

Housing Forward: CDD Financing for Housing Development and Housing Services Application

This application form should be used for projects seeking funding from City of Madison Request for Proposals #2020-8976; Housing Forward: CDD Financing for Housing Development and Housing Services. Applications must be submitted electronically to the City of Madison Community Development Division by **noon on November 25, 2020**. Email to: cddapplications@cityofmadison.com

APPLICANT INFORMATION

Proposal Title:	Minor Home Repair		
Amount of Funds Requested:	\$250,000	Type of Project:	<input type="checkbox"/> Development <input checked="" type="checkbox"/> Housing Services
Name of Applicant:	Project Home, Inc.		
Mailing Address:	3841 Kipp St. Madison, WI 53718		
Telephone:	(608) 246-3737	Fax:	(608) 246-3722
Project/Program Contact:	Wyolanda Singleton	Email Address:	wyolandas@projecthomewi.org
Financial Contact:	Lucas Nehmer	Email Address:	lucasn@projecthomewi.org
Website:	www.projecthomewi.org		
Legal Status:	<input type="checkbox"/> For-profit <input checked="" type="checkbox"/> Non-profit <input type="checkbox"/> Non-profit (CHDO)		
Federal EIN:	391279307	DUNS #:	076135748
Registered on SAM:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Community Housing Development Organization:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> CHDO Application Attached		

AFFIRMATIVE ACTION

If funded, applicant hereby agrees to comply with the City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at <http://www.cityofmadison.com/dcr/aaFormsID.cfm>.

LOBBYING RESIGTRATION

Notice regarding lobbying ordinance: If you are seeking approval of a development that has over 40,000 gross square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of over \$10,000 (this includes grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance, sec. 2.40, MGO. You are required to register and report your lobbying. Please consult the City Clerk for more information. Failure to comply with the lobbying ordinance may result in fines of \$1,000 to \$5,000. You may register at <https://www.cityofmadison.com/clerk/lobbyists/lobbyist-registration>.

CITY OF MADISON CONTRACTS

If funded, applicant agrees to comply with all applicable local, state and federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520.

If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

SIGNATURE OF APPLICANT

Enter Name: Denise Matyka

By submitting this application, I affirm that the statements and representations are true to the best of my knowledge.

By entering your initials in this box you are electronically signing your name as the submitter of the application and agree to the terms listed above.

Date: 11/24/2020

PROPOSAL OVERVIEW

- 1. Please provide a brief overview of the proposal. Describe the impact of the proposed development or program on the community as well as other key characteristics. *(Please limit response to 300 words including spaces).*

Project Home will assist low and moderate income homeowners with affordable home repairs. This home repair service will help homeowners to identify and address essential home repair needs. Thus housing stock is preserved, homeowners are safely in their homes and neighborhoods are improved.

Number of unduplicated households estimated to be served by this project: 90

HOUSING FORWARD GOALS & OBJECTIVES

- 2. Please check which of the following goals outlined in the Request for Proposals are met with this proposal:

- 1. Preserve, improve and expand the supply of affordable housing for homeowners and renters.
- 2. Improve housing stability for homebuyers.

AFFORDABLE HOUSING NEEDS

- 3. Describe your agency's knowledge of and experience in identifying affordable housing needs of the City of Madison.

Project Home is dedicated to further affordable housing in Dane and Green Counties. To keep current with the needs in each county we position ourselves to learn and grow within these communities. We serve on committees to understand trends and needs. In Dane County, we participate or have memberships with the Dane County Housing Initiative, 3rd Sector Housing member, the Affordable Housing Action Alliance and the Dane County Housing Summit.

Project Home has operated a variety of major and minor home rehabilitation programs throughout Dane and Green Counties. Currently, we operate three minor home repair programs; two major home repair programs; the Low Income Weatherization program and several related energy efficiency programs.

We coordinate our minor home repair program with our low income weatherization program. If a weatherization job has to be deferred because of necessary repairs, we refer homeowners to the minor home repair program. First, we screen the household for eligibility. If eligible, we follow the application process and then complete the repairs for the homeowner. Once the repairs are completed, we then are able to have the weatherization team come back to complete the weatherization work. This leverages both programs and keeps homeowners in position to obtain services that otherwise would have been denied due to the repair needs.

