



MEMORANDUM

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

TO: Community and Economic Development Committee
FROM: Nikki Gerhard, Community Development Specialist
DATE: September 13, 2017
RE: City Program funding approval and City Proposals for 2018 Community Development Block Grant (CDBG) Funding

Per City of Appleton CDBG Policy (attached), the process of allocating 2018 CDBG funds has begun. An award estimate of \$535,000 was budgeted for the 2018 Program Year. \$535,000 is only an estimate and is subject to change upon adoption of the Federal budget. Also, according to City CDBG Policy, the CEDC must approve allocations for City Programs. Those proposed amounts total \$180,572, and are listed in the 2018 Budget as follows:

Housing Rehabilitation Loan Program - **\$115,000**

Neighborhood Program - **\$40,000**

*CDBG Administrative Costs for the Community and Economic Development Department - **\$75,000**

Appleton Housing Authority - **\$60,000**

*includes funding for provision of HUD required Fair Housing Services

The balance of funds, \$245,000, is made available first to City departments and then community partners.

Proposals from City Departments were due August 31, 2017. Two applications were submitted. Upon receipt, the applications were thoroughly reviewed by the Community and Economic Development Specialist for eligibility under HUD program regulations and it was determined that one of the two proposed projects was eligible.

The proposal from the Appleton Police Department is for a collaborative program with the Boys and Girls Club known as the Summer of Service. The Summer of Service initiative seeks to engage youth in meaningful, team-based community service projects in order to instill positive attitudes towards education and empower youth to acquire valuable life skills. By teaching teens to work on teams, develop a work ethic, and improve their engagement with others, Summer of Service provides students at risk of not graduating high school an opportunity to stay on track or get back on track to graduating high school. The request is for \$51,847.71 and would primarily fund staff salaries and fringes, but would also offer a stipend to the youth enrolled. The entire proposal is attached.

CEDC is asked to make a recommendation to Common Council for the proposed allocations for City programs and funding for the proposal from the Appleton Police Department.

Following CEDC and Council approval of City program funding and City Department application, the next step in the CDBG allocation process are applications from community partners. Per the Community

Development Block Grant Policy, after all community partner applications have been received (due September 29, 2017) and determined eligible, CEDD staff will supply the CDBG Advisory Board with the applications and all appropriate guidelines along with a summary of each proposal, and an explanation of the proposal score sheet. These packets of information are expected to be distributed to the Advisory Board members on Monday, October 9, 2017. Board members are asked to allocate funding among the applicants and return their allocations to CEDD staff who will compile all results and will present allocation recommendations at an Advisory Board meeting on November 1, 2017, during which allocation amounts will be finalized based on the anticipated projected award. Funding recommendations from this Board will be presented as an Action Item on to the CEDC on November 8, 2017. CEDC's recommendation will then be presented to the Common Council for final approval.

If you have any questions, please contact me at 832-6469 or nikki.gerhard@appleton.org. Thank you!



Community Development Block Grant (CDBG) 2018 CITY PROPOSAL FORM

PART A – CONTACT INFORMATION

1. Program/Project Name: Summer of Service
2. Contact Person Name/Title: Sean Kuether/Community Liaison Officer
3. City Department: Police Department
4. Supervisor Name/Title (if applicable): Todd Freeman/Captain
5. Telephone Number: 920) 832-5501
6. Fax Number: (920) 832-5587
7. Email Address: sean.kuether@appleton.org

PART B – INDICATORS

1. To be eligible for funding, the program/project for which you are requesting funding must address one national objective.

The project meets the needs of low- and moderate-income persons. At least 51 percent of the participants or beneficiaries of the project will meet the low- and moderate-income guidelines listed in Exhibit A.

The project is located in a low- and moderate-income area. In this case, the project must be available to all the residents of one of the areas identified on the map in Exhibit B and primarily residential. Typical activities funded are area street improvements, water and sewer lines, parks and other public facilities.

The project meets the needs of one of the following specific groups of people (low-mod limited clientele): abused children, elderly persons, battered spouses, homeless persons, severely disabled persons, illiterate adults, persons living with AIDS and migrant farm workers.

The project provides housing assistance to low- and moderate-income households. Fundable activities include housing rehabilitation, acquisition of property for housing and homeownership assistance.

The project creates or retains jobs for low- and moderate-income persons.

The project eliminates specific instances of blight or physical decay. The only activities to be funded under this category are acquisition, demolition or rehabilitation of buildings.

