



The City of Appleton's
2020-2024
Consolidated Plan

Community & Economic Development Approval:
City Council Approval:
HUD Approval:

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Executive Summary

ES-05 Executive Summary- 24 CFR 91.200(c), 91.220(b)

Introduction

The U.S. Department of Housing and Urban Development (HUD) requires the City of Appleton as a recipient of federal entitlement funds to develop a Consolidated Plan every five years that describes the community's priorities and goals for expenditure of funds on housing and community development. The Consolidated Plan outlines community needs as it relates to affordable housing and community development and includes a strategic plan for use of funding.

The City of Appleton utilized public engagement and data analysis to assist in strategically planning the use of limited public funding. This Consolidated Plan covers the five-year span of 2020-2024, primarily focusing on 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. This Plan summarizes the needs of the community and the goals and strategies the City will follow to achieve the planned outcomes.

Summary of the objectives and outcomes identified in the Plan Needs Assessment Overview

The City of Appleton undertook a significant public engagement and data analysis process from May 2019 through December 2019. Public input was obtained through needs surveys, consultations and interviews, public forums, and public hearings. Citizens were asked to provide input on needs in five categories including:

- Affordable Housing;
- Neighborhood Revitalization;
- Public Facilities; and
- Public Services

This 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:

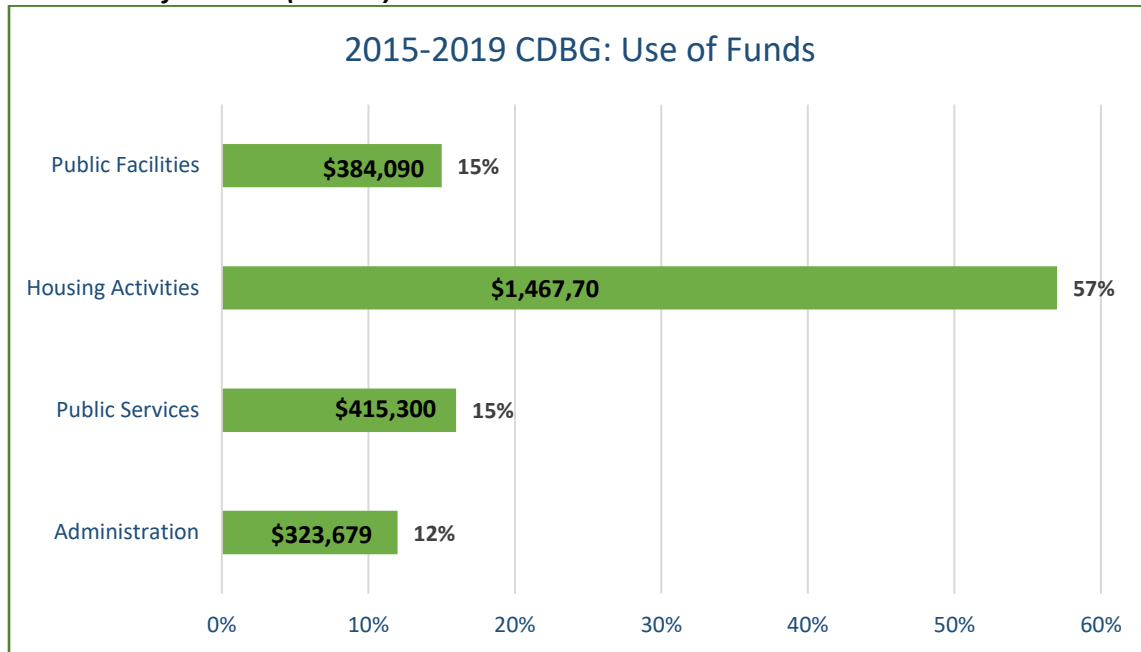
Goals & Outcomes Summary (Table 1)

Five- Year Goals	Five-Year Goal Outcomes
Improve & maintain housing stock	180 owner-occupied homes rehabilitated
Homebuyer assistance Rental rehabilitation	25 first-time homebuyers receive downpayment assistance 35 rental units rehabilitated
Acquisition for new housing	20 new housing units
Public facilities improvement & maintenance	1,300 persons assisted through allocations to community-based agencies for facility improvement & maintenance activities
Neighborhood revitalization	6,000 persons assisted through various public facility improvements
Public services	800 persons assisted through provision of various public services

Evaluation of past performance

During the public engagement forums conducted in formulating the 2020-2024 Consolidated Plan, staff provided programmatic and budgetary data on what was funded during the 2015-2019 Consolidated Plan. As illustrated below, over the past five years, the City of Appleton has designated approximately 57 percent of its CDBG funds toward housing activities, 15 percent to public facility activities, 15 percent to public service activities, and 12 percent toward administration.

Past Performance (Chart 1)



The expenditure of CDBG funding impacts many households in the City of Appleton. A summary of the impact of funds expended from 2015 through 2018 is as follows:

- 174 households received [rental/homeowner] housing rehabilitation, repairs, accessibility improvements, and energy efficiency upgrades
- 30 households have become first-time homebuyers
- 596 individuals received on-the-job skills training
- Over 1,500 individuals and families received emergency shelter housing and services
- 54 at-risk youth received community service and school credits toward high school graduation
- 250 households received emergency rental assistance funding to prevent homelessness
- Over 5,000 elderly, disabled, and low-income individuals benefited from upgrades to three public facilities

Due to the strong performance by City programs and subrecipients during 2015 to 2019, the last five years of funding have helped guide the process for establishing the 2020-2024 Consolidated Plan goals.

Summary of citizen participation process and consultation process

City of Appleton staff utilized several methods to engage citizens in the consultation process, including two internet-based surveys, 22 interviews, a public forum activity, and two public hearings.

To encourage community engagement, both the Community-Wide Needs Survey and the Stakeholders Survey were available in English, Spanish, and Hmong. The surveys were advertised using the City of Appleton's webpage, Twitter feed, Facebook page, newspaper articles, site postings, and emails to numerous agencies and individuals, and were available for 30 days [each] consecutively. Over 350 responses were received from the surveys, which were presented back to the community during a regularly scheduled Community & Economic Development Committee (CEDC) meeting.

City of Appleton staff conducted one-on-one interviews with representatives from 22 area agencies, ranging from government to nonprofit to for-profit status. Interviewing organizations across the community spectrum ensured that the needs of the different services and population were considered in the needs analysis and determination of future priority needs.

A public forum and activity were hosted by City staff during a CDBG training session offered to community organizations. During the activity, attending representatives were asked to respond to several questions in a small group setting and report responses back in the larger group setting.

Two public hearings were held during regularly scheduled Community & Economic Development Committee (CEDC) meetings, seeking to engage the community on future needs. All comments received during the public hearings are included in the Plan.

Summary of public comments

The results of the Community-Wide Needs Survey and the Stakeholders Survey, completed by over 350 citizens, are included in Appendix A of this Plan. Seventeen representatives of various community organizations participated in a public forum and activity, held in August 2019, sharing their perspective on issues/challenges, future needs, and potential projects. While one representative of a community organization was present during the public hearing held in September 2019, comment was not provided. Another three representatives spoke during a public meeting held in November 2019.

Summary of comments or views not accepted and the reasons for not accepting them

The City of Appleton accepted all comments provided during the public engagement process.

Summary

The City of Appleton's 2020-2024 Consolidated Plan has been prepared as a guide for the expenditure of CDBG funds based on input from citizens and community agencies regarding the needs of the community and use of funds; an assessment of needs in the community related to housing and community development; and an analysis of the area's market.

The 2020-2024 Consolidated Plan provides a framework and a path for furthering affordable housing and community development efforts including increasing homeownership

opportunities, preserving existing housing, revitalizing neighborhoods, expanding affordable rental options, furthering efforts to reach a functional zero for homelessness, supporting job training, expanding small business technical assistance, improving infrastructure in low to moderate income neighborhoods and renovating or expanding community and neighborhood facilities.

This Plan represents the City of Appleton’s comprehensive strategy to address affordable housing and community development needs within the community. The following table identifies anticipated funding available for years 2020 through 2024.

2020-2024 Anticipated Funding (Table 2)

Source	2020	2021	2022	2023	2024	Total
CDBG	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$3,250,000
CDBG Program Income	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000
Total	\$695,000	\$695,000	\$695,000	\$695,000	\$695,000	\$695,000

The Process

PR-05 Lead & Responsible Agencies 24 CFR 91.200(b)

Describe agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source

The following are the agencies/entities responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.

Responsible Agencies (Table 3)

Agency Role	Name	Department/Agency
CDBG Administrator	APPLETON	City of Appleton Community & Economic Development Department

Narrative

The City of Appleton’s Community Development Specialist in the Community and Economic Development Department is responsible for coordinating the development of the Consolidated Plan and Annual Action Plans. The Community Development Specialist is also responsible for providing guidance and direction for the implementation of eligible programs that support overall strategies for affordable housing and community development activities.

Consolidated Plan Public Contact Information

Nikki A. Gerhard, Community Development Specialist
 Community & Economic Development Department
 City of Appleton
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 Appleton, WI 54911

PR-10 Consultation- 91.100, 91.200(b), 91.215(l)

Introduction

Consultation associated to the development of the 2020-2024 Consolidated Plan began in May 2019, utilizing two online surveys, 22 interviews, a public forum, and two public hearings. City of Appleton staff consulted with organizations across the community spectrum to ensure that the needs of the different services and population were considered during the development of the Plan.

City of Appleton residents were invited to participate in an online Community-Wide Needs Survey to assist with the prioritization of community development and housing needs, resulting in 295 respondents. An additional 63 community leaders or members of stakeholder organizations completed the online Stakeholders Survey. The surveys sought opinions from respondents on neighborhoods, public services, homeless services, housing, and economic development activities.

On a scale of 1 to 5, with 1 being the least important and 5 being the most important, respondents ranked the importance of funding eligible activities as follows:

Housing

- 33 % ranked senior housing rehabilitation as most important (5)
- 36 % ranked homeowner accessibility improvements as most important (4)
- 75 % stated that the need for senior housing rehabilitation will need to increase over the next 5 years

Public Services

- 60 % indicated that funding homeless prevention programs was most important (5)
- 57 % indicated that funding domestic abuse programs was most important (5)
- 72 % stated that the need for homeless prevention services will need to increase over the next 5 years

Neighborhoods

- 47 % ranked neighborhood improvements as most important (5)
- 38 % ranked improvement of public spaces as most important (5)
- 68 % stated that the need for neighborhood improvements will need to increase over the next 5 years

Of the three general activity categories- Housing, Public Services and Community Development- most respondents ranked Housing as the highest priority need, followed by Public Services and Community Development. These rankings were affirmed by representatives during the 22 organization interviews.

Provide a concise summary of the jurisdiction's activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health, and service agencies (91.215(l)).

The City of Appleton enhances coordination between public and private service providers and agencies through a variety of activities. City staff are invested in a number of roles with numerous agencies in the community that address housing, health, mental health, and other services, including but not limited to at-large members, board members, consultants, and sponsors.

Housing

- Fox Cities Housing Coalition (member, at large)
- Wisconsin Balance of State Continuum of Care (member, at large)
- Project RUSH (board member)
- Appleton Housing Authority

Health & Mental Health

- Outagamie County Health & Human Services
- Calumet County Health & Human Services
- Winnebago County Health & Human Services
- ThedaCare
- Affinity Health
- Fox Cities Community Health Center

Other Service Providers

- Pillars Adult Shelter
- Pillars Adult & Family Shelter
- Refugee Resettlement
- Boys & Girls Club
- YMCA
- Goodwill Industries of Northeast Wisconsin

A complete list of agencies and service providers that the City of Appleton has partnered with in an effort to increase and improve the quality of housing and services can be found in Appendix B of this Plan.

Describe coordination with the Continuum of Care and efforts to address the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness.

The City of Appleton serves as the Lead Agency in the Wisconsin Balance of State Continuum of Care membership, as well as in the Continuum of Care (CoC) and Emergency Homeless and Housing (EHH) grant application processes. City of Appleton staff administer grant funding for several agencies under three CoC Rapid Re-Housing programs and an EHH grant.

Agencies funded through the CoC and EHH grants directly serve the homeless population and provide supportive service programming. City of Appleton staff work collaboratively together with these agencies- and all agencies in the Fox Cities Housing Coalition - to address the needs of the homeless population in the City of Appleton and surrounding community.

Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards and evaluate outcomes, and develop funding, policies and procedures for the administration of HMIS.

As the Lead Agency for the Continuum of Care (CoC) and Emergency Solutions Grant (ESG) funding, the City of Appleton collaborates and consults with partnering community organizations during the allocation of funds, the development of performance standards and evaluation of outcomes, and development of funding policies and procedures associated with the Homeless Management Information System (HMIS). Consultation is conducted during one-on-one meetings with community organizations, during Wisconsin Balance of State Continuum of Care meetings, and during Fox Cities Housing Coalition meetings.

Describe agencies, groups, organizations, and others who participated in the process and describe the jurisdictions consultations with housing, social service agencies, and other entities.

The City of Appleton worked with a broad and diverse cross-section of organizations during the development of this Plan. Types of organizations consulted include neighborhood associations, social service providers, housing providers, governmental organizations, faith-based organizations, housing developers, local realtors, and other local content experts.

Consultations & Interviews (Table 4)

1	Agency/Group/Organization	Appleton Downtown Inc. (ADI)
	Agency/Group/Organization Type	Planning Organization
	What section of the Plan was addressed by Consultation?	Market Analysis Economic Development
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	City of Appleton staff met with ADI members during a regularly scheduled monthly meeting, inquiring about economic development strategies and initiatives that are currently in place or may be undertaken in the next five years.
2	Agency/Group/Organization	City of Appleton Health Department
	Agency/Group/Organization Type	Health Agency Other Government: Local
	What section of the Plan was addressed by Consultation?	Lead-Based Paint Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	A City of Appleton Public Health Officer was interviewed to determine action taken to evaluate and reduce the number of children affected by lead-based paint hazards, and the potential for additional efforts in the future.
3	Agency/Group/Organization	Pillars, Inc.
	Agency/Group/Organization Type	Housing Services: Housing Services: Persons with Disabilities Services: Victims of Domestic Abuse Services: Homeless
	What section of the Plan was addressed by Consultation?	Housing Needs Assessment Homeless Needs: Chronically Homeless Homeless Needs: Families with Children Homeless Needs: Veterans Homelessness Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated	Pillars' Executive Director, Crisis Director, Stable Housing Director, and Supportive Services Director

	outcomes of the consultation or areas for improved coordination?	were interviewed regarding affordable housing, preventative efforts, and homeless services and facilities in the community. Specifically, the interview focused on the increase of these programs in the next five years as the demand continues to increase.
4	Agency/Group/Organization	Harbor House Domestic Abuse Shelter
	Agency/Group/Organization Type	Services: Victims of Domestic Abuse
	What section of the Plan was addressed by Consultation?	Homeless Needs: Families with Children Other: Domestic Abuse Strategies & Support
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Executive Director of Harbor House was interviewed regarding the need for facilities, services and truly affordable transitional housing, specifically for trafficking survivors and youth.
5	Agency/Group/Organization	Fox Cities Housing Coalition
	Agency/Group/Organization Type	Regional Organization Planning Organization
	What section of the Plan was addressed by Consultation?	Housing Needs Assessment Homelessness Strategy Anti-Poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The FCHC Executive Committee was interviewed to discuss strengths and gaps in the institutional delivery system overall and strategies for overcoming the gaps to be able to address priority needs.
6	Agency/Group/Organization	Rebuilding Together Fox Valley
	Agency/Group/Organization Type	Housing
	What section of the Plan was addressed by Consultation?	Housing Needs Assessment
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Executive Director and Development & Outreach Manager were interviewed regarding the affordable housing needs and gaps in services, specifically for elderly and disabled populations in the Fox Cities.
7	Agency/Group/Organization	Fair Housing Services of Northeast Wisconsin (satellite office of Metropolitan Milwaukee Fair Housing Council)
	Agency/Group/Organization Type	Services: Fair Housing
	What section of the Plan was addressed by Consultation?	Other: Fair Housing
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Program Services Coordinator and Senior Administrator of the Inclusive Communities Program were informally interviewed via teleconference regarding fair housing barriers to housing in the Appleton community.
8	Agency/Group/Organization	LEAVEN, Inc.
	Agency/Group/Organization Type	Services: Housing
	What section of the Plan was addressed by Consultation?	Anti-Poverty Strategy

	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Executive Director and Director of Client Services were interviewed to discuss quality, affordable housing and the need for increased public services.
9	Agency/Group/Organization	Project RUSH (Research to Understand & Solve Homelessness)
	Agency/Group/Organization Type	Planning Organization
	What section of the Plan was addressed by Consultation?	Housing Needs Assessment Homeless Needs: Chronically Homeless Homeless Needs: Families with Children Homeless Needs: Veterans Homeless Needs: Unaccompanied Youth Anti-Poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Project RUSH Executive Team was interviewed to discuss characteristics of instability and homelessness in the community, as well as the increased need for public services, public facilities, affordable housing, and case management for these populations.
10	Agency/Group/Organization	Greater Fox Cities Habitat for Humanity
	Agency/Group/Organization Type	Housing
	What section of the Plan was addressed by Consultation?	Housing Needs Assessment
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Executive Director was interviewed regarding the affordability and availability of housing due to the changes to home values and rents in the Fox Cities area.
11	Agency/Group/Organization	Appleton Area School District
	Agency/Group/Organization Type	Services: Education
	What section of the Plan was addressed by Consultation?	Homeless Needs: Families with Children Other: School
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Homeless Education & Foster Care Program Coordinator was interviewed to discuss the characteristics of school-attending homeless youth and the strengths and gaps in local collaborations.
12	Agency/Group/Organization	Salvation Army of the Fox Cities
	Agency/Group/Organization Type	Housing Services: Homeless
	What section of the Plan was addressed by Consultation?	Homeless Needs: Chronically Homeless Homeless Needs: Families with Children Homelessness Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	An interview was conducted with the Lead Case Manager, the Housing Retention Case Manager, the Life Skills Coordinator, and the Scattered Site Housing Case Manager regarding housing barriers to affordable housing, and the need for programming associated with mental health.
13	Agency/Group/Organization	Boys & Girls Club of the Fox Valley
	Agency/Group/Organization Type	Services: Children

	What section of the Plan was addressed by Consultation?	Other: Children Services
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Runaway & Homeless Youth Services Assistant was interviewed to discuss the characteristics and needs of families with children who are precariously housed or at imminent risk of becoming homeless, as well as the “hidden and unaccompanied youth”
14	Agency/Group/Organization	Realtors Association of Northeast Wisconsin (RANW)/Valley Homebuilders Association (HBA)
	Agency/Group/Organization Type	Regional Organization Business Leaders
	What section of the Plan was addressed by Consultation?	Housing Needs Assessment Market Analysis
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	Ten members of the RANW/HBA during a regularly scheduled joint meeting to discuss housing, affordable housing needs, development, market strategies, and how the City of Appleton can coordinate more intricately with private developers.
15	Agency/Group/Organization	City of Appleton Community & Economic Development Department
	Agency/Group/Organization Type	Other Government: Local
	What section of the Plan was addressed by Consultation?	Economic Development
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Executive Director, Deputy Director, and Economic Development Specialist were interviewed regarding major changes or initiatives [in the next five years] that may have an economic impact on job and business growth opportunities.
16	Agency/Group/Organization	City of Appleton Department of Public Works City of Appleton Inspections Department
	Agency/Group/Organization Type	Other Government: Local
	What section of the Plan was addressed by Consultation?	Other: Public Facilities Needs Housing Needs Assessment
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Director of Public Works and the Director of Inspections were interviewed jointly to discuss the need for public facilities, public improvements, and the characteristics of the housing stock in the City of Appleton.
17	Agency/Group/Organization	Apricity
	Agency/Group/Organization	Other: Services: Substance Abuse Recovery
	What section of the Plan was addressed by Consultation?	Anti-Poverty Strategy Other: Substance Abuse
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Executive Director, Residential Treatment President, and the President of Contract Packaging & Recovery Support were interviewed regarding the dynamic of their unique agency and programming, as well as the characteristics and barriers associated with individuals recovering from substance abuse.
18	Agency/Group/Organization	Appleton Housing Authority
	Agency/Group/Organization Type	PHA

	What section of the Plan was addressed by Consultation?	Public Housing Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Executive Director was interviewed to discuss public housing needs, current collaborations with partners, and how services offered play an integral role in the Fox Cities' continuum of care.
19	Agency/Group/Organization	Outagamie County Emergency Management
	Agency/Group/Organization Type	Other Government: Local
	What section of the Plan was addressed by Consultation?	Other: Emergency Management/Resiliency
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Deputy Emergency Management Director was interviewed regarding local vulnerabilities, barriers, plans, partnerships, and connections associated with emergencies and natural disasters.
20	Agency/Group/Organization	NAMI Fox Valley
	Agency/Group/Organization Type	Services: Health
	What section of the Plan was addressed by Consultation?	Other: Mental Health
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Executive Director was interviewed to discuss the characteristics of individuals suffering with mental health and addiction in the community, and the need for psychiatric/therapeutic accessibility and services.
21	Agency/Group/Organization	City of Appleton Emergency Management
	Agency/Group/Organization Type	Other Government: Local
	What section of the Plan was addressed by Consultation?	Other: Emergency Management/Resiliency
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Fire Department Battalion Chief, Emergency Management Coordinator, Police Captain, and Public Health Officer were interviewed as the Emergency Management Executive Committee to discuss the City of Appleton's plans and partnerships in the event of an emergency or natural disaster.
22	Agency/Group/Organization	TDS Telecom
	Agency/Group/Organization Type	Other: Broadband Provider
	What section of the Plan was addressed by Consultation?	Economic Development Other: Broadband Access
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved consultation?	The Manager of Business Development was interviewed regarding accessibility and availability of competitive, affordable, and equal broadband internet access, and the strategies being considered or pursued to close the digital divide.

Identify any Agency Types not consulted and provide rationale for not consulting

City of Appleton staff made several attempts to conduct an interview with the local internet provider, AT&T, but due to scheduling conflicts, the AT&T representative declined comment.

Other local/regional/state/federal planning efforts considered when preparing the Plan

Other local/regional/federal planning efforts (Table 5)

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Continuum of Care	Wisconsin BoSCoC	The Wisconsin Balance of State Continuum of Care, of which the Fox Cities Continuum of Care is a member and the City of Appleton is an active participant, issued a 10-year Plan draft in January 2014. The WIBOSCOC’s goal to end all types of homelessness is supported by the City of Appleton through continued [financial] support to partnering agencies that provide housing and services to individuals and families that are at-risk of becoming homeless or experiencing homelessness.
A Hand and a Home: Foundations for Success	Wisconsin Interagency Council on Homelessness	The Wisconsin Interagency Council on Homelessness (ICH) was created by 2017 Act 74, and contains the secretaries or directors of eight state agencies and representatives from the four Continuum of Care organizations. The 2019-2022 Statewide Action Plan provides a roadmap for future funding initiatives, legislation, and collaboration efforts.
Comprehensive Plan	City of Appleton, Community & Economic Development Department	<p>The Consolidated Plan will address several goals, objectives and action items of the City’s Comprehensive Plan including the following:</p> <ul style="list-style-type: none"> • Support creation and rehabilitation of single family homes and affordable rental units; • Support rehabilitation and accessibility modifications to allow the aging population to age in place
PHA Plan	Appleton Housing Authority	Providing funding to support the AHA’s First-Time Homebuyer Program, including down payment assistance and homeowner rehabilitation.

