GENERAL APPLICATION

This application form should be used for projects seeking funding from City of Madison Request for Proposals **#2025-14027**: **Financing for Affordable Homeownership Development, Programs, and Services**. Applications must be submitted electronically to the City of Madison Community Development Division by **noon on September 26, 2025.** Email to: cddapplications@cityofmadison.com. Any questions, contact mdavila-martinez@cityofmadison.com.

APPLICANT INFORMATION

Applicant Name: Project Home, Inc.			
Proposal Contact Name:	Wyolanda Singleton		
Email (Proposal Contact):	wyolandas@projecthomewi.org		
Financial Contact Name:	Kendra Eppler		
Email (Financial Contact):	kendrae@projecthomewi.org		
Legal Status: ☒ Non-Profit ☐ Private/For-Profit ☐ Other			
Federal EIN:	391279307		
Registered on SAM? ☒ Yes ☐ No		**SAM/ UEI #: MFMWMJEF4CM1**	
Community Housing Development Organization?		☐ Yes ☒ No ☐ 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 https://www.cityofmadison.com/civil-rights/contract-compliance/affirmative-action-plan.

LOBBYING REGISTRATION

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

Name Wyolanda Singleton Date: 9/25/2025

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 WS you are electronically signing your name as the submitter of the application and agree to the terms listed above.

ORGANIZATIONAL CAPACITY: COMPLETE ONCE

1. Describe your agency's experience with **current or past awards**, including challenges, successes, opportunities, and areas of improvement. If you are a **new applicant**, explain your capacity to undertake the proposed project and identify any resources, partnerships, or expertise you will rely on.

Project Home began five decades ago as a grassroots effort of volunteers helping neighbors with small home repairs. Since then, we've evolved into a trusted organization with a professional team offering a wide range of housing related services—including home rehabilitation, home repairs, weatherization, energy efficiency upgrades, and affordable rental housing. We are dedicated to enhancing the quality and affordability of housing for low- to moderate-income families in Dane and Green counties. Our mission is rooted in the belief that strong communities are built on a foundation of safe, affordable homes. For many years, we've successfully managed major home repair and minor home repair programs in both Dane and Green counties. We are backed by a skilled team with the technical expertise to meet all regulatory and funding requirements.

Project Home has been administering programs with federal funds for decades. Along with our deep non-profit experience, we have expertise as a construction company with credentials for every level of work that would happen through the program. Project Home administers HOME/ CDBG major home rehabilitation program for the City of Madison and Dane County, the state of WI DEHCR in Green County, along with a variety of minor home repair programs, weatherization programming and emergency services. During our tenure of operating publicly funded programs, we have developed mechanisms to ensure that the highest quality work is accomplished with the available funds. Our funders require an annual independent single audit for the agency. Project Home audits confirm that Project Home has adhered to strict program, procedural and financial requirements. The minor home repair program is offered with the full support and encouragement of the Project Home Board of Directors.

The minor home repair program is a natural fit for Project Home as we have protocols, contractors, and staffing in place to successfully administer this program. Led by our Grants Administrator, our federally funded programs are administered systematically and carefully to meet the requirements of each individual program. Wyolanda Singleton has led our publicly funded programs for twelve years at Project Home with several years of program administration prior to her work at Project Home. The Grants Administrator is supported by assistants and Intake support staff. Our team regularly attends trainings to keep up on new information, new rules and regulations and all expectations of the programs. The administration of our minor home repair programs is supported by a finance manager, Kendra Eppler, with over 20 years of experience with public programs and our field staff supervisors with over 20 years of construction and program experience. Our construction coordination and supervision are led by Adam Weisse. Adam has a long history and experience at Project Home and equally strong construction background. Our construction coordinators hold the following credentials: Lead Risk Assessor, Lead Safe Renovator, BPI Building Analyst, BPI Inspector, Asbestos Supervisor, Asbestos Inspector, Contractor Dwelling Qualifier and State of Wisconsin Notary.

Project Home field staff are professionally trained and credentialed in the trades as well as social service work for nonprofits. Our staff must stay up to date on regulations within the trades including local codes, construction regulations, and understand how to meet the needs of a household within such requirements. Our staff hold the credentials to ensure that local codes and stricter program requirements will be adhered to and enforced.

Project Home has operated minor home repair programs within the City of Madison serving approximately 70-90 households annually.

2. Do you or any team members have outstanding legal matters or ongoing litigation? If so, provide brief details. Specifically, list:
    a. Any foreclosure, default, or bankruptcy within the past ten years.
    b. Any litigation related to financing or construction projects within the past five years.
    c. Any Chronic Nuisance Abatement or Nuisance Case notifications issued by the Madison Police Department or Building Inspection within the past five years.
    d. Any unresolved Building Inspection citations resulting in Municipal Court Complaints within the past five years.
    e. Any litigation with the City of Madison, or within the State of Wisconsin, within the past five years.

Project Home team members do not have any outstanding legal matters. We ensure we are up to date with all our projects and licensing. We maintain a good working relationship with building inspection to ensure we meet all local codes as required. Within our portfolio, we own and operate affordable housing units in the Allied Drive neighborhood. With our property management responsibilities, we occasionally have disagreements with residents over decisions made for/about the property. You will find currently that we have a claim of discrimination with the city of Madison's Equal Opportunities Division (MEOD) case # 2025-0259, Mediation has been scheduled.

SUBMIT THE FOLLOWING QUESTIONS FOR EACH PROJECT PROPOSAL.