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2. Program category:

- | | |
|--|---|
| <input type="checkbox"/> Acquisition | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Administration/Planning | <input type="checkbox"/> Public Facilities |
| <input type="checkbox"/> Economic Development | <input checked="" type="checkbox"/> Public Services |

3. Priority need(s) met (use list provided in Exhibit C):

- a) Public Services
b) _____
c) _____

4. Proposed output type and number (select more than one if necessary):

- | | |
|--|---|
| <input checked="" type="checkbox"/> 30 persons directly served | <input type="checkbox"/> _____ housing units rehabilitated/acquired |
| <input type="checkbox"/> _____ households directly served | <input type="checkbox"/> _____ jobs created/retained |
| <input type="checkbox"/> _____ businesses rehabilitated | <input type="checkbox"/> _____ other (specify: _____) |

5. Check one HUD-defined objective that best relates to your potential CDBG-funded program:

- Create Suitable Living Environments → address issues in daily life (social barriers, physical barriers, etc.)
 Provide Decent Affordable Housing → address individual, family, or neighborhood housing needs
 Expand Economic Opportunity → address economic development (job creation, commercial rehab, etc.)

6. Check one HUD-defined outcome that best relates to your potential CDBG-funded program:

- Availability/Accessibility → make basic services more readily available/accessible to low-income persons
 Affordability → make basic services more affordable for low-income persons in a variety of ways
 Sustainability → improve the overall viability of communities (blight elimination, LMI benefits, etc.)

PART C – FUNDING INFORMATION

(limit narrative responses to the space provided)

1. CDBG funds requested (minimum of \$10,000): \$51,847.71

2. Percent of total program/project budget that will be covered by this CDBG award: 48.8%

3. Is it anticipated that CDBG funding will be needed for this activity in the future?

If so, describe the reason and plan for future funds.

Yes, future funding will be needed to continue running the Summer of Service program. The Appleton Police Department and the Boys and Girls Clubs of the Fox Valley will continue to try to find funding through multiple sources. Many community grants do not fund multiple years of a program so the pool of opportunities is always changing. CDBG funding could be a foundational funding source as we continue to work with LMI students and their families.

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4. Amounts of prior year CDBG awards received by your department:

2017-2018 = \$0 2016-2017 = \$0 2015-2016 = \$0

5. Detailed program/project budget for CDBG funds (Please be as detailed and specific as possible)

Program/Project Activity	CDBG Award Allotment
Salaries	\$29,572.40
Fringe	\$7,225.31
Office space (program only)	\$
Utilities	\$
Communications	\$
Copies/Printing	\$
Supplies and Materials	\$3,500
Mileage	\$
Audit	\$
Indirect costs (specify)	\$
Other (Stipend)	\$9,000
Other (Transportation)	1,200
Other (Food)	\$700
Other (Unexpected cost increase buffer)	\$500
Other (BGC Memberships)	\$150
TOTAL:	\$51,847.71

6. If using the funds for wages/salaries, please list the titles of the positions and the percentage of the total wages/salary for each that will be funded by this CDBG award.

APD Lead: 100% wage for 5 weeks, 12% of overall salary
 APD SRO: 100% wage for 3 weeks, 5.8% of overall salary
 BGC Program Director: 75% wage for 12 weeks, 28.5% of overall salary
 BGC Staff: 50% wage for 12 weeks, 12.6% of overall wage

7. If the entire amount of your request is not allocated, will the activity still be possible?
 And if so, how will the activity be altered to allow for the smaller award?

The Summer of Service program would still be possible. Without funding, the number of staff involved would likely be cut. The stipends would also be reduced or eliminated altogether. A reduced stipend would likely impact the number of students who apply as it is a major motivator.

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8. SPECIFIC major sources that will/may also fund this program/project in 2018:

Leverage Source (i.e. general funds, capital funds, etc.)	Amount	Status
a) APD In-Kind	\$16,821.64	(select one)
b) AmeriCorps NCCC team grant	\$35,000	(select one)
c) BGC Summer Lunch program	\$2,662	(select one)
d)	\$	(select one)
e)	\$	(select one)

9. Describe your efforts to secure additional/complementary funding for your program/project. If this program/project will generate program income, please note the amount and how it will be spent.

