



Community Development Block Grant (CDBG): 2014 CITY PROPOSAL FORM



PART A – CONTACT INFORMATION

- 1. **Program/Project Name:** Arbutus Park Lighting and Public Access Improvements
- 2. **Contact Person Name/Title:** Bill Lecker/Parks Planner/Liaison
- 3. **City Department:** Parks, Recreation and Facilities Management
- 4. **Supervisor Name/Title (if applicable):** Dean Gazza/Director of Parks, Recreation and Facilities Management
- 5. **Telephone Number:** (920) 832-3915
- 6. **Fax Number:** (920) 832-5950
- 7. **Email Address:** bill.lecker@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:

- Acquisition
- Administration/Planning
- Economic Development
- Housing
- Public Facilities
- Public Services

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

- a) Community Development – Public Facilities and Improvements
- b) _____
- c) _____

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

- 2391 persons directly served
- _____ households directly served
- _____ businesses rehabilitated
- _____ housing units rehabilitated/acquired
- _____ jobs created/retained
- _____ 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): \$53,100
- 2. Percent of total program/project budget that will be covered by this CDBG award: 100%
- 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.



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

2013-2014 = \$0 2012-2013 = \$0 2011-2012 = \$0

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

Program/Project Activity	CDBG Award Allotment
Salaries	\$
Fringe	\$
Office space (program only)	\$
Utilities	\$
Communications	\$
Copies/Printing	\$
Supplies and Materials	\$
Mileage	\$
Audit	\$
Indirect costs (specify)	\$
Upgrade lighting to LED fixtures	\$12,000
Installation of poles, fixtures and wiring	\$11,100
Upgrade electrical service for park lighting	\$5,000
Renovate pedestrian stairway into park	\$25,000
Other (specify)	\$
TOTAL:	\$53,100

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.

N/A

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?

There are two basic components of the project request: electrical/lighting upgrades; and renovation to the pedestrian stairway. There is some electrical work associated with the renovation of the stairways, but accommodates for the electrical work can be made if only one component of the project request is funded.



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8. SPECIFIC major sources that will/may also fund this program/project in 2014:

Leverage Source (i.e. general funds, capital funds, etc.)	Amount	Status
a) N/A	\$	(select one)
b)	\$	(select one)
c)	\$	(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.

No program income will be generated from this project.

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.

Arbutus Park is a neighborhood park near the center of downtown Appleton. Funding was secured in 2013 to purchase separate playground equipment for children ages 2-5 and 5-12. The activities proposed in this grant request includes the upgrading of the existing lighting in the park to LED fixtures that provides a more cost effective lighting system and improved lighting levels throughout the park, including the playground area, additional and improved lighting to enhance the pedestrian access points to the park and renovation to the pedestrian stairway on the south end of the park for improved the safety and longevity.

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

Arbutus Park is the only green space available within the Arbutus Park neighborhood and has been recognized as the foundation of the neighborhood. The improvements to the park as identified in this project will provide increased accessibility to the park through additional and enhanced lighting and encourage positive after-sunset use of the park, including use of the playground equipment, walking, casual play, passive park enjoyment, etc. The renovated stairway will also ensure safe pedestrian travel into the park from the south side.

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).

The project will serve residents in the LMI census trail which Arbutus Park is located. The playground equipment purchased in 2013 is primarily targeted for children ages 2-12, but the improvements proposed in this grant application will encourage and promote use of the park by all members of the community and neighborhood.



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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 Parks, Recreation and Facilities Management Department has been involved with a group of Arbutus Park neighbors for several years, working together to create the best possible green space for this neighborhood. Past activities included purchase and demolition of a dilapidated home that provides additional access to the center of the park, coordinated effort to remove invasion species from the park hillsides, creation of native planting areas, hillside stabilization efforts, and installation of a butterfly mosaic developed in coordination with the community and neighborhood. This project further enhances the park and improves access to a facility embraced by the neighborhood.

PART E – OUTCOMES

(limit narrative responses to the space provided)

1. Describe how the potential CDBG-funded program relates to the outcome chosen above (Part B).

This project provides improved lighting and pedestrian stairway that will encourage additional park use and complement the playground equipment upgrades in a primarily residential LMI census tract near the downtown area of Appleton where most residents have small yards and minimal space for outdoor play.

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.

