

Executive Summary

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

1. Introduction

The City of Wauwatosa Consolidated Plan for the Community Development Block Grant Program (CDBG) is a comprehensive document that outlines goals to assist low/moderate income individuals through various programs/services for a five-year planning period. Each program/project funded with CDBG is designed to meet one of three major objectives (Decent Housing, Suitable Living Environment, or Economic Opportunity) and to contribute accomplishments under one or more of the three categories of outcomes (increase availability/accessibility, increase affordability, increase sustainability).

In addition, Milwaukee County HOME Consortium receives the City of Wauwatosa's share of the HOME funds and provides services with these funds on its behalf.

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

Provide Services to Senior Citizens: Emphasis is placed on programs that improve the quality of life for Wauwatosa's senior population, which comprises approximately 20% of the total population. In particular, programs serve the needs of low-income seniors.

Improve the quality of life for individuals with disabilities: CDBG funds support programs that offer services to low income individuals with disabilities.

Undertake improvements to public facilities: The City implements eligible public facilities projects as needed in LMI areas.

Promote economic development: The City provides funds to businesses for eligible economic development projects when they create FTE jobs filled with low/moderate income individuals.

Promote equal opportunity in housing: A portion of Wauwatosa's CDBG funding supports The Metropolitan Milwaukee Fair Housing Council who, through its Fair Housing Project, works to ensure that all people have equal access to housing opportunities and to eliminate unfair/illegal discrimination in the sale, rental, financing and insuring of housing. MMFHC provides counseling and investigative

services to people who report possible violations of fair housing laws and conducts outreach and informational activities directed toward increasing public awareness of equal opportunity in housing.

Increase and improve affordable housing opportunities for LMI people: The Milwaukee County Home Consortium receives Wauwatosa's HOME funds and administers the First-Time Homebuyers, Rental Assistance and Home Repair Programs for the City of Wauwatosa. Another priority undertakes vital improvements to enhance the quality of life and safety of low-income, elderly and disabled residents in subsidized residential facilities. Priority will also be given to housing programs that perform improvements to low-income homeowners and assist low-income homebuyers.

3. Evaluation of past performance

Projects that address suitable living and economic opportunity objectives consistently meet their goals assisting LMI populations. Programs that fall into the public service and public facilities/economic development categories, such as the programs that assist Wauwatosa's senior and disabled populations, rely on CDBG funding to continue offering quality services to the predominantly LMI populations they serve. Many of these programs apply for CDBG funds on an annual basis and as a result, city staff has been able to foster positive, close-working relationships with the organizations that allow for effective communication and problem solving.

The City of Wauwatosa has a slightly more difficult time meeting the goals of the housing programs. Wauwatosa is almost completely built out, there is very little available land for residential development and vacancy rates (owner and rental) are consistently low – around 2%. In addition, the land values are high in Wauwatosa. The cost of existing housing units is dictated by market forces and new developments have followed market trends/rates as well. The NIMBY philosophy results in resistance to duplex/multi-family housing construction in many areas of the community and makes it challenging to secure approval from the Common Council for these types of projects; the political feasibility of affordable housing remains a barrier to such projects. Discrimination in housing also likely plays a role. All of these characteristics and issues act as impediments to affordable housing.

As a result of the impediments listed above, Wauwatosa will focus funds on supporting/enforcing fair housing initiatives/laws and rehabilitating/upgrading existing low-income housing facilities. Additionally, we will offer continued support of housing that ensures the underserved low-income population living with HIV has housing and support options in Wauwatosa. Participation in the Milwaukee County HOME Consortium usually does not vary too much from year to year. The Section 8 Rent Assistance program has been and continues to essentially be closed to new participants; however the number of households residing in Wauwatosa as a result of the program remains around 11 each year. The Home Repair Program has assisted over 235 households since 1990 and has been one of the more successful housing programs in Wauwatosa. Conversely, the Homebuyer Assistance Program has assisted only 13 households since 1992, 25 from 2014-2017. The requirements of the program limit its use in Wauwatosa

and homebuyer assistance has not been provided since 2017. Continued outreach for these programs will hopefully result in increased participation along with greater accountability of efforts from Milwaukee County.

4. Summary of citizen participation process and consultation process

In an effort to increase public involvement in the development of the Consolidated Plan, West Allis, Wauwatosa, and Milwaukee County contracted with Community Planning and Development Advisors, LLC (CPDA) to conduct focus groups and an on-line citizen survey for stakeholders, practitioners and possible beneficiaries involved with the CDBG and HOME programs.

Wauwatosa and CPDA invited stakeholders from the City who represented a variety of groups, elected officials, and administrators involved in the City's community development program to participate in a focus group.

Email invitations were sent to 43 individuals and organizations, including the City's CDBG Committee, CDBG sub-recipients, relevant City staff (e.g. Health, Engineering, Public Works, Fire and Police), and Common Council members. On November 14, 2019, the consultant (CPDA) facilitated the focus group using a group technique developed to help each individual generate a series of responses to topic questions and the group then clarified and consolidated the ideas. The following questions were asked of the group:

In your opinion:

- 1) What is there about the CDBG Housing/Public Service/Public Facility Improvements/Economic Development/Administration programs (such as: methods, processes, systems, approach, policies) that should continue or be left "as is" over the next five years?
- 2) What is there about the CDBG Housing/Public Service/Public Facility Improvements/Economic Development/ Administration programs that should be changed (add, remove, revise, modify, correct, improve) over the next five years? Suggestions?

(See PR 10 Consultation for responses)

A Milwaukee County 2020-2024 Consolidated Plan Needs survey was conducted online during the months of October and November 2019. The survey was accessible to the residents of the City of Wauwatosa online and a press release with the survey link and purpose was sent to the Wauwatosa Patch and Wauwatosa NOW publication and posted on the City website.

The survey consisted of 33 questions broken into the following categories: Demographic Information; Community Needs Assessment; Funding Priority Assessment; Fair Housing Questionnaire. There were 30 responses from residents of the City of Wauwatosa. The activities identified as having the highest need for funding were Neighborhood Improvements (sidewalk, curb, street improvements, sidewalk accessibility improvements); Affordable Housing (Housing for Seniors, Disabled, Homeowners and Homebuyer Assistance); Rehabilitation of Housing (Accessibility Improvements for Disabled Persons); and Public Services (Transportation Services for Seniors, Mental Health Services, Substance Abuse Services). More than 50% of respondents thought discrimination in housing was an issue in their community, but 100% said they had not experienced discrimination.

Citizens and other interested parties had the opportunity to comment on the 5-Year Consolidated Plan between March 2, 2020 and April 4, 2020. Written comments submitted to the Development Department were also accepted. Notice of the hearing/comment period was noticed 30 days prior to submittal to HUD. Notice was sent to community organizations that may have an interest in the plan.

5. Summary of public comments

Summary of Focus Group Results:

The highest rated strengths of the program were the City's a staff, according to the group, they said they were a pleasure to work with, and they provided timely responses to questions and were flexible and helpful. The next rated strength was the application for funding, it was consistent from year to year and the reporting requirements of the program were clear and understandable.

The weaknesses of the program were: the housing priority has been difficult to address, not enough was done over last 5 years; need to facilitate collaboration and communication between agencies that receive funding; need for more opportunity for agencies to market/inform each other about their programs; and more communication, in general, needed.

The focus/priorities for the next 5 years receiving the highest ranking were: make decisions on how to address the need for a senior center; facilitate/encourage collaboration and communication among agencies, have localized events in Wauwatosa; have training sessions for perspective applications each year and use rating criteria for review of applications.

Summary of Survey Results:

Three hundred and fifty-five (335) residents of Milwaukee County accessed the survey with 79% (266) of those responding completing the survey. Fifty-five (21%) survey respondents who specified their locality

indicated they live outside of Milwaukee County or in the City of Milwaukee. These respondents were filtered out of the analysis, as the City of Milwaukee and surrounding counties are not included in the Milwaukee County Consolidated Plan.