PROPOSAL #1

1. PROJECT SUMMARY

Name of Proposal:	Project Home, City of Madison-Minor Home Repair
Proposal Type:	Programs/Services: Minor Home Repair
Proposal Summary:	Project Home is requesting funding to operate a minor home repair program for low to moderate income homeowners within the City of Madison. Many low- and moderate-income homeowners are facing financial restraints that limit their ability to do the necessary maintenance and repairs on 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 a grant that will subsidize the labor rate as opposed to the homeowner having to pay full market rate for a contractor. This program will enable Project Home to address the most serious health and safety concerns and code violations while helping to preserve the City of Madison housing stock. 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, accessibility modifications, siding repair, structural repairs and electrical repairs. Repairs might also include barrier free modifications and energy efficiency improvements. Work will be performed by Project Home staff. Project Home will meet the national objective of low and moderate housing activities. Eligibility is designed for low- and moderate-income homeowners at or below 80% of the county median income level. This program will increase the life expectancy and usefulness of one or more areas in the household. This service will prevent safety hazards from endangering the lives of the household members. The program will offer homeowners an opportunity to make advances to the safety, security, usefulness of their home without having to make costly cuts to other necessary household items like medications. Service priority will be determined by necessity of repair. When eligibility is determined (under 80% CM I and home assessed under the HUD value for the area), Project Home will work with the City of Madison CDD staff to perform the required environmental review. Project Home will provide a free HQS (Housing Quality Standards) inspection and required radon testing for the homeowner noting any code violations or safety hazards. Assisted households must have a documented need for home repairs identified by an HQS inspection. Project Home will work with the homeowner to address their priorities and discuss any code related work that should also be addressed. The field technician will provide a written estimate for the work requested. The estimate will consist of a cost for materials and subsidized costs for labor. If agreed, homeowner will pay 1/3 of the estimated work as a downpayment. When work is completed, the homeowner is given 90 days to pay the remaining balance. Project Home will provide a warranty of the work for one year after completion. Project Home will subsidize the labor rate and provide the homeowner with 140 hours of subsidized labor over a ten-year period. This amounts to $3,500 in granted labor for the homeowner. The home is often the most valuable family asset and requires continual maintenance to retain its value. When delayed, these repairs often cause the property to deteriorate quickly. LMI homeowners cannot usually afford to hire professional contractors at market rate. As the work is delayed, the damage adds up. Project Home also administers other programs for the preservation of affordable housing. If clients meet the qualification of any other programs, Project Home will help them apply and leverage the funds they receive from the minor home repair program, which will greatly increase the benefit for the household as they may be able to do additional work to lower the amount of the work request. Homeowners may apply at any time throughout the year. Project Home will accept applications until funding is fully allocated to individual projects. When funding is fully allocated, clients will either be placed on a waitlist until additional funding can be secured, or the client can be referred to a different program offered by Project Home. As funding allows, we process applications upon receipt. Allowances are made based on the nature of work needed, coordination with other Project Home programs and the severity of the health and safety issues. Once income eligibility is approved, an initial HQS inspection

	occurs. This will determine the scope of work and decide if the work will fall within the eligible work items allowable through the program

Number of households served:	90
Amount Requested from CDD:	$300,000
Total Proposal Budget:	$300,000

1A. DEVELOPMENT PROPOSAL ONLY	NA
Specify the target price of project homes (estimate):	$ ______
Will the homes be permanently affordable? [Yes/No]	______
Do you have site control? [Yes/No]	______
If yes, what is the site address:	______
Is the site currently occupied?	______
If proposing to build on Owl Creek Vacant Lots detailed above, list addresses of lots. If interested in all six lots, write "All".	______

2. PROJECT DESIGN

List any features that make your proposal unique.

- For **Development Proposals** - Provide a detailed description of the **sustainability** and **accessibility** features incorporated into the project design, including their estimated incremental costs to construction. If any of the required sustainability or accessibility features **cannot** be met, explain why they are not feasible for this project.
    - If you are proposing **additional** sustainability or accessibility features that exceed the standard requirements, specify:
        - The specific features being added
        - How many units will include these enhancements
        - The estimated incremental cost associated with these enhancements
- For **Programs/Services** - What innovative or unique elements will your program include to enhance its impact or reach? For example, describe any targeted partnerships, culturally specific approaches, scalability features, or methods of tailoring services to meet the diverse needs of the community (e.g., income levels, racial/ethnic groups, or other demographics). How do these features set your program apart from others?

Access to information helps to make the program successful. Project Home uses multiple sources to get information to homeowners, their advocates, partners and other interested parties. Project Home offers free homeowner educational classes at local libraries, community centers and community meeting spaces (The HUB, Urban League, Northside Senior Center) to reach a broad audience. Project Home has an active social media presence and staff have technologies for faxing, texting and emailing to connect to clients. For homeowners who require assistance to apply, an appointment can be made with Project Home Intake staff or they may use our language translation service providers.

Project Home will be in various locations in the community teaching Home Maintenance topics to homeowners. There are at least 10 free classes scheduled every year. We provide an overview of Project Home and make our brochure and applicable materials available for attendees. We continuously post on social media about our program offerings and give testimonials of those that have been serviced through our programs. We advertise and write articles for Second Act Magazine and Madison Locally Sourced, advertise in community newspapers and have listings in Dane Buy Local, Public Health Community

Guide, and SAIL. Our Home Repair field staff are briefed monthly on program offerings, availability of funds in each program, and are instructed on how to discuss programs with families and potential prospects when they are in the community. We attend various events each year that allow us to meet potential customers and discuss our programs, such as Stand Down Madison, Unity Point/ Meriter Resource Fair, Senior Center Presentations, etc. With our new Project Home brochure, we will be dropping off at various advocacy agencies, senior centers, libraries, and bringing to all our outreach events. Our brochure has QR codes that lead directly to the Project Home website page that highlights specific program information and eligibility requirements. Project Home is open to and participates in new marketing and outreach opportunities every year as they become known.

