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.
ELEMENTS OF INVESTOR PACKAGE

I. EXECUTIVE SUMMARY

II. NEED
   • Lead Poisoning Prevention
   • Lead Safe Home Fund: The Public-Private Solution to Lead Poisoning

III. IMPACT OF INVESTMENT
   • Cost of Inaction
   • Effectiveness of Interim Controls
   • Improving Cleveland Homes

IV. INVESTMENT OPPORTUNITIES
   • Lead Safe Home Loans and Grants
   • Lead Safe Resource Center

V. WHAT SUCCESS LOOKS LIKE
   • Metrics
   • Implementation Assumptions

VI. SUSTAINABILITY PLAN
   • Timeline and Benchmarks
   • Expectations
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 over 25% of Cleveland children test positive for lead prior to kindergarten.

Cleveland's lead poisoning rates are about four times the national average. The problem is even more severe in neighborhoods like Glenville and Clark-Fulton where a disproportionate number of children of color live, often in substandard housing.

Lead-based paint and leaded dust are the primary causes of lead poisoning in Ohio. And in Cleveland more than 90% of the housing stock was built before 1978, when 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 children from being poisoned. It has been done in other communities – it is time for us to act.

That’s why Cleveland’s public and private sectors joined together to form the Lead Safe Cleveland Coalition. Now boasting over 300 members representing more than 100 cross-sector organizations, the Coalition has a single goal: protect children and families from lead exposure.

The Coalition represents an unprecedented collaboration and systemic effort to prevent lead poisoning. We believe that no child should ever be lead poisoned.

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.

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 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 rentals to proactively achieve lead safe status. The Fund will complete a carrot-and-stick approach that not only hold property owners accountable but provides the resources and incentives to do so.

- **Leverage investments from all sectors.** Lead poisoning affects us all so we all – the private sector, philanthropy, corporate partners, health systems, the public sector, and more - need to take responsibility for addressing it.

Substantial cross-sector support of the Lead Safe Home Fund will be necessary for it to succeed. It is important to note though, 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. We anticipate the same return-on-investment here in Cleveland.

The community leadership exists now. The political will exists now. And we stand at the cusp of advancing the most effective tools and systems Cleveland has ever seen to address housing conditions now.

Substantial cross-sector support of the Fund will be necessary for it to succeed. It is important to note though, 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. The Coalition anticipates the same return-on-investment here in Cleveland.

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

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

Discovery of Lead

Kareemah is a woman on a mission. She is a very active mother of two young boys both poisoned by lead. She is telling her story to raise awareness in hopes of protecting other families from lead poisoning.

During a 2014 home visit, Kareemah’s Help Me Grow case worker expressed concerns about the children’s hyperactivity and inability to sit still. At the time, her sons were two and three years old and Kareemah was not aware of lead or the dangers of lead in paint and dust. In fact, most of the family’s furniture was placed against painted windows, including the children’s beds, couches, and her dining room table. Her children ate dinner at that table and, in the Summer months, played in some of the windows. After her visit with her case worker, Kareemah began watching her children more closely and noticed that while they slept, they would not stop moving.

The case worker and Kareemah checked the home and found peeling and chipping lead-based paint on the windows and within the window sills. Growing concerned, she requested a lead test and discovered that both of her children had elevated blood lead levels. Her older son had an elevated blood lead level of 28 micrograms per deciliter and her younger son had a level of 26, both far above the federal threshold for lead poisoning.

Lead Confirmation and Follow Up

According to Kareemah, the pediatrician never contacted her about the lead results. The first time she learned about her sons’ lead poisoning was when she received a letter from the Ohio Department of Health (ODH) weeks later.

Kareemah was overwhelmed by the news and the required follow up with ODH and her children’s pediatrician. Her family received a $12,000 grant to remediate the lead in their home. It was 12 months from the time the children were tested until the home repairs were completed.

Kareemah lives upstairs from her mother in a two-family home. As an owner of the building, her mother was required to pay a $500 deposit to participate in the home repair program. Kareemah described the process: they were required to pack up their house like they were moving and place everything in the middle of the floor. The contractors placed tarps over their belongings. In four days, she had all new windows, exterior doors, vinyl sided garage, and a full house industrial cleaning.

