

Executive Summary

AP-05 Executive Summary - 91.200(c), 91.220(b)

1. Introduction

West Allis is a member of a HOME Consortium with Milwaukee County and the City of Wauwatosa, and is also a HUD Entitlement Community under the CDBG program. The Five-Year Consolidated Plan (the “Plan”) is a comprehensive document that outlines West Allis's goals on a five-year vision to assist low-moderate income persons and address the presence of slum and blight conditions within the community. In the past few months, West Allis has worked with community stakeholders to establish a vision for housing, community, and economic development actions.

West Allis’s CDBG funds will be used under the following “project” categories:

1. Administration
2. Public Services
3. Housing Programs
4. Economic Development Activities
5. Public Facilities

West Allis’s intentions for the use of CDBG funds include the following:

1. Redevelop abandoned/underutilized industrial sites
2. Eliminating slum and blighting influences
3. Addressing the needs of low-moderate income neighborhoods
4. Expand Economic Opportunities
5. Decent and Affordable Housing
6. Delivery and provision for providing social services or outreach programs

2. Summarize the objectives and outcomes identified in the Plan

This could be a restatement of items or a table listed elsewhere in the plan or a reference to another location. It may also contain any essential items from the housing and homeless needs assessment, the housing market analysis or the strategic plan.

This could be a restatement of items or a table listed elsewhere in the plan or a reference to another location. It may also contain any essential items from the housing and homeless needs assessment, the housing market analysis or the strategic plan.

1. Increase supply of standard affordable housing
2. 15 rehabbed units and 606 households receiving Housing Choice Voucher including 149 VASH Households
1. Assure access to services for targeted populationsProvide health and in-home services to 350 elderly,

disadvantaged. Provide daycare services and educational opportunities to 200 individuals. Provide increased/focused policing to an LMA population of 3,575 people. Assist crime awareness/drug abuse/gang prevention programs to an LMA population of 45,960 people. Provide recreational park services to an LMA population of 3,455 people. Provide Healthy Home educational materials and kits, and/or install above-ground planter beds, and/or install smoke detector/carbon monoxide detectors to 250 people. Provide domestic violence supportive services to 50 people. Provide job training services to 35 individuals. Provide Homeless Outreach Services to 40 individuals.

2. Improve/develop infrastructure Provide one (1) park improvement project to an LMA population of 905 people. Provide street beautification improvements to an LMA population of 45,960 people. Provide 4 target area sweeps of code enforcement in target blighted areas, serving an LMA population of 45,960 people.

3. Develop economy and employment Provide micro-enterprise technical assistance, counseling and educational services to 32 people. Assist five (5) private businesses with loans to create 20 jobs. Provide façade improvements to three (3) businesses.

4. Provide strong program planning and administration

3. Evaluation of past performance

This is an evaluation of past performance that helped lead the grantee to choose its goals or projects.

This is an evaluation of past performance that helped lead the grantee to choose its goals or projects. Over the past year, the City of West Allis has designated CDBG Entitlement funding toward our community redevelopment and planning, revitalization, affordable housing, and public service related activities through a competitive application process. Below is a description outlining the use of CDBG funding in the last year.

Allocation of 2019 CDBG Projects (which is very similar to all past years):

- 20% - Administration
- 14% - Public Service
- 11% - Housing Rehab
- 21% - Economic Development
- 34% - Public Facilities

The City's unique approach to implementation of CDBG-funded programs involves a competitive process for all potential activities/subrecipients, even those operated under the City government umbrella. Generally, the program has funded around six (6) subrecipients and intergovernmental agencies annually, allowing for each agency to receive a small portion of the total CDBG Entitlement amount for their various community development-related request. Past performance achievements include:

Public service: 746 seniors served with senior-targeted public service projects; 66 domestic violence

victims served through the WISH program; 200 individuals received daycare and educational services and resources through the Family Resource Center program; provided healthy home/carbon monoxide/smoke detector services; LMA population of 45,960 people were provided extra crime prevention services through the Community Service Officer, Neighborhood Watch and Gang Prevention programs that would not otherwise be provided if not for CDBG funds.

Housing: In 2019, CDBG funds supported housing rehab loans to 10 single-family units.

Economic Dev: 2019 monies were used to support several facade grants in LMA's. Additionally, 2019 monies were accessed to assist several small businesses grow and create more family sustainable jobs.

Public Facilities: served the City's LMA population of 45,960 people with street beautification funds in designated LMI areas. Additionally funds were used to serve these areas by providing over 4K code enforcement inspections.

4. Summary of Citizen Participation Process and consultation process

Summary from citizen participation section of plan.

Summary from citizen participation section of plan.

The City of West Allis follows HUD's citizen participation guidelines for an Annual Action Plan and Consolidated Plan with the following steps: (1) publication in City's official newspaper, emails to CDBG "solicitation" list, posting in City buildings, and posting on City website seeking public comment and ideas in developing goals and projects for the next year's funding; (2) hold public comment meeting; (3) publication in City's official newspaper, emails to CDBG "solicitation" list, posting in City buildings, and posting on City website that the City is accepting/soliciting for applications for the next year's funding; (4) public hearing at Block Grant Committee meeting to consider all proposals submitted for the next year's Annual Action Plan; (5) review/approval of Annual Action Plan by Common Council; (6) notice of making the Annual Action Plan available for review and public comment; (7) notice to public of a Finding of No Significant Impact on the Environment.