Project Home continues to partner with and meets with other nonprofit agencies to explore opportunities for strategic partnerships, review service options, and continue to provide service referrals. All agencies have made agreements to make referrals whenever a household is eligible for another agency's services.

- Partnership with The Hmong Institute to spread awareness of our program offerings to their community members.
- Partnership with Wisconsin Eco Latinos to spread awareness of our program offerings to their community members.
- Partnership with Urban League of Greater Madison to offer educational opportunities to spread awareness of our program offerings to their homeowners.
- Partnership with Own It-Building Black Wealth to provide educational opportunities to spread awareness of our program offerings to their homeowners.
- Partnership with Sustain Dane to provide referrals to our programs when they have applicants who do not qualify for their Efficiency Navigator program.

3. PROJECT READINESS

Provide a summary of the steps already completed and those remaining to demonstrate project readiness.

- For **development proposals**, include land acquisition, financing, zoning approvals, or other pre-construction milestones. Reminder that multi-family proposals have additional requirements including pre-application meeting and DAT meeting that should be included in the timeline.
- For **programs and services**, include steps such as participant outreach plans, hiring and training staff, securing partnerships, timeline for utilizing funds, or developing program materials.

Project Home would have no problem allocating funding to projects within the program year. Project Home staffing is prepared to immediately start serving households. Project Home has operated minor home repair programs in other parts of our service area for decades. Therefore, the structure for operating a minor home repair program is already in place at our agency. We operate multiple programs including major home rehab, minor home repair, weatherization, emergency services for furnaces and water heaters and various grant programs. We have excellent referral sources for homeowners.

Serving the homeowners who need this program most requires that we use all the tools in our toolbox. To ensure we meet the need we have established a specific partnership with Interpreter’s Coop of Madison (ICM) for translation services. ICM provides full translation and proofreading services. They are also able to translate digital audio/video files. We utilize ICM’s translation services when needed to translate program overviews and applications for our three most commonly spoken languages for our service area. This partnership allows homeowners of multiple languages to interact with our program. We completed a ***Language Access and Interpretation Plan*** that will help homeowners to get assistance in the way it works best for them and in their own primary language. Project Home has requested ICM translate our brochures into our three most commonly spoken languages. For program marketing flyers, our goal is to have them in other languages as needed utilizing AI for translation and have ICM proofread for accuracy to control costs.

We placed our applications online and made them fillable so clients can access them from their homes and instantly submit the application online. We streamlined our application so clients could use the same application for multiple programs without having to redo every question.

While committed to the standards called for by the HUD program guidelines, we strive to make it as easy as possible for clients to get the assistance they need. We have dedicated intake staff who are available full time for questions, processing information and homeowner education. Project Home continues to offer in-person and online homeowner education classes through YouTube.

Project Home values the benefits of our existing and newfound partnerships. We believe that working together with other nonprofits to achieve a greater impact (shared services, joint programming, etc.) is the best way to ensure quality services for our clients and deepen the impact of both organizations. Our clients will receive greater services and access to resources when we work in partnership with our allies rather than competitive efforts.

4. PROJECT FEASIBILITY – Developer/Administrator Capacity

Identify team members / partnerships for this project, along with their relevant training, certifications, licenses, experience, and contribution to the proposed project.

Having provided housing-related assistance for the past 50 years, Project Home has ensured that the services are quality services by ensuring the right people are in the right places. Our rehab team brings experience from construction to social work to nonprofit management to program administration. We continue our growth by continually providing educational opportunities for our team. Our rehab team brings together the knowledge and skills necessary to operate a successful repair program that is respectful of our clients and enhances the lives of those touched by our programming.

Our rehab and repair team is led by our Grants Administrator: Our Grants Administrator is responsible for overall program administration. Wyolanda oversees application intake, income verification and eligibility determination, handling of initial referrals from within Project Home and from outside agencies, preparing grant applications, supervising Intake staff, all reporting to funding agency, processing any grievances, ensuring the guidelines of the program are followed and upholding the quality of the program by maintaining the highest level of accountability within the program. Wyolanda Singleton has administered programs at Project Home for the past 12 years.

Our primary home repair field staff is our Rehab Specialist. Bryan Ott. Bryan is the primary construction liaison for home repair. Bryan is responsible for HQS inspections, developing scope of work and cost estimates. Bryan does lead clearance, field construction activities and project contract development for homeowners and their selected contractors. Bryan ensures construction is done properly by performing on site initial, in progress and final inspections of the work performed. Bryan has served with Project Home for 18 years. One other portion of Bryan's work is to help homeowners understand their home and how it works as a system. Bryan helps homeowners understand construction lingo and what is happening in their home through the program.

Bryan is supervised by our Program Manager, Adam Weisse. Adam is a long-term member of the Project Home team who has overall responsibility for programs administered by Project Home. Adam and Bryan are both highly credentialed in the construction industry and ensure we have the highest quality construction for our program. Their credentials include preliminary, interim and final inspections, lead clearances, lead abatement, homeowner education, Lead Risk Assessor, Lead Safe Renovator, BPI Analyst, BPI Inspector, Asbestos Supervisor, Asbestos Inspector, Contractor Dwelling Qualifier, State of Wisconsin Notary. Adam also oversees the field technicians who provide direct service to clients is our Home Repair department. These positions performs HQS inspections, risk assessment, lead clearances, field construction activities and project contract development and coordination.