She was required to attend a clinic where she was educated about lead and provided tools like a specialized vacuum and a cleaning kit. Initially, the
children had to be tested for lead every 30 days and then tested twice every 90 days. Doctors wanted to admit her sons into the hospital because their levels were so high but Kareemah committed to reducing their blood lead levels through a strict diet regimen. In 30 days, the children’s numbers began to decline.

### The Impact

During her last meeting with ODH, Kareemah and staff discussed the residual effects of lead and identified the signs she should look for in her children. She learned that her sons would have “issues” for the rest of their lives.

Those issues began to manifest in 2018. Last school year, Kareemah visited the school 41 times to address her younger son’s behavior. The seven-year-old boy is now labeled “dangerous,” due to his episodes of “flipping out, anger, and aggression.” He is required to have an aide alongside him all day.

Kareemah had to quit her job in 2019 so she could attend meetings at the school, take phone calls, and tend to her son’s education. She is currently working to have his individualized education plan amended because she understands the long-term impact of her son having a label like “dangerous.”

Her older son has problems with his short-term memory. He doesn’t remember to complete tasks and currently reads at a first-grade level. His confidence is low, knowing his younger brother’s reading and comprehension skills exceed his own.

Kareemah believes she shielded her sons as best she could until they entered school. She described how overwhelming it is to attend, sometimes alone, meetings with four or five white women including the teacher, aide, psychologist, and principal. In their short educational experience, Kareemah’s sons have attended a charter school and a local public school, and she is now considering transferring them to yet another school.

Now that her home has been made lead safe her questions are “what do I do now” and “what tools are available to help?” Kareemah is considering applying for Social Security to give her the ability to stay at home, always available when necessary to attend various meetings at the school and support her sons when needed. And while her focus is advocating for her children, she is also concerned with not impeding the learning of other students due to her son acting out in class.

She learned that her sons would have “issues” for the rest of their lives.

Lead poisoning has impacted more than just her sons. It has also impacted her relationships, both familial and personal. Her friends think she is “too soft on the boys,” and many people do not fully understand the cognitive and behavioral effects of lead. Kareemah believes people are annoyed with her children because of their behavior and they only visit with people that know their story and can empathize.

Kareemah doesn’t know who to hold accountable for her children being poisoned so she carries the guilt of not knowing about lead with her.

She also expressed a feeling of guilt about applying for Social Security benefits because she is able-bodied and wants to work. Kareemah’s life is currently on the back burner so she can help her sons succeed. Her focus is ensuring the next time the state intervenes with her sons, it is not through the juvenile justice system.
LEAD POSIONING PREVENTION

Lead poisoning is pervasive and robs Cleveland’s children of their potential. Lead exposure, at even very low levels, can damage a developing brain and cause lifelong problems affecting education, behavior, and health. Children younger than six are especially vulnerable to lead poisoning. Therefore, preventing exposure is imperative for laying a foundation for lifelong success.

Lead is an environmental toxin that affects the brain, heart, bones, and kidneys. There are no safe levels once it is in the bloodstream. Lead poisoning occurs when lead builds up in the body, often over months or years, causing serious problems.

Lead exposure can result in decreased IQ and academic performance and can cause issues with impulsivity, hyperactivity, and attention disorders. This can be especially problematic among populations experiencing other developmental risk factors, all of which can impair school readiness. In short, lead poisoning creates a toxic baseline to which all other risks are added.

Lead can be found in paint, soil, jewelry, toys, home remedies, ceramics, candy, and water. However, lead-based paint, and the leaded dust it creates, is by far the most common form of exposure for children in Cleveland. Lead exposure is a public health, education, and workforce development issue with a housing solution.

The fundamental idea behind most lead poisoning prevention efforts is this: Improve housing conditions so that children do not have the opportunity to ingest or inhale lead-based paint exposures in or around the home. This approach is referred to as primary prevention.