To date, no citizen comments have been received and no requests for copies of the plan were received.

5. Summary of public comments

This could be a brief narrative summary or reference an attached document from the Citizen Participation section of the Con Plan.

This could be a brief narrative summary or reference an attached document from the Citizen Participation section of the Con Plan.

Oral or written comments or complaints made regarding a Plan, amendment to a Plan, or a performance report for activities carried out under a Plan, shall be summarized and attached to the relevant document for submission to HUD, along with a response to the comment or complaint.

A written complaint from a citizen directed to the Department of Development will receive a written

response within 15 working days of receipt of the complaint, whenever practical.

Comments or complaints regarding documents prepared by the City of Wauwatosa or Milwaukee County shall be addressed by these entities.

To date, no citizen comments have been received and no requests for copies of the plan were received for the 2020 Annual Action Plan.

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

n/a

7. Summary

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

1. Agency/entity responsible for preparing/administering the Consolidated Plan

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

Agency Role	Name	Department/Agency
Lead Agency	WEST ALLIS	
CDBG Administrator	WEST ALLIS	Department of Development
HOPWA Administrator		
HOME Administrator		
HOPWA-C Administrator		

Table 1 – Responsible Agencies

Narrative

Consolidated Plan Public Contact Information

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

1. Introduction

A list of public and assisted housing providers is available through the City of West Allis Housing Authority both electronically and print format. Staff provides consultation to inquiring individuals on where to apply or to whom to contact. The City works closely with the West Allis Health Department as well as other agencies such as Milwaukee County Department of Aging and Outreach Services. West Allis supports programs through the CDBG programs like the Family Resource Center (assist low income families with child care/child educational services) and West Central Interfaith (elderly West Allis residents who need assistance).

West Allis is its own Public Housing Authority through the Community Development Authority. The Housing Office has four (4) fulltime staff, a supervisor, manager, and director who oversee the Housing Office. The Community Development Authority of the City of West Allis administers 606 Housing Choice Vouchers, of which 102 are PBVs for seniors at the Beloit Road Senior Apartment complex. West Allis also administers 149 VASH vouchers for homeless veterans.

West Allis greatly assists the CoC by voluntarily entering and maintaining all HUD-VASH VO's within the Homeless Management Information System (HMIS) for West Allis as well as the Housing Authority of the City of Milwaukee (over 400 VO's total). The recording of this information means that the metro Milwaukee area is one of the first PHA/ VAMC's nationally, that records this data. In addition, West Allis is active with coordination/participation with various homeless outreach programs, including the mandatory January Point-In-Time Count. West Allis is also an active participant in the State of WI Homeless Management Information Systems (HMIS) Board of Directors. The City of West Allis continually coordinates with CoC outreach program staff in identifying services for homeless individuals and families within West Allis.

In 2020 the City of West Allis became the first local entitlement to utilize CDBG funds strictly for Housing First. The City has partnered with Milwaukee County's Outreach Services staff in order to identify homeless individuals in the City. Housing is identified but in addition a comprehensive services assesment by Milw Co staff is provided so that individuals and families that are identified are allowed to access additional resources such as long term case management. West Allis efforts to reduce homelessness also include instating a homeless "preference" in the Community Development Authority's Housing Choice Voucher open enrollment process in 2013 and in 2015. In addition, West Allis has accepted 145 VASH vouchers from HUD, actively providing affordable housing to homeless veterans.

West Allis staff is also an active participant in the State of WI Homeless Management Information Systems (HMIS) Board of Directors. West Allis's position on the HMIS board assists in creating and directing policy as it relates to assessment of homeless individuals and families within the local continua and the remaining balance of the State. The Board creates the assessment tool used by outreach and social service providers (Vulnerability Index Assessment Tool) within the State. West Allis also promotes low-income housing tax credit projects when inquired to by developers who apply for LIHTC projects

through the Wisconsin Housing and Economic Development Association (WHEDA) competitive LIHTC program.

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)).

A list of public and assisted housing providers is available through the City of West Allis Housing Authority both electronically and print format. Staff provides consultation to inquiring individuals on where to apply or to whom to contact. The City works closely with the West Allis Health Department as well as other agencies such as Milwaukee County Department of Aging and Mental Health. West Allis supports programs through the CDBG programs like the Family Resource Center (assist low income families with child care/child educational services) and West Central Interfaith (elderly West Allis residents who need assistance).

West Allis is its own public housing authority through the Community Development Authority. The Housing Office has four (4) fulltime staff, a supervisor, manager, and director who oversee the Housing Office. The Community Development Authority of the City of West Allis administers 606 Housing Choice Vouchers, of which 102 are PBVs for seniors at the Beloit Road Senior Apartment complex. West Allis also administers 149 VASH vouchers for homeless veterans.