Overseeing and managing our finances is our Finance Manager, Kendra Eppler. Kendra joined the Project Home team in 2021. Kendra took over the role of coordination of financial aspects of program, payables, receivables, liaison with staff contributing to financial reporting. Kendra has over 25 years of experience managing finances. Additionally, assisting our program to ensure we have the proper reach to the community is our Outreach Manager. Our Outreach Manager is responsible for the outreach, marketing and fundraising activities of the agency. Denise serves as an ambassador to the community and works with volunteers, businesses and staff to promote programs and projects. Denise Garlow joined our team to ensure we reach our community in a meaningful way.

5. PROJECT FEASIBILITY – Financial Capacity

Explain your approach to fulfilling financial obligations for the proposal, including any secured funding:

- For **development proposals:** Address developer equity, construction financing, other funding sources you are leveraging, and subsidy needs.
- For **programs/services proposals**: Address management of program costs, staff compensation, other sources of funding you are leveraging, and operational sustainability.

Project Home ensures we maintain strict program management standards. Project Home ensures every job adheres to the strict protocols required for accountability. Each job/ project is assigned a unique invoice number. This unique client number is added to the agency database and every expense associated with the project is captured on the invoice for that job. Invoices from contractors are sent to a main email address invoices@projecthomewi.org. This email is monitored, and invoices are date-stamped upon receipt.

Homeowners approve their scope of work before any work begins. This scope serves as an estimate of the charges expected. Occasionally, work might go beyond the original scope, for example, a toilet is being replaced but when the old toilet is pulled, the sub floor is also damaged and must be repaired. In these cases, field staff will address any changes with the homeowner to seek approval. Field staff will provide an updated estimate in writing for homeowner approval of the changes (change order). When the project is completed, the invoice is reconciled (time and materials all listed on invoice) and the homeowner receives their invoice that details every charge and time spent on their project. The project is totaled, and the homeowner has 90 days to pay the balance of their project.

Each client file is maintained with all documents associated with work on their home. These files are maintained for review for HUD, City staff, and the homeowner. Every client file maintains copies of applications, approval of HQS, approval of environmental reviews, copies of every receipt, copies of every change order, documentation of radon results, final approval at completion of the project, and a copy of all communication with homeowner. No work will happen without homeowner approval (signed approval).
Understanding that maintaining a home and the expenses related to the maintenance can be very overwhelming. Project Home will leverage our funding to ensure we add the most value to the work in a clients home. Project Home operates the Wisconsin Weatherization Assistance Program (WISWAP) that focuses on providing energy efficiency improvements, at no cost to the homeowner, saving heating and electrical costs for low-income residents (below 60% State median income). Whenever homeowners are income-eligible, we encourage them to apply for

weatherization. We typically invest an average of $8,300 in direct costs in single family homes. Project Home was selected by The Federal Home Loan Bank of Chicago to offer subsidies to LMI homeowners through the Affordable Housing Program (AHP) for rehabilitation/ repair services. The AHP program significantly extends the reach of the Minor Home repair program by extending the amount of work Project Home can invest in each home. The average subsidy amount would increase the amount of work by approximately $6,000 (allowing additional work in the client's home at **NO COSTS TO HOMEOWNERS**) thus ensuring that we continue to meet the local codes and HQS requirements. This additional subsidy could ensure that a client whose scope of work is beyond their affordability could remain in the program and receive services for their home. This program is only operated as a "MATCH" program. Other funds must first be available for a client to take advantage of this additional subsidy. Whenever possible, Project Home will help clients get approved for every program they are eligible as to extend the reach of the work we provide for the homeowner.

All agency policies and procedures are clearly defined in our Employee Handbook and Safety Manual. The Employee Manual is reviewed and approved annually by our staff, our Board personnel committee and Board of Directors. The personnel committee and Board of Directors are comprised of a diverse set of professionals in their respective fields.
We are very cognizant of our compensation practices and have clearly defined position responsibilities and pay ranges. All job descriptions, annual pay increases, job specific pay adjustments, promotions and salary status adjustments are reviewed and approved by our personnel committee and Board of Directors. We perform annual performance evaluations and goal setting to guide our employees along their career path.

6. PROJECT FEASIBILITY – Project Management and Timeline

Provide a project timeline for the contract term, including key milestones:

- For **development proposals:** real estate acquisition, bid process, construction start/end, marketing, and unit sale completion, etc. (2 year-max timeline)
- For **programs/services proposals:** marketing, outreach, service delivery, completions, etc. (annual timeline)

Example : 03/2025 - Begin Outreach
Project Home will begin recruiting households for the minor home repair program in the 4th quarter of 2025. Each quarter, recruitment and completion of work will equal approximately ¼ of the total annual goal.
Quarter 1 2026: Project Home will recruit and process applications for approximately 25 households.
Quarter 2 2026: project Home will continue to process applications for at least 25 households and complete work for households recruited in quarter 1 of 2026.
Quarter 3 2026: Project Home will recruit 25 households and complete work for projects approved in quarter 2.
Quarter 4 2026: Project Home will continue to recruit homeowners and complete all projects by the end of quarte 4 2026.