Housing/Community Needs: The respondents rated the following housing needs as 1) maintenance and upkeep of rental properties; 2) Home repairs for existing homeowners; 3) Actions to address abandoned vacant properties; 4) Affordable rental housing and 5) Increasing home ownership. Public Facility Improvements The facility improvement activity rated as having the highest need were to improve the condition of neighborhood parks and/or public spaces, next was to improve the condition of neighborhood/community facilities and then to increase the number of recreational facilities.

Results of Public Hearing:

Ten different community organizations provided comment at the public hearings on the Consolidated Plan. Comments demonstrated the need for safe, affordable housing, especially for low-income senior and disabled populations and public services to provide additional support. Emergency food and basic need supplies also are in demand and the agencies providing support have seen increased use over the years.

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

All comments were heard and accepted.

7. Summary

All comments were heard and accepted.

The Process

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

1. 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.

Agency Role	Name	Department/Agency
Lead Agency	WAUWATOSA	
CDBG Administrator	WAUWATOSA	Development Department - Planning Divison
HOPWA Administrator		
HOME Administrator	WAUWATOSA	
HOPWA-C Administrator		

Table 1– Responsible Agencies

Narrative

The Development Department at the City serves as the administrator the City’s CDBG funding. The Department is responsible for oversight and monitoring of CDBG funds, along with the various subrecipients of these funds, in addition to authoring and submitting required reports. All reimbursement requests are submitted to the Finance Department for processing and check issuance.

The development of the consolidated/annual plan is based on a collaborative process that included public meetings to solicit comments from interested groups and individuals, and input from the CDBG Committee, Common Council, and City Planning staff. The general public and interested/current applicants and their constituents are invited to the public meetings and encouraged to provide comment on the plan.

The organizations that have been selected to receive funds provide data and narrative information about their programs and services which are incorporated into the plan; the CDBG Committee is a group of volunteer citizens who, along with information provided by City staff, determine the community needs that are prioritized and addressed in the plan. This recommendation is approved by the City’s Budget & Finance Committee and Common Council.

Consolidated Plan Public Contact Information

PR-10 Consultation - 91.100, 91.110, 91.200(b), 91.300(b), 91.215(I) and 91.315(I)

1. Introduction

In an effort to increase public involvement in the development of the 2020-2024 Five-Year Consolidated Plan, the City of West Allis, the City of Wauwatosa, and Milwaukee County contracted with Community Planning and Development Advisors, LLC (CPDA) to conduct focus groups and an on-line citizen survey for stakeholders, practitioners and possible beneficiaries involved with the CDBG and HOME programs. See attached report with questions and responses.

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(I)).

The organizations that have been selected to receive funds provide data and narrative information about their programs and services which are incorporated into the plan; the CDBG Committee is a group of volunteer citizens who, along with information provided by City staff, determine the community needs that are prioritized and addressed in the plan. This recommendation is approved by the City's Budget & Finance Committee and Common Council. The City staff member will foster a consistent relationship and increase communication with Milwaukee County and the administration of the City's HOME funds. Continued input will be solicited from the Wauwatosa Health Department, also a subrecipient of CDBG funds. Staff, when appropriate and possible, will seek new avenues and partnerships with agencies for meeting/expanding underserved needs in the community. Staff maintains regular communication with subrecipients throughout the year.

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 is a member of the Continuum of Care (CoC), signs onto the NOFA application and attends COC monthly meetings to remain up to date on services that offered in the community. The City participated in the COC sponsored point in time homeless count and will continue to do so to track the population over time.

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

The Development Director attends COC meetings and can provide input at this time.

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

Table 2– Agencies, groups, organizations who participated

1	Agency/Group/Organization	Lutheran H0me
	Agency/Group/Organization Type	Housing Services-Elderly Persons
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Lead-based Paint Strategy Public Housing Needs Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Non-Homeless Special Needs Economic Development Market Analysis Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	The City of Wauwatosa emailed focus group invitations to 42 individuals and organizations, including the City's CDBG Committee, CDBG sub-recipients, relevant City Departments (e.g. Department of Health & Public Works), and the Common Council for the purpose of getting their input into the community development focus/priorities for the next 5-year Con Plan.
2	Agency/Group/Organization	Metropolitan Milwaukee Fair Housing Council
	Agency/Group/Organization Type	Service-Fair Housing
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Lead-based Paint Strategy Public Housing Needs Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Non-Homeless Special Needs Economic Development Market Analysis Anti-poverty Strategy

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3	Agency/Group/Organization	TOSA COMMUNITY FOOD PANTRY
	Agency/Group/Organization Type	Services-Children Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Victims of Domestic Violence Services-homeless
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Lead-based Paint Strategy Public Housing Needs Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Non-Homeless Special Needs Economic Development Market Analysis Anti-poverty Strategy
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4	Agency/Group/Organization	Wauwatosa Health Department
	Agency/Group/Organization Type	Services-Health Health Agency Grantee Department

	What section of the Plan was addressed by Consultation?	Housing Need Assessment Lead-based Paint Strategy Public Housing Needs
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	The City of Wauwatosa emailed focus group invitations to 42 individuals and organizations, including the City's CDBG Committee, CDBG sub-recipients, relevant City Departments (e.g. Departments of Health & Public Works), and the Common Council for the purpose of getting their input into the community development focus/priorities for the next 5-year Con Plan.
5	Agency/Group/Organization	ERAs Senior Network, Inc
	Agency/Group/Organization Type	Services-Elderly Persons Services-Persons with Disabilities Services-Health
	What section of the Plan was addressed by Consultation?	Housing Need Assessment Lead-based Paint Strategy Public Housing Needs Homelessness Strategy Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Non-Homeless Special Needs Economic Development Market Analysis Anti-poverty Strategy
	How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	The City of Wauwatosa emailed focus group invitations to 42 individuals and organizations, including the City's CDBG Committee, CDBG sub-recipients, relevant City Departments (e.g. Departments of Health & Public Works), and the Common Council for the purpose of getting their input into the community development focus/priorities for the next 5-year Con Plan.
6	Agency/Group/Organization	WISCONSIN WOMENS BUSINESS INITIATIVE
	Agency/Group/Organization Type	Services-Education Services-Employment Community Development Financial Institution

What section of the Plan was addressed by Consultation?	Economic Development Market Analysis Anti-poverty Strategy
How was the Agency/Group/Organization consulted and what are the anticipated outcomes of the consultation or areas for improved coordination?	The City of Wauwatosa emailed focus group invitations to 42 individuals and organizations, including the City's CDBG Committee, CDBG sub-recipients, relevant City Departments (e.g. Departments of Health & Engineering), and the Common Council for the purpose of getting their input into the community development focus/priorities for the next 5-year Con Plan.

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

The leading broadband provider, Spectrum, was contacted for information related to the digital divide. No response was provided. Fixed broadband deployment data was available from the FCC by census place.

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		Both identify goals of economic development/employment, access to supportive services, and providing resources to safe, affordable housing as ways to prevent the risk of homelessness.

Table 3– Other local / regional / federal planning efforts

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 is part of the HOME Consortium, along with Milwaukee County and the City of West Allis. Each entity worked together on the drafting of the Consolidated Plan and will continue to work together on implementation of the Plan.

Narrative

PR-15 Citizen Participation - 91.105, 91.115, 91.200(c) and 91.300(c)

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

A Milwaukee County Consolidated Plan Needs survey was conducted online during the months of October and November, 2019. The survey was accessible to the residents of the City of Wauwatosa online and was distributed through email. The survey consisted of 33 questions broken into the following categories:

- Demographic information
- Community needs assessment
- Public spending importance assessment
- Feedback regarding municipal changes, communication from City or County officials regarding CDBG and HOME programs, and recommendations for the use of public funds in Wauwatosa

Public Notices soliciting public input were placed on the City's website and distributed to community-based organizations. Public Notices for Public Hearings are published in the official City newspaper, WestNow, posted at City Hall and Police Department and posted online in the meeting portal. All CDBG Public Hearings are held in buildings which are handicap accessible to allow for access to elderly persons and persons with disabilities.

The first Public Hearing was held on October 30, 2019 during a meeting with the Community Development Block Grant Committee and a second Public Hearing was held on November 6, 2019 to present the recommended community development activities to the general public and to solicit feedback.