West Allis greatly assists the CoC by voluntarily entering and maintaining all HUD-VASH VO's within the Homeless Management Information System (HMIS) for West Allis as well as the Housing Authority of the City of Milwaukee (over 400 VO's total). The recording of this information means that the metro Milwaukee area is one of the first PHA/ VAMC's nationally, that records this data. In addition, West Allis is active with coordination/participation with various homeless outreach programs, including both the mandatory January Point-In-Time Count as well as the July voluntary count. West Allis is also an active participant in the State of WI Homeless Management Information Systems (HMIS) Board of Directors. The City of West Allis continually coordinates with CoC outreach program staff in identifying services for homeless individuals and families within West Allis.

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 West Allis maintains an active seat on the City of Milwaukee/Milwaukee County CoC Executive Board. As previously mentioned the City has formed a partnership with Milwaukee County Outreach Services staff to directly assist homeless individuals in the City. The City of West Allis actively participates in Point in Time Count and maintains an ongoing relationship with various Street Outreach, Shelter, Food Pantry's and other social service providers

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

Active membership on the City of Milwaukee/Milwaukee County CoC Executive Board. This body is ultimately responsible for reviewing and awarding all CoC funded projects. Additionally, the City of West Allis maintains a seat on the State of WI HMIS Advisory Board. This Board is responsible for setting HMIS standards for all 5 State CoC's.

2. Agencies, groups, organizations and others who participated in the process and consultations

Table 2 – Agencies, groups, organizations who participated

1	Agency/Group/Organization	Milwaukee County Housing Division
	Agency/Group/Organization Type	PHA Services-homeless Other government - County Other government - Local Business and Civic Leaders
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Homelessness Strategy
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	

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

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

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Continuum of Care		

Table 3 - Other local / regional / federal planning efforts

Narrative

1. Continuum of Care: West Allis will take into consideration other local, regional, state and federal plans and will strive to use available CDBG funds for eligible activities that address goals in other plans and also meets the needs identified in the Milwaukee County/West Allis Con Plan.
 2. Healthy Homes: The West Allis Health Dept.'s goal to increase the number of healthy homes in the City, by assessing the homes of LMI people to identify needs within the home for the target areas of lead, indoor air quality, toxic hazards, and child safety. West Allis funds the Healthy Homes program, which meets the City's planning efforts to reduce safety hazards in the homes of LMI individuals.
 3. Parks and Street Beautification: The West Allis Public Works Division's goal is to enhance the streetscape prominence of LMI areas, which can be accomplished through the CDBG-funded Street Beautification activity. The Public Works Division also strives to provide high-quality parks and open spaces, used for recreational activities, especially pocket parks in LMI areas. This goal is achieved by activities set-up, on an as-needed-bases, for park enhancements or creation, through CDBG funds.
 4. Exterior Code Enforcement: The West Allis Building Inspection and Neighborhood Services Dept.'s goal is to reduce the number of non-code-compliant properties in the City. This is achieved through the CDBG-funded Exterior Code Enforcement Program, which funds an inspector who focuses on inspections within certain LMI block groups/neighborhoods, issuing notices and orders to property owners to fix the exterior of their building in order to be code compliant.
 5. Crime Reduction: The West Allis Police Dept.'s goal is to reduce crime in the City. The Community Service Officer, Neighborhood Watch, Graffiti Removal and Gang Prevention activities all fund above and beyond normal policing activities by focusing man hours and resources in specific geographic areas, providing extra follow-up and investigation on criminal activity, and providing neighborhood education to block captains and neighborhood associations.
- West Allis continues to fund/support economic development in the City through its annual CDBG budget. Activities include the Economic Development Loan program, entrepreneurial training through the Wisconsin Women's Business Initiative Corporation, and the Commercial Façade Improvement program. The ED loan program fosters job creation with the added benefit of helping new business start or existing businesses expand in the community. The Department of Development has formed relationships over the years with various banks, promoting the ED loan program, and quite often, banks refer businesses to the City for gap financing.
- Activities are marketed through the City's website but also shared with commercial lenders or real estate brokers. Programs are outlined through an array of presentations to City social or professional organizations such as West Allis/West Milwaukee Chamber of Commerce, Rotary,

etc. The City works closely with the Milwaukee Area Technical College to help address workforce and talent recruitment issues for area businesses. Programs and successful projects are promoted in the City’s quarterly newsletter in a section called “Business First.”

AP-12 Participation - 91.401, 91.105, 91.200(c)

1. Summary of citizen participation process/Efforts made to broaden citizen participation Summarize citizen participation process and how it impacted goal-setting

The City of West Allis follows HUD's citizen participation guidelines for an Annual Action Plan and Consolidated Plan with the following steps: (1) publication in City's official newspaper, emails to CDBG "solicitation" list, posting in City buildings, and posting on City website seeking public comment and ideas in developing goals and projects for the next year's funding; (2) hold public comment meeting; (3) publication in City's official newspaper, emails to CDBG "solicitation" list, posting in City buildings, and posting on City website that the City is accepting/soliciting for applications for the next year's funding; (4) public hearing at Block Grant Committee meeting to consider all proposals submitted for the next year's Annual Action Plan; (5) review/approval of Annual Action Plan by Common Council; (6) notice of making the Annual Action Plan available for review and public comment; (7) notice to public of a Finding of No Significant Impact on the Environment.

