



PLANNING AND DEVELOPMENT

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Staff Report

To: Community Development Block Grant Committee

From: Jason Gilman, Planning Director

Date: 1/4/2018

Re: Request for Use of \$50,000 in Planning Funding

Each year the Planning Department is afforded the opportunity to submit a proposal to use CDBG funding for an impactful planning project benefitting the mission of HUD allocated funding to the City. This funding typically comes out of the Administration Cap on CDBG funds of 20% of the allocation.

The Planning and Development Department's Proposal is as follows:

\$50,000 for the collection of primary and secondary data to provide a strong foundation for the impending Comprehensive Plan update. The current Comprehensive Plan, *The Confluence*, was adopted in 2002, and is based on pre-recession, outdated data. The Comprehensive Plan for the City is the overarching policy guiding document on land use, housing, transportation, community facilities, historic preservation, economic development and many other policy and strategy areas. This funding will be used as follows:

- \$20,000 towards the updating of **secondary data** (publicly available data such as US Census, Bureau of Labor Statistics, HUD and other sources and the useful evaluation and formatting of this data into meaningful and useful infographics, web compatible and document-ready formats. Data will be also segregated by both **defensive and offensive categories**. Defensive data is typically collected to address and mitigate downside risk and vulnerabilities of the City, while offensive data supports the City's objectives in increasing revenues, customer satisfaction and capacity building.
- \$30,000 towards the collection of **primary data** for the collection of unique data the City collects itself through surveys, analysis of local sales data, real estate information, public engagement, employer surveys and other means. It is likely this funding will be used to engage assisting organizations such as the MRRPC and UW-Extension.

Ultimately, this meaningful collection of data allows policy makers and staff to operate more effectively and make educated decisions. While the data is ultimately connected to the Comprehensive Plan, it will also be useful as a stand-alone element to provide advisement on policy and strategy.

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