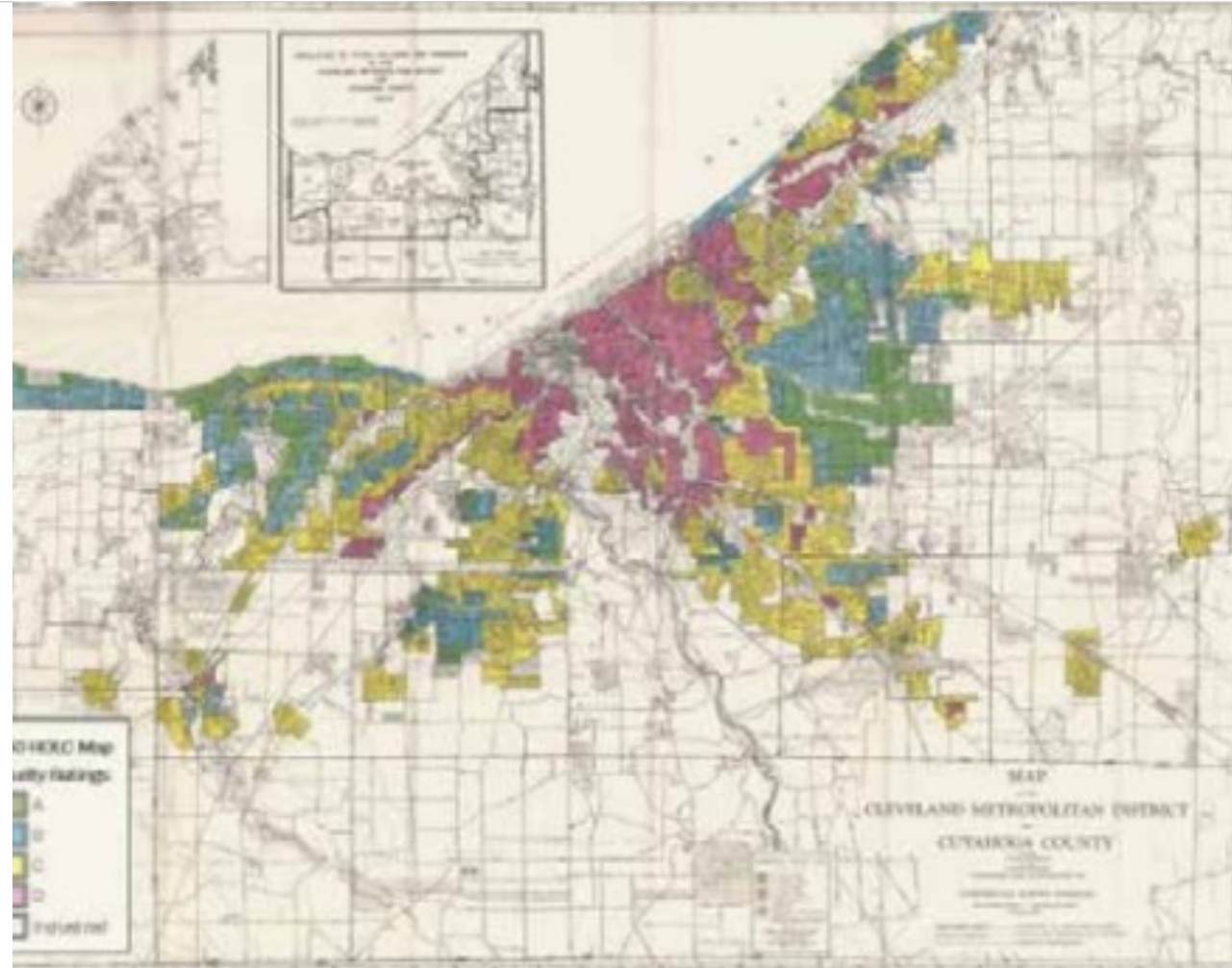
**Cuyahoga County: 2016**  
**Percentage of Elevated Blood Lead Levels ( $\geq 5$  ug/dl)**  
**Among Tested Children (0-71 months old) by Census Tract**

