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## **PORTLAND HOUSING BUREAU PROJECT PROGRESS REPORT**

### **Community Energy Project (CEP)**

#### **ICURA Home Repair Program**

Second Quarter Report: January 1, 2011 to March 31, 2011

April 11, 2011

Prepared by: Chaun MacQueen, Program Director

Reviewed by: Sherry Burbach, Executive Director

### **I. Activities. Describe the major activities carried out during the reporting period.**

#### ***Program Description***

CEP's new ICURA Home Repair Program assists clients in the Interstate Urban Renewal area beyond our basic services with repairs up to \$2,500. This contract exceeds previous services available per client both by dollar value and scope of service.

Our community-based approach mimics the work of a general contractor and requires the participation and collaboration of staff and community partners involved in the development and outcomes of each project. To this end, the In-Home Services department created a customized approach that fit the needs of both staff and clients. Our approach is to first serve eligible people with existing services and then to use ICURA repair funds to cover the "donut hole" for repairs that are not able to be addressed through existing programs and referrals.

Because CEP doesn't carry licenses for specialized services such as plumbing and electrical work, we will subcontract out to Minority, Women and Emerging Small Business Contractors to assist us with these and larger repairs within the ICURA area as often as possible. Community Energy Project believes in bringing work back into the community so we will try to find local workers. So far we have assembled a pool of local contractors who we can call for bids and services for qualified clients.

#### ***Summary of Activities***

We focused largely on outreach and intake for ICURA Repair Program-eligible clients, and completed our first two services for electrical and plumbing work this quarter.



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We are also continuing the work of improving and revitalizing our program infrastructure while also training new staff, and building on leads from last quarter to continue to build strategic partnerships with other non-profits such as Portland Community Reinvestment Initiative (PCRI), Native American Youth & Family Center (NAYA) and the rest of the Minority Homeowner Assistance Collaborative (MHAC) partners.

We have focused on planning and conducting targeted marketing to reach seniors in danger of foreclosure due to repair issues. We are using a combination of CEP's trademark grassroots marketing in combination with more sophisticated targeted outreach with the help of MHAC partners and Harvey Rice, a community leader who is also a retired Realtor and a member of the African American Chamber. Last quarter, Mr. Rice has been appointed to the CEP Board of Directors. Harvey is so well known and trusted in the community for this type of work that he has agreed to appear on our ICURA brochure, and with much positive feedback from the community!

From the accounting standpoint, all systems are working. The Executive Director continues to audit the new allocation plan and accounting so that it accurately reflects services to each grant element. Our audit for fiscal year 2009-201 did not have a single adjustment or finding and no management letter was issued.

### ***Outreach Summary***

Provided by: Sherrie Smith, Outreach and Marketing Supervisor



*CEP Staff and Volunteers "cut turf" and prepare for door-to-door canvassing in the Lents Urban Renewal Area to raise awareness and meet potential clients.*



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This is the first year we are focusing outreach on the Lents Urban Renewal Area (LURA) and the Interstate Corridor Urban Renewal Area (ICURA). We are working with community partners such as REACH and the MHAC partners (PCRI, NAYA etc.) to conduct effective outreach for our programs. Neighborhood outreach efforts this quarter include:

- Distributed materials:
  - Mailed 249 postcards to past participants in LURA and ICURA
  - 250 flyers as requested by Economic Fairness of Oregon
  - 250 ICURA flyers to two Loaves and Fishes branches in North Portland
  - 125 LURA flyers to Lents Loaves and Fishes
- Gave Presentations:
  - Two presentations to African American Chamber of Commerce – board member Harvey Rice continues to attend meetings and distribute flyers
  - Elders in Action volunteers
  - Lents and SE Tabor Neighborhood Associations
  - African American Senior Forum – Senior Homeowners
  - Two North Portland Loaves and Fishes - ICURA
- Contacted potential new partners
  - Called seven LURA churches
  - Contacted ten LURA neighborhood associations
- Used grassroots outreach methods
  - Canvassed homes in LURA, made contact with 94 residents, distributed 65 flyers (in person) and signed up 13 clients (with one who wants to spread the word more) and conducted 4 audits on the spot.
  - Participated in two LURA outreach events