LEAD SAFE HOME FUND: THE PUBLIC-PRIVATE SOLUTION TO LEAD POISONING

The Lead Safe Cleveland Coalition believes in a primary prevention approach, the centerpiece of which is the emerging Lead Safe Certificate system for rental units built before 1978. Obtaining a Lead Safe Certificate will be mandatory beginning in March 2021 for all property owners renting applicable housing units in Cleveland. The system includes not only a certificate, but also carefully designed scaffolding that includes a deliberative ramp-up period and roll-out of the certificate; targeted resources for qualifying property owners, residents, and other stakeholders; and mandatory evaluation and a built-in feedback loop to monitor successes and challenges in real-time.

For simplicity and ease of use, eligible property owners will be able to find all the resources they need to obtain the Lead Safe Certificate within one streamlined structure: the Lead Safe Home Fund. The Fund is a first-of-its-kind public-private solution, a central strategy in the Coalition’s efforts.

Clear and cost effective remediations exist to make homes lead safe. The Fund connects eligible property owners to those proven interventions. Without ready access to these interventions, housing conditions will likely continue to worsen. The Fund is an opportunity to invest in a solution that we know to be effective and learn how to apply it to other communities. Indeed, the Lead Safe Certificate system cannot succeed without the Fund.
The Lead Safe Home Fund isn’t just the right investment, it is a smart investment.

COST OF INACTION

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.

According to Pew Charitable Trust, “eradicating lead paint hazards from older homes of children from low-income families would provide approximately $1.39 for every dollar invested and protect more than 311,000 children [...] The total benefits include $630 million in federal and $320 million in state and local health and education savings and increased revenue.” Moreover, a recent report released by Altarum indicates that the State of Ohio would save $2.8 billion each year by preventing childhood lead poisoning.

To provide an even deeper level of understanding of the long-term effects of lead poisoning, a research team at Case Western Reserve University is examining the downstream adverse and costly outcomes for a cohort of Cleveland youth. Specifically, they are comparing a group of children who tested positive for lead in their early years against a matched cohort that had negative lead tests at the same age. The differences in the lead exposed and non-lead exposed groups, controlling for relevant, observable factors, will be used to estimate the economic and social costs of lead exposure. Anticipated to be completed in 2019, this research will add to the well-known cost-benefits of lead poisoning prevention with a focus on Cleveland.

EFFECTIVENESS OF INTERIM CONTROLS

Primary prevention is best achieved by making homes lead safe. A home is considered lead safe when lead hazards have been controlled so that the concentration of leaded dust remains below the threshold set by the U.S. Environmental Protection Agency (EPA). The most cost effective way to achieve this is through the proactive application of interim controls.

Interim controls are a set of measures designed to temporarily reduce exposure risk. Interim controls include specialized cleaning, repairs, painting, temporary containment, ongoing lead hazard maintenance activities, and the establishment and operation of management and resident education programs. A lead safe home effectively protects against lead hazards but it requires ongoing maintenance in and around the home.

Because of their cost efficiency, interim controls can be especially useful in preventing lead poisoning within depressed housing markets. For example, after Rochester, NY implemented a lead safe mandate and encouraged the use of interim controls to meet the new mandate, lead poisoning rates decreased by nearly 85% over 10 years. The Coalition extensively researched the Rochester model, among others, to replicate this success in our community.
The Fund represents one of the most promising opportunities to remediate homes that are in desperate need of intervention. Cleveland homes are often turn-of-the-century single family homes that remind you of the great wealth and ethnic diversity that this city was built upon. In many ways it is a rich history that can best be honored by investing in it.

Cleveland’s housing deterioration is compounded by tragic history of redlining and systematic disinvestment, particularly in neighborhoods of color. It also serves as a stark reminder of our responsibility. We owe it to Cleveland’s children to improve their neighborhoods and their homes – creating lead safe homes is a long overdue investment into our historically disinvested communities.

Lead remediation is, of course, only one piece of home maintenance. With the support of the Fund, the Coalition is establishing relationships with property owners and the systematic entry points to not only remediate lead but also build a pipeline for broader home repairs. In short, the Fund represents the frontlines of our efforts to rebuild Cleveland.