Many of our homeowners are senior citizens and/or disabled individuals, so we work closely with many of the area senior centers, Movin' Out and some IRIS agencies to help them obtain services through our program. By operating a wide array of programs, Project Home finds itself in hundreds of LMI households annually. All of the Project Home staff are versed on each program and can direct households to our Intake department to explore further services if eligible. In addition to working with senior centers, we outreach and direct mail to other service organizations and businesses who also reach out to LMI households. We continue to build these relationships and our partners help outreach with and for us.

4. Please describe the anticipated demand for the proposed target populations intended to be served.

Project Home was originally started as a community response to the home repair needs of seniors and low income families. We have continued these services as an avenue to provide repair services to homeowners early so the home does not become neglected. Waiting until a home falls into disrepair results in higher costs for structural repairs and presents additional health and safety concerns.

Our City of Madison Minor Home Repair Program is an essential program for City of Madison homeowners. Over the past several months the meaning of essential has taken on a whole new definition. With the current pandemic and more citizens being asked to work from home, it is more apparent than ever that homeowners in Madison need their homes to be safe, in good repair and able to accommodate their children's needs as well as provide the shelter and security needed to survive the current health and economic crisis.

Many low and moderate income homeowners are facing financial constraints that limit their ability to do necessary repairs on their homes. With the pandemic causing many businesses to close their doors, financial burdens are even greater. By providing affordable home repairs through the Minor Home Repair Program, Project Home enables homeowners to pay for the cost of the repairs with the grant (subsidized labor costs) instead of having to take out a personal loan. As families continue to struggle economically, we have an increased need for the Minor Home Repair Program. This program enables us to address the most serious health and safety concerns.

AGENCY OVERVIEW

5. Describe the Agency's Mission Statement and explain how this project supports the Mission Statement.

Project Home has been committed to improving the quality and affordability of housing for low to moderate income households for more than 40 years. Started as a grassroots effort to be good neighbors, we continue to help homeowners with affordable repairs. Our mission recognizes that home ownership is a part of the American dream but maintaining it can be daunting, expensive and technical. We provide the support and expertise to help homeowners maintain their investment.

For LMI homeowners who meet the eligibility criteria (80% county median income and home assessed under the HUD area value) our program starts with a free HQS inspection. This is an informational and educational component of our program. During the HQS inspection, our home repair technician notes any code violations or health or safety concerns. We notify the homeowner in writing. The homeowner can then decide how they would like to proceed. They can try the repair on their own or take advantage of a subsidized labor rate through our minor home repair program. Project Home, with the understanding and knowledge that home repairs can be expensive offers homeowners the ability to pay a minimal down payment for work and offers free financing for 90 days after the repairs are made. Thus adding to the affordability of the program for homeowners.

6. Please describe the capacity of your agency to secure the total financing necessary to complete your proposed project, and past performance that will contribute to the success of the proposed program.

Project Home has an annual operating budget of approximately 4.9 million dollars. Through thoughtful decision making, Project Home has ensured that the funding we secure promotes our mission. We are a well-respected agency with professional staff offering a variety of housing-related services, including housing rehabilitation, weatherization, energy efficiency services and affordable rental housing.

Project Home is committed to improving the quality and affordability of housing for low and moderate income households in Dane and Green counties. Our mission reflects our belief that strong communities begin with affordable, quality housing. We have managed major home repair programs for both Dane and Green counties for many years. As a team, we possess the expertise and technical capacity sufficient to complete the projects in compliance with all codes and requirements of the funding agency. In addition to our major home rehab work for Dane and Green counties and our minor home repair work for Dane County, we also manage a large subsidy program through The Federal Home Loan Bank of Chicago and the weatherization program with the State of WI.

For the upcoming fiscal year, we have secured funding from Dane County (major and minor home repair), State of WI for HOME (major home repair) and Weatherization services, City of Madison Water Utility, private fund raising, and through the Federal Home Loan Bank of Chicago with a running total of approximately \$3.75 million secured over these sources.

7. Please describe the agencies or development teams experience using federal HOME, CDBG or EECBG funds.

Quality service to our customers is Project Home's principal concern. During our more than 48 years of successfully operating publicly-funded programs, we have developed mechanisms to ensure that the highest quality work is done with the available funds. Our funders require that an annual independent fiscal audit be completed for all programs. The audit confirms that Project Home has strictly adhered to stringent financial requirements. In addition, our board of directors reviews and approves current activities.