7. COMMUNITY NEED

Alignment: Explain how your project aligns with the City's goals for affordable housing and community development and identify the target population served for your project (including income levels and other demographic factors). Note if your proposal aligns with any of the preferences identified in the RFP.

Project Home will meet the national objective of low and moderate housing activities. The Minor home repair program serves low- and moderate-income households within the City of Madison. The targeted households will live in owner-occupied homes with an income at or below 80% CMI will ensure the household is a low- and moderate-income household. The minor home repair program will make significant repairs to the home.

Project Home weatherizes approximately 300 homes per year for families at or below 60% of the Statewide Median Income. This is well below the 80% CMI we use to qualify households for our rehabilitation programs. Many of these homes will be deferred for weatherization due to home repairs that need to be made before weatherization can take place. Whenever possible, we can divert these projects through our minor home repair programs. Once the repair work is completed, we can then go back and provide energy saving improvements with weatherization. Without the additional repair funds to address some of the deferral issues, the selected homes would miss out on thousands of dollars of energy saving measures.

Project Home understands that Dane County and the City of Madison have combined goals to serve low- and moderate-income households. The mission of Dane County. City of Madison in administering the CDBG/HOME programs is to develop viable urban communities in the County by providing decent affordable housing and a suitable living environment, and by expanding economic opportunities, principally for low-and-moderate income residents. Project Home also has shared goals of promoting the rehabilitation of existing owner-occupied housing as a means to maintain affordable housing and providing accessibility improvements as a means to help low-and-moderate income households with disabilities maintain existing housing. The combined efforts of the City and County align perfectly with our mission to promote strong communities and provide a foundation for safe, affordable homes and managing the minor home repair program will advance that mission.

Economic Mobility: How will your proposal help participants or residents achieve economic mobility, particularly in underserved communities?

- For **development proposals**, explain how the project aligns with the income levels of the area (describe what the median income of the census tract where the development will be located) and promotes generational wealth-building and well-being.
- For **programs/services proposals**, describe how your program fosters financial empowerment and economic mobility through education, support, or direct assistance.

Project Home does reflect on the usefulness of our services and who we serve throughout the year. When we look at the disparities included in the consolidated plan prepared for Dane Cunty/City of Madison we can see that one of the areas outlined includes access to information. In our work, we appreciate being able to connect with homeowners in many different areas that help support their homeownership. We create educational opportunities through free classes and teaching homeowners how to "DIY" to save money.
Some education is about how the home itself works as a system. So, the partnerships that we create and maintain also serve homeowners with support for their continued homeownership. We actively engage our audience on social media, sharing program updates and impactful testimonials from families we've served. These testimonials can help engage other similar families.

Project Home has become a trusted ally for homeowners over the years. When "something goes wrong" with their homes, families call upon our expertise to help advise them what to do or see how we can serve them if possible. Project Home staff take time to understand the many resources within our community and through those partnerships we get a dep understanding of how we can direct homeowners to other resources when needed and requested.

The consolidated plans explains that most people who report housing problems fall below the 50% AMI. Of the households served by Project Home 80% of those households fall below 50%AMI- therefore serving the greatest need.
Expand: Explain how your project will expand opportunities for first-time homebuyers and reduce existing disparities in rates of homeownership between different segments of the Madison population.
The consolidated plan further states regarding disparities in the county, the higher the income, the less percentage there are of minorities represented. The higher the income, the higher there is a percentage of white households. Project Home finds that in our work in the community, we can serve these households of minorities by helping them access the resources that can serve them as well as Project Home. Project Home proactively seeks and embraces new marketing and outreach opportunities as they arise, ensuring continued visibility and community engagement. Each month, our Home Repair field staff receive updates on available funding and program offerings, along with guidance on effectively communicating these resources to families in the community. Project Home continues to partner with and meets with other nonprofit agencies to explore opportunities for strategic partnerships, review service options, and continue to provide service referrals. All agencies have made agreements to make referrals whenever a household is eligible for another agency's services. • Partnership with The Hmong Institute to spread awareness of our program offerings to their community members. • Partnership with Wisconsin Eco Latinos to spread awareness of our program offerings to their community members. • Partnership with Urban League of Greater Madison to offer educational opportunities to spread awareness of our program offerings to their homeowners. • Partnership with Own It-Building Black Wealth to provide educational opportunities to spread awareness of our program offerings to their homeowners. • Partnership with Sustain Dane to provide referrals to our programs when they have applicants who do not qualify for their Efficiency Navigator program

AGENCY, PROGRAM AND CITY SHARE EXPENSES

Agency & Program: **Project Home, Inc. - Minor Home Repair**

ACCOUNT CATEGORY	City of Madison GPR	City of Madison ESG	City of Madison CDBG-CV	City of Madison Other	Non-City Sources	Total Program Budget
A. PERSONNEL						
Salary			141,500	8,000		149,500
Taxes/Benefits			49,525	3,500		53,025
Subtotal A.	0	0	191,025	11,500	0	202,525
B. OTHER OPERATING						
Insurance			5,300			5,300
Professional Fees						0
Audit			1,650			1,650
Postage/Office and Program Supplies			2,100			2,100
Equipment/Furnishings/Depreciation			3,000			3,000
Telephone			1,775			1,775
Training/Conferences			700			700
Food/Household Supplies						0
Auto Allowance/Travel			6,800			6,800
Vehicle Costs/Depreciation						0
Other (Specify):			3,200			3,200
Subtotal B.	0	0	24,525	0	0	24,525
C. SPACE						
Rent						0
Utilities			1,500			1,500
Maintenance			2,850			2,850
Mortgage Principal/Interest/Depreciation			3,600			3,600
Property Taxes						0
Subtotal C.	0	0	7,950	0	0	7,950
D. SPECIAL COSTS						
Rent Assistance (Rent Arrears, Security Deposit, Application Fee)						0
Utility Assistance						0
Assistance to Individuals (Non-Rent or Utility)				65,000		65,000
Service/Program Subcontracts						0
Other (Specify):						0
Subtotal D.	0	0	0	65,000	0	65,000
TOTAL (A.-D.)	0	0	223,500	76,500	0	300,000