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)
1	Internet Outreach	Non-targeted/broad community	There were 30 responses from the City of Wauwatosa.	Comments provided generally fell into one of four groups: the need for services to assist the City's senior population, the need to assist activities that serve people with disabilities, the need for emergency relief services to help people in tough economic times, and the need to rehab housing units in order to maintain a quality housing supply. Each commentator iterated tight or declining budgets/resources for providing services coupled with an increased and/or growing demand for services.	All comments were accepted and considered in the development of the Con Plan.	

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)
2	Public Meeting	Non-targeted/broad community	<p># residents of Milwaukee County accessed the survey with 79% (266) of those responding completing the survey. Fifty-five (21%) survey respondents who specified their locality indicated they live outside of Milwaukee County or in the City of Milwaukee. These respondents were filtered out of the analysis, as the City of Milwaukee and surrounding counties are not included in the Milwaukee County Consolidated Plan. Additionally, this analysis includes only survey respondents who completed the MAUWATOSA survey. Seventy people who started the survey.</p>	<p>Comments provided generally fell into one of four groups: the need for services to assist the City's senior population, the need to assist activities that serve people with disabilities, the need for emergency relief services to help people in tough economic times, and the need to rehab housing units in order to maintain a quality housing supply. Each commenter iterated tight or declining budgets/resources for providing services coupled with an increased and/or growing demand for services. Housing/Community Needs: The respondents rated the following housing needs as 1) maintenance and upkeep of rental properties; 2) Home repairs for existing homeowners; 3) Actions to address abandoned vacant properties; 4) Affordable rental housing</p>	<p>Comments provided generally fell into one of four groups: the need for services to assist the City's senior population, the need to assist activities that serve people with disabilities, the need for emergency relief services to help people in tough economic times, and the need to rehab housing units in order to maintain a quality housing supply. Each commenter iterated tight or declining budgets/resources for providing services coupled with an increased and/or growing demand for services. Housing/Community Needs: The respondents rated the following housing needs as 1) maintenance and upkeep of rental properties; 2) Home repairs for existing homeowners; 3) Actions to address abandoned vacant properties; 4) Affordable rental housing</p>	

Table 4– Citizen Participation Outreach

Needs Assessment

NA-05 Overview

Needs Assessment Overview

Based on census demographics depicting characteristics of the housing market, the City determined that its housing priority needs include the rehabilitation of an aging housing stock, rent or down payment assistance for burdened renters/homebuyers, and housing for seniors, especially those with disabilities.

CDBG funds will be used to support the rehabilitation of existing affordable and subsidized housing in Wauwatosa. The city will work with private developers interested in constructing affordable housing in the city, supporting financial incentives when appropriate. The city does not operate any public housing, but seeks to maintain the subsidized housing in the city and support fair housing initiatives. In addition, the use of CDBG funds for housing unit rehabilitation projects will be promoted and encouraged when possible, in order to create more affordable housing options in the city. Outreach, technical assistance and additional support will be offered to projects that include affordable housing components. HOME funds are targeted for rental vouchers, rehabilitation projects and first-time homebuyers, all portions of the city's population and housing stock that need assistance. The city will continue to advertise the use of these programs to residents via the city newsletter and website.

The City of Wauwatosa typically receives just under one million dollars in CDBG funds annually and almost 90% is allocated to public service/community programs or public facilities, economic development or rehab projects that conduct activities benefiting LMI people. Community needs are developed mainly through the continuation of the goals and strategies of previous strategic plans (See attached Needs table). Allocations for the remaining projects are focused on serving LMI populations and are geographically distributed throughout the community. Seniors and people with disabilities represent a significant portion of the city's population living below the poverty level, so priorities have been assigned for allocating investments to activities that reach these populations in the community.

NA-50 Non-Housing Community Development Needs - 91.415, 91.215 (f)

Describe the jurisdiction's need for Public Facilities:

Emphasis is placed on programs and facilities that improve the quality of life for Wauwatosa's senior population, which comprises approximately 20% of the total population. Seniors and people with disabilities represent a significant portion of the city's population living below the poverty level, so priorities have been assigned for allocating investments to activities that reach these populations in the community.

Many facilities in the City were constructed prior to 1980 and are in need of major system updates and repairs.

How were these needs determined?

Assessment records and City inventory and building permit records on infrastructure indicated the age of facilities and those most likely in need of repair.

Describe the jurisdiction's need for Public Improvements:

Allocations for public improvements are prioritized for and conducted in LMI areas. The exact sections of infrastructure selected for improvements in these areas are based on greatest need of repair and/or in coordination with the City's capital improvements plan.

How were these needs determined?

The City's capital improvements plan assesses the need for infrastructure needs, including those needed in LMI areas of the City. The exact sections of infrastructure selected for improvements in these areas are based on greatest need of rehabilitation and/or improvement to serve the LMI population.

Describe the jurisdiction's need for Public Services:

Emphasis is placed on programs that improve the quality of life for Wauwatosa's senior population, which comprises approximately 20% of the total population. In particular, programs serve the needs of low-income seniors. Programs that offer services to low income individuals with disabilities and emergency food/basic needs services are in demand as well.

How were these needs determined?

The size of the senior citizen population in Wauwatosa provides justification for the need for supportive services, in addition to the increased demand for services serving people with disabilities and emergency basic needs services as evidenced by the reporting of the nonprofits in the community serving these populations.

Based on the needs analysis above, describe the State's needs in Colonias

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

Wauwatosa's housing stock is predominantly owner-occupied and older, with almost 75% constructed before 1960. The vast majority of housing units are single-family homes and duplexes. Elena's House provides housing and additional services for individuals living with HIV/AIDS and hopes to expand in the near future. There are six subsidized housing facilities in Wauwatosa. Approximately 220 units are for seniors, 24 units are specifically for families and a portion of these accommodate people with disabilities. The elderly and people with disabilities struggle finding housing compatible with their needs and paying more than 30% of their income on housing costs. Extremely low-income people face challenges locating affordable housing. Wauwatosa continues to maintain a strong housing market and the availability of affordable, entry-level homes remains a challenging find. As a landlocked, mostly built-out community, the city has not experienced large increases in housing units and there are not any vacant buildings suitable for housing rehabilitation. Redevelopment of parcels provides the best avenue for incorporating affordable housing.

Based on census demographic trends depicting characteristics of the housing market, the City determined that its housing priority needs include the rehabilitation of an aging housing stock, rent assistance for burdened renters, low-income homebuyer assistance, and housing for seniors, especially those with disabilities.

MA-45 Non-Housing Community Development Assets - 91.410, 91.210(f)

Introduction

Wauwatosa has a diverse business community and remains a location capable of attracting new and expanding business. It is important to continue to have a workforce with needed skills to maintain current businesses and attract new businesses.

Economic Development Market Analysis

Business Activity

Business by Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs less workers %
Agriculture, Mining, Oil & Gas Extraction	33	0	0	0	0
Arts, Entertainment, Accommodations	2,106	4,215	10	9	-1
Construction	656	554	3	1	-2
Education and Health Care Services	5,636	23,877	26	48	22
Finance, Insurance, and Real Estate	2,113	3,457	10	7	-3
Information	687	836	3	2	-1
Manufacturing	2,690	4,048	12	8	-4
Other Services	797	910	4	2	-2
Professional, Scientific, Management Services	3,168	4,206	15	9	-6
Public Administration	0	0	0	0	0
Retail Trade	2,060	5,065	9	10	1
Transportation and Warehousing	540	446	2	1	-1
Wholesale Trade	1,328	1,662	6	3	-3
Total	21,814	49,276	--	--	--

Table 5 - Business Activity

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

Labor Force

Total Population in the Civilian Labor Force	26,770
Civilian Employed Population 16 years and over	25,690
Unemployment Rate	4.02
Unemployment Rate for Ages 16-24	10.81
Unemployment Rate for Ages 25-65	3.08

Table 6 - Labor Force

Data Source: 2011-2015 ACS

Occupations by Sector		Number of People
Management, business and financial	9,425	
Farming, fisheries and forestry occupations	870	
Service	1,995	
Sales and office	5,245	
Construction, extraction, maintenance and repair	849	
Production, transportation and material moving	720	