Rental property owners are a key partner in creating a lead safe Cleveland so we must clearly understand their challenges and opportunities and build a system that respects those realities. Case Western Reserve University researchers, in close partnership with the Cleveland Department of Building and Housing, have profiled every rental property owner throughout Cleveland to understand historical data on tax delinquency, the incidence of confirmed lead poisoning, and other indicators of housing quality.

These researchers found that more than two-thirds of Cleveland’s rental property owners can be categorized as “mom-and-pops,” meaning small-scale and often owned by individuals who are themselves low-income. In fact, data indicate that many of these “mom-and-pop” rental property owners live within a building that contains one other rental unit.

Our community cannot thrive when housing is unhealthy and only growing worse. Investing in the Lead Safe Home Fund means investing in safe and decent homes and ensuring every child in Cleveland has a fair shot at living up to his or her full potential.
The Lead Safe Cleveland Coalition is building a substantial, sustainable fund with contributions from the public (city, county, state, and federal), nonprofit, and private (corporate and philanthropic) sectors to support the Lead Safe Certificate system.

The Lead Safe Home Fund is structured as a nimble and flexible vehicle, administered by an experienced and capable third-party, and operated in a manner to ensure efficiency, transparency, and responsiveness.

The Fund is modelled after best practices from peer loan funds and informed by a depth and breadth of research rarely seen as to the needs of property owners and the condition of their rental properties.

The Fund coordinates with existing resources and programs operated by the Cleveland Department of Building and Housing, the Cleveland Department of Public Health, and the Cleveland Department of Community Development.

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.

LEAD SAFE HOME LOANS AND GRANTS

This portion of the Fund, called Lead Safe Home Loans and Grants, offers grants and zero-to-low interest loans to eligible property owners. The Fund is designed to offset the cost of vital repairs needed to make homes lead safe for property owners who would not otherwise be able to afford remediation.

In addition to home repairs, loans and grants serve as financial tools to drive continued Lead Safe Certificate system compliance. For example, a portion of the loans could be forgiven if property owners appropriately re-engage with the Lead Safe Certificate system after two years – meaning, they re-register and submit a renewed Lead Safe Certificate on-time.

The Lead Safe Home Loans and Grants capital stack includes:

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 in collaboration with the third-party administrator of the Fund.

LOANS

Guarantee and First Loss Capital
• First loss capital at 0% will serve as the guarantee for loans to eligible property owners.
• Guarantees will have the potential to expand capital availability at less cost.
• Guarantee will cover potential losses to private capital so that the Fund can make loans to a broader spectrum of borrowers, including those who have credit or property value challenges.
• Guarantee capital may have the ultimate ability to be transferred into lending capital.

Mission-Driven Capital
• Flexible, low-cost program related investments (PRI) capital from mission-driven CDFIs or other investors will help achieve a low, blended rate.
• Mission-driven capital investors will advance their missions by generating social impact.

Bank and Other Financial Institutions Capital
• Traditional, private, low-cost lending capital from banks and other financial institutions seeking a return will be structured as loans to eligible property owners.
• Private capital investors assume the least amount of investment risk but provide a catalytic source of funding that is important for early-stage innovation.

Loans and Grants Administration
• Administration support for the mission driven entity that will hold grant funding and lending capital for Lead Safe Home Loans and Grants.
• Administration support, estimated at 10% of the total Lead Safe Home Loans and Grants, will cover staffing, insurance, underwriting, and servicing needs.
Creating and maintaining lead safe homes requires more than home remediation. Particularly when employing interim controls, sustainable success requires robust resident and property owner education, training on lead safe work practices, access to lead safe tools, and more.

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.

Centralized operations and a robust implementation platform are necessary to effectively deploy the Lead Safe Home Loans and Grants. The Resource Center serves this role by seamlessly coordinating the public education and marketing of available financing tools alongside the fund management and ‘bricks and sticks,’ or physical infrastructure, administration.

The emerging Lead Safe Certificate system requires highly visible and culturally competent system navigation, so it is critical that the Resource Center be a trusted place, a one-stop shop.

Elements of the Lead Safe Resource Center include:

**OPERATIONAL HUB**

**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.

**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 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.

**Lead Safety Equipment, Tools, and 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.

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.

