



# MEMORANDUM

"...meeting community needs...enhancing quality of life."

TO: Community and Economic Development Committee  
 FROM: Roxy Schmidt, Community Development Specialist  
 DATE: January 12, 2015  
 RE: 2015-2019 Draft Consolidated Plan

The 2015-2019 Draft Consolidated Plan is a five-year strategic plan that outlines the goals of the City of Appleton's Community Development Block Grant (CDBG) Program which is funded by the U.S. Department of Housing and Urban Development (HUD). The primary goal of the City of Appleton's CDBG Program is 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 Draft Plan can be accessed online through the CDBG webpage found under the Community and Economic Development Department: [http://www.appleton.org/departments/page\\_0d1030fea6fb/?department=5779708f00c1&subdepartment=3ddffc44e435](http://www.appleton.org/departments/page_0d1030fea6fb/?department=5779708f00c1&subdepartment=3ddffc44e435)

The following is a summary of the goals and outcomes from the Strategic Plan section:

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

The performance of City programs and subrecipients allocated funds in the past was used as a guide when deciding upon goals for the next five years. The staff involved in the administration of the CDBG funds and the process used in allocating funds underwent changes during the past five years and these changes

will help create focus and continuity in meeting the goals, tracking the outcomes and ensuring the effectiveness of activities funded by the CDBG Program.

The City used an internet-based survey and public hearings at regular meetings of the Community and Economic Development Committee (CEDC) to gather input from citizens about the use of CDBG funds. A 30-day comment period preceded the presentation of the Consolidated Plan to the CEDC today during which one comment was received regarding a table in the plan. The public hearing at today's meeting allows citizens to voice their comments before the committee votes on approval of the plan. Any comments received during the comment period and the public hearing at the CEDC meeting will be included in the plan when it is presented to Common Council for approval and subsequently submitted to HUD.

Additional input was gathered through one-on-one interviews with representatives from area agencies. The agencies were chosen based on the services they provide in the community and great effort was made to ensure a wide spectrum of services was represented so that the needs of many different segments of the population would be considered in the needs analysis and the determination of priority needs.

The City of Appleton's 2015-2019 Draft Consolidated Plan being presented to CEDC for approval has been prepared as a guide for the expenditure of CDBG funds based upon:

- input from citizens and local agencies regarding the needs of the community
- an assessment of needs in the community related to housing and community development
- an analysis of the area's market create a picture of the environment in which the program will be administered.

The plan identifies priority needs, and lays out the goals and expected outcomes to be met by the City's CDBG Program over the next five years.

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