NOTES: Column D, labeled "City of Madison CDBG-CV," is the proposed budget for the entitlement funded portion of the Minor Home Repair program. Column E, labeled "City of Madison Other," is the proposed portion for the program income funded portion of the Minor Home Repair program. The column headers could not be adjusted to reflect this. The Other Operating Costs relate to computer and other contracted services that support the operation of the program and the jobs completed. Because Project Home employees perform much of the actual home repair work, the Personnel costs in Section A include costs that could also be considered assistance to individuals.

STAFFING: Include ALL staff working for the program

Staff Position Title	Total Program FTE	City-Funded FTE	Roles and Responsibilities
Grant Administrator	0.1500	0.1500	program oversight, completion reporting
Intake Assistant	0.3000	0.3000	client intake assessments, assist with completion reporting
Field Technician	0.9500	0.9500	work planning/preparation and on-site home repair work
Finance Manager	0.0100	0.0100	financial administration of the agency & its programs
Program Director	0.0200	0.0200	overall oversight and coordination of this program within agency

AGENCY, PROGRAM AND CITY SHARE EXPENSES

Agency & Program:

ACCOUNT CATEGORY	City of Madison GPR	City of Madison ESG	City of Madison CDBG-CV	City of Madison Other	Non-City Sources	Total Program Budget
A. PERSONNEL						
Salary						0
Taxes/Benefits						0
Subtotal A.	0	0	0	0	0	0
B. OTHER OPERATING						
Insurance						0
Professional Fees						0
Audit						0
Postage/Office and Program Supplies						0
Equipment/Furnishings/Depreciation						0
Telephone						0
Training/Conferences						0
Food/Household Supplies						0
Auto Allowance/Travel						0
Vehicle Costs/Depreciation						0
Other (Specify):						0
Subtotal B.	0	0	0	0	0	0
C. SPACE						
Rent						0
Utilities						0
Maintenance						0
Mortgage Principal/Interest/Depreciation						0
Property Taxes						0
Subtotal C.	0	0	0	0	0	0
D. SPECIAL COSTS						
Rent Assistance (Rent Arrears, Security Deposit, Application Fee)						0
Utility Assistance						0
Assistance to Individuals (Non-Rent or Utility)						0
Service/Program Subcontracts						0
Other (Specify):						0
Subtotal D.	0	0	0	0	0	0
TOTAL (A.-D.)	0	0	0	0	0	0

NOTES:

STAFFING: Include ALL staff working for the program			
Staff Position Title	**Total Program FTE**	**City-Funded FTE**	**Roles and Responsibilities**

AGENCY, PROGRAM AND CITY SHARE EXPENSES

Agency & Program:

ACCOUNT CATEGORY	City of Madison GPR	City of Madison ESG	City of Madison CDBG-CV	City of Madison Other	Non-City Sources	Total Program Budget
A. PERSONNEL						
Salary						0
Taxes/Benefits						0
Subtotal A.	0	0	0	0	0	0
B. OTHER OPERATING						
Insurance						0
Professional Fees						0
Audit						0
Postage/Office and Program Supplies						0
Equipment/Furnishings/Depreciation						0
Telephone						0
Training/Conferences						0
Food/Household Supplies						0
Auto Allowance/Travel						0
Vehicle Costs/Depreciation						0
Other (Specify):						0
Subtotal B.	0	0	0	0	0	0
C. SPACE						
Rent						0
Utilities						0
Maintenance						0
Mortgage Principal/Interest/Depreciation						0
Property Taxes						0
Subtotal C.	0	0	0	0	0	0
D. SPECIAL COSTS						
Rent Assistance (Rent Arrears, Security Deposit, Application Fee)						0
Utility Assistance						0
Assistance to Individuals (Non-Rent or Utility)						0
Service/Program Subcontracts						0
Other (Specify):						0
Subtotal D.	0	0	0	0	0	0
TOTAL (A.-D.)	0	0	0	0	0	0

NOTES:

STAFFING: Include ALL staff working for the program			
Staff Position Title	Total Program FTE	City-Funded FTE	Roles and Responsibilities

REVENUE AND EXPENSE REPORT SUMMARY

CITY OF MADISON
COMMUNITY RESOURCES PROGRAM
APPENDIX IV - PART 1

Name of Applicant: Project Home, Inc.

Date of Report:

Period Covered:

Person Completing Report: Kendra Eppler, Finance Manager

Telephone: 6008-246-3737

All expenditures must be documented. Only program expenses actually paid out for the period covered may be claimed on this report.