On October 5, 2019 the City held a Public Informational Meeting, seeking public comment on goals and objectives to be considered in the formation of the FY 2020 Annual Action Plan. Members of the Community Development Block Grant Committee commented that they were in favor of already-existing activities, but also would support some new proposals/applications.

The goals/objectives mentioned during the public input meeting are already in place with the City's Consolidated and Annual Action Plan.

The City of West Allis Block Grant Committee, consisting of citizen representation from each aldermanic district along with six (6) other members, fully recommended approval of the 2019 Annual Action Plan to the Common Council. The proposed plans were approved at the Common Council on November 21, 2017. To date, no citizen comments have been received and no requests for copies of the plan were received.

Citizen Participation Outreach

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)

Table 4 – Citizen Participation Outreach

Expected Resources

AP-15 Expected Resources - 91.420(b), 91.220(c)(1,2)

Introduction

West Allis is a member of a HOME Consortium with Milwaukee County and the City of Wauwatosa, and is also a HUD Entitlement Community under the CDBG program. The Five-Year Consolidated Plan (the “Plan”) is a comprehensive document that outlines West Allis's goals on a five-year vision to assist low-moderate income persons and address the presence of slum and blight conditions within the community. In the past few months, West Allis has worked with community stakeholders to establish a vision for housing, community, and economic development actions. West Allis estimates funds available for the five-year performance period of FY 2014-2019 is \$6,000,000. The 2020 award amount is \$1,249,306 with an estimated program income of \$191,000, totaling \$1,440,306 for the FY2020 budget.

Anticipated Resources

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 and Planning Economic Development Housing Public Improvements Public Services	1,295,317	191,000	0	1,486,317	0	The City of West Allis only receives CDBG, HCV and HUD-VASH funding directly

Table 5 - Expected Resources – Priority Table

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 will continue to support tax credit applications that provide senior housing at the 60% of median income level and possibly leverage HOME funds to create rental-occupied units at the 50-60% CMI level, and homeowner-occupied units at the 80% CMI level.

West Allis CDBG programs often depend on additional resources to support the particular activity. Though there is no particular requirement to leverage funds, the overall scope of activities require additional funds or support to meet their performance measurement goals. Public Service programs often receive support from other regional grants or fundraising initiatives. Programs conducted by the City, such as Housing Rehab, are loans that are repaid through private funds. Economic Development loans often leverage private equity contributions as well as financial commitments from financial institutions. Whether Community Planning or Public Facility projects, the programs leverage general City tax dollars to support the overall budget. Efforts to address blight through the Commercial Façade Improvement program are by grants that require at least 50% owner equity in the project.

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

West Allis owns and maintains several City parks throughout the jurisdiction. The Con Plan survey results indicated a need for improving the condition of recreational facilities and increasing the number of recreational facilities. In the past, West Allis has used Public Facilities funds to improve park playground equipment and facilities,. In the fall of 2019 the City conducted a facilities study that identified several potential areas where CDBG Public Facility monies could be utilized. In fact 2019 monies allowed for the City to address a lead paint problem at the Farmers Market prior to opening in spring of 2020. West Allis will also work various City Departments to address other eligible City facilities. It should be noted that the City does not have the authority to foreclose on private properties for unpaid taxes. The City attempts to work with Milwaukee County Real Estate staff on purchasing blighted properties in order to demo and build new affordable single family housing

Discussion

n/a

Annual Goals and Objectives

AP-20 Annual Goals and Objectives - 91.420, 91.220(c)(3)&(e)

Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Increase supply of standard affordable housing	2020	2024	Affordable Housing	City of West Allis	Decent, safe, affordable housing	CDBG: \$157,753	Rental units constructed: 2 Household Housing Unit Homeowner Housing Rehabilitated: 10 Household Housing Unit Direct Financial Assistance to Homebuyers: 5 Households Assisted
2	Assure access to services for targeted populations	2020	2024	Non-Homeless Special Needs Non-Housing Community Development		Access to services for LMI seniors/youth/disabled	CDBG: \$204,710	Public service activities other than Low/Moderate Income Housing Benefit: 1225 Persons Assisted
3	Improve/develop infrastructure	2020	2024	Non-Housing Community Development		Improve/develop infrastructure	CDBG: \$482,200	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 45960 Persons Assisted

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
4	Develop economy and employment	2020	2024	Non-Housing Community Development		Develop economy and employment	CDBG: \$335,000	Facade treatment/business building rehabilitation: 5 Business Jobs created/retained: 10 Jobs Other: 35 Other
5	Provide strong program planning and administration	2020	2024	Administration	City of West Allis	Program planning and administration	CDBG: \$254,402	Other: 1 Other

Table 6 – Goals Summary

Goal Descriptions

1	Goal Name	Increase supply of standard affordable housing
	Goal Description	Rental units rehabilitated: 2 Household Housing Unit Homeowner Housing Rehabilitated: 10 Household Housing Unit Direct Financial Assistance to Homebuyers: 5 Households Assisted
2	Goal Name	Assure access to services for targeted populations
	Goal Description	Public service activities other than Low/Moderate Income Housing Benefit: 1225 Persons Assisted
3	Goal Name	Improve/develop infrastructure
	Goal Description	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 45960 Persons Assisted