Funders conduct monitoring reviews. Project Home implements any improvements as suggested by funders. Worth noting, over the past several years our CDBG, HOME and HUD monitoring reviews have had "NO FINDINGS". Internally, we have developed detailed checklists for each program that help us to track customer intake, development of the scope of work, bidding, production progress, and inspections. To ensure customer satisfaction, we obtain the customers signatures at the final inspection to indicate their satisfaction with the work. Periodically, we conduct a customer satisfaction survey for all programs.

Project Home has a long history of administering federal programs. We work closely with funders to ensure we administer each contract following guidelines and attending any sessions for training as necessary.

Executive Director- Oversight of agency. Denise Matyka has been with Project Home for 26 years overseeing the administration of multiple projects. Previously, Denise served as Executive Director at Community Shares. Denise managed the growth of Community Shares of Wisconsin, a fundraising federation, from 12 to 32 organizations by directing the administrative, financial and fund development programs. Denise has worked in affordable housing directing agency growth and development for over 30 years.

Intake Supervisor-Application intake; contract management and compliance; income verification and eligibility determination; handling of initial referrals from within Project Home and from outside agencies; reporting to funding agency. Wyolanda Singleton has served as Intake Supervisor for 7 years. Wyolanda manages the major home repair and minor home repair programs with CDBG and HOME funding. Wyolanda has worked in non-profit organizations managing programs for 20 years.

Field Supervisor-Supervision of field staff and oversight of project contracts; preliminary, interim and final inspections; lead clearance; homeowner education. Adam Weisse has been employed by Project Home for 15 years. Adam oversees the construction management on CDBG and HOME funded projects.

Finance Manager-Coordination of financial aspects of program, payables, receivables, liaison with staff contributing to financial reporting. Lucas Nehmer has been with Project Home since 2019 after the retirement of Dawn Nelson who had been with Project Home for 43 years. Lucas reports the financial aspects of CDBG and HOME funded projects. Additionally, Lucas ensures that all financial regulations are met through an independent audit each year.

8. How does your agency reflect and engage the experiences of the target populations you serve or intend to serve, including black, indigenous, and other people of color, into your agency's operations and housing programs?

Project Home has incorporated the City of Madison Minor Home Repair Program into agency marketing materials. Primary marketing is directed to the LMI homeowners. Secondary marketing is to community organizations that refer customers in need of our services. Included in the secondary marketing plan are targeted media materials and radio notices directed to LMI households (targeted newsprint, senior centers, magazines, church bulletins, community center information boards and community informational meetings).

In terms of partnerships, Project Home has established relationships with participating leaders connecting with municipal building inspection departments and leaders in community government to identify property owners with code violations or others in need of the program. Project Home ensures that marketing materials are diverse in nature to solicit applications from households of varying racial and ethnic backgrounds, disability status and age. Our goal is to increase the number of participants from underserved groups.

Project Home staff members mention or feature the City of Madison Minor Home Repair Program frequently in public presentations and/or meetings. The program is highlighted in media/press coverage including newspaper, TV and radio stories. A segment of Project Home's annual "Access Hour" (WORT 89.9FM) is devoted to this program. In addition, periodic social media posts from Project Home mention/ highlight the Minor Home Repair Program.

Project Home has meetings with other nonprofit agencies to explore opportunities for strategic partnerships, review service options and continue to provide service referrals. All agencies agree to make referrals whenever a household is eligible for another agency's services.

9. Describe how your agency promotes and supports equity in internal policy and procedures and within the community and the greater Madison area.

It is the policy of Project Home not to discriminate against any employee or any applicant for employment because of age, race, religion, color, gender, physical condition, disability, sexual orientation, national origin, marital status, arrest or conviction record, veteran status or any other characteristic protected by law. This policy shall include, but not be limited to, the following: recruitment, hiring, promotion, demotion, transfer, compensation, training, layoff and termination. Project Home agrees to take affirmative action to ensure equal employment opportunities.

Project Home offers opportunities for contractors and we apply our non-discrimination policy to our contractors as well. To ensure opportunity, we coordinate an annual contractor mailing to targeted businesses on the City of Madison DBE list. We mail an application and reference materials to DBE contractors to ensure a simple process to become a bidder for sub contracts. We coordinate an annual contractor meeting to review processes and program goals with new contractors.