Table 7 – Occupations by Sector

Data Source: 2011-2015 ACS

Travel Time

Travel Time	Number	Percentage
< 30 Minutes	19,675	80%
30-59 Minutes	4,215	17%

Travel Time	Number	Percentage
60 or More Minutes	625	3%
Total	24,515	100%

Table 8 - Travel Time

Data Source: 2011-2015 ACS

Education:

Educational Attainment by Employment Status (Population 16 and Older)

Educational Attainment	In Labor Force		Not in Labor Force
	Civilian Employed	Unemployed	
Less than high school graduate	290	75	240
High school graduate (includes equivalency)	2,155	150	720
Some college or Associate's degree	5,265	210	840
Bachelor's degree or higher	14,495	380	1,640

Table 9 - Educational Attainment by Employment Status

Data Source: 2011-2015 ACS

Educational Attainment by Age

	Age				
	18-24 yrs	25-34 yrs	35-44 yrs	45-65 yrs	65+ yrs
Less than 9th grade	14	8	20	65	220
9th to 12th grade, no diploma	260	135	155	215	340
High school graduate, GED, or alternative	595	640	670	1,715	2,300
Some college, no degree	1,105	1,035	885	2,270	1,600
Associate's degree	65	505	495	1,130	375
Bachelor's degree	745	4,015	2,340	4,110	1,525
Graduate or professional degree	15	2,205	1,465	2,385	1,230

Table 10 - Educational Attainment by Age

Data Source: 2011-2015 ACS

Educational Attainment – Median Earnings in the Past 12 Months

Educational Attainment	Median Earnings in the Past 12 Months
Less than high school graduate	24,531
High school graduate (includes equivalency)	28,531
Some college or Associate's degree	36,735
Bachelor's degree	52,853
Graduate or professional degree	62,003

Table 11 – Median Earnings in the Past 12 Months

Data Source: 2011-2015 ACS

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

The largest employment sector in Wauwatosa is Health Care Services and Education. There is a regional medical complex in Wauwatosa. Retail Trade is the second largest sector. Mayfair Mall is a regional shopping center in Wauwatosa as well as the Mayfair Collection and other commercial corridors such as the Village, East Tosa and Midtown. Arts/entertainment/accommodations and professional/scientific/management services being equal in number of workers as the third largest sectors.

Describe the workforce and infrastructure needs of the business community:

The data indicates that much of the business community needs an educated, skilled workforce and infrastructure to support growth and expansion. Complimenting service sector employees are necessary as well as supportive services to existing businesses. Unemployment rates are low in Wauwatosa (3.08%) and the majority of the civilian labor forces has a Bachelor's Degree or higher.

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.

The development of The University of Wisconsin-Milwaukee's Innovation Campus will spur job creation in the area, along with any expansions at the Regional Medical Center and the Research Park. Current and future retail developments will also lead to more jobs in the community. While many of these jobs will require higher education and skill levels, others will provide opportunities for populations that do not.

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

The demographic data indicates that the education level of the workforce matches that of the higher level jobs in the community. Those with higher education also tend to have greater incomes. There is also demand for employees in retail positions that could supply jobs to those without as much education in the community or to those looking for work outside of the community.

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 City provides funding to WWBIC, which provides training and technical assistance to people interested in starting businesses/microenterprises in the community. There is one trade school in the City. Supporting these entities will encourage economic development and job creation in the area.

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

No

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.

Discussion

The population of Wauwatosa is relatively well-educated and skilled overall. While there are many skilled jobs in the community, there are also opportunities for people to find lower skilled jobs in order to gain work experience and skills to help them advance. Wauwatosa can be a place

of employment for the low-income laborforce in surrounding communities as well. Encouraging and maintaining a diverse business environment will provide opportunitites within the City and for neighboring municipalities.

MA-50 Needs and Market Analysis Discussion

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

The majority of housing in Wauwatosa, and almost all of it on the east side of the City (seat of N 92nd St) was constructed prior to 1972 when lead based paint was outlawed; most housing on the east side was constructed before 1950. Other concentrations center around areas that have subsidized housing facilities and in census tracts where the population has a housing cost burden.

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

Concentrations in Wauwatosa look at the top census tracts with the highest percentages of racial minorities and low-income families. There are 13 census tracts in Wauwatosa. Overall Wauwatosa's population is approximately 87% white, 4.8% black/African American, 4.4% Asian and 2.8% other or two or more races. The highest minority concentrations occur in census tracts 901 (3.4% Black), 902 (4.3% Black), 903 (6% Asian, 2.8% Black) and 909 (2.7% Black, 3.1% other/2 or more races).

Four census tracts have poverty levels above 5% of the total population: census tracts 901 (5.1% below poverty level), 903 (6% below poverty level), 910 (5.9% below poverty level), and 912 (7.3% below poverty level). Two of these census tracts (901 and 909) coincide with areas that also have higher minority populations. In addition, three of these tracts (901, 903, and 912) have subsidized housing facilities located in the area, particularly low-income senior housing.

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

These areas either include a smaller lot size/smaller homes and duplexes, subsidized housing complex, senior housing complex, and/or are located closer to the City of Milwaukee boundary.

Are there any community assets in these areas/neighborhoods?

These neighborhoods exhibit one or more of the following assets: access to transportation, access to parks, and/or proximity to schools.

Are there other strategic opportunities in any of these areas?

MA-60 Broadband Needs of Housing occupied by Low- and Moderate-Income Households - 91.210(a)(4), 91.310(a)(2)

Describe the need for broadband wiring and connections for households, including low- and moderate-income households and neighborhoods.

In 2013-2017 ACS, 90.3 percent of households in Wauwatosa city, Wisconsin had a computer, and 83.7 percent had a broadband internet subscription.

An estimated 85.5 percent of households had a desktop or laptop, 73.2 percent had a smartphone, 57.7 percent had a tablet or other portable wireless computer, and 5.5 percent had some other computer.

Among all households, 57.8 percent had a cellular data plan; 76.1 percent had a broadband subscription such as cable, fiber optic, or DSL; 3.4 percent had a satellite internet subscription; 0.4 percent had dial-up alone; and 0.2 percent had some other service alone.

Describe the need for increased competition by having more than one broadband Internet service provider serve the jurisdiction.

There are several internet service providers in Wauwatosa. AT&T and Spectrum provide internet service. Service is available to 100% of the city. There are other satellite options as well. According to the American Community Survey 2013-2017, 83.7 percent had a broadband internet subscription in Wauwatosa.

MA-65 Hazard Mitigation - 91.210(a)(5), 91.310(a)(3)

Describe the jurisdiction's increased natural hazard risks associated with climate change.

Describe the vulnerability to these risks of housing occupied by low- and moderate-income households based on an analysis of data, findings, and methods.

Strategic Plan

SP-05 Overview

Strategic Plan Overview

The City's CDBG program focuses on serving LMI populations in need of supportive and housing services. Overall activities are conducted city-wide and there is an emphasis places on services for seniors and people with disabilities, housing rehabilitation programs, and economic development activities that create jobs. As an entitlement community, Wauwatosa receives approximately the same annual CDBG allocation. While meeting goals to provide services is accomplished each year, it is more difficult to meet housing goals that necessitate overcoming obstacles to affordable housing. Economic development activities have been successful in recent years as well and the City will continue to plan for such activities moving forward.

SP-10 Geographic Priorities - 91.415, 91.215(a)(1)

Geographic Area

Table 12 - Geographic Priority Areas

1	Area Name:	Wauwatosa CDBG Entitlement Jurisdiction
	Area Type:	Entitlement City Jurisdiction
	Other Target Area Description:	Entitlement City Jurisdiction
	HUD Approval Date:	
	% of Low/ Mod:	
	Revital Type:	
	Other Revital Description:	
	Identify the neighborhood boundaries for this target area.	
	Include specific housing and commercial characteristics of this target area.	
	How did your consultation and citizen participation process help you to identify this neighborhood as a target area?	
	Identify the needs in this target area.	
	What are the opportunities for improvement in this target area?	
Are there barriers to improvement in this target area?		