4	Goal Name	Develop economy and employment
	Goal Description	Facade treatment/business building rehabilitation: 5 Business Jobs created/retained: 10 Jobs Other: 35 Other
5	Goal Name	Provide strong program planning and administration
	Goal Description	

AP-35 Projects - 91.420, 91.220(d)

Introduction

WesWest Allis is a member of a HOME Consortium with Milwaukee County and the City of Wauwatosa, and is also a HUD Entitlement Community under the CDBG program. The Five-Year Consolidated Plan (the “Plan”) is a comprehensive document that outlines West Allis's goals on a five-year vision to assist low-moderate income persons and address the presence of slum and blight conditions within the community. In the past few months, West Allis has worked with community stakeholders to establish a vision for housing, community, and economic development actions. West Allis estimates funds available for the five-year performance period of FY 2014-2019 is \$6,000,000. The 2020 award amount is \$1,249,306 with an estimated program income of \$191,000, totaling \$1,440,306 for the FY2020 budget.

AlliWest Allis is a member of a HOME Consortium with Milwaukee County and the City of Wauwatosa, and is also a HUD Entitlement Community under the CDBG program. The Five-Year Consolidated Plan (the “Plan”) is a comprehensive document that outlines West Allis's goals on a five-year vision to assist low-moderate income persons and address the presence of slum and blight conditions within the community. In the past few months, West Allis has worked with community stakeholders to establish a vision for housing, community, and economic development actions. West Allis estimates funds available for the five-year performance period of FY 2014-2019 is \$6,000,000. The 2020 award amount is \$1,249,306 with an estimated program income of \$191,000, totaling \$1,440,306 for the FY2020 budget.

is a member of a HOME Consortium with Milwaukee County and the City of Wauwatosa, and is also a HUD Entitlement Community under the CDBG program. The Five-Year Consolidated Plan (the “Plan”) is a comprehensive document that outlines West Allis's goals on a five-year vision to assist low-moderate income persons and address the presence of slum and blight conditions within the community. In the past few months, West Allis has worked with community stakeholders to establish a vision for housing, community, and economic development actions. West Allis estimates funds available for the five-year performance period of FY 2014-2019 is \$6,000,000. The 2020 award amount is \$1,249,306 with an estimated program income of \$191,000, totaling \$1,440,306 for the FY2020 budget.

Project Name

- 1 Housing
- 2 Public Service
- 3 Public Facilities
- 4 Economic Development
- 5 Planning and Administration

#	Project Name
1	Housing
2	Public Service
3	Public Facilities
4	Economic Development
5	Administration

Table 7 – Project Information

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

The City's highest demand for project funding is in the Public Services category. West Allis nearly utilizes the maximum 15% of budget funding to this Project every year, in order to serve the maximum amount of underserved populations in need of public services. Every year, West Allis receives more Public Service funding applications/requests, than what the budget allows for. Approximately 61% of the FY2019 Public Service funds benefit targeted, underserved individuals, such as victims of domestic violence and seniors. The remaining 39% of Public Service funds benefit the general LMA areas, in which 51% or more of the population is composed of LMI people. West Allis also funds Housing activities, which benefit underserved/LMI households. Approximately 80% of FY2020 Housing funds benefit the underserved population of LMI households, providing financial opportunities that allow them to make required home repairs at an affordable cost, allowing them to remain in their homes. The biggest obstacle with serving LMI homeowners for the Housing Rehab activities is finding applicants who meet the underwriting criteria prior to approval of a rehab loan. West Allis has adopted more flexible underwriting criteria than a typical bank, but the City must also evaluate the applicants' ability to pay a loan back, which is hard in today's economy.

AP-38 Project Summary
Project Summary Information

1	Project Name	Housing
	Target Area	
	Goals Supported	
	Needs Addressed	Decent, safe, affordable housing
	Funding	CDBG: \$157,753
	Description	
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	
	Location Description	
	Planned Activities	
2	Project Name	Public Service
	Target Area	
	Goals Supported	
	Needs Addressed	Access to services for LMI seniors/youth/disabled
	Funding	CDBG: \$203,310
	Description	
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	Community Service Officer – LMA population of 5,375 people Graffiti Removal – LMA population of 45,960 Frail Elderly Home Services/Interfaith West Allis – 345 people Gang Prevention – LMA population of 45,960 Neighborhood Watch – LMA population of 45,960 Liberty Heights Program – LMA population of 3,455 people Healthy Homes – 250 people Family Resource Center – 200 people WISH program – 50 people WRTP/Big Step – 35 people Homeless Outreach Services-40
	Location Description	

