



CITY OF APPLETON

MEMORANDUM

Date: April 23, 2025
To: Community Development Committee
From: Olivia Galyon, Community Development Specialist
Subject: 2025-2029 Consolidated Plan

The City of Appleton is an annual recipient of Community Development Block Grant (CDBG) funds as an entitlement community. The U.S. Department of Housing and Urban Development (HUD) provides these funds to communities to enable the creation of a thriving urban community through the provision of assistance to low-and moderate-income households. Common types of assistance include affordable housing opportunities, expanded economic opportunities, suitable living environments and basic shelter, and supportive services related to residential, financial, and social stability.

As a condition of receiving CDBG funds, Appleton is required to develop a Consolidated Plan every five years that describes the community's priorities and goals for the expenditure of funds on housing and community development. This Consolidated Plan covers the five-year span of 2025-2029. This plan includes specific, measurable goals and targets for the number of people expected to benefit from each program and includes a strategic plan for the use of funds. The Plan summarizes the needs of the community and the goals and strategies the City will follow to achieve the planned outcomes. The goals and strategies included in the plan were developed in conjunction with public feedback and census data.

The City of Appleton utilized public engagement and data analysis to assist in strategically planning the use of limited public funding. Public input was obtained through a CDBG needs survey, consultations with local social services organizations, public hearing and public comment opportunities, and analysis of additional public opinion surveys. Residents were asked to provide input on community needs related to affordable housing, neighborhood revitalization, public facilities improvements, and public services.

The CDBG needs survey received about 40 responses. Feedback received from other surveys and public events, including the Health Department Community Needs Survey and the open houses for the Comprehensive Plan update, were used to supplement the public input received. Through all of these surveys, housing affordability and availability was a major concern mentioned by the public. Other areas of interest included improvements to City parks and public/community spaces, public services for low-and moderate-income persons, and rehabilitation of existing housing.

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:

Five-Year Goals	Five-Year Goal Outcomes
Improve & maintain housing stock	155 owner-occupied homes rehabilitated 15 renter-occupied units rehabilitated
Homebuyer assistance	30 first-time homebuyers receive down-payment assistance
Acquisition for new housing	5 vacant or dilapidated lots acquired for new housing units
Public facilities improvement & maintenance	1,000 persons assisted through allocations to community-based agencies for facility improvement & maintenance activities
Neighborhood revitalization	2,500 persons assisted through various public facility improvements
Public services	2,500 persons assisted through provision of various public services

During public engagement, staff provided programmatic and budgetary data on what was funded during the 2020-2024 Consolidated Plan. The City of Appleton has designated approximately 56 percent of its CDBG funds toward housing activities, 14 percent to public facility activities, 13 percent to public service activities, 3 percent to economic development, and 15 percent toward administration. Goals overall for the City's CDBG program have not changed, as it is a program that serves residents experiencing many different challenges and provides a broad variety of supports.

A 30-day comment period was held from March 11, 2025, through April 13, 2025. This comment period allowed residents to voice their comments on the draft 2025-2029 Consolidated Plan. No comments were received from residents during the open comment period. Prior to final approval, an additional public hearing will be held for any final comments from residents. Any additional comments received will be included in the Consolidated Plan prior to submission to HUD.

This is an information item and no action is needed to approve the Consolidated Plan at this time. Final steps for approval of the Consolidated Plan will be completed once the City receives our official CDBG allocation from HUD. Once received, projects will be adjusted to reflect the funding provided and goals will be updated to reflect the funding received. Following those updates, City staff will bring the plan forward to the Community Development Committee and Common Council for final approval.