To ensure representation, we have partnered with MATC (Madison College) for a job shadowing program in construction. To date, we have had two women in our job shadow program.

We have up to date Section 3 plans in place for our repair programs. We have committed to preference for a Section 3 contractor, especially when applying in their own neighborhood. We ask our contractors to support these efforts in hiring of new staff at their agencies.

10. List Percent of Staff Turnover in 2019: 16.5%

11. Divide the number of resignations or terminations in calendar year 2019 by total number of budgeted positions. Do not include seasonal positions. Explain if you had 20% or more turnover rate. Discuss any other noteworthy staff retention issues or policies in place to reduce staff turnover.

NA

12. Indicate by number the following characteristics for your agency's current staff and Board of Directors.

DESCRIPTOR	STAFF	BOARD
GENDER		
Female	8	3
Male	22	4
Unknown/Other	0	0
TOTAL GENDER	30	7
AGE		
Less than 18 yrs old	0	0
18-59 Yrs	22	5
60 and older	8	2
TOTAL AGE	30	7
RACE*		
White/Caucasian	27	5
Black/African American	2	1
Asian	0	1
American Indian/Alaskan Native	0	0
Native Hawaiian/Other Pacific Islander	0	0
MULTI-RACIAL:		
Black/AA & White/Caucasian	0	0
Asian & White/Caucasian	0	0
Am Indian/Alaskan Native & White/Caucasian	0	0
Am Indian/Alaskan Native & Black/AA	0	0

Balance/Other	1	0
TOTAL RACE	30	7
ETHNICITY		
Hispanic or Latino	1	0
Not Hispanic or Latino	29	7
TOTAL ETHNICITY	30	7
PERSONS WITH DISABILITIES		
	0	0

*These categories are identified in U.S. Department of Housing and Urban Development (HUD) Standards.

13. The following attachments are included with this application:

- Housing Development – Owner-Occupied (Complete Attachment A and Budget Workbook)
- Housing Development – Rental (Complete Attachment B and Budget Workbook)
- Housing Services (Complete Attachment C and Budget Workbook)
- Homebuyer Education (Complete Attachment D and Budget Workbook)

Note: Proposals for housing services should only complete Worksheets 1-3 (Agency Overview, Capital, and Expenses) in the Budget Workbook. Proposals for housing development should complete Worksheets 1-4 (Agency Overview, Capital, and Expenses, Proforma). Proposals for homebuyer education services should only complete Worksheets 1 and 5 (Agency Overview and Homebuyer Education Budget).

PLEASE ATTACH THE FOLLOWING ADDITIONAL INFORMATION AND CHECK THE BOX WHEN ATTACHED:

- A completed Application Budget Workbook, showing the City's proposed financial contribution and all other proposed financing.
- A current list of Board of Directors, with home addresses included for each board member.
- For development proposals, a detailed map of the site and a second map using the AHF Affordable Housing Targeted Area Map showing the site in the context of the City.
- For development proposals, a Capital Needs Assessment report of the subject property, if the proposal is for a rehabilitation project and if the report is available at the time of application.
- For development proposals, a recent market study or analysis, if available at the time of application.
- For applicants seeking EECBG funds, an energy audit, prepared by a certified Focus on Energy auditor, if available at the time of application.
- For rental development proposals with more than one owner, a Project Organizational Chart, including ownership interest percentages.

NOTE: If an appraisal, market study, or capital needs assessment is not available at the time of application, and the proposal is funded through this RFP process, these items must be submitted to the City prior to receiving a loan agreement.

ATTACHMENT C – Housing Services

Funds will be applied to:

- Down Payment/Closing Cost Assistance Rehabilitation Services for Owner Occupied Dwellings

Estimated total number of units to be served: 90

Estimated number affordable of units (<80% CMI): 23

Estimated number affordable of units (<50% CMI): 67

Average amount of CDD funds requested per unit: 3,500.00

Program Design

1. Please describe in detail what services your agency intends to offer to participants if this proposal is funded. Include how you have calculated the average amount of CDD funds per unit.

Project Home will assist 90 unduplicated low to moderate income (LMI) households with minor home repairs, including but not limited to: carpentry, plumbing, door and window replacements, drywall repair, siding repair, structural repair and electrical repairs. Repairs might also include barrier free modifications and energy efficiency improvements. Work will be performed by Project Home staff.