Describe cooperation and coordination with other public entities, including the State and any adjacent units of general local government, in the implementation of the Consolidated Plan (91.215(l)).

The City of Appleton [financially] supports the Appleton Housing Authority through the CDBG program for activities located within City of Appleton jurisdictional boundaries. As a result, the Housing Authority utilizes other funds to support activities located in other jurisdictions, including those in Outagamie and Calumet counties.

PR-15 Citizen Participation

Summary of citizen participation process/efforts made to broaden citizen participation

Summarize citizen participation process and how it impacted goal-setting

City of Appleton residents and community business leaders were offered the opportunity to participate in two online community development and housing needs surveys. The Community-Wide Needs Survey was available in three languages (English, Spanish, and Hmong) online from May 1- 31, 2019. The Stakeholders Survey was available online from June 3-28, 2019. Paper copies of both surveys were available at City Hall and the Appleton Public Library. Availability of the surveys was announced via the City of Appleton’s webpage, Facebook page, Twitter feed, press release, and email. Local organizations were asked to post flyers advertising the surveys in their establishments, and encourage their staff and clients to participate in the opportunities.

Community-Wide Needs Survey (May 1-31, 2019)

There were 295 respondents to this survey. The Survey sought opinions from respondents on neighborhoods, public services, homeless services, housing and economic development activities. Complete responses are included in Appendix A of this Plan.

Summary of the responses:

Eighty-four percent of respondents were homeowners, and 49 percent have lived in Appleton for over 20 years.

In Their Neighborhoods:

- 69% always feel safe
- 38% want more places that are safe after dark
- 31% want less availability of rental housing

Economic Development:

- 76% rated the use of funds for the replacement/repair of streets, sidewalks and/or infrastructure as very important
- 25% felt the use of funds to improve/increase the number of bus stops and/or bus shelters was not important

Homeless Services:

- 71% indicated the use of funds for case management/life skills education for homeless persons as very important
- 14% rated the use of funds for permanent supportive housing for the chronically homeless as not important

Public Services:

- 59% rated violence prevention programs and services as very important
- 56% rated access to health/dental services for low-income individuals and programs for senior citizens as very important

Housing:

- 56% indicated the use of funds for housing for persons with disabilities as very important
- 19% rated use of funds for rental housing as not important

Better or Worse:

- 31% of respondents indicated that the City of Appleton has better opportunities for walking and opportunities for jobs/employment than five years ago

- 55% of respondents indicated that the City of Appleton has worse availability of housing for people with disabilities and worst conditions of streets and sidewalks than five years ago

Stakeholder Survey (June 3-28, 2019)

A total of 63 community leaders or members of stakeholder organizations completed the online survey, ranking the importance of funding eligible activities on a scale of 1 to 5 (with 1 being the least important and 5 being the most important.)

Housing:

- 33% ranked senior housing rehabilitation as most important (5)
- 36% ranked homeowner accessibility improvements as most important (4)
- 75% stated that the need for senior housing rehabilitation will need to increase over the next 5 years

Public Services:

- 60% indicated that funding homeless prevention programs was most important (5)
- 57% indicated that funding domestic abuse programs was most important (5)
- 72% stated that the need for homeless prevention services will need to increase over the next 5 years

Neighborhoods:

- 47% ranked neighborhood improvements as most important (5)
- 38% ranked improvement of public spaces as most important (5)
- 68% stated that the need for neighborhood improvements will need to increase over the next 5 years

In addition to the surveys, 22 interviews were conducted with representatives from a wide range of organizations and government departments, a public forum was hosted, and two public hearings were held in conjunction with regularly scheduled Community & Economic Development Committee meetings. Notices for the public forum and public hearings were published in the local newspaper, the Post Crescent, and posted online two weeks before the events. These notices were also directly emailed to current and previous community partner agencies and stakeholders.

Citizen Participation Outreach

Citizen Participation Outreach (Table 6)

Sort Order	Mode of Outreach	Target of Outreach	Summary of Response	Summary of comments received
1	Internet	Non-targeted/broad community	295 respondents	Please see summary above or Appendix A for full responses
2	Internet	Non-targeted/broad community	63 respondents	Please see summary above or Appendix A for full responses
3	Other: Email Request	Other: Community	22 interviews conducted	Characteristics and needs of the community for the next five years based on organizational perspective were provided

		agency interview		
4	Public Meeting	Non-targeted/broad community	19 attendees	Feedback on issues/challenges and projects/actions to take in next five years
5	Public Hearing	Non-targeted/broad community	1 attendee	A brief CDBG presentation was given, highlighting the Consolidated Plan process. No citizen comments were provided.
6	Public Meeting	Non-targeted/broad community	3 attendees	Community & Economic Development Committee meeting to discuss and vote upon recommended CDBG funding goals for 2020-2024
7	Public Meeting	Non-targeted/broad community	N/A	City Council meeting to discuss and vote upon recommended CDBG funding goals for 2020-2024
8	Public Hearing	Non-targeted/broad community	0 attendees	Community & Economic Development Committee meeting to explain the formation of the Consolidated Plan and gather preliminary input. The Community & Economic Development Committee provided specific feedback and asked questions about how public comments will be accepted during the 30-day comment period.

Needs Assessment

NA-05 Overview

Needs Assessment Overview

This section of the 2020-2024 Consolidated Plan assesses the needs of the community in the areas of housing, public housing, homeless needs, housing and public services for those with special needs, and community development needs not related to housing.

The Needs Assessment is primarily supported by American Community Survey data and 2011-2015 Comprehensive Housing Affordability Strategy (CHAS) data provided by HUD, which are tabulations of ACS data.

This data analysis, intertwined with public engagement efforts, will guide the allocation of funding and specific activities for 2020-2024.

NA-10 Housing Needs Assessment- 24 CFR 91.205(a, b, c)

Summary of Housing Needs

The City of Appleton has a broad and diverse set of needs across the affordable housing continuum. There are needs necessary to address a variety of households and individuals impacted by homelessness, as well as households in need of safe and decent affordable rental housing. There are also specific populations in need of access to homeownership and rehabilitation to aging housing stock.

Analysis of data provided in the following sections indicates that minority, elderly, and rental households are affected disproportionately by housing problems in comparison to households in Appleton as a whole. This analysis is supported by feedback gathered from area agencies during development of this plan.

Cost burden is the ratio of housing costs to household income. For renters- housing cost is gross rent, which includes the contracted rent plus utilities. For owners- housing cost is “select monthly owner costs,” which includes mortgage payment, utilities, association fees, insurance, and real estate taxes.

Housing Needs Assessment Demographics (Table 7)

Demographics	Base Year: 2009	Most Recent Year: 2015	% Change
Population	72,623	73,120	1%
Households	28,079	28,450	1%
Median Income	\$51,723.00	\$53,588.00	4%

Data Source: 2005-2009 ACS (Base Year), 2011-2015 ACS (Most Recent Year)

HUD Area median Family Income, or HAMFI, is the median family income calculated by HUD for each jurisdiction, in order to determine Fair Market Rents (FMRs) and income limits for HUD programs. HAMFI will not necessarily be the same as other calculations of median incomes, due to a series of adjustments that are made. Terms “area median income” (AMI) and “median family income” (MFI) refer to HAMFI for purposes of this data.

A family, per definition of the Census Bureau, is related individuals living in the same household. Small family households are defined as two persons, neither over the age of 62, or three or four persons. Large family households are comprised of more than five persons.

Number of Households Table (Table 8)

	0-30% HAMFI	>30-50% HAMFI	>50-80% HAMFI	>80-100% HAMFI	>100% HAMFI
Total Households	3,525	3,745	5,490	3,275	12,410
Small Family Households	979	870	1,835	1,245	7,250
Large Family Households	165	285	390	395	1,130
Household contains at least one person 62-74 years of age	490	660	1,100	570	1,825
Household contain at least one person age 75 or older	480	825	790	310	549
Households with one or more child 6 years old or younger	554	534	950	509	1,314

Data Source: 2011-2015 CHAS

Housing Needs Summary Tables

For purposes of reading the following tables, “per room” is referencing number of bedrooms in a housing unit.

Housing Problems (Households with one of the listed needs) (Table 9)

	Renter					Owner				
	0-30% AMI	>30- 50% AMI	>50- 80% AMI	>80- 100% AMI	Total	0-30% AMI	>30- 50% AMI	>50- 80% AMI	>80- 100% AMI	Total
NUMBER OF HOUSEHOLDS										
Substandard Housing- Lacking complete plumbing or kitchen facilities	75	20	20	0	115	15	0	0	0	15
Severely overcrowded- With >1.51 people per room (and complete kitchen and plumbing)	35	10	15	0	60	0	10	30	0	40
Overcrowded- With 1.01-1.5 people per room (and none of the above problems)	50	45	30	0	125	0	15	55	55	125
Housing cost burden greater than 50% of income (and none of the above problems)	1,385	205	65	25	1,680	675	380	180	45	1,280
Housing cost burden greater than 30% of income (and none of the above problems)	440	905	240	20	1,605	280	585	900	335	2,100

Zero/negative income (and none of the above problems)	150	0	0	0	150	110	0	0	0	110
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Data Source: 2011-2015 CHAS

Housing Problems 2 (Households with one or more Severe Housing Problems: Lacks kitchen or complete plumbing, severe overcrowding, severe cost burden) (Table 10)

	Renter					Owner				
	0-30% AMI	>30-50% AMI	>50-80% AMI	>80-100% AMI	Total	0-30% AMI	>30-50% AMI	>50-80% AMI	>80-100% AMI	Total
NUMBER OF HOUSEHOLDS										
Having 1 or more of four housing problems	1,550	275	130	25	1,980	690	405	265	100	1,460
Having none of four housing problems	710	1,705	1,945	995	5,355	325	1,355	3,150	2,155	6,985
Household has negative income, but none of the other housing problems	150	0	0	0	150	110	0	0	0	110

Data Source: 2011-2015 CHAS

Cost Burden >30% (Table 11)

	Renter				Owner			
	0-30% AMI	>30-50% AMI	>50-80% AMI	Total	0-30% AMI	>30-50% AMI	>50-80% AMI	Total
NUMBER OF HOUSEHOLDS								
Small Related	709	335	100	160 (4.7%)	190	430	780	1,460 (48.0%)
Large Related	125	75	20	220 (6.4%)	35	105	85	225 (7.4%)
Elderly	335	218	145	698 (20.4%)	410	580	335	1,325 (43.6%)
Other	800	500	55	1,355 (39.7%)	350	120	240	710 (23.4%)
Total need by income	1,969	1,128	320	3,417	955	995	1,090	3,040

Data Source: 2011-2015 CHAS

Cost Burden >50% (Table 12)

	Renter				Owner			
	0-30% AMI	>30-50% AMI	>50-80% AMI	Total	0-30% AMI	>30-50% AMI	>50-80% AMI	Total
NUMBER OF HOUSEHOLDS								
Small Related	529	40	0	569 (32.3%)	150	80	55	285 (23.0%)
Large Related	95	25	0	120 (6.8%)	35	30	20	85 (6.9%)
Elderly	220	89	85	394 (22.3%)	175	200	45	420 (33.9%)
Other	625	55	0	680 (38.6%)	320	70	60	450 (36.3%)

Total need by income	1,469	209	85	1,763	680	380	180	1,240
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Data Source: 2011-2015 CHAS

Crowding (More than one person per room) (Table 13)

	Renter					Owner				
	0-30% AMI	>30-50% AMI	>50-80% AMI	>80-100% AMI	Total	0-30% AMI	>30-50% AMI	>50-80% AMI	>80-100% AMI	Total
NUMBER OF HOUSEHOLDS										
Single family households	85 (53.1%)	30 (18.8%)	45 (28.1%)	0	160	0	25 (20.8%)	50 (41.7%)	45 (37.5%)	120
Multiple, unrelated family households	0	25	0	0	25	0	0	35	10	45
Other, non-family households	45	0	0	0	45	0	0	0	0	0
Total need by income	130	55	45	0	230	0	25	85	55	165

Data Source: 2011-2015 CHAS

Describe the number and type of single person households in need of housing assistance

There are 3,670 owner-occupied households and 3,735 renter households that report having specific housing problems (substandard housing, overcrowding, or cost burden,) which is 26 percent of the 28,450 total households in the City of Appleton. The largest percentage of households reporting a cost burden of greater than 30 percent are small-related homeowners (48 percent) and renter households classified as “Other” (39.7 percent). Of households reporting a cost burden greater than 50 percent, the largest percentage is “Other” households for both owner-occupied (36.3 percent) and renters (38.6 percent). Single-family owner households in the 50-80 percent category have the largest percentage of households affected by overcrowding, while single-family renter households in the 0-30 percent category are impacted most by overcrowding.

The Fox Cities Housing Coalition (FCHC) has implemented HUD’s Coordinated Entry approach to end homelessness. The FCHC maintains a list of homeless individuals and households in the City of Appleton. By the end of September 2019, there were 160 households classified as “literally homeless”, of which 138, or 86 percent, were classified as single adults.

The Appleton Housing Authority (AHA) is the largest provider of affordable rental housing in the City of Appleton. AHA experiences a high level of requests for assistance from single-person households. While only 11 percent of single-person households comprise the AHA’s scattered sites program, their Oneida Heights location consists of 98 percent single-person households and their voucher programs 67 percent.

Estimate the number and type of families in need of housing assistance who are disabled or victims of domestic violence, dating violence, sexual assault, and stalking

During interviews with the local domestic abuse shelter, Harbor House, staff indicated that approximately 18,000 adult females are in need of some kind of domestic violence services at any given time. While an estimate of the number of families in need of housing assistance

specifically was not available for the City of Appleton, Harbor House expanded their shelter program by 40% in 2018 as an effort to meet the increasing need. As a result of the expansion, Harbor House served 1,401 individuals, including 1,039 adults and 362 children. Over 480 families accessed the safe shelter, which provided a total of 13,395 days of care.

What are the most common housing problems?

The most common housing problem for owner-occupied households is a housing cost burden of greater than 30 percent of household income (57.2 percent), and housing cost burden of greater than 50 percent of household income for renters (45 percent). Of all households reporting a housing problem- as listed in Table 7, housing cost burden is the most severe housing problem.

Are any populations/household types more affected than others by these problems?

The largest percentage of households reporting a cost burden of greater than 30 percent are small-related owner-occupied households (48 percent), and renter households classified as "Other" (39.7 percent).

Describe the characteristics and needs of low-income individuals and families with children (especially extremely low-income) who are currently housed but are at imminent risk of either residing in shelters or becoming unsheltered 91.205(c)/91.305(c). Also discuss the needs of formerly homeless families and individuals who are receiving rapid re-housing assistance and are nearing the termination of that assistance.

Both the Salvation Army of the Fox Cities and Pillars, Inc. administer several rapid re-housing programs on behalf of the City of Appleton- the fiscally responsible entity. During interviews with both organizations, staff described the needs and characteristics typical of individuals and families at imminent risk of becoming homeless as:

- Undiagnosed or misdiagnosed mental health issues
- Households are struggling with housing cost burden for a multitude of reasons, and the struggles are amplified for single-parent households
- Ongoing issues with substance abuse and addiction
- Availability and expense of dependable transportation
- Record of criminal behavior and/or past evictions
- Ongoing debt (utility, medical)

During interviews with both organizations, staff described the needs and characteristics typical of formerly homeless individuals and families and households currently receiving assistance as:

- Availability of adequate support networks
- Availability of quality affordable housing
- Access to reliable transportation & insurance
- Access to medical, substance abuse, and mental health resources

Specify particular housing characteristics that have been linked with instability and an increased risk of homelessness

The following characteristics may indicate instability and an increased risk of homelessness, according to member agencies of the local continuum of care- the Fox Cities Housing Coalition.

- Substandard housing units and landlords
- Utility debt
- Housing cost burden
- Insufficient support networks
- Destructive domestic relationships

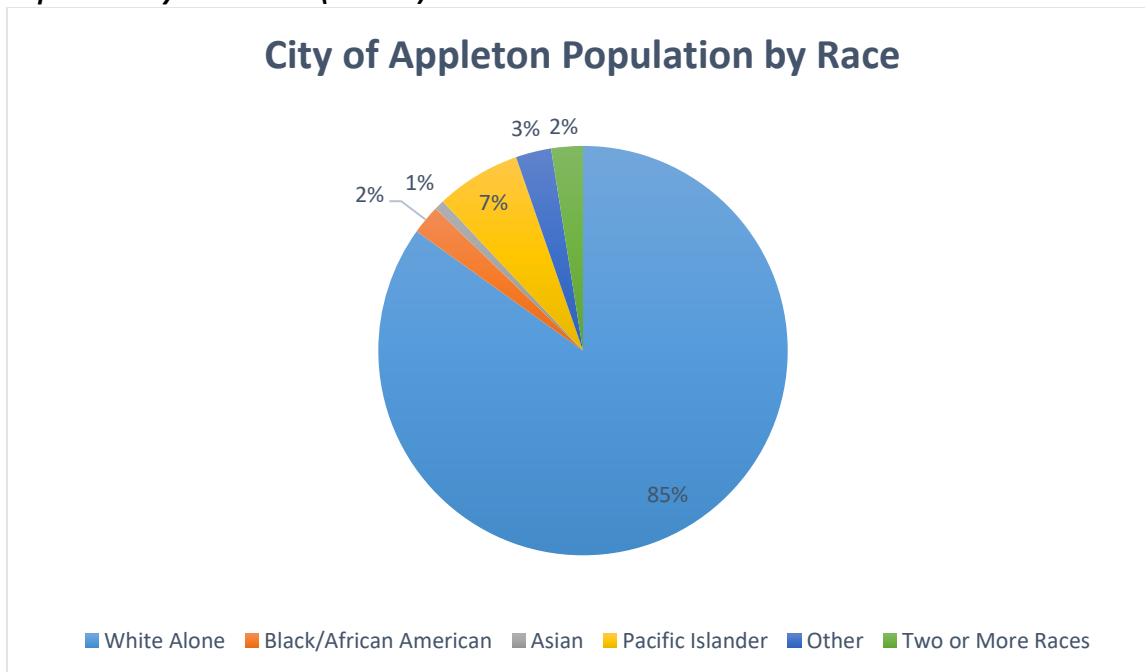
NA-15 Disproportionately Greater Need: Housing Problems- 91.205(b)(2)

Assess the need of any racial or ethnic group that has disproportionately greater need in comparison to the needs of that category of need as a whole

Introduction

The City of Appleton is required to identify disproportionate housing needs of racial and ethnic groups within the community and make decisions to reduce the impact of these needs. Approximately 85 percent of the City of Appleton’s population identifies as “White” as their race; with two percent identifying as “Black or African American”.

Population by Race Chart (Chart 2)



Data Source: 2011-2015 CHAS

HUD defines a disproportionate housing need as existing when a percentage of persons in a category of need who are members of a particular racial or ethnic group is at least 10 percentage points higher than the percentage of persons within the category as a whole.

0%-30% of Area Median Income

Disproportionally Greater Need 0-30% AMI (Table 14)

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems	% of Total
Jurisdiction as a whole	2,945	320	260	90.2%
White	2,395	305	225	88.7%
Black/African American	94	10	15	90.4%
Asian	130	0	15	100%
American Indian, Alaska Native	0	0	0	0%
Pacific Islander	0	0	0	0%
Hispanic	260	10	0	96.3%

Data Source: 2011-2015 CHAS

For Tables 13-20, the four housing problems are: 1) lacks complete kitchen facilities; 2) lacks complete plumbing facilities; 3) more than one person per room; and 4) cost burden greater than 30 percent.

30%-50% of Area Median Income

Disproportionally Greater Need 30-50% AMI (Table 15)

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems	% of Total
Jurisdiction as a whole	2,170	1,575	0	57.9%
White	1,910	1,295	0	59.6%
Black/African American	40	0	0	100%
Asian	35	104	0	25.0%
American Indian, Alaska Native	14	20	0	41.2%
Pacific Islander	0	0	0	0%
Hispanic	170	105	0	61.8%

Data Source: 2011-2015 CHAS

For Tables 13-20, the four housing problems are: 1) lacks complete kitchen facilities; 2) lacks complete plumbing facilities; 3) more than one person per room; and 4) cost burden greater than 30 percent.

50%-80% of Area Median Income

Disproportionally Greater Need 50-80% AMI (Table 16)

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems	% of Total
Jurisdiction as a whole	1,535	3,950	0	28.0%
White	1,315	3,465	0	27.5%
Black/African American	25	14	0	64.1%
Asian	125	90	0	88.4%
American Indian, Alaska Native	0	10	0	0%

Pacific Islander	0	15	0	0%
Hispanic	50	235	0	17.5%

Data Source: 2011-2015 CHAS

For Tables 13-20, the four housing problems are: 1) lacks complete kitchen facilities; 2) lacks complete plumbing facilities; 3) more than one person per room; and 4) cost burden greater than 30 percent.

80%-100% of Area Median Income

Disproportionally Greater Need 80-100% AMI (Table 17)

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems	% of Total
Jurisdiction as a whole	480	2,798	0	14.7%
White	390	2,455	0	13.7%
Black/African American	0	0	0	0%
Asian	35	129	0	27.1%
American Indian, Alaska Native	0	15	0	0%
Pacific Islander	0	0	0	0%
Hispanic	50	110	0	31.3%

Data Source: 2011-2015 CHAS

For Tables 13-20, the four housing problems are: 1) lacks complete kitchen facilities; 2) lacks complete plumbing facilities; 3) more than one person per room; and 4) cost burden greater than 30 percent.

Discussion

In the 0-30 percent of Area Median Income (AMI), where 90.2 percent of the jurisdiction as a whole reported one or more of four housing problems, Asian households reported at 100 percent. Both American Indian/Alaskan Native and Pacific Islander households reported at zero percent.

In the 30-50 percent AMI, 57.9 percent of households in the jurisdiction as a whole reported one of four house problems, while Black/African American households reported at 100 percent and Pacific Islander households reported at zero percent.

In the 50-80 percent AMI, households in the jurisdiction as a whole reported housing problems at a rate of 28 percent, while Asian households (88.4 percent) and Black/African American households (64.1 percent) reported significantly higher rates. American Indian/Alaskan Native and Pacific Islander households reported at zero percent.

In the final table, 80-100% AMI, non-low/moderate income households (LMI) jurisdiction wide reported housing problems at a rate of 14.7 percent. Only Hispanic (31.3 percent) and Asian (27.1 percent) households reported at rates higher than the jurisdiction-wide rates. Black/African Americans, American Indians/Alaskan Native, and Pacific Islander households all reported at zero percent.

Overall, the percentage of 0-30 percent AMI households reporting housing problems is extremely high at 90.2 percent, compared to 57.9 percent and 28 percent in the other LMI categories. Additionally, Asian households experience housing problems at the highest rate in all categories but two.

