

CDBG Application Number:

CATEGORY:

For office use only

CITY OF WAUKESHA

PROGRAM YEAR 2021 (January 1 – December 31, 2021)

**COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) PROGRAM APPLICATION FORM FOR CITY OF WAUKESHA
ALLOCATION**

DEADLINE FOR SUBMISSION: April 10, 2020, 4:30 pm City Hall Room 200 – Community Development or email to jfortin@waukesha-wi.gov

GENERAL INFORMATION

1. Project Title: **Senior Activity Coordinator/Senior Services**
2. Project Address (if different from Applicant’s address): **1120 Baxter Sr. Waukesha, WI 53186**
3. Primary Contact Person/Title: **Mark Thompson, Recreation Supervisor**
4. Telephone: **262-524-3716**
5. E-Mail: **mthompson@waukesha-wi.gov**
6. Amount of CDBG 2021 Funds Requested: **\$15,000**
7. Total Project Costs: **\$52,000**
8. National Objective (check all that apply):
 - Benefiting low – and moderate – income persons
 - Preventing or eliminating slums or blight
 - Meeting other community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community and other financial resources are not available to meet such needs.
9. Check One:
 - New Project
 - Continuing previously funded project
10. Provide a brief description of your experience in managing a similar project.

Waukesha Parks, Recreation & Forestry (WPRF) has many years of experience managing grants. Our WPRF Senior Activity Coordinator position was made possible through CDBG funding. This position’s involvement is essential in our efforts to meet the yearly and ongoing goals set forth by the partners and WPRF Senior Board for the past 12 years. Our Senior Activity Coordinator has 20+ years of experience working with non-profit recreational organizations. In addition to seniors, WPRF also supports Playground programs in neighborhoods of need through CBDG funds. These programs include free lunch programs for all ages, Leadership training program for teens, a motivational reading program in cooperation with the public library and nutritional education through the UW System. Our target goal is to help youth identified with deficiencies develop positive skills to help them become responsible youth. WPRF also provides 21st Century Community Learning Center (CLC) programs at Banting Elementary Schools. These CLC sites provide before and afterschool programming, family involvement opportunities and parent engagement programs to families with greater

economic disadvantage. WPRF utilizes numerous community partnerships and grant dollars to support children's development and reduce obstacles to overall success.

11. Describe the role specific staff will have in this project. Who will be responsible for managing the project, reporting to Community Development, preparing invoices, etc.?

Mark Thompson, Recreation Supervisor, will be responsible for managing the project, reporting to Community Development and preparing invoices. Mark Thompson, Recreation Supervisor; Irene Schuder, Senior Activity Coordinator; the Senior Advisory Board and the Waukesha Parks, Recreation and Forestry Board will help assess needs, set goals, review the budget and analyze the success of the program.

12. Provide a concise description of the proposed project.

The City of Waukesha must respond to and adapt to the ever-changing and growing senior population in our community. The need for health, social, educational and recreational services provided at low costs and access to these programs is vital for a healthy community. As health, fitness and lifestyle changes, many aging adults are participating in recreational activities at ages well past those in previous generations. A comprehensive senior program is primarily based at the Schuetze Recreation Center in Frame Park, a multi-generational center with an emphasis on senior activities. The program is successful due to the collaborative efforts of many community partners who provide senior services. City of Waukesha Parks, Recreation and Forestry Department (WPRF), Aging and Disability Resource Center (ADRC), Waukesha Housing Authority (Saratoga Heights & Willow Park Apartments) and ERA's of Waukesha County all work together to provide quality services to Waukesha residents 55 years and better. The ongoing purpose of the senior services is to:

- 1) Expand senior's access to services related to Independent Living Issues. Recreation opportunities enhance active living and can help limit the onset of disease and impairment normally associated with aging. WPRF wellness opportunities help seniors lead independent and satisfying lives as they remain mobile, flexible and challenge themselves cognitively.**
- 2) Provide health, social, educational and recreational programs to meet the changing needs of seniors of all age categories. Recreation activities provide socialization opportunities and help keep seniors active in the community. Seniors who live alone are often cut off from the community mainstream, losing their purpose for being and retreating into their homes, thus increasing health risks. Seniors involved in recreation programs have reduced feelings of alienation and loneliness and increase intergenerational understanding.**
- 3) Formally track participation levels of "open or drop-in programs". WPRF tracks participation as one determinate of community reach.**
- 4) Collaborate with outreach programming at Saratoga Heights Complex. WPRF partners have discussed the extreme need in low income housing units. Saratoga's proximity to the Schuetze building affords us the opportunity to provide community outreach to seniors. Many of these seniors are living in isolation as identified by Housing and Urban Development staff.**
- 5) Continue to collaborate with ADRC and other agencies in efforts to maintain and increase informational outreach. WPRF Senior Activity Coordinator connects partners by traveling to each site once a month to exchange brochures and other informational literature.**

Additional Goals – 2019/20: 1) Continue to develop the History Club in cooperation with the Waukesha County Historical Society and Museum. 2) Partner with the Waukesha Police Department to offer a seminar focusing on senior safety. 3) Continue program outreach at senior housing facilities to engage senior volunteers and promote WPRF Programming. 4) Evolve our partnership with the Waukesha County Aging, Disability and Resource Center to provide a new offering on Healthy Living with Diabetes and A matter of Balance: managing concerns about falls. 5) Continue to expand active older adult programming with a focus on health and wellness. 6) Continue to increase volunteerism amongst seniors 55 and better to keep

program cost low and seniors engaged. 7) Maintain the continual goals listed above

If the proposed project is a rehabilitation / ADA / historic rehabilitation of a facility or business, please answer the following:

13. Address of Facility: _____

14. Year it was built _____

15. Is the property on a local or national list and/or registered as a historic property?

Yes

No

Don't Know

16. Select how your project will serve Low and Moderate Income People (Choose one if applicable):

Benefit to LMI **individuals** (at least 51% of total beneficiaries of program must be LMI and income information must be gathered from all participants)

Presumed Benefit (all individuals served in the program qualify as low income because of the type of population served, i.e.: Elderly, Severely Disabled Adults , Abused Children, Battered Spouses, Homeless Persons, Illiterate Adults , Persons with AIDS, Migrant Farm Workers. Income information does not have to be collected.)