The collection of specific data and/or information is difficult because of the casual and drop-in nature of a public park. The general utilization of the park and its recreation facilities is monitored in several ways, including: communications with residents through neighborhood meetings/gatherings; regular inspections and/or maintenance activities of field staff; and anecdotal feedback from neighbors, residents, public safety personnel, etc.

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

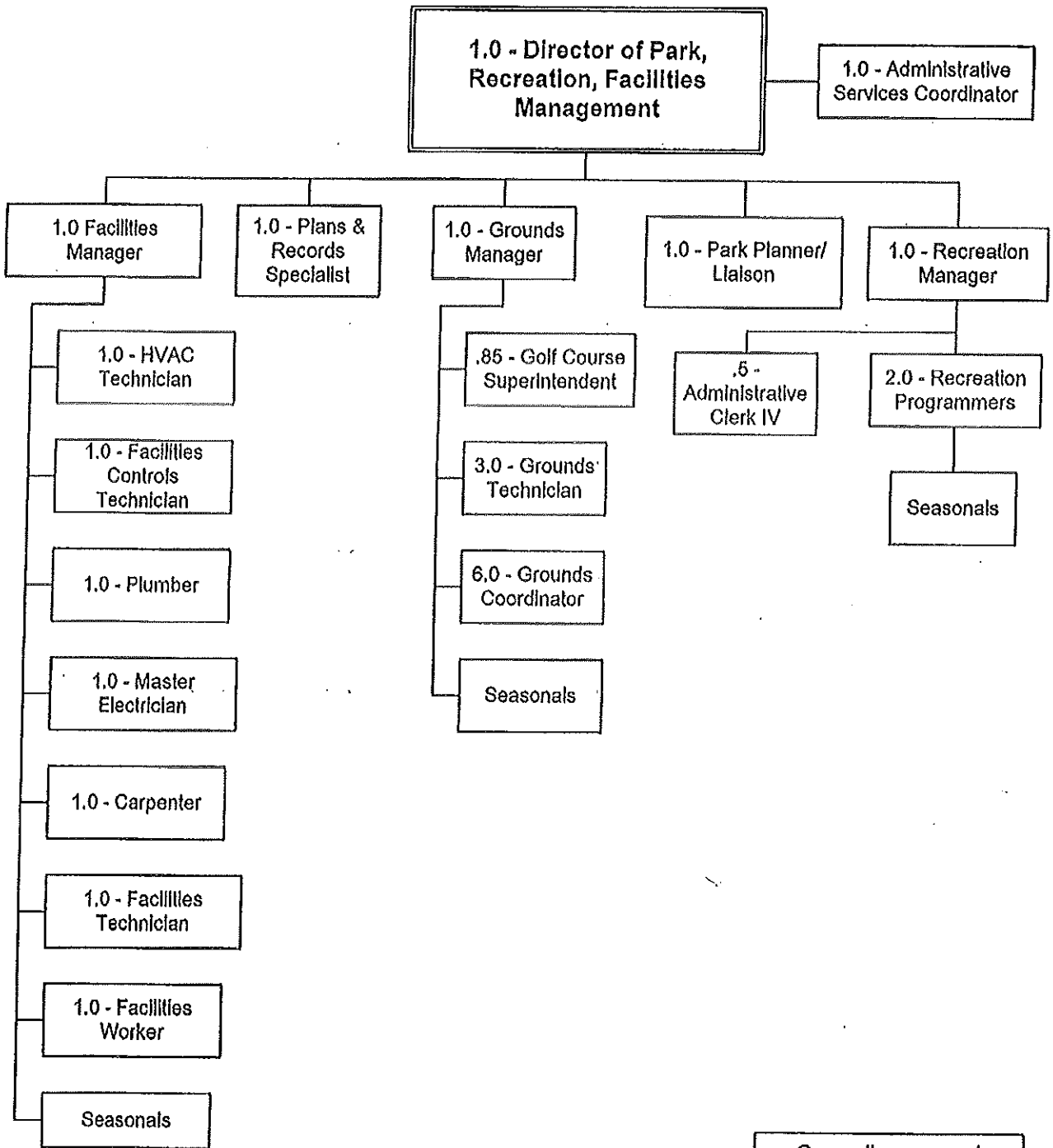
DEAN GAZZA

Name of Department Head

DIRECTOR OF PARKS, RECREATION & FACILITIES MANAGEMENT
Title of Department Head

Dean Gazza
Signature of Department Head

10/31/2013
Date



Council approved
1-16-13

