

# Lead Free Homes LA

Countywide Lead Paint Remediation Program

Funded by the historic Lead Paint Company Settlement

Janet Scully, MPH  
Program Manager



# Background

## 20-year Lead Paint Litigation

- **Lawsuit filed against three former manufacturers of paint** – The Sherwin-Williams Company, ConAgra, and National Lead
  - Liable for creating public nuisance by **promoting & advertising lead paint** for use on interiors of home while having knowledge of the toxic hazard to human health
- In July 2019, 10 California Jurisdictions reached a settlement with defendants to pay **\$305 million for lead-paint hazard abatement**



# Lead Hazards



Lead poisoning affects the mental and physical development of children and unborn babies



Approximately **3,000** children are lead poisoned in Los Angeles County each year



Lead Paint is the **#1 source of lead poisoning** hazard for children

Over **720,000** homes in LA County old enough to be at risk for lead paint hazards



Lead poisoning is completely preventable and is vital to the health of future generations of LA County residents

# Countywide Lead Paint Remediation Program

LA County will receive approximately \$134 million over the course of 7 years to implement a 10-year Countywide Lead Paint Remediation Program

Funds are used to **remediate interior and exterior lead-paint hazards in county residences**

Focused on most **vulnerable populations** – families most at risk for lead poisoning **are prioritized for remediation services**

Prioritize referrals from CLPPP to remove lead-based paint hazards in **homes of lead-burdened children** throughout the County

# Funding for Lead Remediation Programs

## HUD Grant (LACDA)

- ❑ \$5.7 Million
- ❑ 2021-2025 (42 months)
- ❑ For interior & exterior lead paint + other for 150 properties
- ❑ Communities surrounding Exide & other Promise Zones
- ❑ Homeowner & tenant eligible – must provide income documentation
- ❑ Units must be built prior to 1978

## Aliso Canyon Settlement

*(Exide Impacted Areas)*

- ❑ \$5.2 Million
- ❑ July 2019 – Dec 2022 (expected)
- ❑ For interior & exterior paint, window & door replacements
- ❑ Communities surrounding Exide
- ❑ Must be low-income targeted areas & had soil cleaned by DTSC
- ❑ Units must be built prior to 1978

## Lead Paint Company Settlement

*(Countywide Lead Paint Remediation Program)*

- ❑ ~\$134 Million
- ❑ 2020 – TBD
- ❑ For interior & exterior paint, window & door replacements
- ❑ Communities Countywide
- ❑ Must be in low-income targeted areas
- ❑ Units must be built prior to 1951

# Prioritization Areas & Groups

## TARGETED REGIONS

Large pre-1951 housing stock

High prevalence of low-income families

Significant population of young children (under age 6)