	Planned Activities	Community Service Officer – LMA, HUD matrix code 5, \$40,000 budget Graffiti Removal – LMA , HUD matrix code 5, \$3,421 budget Frail Elderly Home Services/Interfaith West Allis – LMC, HUD matrix code 05A, \$46,265 budget Gang Prevention – LMA, HUD matrix code 5, \$18,191 budget Neighborhood Watch – LMA, HUD matrix code 05I, \$6,000 budget Liberty Heights Program – LMA, HUD matrix code 5, \$7,000 budget Healthy Homes – LMC, HUD matrix code 05P, \$13,680 budget Family Resource Center – LMC, HUD matrix code 05L, \$31,125 budget WISH program – LMC, HUD matrix code 05G, \$10,270 budget WRTP/Big Step – LMC, HUD matrix code 05H, \$15,000 budget
3	Project Name	Public Facilities
	Target Area	
	Goals Supported	
	Needs Addressed	
	Funding	CDBG: \$482,200
	Description	
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	Street Beautification – LMA population of 45,960 Exterior Code Enforcement – LMA population of 45,960 Burnhan Pointe Neighborhood/Street Improvements – LMA population of 2,880 people
	Location Description	Street Beautification - scattered eligible LMA census block groups throughout the City Exterior Code Enforcement – scattered inspections throughout eligible LMA census block groups throughout the City. Staff offices at 7525 W. Greenfield Ave., West Allis, WI 53214 Burnhan Pointe Neighborhood/Street Improvements-60th and Burnham Area West Allis, WI 53219 Veterans Park Activity Court-6900 W National Ave, West Allis, WI 53214
Planned Activities	Street Beautification, LMA, HUD matrix code 03N, \$25,000 budget Exterior Code Enforcement, LMA, HUD matrix code 15, \$190,054 budget Burnham Pointe Neighborhood, LMA, HUD matrix code 03F,	
4	Project Name	Economic Development

	Target Area	
	Goals Supported	
	Needs Addressed	
	Funding	CDBG: \$342,641
	Description	Economic Development Plan & Delivery Program – 10 jobs WWBIC (micro-enterprise technical assistance) – 32 people Commercial Façade Improvement & Delivery Program – 3 businesses *Goal indicator category of “other” identifies WWBIC beneficiaries for 18C technical assistance.
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	Economic Development Plan & Delivery Program – 10 jobs WWBIC (micro-enterprise technical assistance) – 32 people Commercial Façade Improvement & Delivery Program – 3 businesses *Goal indicator category of “other” identifies WWBIC beneficiaries for 18C technical assistance.
	Location Description	WWBIC – 1533 N. RiverCenter Dr. Milwaukee, WI 53212 The other programs are not located in a particular location – scattered sites Economic Development Plan & Delivery Program, LMJ, HUD matrix code 18A, \$202376 budget WWBIC (micro-enterprise technical assistance), LMC, HUD matrix code 18C, \$60,000 budget Commercial Façade Improvement & Delivery Program, SBS, HUD matrix code 14E, \$70,000 budget
	Planned Activities	
5	Project Name	Administration
	Target Area	
	Goals Supported	
	Needs Addressed	
	Funding	CDBG: \$254,402
	Description	
	Target Date	12/31/2020

	Estimate the number and type of families that will benefit from the proposed activities	
	Location Description	
	Planned Activities	

AP-50 Geographic Distribution - 91.420, 91.220(f)

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

In 2014, West Allis created a completely new geographical area for eligible Low-Moderate Income Areas (LMAs), based on 2006-2010 ACS data. West Allis then analyzed all block groups' income percentages and selected 46 block groups that together, averaged 51% of county median household income. The eligible LMA geographic area increased in 2014, compared to previously-used 2000 Census info. West Allis has since used these established 46 block groups as the identified target LMAs.

Approximately 17% of FY2019 budget will be allocated to the largest LMA geographical area in which activities take place, scattered, within the target areas. Approximately 19% of FY2019 budget is allocated to smaller, more specific eligible LMAs.

Target areas include:

CT 1001, BG 1,2,3,4

CT 1002, BG 1,2,3,4

CT 1003, BG 1,2

CT 1004, BG 1,2,3

CT 1005, BG 1,2,3,4

CT 1006, BG 1,2

CT 1009, BG 1,2,3

CT 1010, BG 1,3

CT 1011, BG 1

CT 1012, BG 1,2

CT 1013, BG 1,2,3,4

CT 1014, BG 1

CT 1015, BG 1,2,3,4

CT 1016, BG 1,2,3,4,5

CT 1017, BG 1,2,3,4

CT 1018, BG 1

Geographic Distribution

Target Area	Percentage of Funds
City of West Allis	

Table 8 - Geographic Distribution

Rationale for the priorities for allocating investments geographically

The northeast quadrant of the City is the primary targeted geographic area for CDBG funding. The rationale for the geographic allocation of resources is that the northeastern quadrant of the City has the

oldest housing stock and the highest concentration of low-income neighborhoods. The vast majority of the City's minority/ethnic population also resides in this area. This area, along with additional block groups in the central and western part of the City, forms the City's LMAs, which have an overall percentage of 51% low- to-moderate income persons

Discussion

AP-75 Barriers to affordable housing -91.420, 91.220(j)

Introduction

The Cities of West Allis, Milwaukee and Wauwatosa along with the Counties of Milwaukee and Waukesha have recently entered into an agreement to conduct a regional Analysis of Impediments (AI). This presents a great opportunity to work on fair housing issues and educate local elected officials and the public. The City of Milwaukee, as lead has engaged a consultant to assist with the completion of the AI by 2020. In 2020 public meetings will be taking place in order to gather input.

The AI will run concurrently with an updated Con Plan that the City is in partnership with Milwaukee County and the City of Wauwatosa.