NA-20 Disproportionately Greater Need: Severe Housing Problems- 91.205(b)(2)

Assess the need of any racial or ethnic group that has disproportionately greater need in comparison to the needs of that category of need as a whole.

0%-30% of Area Median Income

Severe Housing Problems 0-30% AMI (Table 18)

Severe Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems	% of Total
Jurisdiction as a whole	2,240	1,035	260	68.4%
White	1,730	955	225	64.4%
Black/African American	94	10	15	90.4%
Asian	125	4	15	96.9%
American Indian, Alaska Native	0	0	0	0%
Pacific Islander	0	0	0	0%
Hispanic	220	50	0	81.5%

Data Source: 2011-2015 CHAS

Note: For Tables 17-20, the four severe housing problems are: 1) lacks complete kitchen facilities; 2) lacks complete plumbing facilities; 3) more than 1.5 persons per room; and 4) cost burden greater than 50 percent.

30%-50% of Area Median Income

Severe Housing Problems 30-50% AMI (Table 19)

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems	% of Total
Jurisdiction as a whole	680	3,060	0	18.2%
White	550	2,655	0	17.2%
Black/African American	25	15	0	62.5%
Asian	10	134	0	7.0%
American Indian, Alaska Native	4	30	0	11.8%
Pacific Islander	0	0	0	0%
Hispanic	100	185	0	35.1%

Data Source: 2011-2015 CHAS

Note: For Tables 17-20, the four severe housing problems are: 1) lacks complete kitchen facilities; 2) lacks complete plumbing facilities; 3) more than 1.5 persons per room; and 4) cost burden greater than 50 percent.

50%-80% of Area Median Income

Severe Housing Problems 50-80% AMI (Table 20)

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems	% of Total
Jurisdiction as a whole	395	5,095	0	7.2%
White	305	4,485	0	6.4%
Black/African American	0	45	0	0%
Asian	80	135	0	37.2%
American Indian, Alaska Native	0	10	0	0%
Pacific Islander	0	15	0	0%
Hispanic	4	280	0	1.4%

Data Source: 2011-2015 CHAS

Note: For Tables 17-20, the four severe housing problems are: 1) lacks complete kitchen facilities; 2) lacks complete plumbing facilities; 3) more than 1.5 persons per room; and 4) cost burden greater than 50 percent.

80%-100% of Area Median Income

Severe Housing Problems 80-100% AMI (Table 21)

Housing Problems	Has one or more of four housing problems	Has none of the four housing problems	Household has no/negative income, but none of the other housing problems	% of Total
Jurisdiction as a whole	125	3,150	0	3.8%
White	80	2,765	0	2.8%
Black/African American	0	0	0	0%
Asian	25	139	0	15.2%
American Indian, Alaska Native	0	15	0	0%
Pacific Islander	0	0	0	0%
Hispanic	20	140	0	12.5%

Data Source: 2011-2015 CHAS

Note: For Tables 17-20, the four severe housing problems are: 1) lacks complete kitchen facilities; 2) lacks complete plumbing facilities; 3) more than 1.5 persons per room; and 4) cost burden greater than 50 percent.

Discussion

Analysis of the above tables shows that racial and ethnic groups seem to be disproportionately affected by severe housing problems at every income level.

- At the 0-30 percent Area Median Income (AMI), 96.9 percent of Asian households, 90.4 percent of Black/African American households, and 81.5 percent of Hispanic households reported severe housing burden compared to 68.4 percent for the jurisdiction as a whole.
- At the 30-50 percent AMI, only 18.2 percent of households from the jurisdiction as whole reported severe housing problems, while 62.5 percent of Black/African American households and 35.1 percent of Hispanic households reported severe problems.

- At 50-80 percent AMI, 7.2 percent of the jurisdiction as a whole reported problems, while 37.2 percent of Asian households reported severe problems.
- In the non-LMI (low/moderate income) category, while only 3.8 percent of households in the jurisdiction as a whole reported severe housing problems, 15.2 percent of Asian households and 12.5 Hispanic households reported the same problems.

Although overall, only 15 percent or less of households reported in the above tables were non-white households, the data indicates that there are housing problems that are not being addressed for non-white racial and ethnic groups.

NA-25 Disproportionately Greater Need: Housing Cost Burdens – 91.205(b)(2)

Assess the need of any racial or ethnic group that has disproportionately greater need in comparison to the needs of that category of need as a whole.

Introduction:

A disproportionately greater need exists when the members of a racial or ethnic group at a given income level experience housing problems at a greater rate (ten percentage points or more) than the income level as a whole. Cost burden is a fraction of a household’s total gross income spent on housing costs. A household is considered to have a cost burden if more than 30 percent of their income is spent on housing. The table below displays cost burden information for the jurisdiction and each racial and ethnic group, including no cost burden (less than 30 percent), cost burden (30-50 percent), severe cost burden (50-80 percent), and no/negative income.

Housing Cost Burden

Greater Need: Housing Cost Burdens AMI (Table 22)

Housing Cost Burden	<=30% Of income	30-50% Of income	>50% Of income	No/negative income (not computed)
Jurisdiction as a whole	20,855 (74.0%)	4,195 (14.8%)	3,145 (11.2%)	260
White	18,910 (74.9%)	3,755 (14.9%)	2,590 (10.3%)	225
Black/African American	80 (34.0%)	40 (17.0%)	115 (48.9%)	15
Asian	695 (73.5%)	100 (10.6%)	150 (15.9%)	15
American Indian/Alaska Native	160 (92.0%)	10 (5.7%)	4 (2.3%)	0
Pacific Islander	15 (100%)	0 (0%)	0 (0%)	0
Hispanic	680 (58.6%)	265 (22.8%)	215 (18.5%)	0

Data Source: 2011-2015 CHAS

Discussion:

Analysis of the data in the above table indicates that Black/African American households experience a disproportionately larger share of housing cost burden than households in the jurisdiction as a whole. The jurisdiction as a whole reported 74 percent of households having no housing cost burden, compared to only 34 percent of Black/African American households. Hispanic households (58.6 percent) also reported a lower percentage of households with no housing cost burden.

Slightly less than fifteen percent of households reported a housing cost burden of 30-50 percent in the jurisdiction. All other racial and ethnic groups reported within 10 percentage points of 15 percent, except for Pacific Islander households who reported at zero percent.

Of the severe housing cost burden (greater than 50 percent), only 11.2 percent of households reported in the jurisdiction as a whole, while 48.9 percent of Black/African American households reported.

Overall, 91 percent of households reporting a housing cost burden are White households, however, the reported number for Black/African American households are staggeringly different than the other racial and ethnic groups.

NA-30 Disproportionately Greater Need: Discussion- 91.205(b)(2)

Are there any income categories in which a racial or ethnic group has disproportionately greater need than the needs of that income category as a whole?

In the 0-30 percent Area Median Income (AMI) category, 100 percent of Asian households reported the presence of one of four housing problems, and 96.9 percent of Asian households reported one or more severe housing problems. Only 90.2 percent (one or more of four housing problems) and 68.4 percent (severe housing problems) of the jurisdiction as a whole reported these same problems.

In the 30-50 percent AMI category, 57.9 percent of households in the jurisdiction as a whole reported having one of four housing problems, while 100 percent of Black/African American households reported having problems. In this same AMI category, 18.2 percent of households in the jurisdiction as a whole reported having at least one of four severe housing problems compared to 62.5 percent of Black/African American households.

In the 50-80 percent AMI category, 88.4 percent of Asian households and 64.1 percent of Black/African American households reported having one or more of four housing problems. Only 28 percent of households in the jurisdiction as a whole reported these same problems. Over 62 percent of Black/African American households reported having severe housing problems, while 18.2 percent of households in the jurisdiction as a whole reported severe problems.

While 14.7 percent of households in the jurisdiction as a whole reported one or more of four housing problems in the 80-100 percent AMI category, 31.3 percent of Hispanic households and 27.1 percent of Asian households reported problems. Only 3.8 percent of households in the jurisdiction as a whole reported severe housing problems, while 15.2 percent of Asian households and 12.5 percent of Hispanic households reported severe housing problems.

In every AMI category, one or more racial or ethnic groups reported housing problems at a higher rate than the jurisdiction as a whole.

If they have needs not identified above, what are those needs?

All known needs have been identified above.

Are any of those racial or ethnic groups located in specific areas or neighborhoods in your community?

The ethnic density map found in Section MA-50 of this Plan illustrates the concentration of minority households in the City of Appleton. Overall, the locations of racial and ethnic households are dispersed throughout the City, with a few small neighborhoods of slightly higher concentration.

NA-35 Public Housing- 91.205(b)

Introduction

The Appleton Housing Authority’s mission is to provide decent, safe, quality housing for individuals and families that need rent affordability along with opportunities and programming for participants desiring to become self-sufficient. As of August 1, 2019, there were 1,226 applicants on the Housing Choice Voucher waiting list.

Totals in Use

Public Housing by Program Type (Table 23)

	Program Type								
	Certificate	Mod/ Rehab	Public Housing	Vouchers					
				Total	Project-Based	Tenant-Based	Special Purpose Voucher		
							Veterans Affairs Supportive Housing	Family Unification Program	Disabled*
# of units vouchers in use	0	0	209	594	8	539	47	0	0
<i>*includes non-elderly disabled, mainstream one-year, mainstream five-year, and nursing home transition</i>									

Data Source: PIC (PIH Information Center), and Appleton Housing Authority

Characteristics of Residents

Characteristics of Public Housing Residents by Program Type (Table 24)

	Program Type								
	Certificate	Mod/ Rehab	Public Housing	Vouchers					
				Total	Project-Based	Tenant-Based	Special Purpose Voucher		
							Veterans Affairs Supportive Housing	Family Unification Program	
Average Annual Income	0	0	\$14,363	\$13,284	\$11,930	\$13,254	\$13,888	0	

Average length of stay (years)	0	0	5	3	1	3	2	0
Average household size	0	0	1.75	1.92	2.75	1.95	1.38	0
# homeless at admission	0	0	0	20	10	10	21	0
# of elderly program participants (>62)	0	0	106	148	1	138	9	0
# of disabled families	0	0	104	369	3	329	37	0
# of families requesting accessibility features	0	0	5	0	0	0	0	0
# of HIV/AIDS program participants	0	0	0	0	0	0	0	0
# of DV victims	0	0	0	0	0	0	0	0

Data Source: PIC (PIH Information Center), and Appleton Housing Authority

Race of Residents

Race of Public Housing Residents by Program Type (Table 25)

	Program Type								
	Certificate	Mod/Rehab	Public Housing	Vouchers					
				Total	Project-Based	Tenant-Based	Special Purpose Voucher		
							Veterans Affairs Supportive Housing	Family Unification Program	Disabled*
White	0	0	186	464	7	421	36	0	0
Black/African American	0	0	10	128	1	117	10	0	0
Asian	0	0	10	21	0	21	0	0	0
American Indian/Alaska Native	0	0	3	14	0	13	1	0	0
Pacific Islander	0	0	0	6	0	6	0	0	0
Other	0	0	0	4	0	4	0	0	0

*includes non-elderly disabled, mainstream one-year, mainstream five-year, and nursing home transition

Data Source: PIC (PIH Information Center), and Appleton Housing Authority

Ethnicity of Residents

Ethnicity of Public Housing Residents by Program Type (Table 26)

	Program Type								
	Certificate	Mod/Rehab	Public Housing	Vouchers					
				Total	Project-Based	Tenant-Based	Special Purpose Voucher		
							Veterans Affairs Supportive Housing	Family Unification Program	Disabled*
Hispanic	0	2	31	0	31	0	0	0	0

Non Hispanic	0	0	207	590	8	535	47	0	0
<i>*includes non-elderly disabled, mainstream one-year, mainstream five-year, and nursing home transition</i>									

Data Source: PIC (PIH Information Center), and Appleton Housing Authority

Section 504 Needs Assessment: Describe the needs of public housing tenants and applicants on the waiting list for accessible units:

The Appleton Housing Authority (AHA) has 1,226 families on its voucher waiting list, of which 367 have a disability. There are 85 elderly applicants and 159 near-elderly applicants (ages 55 to 62) that may also benefit from an accessible unit.

The AHA has 209 units of public housing stock, which includes Oneida Heights- a 153-unit complex that provides affordable housing units for persons that are either elderly or disabled.

Persons with disabilities have a wide variety of needs other than accessible housing that must be met in order to remain living independently, including a stable source of income, access to appropriate medical services, personal care attendants, access to nutritional foods, affordable medications, medication management, accessible transportation, access to the internet, access to cell phone services, and access to socialization activities.

Most immediate needs of residents of Public Housing and Housing Choice Voucher holders

Since these families are housed, the most immediate needs are financial stability, food security, access to medical care, access to affordable child care, and access to reliable transportation. Many residents also struggle with paying utility bills, so energy efficient housing modification are always a need.

How do these needs compare to the housing needs of the population at large

The needs of the AHA residents and voucher holders directly correlates with the economic position of the City of Appleton’s population at large. The higher level of family income translates to a reduction of these needs. Lower income families and individuals experience the same needs as those families with incomes that are extremely low (>30 percent AMI), very low (>50 percent AMI), and low (>80 percent AMI). The Appleton Housing Authority often experiences a high demand for one and two-bedroom units that exceed the availability in the Fox Cities region.

NA-40 Homeless Needs Assessment- 91.205(c)

Introduction

Populations that experience homelessness in the City of Appleton include:

- Single Adults;
- Families with Children;
- Veterans;
- Chronically Homeless;
- Youth

Single Adults

Single adults are the largest group experiencing homelessness in the Fox Cities. Homelessness among single adults with an income is often due to being unable to secure affordable, available housing. A temporary financial or life crisis, such as losing a job, the end of a relationship, death of a partner, or health emergency, can result in a loss of housing and homelessness. The experience of homelessness for this population is most often brief and non-recurring.

Families with Children

Families experiencing homelessness are similar to other families that are also low income, but have housing. Both may struggle with incomes that are far less than they need to pay for housing. Homelessness is often a result of a lost job or work hours, conflict with family members they are staying with, an unanticipated bill or violence within the home, which causes the family to seek help. Homelessness can have a tremendous impact on children, particularly on their health, sense of safety, and overall development.

Veterans

Like civilians, veterans must navigate the lack of affordable housing and economic hardship that the population at large faces, but in addition to the challenges triggered by military service. Veterans often face invisible wounds of war, including traumatic brain injuries and post-traumatic stress disorder, both of which correlate with homelessness.

Chronic

Individuals and families experiencing chronic homelessness typically have complex and long-term health conditions, such as mental illness, substance use disorders, physical disabilities, or other medical conditions. Once experiencing homelessness, it is difficult for them to maintain their housing solution and as a result can experience long and repeated episodes of homelessness.

Youth

Youth homelessness in the Fox Cities area is often hidden. Many homeless youth and young adults have experienced significant trauma before and after becoming homeless and are particularly vulnerable. This population often have rooted family conflict and have economic circumstances including poverty, housing insecurity, racial disparities, mental health and substance use disorders. Youth who identify as lesbian, gay, bisexual, transgender, and questioning (LGBTQ), are pregnant or parenting, have special needs or disabilities, and are of color are also more likely to experience homelessness.

The numbers illustrated in the tables below indicate that there is a higher need in the Fox Cities for smaller-sized affordable housing units than for families with children, which supports concerns expressed during many agency interviews.

Homeless Needs Assessment (Table 27)

Population	Estimate the # of persons experiencing homelessness on a given night		Estimate the # experiencing homelessness each year	Estimate the # becoming homeless each year	Estimate the # exiting homelessness each year	Estimate the # of days persons experience homelessness
	Sheltered	Unsheltered				
Persons in Households with Adult(s) and Child(ren)	75	4	1150	577	251	314

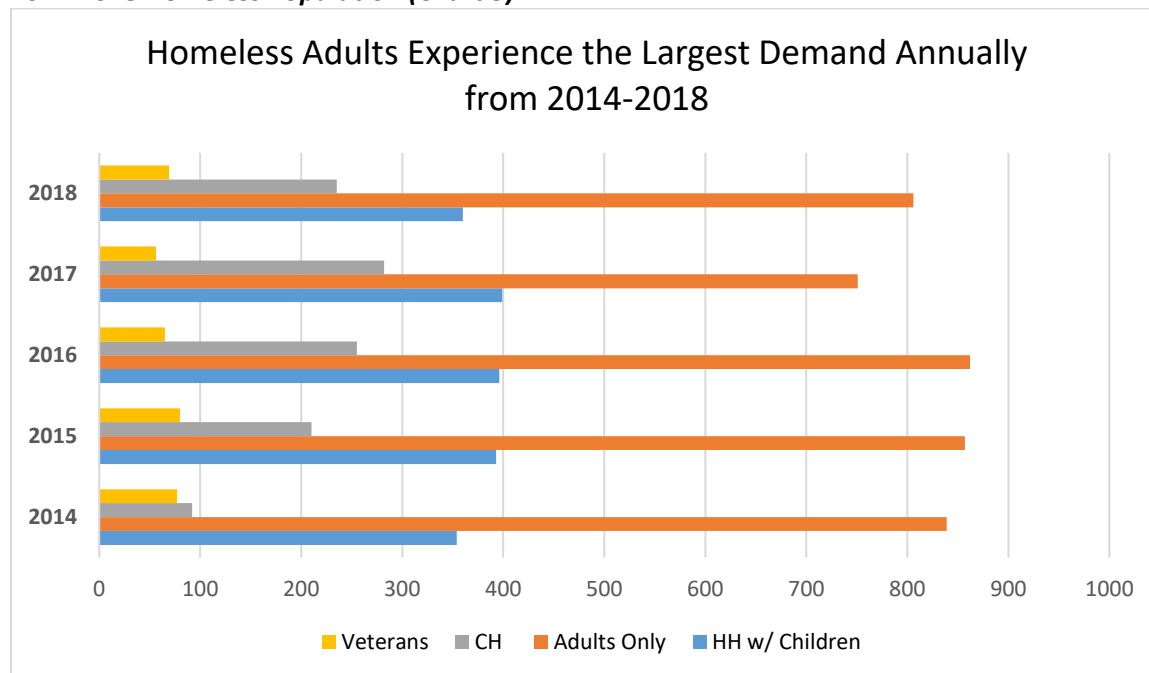
Persons in Households with Only Children	0	0	0	0	0	0
Persons in Households with Only Adults	113	9	806	385	101	149
Chronically Homeless Individuals	16	9	154	19	25	365
Chronically Homeless Families	4	0	81	10	49	144
Veterans	14	0	69	37	9	73
Unaccompanied Child	0	0	98	56	41	0
Persons with HIV	0	0	10	3	2	455

Data Source: Institute for Community Alliances (ICA), the Homeless Management Information System administrator. Estimates for the persons in households with only children were not available; The estimates for number of persons experiencing homelessness on a given night are from the 2019 aggregate totals of Point in Time counts. All other data is aggregated from 2018 data.

Nature and Extent of Homelessness

By the end of September 2019, there were 160 persons classified as “literally” homeless, of which 138, or 86 percent, were single adults. Of the 138 single adults, 13 were classified as “single veterans”. This data illustrates the need for emergency shelter and transitional housing with supportive services for 138 individuals experiencing homelessness. While homelessness among households with children has remained generally constant and homelessness among veteran households has steadily increased, homelessness among adult only households has been nearly double the other populations for the last five years, as charted below in Table 27.

2014-2018 Homeless Population (Chart 3)



Data Source: Institute for Community Alliances (ICA), the Homeless Management Information System administrator provided aggregate population information from 2014, 2015, 2016, 2017, and 2018.

Literally Homeless (Table 28)

Race:	Sheltered:	Unsheltered (optional):
White	684	

Black/African American	225	
Asian	20	
American Indian/Alaska Native	33	
Pacific Islander	3	
Multiple Races	54	
Data Not Available	10	
Ethnicity:	Sheltered:	Unsheltered (optional):
Hispanic	85	
Non Hispanic	929	
Data Not Available	5	

Data Source: Institute for Community Alliances (ICA), the Homeless Management Information System administrator provided sheltered information from aggregate 2018. Sheltered is defined by HUD as residing in emergency shelter and transitional housing.

Estimate the number and type of families in need of housing assistance for families with children and families of veterans

As shown in the Homeless Needs Assessment table [above], the estimated number of families with children experiencing homelessness each year in the area that makes up the Fox Cities Continuum of Care is 1,150. The estimated number becoming homeless is 577, while the estimated number of families exiting homelessness each year is 251. The difference between the estimates of those becoming homeless and those exiting homeless indicates that the Fox Cities continuum of care is struggling to make gains in permanently housing families with children, as more are becoming homeless than exiting homelessness.

The estimated number of veterans experiencing homelessness each year is 69. The estimated number becoming homeless is 37, with only approximately nine exiting homelessness. The difference between veterans becoming homeless and those exiting homelessness illustrates, again, a negative outcome for the Fox Cities Housing Coalition.

Describe the Nature and Extent of Homelessness by Racial and Ethnic Group

According to 2018 local data, just over two percent of the City of Appleton's population identified their race as Black/African American. The aggregate 2018 data shown in the table above indicates that 22 percent of the homeless population sheltered identified as Black/African American. The 20 percent difference between the data presented for overall population and homeless sheltered suggest that a disproportionate number of Black/African American individuals are affected by homelessness in the City of Appleton. However, the majority of individuals and households experiencing homelessness in the City of Appleton identify as white only (62 percent), and non-Hispanic (84 percent).

Describe the Nature and Extent of Unsheltered and Sheltered Homelessness.

As shown in the Homeless Needs Assessment table [above], the aggregated data from the January and July 2019 Point in Time counts indicates that approximately seven percent of the homeless population in the Fox Cities was unsheltered. Of the 13 total unsheltered households reported, four were households with children, nine were households with adults only- further identified as chronically homeless individuals.

Of the 175 sheltered households identified, 75 were households with children and 113 were households with adults only.

NA-45 Non-Homeless Special Needs Assessment- 91.205(b, d)

Introduction

The non-homeless special needs assessment evaluates both the housing and supportive services needs of members of the community that have special needs. Special needs populations may include, but are not limited to the elderly, persons living with mental, physical and/or developmental disabilities, persons experiencing alcohol or other substance abuse addictions, and victims of domestic violence, dating violence, sexual assault or stalking.

Describe the characteristics of special needs populations in your community

Defining the special needs population in the City of Appleton is a result of several consultations and interviews with service-providing organizations in the community. The most prevalent characteristics of this population are:

- Persons affected by mental, physical, and/or developmental disabilities;
- Persons struggling with substance abuse; and
- Elderly persons/households that are in need of an array of supportive services

According to local data, the estimated number of households in the City of Appleton with a disability is 6,159 or 21.4 percent of the total noninstitutionalized population. Institutionalized populations include correctional institutions, nursing homes and other institutions that house persons with a disability. Affordable and accessible housing options for people with disabilities include Oneida Heights, Randall Court Apartments, GlenPark Apartments, Pillar's Ascend apartments, Pillar's WireWorks apartments, Riverwalk Place, and John Fischer Manor.