As a part of the workforce development program, the Lead Safe Resource Center includes:

**WORKFORCE DEVELOPMENT**

**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.

**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 pre-inspection services 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.
Success means dramatic reductions in the number of children exposed to any level of lead hazard and, ultimately, zero children lead poisoned. The Lead Safe Cleveland Coalition embraces this bold goal knowing progress is incremental. Yet, every child saved from lead poisoning is a vital win.

**METRICS**

To gauge success along the way, one, three, and five-year metrics will be established and tracked on the systems level, the housing level, and the child and family level. The Coalition has already engaged colleagues at Case Western Reserve University to ensure the highest levels of accountability and transparency in data collection, analysis, and public reporting. In fact, local legislation mandates quarterly reporting on the progress of the Lead Safe Certificate system.

In transforming existing systems and building new ones, adaptability is urgent. That’s why our metrics will be crafted to inform policy and systems in real-time so that implementers can respond nimbly to emerging challenges as they appear.

On a systems level, metrics will track workforce development as well as interactions and touchpoints between the new Lead Safe Certificate system, the Lead Safe Resource Center, and the community.

On the housing level, the Coalition will track the type, cost, and location of all Fund supported lead remediation work. This will help identify areas of urgent need, test cost assumptions on implementing interim controls, and deepen our understanding on the level of need. As is often the case with pilots, the current demand estimates will continue to be refined as full compliance with the Lead Safe Certificate system approaches.

Finally, and most importantly, the Coalition will monitor and track the impact on families and children. Lead screening and testing rates alongside poisoning rates will be the ultimate long-term indicators of success.

**IMPLEMENTATION ASSUMPTIONS**

The Coalition has set smart, realistic, and phased implementation assumptions in order to achieve long-term success. In some measure, we are challenged to predict the outcomes of a new system as we create it. But in a larger sense, the Coalition has access to and leadership from housing, community development, loan funds, and public administration experts who have created implementation assumptions based on years of experience and rigorous data.

<table>
<thead>
<tr>
<th>Interim Control Implementation Assumptions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated number of rental units required to comply with Certificate</td>
<td>82,000</td>
</tr>
<tr>
<td>Rental units expected to independently secure Certificate</td>
<td>52,000</td>
</tr>
<tr>
<td>Rental units requiring interim controls</td>
<td>30,000</td>
</tr>
<tr>
<td>Property owners able to independently support interim controls</td>
<td>5,000</td>
</tr>
<tr>
<td>Property owners requiring assistance to support interim controls</td>
<td>25,000</td>
</tr>
<tr>
<td>Number of grants</td>
<td>12,500</td>
</tr>
<tr>
<td>Number of loans</td>
<td>12,500</td>
</tr>
</tbody>
</table>

These types of implementation calculations ensure that the Fund will have adequate resources for rental property owners as well as homeowners. Further, they become the foundation upon which we track our progress, measure our success, and maintain our sustainability.
TIMELINE AND BENCHMARKS

The Lead Safe Home Fund will operate through two distinct, preliminary phases: the Pilot Period and the Full Compliance Cycle.

**The Pilot Period** is an approximately three and a half-year time frame that encompasses the ramp-up toward the Lead Safe Certification requirement and the first cycle of the Lead Safe Certificate phase-in.

**The Full Compliance Cycle** encompasses the subsequent 2 years when all applicable rental units will cycle through the Lead Safe Certificate requirement once more, offering an opportunity to adapt learnings from the Pilot Period while addressing identified lead hazards and non-compliant rental units.

The Pilot Period will help fine tune the scope of work and precise the cost of interim controls in Cleveland. Although the Coalition’s extensive data and benchmarking against other cities has given us a deep sense of these projected costs, the Pilot Period will provide an additional opportunity to learn the median dollar amount required for various remediations at a more nuanced level. The Pilot Period has been carefully constructed based on the best data we have ever had, but there is no substitution for learning the real cost of the work until it is done during the Pilot Period.

At the end of the Pilot Period, there will not be a pause, only adaption as we continue efforts into the Full Compliance Cycle. In fact, the Pilot Period is a rolling phase, continually conducting interventions in more homes. The Full Compliance Cycle will benefit from an advancing body of knowledge and precision.