- 0.0 - 3.9
- 4.0 - 11.1
- 11.2 - 20.6
- 20.7 - 37.0
- City of Cleveland
- Insufficient Data



CUYAHOGA COUNTY  
BOARD OF HEALTH  
YOUR TRUSTED SOURCE FOR PUBLIC HEALTH INFORMATION

Data are mapped using Jenks Natural Breaks  
Map created and analysis performed  
by Epidemiology, Surveillance and Informatics  
at the Cuyahoga County Board of Health, June 2018.  
B. Gray Data Source: The Ohio Department  
of Health Ohio Healthy Homes and Lead Poisoning Prevention  
Program (OHLPPP). The Department specifically disclaims  
responsibility for any analyses, interpretations, or conclusions.





**Lead Safe Cleveland Coalition**



An inclusive, public-private partnership committed to making Cleveland lead safe

—

Over 500 members believe that no child should ever be poisoned by lead

**LEAD**  **SAFE**  
CLEVELAND COALITION





# Guiding principles

- Policy and Systems Change
- Cleveland Approach
- Primary Prevention
- Safe, Affordable Housing
- Accountability
- Outcome-Oriented
- Public-Private Partnership
- Genuine Community Partnership
- Solidarity and Collaboration
- Integrity



**Steering Committee**

**Lead Safe Cleveland Coalition**

**LEAD SAFE HOME FUND**

**Governance**  
Chair  
Mt. Sinai  
Foundation

**Community Engagement**  
Chair  
Environmental  
Health Watch

**Research + Evaluation**  
Chair  
Case Western  
Reserve  
University

**Policy**  
Chair  
Enterprise  
Community  
Partners

**Summit**  
Chair  
United Way  
of Greater  
Cleveland

**Resource Development**  
Chair  
George Gund  
Foundation

**Workforce Development**  
Chair  
Urban League

**Lead Safe Resource Center**

Administrator  
**Environmental Health Watch**

**Lead Safe Home Loans + Grants**

Administrator  
**CHN Housing Partners**

**Resident Action Teams**

**Educational Interventions**  
Chair  
Legal Aid + CMSD

**Screening, Testing + Services**  
Chair  
Invest In Children + County  
Board of Health

**Child Care Settings**  
Chair  
Starting Point



# History of the Coalition

- National and local energy
- Lawsuits against City and landlords
- Funders Concerned about Lead Poisoning (FCLP)

2017

- Partnership development (HUD/NEHA conference)
- Research + learning
- Road trip to Rochester, NY

2018

- Coalition launch
- Lead Safe Home Summit
- Advocacy + lead ordinance passage
- Fund development

2019

- Lead Safe Home Fund capital raise
- Lead Safe Resource Center opening
- Lead Safe Home Loans + Grants launch

2020

- Supporting rollout of Certification
- Support + evaluate LSHF
- Advocate for LSHF investments

2021



Cleveland's lead ordinance

# Public Health Crisis with a Housing Solution

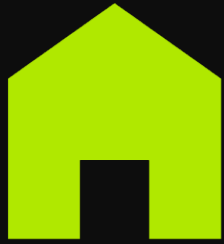


Lead  
Safe  
Solution

Focus on  
prevention by  
proactively  
making **spaces**  
**lead safe**

**COALITION TO  
PREVENT  
LEAD  
POISONING**

If they can  
do it, so  
can we



# Cleveland's lead ordinance

ideastream



DONATE

- listen now ▶
- donate
- news
- arts & culture
- education
- health
- local shows
- support
- about
- question?
- school closings

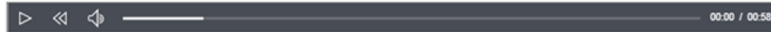


## Lead-Safe Rental Requirements Approved By Cleveland City Council



Cracked and peeling paint in older homes can pose a risk of lead poisoning. [tab62 / Shutterstock]

### Featured Audio



#### News

AUTHOR  
Nick Castele

PUBLISHED  
July 24, 2019

Cleveland City Council passed new lead paint requirements for landlords Wednesday, giving Mayor Frank Jackson's administration 18 months to develop a citywide program to reduce childhood lead poisoning.