Assistance will be provided in the form of subsidized labor for the homeowner. Typically, one might pay a professional handy person \$50-\$75 per hour. We subsidize our rate to \$15.00 per hour. Homeowners will be allowed to use this service once per calendar year up to a total of 140 subsidized hours in a ten year period.

When eligibility is determined (under 80% CMI and home assessed under the HUD value for the area), Project Home will work with the City of Madison assigned staff to perform a required environmental review. Project Home will provide a free HQS inspection for the homeowner noting any code violations or safety hazards. Project Home will provide a written estimate for the work requested. If agreed, homeowner will pay 1/3 of the estimated work as a downpayment. When work is completed the homeowner is granted 90 days free financing to pay the remaining balance. Project Home will warranty the work for one year after completion.

Project Home will subsidize the labor rate and provide the homeowner 140 hours of subsidized labor over a ten year period. This amounts to \$3,500 in granted labor for the homeowner.

2. Please identify the geographic area(s) and/or target neighborhoods this program intends to serve.

Project Home will serve eligible low to moderate income owner occupied households within the City of Madison city limits.

3. Please describe the target population intended to be served, including any preference that will be given to a specific population. Explain how this proposal will address, reduce, and/or eliminate barriers to housing or affordability concerns in housing experienced by the proposed target population.

Project Home's process is meant to be as accessible as possible for low to moderate income homeowners. Our goal to serve those most in need includes serving female headed households, people with disabilities, people of color and the elderly. Our formal partnerships with other affordable housing agencies will help us to reach these households.

4. Please describe your agency's affirmative marketing strategy, including what strategies it will include to engage the target population.

Project Home has incorporated the City of Madison Minor Home Repair Program into agency marketing materials. Primary marketing is directed to the families we are hoping to serve (low to moderate income). Secondary marketing is to community organizations that refer customers in need of our services (elderly, female headed households, homeowners with disabilities, homeowners of color). Included in the secondary marketing plan are targeted media materials and radio notices directed to these households (targeted newsprint, senior centers, magazines, church bulletins, community center information boards and community informational meetings).

Project Home has established relationships with participating leaders connecting with municipal building inspection departments and leaders in community government to identify property owners with code violations or others in need of the program. Project Home ensures that marketing materials are diverse in nature to solicit applications from households of varying racial and ethnic backgrounds, disability status and age. Our goal is to increase the number of participants from underserved groups.

Project Home staff members mention or feature the City of Madison Minor Home Repair Program frequently in public presentations and/or meetings. The program is highlighted in media/press coverage including newspaper, TV and radio stories. A segment of Project Home's annual "Access Hour" (WORT 89.9FM) is devoted to this program. In addition, periodic social media posts from Project Home mention the Minor Home Repair Program. Project Home has meetings with other nonprofit agencies to explore opportunities for strategic partnerships, review service options and continue to provide service referrals. All agencies agree to make referrals whenever a household is eligible for another agency's services.

5. If this proposal is for a program already operated by your organization, please explain the outcomes of the program to date, including success rates, number of persons from the target population who have closed on their homes, etc.

This proposal is for a program that we currently operate.

The home is often the most valuable family asset and requires continual maintenance in order to retain its value. Neglected repairs often cause the property to have a negative impact on the surrounding neighborhood and the community, not to mention the homeowners who usually feel as though they are neglecting their duties as homeowners but cannot afford the repairs to their homes or lack the knowledge of exactly what to do. The Minor Home Repair Program is designed to improve the physical condition of the existing owner-occupied housing stock in Madison. These construction projects focus on energy efficiency improvements, health and safety, code-related repairs and accessibility modifications. The subsidized labor rate ensures that the most vulnerable homeowners will have access to professional level workmanship and expertise. The work performed will conform to housing codes and HQS standards. This ensures the housing is not just habitable, but also safe, sanitary, decent and affordable. With the year 2020 being an anomaly (including a two month shut down in production), we have still served 41 unduplicated households through the third quarter of the year. Of the households served 71% were under 50 percent of the county median income (CMI), 73% of the households were headed by female homeowners, 49% of the households had a disabled homeowner and 44% of the households were elderly homeowners.

The number of low to moderate homeowners in Madison remains high with approximately 25% of homeowners being cost burdened in their homes. From maintaining their mortgages, to paying sky high utility bills, to caring for their families day to day needs, many homeowners find it a challenge to make any repairs to their homes. By providing affordable home repairs through the Minor Home Repair Program, Project Home enables homeowners to pay for the cost of the repairs with the grant (subsidized labor costs) instead of having to take out a personal loan to address the most serious health and safety concerns at an affordable rate for homeowners.