Benefit to an **area** that is primarily residential and is located in an eligible census tract (at least 30.34% of residents are LMI). See instructions for a list of eligible census tracts.) Provide list of census tracts:

[Click here to enter text.](#)

Housing units created to benefit LMI individuals or households (every CDBG funded unit must be occupied by and LMI individual or household)

Jobs created to benefit LMI individuals (1 job must be created for every \$35,000 of CDBG funds invested in project; 51% of all jobs created must be for LMI individuals)

Project serves residents of a **NRSA** and agency is a certified CBDO. Provide name of NRSA:

[Click here to enter text.](#)

Project addresses conditions of **Slum and Blight** on an Area or Spot Basis. Must provide designation of Slum and Blighted area from jurisdiction when contract is signed, and addresses of affected properties.

ADA Rehabilitation of a public facility or public improvement

Historic Preservation of residential or commercial properties. Must be designated on a spot slum and blight basis or homeowner or business must qualify as low income.

17. Describe the need filled for your program or project.

In Waukesha County 18.1 % of the population is age 65+ (14.5 % of the City of Waukesha population is 65 older) in 2035 it is predicted the Waukesha County population age 65+ will double. The City of Waukesha must respond to and adapt to the ever-changing and growing senior population in our community.

The need for health, social, educational and recreational services provided at low costs and access to these programs is vital to enhance active living and can help limit the onset of disease and impairment normally associated with aging. WPRF wellness opportunities help seniors lead independent and satisfying lives as they remain mobile, flexible and challenge themselves cognitively.

Recreation activities also provide socialization opportunities and help keep seniors active in the community. Seniors who live alone are often cut off from the community mainstream, losing their purpose for being and retreating into their homes, thus increasing health risks. Seniors involved in recreation programs have reduced feelings of alienation and loneliness and increase intergenerational understanding. WPRF does not receive Scholarship forms for seniors as they are “too proud” to ask. CDBG funds allow us to offer free/reasonable programs to seniors which reduce the financial barriers. WPRF partners have discussed the extreme need in low income housing units. WPRF has experienced success in increasing program involvement from residents at the Saratoga low-income housing unit. Many of these seniors are living in isolation as identified by Housing and Urban Development staff. CDBG funding affords the Senior Activity coordinator the opportunity to connect partners by traveling to each site once a month to exchange brochure and other informational literature and provide much needed services and programs.

18. Describe two anticipated measurable outcomes for your proposed project and activities.

1. Seniors 62+ will increase involvement in WPRF programs: WPRF will experience a 5% increase in seniors served as measured through MaxGalaxy Registration System.
2. 95% of Seniors 62+ report increased socialization and friendship as a result of programming as measured through surveys.
3. 95% of Seniors 62+ report improved health as a result of involvement in programming as measured through surveys.
4. 95% of seniors 62+ report increased knowledge and awareness of resources as measured through surveys.
5. WPRF will experience a 3% increase in volunteerism amongst seniors as measured through volunteer participation records.

19. Select the appropriate activity category below for your project.

Public Services	
	Homeless shelter and services
	Meals / Nutrition
	Youth / Childcare / Abused and neglected children
xxx	Seniors and Disabled
	Substance Abuse / Mental Health / Healthcare
	Transportation

	Domestic abuse
	Education
	Employment training
	HIV / AIDS
	Other (list)

NRSA	
	Employment Training/Job readiness education
	Job creation
	Neighborhood revitalization housing efforts (rehab or new construction)
	Job retention programs
	Transportation to jobs
	Crime prevention
	Public Services
	Neighborhood revitalization non-housing efforts (beautification, parks, streets, etc.)
	Other (list)

Housing	
	Homeowner rehabilitation program loans
	Rental rehabilitation (special needs/transitional or permanent housing for very low income / supportive services and case management attached to units)
	Rental rehabilitation (multi-family projects, general low income population)
	Downpayment assistance
	Housing counseling
	Acquisition / site preparation of land for housing purposes (not construction)
	Residential historic preservation
	Other (list)

Public Facilities and Improvements (Rehab/construction costs--not operating costs) *the rehab may be for ADA compliance OR to benefit low-moderate income people for each activity	
	Homeless facilities
	Youth / Abused children facilities
	Senior / Disabled facilities
	Facilities for AIDS patients
	Neighborhood / Community centers
	Parks / Playgrounds / Recreational facilities
	Streets / Sidewalk improvements
	Water / Sewer improvements
	Flood drainage improvements
	Parking lots
	Other (list)

Economic Development	
	Loans to small/medium businesses for low-moderate income job creation or retention
	Commercial / Industrial infrastructure development or improvements
	Façade improvement loans to businesses
	Non-residential historic preservation
	Other (list)

Administration and Planning	
	Housing rehab program administration
	Revolving Loan Fund administration
	Fair housing activities
	Planning for communities or NRSAs
	Other (list)

Appendix A: Results of Prior Year Projects

20. Was your department able to spend the CDBG allocation awarded within the calendar year? (Provide explanation for any extensions into the next year for 2018)

Yes

21. Has your department had any CDBG funds reprogrammed (taken back) by the CDBG Board? (Explain for 2018)

No