The law requires owners of rentals built before 1978 to have their properties inspected for lead hazards every two years.

SUPPORT PROVIDED BY

Care and compassion for the entire family.



METRO

## Cleveland City Council passes historic lead poisoning prevention law

Updated Jul 24, 2019; Posted Jul 24, 2019



The Plain Dealer

Councilman Blaine Griffin during a press conference for the Lead Safe Plan for the city of Cleveland. January 22, 2019 (Gus Chan / The Plain Dealer)

By [Rachel Dissell, The Plain Dealer](#) and [Brie Zeltner, The Plain Dealer](#)

CLEVELAND, Ohio – City Council on Wednesday passed what some are calling a history-making law aimed at significantly reducing the number



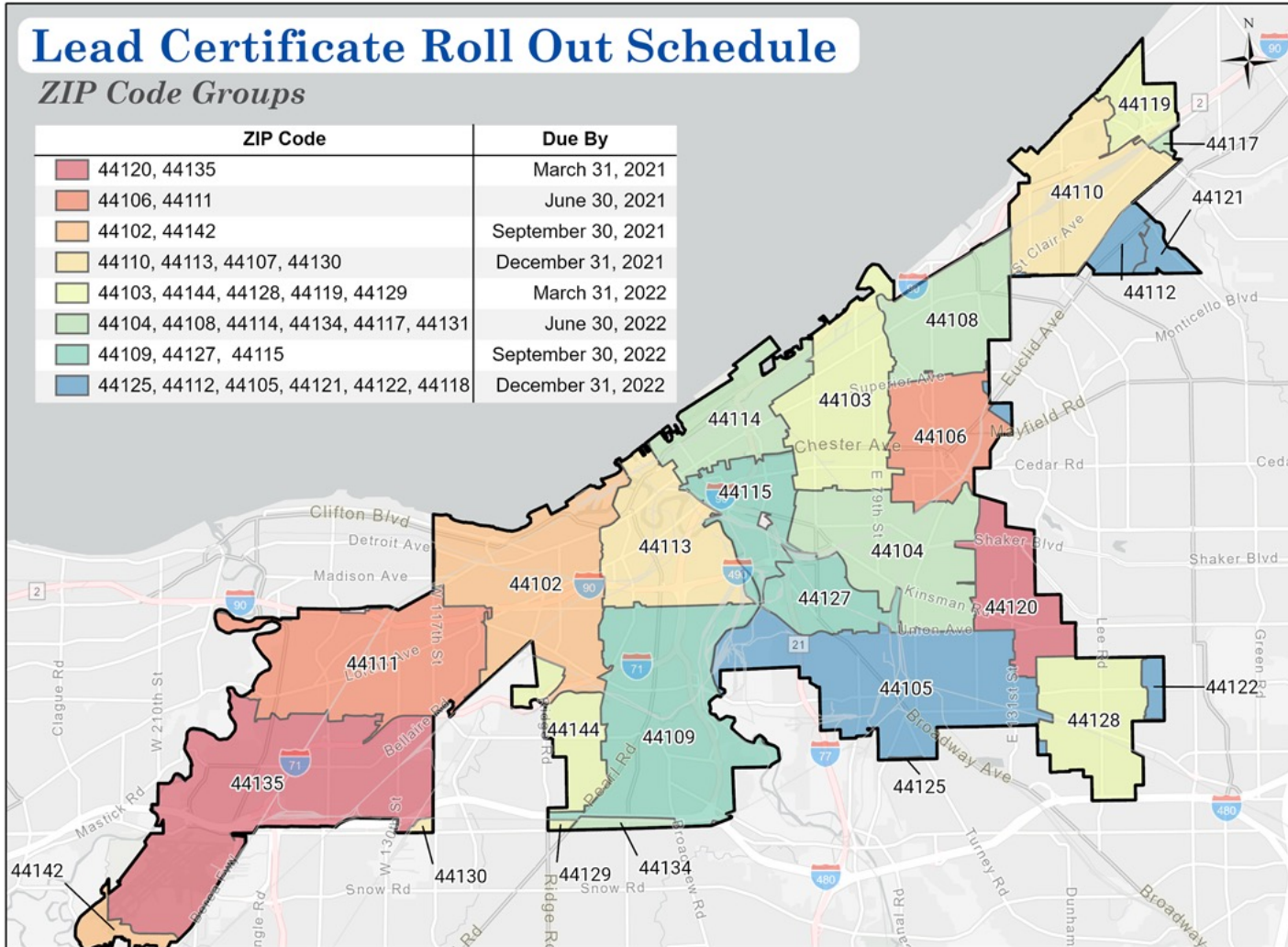


# Ordinance overview

- Proactive rental inspection
- Lead-Safe Certification with 2-year renewal
  - Clearance examination or lead risk assessment
  - Private, third-party inspections + home repair
- Evaluation and protection against unintended consequences
- Oversight
  - Lead Safe Advisory Board
  - Lead Safe Housing Action Board
  - Lead Screening + Testing Commission
  - Lead Safe Auditor



# ZIP code groupings





# Pairing the Law with Resources



# Lead Safe Home Fund

- First-of-its-kind fund + **replicable** model to support property owners and families to achieve lead safety
  - Lead Safe Resource Center
  - Lead Safe Home Loans + Grants
- 5-year, \$99.4 million target budget
- National RFQ to select administrators