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

West Allis's zoning code is very flexible when it comes to allowing multi-family developments and even allows duplexes to be rebuilt on a previously-platted lot even if the plot of land is nonconforming to today's codes. West Allis's fees and charges are no higher than surrounding communities'. West Allis is a completely-built-up community, so there are no growth limitations and the City actually encourages dense development. The City has 15 Tax Increment Finance Districts, of which some are home to affordable housing developments. West Allis will provide a letter of support for any affordable housing projects, if requested. It is anticipated that the upcoming regional analysis of impediments will assist in identifying other areas/policies in which the City may work towards the removal and ameliorate of policies that may be a barrier.

Discussion

AP-85 Other Actions - 91.420, 91.220(k)

Introduction

West Allis will work with Milwaukee County, Waukesha County, the City of Wauwatosa and the City of Milwaukee on a new regional Analysis of Impediments in 2020 . This will be the 3rd largest regional plan developed in the nation

Actions planned to address obstacles to meeting underserved needs

The continuing, long-term reduction of Federal, State and local financial resources is the single greatest impediment to meeting under-served needs for low- and very low-income West Allis residents. West Allis's 2020 Entitlement Grant was \$1,249,306.

A second obstacle to meeting underserved needs is high percentage of elderly people in the City. Residents over the age of 55 consist of 25% of the City's population (2010 Census). Improving access to services for the elderly continues to be a major focus through the Frail Elderly (West Central Interfaith) activity. This program improves the quality of life offered to the elderly. To best alleviate the obstacle of reduced funding, the City hosted a "public input" meeting to make sure that activities/programs that were to be funded in FY 2020, were these types of activities/programs that were most needed in the community.

Census tracts located within the northeast segment of West Allis have higher concentrations of low-moderate income individuals. Some Census Tracts are in excess of 60%. During FY2020, the City will continue funding CDBG-eligible activities regarding new redevelopment initiatives that will produce new employment opportunities and attract investment to underserved census tracts/neighborhoods, the funding of a domestic violence support group (WISH Program), and improvements to two (2) existing park/playground facilities on the east side of the City, providing upgraded public facilities to the underserved low-moderate population.

During 2020, the City will continue to provide service to 606 participants in the Section 8 Housing Choice Voucher (HCV) Program and the Veterans Affairs Supporting Housing (VASH) Program, which includes 102 low-income seniors (age 62 and older) through the Project Based Voucher (PBV) Program. Also in 2020, the City will continue addressing housing needs for low-to-moderate income households through the HOME program, through the Housing Rehab Program and by selling new affordable housing to low-to-moderate income households.

West Allis continues funding WRTP/Big Step who will assist low-income, unemployed, underemployed individuals find high-quality employment and offer economic advancement in manufacturing and construction by helping them link to skills and access to middle skill jobs/careers. Their goal is to provide employment skills to 35 West Allis residents.

Actions planned to foster and maintain affordable housing

The City of West Allis operates a Public Housing Authority consisting of a ACC of 606 units and a ABB of

over \$3,000,000. This is a voucher only program spread across the traditional HCV program, VASH and PBV.

West Allis, Milwaukee County and Wauwatosa are a HOME consortium focused on creating affordable housing. Efforts have included creating affordable units while providing low interest loans to rehabilitate affordable units. West Allis has also helped provide a balance of affordable units by developing and promoting tax credit assisted housing. The City of West Allis is the only community outside of Milwaukee with an extremely low-income mentally handicapped facility outside of the City of Milwaukee. West Allis also permits group homes and CBRFs and does not have restrictive zoning

Actions planned to reduce lead-based paint hazards

The Health Department offers the gamut of lead-related health services, including physical assessments of residences, testing of drinking water, screening of children and pregnant women, educational programs for parents, landlords and contractors. Contacts have been made through exhibits at various public events, articles in the City newsletter, and group presentations by health department staff, school and daycare based brochure distributions, and media releases. Referrals have come from area physicians, the department-based WIC program and self-referral by parents. The West Allis Health Department also owns an XRF lead paint analyzer.

West Allis adopted an ordinance to establish local authority to deal with lead paint hazards and childhood lead poisoning. State certification of lead paint abatement contractors strengthens this local effort by identifying a pool of abatement contractors who are conversant with the issues involved in lead paint abatement and who are available to carry out abatement work in a safe and healthful manner.

All City residents have been advised of a potential for elevated lead levels in drinking water. This effort is based on United States Environmental Protection Agency (USEPA) testing requirements of the Clean Drinking Water Act and the results of representative testing in the water distribution system.

Notification to residents of the community has been by means of water

advertisements.

The City of West Allis initiated a State-local program to remediate lead paint hazards in eight West Allis homes using a combination of grants and low-interest loans to fund the work. This program is intended, in part, to develop information about the costs and availability of lead paint abatement in the area, and is funded through the State of Wisconsin-Department of Health and Social Services.

- To prevent lead poisoning
- To identify children with elevated blood lead levels early to prevent/reduce adverse health impacts.
- To refer children with elevated blood lead for medical intervention and other needed services or resources.
- To conduct environmental investigation and intervention to identify sources of lead and educate on abatement methods .
- To educate community residents/landlords regarding hazards of lead poisoning and lead poisoning

prevention.