What are the housing supportive service needs of these populations and how are these needs determined?

During consultation with the various organizations of the community that provide services, the most common needs for non-homeless special populations include:

Transportation- specifically affordability and availability for those that cannot afford to own a vehicle or are not physically capable of transporting themselves. The City of Appleton's Valley Transit has responded to the needs of the community in recent years with additional routes and extended operation times; however, a gap still exists.

Mental Health Services- In addition to being the most predominantly identified need by community agencies, 56 percent of respondents to the Community-Wide Needs Survey indicated that access to health services was very important. This includes access to qualified professionals, insurance and/or financial capacity to receive continuous services, and extended care.

Discharge Services- The other predominant need identified was discharge planning for individuals returning from mental/physical health institutions and Department of Justice institutions. There are currently no facilities or resources available to this demographic.

Housing- specifically accessibility, affordability, and attainability. The City of Appleton rental market has been very limited over the past 12 months, making it even more difficult for the

special needs population to attain housing units. Furthermore, due to the competitive market, costs associated with renting are inflated. For current homeowners- particularly the elderly- affordability plays a factor as the unit ages and deteriorates, hindering their ability to rehabilitate the unit or make it accessible.

NA-50- Non-Housing Community Development Needs- 91.215(f)

Describe the jurisdiction’s need for Public Facilities

Respondents to the Community-Wide Needs Survey, when asked about the importance of funding community development activities, ranked the importance of public facility improvements much lower than other activities such as infrastructure improvements and economic development. Respondents to the Stakeholders Survey ranked public facility improvements as the least important community development activity, and further ranked community development activities as least important compared to housing and public service activities.

Over 65 percent of stakeholders responded that the need for neighborhood improvements must increase over the next five years, while 52 percent of stakeholders indicated that public facility activities should remain the same. Over 50 percent of the Community-Wide Needs Survey respondents expressed that the condition of parks and other public spaces are in the same condition as five years ago, and 75 percent indicated that the number of places for children to play was “about right.”

During agency interviews, several representatives raised concerns regarding the need to develop specific public facilities, including a youth shelter, a shelter for individuals discharged from institutional settings, and mental health facilities.

How were these needs determined?

In addition to the Community-Wide Needs Survey and the Stakeholder Survey, the need for public facilities was discussed during multiple agency interviews during the development of this Plan.

Describe the jurisdiction’s need for Public Improvements

Maintaining the quality of the City of Appleton’s infrastructure while experiencing federal and state funding decreases has proven difficult. Because infrastructure activities are general high-cost projects, funding them through the CDBG program has not been considered a high priority in the past. However, 76 percent of respondents to the Community-Wide Needs Survey indicated that the repair or replacement of streets, sidewalks and/or infrastructure is very important in the next five years. Over 55 percent of respondents further went on to express that the condition of streets and sidewalks is worse off than five years ago.

Unfortunately, due to the budget constraints, street repair and replacement has been so delayed that the materials are expected to last double the normal life cycle. Considering the high priority response to improve infrastructure needs in the community, continued budgetary constraints may require the City of Appleton to consider utilizing CDBG funding for small street projects in low and moderate-income areas.

How were these needs determined?

In addition to the Community-Wide Needs Survey and the Stakeholder Survey, the City of Appleton's Director of Public Works was interviewed to gauge perspective on the types of capital improvements needed throughout the community. The City's Capital Improvement Plan and Five-Year Paving Plan were referenced to determine which projects may be eligible for CDBG funding in the next five years.

Describe the jurisdiction's need for Public Services

According to the Community-Wide Needs Survey, 57 percent of the respondents indicated that alcohol and other substance abuse services are very important and availability must increase in the next five years. Additionally, in the Stakeholders Survey, nearly 66 percent of respondents stated that health services must increase over the next five years. In almost every interview conducted with community agencies during the development of this Plan, mental health and substance abuse services were mentioned as the highest needs in the community. These services include the financial support to pay for the services, the increased availability of the services, and the accessibility to the services.

While not statistically supported through either survey, another concern expressed during every interview with community agencies was the need for improved public transportation. Affordable fares, accessible locations, and inclusive routes all impact the need for improvement with transportation services.

How were these needs determined?

In addition to the Community-Wide Needs Survey and the Stakeholder Survey, various agencies that provide a spectrum of services to low and moderate-income citizens in the community were interviewed.

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview

The primary challenge to creating and preserving affordable housing in the City of Appleton is that household income is failing to keep up with rising housing costs. The increase in housing costs is driven by supply and demand, which is impacted by interest rates, price of materials, demographic changes within the market, land values, regulatory costs, and labor costs. The Market Analysis section of this Plan helps illustrate the environment in which the City of Appleton and its subrecipient agencies will be carrying out CDBG-eligible activities. The characteristics of the following areas will be examined:

- the housing market;
- public and assisted housing;
- housing with lead-based paint hazards;
- facilities and services for homeless persons and special needs persons; and
- barriers to affordable housing

There are approximately 30,665 occupied housing units within the City of Appleton. The City of Appleton has 33.5 percent renter-occupied households and 61.3 percent are owner-occupied. Over 19 percent of the residential structures in the City of Appleton were built prior to 1978.

The number of detached single-family residential building permits issued has decreased from 56 in 2016 to 50 in 2018, while the estimated value of homes for which permits were issued increased from \$321,943 in 2016 to \$333,671 in 2018. Local builders have indicated that significant increases in the cost of materials, labor, and regulatory requirements have driven new construction prices up 12-15 percent over the last two years.

Per a Comprehensive Housing Market Study, conducted by the US Department of Housing and Urban Development Office of Policy Development and Research, the sales housing market in the Fox Cities Housing Market Area (HMA), which consists of Calumet, Outagamie, and Winnebago counties, is a seller's market- which means that there are more people seeking to buy than there are homes available- with an estimated one percent vacancy rate. During the forecast period- which spans September 1, 2017, through September 1, 2020- demand is estimated for 3,450 new homes. In August 2019, the median list price of homes in the City of Appleton was \$209,500, trending up five percent year over year. The median listing price per square foot was \$105, and the median sale price was \$197,300. On average, homes in the City of Appleton sell after 59 days on the market, which went up from July 2019 and flat from 2018.

The rental housing market in the housing market area is tight, with an estimated vacancy rate of five percent. During the forecast period, demand is estimated for 2,050 new market-rate rental units. The addition of the following developments satisfy some of the demand:

- Woolen Mill Lofts (60 units) is a mix of market rate and restricted income housing that was converted from a vacant, century-old woolen mill.

- RiverHeath is a multi-phase development located on the Fox River. The first phase, Evergreen, includes 41 housing units. A second residential building, Prairie, was constructed in 2016. The largest building to date broke ground in 2018; “The Willows” will have 110 residential units and 23,000 square feet of commercial and retail space. Design elements include innovative storm water management systems, geothermal heating and cooling using the energy from the river, efficient appliances, and community gardens.
- Union Square is a 53-unit, income restricted apartment development located near downtown Appleton.
- Eagle Flats (124 units) development is a multiphase development located just south of Appleton’s downtown. The already constructed first phase includes The Landing apartments-54 restricted-income units- and Riverwalk Place- 70 affordable senior housing units. Future phases will include additional mixed-use development and riverfront amenities.

Additionally, future developments- such as those listed below- will also contribute to the demand:

- Crescent Lofts is a WHEDA tax credit and Historic Tax Credit project and will include 69 total units (58 low to moderate-income apartments and 11 market rate). It is anticipated that this project will be complete by July 2021.
- Avant Apartments will consist of 33 market rate units that are expected to be available for occupancy September 2020.
- Gabriel Lofts will add 21 market rate units by spring 2020.
- 800 Block West College anticipates 20 market rate units above first floor commercial space available to the public near Winter 2020
- Tadych Development will consist of 28 market rate units going online sometime in 2020.
- Zuelke Building will add 10 market rates units to be brought online no later than the end of 2020.

MA-10 Number of Housing Units- 91.210(a) & (b)(2)

Introduction

In general, there are housing options in the City of Appleton suitable for families and individuals with a variety of needs. Interviews with multiple agencies revealed that:

- There is a shortage of 1-2 bedroom rental units for households in need of supportive services;
- Construction of new small homes is difficult due to development costs of new subdivisions;

- Appleton’s growth area is limited due to boundary agreements with surrounding municipalities, and the subdivisions that exist in the newly developing areas of Appleton consist of medium to large lots that are not conducive to the construction of smaller-sized homes

Residential Properties by Unit Number (Table 29)

Property Type	Number	%
1-unit detached structure	20,450	68%
1-unit, attached structure	1,410	5%
2-4 units	3,255	11%
5-19 units	3,180	11%
20 or more units	1,710	6%
Mobile Home, boat, RV, van, etc	160	1%
Total	30,165	100%

Data Source: 2011-2015 ACS

Unit Size by Tenure (Table 30)

	Owners		Renters	
	Number	%	Number	%
No Bedroom	23	0%	140	2%
1 Bedroom	270	1%	2,485	27%
2 Bedroom	3,165	17%	4,790	52%
3 or more Bedrooms	15,690	82%	1,885	20%
Total	19,148	100%	9,300	101%

Data Source: 2011-2015 ACS

Describe the number and targeting (income level/type of family served) of units assisted with federal, state, and local programs

The Appleton Housing Authority provides a total of 594 vouchers for several types of programs (as detailed in Table 22), and 209 units of public housing.

The Housing Inventory Chart (HIC), a monthly compilation of housing available through the Fox Cities Housing Coalition (FCHC), lists the following units for qualifying individuals and families:

Emergency Shelter for homeless individuals and families (137 units total)

- 37 domestic violence victim units;
- 60 units for individuals only;
- 40 units for individuals and families

Permanent Supportive Housing for homeless individuals and families (28 units total)

- 26 units for individuals only;
- 2 units for families;

Rapid Re-Housing for homeless individuals and families (10 units total)

- 10 units for individuals or families

Provide an assessment of units expected to be lost from the affordable housing inventory for any reason, such as expiration of Section 8 contracts

No units are expected to be lost from the affordable housing inventory. In fact, the inventory is anticipated to expand due to additional secured grants.

Does the availability of housing units meet the needs of the population?

Overall, housing units available in Appleton meet the needs of the population. There are specific segments of the population whose housing needs are not being met, particularly individuals with special needs that may need additional supportive services.

Describe the need for specific types of housing

During several interviews with community agencies, the need for smaller one and two-bedroom rental units was expressed. Single individuals and smaller families have had problems finding smaller rental units within their affordability range, forcing them to over-house or become housing cost burdened.

The need for more transitional and permanent supportive housing units was also expressed as a high need. These particular units are accompanied with the provision of services, which aid individuals and families in making the transition from dependence of supportive services to independent living situations.

MA-15 Housing Market Analysis: Cost of Housing- 91.210(a)

Introduction

Analysis of data provided in this section indicates that those families and individuals in the lowest income category (30 percent HUD Area Median Family Income (HAMFI)) and those looking for a rental unit with one to two bedrooms, face a housing shortage in the City of Appleton.

Cost of Housing (Table 31)

	Base Year: 2009	Most Recent Year: 2015	% Change
Median Home Value	136,000	137,500	1%
Median Contract Rent	504	572	13%

Data Source: 2005-2009 ACS (Base Year), 2011-2015 ACS (Most Recent Year)

Rent Paid (Table 32)

Rent Paid	Number	%
Less than \$500	3,084	33.2%
\$500-999	5,575	59.9%
\$1,000-1,499	415	4.5%
\$1,500-1,999	133	1.4%
\$2,000 or more	84	0.9%
Total	9,291	99.9%

Data Source: 2011-2015 ACS

Housing Affordability (Table 33)

% Units affordable to Households earning	Renter	Owner
30% HAMFI	625	No Data
50% HAMFI	3,695	2,140
80% HAMFI	6,585	6,194
100% HAMFI	No Data	8,522

Data Source: 2011-2015 ACS

Monthly Rent (Table 34)

Monthly Rent (\$)	Efficiency (no bedroom)	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom
Fair Market Rent	\$566	\$598	\$774	\$1,104	\$1,107
High HOME Rent	\$566	\$598	\$774	\$1,104	\$1,107
Low HOME Rent	\$566	\$598	\$774	\$1,090	\$1,107

Data Source: 2019 HOME Rents

Is there sufficient housing for households at all income levels?

According to Table 6, in the Needs Assessment section of this Plan, the total number of households in the City of Appleton under the 0-30 percent HUD Area Median Family Income (HAMFI) category is 3,525. When comparing that total to the number of rental units available under the 30 percent HAMFI (625), per Table 33 above, it appears there is a severe lack of housing available to households at this income level. When comparing the number of households in other income categories to available housing, the numbers are much more equitable and do not indicate quite a severe shortage of units.

How is affordability of housing likely to change considering changes to home values and/or rents?

The City of Appleton has seen unprecedented growth in home prices. The median sale price of single-family homes, as tracked by the Assessor's office, rose by seven percent during 2018 to \$167,000. The Standard and Poor's Case-Shiller Index, a widely-accepted index based on repeat sales of single-family homes, increased by six percent for the Appleton Metropolitan area in 2018. In contrast, Wisconsin personal income only grew by just under four percent in 2018, per the Wisconsin Department of Revenue, Division of Research and Policy.

Recent evidence suggests that this trend will continue. The 2019 median home price in the City of Appleton, as measured by the Assessor's office, has already increased by eight percent through June 30, hinting at a record increase for the year. Buyer demand will likely not slow any time soon due to continued low interest rates, perceived job security, and rising apartment rents. HUD Fair Market rents increased to five and a half percent from 2018 to 2019, also outpacing personal income. This suggests that housing affordability will continue to be a challenge within the City of Appleton.

How do HOME rents/Fair Market Rent compare to Area Median Rent? How might this impact your strategy to produce or preserve affordable housing?

Area median rent is \$572, compared to \$598 for fair market rent, and both high and low HOME rent for a one-bedroom unit. Area median rent is defined as the total median of half of the rents that are above \$572, and half of the rents below \$572. Although area median rent does

not specify the unit size, because the City of Appleton’s median rent is \$26 less than fair market HOME rents for a one-bedroom, conclusions could be drawn that:

- 1) A large percentage of rentals in the City of Appleton are one and two-bedroom units;
- 2) The rent being charged is close to fair market value, but not necessarily affordable;
- 3) Although the rental market is mostly smaller bedroom units, due to the current demand, there may be a need for more rentals comprised of one and two bedrooms.

These conclusions are supported by input from various agencies that were interviewed during the development of this Plan. Encouraging developers [interested in constructing new, affordable housing] to incorporate more one and two bedroom sized units would be helpful in accommodating the need for smaller rental units.

MA-20 Market Analysis: Condition of Housing- 91.210(a)

Introduction

The condition of housing in the City of Appleton can be assessed as relatively good considering over 65 percent of the housing units were built before 1980. However, because 40 percent of renter-occupied units report at least one housing problem, the condition of rental units is an area of concern. Also, due to the age of 65 percent of the housing units, remediation of lead hazards must also be addressed.

While data regarding the total number of vacant and abandoned units in the City of Appleton was not available, maintenance issues associated with these types of properties are managed by the City of Appleton’s Inspection Division.

Definitions

Describe the jurisdiction’s definition for “substandard condition” and “substandard condition but suitable for rehabilitation”.

The City of Appleton has adopted the State building code and existing buildings regulations, according to the Wisconsin Administrative Code, SPS Chapters 330-366.

The City of Appleton’s Municipal Code defines the maintenance of buildings in Section 4-1, and states “Maintenance of buildings: All buildings and structures and all parts thereof, both existing and new, shall be maintained in a safe and sanitary condition. All service equipment, means of egress, devices and safeguards which are required by this chapter in a building or which were required by a previous statute in a building when erected, altered or repaired shall be maintained in good working order.”

The Municipal Code also defines unsafe conditions in Section 4-181, stating “Right of condemnation: All building or structures that are or become unsafe, unsanitary or deficient in adequate exit facilities, which constitute a fire hazard or are otherwise dangerous to human life or the public welfare, or which are detrimental to public health, safety and welfare by reason of illegal or improper use, occupancy or maintenance, shall be deemed unsafe buildings or

structures.” “A vacant building, unguarded or open at a door or window, shall be deemed a fire hazard and unsafe within the meaning of this section.”

The City of Appleton’s Municipal Code allows for the rehabilitation of buildings in Section 4-184, “Restoration of building: If the damage or cost of reconstruction or restoration is in excess of 50 percent of its fair market value, exclusive of foundations, such building shall be made to comply in all aspects with the requirements for materials and methods of construction of new buildings.”

Condition of Units (Table 35)

Condition of Units	Owner-Occupied		Renter-Occupied	
	Number	%	Number	%
With one selected Condition	3,980	21%	3,420	37%
With two selected Conditions	95	1%	165	2%
With three selected Conditions	0	0%	55	1%
With four selected Conditions	0	0%	0	0%
No selected Conditions	15,075	79%	5,665	61%
Total	19,150	101%	9,305	101%

Data Source: 2011-2015 ACS

Year Unit Built (Table 36)

Year Unit Built	Owner-Occupied		Renter-Occupied	
	Number	%	Number	%
2000 or later	1,890	10%	765	8%
1980-1999	4,245	22%	2,425	26%
1950-1979	7,855	41%	3,910	42%
Before 1950	5,155	27%	2,205	24%
Total	19,145	100%	9,305	100%

Data Source: 2011-2015 CHAS

Risk of Lead-Based Paint Hazard (Table 37)

Risk of Lead-Based Paint Hazard	Owner-Occupied		Renter-Occupied	
	Number	%	Number	%
Total Number of Units Built Before 1980	13,010	68%	6,115	66%
Housing Units Built Before 1980 with children present	1,584	8%	1,059	11%

Data Source: 2011-2015 ACS (Total Units); 2011-2015 CHAS (Units with Children Present)

Vacant Units (Table 38)

	Suitable for Rehabilitation	Not Suitable for Rehabilitation	Total
Vacant Units	0	0	0
Abandoned Vacant Units	0	0	0
REO Properties	0	0	0
Abandoned REO Properties	0	0	0

*Data Not Available

Need for Owner and Rental Rehabilitation

Data provided in the Condition of Units table (Table 35), above, indicates that 21 percent of owner-occupied homes and 37 percent of rental housing have at least one condition defined as a housing problem. Those conditions include:

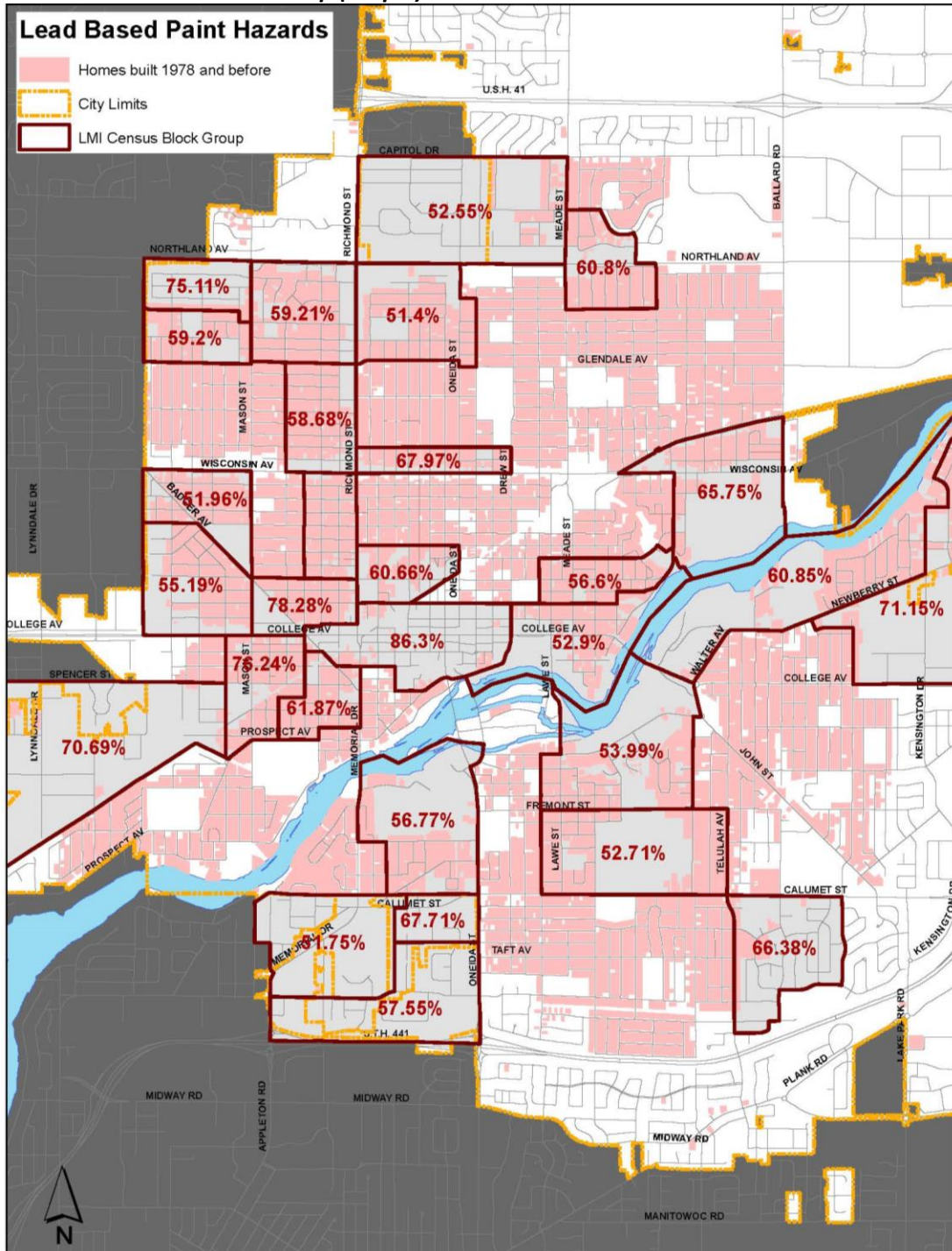
- 1) lacking complete plumbing facilities;
- 2) lacking complete kitchen facilities;
- 3) more than one person per room; and
- 4) cost burden being greater than 30 percent.

Sixty-eight percent of owner-occupied and 66 percent of renter-occupied housing were built pre-1980, which means that lead hazards could be present. Because well over half of the housing units in the City of Appleton were built pre-1980, housing problems likely will increase as the housing stock ages.

Estimate Number of Housing Units Occupied by Low or Moderate Income Families with LBP Hazards

Approximately 6,247 housing units were built in 1978 or earlier and are located in HUD-designated low and moderate-income (LMI) block groups. The below map, "Lead Based Paint Hazards," indicates the residential structures built pre-1978 and shows that the disbursement of these houses within the City of Appleton's identified LMI block groups.

Lead Based Paint Hazards Map (Map 1)



Data Source: City of Appleton ESRI reporting system

MA-25 Public and Assisted Housing- 91.210(b)

Introduction

Public housing, available through the Appleton Housing Authority, includes Oneida Heights- a 153-unit apartment building near downtown Appleton- and 56 scattered site units. The Appleton Housing

Authority also has 594 Housing Choice Vouchers and 47 vouchers for Veterans Affairs Supportive Housing. As of August 1, 2019, there were 1,226 applicants on the Housing Choice Voucher waiting list.