This program will not generate any income for the Police Department. The Boys and Girls Clubs of the Fox Valley also attempts to fundraise on behalf of Summer of Service but recent attempts have been insufficient to fully fund Summer of Service. For the past three years, we have also applied for an AmeriCorps NCCC team to assist in leading the program. Each year we must reapply with no guarantee of a team being awarded.

PART D – PROJECT DESCRIPTION

(limit narrative responses to the space provided)

1. Describe the activities to be carried out through this grant request and how this activity relates to the mission of your department and the City.

Summer of Service will be held Monday through Friday during the first three weeks of August. Participants and guardians are expected to attend the informational session on the Friday before the program begins. Participants will be placed on supervised teams and assigned to work with different community non-profit partners throughout the City of Appleton. Participants will meet Team Leaders each morning outside of the Transit Center at 8 am and travel to their assigned worksite with their teams. Transit fare, uniform t-shirt, lunch, and snacks are provided for participants. The work day will conclude at 4 pm. T-shirts are provided and must be worn during participation. All safety equipment and tools will be provided at work sites. Appleton Police Department High School Resource Officers are assigned to assist in leading the program which offers officers the opportunity to build relationships with students who are at risk of not graduating high school. By connecting with students, the officers can offer the chance of improved high school attendance, behavior, and build positive relationships that can extend further into the community. Students who complete the program are eligible for ½ credit elective work /study credit towards high school graduation which will help them stay on track or get back on track to graduate.

2. Describe how the project meets the national objective and how it fits into the program category, both chosen above (Part B).

Summer of Service seeks to engage youth in meaningful, team-based community service projects in order to instill positive attitudes towards education and empower youth to acquire valuable life skills.

By teaching teens to work on teams, develop a work ethic, and improving their engagement with others, Summer of Service provides students at risk of not graduating high school an opportunity to stay on track or get back on track to graduating high school. Failing to graduate high school increases an individual's risk

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of living in poverty, substance abuse and addiction, and reduces future employment prospects.

The Summer of Service initiative also recognizes the potential of all youth to contribute in meaningful ways to the communities in which they live through volunteer service. According to recent research, youth who are involved in their communities through service do better in school, engage in fewer risky behaviors, have a better sense of self, and feel more empowered to make a difference in their own lives than youth who do not participate in service activities.

3. **Identify the projected target population the proposed CDBG-funded program/project will serve (i.e. age, race, residency, disability, income level, other unique characteristics/information).**

Participants must be students of the Appleton Area School District and enrolled in 10th, 11th, or 12th grade for the school year following the completion of Summer of Service. Preference is given to those students who are in Truancy Court, at risk of not graduating, or those who were recommended as being good candidates for Summer of Service. Participants were contacted and recruited by school resource officers, teachers, school administrators, and Boys and Girls Club staff.

While the Summer of Service program does not target any specific demographic aside from students who are credit deficient in high school, the program has historically been very diverse both culturally and economically. 18% of participants identified as African American, 11% as Hispanic, 5% as American Indian, 16% as multiple races, 1% as Asian, and 47% as Caucasian. When it comes to household income, 68% of participants come from a household that makes less than \$34,999. 43% come from a home that makes less than \$25,000. 73% come from a home that makes less than \$49,999. In terms of education levels of parents, 34% of students have parents with no high school diploma. 12% have parents with only a high school diploma. A total of 72% have parents with no college degree.

4. **Describe how this program/project is unique and/or coordinates with others to avoid duplication of services and meets the high priority needs of the community as chosen in Part B.**

The Summer of Service program is a truly unique program due to its wide ranging collaboration with key stakeholders in the community. The program is led by the Appleton Police Department and the Boys and Girls Clubs of the Fox Valley. We partner with numerous organizations to provide the best possible experience and educational opportunity for at risk students. Partners in 2017 included: Appleton Area School District, Riverview Gardens, Appleton Parks and Recreation, Rebuilding Together, Bethesda Thrift Shop, Esprit Counseling, Appleton Trophy and Engraving (mural site), local artist Ireneo Medina, Outagamie County Youth and Family Services, and the Appleton Public Library. Students are provided with a safe environment to build work ethic, learn how to work on a team, and improve social engagement with peers and positive role model adults.

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1. Describe how the potential CDBG-funded program relates to the outcome chosen above (Part B).
Summer of Service is a program that serves a very diverse population of students who are credit deficient within the Appleton Area School District. The vast majority of students who enter the program come from low income households with limited education backgrounds. By engaging with students through team-based community service, we give them the opportunity to earn high school credit while serving the community and building important life skills that are difficult to truly quantify.