General Allocation Priorities

Describe the basis for allocating investments geographically within the state

Allocations are focused on serving LMI populations and are geographically distributed throughout the community. Seniors and people with disabilities represent a significant portion of the City's population living below the poverty level, so priorities are assigned for allocating investments to activities that reach these populations in the community. Commercial districts and businesses are scattered throughout the city. Economic development strategies are identified in order to fund activities and initiatives that create/retain LMI jobs and promote economic development in business districts.

SP-25 Priority Needs - 91.415, 91.215(a)(2)

Priority Needs

Table 13 – Priority Needs Summary

1	Priority Need Name	Housing
	Priority Level	High
	Population	Low Moderate Families with Children Elderly Elderly Frail Elderly Persons with Mental Disabilities Persons with Physical Disabilities Persons with Developmental Disabilities Persons with Alcohol or Other Addictions Persons with HIV/AIDS and their Families Victims of Domestic Violence Non-housing Community Development
	Geographic Areas Affected	Entitlement City Jurisdiction
	Associated Goals	Increase the supply of standard affordable housing
	Description	Provide new rental units; Rehab affordable rental units including units for persons with disabilities; Rehab owner-occupied housing; Provide minor rehab/ accessibility to owner-occupied units; Promote ownership including for persons with disabilities.
	Basis for Relative Priority	Based on census demographics depicting characteristics of the housing market, the city determined that its housing priority needs include the rehabilitation of an aging housing stock, rent assistance for burdened renters, and housing for senior, especially those with disabilities.
	2	Priority Need Name
Priority Level		High

<p>Population</p>	<p>Extremely Low Low Moderate Large Families Families with Children Elderly Chronic Homelessness Individuals Families with Children Mentally Ill Chronic Substance Abuse veterans Persons with HIV/AIDS Victims of Domestic Violence Unaccompanied Youth Elderly Frail Elderly Persons with Mental Disabilities Persons with Physical Disabilities Persons with Developmental Disabilities Persons with Alcohol or Other Addictions Persons with HIV/AIDS and their Families Victims of Domestic Violence Non-housing Community Development</p>
<p>Geographic Areas Affected</p>	<p>Entitlement City Jurisdiction</p>
<p>Associated Goals</p>	<p>Provide Services to targeted populations</p>
<p>Description</p>	<p>Provide health and recreational services to elderly and disadvantaged populations; Provide emergency basic needs services to low/moderate income households; Provide support services to individuals living with HIV/AIDS; Provide support services for LMI persons seeking self-sufficiency, jobs and housing counseling.</p>
<p>Basis for Relative Priority</p>	<p>Allocations are focused on serving LMI populations and are geographically distributed throughout the community. Seniors and people with disabilities represent a significant portion of the city's population living below the poverty level, so priorities have been assigned for allocating investments to activities that reach these populations in the community.</p>

3	Priority Need Name	Public Infrastructure/Facilities
	Priority Level	High
	Population	Extremely Low Low Moderate Large Families Families with Children Elderly Chronic Homelessness Individuals Families with Children Mentally Ill Chronic Substance Abuse veterans Persons with HIV/AIDS Victims of Domestic Violence Unaccompanied Youth Elderly Frail Elderly Persons with Mental Disabilities Persons with Physical Disabilities Persons with Developmental Disabilities Persons with Alcohol or Other Addictions Persons with HIV/AIDS and their Families Victims of Domestic Violence Non-housing Community Development
	Geographic Areas Affected	Entitlement City Jurisdiction
	Associated Goals	Improve/develop infrastructure
Description	Rehab/construct facilities for LMI services; Provide infrastructure to meet LMI needs, remove blight, improve parks; Provide new infrastructure to meet demand; Work with private sector to meet new infrastructure needs for LMI populations; Rehab/construct facilities for LMI services.	

	Basis for Relative Priority	Community needs are developed mainly through the continuation of the goals and strategies of previous strategic plans. Allocations for infrastructure projects are prioritized for and conducted in LMI areas. The exact sections of public infrastructure selected for improvements in these areas are based on greatest need of repair and/or in coordination with the City's capital improvements plan.
4	Priority Need Name	Economic Development
	Priority Level	High
	Population	Extremely Low Low Moderate Non-housing Community Development
	Geographic Areas Affected	Entitlement City Jurisdiction
	Associated Goals	Develop economy and employment
	Description	Assist private businesses to create jobs; Provide technical assistance to persons starting a business; Provide loans to micro-businesses; Work with non-profits to provide LMI with training.
	Basis for Relative Priority	Commercial districts and businesses are scattered throughout the city. Businesses that are approved for economic development loans or grants are geographically distributed throughout the city. Economic development strategies are identified in order to fund activities and initiatives that create/retain LMI jobs and promote economic development community-wide.
5	Priority Need Name	Administration and Planning
	Priority Level	High

Population	Extremely Low Low Moderate Middle Large Families Families with Children Elderly Public Housing Residents Rural Chronic Homelessness Individuals Families with Children Mentally Ill Chronic Substance Abuse veterans Persons with HIV/AIDS Victims of Domestic Violence Unaccompanied Youth Elderly Frail Elderly Persons with Mental Disabilities Persons with Physical Disabilities Persons with Developmental Disabilities Persons with Alcohol or Other Addictions Persons with HIV/AIDS and their Families Victims of Domestic Violence Non-housing Community Development
Geographic Areas Affected	Entitlement City Jurisdiction
Associated Goals	Provide strong program planning and administration
Description	Provide effective, efficient and compliant administration of the CDBG Program. Conduct planning studies as necessary and relevant.
Basis for Relative Priority	Need to administer the CDBG program effectively, efficiently, and in compliance with HUD regulations and requirements associated with the CDBG and HOME programs. Conduct planning studies that compliment and/or support the goals of the Plan.

Narrative (Optional)

SP-35 Anticipated Resources - 91.420(b), 91.215(a)(4), 91.220(c)(1,2)

Introduction

The City of Wauwatosa anticipates receiving a total of **\$1,010,178** in new Community Development Block Grant (CDBG) funding in 2020. In addition to the annual allocation, some projects will be funded with carryover funds from previous years or unspent funds from closed out projects and unexpended funds from completed 2019 projects will be carried over for applicants that have been approved by Common Council for funding in 2020. Should the City’s 2020 grant award be greater or less than estimated, funding levels will be adjusted proportionally and/or additional unspent funds may be used to supplement funding levels if approved by Common Council. Also, Milwaukee County HOME Consortium receives the City of Wauwatosa’s share of HOME funds and provides services with these funds on its behalf.

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	1,010,178	12,000	0	1,022,178	4,040,712	

Table 14 - Anticipated Resources

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 individual organizations and programs that the City funds with CDBG money are able to leverage additional resources from the private and non-profit sector in order to fully implement their projects. Each organization that the city allocates CDBG funds to relies on other funding sources to operate and receives private donations or other grants.

The City of Wauwatosa only directly receives HUD funds from the CDBG Program and this program does not have any matching requirements.

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

The Wauwatosa Senior Center conducts operations out of City Hall and the Muellner Building located in Hart Park, which is a publicly owned land and a public building.

Discussion

SP-40 Institutional Delivery Structure - 91.415, 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.

Responsible Entity	Responsible Entity Type	Role	Geographic Area Served
WAUWATOSA	Government	Economic Development Homelessness Non-homeless special needs Ownership Planning Rental neighborhood improvements public facilities public services	Jurisdiction

Table 15 - Institutional Delivery Structure

Assess of Strengths and Gaps in the Institutional Delivery System

The City’s Development Department is the agency responsible for oversight and monitoring of CDBG funds along with the various subrecipients of these funds, in addition to authoring and submitting required reports. To develop institutional structure, planning staff will continue to administer CDBG program duties and enhance coordination with the various institutions with which it works – City government, HUD, subrecipients and community groups and citizens. Further actions will be taken to refine the structure of annual application, reporting and monitoring processes, such as updating and creating forms/checklists/timelines/notices and distributing timely information to all relevant entities. Actions to clarify and streamline processes will provide an organized, defined institutional structure. Staff is also creating and maintaining a procedures reference manual that defines the various components and structure of the CDBG program.