Earlier in the year we:

- Gave a presentation to Impact NorthWest caseworkers and reception staff 12/1/10
- Gave a presentation to IRCO SouthEast caseworkers and staff 11/18/10
- Are in contact with the Senior Advisory Committee with IRCO SE
- Emailed the NorthEast Coalition of Neighborhoods the ICURA flyer
- Interviewed with Senior and Boomer Newspaper, publication currently unconfirmed
- Contacted a City of Portland Inspector and explained our services. Emailed ICURA flyer and In-Home Services brochures. CEP is to be added to the Inspector Resource Guide.



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- Contacted Community Housing Resource Center and talked to a Reverse Mortgage Councilor about reaching seniors in danger of foreclosure. Their lists are confidential, but we emailed them the ICURA flyer for referrals.
- Posted information on ICURA to the East Portland Action Plan website.
- Interviewed with The Oregonian on ICURA programs; led to oregonlive.com article
- Dropped off 80 ICURA flyers at the Economic Fairness office for distribution
- CEP Volunteer Workshop leaders talked about the programs and have flyers available for interested parties
- Downloaded a Portland Development Commission map of the Lents neighborhood, darkened the borders, labeled the streets with large fonts, and created a LURA-specific flyer.
- Participated in the Fix-it-Fair on 11/20/10 was in the Lents neighborhood
- Contacted Flavel RV & Mobile Home Park to ask about help with outreach. We faxed them the LURA flyer for distribution
- Created a legal-size informative flyer with detailed map of service area
- Created an insert for the In-Home Services brochure
- Worked with community leader Harvey Rice to plan outreach activities

### *Staff Capacity-Building*

The Acting Program Supervisor is has passed his exam and is now CEP's Construction Contractor's Board licensed Contractor since January 2011. In March, he has completed the Building Performance Institute (BPI) training and certifications for Building Analyst and Envelope Professional through a partnership with the Community Services Consortium in Corvallis. Next quarter, the entire In-Home Services Team will attend the Performance Tested Comfort Systems (PTCS) air sealing certification, through a small grant from Rose E. Tucker Charitable Trust and Deacon Construction.

### **II. Shortfalls. Describe any project activities that are behind schedule or are not being carried out and explain the reason for the problems and how they are being resolved.**

We wanted to be further along in the contract than we are. We experienced a necessary transition in Management staff in the In-Home Services Department last quarter, however it has not impacted the critical community relationship-building process necessary to building any new program. We currently have 22 confirmed clients in the



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intake process and many leads for more targeted marketing to reach seniors facing the threat of foreclosure. We also have service partners.

Another contributing factor to slowed service delivery (other than wet weather that precludes outdoor work) was developing and testing new processes for tracking the grant among seven additional categories. These procedures are not just about accounting for grant dollars but also about assigning clients to appropriate service programs and gathering service statistical data – they encompass all compliance issues. Implementing these procedures may have slowed all of our In Home service delivery a little but is now paying off in both accuracy and speed.

Ultimately we can say that we are very confident that we will meet all of our contract goals this year.

**III. New Directions. Describe any activities or approaches taken that deviate from or add to the scope of the project.**

No new direction at this time as the entire program is a new direction.

**IV. Portland Housing Bureau - 2010-2011 Client Demographic Information.**

Data for clients served is calculated from completed projects. To date, we have 22 confirmed, qualified clients in the intake process and two projects completed. The two clients served this quarter were both very low income (0-30% MFI), female head of households with disabilities, self-identified as African American, and were between 68-87 years old. We facilitated larger-scale repairs for plumbing and electrical services for both clients.

The other 22 clients that are in the intake process for our ICURA Home Repair Program are also in the process of being served through our regular programming. We anticipate serving most clients for this program in the spring quarter.