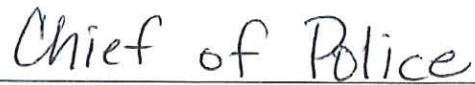
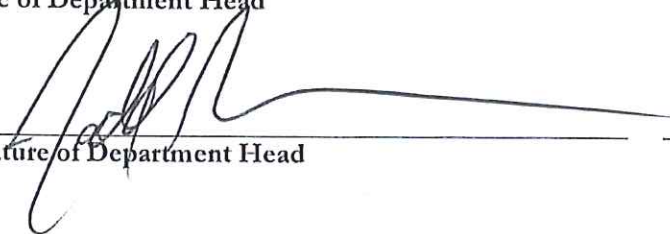

2. Briefly describe data that will be collected and/or analysis used to measure success in achieving the objective and outcome identified above (Part B) for the target population.
One of our major goals is to get the students a half credit for work/study towards their high school graduation. Summer of Service is entering its 4th year and we plan to begin tracking the graduation of past participants now that we have students who are reaching that benchmark. Furthermore, we are looking to track student attendance and the number of behavior reports that the students receive upon their return to school to gauge the program's lasting impact on their behavior.

PART F – ATTACHMENTS

1. Please attach the following information relating to your program/project:

- Detailed Budget Breakdown (most current)
- Department Structure Chart
- Descriptive Material (brochures, flyers, fact sheets, etc.)

PART G – AUTHORIZATION

 _____ Name of Department Head	 _____ Title of Department Head
 _____ Signature of Department Head	 _____ Date

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EXHIBIT A: FY 2017 Income Limits Documentation System

Outagamie County, Wisconsin

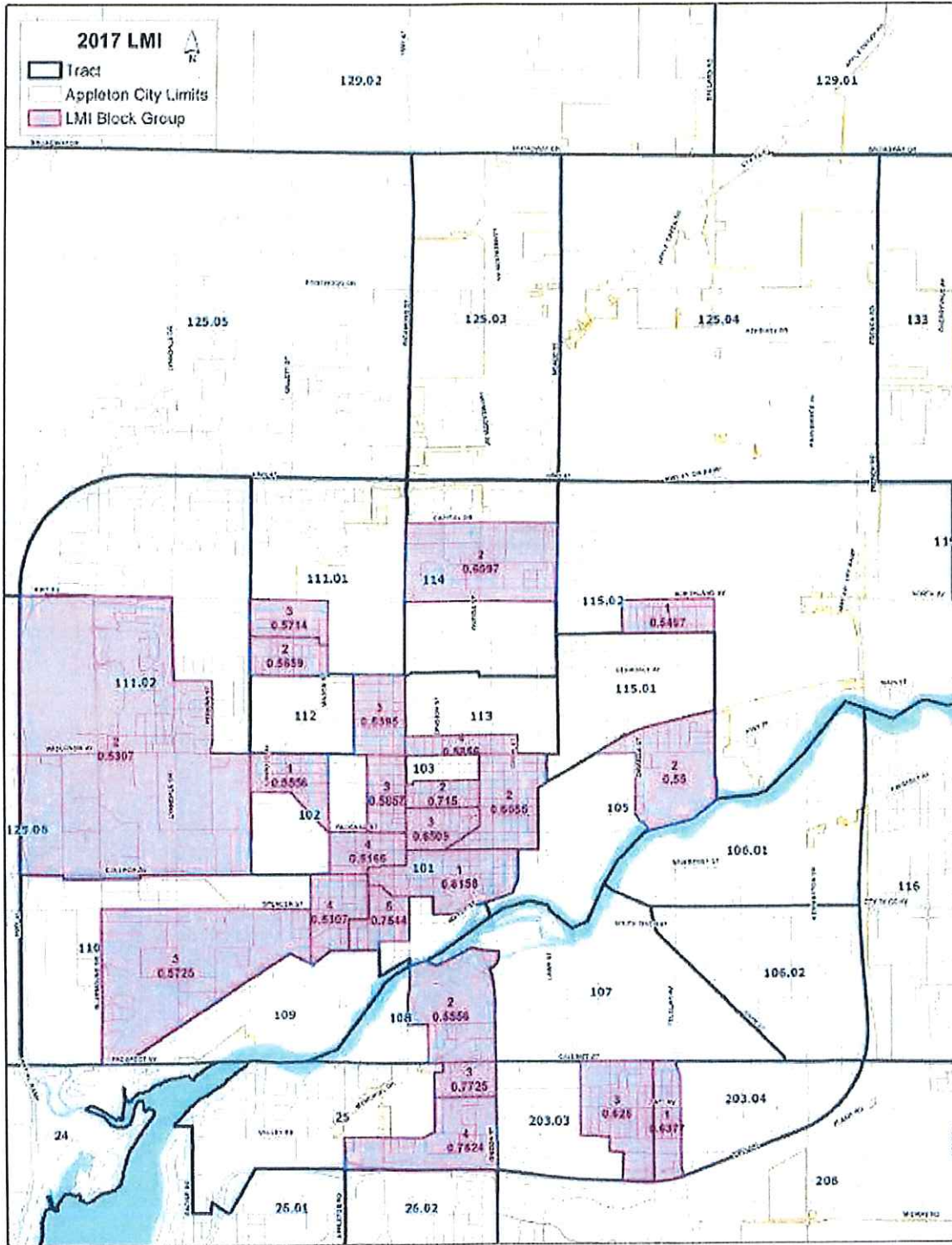
FY 2017 Income Limit Category	1 person	2 person	3 person	4 person	5 person	6 person	7 person	8 person
Extremely Low	\$15,700	\$17,950	\$20,420	\$24,600	\$ 28,780	\$ 32,960	\$ 37,140	\$ 41,320
Very Low (50%)	\$26,150	\$29,900	\$33,650	\$37,350	\$ 40,350	\$ 43,350	\$ 46,350	\$ 49,350
Low (80%)	\$41,850	\$47,800	\$53,800	\$59,750	\$ 64,550	\$ 69,350	\$ 74,100	\$ 78,900