Total Number of Units by Program Type (Table 39)

	Program Type								
	Certificate	Mod/ Rehab	Public Housing	Total	Project-Based	Tenant-Based	Vouchers		
							Veterans Affairs Supportive Housing	Family Unification Program	Disabled*
# of units vouchers in use	0	0	209	594	8	539	47	0	0

**includes non-elderly disabled, mainstream one-year, mainstream five-year, and nursing home transition*

Data Source: PIC (PIH Information Center), and Appleton Housing Authority

Describe the supply of public housing developments:

Describe the number and physical condition of public housing units in the jurisdiction, including those that are participating in an approved Public Housing Agency Plan

The public housing available in the City of Appleton consists of Oneida Heights housing development and scattered site units. Oneida Heights is a 153-unit apartment building for seniors located near downtown Appleton. While the building is well-maintained, it is an aging facility in need of several upgrades. The 69 scattered site units are comprised of one and two unit homes, and one four-plex. The units are well-maintained by the Housing Authority and are considered in good condition.

Public Housing Condition (Table 40)

Public Housing Development	Average Inspection Score
Appleton Housing Authority	88

Data Source: This score is from 2019 and is the most recent score available.

Describe the restoration and revitalization needs of public housing units in the jurisdiction

The Oneida Heights senior apartment complex is an aging building, and while it is well maintained, renovations and upgrades need to be completed on a continuous basis, as funding allows ensuring the good condition of the facility.

Describe the public housing agency’s strategy for improving the living environment of low- and moderate-income families residing in public housing

The Appleton Housing Authority has a strong focus on promoting family self-sufficiency. The AHA employs one full-time Family Self-Sufficiency Coordinator, and offers a wide variety of resources including: case management, life skills, mentoring, career counseling, child care assistance, health services, continuing education, financial incentives, transportation, job training, support groups, and workshops. Other community partnerships include programming with the Fox Valley Technical College.

MA-30 Homeless Facilities and Services- 91.210(c)

Introduction

Three facilities in the Fox Cities area provide shelter for individuals and families experiencing homelessness- Pillars Adult Shelter, Pillars Adult and Family Shelter, and Harbor House Domestic Violence Shelter. While Harbor House specifically shelters and provides services for victims of domestic abuse, sexual assault, trafficking and stalking, the Adult Shelter provides shelter and services specifically to single individuals experiencing homelessness, and the Adult and Family Shelter provides shelter and services to men, women, and children experiencing homelessness. In addition to shelter, clients are provided with personal care items and meals to meet their basic needs. Through Pillars Adult Shelter and Pillars Adult and Family Shelter, up to 140 people can receive services.

Facilities and housing Targeted to Homeless Households (Table 41)

	Emergency Shelter Beds		Transitional Housing Beds	Permanent Supportive Housing Beds	
	Year Round Beds (Current & New)	Voucher/Seasonal/ Overflow Beds	Current & New	Current & New	Under Development
Households with Adult(s) and Child(ren)	148	0	0	0	0
Households with Adults only	60	0	0	0	0
Chronically Homeless Households	0	0	0	0	0
Veterans	0	0	0	0	0
Unaccompanied Youth	0	0	0	0	0

Data Source: Data provided by local Continuum of Care Coordinated Entry Specialist

Describe mainstream services, such as health, mental health, and employment services to the extent those services are used to complement services targeted to homeless persons

The Fox Cities Housing Coalition, of which the City of Appleton is an active member, is comprised of 32 member agencies that provide various mainstream services that complement services targeted to individuals and families experiencing homelessness. Such services include, but are not limited to:

- temporary assistance for needy families (TANF)
- runaway and homeless youth programs
- head start programs & child care
- housing and services funded through the Department of Justice resources
- housing and service programs funded through Health and Human Service resources
- mental health services
- substance abuse services
- disability advocacy and services
- domestic violence advocacy and services
- employment assistance
- healthcare
- job training & education
- legal services
- case management/life skills
- budgeting

- literacy
- transportation

List and describe services and facilities that meet the needs of homeless persons, particularly chronic homeless individuals and families, families with children, veterans, and their families, and unaccompanied youth. If the services and facilities are listed on screen SP-40 Institutional Delivery Structure or screen MA-35 Special Needs Facilities and Services, describe how these facilities and services specifically address the needs of these populations.

Harbor House Domestic Abuse Shelter provides more than a safe shelter to women and children experiencing domestic abuse; if needed, food, clothing, personal care items, and other basic needs are also provided to clients. Both shelter residents and nonresidents are encouraged to meet with an advocate to develop a safety plan and get connected to additional services that move them beyond basic safety and towards a life of self-sufficiency and personal empowerment.

Pillars Adult and Family Shelter provides safe and secure short-term shelter for men, women, and families. The Shelter also provides basic needs such as meals, hygiene products, transportation assistance, and laundry and shower facilities. Client-centered case management is provided to Shelter residents as a means to assess barriers that are preventing employment, housing solutions, and connection to other services available in the community. Additional services available through the Shelter program include physical and mental health services, vocational skills assessment and training, legal services, and economic support.

Pillars Adult Shelter provides basic needs- shelter, food, clothing, safety- to adult individuals experiencing homelessness. Many of the Adult Shelter’s clients are experiencing chronic homelessness. While services are not directly offered through the Shelter, referrals and connections to mainstream resources are made to local resources.

MA-35 Special Needs Facilities and Services- 91.210(d)

Introduction

There are individuals in the City of Appleton that are not homeless, such as those returning from mental and physical health institutions, that require supportive housing and programs. Agencies that provide such services, to varying degrees, include: Riverview Gardens, COTS, Ryan Community, and the Salvation Army of the Fox Cities.

Including the elderly, frail elderly, persons with disabilities (mental, physical, developmental), persons with alcohol and other drug addictions, person with HIV/AIDS and their families, public housing residents, and any other categories the jurisdiction may specify, and describe their supportive housing needs

During interviews with multiple community organizations, the highest needs expressed for this population included rent assistance, intensive case management, and accessibility. Particularly for case management, an emphasis needs to be placed on mental health and substance abuse recovery. While accessibility assistance is especially in demand for elderly homeowners that cannot afford renovations allowing them to remain in their home as they age, overall accessibility to transportation services has proven challenging for the identified special needs population.

Describe programs for ensuring that persons returning from mental and physical health institutions receive appropriate supportive housing.

COTS maintains four temporary transitional shelter facilities in the City of Appleton for individuals that may include persons returning from mental and physical health institutions. Each client is required to participate in a Living Skills Program, which emphasizes basic living skills (including personal care), substance abuse recovery and relapse prevention, budgeting, employment, and decision making. Participants set individualized goals, and progress is reviewed often for the duration of residency. It has been proven that by focusing on these efforts, the likelihood of participants achieving self-sufficiency has increased, thus reducing the reliance on subsidized housing and supportive services.

Riverview Gardens ServiceWorks program creates opportunities for employment and self-sufficiency for individuals who are entering the community from incarceration. The program's job training model focuses on four principles of transferable work skills that help individuals obtain stable, permanent employment and build a support network.

Ryan Community is a residential halfway house for males, supervised by the Department of Corrections. Clients participate in programming for 90 to 120 days, receiving correctional counseling focused on the principles of thinking errors- Moral Reconciliation Therapy, relapse prevention, anger management/domestic violence, decision making, assertiveness, independent living skills, employment/vocational development, financial management, and weekly case management.

Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215€ with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e)

The City of Appleton's Homeowner Rehabilitation Loan Program provides low and moderate-income homeowners with no-interest, deferred payment loans to make necessary repairs and improvements to their homes, and will continue to be funded through the CDBG program. In addition, the Appleton Housing Authority will continue to be funded in support of their first-time homebuyer program, which also provides for rehabilitation of homes purchased by low and moderate-income persons.

The City of Appleton will always consider CDBG funding requests, submitted by community partner agencies, that propose activities and services that benefit the special needs population at a high priority. During the next year, the City of Appleton plans to provide funding to Rebuilding Together Fox Valley to assist individuals living independently through providing accessibility modifications to their homes. The City also plans to fund The Mooring Programs for public facility treatment rehabilitation and NAMI Fox Valley's Iris Place for public facility rehabilitation. The Mooring Programs provides residential treatment services for individuals struggling with substance abuse. NAMI Fox Valley's Iris Place offers a peer respite for individuals in the community living with mental health issues.

MA-40 Barriers to Affordable Housing- 91.210(e)

Negative Effects of Public Policies on Affordable Housing and Residential Investment

During a joint meeting of the Realtors Association of Northeast Wisconsin and the Valley Homebuilders Association, members expressed the following issues regarding the effects of public policies on affordable housing:

- Development standards, including infrastructure and storm water management, of new subdivisions drive up the costs of the lots making it difficult for developers to build truly affordable housing units;
- Current TID regulations limit how much and what can be done with residential development;
- Lot size requirements and building codes affect the cost of developing, maintaining, and improving affordable housing in the City of Appleton. In most instances of maintaining and renovating, the costs associated with bringing the home into code compliance ultimately make the home unaffordable.

MA-45 Non-Housing Community Development Assets- 91.215(f)

Introduction

This section describes the economic development environment that exists in the City of Appleton. The need for qualified, motivated employees was expressed as a challenge during several agency interviews.

Economic Development Market Analysis

Business Activity (Table 42)

Business By Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs less Workers %
Agriculture, Mining, Oil & Gas Extraction	211	1	1%	0%	-1%
Arts, Entertainment, Accommodations	3,817	4,820	11.8%	11.6%	0%
Construction	1,746	1,872	5.4%	4.5%	-1%
Education & Health Care Services	5,373	10,807	16.6%	25.9%	8%
Finance, Insurance, & Real Estate	2,630	6,947	8.1%	16.7%	8%
Information	697	1,210	2.2%	2.9%	-1%
Manufacturing	6,990	5,369	21.6%	12.9%	-8%
Other Services	1,428	1,572	4.4%	3.8%	-1%
Professional, Scientific, Management Services	2,657	2,835	8.2%	6.8%	-1%
Public Administration	0	0	0%	0%	0%
Retail Trade	4,010	4,488	12.4%	10.8%	-2%
Transportation & Warehousing	1,130	512	3.5%	1.2%	-2%
Wholesale Trade	1,639	1,222	5.1%	2.9%	-2%
Total	32,328	41,655	--	--	--

Data Source: 2011-2015 ACS (Workers), 2015 Longitudinal Employer-Household Dynamic (Jobs)

Labor Force (Table 43)

Total Population in the Civilian Labor Force	40,126
Civilian Employed Population 16 years and over	38,505
Unemployment Rate	4.04%
Unemployment Rate for Ages 16-24	11.57%
Unemployment Rate for Ages 25-65	2.71%

Data Source: 2011-2015 ACS

Occupations by Sector (Table 44)

Occupations by Sector	Number of People
Management, business & financial	8,285
Farming, fisheries & forestry occupations	1,685

Service	3,920
Sales & Office	9,860
Construction, extraction, maintenance & repair	2,395
Production, transportation, & material moving	2,545

Data Source: 2011-2015 ACS

Travel Time (Table 45)

Travel Time	Number	Percentage
<30 Minutes	31,195	85%
30-59 Minutes	4,725	13%
60 or more Minutes	890	2%
Total	36,810	100%

Data Source: 2011-2015 ACS

Education

Educational Attainment by Employment Status (Population 16 & Older)(Table 46)

Educational Attainment	In Labor Force		Not in Labor Force
	Civilian Employed	Unemployed	
Less than high school graduate	1,615	135	950
High school graduate (includes equivalency)	7,635	355	1,970
Some college or Associates degree	10,805	360	2,130
Bachelor's degree or higher	11,040	220	1,799

Data Source: 2011-2015 ACS

Educational Attainment by Age (Table 47)

	Age				
	18-24yrs	25-34yrs	35-44yrs	45-65yrs	65+yrs
Less than 9 th grade	65	159	340	625	420
9 th to 12 th grade, no diploma	845	610	565	399	543
High school graduate, GED, or alternative	2,405	2,568	2,135	5,250	3,565
Some college, no degree	3,120	2,745	1,860	3,945	1,579
Associate's degree	320	1,350	1,230	2,180	360
Bachelor's degree	485	2,560	2,205	4,394	1,314
Graduate or professional degree	0	550	1,115	2,250	920

Data Source: 2011-2015 ACS

Educational Attainment- Median Earnings in the Past 12 Months (Table 48)

Educational Attainment	Median Earnings in the Past 12 Months
Less than high school graduate	52,899
High school graduate (includes equivalency)	86,753
Some college or Associate's degree	107,883
Bachelor's degree	140,599
Graduate or professional degree	115,570

Data Source: 2011-2015 ACS

Based on the Business Activity table above, what are the major employment sectors within your jurisdiction?

The manufacturing sector is the largest employer, maintaining over 21 percent of workers in the City of Appleton, followed by the Education and Health Care Services sector with over 16 percent of workers.

Describe the workforce and infrastructure needs of the business community

As shown in the above tables, the unemployment rate for the City of Appleton is 4.04 percent, and while the rate for workers ages 25-65 is only 2.71 percent, the rate for workers ages 16-24 is more than four times that at 11.57 percent. The largest occupation by sector is Sales and Office- employing nearly 10,000 people- with the Management, Business, and Financial sector coming in second with just over 8,000 employees.

Table 45- Travel Time, would seem to indicate that employees live near their jobs, as 85 percent report a less than 30-minute commute. However, this may be due to the connectedness of the Fox Valley roadways, which enables many employees to live in outlying surrounding communities without requiring a commute greater than 30 minutes. Unfortunately, the workforce that depends on public transportation likely falls within the 15 percent of commuters that travel 30-60 minutes, as connectivity is still being modified and improved by incorporating additional routes and extended operating hours.

The educational attainment tables (Table 46, Table 47, and Table 48) support the conclusion that the potential for employment and higher earnings increases when an employee has achieved a higher degree of education. The highest occupations by sector- Sales and Office and Management, Business and Finance- also emphasize the need for a higher degree of education since many of the positions within those sectors require educational beyond high school.

Describe any major changes that may have an economic impact, such as planned local or regional public or private sector investments or initiatives that have affected or may affect job and business growth opportunities during the planning period. Describe any needs for workforce development, business support or infrastructure these changes may create.

In May 2019, the Outagamie County Board approved an additional half-percent county sales tax beyond the State of Wisconsin's five percent sales tax. Approximately a quarter of the tax is expected to be paid by individuals not living in Outagamie County, but who come to the area to eat, drink, and shop.

U.S. Venture, an energy company that distributes petroleum products, renewable fuels, tires, undercar parts and lubricants, is moving its world headquarters to a site located near the City of Appleton's downtown. The company plans to build an office tower for up to 400 employees, with room to expand up to 1,000 employees. As part of the project, the City of Appleton is building a new public parking ramp that will also serve workers at U.S. Venture.

The City of Appleton continues to implement changes from the 2016 Mobility Study, including realigning bridges and converting one-way streets back to two-way streets. Raised intersections for pedestrians and bike lanes are also expected to be part of future projects.

The City of Appleton and the Appleton Public Library continue to work with developer, Commercial Horizons, on a mixed-use phased project that would house a new library, approximately 175 apartments/condominiums, and a parking ramp.

How do the skills and education of the current workforce correspond to employment opportunities in the jurisdiction?

As indicated in *Table 42- Business Activity* and *Table 44- Occupations by Sector*, the major employment sector for the City of Appleton is manufacturing, and the leading occupations by sector are Sales and Office (34 percent) and Management (29 percent). The unemployment rate for workers ages 16-24 is over four times the rate for workers ages 25-65, and the unemployment rate for high school graduates is four percent lower than those that did not finish high school or an equivalent.

The educational attainment tables (Table 46, Table 47, and Table 48) illustrate that the highest percentage of persons with an Associate's or Bachelor's degree is within 45-65 years of age. Approximately 29 percent of persons ages 18-24 do not have a high school diploma or equivalent, however, the percentage drops to 21 percent for ages 25-34. While there is a higher percentage of 18-24 year olds who did not graduate high school, the lower percentage for this category under the 25-34 year old age group suggests that as the younger generation enters the workforce and is unsuccessful in retaining satisfactory employment or retaining employment at all, they may be returning to school to improve their opportunities. This speculation is further supported by the high percentage (42 percent) of 45-65 year olds who have an Associate's, Bachelor's, Graduate, or professional degree. During several interviews with community agencies and according to a Fox Cities LIFE (Leading Indicators For Excellence) study, local employers noted, "an emerging concern that the preparation and skills of the current workforce does not match well with the needs of employers."

Describe any current workforce training initiatives, including those supported by Workforce Investment Boards, community colleges, and other organizations. Describe how these efforts will support the jurisdiction's Consolidated Plan.

The Fox Cities Chamber of Commerce launched its newest talent initiative and certification program in October 2019. The Employee Friendly Workplace initiative and certification program focuses on encouraging the adoption of more employee friendly workplace practices and policies in the Fox Cities. These practices will help employers enhance work/life balance integration and successfully attract and retain the best employees in the region. The Employee Friendly Workplace Initiative is a collaborative effort between businesses and community organizations, with special partnering organizations that include United Way Fox Cities, Child Care Resource & Referral, and First Five Fox Valley. "The Fox Cities Chamber of Commerce is committed to helping employers attract and retain a highly talented workforce, which means we need to continue to develop innovative tools and programs that address the evolving demands of the tight labor market."

This initiative will support the City of Appleton's Consolidated Plan by offering a unique opportunity for regional employers to emphasize supportive work environments, reduce turnover, and promote positive company image. Ultimately, this will help decrease burdens and services requested of other agencies to achieve the same outcome.

Does your jurisdiction participate in a Comprehensive Economic Development Strategy (CEDS)?

Yes

If so, what economic development initiatives are you undertaking that may be coordinated with the Consolidated Plan? If not, describe other local/regional plans or initiatives that impact economic growth.

The City of Appleton does not have plans to undertake any economic development initiatives associated with the regional Comprehensive Economic Development Strategy (CEDS) in the next five years.

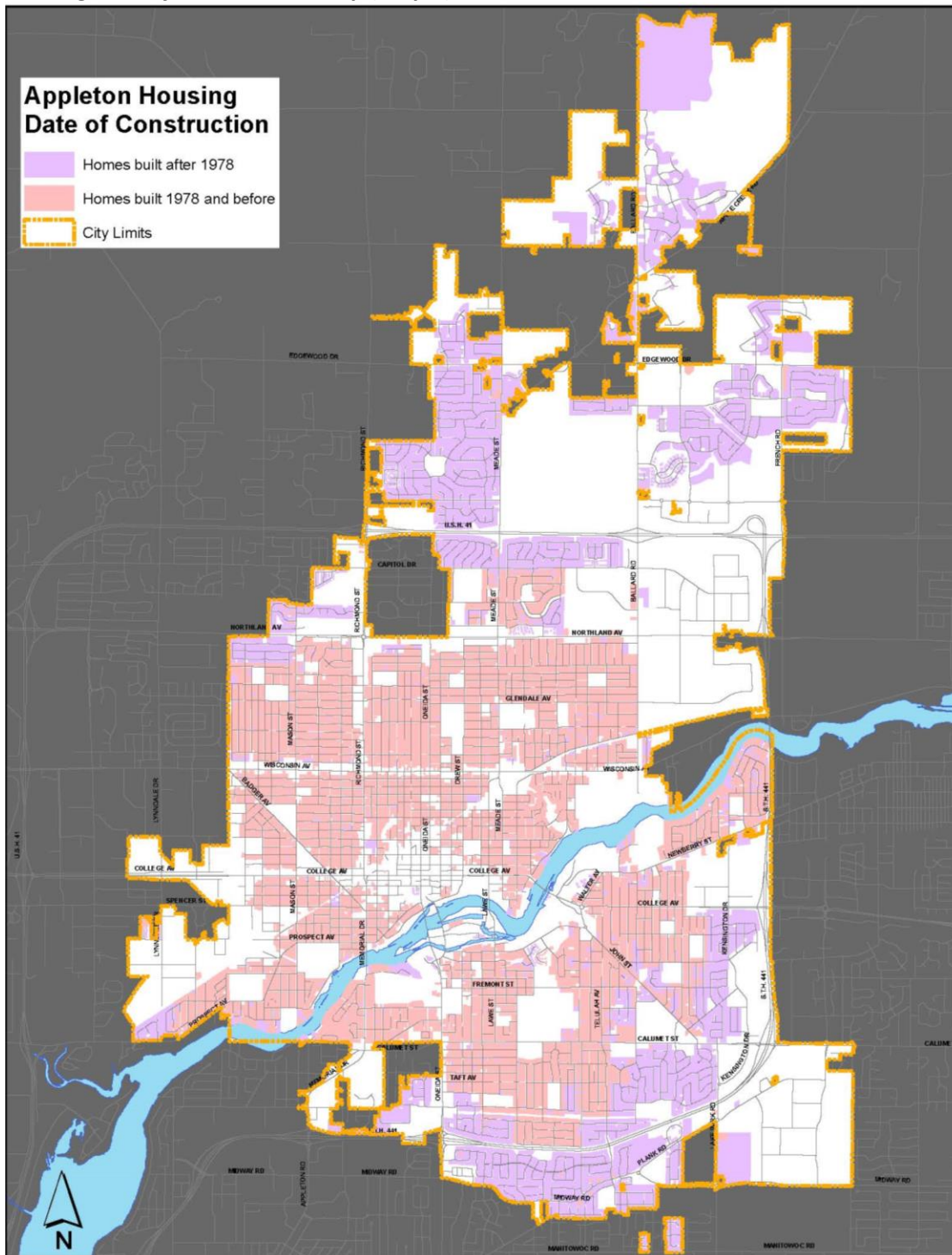
The City's Economic Development Strategic Plan (EDSP), most recently updated in 2015, assessed various conditions impacting the local economy and identified strategies that could contribute to the Fox Cities' future economic health, enhance the business climate, and ensure the City of Appleton's viability and growth [consistent with its character and culture.] One of the economic development steps suggested in the EDSP is to continue to support educational/workforce partnerships with high schools, the Fox Valley Technical College, Workforce Development, and the Chamber of Commerce by offering engagement and awareness, evolving bridge programming, and promoting partnerships already in place.

MA-50 Needs and Market Analysis Discussion

Are there areas where households with multiple housing problems are concentrated? (include definition of concentration)

Most housing with multiple housing problems are older homes, and older homes in the City of Appleton are located in the central region of the City, or the near downtown area. HUD housing problems are defined as incomplete kitchen facilities, incomplete plumbing facilities, more than 1 person per room or cost burdened greater than 30 percent. The below map, "Housing- Date of Construction," indicates the residential structures built pre-1978 and shows that the concentration of these houses is well over 75 percent in the central City area.