****Only use whole numbers, if using formulas or amounts with cents, convert to whole number before submitting to CDD.**

All Program Expenses	2025 City Allocation	City Portion of Expenses billed this Period	City Portion of Expenses billed Year-to-Date	% of City Budget Spend
A. PERSONNEL	202,525	0	0	0%
B. OTHER OPERATING	24,525	0	0	0%
C. SPACE	7,950	0	0	0%
D. SPECIAL COSTS	65,000	0	0	0%
TOTAL	300,000	0	0	0%

Vendor #:

Contract #:

Budget Adjustments and Method of Reimbursement

1. Agency may alter this budget within 10% of each deliverable by formal notification to assigned Grant Administrator. Changes which would result in modifications in excess of 10% of any original deliverable must receive Community Development Supervisor's written approval prior to contractor commitment of funds.

2. Costs for this project will be reimbursed pending approval by the Community Development Supervisor upon submission of a) a completed program report describing completed activities (Exhibit 3, Program Activity Report) and b) any other reports specified in the agency contract (Exhibit 1, Scope of Services).

3. Any funds not expended by the termination date of the Agreement are not eligible for reimbursement.

INDIVIDUAL PROGRAM EXPENSES

Applicant Name:

All expenditures must be documented. Only program expenses actually paid out for the period covered may be claimed on this report.

**Only use whole numbers, if using formulas or amounts with cents, convert to whole number before submitting to CDD.

Pgm Letter	Program Name	Program Expenses	2025 City Allocation	City Portion of Expenses Paid YTD	City Portion of Exp. Billed this Period	City Portion of Exp. Billed YTD	% of City Allocation Spent
A	Minor Home Repair	PERSONNEL	202,525			0	0%
		OTHER OPERATING	24,525			0	0%
		SPACE	7,950			0	0%
		SPECIAL COSTS	65,000			0	0%
		TOTAL	**300,000**	**0**	**0**	**0**	**0%**
B		PERSONNEL	0			0	0%
		OTHER OPERATING	0			0	0%
		SPACE	0			0	0%
		SPECIAL COSTS	0			0	0%
		TOTAL	**0**	**0**	**0**	**0**	**0%**
C		PERSONNEL	0			0	0%
		OTHER OPERATING	0			0	0%
		SPACE	0			0	0%
		SPECIAL COSTS	0			0	0%
		TOTAL	**0**	**0**	**0**	**0**	**0%**
D		PERSONNEL	0			0	0%
		OTHER OPERATING	0			0	0%
		SPACE	0			0	0%
		SPECIAL COSTS	0			0	0%
		TOTAL	**0**	**0**	**0**	**0**	**0%**
E		PERSONNEL	0			0	0%
		OTHER OPERATING	0			0	0%
		SPACE	0			0	0%
		SPECIAL COSTS	0			0	0%
		TOTAL	**0**	**0**	**0**	**0**	**0%**
		TOTAL FOR ALL PROGRAMS	**300,000**	**0**	**0**	**0**	**0%**

	PI Funds YTD	PI Received This Period
PROGRAM INCOME (PI) RECEIVED		

City of Madison | Community Development Division
2025 Financing for Affordable Homeownership Development, Programs and Services RFP #2025-14027

PROJECT HOME

Project Home, City of Madison – Minor Home Repair (Progs: Minor Home Repair)

Response Submission Due Date: October 31, 2025, at Noon Central Time.

Instructions to applicants:

Please respond briefly and succinctly to the questions below, in-line, unless otherwise specific (e.g. if additional documentation is requested), with a maximum 1/3-page response per question. Use this Word document to record your answers and return the completed document to CddApplications@CityOfMadison.Com with cc: to MDavila-Martinez@CityOfMadison.Com. Please refrain from submitting additional documentation not specifically requested at this time or using alternative formats.

Questions:

1. What does your current waitlist look like for minor home repair services (e.g., number of households, average waiting time)?
   a. What is the average out-of-pocket cost to the homeowner, if any?
   b. How many applications are denied each year, and what are the most common reasons for denial (e.g., income ineligibility, scope too large, property condition, etc.)?
   c. How do you prioritize applicants when resources are limited or when total repair costs exceed available funding?

Reply:

What does your current waitlist look like for minor home repair services (e.g., number of households, average waiting time)?

Project Home does not currently have a waitlist for our program in the City of Madison. Applications are processed weekly and an inspection is scheduled for the following week or so. Wait time for service to be completed includes the time for approval of the environmental review, downpayment from homeowner and the time required for materials to arrive (supply chain). Materials are ordered after the downpayment is received from the homeowner and approval granted from the environmental review.

What is the average out-of-pocket cost to the homeowner, if any?
Upon completion of initial inspection, the homeowner and field technician will agree upon the scope of work. This agreement, in essence, is the homeowner deciding on their priorities and what they can afford at this time. The field technician will provide an estimate based on the work the homeowner prioritizes along with any HUD required work standards. The estimate includes labor (*at a subsidized labor rate of $15.00 per hour*) plus the costs of materials.

Homeowners are granted 3,500 subsidized labor hours in a ten-year period. Homeowners can use as little or as much as they wish each year within the ten years. Because homeowners decide how much work they will do each year, the out-of-pocket costs will vary for every home and homeowner. In the previous three years, the average out of pocket costs were approximately $950. This average cost increased over the past two years with the additional requirement of radon testing, radon mitigation and the increased costs of materials (inflation).

How many applications are denied each year, and what are the most common reasons for denial (e.g., income ineligibility, scope too large, property condition, etc.)?
Project Home denies two or three applications each year. Eligibility information for the minor home repair program is very visible. Homeowners receive a program overview sheet with the application. This overview sheet includes all eligibility information. Project Home's website also provides eligibility information for every program. Some homeowners, whose assessed home value exceeds the HUD allowable value, might apply anyway hoping we have flexibility with the HUD values, which we do not.