NOTE: Outagamie County is part of the Appleton, WI MSA, so all information presented here applies to all of the Appleton, WI MSA. The Appleton, WI MSA contains the following areas: Calumet County, WI; and Outagamie County, WI.

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EXHIBIT B



Community Development Block Grant (CDBG) 2018 CITY PROPOSAL FORM

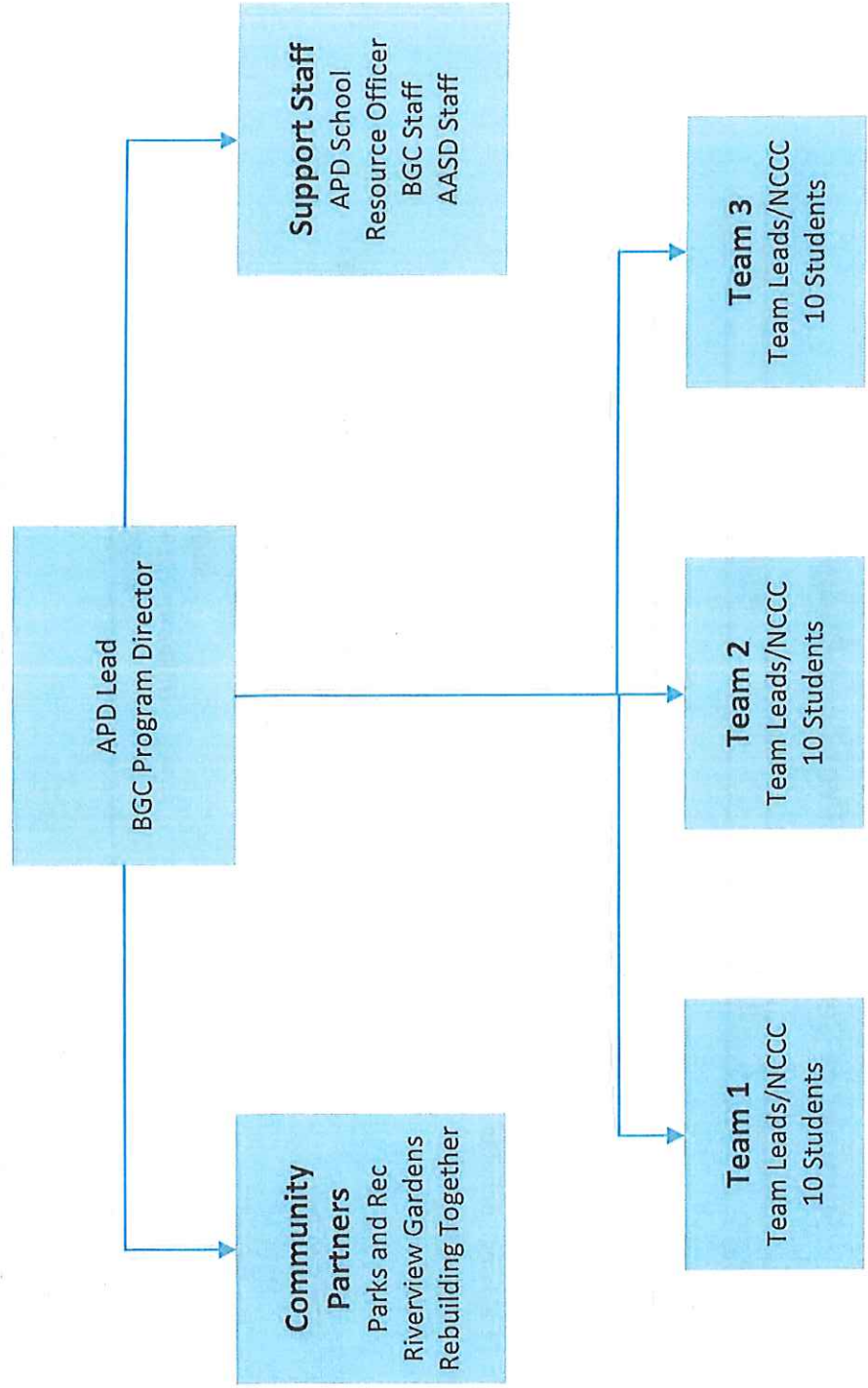
EXHIBIT C: Priority Needs – City of Appleton

