

CDBG Application Number:
CATEGORY:

For office use only

CITY OF WAUKESHA

PROGRAM YEAR 2018 (January 1 – December 31, 2018)

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

DEADLINE FOR SUBMISSION: April 4, 2017, 4:30 pm City Hall Room 200 – Community Development

GENERAL INFORMATION

1. Project Title: **Senior Activity Coordinator/Senior Services**
2. Project Address (if different from Applicant's address): **1120 Baxter St. Waukesha WI 53186**
3. Applicant's Legal Name: **Waukesha Parks, Recreation and Forestry**
4. Address: **1900 Aviation Dr. Waukesha, WI 53188**
5. Primary Contact Person/Title: **Mary Berg, Recreation Services Manager**
6. Telephone: **262-524-3718** Fax: **262-524-3713**
7. E-Mail: **mberg@waukesha-wi.gov**
8. Amount of CDBG 2017 Funds Requested: **\$13,000**
9. Total Project Costs: **\$52,000**
10. National Objective: **Benefiting low and moderate income person**
11. Check One:
☐ New Project ☒ Continuing previously funded project

12. Provide a brief description of your experience in managing a similar project.

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 10 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 CDBG 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 Extension. 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 and Hawthorne Elementary Schools. These CLC sites provide before and afterschool programming, family involvement opportunities and parent engagement programs to families with greater economic disadvantage. WPRF utilized numerous community partnerships and grant dollar to support children's development and reduce obstacles to overall success.

13. 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.?

Mary Berg, Recreation Supervisor will be responsible for managing the project, reporting to Community Development and preparing invoices. Mary Berg, 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.

14. 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 members of the baby

boomer generation 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) and Interfaith 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 close 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 – 2017/18:

- 1) Provide energy services program through Wisconsin Home Energy Plus Program.
- 2) Implement Maximize Your Medicare program with Waukesha County SHIP Outreach.
- 3) Offer ClearCaptions phone seminar.
- 4) Offer book club in cooperation with the library and work with Interfaith to extend offering to non-medical respite care seniors.
- 5) Implement Memory Screen Clinics through Waukesha County Aging and Disability Resource Center.
- 6) Continue to expand active older adult programming with a focus on health and wellness.
- 7) Continue to increase volunteerism amongst seniors 55 and better to keep program cost low and seniors engaged.
- 8) 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:

15. Address of Facility:

16. Year it was built:

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

☐ Yes

☐ No

☐ Don't Know

18. 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:

☐ 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:

☐ 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

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

In Waukesha County 14.3 % of the population is age 65+ (10.6 % of the City of Waukesha population is 65 older) in 2035 it is predicted that 25.8 % of the Waukesha County population will be age 65+. 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

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.

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. Saratoga's close proximity to the Schuetze building affords us the opportunity to provide community outreach to seniors. Many of these senior are living in isolation as identified by Housing and Urban Development staff.

CDBF 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.

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

1. Seniors 55+ increase involvement in WPRF programs: WPRF will experience a 5% increase in seniors served as measured through attendance logs and MaxGalaxy Registration System. 2. Seniors 55+ report increased socialization and friendship as a result of program: 95% of seniors will report increase in socialization and friendships as a result of WPRF program as measured through surveys. 3. Seniors 55+ report improved health

as a result of involvement in program: 95% of seniors will report an increase in overall health as a result of WPRF programs as measured through surveys. 4. Seniors 55+ report increased knowledge and awareness of resources: 95% of seniors will report an increase in knowledge and awareness of WPRF and Community Resources through surveys and partnership feedback. 5. Volunteerism amongst seniors increases in WPRF programs: WPRF will experience a 5% increase in volunteerism amongst seniors as measured through volunteer participation records.

1. Select the appropriate activity category below for your project. Projects categories are listed in the order of highest priority for 2016 at the top of each list.

Public Services	
	Homeless shelter and services
	Meals / Nutrition
	Youth / Childcare / Abused and neglected children
X	Seniors and Disabled
	Substance Abuse / Mental Health / Healthcare
	Transportation
	Domestic abuse
	Education
	Employment training
	HIV / AIDS
	Other (list)

NRSA	
	Meals / Nutrition
	Youth / Childcare / Abused and neglected children
X	Seniors and disabled
	Substance Abuse / Mental Health / Healthcare
	Domestic abuse
	Education
	Employment training
	Transportation
	HIV / AIDS
	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

2. Was your agency able to spend the CDBG allocation awarded within the calendar year? (Provide explanation for any extensions into the next year for 2016 and 2017)

Yes

3. Has your agency had any CDBG funds reprogrammed (taken back) by the CDBG Board? (Explain for 2016 and 2017)

No