# Lead Safe Resource Center

## One-stop-shop for lead poisoning prevention

- Lead Safe Certification navigation
  - Virtual landlord workshops
- Referrals to financial assistance
- Workforce + DIY training
- Lead safe hotline
- Community outreach + organizing
- Resident + landlord education

LEAD SAFE  
**RESOURCE CENTER**  
IS NOW OPEN!

Visit the Lead Safe Resource Center at:  
**4600 Euclid Ave., Suites 320-322**  
**Cleveland, OH 44103**

Or Call our Hotline at:  
**833-601-5323**





# Lead Safe Certification process

## 6 steps

- Contact the Resource Center
- Check your property
- Remediate hazards
  - Apply for a loan or grant
  - Be responsible for your own work
  - Contract with a vetted worker
- Clean your property
- Get lead clearance
- Apply for Certification

**“If we get a grip on this, we could start to see some real improvement in children's lives, in their school life, in their future life, in their future potential for careers.”**

*Diana  
Real Estate Agent*





# Workforce development

- Pipeline to recruit and support new + experienced professionals
  - Clearance Technicians
  - Renovation, Repair and Painting (RRP) Firm Certification
  - DIY Landlords
- Vetted, third-party list available to property owners
  - Two-part week-long training + field experience
  - Mandatory orientation and ongoing support
- Recruitment
  - Neighborhood outreach
  - LSRC call center
  - Information sessions for landlords
  - Calendar of scheduled training on coalition site + Eventbrite

833-601-LEAD (5323)