The Fund has been strategically measured against these two preliminary phases. At the conclusion of the Pilot Period, and once again at the conclusion of the Full Compliance Cycle, the Coalition will benchmark its progress. Among other systems-level and individual-level metrics, we will assess the number of property owners with the Lead Safe Certificate, those who requested and accessed resources to conduct interim controls, and those remaining property owners and homes out of compliance.

EXPECTATIONS

During the preliminary phases, the Coalition anticipates that the Lead Safe Certificate system will encounter two-thirds of the pre-1978 rental housing stock in some form. Many of homes requiring immediate lead safe remediations may be those homes in the poorest overall condition, meaning that much of the Pilot Period work could be more costly than average future interventions. During the preliminary phases, there should and must be a rigorous account for other barriers found in a home beyond lead. For example, the Lead Safe Certificate system workers – inspectors, contractors, certificate administrators, etc. – will be expected and encouraged to identify structural failures, insects, vermin, asbestos, and more.

With increased lead poisoning prevention education and outreach, the Coalition hopes to improve the lead screening and testing rates of Cleveland children. This work though will naturally result in increased lead poisoning rates. The Coalition has already begun contemplating what an increased caseload of confirmed elevated blood lead levels will mean for treatment of children and for interventions in homes. In fact, based on recommendations from the Coalition, local legislation created a landmark Lead Screening and Testing Commission with the express purpose of establishing best practices for efficient and effective coordination of screening and testing services for families.

Finally, during the Pilot Period, the Coalition anticipates gaining a clearer understanding of our long-term staffing needs based on external volume. Just as real costs of interim controls will become clearer, so too will the costs of underwriting and servicing the Lead Safe Home Loans and Grants.

Beyond the preliminary phases, the Coalition expects requiring ongoing investment, public and otherwise, to make Cleveland completely lead safe. Based on thorough research in other similar situated cities, we anticipate a significant reduction in the need and cost of necessary home remediations as the Lead Safe Certification system takes hold and expands.
As the Lead Safe Certificate system evolves, so too will expectations of our community’s property owners and housing stock. The culture of proactive rental inspections and ongoing home maintenance alongside lead safety knowledge will have a compounding effect year after year.

The structure of the Lead Safe Home Fund itself underpins our sustainability plan. Structured as a revolving loan pool, the newly created loan products in the Fund will be a source of self-sustaining and self-contained funding.

The Lead Safe Resource Center, meanwhile, will fortify the systematic change necessary to sustain our efforts. In peer cities that have successfully addressed lead poisoning, public education was essential to ensure that residents understand their roles in maintaining lead safe housing. For property owners, public education was essential to understand the resources available for home remediation; the availability of lead safe training; and have access to a vetted, skilled directory of inspectors and contractors.

The Lead Safe Resource Center will be the engine that continues to propel our success forward. The Resource Center is not only the one-stop shop for assistance, it is the conceptual epicenter of institutionalizing lead poisoning prevention.

We stand at the cusp of advancing the most effective systems Cleveland has ever seen to improve housing conditions. There is no time to spare.

**Mayor Frank G. Jackson**

“Lead poisoning affects all of us, and we all need to take responsibility for addressing it. This issue affects everything from educational attainment to criminal justice, housing stability and workforce development. The costs of lead poisoning are high to our children, our families, our community, and our region.”

**Environmental Health Watch Executive Director Kim Foreman**

“We can’t become sensitized and comfortable with analyzing maps, percentages, data points, figures, we can’t keep talking about racial equity, health disparities, or the conditions of people who are impacted, we must be intentional.”

**City Councilman Blaine Griffin**

“We know we can create a lead safe Cleveland, It’s time for our community to take our moonshot.”

**Mt. Sinai Health Care Foundation President Mitchell Balk**

“A complex, systemic issue like lead poisoning requires a comprehensive, sustainable, and preventive approach. It requires great minds from all sectors to collaborate, innovate, and lead—together. This can be done. This must be done for our children today and for generations of Clevelanders yet unborn.”