## PRIORITY GROUPS

Children with elevated blood lead levels

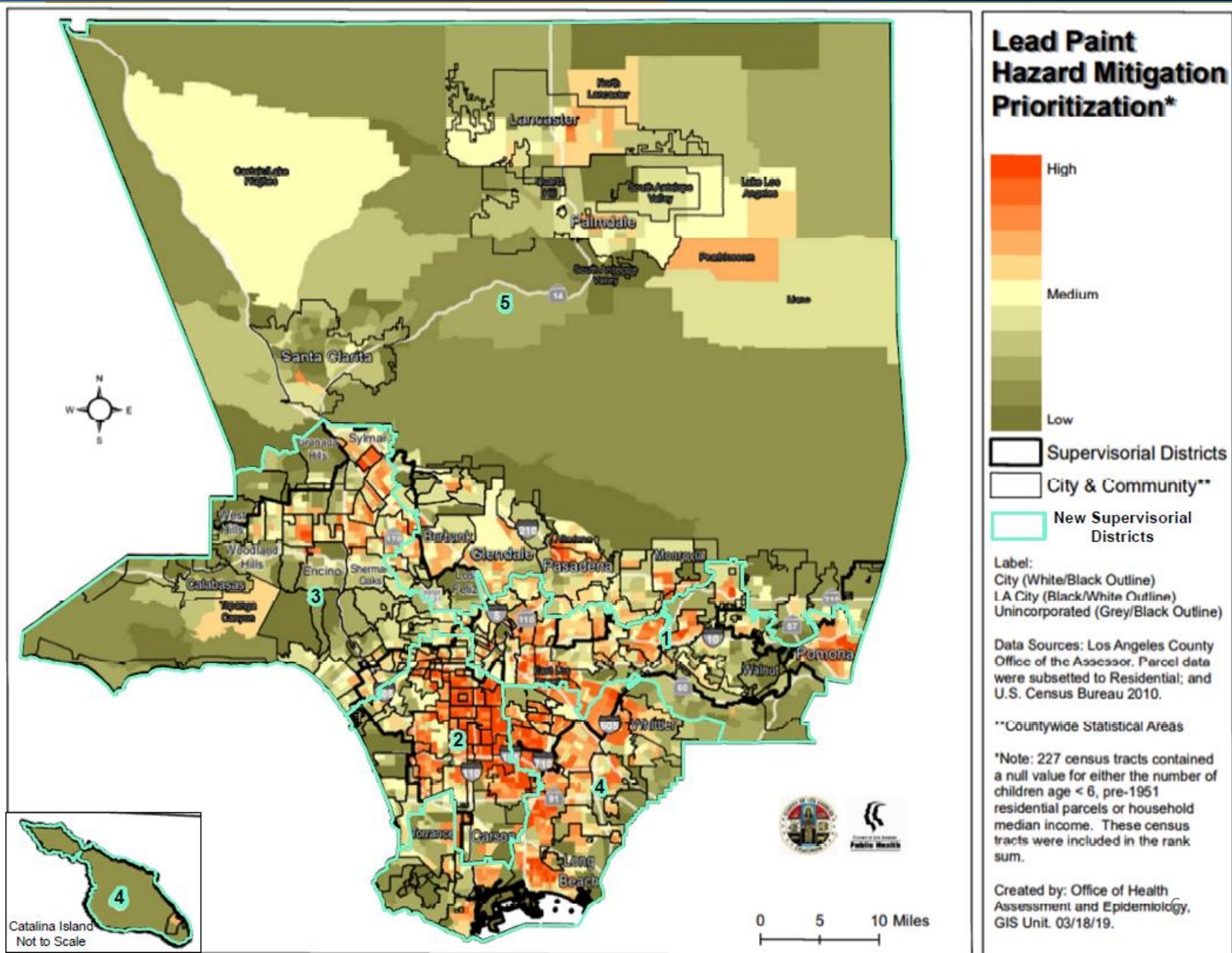
Children under age 6

Those who are pregnant

Environmentally disadvantaged communities



# Target Area Map



# Prevalence of Residential Lead Hazards

## Pre-1951 Residences

- 720,000+ homes throughout LA County (2018 Assessor data)
  - SD 1: 141,428\*
  - SD 2: 194,930
  - SD 3: 124,016
  - SD 4: 130,433\*
  - SD 5: 129,790

\* Based on historical Supervisorial District boundaries

## Program Eligibility

- Low-income families
- Children under 6 years old

## Program Capacity

- Settlement budget estimates 4,000-5,000 remediated homes over lifetime of the program



# Recruitment Strategy

Designed around consistent spending to **ensure funds are available to reach all identified high-risk communities** while minimizing time residents wait between enrollment and remediation. Budget estimates 500 remediated homes a year.

Example recruitment phase timeline



## Months 1-3 (start until final month)

### Active Field Recruitment

- Program materials sent to identified homes in the active service area (program brochure, Supervisor letter, door hangers, post cards) – **most successful**
- Enrollment agents are door knocking, making phone calls, and attending community events