Contact Us

Comuníquese

Lead Safe Resource Center

Lead Safe Certification

Events & Training



About Lead

Residents & Families

Landlords & Property Owners

Lead Safe Workers

About The Coalition



**KNOW THE SOURCES. PREVENT EXPOSURE.  
LET'S BUILD A LEAD SAFE CLEVELAND.**

Our Mission



**LEARN HOW TO PROTECT FAMILIES AND CREATE**

9:41

www.lead-safe-cle.org

Contact Us

Comuníquese



**KNOW THE SOURCES. PREVENT EXPOSURE.  
LET'S BUILD A LEAD SAFE CLEVELAND.**

Our Mission



**LEARN HOW TO PROTECT FAMILIES AND CREATE LEAD SAFE HOMES**





# Organizing + outreach





**EL ENVENENAMIENTO POR PLOMO PUEDE AFECTAR A CUALQUIER PERSONA ”**

**MAS DEL 25% DE LOS NIÑOS EN CLEVELAND DAN POSITIVO PARA PLOMO ANTES DE KINDERGARTEN**

**COBROZA LAS FUENTES. PREVENGA LA EXPOSICIÓN. INICIANDO CLEVELAND SUAVEMENTE CONTRA EL PLOMO.**

**LEAD SAFE RESOURCE CENTER**  
4600 Euclid Ave., Suites 320-322  
Cleveland, OH 44103  
833-601-5323  
Lunes a viernes 9 AM-6 PM  
[www.leadSafeCLE.org](http://www.leadSafeCLE.org)

## ATTENTION LANDLORDS

Beginning March 31, 2021, the City of Cleveland is requiring residential rental units built before 1978 to receive a Lead Safe Certification.

### 6 STEPS TO GET YOUR PROPERTY LEAD SAFE CERTIFIED

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
<b>CONTACT THE RESOURCE CENTER</b> Have questions? The Resource Center is here to help.	<b>CHECK YOUR PROPERTY</b> If your property was built before 1978, start here to determine your next steps.	<b>REMEDiate LEAD HAZARDS</b> If lead hazards are present, hire an RRP certified lead safe worker or become RRP certified to complete the work yourself.	<b>CLEAN YOUR PROPERTY</b> You are highly encouraged to complete an Environmental Cleaning 24-48 hours prior to your clearance examination.	<b>GET LEAD CLEARANCE</b> Pass a clearance examination or risk assessment.	<b>APPLY FOR CERTIFICATION</b> Submit passed clearance examination or risk assessment to the City to receive two-year certification.

Learn More at [LeadSafeCLE.org/landlords](http://LeadSafeCLE.org/landlords)

**LEAD SAFE RESOURCE CENTER**

**THIS PROPERTY IS DUE FOR LEAD SAFE CERTIFICATION**

Attention Landlords! Your rental property is now due for Lead Safe Certification. The property owner could be fined for not acting now. If you are a tenant, please pass this on to your landlord!

**GEAR UP AND GET READY TO DO IT BECAUSE YOU'RE NOT ALONE ANYMORE”**

Mandale - Landlord

LEARN MORE BY CONTACTING THE LEAD SAFE RESOURCE CENTER  
833-601-LEAD (5323)  
[LeadSafeCLE.org/certification](http://LeadSafeCLE.org/certification)

## THE TIME TO ACT IS NOW

### YOUR PROPERTY IS DUE FOR LEAD CERTIFICATION

The City of Cleveland is requiring residential rental units built before 1978 to receive a Lead Safe Certification. Your property is due and this property may be fined for not acting now.

LEARN MORE BY CONTACTING THE LEAD SAFE RESOURCE CENTER

**833-601-LEAD (5323)**

**WE HAVE AN OBLIGATION TO ENSURE THAT OUR TENANTS ARE SAFE IN THE PLACES THAT THEY'RE RENTING FROM US ”**

- Scott  
Landlord

**LEAD SAFE RESOURCE CENTER**

**NO CHILD SHOULD EVER BE LEAD POISONED.**

Visit the Lead Safe Resource Center to:

- Protect your children from lead hazards
- Receive support to achieve Lead Safe Certification
- Attend FREE lead safe workforce trainings
- Find out about financial assistance for landlords and property owners
- Understand more about screening and testing
- Learn more about lead poisoning prevention