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

Homelessness Prevention Services	Available in the Community	Targeted to Homeless	Targeted to People with HIV
Homelessness Prevention Services			
Counseling/Advocacy	X	X	X
Legal Assistance	X	X	X

Homelessness Prevention Services	Available in the Community	Targeted to Homeless	Targeted to People with HIV
Homelessness Prevention Services			
Mortgage Assistance	X	X	
Rental Assistance	X	X	X
Utilities Assistance	X	X	
Street Outreach Services			
Law Enforcement	X	X	
Mobile Clinics	X		
Other Street Outreach Services	X	X	X
Supportive Services			
Alcohol & Drug Abuse	X	X	
Child Care	X	X	
Education	X	X	
Employment and Employment Training	X	X	
Healthcare	X	X	X
HIV/AIDS	X	X	X
Life Skills	X	X	X
Mental Health Counseling	X	X	X
Transportation	X	X	
Other			

Table 16 - Homeless Prevention Services Summary

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

The City of Wauwatosa does not currently have an avenue for aiming funds at ending chronic homelessness, but rather aims funds at preventing homelessness in the community through the funding of programs that assist LMI households. Additionally, the Health and Community Development Departments provide referrals to housing services for the homeless in the Milwaukee area.

Obstacles to addressing this issue include not having a good or accurate method for assessing the City's homeless population and their needs.

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

Strengths of the Milwaukee COC system include offering a range of emergency, transitional, and permanent housing as well as strong prevention services. The system continues to serve about 780 new individuals and children each quarter. The Point in Time count of unsheltered has decreased from 148 households without children in 2009 to 82 households in 2013. The PIT count of unsheltered has decreased from 72 households (with at least one child) to 5 households in 2013.

Some of the current weaknesses or gaps in the shelter system include the following:

1. Agencies continue to experience a shortage of funds and other resources to meet current needs and successfully help households move into better quality of life situations and into permanent housing.
2. The highest demand relative to capacity (utilization rate) is for individuals in permanent supportive housing. This suggests a subsector of the system that needs additional beds and services, or a more effective effort to work with those residents to move them more quickly into non-supported permanent housing.
3. The number and percentage for those "living in a place not meant for human habitation" has increased to about 50% of individuals of "homeless before program entry" compared to those coming from emergency shelter, transitional housing or safe haven (PTI, 2013, p.21)

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 City of Wauwatosa aims funds at preventing homelessness in the community through the funding of programs that assist LMI households. Additionally, the Health and Community Development Departments provide referrals to housing services for the homeless in the Milwaukee area.

SP-45 Goals - 91.415, 91.215(a)(4)

Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Increase the supply of standard affordable housing	2020	2024	Affordable Housing	Wauwatosa CDBG Entitlement Jurisdiction	Housing	CDBG: \$1,500,000	Rental units rehabilitated: 50 Household Housing Unit Homeowner Housing Rehabilitated: 125 Household Housing Unit
2	Provide Services to targeted populations	2020	2024	Non-Homeless Special Needs Non-Housing Community Development	Wauwatosa CDBG Entitlement Jurisdiction	Public Services	CDBG: \$750,000	Public service activities other than Low/Moderate Income Housing Benefit: 5000 Persons Assisted
3	Improve/develop infrastructure	2020	2024	Non-Housing Community Development	Wauwatosa CDBG Entitlement Jurisdiction	Public Infrastructure/Facilities	CDBG: \$1,500,000	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 315 Persons Assisted
4	Develop economy and employment	2020	2024	Non-Housing Community Development	Wauwatosa CDBG Entitlement Jurisdiction	Economic Development	CDBG: \$350,000	Jobs created/retained: 29 Jobs Businesses assisted: 150 Businesses Assisted

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
5	Provide strong program planning and administration	2020	2024	Administration	Wauwatosa CDBG Entitlement Jurisdiction	Administration and Planning	CDBG: \$1,000,000	Other: 1 Other

Table 17 – Goals Summary

Goal Descriptions

1	Goal Name	Increase the supply of standard affordable housing
	Goal Description	Provide new rental units; Rehab affordable rental units including units for those persons with disabilities; Rehab owner-occupied housing; Provide minor rehab/accessibility for owner-occupied housing; Promote ownership include for those persons with disabilities;
2	Goal Name	Provide Services to targeted populations
	Goal Description	Provide health and recreational services to elderly, disadvantaged and HIV/AIDS populations; Provide recreation and education opportunities; Assist crime awareness/drug abuse programs; Provide support services for LMI persons seeking self-sufficiency and jobs and housing counseling; Provide emergency basic needs services.
3	Goal Name	Improve/develop infrastructure
	Goal Description	Rehab/construct facilities for LMI services; Provide infrastructure to meet LMI needs, remove blight, improve parks; Remove blighting influences; Provide new infrastructure to meet demand; Work with private sector to meet new infrastructure needs for LMI;

4	Goal Name	Develop economy and employment
	Goal Description	Assist private businesses to create jobs; Provide technical assistance to persons starting a business; Provide loans to micro-businesses; Work with non-profits to provide LMI persons with training; Provide gap-filling employment services for households receiving public assistance.
5	Goal Name	Provide strong program planning and administration
	Goal Description	Provide effective administration of the CDBG program; Provide completion of relevant planning studies.

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)

View

SP-65 Lead-based Paint Hazards - 91.415, 91.215(i)

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

Wauwatosa's Human Health Hazard Ordinance authorizes the Wauwatosa Health Department to issue orders to abate lead hazards in homes where a lead-poisoned child resided. The lead certified health department staff conducts investigations and follow-up inspections to verify the hazard, write clean-up orders and determine compliance by the date specified on the orders. Citations will be issued if clean-up is not completed when ordered.

Grants are available to LMI households as part of the Health Department's lead paint hazard reduction program. Priority is given to those with greatest need and with young children residing in the home. Any housing activities or projects funded with CDGB monies are subject to lead based paint rules and regulations and subrecipients are required to sign a contract stating they will comply with the regulations.

In addition, the City partners with Milwaukee County who is working to reduce potential lead-based paint hazards as well. The Consolidated Plan outlines a 5 year strategy to reduce lead-based paint hazards, which includes the following steps:

- Continue to educate program participants on lead-paint hazards and provide each client "Protect Your Family from Lead in Your Home" or "Renovate Right".
- Continue to have program staff licensed by the State of Wisconsin as Lead Risk Assessors.
- Provide home rehabilitation clients with lead risk assessments (except for emergency repairs and architectural barrier removal).
- Provide grants to rehabilitation loan clients to address lead-paint hazards.
- Require any contractor disturbing a painted surface be licensed with the State of Wisconsin as a Lead-Safe renovator and when necessary as a Lead Abatement Contractor.

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

Applicants for rehabilitation funding receive the required lead-based paint information and understand their responsibilities. These requirements are written into all agreements as well.

SP-70 Anti-Poverty Strategy - 91.415, 91.215(j)

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

The City will continue to provide grants for emergency relief services to families and individuals below the poverty level. The provisions of food, school supplies and clothes lift some of the cost burden of these necessities and help to alleviate poverty.

The city will be administering grants to businesses for the purpose of job creation for LMI individuals, thereby working to alleviate poverty for these people. Providing a steady paycheck and opportunity for individuals to gain employment skills along with a stable employment record can lead to lasting solution for poverty reduction.

The City of Wauwatosa will continue to support and coordinate with the Milwaukee County Home Consortium to provide home repair grants/loans, rental assistance and first-time homebuyers assistance to Wauwatosa families in order to relieve these financial burdens for LMI families. In addition, the city will continue to uphold and enforce zoning ordinances that maintain small-size residential lots and allow for high-density, multi-family developments that can more easily accommodate LMI households. Providing stable, affordable housing offers a big first step out of poverty for low-income families who spend a disproportionate amount of their income on housing costs.

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

The City of Wauwatosa will continue to support and coordinate with the Milwaukee County Home Consortium to provide home repair grants/loans, rental assistance and first-time homebuyers assistance to Wauwatosa families in order to relieve these financial burdens for LMI families. In addition, the city will continue to uphold and enforce zoning ordinances that maintain small-size residential lots and allow for high-density, multi-family developments that can more easily accommodate LMI households. Accessory Dwelling Units (ADU) are allowed in Wauwatosa. Providing stable, affordable housing offers a big first step out of poverty for low-income families who spend a disproportionate amount of their income on housing costs.