Housing Date of Construction Map (Map 2)



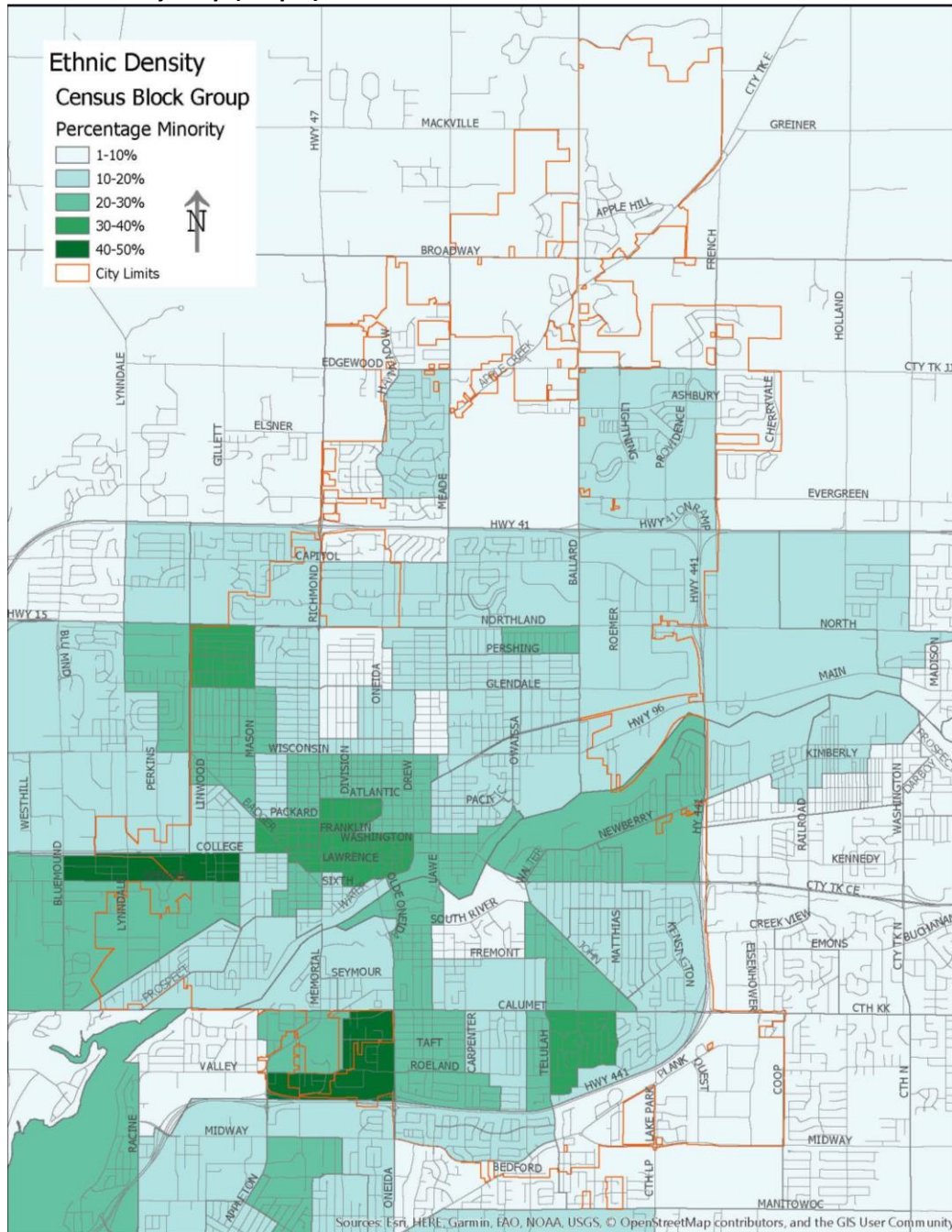
Data Source: City of Appleton ESRI reporting system

Are there any areas in the jurisdiction where racial or ethnic minorities or low-income families are concentrated? (include a definition of “concentration”)

The “Ethnic Density Map” [below] indicates where racial or ethnic minorities reside in the City of Appleton. Since minorities make up less than 25 percent of the entire population of the City, concentration is defined as more than five percent of the census tract’s population comprised of

minorities. No one census tract in the City of Appleton is comprised of more than 50 percent racial or ethnic minorities, which suggests that there are no areas of high concentration or disparity in the City.

Ethnic Density Map (Map 3)



Data Source: City of Appleton ESRI reporting system

What are the characteristics of the market in these areas/neighborhoods?

While no one census tract in the City of Appleton is comprised of more than 50 percent racial or ethnic minorities, the areas/neighborhoods with higher density are located near downtown, where the majority of the City’s affordable housing stock is located. This housing stock is older and many of the single-family homes have been converted to multiple unit rentals. This area also consists of two

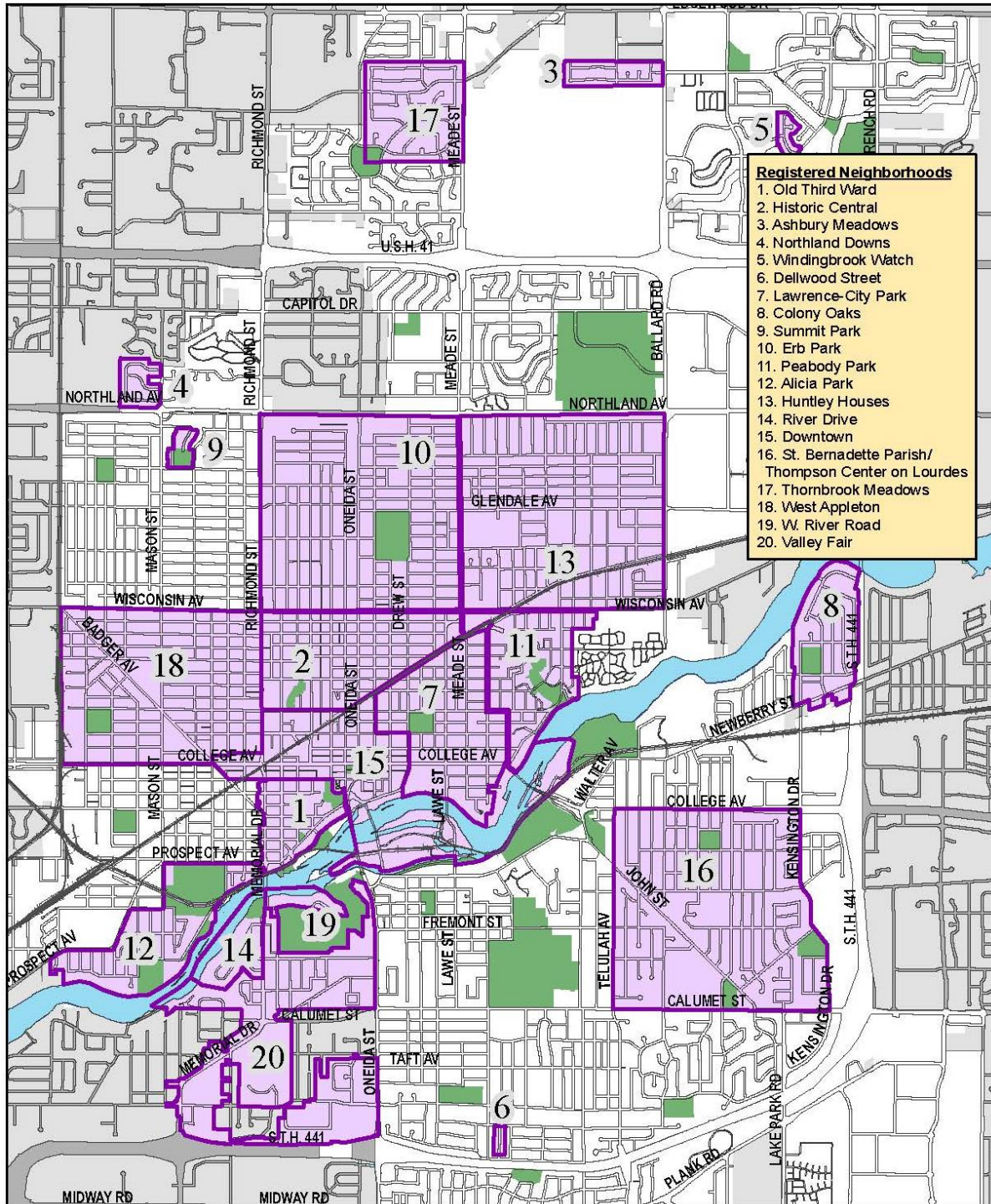
nationally designated neighborhoods- City Park and West Prospect Avenue- where the homes are older but have been preserved.

Are there any community assets in these areas/neighborhoods?

Many of the Fox Cities Housing Coalition supportive service agencies are located in this area, as well as City of Appleton and Outagamie County facilities including the Appleton Public Library, the Valley Transit station, the YMCA, the Appleton Police Department, and health care facilities.

The largest community assets in this area is the engaged citizenry. Continued partnership with West Appleton Neighborhood, Downtown Neighborhood, Lawrence-City Park Neighborhood, and Old Third Ward Neighborhood.

City of Appleton Registered Neighborhoods Map (Map 4)



Data Source: City of Appleton Neighborhood Grants Program

Are there other strategic opportunities in any of these areas?

The City of Appleton’s Neighborhood Grants Program and Homeowner Rehabilitation Loan Program, as well as the Greater Fox Cities Habitat for Humanity’s Homeowner Repair and Rock the Block programs, all provide opportunities for City of Appleton residents to increase property values and increase the community connectivity by building, rehabilitating, and repairing homes and public spaces within these neighborhoods.

Strategic Plan

SP-05 Overview

Strategic Plan Overview

The following Strategic Plan sections identify the priority needs of the community and the strategies that the City of Appleton will employ to address those needs in the most effective, efficient manner. Also included is a summary of the institutional structure utilized to carry out eligible activities and how the City of Appleton will monitor projects to ensure compliance with HUD standards and requirements.

The City of Appleton has identified the following priority needs for the 2020-2024 Consolidated Plan:

1. Affordable, quality, lead-free housing for low and moderate-income persons;
2. Maintenance and improvement of public facilities;
3. Revitalization of neighborhoods;
4. Provision of public services

The City of Appleton has not identified a specific geographic area in which to concentrate the use of CDBG funding over the next five years. However, through adherence to CDBG requirements, City of Appleton staff anticipates funding to be focused primarily in low and moderate-income areas of the jurisdiction.

SP-10 Geographic Priorities- 91.215(a)(1)

Geographic Area

General Allocation Priorities

Describe the basis for allocating investments geographically within the jurisdiction (or within the EMSA for HOPWA)

The City of Appleton will invest a majority of CDBG funds Citywide due to low and moderate-income population needs existing Citywide. Investing in affordable housing project City-wide will also assist the City in affirmatively furthering fair housing and helping to promote fair housing choice. The City of Appleton will target its CDBG infrastructure and neighborhood activities to census blocks with 51 percent or more of residents at or below 80 percent Area Median Income (AMI).

SP-25 Priority Needs- 91.215(a)(2)

Priority Needs (Table 49)

1	Priority Need Name	Affordable Housing- Rehabilitation of Existing Units
	Priority Level	High
	Population	Extremely Low Low Moderate Large Families Families with Children

		<p>Elderly</p> <p>Homeless: Chronic Homeless</p> <p>Homeless: Individuals</p> <p>Homeless: Families with Children</p> <p>Homeless: Chronic Substance Abuse</p> <p>Homeless: Victims of Domestic Violence</p> <p>Frail Elderly</p> <p>Persons with Mental Disabilities</p> <p>Persons with Physical Disabilities</p> <p>Persons with Developmental Disabilities</p>
	Geographic Areas Affected	N/A
	Associated Goals	<p>Improve and maintain housing stock</p> <p>Homebuyer Assistance</p> <p>Rental rehabilitation</p>
	Description	This priority need addresses the provision of assistance to low and moderate-income households (homeowner and renter) for code violations, modifications for accessibility, removal of lead-based paint hazards, and structural/energy efficiency upgrades.
	Basis for Relative Priority	The majority of homes in the City of Appleton were built prior to 1980, and comprise a large portion of affordable housing units available. These homes are also located in identified low and moderate-income areas of the City of Appleton.
2	Priority Need	Affordable Housing- Production of New Units
	Priority Level	High
	Population	<p>Extremely Low</p> <p>Low</p> <p>Moderate</p> <p>Large Families</p> <p>Families with Children</p> <p>Elderly</p> <p>Public Housing Residents</p>
	Geographic Areas Affected	N/A
	Associated Goals	Acquisition for New Housing
	Description	This priority addresses the need for new, affordable homes for low and moderate-income individuals and families in the City of Appleton through the acquisition of vacant lots- mostly infill- or dilapidated structures to be razed for new construction.
	Basis for Relative Priority	There is a high need for affordable housing and replacement of aging, dilapidated structures located primarily in low and moderate-income areas of the City of Appleton.
	Priority Need	Homeless- Permanent Supportive Housing
3	Priority Level	High
	Population	<p>Extremely Low</p> <p>Low</p> <p>Moderate</p> <p>Families with Children</p> <p>Individuals</p> <p>Mentally Ill</p>

		Chronic Homeless Chronic Substance Abuse Victims of Domestic Violence Veterans
	Geographic Areas Affected	N/A
	Associated Goals	
	Description	This priority addresses the need for the rehabilitation and creation of rental units available to individuals and families experiencing homelessness, and in some cases, supportive services.
	Basis for Relative Priority	This priority is drawn from homeless data analysis and consultation with multiple agencies in the community that provide housing and services to the homeless population. (Refer to Needs Assessment section of this Plan)
4	Priority Need	Public Facilities
	Priority Level	High
	Population	Extremely Low Low Moderate Large Families Families with Children Elderly Public Housing Residents Homeless: Chronic Homeless Homeless: Individuals Homeless: Families with Children Homeless: Mentally Ill Homeless: Chronic Substance Abuse Homeless: Victims of Domestic Violence Homeless: Veterans Unaccompanied Youth
	Geographic Areas Affected	N/A
	Associated Goals	Public facilities improvement and maintenance
	Description	This priority addresses the need to improve public facilities that will benefit various populations and needs.
	Basis for Relative Priority	This priority is drawn from data analysis conducted in the Needs Assessment section of this Plan, illustrating the need for continued maintenance and improvements to various public facilities in the City of Appleton that serve many programs and populations.
	5	Priority Need
Priority Level		High
Population		Extremely Low Low Moderate Large Families Families with Children Elderly Public Housing Residents Homeless: Chronic Homeless

		Homeless: Individuals Homeless: Families with Children Homeless: Mentally Ill Homeless: Chronic Substance Abuse Homeless: Victims of Domestic Violence Homeless: Veterans Unaccompanied Youth
	Geographic Areas Affected	N/A
	Associated Goals	Neighborhood revitalization
	Description	This priority addresses the need to improve or incorporate neighborhood revitalization efforts in HUD-identified low and moderate-income block groups in the City of Appleton.
	Basis for Relative Priority	This priority is drawn from data analysis conducted in the Needs Assessment section of this Plan, illustrating the need for continued maintenance and improvements to various neighborhood public spaces in the City of Appleton, including parks and playgrounds.
6	Priority Need	Public Services
	Priority Level	High
	Population	Extremely Low Low Moderate Large Families Families with Children Elderly Homeless: Chronic Homeless Homeless: Individuals Homeless: Families with Children Homeless: Mentally Ill Homeless: Chronic Substance Abuse Homeless: Victims of Domestic Violence Homeless: Veterans Unaccompanied Youth Frail Elderly Persons with Mental Disabilities Persons with Physical Disabilities Persons with Developmental Disabilities Persons with Alcohol or Other Addictions Non-housing Community Development
	Geographic Areas Affected	N/A
	Associated Goals	Public Services
	Description	This priority need addresses the provision of a variety of services and programs to low and moderate-income City of Appleton residents, including the special needs population.
	Basis for Relative Priority	This priority is drawn from data analysis and consultation with multiple agencies in the community that provide services and programming in the community. (Refer to Needs Assessment section of this Plan)

SP-30 Influence of Market Conditions- 91.215(b)

Influence of Market Conditions (Table 50)

Affordable Housing Type	Market Characteristics that will influence the use of funds available for housing type
Tenant-Based Rental Assistance (TBRA)	Funds may be used for TBRA, as agencies interviewed during the development of this Plan indicated that rental assistance is a need in the community. The rental market is extremely competitive, and landlords are seeking additional security deposits in addition to stringently screening tenants for rental history and arrears.
TBRA for Non-Homeless Special Needs	Funds may be used for TBRA, as agencies interviewed during the development of this Plan indicated that rental assistance is a need in the community. Special Needs households generally have fixed incomes or minimum wage employment that do not allow for unanticipated expenses. Due to the increases of cost of living (including cost of food, medical needs, and utilities), more assistance may be necessary.
New Unit Production	CDBG funds may be allocated to acquire property that will result in the construction of new units, but the construction will not be a direct cost to CDBG. New units are often incorporated into the City of Appleton through the following methods: the Appleton Housing Authority, Greater Fox Cities Habitat for Humanity, private developers building LIHTC projects, and private developers utilizing TIF financing.
Rehabilitation	This has historically been the primary use of CDBG funds in the City of Appleton. The majority of affordable housing in the City of Appleton is pre-1980 and is located in low and moderate-income block groups, so it is integral to maintain this stock through rehabilitation efforts.
Acquisition, including Preservation	Because vacant lots found in new subdivisions are priced outside the range viable for partnering agencies seeking to develop new affordable housing, acquisition will be limited to infill lots available in the City of Appleton, and to units that will be razed for new affordable homes.

SP-35 Anticipated Resources- 91.215(a)(4), 91.220(c)(1, 2)

Introduction

The City of Appleton's budget encompasses revenue from federal, state, and private agencies and will be used by many agencies in the community to address the priority needs identified throughout this Plan. The only funds, however, over which the City of Appleton maintains control in reference to this Plan are funds through the CDBG program.

Anticipated Resources (Table 51)

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	Public-Federal	Acquisition Admin & Planning Economic Development Housing Public Improvements Public Services	592,072	45,000	0	637,072	2,732,928	The Program Income is generated through the City of Appleton’s Homeowner Rehabilitation Loan Program and the Appleton Housing Authority’s Homeowner Program, however, funds are placed in revolving funds and used exclusively in those programs

Explain how federal funds will leverage those additional resources (private, state, and local funds), including a description of how matching requirements will be satisfied

The City of Appleton will leverage all dollars received through the CDBG program by funding activities that, overall, are only a portion of the valuable services that the awarded agencies provide to low- and moderate-income households throughout the City of Appleton.

There are no matching requirements associated with CDBG funding; however, higher consideration was given to applications that could demonstrate additional sources of funding to leverage projects.

If appropriate, describe publically owned land or property located within the jurisdiction that may be used to address the needs identified in this Plan

The City of Appleton does not anticipate any qualified, participating agency to use any publicly-owned land or property while addressing the needs identified throughout this Plan.

SP-40 Institutional Delivery- 91.215(k)

Explain the institutional structure through which the jurisdiction will carry out its Consolidated Plan including private industry, non-profit organizations and public institutions.

Institutional Delivery Structure (Table 52)

Responsible Entity	Responsible Entity Type	Role	Geographic Area Served
Appleton Housing Authority	PHA	Ownership Public Housing	
City of Appleton Community & Economic Development Department	Government	Ownership Neighborhood Improvements Public Facilities	City of Appleton

Assess Strengths and Gaps in the Institutional Delivery System

The institutional structure through which the City of Appleton carries out its plans is strong due to framework already in place.

The City is the financial agent for the Continuum of Care (CoC) and Emergency Homeless and Housing (EHH) grants, and an active member, of the Fox Cities Housing Coalition. The Appleton Housing Authority receives a CDBG allocation for its Homebuyer Program and also coordinates with the Health Department to provide services to its senior population. These relationships allow for a high level of interaction resulting in coordination of services between the City and agencies that may be supported by CDBG funding.

While there does not appear to be a gap in the delivery system, the City of Appleton will work continuously to further enhance the coordination of services between non-profit organizations and public institutions.

Availability of services targeted to homeless persons and persons with HIV and mainstream services

Homeless Prevention Services Summary (Table 53)

Homelessness Prevention Services	Available in the Community	Targeted to Homeless	Targeted to People with HIV
Homelessness Prevention Services			
Counseling/Advocacy	X	X	
Legal Assistance	X	X	
Mortgage Assistance	X		
Rental Assistance	X	X	
Utilities Assistance	X	X	
Street Outreach Services			
Law Enforcement			
Mobile Clinics			
Other Street Outreach Services	X	X	
Supportive Services			
Alcohol & Drug Abuse	X	X	

Child Care	X		
Education	X	X	
Employment & Employment Training	X	X	
Healthcare	X	X	
HIV/AIDS			
Life Skills	X	X	
Mental Health Counseling	X	X	
Transportation	X	X	
Other			
Other			

Data Source: Fox Cities Housing Coalition

Describe how the service delivery system including, but not limited to, the services listed above meet the needs of homeless persons (particularly chronic homeless individuals and families, families with children, veterans and their families, and unaccompanied youth)

The City of Appleton continues to be an active member of the local Fox Cities Housing Coalition (FCHC), serving as the lead agency and fiscal administrator for Continuum of Care (CoC) and Emergency Homeless and Housing (EHH) grant funding into the community. Community Development Block Grant funds, CoC funds and EHH funds significantly support agencies and their efforts to serve the homeless population in the community, particularly to encourage self-sufficiency exit from homelessness.

The delivery of listed services meets the needs of the homeless persons and additional populations mentioned above through the network of agencies in the City of Appleton. There are several organizations that serve homeless persons specified above, and there is close coordination between agencies. The Fox Cities Housing Coalition (FCHC) consists of several local service provider organizations that serve homeless populations with housing and supportive services. Agencies funded through CoC and EHH funding [as referenced above] maintain a coordinated entry list of homeless households in the Fox Cities, which allows agencies to coordinate services and work towards a functional zero.

Describe the strengths and gaps of the service delivery system for special needs population and persons experiencing homelessness, including, but not limited to, the services listed above

The Fox Cities Housing Coalition (FCHC), of which the City of Appleton is a member agency, is designed to promote communitywide commitment to the goal of ending homelessness; provide programming and housing for underserved and homeless individuals and families; promote access to and effect utilization of mainstream programs; and optimize self-sufficiency among underserved and homeless individuals and families, including the special need population. The FCHC provides a strong framework within which these services are provided. Member agencies are extremely familiar with services provided by each, and staff of these member agencies use their extensive knowledge to ensure clients have access to needed services.

In early 2016, the Fox Cities Housing Coalition implemented a coordinated entry system that helps communities prioritize assistance based on vulnerability and severity of service needs to ensure that people who need assistance the most can receive it in a timely manner. The coordinated entry system also provides information about service needs and gaps to help the Fox Cities and the City of Appleton plan assistance and identify needed resources. The local coordinated entry system is intended to

increase and streamline access to housing and services for households experiencing homelessness, match appropriate levels of housing and services based on need, and prioritize persons with severe service needs for the most intensive interventions. It is the intention of the system to allow for a quick, seamless entry into homeless services, referrals to the most appropriate resources for each household's situation, prevention of duplication of services, reduction of the length of time households are experiencing homelessness, and communication improvement among agencies.