Regarding denials of service, we work with homeowners to ensure needs are met. We have a great deal of flexibility on the scope of work, the timing of the work and how much work is completed and when. If there is a safety issue or a health-related concern and the client might is not able to afford the service, but needs the issue addressed sooner rather than later, Project Home staff can advise/help the homeowner apply for a matching grant or a different/ another program with Project Home (weatherization, affordable housing program, emergency water, emergency furnace, veterans program or major home repair).

How do you prioritize applicants when resources are limited or when total repair costs exceed available funding?

In situations where a request might outweigh our availability or funding, we negotiate with homeowners on the scope of their job. For example, we may discuss doing six of the eight items and moving the other two items to next year's service. We always consider safety needs in these discussions and we would ensure safety needs were met. Also, we would advise the homeowner when is the best time to apply. For example, if a homeowner asks for windows in November, we may advise the homeowner to reapply in March because March is closer to spring and that is when it's appropriate to have the house open. Minor home repair is not an emergency service. Although we can move quickly when needed, we train our staff to set realistic expectations with our clients.

Questions:

2. Describe how you select and manage subcontractors for your minor home repair projects.
    a. What steps do you take to ensure transparency and fairness in subcontractor selection?
    b. How are you working to meet or exceed Minority-, Women-, and Disadvantaged-Owned Business Enterprise (MWDBE) participation goals?
    c. Do you maintain an outreach or rotation system to ensure equitable contracting opportunities for small and emerging local businesses?

Reply:

Describe how you select and manage subcontractors for your minor home repair projects.
What steps do you take to ensure transparency and fairness in subcontractor selection?
How are you working to meet or exceed Minority-, Women-, and Disadvantaged-Owned Business Enterprise (MWDBE) participation goals?
Do you maintain an outreach or rotation system to ensure equitable contracting opportunities for small and emerging local businesses?

Project Home conducts the operations for the administrative role for this program. We have responsibility for intake, eligibility determination, marketing, reporting and inspections. Project Home also serves as the contractor. Project Home field staff have the professional capacity to repair most items in the homes we serve. Project Home administers this program much like a handyman service. The repairs in this program are minor in nature- a couple of staff, a couple of days, at most. Any repairs beyond that would likely push those repairs to the major home repair program.

We do not select or hire outside contractors for this program because the program cannot subsidize the labor rates, overhead and profit of other contractors.

Questions:

3. When translation, interpretation, or other accessibility services (e.g., for applicants with disabilities or limited English proficiency) are needed during the intake, inspection, or project coordination process:
    a. How does Project Home ensure these services are provided?
    b. Do you have a dedicated budget line-item or flexible funds to cover interpretation, translation, or accessibility accommodations?
    c. If not, how are those costs currently managed or absorbed within your program delivery?
    d. Given that your application process is available online, are there alternative methods of submitting for applicant to submit forms and documentation (e.g. by mail or in person)?

Reply:

When translation, interpretation, or other accessibility services (e.g., for applicants with disabilities or limited English proficiency) are needed during the intake, inspection, or project coordination process:

How does Project Home ensure these services are provided?

Project Home's philosophy is to make our processes work best for the homeowners. We have identified that the most spoken languages in our service area are Spanish, Hmong and Chinese (Mandarin).

During initial contact (walk-ins, phone calls or online information requests), we provide information about our interpretation services that can assist our limited English proficiency clients to communicate with us regarding program information/qualification and application processes. We have included our interpretation service information as part of our voicemail greeting and we provide information about our interpretation service information on the Project Home website.

For translated materials:

- We will utilize our translation service provider for marketing materials and outreach efforts to limited English proficiency client prospects for the most common languages spoken in our service area.
- We will use clear, simple language and visuals to enhance understanding.

- We will translate key client materials (program overviews, applications) into the most prevalent identified languages if needed.
  For translation services:
- We make available interpretation services upon request for phone consultations with clients and in-person meetings to discuss eligibility, assess needs, and explain services.
- We make available interpretation services upon request for meetings to go through the application and its requirements.

Do you have a dedicated budget line-item or flexible funds to cover interpretation, translation, or accessibility accommodations?
If not, how are those costs currently managed or absorbed within your program delivery?
We do not currently have a separate budget line-item dedicated to this. Our new accounting systems, scheduled to go live on 11/1/25, does have a separate account line to track translation services costs and, as a result, it is anticipated to be a separate budget line-item in the future. Currently those costs would be considered within our overall support costs for the program.

Given that your application process is available online, are there alternative methods of submitting for applicant to submit forms and documentation (e.g. by mail or in person)?
Project Home will accept applications any way that homeowners get them to us. That would include by mail, email, fax, text, Dropbox, several pictures sent by text/ email, or in person. In addition, our staff can pick up paperwork if we are at or close to a home for another program. We will do what works best for the homeowner. Because of the infrastructure we have in place, homeowners should not worry about service because of the cost of copies, postage or making a trip to our offices.

Questions:

4. Your budget lists $65,000 for other uses. Can you please break this down further and specify what those costs include?

Reply:

Your budget lists $65,000 for other uses. Can you please break this down further and specify what those costs include?
The $65,000 included within the budget was on the Assistance to Individuals line within the “other” column. As explained in the notes, the “City of Madison Other”

column is the proposed portion for the program income funded portion of the program. The $65,000 designated for Assistance to Individuals within that column would be the direct job-related costs for the program. This would predominately include costs associated with the purchase of materials needed to complete the work. Occasionally, this could include some costs for permits or personnel costs for staff completing the work on site.