



# MEMORANDUM

---

“...meeting community needs...enhancing quality of life.”

TO: Community and Economic Development Committee  
FROM: Nikki Gerhard, Community Development Specialist  
DATE: December 11, 2019  
RE: 2020-2024 Draft Consolidated Plan

---

The U.S. Department of Housing and Urban Development (HUD) requires the City of Appleton as a recipient of federal entitlement funds (CDBG) to develop a Consolidated Plan every five years that describes the community’s priorities and goals for expenditure of funds on housing and community development. The Consolidated Plan outlines community needs as it relates to affordable housing and community development and includes a strategic plan for use of funding.

The City of Appleton utilized public engagement and data analysis to assist in strategically planning the use of limited public funding. This Consolidated Plan covers the five-year span of 2020-2024, primarily focusing on the creation of a thriving urban community through provision of assistance to low- and moderate-income households in the forms of basic shelter, affordable housing opportunities, expanded economic opportunities, suitable living environments and supportive services related to residential, financial, and social stability. The Plan summarizes the needs of the community and the goals and strategies the City will follow to achieve the planned outcomes.

The City of Appleton undertook a significant public engagement and data analysis process from May 2019 through December 2019. Public input was obtained through needs surveys, consultations and interviews, public forums, and public hearings. Citizens were asked to provide input on needs in four categories including:

- Affordable Housing;
- Neighborhood Revitalization;
- Public Facilities; and
- Public Services

Participation resulted in over 350 citizens completed the Community-Wide Needs Survey and the Stakeholders Survey; 17 representatives of various community organizations participated in a public forum and activity, held in August 2019, sharing their perspective on issues/challenges, future needs, and potential projects; one representative of a community organization was present during the public hearing held in September 2019; and three representatives spoke during a public meeting held in November 2019.

The Plan prioritizes the most critical needs and goals identified through the public engagement and data analysis. The following is a summary of the goals and outcomes from the Strategic Plan section:

<b>Five- Year Goals</b>	<b>Five-Year Goal Outcomes</b>
Improve & maintain housing stock	<b>180</b> owner-occupied homes rehabilitated
Homebuyer assistance	<b>25</b> first-time homebuyers receive down-payment assistance
Rental rehabilitation	<b>35</b> rental units rehabilitated
Acquisition for new housing	<b>20</b> new housing units
Public facilities improvement & maintenance	<b>1,300</b> persons assisted through allocations to community-based agencies for facility improvement & maintenance activities
Neighborhood revitalization	<b>6,000</b> persons assisted through various public facility improvements
Public services	<b>800</b> persons assisted through provision of various public services

During the public engagement forums, staff provided programmatic and budgetary data on what was funded during the 2015-2019 Consolidated Plan. The City of Appleton has designated approximately 57 percent of its CDBG funds toward housing activities, 15 percent to public facility activities, 15 percent to public service activities, and 12 percent toward administration.

The expenditure of CDBG funding impacts many households in the City of Appleton. A summary of the impact of funds expended from 2015 through 2018 is as follows:

- 174 households received [rental/homeowner] housing rehabilitation, repairs, accessibility improvements, and energy efficiency upgrades
- 30 households have become first-time homebuyers
- 596 individuals received on-the-job skills training
- Over 1,500 individuals and families received emergency shelter housing and services
- 54 at-risk youth received community service and school credits toward high school graduation
- 250 households received emergency rental assistance funding to prevent homelessness
- Over 5,000 elderly, disabled, and low-income individuals benefited from upgrades to three public facilities

Due to the strong performance by City programs and subrecipients during 2015 to 2019, the last five years of funding have helped guide the process for establishing the 2020-2024 Consolidated Plan goals.

A 30-day comment period will be held from January 1 through January 31, 2020. This comment period allows citizens to voice their comments on the content and approval of the 2020-2024 Consolidated Plan.

Staff is seeking approval of the 2020-2024 Consolidated Plan, as presented. Prior to submission to HUD, all comments received during the 30-day public comment period will be included, and updates to the Plan will be made as appropriate.

If you have any questions, please contact me at 920-832-6469 or [nikki.gerhard@appleton.org](mailto:nikki.gerhard@appleton.org). Thank you!