Provide a summary of the strategy for overcoming gaps in the institutional structure and service delivery system for carrying out a strategy to address priority needs

The continued development of the coordinated entry process and assessment tools will be an important strategy for overcoming gaps in the City of Appleton's service delivery system. Continued City of Appleton staff involvement with the Fox Cities Housing Coalition and collaboration with various service agencies throughout the community will also aid in addressing any gaps that may develop.

SP-45 Goals Summary- 91.215(a)(4)

Goals Summary Information (Table 54)

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Improve & maintain housing stock	2020	2024	Affordable Housing Non-Homeless Special Needs	N/A	Affordable Housing- Rehab of existing units	CDBG: \$1,112,500	Homeowner Housing Rehabilitated: 180 units
2	Homebuyer Assistance	2020	2024	Affordable Housing	N/A		CDBG: \$100,000	Direct Financial Assistance: 25 households
3	Rental Rehabilitation	2020	2024	Affordable Housing	N/A		CDBG: \$675,000	Rental units rehabilitated: 35 units
4	Acquisition for New Housing	2020	2024	Affordable Housing	N/A		CDBG: \$500,000	Homeowner Housing Added: 5 units
5	Public Facilities Improvement	2020	2024	Non-Housing Community Development	N/A	Public Facilities	CDBG: \$100,000	Public Facility/Infrastructure Activities other than LMI Housing Benefit: 1,300 persons
6	Neighborhood Revitalization	2020	2024	Non-Housing Community Development	N/A	Public Facilities	CDBG: \$100,000	Public Facility/Infrastructure Activities other than LMI Housing Benefit: 6,000 persons
7	Public Services	2020	2024	Homeless Non-Homeless Special Needs	N/A	Public Services	CDBG: \$487,500	Public Service Activities other than LMI

				Non-Housing Community Development				Housing Benefit: 800 persons
8	Administration	2020	2024	Administration	N/A	N/A	CDBG: \$250,000	Other

Goals Descriptions (Table 55)

1	Goal Name	Improve & Maintain Housing Stock
	Goal Description	This goal is to rehabilitate 180 units by providing no-interest, no-payment loans to low and moderate-income homeowners, and rehabilitation assistance to special needs homeowners (including elderly or disabled)
2	Goal Name	Homebuyer Assistance
	Goal Description	This goal includes providing 25 first-time, low and moderate-income homebuyers with down payment assistance.
3	Goal Name	Rental Rehabilitation
	Goal Description	This goal is to rehabilitate and maintain 35 affordable rental units for low and moderate-income households.
4	Goal Name	Acquisition for New Housing
	Goal Description	This goal is to acquire 5 vacant lots or lots with dilapidated structures to develop new housing for low and moderate-income households.
5	Goal Name	Public Facilities Improvement
	Goal Description	This goal includes assisting community-based organizations to improve and maintain facilities that will provide services to at least 1,300 persons [total].
6	Goal Name	Neighborhood Revitalization
	Goal Description	This goal is to provide assistance to organizations and programs to conduct activities that will strengthen and revitalize low and moderate-income neighborhoods, benefiting at least 6,000 persons [total].
7	Goal Name	Public Services
	Goal Description	This goal is to provide increased access to public services for at least 800 homeless or low and moderate-income persons.
8	Goal Name	Administration
	Goal Description	This goal includes delivery and management of the CDBG program by City of Appleton staff.

Estimate the number of extremely low-income, low-income, and moderate-income families to whom the jurisdiction will provide affordable housing as defined by HOME 91.315(b)(2)

The City of Appleton will provide approximately 245 households with affordable housing assistance during the 2020-2024 Consolidated Plan period.

SP-50 Public Housing Accessibility and Involvement- 91.215(C)

Need to Increase the Number of Accessible Units (if required by a Section 504 Voluntary Compliance Agreement)

The Appleton Housing Authority is not under a Section 504 Voluntary Compliance Agreement.

Activities to Increase Resident Involvements

By supporting the Appleton Housing Authority's Homebuyer Program, public housing residents have the opportunity to learn about homeownership through homebuyer education classes. Completing these classes initiates the process of becoming a first-time homebuyer and receiving financial assistance for down payments or needed repairs on their newly purchased home.

Is the public housing agency designated as troubled under 24 CFR, part 902?

No.

SP-55 Barriers to Affordable Housing- 91.215(h)

Barriers to Affordable Housing

The City of Appleton, through a collaboration with the Metropolitan Milwaukee Fair Housing Council (MMFHC), updated the Analysis of Impediments to Fair Housing Choice report. The 2020 Analysis identifies barriers to equal housing access based on quantitative data contained in various sections of the report, and based on qualitative information gleaned from community input. The impediments identified [below] are not listed in order of priority.

1. Private-market housing discrimination;
2. Affordable housing location;
3. Lack of affordable, accessible housing;
4. Private-market refusal to permit reasonable accommodations/modifications;
5. Lending discrimination and disparities; and
6. Critical shortage of affordable rental housing and limited housing assistance.

Strategy to Remove or Ameliorate the Barriers to Affordable Housing

The 2020 Analysis of Impediments *Fair Housing Goals and Strategies* section identifies goals and strategies designed to redress impediments to fair housing. Each goal has a number of strategies to make progress toward the goal. Each strategy contains a timeframe for action, a measure of achievement, and the entity at each municipality that is responsible for implementing the strategies. The City of Appleton's primary strategies to address barriers to affordable housing include [in no order of priority]:

Goal 1: Continue efforts to ensure adequate supply of housing, affordable to all income levels in the community:

Strategy 1- Monitor the balance between household incomes and for-sale housing or market rents to identify trends that may impact affordability;

Strategy 2- Support a variety of housing programs to defray the costs of rental housing or homeownership, marrying financial tools such as historic preservation, DNR grants, and opportunity zones;

Strategy 3- Support and partner with programs that provide assistance to homeless persons in the community;

Strategy 4- Support the City's Homeowner Rehabilitation Loan Program to provide funding for home improvements for lower-income households;

Strategy 5- Support housing programs of housing non-governmental organizations;

Strategy 6- Continue to participate in the Fox Cities Housing Coalition

Strategy 7- Promote and support private sector investment in affordable housing through TIF financing, LITC projects, and other state/federal financial resources;

Strategy 8- Considering utilizing Central Business District (CBD) zoning in other areas of the City to promote denser in-fill and housing development.

Goal 2: Increasing fair housing choice and decreasing housing discrimination:

Strategy 1- Continue providing fair housing services;

Strategy 2- Offer and promote fair housing training for City of Appleton landlords and housing/service providers;

Strategy 3- Advocate for additional federal and state funding for fair housing services.

Goal 3: Continuing funding the City of Appleton's Neighborhood Program to encourage the establishment and support of neighborhood organizations:

Strategy 1- Provide assistance to help form neighborhood organizations that will work with City staff and elected officials to promote neighborhood vitality and encourage neighbors to watch out for each other;

Strategy 2- Continue to offer funding through the Neighborhood Grant Program to help carry out neighborhood improvement projects and encourage neighbors to connect;

Strategy 3- Provide diversity education to neighborhood groups to ensure that organizing efforts are inclusive and create a welcoming environment for all.

Goal 4: Increasing access to consumer education in a culturally appropriate context:

Strategy 1- Support existing credit counseling and financial education;

Strategy 2- Connect housing consumers with existing local educational resources;

Strategy 3- Connect housing consumers with existing local job skills resources.

SP-60 Homelessness Strategy- 91.215(d)

Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs

The use of CDBG funds to support public service activities proposed by member agencies of the Fox Cities Housing Coalition (FCHC) allow their programs to assess and serve individuals and families

experiencing homelessness. Continued participation of City of Appleton staff in the FCHC, and further the Wisconsin Balance of State Continuum of Care, will allow the City to determine if needs are being met and if there are changes that need to be addressed.

The City of Appleton also serves as the lead agency and fiscal administrator for Continuum of Care (CoC) grant funding and Emergency Homeless and Housing (EHH) grant funding disbursed into the community. This role allows the City to maintain an active role in determining the needs of households experiencing homelessness, and whether funds are being used effectively to provide housing and programming to that cause.

The City of Appleton coordinates efforts with the Fox Cities Housing Coalition to conduct the semiannual Point in Time Counts. The Point in Time Counts allow participant agencies to assess the level of homelessness needs in the community, as well as provide referral services and resources to persons experiencing homelessness. The Project RUSH Steering Committee meets regularly to coordinate on-going services and efforts to address homelessness in the Fox Cities community.

Addressing the emergency and transitional housing needs of homeless persons

The City of Appleton will continue to support public service, housing and public facility improvement activities proposed by community agencies that address the emergency and transitional housing needs of individuals and families experiencing homelessness. City staff participation in the Fox Cities Housing Coalition's Project RUSH (Research to Understand and Solve Homelessness) initiative- an in depth analysis of housing availability, affordability, and accessibility in the Fox Cities- enables the City to direct funding to activities that support strategies that best provide services and housing to households experiencing homelessness or at-risk households.

Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again

The City of Appleton will utilize CDBG funds to support community agencies that are proposing public service activities that help homeless persons by providing temporary shelter while accessing services to find permanent housing solutions. In addition, the City will support agencies that are proposing housing activities to rehabilitate or create affordable, permanent supportive housing options. The City of Appleton will continue to play an active role in ending homelessness in the Fox Cities.

Help low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families who are likely to become homeless after being discharged from a publicly-funded institution or system of care, or who are receiving assistance from public and private agencies that address housing, health, social services, employment, education or youth needs

Community Development Block Grant funding will be allocated to community agencies that propose activities that divert and prevent low and moderate-income individuals and families from experiencing homelessness. The City of Appleton's role as the lead and fiscal administrator for Continuum of Care (CoC) funding and Emergency Homeless and Housing (EHH) grant funding will positively impact the

opportunities that community agencies have to provide housing and programming to at-risk households and individuals exiting system of care.

The incorporation of a coordinated entry system has created a uniform intake process and reduced duplication of efforts for the Fox Cities Housing Coalition (FCHC). Further and most importantly, the coordinated entry system simplifies the intake process for individuals and families seeking housing and services, and efficiently directs households to the agency(ies) that will best meet their needs.

SP-65 Lead Based Paint Hazards- 91.215(i)

Actions to address LBP hazards and increase access to housing without LBP hazards

The City of Appleton continues to allocate CDBG funds each program year supporting its Homeowner Rehabilitation Loan Program, which provides low- and moderate-income homeowners with the financial ability to make repairs to their homes. A requirement for participation in this program is that items not meeting code and all lead paint hazards be rehabilitated as part of the loan funding.

The City also continues to support the Appleton Housing Authority's Homebuyer Program, which can include rehabilitation. Lead hazards are identified and remediated during the rehabilitation process.

In addition, the City of Appleton Health Department and the City's Homeowner Rehabilitation Loan Program work collaboratively to identify homes where young children may be adversely affected in the dangers of lead-based paint. Lead based paint remediation and education are priorities in this collaboration.

How are the actions listed above related to the extent of lead poisoning and hazards?

Lead poisoning in children is one of the most common preventable environmental related diseases. Seventy-four percent of all private housing built before 1980 contains lead paint, and the City of Appleton is not immune to this problem. As a result, the City of Appleton's Health Department administers a Lead Poisoning Prevention Program, which aims to provide increased outreach and education efforts and visits to households with children younger than seven. Through this program, Health Department staff is able to identify those at higher risk of exposure to lead poisoning and hazards, and through partnerships with the Homeowner Rehabilitation Loan Program, the Appleton Housing Authority, and other housing agencies in the community, the City of Appleton is more capable of identifying, rehabilitating, and remediating lead hazards.

How are the actions listed above integrated into housing policies and procedures?

The City of Appleton's Homeowner Rehabilitation Loan Program, the Appleton Housing Authority's Homebuyer Program, and any other housing activities to which CDBG funds are allocated incorporate lead hazard remediation procedures and practices into their programs, as required by federal law. The partnership between the City of Appleton Health Department's lead poisoning prevention programs and various community housing program continues to evolve and expand to minimize lead hazard exposure to all households, but predominantly those of highest risk.

SP-70 Anti-Poverty Strategy- 91.215(j)

Jurisdiction Goals, Programs and Policies for reducing the number of Poverty-Level Families

To reduce the number of poverty-level families in the City of Appleton, the CDBG program anticipates funding programs and activities that:

- Increase the ability of low and moderate-income homeowners to stay in their homes and increase the value by financing necessary home repairs through no-interest, zero-payment loans;
- Support acquisition of properties that will support new home construction for low and moderate-income households;
- Prioritize rehabilitation projects for homeowners with special needs, such as disabled and elderly households, allowing them to remain independent in their affordable home;
- Incorporate additional affordable rental housing units;
- Provide first-time homebuyers with down payment assistance;
- Provide financial counseling and education;
- Provide job training;
- Improve or expand public facilities that support services for the community's special needs population, including those struggling with mental illness and substance abuse.

How are the jurisdiction poverty reducing goals, programs, and policies coordinated with this affordable housing plan?

The City of Appleton has primarily used CDBG funding over the past five years to support affordable housing activities for homeowners, renters, and first-time homebuyers. The City will continue to support programs that provide funding to the low and moderate-income population specifically for housing needs, and will seek to support agencies that propose to provide affordable housing in areas identified as 'high need' and 'unmet'- small one and two-bedroom affordable units.

SP-80 Monitoring- 91.230

Describe the standards and procedures that the jurisdiction will use to monitor activities carried out in furtherance of this Plan and will use to ensure long-term compliance with requirements of the programs involved, including minority business outreach and the comprehensive planning requirements

City of Appleton staff has several formal processes in place to ensure compliance with CDBG program requirements.

- 1) **Mandatory Pre-Application Training:** Prior to the onset of the annual community partner competitive application process, interested agencies are required to attend an in-person CDBG training session that educates on regulatory requirements, local discretion, and subrecipient management.
- 2) **Competitive Application for Funding:** The application process to receive CDBG funding includes thorough examination and review of the proposed activities by City staff, the CDBG Advisory Board, the Community & Economic Development Committee, and City Council. The extensive review by various groups ensures the eligibility of activities and the appropriateness of funding the project to meet priority goals.
- 3) **Pre-Agreement Technical Assistance:** City of Appleton staff provides a thorough review of the subrecipient agreements prior to implementation, including but not limited to: regulatory requirements, grantee requirements, subrecipient requirements, budget requirements, and reporting requirements.
- 4) **Payment Request Documentation:** Subrecipients are required to submit the appropriate supporting documentation with requests for reimbursement; payment will be withheld for failure to adequately

comply. City of Appleton staff utilize a checklist when processing every payment request to ensure that both HUD's and the City of Appleton's standards are met.

- 5) Accomplishment Reporting: Subrecipients are required to submit accomplishment reports coupled with requests for reimbursement. Failure to provide accomplishments achieved for the period of time requesting reimbursement will result in a withheld payment.
- 6) Subrecipient Monitoring: City of Appleton staff conducts a risk assessment for each awarded subrecipient agency. In addition to the risk level, staff closely monitors accomplishment reports and payment request documentation to determine the necessity of monitoring. City of Appleton staff utilize on-site and desk monitorings to satisfy this requirement.

In addition, there are many informal technical assistance opportunities available with City of Appleton staff throughout the application process and CDBG program year.



The City of Appleton's
2020-2021PY
Annual Action Plan

Expected Resources

AP-15 Expected Resources- 91.220(c)(1, 2)

Introduction

The City of Appleton’s CDBG Annual Action Plan includes a budget, which encompasses revenue from federal, state, and private agencies and will be used by many agencies in the community to address the priority needs identified throughout this Plan. The only funds, however, over which the City of Appleton maintains control in reference to this Plan are funds through the Community Development Block Grant (CDBG) program.

Anticipated Resources- Priority Table (Table 56)

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	Public-Federal	Acquisition Admin & Planning Economic Development Housing Public Improvements Public Services	592,072	45,000	200,000	837,072	2,662,928	The Program Income is generated through the City of Appleton’s Homeowner Rehabilitation Loan Program and the Appleton Housing Authority’s Homeowner Program, however, funds are placed in revolving funds and used exclusively in those programs

Explain how federal funds will leverage those additional resources (private, state, and local funds), including a description of how matching requirements will be satisfied

The City of Appleton will leverage all dollars received through the CDBG program by funding activities that, overall, are only a portion of the valuable services that that the awarded agencies provide to low and moderate-income households throughout the City of Appleton.

There are no matching requirements associated with CDBG funding; however, higher consideration was given to application that could demonstrate additional sources of funding to leverage projects.

If appropriate, describe publically owned land or property located within the jurisdiction that may be used to address the needs identified in this Plan

The City of Appleton does not anticipate any qualified, participating agency to use any publicly-owned land or property while addressing the needs identified throughout this Plan.

Discussion

CDBG funding was awarded to programs that will perform the following activities during the 2020 program year: homebuyer assistance programs, homeowner rehabilitation programs, public service programs, public facility improvement programs, fair housing initiatives, and CDBG administration costs.

Annual Goals and Objectives

AP-20 Annual Goals and Objectives- 91.220(c)(3)&(e)

Goals Summary Information (Table 57)

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Improve & maintain housing stock	2020	2021	Affordable Housing Non-Homeless Special Needs	N/A	Affordable Housing-Rehab of existing units	CDBG: \$232,694	Homeowner Housing Rehabilitated: 43 units
2	Homebuyer Assistance	2020	2021	Affordable Housing	N/A		CDBG: \$20,000	Direct Financial Assistance: 5 households
3	Rental Rehabilitation	2020	2021	Affordable Housing	N/A		CDBG: \$0	Rental units rehabilitated:
4	Acquisition for New Housing	2020	2021	Affordable Housing	N/A		CDBG: \$125,000	Homeowner Housing Added: 1 unit
5	Public Facilities Improvement	2020	2021	Non-Housing Community Development	N/A	Public Facilities	CDBG: \$207,334	Public Facility/Infrastructure Activities other than LMI Housing Benefit: 1,000 persons
6	Neighborhood Revitalization	2020	2021	Non-Housing Community Development	N/A	Public Facilities	CDBG: \$0	Public Facility/Infrastructure

								Activities other than LMI Housing Benefit: persons
7	Public Services	2020	2021	Homeless Non-Homeless Special Needs Non-Housing Community Development	N/A	Public Services	CDBG: \$101,540	Public Service Activities other than LMI Housing Benefit: 91 persons
8	Administration	2020	2021	Administration	N/A	N/A	CDBG: \$105,504	Other

Goal Descriptions (Table 58)

1	Goal Name	Improve & Maintain Housing Stock
	Goal Description	This strategic goal will be accomplished through the Appleton Housing Authority, the City of Appleton Rehabilitation Loan Program, and Rebuilding Together Fox Valley, where current housing stock (homeowner) will be rehabilitated and improved for LMI households.
2	Goal Name	Homebuyer Assistance
	Goal Description	These efforts are provided by the Appleton Housing Authority
3	Goal Name	Acquisition for New Housing
	Goal Description	This goal will be accomplished through the Greater Fox Cities Habitat for Humanity.
4	Goal Name	Public Facilities Improvement
	Goal Description	Significant upgrades and improvements to NAMI Fox Valley's Iris Place- which provides public service programming to individuals struggling with mental illness; Pillars Adult & Family Shelter- which provides emergency shelter for individuals and families experiencing homelessness; and the Mooring Programs- which offers residential treatment facilities and services for adults combatting substance abuse.
5	Goal Name	Public Services
	Goal Description	Various prevention programs for at-risk populations will be provided by LEAVEN, Salvation Army of the Fox Cities, and Pillars, Inc.
6	Goal Name	Administration
	Goal Description	This goal is accomplished through efforts of the City of Appleton and Fair Housing services.

AP-35 Projects- 91.220(d)

Introduction

During the CDBG competitive application process, the City of Appleton prioritized needs and strategically allocated funding to achieve the most community impact. The proposed use of CDBG-allocated funds in the 2020-2021PY will focus on activities that:

- Improve and maintain current housing stock
- Create accessibility to homeownership for first-time homebuyers
- Provide shelter and services to persons impacted by homelessness

- Revitalize public facilities
- Fund costs associated with administering various programs and activities
- Provide financial assistance to prevent homelessness

Project Information (Table 59)

#	Project Name
1	Appleton Housing Authority
2	City of Appleton Administration
3	City of Appleton Homeowner Rehabilitation Loan Program
4	Fair Housing Services
5	Greater Fox Cities Habitat for Humanity
6	LEAVEN, Inc
7	The Mooring Programs
8	NAMI Fox Valley's Iris Place
9	Rebuilding Together Fox Valley
10	Salvation Army of the Fox Cities
11	Pillars Adult & Family Shelter
12	Pillars, Inc

Describe the reasons for allocation priorities and any obstacles to addressing underserved needs

The City of Appleton CDBG Advisory Board determined that allocation priority would go towards fully funding the public services category, and then focus would be consideration of 'one time' requests improving on public facilities or increasing the current affordable housing stock. All activities funded support the City of Appleton's CDBG program goal of "creating a thriving urban community through the 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."

AP-38 Project Summary

Project Summary Information (Table 60)

1	Project Name	Appleton Housing Authority
	Target Area	
	Goals Supported	Improve and maintain housing stock Homebuyer assistance
	Needs Addressed	Affordable Housing- Rehab of existing units
	Funding	CDBG: \$75,000
	Description	The Appleton Housing Authority will use CDBG funds to support its First-Time Homebuyer Program by providing zero-interest down payments, rehabilitation efforts, and first-time homebuyer counseling.
	Target Date	3/31/2021
	Estimate the number and type of families that will benefit from the proposed activities	An estimated five households will receive downpayment assistance and eight first-time homebuyers will receive assistance for rehabilitation of their new home. It is expected that all benefiting participants will be low- or moderate-income households.