6. Explain how your organization will support participants, especially those who have historically experienced difficulty navigating other systems in the past, to increase the likelihood that the client will close on their first home or the homeowner will be able to engage a contractor to complete rehabilitation work.

Project Home is dedicated to a seamless process for homeowners to receive services.

We have a paid interpreter for Spanish speaking clients. This interpreter serves as liaison to clients and staff. She will walk clients through the application process, help complete applications and relay information to the paid staff at Project Home. She will stay in communication with clients throughout the construction process. Our technician for the program is also a fluent spanish speaker.

We also have a partnership with MG&E for homeowners of Hmong heritage. The staff at MG&E will serve as interpreters to explain services, complete paperwork and serve as a guide to the homeowner throughout the repair process.

Project Home staff have been trained by staff at the WI Council for the Blind to assist customers with low or no vision.

Project Home has a staff person who is a certified teacher of American Sign Language (ASL) so we have access for clients who use sign language or do not speak.

Project Home staff have been trained by Alzheimer's and Dementia Alliance of WI and we are an official "Dementia Friendly" organization.

We continue to seek avenues for increased service delivery.

7. Describe how your agency is part of the larger system of services and/or housing resources. How will your agency partner with other organizations (e.g. financial institutions, community partners, etc.) and systems to support your agency's project participants?

In the area of affordable housing we work to participate and partner with other affordable housing agencies and institutions to further access, ownership and affordability for targeted citizens. We have strong partnerships with MOU's that detail how we interact for referrals and service coordination. We hope to help homeowners take advantage of all of the services available to them. We can't reach every homeowner so we rely on our partners to help with access to targeted homeowners. We have relied on the Black and Latino Chambers for their expertise and partnership. We are a member of Community Shares of Wisconsin and Dane Buy Local. Project Home has had strategic planning meetings with other housing agencies (Movin' Out, Habitat for Humanity, Independent Living) to explore opportunities for strategic partnerships, review service options and continue to provide service referrals. All agencies agree to make referrals whenever a household is eligible for another agency's services.

We participate in housing summits to learn trends and service needs. We attend housing committee meetings throughout Dane County as a learning opportunity and to share information such as our participation with the Dane County Housing Summit and planning committee. Additionally, Project Home serves as members of The Dane County Housing Initiative, 3rd Sector and The Affordable Housing Action Alliance.

Project Home has established relationships with participating leaders connecting with building inspection departments and leaders in community government to identify property owners with code violations or others in need of the program. Our goal is to increase the number of participants from underserved groups so our philosophy tends to lead us toward more partnerships to increase our reach.

8. Who will be responsible for monitoring compliance with federal regulations? Please describe the experience of the individual(s) including trainings and/or certifications that the individual(s)/agency has completed and/or attained.

Project Home has a long history of administering federal programs. We work closely with funders to ensure we administer each contract by following guidelines and attending any sessions for training as necessary.

Executive Director- Oversight of agency. Denise Matyka has been with Project Home for 26 years overseeing the administration of multiple projects. Previously, Denise served as Executive Director at Community Shares. Denise managed the growth of Community Shares of Wisconsin, a fundraising federation, from 12 to 32 organizations by directing the administrative, financial and fund development programs. Denise has worked in the affordable housing arena directing agency growth and development for over 30 years.

Intake Supervisor- Agency and program intake; contract management and compliance; income verification and eligibility determination; handling of initial referrals from within Project Home and from outside agencies; reporting to funding agency. Wyolanda Singleton has served as Intake Supervisor for 7 years. Wyolanda manages the major home repair and minor home repair programs with CDBG and HOME funding. Wyolanda has worked in non profit organizations managing programs for 20 years.

Field Supervisor- Supervision of field staff and oversight of project contracts; preliminary, interim and final inspections; lead clearance; homeowner education. Adam Weisse has been employed by Project Home for 15 years. Adam oversees the construction management on CDBG and HOME funded projects.

Finance Manager- Coordination of financial aspects of program, payables, receivables, liaison with staff contributing to financial reporting. Lucas Nehmer has been with Project Home since 2019 after the retirement of Dawn Nelson who had been with Project Home for 43 years. Lucas reports the financial aspects of CDBG and HOME funded projects. Additionally, Lucas ensures that all financial regulations are met through an independent audit each year.