As an Entitlement Community, the City of Appleton provides grant assistance for local projects through use of Community Development Block Grants (CDBG). Each year, organizations may apply for funding to implement activities that meet the goals and objectives as defined in the City's Five-Year Consolidated Plan. The priority needs for 2015-2019, around which these goals revolve, are included in the following table:

Five-Year Goals	Five-Year Goal Outcomes
Improve and maintain housing stock	175 owner-occupied homes rehabilitated
Homebuyer assistance	40 first-time homebuyers receive downpayment assistance
Rental rehabilitation	40 rental units rehabilitated
Acquisition for new housing	15 new housing units
Public facilities improvement and maintenance	900 persons assisted through allocations to community based agencies for facility improvement and maintenance activities
Neighborhood revitalization	10,000 persons assisted through various public facility improvements
Public services	5,500 persons assisted through provision of various public services

Goals and Outcomes Summary

Summer of Service Organizational Chart



Summer of Service 2018 Proposed Budget

Expenses	Budget	Description
Wages		
BGC Program Director	\$ 14,262.00	30hrs/wk x 3 months, 10hrs/wk x 9 months
BGC Staff	\$ 3,778.00	20hrs/wk x 3 month
APD Lead	\$ 7,402.00	40hrs/wk x 5 weeks
APD SRO	\$ 4,130.40	40hrs/wk x 3 weeks
BGC Total Fringe Benefits	\$ 2,843.00	
APD SRO Fringe Benefits	\$ 4,382.31	
Payroll Total	\$ 36,797.71	
Supplies	\$ 3,000.00	Tshirt/uniforms, water bottle, hats, backpack, PPE
NCCC Supplies	\$ 500.00	Food and house supplies
Food	\$ 700.00	am/pm snacks, treats, graduation
Bus Passes	\$ 1,200.00	30@\$22, 9@\$60
BGC Memberships	\$ 150.00	30@\$5
Unexpected cost increase	\$ 500.00	Unknown 2018 cost increase
Stipend	\$ 9,000.00	30@\$300
	\$ 15,050.00	
Expenses Total	\$ 51,847.71	
Service In-kind		
Administrative Costs	\$ 4,087.00	8% of expenses
APD SRO	\$ 4,668.00	40hrs/wk x 3 weeks
APD SRO	\$ 4,560.00	40hrs/wk x 3 weeks
APD SRO Fringe Benefits	\$ 3,506.64	
AmeriCorps NCCC	\$ 35,000.00	1 team x 6 weeks
BGC Lunches	\$ 2,662.00	30meals/day x 15 day @ \$2.145 and \$3.77
	\$ 54,483.64	
Program Total	\$ 106,331.35	



Summer of Service

The Summer of Service initiative recognizes the potential of all youth to contribute in meaningful ways to the communities in which they live through volunteer service. According to recent research, youth who are involved in their communities through service do better in school, engage in fewer risky behaviors, have a better sense of self, and feel more empowered to make a difference in their own lives than youth who do not participate in service activities.