Regionally the Southeast Wisconsin Regional Plan Commission has a Year 2035 Regional Housing Plan that the City participates in and attempts to coordinate poverty reducing goals, programs, and policies with affordable housing.

SP-80 Monitoring - 91.230

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

Expected Resources

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

Introduction

The City of Wauwatosa anticipates receiving a total of **\$1,010,178** in new Community Development Block Grant (CDBG) funding in 2020. In addition to the annual allocation, some projects will be funded with carryover funds from previous years or unspent funds from closed out projects and unexpended funds from completed 2019 projects will be carried over for applicants that have been approved by Common Council for funding in 2020. Should the City’s 2020 grant award be greater or less than estimated, funding levels will be adjusted proportionally and/or additional unspent funds may be used to supplement funding levels if approved by Common Council. Also, Milwaukee County HOME Consortium receives the City of Wauwatosa’s share of HOME funds and provides services with these funds on its behalf.

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	1,010,178	12,000	0	1,022,178	4,040,712	

Table 18 - 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 individual organizations and programs that the City funds with CDBG money are able to leverage additional resources from the private and non-profit sector in order to fully implement their projects. Each organization that the city allocates CDBG funds to relies on other funding sources to operate and receives private donations or other grants.

The City of Wauwatosa only directly receives HUD funds from the CDBG Program and this program does not have any matching requirements.

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

The Wauwatosa Senior Center conducts operations out of City Hall and the Muellner Building located in Hart Park, which is a publicly owned land and a public building.

Discussion

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 the supply of standard affordable housing	2020	2024	Affordable Housing	Wauwatosa CDBG Entitlement Jurisdiction	Housing	CDBG: \$354,251	Homeowner Housing Rehabilitated: 30 Household Housing Unit
2	Provide Services to targeted populations	2020	2024	Non-Homeless Special Needs Non-Housing Community Development	Wauwatosa CDBG Entitlement Jurisdiction	Public Services	CDBG: \$151,527	Public service activities other than Low/Moderate Income Housing Benefit: 1000 Persons Assisted
3	Improve/develop infrastructure	2020	2024	Non-Housing Community Development	Wauwatosa CDBG Entitlement Jurisdiction	Public Infrastructure/Facilities	CDBG: \$336,600	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 315 Persons Assisted Public Facility or Infrastructure Activities for Low/Moderate Income Housing Benefit: 0 Households 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	Wauwatosa CDBG Entitlement Jurisdiction	Economic Development	CDBG: \$30,000	Jobs created/retained: 30 Jobs Businesses assisted: 5 Businesses Assisted
5	Provide strong program planning and administration	2020	2024	Administration	Wauwatosa CDBG Entitlement Jurisdiction	Administration and Planning	CDBG: \$137,800	Other: 1 Other

Table 19 – Goals Summary

Goal Descriptions

1	Goal Name	Increase the supply of standard affordable housing
	Goal Description	Housing rehab program
2	Goal Name	Provide Services to targeted populations
	Goal Description	Public services include senior services (outreach & senior center) and support services for those with disabilities and their families.
3	Goal Name	Improve/develop infrastructure
	Goal Description	Public facility improvements to benefit LMI individuals.

4	Goal Name	Develop economy and employment
	Goal Description	Business support services.
5	Goal Name	Provide strong program planning and administration
	Goal Description	CDBG program administration

AP-35 Projects - 91.420, 91.220(d)

Introduction

The City of Wauwatosa 2020 Annual Action Plan (Action Plan) is the First Annual Action Plan of the Milwaukee County Consolidated Plan (2020-2024). The Consolidated Plan describes strategies that address the need for affordable housing, supportive housing for special needs populations, homeless shelters and prevention, economic development, infrastructure improvements, and public services in the Milwaukee County jurisdiction. This Action Plan presents programs, activities, and resources for Program Year 2020 (January 1, 2020 to December 31, 2020) that addresses the needs and objectives identified in the five-year Consolidated Plan for the City.

#	Project Name
1	Program Administration and Planning
2	Senior Services
3	Services for the Disabled
4	Emergency Food Services
5	Services to LMI individuals living with HIV/AIDS
6	Economic Development
7	Rehab of Public Facilities
8	Housing
9	Fair Housing
10	Acquisition and Disposition

Table 20 – Project Information

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

AP-38 Project Summary

Project Summary Information

1	Project Name	Program Administration and Planning
	Target Area	Wauwatosa CDBG Entitlement Jurisdiction
	Goals Supported	Provide strong program planning and administration
	Needs Addressed	Administration and Planning
	Funding	CDBG: \$100,000
	Description	Costs associated with the administration of the CDBG Program including salary/benefits, supplies, mailing, travel and planning studies.
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	
	Location Description	
	Planned Activities	Costs associated with the administration of the CDBG Program including salary/benefits, supplies, mailing, travel and planning studies.
2	Project Name	Senior Services
	Target Area	Wauwatosa CDBG Entitlement Jurisdiction
	Goals Supported	Provide Services to targeted populations
	Needs Addressed	Public Services
	Funding	CDBG: \$107,127

	Description	Provide funds to the senior center and neighborhood outreach organization to offer support services to older adults.
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	913 seniors assisted.
	Location Description	7300 Chestnut Street Wauwatosa, WI 53213
	Planned Activities	Funds used for staff salaries and supplies for the Tosa Senior Center and Neighborgood Outreach Program for older adults. Outreach services include transportation, referral services and other resources.
3	Project Name	Services for the Disabled
	Target Area	Wauwatosa CDBG Entitlement Jurisdiction
	Goals Supported	Provide Services to targeted populations
	Needs Addressed	Public Services
	Funding	CDBG: \$17,400
	Description	Support organizations that provide services for people with disabilities.
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	160 persons will be assisted.

	Location Description	Life Navigators 7203 W Center Street Wauwatosa, WI 53210
	Planned Activities	Support organizations that provide basic living needs, in-home support and education and training events for people and families with disabilities.
4	Project Name	Emergency Food Services
	Target Area	Wauwatosa CDBG Entitlement Jurisdiction
	Goals Supported	Provide Services to targeted populations
	Needs Addressed	Public Services
	Funding	CDBG: \$12,000
	Description	Support organizations that supply emergency food and basic need supplies to low income individuals and families.
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	654 persons assisted.
	Location Description	Tosa Food Pantry - 7474 Harwood Aveue Tosa Cares - 12012 W. North Avenue
	Planned Activities	Support organizations (Tosa Community Food Pantry & Tosa Cares) that supply emergency food and basic need supplies to low income individuals and families.
5	Project Name	Services to LMI individuals living with HIV/AIDS
	Target Area	Wauwatosa CDBG Entitlement Jurisdiction
	Goals Supported	Provide Services to targeted populations

	Needs Addressed	Public Services
	Funding	CDBG: \$15,000
	Description	Provide services to LMI individuals living with HIV/AIDS.
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	26 LMI persons
	Location Description	Elena's House 624 N. 103rd Street Wauwatosa, WI 53226
	Planned Activities	Transitional and end of life home for people living with HIV/AIDS. Support services for those living independently.
6	Project Name	Economic Development
	Target Area	Wauwatosa CDBG Entitlement Jurisdiction
	Goals Supported	Develop economy and employment
	Needs Addressed	Economic Development
	Funding	CDBG: \$30,000
	Description	Funds used for economic development related activities
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	30 LMI clients
	Location Description	

	Planned Activities	Provide loans (and limited grants) to new or expanding businesses that retain or create jobs filled by low/moderate income individuals. Funding and approvals are administered by the Community Development Authority. WWBIC provides training and technical assistance for entrepreneurs and prospective entrepreneurs.
7	Project Name	Rehab of Public Facilities
	Target Area	Wauwatosa CDBG Entitlement Jurisdiction
	Goals Supported	Increase the supply of standard affordable housing
	Needs Addressed	Housing
	Funding	CDBG: \$313,756
	Description	Funds are used to complete rehabilitation work at housing facilities that accommodate low/moderate income people, particularly seniors and people with disabilities.
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	93 LMI individuals - Luther Manor 138 LMI individuals - Lutheran Home
	Location Description	Lutheran Home - 7500 W. North Avenue, Wauwatosa Luther Manor - 4545 N 92nd Street, Wauwatosa
Planned Activities	Luther Manor - health care center tub and shower room renovations. Lutheran Home - Window replacement in resident homes and public spaces	
8	Project Name	Housing
	Target Area	Wauwatosa CDBG Entitlement Jurisdiction