	Location Description	The Appleton Housing Authority is located at 925 W Northland Avenue in Appleton, Wisconsin. The homes that will be rehabilitated will be located within the City of Appleton, although the specific locations are still unknown.
	Planned Activities	The Appleton Housing Authority will use the CDBG funding to assist low- and moderate-income first-time homebuyers with downpayment assistance and/or needed repairs and rehabilitation to their newly acquired home. The funds also facilitate staff salaries for project delivery of the First-Time Homebuyer Program.
2	Project Name	City of Appleton Administration
	Target Area	
	Goals Supported	Administration
	Needs Addressed	
	Funding	CDBG: \$80,504
	Description	The City of Appleton will utilize the CDBG funds to offset expenses associated with administering the CDBG program.
	Target Date	3/31/2021
	Estimate the number and type of families that will benefit from the proposed activities	This activity will include costs associated with overseeing the day-to-date operations of the CDBG program.
	Location Description	The City of Appleton administrative duties will be performed by staff at City Hall, which is located at 100 N Appleton Street, Appleton, Wisconsin.
	Planned Activities	The City of Appleton will utilize the CDBG funds to compensate program administrative costs, such as staff time, notification or publications, and training costs associated with CDBG.
3	Project Name	City of Appleton Homeowner Rehabilitation Loan Program
	Target Area	
	Goals Supported	Improve and maintain housing stock
	Needs Addressed	Affordable housing- rehab of existing units
	Funding	CDBG: \$77,694
	Description	The City of Appleton's Homeowner Rehabilitation Loan Program will provide no downpayment, zero-interest loans to low- and moderate-income homeowners within the City of Appleton. These loans will compensate repairs and improvements made to the homes, improving the condition and increasing the overall value of the property.
	Target Date	3/31/2021
	Estimate the number and type of families that will benefit from the proposed activities	Approximately 24 low- or moderate-income families will benefit from the proposed activities.
	Location Description	All properties rehabilitated will be located within the City of Appleton, but their specific location is unknown at this time.
	Planned Activities	The City of Appleton's Homeowner Rehabilitation Loan Program will utilize the CDBG funds by financing repairs and improvements including, but not limited to: window and roof replacement, exteriors, lead-based paint hazard mitigation,

		electrical, plumbing, and heating work, exterior doors, foundation work, and insulation. A portion of the CDBG funds will also be used to compensate salaries for delivery of the Homeowner Rehabilitation Loan Program.
4	Project Name	Fair Housing Services
	Target Area	
	Goals Supported	Administration
	Needs Addressed	
	Funding	CDBG: \$25,000
	Description	The Fair Housing Center of Northeast Wisconsin will provide fair housing services to City of Appleton residents.
	Target Date	3/31/2021
	Estimate the number and type of families that will benefit from the proposed activities	This is an administrative cost that is considered to satisfy the national objective of the CDBG program as a whole.
	Location Description	While the Metropolitan Milwaukee Fair Housing Council is located in Milwaukee, the Fair Housing Center of Northeast Wisconsin is located at 4650 West Spencer Street in Appleton, Wisconsin. The services provided with the support of CDBG funds will only pertain to City of Appleton residents.
	Planned Activities	The Fair Housing Center of Northeast Wisconsin conducts fair housing activities on behalf of the City of Appleton including, but not limited to: outreach and education; complaint intake and investigations; and technical assistance.
5	Project Name	Greater Fox Cities Habitat for Humanity- Affordable Housing Initiative
	Target Area	
	Goals Supported	Acquisition for new housing
	Needs Addressed	Affordable housing- rehab of existing rental units
	Funding	CDBG: \$125,000
	Description	Habitat for Humanity will acquire and rehabilitate two houses to be sold to qualified LMI households.
	Target Date	3/31/2021
	Estimate the number and type of families that will benefit from the proposed activities	Two homes will be acquired and rehabilitated to be sold to LMI-households.
	Location Description	The location of the home for acquisition has not been determined, but will be located in the City of Appleton.
	Planned Activities	Habitat for Humanity will use funding for property acquisition and rehabilitation/renovation of two single-family homes that will be sold to qualifying, LMI-households.
6	Project Name	LEAVEN, Inc.
	Target Area	
	Goals Supported	Public services
	Needs Addressed	Public services
	Funding	CDBG: \$45,019.83
	Description	LEAVEN, Inc. helps to ensure that people have their most basic needs met. Financial assistance is provided to those who have

		no other resources to draw from and is intended to help stabilize households, preventing them from slipping into greater poverty and homelessness.
	Target Date	3/31/2021
	Estimate the number and type of families that will benefit from the proposed activities	Approximately 150 households will benefit from the proposed activities.
	Location Description	LEAVEN is located at 1475 Opportunity Way in Menasha, Wisconsin. The services provided and reported with support of CDBG funding will pertain only to City of Appleton residents.
	Planned Activities	The funding will support LEAVEN's Emergency Assistance Program. This program provides rental and utility assistance to low- and moderate-income individuals and families residing in the City of Appleton.
7	Project Name	NAMI Fox Valley's Iris Place
	Target Area	
	Goals Supported	Public facilities improvement & maintenance
	Needs Addressed	Public facilities
	Funding	CDBG: \$62,334
	Description	Provide public facility improvements to current building to ensure continued provision of support and services to individuals struggling with mental illness.
	Target Date	3/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	This project will benefit 143 individuals struggling with mental illness, who reside in the City of Appleton and other surrounding communities.
	Location Description	The project will occur at 2331 E Lourdes Drive.
	Planned Activities	Removal and replacement of original windows throughout the building to ensure energy efficiency in a public facility building that offers mental health services to the community.
8	Project Name	The Mooring Programs
	Target Area	
	Goals Supported	Public facilities improvement & maintenance
	Needs Addressed	Public facilities
	Funding	CDBG: \$70,000
	Description	The Mooring Programs, which provides primary residential treatment services to men and women with substance abuse disorders, will utilize CDBG funds to repair and rehabilitate their Men's Apartment Program facilities.
	Target Date	3/31/2021
	Estimate the number and type of families that will benefit from the proposed activities	Reconditioning of six residential treatment houses near the main facility, as well as the main facility building, which together provide a continuum of care beyond a 28-day program.
	Location Description	Rehabilitation at the following locations: 610 Lawrence Street; 131 S State Street; 415 S State Street; 617/619 Seventh Street;

		607 W Seventh St. All properties are located within the City of Appleton.
	Planned Activities	CDBG funds will be utilized for rehabilitation purposes, including but not limited to: foundation grading, sealing and painting; replacement of driveways; repair/replacement of roofs; replacement of water heaters; lighting upgrades, and kitchen upgrades.
9	Project Name	Rebuilding Together Fox Valley
	Target Area	
	Goals Supported	Improve and maintain housing stock
	Needs Addressed	Affordable housing- rehab of existing units
	Funding	CDBG: \$100,000
	Description	The project entails rehabilitation to 10 affordable units that are owner-occupied and in severe need.
	Target Date	3/31/2021
	Estimate the number and type of families that will benefit from the proposed activities	Rebuilding Together Fox Valley intends to complete rehabilitation projects for 10 owner-occupied households.
	Location Description	All homes will be located in the City of Appleton, in the West Appleton neighborhood.
	Planned Activities	RTFV intends to complete rehabilitation activities for 10 households, allowing them to remain safe and healthy in their homes.
10	Project Name	Salvation Army of the Fox Cities
	Target Area	
	Goals Supported	Public services
	Needs Addressed	Public services
	Funding	\$28,260.09
	Description	SAFC's Pathway of Hope prevention programming will equip families in need with tools to achieve economic stability through education, training, care, and recreation.
	Target Date	03/31/2021
	Estimate the number and type of families that will benefit from the proposed activities	Approximately 50 households will benefit from the proposed activities.
	Location Description	Salvation Army's prevention program is housed at 105 S Badger Ave, Appleton WI 54914. The services provided and reported with support of CDBG funding will pertain only to City of Appleton residents.
	Planned Activities	This program will provide rental and utility assistance to low- and moderate-income individuals and families residing in the City of Appleton.
11	Project Name	Pillars Adult & Family Shelter- Elevator Upgrade
	Target Area	
	Goals Supported	Public Facilities Improvement
	Needs Addressed	Public Facilities Improvement
	Funding	CDBG: \$75,000

	Description	This project entails replacing the facility's current elevator and replacing with a new, modernized system.
	Target Date	03/31/2021
	Estimate the number and type of families that will benefit from the proposed activities	Upgrading the elevator system will provide approximately 654 persons with safe and reliable accommodations, enabling people with disabilities to be able to access services offered at the facility.
	Location Description	This project will occur at 400 N Division St, Appleton WI
	Planned Activities	Pillars intends to contract services to replace the current elevator system with a more updated, modernized version.
12	Project Name	Pillars, Inc.- Prevention Programming
	Target Area	
	Goals Supported	Public services
	Needs Addressed	Public services
	Funding	CDBG: \$28,260.08
	Description	Pillar's Prevention programming offers financial assistance to households who have no other resources to draw from and is intended to help stabilize households, preventing them from slipping into greater poverty and homelessness. These clients are assessed and pulled from the local coordinated entry system.
	Target Date	03/31/2021
	Estimate the number and type of families that will benefit from the proposed activities	Approximately 61 households will benefit from the proposed activities.
	Location Description	Pillar's Prevention programming is housed at the Pillars Day Resource Center- 129 S Mason Street, Appleton WI 54914. The services provided and reported with support of CDBG funding will pertain only to City of Appleton residents.
	Planned Activities	This program will provide rental and utility assistance to low- and moderate-income individuals and families residing on the Coordinated Entry prioritization lists, residing in the City of Appleton.

AP-50 Geographic Distribution- 91.220(f)

Description of the geographic areas of the entitlement (including areas of low income and minority concentration) where assistance will be directed

The City of Appleton will not have a designated geographic area within the jurisdiction where funds are allocated. However, activities benefitting persons, facilities, or housing within the census block groups that HUD has designated as meeting the 51 percent low and moderate-income threshold will be given priority.

Rationale for the priorities for allocating investments geographically

The City of Appleton will not have a designated geographic area within the jurisdiction where funds are allocated. However, activities benefitting persons, facilities, or housing within the census block groups

that HUD has designated as meeting the 51 percent low and moderate-income threshold will be given priority.

Discussion

The City of Appleton will not have a designated geographic area within the jurisdiction where funds are allocated. However, activities benefitting persons, facilities, or housing within the census block groups that HUD has designated as meeting the 51 percent low and moderate-income threshold will be given priority.

AP-55 Affordable Housing- 91.220(a)

Introduction

The City of Appleton invests federal funding in the development of rental and homeownership units, and the rehabilitation and repair of existing renter and owner-occupied units. This section shows specific goals for the number of homeless, non-homeless, and special needs households that will be provided affordable housing during the 2020 program year. Also shown are the number of affordable housing units that will receive CDBG funding. Programs that will provide these units through the CDBG program are: the City of Appleton’s Homeowner Rehabilitation Loan Program, the Appleton Housing Authority, the Greater Fox Cities Habitat for Humanity, and Rebuilding Together Fox Valley.

One Year Goals for Affordable Housing by Support Requirement (Table 61)

One Year Goals for the Number of Households to be Supported	
Homeless	0
Non-Homeless	44
Special Needs	0
Total	44

One Year Goals for Affordable Housing by Support Type (Table 62)

One Year Goals for the Number of Households Supported Through...	
Rental Assistance	0
The Production of New Units	0
Rehabilitation of Existing Units	43
Acquisition of Existing Units	1
Total	44

AP-60 Public Housing- 91.220(h)

Introduction

The Appleton Housing Authority’s mission is *“to provide decent, safe, and quality housing for individuals and families that need rent affordability along with opportunities and programming for participant desiring to become self-sufficient.”* The City of Appleton will provide funding to support the Appleton Housing Authority’s Homebuyer Program, which provides assistance for downpayments and needed repairs or upgrades for the home that are purchased by first-time homebuyers.

Actions planned during the next year to address the needs to public housing

While the City of Appleton does not provide CDBG funding to the Appleton Housing Authority in support of its public housing program, CDBG funds are allocated in support of the Appleton Housing Authority's Homebuyer Program, which includes downpayment assistance and rehabilitation financial assistance for first-time homebuyers.

Actions to encourage public housing residents to become more involved in management and participate in homeownership

By supporting the Appleton Housing Authority's Homebuyer Program, public housing residents have the opportunity to learn about homeownership through homebuyer education classes. Completing these classes initiates the process of becoming a first-time homebuyer and receiving financial assistance for downpayments or needed repairs on their newly-purchase home.

If the PHA is designated as troubled, describe the manner in which financial assistance will be provided or other assistance

The Appleton Housing Authority is not designated as troubled.

Discussion

Overall, the Housing Authority is provided CDBG funding to support its First-Time Homebuyer Program only. The program is an acquisition/rehabilitation program that promotes affordable housing and financial assistance to low and moderate-income households, while revitalizing neighborhoods.

AP-65 Homeless & Other Special Needs Activities- 91.220(i)

Introduction

The City of Appleton awarded 2020 program year CDBG funding to several agencies that impact and support the needs of the homeless and special needs populations in the community.

The definition of the Special Needs population in the City of Appleton was derived after consulting with several nonprofit, supportive service-providing agencies in the Appleton area. The most prevalent, but certainly not exclusive, characteristics of the population were:

- Persons affected by mental health issues;
- Persons affected by substance abuse issues; and
- Elderly persons in need of supportive services for health and housing issues

Describe the jurisdictions one-year goals and actions for reducing and ending homelessness including:

Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs

The City of Appleton continues to be an active member of the Fox Cities Housing Coalition (FCHC), the local continuum of care, serving as the lead agency and fiscal administrator for HUD Continuum of Care (CoC) and State of Wisconsin Emergency Housing and Homeless (EHH) grant funding into the community. While 2020 program year CDBG funding will only be supporting public facility improvements

to Pillars Adult & Family Shelter, CoC and EHH funds significantly support other agencies in the City of Appleton and their efforts to serve the homeless population.

Specifically, through EHH funds, Pillar's Adult and Family Shelter- a local emergency shelter for individuals and families- provides a street outreach program, which entails staff physically seeking out and connecting with unsheltered persons in the community. This program allows connections to be made, services to be offered, and relationships to be developed on the terms of the individual or family experiencing homelessness.

During the January 2020 Point in Time count, the Fox Cities- including the City of Appleton- identified 21 unsheltered persons experiencing homelessness. The City of Appleton and the community will continue to strive to serve these individuals, and others as necessary, by continuing to reach out, engage, and connect them to available resources in the community.

Addressing the emergency shelter and transitional housing needs of homeless persons

The Appleton Housing Authority, Salvation Army of the Fox Cities, and Pillars collaborate to provide transitional housing options and supportive services through a Tenant-Based Rental Assistance (TBRA) program. This program serves approximately 40 households annually.

Pillars and Harbor House Domestic Abuse Shelter continue to collaborate and provide six transitional housing beds, as well as supportive services, specifically for survivors of domestic abuse who are transitioning out of shelter. On average, eight households are served annually through this initiative.

Ascend, a Pillars initiative in collaboration with NAMI Fox Valley, serves young adults (aged 18-24) living with a mental health challenge, who are trying to navigate their transition from adolescence to an adulthood of self-sufficiency and stability. Through this collaboration, 12 transitional units are available in a group living setting supported by case management and life skills.

Through the CDBG program, the City of Appleton has dedicated 2020 program year funds to two agencies that provide unique transitional housing options to the community: Habitat for Humanity and Pillars. Habitat for Humanity manages a unique rental program, Almost Home, for qualifying LMI households who are interested in becoming homeowners, but still have various barriers to overcome. In the program, participants receive housing counseling, budget counseling, and focus on increasing their credit score and lowering their debt. Pillars offers various transitional housing options through their affordable housing program.

Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again

The City of Appleton will continue to use CDBG funds to support agencies in the community proposing to provide public service activities that assist individuals and families experiencing homelessness by providing temporary shelter and accessibility to services that lead to permanent housing solutions. Specifically, for the 2020 program year, the City awarded funding to:

LEAVEN, Inc., who offers an Emergency Assistance Program which provides rental and utility assistance to families and individual on the brink of homelessness.

Salvation Army of the Fox Cities, through the prevention program Pathway of Hope, provides rental and utility assistance to families and individuals currently experiencing housing instability.

Pillars, Inc, who offers a prevention program to households residing on the local Coordinated Entry prioritization lists, specifically in the form of rental and utility assistance.

The City of Appleton also awarded 2020 program year funding to agencies- including the City of Appleton's Homeowner Rehabilitation Loan Program, the Appleton Housing Authority, Rebuilding Together Fox Valley, and Habitat for Humanity - proposing rehabilitative housing activities to maintain affordable housing units and educational skill building as an effort to provide additional affordable housing option and prevent instability or homelessness.

Helping low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families and those who are: being discharged from publicly funded institutions and systems of care (such as health care facilities, mental health facilities, foster care and other youth facilities, and corrections programs and institutions); or, receiving assistance from public or private agencies that address housing, health, social services, employment, education, or youth needs

Over 90 percent of the awarded 2020 CDBG program year funding has been allocated to agencies proposing activities that support low and moderate-income households in an effort to prevent homelessness.

LEAVEN, Inc., Salvation Army and Pillars, Inc. help ensure that individuals have their most basic needs met. Financial assistance is provided to those who have no other resources to draw from and is intended to help stabilize households, preventing them from slipping into greater poverty and homelessness. Each agency's prevention program provides rental assistance to low- and moderate-income individuals and families residing in the City of Appleton in efforts to cancel evictions, secure affordable housing, and forestall foreclosure actions.

Rebuilding Together Fox Valley's core mission is to improve the homes and lives of low-income homeowners, allowing them to remain safe and healthy in their home. Not only are the homeowners able to age in place, but they are able to sustain affordable housing.

The Greater Fox Cities Habitat for Humanity's Almost Home program offers affordable rental units to qualified families while they actively work toward homeownership. Families that participate in the Almost Home receive case management to help them achieve their educational, vocational, and financial goals, and ultimately transfer on to the homeownership program.

AP-75 Barriers to Affordable Housing- 91.220(i)

Introduction

The City of Appleton, through a collaboration with the Metropolitan Milwaukee Fair Housing Council (MMFHC), updated the Analysis of Impediments to Fair Housing Choice report. The 2020 Analysis identifies barriers to equal housing access based on quantitative data contained in various sections of

the report, and based on qualitative information gleaned from community input. The impediments identified [below] are not listed in order of priority.

1. Private-market housing discrimination;
2. Affordable housing location;
3. Lack of affordable, accessible housing;
4. Private-market refusal to permit reasonable accommodations/modifications;
5. Lending discrimination and disparities; and
6. Critical shortage of affordable rental housing and limited housing assistance.

The 2020 Analysis of Impediments *Fair Housing Goals and Strategies* section identifies goals and strategies designed to redress impediments to fair housing. Each goal has a number of strategies to make progress toward the goal. Each strategy contains a timeframe for action, a measure of achievement, and the entity at each municipality that is responsible for implementing the strategies.

Goal 1: Continue efforts to ensure adequate supply of housing affordable to all income levels in the community;

Goal 2: Increase fair housing choice and decrease housing discrimination;

Goal 3: Continue funding the City of Appleton’s Neighborhood Program to encourage the establishment and support of neighborhood organizations; and

Goal 4: Increase access to consumer education in a culturally appropriate context.

Actions it planned to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the return on residential investment

Under *Goal 1: Continue efforts to ensure adequate supply of housing affordable to all income levels in the community*, listed above, the City of Appleton has identified eight strategies to make progress toward removing or ameliorating the barriers to affordable housing. Strategies specific to the removal or amelioration of the negative effects of public policy that serve as barriers include [in no particular order]:

Strategy 1- Support a variety of housing programs to defray the costs of rental housing or homeownership, marrying financial tools such as historic preservation, DNR grants, and opportunity zones;

Strategy 2- Promote and support private sector investment in affordable housing through TIF financing, LIHTC projects, and other state/federal financial resources; and

Strategy 3- Consider utilizing Central Business District (CBD) zoning in other areas of the City to promote denser in-fill and housing development.

AP-85 Other Actions- 91.220(k)

Introduction

The City of Appleton's 2020-2024 Consolidated Plan outlines various strategies addressing obstacles in meeting underserved needs, fostering and maintaining affordable housing, reducing lead-based paint hazards, reducing poverty, improving institutional structure, and enhancing coordination between housing and social service agencies.

Actions planned to address obstacles to meeting underserved needs

The Fox Cities Housing Coalition (FCHC), of which the City of Appleton is a member agency, is designed to promote communitywide commitment to the goal of ending homelessness; provide programming and housing for underserved and homeless individuals and families; promote access to and effect utilization of mainstream programs; and optimize self-sufficiency among underserved and homeless individuals and families. This continuum begins with emergency shelter programs, continues through transitional housing programs, and on to permanent affordable housing options. Nearly all of the 2020 program year funds are subawarded to agencies that are FCHC members, and operate programs that address underserved needs.

Actions planned to foster and maintain affordable housing

The City of Appleton has primarily used its CDBG funds to support affordable housing activities in various ways for homeowners, renters, and first-time homebuyers. The City will continue to fund similar efforts in the 2020 program year through subawards to Rebuilding Together Fox Valley, Pillars Inc, the Appleton Housing Authority, Greater Fox Cities Habitat for Humanity, and the City's Homeowner Rehabilitation Loan Program.

Actions planned to reduce lead-based paint hazards

The City of Appleton continues to allocate CDBG funds each program year supporting its Homeowner Rehabilitation Loan Program, which provides low- and moderate-income homeowners with the financial ability to make repairs to their homes. A requirement for participation in this program is that items not meeting code and all lead paint hazards be rehabilitated as part of the loan funding.

The City also continues to support the Appleton Housing Authority's Homebuyer Program, which will include rehabilitation. Lead hazards are identified and remediated during the rehabilitation process.

In addition, the City of Appleton Health Department and the City's Homeowner Rehabilitation Loan Program work collaboratively to identify homes where young children may be adversely affected in the dangers of lead-based paint and removal of those hazards.

Actions planned to reduce the number of poverty-level families

In an effort to reduce the number of poverty-level families, the City of Appleton awarded 2020 program year funds to a family emergency shelter and rental assistance programs for individuals on the brink of homelessness. All of these programs and projects directly serve individuals and families that are facing financially challenging situations. The services offered and the constant collaboration among agencies provide the necessary direction and opportunities toward achieving financial independence and stable housing, while also decreasing the likelihood of homelessness.

The City of Appleton continues to provide funding to the City's Homeowner Rehabilitation Loan Program, the Appleton Housing Authority, Greater Fox Cities Habitat for Humanity, and Rebuilding

Together Fox Valley in an effort to rehabilitate and maintain affordable housing opportunities in the Appleton community.

Actions planned to develop institutional structure

The institutional structure through which the City of Appleton carries out its plans is strong due to framework already in place, and as such, does not have any specific actions planned to modify it.

The City is the financial agent for the Continuum of Care (CoC) and Emergency Homeless and Housing (EHH) grants, and an active member, of the Fox Cities Housing Coalition. The Appleton Housing Authority receives a CDBG allocation for its Homebuyer Program and also coordinates with the Health Department to provide services to its senior population. These relationships allow for a high level of interaction resulting in coordination of services between the City and agencies that may be supported by CDBG funding.

Actions planned to enhance coordination between public and private housing and social service agencies

While there does not appear to be a gap in the structure, the City of Appleton continuously works to further enhance coordination of services between nonprofit organizations and public institutions. The City of Appleton is an actively participating member of the Fox Cities Housing Coalition, a local continuum of services. All member agencies of the Coalition actively seek to enhance coordination and collaboration between services and agencies, and reduce any level of duplication.

AP-90 Program Specific Requirements- 91.220(I)(1, 2, 4)

Introduction

Community Development Block Grant Program (CDBG)

Reference 24 CFR 91.220(I)(1)

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

Program Income (Table 63)

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed	0
2. The amount of proceeds from Section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee’s strategic plan	0
3. The amount of surplus funds from urban renewal settlements	0
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan	0
5. The amount of income from float-funded activities	0
Total Program Income	0

Other CDBG Requirements (Table 64)

1. The amount of urgent need activities	0
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<p>2. The estimated percentage of CDBG funds that will be used for activities that benefit persons of low and moderate-income. Overall Benefit- a consecutive period of one, two, or three years may be used to determine that a minimum overall benefit of 70 percent of CDBG funds is used to benefit persons of low and moderate-income. Specify the years covered that include this Annual Action Plan</p>	<p>82%</p>
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APPENDIX