Summer of Service Mission:

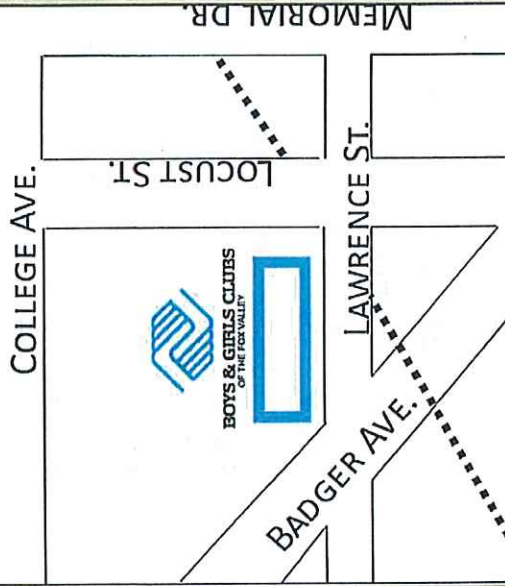
Summer of Service seeks to engage youth in meaningful, team-based community service projects in order to instill positive attitudes towards education and empower youth to acquire valuable life skills.

Summer of Service

A partnership between



BOYS & GIRLS CLUBS
OF THE FOX VALLEY



160 S. Badger Ave.
Appleton, WI 54914
www.bgclubfoxvalley.org
TRAC Center: (920) 731-8255
Club: (920) 731-0555

CONTACT INFORMATION:

KAYLA MCNAMARA
TRAC DIRECTOR
(920) 750-5828
KMCNAMARA@BGCLUBFOXVALLEY.ORG

SEAN KUETHER
COMMUNITY LIAISON OFFICER
APPLETON POLICE DEPARTMENT
(920) 832-5500
SEAN.KUETHER@APPLETON.ORG

Personal Growth Opportunities

Summer of Service (SoS) will provide participants with opportunities to gain knowledge and skills that will be helpful throughout their lives.

In addition to working with community partners like Riverview Gardens, the City of Appleton Parks and Recreation Department, and Rebuilding Together, the participants will engage in teambuilding activities, service learning opportunities, and take part in a curriculum designed to improve social accountability.

The sessions will be facilitated by licensed, certified counselors from Esprit Counseling. The five core components of the curriculum are:

- Responsibility
- Compassion
- Being Humane
- Self-Control
- Integrity



Program Structure

Summer of Service will be held Monday through Friday during the first three weeks of August. Participants and guardians are expected to attend the informational session on the Friday before the program begins.

Participants will be placed on supervised teams and assigned to work with different community non-profit partners throughout the City of Appleton.

Participants will meet Team Leaders each morning outside of the Transit Center at 8 am and travel to their assigned worksite with their teams. Transit fare, uniform t-shirt, lunch, and snacks are provided for participants. The work day will conclude at 4 pm. T-shirts are provided and must be worn during participation. All safety equipment and tools will be provided at work sites.

Benefits for participants who complete Summer of Service

- \$300 Stipend upon graduation from program
- Elective 1/2 credit for those who are eligible through AASD
- FREE bicycle through Riverview Gardens' Earn-a-Bike Program
- Service hours earned satisfy Truancy Court assigned community service and may satisfy other court community service requirements
- Consideration for early release from Truancy Court, if involved

Eligibility

Participants must be students of the Appleton Area School District and enrolled in 10th, 11th, or 12th grade for the 2016-17 school year.

Preference will be given to those students who are in Truancy Court, at risk of not graduating, or those who are recommended as being good candidates for Summer of Service.

Space is limited to 30 participants and all applications will be reviewed by SoS staff for selection purposes.

How to Apply

1. Complete Summer of Service application
2. Submit application to one of the following individuals:

East:

Ofc. Taschner or Mr. Slowinski

West:

Ofc. Nagel or Mrs. Klinger

North:

Ofc. Enriquez or Mr. Lee

Central:

Mr. Heid

Boys & Girls Club:

Kayla McNamara
(contact info on back)

3. Applicants will be contacted for a phone interview if his/her application is selected.
4. Applicants will be notified with a decision on whether they have been selected to participate in SoS 2016.