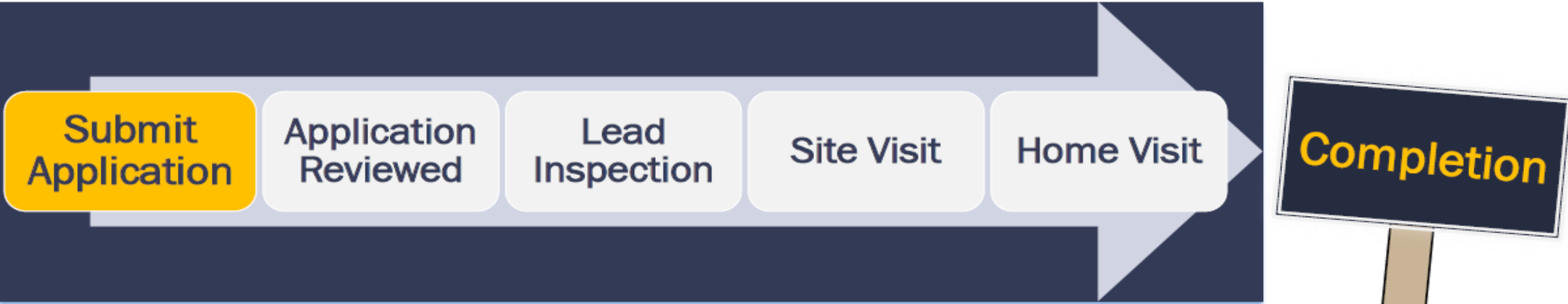
### DPH Media Campaign Support

- Digital (social media, digital ads)
- Direct-to-resident texting
- Place-based ads (convenience stores, doctor’s offices, childcare centers, gas stations, community centers, houses of worship)
- Outdoor (bus tails, bus shelters, billboards)

## Final Month

### Wrap Up and Preparation

- Active field work scaled back to focus on any backlog of applications and push enrollment through for active community
- Strategizing for next community



**SUBMIT APPLICATION**

Application Info mailed to each residential address. Families may:

- Apply online.
- Call the Outreach and Enrollment Agent for assistance.
- Come into an office for live assistance.

**APPLICATION REVIEWED**

Outreach and Enrollment Agent processes application.

- Verifies that application is complete.
- Contacts family.
- Determines eligibility.
- Welcomes eligible families to the Lead Free Homes LA Program!

**LEAD INSPECTION**

Contractor inspects for lead-based paint hazards and will:

- Schedule for a mutually convenient time.
- Call residents in their language.
- Inspect interior and exterior of home. IF LEAD IS FOUND ONLY: Family's home continues with program.

**SITE VISIT**

inspector visits property.

- Sees location of lead-based paint hazards.
- Scope of Work is created.

**HOME VISIT**

Family and program staff meet in the home.

- Family reviews lead remediation plan with the Construction Management Unit's Manager.
- Family identifies their relocation needs with Relocation Consultant.

**COMPLETION**

No-cost construction activities are finished, County ensures that property is cleared of lead-based paint hazards. Family returns to their home knowing the health of their children is protected.

Lead Free Homes LA launches and operates in 5 areas of the County, each with its Outreach and Enrollment Agent.

Enrollment is in a phased approach. The program is available in one community and then moves to another. Residents will be able to apply after receiving a letter from their trusted officials.

## Lead Free Homes LA – Status as of June 9, 2023

Status	Total	Exide Impacted Communities	Countywide
Total Applications Received	1971	339	1632
Approved	1316	246	1070
Units Tested to date	1093	221	872
Units with Lead Paint Hazards	1021	188	833
Units without Lead Paint Hazards	72	33	39
Active Units	505	48	457
Projects Completed-Overall	313	98	215

# LeadFreeHomesLA.com | HogaresLibreDePlomoLA.com



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[What You Should Know](#)

[Testimonials](#)

[Resources](#)

[Español](#)

- ✓ Was your home built before 1951?
- ✓ Is the paint in your home chipped or cracked?
- ✓ Are there children under 6 years old or younger in your home?

[See if you qualify](#)



# Program Outreach Materials



# Infographic & Posters/Flyers

**LEAD FREE HOMES**  
LOS ANGELES

## Steps to a Healthy Home

A FREE LEAD PAINT HAZARD REMEDIATION PROGRAM

- 1 Submit your Application**  
Applications will be accepted via mail, phone, or online.
- 2 Schedule an Appointment**  
If you are eligible, you will be contacted to schedule your home assessment.
- 3 Home Assessment**  
Our team of licensed and bonded professionals will assess your home for lead paint hazards.
- 4 Relocation Arrangements**  
If needed, we will make all arrangements for your temporary housing/relocation, just in time for repairs.
- 5 Repair Day**  
Our contractors will come to repair your home from any lead paint hazard.
- 6 Final Inspection**  
Our inspector will visit to conduct a final inspection to confirm all lead paint hazards have been removed.