	Goals Supported	Increase the supply of standard affordable housing
	Needs Addressed	Housing
	Funding	CDBG: \$354,251
	Description	LMI housing rehab program.
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	Up to 50 LMI households
	Location Description	
	Planned Activities	Wauwatosa home repair program for LMI households to include minor repairs and replacements.
9	Project Name	Fair Housing
	Target Area	Wauwatosa CDBG Entitlement Jurisdiction
	Goals Supported	Provide strong program planning and administration
	Needs Addressed	Housing
	Funding	CDBG: \$37,800
	Description	Funds support organizations that affirmatively further fair housing in the community.
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	100 clients
	Location Description	Metropolitan Milwaukee Fair Housing Council 759 N. Milwaukee Street, Site 500 Milwaukee, WI 53202

	Planned Activities	Funds support organizations that affirmatively further fair housing in the community including fair housing enforcement services, fair housing/lending outreach and education.
10	Project Name	Acquisition and Disposition
	Target Area	
	Goals Supported	Increase the supply of standard affordable housing
	Needs Addressed	Housing
	Funding	CDBG: \$22,844
	Description	Acquisition of vacant land for a senior and affordable multi-family development.
	Target Date	12/31/2020
	Estimate the number and type of families that will benefit from the proposed activities	85 LMI households
	Location Description	1535 & 1565 Rivers Bend
	Planned Activities	Funds (Horizon Development Group) requested for land acquisition of two vacant parcels. The sites will be used to construct 101 mixed-income rental units (87 age-restricted).

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

Funds are allocated to most directly serve the low/moderate income populations in the community.

There are 13 census tracts in Wauwatosa; tract 905 encompasses the Milwaukee County Grounds and the only residential population in the tract (listed as 332 persons) resides in the mental health complex – census data demonstrates that this population is overwhelmingly African-American and low-income. Overall Wauwatosa’s population is approximately 87% white, 4.8% black/African American, 4.4% Asian and 2.8% other or two or more races. The highest minority concentrations occur in census tracts 901 (10.7% Black), 902 (8.5% Black), 903 (7.8% Asian, 8.3% Black), 909 (6.1% Black, 4.5% other/2 or more races) and 910 (7.8% Black, 3.3% Asian).

Four census tracts have poverty levels above 5% of the total population: census tracts 901 (9.9% below poverty level), 906 (8.3% below poverty level), 910 (5.9% below poverty level), and 912 (7.3% below poverty level). Two of these census tracts (901 and 909) coincide with areas that also have higher minority populations. Two of these tracts (901 & 912) have subsidized housing facilities located in the area, particularly low-income senior housing.

Geographic Distribution

Target Area	Percentage of Funds
Wauwatosa CDBG Entitlement Jurisdiction	100

Table 21 - Geographic Distribution

Rationale for the priorities for allocating investments geographically

Businesses that are approved for economic development loans or grants are geographically distributed throughout the city. Remaining projects are conducted by various organizations that have a specific location within the city. All organizations serve Wauwatosa residents community-wide, primarily those who are LMI.

Commercial districts and businesses are scattered throughout the city, but the main focus is on supporting businesses in the Village, Midtown and East North Avenue Corridor, districts where CDBG funds were used to complete redevelopment plans.

Allocations for the remaining projects are focused on serving LMI populations and are geographically distributed throughout the community. Seniors and people with disabilities represent a significant portion of the city’s population living below the poverty level, so priorities have been assigned for

allocating investments to activities that reach these populations in the community.

Discussion

Again, funds are allocated to most directly serve the low/moderate income populations in the community. Projects and activities that serve LMI populations are given priority.

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

Introduction

Each of the programs and activities described in this Plan is designed to meet one of three major objectives (Decent Housing, Suitable Living Environment, or Economic Opportunity) and to contribute accomplishments under one or more of three categories of outcomes (increase availability/accessibility, increase affordability, increase sustainability).

Actions planned to address obstacles to meeting underserved needs

Actions include the funding of Milwaukee County Home Consortium's Home Repair Loan, Rent Assistance, and First-Time Homebuyers programs, along with conducting outreach and distributing information and data about the number of people who access these programs. In addition, the city will offer funding to provide a transitional living facility for LMI people with HIV / AIDS. CDBG funds will also be used for renovation/rehabilitation of subsidized housing developments. CDBG funding will be available for funding a senior center and other activities/services to improve/maintain the quality of life and personal well-being of Wauwatosa's senior population. The city will continue to provide assistance for the continued operation of family support and crisis intervention services for persons with disabilities to improve health, safety and work/life experiences.

Actions planned to foster and maintain affordable housing

Wauwatosa will support the rehabilitation/renovation of subsidized housing units that are in great need of repairs and to home repairs for LMI households through the Health Department and RTGM programs. In addition, the City of Wauwatosa will continue to support programs that provide services that create affordable housing options for the clients they serve. In addition, the use of CDBG funds for housing unit rehabilitation projects will be promoted and encouraged when possible, in order to create more affordable housing options in the city. Outreach, technical assistance and additional support will be offered to projects that include affordable housing components.

Actions planned to reduce lead-based paint hazards

Wauwatosa's Human Health Hazard Ordinance authorizes the Wauwatosa Health Department to issue orders to abate lead hazards in homes where a lead-poisoned child resided. The lead certified health department staff conducts investigations and follow-up inspections to verify the hazard, write clean-up orders and determine compliance by the date specified on the orders. Citations will be issued if clean-up is not completed when ordered.

Grants are available to LMI households as part of the Health Department's weatherization grant program. Priority is given to those with greatest need and with young children residing in the home and to daycares.

Actions planned to reduce the number of poverty-level families

Housing: The City of Wauwatosa will continue to support and coordinate with the Milwaukee County Home Consortium to provide home repair grants/loans, rental assistance and first-time homebuyers assistance to Wauwatosa families in order to relieve these financial burdens for LMI families. Assistance to other housing programs for housing rehab activities maintain available and safe housing units while covering the cost burden for LMI households/people. In addition, the City will continue to uphold and enforce zoning ordinances that maintain small-size residential lots and allow for high-density, multi-family developments that can more easily accommodate LMI households.

Economic Development: The City will administer grants and low-interest loans to businesses for the purpose of job creation for LMI individuals, thereby working to alleviate poverty for these people.

Public/Social Services: The City provides CDBG funds to non-profit organizations that provide emergency food assistance to those in need, alleviating some of the burden of obtaining this basic need so families can focus resources on other needs.

Actions planned to develop institutional structure

To develop institutional structure, planning staff will continue to administer CDBG program duties and enhance coordination with the various institutions with which it works – City government, HUD, subrecipients and community groups and citizens. Further actions will be taken to refine the structure of annual application, reporting and monitoring processes, such as updating and creating forms/checklists/timelines/notices and distributing timely information to all relevant entities. Actions to clarify and streamline processes will provide an organized, defined institutional structure. Staff is also creating and maintaining a procedures reference manual that defines the various components and structure of the CDBG program.

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

The City staff will foster a consistent relationship and increase communication with Milwaukee County and the administration of the City's HOME funds. Continued input will be solicited from the Wauwatosa Health Department, also a subrecipient of CDBG funds. Staff, when appropriate and possible, will seek new avenues and partnerships with agencies for meeting/expanding underserved needs in the community. Staff maintains regular communication with subrecipients throughout the year.

Discussion

Program Specific Requirements

AP-90 Program Specific Requirements - 91.420, 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.

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	12,000
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:	12,000

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.	80.00%

Discussion

Program Income comes from payments made on the revolving loan fund and will be used to make future loans that create jobs for LMI individuals.

Appendix - Alternate/Local Data Sources