

CDBG Application Number:
CATEGORY:

For office use only

CITY OF WAUKESHA

PROGRAM YEAR 2019 (January 1 – December 31, 2019)

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

DEADLINE FOR SUBMISSION: April 6, 2018, 4:30 pm City Hall Room 200 – Community Development

GENERAL INFORMATION

1. Project Title: WPRF Sentinel Traditional Playground Program
2. Project Address (if different from Applicant's address): 1900 Aviation Dr. Waukesha, WI 53188
3. Primary Contact Person/Title: Gala Siegel, Recreation Programmer
4. Telephone: 262-524-3715
5. E-Mail: gsiegel@waukesha-wi.gov
6. Amount of CDBG 2019 Funds Requested: \$ 6,600
7. Total Project Costs: \$15,000
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.

The City of Waukesha Parks, Recreation and Forestry Department (WPRF) mission is to be responsive and committed in providing essential park, recreation and urban forestry services, making our community a desirable place to live, work and play. WPRF has years of experience as it relates to Community Development Block Grants with a wide variety of programs supported in part by these funds. Specifically, the Sentinel Park Summer Playground Program has been a part of this grant since 2006. In addition to this summer program site, WPRF has 4 other playground program sites throughout the city which have been a longstanding tradition of summer programming for Waukesha Youth. The City of Waukesha Park, Recreation and Forestry Department also operates before and after school programs at eight elementary schools within the School District of Waukesha. Two of the before and after school sites are grant funded 21st Century Community Learning Center Sites, which are administered through the Department of Public Instruction. The Staff involved in this project include a team comprised of: Recreation Services Manager, Mary Berg, Recreation Programmer, Gala Siegel, Summer Playground Coordinators, Jeff Patzer and Bobby Foreman and a team of three Playground Leaders that have complete forty hours of training in the areas of youth development, fun, age appropriate and engaging curriculum, behavior management, games/activities and CPR/First AID. The direct supervisor of this program, Recreation Programmer, Gala Siegel, has over 20 years' experience as a camp director, teacher and program operations director. She is supported by Mary Berg, Recreation Services Manager, who has over 20 years of professional experience in the field of Recreation.
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.?

Recreation Programmer, Gala Siegel will directly supervise the implementation and management of the project. This includes providing training and supervising staff, gathering and collecting data for outcomes and ensuring that all aspects of the program come to fruition. Summer coordinators, Jeff Patzer and Bobby Foreman will

provide direct supervision of the program staff. Recreation Services Manager, Mary Berg, will provide ongoing support to Gala and will be involved in the administrative section of the project.

12. Provide a concise description of the proposed project.

The City of Waukesha Parks, Recreation and Forestry Department (WPRF) offers a comprehensive recreation summer playground program at Sentinel Park located at 1933 Madera St, Waukesha, WI 53189. It is an eight-week, high quality program that is free of charge to children living within the Sentinel neighborhood. The playground program is offered to youth ages 7-17 years. Over the past twelve years the program has grown from serving approximately 10 children the first year, to serving 59 in 2017. Youth ages 13-17 participate in a Leaders in Training (L.I.T) program. Three leaders will work together to provide participants with activities, field trips and special events that are age appropriate, challenging and more importantly, safe. The activities and events are tools used to engage youth, while teaching lifelong skills such as organization, perseverance, self-confidence, social skills, conflict resolution and communication. The Sentinel Park Program participants enjoy lunch each day with their leaders, thanks to the Salvation Army lunch program. Additionally, participants learn about nutrition education and healthy choices through fun and engaging activities provided by UW-Extension and listen to bilingual Storytime, provided by the Waukesha Public Library. One of the key components to the program includes community safety, addressed through positive visits and outings by the Waukesha Community Policing Unit. The target population for the Sentinel Park Playground Program is children living in the immediate neighborhood. This is a diverse, low-moderate income area.

In 2017, 59 youth participated in the program, 35 children were Hispanic, 10 Black/African American, 4 Caucasian and 10 multiple race/other.

The following activities are utilized to achieve program outcomes:

1) Staff training- Leaders are trained in CPR/First Aid, art, sports, song/skits, team building and behavior management.

2) Community Involvement- Partners provide a variety of services to youth, including literacy, healthy living programs, safety and positive community services.

3) Quality Curriculum-

a. Traditional and non-traditional activities are offered, with changing weekly themes. The curriculum used is intentional where education and social emotional development is woven through all activities and recreation. Activities include: Team Building, Stomp Bucket Percussion, Orienteering/GPS, World Games, Cooking, Gardening and a plethora of other activities to peak participant's interest.

b. The Teen Leaders in Training (L.I.T) Program for participants 13-17 years is supported by the "The 7 Habits of Highly Effective Teens", by the Sean Covey curriculum, is a step-by-step guide to help teens improve self-image, build friendships, resist peer pressure and develop their leadership skills. Furthermore, teens attend a day-long workshop (Leading Forward) conducted by certified instructors on the "7 Habits of Highly Effective Teens", and then all participants go through an interview for a leadership position at the park. This process begins participants on their way to develop necessary skills needed to prepare for college and future employment.

L.I.T's are assigned tasks throughout the summer to further develop their leadership and future job skills

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 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:

202600, 202301, 202302

☐ 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

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

The Sentinel Park neighborhood is one of the two Waukesha neighborhoods with the largest Police response volumes annually. The Sentinel Park surrounding neighborhood also feeds into the Hadfield Elementary, 67.1% economically disadvantage population and Whittier Elementary, 74.1% economically disadvantage reported from the Department of Public Instruction for the 2016-2017 school year. This demonstrates the Sentinel neighborhood has a great need for additional community resources and public services. The Sentinel Park neighborhood not only benefits from the added police visibility in the summer months, but also much needed programs for youth that will provide positive development, healthy choices and opportunities for personal growth and continued learning. It is reported by Harvard Graduate Studies that students will lose 2.6 months of learned math concepts over the summer break months. Summer learning loss is a significant problem, playing a surprisingly large role in creating the achievement gap. Economically disadvantaged students can lose significant learning over the summer months. To help ease the achievement gap this program seeks opportunities to find ways to partner with economically disadvantaged families to ensure their children keep reading and learning throughout the summer. Additionally, by bringing this program to the neighborhood, we can offer a wide variety of community supported resources including daily lunches for families through out partnership with the Salvation Army, offering library and Storytime in the park to provide children and families with all the resources available without any transportation barriers, and providing youth with important nutritional, healthy living and engaging enrichment activities.

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

2019 Measurable Goals: 100% of program participants will develop skills to help become responsible young adults. In 2019 students will demonstrate improvement and growth in the following areas:

Self-confidence = 100% of students will demonstrate improvement in Perseverance

Social Skills= 100% of students will demonstrate improvement in Organization

100% of participants will have increased positive relationships with police through police involvement with the Sentinel Park Playground Program.

One hundred youth and adult's participants will participate in the Free Lunch Program provided by the The Salvation Army for 58 days. Approximately 5800 lunches will be served.

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

Public Services	
	Homeless shelter and services
	Meals / Nutrition
x	Youth / Childcare / Abused and neglected children
	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
	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

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

Yes, we are not requesting extensions into the next year

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

No