PROPOSAL TIMELINE

Describe activities/benchmarks by month/year to illustrate how your project will be implemented.

Activity/Benchmark	Estimated Month/Year of Completion
Complete repairs for 20 households	3/31/2021
Complete repairs for an additional 25 households	6/30/2021
Complete repairs for an additional 25 households	9/30/2021
Complete repairs for an additional 20 households	12/31/2021

Activity/Benchmark	Estimated Month/Year of Completion

APPLICANT & PROJECT NAME: **Project Home, Inc.**

1. AGENCY OVERVIEW

This chart describes your agency's total budget for 3 separate years. Where possible, use audited figures for 2019 Actual.

Account Description	2019 Actual	2020 Budget	2021 Proposed
A. PERSONNEL			
Salary (including benefits)	1,902,178	2,065,952	2,068,234
Taxes	192,662	197,707	196,596
Subtotal A	2,094,840	2,263,659	2,264,830
B. OPERATING			
All "Operating" Costs	225,384	237,217	220,550
Subtotal B	225,384	237,217	220,550
C. SPACE			
Rent/Utilities/Maintenance	114,093	111,875	107,860
Mortgage/Depreciation/Taxes	68,031	64,701	64,632
Subtotal C	182,124	176,576	172,492
D. SPECIAL COSTS			
Subcontracts	1,417,666	1,587,731	1,454,897
Deposits to Reserves			
Debt Service (Excl Mortgage)			
Other: (Specify)			
Materials and Other Direct Costs	453,006	579,248	493,210
Subtotal D	1,870,672	2,166,979	1,948,107
Total Operating Expenses:	4,373,020	4,844,431	4,605,979
REVENUE			
Direct Public Grants	3,501,817	3,836,020	3,951,624
Direct Public Support	163,962	146,547	160,000
Indirect Public Support			
Miscellaneous Revenue	649,317	820,320	461,160
Restricted Funds Released			
Program Income	56,433	84,640	59,318
Total Income	4,371,529	4,887,527	4,632,102
Net Income	(1,491)	43,096	26,123

APPLICANT & PROJECT NAME:

Project Home, Inc.

6. HOUSING SERVICES BUDGET

Please use the below budget to outline all funds contemplated to be used to fund the program, and how funds will be used

Program Funding Sources

Funding Source	Amount	One-Time or Ongoing?
Public Funds		
City of Madison	\$250,000	Ongoing
Dane County	\$307,500	Ongoing
Private/Non-Profit Grant Funds		
FHLB - AHP	\$30,000	Ongoing
Other Funds from Agency Budget		
Other Funds (Specify Source)		
Total Funding Sources:	\$587,500	

Program Expenses

Cost Category	CDD Funds	Other Funds	Total Cost
Personnel Costs:			
Salary	\$36,000	\$23,975	\$59,975
Benefits	\$5,850	\$3,900	\$9,750
Taxes	\$3,150	\$2,100	\$5,250
Other:			\$0
Operating Costs:			
Office Supplies/Postage	\$3,125	\$3,950	\$7,075
Telephone/Internet	\$1,250	\$1,700	\$2,950
Rent	\$6,250	\$6,515	\$12,765
Utilities (if not included in Rent)			\$0
Professional Fees			\$0
Contract Services	\$2,500	\$1,600	\$4,100
Insurance	\$3,750	\$3,300	\$7,050
Audit	\$1,250	\$1,350	\$2,600
Program Supplies and Tools			\$0
Staff Training	\$625	\$700	\$1,325
Automobile Costs/Travel	\$5,000	\$5,765	\$10,765
Other:			\$0
Other:			\$0

Capital Costs:			
Loans to Homebuyers			\$0
Rehabilitation Labor Costs	\$125,000	\$83,845	\$208,845
Rehabilitation Materials/Repair Costs	\$56,250	\$198,800	\$255,050
Other:			\$0
Total Costs:	\$250,000	\$337,500	\$587,500

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ADDENDUM #1 TO HOUSING FORWARD RFP APPLICATION

The Housing Forward Request for Proposals offers up to \$6.85 million in funds from local and federal funding sources. Each of these funding sources carries with them various requirements and restrictions. Please select which funds your organization would be willing to accept, if awarded funds through this RFP:

City Levy/Affordable Housing Funds **HOME** **CDBG** **EECBG**

Please note that Housing Services proposals are not eligible to receive EECBG funds. CDD will make the final determination of the appropriate mix of financial sources to awarded proposals, based on the preferences identified above by applicants.