LEARN MORE BY CONTACTING THE LEAD SAFE RESOURCE CENTER  
Lead Safe Resource Center  
4600 Euclid Ave., Suites 320-322  
Cleveland, OH 44103  
[www.leadSafeCLE.org/lsrc](http://www.leadSafeCLE.org/lsrc)

**DON'T BE AFRAID TO TAKE ACTION. SUPPORT IS HERE FOR YOU ”**

- Robin  
Mother, Community Voice

**LEAD SAFE RESOURCE CENTER**

KNOW THE SOURCES. PREVENT EXPOSURE. LET'S BUILD A LEAD SAFE CLEVELAND.



# Lead Safe Home Loans + Grants

## Assist property owners to make lead-safe home repairs

- Home loans
- Grants
- Incentives for Lead Safe Certification

## Key tenets

- Comprehensive + targeted
- Accountability + equity

LEAD SAFE  
**Loans & Grants**  
APPLICATIONS  
ARE NOW OPEN!

Find out if you're eligible for financial assistance and apply today.

[chnhousingpartners.org/lead](http://chnhousingpartners.org/lead)





# Continuum of products

## Offered Products

- Grants of up to \$7,000 to cover 90% of project costs for low-income landlords
- Loans between \$1,500 and \$7,500
- Cash incentives of \$500 to all borrowers

## Current Metrics

- Engaged with over 700 landlords
- Over \$870,000 allocated to current projects



# Construction management

## **Construction management team simplifies process**

- Assign, manage, and evaluate contractors through entire project
- Set pricing and product standards for all projects
- Remove challenges inherent in managing construction projects for landlords

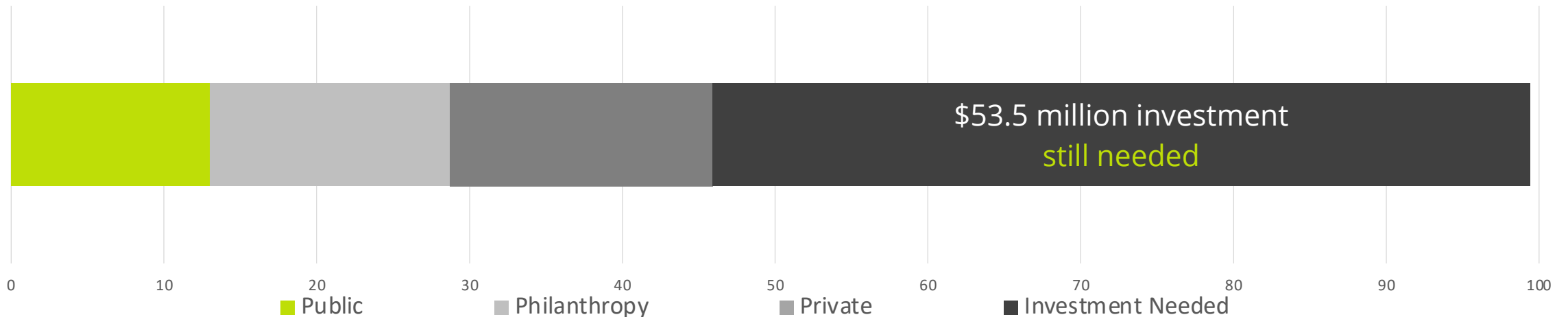
## **Current Metrics**

- 25 projects completed
- 79 in construction pipeline
- 39 currently under construction