**LeadFreeHomesLA.com**  
LeadFreeHomesLA@lacda.org | (626) 296-6302

**HOGARES LIBRES DE PLOMO**  
LOS ANGELES

## Pasos para crear un hogar saludable

PROGRAMA DE REPARACIÓN Y ELIMINACIÓN DE RIESGOS DE LAS PINTURAS CON PLOMO

- 1 Presenta tu solicitud**  
Las solicitudes serán aceptadas por correo, teléfono, o internet.
- 2 Haga una cita**  
Si califica, lo contactaremos para programar una evaluación de plomo en su hogar.
- 3 Evaluación de plomo en su hogar**  
Nuestro equipo de profesionales asegurados evaluará su hogar por peligros de pintura con plomo.
- 4 Reubicación temporal**  
Si es necesario, haremos las coordinaciones necesarias para reubicarlo temporalmente mientras se hacen las reparaciones.
- 5 Día de las reparaciones**  
Nuestros contratistas repararán cualquier riesgo de pintura con plomo dentro y afuera de su hogar.
- 6 Inspección final**  
Un inspector verificará que todos los peligros de pintura con plomo hayan sido eliminados.

**HogaresLibresDePlomoLA.com**  
HogaresLibresDePlomoLA@lacda.org | (626) 296-6302

**LEAD FREE HOMES**  
LOS ANGELES

## THE HEALTH OF YOUR FAMILY AND HOME MATTER

### A Free Lead Paint Hazard Remediation Program

Was your home built before 1951?  
Do you have cracked, chipped, or peeling paint?  
Is there a child under 6 living in or frequently visiting your home?  
Is there a pregnant woman living there?

**YOU MAY QUALIFY FOR FREE SERVICES TO REMOVE LEAD-PAINT HAZARDS INSIDE AND/OR OUTSIDE YOUR HOME.**

- ✓ No costs to you
- ✓ Free assessment
- ✓ Hablamos español
- ✓ Licensed & bonded contractors
- ✓ All lead paint hazards removed from the home

For more information, contact us or visit our website.  
**LeadFreeHomesLA@lacda.org | (626) 296-6302 | LeadFreeHomesLA.com**

**HOGARES LIBRES DE PLOMO**  
LOS ANGELES

## LA SALUD DE SU FAMILIA Y HOGAR ES IMPORTANTE

### Programa de Reparación y Eliminación de Riesgos de las Pinturas con Plomo

¿Su casa se construyó antes de 1951?  
¿La pintura de su hogar está agrietada, astillada o desprendida?  
¿Hay algún niño(a) menor de 6 años que vive o visite regularmente su casa?  
¿Hay alguna mujer embarazada que vive en su casa?

**SU HOGAR PUEDE CALIFICAR PARA REPARACIONES GRATIS PARA ELIMINAR LOS RIESGOS DE PINTURA CON PLOMO DEL INTERIOR Y EL EXTERIOR DE SU HOGAR.**

- ✓ Sin cargos para usted
- ✓ Evaluación gratis
- ✓ Hablamos español
- ✓ Contratistas acreditados y garantizados
- ✓ Eliminamos del hogar todos los riesgos asociados de las pinturas con plomo

Para más información, concéctenos o visite nuestro sitio web.  
**HogaresLibresDePlomo@lacda.org | (626) 296-6302 | HogaresLibresDePlomo.com**

# Postcard & Door Hangers

**LEAD FREE HOMES**  
LOS ANGELES

**FREE LEAD PAINT HAZARD REMEDIATION PROGRAM CAN HELP**

- Do you have cracked, chipped, or peeling paint?
- Was your home built before 1951?
- Is there a child under 6 living in or frequently visiting your home?
- Is there a pregnant woman living in your home?

You may qualify for the program if you live inside and/or outside of the city of Los Angeles.

**HOGARES LIBRES DE PLOMO**  
LOS ANGELES

- ¿Su casa se construyó antes de 1951?
- ¿La pintura de su hogar está agrietada, astillada o desprendida?
- ¿Hay algún niño(a) menor de 6 años que vive o visita regularmente su casa?
- ¿Hay alguna mujer embarazada que vive en su casa?

Si su hogar cumple con los requisitos, puede registrarse y solicitar la eliminación de plomo del interior y el exterior de su hogar.