- To collect and evaluate data to be used in targeting community-wide intervention to places with children at increased risk of lead poisoning.

The Community Development Division maintains a listing of Lead Certified contractors for homeowners. In addition, the City's Housing Rehabilitation programs require lead testing and assists with funding (low interest loans) to address lead paint hazards. Each year, through the Housing Rehabilitation program, the City assists approximately 10 homes.

Actions planned to reduce the number of poverty-level families

Initiatives funded through federal program funds that will help reduce poverty in the City of West Allis include activities that:

- Enhance the ability of low- and moderate-income homeowners to remain in their homes by providing financial assistance for home repairs
- Support acquisition and/or rehabilitation of affordable housing units
- Support access to benefits for seniors
- Provide job training and skills

Actions planned to develop institutional structure

The City of West Allis needs a strong, well-defined civic infrastructure in order to effectively plan for its future and to successfully implement community plans. Civic infrastructure can be defined as the capacity of the public, private, and non-profit sectors to sacrifice self-interest and work towards a common goal of improving the community. In order to establish a strong, well-designed and well-developed infrastructure, it must be recognized that the City government, nor CDBG funds alone cannot resolve all problems or provide all economic and social opportunities to reach the desired goals of the Annual or Consolidated Action Plan. Coalitions, partnerships, and networks that facilitate the exchange of information and ideas must be enhanced or formed among all sectors of the community.

The CDBG Program for the City of West Allis is administered through the Department of Development's Community Development Division. The goal of the City and Department is to form a strong, well-defined civic infrastructure, and will attempt during FY2019 to achieve the following objectives to build support in the City by doing the following:

1. Strengthen existing public/private partnerships and create new ones to implement programs and deliver service of all types, with the following entities: Participation in a Regional Analysis of Impediments to Fair Housing Participation in Milwaukee Continuum of Care (CoC) West-Central Interfaith West Allis-West Milwaukee School District West Allis Health Department/West Allis Senior Center Milwaukee County and United Way Agencies offer services that are being utilized by residents of West Allis. Promote citizen participation as a cornerstone of every planning process. Expand the use of alternative communication methods including social media and tweeter. Work to awareness of

affordable housing opportunities for persons with low incomes. Other significant participants in the process will be the City's Community Development Authority, the Economic Development Committee, the Community Development Block Grant Committee and the Fair Housing Board, as well as the Wisconsin Housing and Economic Development Authority (WHEDA). Create community indicators and benchmarking programs to measure the success of public and private programs and policies.

1. The City will rely principally on private developers for the completion of new construction or substantial rehabilitation projects.
2. The City will also use its CDBG funds to provide "gap financing" to a project when its operating income is insufficient to attract all the equity required.
3. The financing is based on creating jobs for low-to-moderate income individuals.

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

The Department of Development serves as liaison to facilitate partnerships that help leverage and broaden the scope of CDBG funded activities. John Stibal, Director of Development, is currently serving as the Chair of the Milwaukee City/County Continuum of Care in addressing issues surrounding homelessness. When challenges arise, staff looks for ways to have public and private housing, health, and social service agencies work together. Further, in the spirit of intergovernmental cooperation and regionalism, the City of West Allis works with neighboring communities to address issues. The West Allis Health Department is a great example as it provides services for West Allis and West Milwaukee residents.

West Allis conducts a solicitation period every summer for new applications for the upcoming CDBG fiscal year. Upon submittal of the application, Department of Development staff review the applications for compliance and eligibility. All the applications are placed within the respective federal allocation percentages and the funding requests are reviewed with regard to performance measurement standards. A staff recommendation is developed and forward to the citizen Block Grant Committee for review and comment. The Committee adopts a formal recommendation of the plan which is then forwarded to the Common Council for final approval. The Common Council approves the plan and welcomes a 30 day comment period in which a summary of the plan is posted on the City's website, the paper, and other government buildings. The public notice is also mailed to numerous civic and social service organizations.

West Allis has historically funded Public Service projects to the fullest extent (15% of the budget), which requires coordination between the City and various social service agencies, such as the Family Resource Center and Interfaith Older Adult Programs. West Allis plans to continue this public/private coordination with current and/or new social service agencies.

In the City's Housing Office, residents are able get information on social service, food pantry, and public housing agencies from around the metro-Milwaukee area. West Allis has expressed interest to the local HUD office, that additional Section 8 rent assistance vouchers would be welcomed, providing affordable

housing to even more than the 606 low-income households that are already served by West Allis's Section 8 program.

Discussion

Program Specific Requirements

AP-90 Program Specific Requirements - 91.420, 91.220(I)(1,2,4)

Introduction

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.

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 191,000
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: 191,000

Other CDBG Requirements

1. The amount of urgent need activities 0
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% of CDBG funds is used to benefit persons of low and moderate income. Specify the years covered that include this Annual Action Plan. 94.00%

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.

- | | |
|--|---------|
| 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 | 191,000 |
| 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 |

Annual Action Plan 35
2020

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:	191,000

Other CDBG Requirements

1. The amount of urgent need activities	0
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% of CDBG funds is used to benefit persons of low and moderate income. Specify the years covered that include this Annual Action Plan.	94.00%

Discussion