- We are willing to accept HOME and/ or CDBG funds but prefer CDBG as first option.

Project Home, Inc. Minor Home Repair

Response Submission Due Date: January 6, 2021 NOON

Instructions to Applicants:

Please respond ***briefly and succinctly*** to the questions below in-line, unless otherwise specified (e.g. additional documentation requested). Maximum 1/3 a page per question. Please use this Word document to record your answers and return this completed document to cddapplications@cityofmadison.com. Please cc: etabakin@cityofmadison.com. We ask that you refrain from submitting additional documentation not specifically requested at this time or using alternative formats.

Questions:

Financing

1. Will requested funds expand the program already undertaken by Project Home, or continue to serve a similar amount of beneficiaries?

The requested funds will be used for our existing program. We currently have a modest increase in our request based on the increase in the size of the scope of the projects homeowners have requested. We have also increased the number of proposed households we will reach.

2. Do you believe the annexation of the town of Madison into the city could impact the City-funded program and do you see the need for expansion?

We anticipate that the annexation will certainly impact our program and call for our expanding our city of Madison services. Currently, Project Home receives minor home repair funding from Dane County CDBG. Our county minor home repair program is a grant program up to five thousand dollars of necessary repairs. Annually, we serve approximately 30-40 households throughout Dane County with these funds. Over the past five years anywhere from 12-20% of our contract serves homeowners in the Town of Madison. The median investment into Town of Madison homes is \$4,360.00 per household. This suggest that we will certainly need the ability and funding to continue to preserve housing stock for Town of Madison households as well as city households.

Program Targeting and Affirmative Marketing

1. Are materials available in languages other than English? If not, please explain the plan to develop materials in other languages.

We have some agency and construction materials available in Spanish and Hmong as well as English. We would like to have all materials available in the preferred language as requested. We have paid interpreters and partnerships available for our clients to be served in their preferred language. While we maintain strategic partnerships to ensure we can meet our client's needs, we are preparing program by program written materials

in different languages. This is a service we have to hire outside of our agency as funding allows.

Target Population

1. Are applicants eligible if they cannot afford to pay the subsidized labor rate? Is there any fully subsidized program available to these applicants?

Program eligibility is determined by household income and the value of the home. When those criteria are met the household is eligible. When the free estimate is provided to the homeowner, they must assess their household budget and decide if this is a repair they can afford to make knowing they have 90 days to pay the balance. We will approve reasonable payment request when requested.

Project Home offers eligible homeowners the opportunity to participate in any program for which they are eligible. When we can use a program to “match” with any other program we offer this program to the homeowner. We are currently able to offer City of Madison homeowners the opportunity to use our Affordable Housing Program (grant of up to \$6,000 with a matching program). This is not fully subsidized but offers the homeowner the option to use the grant to cover the costs of materials or labor for the minor home repair program.

Project Home serves as the state weatherization agency for Dane County. We frequently help homeowners find additional services by helping them apply for energy assistance and weatherization. These services are an excellent benefit offsetting heating cost in the winter (with a direct payment to heating provider- so homeowner doesn't owe as much) and weatherizing homes that need additional insulation and replacing major mechanicals (furnace, water heater, fridges) at no costs to the homeowner.

2. How often are applicants ineligible for assistance because of an inability to pay the subsidized labor rate?

Project Home offers a variety of programs and we use each opportunity with a homeowner to expose them to all of the services we have available for them. Based on where a homeowner lives (city, county) and their living situation (condo, single family home, mobile home) they have different options based on our funding sources. When possible we match homeowners with multiple programs.

Our city of Madison minor home repair program is offered at a subsidized rate. Low and moderate income households work to manage their budgets to meet their families and household needs. Modest budgets require the homeowner to make careful decisions about the household needs. If a homeowner cannot meet the subsidized rate, we look to see if any other options are available to offer them to meet their needs. If we can enroll them in another program, we do. We also use our strategic partnerships to leverage where we can help homeowners find the resources they need. For example, if

another agency has emergency funding available, we help the homeowner get an application there and they can then use the emergency funds for their repairs.