Contact / Contacto  
St. John's & St. John's &  
(213) 541-1111  
enrollment@leadfreehomesla.com



**LEAD FREE HOMES**  
LOS ANGELES

**HOGARES LIBRES DE PLOMO**  
LOS ANGELES

The health of your family matters  
La salud de su familia es importante



**LEAD FREE HOMES**  
LOS ANGELES

**Lead Paint Hazard Remediation Program Can Help**

YOU MAY QUALIFY FOR THE LA COUNTY FREE LEAD PAINT HAZARD REMEDIATION PROGRAM IF:

- Your home was built before 1951
- You see cracked, chipped, or peeling paint
- A child under 6 years old lives or frequently visits your home
- A pregnant woman lives in your home

**SIGN UP TODAY**  
Arden Caffrey,  
Esperanza Community Housing Corporation  
213.748.7285  
Arden@esperanzacommunityhousing.org  
LeadFreeHomesLA.com

**HOGARES LIBRES DE PLOMO**  
LOS ANGELES

**La salud de su familia y hogar es importante**

USTED PUEDE CALIFICAR PARA EL PROGRAMA GRATIS DEL CONDADO DE LOS ANGELES PARA REPARAR LOS RIESGOS DE PINTURA CON PLOMO SI:

- Su casa se construyó antes de 1951
- La pintura de su hogar está agrietada, astillada o desprendida
- Hay algún niño(a) menor de 6 años que vive o visita regularmente su casa
- Hay alguna mujer embarazada que vive en su casa

**¡INSCRÍBASE HOY!**  
Arden Caffrey,  
Esperanza Community Housing Corporation  
213.748.7285  
Arden@esperanzacommunityhousing.org  
HogaresLibresdePlomoLA.com

# Lead Free Homes LA Campaign Material - *Digital*

**Keep your family safe from lead poisoning.**

See if you qualify for FREE lead paint removal

**qualify here**

FOR A LIMITED TIME ONLY



COUNTY OF LOS ANGELES  
**Public Health**

**PROTEJA A SU FAMILIA DEL ENVENENAMIENTO POR PLOMO**


Mire si califica para que le quiten la pintura con plomo de su hogar GRATIS.

**califique aquí**

SÓLO POR TIEMPO LIMITADO



COUNTY OF LOS ANGELES  
**Public Health**



**Chipped or peeling paint can be dangerous for your child**

See if you qualify for FREE lead paint removal

**qualify here**

FOR A LIMITED TIME ONLY

COUNTY OF LOS ANGELES  
**Public Health**



See if you qualify for FREE lead paint removal

**qualify here**

**LA PINTURA DESCASCARADA PUEDE SER PELIGROSA PARA SUS HIJOS**

COUNTY OF LOS ANGELES  
**Public Health**



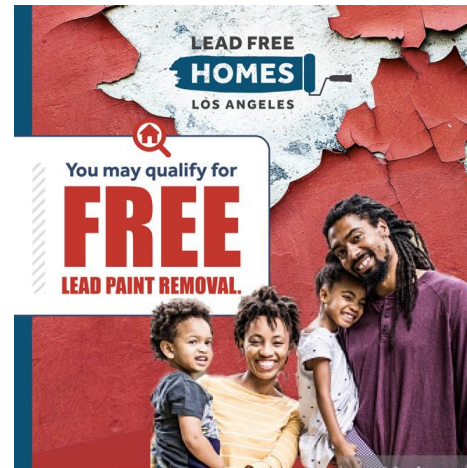
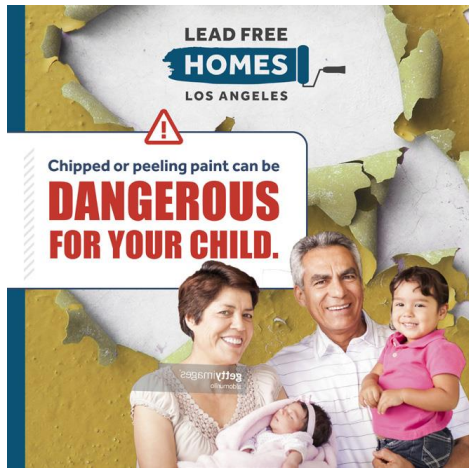
Mire si califica para que le quiten la pintura con plomo de su hogar GRATIS.

**califique aquí**

SÓLO POR TIEMPO LIMITADO



# Lead Free Homes LA Campaign Material – Social Media



## Retargeting Ads







# Thank you!

**Janet Scully**

(323)509-6332

[jscully@ph.lacounty.gov](mailto:jscully@ph.lacounty.gov)