# Public + private investments

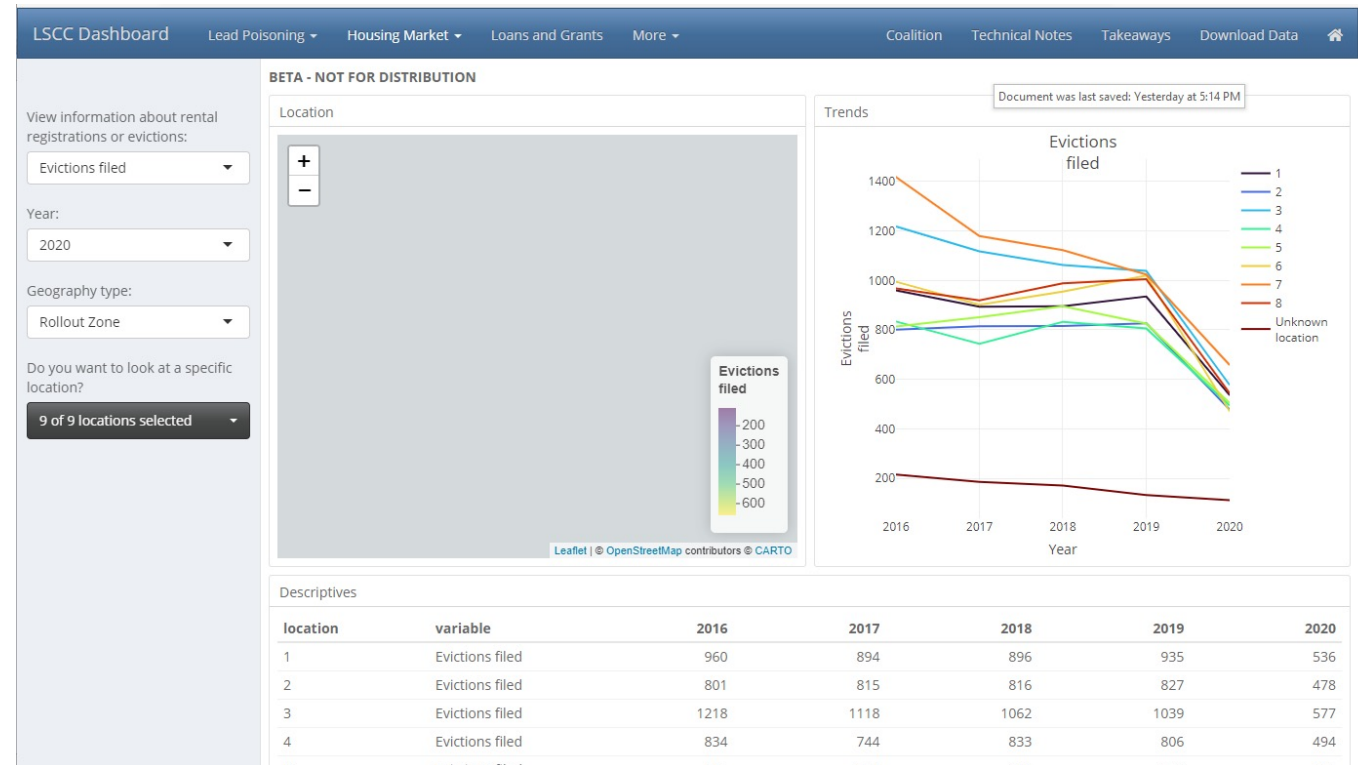
- Public sector: City of Cleveland, Cuyahoga County, State of Ohio
- Philanthropy: Grants + PRI
- Private Sector: Health systems, MCOs, banks, CDFIs, corporations





# Measuring impact

- Lead Safe Auditor
- Lead Safe Advisory Board
  - Monitoring impact of Lead Safe Certification
  - Quarterly reports
  - Public dashboard
- Research + Evaluation Committee





**Looking ahead**



## Learn More

Website: [www.lead safecle.org](http://www.lead safecle.org)

Email: [info@lead safecle.org](mailto:info@lead safecle.org)

Lead Safe hotline:  
833-601-LEAD

Social media:  
@LeadSafeCLE

**LEAD  SAFE**  
CLEVELAND COALITION

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LEAD SAFE CLEVELAND.**

